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***Tourism Strategy And Selected Tourism
Business Plans, Fort Liard, Volume I
Date of Report: 1993
Author: Mike Freeland & Associates
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September 14, 1993

PETER NEUGEBAUER,
DIRECTOR.

Final Report, Ft. Liard Tourism Strategy & Business Plans

Attached for your information is a copy of the final Ft. Liard Tourism Business Study as requested by the community of Ft. Liard.

A qualitative result of the study was the creation of tourism awareness in the community.

The planning process built on previous regional investigations and included a significant amount of community participation. This included the use of a local sub consultant, door to door surveys and two community wide participant-active planning workshops.

The result has been the development of a tourism strategy for Ft. Liard and two categories of potential business plans. The two categories are generic plans in the areas of accommodation and boat tours. It is hoped that individuals or corporations will be able to take these plans, modify them according to personal circumstance, and begin the process of business development.

Implementation success will depend on local initiative combined with the creation of an appropriate environment for new business development. To support tourism development it is recommended that the position of Economic Development Officer be stabilized and that a small seed fund be created to support local community based initiatives. Programs already exist to support most private sector initiatives, although ease and speed of access can always be improved.

I would be happy to provide you with any further information.

A handwritten signature in black ink that reads "Eric Yaxley". The signature is fluid and cursive, with a long horizontal stroke at the end.

Eric Yaxley,
Planning Coordinator,
Tourism & Parks.



Government of the Northwest Territories, Yellowknife, N.W.T. Canada X1A 2L9



MIKE FREELAND & ASSOCIATES

5009 Bryson Drive
Yellowknife, N.W.T.
X1A 2P2

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

September 12, 1993

Eric Yaxley
Coordinator Tourism Planning
Economic Development and Tourism
Government of N.W.T.
P.O. Box 1320
Yellowknife, NT

Eric,

I am pleased to attach two copies of the "Tourism Strategy and Selected Tourism Plans - Fort Liard, N.T." Cheri Kemp-Kinnear has received 10 copies for the regional office and in Liard.

I wish to thank you and the department for the opportunity of completing this work. It has been an enjoyable planning process and I do hope our efforts will provide the groundwork for further tourism development in the Liard area.

As terms of reference for similar studies are completed I would be very interested in receiving them.

Regards,



Mike Freeland

**"TOURISM STRATEGY
AND SELECTED TOURISM
BUSINESS PLANS
FORT LIARD, NT"**

June 1993

(Volume I)

EXECUTIVE SUMMARY

The community of Fort Liard expressed an interest in developing Tourism potential in the area. With the support of the Department of Economic Development and Tourism, Government of N.W.T., a planning process to develop a community based Tourism strategy and selected Tourism Business Plans was initiated.

The overall objective of the planning process is to "maximize tourism benefits for the residents of Fort Liard." Implimentation of the proposed Tourism Strategy with 12 key recommendations will maximize benefits to Liard residents through encouraging more visitors to visit the community, to stay longer, and by offering good quality facilities and services at reasonable prices.

The community based steering committee included 6 residents of Fort Liard while community liaison was the responsibility of Frank Kotchea. Mr. Kotchea worked with the study team to ensure community awareness and participation.

As a result of the community workshop, individual and group meetings ... and additional research of these, 11 Tourism Business opportunities and 13 Tourism Enhancement projects are outlined. The following are the favoured business opportunities and enhancement projects for Fort Liard, N.T.

Tourism Business Opportunities:

- Accommodation Upgrade/Development
- Boat Tours
- Crafts/Craft Shop
- Fly-in Tours and outfitting to the back country
- Nahanni River Outfitter- Joint Venture
- Mackenzie Mountain Big Game Outfitter- Joint Venture
- Cultural Camp
- Trout Lake Joint Venture

Tourism Enhancement Projects

- Visitors Information
- Community Beautification
- Signage
- Community Campground Upgrade
- Community Walking Tour(and brochure)
- Community brochure update
- Mini-Museum/ Heritage Centre
- Trail Development

The following five individual business opportunities have been developed as detailed business plans and are bound separately from this report.

1 Accommodation Upgrade/Development

- 1:1 Bed and Breakfast**
- 1:2 Housekeeping Cabins**
- 1:3 Motel Upgrade**

2 Boat Tours

- 2:1 Local Boat Tours**
- 2:2 Nahanni River Tours**

From a Tourism Development viewpoint Fort Liard has a number of distinct advantages over many communities. Fort Liard is:

- On the Liard Highway with access to the large traffic volume on the Alaska Highway, and to a lesser extent, traffic from the Mackenzie Highway.
- Close to the Mackenzie Mountains, Nahanni National Park (a World Heritage site), Nahanni River, Virginia Falls and the many opportunities that these natural resources bring.
- On the Liard and Petitot Rivers with access into British Columbia, Nahanni and Mackenzie Rivers.
- Home to gifted crafts people and has a quality craft shop producing, among other products, the well known Birchbark baskets.

There are no major disadvantages to developing tourism in Fort Liard assuming that a step by step approach to development of both new services and facilities and the upgrade of existing ones is followed.

Expectation of visitors are high! Although opportunities do exist, to meet the high expectations of visitors, developing and successfully implementing these opportunities will take considerable effort. Requirements of various government departments will have to be considered and the resulting product or service must also be up to the expectation of the increasingly demanding visitor.

We suggest that opportunities to maximize formal training, training on the job and work experience in established tourism businesses in the community and the region be initiated to familiarize potential operators with the realities of small business.

Who will develop these Tourism Business Opportunities? The Liard Valley Band Development Corporation has to date, been able to take the initiative in developing a number of business opportunities. Potential tourism opportunities include both small and larger - long term projects. Some are best suited for individuals or families while some are more appropriate for larger corporations or the Liard Valley Band Development Corporation. The Development Corporation has indicated they will encourage and support qualified and interested private individuals and companies in pursuing appropriate opportunities.

Serious consideration may be given to share participation in established businesses with long term potential in the Liard, Nahanni Butte/Southern Mackenzie Mountains/Nahanni River area. A combination of share equity and employee work experience in established operations in the short term will provide a strong foundation to increase share participation (ownership) and work experience (employment) in the long term.

What happens now? Individuals, families, companies and/or the Liard Valley Band Development Corporation must take the initiative on appropriate opportunities. We strongly suggest that an on-going Tourism Committee be established. This Committee would relay this Tourism Strategy and potential business opportunities to the community. The Committee would also encourage and support both business opportunities and tourism enhancement support projects for the overall benefit of Fort Liard residents.

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Volume II Business Plan: Accommodation (separate document)

Volume III Business Plan: Boat Tours (separate document)

INTRODUCTION

This process to develop a community based tourism strategy and tourism business plans was undertaken in response to interest expressed by residents of Fort Liard.

With the overall objective to maximize tourism benefits for residents of Fort Liard the consultants team "Mike Freeland and Associates" were retained, worked with community liaison contact Frank Kotchea and reported to a 6 person steering committee. The Department of Economic Development and Tourism provided funding to support this community based initiative.

To maximize community participation workshops were held during 2 community visits and both Freeland and Kotchea followed up with personal interviews.

The resulting Volume I Tourism Strategy contains 12 key recommendations providing a clear direction for the community of Liard to follow.

Eleven tourism business opportunities and thirteen tourism enhancement projects were described. Five individual business opportunities in two categories of

#1 Accommodation upgrade/development and

#2 Boat Tours

were detailed and bound separately from the main report as Volume II and Volume III.

FORT LIARD 1998: A VISION

What could Fort Liard be like in 1998? The following is a vision of what, in our estimation, is realistic and attainable.

- A progressive, clean community with fewer alcohol and social problems. People are proud of their culture and have increasing and meaningful employment in a mix of traditional and modern activities.
- Residents hold shares in a successful, profitable outfitting business operating on the Nahanni River. Two residents are seasonally employed as guides, guide and cook trainees, and have completed visitor's training programs.
- Residents hold shares in a successful profitable sport hunting outfitting business in the southern MacKenzie Mountains. Two residents are seasonally employed as guides, guide and cook trainees or wranglers.
- The upgraded Liard Valley Motel is clean and comfortable. A small privately owned Bed and Breakfast and log housekeeping cabins are establishment to cater to different markets providing part-time supplemental income for 2 families.
- One resident is employed by Parks Canada and is receiving on-going training and upgrading.
- The Liard based Air Charter Company, Deh Cho Air, has expanded through successful marketing to both a national/international clientele and to the large volume Alaska Highway market.
- Liard based businesses, facilities and services such as the upgraded campground, Air Charter Company, outfitters, accommodations and craft shop compliment and support each other. A local interest group of tourism operators is established and active.
- Upwards of ten bus tours stop in Liard every summer. They employ a local "step on" tour guide/host and 30 - 40 bus passengers per tour will spend \$20-30 each at the craft shop and coffee shop.
- Two 3 week guide courses have now been held in Ft. Liard or the Deh Cho Region and 10 residents have received a Level I or Level I and II Guide Training Certificate.
- 2 residents have completed the 1 year "Tourism Certificate" Program at Arctic College.
- An increasing number of people both young and older are producing high quality crafts for an expanding market.

TOURISM STRATEGY

The main goals of the proposed Tourism Strategy are:

- A. TO ENCOURAGE THE MAXIMUM NUMBER OF VISITORS/TRAVELLERS TO THE COMMUNITY;
- B. TO ENCOURAGE LONGER STAYS BY THESE VISITORS;
- C. TO MAXIMIZE BENEFITS TO RESIDENTS OF FORT LIARD FROM VISITORS, BY OFFERING A VARIETY OF GOOD QUALITY AND REASONABLY PRICED SERVICES, FACILITIES AND ACTIVITIES;

The Tourism Strategy for Fort Liard recommends the following:

- 1. That interested individuals, families and private companies as well as the "Liard Valley Band Development Corporation"(L.V.B.D.C.) and it's subsidiaries be encouraged to have a role in Tourism/Business Development
- 2. That the Tourism Business Opportunities are initiated by Fort Liard residents at a pace comfortable to the community.
- 3. That Tourism Enhancement Projects, are prioritized, supported and implemented through community initiative.
- 4. That residents be encouraged and supported in obtaining employment and experience with established Tourism operations both in Fort Liard and in the surrounding area
- 5. That school children be made aware of the Tourism industry and its potentially positive role in the community.
- 6. That all training opportunities be maximized.
- 7. That residents interested in specific business opportunities (ie boat tours) be encouraged to experience similar business elsewhere, preferably in the businesses busy season).
- 8. That the theme "Gateway to the Nahanni" emphasizing closer and cheaper access to Nahanni National Park be emphasized for back country, fly-tour and general tourism potential.
- 9. That share participation in established licensed Tourism operations with good potential in the Fort Liard area be encouraged.

10. That those involved in Tourism business development be encouraged to work together, support each other, and to recognize the overall benefit to Fort Liard of this mutual support.
11. That area attractions such as "Blackstone Territorial Park", "Lindberg Landing" and the communities of Nahanni Butte and Trout Lake be considered as assets when packaging and marketing tourism to Fort Liard.
12. That a representative ongoing Tourism Committee be established to maintain Fort Liard's profile and to advance community tourism concerns and development.

COMMUNITY AND AREA

The following is a brief overview of potential attractions and points of interest for visitors to Liard and Area.

