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**"NORTHWEST PASSAGE THEME
AND
TOURISM MARKETING
STRATEGY"**

VOLUME V: TALOYOAK

MARCH 1995

Canada's

**NORTHWEST
PASSAGE**



Taloyoak

VOLUME V: TALOYOAK

INTRODUCTION

This community document is one of a series produced as part of the "Northwest Passage Theme and Tourism Marketing Strategy". Volumes have been completed for Holman, Coppermine, Cambridge Bay, Taloyoak and Gjoa Haven. "Volume I-Kitikmeot Region" includes study recommendations and background information on a regional basis.

You are encouraged to read Volume I as it provides an overview of the study process. It also includes a detailed analysis of markets, theme suggestions and many regional projects that communities may wish to develop on their own. We have included here the Executive Summary for your review.

EXECUTIVE SUMMARY- NORTHWEST PASSAGE THEME AND TOURISM MARKETING STRATEGY

Purpose:

In December of 1994 the Department of Economic Development and Tourism with the Government of the Northwest Territories contracted Mike Freeland and Associates of Yellowknife, together with a study team, to develop a N.W. Passage Theme and Tourism Marketing Strategy. The study was conducted between December 1994 and March 1995. This report contains the findings.

Background

Although a number of tourism planning studies have been conducted in the Kitikmeot Region over the past 10 years, development has been slow. There are a limited number of operators and the Arctic Coast Tourism Association has had little positive effect on the industry. Attractions, facilities and services for visitors are few.

The development of Sport Hunting activities has made the most impact in generating "new" dollars. Other markets such as Adventure Travel, Bird Watchers/Naturalists, Sport Fishing and Cruise Ships bring in a limited number of visitors. Business travel continues to supply over 90% of travel to and within the region.

Existing business travel, the cruise ships and naturalist markets have potential for providing more benefits to communities if packages were to be developed.

Most natural attractions in the Kitikmeot can also be found in other Arctic areas. The

unique features of the region include the fact that this is Canada's 3rd coast and that the Northwest Passage exists here.

Getting the Answers:

Working with community liaison people, workshops were held in the communities of Holman, Coppermine, Cambridge Bay, Gjoa Haven and Taloyoak as well as Yellowknife.

Research was conducted both in the communities and outside, including southern Canada, Europe and Greenland as well as review of past studies.

What We Found:

Community consultations and research indicates a strong interest at the community level for interpretation of history and culture.

Market analysis indicates interest in activities surrounding the N.W. Passage, history of the region, Inuit people and culture.

There is a growing pool of residents trained in various aspects of tourism including that of guiding and cooking. Few of these residents however, have had the opportunity of demonstrating these skills while hosting visitors.

Festivals, events and anniversaries have, to a large extent, been organized for a local or a regional market. There is potential for these activities to draw outsiders if planned well in advance, and promoted to potential visitor groups.

Recommendations:

1. We suggest tourism development should happen in a two phased approach.

There are few licensed tourism operators in the region, and in turn, limited facilities and services for visitors. Although there is a rich history to the region, little of this is documented, or promoted.

Phase One- years 1-3- Before any substantive marketing efforts are made it is proposed that Phase I involve completion of many of the projects, infrastructure and basic business opportunity start-ups as noted in this report both on a Regional and by Community basis. Projects such as interpretive signage, interpretive centre/museum in Gjoa Haven, historical brochures, walking tour/ guide/brochures for each community, phrase booklets, and a regional poster/map will provide a more solid basis for further tourism development.

Once a number of projects as suggested for Phase I (see Chapter H) are completed, they will support and enhance existing operators as well as encourage the development of new operations.

Phase Two: Years 4 and beyond -This should include packaging of products followed by more aggressive marketing to wholesale and package tour companies through trade shows, familiarization trips, and target marketing. We suggest product packaging and marketing may not prove effective until Phase I is well underway.

