



Arctic Development
Library

***Yellowknife River Resort For Bathurst Inlet
Lodge***

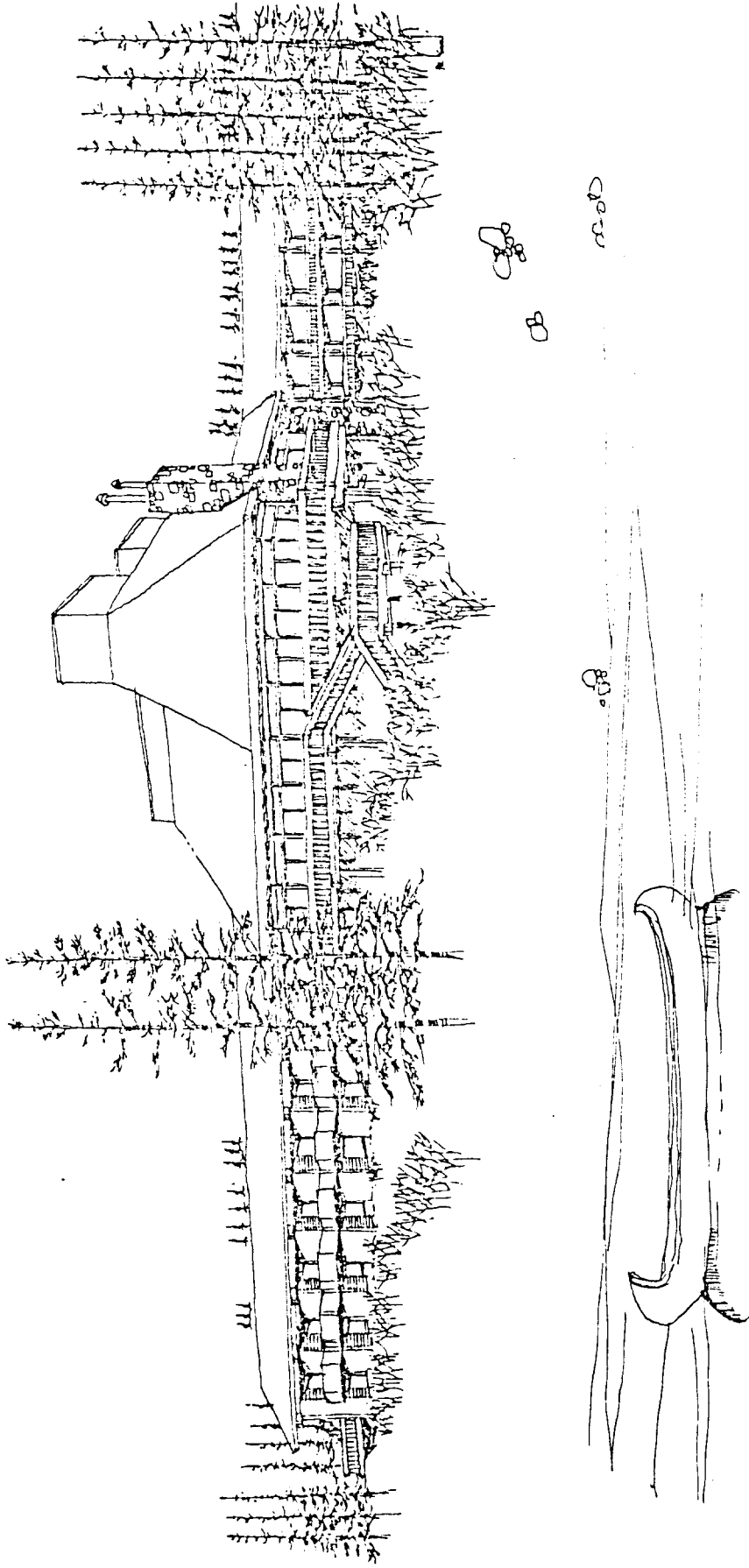
Type of Study: Feasibility Studies

Date of Report: 1982

Author: Ferguson, Naylor, Simek, Clark Ltd.

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RIVER VIEW



YELLOWKNIFE RIVER RESORT
 FOR BATHURST INLET LODGE YELLOWKNIFE N.W.T.