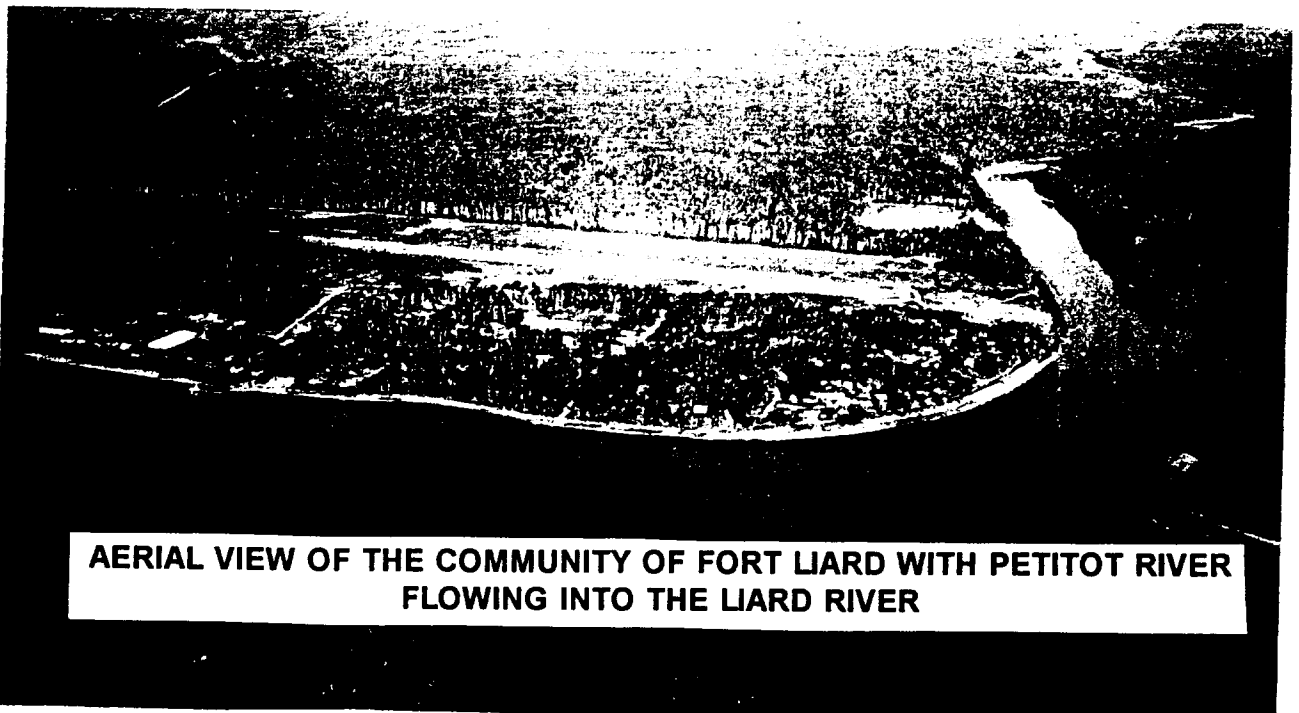
- Liard Highway: 244 miles/393 km; 2-lane relatively straight road. Boreal forest and muskeg. White and black spruce, trembling aspen and balsam poplar. "Wilderness Highway" connecting Alaska highway near Fort Nelson to MacKenzie Highway near Fort Simpson.
- Liard River: parallels the highway, limited access points to the river for travellers, flows past Nahanni Butte and into the MacKenzie River. Boating on the River provides scenic vistas of the Franklin Mountains of the Liard Range.
- Mackenzie Mountains accessible by air from Fort. Liard; Nahanni National Park, Nahanni River and Virginia Falls, hot springs, world class climbing, unspoiled mountain wilderness with abundant wildlife.
- Suggested highway activities : walks and hikes along the cut lines, bird watching. Some fishing in the highway streams, wildlife watching : moose, black bear, wood bison, grouse and red-tailed hawks; view/lookout points of Mackenzie Mountains.
- Petitot River: reputed to have the warmest water in British Columbia; (70F/21C); 1-3 day canoe trip to Fort Liard; from the access bridge on the Liard Highway in British Columbia; with sheer rock canyon gorges depending on water levels a number of small rapids en route, also interesting for its historical value as Father Petitot, after who the river was named, an Oblat missionary, came to the area in the 1860's.
- Liard Highway Junction to Fort Liard: 4 miles/6.4 km. Gas station east side of the highway. Driving into Fort Liard offers excellent views of Mount Coty (elev. 2,715 ft/830 m) and Pointed Mountain (elev.4,610 ft/1,405 m).
- Hamlet of Fort Liard : Good soil and water, long summer season with long hours of daylight, mild climate. Luxuriant local gardens. Services include fuel, 1 motel, restaurant, coffee shop and 2 stores RCMP, Fire Dept., Nursing Station, Transportation (air and boat). Deh Cho Air Ltd, Acho-Dene Native Crafts, Community-run Hay Lake Campground. Population 537. Small, well laid-out settlement of log cabins and homes among tall poplar, spruce and birch trees on the south bank of the river.
- Birchbark baskets : Well-known, high-quality product.
- "Blackstone Territorial Park" an attractive camping, trailer park and visitors centre on the Liard River North of Fort Liard.

- "Lindberg Landing" situated on the banks of the Liard River close to Blackstone Park. Family homestead of the Lindberg family, "B & B" and cabins for rent, farm animals and summer base for Blackstone Aviation.
- "Nahanni Butte" down river from Fort Liard at the junction of Nahanni - the water gateway to Nahanni National Park.
- "Community of Trout Lake" traditional Dene community; good lake trout and pickerel fishing.

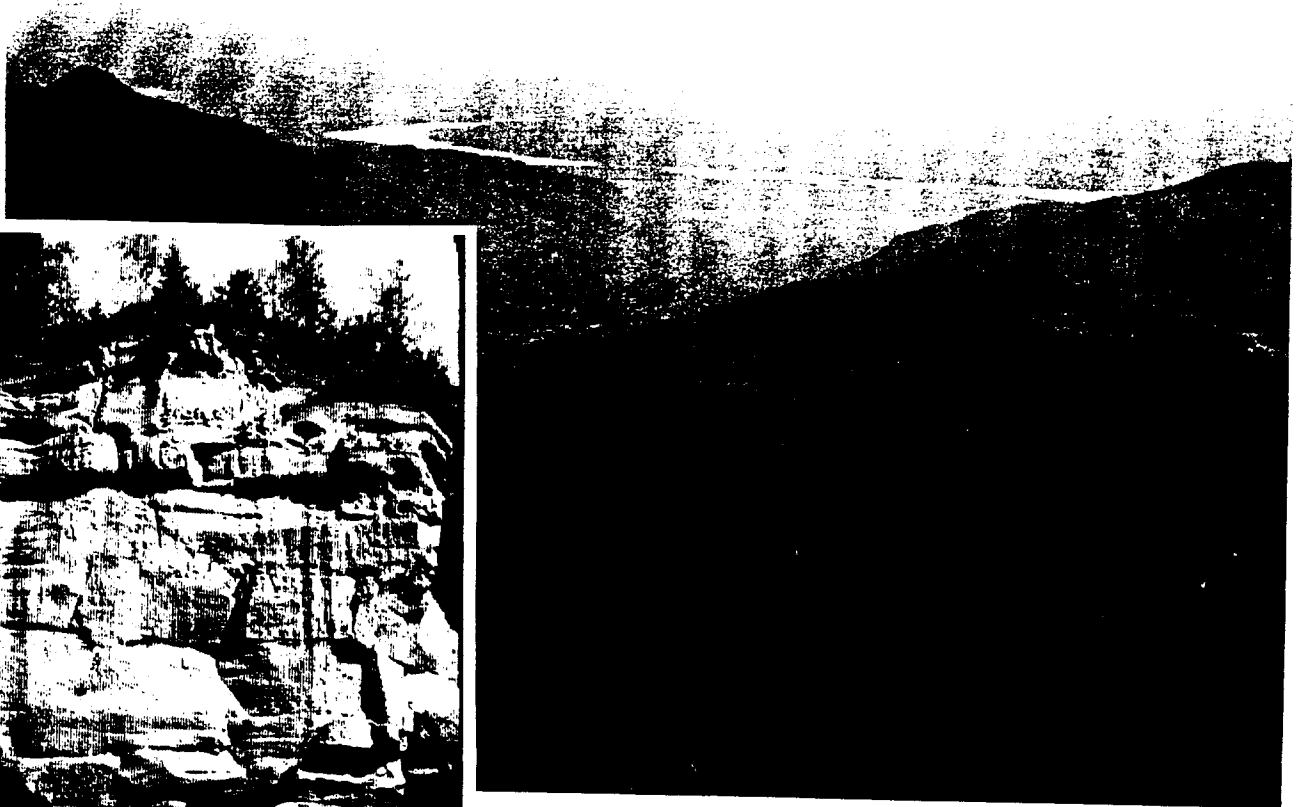
Also of interest:

- Fishing for pike, pickerel, goldeye and grayling in Liard and Petitot rivers;
- Netla River for waterfowl breeding habitat; also hunting and fishing by local people. An abandoned settlement originally settled by the Kaska tribe.
- Panoramic view of mountains at mile post 133 and other spots.
- Important 9,000 year old archeological sites and old cabins at Fishermen Lake.
- Gas well access roads to Pointed Mountain and Mount Flett.
- Old cabins and camps along Liard and Petitot Rivers.
- Legend Rock on Petitot 1 km from community.
- Waterfall on creek by Big Island
- Established trail to Mount Coty and Fire Tower scenic viewpoint

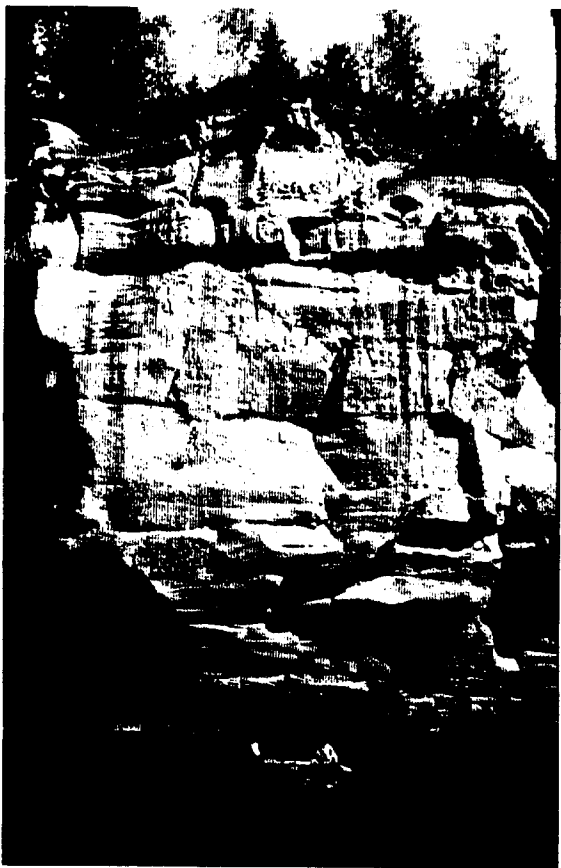
The following photos provide a glimpse of the appeal of the Fort Liard area while the maps locate attractions close to Fort Liard and it's location in southwest N.W.T.



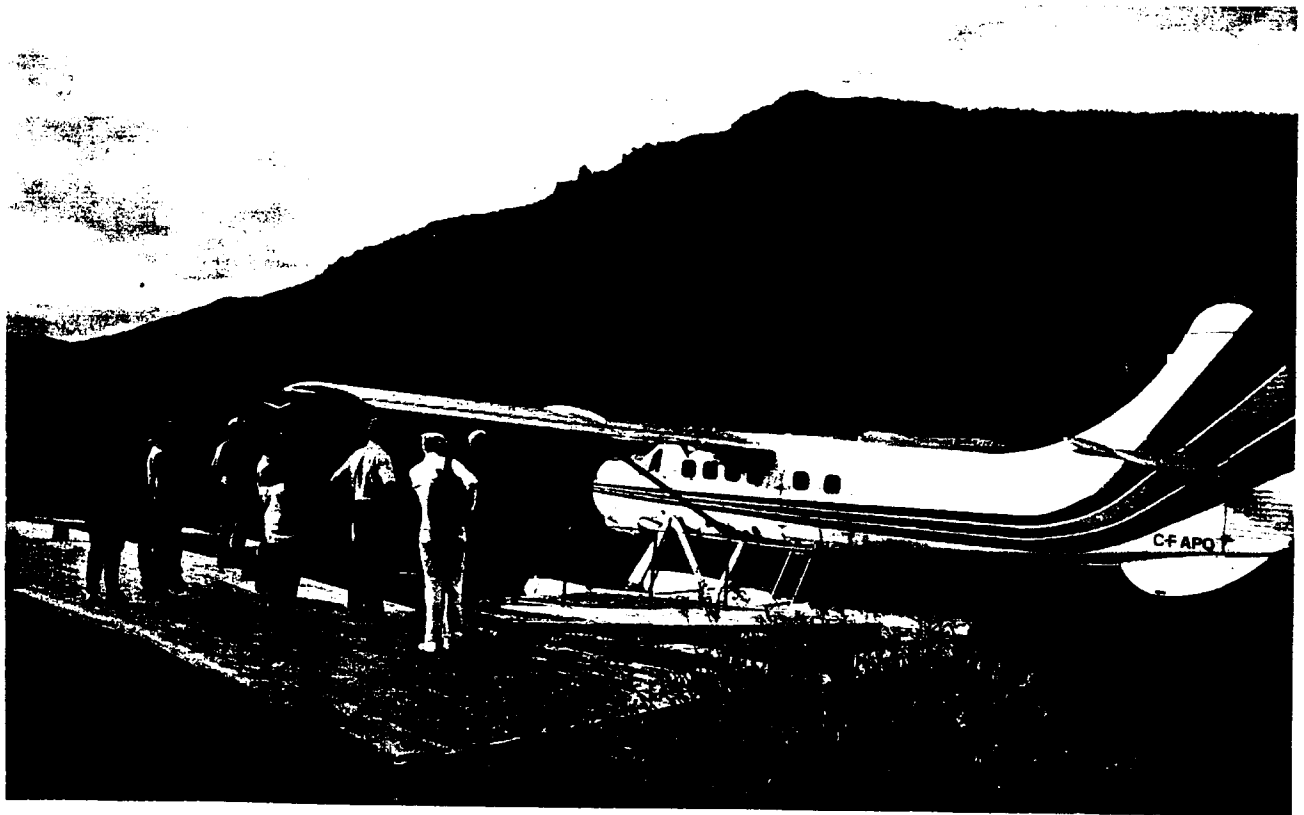
AERIAL VIEW OF THE COMMUNITY OF FORT LIARD WITH PETITOT RIVER FLOWING INTO THE LIARD RIVER



