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***Study Of The Tourism Potential For The
Mackenzie Valley Communities: Wrigley,
Arctic Red River, Fort Norman, Fort Good
Hope, Fort Franklin
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REPORT

STUDY OF THE TOURISM POTENTIAL
FOR THE MACKENZIE VALLEY COMMUNITIES:

Wrigley - Arctic Red River
Fort Norman
Fort Good Hope - Fort Franklin

Prepared for

GOVERNMENT OF THE
NORTHWEST TERRITORIES-
TRAVEL ARCTIC

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1. INTRODUCTION

Tourism is rapidly becoming an important contributor to the economy of the Northwest Territories. Approximately 1,000 tourists visited the Territories in 1960 and over 20,000 are expected in 1973. This demand upon the recreational resources requires the fullest attention in order that the maximum economic and social benefits accrue to the people of the North.

Recent discoveries of oil and gas in the Arctic Slope of Alaska at Prudhoe Bay and in the Mackenzie Delta have been the impetus to develop a transportation corridor through the Mackenzie Valley, supplementing the existing barge and air transportation routes by oil and gas pipelines, a highway and/or a railway. These economic development prospects have stirred massive research programs, discussions and debates among supporters and critics with no end in sight at the present time.

Within this potential economic development framework, Travel Arctic of the Government of the Northwest Territories is exploring ways and means to develop tourism in the Mackenzie Valley. Accordingly, Acres Consulting Services Limited was retained in March, 1973 to evaluate the potential for tourism in five remote settlements, including Arctic Red River, Fort Good Hope, Fort Franklin, Fort Norman and Wrigley. All these settlements could be substantially affected by future economic development in the region and particularly the Mackenzie Valley transportation corridor. The purpose of this research was to obtain a 'preliminary "subjective" opinion of an outside consultant. The findings are presented in this report which outlines the general economic prospects of the area, comments on the characteristics of the five subject settlements and concludes with an assessment of the magnitude and impact of potential tourism developments.

Acres Consulting Services Limited is grateful to Travel Arctic and other offices of the Government of the Northwest Territories for their assistance and to the people in the settlements for expressing their opinions and extending their hospitality.

2. STUDY OBJECTIVES AND APPROACH

The objective of the study has been

to assess the potential and impact of tourism in five settlements in the Mackenzie Valley, including Arctic Red River, Fort Good Hope, Fort Franklin, Fort Norman and Wrigley.

The tourism potential study basically consists of three major parts, as follows:

1. Economic background and prospects of study area:

- resource development
- transportation
- present tourism in the Northwest Territories
- present tourism in study area

2. Inspection of settlements:

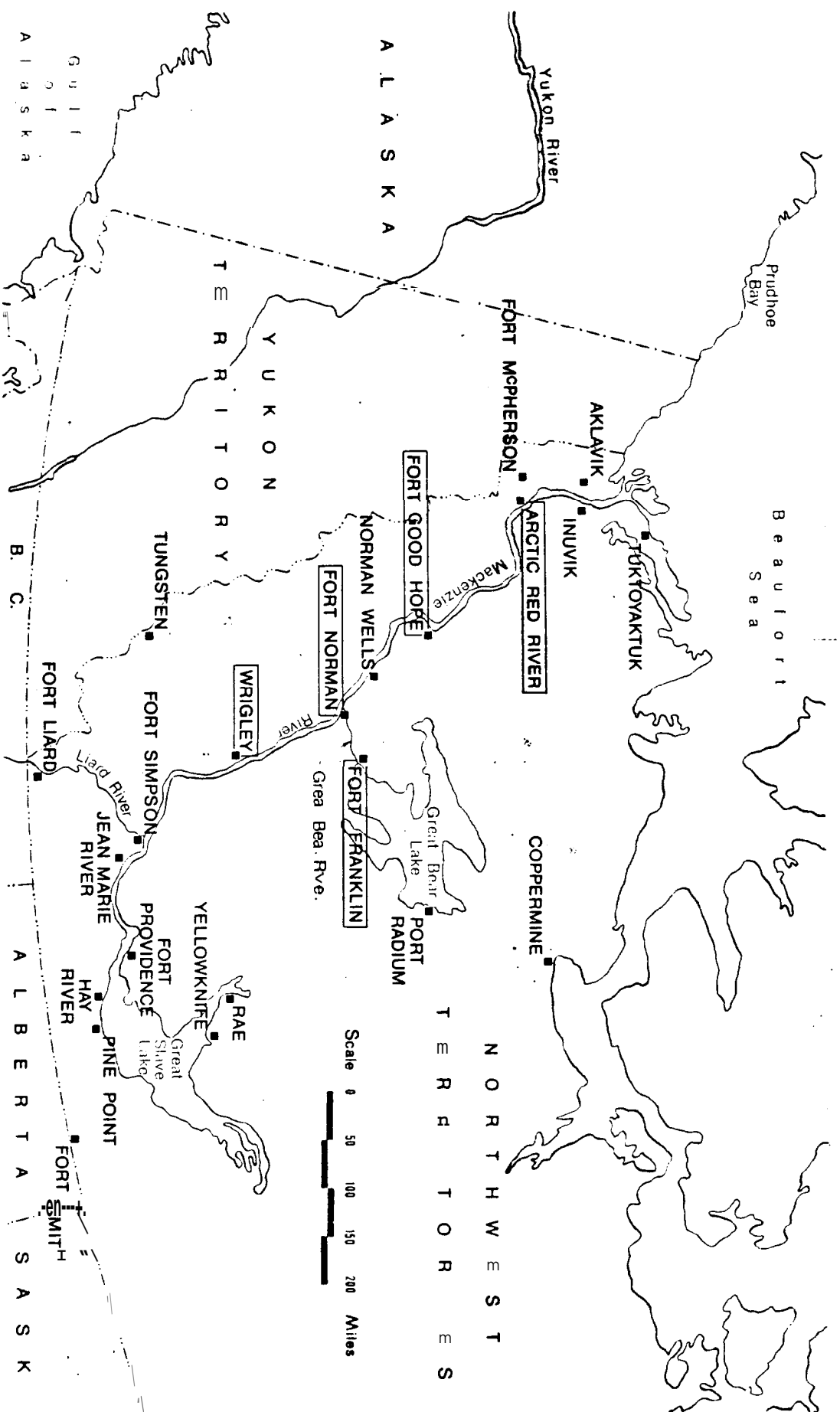
- environment and attractions
- existing facilities
- community characteristics and objectives

3. Tourism development in the settlements:

- development potential
- benefit of tourism"
- projection of tourism requirements
implementation guidelines.

The location of the five settlements within the Northwest Territories is graphically presented in Plate 1. That part of the Mackenzie River Valley which includes the settlements and their respective vicinities. or areas of influence is referred to as the study area.

The approach of the study is characterized by a review of available published data and original research by means of a visit to each settlement. Emphasis has been given to a review of the economic background and prospects of the area in order to obtain a picture of the potential impact on the settlements from other sectors of economic development.



**Mackenzie Valley
Communities**



3. SUMMARY AND RECOMMENDATIONS

3.1 Tourism Potential

The settlements of Arctic Red River, Fort Good Hope, Fort Franklin, Fort Norman and Wrigley have recreational resources which warrant tourism development.

The five settlements can be ranked according to their respective tourism potential with Fort Good Hope having the best potential as follows:

<u>Settlement</u>	<u>Tourist Activities</u>
Fort Good Hope	Campground, highway service centre , potential for airline package tours with improved airstrip, lodges, recreational activities and sightseeing.
Fort Norman	Campground, highway service centre , lodges, recreational activities and sightseeing.
Wrigley	Campground, highway service centre , lodge, recreational activities and sightseeing.
Fort Franklin	Lodge , recreational activities and sightseeing.
Arctic Red River	Campground, small motel, lodge, recreational activities and sightseeing.

There are three types of tourism with distinctive development characteristics: 1) high-way tourists
2) visi-tors to lodges and outfitters
3), airline package tours

3.2 Highway Tourists

The Mackenzie Highway to Inuvik is planned to be opened in

1977, but is not assured yet due to additional environmental and social impact studies.

Highway tourists can be attracted primarily by building good campgrounds as 90% of the travelers are expected to be campers with the remaining 10% staying at motels or with friends' and relatives. *... ..* *aka*

It is projected that approximately 40,000 tourists will visit the Northwest Territories on the Mackenzie Highway; between 40% and 60% of these tourists will probably travel to destinations north of Fort Simpson.

The demand for campgrounds between Wrigley and Arctic Red River has been estimated as follows:

1977 - " 6 campgrounds, average size of 25 units.

1983 8 campgrounds, average size of 35 units.

Additional highway servicing establishments, including stores, gas stations, garages and other commercial establishments will be used by tourists but depend to a larger extent on the commercial traffic. A detailed market study of these facilities should be undertaken including hotels and motels considering both commercial and tourist traffic.

3 . 3 Lodges and Outfitters

Lodges and outfitters represent an already well established tourist sector and can be expanded further even if the Mackenzie Highway is not built.

The existing Great Bear Lake Lodges already provide income to Fort Franklin and to Fort Norman, but additional lodges could be built over the next 10 years to provide employment. *10-100*
1000
+

It has been projected that 4,000 visitors could be attracted to lodges in the study area by 1983 . A portion of this total demand will be absorbed by the existing Great Bear Lake Lodges with increased occupancy and expansion. Therefore, an additional 5 - 7 lodges with a total of 200 beds could be attracted to the study-area by 1983 *+*

Detailed studies and consultations with local people will be required to find locations for these lodges in relation to the nearby settlements.

Two Fort Norman residents have plans or are building lodges at the present time.

3.4 Airline Package Tours

Airline package tours have a potential of becoming a major tourist sector in the 1970's. However, first class facilities, skilled promotion and coordination, and relatively high capital investment in providing accommodation will be required.

It is most unlikely that the required facilities could be economically operated from tourism revenues only during a short season. The required hotels and motels can only be supported with the commercial highway traffic. *Special facilities for road use*

Fort Good Hope could be a possible stopover for airline package tours depending on improvements of the airstrip to accommodate the larger aircraft used in packaged air tours.

It has been projected that 6,000 airline passengers could visit the study area, including Norman Wells. These passengers would need hotels and motels as outlined below.

3.5 Demand for Hotels and Motels

Tourist demand for motels and hotels will primarily be created by airline package tour patrons and to some extent highway travellers.

Based on very speculative projections of package tours, it has been estimated that approximately 175 beds or 70 hotel or motel rooms will be demanded by 1983 to accommodate tourists. *many*

3.6 Implementation

A tourism development plan should be established for the Mackenzie Valley based on consultation with the local people. *I&L. C.C.*

Training programs and small pilot projects should be initiated in order to have minimum facilities ready upon opening of

*new terms
Mackenzie*

the Mackenzie and Dempster Highways.

Financial assistance programs **will** have to be expanded, including assistance to individual entrepreneurs who do not qualify at the present time.

3.7 Economic Prospects

The Mackenzie Valley has enormous oil and gas reserves which will be transported to southern markets in the near future. The expanded economic activities requiring an investment of several billions of dollars in the Mackenzie Valley provide a complimentary economic base for development of high capital **intensive** tourist facilities. such as hotels and motels.

*1/ Good!
2/ What if only highway goes through*

4. ECONOMIC BACKGROUND AND PROSPECTS

The enormous oil and gas resources available in the Mackenzie Valley have become a major discussion factor as a supply source to meet the increasing shortage of energy in North America. The development of oil and gas reserves **will undoubtedly** change the present Northern environment and the way of life of the people. The direction and magnitude of tourism development in the Mackenzie **Valley will** depend to some extent on the dominant characteristics of the **emerging** economy. It is the purpose of this chapter to outline the economic prospects for the Mackenzie **Valley and** to provide a broad framework within which tourism can be **developed**. A **summary** of the economic prospects is presented in **Table 4.1 and Plate 2; details are** provided on the following pages.

4.1 Natural Resources Development

4.1.1 Oil and Gas

The existence of oil in the Northwest Territories has been known since 1789, when Alexander Mackenzie recorded the presence of oil seeps along the banks of the Mackenzie River. The oil and gas prospects are extremely encouraging. The total volume of sediments is greater than that of the four western provinces. Potential reserves have been estimated in the following ranges. ^{1/}

Oil	100 - 150 billion barrels
Natural gas	500 - 775 trillion cubic feet
Natural gas liquids.	15 - 23 billion barrels

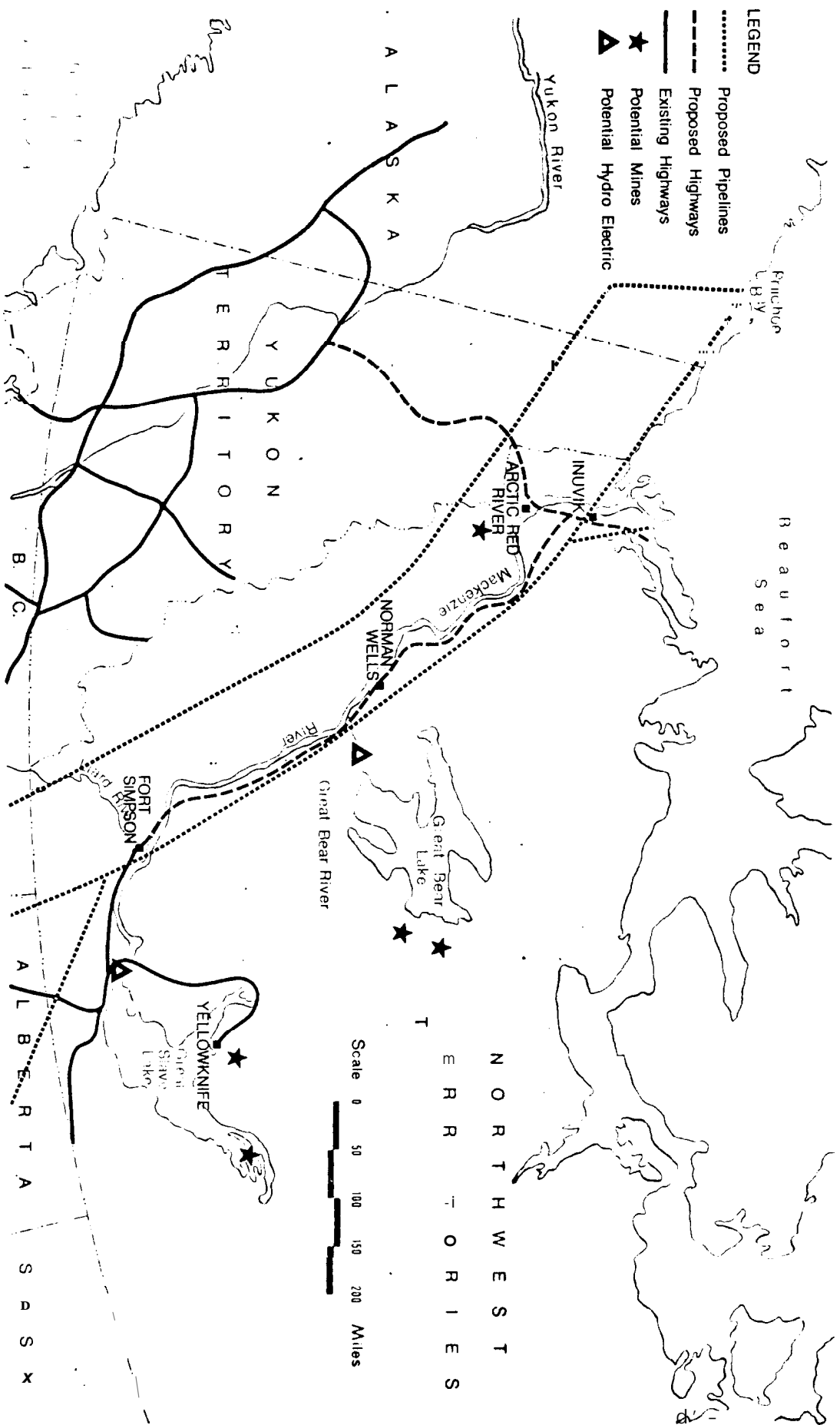
Table 4.2 shows annual production and value of oil and natural gas in the Northwest Territories between 1961 and **1971**. Oil production has been limited to those fields surrounding Norman Wells serving the needs of Imperial **Oil's** refinery, the production of which is presently close to capacity of 3,000 barrels per day. Refined products are

^{1/} A.N. Edington, J.C. Sproule and Associates:
Paper to the 5th National Northern Development
Conference, November 1970; Edmonton, Alberta.