FERGUSON, NAYLOR, SIMEK, CLARK LTD.
 CONSULTING ENGINEERS & ARCHITECTS

P.O. BOX 1777 YELLOWKNIFE
 N.W.T. CANADA X1A 2P4

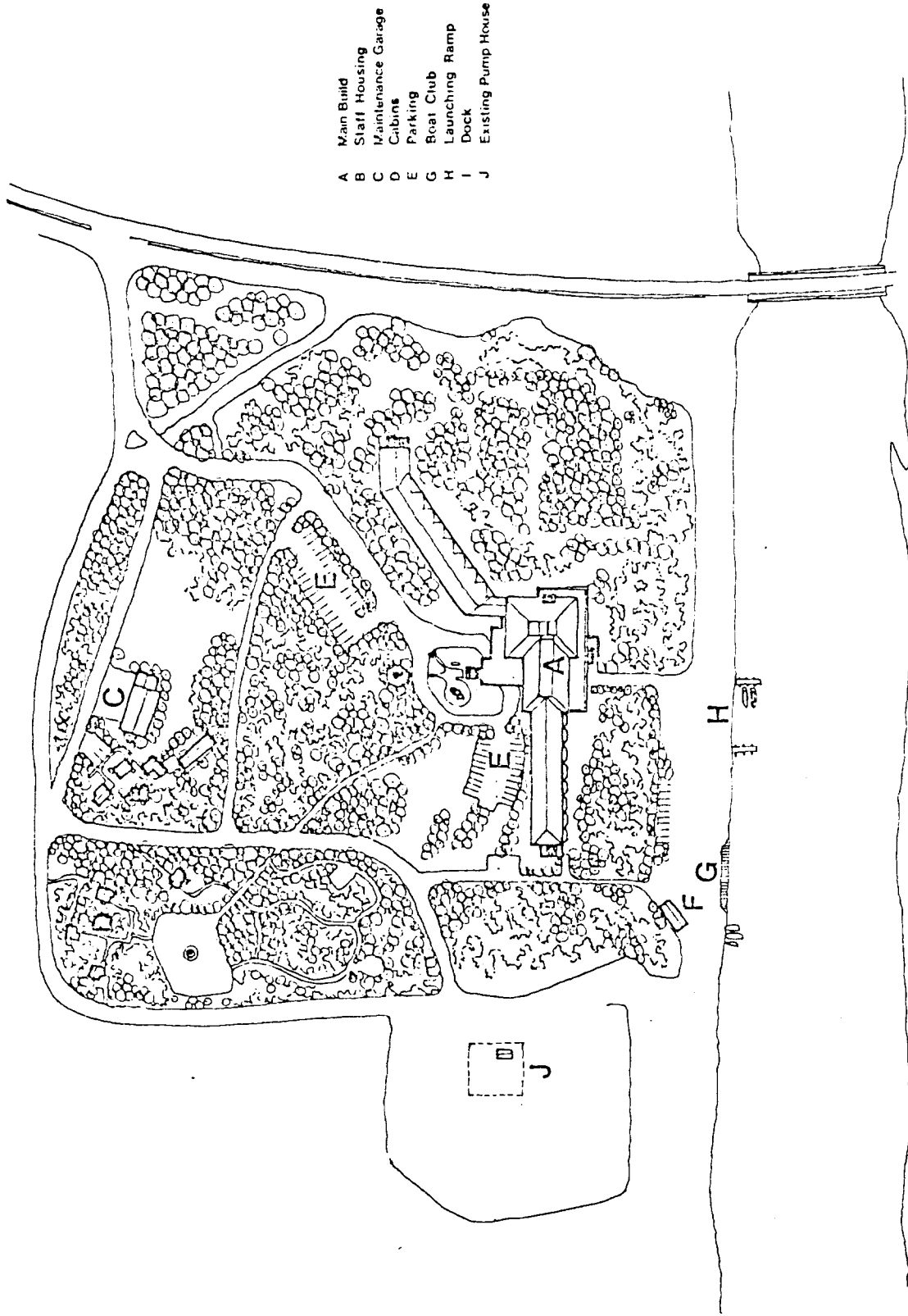


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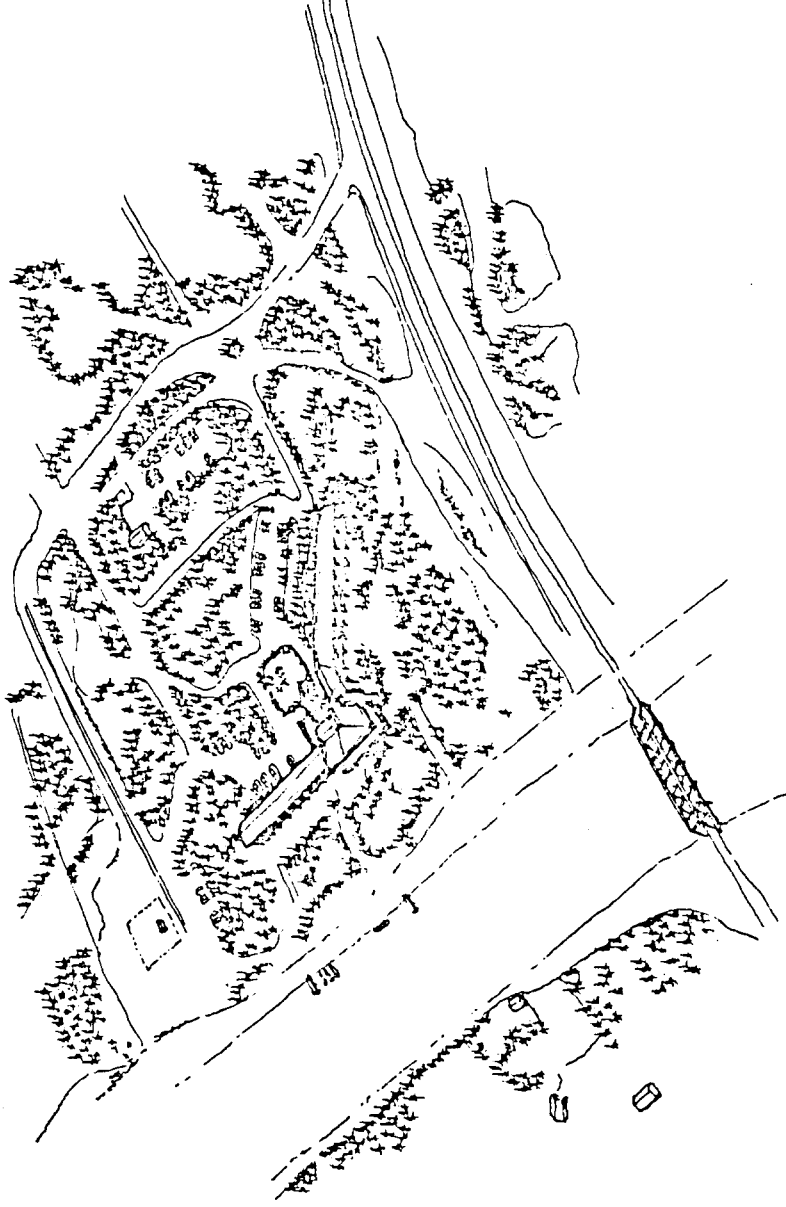