FRANKLIN MOUNTAINS AND LIARD RIVER



THE PETITOT RIVER OFFERS BOTH CALM AND WHITE WATER CANOEING OR RAFTING AMIDST SPECTACULAR GORGES AND CANYONS



**DEH CHO AIR, BASED IN FORT LIARD, CHARTER GROUPS TO
DESTINATIONS SUCH AS VIRGINIA FALLS ON THE NAHANNI RIVER**



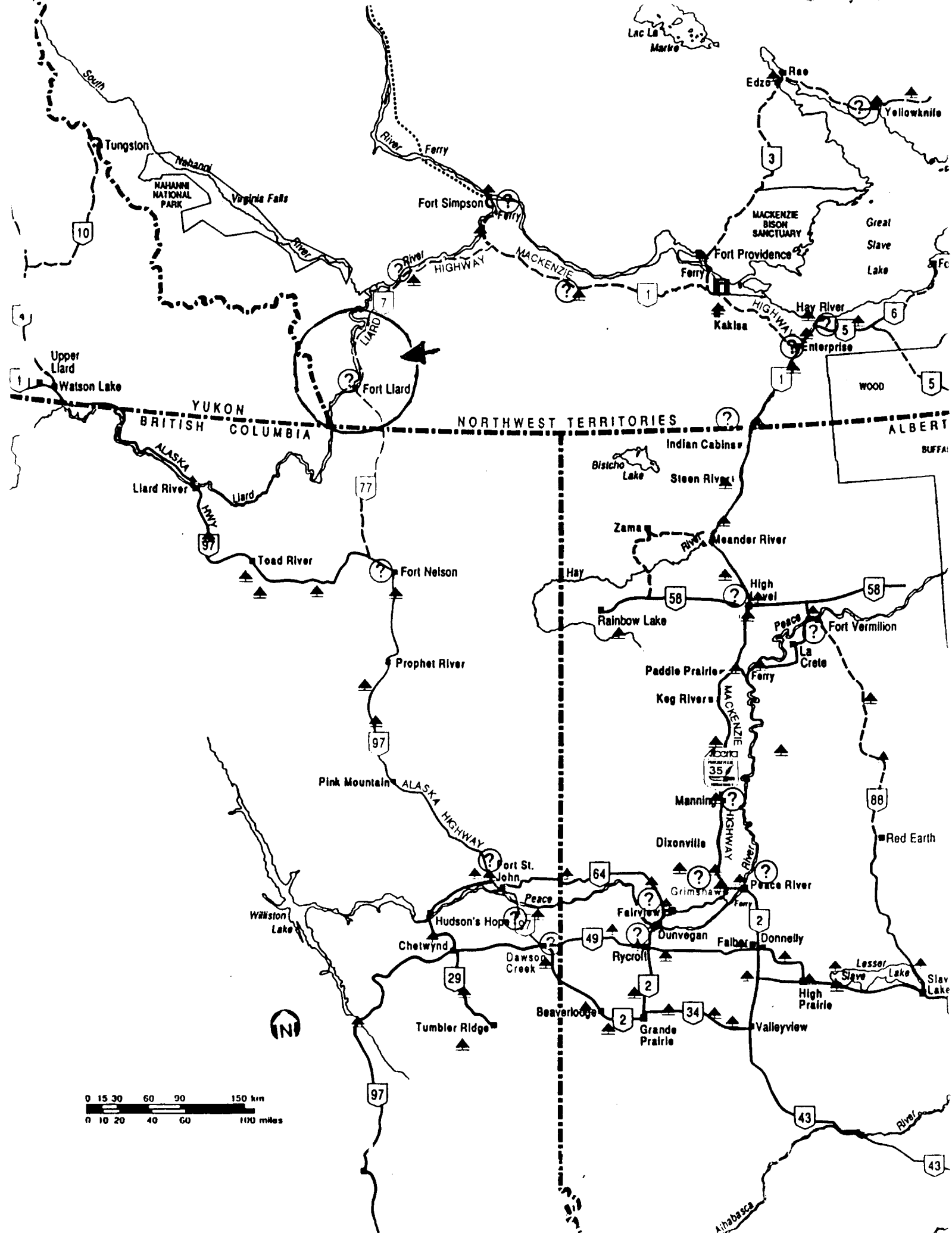
**THE FORT LIARD CAMPGROUND AT HAY LAKE IS OWNED AND
OPERATED BY THE LIARD VALLEY BAND**



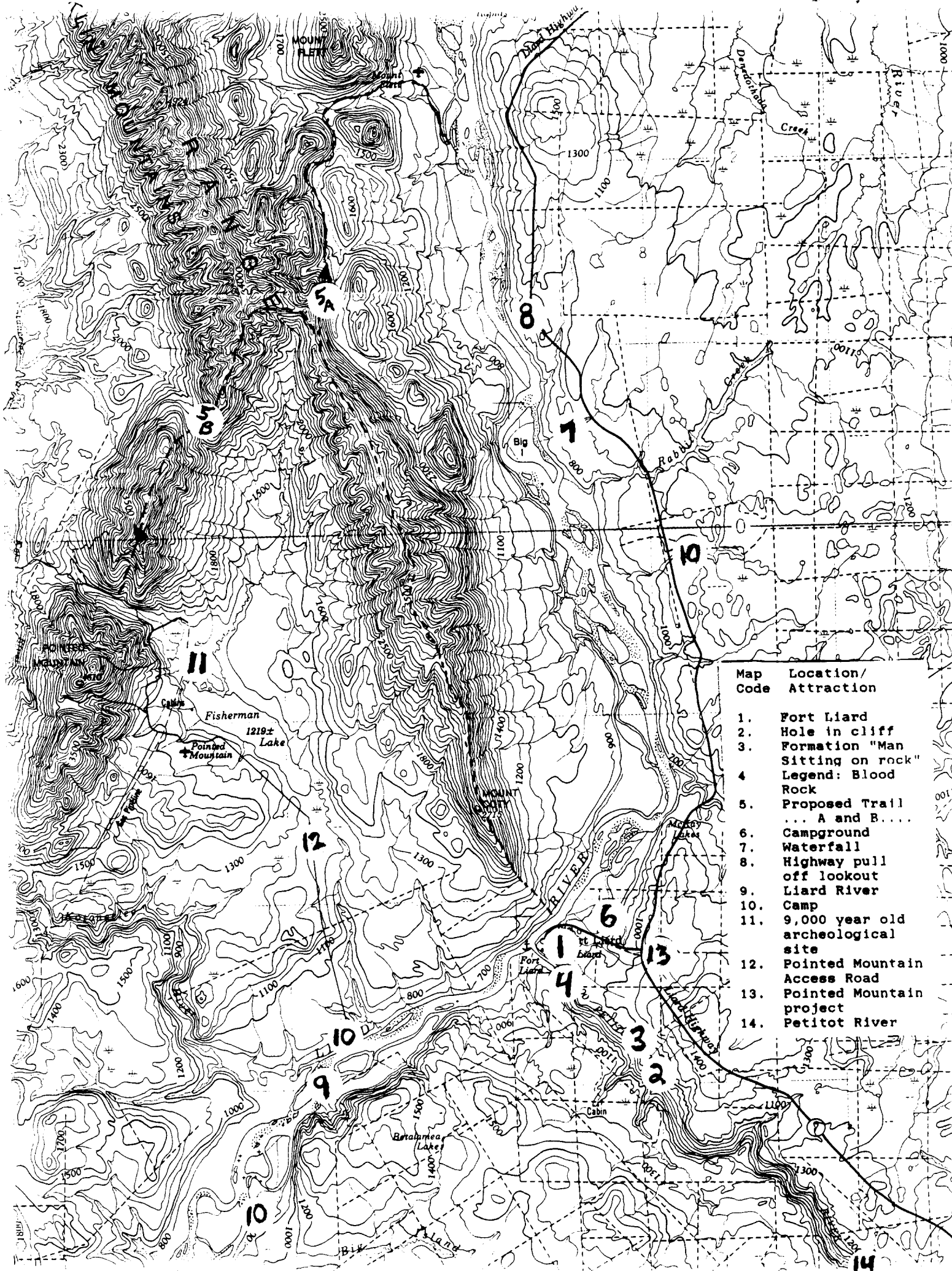
MARTINE AND FRED KOTCHEA ARE PROUD OF THEIR QUALITY CRAFTS



**BOATING ON THE LIARD WITH THE FRANKLIN MOUNTAINS OF THE
LIARD RANGE AS BACKDROP**



0 15 30 60 90 150 km
 0 10 20 40 60 100 miles



Map Code	Location/Attraction
1.	Fort Liard
2.	Hole in cliff
3.	Formation "Man Sitting on rock"
4.	Legend: Blood Rock
5.	Proposed Trail ... A and B ...
6.	Campground
7.	Waterfall
8.	Highway pull off lookout
9.	Liard River
10.	Camp
11.	9,000 year old archeological site
12.	Pointed Mountain Access Road
13.	Pointed Mountain project
14.	Petitot River

STUDY METHODOLOGY

The consultant met with representatives of the Department of Economic Development and Tourism (ED&T) Yellowknife, reviewed the project workplan, and initiated research on the project.

Freeland and Eric Yaxley of ED&T travelled to Fort Simpson and met with Parks Canada, Nahanni Ram Tourism Association and Economic Development and Tourism. Freeland along with Eric Yaxley and Cheri Kemp-Kinnear travelled to Fort Liard and met with the 6 member study steering committee.

Frank Kotchea, was retained as community liaison person. Mr Kotchea initiated research and the all-important community consultation process. A number of individuals and representatives of various community interest groups were interviewed by Kotchea and Freeland.

A community workshop was held Tuesday afternoon with 14 people attending including Kirby Marshall, community ED&T officer, and study steering committee members, and community residents who offered input on Tourism - what they wanted and did not want.

The main components of the workshop included :

- What does a tourist want/need?
- Resources
- Favourable and constraining factors effecting Tourism Development
- Criteria for selecting Tourism Business Opportunities
- Selection of preferred Tourism Business Opportunities and Tourism Enhancement Projects

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

In addition to the 12 personal interviews conducted during the first visit to the community by Kotchea and Freeland, Frank Kotchea - community liaison person - completed a further 11 personal interviews using a questionnaire. This process increased our data base from which we developed the "Tourism Strategy" for Fort Liard and area.

The community was seen including Mount Coty (by snowmachine), campground, Pointed Mountain development and area.

Draft copies of the "Tourism Strategy" and the two recommended Business Plans were forwarded to the community for review prior to the second workshop June 24.