Table 4.1

MACKENZIE VALLEY ECONOMIC DEVELOPMENT SURVEY PROSPECTS

LOCATION	OTHER				ELECTRIC ENERGY	MINERAL	FORESTRY	TOURISM
	HIGHWAY	PIPELINE	WATER	TRANSPORT				
	Mackenzie Dempster	Mackenzie Corridor	Mackenzie River	Mackenzie Corridor	Delta, Arctic Islands	Great Bear River Evelyn Falls	Gt. Slave Gt. Bear Mackenzie Mts.	Lt. Slave Ft Simpson
CAPITAL INVESTMENT	\$200 M	\$5 Billion	\$ 50 M	?Rail \$2.4 B ?Air \$2.4 B	\$500 M	\$250 M	\$75 M	\$1.5 M Sawmills
MARKET Locations	N.W.T.	U.S.A. E.Canada	N.W.T.	N.W.T. High Arctic	U.S.A. E.Canada	Mackenzie Pipeline	World	Pipeline Construction Alaska & N.W.T.
MANPOWER Requirements Construction Operating	1,000	5,200 5,000	200 - 300	5,000		1,000	300 - 500	200
MANPOWER Facilities Capacity	Barge	Barge Highway			Pipe line Rail Air	Barge	Highway	Barge Highway Rail
TIMING	1972-1977	1975-1978	1973-1975	1980	1975-	1975-1978	1975	1975
PRODUCTION OUTPUT Initial Long-Term	200,000 tons	6 M cu.ft. per day.	500,000 \$50,000 tons	Equivalent to 2M bbls./day	+2M bbls a day 4M cu.ft.	500MW	Pipe 20,000	3 Sawmills
IMPACT	High	Very High	Medium		High	Medium	Low-Medium	Low
CONSTRAINTS Impediments	Environment	Finance Environment	Highway	Technology environment	Transport	Pipeline Demand	Market Conditions	Oil Pipeline Highway



**Major Economic
 Development Prospects**



Table 4.2

**ANNUAL PRODUCTION AND VALUE OF
OIL AND NATURAL GAS, N. W. T., 1961-1971**

	<u>Natural Gas</u>		<u>Crude Oil</u>	
	<u>Product ion</u> (mcf)	<u>Value</u> \$	<u>Product ion</u> (bbl)	<u>Value</u> \$
1961	41,678	17,326	516,979	730,160
1970	81,939	34,578	846,003	1,142,104
1971	270,000	113,000	945,000	1,276,000

Source: Statistics Canada 26-201 and 26-202.

produced to meet the needs of **local** markets at Norman Wells and at communities further north, although a large amount of refined products (mainly diesel oil and gasoline) are supplied from Edmonton refineries. Only a limited amount of **natural** gas has been produced at Norman Wells for home heating.

The volumes of oil and gas produced in the Northwest Territories up to this time will be insignificant **compared** to the potential future volumes found by exploration activities. There are three main areas of oil and gas exploration: 1. the High Arctic Islands; 2. the Mackenzie **Delta-Beaufort** Sea; and 3. the Sedimentary Basin of the Mackenzie Valley. The exploration expenditures **in** the Mackenzie Delta and High Arctic Islands **will** continue to be **in** excess of \$200 million per year for at least the next five years and likely much longer. About half this total will be spent in the Mackenzie Delta. With the advent and completion of the proposed natural gas pipeline around 1978 production and development drilling on natural gas lines will increase. In the early 1980's development expenditures should approach \$400-500 million per year, with half of this amount spent **in** the Mackenzie Valley area.

There are a number of **companies** exploring the Mackenzie Delta; the **most active** ones are **Imperial Oil, Gulf Oil** and **Mobil Oil**. Major natural gas reserves have been discovered in the Mackenzie Delta and on Richards Island, although no indications of magnitude have been made public. The companies are confident to find enough gas reserves to justify a 48" diameter pipeline along the Mackenzie Valley. In addition, large quantities of natural gas have been found in Canadats Arctic Islands and, intermingled with crude oil, in the Prudhoe Bay-North Slope Region. The prospect for oil are also positive and these reserves will be large enough **in** the near future for large scale production.

4.1.2 Mining

The mining industry **is** the traditional resource industry of the Northwest Territories. Precious metals like gold and silver prompted the original exploration of the north, but **in** recent years base metals have come into prominence. The industry growth has been very changeable depending to

a large extent on world market conditions, transportation costs and development capital. Presently there are six producing mines in the Mackenzie Valley area as follows; two gold (Giant Yellowknife and Rycon in the Yellowknife area) one lead-zinc mine (open pit operation by Pine Point Mines on the Great Slave Lake), one tungsten mine (Canadian Tungsten on the Yukon/Northwest Territories border, producing some copper as well, on an open pit basis), and two copper-silver mines (Echo Bay and Terra Mining and Exploration on Great Bear Lake, the latter mine producing bismuth as well.)

Mining is an important segment of the economy of the area. The above six mines employed 1,400 men in 1970 (14 percent of the labour force). A further 800 men were employed in the exploration and mine development stage for a total of 22 percent of the work force employed. It is estimated that a further 25 percent of the work force was employed in several service or allied industries supporting the mining industry.

“ Although mining will continue to be an important source of income and employment in the Mackenzie Valley area, its relative importance will lessen. Existing mines are expected to remain producing, with the possible exception of Giant Yellowknife Gold Mines. Pine Point Lead-Zinc Mine will probably continue to be the most important. There is a strong possibility that another lead-zinc mine will be in operation by 1982, as well as two or three gold mines in the Yellowknife area, one or two more silver mines in the Great Bear Lake area and an uranium mine in the eastern Great Slave Lake area.

4.1.3 Hydro-Electric Energy

Hydro-electric plants in the area are limited due to relatively high development costs. In view of the future demand for electricity, particularly for pipelines, two hydro projects are likely at Evelyn Falls and on the Great Bear River, as follows:

Great Bear River
400 - 500MW, \$200 - 250 million
3 dams

Evelyn Falls
15 MW, \$7.5 - 9 million

4.1.4 Forestry

The merchantable timber of the Northwest Territories lies in the valleys of the Mackenzie, Slave and Liard Rivers. It is estimated that the allowable cut in these areas is 34 million board feet per year. Seven local sawmills supply half of the total demand of lumber for housing, pilings, boardwalks, mine timbers and telephone poles. Two of the five settlements have sawmills: Arctic Red River and Wrigley. More refined lumber products such as plywood and furniture are imported from southern Canada.

The construction of a pipeline will be an impetus to increase the capacity of the local sawmills. A recent forest study^{1/} commissioned by the Department of Industry and Development forecasts the 1980 demand for wood products at 60 million board feet of which 32 million would be supplied by local mills. The study recommends to consolidate the sawmills to three at Fort Resolution, Fort Simpson and Inuvik to provide full time employment for fifty workers. The investment for these operations is estimated at a total of approximately \$1.1 million.

4.2 Transportation

Access to Northern Canada is one of the keys to economic development of its resources. Traditionally, the Mackenzie River Valley has been the prime transportation corridor to the Western Arctic Region. In 1970, a total of 380,000 tons of freight were handled by all transportation modes in the Mackenzie Valley.^{2/} Approximately 80 percent of the freight was transported by rail and river barge because of their low unit costs and the absence of other forms of reliable transportation. The planned Mackenzie Highway extension and possible pipeline construction will radically change transportation in the Mackenzie Valley. The following pages outline the transportation implications affecting the area over the near future. Emphasis will be given to the Mackenzie Highway as it is most relevant to tourism and its development.

^{1/} C.D. Schulz & Co. Ltd. , Preliminary Appraisal of Prospects for Forest Conversion Plant Development in the Northwest Territories, June 1970.

^{2/} Travacan, Mackenzie Valley Transportation Study, 1972.

4.2.1 Highways

Mackenzie Highway

The existing all-weather, gravel highway which serves the Northwest Territories is the Mackenzie Highway connecting **Grimshaw**, Alberta with Hay River, Fort Simpson and **Yellowknife**.

There are four large truck operators presently using the highway: Pacific Western Trucking, Kaps Transport, **Grimshaw** Trucking and Hay River Truck Lines. **Coachway** Systems, a subsidiary of Greyhound, maintains bus service. They operate five buses daily between Peace River, Alberta and Hay River. A north and south bound bus leaves the respective centres each morning. A connecting service at Enterprise allows passengers and goods to proceed to Yellowknife. Expansion plans for new bus services **will** depend on community demand and suitable roads. However, with the expanded highway system, the number of buses in service will have to be increased to offer the **communities** adequate daily service.

On **April 28**, 1972 the Federal Government announced that the all-weather Mackenzie Highway expansion plans would be accelerated. The planned highway will connect **Inuvik**, Tuktoyaktuk and other Mackenzie Valley communities north of Fort Simpson, an additional distance of approximately 650 miles. The total cost of the highway to **Inuvik**, including up-grading of existing sections has been estimated at **\$100** million but could amount to \$150 million depending on environmental requirements.

Construction for the section between **Camsell** Bend and Fort Good Hope is scheduled for 1974/75 with the extended highway operational by 1977. However, the Federal Government has slowed down the project again in early 1973. When the road was announced last year it **was** a surprise, especially since no environmental impact studies have been undertaken; and there is also considerable opposition to it as the sociological effect on the native people is unknown. Therefore the date of completion of the Mackenzie Highway is by no means assured.

Construction is presently underway at three locations: 33 mile extension from **Inuvik** south to Fort McPherson, a 49 mile extension from Fort Simpson north to **Camsell** Bend, and a "training" section at Willow Lake (mile 399-410). The location of the highway is finalized between Fort Simpson and Fort Good Hope. Two alternatives are under study north of Fort Good Hope:

1. Connection with **Dempster** Highway at Arctic Red River
2. Bypassing Arctic Red River; this alternative is most likely to be implemented.

The Highway is located on the westside of the river from Fort Simpson, crosses to the east side south of **Camsell** Bend and continues on that side to **Inuvik** connecting Wrigley, Fort Norman, Norman Wells and Fort Good Hope. Four survey camps have been established north of Fort Simpson at 100-mile intervals to conduct necessary surveys. Work camps are being established to house workers employed on the clearing of the route. The highway will be hand-cleared at a cost of \$10 million.

All projects and contracts on the highway construction are coordinated by the Department of Public Works in Edmonton and the Government of the Northwest Territories has established a Pipeline and Highway Project Group. The emphasis will be to use northern contractors and employ native people. Construction equipment required such as bulldozers and trucks are not specialized equipment as in the case of pipeline construction and it is expected that northern contractors can supply most of this equipment. The equipment and labour used in road building can be used for other programs in the North and, unlike a pipeline, is not "boom and bust" economic development.

Dempster Highway

The Dempster Highway is a proposed 465 mile highway which is routed northeast from Dawson City through the Yukon, the Mackenzie Mountains and the muskeg of the Mackenzie Delta to Fort McPherson and Arctic Red River. This highway has been planned for many years and is scheduled to be completed in 2 to 3 years.

Other Highways

Another highway system which could affect northern development" and especially the alternative of choice of supplies is the completion of the Fort Nelson, B.C. to Fort Simpson highway by the Province' of British Columbia and the Federal Government. This extension would link the north to the **British Columbia Railway** which would mean that Vancouver could compete with Edmonton as a supply source for pipeline construction and other Northern developments. Such a routing could be economic to shippers and affect the traditional monopoly which Edmonton has enjoyed for many years. However, it is expected that Edmonton's close liaison with the petroleum industry and other northern consumers will be sufficient to hold off the alternative competition and it will remain the dominant supply centre.

4.2.2 Winter Roads

Winter roads are being used extensively in many regions of the North. The most used winter road is the Mackenzie Valley Toll Road from Fort Simpson through the Mackenzie Valley communities to Inuvik. This winter road is used for freight transport.

4.2.3 Water Transportation

- The Mackenzie River Barge System is actually composed of a number of subsystems which feed into and from the main river system. The Mackenzie River system starts at Hay River and meanders northward to Tuktoyaktuk, some 1,100 miles in distance.

The system has a relatively short operating period due to late thawing and early freezing of the water. The average shipping period is from June 15 to October 1 or roughly 100 shipping days. There are many obstacles along the system such as rapids and shallow areas. In recent years, abnormally low water levels on the river have necessitated restricted loads and special barges have been built. Major dredging projects are planned to alleviate this problem. It has also been proposed to move the shipping facilities from Hay River further downstream.

The Mackenzie Highway will adversely affect the river barge to a certain extent but the Northern Transportation Company and Kaps Transport Limited, the main water transport carriers, are confident that they will capture most of the bulk traffic required in pipeline construction, especially material and equipment which is destined north of Norman Wells.

4.2.4 Air Transportation

Fixed-wing aircraft and helicopters play an important role in the development of the north. Since the early 1920s aircraft have been widely used in oil and mineral exploration, surveying and passenger transportation. Air freight operations for the most part consist of supplying high value and perishable goods to the north rather than to transport resource materials to market areas. It is estimated that over 20,000 tons of freight are presently being air transported into the north. This figure is rapidly increasing with the growing exploration activity in the Mackenzie Delta and High Arctic Islands. The variety of aircraft range from small, single-engine aircraft to large, Hercules, Electra and Boeing 737 and 727 jet aircraft.

The Ministry of Transport has lengthened and hard-surfaced many of the airfields in the north to accommodate large jets and turbo-prop aircraft. In the Mackenzie Valley region all the major communities have runways in excess of 6,000 feet and are paved with asphalt, the exception being Fort Simpson which has a 6,000 foot earth strip. All these major airports have facilities for approach and landing by Instrument Flight Rules (IFR).

Pacific Western Airlines is a designated regional air carrier with extensive operations in the Northwest Territories, especially along the Mackenzie River Valley. The aircraft are used on scheduled service between Edmonton, Hay River, Yellowknife, Norman Wells and Inuvik. Passenger traffic response to jet equipment has been good and nine flights a week are scheduled between Edmonton and Inuvik with enough capacity available to schedule up to eleven trips a week with present equipment.

There are several smaller airlines which operate a variety of scheduled and charter services within the region from one or more local bases. All these companies have expanded

'with resource exploration and are offering larger and **more** efficient aircraft to meet the demand. The larger firms operating **in** the Mackenzie Valley are Wardair, International Jet Air, Gateway Aviation, Mackenzie Air, Northward Airlines **Limited**, Northwest Territorial Airways and Reindeer Air Services.

.4.2.5 Railway Transportation

The Great Slave Lake Railway operates from Roma Junction, Alberta to Hay River and Pine Point in the Northwest Territories, a distance of 430 miles. This railway **was** constructed to move lead-zinc concentrate from **Cominco's** Pine Point mine to Trail, B.C. or directly to Vancouver to be shipped to Japan or other overseas destinations. The railway is also important for goods destined to the Mackenzie Delta. These goods travel to Hay River where they are transferred to the river barge system to continue to their destinations. Due to the summer operation of the river barge system, the railway traffic peaks in the spring as goods are all loaded and stored at Hay River until mid-June.

There have been some recent suggestions that the rail line should be extended to Fort Providence or Fort Simpson due to the rapids and shallow water problems near Hay River and the resultant delays to barge traffic. Speculation has also been raised as to the possible connection to Fort Nelson and the British Columbia Railway to provide an alternative supply route from Vancouver instead of Edmonton. It appears that this connection route is at least ten years in the future.