- A Main Build
- B Staff Housing
- C Maintenance Garage
- D Cabins
- E Parking
- F Boat Club
- G Launching Ramp
- H Dock
- I Existing Pump House
- J

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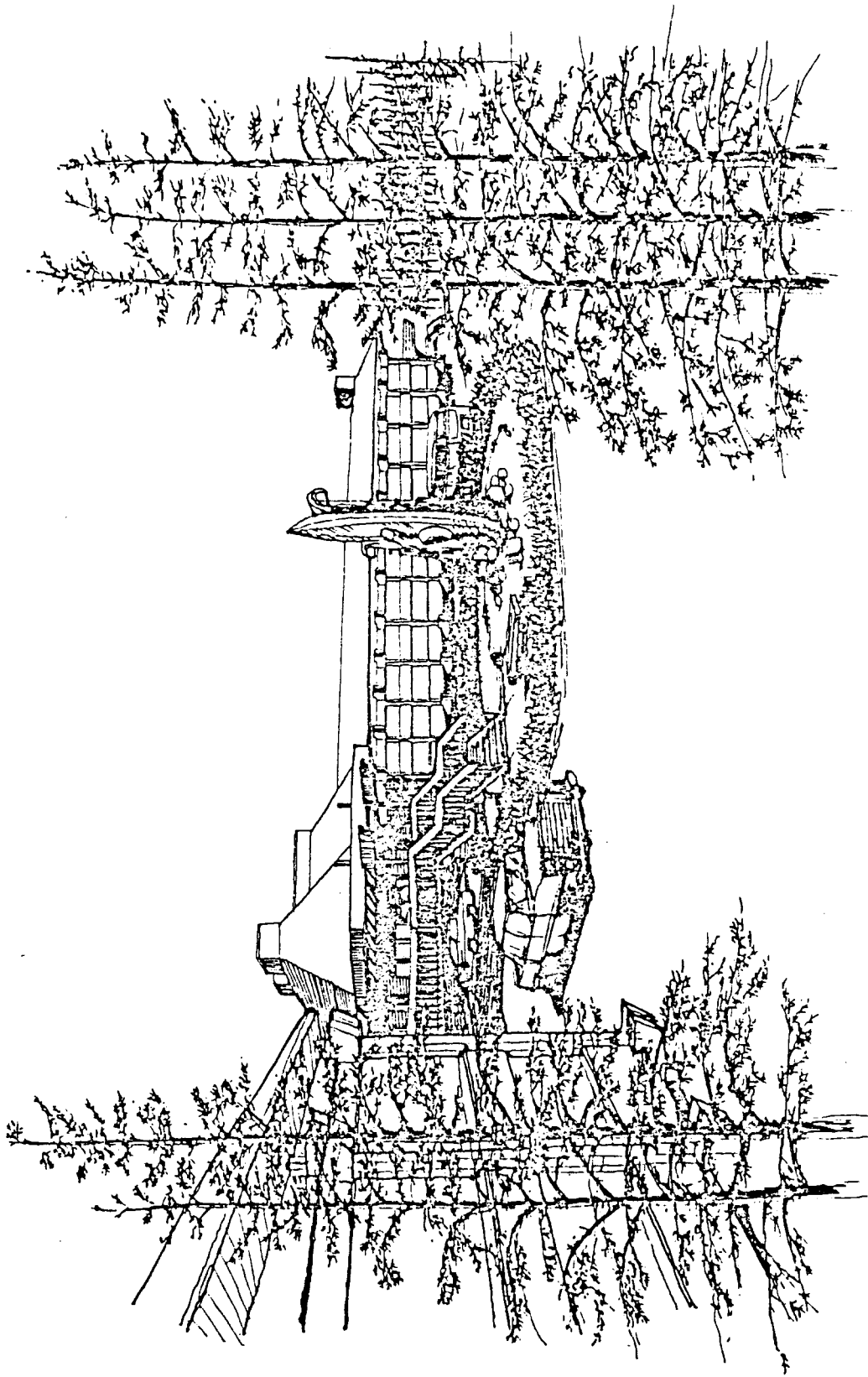