Eleven residents along with Cheri Kemp-Kinnear and Kirby Marshall of Economic Development and Tourism and consultant Mike Freeland were present for the workshop during which the draft strategy and Business Plans were reviewed. A number of changes were suggested and these are included in the final document.

To gain further understanding of the area from a "Tourist Perspective", Freeland vacationed in the area with his family camping at Saamba Deh and Blackstone Territorial Parks, the Bands campground at Hay Lake, flew into Virginia Falls with Deh-Cho Air, completed a 3 day canoe trip on the Petitot River and visited Lindberg's Landing.

From comments received at the second workshop and from observations made during the extended second community visit the final report was completed with copies presented to the Steering Committee and the Department of Economic Development and Tourism.

Our study team wishes to acknowledge the enthusiasm and support of a number of people to this planning process.

The 6 member steering committee:

Steve Kotchea	Fort Liard Band Council
Joanne Deneron	Fort Liard Hamlet
Kirby Marshall	Economic Development and Tourism, Fort Liard
Doug Erdmand	Liard Valley Band Development Corporation
Cheri Kemp-Kinnear	Economic Development and Tourism, Fort Simpson
Eric Yaxley	Economic Development and Tourism, Yellowknife

As well:

Harry Deneron,	Chief
Frank Kotchea	Community Liason
Rob Borrelli	Deh Cho Air
Charlie & Eva Hope	Residents
Howard Southwell	L.V.B.D.C., manager
Tessa MacIntosh	Photographer - Government of N.W.T.

And to the many community residents who turned out for the workshops or who were interviewed, Thank You.

RESOURCES

- There are numerous Federal, Territorial and other assistance programs available to support viable projects proposed by willing and qualified applicants. Eligible projects may be for a Business or Tourism support type project. Some projects may be assisted from more than one source. Listed below is a brief list of some sources of assistance. The local Economic Development Officer in Fort Liard will be able to provide more detailed information if required.

Financial and Technical Assistance

- Personal Funds and Capital Reserves
- C.A.E.D.S.
- Department of Education, Culture and Employment programs
- Banks - regular chartered banks plus FBDB, Federal Environmental Action Program - For environmentally related, clean up recycling
- Arctic College- various programs
- Tourism Training Group
- Dept. of Economic Development and Tourism - Contribution Programs, Marketing Assistance, Business Development Fund.
- "Nahanni Ram Tourism Association" - Marketing
- C.E.S.O. (Canadian Executive Services)
- C.A.S.E. Program - F.B.D.B.
- Federal Government
- S.T.E.P. Program
- E.D.A. (New Economic Development Agreement)
- C.E.I.C.

Human resources

- Parks Canada
- Nahanni Ram Tourism Association
- Skilled residents
- Members of the NWT Legislative Assembly
- Small Business Training
- Arctic College Tourism Program
- NWT Tourism Training Group
- Employment and Immigration Canada
- Northern Careers
- Traditional knowledge
- Dene culture

MARKETS

Fort Simpson Visitors Information Centre Statistics for 1992.

From a total estimated number of 2,076 visitors to Fort Simpson 1,223 signed the Visitor's Centre Guest Book.

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

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

Data did not indicate whether these visitors came via air or road and if by road whether the Alaska or the MacKenzie Highways.

Nahanni Ram Tourism Association Inquiries (1992)

A review of replies from magazine advertisements indicate 2,304 inquiries from " Travel and Leisure." (via an insert reply card.) 37 " Alaska" magazine and 102 from " Motorland" indicating a reasonable interest in road travel to the region.

Nahanni Ram Tourism Association WorkPlan (including marketing)

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

Ft. Liard at the moment only offers 1 of the 3 products indicating additional packaged products should be developed to take advantage of Association marketing efforts.

As members work together through the Association to maximize marketing results for their tourism operations, continuing participation by Liard interests is recommended.

The " Fort Liard Visitor's Centre Study." 1989 suggests that primary users of the Liard Highway are middle aged persons interested in a backcountry experience and retired couples on sightseeing trips.

The chart " Day trip Statistics - Virginia Falls by source 1992."

Appendix #H indicates the number of person day use visits by month and from which air charter company. Although reporting is left up to the Airline Charter Company and therefore not always completely accurate, the month of August is most popular, July 2nd and June 3rd while May and September prove the least popular for air charter trips to Virginia Falls.

Visitor's Blackstone and Saamba Deh campgrounds

Blackstone Territorial Park hosted 299 campers and 1,266 day use visitors while Saamba Deh hosted 180 campers and 50 day use visitors in 1992 while under construction.

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

VISITATION TO NATIONAL PARKS IN THE NWT - 1991 (A summary)

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

Nahanni	June 1991	July 1991	August 1991
	215	631	487

Growth of visitation

Nahanni	1988	1989	1990	1991
	1,300	1,300	1,000	1,400

For the Deh Cho region (Nahanni-Ram Zone) tourism activity may have revived as visitation to Nahanni Park in 1991 surpassed its traditional level.

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

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

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

941 vehicles with 2,353 visitors used the Liard River Ferry at Fort Simpson. The Liard Ferry Service began on May 9 and ended on September 30, 1992.

% of Canadian vehicles 74.7%
at Liard River ferry ('92)

% of U.S.A. vehicles 24.7%
at Liard River ferry ('92)

This indicates a considerable change in favour of U.S.A. vehicles that made up only 13.4% of the Liard Highway traffic in 1991 when Canadian vehicles amounted to 85.6% of the Liard Highway traffic.

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

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

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

As highway traffic to Liard via the Alaska and/ or MacKenzie Highway does not necessarily require use the Liard Ferry at Fort Simpson, ferry statistics are of limited value.

As there is no scheduled air access to Liard from Ft. Nelson or Ft. Simpson tourists are correspondingly limited. The highway market for the foreseeable future will continue to provide the bulk of visitors to Liard.

We suggest there is potential with both "family" and "adventure" markets in Yellowknife, Fort Simpson, Fort Smith, Hay River, Fort Nelson and possibly Whitehorse. The Liard area, as an economical holiday alternative to a "Southern" holiday may in the near future offer exciting options: Air Tour to Virginia Fall; craft shop; Motel, campground or B & B accommodation, day boat tours, guided hikes to Mount Coty, etc.

NWT EXPLORERS' GUIDE 1993

Highlights of the marketing information on the Fort Liard area as presented in the 1993 Explorer's Guide include.

- **Outdoors and adventure**
Extraordinary handmade crafts
Strong recommendation for Fort Liard craft shop.
- Warm climate, vegetation, tall trees, beautiful, most southerly community of the zone.
- One of the oldest continuously occupied sites in the NWT, as documented by archeological work.
- Activities suggested : canoeing on Nelson, Liard and Petitot rivers; hiking on local trails. Fishing at Bovie, Fisherman and Trout Lakes.

COMMUNITY CONCERNS

As a result of the first community visit, workshop # 1, and feedback through community liaison person Frank Kotchea, the community has expressed the following concerns:

1. That community clean-up and long-term beautification be a priority;
2. That any tourism planning includes concern and respect for historic and grave sites;
3. That use of liquor by visitors be minimized;
4. That tourists should not generally explore on their own but be guided by a knowledgeable and trained host/guide;
5. That the "Business Plan" component of this study remain within the community expressly for use by residents;
6. That the prime objective of this work be to maximize benefits of tourism for Fort Liard;
7. That the community be aware of this study and of the follow-up implementation process;
8. That maximum efforts be directed to encourage Alaska and Mackenzie Highway traffic to visit Fort Liard through signage, visitor information, quality attractions and services;

SKILL LEVELS - TRAINING

The comprehensive "HUMAN RESOURCES NEEDS ASSESSMENT." prepared by I. Jensen in 1991 for the Liard Band Council suggests the following:

- strong sense of business initiative
- substantial interest in small business, which would improve personal services and create jobs.
- 8% of respondents were interested in outfitting
- most stated they would not know how to start a business.
- knowledge of business resources is extremely limited.
- for many interested in small business, the perception of overwhelming opposition, and not lack of knowledge prevents them from pursuing a business.
- many voiced the concern that there is opposition from all sides for any small business to succeed in Fort Liard: first, from entrenched business interests who don't want to share the market, and also from the general public, who " don't want to see you make an extra buck", as one respondent put it.

TABLE 17: I. JENSEN
SUPPORT FOR ECONOMIC DEVELOPMENT POSSIBILITIES

ECONOMIC VENTURE	YES		NO	
	#	%	#	%
Logging	22	14	131	8
Tourism	137	88	19	12
Restaurant	154	99	1	1
Motel	156	100		
Expanded Craft				
Production	149	96	7	4
Country Food Production	48	31	93	60
Park Services	148	95	8	5

From the above information, we see that a new motel, a restaurant, and expanded park services and craft production received almost unanimous support. Viability of these development possibilities is closely linked with tourism.

Economic development built on tourism was slightly less popular, with 88% supporting the industry and 12% opposed to it. Supporters pointed to the benefits of tourist dollars without permanent damage to the environment or the community. Many suggested having an information centre to promote tourism.

Some believed that tourists, may over the years, disrupt the local way of life and degrade the environment; they were also concerned that the majority of financial reward from tourism may go to outfitters and service providers in the south, with only a small portion of the profits staying in the community.

Respondents were asked to choose the ideal means of ownership from these possibilities: Band Corporation, Cooperatives, Private Enterprise or a combination of those three.

To those unfamiliar with the term, cooperatives were explained as small-scale operations owned by community groups. Six out of ten respondents preferred this type of ownership over any other.

Another 13% would prefer to see businesses operated by the Band-owned Development Corporation, while 10% felt that private ownership was the best method. Eleven percent of respondents would like to see a combination of the three types of ownership.

There is marked preference for small-scale cooperative ownership over business developed by private interests.

According to the residents of Liard, the major barriers to employment are the following: alcohol abuse, education and training, childcare, cultural differences and frustration, family stress and pressure from family members, inadequate housing, lack of jobs available and unprofessional practices such as favouritism.

Due to the Liard Highway an increasing number of residents are travelling to B.C, Yukon Alaska and South - experiencing various tourism travel related services and attractions. An awareness of similar tourism businesses, projects and communities involved in tourism will assist residents in their own community development.

Few residents have worked in tourism businesses except the motel, coffee shop or campground in Fort Liard

On-the-job experience in motel, air charter services, outfitting, coffee shop, restaurant, tourist information, and with developing business opportunities such as a Bed and Breakfast and Boat Tours are recommended.

Other job experience and potential training opportunities in close proximity to Fort Liard include:

- Lindberg's Landing : host, assistant, guide
- Mackenzie Mountains Outfitters: 2 operate in area close to Fort Liard. Both require guides, assistant guides, cooks and helpers
- Nahanni River Outfitters: 4 are licensed to operate canoe and raft trips on the Nahanni. They require guides, cooks, helpers and expediting assistance. The 4 licensed Nahanni River outfitters are taking a cooperative approach to business and have established a trust fund for future enhancement activities on the Nahanni River. Any of these outfitters may consider employing and training Fort Liard residents.

The NWT Tourism Training Group indicates that of all NWT requests for Tourism Training, those from Nahanni Ram Zone, including Fort Liard, are the fewest in number. There are no residents of Ft. Liard who have completed level I, level II, Tourism Entry or Tourism Hospitality Awareness Programs!

The NWT Tourism Training Group can assist "Pathways" to access funding for a level I entry program. Guide Training programs can be delivered in communities throughout the North, training 12-18 guides at one time during the 3 week program. We suggest that Fort Liard pursue the concept of a guide course being held in the community during boating season. With a number of youth (and elders) instructed in boat tours, which the community has suggested is a priority business development opportunity, the program would provide meaningful training and other spin-off economic benefits (motel, coffee shop) to Fort Liard.

Arctic College hosts a 1 year Tourism entry program with a built-in 1 month work placement component. Potential participants from Liard should be encouraged to take the program.

The Tourism Industry Association of the N.W.T. (TIANWT) , the Nahanni-Ram Tourism Association and the Department of Economic Development and Tourism (ED&T) offer tourism related workshops and seminars ie: the "Tourism Awareness Seminar" recently offered by ED&T in Fort Liard. Residents involved and or interested in the Tourism industry would find it to their benefit to participate.

Parks Canada is initiating their first training agreement with Ft. Liard and will be hiring one person to train with them, through the Northern Careers Program and with Band support. Nahanni Butte has 3 trainee positions while Ft. Simpson has 2.