A recent study conducted by the Canadian Institute of Guided Ground Transport at Queens University has proposed that a railway be built to transport oil from **Prudhoe** Bay to Trout River where the crude oil would be transferred to an oil pipeline. It was concluded that this railway is technically and operationally feasible. The best of the three alternative routes would start from **Prudhoe** Bay and proceed to the MacKenzie Delta and then down the river valley to Trout River some 1,200 miles distant. However, the Federal Government and the Canadian National Railway have evaluated the study and feel that there are serious environmental, operational and financial problems associated with the concepts and do not believe, at this time, **that** it is a viable transportation alternative to a pipeline.

4.2.6 Oil and Natural Gas Pipelines

The most important factor **in** the economic future of the Northwest Territories is the development of the potentially vast reserves of oil and natural gas. The main problem in developing the reserves is not **in** finding markets but **in** economically transporting the products to these markets. **Many** different types of transportation techniques have been considered each with advantages and disadvantages, and all very costly. The most important means of transportation and the one most likely to be developed within the next ten years **is**, of course, by means of pipeline. Even here, however, many different pipeline routes have been proposed.

Canadian **Arctic** Gas Studies Ltd., a consortium of 25 companies is planning to transport the natural gas from Prudhoe Bay and the Mackenzie Delta to U.S. and eastern Canadian markets. The group has spent more than **\$30 million** in the last two years on environmental and engineering research and plans to make the application to the National Energy Board in the Fall of 1973. Hearings on this proposal will **be** held and are expected to last until the Fall of 1975. Start of construction is scheduled for 1976.

A second major pipeline project, a gas **line** from the **Arctic** Islands past Hudson Bay would **find markets**, but capital and manpower requirements prohibit the building of two pipelines at the same time. This pipeline project is most likely in the 1980s. With regard to oil pipelines, it seems likely that the **Alyeska** pipeline will be built even though there have been and will continue to be many delays. Some oil has also been discovered in the **Mackenzie** Delta but it will be several years before enough reserves are found to justify a pipeline. However, once a natural gas pipeline is approved, exploration on the **Mackenzie** Delta will intensify, and significant quantities of oil will likely be found.

4.3 Population and Labour Force

The historic and projected population growth in the Northwest Territories and the District of Mackenzie **is** presented in Table 4.3. It **is** expected that the population of the Territories will almost double by 1986. The population in the Mackenzie District is growing at a slightly lower rate

Table 4.3

POPULATION GROWTH
NORTHWEST TERRITORIES AND DISTRICT
OF MACKENZIE

1951 - 1971 Actual
1976 - 1986 Projected

	Northwest <u>Territories</u>	District of Mackenzie	
		<u>Population</u>	Percentage of <u>N.W.T.</u>
1951	16,004	10,279	64%
1961	22,998	14,895	65%
1971	34,807	18,685	54%
projected			
1976	42,900	22,500 ^{1/}	53%
1981	52,500	26,000 ^{1/}	49%
1986	64,500	30,000 ^{1/}	47%

^{1/} Acres; estimated based on past trends.

Source: Statistics Canada, Census 51, 71 D.C. Emerson Mathurin and N. Lafreniere, The Supply of and Demand for Labour in the Yukon and Northwest Territories, Dept. of Indian Affairs and Northern Development.

as exemplified by the decrease as a percentage of the total Northwest Territories population, from 54 percent in 1971 to 47 percent in 1986. ,

Characteristics of the **labour** force in 1961 (Table 4.4) **reveal** the predominance of natives in the traditional and unskilled occupations. Unfortunately, the results of the 1971 census are not available" yet, so that no assessment of prevailing shifts in the **labour** force can be made.

Table 4.4

DISTRIBUTION OF THE EXPERIENCED LABOUR FORCE
BY OCCUPATION AND ETHNIC GROUP,
IN THE NORTHWEST TERRITORIES, 1961

	Total		% of Labour Force	Proportion		Proportion White (Others)
	Labour Force	Labour Force		Indian and Eskimo		
Fishing, Trapping and Hunting	1,580	21.2	96%	4%		
Service and Recreation	1,079	14.5	31%	69%		
Craftsmen, Production and Related	1,023	13.7	22%	78%		
Professional and Technical	786	10.5	4%	96%		
Mining and Related	548	7.3	10%	90%		
Labourers not elsewhere Specified	539	7.2	63%	37%		
Clerical and Sales	502	6.8	8%	92%		
Transportation and Communication	474	6.4	8%	92%		
Managerial Occupations	408	5.5	2%	98%		
Farming and Forestry	50	0.7	50%	50%		
Occupations not Stated	463	6.2	15%	85%		
	7,452	100.0				

Source: Statistics Canada, Census 1961.

5. TOURISM IN THE NORTHWEST TERRITORIES

An analysis of prevailing trends and **characteristics** of tourism **in the** Northwest Territories is imperative in identifying the tourism potential of the five subject settlements.

This chapter builds upon information provided by the Government of the Northwest Territories reflecting the results of a continuing research program **which has** been intensified since 1969. The characteristics which **seem** most relevant for the conduct of this study are presented.

5.1 Historical Growth of Tourism

Tourists are being attracted **in** greater numbers every year **to** the Northwest Territories. Not only does the scenery and the excellent hunting and fishing attract tourists, but also **the** native Indians and Eskimos and their northern cultures. 'In 1961, 1,300 tourists visited the Northwest Territories, and by 1971 that number had increased to **17,700.**^{1/} To date, the Northwest Territories Centennial **in** 1970 has been the peak year when 20,000 tourists were registered. With the increase in the number of tourists has come an accompanying increase in expenditures and establishments. In 1961, **\$600,000 was** spent at 10 establishments; **by 1971 tourist** expenditure had increased to **\$5,536,000** at 80 establishments. In terms of average growth rates the number of tourists visiting the Northwest Territories has increased by 20 per cent annually for the last **six** years; expenditure **by 24** per cent, and establishments by 23 per cent.

5.2 Types of Tourists

Tourists are classified into four types based on their method of entry to the Northwest Territories, as follows:

~/ A tourist is defined as a person who enters the Northwest Territories for reasons of pleasure or personal affairs but excluding those persons entering exclusively for business reasons. Persons combining business with pleasure are considered as tourists.

Table 5.1

**TOTAL TOURISM ACTIVITY IN THE
NORTHWEST TERRITORIES, 1961-1971**

<u>Year</u>	<u>Number of Tourists</u>	<u>Expendi- tures (\$1 , 000)</u>	<u>Number of Tourist Establishments</u>
1961	1,300	600	10
1962	2,200	850	14
1963	3,500	1,000	10
1964^{1/}	5,000	1,300	14
1965^{2/}	6,000	1,500	23
1966	6,000	2,000	39
1967	6,500	2,100	51
1968	9,000	3,190	61
1969	12,380	4,112	69
1970	20,650	5,163	72
1971	17,700	5,536	80
Annual growth rate (%) (1965-71)	20	24	23

^{1/} 1961-64 includes lodges and outfitters.

^{2/} 1965-71 includes lodges, outfitters, hotels and motels.

Source: Travel Arctic, Department of Industry and
Development, Government of Northwest
Territories.
Report on Tourism, Northwest Territories, 1971.

- a. Mackenzie Highway motorists
- b. Visitors to lodges and outfitters
- c. Airline passengers
- d. Others, including those entering by such means as **private** aircraft and ocean vessels.

Number of tourists and their respective expenditures for each of these four types are presented in Table 5.2 for the year 1971. It can be seen that United States' residents spend more than Canadians. Half of the tourists (51 percent) drive to the Northwest Territories via the Mackenzie Highway, but those who drive do not spend very much.

The major tourist expenditures (51 percent) were made by sportsmen staying at lodges and outfitters, mostly Americans. The mean expenditure by the tourists exemplifies the economic importance of the four types of tourism. The mean tourist expenditures in 1971 being almost equal for Americans and Canadians, were as follows:

	<u>Mean Expenditure per Tourist</u>
Highway motorists	\$ 55
visitors to lodges and outfitters	745
Air passengers	450 ^{1/}
Others	450

5.3 Historical Growth of the Four Types of Tourism

Although substantial increase in the number of tourists, expenditures and establishment's has been demonstrated in Section 5.1, a more detailed examination of the four types is necessary in order to identify future investment potential. Growth of both the number of tourists and expenditures is demonstrated in Tables 5.3 and 5.4. Attention is drawn to

^{1/} Mean expenditure for the whole trip; only part of this is spent in the Northwest Territories and an estimate is not available.

Table 5.2

DETAILS OF 1971 TOURISTS AND TOURIST EXPENDITURES,
NORTHWEST TERRITORIES

Type of Tourist/ Method of Entry	Expenditures			Number of Tourists
	Canadian Resident	U.S. Resident	Total	
	(thousands of dollars)			
Highway	360	" 140	500 (9) ^{1/}	9,000 (51) ^{1/}
Lodges, outfitters, total	369	2,467	2,836 (51)	3,800 (21)
- Gross receipts			2,487	
- Charter fees			203	
Transportation ^{2/}			146	
Air ^{3/}				
- Scheduled	1,400	350	1,350 (25)	3,000 (17)
- Special charters			400 (7)	900 (5)
Others ^{4/}	225	225	450 (8)	1,000 (6)
Total	2,354"	3,182	5,536 (100)	17,700 (100)
..	=====	=====	=====	=====

~\ Figures in brackets are percentages=

~/ 50 percent of total expenditures attributable to Northwest Territories economy=

~\ Includes total expenditures for inclusive tour and expeditions; only part of this total is spent in the Northwest Territories.

~/ Those entering by other means such as private aircraft and ocean vessels.

Source: Travel Arctic, Department of Industry and Development, Government of the Northwest Territories, Report on Tourism, 1971.

Table 5.3

GROWTH OF NUMBER OF TOURISTS BY TYPE
1966-1971

<u>Year</u>	<u>Highway</u>	<u>Lodges, Outfitters-</u>	<u>Airlines</u>	<u>Others</u>	<u>Total</u>
1966	3,100* (52)	2,400 (40)	300* (5)	200* (3)	6,000 (100)
1967	3,200*	2,500*	500	300*	6,500
1968	4,500*	3,500	700	300*	9,000
1969	6,000	4,150	1,730	500*	12,380
1970	12,150	4,000	3,900	600	20,650
1971	9,000 (51)	3,800 (21)	3,900 (22)	1,000 (6)	17,700 (100)
Average annual growth rate (%)	24	8	67		24

* Estimated by Acres.

Source: Travel Arctic, Report on Tourism, 1971.
Acres.

Table 5.4

GROWTH OF TOURIST EXPENDITURES BY TYPE
1966-1971

<u>Year</u>	<u>Highway</u>	<u>Lodges</u>	<u>Airlines</u>	<u>Others</u>	<u>Total</u>
	(expenditures in thousands of dollars) ^{1/}				
1966	170 (9) ^{2/}	1,620 (81)	130 (6)	80 (4)	2,000 (100)
1967	155	1,635	195	115	2,100
1968	235	2,520	305	130	3,130
1969	310	2,870	722	210	4,122
-1970	576	2,650	1,570	361	5,163
1971	500 (9)	2,836 (51)	1,750 (32)	450 (8)	5,536 (100)
Average annual growth rate (%) ^{3/}	30	16	68		24

^{1/} Estimated based on total expenditures for each year and 1971 share for each tourism type, as follows:
(per capita expenditures for each year, 1971 minus 5 percent per annum) x (number of tourists) + (percentage adjustment to yield given total).

~/ Figures in brackets are percentages.

~/ These rates are approximate based on graphically fitted linear regression lines.

Source: Acres.

the growth rates and the percentage share change between 1966 and 1971 which basically leads to the following conclusions:

1. Airline passenger tourism started **in** the mid-sixties, increased at a very high rate and will constitute an important tourist activity **in** the 1970's.

Airline passenger expenditures are now 32 percent of total expenditure as compared to 6 percent in 1966.

2. Visitors at lodges and outfitters will most likely remain as the principal generators of tourism expenditure, although their growth rate **is** lower than the other types of tourism and their relative importance within the tourist industry has declined (expenditures from **81** percent **in** 1966 to 51 percent **in** 1971).
3. Highway travelers increased at the same rate as total tourism and their relative contribution has remained static.

5.4 Characteristics of Mackenzie Highway Motorists

A survey of the Mackenzie Highway motorists was undertaken by Travel Arctic **in** 1970 in order to determine not only the **number** of tourists but also their characteristics and travel habits. The total of **12,150** highway travelers is classified as follows:

Independent campers	56 percent
Caravan campers	3 percent
Non campers	38 percent
Bus passengers	3 percent

The high percentage of non campers **is** surprising. Surveys undertaken in 1966 and 1969 give somewhat different results (Table 5.5) , but seem to be more appropriate for projecting future requirements. It is evident that camping is gaining popularity as in other parts of Canada. Therefore, it is likely that between 80-90 percent of the highway travelers will camp as there are fewer "friends and relatives" to be visited.

Table 5.S

**TYPE OF ACCOMMODATION USED
BY HIGHWAY TRAVELLERS**

Type of Accommodation	Combined Canadian and United States ^t Residents		Canadian Residents	U*S. Residents
	1969	1966	1969	1969
Camping				
- vehicle	62.8%	41.2%	48.0%	73.3%
- tent on ground	17.9		24.1	13.4
Hotel	2.3	5.0	1.9	2.6
Motel	5.8	9.5	2.2	8.3
Friends and relatives	11.0	24.9	23.8	2.1
Others	0.2	data not available	0.0	0.3
.. No accommodation, no response	<u>0.0</u>	<u>9.8</u>	<u>0.0</u>	<u>0.0</u>
Total	<u>100.0%</u> =====	n.a. -----	<u>100.0%</u> =====	<u>100.0%</u> =====

~/ Total party-nights (overnights), as reported by 115 useable diaries = 100.0%.

Source: Travel Arctic, Government of the Northwest Territories, Report on Tourism, 1969.

The mean daily expenditure is approximately \$20 per party and the mean length of stay is 7.8 days.

5.5 Airline Passengers

As shown earlier in this report, airline passengers amounted to 3,900 persons in 1971 and this sector of tourism has experienced an unprecedented growth in the last five years. In 1967, only 500 persons entered the Northwest Territories by airlines and the annual growth rates experienced are in the order of 60-70 percent.

There are five scheduled airlines bringing visitors into the Northwest Territories; their respective patronage in 1971 was as follows:

<u>Airline</u>	<u>1971 Passengers</u>
pacific Western Airlines - serving Mackenzie District and Arctic Islands from Edmonton	2,500
Nordair - serving eastern Arctic from Montreal	650
Transair - serving Keewatin District from Churchill	250
International Jet Air/Jetstar (Great Northern Airways) - serving Inuvik from Yukon Territory	limited service
Total	<u>3,850</u>

5.6 Organized Tours and Expeditions

1971 was the first year a substantial number of tours visited the Northwest Territories, a total of 1,426 people participated in various types of tours as summarized in Table 5.6.

Arctic Cruise Lines Ltd. operates weekly boat tours on the Mackenzie River to Inuvik from Hay River and back again. The cruise boat, Norweta, carries 12 passengers and the trip

Table 5.6

INCLUSIVE TOURS IN
THE NORTHWEST TERRITORIES, 1971

<u>Type or Destination of Town Tour</u>	<u>Group or Tour Operator</u>	<u>Number of Persons</u>	<u>No. of Days</u>	<u>Activities</u>
Mackenzie River Cruise	. Arctic Cruise Line	126	7	Cruise
Mackenzie River Valley-Inuvik (Fly-In)	. Fly-In Inuvik . Farmers . Sub-total	98 <u>10</u> 108	7 6	Touring Post Con- vention Tour
Trapline Tour	. Inuvik	4	7	Trapping
Inuvik "	. Horizon Holiday . Th. Cook . Arctic Con- vention Bureau . 2 Professional Groups . Sub-total	168 92 7 5 <u>78</u> 413	• 4 3 3	Touring Touring Touring Touring
Mackenzie Highway	Imperial Bus Tours	56	5	Touring
Yellowknife	. Sask. Transp. co. . Arctic Con- vention Bureau . 2 Professional Groups . Sub-total	30 75 <u>40</u> 145	• 3 •	Touring Post Con- vention Tour Touring
Eastern Arctic	. Manitoba Geography Teachers" . University Tours Ltd. . Nordair . Sub-total	114 91 <u>69</u> 274	2 (in NWT) 7 6	Touring Touring Char fishing, Climbing, Touring
Western Arctic	PWA	300	*	Touring
TOTAL ALL TOURS		<u>1,426</u>		

• Number of days not available.