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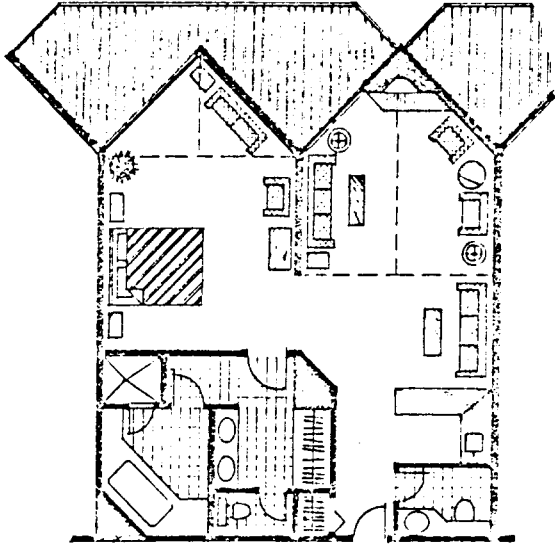
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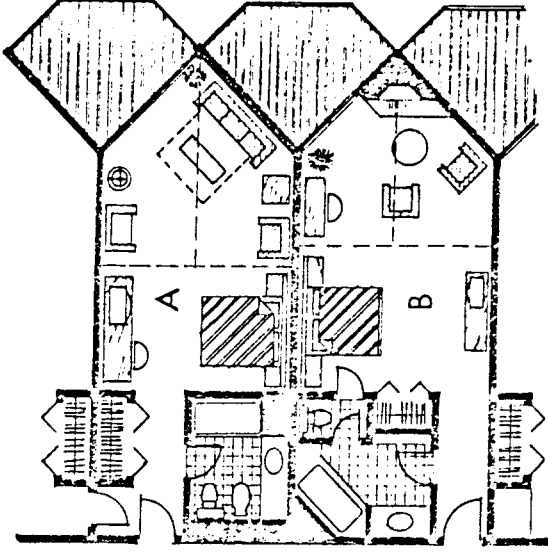
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EXECUTIVE SUITE