2. **The theme/logo, "Canada's Northwest Passage" be promoted as a regional identifier** while each community could add a unique icon signifying their connection to the overall theme.
3. **The current operators (ie. community based outfitters, hotels, and fly-in lodges, etc.) may wish to re-evaluate the existing business travel market.** All visitors including government and construction workers could be encouraged to extend their stay by developing a variety of quality, economical short packages based on a variety of attractions close to the communities.
4. **We recommend that package tours, cruise ships and bird watchers/naturalists be a priority for further development:**
5. **Market directly to qualified and targeted travel agents and tour operators,** promoting land, air and sea packages.
6. **Marketing efforts to be focussed on established operators from targeted countries of Great Britain, Norway and Germany.**
7. **Cooperative partnerships between communities, operators and the Department of Economic Development and Tourism** will encourage efficient use of resources.
8. **Priority should be given to community initiated,** community driven projects. maximizing benefits to residents and complementary to each other and to the Northwest Passage theme approach.
9. **To document historical and archeological artifacts taken from the Arctic Coast/Northwest Passage Area** at various museums, public and private collections. As a facility to display additional artifacts becomes available, return of these artifacts for permanent display must be encouraged.
10. As the Inuit Tapirisat of Canada (I.T.C.) formally **recognizes the high percentage**

of youth (60% are under twenty-five years old) and has committed to a youth seat (or seats) on all its affiliated organizations, we recommend that: any tourism committees, including a Nunavut wide Tourism Group Board of Directors, do the same.

11. Each community to have at least one major initiative with minimum duplication between communities.
12. Successful tourism operators that now bring visitors to the region must be supported by encouraging their efforts to increase visitor numbers and length of stay.
13. A mix of community based and regional projects will benefit all communities and visitor groups.
14. Ongoing planning and research/data collection must be initiated(i.e. expansion of the Department of Economic Development and Tourism's "Diary Program,"), producing a database for future planning.(Refer to Chapter H)
15. Training tools must be developed to meet the needs of emerging markets. That may include a handbook " How to prepare for Cruise Ship Visitors to your community" or a workshop for operators and hosts on how to maximize benefits from the cruise ship market.
16. Maximize benefits of cruise ships to communities through employment and money spent on arts/crafts, food, stores, outfitters, guides, hosts, lecturers and story tellers.
17. Development in, or close to a community should be a priority as opposed to remote locations (i.e. Fort Ross), thus maximizing community benefit.
18. Working closely with the Keewatin and Baffin regions in establishing a strong Nunavut presence in the marketplace is essential.
19. Coordination between communities and projects is recommended as well as on going evaluation and monitoring of projects.
20. Cooperation and Coordination is the key to success the overall marketing of the Arctic Coast areas including those communities not directly on the Northwest Passage.

A) EXECUTIVE SUMMARY: TALOYOAK

Taloyoak has very little experience in hosting visitors however, with a rich and diverse history - much of which is documented but not readily available, Taloyoak has good potential for hosting package tours and cruise ships. We recommend a number of initiatives be completed before promoting the community further.

We recommend efforts be directed towards:

- To plan now for a summer of celebrations for the "50th Anniversary of Taloyoak 1948-1998".
- To establish a community based historical society
- Encourage package tour and cruise ship operators to stop in Taloyoak and utilize local groups/outfitters, services and facilities.
- In conjunction with Gjoa Haven, and possibly other Kitikmeot communities, to purchase the useable assets of Chantrey Inlet Lodge as a long-term regional development opportunity.
- To evaluate the long-term potential of sightseeing/historical tours to and from a seasonal lodge/camp development in the Thom Bay area capitalizing on the various natural and historic attractions of the area.
- To detail hiking trails in close proximity to the community and out to Middle Lake incorporating natural attractions and scenic viewpoints.
- To set up an art/crafts display and interpretive information in a central location, possibly in conjunction with an upgrade of the stone church.
- To add descriptive signage to the schools interpretive display and to provide for guided summer visitor access to display area.
- Design and construct an interpretive display on making of the movie "Frost Fire"
- To support the efforts of the Lyall family to copy historical family/ community documents for long-term community and visitor interest.
- To rebuild the "Thunder House" near the north of the Netsilik River.