Source: Travel Arctic, Report on Tourism, 1971.
Acres.

costs each passenger approximately \$1,000, including air fare from Edmonton. The **company** plans to add a second boat that will carry 24 passengers.

Most tours enter the Northwest Territories by air and, **therefore**, the tourists are accounted for under the airline passengers.

5.7 Type of Available Facilities

The type of facilities available and in operation in 1971 is presented in Table 5.7. There were 48 fishing and hunting lodges, and outfitters in operation for the avid sportsman. Accommodation at hotels and **motels** is increasing to meet demand. In 1971 there was a total of 24 hotels and motels. The **Yellowknife Inn** at **Yellowknife** and the **Ptarmigan Inn** at Hay River have recently expanded.

New campgrounds and picnic sites are continually being constructed by the Territorial Government and improvements to **existing** ones -undertaken, making travel more enjoyable for the **motorist** and tourist.

5.8 Reasons for Visiting the Northwest Territories

" The most important reasons by all visitors appear to be curiosity, fishing and the desire to see the North (Table 5.8). There are differences between Canadian and United States' residents. Fishing is the main reason (38.5 percent) for Americans with only 14.1 percent for Canadians. This is offset by the Canadians who indicated that visits to friends and relatives are an important consideration (25.4 percent).

Surprisingly, there are only a few tourists who have indicated reasons such as attending special events, wildlife observation, historical attractions and rock and mineral collecting. However, it is felt that these areas have potential of attracting tourists and should be given consideration.

5.9 Seasonal Variation of Tourism Visits

Analysis of the seasonal variation of tourism visits is an important factor in tourism, particularly with respect to

Table 5.7

TYPE OF LICENSED TOURIST
ACCOMMODATION, 1971

	<u>Number of Establishments</u>		Number
	<u>Available</u>	<u>Operating</u>	<u>of Guests</u>
Sport fishing lodges	33	28	3,240
Sport fishing outfitters	12	10	380
Big game outfitters	9	9	180
Hotels	12	12	n.a.
Motels	12	12	n.a.
Campgrounds	9	9	n.a.
Others	2	2	<u>n.a.</u>
.. Total	89	82	n.a.
	==	==	----

Source: Travel Arctic, Government of the Northwest Territories.

Table 5.8

REASONS FOR VISITING THE NORTHWEST TERRITORIES

<u>Reasons for Visit</u>	<u>Combined Canadian and U.S. Residents</u> (%)	<u>Canadian -Residents</u> (%)	<u>United States Residents</u> (%)
Long standing desire to see the North	20.1	20.2	19.9
Desire to see all Canada	9.1	4.2	15.5
Curiosity	31.8	28.7	36.0
Visit friends and relatives	16.0	25.4	3.7
Combination with business	8.8	14.1	1.9
Attend special event	0.8	1.4	0.0
Fishing	24.6	14.1	38.5
Rock and mineral collecting	1.3	0.9	1.9
Wildlife observation	0.3	0.0	0.6
Historical attractions	0.0	0.0	0.0
Last minute whim	1.1	1.4	0.6
Other	2.4	2.4	2.5
No Answer	0.5	0.9	0.0
Totals (multiple answers)	<u>116.8%</u>	<u>113.7%</u>	<u>121.1%</u>

Source: Travel Arctic, Government of the Northwest Territories
Travel Survey, 1969. - 36 -

the determination of the optimum size of facilities and personnel requirements. It also serves to identify **off-peak** periods of the seasons which should be stimulated, by measures such as advertising and lower rates.

The seasonal variation for 1969 is presented in Table 5.9, showing the percentage of the total visitors for each of the 17 weekly periods from June 1 to September 3. The major findings are as follows: .

1. The tourist season has a fast start-up and by the end of the first week in July, 50 percent of all tourists have arrived.
2. The peak occurs in the last week of June.
3. The major tourist activities take place between June 15 and July 15 during which time approximately 50 percent of tourists arrive.
4. Mid-July to mid-August is characterized by lower arrivals of approximately 28 percent and is the time period where tourism should be promoted.
5. Less than 10 percent of tourists arrive after August 15.

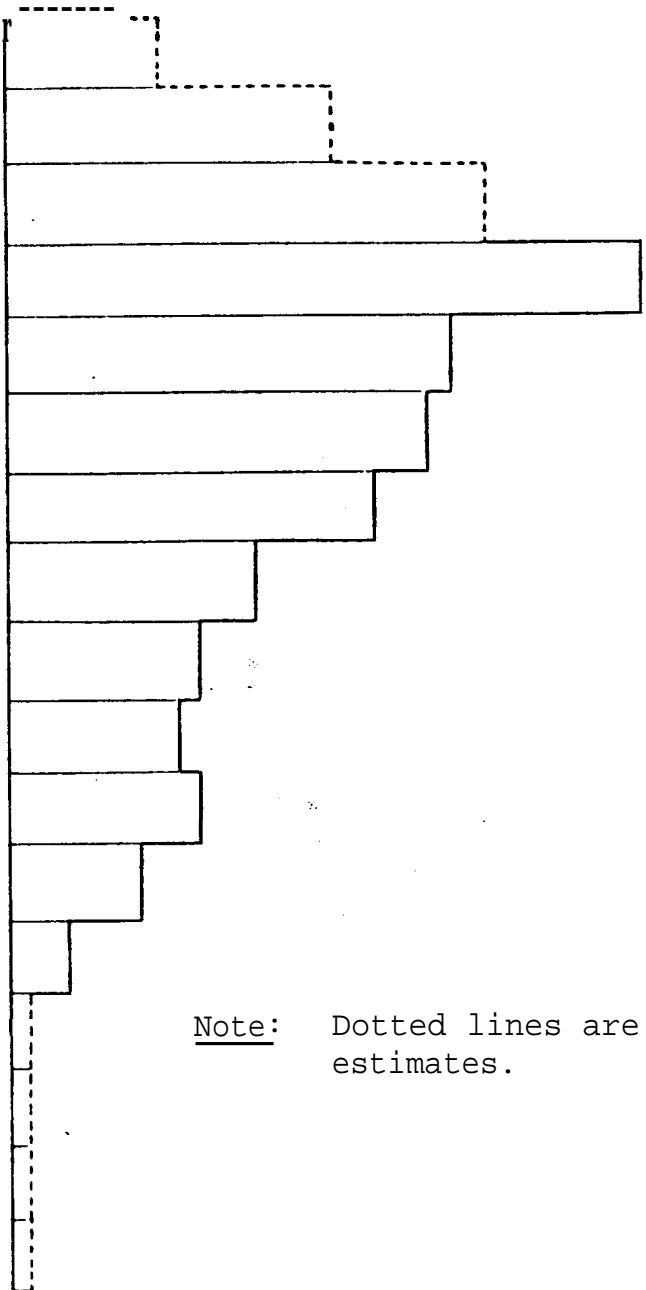
..5.10 Tourism Promotion and Development

In 1968, the Federal Government transferred the **responsibility** for tourism to the Department of Industry and Development of the Government of the Northwest Territories. With this transfer came many improvements to tourist services. Regional offices were established at Frobisher Bay (Keewatin) , Fort Smith and Inuvik. A visitor reception centre was set up at the Northwest Territories/Alberta border. A new symbol was adopted for the Northwest Territories - the **polar bear**. This symbol has been very successful. Other promotional activities such as answering inquiries, **designing** and printing leaflets and travel posters, and sponsoring tours for media representatives were undertaken. Pamphlets on fishing, hunting and exploring the Arctic are now available for the tourist providing up-to-date information.

Table 5.9

**SEASONAL VARIATION
OF TOURISM VISITS," 1969**

<u>Month</u>	<u>Week</u>	<u>Percentage of Tourists</u>
June	1	3.9 percent
	2	8.4 percent
	3	12.3 percent
	4	16.3 percent
July	5	11.4 percent
	6	10.8 percent
	7	9.4 percent
	8	6.4 percent
August	9	4.9 percent
	10	4.4 percent
	11	4.9 percent
	12	3.4 percent
	13	1.5 percent
Sept.	14	0.5 percent
	15	0.5 percent
	16	0.5 percent
	17	0.5 percent
Total		100.0 percent



Note: Dotted lines are estimates.

Source: Travel Arctic, Government of Northwest Territories. Acres.

In order to assist in developing tourism **facilities**, the Government of **the Northwest Territories** provides grants to remote indigenous **communities**, subject to the following conditions.

The community shall:

- a. have no commercially operated tourist accommodation;
- b. have a tourist potential as assessed by the Regional Tourism Officer; and
- c. indicate their wish to develop a tourist establishment.

The capital grants are in the amount of \$15,000 and can be used for new construction, renovation or buildings owned by the community or equipment. The responsibility for the development has to be assigned to a cooperative, development corporation or limited company.

Following the receipt of a capital grant, a community **may** apply for a three-year grant for management assistance and training.

5.11 Present Tourism in the Mackenzie Valley Study Area

Present tourism in the five settlements is almost non-existing. There are no hotels or motels available. Contact with tourists is by means of the cruises on the Mackenzie River in the settlement along the Mackenzie River. The number of tourists and their respective expenditures are unknown and it can be assumed as negligible in relation to total spending. The sale of handicrafts is the major source of tourist income at the present time. Although Fort Good Hope, Fort Norman and Fort Franklin produce **handicrafts**, most of **the** products are exported from the settlement.

The only tourist activities affecting the settlements are the fishing lodges at Great Bear Lake and Colville Lake, providing seasonal employment for residents of Fort Franklin and Fort Norman.

Characteristics of these lodges are summarized in Table 5.10. There exists seven lodges accommodating a total of 280 persons or approximately 30 percent of all operating lodges in the Northwest Territories. Based on this percentage it can

Table 5.10

LODGES IN THE STUDY AREA

<u>Lodge and Location</u>	<u>No. of Units (rooms or cabins)</u>	<u>Accommodation No. of Persons</u>	<u>Season</u>
<u>Existing Lodges</u>			
Arctic Circle Lodge (Cornwall Island; Northest shore, Great Bear Lake)	17	34	July 1 Sept. 9
Bronson's Lodge (Cameron Bay; five miles from Port Radium)	20	40	July August
Great Bear Lake Lodge (Deas Arm; Gt. Bear Lake)	16	58	July August
Great Bear Lodge (Sawmill Bay; Great Bear Lake)			June 26 Sept. 4
Main Lodge	na	34	
20 outposts	na	44	
Great Bear Trophy Lodge (Ford Bay on Smith Arm, Great Bear Lake)	20	40	July 2 Aug. 27
Sah-Tew Lodge (Fort Frank- lin)	2	8	July 15 Sept. 30
Colville Lake Lodge (Colville Lake)			
main lodge	na	10	all year
outposts	2	12	all year
Total Existing Lodges		280	

Source: Acres.

be assumed that tourist expenditures at these lodges are in the order of \$900,000 per annum.

The Sah-Tew Lodge is located within the settlement of Fort Good Hope. However, the income from two cabins accommodating eight persons represents a minor share of the total of all lodges.

Two lodges are planned in the vicinity of Fort Norman by two local residents.

Additional information on the activities in each of the settlements is contained in the following chapter.

6. INSPECTION OF THE SETTLEMENTS:
ARCTIC RED RIVER, FORT GOOD HOPE,
FORT FRANKLIN, FORT NORMAN, WRIGLEY

The five settlements were-visited in March, 1973. Due to the relative short time of the visit and to the fact that it did **not** take place during the tourism season, the assessment, presented in this chapter, should be regarded as preliminary. Further research and discussions with local residents will be required to ascertain the findings and to broaden the scope of the investigations. In particular, emphasis should be given to local participation, sociological impact, training programs and financial requirements.

The following factors have been investigated:

1. Environment and attractiveness of settlements and surrounding area
2. Inventory of existing tourism establishments and **community** facilities
3. Inventory of potential attractions **in** the area
4. **Community characteristics** including population, manpower, skills and objectives of present **community**.

The findings are reported separately for each settlement, with the exception of the location of the Mackenzie Highway. Details are provided in Appendix A.

6.1 Arctic Red River

Arctic Red River is a small settlement located at the confluence of the Mackenzie and the Arctic Red Rivers, approximately 125 miles from the **Arctic** Ocean. The settlement is situated south of the Arctic Red River and west of the Mackenzie River. Its prominent position on the high river bank provides an excellent view of the Mackenzie River, steep bluffs and well-wooded hills. The area is forested with white **spruce**, especially along the Arctic Red River.

The settlement, probably a fish camp for many centuries, received its first trading post in the early 1870's, established by the Northwest Company. The total population of Arctic Red River was 9,6 persons in 1971, of whom 74 were Indians, 18 Metis and 4 non-natives. During the past decade, the settlement has remained relatively static and has failed to show the population growth experienced in other communities along the lower Mackenzie River. A number of residents have moved to Inuvik where there are better economic opportunities. Limited employment opportunities exist in trapping and hunting. A commercial sawmill has provided seasonal employment to residents in lumbering and sawmilling operations. In addition, there is employment in exploration and construction of the Dempster Highway.

Completion of the Dempster Highway construction program presently underway will provide a vital link of the community with others in the Northwest Territories and the Yukon, connecting Inuvik with Dawson City in the Yukon Territory. The exact location of the Dempster Highway in the vicinity of the Arctic Red River has not been finalized yet. It is most likely that the highway will cross the Mackenzie River west of the Arctic Red River. Therefore, there will be no direct contact with the existing settlement. The Mackenzie River will be crossed using a ferry in the summer months and with an ice bridge in the winter. Scheduled air transportation service is provided twice weekly from Inuvik by Northward Airlines Ltd. The community receives freight by barges on the Mackenzie River during the summer months.

Due to the small size of Arctic Red River, there are only limited community and commercial establishments. There exists a Hudson's Bay Company store, but no beverage, accommodation or eating facilities. A campground of five units and a picnic area are in the planning stage and they will be open for the 1975 tourist season. The campground is located on a river bank on the north side of the Mackenzie River adjacent to the proposed Dempster Highway.

Potential tourist attractions in the area will be the existing chapel, fishing and the excellent view of the

Mackenzie River to the south, and to the Mackenzie Delta to the north. The river is suitable for boating except when strong winds make travel slow and sometimes dangerous. During these scenic trips" there would be good fishing and the islands and banks of the river could be used for overnight camping. Arctic Red River is also a stopover point by the cruises on the Mackenzie River which began operating between Hay River and Tuktoyaktuk in 1971. Discussions with the settlement manager, Mr. S. MacDonald, revealed that the local people would welcome employment opportunities in tourist establishments during the summer months.

6.2 Fort Good Hope

Fort Good Hope is approximately 20 miles south of the Arctic Circle. The settlement is attractively situated on the east bank of the Mackenzie River and bordered by a small stream, Jack Fish Creek. Approximately four miles north of Fort Good Hope the Hare Indian River enters the Mackenzie. The settlement spreads over several terraces which rise approximately 50 feet above sea level. The setting offers an excellent view of the Mackenzie River, particularly from the church.

Fort Good Hope is the oldest settlement in the lower Mackenzie River Valley and was established in the early 1800's by the Northwest Company as a fur trading post. A mission was established in 1859 by Father Grollier who also initiated building the church. The Church of the Lady of Fort Good Hope constitutes a major landmark in the Mackenzie Valley as a historic and cultural object. This church is and will remain a major attraction for tourists coming to Fort Good Hope.

The present economy is based on trapping, fishing and hunting with beaver and martin being in predominance. In addition, resource exploration and construction activities are becoming more important to the male labour force. Presently there are a number of men actively engaged in these activities, particularly during the winter months. The present population of Fort Good Hope is estimated to be 365 people, of whom 340 are natives.