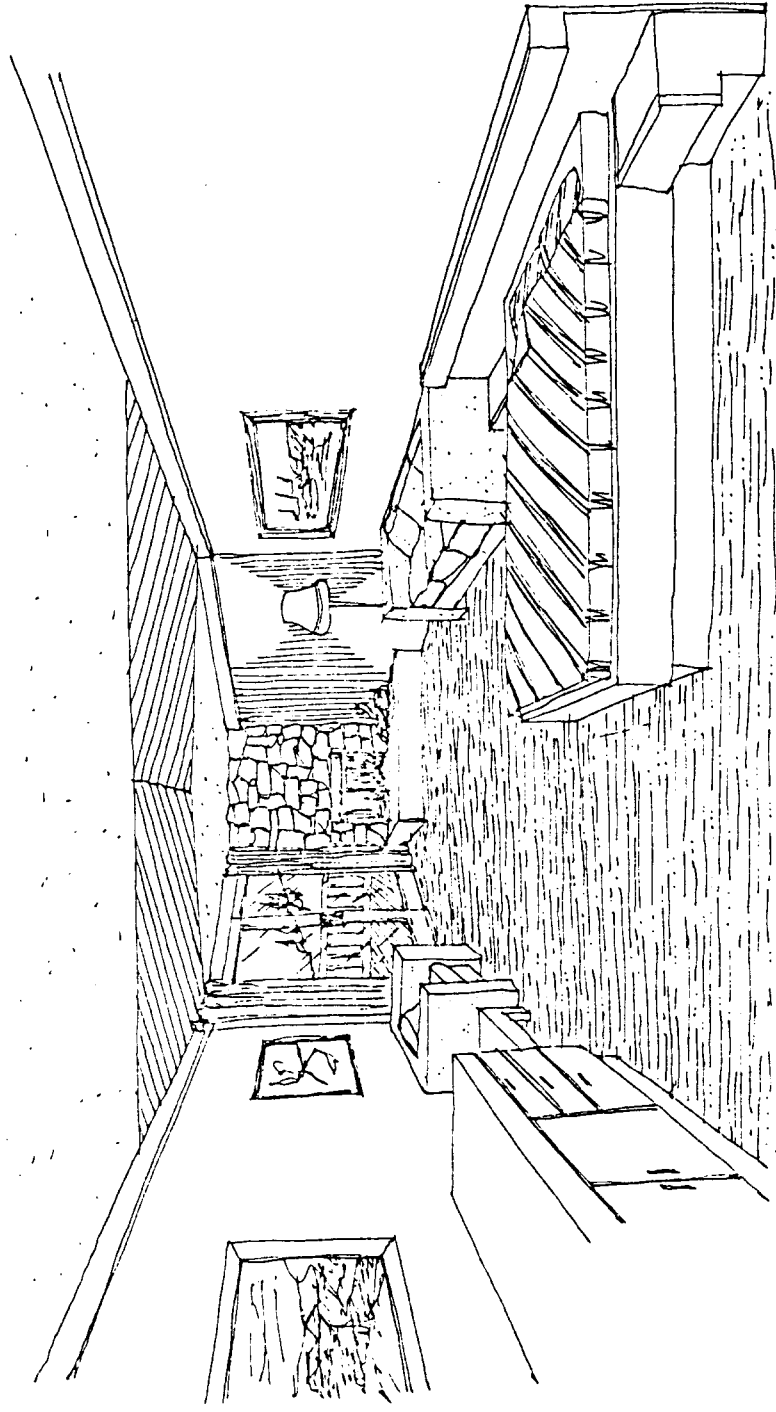
SUITE TYPES A & B



YELLOWKNIFE RIVER RESORT
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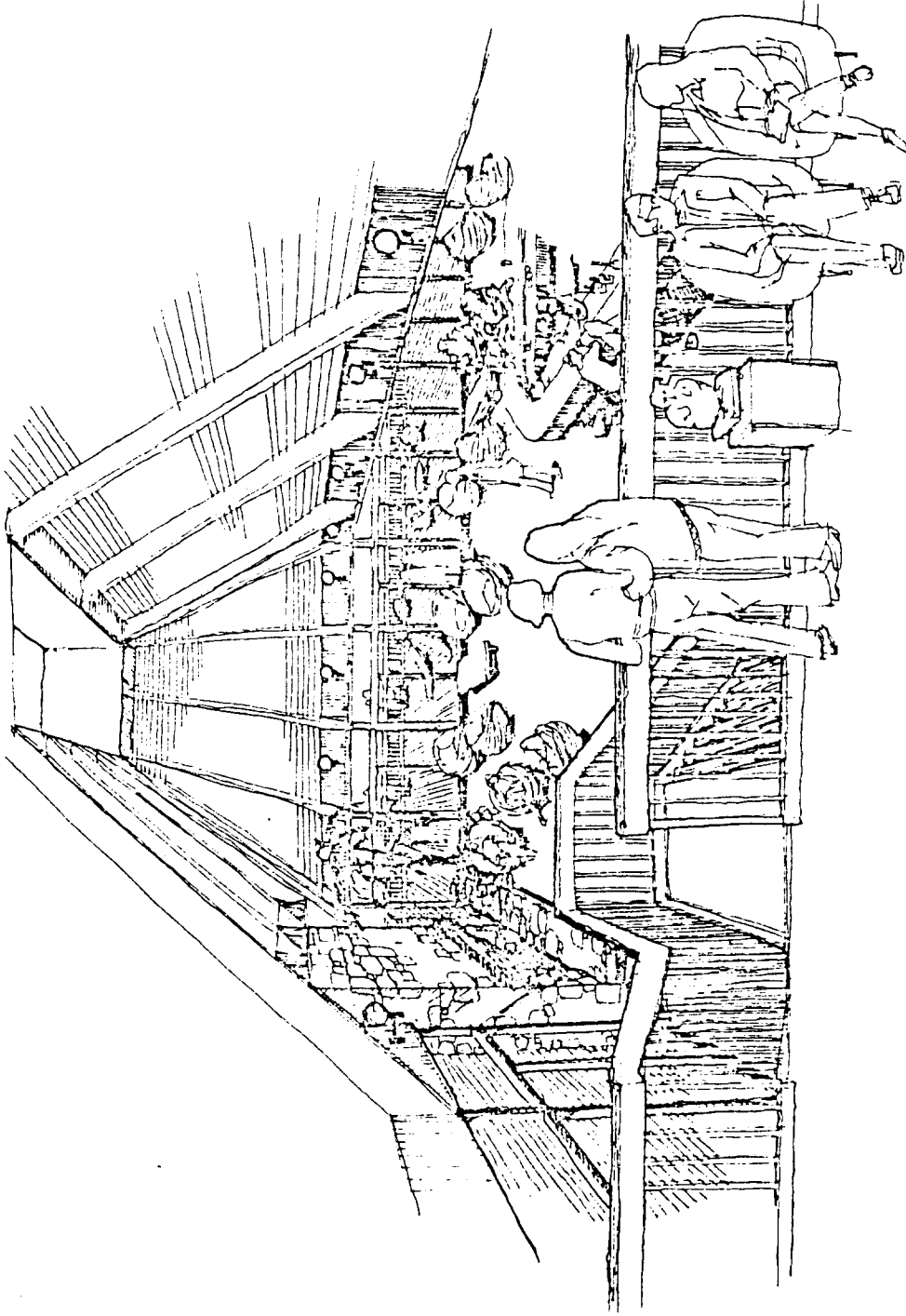
SUITE TYPE A