B) FAVOURABLE AND CONSTRAINING FACTORS AFFECTING COMMUNITY AND AREA TOURISM DEVELOPMENT IN TALOYOAK

Favourable

- Two hotels.
- Headquarters for the "Kitikmeot Corporation"
- Hosted recent tourism entry level and cooking program.
- Some guiding experience with Peary caribou and polar bear sport hunters.
- Cultural attractions such as fish weirs at Krusenstern Lake and Netsilik Lake, "Thunder House", family camps, tent rings close to community.
- Substantial local history of the "Bay", R.C.M.P. and church history including old stone church built in 1949.
- many artifacts and photos of the area are in the possession of the Prince of Wales Northern Heritage Centre in Yellowknife, R.C.M.P. Headquarters Archives in Regina, Hudson Bay Archives in Winnipeg and Church Archives.
- A wealth of historical photographs, artifacts and books found locally.
- Closest community to "Old Fort Ross".

Constraining

- Only about 15 tourists in '94 - about 1% of total number of hotel guests.
- No organized activities or tours for visitors to buy into.
- Few established businesses.
- Although there is a wealth of historical material about the people and the community, little is available to the public.

Favourable

- "Thom Bay" area with an old mission building, fossils, fishing, Netsilik stone house, tent rings, family sealing camps, scenic mountains, hiking potential, grave sites and wreck site of the "Victory" including engine parts within one day's snowmobile or A.T.V./and boat travel.
- I.B.C. (Inuit Broadcasting Corp.) has office, library and staff in community.
- Some success with new tourists via "First Air" discounted packages.
- A Golf course has been laid out.
- Ernie Lyall's book "An Arctic Man" documents his early life in the area.
- Northern most community on continental North America.
- Some elders remember being on the St. Roch.
- Middle Lake, a half hour drive by vehicle from town accesses camping, boating and family camp activities, also with access across the Peninsula.
- Community Recreation Association may acquire additional equipment (e.g. mountain bikes) which could be rented to visitors.

Favourable:

- First identified location of the "North Magnetic Pole" (the magnetic pole is constantly moving in a N.W. direction)
- 1998 is the 50th Anniversary of Taloyoak.
- The Netsilik - a series of National Film Board (N.F.B.) films and poster/photographs is one of the best known documentaries of early people in the Pelly/Taloyoak/Back River region.
- Film footage for the current movie "Frost Fire" completed in the community.
- School includes an excellent cultural interpretive display area with a life size polar bear, hand tools, traditional implements and skin tent.
- Original scroll from the crew of the St. Roch who wintered at Paisley Bay still in place in a cairn there.
- The Lyall family has 20 hours of tapes by Ernie Lyall, three of his autographed books and a large collection of early black and white photographs.
- Interesting stories passed on through generations about the first documented meeting of Inuit and white men at Felix Harbour.

C) PUBLIC CONSULTATION

Tim Paniloo acted as community liaison while Hana Kirqqut provided interpreting at the community meeting. The meeting was attended by more than 35 residents and was facilitated by Mike Freeland with assistance from RTO Cheri Kemp-Kinnear.

About 15 key individuals were interviewed on a one-on-one basis by Freeland, Kemp-Kinnear and Paniloo.

Community based projects as suggested by community representatives at the workshop include:

1. Fishing trips
2. Inuit Games
3. 7-Day trip to Fort Ross
4. Dog team rides
5. Central museum for the region
6. Arts & craft studio/workshop
7. Tundra rides by A.T.V.
8. Sleeping in an igloo
9. Swimming (polar dips)
10. Making traditional tools

D) INFRASTRUCTURE AND BUSINESS OPPORTUNITIES

Our study team conducted further research on the top 10 projects as identified by the community. We attempted to match "What the tourist wants" to "What the community wants to offer tourists." The cost and potential benefit of each project was also considered in developing the final list of recommended projects detailed here.