The settlement is serviced twice weekly by Northward Airlines Ltd. flying out of Inuvik. Water transportation is provided by barges and in the winter the settlement is connected by a winter road. The main commercial establishment at the present time is a modern Hudson's Bay Company store. There exists no public accommodation. Meals can be obtained at a small coffee shop, the **Ontadek Cafe**, operated by Mr. **Albert Wilson**. The coffee shop has three tables and a bar and is mainly used to cater to the **local** people, construction workers and also truck drivers on the winter road. Mr. Wilson has plans to expand his facility. A modern coffee shop and a five-unit motel are planned overlooking the Mackenzie River. The settlement council has granted a lease to **accommodate** this motel. Mr. **Wilson** expressed that financing, currently **under** negotiation, is a problem and that he has applied for Government assistance. Arctic Circle Enterprises Ltd. is the local contractor maintaining water supply, sewage disposal and **garbage** collection services, **in addition** to general construction work **in** the settlement.

Fort Good Hope is judged as having the most promising tourism potential of all five settlements. The attractions include the church - as previously mentioned - **the Ramparts**, handicrafts and local fishing. The Ramparts is the narrowest **passage** of the whole Mackenzie River, approximately seven **miles** long and only approximately 500 yards wide. The almost vertical cliffs at the sides increase from a height of 120 feet to about 250 feet at the lower end. As the Ramparts is located only ten miles south of Fort Good Hope, **it** could be visited by boat tours starting from the settlement. Other excursions from Fort Good Hope would be up the Hare Indian River to the Blue Fish River and to Fossil Lake, approximately ten **miles** west of Fort Good Hope. Other potential fishing lakes which could be reached by airplane are Rorey Lake, Loon Lake, Manuel Lake and Yeltea Lake.

Discussions with local people, band and settlement council, as well as the Metis Association revealed an interest in tourism development. However, it was expressed that these opportunities should be explained and discussed in some detail with the local residents, in the form of continuing, long-term assistance programs. **Consideration** should also be given to increased assistance to the interested and

capable individuals or groups. Financing of projects and training programs were mentioned as the most important issues.

6.3 Fort Franklin

The settlement of Fort Franklin is located on the western extremity of Keith Arm on the southwestern shore of Great Bear Lake, five miles northeast of the entrance into Great Bear River which flows into the Mackenzie River at Fort Norman. The area is almost level and through the length of the settlement the ground slopes slightly toward the lake. Drainage of the settlement is relatively poor, being improved by building of trenches in the rear of the settlement and toward the lake front. In the surrounding light forest, the trees tend to grow in the more poorly drained areas. The west end of the community has a pretty sand ridge and beach.

The community is named after Sir John Franklin, explorer, who camped at the site from 1825 to 1827 and established it as a base camp which subsequently became a Hudson's Bay post. Fort Franklin Fur Trading Post has operated intermittently and with varying ownership from 1908 to the present. The total population of Fort Franklin was 450 in 1971, of whom 410 were natives. Members of the settlement are active in fishing, hunting, trapping and tourism. A statement of incomes in Fort Franklin is presented in Table 6.1. Apart from trapping and local contracting, income from tourism is essential for the settlement. Approximately 30 men are employed every summer as guides from late June to the end of August at the various Great Bear Lake lodges. The wage of a guide is \$350 per month plus tips amounting to approximately \$500, including room and board. The age of the guides ranges from 16 to 50, although younger men are often preferred as they speak better English.

The settlement is served three times weekly by Northward Airlines Ltd. from Norman Wells. During summer, supplies are shipped in by barges. During break up and freeze up the community is isolated, except for land travel. There exists a winter road to Fort Norman, however, this road is only used for local transport and not as a commercial transportation route.

Table 6.1

FORT FRANKLIN INCOMES - 1970/1971 2/

Children Allowance (160 children, age 0-15 years)	\$16,000.00
Income from guiding	10,000.00
Income from tourism	4,000.00
Trapping and Furs	25,000.00
Council budget for Water Sewer Contract	44,000.00
Old Age Assistance (17 @ 75/month)	15,300.00
Settlement Council Payroll (temporary help)	30,000.00
Settlement Council Payroll Permanent	9,300.00
Government Payroll (manager, 6 teachers, etc. @ 10,000/ea.)	120,000.00
Transient work	6,000.00
B.C. Mission	2,000.00
Social Assistance	<u>20,892.00</u>
Gross Income Estimate:	<u>\$302,492.00</u>
Per Capita Income:	<u>672.00</u>
<u>Income in Kind</u>	
..	
175 caribou @ 150 lbs. each x \$.50 per pound	13,125.00
Fish	<u>2,000.00</u>
	15,125.00
Total:	=====

Source: Gemini North: Economic Impact of a Transportation corridor in the Fort Simpson - Norman Wells Region, N.W.T., Oct., 1971.

Businesses include the Great Bear Cooperative Association, Fort Franklin Enterprises Ltd. and the Hudson's Bay store. The Great Bear Cooperative Association operates a food and handicraft store and the Sah-Tew Lodge with two cabins for tourist accommodation. The Cooperative also acts as a purchasing and distribution agency for the local products. The gross revenues of the Cooperative were \$98,200 in 1972: \$87,000 from store, \$10,000 from handicraft sale including export and \$1,200 from the two cabins. The cabins accommodate approximately 60 persons every year, of which only 20 persons are classified as tourists. There are also four locally owned boats available for rent and the Cooperative is acting as "the rental agency. It is estimated that the boats produce an annual gross income of approximately \$1,200.

Attractions in the community include the teepee-shaped Roman Catholic church that dominates the skyline. The vicinity of Fort Franklin, Russel Bay and Deerpass Bay to the north includes some of the areas of Great Bear Lake noted for excellent sport fishing. The Great Bear River could be an interesting canoe route between Fort Franklin and Fort Norman on the Mackenzie, and it could offer numerous river bank locations suitable for camping as well as excellent trout and grayling fishing. The Great Bear River has been noted as one of the best sport fishing rivers for grayling in the entire Northwest Territories. Approximately 40-60 persons from the nearby lodges take one-day charter fishing trips to Fort Franklin every year. Indian arts and crafts of good quality are made and sold in the community and include a wide variety of items of moose hide, bead work and fur.

There have been discussions in the settlement to expand the tourist facilities. However, the local Cooperative manager, Mr. Curtis, based on his recent experience favours improving the standard of the present facilities. The cabins should be made useable year round on a modified motel basis with customers doing their own cooking as a first step toward a higher standard.

Discussions were only held with the settlement secretary and several local people. All important local leaders were absent from the settlement during the visit. Although the

nearby lodges were praised for their quality and source of employment, it was felt that ways and means should be found to establish employment opportunities closer to the settlement.

6.4 Fort Norman

The settlement of Fort Norman. is situated on three levels north of the Mackenzie River, as follows:

1. The docking area or beach with no buildings
2. A terrace 40 feet above the river, on which the historic Indian village has been constructed
3. A terrace 70 feet above the water, on which the main part of the existing settlement is located.

The Great Bear River enters the Mackenzie River a few miles west of Fort Good Hope. The Bear Rock north of the mouth of the Great Bear River is rising to 1,500 feet above sea level and forms an impressive landmark near the settlement.

The community is serviced three times weekly by Northward Airlines Ltd. and during the summer by barges on the Mackenzie River." In the winter the settlement also benefits from the use of the winter road. The majority of the freight on the winter road is destined to Norman Wells, therefore passing through Fort Norman.

The total population was 268 persons in 1971, of whom 226 were natives and 42 whites. The major economic activities include hunting, fishing, trapping, oil exploration and some guiding in the summer. The present male labour force numbers approximately 60 between the ages of 15 and 54 years. It has been stressed by local people that almost all able men are employed during the oil and gas exploration season, particularly in the winter months. Approximately ten men are working seasonally as guides for game outfitters and tourist establishments in the Great Bear Lake area. Income estimates for the settlement are presented in Table 6.2. Income from tourism is apparently small and has not been listed separately.

Table 6.2

<u>FORT NORMAN INCOME ESTIMATES</u> , 1970	
Government payroll	\$ 72,000.00
Private sector approximate payroll (including H.B. CO.)	77,200.00
Children's allowance	n.a.
Trapping income	43,968.00
Social assistance payments	10,432.00
Old age pension	<u>15,300.00</u>
Total	<u><u>\$218,900.00</u></u>
Per capita income	\$ 816.79

Source: Gemini North, Economic Impact of a Transportation Corridor in the Fort Simpson-Norman Wells Region, Northwest Territories, October, 1971.

Commercial establishments include a Hudson's Bay store and the Bear Rock Lodge operated by Edward McPherson. The lodge provides relatively primitive accommodations for 12 persons and meals. However, the lodge has not officially been licensed yet as it does not conform to health and fire regulations. The owner expressed that he wants to upgrade his facilities and hopes to receive a license as early as possible. He would also welcome financial assistance by the Northwest Territorial Government. In terms of present tourist establishments, the production of fur garments and handicrafts is also of significance. Discussions with Mrs. Alice Hardy indicated that several women are producing good quality handicrafts which constitute additional income for several families. There **is** also a local handicraft store which **is** open for tourists coming to the settlement by weekly cruises. The sale of handicrafts could be improved with better training and marketing.

There **is** interest in establishing two lodges by local **residents**. Mr. Paul Baton and Mr. Paul Wright have plans or are **in** the process of building fishing lodges. Mr. Baton, the Chief of the local Indian Band, is planning a fishing lodge at Kelly Lake, approximately 30 miles northwest of Fort Norman. He **is** thinking of a lodge for six people and has the idea of starting with tents. He also expressed that he **would** appreciate to receive assistance by the Government, particularly with respect to operation and financing of a lodge. P. Wright has already taken up residence at Wrigley or Drum Lake, approximately 17 miles west of the settlement **in** the Mackenzie Mountains. This lodge could be used by tourists for fishing and hunting. The Mackenzie Mountains **is** the only hunting area for the non residents **in** the Mackenzie River region.

There are several points of interest **in** the Fort Norman area which could be interest to **the** future development of tourism, including the following:

1. Great Bear Rock. Trails should be built to, the top of the mountain which also has two small lakes.
2. Old Anglican Church. This 100-year-old church, built of squared logs and topped with **a bell**, is unused at **the**

present time and is in urgent disrepair. It should be restored and could probably be used as a local museum.

3. potential canoe or kayak trips: Several possibilities should be explored for this type of recreation, including **Brackett** and **Loche** Rivers to **Kelly** Lake and Great Bear River.
4. Local fishing: The mouth of the Great Bear River produces excellent fishing. In addition, there are several local lakes which have potential and could be used by fishermen. The possibility of using Trout Lake, a few hundred yards across the proposed Mackenzie Highway, should be investigated.
5. proposed Reserve of the International Biological Program. This program is concerned with the evaluation and recommendation of natural areas, and to a lesser extent semi-natural landscape units, as reserves for the purpose of scientific study. Site 24, most of which covers the **Brackett** Lake area to the north of the settlement, is of interest because of the waterfowl population.
6. Historical sites: a) The **original** site of Fort Norman at the confluence of the Redstone and Mackenzie Rivers, approximately 50 miles south of Fort Norman, was established in 1804. b) About 1823, Fort Norman was relocated to the area of **Old Fort Point**, approximately 30 miles downstream, where it operated until 1850. c. In 1953, a trading **post** was erected at the present site of Fort **Norman** by the Hudson's Bay Company. A building still remains and its conservation should be considered.

6.5 Wrigley

Situated on the east side of the Mackenzie River, Wrigley is about halfway between Fort Simpson and Fort Norman; there is no other settlement within the 300 miles between Fort Simpson and Fort Norman. The original Fort was founded in 1877 at a site 25 miles upstream from the present site on the west side of the Mackenzie River. The settlement was moved in 1904 and again in 1966 across the river to the present site near the airstrip.

The population is 183 persons at the present time, comprising 167 natives and 16 whites. The community is probably the least sophisticated of the five settlements in terms of education, skills and community development, primarily due to the short period of contact with white society. The economy of the Indian population includes hunting, trapping and fishing. Present wage employment is relatively limited; however, economic opportunities are increasing as a result of exploration and construction activities. Local timber and particularly gravel resources are essential for construction activities in the near future, and will most likely be exploited.

The aggregate annual income from wages and salaries, fur production and other Government transfer payments is approximately \$80,000, or \$456 per capita. However, it is most likely that this figure understates the actual income due to a large share of income which is earned in kind.^{1/}

Wrigley is serviced once weekly by air from Fort Simpson by Pacific Western Airlines. Barges operate on the Mackenzie River and a winter road is open for freight transportation during the winter months. The only commercial establishments are a Hudson's Bay store and a Cooperative coffee shop. A motel-type facility, including two cabins with four beds each, is in the planning stage. It will be built on the north side of the settlement overlooking the Mackenzie River. This project has received financial assistance from the Indian Development Fund in the amount of \$60,000, including \$15,000 as a grant.

With respect to tourist attractions, Wrigley seems to have the most beautiful scenery of all the settlements. The valley is relatively narrow and is flanked with the Franklin Mountains on the east side, the Mackenzie Mountains on the west and the Camsell Range on the southwest. The possibility of wilderness hiking trips to mountainous areas should be explored.

~/ Gemini North, Economic Impact of a Transportation Corridor in the Fort Simpson-Norman Wells Region, Northwest Territories, 1971.

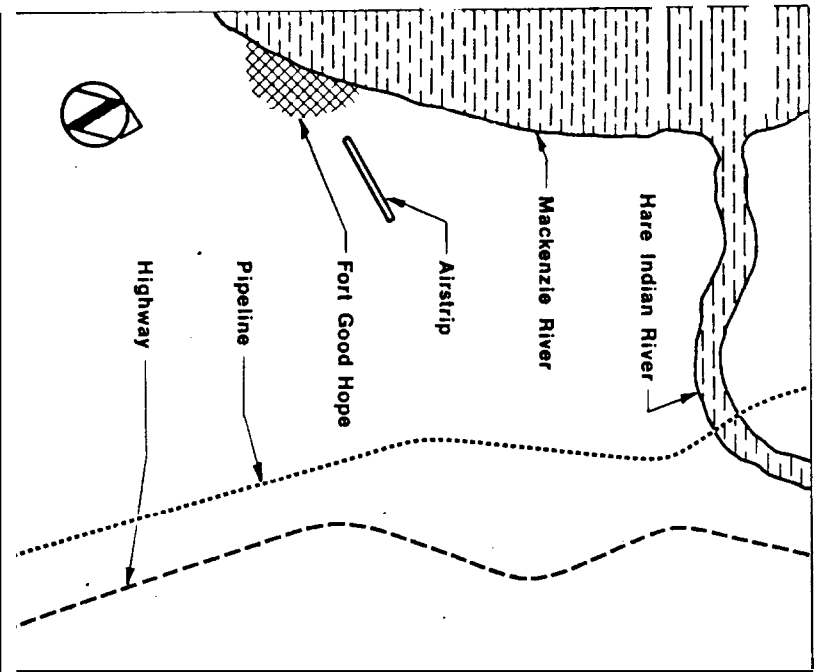
The Land Use Information Series map for Wrigley lists several archeological sites north of the settlement. No information was available as to the significance of these sites for tourism. There, are also hot springs in existence nearby and their potential for tourism should be further explored.

Although the activities and points of interest are somewhat limited in Wrigley, its isolated location, far from other settlements, will most likely transform the settlement into a highway-oriented service centre. This opinion is supported by the proximity of the proposed Mackenzie Highway, which will bypass Wrigley within a distance of approximately half a mile (Plate 3).