Eric Betsaka of Nahanni Butte has received considerable training through Parks Canada and has been gaining valuable experience working summers for Nahanni River Outfitting. Herbert Betsaka has been gaining valuable exposure working summers for Nahanni River Adventures. Eric and his brother Herbert may offer insights to Liard Residents interested in tourism.

FAVOURABLE AND CONSTRAINING FACTORS EFFECTING TOURISM DEVELOPMENT

Listed are the most common favourable and constraining factors effecting further development of tourism:

FAVOURABLE

1. Closeness to Alaska Highway and heavy tourist traffic
2. Closeness to Nahanni National Park including Nahanni River and Virginia Falls.
3. On Highway road system, first N.W.T. community from B.C./Yukon access
4. On the Liard River system
5. Craft Shop and quality products (Birchbark baskets)
6. Closeness to Mackenzie Mountains, and abundant scenic views: rivers, lakes and streams
7. Moderate weather
8. Wildlife including mountain caribou, moose, Dahl sheep, grizzly and black bear.
9. Old Trappers' Cabins, historic sites and campsites
10. Campground in Community
11. Archeological sites at Fisherman Lake- 9,000 years old.
12. Traditional "on the land" skills.

CONSTRAINING

1. Lack of Information Services
2. Garbage/Dirty streets
3. Incomplete Pointed Mountain development
4. Poor lodging/accommodation
5. Lack of activities, attractions
6. Residents lack Tourism experience
7. Lack of Tourism Training
8. Few community benefits from Nahanni National Park
9. Vandalism and partying in campground
10. Mosquitos
11. Evident alcoholism
12. Local resentment of success
13. Impression by a few residents that all development opportunities will be initiated by the Band Development Corporation
14. General reliance on Government and Government funding

CRITERIA FOR SELECTING TOURISM BUSINESS OPPORTUNITIES

For any of the potential business opportunities to be realized there must be a supportive environment. Preferable criteria for selecting Tourism Business Opportunities, as suggested by residents during workshop # 1, include:

- Being open to new ideas/innovation
- Honesty;
- Does a market exist?
- Evaluation of costs vs benefits;
- Import replacement;
- Compliment existing business;
- Can funds be accessed?
- New cash investment;
- Maximum use of local materials/and skills
- Profitability;
- Maintaining natural resources;
- Multi-purpose development;
- Educational and training needs;
- Seasonal or year-round employment;
- Career development;
- Beneficial to development of the community;
- Compatibility with culture and local wants
- Cooperative approach;
- Community support;
- Develops pride in the community;
- Learning from other communities and businesses;
what worked? what failed?
- Shared opportunities;
- Cross-cultural training;
- Impact on individuals and community;
- Social development;

We suggest Residents review the above criteria before selecting a Business Opportunity.

TOURISM BUSINESS OPPORTUNITIES AND TOURISM ENHANCEMENT SUPPORT PROJECTS

INTRODUCTION

What is a Business Opportunity? A project or idea which could be developed as a business by individuals, families, small businesses or as partnerships and joint ventures (ie. arts and crafts sales; boat tours on the Liard River).

What is a Tourism Enhancement Project? Usually initiated by a community, hamlet or band, tourism association or government department; are not developed to make money but support tourism businesses and community tourism development (ie. Campground expansion; Visitors Information booth; Town Beautification)

Business opportunities and enhancement projects which we recommend as important to the community are briefly described here. Priority and shorter term projects are listed first with those less critical later. We have omitted a number of business opportunities and enhancement projects which were discussed in the community as we suggest they may not be reasonable at this time.

The five detailed business plans are bound and presented separately under two main categories of Boat Tours and Accommodation.

A. TOURISM BUSINESS OPPORTUNITIES

1. Crafts/ Craft Shop

Fort Liard Birch Baskets and other quality crafts are well known and from a tourist point of view, possibly the focal point of interest in the community.

The "NWT" Development Corporation which now owns the craft shop is developing an ongoing business development strategy for the craft shop including facility expansion. Although a community priority and concern we have not detailed this opportunity but offer a few suggestions.

A small booklet with photos and brief description of the birch basket process could be developed and used for information and for sale.

Diversity of items offered to tourists (especially at the low end of the price scale) could be increased; Miniature slippers already sold are a good example.

Young people in Liard shall be encouraged to develop craft skills through training, promoting traditional skills and increasing local Arts and crafts production. Interpretive displays on Fort Liard Birch Baskets and other Liard crafts are suggested for major Tourist Information Centres (Alaska and Mackenzie Highways)

2. Fly-In Tours : Outfitting to the Back Country

Deh Cho Air with their quality brochure and assertive marketing have substantially increased charter business from Liard into the lower MacKenzie Mountains and Virginia Falls in Nahanni National Park area.

Further packaging targeted at the substantial Alaska highway traffic using the theme " Gateway to the Nahanni" is recommended. For road travellers from, Alaska B.C., Yukon or Alberta, Fort Liard is closer to Nahanni National Park than Fort Simpson.

Packages for 1/2 and full day trips from Liard into the park are suggested. Promoted primarily to Alaska highway travellers comprehensive packages could include accommodation in Liard, short 2-3 hour boat tours on the Liard River, community walking tours including the craft shop and/or a flight to Virginia Falls with lunch stop.

Further development of air charter fly-in tours should maximize cooperation and support of other business/employment opportunities in Liard through packaging other activities and services.

Fort Liard area may also appeal to back country enthusiasts looking for less travelled trails/rivers than those of Nahanni National Park. To map out and promote alternative back country destinations in the MacKenzie Mountains or Trout Lake area would be an initiative to pursue.

Road traffic should be encouraged to park in Fort Liard, rent canoes from local business, be flown in by the local charter company, canoe the Nahanni to Nahanni Butte and be picked up by air charter or water taxi to return to Fort Liard or Lindberg Landing by water taxi and then Liard by road.

3. Nahanni River Outfitters- joint venture

Investment by Ft. Liard residents in an established Nahanni River Outfitting business could provide employment, experience, training, community knowledge and information on the area as well as a further share purchase opportunity. (See Business Plan #2 Boat Tours)

4. MacKenzie Mountain Big Game Outfitting: Joint Venture.

Nahanni Butte outfitters, seasonally based in Nahanni Butte operate in Zone E/1-8. Of a total of 8 licensed outfitting areas in the Mackenzie Mountains only 2 areas are readily accessible from Fort Liard. No new outfitting areas for the Mackenzie Mountains are planned by Renewable Resources but the department encourages community participation/ownership in the outfitting industry.

In addition to the sport hunt potential for Dall's sheep, mountain caribou and moose in conjunction with an established MacKenzie Mountain Outfitter there may be reasonable potential for moose sport hunting along the Liard. An extensive educational/awareness program would first have to be initiated showing residents how other small northern communities have benefitted from sport hunting. This opportunity should only proceed following full community understanding and support and after a number of years of involvement with a MacKenzie Mountain Outfitter a joint venture could be considered.

There has to date been little interest shown from Nahanni Butte or Ft. Liard in the outfitting business either for employment or investment. We do recommend that a joint-venture with either of the established Big Game outfitters in the Southern MacKenzie Mountains may be considered in the short or medium term. Reasons for considering the investment include:

- Employment. The business requires guides, helpers, cook
- Experience in this " on the land" business and " training on the job"
- Shared participation potentially leading to majority shared/control in the long term.
- Knowledge of activities in the area of Outfitting and update on Renewable Resources/ Wildlife/Environment.
- Spin off benefits to Liard businesses (expediting, air charter, arts and crafts)

5. Cultural Camp

Some individuals expressed a need for a multipurpose cultural camp offering country foods, life skills, heritage, traditional winter and summer clothing, on the land skills, cultural entertainment (story telling- legends, drum dancing) crafts new & traditional; sewing. Schools, residents and tourists would all be interested in one or more aspects of this camp. Objectives for the traditional camp could include:

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

The N'Dilo Dene Band (Dettah and Yellowknife) initiated a test pilot cultural camp in 1992 and because of its success a more comprehensive plan was completed for 1993. Funding was accessed from a number of sources including Culture and Communication, ED&T, S.T.E.P., EDA- traditional economies; Cultural Enhancement, Secretary of State, SEED, the NWT Arts and Crafts Society; the Environment Action Programme and the NWT Workers Training Fund.

A smaller version of the Yellowknives Dene Band Cultural Camp may be appropriate in Liard, possibly in conjunction with the craft shop- crafts production. An outside gathering area for craft producers could compliment cultural activities at pre scheduled times- primarily for groups(bus, school, class groups)

Refer to opportunity #9: "Back Country Lodge/Camp Development." There is limited potential for a cultural camp in the back country. Costs would be higher and fewer visitors would be expected if not accessible to the road system. Visitation to back country camp could be combined with charters to Virginia Falls or sold independently as day or overnight trips. The camp might also be a base for trapline/snowmobile tours.

6. Trout Lake - joint venture

There is some community interest in a Ft. Liard- Trout Lake Lodge Joint Venture. Trout Lake Lodge owned by the people of Trout Lake has operated with little success since it was taken over in the 1970's. We would question viability of the lodge due to operational/logistics problems such as guests being "windbound" at the lodge with any substantial "on shore" wind. There may be more potential with a small tent frame camp on the Moose River offering seasonal, but excellent pickerel (walleye) fishing. Deh Cho Air presently outfits day trips, and, with tent frames, an economical "longer stay" option would be provided.

7. Community guide/host

In the past, the community hall has been used for hosting tour bus groups. To maximize local benefit, local guides must be trained and gain experience in various tourism developments such as a step on bus tour guide. A community (walking) tour guide with knowledge and interest of the community and area could host tourists during their stay. The need for a community host/guide will increase with expansion of bus tour groups.

Bus tour Companies can be encouraged to stay longer if they are presented with interesting activities; these might include:

- A short presentation by an elder, legends, story-telling.
- Arts/Crafts demonstration; sales.
- Escorted walking tour/or bus tour of town.
- A sampling of country food, ie: dried fish, dried caribou, bannock, tea.
- Meet some elders.
- Visit the Tourist Info Centre

Family groups may also hire the local guide for an interpretive walking tour in Liard or to points of interest such as Mount Coty.

8. Country Foods

For tourists travelling on the Liard Highway and visiting Fort Liard, a sample of country foods could be served at the local restaurant. Country foods could also be packaged to be bought; berry preserves, labrador tea, medicinal plants, dried fish and dried moose make good travelling snacks or unique northern gifts.

Dried meat and dried fish can be produced by a local family and made available to tourist traffic. The Department of Health must be contacted for their assistance on quality control of the products.

9. Back Country Lodge/ Camp Development

Fort Liard is accessible by air to the rugged but beautiful MacKenzie Mountains that include the Tlogotsho, Caribou, Sunblood and Headless Ranges in addition to Virginia Falls and Nahanni River (Nahanni National Park). Due to very high helicopter costs, float/ski plane is the only reasonable access for tourism development in this area. However float plane accessible mountain lakes and/or rivers wide enough and safe enough to land on are very few.

Big Game outfitters using the southern MacKenzie Mountains for sport hunting use tent frames and small log cabins for bases and outcamps. Old Squaw Naturalist Lodge north of the study area on the canal road and the lodge on Little Doctor Lake have log cabin facilities. There are also older cabins at sites such as Fisherman Lake that are used by residents of the Liard Band.

Members of the community of Fort Liard built a number of cabins on Glacier Lake, N.W. of Nahanni National Park. Glacier Lake, a picturesque mountain lake features the "Cirque of the Unclimbables" a series of world class 9000 foot granite walls for the serious rock climber. About 1/2 the expeditions to this area originate outside North America-primarily Europeans and Japanese.

The cabins at Glacier Lake are not licensed and without a land lease. We suggest cabins there would have limited use as a base for climbing/adventure group.

We foresee limited potential for Glacier Lake Cabins beyond expedition use especially given the high transportation and maintenance cost.

On the flight path between Fort Liard and Glacier Lake lie some of the few mountain lakes accessible by float plane. Any future back county development may compliment tours to Virginia Falls by Deh Cho Air or existing operations in the mountains.