YELLOWKNIFE RIVER RESORT
FOR BATHURST INLET LODGE YELLOWKNIFE N.W.T.



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LOUNGE



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**BATHURST INLET LODGE**

1 Boffa Drive, Box 820, Yellowknife, N.W.T. X0E 1H0

Phone 403-873-2595 Telex 037-4-5564

February 11, 1982

The Chairman,
City Development Committee,
City of Yellowknife,
Yellowknife, NWT.

Dear Sir:

Re: Resort Facility - Yellowknife River

Attached is supporting documentation for the establishment of a resort hotel on the Yellowknife River.

The applicants are long-time northern residents who own and operate Fred H. Ross & Associates Ltd. and Bathurst Inlet Developments Ltd., with operations at Cambridge Bay, Bathurst Inlet and Sachs Harbour, N.W.T. Our head office and principal's residences are in Yellowknife.

Before detailed planning can commence, we require agreement from the city that the land on the east bank of the Yellowknife River between the city water intake and the bridge would be made available to us for lease or purchase. The site previously housed a minimum security correctional camp and is now abandoned. It is expected that your approval would be conditional on our meeting your construction and environmental standards.

We think it important that the area be protected now, as all-terrain vehicles and tree cutters are rapidly reducing the attractiveness of the site.

Your early attention would be appreciated.

Yours sincerely,

Attach.

Glenn B. Warner

RESORT FACILITY - YELLOWKNIFE RIVER

Developers - Bathurst Inlet Developments Ltd. &
Fred H. Ross & Associates Ltd.

INTRODUCTION

The recent Priorities North study on the future economic prospects of Yellowknife clearly shows possibilities for expansion in the tourism sector. The report estimates that as many as 80% of the visitors to the NWT are business travellers, with many of these people going to Yellowknife. The report identified prospects for growth in tourism as directly related to the development of the oil and gas and mining industries in the NWT.

With such a high proportion of our visitors falling into the "business" category, it seems obvious that a market exists for the leisure visitors, be they visiting friends and relatives, people stopping off in Yellowknife en route to a fishing lodge, or people coming specifically to Yellowknife.

Although one of our objectives would be to provide additional facilities for a growing business/government market, a higher priority objective would be to develop a larger leisure travel market in the Yellowknife area. Not only would we be attempting to increase the number of "new" visitors to Yellowknife, but we would also encourage more and longer stopovers for those people who are passing through as part of a tour, or who are enroute to a ^{tourist} fishing lodge.