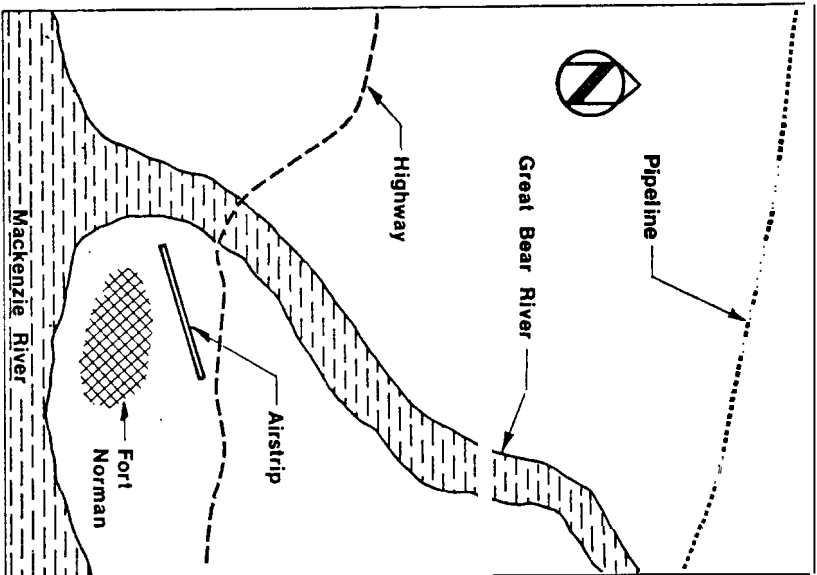
6.6 Location of Proposed Mackenzie Highway and Pipeline

The location of the proposed Mackenzie Highway and the natural gas pipeline is finalized in the vicinity of Fort Good Hope, Fort Norman and Wrigley as shown in Plate 3.

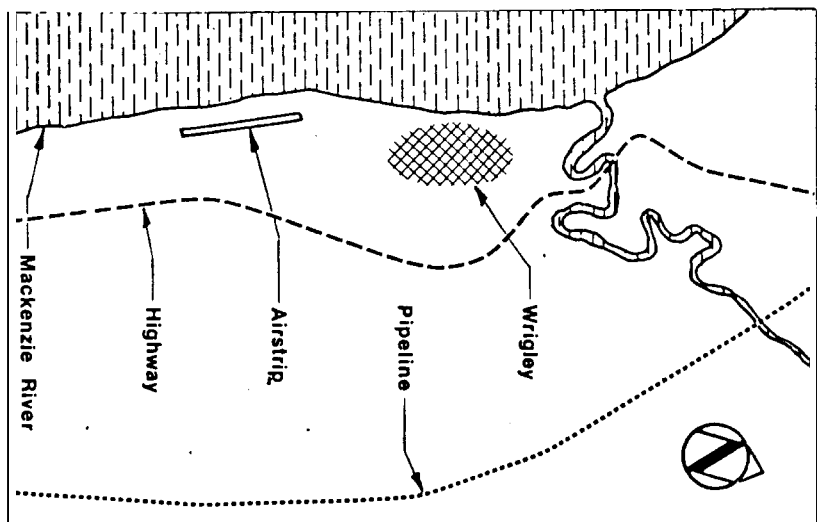
The highway will have a major impact on all three settlements, bypassing Fort Good Hope at a distance of approximately two miles and Fort Norman and Wrigley at half a mile. Detailed research should be undertaken on the impact of the highway on the physical and social characteristics of the settlements. In particular, the costs and benefits of strip development along the highway or localized development close to the settlement should be determined. In this respect, the local people should be informed of the implications upon the community and their respective objectives should be instrumental in determining future settlement patterns.



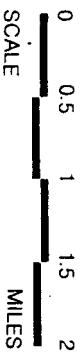
Fort Good Hope



Fort Norman



Wrigley



**Proposed Mackenzie
Highway and Pipeline**



7. TOURISM DEVELOPMENT IN THE SETTLEMENTS

After reviewing the economic prospects in the Mackenzie Valley, the tourism trends in the Northwest Territories and the resources in the five settlements, the purpose of this final chapter is to trace the potential for future tourism and to estimate the requirements for facilities. The major factors determining tourism are discussed, followed by an attempt to forecast facility requirements. Finally, implementation recommendations are given.

7.1 Development Potential

Development of tourism in the five settlements depends on the following factors:

- market
- recreational resources and potential recreational activities
- seasonality**
- access
- objectives and skills of local residents
- price
- development policies, promotion
- financial assistance.

Each of the above factors is commented upon and recommendations are given in the following subsections.

7.1.1 Market

The review of tourism in the Northwest Territories indicates that a growing market exists. The market area is somewhat limited for highway travelers due to the excessive distance to the Territories; however, highway traveling is relatively inexpensive. Lodging and airline package tours draw from a large market area, all of Canada, the United States and to some degree overseas. With the increase in personal income and the decrease in air fares, a healthy growth is foreseen.

7.1.2 Recreational Resources and Potential Activities

The natural environment, **scenery**, historic points and the native culture of the Northwest Territories offer adequate

attractions to bring travelers to the last "frontier" in Canada. As outlined in the preceding chapter, the five settlements have a number of attractions and potential activities to warrant tourism development. However, the provision of the following should also be explored:

- Territorial parks
- ecological **centres** or areas"
- a major summer event with cultural **activities** and entertainment
- historical points **and/or** small museums
- **handicraft** and fur sale
- designation of good **fishing** areas.

7.1.3 Seasonality

The short summer season due to the climatic conditions, severely limits investment in tourism development. An extension of the season by creating activities to take place outside the summer season should be explored. Although there exists one trapline tour now, it has not been successful. It appears that with the advent of charter **flights**, inter activities could be promoted, e.g. tours including visits of native settlements, fur sale, winter activities.

As discussed in Section 5.9, the time between mid-July and mid-August is characterized by a relatively small number of arrivals and should be given emphasis in promotion.

7.1.4 Access

With improved transportation facilities, the Mackenzie Valley corridor offers a scenic route to the Arctic Ocean.

All settlements, except Fort Franklin, will have increased accessibility with the **extension** of the Mackenzie Highway.

No projections of future traffic on the Mackenzie Highway have been made yet. For the purpose of this study an attempt is being made based on comparison with the following routes:

Yukon visitors on the Alaska Highway ^{1/} , 1972	86,070 persons
Projected Dempster Highway ^{2/} tourists	
initial years	3,000 persons
1980	6,000 persons
Present Mackenzie Highway tourists, 1971	9,000 persons

With the increasing importance" of recreational vehicles, the opening up of access to the Arctic Ocean and the possibility of "round trips" in connection with the Dempster and Alaska Highways, it can be expected that highway travelers will increase substantially. A large portion of total highway travelers will travel to destinations north of Fort Simpson and has been assumed to be between 40 percent and 60 percent of total. The projections are described in Section 7.3.

7.1.5 Objectives and Skills of Local Res-idents

The five subject settlements are primarily occupied by native people. Involvement of natives has been largely neglected in development of the North. With the new structure of local government (settlement councils) initiative and interest in development should be generated at the local level as follows:

- .. consultation with local leaders and residents in establishing their goals and objectives
- establishment of educational information programs on tourism
- explanation of available training and financial assistance
- determination of priorities between various settlements and other requirements of economic development.

7.1.6 Price

Fundamental to an industry is the provision of a high-quality and competitively priced product. This aspect will be of utmost importance in the Northwest Territories and

~/ Tourist Information Branch, Whitehorse, Yukon Tourism 1972.

~/ R.M. Hill, Dempster Highway, Proceedings 4th Northern Resource Conference, 1972.

should be an integral part of development policy.

The consumer goods and services in the Northwest Territories are characterized by **their high prices due to transportation costs, primary industry base and climatic conditions.**

In order to be competitive and attract investors, the following possibilities should be investigated:

provision of incentives, particularly in initial period of business operation

provision of multi-use type facilities: **e.g. winter hostel - summer tourism camp; centralized buying**

conversion of unused or underused facilities; **e.g. construction camps from pipeline and highway construction.**

∴ Governmental assistance and planning.

7.1.7 Development Policy and Promotion

The Government of the Northwest Territories should establish tourism development policies and a development **plan specifically** for the entire Mackenzie Valley as this transportation corridor will be heavily used by tourists. Policy should be established within the limitations set by human resources and **objectives, political acceptance and capital requirements**"

Advertising and publicity. will be a major factor in **the** success of tourism. At the present time the Government of the Northwest Territories through **Travel Arctic** is **actively** promoting tourism in the Northwest Territories.

The Mackenzie Highway should be promoted as a complete "package" for the automobile **traveller similar** to the Alaska Highway and access to the Arctic Ocean should be stressed. A slogan might be helpful, e.g. "The Highway to the Arctic Ocean." Special promotional material should be prepared outlining **available facilities, activities and Points of interest.**

7.1.8 Financial Requirements

Financial aspects are often neglected in development or are considered in the last instance. The financial resources available should be established and allocated to provide **maximum** return. Any development scheme is limited by **the** financial resources and many "grand ideas" have been delayed or halted by the lack of access to capital

The present assistance program is limited to **community** operated **businesses**, cooperatives and limited companies. Discussions in the settlements revealed that the individual entrepreneur should also be eligible for the same programs. A financial assistance program should include the following: "

capital grants in order to assist in initial period of business operation

- " low interest capital loans to potentially viable tourism projects, including those operated by individuals

training and management assistance

capital financing or grants to recover periodic business losses due to change in management, climatic conditions, etc.

7.2 Benefits of Tourism

Tourism development would benefit the settlements in many ways:

Tourism will provide a complementary economic activity, by creating seasonal employment **in** the summer time when the demand for **labour is** at a minimum.

Tourism is able to offset **some** of the deficiencies of a single primary resource exploration industry.

Tourism draws on renewable resources if **care is** taken of the environment.

Tourism is a highly **labour** intensive industry, thus providing urgently needed jobs. An investment of less than **\$10,000** can create one job, e.g., **guides, cooks, maids, waiters.**

The majority of the jobs would require semi-skilled people. Retraining requirements **would** be much less than for other types of employment.

Tourism can provide employment to native people, as the visitors prefer to be served and guided by natives who are familiar with the land and the culture.

Tourism is not extremely dependent on general business cycles. In recent *years* it has experienced growth despite of economic recession .

7.3 Development Characteristics and Criteria

The three types of tourism have different development characteristics and criteria.' The most important ones to be considered are listed in point form below:

Highway Tourism

- depends solely on construction of highway

travelers can be drawn to the Northwest Territories with relative low investment, after the highway has been built

- .. - the provision of good campgrounds, picnic areas and points of interest will increase highway **travellers**, assuming that highway oriented services such as gas stations, garages and eating facilities, provided for commercial **vehicles**, will be available.

- brings a great number of tourists, but their per **capita** expenditures are low

- direct contact with settlements

Airline Passengers and Package" Tours, Excluding Mackenzie River Cruises

not directly dependent on highway, but on air and water transportation

travelers increasingly require first class accommodation and service in hotels or motels

highly skilled management is essential to operate hotels and motels

short but large impact on settlement

- has potential for high volume and high expenditures

requires **skilled labour**

highest capital investment required of all types of tourists

requires **skilled** promotion and coordination between the various stopover points

- at the present **time**, only during summer season, but with possibility for extended season (e.g. winter)

Lodges and Outfitting

not dependent on highway, but on air transportation

travelers require **high-quality** facilities and **service**

small number of tourists, but high per "capita expenditures

requires a large number of skilled **guides**

Operation of lodges **requires skilled entrepreneurs**

no direct contact with settlements

medium capital. requirements

only during short summer season, but with a somewhat limited possibility for extending operation beyond three months

The list of the above criteria helps to draw some important **conclusions** for tourism development in the study area. If the Mackenzie Highway is being built highway-oriented tourism can be developed with relative low financial requirements? by "providing campsites. It can be expected that 90 percent

of the highway travelers will camp and the remaining portion of tourists will find adequate accommodation at establishments which will most **likely** be built as a result of commercial and non-tourism transport.

Further expansion of lodging and outfitting is independent on the construction of the highway and - as **an** already **well-**established tourism sector - can expect growth if quality of service, price and promotion are maintained.

The airline package tours have a potential of becoming a major sector of tourism. However, **it** will require **first** class service, and high capital investment **in** providing accommodation. High capital investment **in accommodation** is more likely in already existing larger **service centres** such as **Inuvik** and **Yellowknife**. The major attraction for airline passenger guests will be the Eskimo settlements' culture. The subject settlements **are** Indian settlements and, therefore, less attractive since they also exist **in** the south. However, stop-over can and should be provided **in** Mackenzie Valley settlements. **It is** most unlikely that the required facilities could be economically operated from tourism revenue only during a short season.

Therefore, it is concluded that hotels and motels can only be supported with the expected commercial highway and air transport supplemented by seasonal tourism activities.

7.4 Projection of Tourism Activities and Demand for Facilities

Although this study is a preliminary evaluation of tourism, an **attempt** was being made to provide forecasts of future tourism activities. These forecasts should be used as guidelines and constantly be revised as additional information becomes available.

The forecasts demonstrate the magnitude of facility **requirements** for the projected number of tourists.

7.4.1 Projection of Types of Tourists
in the Northwest Territories

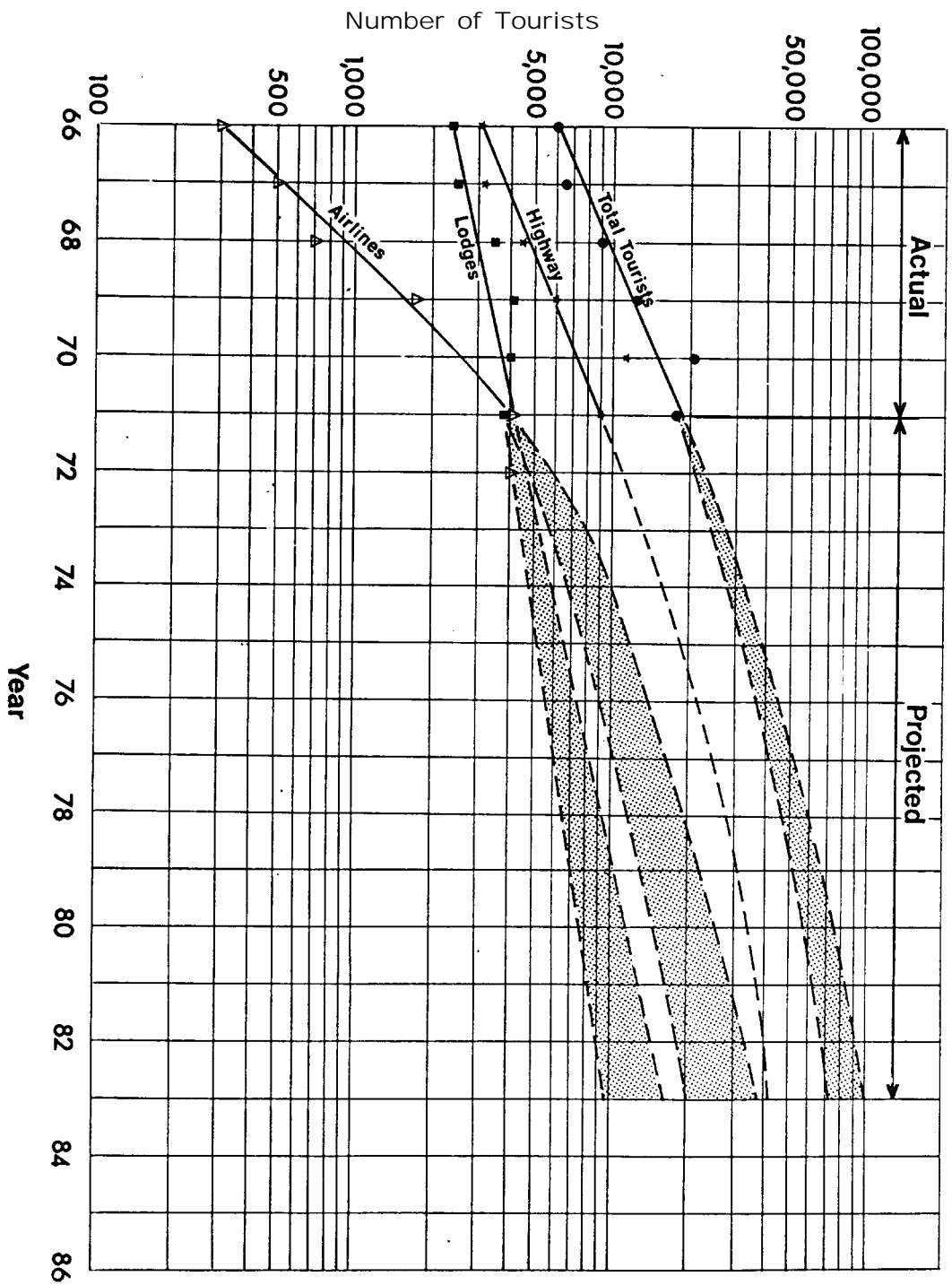
The projections are based on historic data of an extremely short time period. The quality of data varies for each year with the early years being estimates. In addition, the last six years represent the "beginning" of modern tourism in the Northwest Territories and such start-up periods are often characterized by a high annual percentage growth rate. Assuming a constant growth rate over the forecast period results in exponential growth which, as shown below, yields surprising results over the long term when compared with linear growth. Instead of having a constant growth rate, linear growth has a constant growth increment.