Many of the projects receiving the most interest in Taloyoak emphasized going outside the community, e.g., to Thom Bay, Fort Ross, or on dog-team trips, etc. This has potential for a tie in to a Northwest Passage theme, as it emphasizes travelling on parts of the Passage. We recommend however that development should be closer to the community i.e., Thom Bay and not Fort Ross.

1.0 Trails

A loop trail system travelling across the open tundra north of Taloyoak connecting some of the more prominent lakes is recommended. The trail may connect Redfish Lake, Middle Lake and Long Lake and back to Taloyoak in a circuit.

Middle Lake can be a prime location on the circuit, providing a short day hike from town or a destination along the longer loop trail system. At a distance of 9 km from town, the site is accessible by foot and with a vehicle (after upgrade of the existing road or with use of an all terrain vehicle). It presents another opportunity for campground development without infringing on existing developments.

This site may provide a common meeting ground for the visitor and resident, as Middle Lake is a popular summer campsite.

Funding: Hamlet, Recreation Committee and ED&T

2.0 Stone Church Upgrade, Interpretive Signage and Information

The Stone Church could, in the long term, function as an official reception centre. It could provide information, similar to a visitor centre and exhibit a large display including three dimensional presentations and artifacts representative of the region. The community would be involved in the design as well as the operation of the facility.

Guided community tours can be organized from here, as well as making contact with outfitters, arts & crafts people and tourists..

Subjects for interpretive displays could include: traditional tools and clothing, etc., photographs, drawings, models, Netsilik Inuit culture, cultural transition, Ross the explorer,

restoration of the Stone Church, explanation of today's living styles, demonstration of arts & crafts today, tracing the evolution of the carving and clothing making industries.

The PWNHC in Yellowknife presently houses collections from Taloyoak.

Funding: Church, ED&T and Hamlet

3.0 50th Anniversary - 1998 (planning)

The Anniversary of the founding of the community is of importance to residents and of interest to many who have worked and lived, in Taloyoak over the 50 years. The planning of the anniversary celebrations will lead to further recognition of the community.

Package tours and cruise ship stops in 1998 could coincide with anniversary celebrations for those "homecoming."

Funding: Hamlet

4.0 Interpretive display - Frost Fire Movie

Design and construct a small interpretive display in a central location on the making of the movie "Frost Fire" most of which was filmed in Taloyoak; may include blow up photos of local actors/actresses, scenes, people used in the movie, other information on the process of making a feature-length movie.

Funding: Hamlet, Local Companies and Producers of the film plus corporate sponsors such as CBC, First Air, or the Hamlet of Taloyoak may contribute to the display. Posters and copies of the movie could be made available for sale.

5.0 Thom Bay tours/camp

An area rich in wildlife and history, Thom Bay is normally within a days travel by boat or snowmachine. Two to three day outfitting trips to the area have some potential while, in the longer term, a small tent camp or cabin operation may be considered

Funding: ED&T, Developmental Corporations

6.0 Chantrey Inlet Lodge assets purchase

Chantrey Inlet Lodge, owned by non-N.W.T. residents, has not been licensed or actively used as a fishing lodge for many years. Its federal land lease is not in good standing and the operation has now been for sale for some time. Reports from local people indicate that many of the aluminum boats and main lodge are in reasonable shape while the cabins and

various equipment such as outboard motors, generators, kitchen equipment, etc., are in questionable condition.

We suggest consideration to purchase Chantrey Inlet Lodge possibly in cooperation with the community of Gjoa Haven, is recommended as a long term project. The historical connection of the Back River Netsilingmiut to the lodge and area of the land lease would make a logical match. No current licence or land lease, lack of continuity of operation, and pressure in the market place suggest a very modest purchase price would be reasonable. Distance from sport fishing markets, float plane flying distances, variable weather conditions, and length and uncertainty of boat travel from Taloyoak to Chantrey are other factors to be considered. Long-term potential could include a combination of naturalist, historical / cultural, sport fishing and on the land/cultural programs for residents and visitors

Funding: Development Corporation and ED&T

7.0 Arts and Crafts display and interpretive and information centre

This display is recommended as part of a central location such as the hamlet office, part of one of the hotels, one of the first Bay buildings (such as a 16 x 20 building in the waterfront now used as a warehouse), or the stone church.