The Government of the Northwest Territories has recently stated that its primary objective in tourism development, is the encouragement of community based tourism...that is visitors to communities, or visitors who use the community as the base or starting point for their trip. Our proposed resort would definitely support the concept of community based tourism and would assist in the efforts of local businesses and organizations of ensuring that tourism benefits the economy of the NWT in general, and of Yellowknife in particular. ✓

SOME PROJECTED BENEFITS

1. Local Employment

This establishment could provide year round jobs for up to 2 dozen people, and could provide an even larger number of part time jobs during the summer season. Local hiring will be a priority. ✓

2. Multiplier Effect

Since the lodge would be attracting new people to town, and people on a year round basis, other local businesses will benefit in sales to visitors, increased purchases of goods and services by the lodge itself, and respending of earnings locally by lodge employees. Quite conservatively, it could be estimated that the Yellowknife multiplier could be in the neighbourhood of three, which means that for every dollar spent directly at the lodge, another three dollars in spending is generated in the community. This spending would in turn cover a wide range of private sector businesses, from the local retailer, to the service businesses in the city. ✓

3. Exposure for Yellowknife

Since the proposed resort would be involved in a fairly extensive marketing program in many geographic locations, this resort could assist in getting the Yellowknife story across to a much larger number of people than is now possible. It will not become the "Banff of the North" overnight, but this type of facility could certainly assist with the development of Yellowknife as a highly regarded destination area. ✓

4. Lengthening Tourism Season

The tourism season in Yellowknife is currently very short. About 90% of leisure travellers are here during the three month summer season. By developing and providing a range of activities and services, we would encourage visitors to come to Yellowknife at all times of the year. Also by encouraging "add ons" to existing business markets, we would hope to keep more people here for a longer period of time.

5. Prospective Residents

The addition of this facility to Yellowknife could serve as yet another attraction for prospective residents to the city. As we well know, Calgary uses proximity to Banff as a selling point when recruiting new employees west. The availability of a first class resort in the city, could add to the image of Yellowknife as a capital city, and would add to the diversity of the offerings of the city to newcomers.

6. Northern Ownership/Operation

As a long established northern operator, we feel we recognize the concerns of the north, and naturally would operate our establishment to the benefit of the north and northerners. We expect our staff would live in Yellowknife, and of necessity many would be well trained in local history and environmental concerns. These people will be a definite asset to the community and an additional resource.

7. Increased Revenue to the City

Since our proposed site is within the city boundaries, we would naturally be a responsible tax payer in Yellowknife adding to the tax base of the city.

THE FACILITY AND WHAT IT COVERS

We plan a first class facility to be located on the banks of the Yellowknife River, within the city limits. At this point we are in the initial planning stage, but have established that all the buildings, etc. must blend with the local environment and be tastefully completed.

The exact size and services will be determined once the market feasibility and cost/benefit studies have been completed. Our present thinking is for a one hundred bed unit with full dining and meeting facilities.

In our preliminary planning, following are some considerations:

- naturalist trails, with experienced resident naturalists to provide tours and information
- historical theming, with special historical tours, including Franklin expedition, history of Yellowknife, etc. short dog team trips *etc.*
- first class facilities with quality cuisine, and other special services, including a northern library for guests ✓
- guest service that stresses northern hospitality
- well trained staff who will make the experience at this resort, hence the experience in Yellowknife, one to remember
- complimentary transportation service to ensure that guests GIANT? can get into town to take advantage of local events, ✓ shopping, etc.
- connections arranged for other city and regional tours, ✓ e.g. city tours, Ingraham Trail tours, boat tours, fly-in fishing, Wood Buffalo Park, etc.

THE NEED FOR RESORT FACILITY

The hotels in Yellowknife are currently operating at fairly high occupancy rate. The Priorities North study indicates that there will be a need for additional rooms in the community, to service the projected increase in visitors if only in business and government traffic. ✓

In addition, there does not exist in Yellowknife or indeed anywhere in the Territories at this time, a full service, year round resort hotel, to attract a special variety or leisure traveller.

In our opinion, the addition of such a facility would have no negative effects on the established hotels, since they are already operating at a high capacity and will continue to attract the people who want or need to be downtown. Also, it is not likely that Yellowknife could meet the projected demand for facilities without some major expansions. ✓

In actual fact, we feel our facility could benefit existing operations since it is likely that while in town, whether on business or sightseeing, guests from our facility would likely use some of the lounge/dining services offered at the existing establishments.

MARKET POTENTIAL - IN BRIEF

In our preliminary planning we have initially identified four potential markets.

I. Business Travellers

To some degree we would expect to get a proportion of the increased business traveller market to Yellowknife, although we see as our main market here, the ability to extend the stay of the business traveller...we would do this by encouraging him/her to stay an extra day or two to enjoy a dog team ride, or a weekend of cross country skiing. The facility would also encourage business travellers to bring family and friends to Yellowknife.