	<u>Year</u>	<u>Linear Growth</u>	<u>Exponential Growth</u>
historic	1	10	10
historic	2	20	20
forecast	3	30	40
forecast	4	40	80
forecast	5	50	160
		10 units per annum	100% per annum

Analysis of the historic data indicated a trend toward exponential growth. However, it was felt that the high growth rate experienced over the last six years would be unlikely to remain constant since declines have been observed in recent years.

Considering these characteristics, forecasts have been prepared as shown in Plate 4 and Table 7.1.

The projections detail total number of tourists, highway travelers, guests at lodges and outfitters and airline passengers. It can be expected that total number will be between 73,000 and 100,000 tourists in 1973. The maximum estimates for each type have been derived from the projected



**Types Of Tourists
In Northwest Territories**



Table 7.1

**PROJECTION OF TYPES OF TOURISTS
NORTHWEST TERRITORIES, 1971-83**

	<u>Total</u>	<u>Highway</u>	<u>Lodges</u>	<u>Air</u>
1971	18,000	9,000	4,000	5,000
1973	24,000- 27,000	14,000	4,000- 5,000	6,000- 8,000
1975	31,000- 38,000	18,000	5,000- 7,000	8,000- 13,000
1977	42,000- 52,000	26,000	6,000- 8,000	10,000- 18,000
1979	52,000- 66,000	32,000	7,000- 11,000	13,000- 23,000
1981	62,000- 82,000	37,000	8,000- 13,000	17,000- 32,000
1983	73,000- 100,000	43,000	10,000- 17,000	20,000- 40,000

Source: Acres.

number of total number of tourists of 100,000 persons. The minimum estimates were derived by projecting each type separately and adding them' to yield total number of tourists. It was felt that the highway motorists could reach approximately 43,000 by 1983 due to the construction of the Mackenzie and Dempster Highways. However, guests at lodges and airline passengers are more likely to be in line with the pessimistic estimates. In particular, airline passengers are extremely difficult to forecast as this sector depends on promotion and the availability of first class facilities.

7.4.2 Demand. for Accommodation of Mackenzie Highway Travelers North of Fort Simpson

As previously mentioned, between 40 percent and 60 percent of the total number of highway tourists will travel north of Fort Simpson (Table 7.2). Demand for accommodation of these **travellers** is the subject of Table 7.3, which provides estimates of total accommodation requirements and a breakdown for camping, hotels or motels and others (staying with friends and relatives). The assumption of 90 percent campers is based on interpretation of available information as discussed in Section 5.4. The seasonal distribution of highway travelers will be roughly like the estimates in Table 7.4.

'In the following sections, demand is estimated for each type of facility, as follows:

<u>Demand</u>	<u>Type of Tourists</u>
Campground	Highway travelers
Hotels/motels	Highway travelers Airline passengers on package tours
Lodges and outfitters	Hunters, fishermen and sportsmen

7.4.3 Demand for Campgrounds

Demand for campgrounds (Table 7.5) is based on the pessimistic projection of campers party nights of 12,600 in 1977 and

Table 7.2

NUMBER OF TOURISTS
ON THE MACKENZIE HIGHWAY
NORTH OF FORT SIMPSON

	<u>Number of Tourists</u> ^{1/}	<u>Number of Parties</u> ^{2/} <u>or Cars</u>
1977 ^{3/}	10,400 - 15,600	3,500 - 5,200
1979	12,800 - 19,200	4,300 - 6,400
1981	14,800 - 22,200	4,900 - 7,400
1983	17,200 - 25,800	5,700 - 8,600

^{1/} 40- 60 percent of total number of highway tourists
(See Table 7.1) .

^{2/} Assumed 3 persons per car.

^{3/} Opening year assumed in 1977.

Source: Acres.

Table 7.3

MACKENZIE HIGHWAY TOURISTS
DEMAND FOR ACCOMMODATION
BETWEEN FORT SIMPSON AND ARCTIC RED RIVER

	Accommodation Nights ^{1/}			
	<u>Total</u> <u>(100%)</u>	<u>Camping</u> <u>(90%)</u>	<u>Hotel, Motel</u> <u>(7%)</u>	<u>Others</u> <u>(3%)</u>
1977	14,000 - 20,800	12,600 - 18,700	1,000 - 1,500	400 - 600
1979	17,200 - 25,600	15,500 - 23,000	1,200 - 1,800	500 - 800
1981	19,600 - 29,600	17,600 - 26,600	1,400 - 2,100	600 - 900
1983	22,800 - 34,400	20,500 - 31,000	1,600 - 2,400	700 - 1000

^{1/} Number of parties requiring accommodation multiplied by mean length of visit on subject route (600 miles); mean visit length is optimistically assumed as 4 days - accommodation nights are used to determine number of campsite and hotel/motel units.

Source: Acres .

Table 7.4

SEASONAL DISTRIBUTION
OF HIGHWAY TOURISTS

<u>Month</u>	<u>Monthly Percentage of Tourists</u>
Jan. - April	1
May	7
June	30
July	35
August	20
September	6
Oct. - Dec.	1
Total	100 ===

1/ Assumption: Based on **comparison** of seasonal variation of tourists along the Alaska Highway and in the **Northwest Territories**.

Source: Acres.

Table 7.5

DEMAND FOR CAMPGROUNDS

	<u>1977</u>	<u>1983</u>
Camping Unit Nights	12,600 parties	20,500 parties
Peak month is July (35%)		
Total	4,400 parties	7,200 parties
Per Day	140 parties	230 parties
∴		
Campground Units at 90% occupancy	$\frac{140}{0.9} = 155$	$\frac{230}{0.9} = 260$
Demand for Campgrounds^{1/}		
- Number of Campgrounds	6	8
- Average number of units	25	35

~/ Total length of route approximately 600 miles
1 campground at every 80-100 miles.

20,500 in 1983. In order to accommodate the expected number of tourists, six campgrounds with an average 25 units each will be required in 1977. In consecutive years, two additional campgrounds should be constructed and the existing ones be expanded to provide eight campgrounds at an average of 35 units each in 1983.

7.4.4 Demand for Lodges

Based on projection of historical trends of visitors to lodges and outfitters, it can be expected that by 1983 between 10,000 and 17,000 persons will visit lodges in the Northwest Territories. Due to the declining patronage in recent years, the more pessimistic forecast is chosen to determine demand for lodges. Details of the demand calculation is provided in Table 7.6. Based on this forecast, the demand for lodges in the study area is estimated to be approximately 300 sleeping units or beds over the next ten years.

Part of this total demand will be taken up by existing lodges in the area through increased occupancy and expansion. As there was limited information available with respect to performance of individual lodges, it was assumed that 100 units **will** be provided at existing facilities. Therefore, a total of five lodges at 40 units could be provided in the study area.

7.4.5 Demand for Motels and Hotels

Tourist demand for motels and hotels will be created by highway travelers and air passengers. With the projected increase in the number of air passengers, this sector could be the principal demand generator for motels and hotels resulting from tourism.

Due to the speculative nature of the projection of air passengers, the minimum estimate in Table 7.7 can serve as a guideline. It is estimated that approximately 175 beds or 70 rooms will be demanded by 1983.

7.5 Tourism Development Programs and Implementation

The number of campgrounds required has been outlined previously. The final location of the facilities depends on

Table 7.6

DEMAND FOR LODGES, 1983

	<u>1983</u>
<u>Visitors to Lodges</u>	
Total visitors to lodges in the Northwest Territories	10,000 persons
Market share of Mackenzie Valley (40%; increased 10% , from present situation)	4,000 persons
<u>Demand Forecast for Lodges 1983</u>	
Total person nights (4,000 x 7 days mean length of stay)	28,000 nights
Person nights per day (70 day season)	400 nights
.. 100% occupancy	400
70% seasonal occupancy (<u>400</u>) (0.7)	570
Less: existing supply	<u>280</u> beds
Demand for lodges	'290 beds ===

Source: Acres.

Table 7.7

DEMAND FOR MOTELS AND HOTELS, 1983

<u>Highway Tourists</u>	<u>Minimum</u>	<u>Maximum</u>
Number of camper Party nights (Table 7.3)	1,600 -	2,400 parties
Person nights ^{1/}	3,700 -	6,000 nights
 <u>Air Passengers</u>		
Tourists destined to Study area ^{2/}	6,000 -	12,000 persons
Person nights ^{3/}	9,000 -	18,000 nights
 <u>Demand for Hotel/Motels</u>		
Total Person Nights	12,700 -	24,000 nights
Peak month July (35%)		
Total	4,400 -	8,400 nights
- per day	140 -	270
Number of beds at 80% occupancy	175 -	340 beds
Number of rooms ^{4/}	70 -	135 rooms

~/ 2.5 persons per party, than camper parties.

~/ Half of the present 60% arriving in the district of Mackenzie.

~/ 1.5 nights mean length of stay.

~/ 2.5 beds per room.

Source: Acres'

detailed site investigations. However, it is recommended to build them close to existing settlements (max. 10-15 miles) in order to ease maintenance and supervision. Every settlement, with the exception of Fort Franklin, can have a **campground** in its vicinity upon opening of the **Mackenzie Highway** in 1977.

It has been projected that five additional lodges, at an average of 40 beds, are demanded by 1983. The final location will be subject to detailed investigations and consideration should be given to the availability of guides. It is recommended to locate lodges relatively close to the settlements, along the following guidelines:

<u>Location/Vicinity</u>	<u>Size</u>	<u>Operation</u>
Arctic Red River	1 lodge 10 beds	1981
Fort Good Hope	2 lodges total 80 beds	1977, 1983
Fort Franklin	" 1 lodge 20 beds improve existing lodge	1980 1974
Fort Norman	2 lodges total 70beds	1974, 1977
Wrigley	1 lodge 20 beds	1977
Total	200 beds ===	1983

A detailed market study should be undertaken in order to determine the demand for hotels and motels resulting from tourism and business travel as the estimates provided in this report only take tourist travelers from outside the Northwest Territories into consideration. In addition, airline package tours need detailed attention. A large demand for hotels and motels can be generated by package tours. However, in order to accommodate these travelers,

information on size of tours is required; e.g. a 50-person tour on a charter flight needs 50 beds or in the order of 30-35 rooms. It seems that Fort Good Hope could be promoted as a stopover for package tours. The hotel/motel requirements are as follows:

<u>Location/Vicinity</u>	<u>Size</u>	<u>Operation</u>
Arctic Red River	15 beds	1980
Fort Good Hope	20 beds expanded to 50 b e d s	1970 ⁷ 1983
Fort Norman	15 beds expanded to 30 beds	1977 1983
Wrigley	15 beds expanded to 30 beds	1977 1983
Fort Franklin	accommodation in lodge	
Total	<u>125 beds</u>	1983

The remaining 50 beds are most likely demanded in Norman Wells as a result of the availability of air transportation.

In addition to the above commercial facilities, points of interest and attractions have to be provided for each settlement according to those listed in Chapter 6.

In order to implement the tourism program a tourism development plan should be established. This plan should be flexible in order to accommodate market fluctuations and constantly be updated as new information becomes available. The following are the essential parts of a tourism development plan:

Development goals and objectives
Local community
Government of the Northwest Territories
Business interests

Tourism market
Demand for facilities
Ongoing market research

Facility requirements by type and location
Facilities according to a checklist,
e.g. as in Appendix B

Financial program
Capital requirements
Assistance programs

Management program
Government-operated facilities
Privately owned facilities
Management assistance

7.6 Economic Impact

The economic impact of tourism development in the study area is summarized in Table 7.8 including investment requirements, employment, number of tourists and tourist expenditures.

It has been estimated that a total investment of approximately \$2.0 million can be allocated in the study area, creating 170 seasonal jobs and tourist expenditures \$3,480,000.

An analysis of the economic performance of the facilities would probably result in relatively low rates of return on capital, probably under 10 percent similar to small-sized hotels and motels as shown in Table 7.9,

It is recommended to undertake detailed feasibility studies before proceeding with specific projects.

Although the magnitude and financial return of tourism development is not very high compared to other types of

Table 7.8

ECONOMIC IMPACT
OF TOURISM, 1983

	<u>Campground</u>	<u>Lodges</u>	<u>Hotels^{1/}, Motels, Others</u>	<u>Parks, Attractions</u>
Investment ^{2/}	\$300,000	\$400,000	\$800,000	\$500,000
Employment				
Man month	60	210 ^{3/}	150	60
No. of seasonal jobs	20	70 ^{3/}	50	30
No. of visitors	15,000	4,000	7,000 ^{5/}	-
Tourism Expenditures ^{4/}	\$230,000	\$2,800,000 ^{4/}	450,000	

~/ Tourists only and including Norman Wells.

~/ In 1973 dollars.

~/ In addition to present employment.

~/ Including Great Bear Lake lodges.

Note: The above figures are approximations.

Source: Acres.

Table 7.9

**ECONOMIC CHARACTERISTICS
MOTELS AND HOTELS**

	Less Than 11	<u>Size (Number of units)</u>		
		<u>11 - 25</u>	<u>26 - 50</u>	<u>51 - 100</u>
Average number of Unit. per operation	6.9	16.7	35.5	79.1
Value of land and capital/unit	\$11,679	\$7,458	\$8,966	\$11,460
Average occupancy rate	52%	55%	61%	62%
Net return to land, capital and management	9.5%	12.7%	14.7%	15.6%

Source: Department of Industry, Trade and Commerce, The Canadian Tourism Facts Book 1972, Ottawa, P. 63.

economic development (summarized in Table 4.1), tourism development is able to employ native people in the settlements. In addition, tourism will contribute to provision of a balanced infrastructure in the Mackenzie Valley Corridor, e.g. recreational facilities, hotels/motels, commercial establishments.

7.7 Social Impact of Tourism

The development of tourism can give rise to certain social problems which must be of concern to Government. The following will be the major social aspects which have to be considered:

attitude of the local population to tourists and their reaction to the tourists' requirements for accommodation and service, which by local standards are luxurious

non-local ownership and management of facilities may create the feeling that indigenous people perform only menial tasks

tourism may be regarded as a threat to native culture

there is a real possibility in deterioration in quality of local arts and crafts as efforts are made to increase production to meet demand

contact with tourists may change the consumption pattern of local population and dissatisfaction may result if new wants cannot be met.

Although these negative effects cannot be ignored, there will also be positive social benefits in addition to the economic benefits. Local people will have increased contact with other people which stimulates efforts to advance the standard of living.

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Miscellaneous Sources

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Appendix A

ECONOMIC DATA

ARCTIC RED RIVER

FORT GOOD HOPE

FORT FRANKLIN

FORT NORMAN

WRIGLEY

Source: Department of Industry and Development,
Government of the Northwest Territories.

Updated March 1973; Acres Consulting
Services Limited.

ARCTIC RED RIVER

General

Population 1971 - 108
Business volumes including raw fur sales
1970 - not published.