We suggest that any future mountain lodge camp development should be multi-use, catering, in different seasons, to specific target markets (ie naturalists, rafter/canoists, hikers, sport hunters.) It is not feasible in our estimation to cater to one market.

Refer to Tourism Enhancement Project #8 "Trail Development", Mount Coty, and potential trail extension and cabin construction.

10. Equipment Rental

With increasing traffic to Ft. Liard and interest in non-consumptive backcountry travellers, equipment rental such as canoes, kayaks, sleeping bags, fishing rods, foam sleeping pads will be in demand. Deh Cho Air now rents canoes.

11. Sport Fishing: Outfitting

Research indicates limited trophy sports fishing potential in nearby lakes. Lake Bovie is occasionally used for fly-in day use, while Fisherman Lake offers some potential for a wider range of activities as well as fishing, boating, climbing and hiking.

Families from the Liard Band live at Fisherman Lake and must be consulted. We suggest their involvement should be an integral part of any long term development there. Pointed Mountain (at 4600 ft.) lies to the west of their cabins. Gas pipelines access roads lead from the Liard River to Fisherman Lake and Pointed Mountain.

Refer to "Fly-In tours" and "Back Country-Lodge Camp Development." Business Opportunities.

In nearby regions, sport fishing outfitters and lodges are already established and, in a recent poor economy, are finding it difficult to prosper.

B. TOURISM ENHANCEMENT PROJECTS

1. Visitor's Information

A seasonal tourist information centre is scheduled in to be in operation June- Sept 1993, in the front room of the community hall. The Band may receive funding via C.E.I.C's "Seed" program while Economic Development provided funding for renovations. We suggest that those counsellors take an assertive role in providing information as well as booking guests with local operations (Deh Cho Air, boat tours, walking tours)

Considerations for longer term tourist information for Fort Liard include:

- that a small seasonally manned (June to late August) booth centrally located in the community is adequate to service existing road traffic to Liard.
- that the provision of other information on Ft. Liard facilities and services to potential visitors may best be served at the following locations:
 1. Ft. Nelson (Alaska highway/Liard highway Junction)
 2. Information Centres both further north and south on the Alaska highway to attract road traffic going to and returning from Alaska and the Yukon) may include Fort St.John, Dawson Creek, Watson Lake, Whitehorse.
 3. Fort Simpson, NWT/Alberta Border, Hay River, Yellowknife, High Level, Peace River and Edmonton or the MacKenzie Highway.
- the Government of British Columbia is allowing NWT tourist signage to be placed on new sign structures on the Alaska highway. Additional signage opportunities will come with further paving of sections of the Alaska highway. While the location of the existing sign at the junction may need realignment, picnic area/rest stop is being considered on the road nearby.
- that any tourist information plans be directed towards maximizing the number of visitors to the community and then providing information to maximize their length of stay and amount of purchases.
- that interpretive displays, and Ft. Liard community and area map be coded with facilities, attractions and services. Phone numbers can be a component of any tourism information displays.

- "The Fort Liard Visitors Centre Study-1989" suggest that, the needs and expectations of Fort Liard residents, with respect to the Tourism Information Centre, were determined as a result of community meetings and are as follows; they expect the centre to bring tourism dollars and employment opportunities to the community; they expect the centre to play an educational role within the community; they expect the centre to be an information base which provides tourism information on both the highway and area; they expect the tourists to visit the town; and it is expected that the centre will present information on the native crafts manufactured in the area.
- we suggest the needs and expectations of Liard residents as noted above can be met with the opening of the small seasonal tourist information centre- as planned this year. This centre should, for the foreseeable future, meet the needs of providing information to tourists who visit Liard.
- we recommend that a further evaluation by the Tourism Committee and others should be completed before a decision is made on a year round tourist information facility.

2. Community Beautification

- To provide tourists with an interesting and positive impression of the community. Special Fort Liard signage, building "code" (log) and standards; interior decoration of public buildings (local pictures, crafts, historic displays), general improvement of road access, appearance of mainstreet, waterfront and airport access.
- The "Federal Environmental Action Program " has funding for community cleanup.

3. Signage

We suggest there be more signage in the community enabling visitors to locate the motel, campground, hamlet/band offices, coffee shop, craft shop, stores etc. A community and area coded map in a central location would be useful. Increased interpretive (signage and exhibits) are also suggested along the Liard Highway at viewing areas and observation platform.

4. Community Campground Upgrade

The Band operates a popular and reasonably well maintained campground at Hay Lake. Upgrade may include signage/ information; hot showers(propane heater demand/ pump system); R.V. pump out station; water supply; firewood supplied; tourism information board; seasonal pay phone; electricity; increased number of camp sites; screening around barbecue area.

Initiating a user-pay fee equivalent to Territorial Parks will help pay for "upgrade and a part time attendant. The part time attendant position may be combined with the tourist information position.

An additional campground site fronting on the Petitot or Liard may be a future consideration.

5. Community Walking Tour

Interpretive program based on the culture and history of Fort Liard. A heritage signage program, entertaining tour guide and the development of a walking tour would be of interest to visitors. A brochure would provide the visitor with a self-guided tour itinerary as well as being used in conjunction with a tour guide. The G.N.W.T may be able to assist with the development of heritage signage.

6. Community Brochure Update

A comprehensive updated community and area brochure to include road map, coded locations motel, store, band office, craft shop etc. points of interest- Mount Coty, Legend Rock on Petitot, store hours and phone numbers may be combined with "community walking tour" brochure.

7. Mini-Museum/Heritage Centre

The historic old Bay store could be renovated to house displays promoting Fort Liard's heritage: arts, crafts and history. It may also serve as an alternative location for visitor Information Services.

One of the first NorthWest Company trading posts was established in Fort Liard in 1807. In 1821, it became a Hudson's Bay Company trading post. This provides very interesting material for interpretation: guided tours, brochure, and a small scale replica of old trading post; Father Petitot's travel logs could also be used for interpreting this era.

Charles Camsell - a scientist who was born in Fort Liard in 1876 and went on to become Commissioner of the NWT - could be celebrated in an original exhibition. Metis as well as Dene culture could be introduced to the tourist via a seasonal mini-museum.

Impact of the Gold Rush in the area may be illustrated on site; A gold panning concession has previously been suggested as an attraction.

Interpretive displays relating to Charles Camsell, Father Petitot, the Gold Rush and the 9,000 year old archeological sites could compliment a permanent Bay Store heritage centre.

Management of the "Northern Store" has indicated interest and a willingness to donate artifacts, the old Bay building, and waterfront property that the building sits on.

The formation of a "Historical Society" in Fort Liard to include the Bay manager, Band and Hamlet representatives and other interested residents would be a logical group to pursue this idea.

As in Baker Lake, where the original Bay Store serves as a visitors centre, the development of the old Bay building as a historic site, and/or seasonal visitors centre can become a major tourist attraction for Fort Liard.

8. Trail development: An established trail starting across the Liard River and rising to Mount Coty now terminates in an excellent vista of the community and Liard River Valley as seen from the Fire Tower. Extending the trail along the height of land can provide two hiking trail circuits. A. to the gas well, Mount Flett and boat pick up on the Liard river and or B. to gas well, west then south, on elevation of land to Pointed Mountain trail, Fishermen Lake with old cabins, archeological sites and trail/road south and boat pickup on Liard.

Construction of a basic 1 room log cabin adjacent to the fire tower and a second cabin at the junction of suggested new trail circuits "A" and "B" would provide comfortable overnight destinations. Hiking packages from the community could include guide, food, maps. One, two or three day hikes would utilize the existing Mount Coty trail and recommended extended trails and small cabins. Cabins could, in the longer term be used for Cross country skiing, snowshoe, trapline tours or snowmobile expeditions.

Dall's sheep, mountain caribou, grizzly and other game may be seen in the high country.

Providing hiking alternatives for visitors, ideally with a brief trail guide/description, will encourage visitors to stay longer.

9. Liard Highway Eco-tour Booklet

Develop a booklet on nature, history, people and culture of the region. This booklet would compliment roadside attractions, and interpretive signage and business of the community. It may be combined with a community walking tour and/or community brochure update.

10. Local Event- Pow Wow

Development of selected events such as Fall Fair, Pow wow, Spring Carnival, Summer Dene Games, Dog Races, etc can bring substantial new money to the community. Both summer and winter events may be considered. Coordination of promotional activities with other communities and through the Nahanni Ram Tourism Association is recommended.

11. Dock/Boat Launch

A boat launch is an important facility to maintain in Fort Liard especially if the community is interested in boat tours, servicing backcountry travellers by providing a water taxi service as well as serving local needs.

12. Development of Archeological Sites

In the area of Fisherman Lake there are 9,000 year old archeological sites where Small Knife Indians used to fish. There is potential for a guided interpretive visit to the sites as part of the Boat Tour Business Opportunity. A local guide may explain the site, the activities and origins of the First Peoples of the region ideally in conjunction with and providing benefit to the people who live on Fisherman Lake.

To be considered with boat tours and community guide business opportunities.

13. Highway Service Centre

The Pointed Mountain Highway centre, although uncompleted, may eventually house other services in addition to the present gas bar.

As recommended in our Tourism Strategy, providing a wide variety of facilities in the community of Liard will maximize benefits to the community. The more new developments initiated as part of the Pointed Mountain project may decrease the reasons for road travellers having to stop in the community of Ft. Liard.

BUSINESS PLANS

INTRODUCTION

The development of the business plans (bound separately) could bring substantial economic and other benefits to Ft. Liard. Spin off economic benefits may include purchases at the store, gas, coffee shop, air charters, craft and accommodation.

Other benefits from development of these businesses may include:

- pride of accomplishment
- setting a positive example for other businesses in the community;
- training and experience of owners and staff which can be transferred to other businesses;
- exposure to visitors... a learning experience;

TWO BUSINESS PLANS EACH WITH SEPARATE MAJOR OPTIONS ARE DETAILED AND BOUND SEPARATELY FROM THIS REPORT:

1. ACCOMMODATION
 - Motel Upgrade
 - Bed and Breakfast
 - Housekeeping Log Cabin
2. BOAT TOURS
 - Local boat tours
 - Nahanni River Tours

THE BUSINESS PLANS ARE DETAILED UNDER THE FOLLOWING HEADINGS:

EXECUTIVE SUMMARY
PROJECT DESCRIPTION
COMPETITIVE FACILITIES AND SERVICES
MARKET ANALYSIS/MARKET CONSIDERATIONS
OWNERSHIP, MANAGEMENT, HUMAN RESOURCES & TRAINING
OPERATIONS
MARKETING
FINANCIAL
LEGAL LICENSING, INSURANCE
SOCIAL, CULTURAL IMPACT
ENVIRONMENTAL CONSIDERATIONS
COMMENTS/ CONSTRAINTS
IMPLEMENTATION/TIMEFRAME
BUSINESS PLAN "TO DO"

APPENDIXES

We suggest that before these Business Plans are reviewed that the main text of this document " Tourism Strategy- Fort Liard" be read.

In our detailing of the selected business plan we have attempted to strengthen the viability of each project through cooperation with one or more projects.

Some capital cost or marketing budgets have been assigned a minimum and maximum. Money actually spent will therefore depend on the applicants own resources, his/her seriousness and available assistance. Revenue and expenses are based on minimums.

At the completion of each Business Plan a " To Do" list suggests tasks to be completed in order of priority.

IS THIS BUSINESS FOR ME?

Before entering into any of these business opportunities the following questions must be asked:

- **Am I prepared to dedicate the time and effort to make it work?**
- **Do I have, or can I obtain the resources needed?**
- **Would I enjoy this type of business?**
- **Is this the type of business I want?**
- **Would I gain more benefit and satisfaction from working as an employee...without the hardship and headaches involved with ownership?**
- **Am I qualified?**
- **Do I have the financial resources to provide equity?**
- **Will it compliment my lifestyle and other work activities?**

THE TEAM APPROACH

The main goal of the Tourism Strategy is "To maximize tourism benefits for the residents of Ft. Liard". This is best achieved through a cooperative effort of the following groups.