Funding: local business and Development Corporation

9.0 Add interpretive signage to schools cultural display

The school houses an excellent cultural display, however some additional interpretive signage should be added a notice in the community that it exists and how to view it are suggested.

Funding: Cultural Enhancement Contributions

10.0 Support efforts of the Lyall Family to copy historical documents

Making copies of tapes, autograph books and black and white photographs for possible display at the Prince of Wales Museum Collection or as part of a collection/ interpretive display in the community is recommended.

Funding: Cultural Enhancement Contributions, Hamlet and Prince of Wales Northern Heritage Centre.

11.0 Formalize a community-based historical society

The intent would be to formalize a community-based historical society to consider initiatives such as documenting, copying and eventually finding a house for the historical collections of residents such as the Lyalls, Alex Buchan, George Sutherland. Documents and artifacts are now found elsewhere such as , Arbuthnot Fishing and Whaling Museum in Peter Head, Scotland; British Museum; Scott Polar Institute; previous Bay Managers and staff, Hudson Bay Historical Society and Museum at Lower Fort Gary, R.C.M.P. in Regina and the Roman Catholic and Anglican Churches.

This society may, for example, support a local initiative to purchase the remaining Bay buildings at old "Fort Ross" as a long-term historical development. The mast of the "HMS Pelican" a British naval vessel should at least be protected, maintained and described with a plaque and interpretive signage.

Funding: Hamlet

12.0 Rebuild the "Thunder House" and document its history.

Little is known about the " Thunder House" although the intrigue of the unknown may fascinate visitors. It would take little effort to reconstruct the " Thunder House" from early photographs, erect signage and document what little is known about it in a small brochure.

Funding: Cultural Enhancement Contributions, Hamlet, HTA.

E) IMPLEMENTATION AND TIME FRAME

Tourism Development	Short Term Year One	Medium Term Years 2-3	Long Term Years 4-10
Middle Lake and hiking trail / campground and booklet		X	
Stone church upgrade, interpretive signage and information			X
50th Anniversary - 1998 (planning)		X	
Interpretive display - Frost Fire movie	X		
Thom Bay sightseeing trip / historical tours and long term camp development		X	
Chantrey Inlet Lodge asset purchase		X	
Arts and crafts display and interpretive and information centre		X	
Add interpretive signage to schools cultural display	X		
Support efforts of the Lyall family to copy historical documents	X		
Establish a community-based historical society	X		
Rebuild the "Thunder House" and its document history.	X		

F) APPENDIX

TALOYOAK: Existing facilities and services

Component	Name	Facilities/Services
Accommodation	Paleajook Hotel	9 rooms; 17 guests
	Boothia Inn	8 rooms; 19 guests
	Camping near Mission Church	not official
Food/Beverage	Boothia Inn	Banquet facilities
	Paleajook Hotel	meals by arrangement
Attractions	Old Fort Ross	
	Boothia Peninsula/Bellot Strait	
	Stone Church	
	Netilikmeot Producers Co-op	packing dolls; natural dyes
Services	Thom Bay/Hudson Bay site	90 km north; abandoned community/mission site
	barge arrival	mid-late August
	stone caribou blind	"Taloyoak" refers to this feature
	stone house, Netsilik Lk.	40 km, accessible by boat
	Thunder House	accessible by boat and hiking
	Netcheligmeot Boat tours (Unlicensed)	boat tours between Taloyoak and Gjoa Haven
	Taloyoak HTA	Polar Bear hunts
	Northern	retail and grocery
	Paleajook COOP	includes taxi service
	Netsilik School	cultural display
Festivals	Issac Aqqaq Tours (unlicensed)	Dog team to Boothia Peninsula
	Lyall's Taxis & Cartage	Taxi service; snowmobile and boat tours (unlicensed)
Air Service	Spring Carnival	3rd week May
	First Air	Yellowknife, Cambridge Bay
	Ptarmigan	Yellowknife

Taloyoak: Results of Community Meetings

A community meeting resulted in two "wish lists" of development opportunities- one for the community and one for the region. Using a voting process these were prioritized and are listed here.