"This settlement, probably a fish camp for many centuries, received its first trading post in the **early 1870's**. The area is well forested with white spruce especially along the Arctic Red River. The present economy is based on limited hunting and trapping, seasonal work in a sawmill located on the west bank of the **Arctic** Red River and construction of the Dempster Highway.

Community and Government Contacts

Local Council	E. Nazon (Spokesman).
Band Chief	Hyacinthe Andre.
Gov't. of N.W.T.	S. McDonald - Settlement Manager
Dep't. of Industry and Development	Industrial Development - Administered from Fort McPherson. Game Management - Administered from Fort McPherson. Tourism - Administered from Inuvik , K. Thompson.
<u>Infrastructure</u>	
Water	Available from water points in summer. Truck service to homes in winter.
Sewage, Garbage	Truck Service - Government operated.
Electricity	Diesel - 2 units. Domestic rate: 12¢/k.w.h. Producer - Government of the Northwest Territories.
Marine Facilities	One TD9 Cat for loading barges.

Air Facilities Landing Strip: 3000' X 75' - dirt, across Arctic Red River from the settlement.

Fire Department Volunteer. 5 men.

Police None. Administered from Fort McPherson.

Facilities and Services

Air Transport Twice weekly from **Inuvik** - Northward Airlines Ltd. One way fare \$21.00. Freight rate: 214/lb.

Based Aircraft None.

Water Transport **N.T.C.L.** from Hay River. General commodity rate \$49.40/ton.

Local Transport Motor toboggan in winter.

Road Transport None.

Fuels Available Bulk Capacity - 110,000 gals.
costs - Gasoline - \$.75
 Fuel Oil - \$.70

Medical No facility. Nearest hospital at **Inuvik**, 63 air miles.

Education Primary School Grades 1 to 6, inclusive. No hostel.

Churches Roman **Catholic**, Fr. Colas.

Community Hall None.

Library None.

Communications Radio telephone operated by Hudson's Bay Co.

Post Office At H.B.C. Twice weekly mail service.

B a n k None. Nearest bank, Canadian Imperial Bank of Commerce, **Inuvik**.

Recreation None.

Public
Accommodation None.

Meals None.

Liquor None. Available from **Inuvik**.

Industry and
Commerce

H.B.C. - General Store, fur trader.
Northward Aviation - Air tickets and freight.
S.M.S. Northern Ltd. - Logging and sawmill.

Fire Department Volunteer. 8 men. Pumper.
Police R. C.M. Police Detachment - 2 men.

Facilities and Services

Air Transport Three times weekly from Norman Wells and Inuvik - Northward Airlines Ltd. One way fare \$23.00 and \$50.00 respectively.

Based Aircraft 1 DOT.

Water Transport Northern Transportation Co. Ltd. from Hay River. General commodity rate \$40.80/ton.

Local Transport None.

Road Transport Winter road connecting with the Mackenzie Highway System.

Fuels Available Bulk Capacity - 130,000 gals.
cost - Gasoline - \$.89.

Medical Nursing Station, 2 nurses. Nearest hospital at Inuvik.

Education Primary School Grades 1 to 8, inclusive.

Churches Roman Catholic, Fr. Labatt.

Community Hall None.

Library None.

Communications Telephone - Canadian National Telecommunications. Radio - R.C.M.P.

Post Office At H.B.C. Mail service twice weekly.

Bank None. Canadian Imperial Bank of Commerce, Inuvik.

Recreation Skating rink, gymnasium.

Public
Accommodation None for Government employees. Hostel (12).

Meals **Ontadek** Cafe

Liquor None. Obtained from Norman Wells.

Climate

Precipitation Annual precipitation 10.52 inches
Rainfall 5.89 inches
Snowfall 46.30 inches

Temperature
(degrees F.) July Mean - High 72.3
Low 48.7

January Mean - High -14.2
Low -29.7

Yearly Average 18.3

Industry and Commerce

H.B.C. - General Store, fur trader
Arctic Circle Enterprises Ltd. - General contractor.

N.C.P.C. - Electricity producer

Ontadek Cafe

Number of persons engaged in the above enterprises.

FORT FRANKLIN

General

Population 1971 - 339
Business volumes including raw fur sales
1970 - not published.

Fort Franklin was named after Sir John Franklin who occupied the fort as winter headquarters from 1825/27. The present community was reported to be established in the early 1950's. However, trading post **licences** have been issued to Fort Franklin since the early 1900's. The economic base of the community is fishing, hunting and trapping. A Co-operative to produce and market handicrafts and accommodate sports fishermen exists. Fort Franklin was incorporated as a hamlet April 1, 1972.

Community and Government Contacts

Local Council Chairman - **Isadore** Yukon.

Band Chief **Isadore** Yukon.

.. Gov't. of N.W.T. **Dolphus** Tutcho - Acting Settlement Manager.

Dep't. of Industry
and Development

Industrial Development - Administered
from Fort Norman.

Game Management - Vacant

Tourism - Administered from **Inuvik**.

K. Thompson.

Great Bear Co-op - J. Curtis (until end
of April, 1973).

Infrastructure

Water, Sewage,
Garbage

Truck system. Contracted.

Electricity

Diesel - 4 units. Total capacity 600 k.w.
Producer - Northern Canada Power Commission.

Marine Facilities	Wharf, loading equipment available.
Air Facilities	Landing strip: 2200' X 50' - earth. Non directional beacon.
Fire Department	Volunteer. 8 men. Pumper.
Police	None. Administered from Fort Norman, 65 miles.

Facilities and Services

Air Transport	Three times weekly from Norman Wells and Inuvik \$91.00.
Based Aircraft	Nahanni Air Services Ltd.; local charter.
Water Transport	N.T.C.L. barge service from Hay River. General commodity rate \$69.00/ton. Shipping season - July to September.
Local Transport	Bombardier.
Road Transport	None.
Fuels Available	Bulk Capacity - 140,000 gals. cost - Gasoline .90 Fuel Oil :415
Medical	Nursing station, 2 nurses. Nearest hospital at Inuvik .
Education	Primary School Grades Kindergarten to 8, inclusive.
Churches	Roman Catholic, Fr. Denis .
Community Hall	Yes.
Library	Yes. N.W.T. Public Library Service .
Communications	Telephone - Canadian National Telecommuni- cations.

Post Office At R.C. Mission. Three times weekly mail service. Postal Code: XOE OGO.

Bank None. Canadian Imperial Bank of Commerce, Inuvik.

Recreation

Public

Accommodation 2 Cabins, capacity - 8. Hostel - 12.

Meals None. Cooking facilities at cabins and hostel.

Liquor None. Available from Norman Wells.

Industry and Commerce

H.B.C. - General Store, fur trader.
Great Bear Co-op - crafts, accommodation.
Local contractor - Leonard Wright, Fort Franklin Enterprises Ltd.

FORT NORMAN

General

Population 1971 - 248
Business volumes including raw fur sales
1970 - not published.

Fort Norman was founded with the establishment of a trading post in 1810. The settlement is situated on former river terraces rising to 70 feet above the river at the junction of the Bear and Mackenzie Rivers. Hunting, fishing and trapping form the economic base of this settlement. Recently the economy **has** been supplemented by oil exploration activities carried out in the area.

Community and Government Contacts .

Local Council	Chairman - Rod Hardy.
Band Chief	Paul Baton.
Gov't. of N.W.T.	J.S. Atkins - Settlement Manager.
.. Dep't. of Industry and Development	Industrial development - L.B. Hallett. Game Management - ' administered from Fort Franklin. Tourism - administered from Inuvik, K. Thompson

Infrastructure

Water, Sewage, Garbage	Truck service - contracted.
Electricity	Diesel - 4 units. Total capacity 350 k.w. Domestic rate - 12¢/k.w.h. Producer - Northern Canada Power Commission.
Marine Facilities	Wharf, D-6 and D-4 tractors.

Air Facilities	Landing strip: 4400' x 75' - earth/sand.
Fire Department	Volunteer. 12 men. Pumper and water truck.
Police	R.C.M. Police Detachment - 2 men.
Air Transport	Three times weekly from Norman Wells - Northward Airlines Ltd. One way fare \$11.00. Freight rate: 9\$/lb.
Based Aircraft	None.
Water Transport	Northern Transportation Co. Ltd. from Hay River. General commodity rate \$33.80/ton. Shipping season - July to September.
Local Transport	6 crawler tractors, 10 trucks, 2 loaders, 1 scraper.
Road Transport	Winter road connecting with the Mackenzie Highway system.
Fuels Available	Bulk capacity - 200,000 gals. cost - Gasoline \$.69 Fuel Oil \$.22 Diesel \$.22
Medical	Nursing station, 1 nurse. Nearest hospital Inuvik.
Education	Primary School Grades 1 to 6. Hostel, capacity - 12.
Churches	Pentecostal - F. Turner. Roman Catholic - A. Brettar.
Community Hall	Yes. Capacity - 80.
Library	Fort Norman Community Library. N.W.T. Public Library Services.
Communications	Telephone - Canadian National Telecommunications. Radio - R.C.M.P.

Post Office At **H.B.C.** Mail service twice weekly.

Bank None. Canadian Imperial Bank of Commerce,
Inuvik.

Recreation None.

Public
Accommodation Bear Rock" Lodge (Ed McPherson).

Meals Bear Rock Lodge - not licensed yet;
 accommodates 12.

Liquor None. Available from Norman Wells.

Climate

Precipitation Annual precipitation 12.92 inches
 Rainfall 7.79 inches
 Snowfall 51.30 inches

Temperature
(degrees F.) July Mean - High 71.6
 Low 48.1

 January Mean - High **-11.2**
 Low -25.9

 Yearly Average 20.8.

Industry and Commerce

H.B.C. - General Store, fur traders.
J. Hardy - General contracting, hauling.
Fort Norman Contracting - General contracting,
hauling.
N.C.P.C. - Electricity producer.

Number of persons engaged in the above
enterprises - **6.**

WRIGLEY

General

population 1971 - 152
Business volumes including raw fur sales
1970 - not published.

The original Fort **Wrigley** was established in 1877 on Old Fort Island, 24 miles up-stream. The site was abandoned in 1904 for *one* on the west bank of the **Mackenzie** and several years ago was **again** moved to its present site near the airstrip on the east bank of the Mackenzie River. Hunting, trapping and fishing are the basis of the economy of the settlement. A community sawmill has recently been set up for the use of the settlement.

Community and Government Contacts

Local Council

Chairman - Arthur **Hardisty**

Band Chief

David Huresay

Gov't. of N.W.T.

Settlement Manager - Ed McArthur

Dep't of Industry
and Development

Industrial Development - administered
from Fort Simpson.
Game Management - administered from Fort
Simpson.
Tourism - administered from Fort Smith,
J. Kostelnik.

Infrastructure

Water

Truck service - **Government** operated.

Sewage, Garbage

Cess pits.

Electricity

Diesel - 2 units. Total capacity 150
k.w. Domestic rate - 12¢/k.w.h. Producer -
Government of the N.W.T.

Marine Facilities Wharf, front-end loader.

Air Facilities Landing strip: 4220' X 200' - earth.

Fire Department Volunteer - 8 men. Pumper.

Police **None.** Administered from Fort Simpson.

Facilities and Services

Air Transport Once weekly from Fort Simpson and Edmonton - Pacific Western Airlines. One way fare to Edmonton \$104.00. Freight rate: 19\$/lb*

Based Aircraft None.

Water Transport Northern Transportation Co. Ltd. from Hay River. General commodity rate \$31.20/ton. Shipping season mid-June to mid-October.

Local Transport River scows, motor toboggans, dog teams.

Road Transport Winter road to Mackenzie Highway at Fort Simpson.

Fuels Available Bulk capacity - 108,000 gals.
 cost - Gasoline \$.75
 80/87 \$1.00
 100/130 \$1.00

Medical Nursing station, 1 nurse. Nearest hospital at Fort Simpson

Education Primary School Grades 1 to 6, inclusive. No hostel.

Churches Roman Catholic, Fr. **Posset** (Fort Simpson).

Community Hall Yes. Capacity - 140.

Library .50 book deposit. N.W.T. Public Library Services.

Communicant ions	Radio Telephone - Canadian National Telecommunications. Radio - Mackenzie Forest Service, M.O.T. Aeradio.
Post Office	At Hudson's Bay Company. Mail service once weekly.
Bank	None.
Recreation	Skating rink.
Public Accommodation	None.
Meals	Co-op coffee shop.
Liquor	None. Available from Fort Simpson.

Climate

Precipitation	Annual precipitation 12.46 inches
	Rainfall 7.52 inches
	Snowfall 49.40 inches

Temperature
(degrees F.)

July Mean - High 73.2
Low **49.6**

January Mean - High -11.6
Low -26.5

Yearly Average 23.2

Prevailing Winds	Northerly Average Velocity 7.4 m.p.h.
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Industry and Commerce

Hudson's Bay Company - General Store, fur trader.

Co-op - Coffee Shop.

Community Sawmill - Rough lumber.

Number of persons engaged in the above enterprises - 2.

Appendix B

CHECK LIST OF TOURIST FACILITIES

100 Living Accommodations

110 Hotel Rooms and apartments

- 111 With private bath and kitchenette
- 112 With private bath
- 113 With private lavatory
- 114 Central plumbing only

120 Lodge rooms

- 122 With private bath
- 123 With private lavatory
- 124 Central plumbing only
- 125 No plumbing

130 Motel rooms and cabins

- 131 With private bath and kitchenette
- 132 With private bath
- 133 With private lavatory
- 134 Central plumbing only
- 135 No plumbing

140 Trailer courts

- 141 Elec., water & sewer connections
- 142 Elec. connections, central plumbing
- 143 Parking space, central plumbing

150 Camping sites

- 151 Elec., water & sewer connections
- 152 Elec., & water connection
- 153 Utilities in central building and several water outlets
- 154 Water and fire wood delivery
- 155 No utilities

200 Eating Facilities

- 201 **Lunch** counter
- 202 **Lunch** counter & booths
- 203 Drive-in
- 204 cafeteria
- 205 Coffee shop .
- 206 Dining room

300 Beverage Facilities

- 301** Bar (**stand** up)
- 302 Saloon
- 303 Saloon w/music
- 304 Night club

400 Service Stations & Garages

- 401** Gasoline, **oil** & water
- 402** Lubrication & service
- 403 Full repair & service
- 404 Dealership, main, & repair

500 Personal Services

- 501 Laundry
- 502 Laundromat
- 503 Dry cleaner
- 504** Barber
- 505 Beauty shop
- 506 Bank

600 Stores

- 601 General
- 602 Supermarket
- 603 Grocery
- 604 Drug
- 605 Men's wear
- 606 Women's wear
- 607 Sporting goods
- 608 Jewelry

609 Cameras
610 Gifts & souvenirs
611 Native crafts
612 Fur
613 Liquor
614 Automotive
615 Hardware
616 Propane

700 Professional **Services**

701 Medical doctor
702 Nursing
703 Dentist
704 Hospital

800 Communications & Transportation

801 Airline
802 Charter aircraft
803 Airfield
804 Railroad
805 Ship line
806 Charter boat
807 Bus
808 Taxi
809 Car rental
810 Telephone
811 Telegraph
812 Radio Station
813 Television Station

900 Recreational Facilities

910 Participation activities

911 **Golf**
912 Tennis
913 Skiing
914 Boating, Water skiing
915 Swimming
916 Bowling

- 917 **Fishing**
- 918 **Horseback riding**
- 919** **Hunting**
- 920 **Hiking, Native watching**

930 **Spectator activities**

- 931** **Movies**
- 932 **Concerts**
- 933 **Plays**
- 934 **Native dances**
- 935 **Sporting events**

940 **Tours**

- 941** **Local city sights**
- 942 **Natural wonders**
- 943 **Native activities**
- 944 **Industry**
- 945 **Boat trips**
- 946 **Night life**
- 947 **Wildlife**
- 948 **Airplane sightseeing**
- 949 **Helicopter sightseeing**