Ft. Liard Tourism Committee	Craft Shop	Hamlet	Dept. of Economic Development and Tourism
Nahanni Ram Tourism Assoc.	TO MAXIMIZE TOURISM BENEFITS FOR THE RESIDENTS OF FT. LIARD		Consultants
Ft. Liard Band			Bed and Breakfast
Liard Valley Band Development Corporation -Deh Cho Air -Motel -Store			Housekeeping Cabins
	Boat Tour Company	Other Business	

IMPLEMENTATION: THE TEAM APPROACH

An active on-going tourism committee is essential to the success of Tourism Development in Fort. Liard. The group may consist of a wide cross section of interested representatives from the Band, Hamlet, Business, individuals, and Liard Valley Band Development Corporation and Subsidiaries. This on-going committee may report to the joint Band and Hamlet council.

Various other resource people such as community individuals, contractors and other private business especially those with expertise in areas as identified in the Business Opportunities, may be on going members of the "Ft. Liard Tourism Team".

The existing steering committee for this study process may be a logical core group to expand upon.

The mandate of the on-going committee might include:

- to review this tourism strategy and report to the community and other "Team Members";
- to prioritize initiatives as identified in the study process;
- to encourage and support initiatives by businesses in developing the "Business Opportunities", and other community groups in initiating "Tourism Enhancement Projects";
- to discuss Tourism Enhancement Projects and who may be responsible for which projects;
- to identify and encourage additional resources;
- to provide information on an ongoing basis via copies of minutes or newsletters to the community, government, politicians, region, Nahanni Ram Tourism Association;
- to monitor progress;
- to liaise with Economic Development and Tourism

Tourism Enhancement Support Projects, complimenting the Business Opportunities, should be phased in over a number of years.

The following chart suggest a sequence of when Business Opportunities may realistically be developed:

TOURISM BUSINESS OPPORTUNITY	SHORT TERM YEAR #1	MEDIUM TERM YEAR #2/3	LONG TERM YEAR #4/5
BUSINESS PLANS			
Accommodation			
Motel upgrade	✓		
Bed and Breakfast	✓		
Housekeeping Cabins		✓	
Boat Tours			
Local Boat Tours	✓		
Nahanni River Tours		✓	
Other Opportunities			
1. Arts and Crafts	✓		
2. Fly-In Tours	✓		
3. MacKenzie Mountain Big Game Outfitting- joint venture		✓	
4. Cultural Camp			✓
5. Trout Lake-joint venture			✓
6. Community Guide Host	✓		
7. Country Foods			✓
8. Back Country lodge/ camp development			✓
9. Equipment Rental		✓	
10. Sport Fishing: Outfitting			✓

APPENDIXES

APPENDIX A:

WHAT DOES A TOURIST WANT AND NEED? WORKSHOP #1

The following is a summary of comments by residents participating in workshop # 1, as to what a tourist (visitor) may want or need on a visit to Fort Liard.

- Wildlife; nature
- Scenery; points of interest
- Clean water
- Guides
- Hiking trails
- Backpacking
- Boat trips
- Rafting
- Fishing trips
- Peace and quiet
- Friendly service; hospitality
- Good value
- Food/Drinks
- Transportation
- Good roads
- Accommodations; lodge, campground
- Clean facilities
- Showers
- Laundry
- Bank
- Auto services; gas station
- Canoe and equipment rental
- Sewage pumpout
- Information
- Communication
- Signage
- History
- Souvenirs; gifts; locally made crafts
- Talent shows
- Theatre
- Entertainment; good time
- Events; festivals; sports
- Cultural and traditional games and events
- Opportunity to meet residents
- Opportunities to meet artists, crafts people/elders
- Museum

APPENDIX B:

"PRIORIZED TOURISM BUSINESS OPPORTUNITIES" FROM WORKSHOP #1

Participants in Workshop #1 produced a listing of Tourism Business Opportunities. Using established criteria, participants voted on their top 5 opportunities. The following chart lists those business opportunities and the number of votes they received.

<u>BUSINESS OPPORTUNITIES</u>	<u>VOTES</u>
Boat Tours	7
Motel Upgrade/Expansion	4
Craft Shop (Retail Sales and Production)	4
Bar and Diner	4
Service Station/Parts/Towing	4
Experimental Research (Agricultural Projects)	4
Fly-In Tours	3
Rentals (canoe, ski equipment, ski-doo)	3
Joint Venture with Trout Lake Lodge	3
Dry Meat and Dry Fish Sales	3
Laundromat	3
Canoe Trips	2
Bannock Bakery	2
Interpreter	2
Convenience Store/Arcade	2
Rafting Tours	1
Sports Shop	1
Wilderness Outfitting	1
Seedling Production	1
Golf Course	1
Ski-Doo Trips	1
Casino/Gambling	1
Lodge	1
Rental Cabins	1
Bed & Breakfast	1
Liquor Store	1
Moose Hide and Antlers Sales	1
Fishing Tours	0
Hiking Tours	0
Hunting Trips	0
Small Engine Repairs	0
Healing Centre	0
Beauty Shop	0
Wildlife Park	0
Rest Areas	0
Bingo Hall	0

APPENDIX C:

PRIORIZED TOURISM ENHANCEMENT PROJECTS WORKSHOP #1

Participants in Workshop #1 produced a listing of Tourism Enhancement Projects to support tourism in Ft. Liard. Participants chose and dotted their top 5 enhancement projects. The following chart lists the Enhancement projects and the votes they received.

<u>TOURISM ENHANCEMENT PROJECTS</u>	<u>VOTES</u>
Community Clean-Up	10
Visitors Information Centre	9
Fall Fair Pow Wow	8
Museum (Bay Store)	7
Hiking Trails	6
Highway Rest Stops	5
Campground Upgrade	5
Emergency Shelters	2
Signage/Information	2
Swimming Pool/Arena	2
Postcards and Photography	2
All-weather road to Pointed Mountain	2
Water Slide	1
Viewing Spots/Sites	1
Community Market	1
Sports Club	1
Establish by-laws	1
Gymnasium	0
Bus Depot	0
Friendship Centre	0
Plants, Flowers and Trees Guide	0
Day Care	0
Shooting Range	0

APPENDIX C:

PERSONAL INTERVIEWS

To maximize community input community liaison Frank Kotchea conducted personal interviews. Four questions were:

- #1 " What do you want?",
- #2 " What don't you want?"
- #3 " What are the top business opportunities?"
- #4 " What are the top tourism enhancement projects?"

After these questions were answered by Fort Liard residents a brief list of "Tourism Business Opportunities" and "Tourism Enhancement Projects" as summarized from the community workshop was shown to them. After further consideration of this information, they noted their top 3 preferences in each category.

- #5 " What are the 3 best business opportunities?"
- #6 "What are the 3 best tourism enhancement projects?"
- #7 " What are your other concerns/suggestions?"

QUESTION # 1 : " WHAT DO YOU WANT?"

<u>Rank</u>	<u>Description</u>	<u>Votes</u>
1	Employment	5
2	Tourism Training	4
3	Information Centre	3
	Hiking Trails	3
4	Community Clean-up	2
	Highway Clean-up (cleaner roads)	2
	Guiding	2
5	Campground Clean-up	1
	Craft Shop (bigger)	1
	Outfitting (with guides)	1
	Boat Tours	1
	Hunting Lodge	1
	Fishing Lodge	1
	Lodge at Fisherman Lake	1
	Cabin at Petitot Pass Canyon	1
	Preservation of old cabins on Petitot River	1
	Production of paddles, axe handles and snowshoes	1

QUESTION #2: " WHAT DON'T YOU WANT?"

<u>Rank</u>	<u>Description</u>	<u>Votes</u>
1	Ruining/raiding/tampering with historic sites (incl. bothering grave site)	8
2	Garbage (incl. broken glass, sewage and tourists littering)	8
3	Alcohol	2
	Human impact	2
	Vandalizing property	2
4	Stealing from properties	1
	Tourists going off on their own	1
	Killing of animals if not going to be used	1
	Dusty roads	1

QUESTION #3: " WHAT ARE THE TOP BUSINESS OPPORTUNITIES?"

<u>Rank</u>	<u>Description</u>	<u>Votes</u>
1	Boat Tours	8
2	Rentals (canoe, etc)	5
3	Dry Meat/Fish Sales	4
	Joint Ventures with Trout Lake	4
Other	Craft/Craft Shop	3
	Motel/Accommodation Upgrade	3
	Service Station	2
	Fly-In Tours	2
	Bar/Diner (1 only Diner)	1
	Experimental Research Station	1

QUESTION #4: " WHAT ARE THE TOP TOURISM ENHANCEMENT PROJECTS?"

<u>Rank</u>	<u>Description</u>	<u>Votes</u>
1	Visitors Information	10
2	Hiking Trails	7
3	Community Clean-Up	6
Other	Campground Upgrade	5
	Highway Rest Stops	2
	Fall Fair/Pow Wows	2
	Museum	1

QUESTION #5: " WHAT ARE THE 3 BEST BUSINESS OPPORTUNITIES?"

<u>Rank</u>	<u>Description</u>	<u>Votes</u>
1	Rentals	5
2	Boat Tours	4
3	Hiking (incl. with guide, in backcountry)	4
Other	Fishing Trips (incl. 1 x on 4 wheeler)	3
	Arts and crafts	3
	Outfitting	2
	Guiding	1
	Canoe Trips	1
	Ski-doo trips to backcountry	1
	Fly-in Tours	1
	Museum	1

QUESTION #6: "WHAT ARE THE 3 BEST TOURISM ENHANCEMENT PROJECTS?"

<u>Rank</u>	<u>Description</u>	<u>Votes</u>
1	Community Clean-up	5
2	Campground Upgrade	4
3	Information Centre	3
	Points of interest	3
Other	Traditional games	2
	Info on fishing spots	1
	Look-out Tower	1
	Peace and quiet	1
	Keep drunks out of the streets	1
	Baseball Tournaments	1
	Hiking Trails	1

QUESTION #7: "WHAT ARE YOUR OTHER CONCERNS/SUGGESTIONS?"

<u>Rank</u>	<u>Description</u>	<u>Votes</u>
	SEED program (Summer jobs for students)	1
	Qualified guides needed	1
	Tourism Training	1

MIKE FREELAND & ASSOCIATES

5009 Bryson Drive
Yellowknife, N.W.T.
X1A 2P2

TOURISM STRATEGY FOR FORT LIARD UPDATE MARCH 12/93

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

Tourism Study Steering Committee members are :

Steve Kotchea	Fort Liard Band Council
Joanne Deneron	Fort Liard Hamlet
Kirby Marshall	ED&T Fort Liard
Doug Erdmand	Liard Valley Band Development Corporation
Cheri Kemp-Kinnear	ED&T Fort Simpson
Eric Yaxley	ED&T Yellowknife

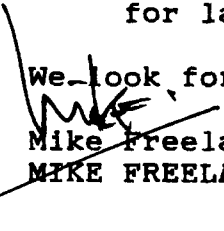
Our study team looks forward to working with the people of Fort Liard to develop priorities and detailed business plans for tourism related business opportunities.

- Mike Freeland will travel to Fort Simpson March 21 and 22 and will complete interviews and research. Cheri Kemp-Kinnear (ED&T) and Mariette Broadbent (Nahanni Ram Tourism Association) will join Mike and travel to Fort Liard Monday afternoon.
- A meeting with the Study Steering Committee will be held Monday evening March 22 at 7 pm at the Community Hall. One or two Community Liaison persons to work with the study team will be selected and the study process discussed.
- Two public meetings/workshops will be held the following Tuesday afternoon March 23 1:30 to 4:30 pm and Tuesday evening 7:00 to 10:00 pm at the Community Hall. Coffee and goodies are provided.

THE WORKSHOPS : Will include

- * Fort Liard residents ideas on Tourism... What do you want and what don't you want for Tourism?
 - * How to select a good Tourism opportunity?
 - * Describe and discuss all potential Tourism opportunities
 - * Choose 3 best opportunities
- The Community Liaison people will work with Mike Freeland Tuesday March 23 to Thursday March 25 talking with individuals, groups, and completing research,
 - A second community visit and workshop is planned tentatively for late May.

We look forward to your ideas.