<u>Development Opportunities for the Community</u>	<u># Votes</u>
Fishing trips	15
Inuit Games	14
7-Day trip to Fort Ross	10
Dog team rides	10
Central museum for the region	8
Arts & craft studio/workshop	8
Tundra rides by A.T.V.	7
Sleeping in an igloo	7
Swimming (polar dips)	7
Making traditional tools	6
Boothia Peninsula nature and archaeological tours	6
Interpretive tour guide training with historians etc.	6
Sightseeing in community (and around)	5
Picnic sites	5
9-hole golf course	5
Easter games	5
Old Fort Ross and Thule Village restoration	4
Throat singing	4
Gjoa - Pelly - Taloyoak circle tour	4
Hiking trails	3
Middle Lake & area hiking trails/booklet	3
Fly in Char fishing (North)	3
Thom Bay Sightseeing Trip	3
Historical tours	2
Better community advertising of products	2
Community campground	2
Drum dances	2
Fish weirs	2
Aurora Borealis viewing	1
Stone church as reception centre	1
Walking with pack dogs along	1
Whale watching (fly North)	1
Community tour booklet/signs	-
Airport display	-
Christmas Arctic festival	-
Community host/office	-
Hotel information kiosk	-

Community exhibits	-
Inuktitut baseball	-
Sleeping in sealskin tents	-
Protect tent rings	-
Traditionally made dishes/tools	-
Traditional storage method	-
Bannock making	-
Wolf howl tours	-
Catalogue archeological sites and early exploration details	-

Taloyoak**Development Opportunities for the Region**

Ongoing Training	13
Arts and crafts workshops/store	11
Names and information about carvers and crafts people	10
Document the history of each community and make available in printed form	9
Historical trails around Boothia and place names	9
Way of life/traditional stories booklet	7
Poster/map - history/information/historic sites of the Kitikmeot	6
Interpretive tour guide/host training	6
Information about Netsilingmeot dialects	6
Building igloos and traditional hunting methods	6
Map showing ship wreck locations	4
Summer activities (berries, fires, on the land, making tea)	4
Written and photographic history of both Inuit and non-Inuit who made substantial contributions to the area	3
Family trees	3
Northwest Passage information	3
Caribou hunts/skinning	3
Regional golf tour	3
To encourage development of alternative accommodation facilities	2
More guides for communities	2
An interpretive display comparing early English/ Scandinavian methods of Arctic travel/exploration (i.e. Franklin, Peary, Frobisher) and traditional Inuit methods	2
Traditional skills	2
Exchange partners	2
How place names were chosen	2
Land use and other resource research	1
Hotels displays	1
To develop an on-going listing of "Tourism" resource people	1
Drum dancing	1
To produce four regional guides on:	1
- birds	
- plants and flowers	
- animals/mammals	
- minerals/fossils	
Start up Training	-
Plan evaluation	-
Regional market research	-

Taloyoak

Development Opportunities for the Region

- Walking tour and interpretive trail guide of each community -
- Camping trips -
- Airport displays -
- To catalogue archaeological and historic sites in each community -
- First sightings of white people -
- To develop a workshop/seminar on the cruise ship market -
- Kayaking tours -
- Square dancing -

Other Suggestions from workshop participants

- Jobs
- Maintain culture
- Community control
- Rediscover life skills
- Make use of knowledge and heritage
- Inform Southerners of lifestyle
- Passing on knowledge to children
- Cultural identity
- Showing your skills
- Showing life skills
- Knowledge of the land and sea and how Inuit live off the land