II. Conferences/Conventions

We plan to offer complete conference facilities to encourage more conferences to come to Yellowknife. As part of our marketing program, we would actively pursue conferences... and in most cases these would be conferences which are not currently holding their meetings in the city. In addition, with our planned activities we feel that we could provide a needed facility to assist local organizations in luring major events to the city such as winter games, cross country ski championships, etc. This facility would enhance the city's application for the 1984 Arctic Winter Games.

III. Leisure Travellers

In the leisure market, we have identified a number of possible sub markets:

a) New Visitors

We would plan Yellowknife-based packages, to promote "destination" travel to the lodge. We feel that with

.../2

seasonal packages, we could attract many people to the NWT who are looking for an "experiential" vacation which provides them with a better understanding of the north, its history, its natural resources, its culture and its people. Although summer would continue as the high season, we feel there is good potential to attract visitors in other seasons as well.

b) Existing Visitors

In this market, we would aim to add a few days to the stay of people who are already coming to the NWT by encouraging stopovers in Yellowknife, possibly en route to other lodges, by encouraging trip extension for people coming for other reasons, be they business or pleasure, and by encouraging highway travellers to spend extra time in Yellowknife.

IV. Local Market

At present there are limited year-round facilities catering to the local market. We would see a portion of our market as local residents, who wish to dine out in a different facility, want to spend a cross country ski weekend at a resort, or want to hold a staff conference near the city.

Since the population of Yellowknife is projected to grow by close to 5,000 people in the upcoming decade, we feel that there would be a growing local market for the type of experiences we plan to offer.

SUMMARY CONCLUSIONS

1. Provide a "prestige" addition to compliment existing city facilities. ✓
2. Encourage and develop an increase in tourism in the area, with related positive effects on the local economy. ✓
3. Provide an additional facility for use of local residents. ✓
4. Expand types of guest activities, particularly outdoor activities, provided in the area. ✓
5. Encourage appreciation of environmental and historical resources of the north in general and Yellowknife in particular. ✓ 3
6. Assist local organizations in the expansion of community based tourism programs. ✓
7. Establish a preliminary step in Yellowknife's active pursual of year round tourism. ✓



Travel Industry Association of the Northwest Territories
Box 506, Yellowknife, N.W.T. X0E 1H0 / Telephone (403)873-2122

February 16, 1982

Mr. Glenn Warner
Bathurst Inlet Lodge
Box 820
Yellowknife, N.W.T.

Dear Mr. Warner,

Having just read your proposal for a hotel-resort on the Yellowknife River, I am left with a sense of excitement. It is indeed the most imaginative and innovative tourism idea in the N.W.T. to date. At last, we in the N.W.T. will have the opportunity to have a type of resort which will meet international standards of quality and concept.

May I at this time extend an offer of any assistance that we at the T.I.A. can give you, now or in the future, since our association is in full support of your proposal.

Yours sincerely,

Enrique Noguera
General Manager
TIA/NWT

EN/dk

Reminders

Just a little note to remind all T.I.A. members that the office has just received some Tilden stickers that are replacing the blue cards. If your card is expiring this year, please ask for one of the stickers. It can be affixed to your favourite credit card. The blue card plan enables T.I.A. members to have up to a 20% reduction on car rentals anywhere in Canada, and in affiliate companies in Europe and the U.S.A.

We would also like to remind those who are in the travel industry, that Leipsic Insurance Inc. of Winnipeg has a specially tailored insurance package for all T.I.A. members. Further information can be obtained from the T.I.A. office.

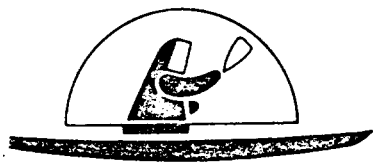
Yellowknife River Resort

There's more here than meets the eye. The proposed year-round resort facility presented to the Yellowknife City Council by developers Bathurst Inlet Lodge and Fred H. Ross & Associates Ltd., hopes to put Yellowknife and the Northwest Territories on the map as a truly satisfying winter and summer holiday destination.

The proposed plans will offer a first-class facility for Yellowknife residents, tourists and business people visiting the North. The owners plan to offer an exciting, extensive leisure-oriented package,

providing naturalist trails, an historical opportunity to retrace Franklin's August 1820 voyage to the Arctic, starting on the Yellowknife River, dog team trips, etc. Well trained staff will provide guest services that stress northern hospitality.

The lodge will fill the need for facilities to meet the demand of the increasing tourism market and support the Territorial Government's objective to encourage community based tourism, ensuring benefits to the economy of the NWT in general and Yellowknife in particular.



March, 1982

Published by

**Travel Industry Association
of the Northwest Territories**
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YELLOWKNIFE RIVER RESORT