Mike Freeland
MIKE FREELAND & ASSOCIATES

MIKE FREELAND & ASSOCIATES

5009 Bryson Drive
Yellowknife, N.W.T.
X1A 2P2

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

TOURISM STRATEGY FOR FORT LIARD UPDATE # 2 MARCH 30/93

- Eric Yaxley from Economic Development and Tourism (ED&T Yellowknife) and Mike Freeland met with Parks Canada, Nahanni Ram Tourism Association in Fort Simpson and travelled with Cheri Kemp-Kinnear (ED&T) to Fort Liard.
- The Study Steering Committee met with Freeland, Kemp-Kinnear, Yaxley and Kirby Marshall (ED&T) Monday evening and discussed the study workplan and timetable. Frank Kotchea was selected as community liaison person to work with the consultant.
- 14 community people attended the Tuesday March 23 meeting and response was excellent in terms of ideas and concerns presented. The following are the favoured :

TOURISM BUSINESS OPPORTUNITIES

- Boat Tours
- Accomodation Upgrade/Expand
- Crafts Craft Shop
- Bar and Diner
- Service Station
- Experimental Research Station
- Fly-In Tours
- Rentals (canoe, etc)
- Trout Lake Lodge - Joint Venture

TOURISM ENHANCEMENT PROJECTS

- Community Clean-Up
- Visitors Information
- Fall Fair Pow Wow
- Museum (Bay Store)
- Hiking Trails
- Highway Rest Stops
- Campground Upgrade

Frank Kotchea and Mike Freeland conducted a number of interviews and had a look at Mount Coty by snowmachine. Frank Kotchea is continuing with interviews and will forward completed questionnaires to Freeland.

Final selection of the 3 main business opportunities will be decided after community interviews are completed and further research is conducted by the study team.

A draft report will be forwarded mid-May with a second workshop and visit planned for the 3rd or 4th week in May.

Mike Freeland
MIKE FREELAND & ASSOCIATES

MIKE FREELAND & ASSOCIATES

5009 Bryson Drive
Yellowknife, N.W.T.
X1A 2P2

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

Tourism Strategy for Fort Liard Update # 3- June 11, 1993

Draft copies of the "Tourism Strategy- Fort Liard" and Business Plans will be forwarded to Frank Kotchea, study liaison, for distribution to the steering committee by June 21

Business Plans include:

#1 Accommodation

- A. Hotel Upgrade
- B. Bed and breakfast
- C. Housekeeping Cabins(s)

#2 Boat Tours

- A. local boat tours.

Two workshops to review the strategy and business plans are scheduled for Thursday, June 24th - 1:30 -4:00pm and 7:00- 8:30pm. Cheri Kemp-Kinnear from Economic Development in Fort Simpson and Mike Freeland - consultant from Yellowknife will join the steering committee for the workshops.

The workshops will involve two components:

- A. A review of the draft reports with input from the steering committee and the public
- B. A special session on " Team Building" facilitating discussions on how interested groups and individuals can work cooperatively, and positively towards a community team approach to maximizing Tourism development in the Liard area.

After receiving feedback from the Study Steering Committee and the community during the June 24/25 visit, Freeland will make revisions to the draft. A final report will be completed and copies of the final " Strategy" and Business Plans, will be provided to the community.

Mike Freeland
MIKE FREELAND & ASSOCIATES

Fort Simpson Visitor Information Centre
Statistics for 1992

Total Visitors to Fort Simpson: 2,076

Visitors who have signed our Guest Book:

Alberta:	281
Ontario:	174
NWT:	151
BC:	128
Manitoba:	53
California:	53
Germany:	44
Saskatchewan:	30
Quebec:	28
Montana:	20
New York:	16
France:	15
England:	15
Japan:	14
Washington:	14
Switzerland:	12
Indiana:	12
Yukon:	11
Florida:	10
Alaska:	9
Michigan:	9
Arizona:	8
Newfoundland:	7
Georgia:	7
Texas:	7
Austria:	6
Iowa:	6
Ohio:	6
Nova Scotia:	6
New Mexico:	4
Scotland:	4
Spain:	4
Holland:	4
New Zealand:	4
Oklahoma:	4
Wisconsin:	4
Massachusetts:	4

<i>New Brunswick:</i>	<i>3</i>
<i>Illinois:</i>	<i>3</i>
<i>Colorado:</i>	<i>3</i>
<i>Kansas:</i>	<i>3</i>
<i>Oregon:</i>	<i>3</i>
<i>Ireland:</i>	<i>3</i>
<i>Australlia:</i>	<i>3</i>
<i>Finland:</i>	<i>3</i>
<i>Italy:</i>	<i>2</i>
<i>Idaho:</i>	<i>2</i>
<i>Nevada:</i>	<i>2</i>
<i>Tennessee:</i>	<i>2</i>
<i>Nebraska:</i>	<i>1</i>
<i>Belgium:</i>	<i>1</i>
<i>Hong Kong:</i>	<i>1</i>
<i>India:</i>	<i>1</i>
<i>Denmark:</i>	<i>1</i>
<i>Malaysia:</i>	<i>1</i>
<i>Bermuda:</i>	<i>1</i>

Total: 1,223

DAY USE STATISTICS - Virginia Falls '92

YEAR: 1992

COMPANY	MAY	JUNE	JULY	AUGUST	SEPTEMBER
SIMPSON AIR	3	12 45	47	100	15
WOLVERINE AIR		05	16	13	0
CANADIAN HELICOPTERS		0 2	2	0 2	0
GREAT SLAVE HELICOPTERS		0	0	0	0
BLACKSTONE AVIATION	3	0	15	33	0
DEH CHO AIR		67	115	167	0
LANDA AVIATION		0	0	0	0
WATSON LAKE FLYING SERVICE		4	0	6	0
PTARMIGAN AIRWAYS LTD		0	0	0	0
LIARS TOURS		0	2	3	0
ACTION AVIATION		0	0	0	0

10 cont'd.

TABLE 2

ORIGIN OF VEHICLES
LIARD RIVER (FORT SIMPSON) FERRY

Origin	Vehicles Number	%	Visitation Index
Alberta	331	35.2	5.0
British Columbia	210	22.3	2.5
Ontario	59	6.3	0.2
Saskatchewan	40	4.2	1.5
Yukon	22	2.3	31.0
Manitoba	25	2.7	0.9
Quebec	13	1.4	0.07
Remainder of Canada	3	0.3	0.05
sub-total Canada	703	74.7	1.0
California	46	4.9	1.7
Washington	25	2.6	5.7
Alaska	15	1.6	32.5
Michigan	13	1.4	1.5
Minnesota	12	1.3	2.9
Texas	12	1.3	0.8
Oregon	10	1.1	3.6
Florida	10	1.1	0.8
Remainder of U.S.A.	89	9.4	0.6
sub-total U.S.A.	232	24.7	1.0
Overseas	6	0.6	-
TOTAL	941	100.0	-

NOTES:

1. Based on the total number of vehicles for the entire survey period May 9 - September 30.
2. Remainder of the U.S.A. includes many states, each of which contributes less than 1.0%.
3. See Appendix B for calculation of the visitation index.
4. Regarding Overseas Visitors:

There is some reason to believe that the number of overseas visitors is under stated in this report and should be increased in reality at the expense of the Canada figures. This report deals with the identification of parties by vehicle licence plate only, while some overseas parties may travel by rented vehicle which would be tallied as Canada (possibly some U.S.A.).

⑩
Evidence is the registration list for Blackstone Territorial Park, on the Liard Highway, which showed a 10 percent overseas component in 1987. This figure should be discounted for visitors that enter the N.W.T. by air, canoe parties and a predilection for campers. But after such adjustments it is likely the case that foreign motorists for at least the Liard Highway comprise about 5 percent compared to the near one percent revealed by the licence plate count.

Similar situations may prevail for the Mackenzie Highway (Fort Providence ferry) and the Dempster Highway (Fort McPherson ferry).

Table 2 for the Liard River ferry traffic (Fort Simpson bound) shows a pattern similar to that of the Mackenzie River ferry but on a smaller scale (Yukon caution - small number of vehicles). The Liard River ferry does show a somewhat greater fraction of U.S.A. vehicles reflecting its closer connection to the Alaska Highway (via the Liard Highway) and its high volume of U.S.A. vehicles bound for Alaska from the "lower 48" states.

TABLE 4

**GROWTH IN VEHICLE TRAFFIC
- 1987 -> 1992**

YEAR	1987	1988	1989	1990	1991	1992
FERRY ORIGIN						
Mackenzie River						
Canada	2983	2895	2956	3030	3298	2569
U.S.A.	414	342	375	373	406	353
<u>overseas</u>	<u>11</u>	<u>5</u>	<u>8</u>	<u>3</u>	<u>5</u>	<u>3</u>
Total	3408	3242	3339	3406	3709	2925
Liard River						
Canada	582*	447	546	739	776	703
U.S.A.	123	94	160	169	122	232
<u>overseas</u>	<u>7</u>	<u>5</u>	<u>9</u>	<u>8</u>	<u>3</u>	<u>6</u>
Total	712	546	715	916	907	941
Peel River						
Canada	1204	1073	1216	1231	1243	1566
U.S.A.	821	658	627	717	756	931
<u>overseas</u>	<u>25</u>	<u>26*</u>	<u>30</u>	<u>19</u>	<u>32</u>	<u>50</u>
Total	2050	1757	1873	1967	2031	2547

NOTES:

- *1. The 1987 Liard River Canada data has been corrected for a sizeable number of Papal Visit travellers to Fort Simpson.
- *2. The 1988 Peel River overseas data has been corrected for a large party of Italian test vehicles.

Table 4 and Figure 1 show the growth in traffic for the period 1987 to 1992. There were drastic changes in 1992 compared to 1991; and, these are likely associated with the Alaska (Alcan) Highway celebrations. Mackenzie River (Fort Providence) traffic for all origins was down considerably. Was it diverted to the Alaska Highway and/or was it discouraged from travelling to Yellowknife (in spite of the greater amount of pavement on Highway 3)?

At the Liard River crossing Canadian traffic was down and U.S.A. up, reflecting its mid point geographically between the other two busier ferry crossings.

Peel River (Inuvik bound) traffic was up for all origins, no doubt because of the Alaska Highway celebrations and likely because of better operation of the N.W.T. travel information office in Dawson City, Yukon. For the first year the amount of Dempster Highway

traffic has approached that of the historically much busier Mackenzie (Fort Providence ferry) traffic.

In term the longer term only the Liard has shown considerable growth.

The survey periods for 1985 and 1986 do not allow for valid comparisons with later years; but, there did appear to be increases from 1985 to 1986 and 1986 to 1987 (see 1986 and 1987 reports).

APPENDIX B

**VISITATION INDICES - LIARD RIVER FERRY
- SELECTED PROVINCES AND STATES**

(Separate indices for Canada and U.S.A.)

ORIGIN PROVINCE STATE	VEHICLES		POPULATION		VISITATION INDEX -see below
	Number	%	Number	%	
Alberta	331	47.1	2,521.5	9.4	5.0
British Columbia	210	29.9	3,213.2	11.9	2.5
Ontario	59	8.4	9,906.4	36.8	0.2
Saskatchewan	40	5.7	996.8	3.7	1.5
Yukon	22	3.1	26.9	0.1	31.0
Manitoba	25	3.6	1,096.2	4.1	0.9
Quebec	13	1.8	6,845.0	25.4	0.07
Remainder of Canada	3	0.4	2,330.9	8.6	0.05
Total Canada	703	100.0	26,936.9	100.0	1.0
California	46	19.8	29,760.0	12.0	1.7
Washington	25	10.8	4,866.7	1.9	5.7
Alaska	15	6.5	550.4	0.2	32.5
Michigan	13	5.6	9,295.3	3.7	1.5
Minnesota	12	5.2	4,375.1	1.8	2.9
Texas	12	5.2	16,986.5	6.8	0.8
Oregon	10	4.3	2,842.3	1.2	3.6
Florida	10	4.3	12,937.9	5.2	0.8
Remainder of U.S.A.	89	38.3	167,095.7	67.2	0.6
Total U.S.A.	232	100.0	248,709.9	100.0	1.0

*NOTE: The population of Canada includes the ten provinces and the Yukon Territory (i.e., N.W.T. is excluded); and, is the 1991 preliminary postcensal estimate.

The population of the U.S.A. is from the U.S. Census 1990.

A visitation index is calculated as:

$$\frac{\% \text{ vehicles}}{\% \text{ population}}$$

eg., for Alberta $\frac{\% \text{ of vehicles}}{\% \text{ of population}} = \frac{47.1}{9.4} = 5.0$