

Arctic Coast Tourism Plan
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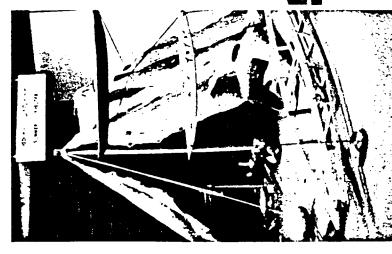
Prepared by: Outcrop Ltd. The DPA Group Inc. Maclaren Plansearch



Tourism Plan Arctic Coast

summary report

ntroduction



camps and lodges, most residents attractive Arctic destinations for a hunters, naturalists and canoeists. of the region are not familiar with seeking wilderness/adventure and could be one of the world's most now attracts about 1300 tourists cultural experiences. The region Since they stay mainly at a few The Arctic Coast Tourist Zone growing number of travellers tourism and very few tourist activities are available in the each year, mostly anglers, communities

for the development of tourism in Implementation Plan has been prepared to establish guidelines Development Strategy and The Arctic Coast Tourism the region.

whether or not they could make

looked at how much each of

these projects would cost,

money for the operator if the

project was undertaken by a



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The tourism study started in April example, if there are a lot of char in the region, are there fishermen sultants looked at who would be interested in these resources. For develop a complete list of all the munities to discuss tourism and also looked at who was coming consultants visited all the comaround each community. They resources in the area, the conresources and facilities in and phases. In the first phase the to visit in the region now. In Phase 2, with a listing of the 1984 and took place in three

In the final phase, the consultants and activities for the region. They outlined over 50 possible projects the region.



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accomplished to attract tourists to the region and increase income in phase. The consultants also comwho want to go char fishing and These are projects which can be can they afford to come to the A theme, "Arctic Coast" was chosen for the region in this pleted a list of development opportunities for the region. Arctic Coast?

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private business, and what the total effect of these projects would be on the economy of the region.

The tourism plan states that there are three main priorities if tourism is to proceed in the area. They are:

- development of tourism awareness in the communities and training of community people in tourism
- development of a range of tourism products in the region
- development of methods to sell the products in the south.



What Can The Arctic Coast Zone Offer Tourists?

Tourism in the Arctic Coast has natural resources, historic resources, human resources and facilities and services as its base.

Natural Resources

Natural resources are the most important attraction of the region. Tourists are drawn by the abundance of Arctic char and trout, caribou and muskox, many bird species, sea mammals. The Arctic landscape also attracts visitors as do the famous rivers such as the Coppermine, the Burnside, the Back. As one of the three oceans making up the Canadian coast,

the Arctic Ocean also has much appeal and can draw visitors to the area.

Historic Resources

The Pre Dorset, Dorset and Thule culture, as well as the current Inuit culture and lifestyle and the historic landmarks around the region offer opportunities for tourism development. The search for the Northwest Passage and the history of the early explorers can attract today's explorers to the region.

Human Resources

The unemployment rate of the people of the Arctic Coast is quite high. It could get higher as the population of the region increases and hunting and trap-

ping activity decreases. Interest in tourism is growing in the region and although extensive training is required, there are many people who could be involved and benefit from tourism.

Tourist Facilities and Services

There are few tourist facilities and services in the region. Although there are several lodges and all communities have a small hotel, there are few outfitters or tour operators. Facilities are limited because there have been few tourists to the region in the past, there has not been much interest in tourism in some communities, and a zone tourism organization did not exist four years ago.

Tourists are drawn to a region for



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more than just the scenery or the cultural or historic attractions. They want to participate in activities and have certain types of experiences. In the Arctic Coast there is a chance to offer activities which are landbased . . . hiking, nature tours, visiting historic sites; waterbased . . . fishing, boating, canoeing, rafting; ice-based . . . dog sled trips, snowmobiles touring; and community-based. Each community in the Arctic Coast region has some activities in each area which could be developed.

At the same time Arctic Coast residents have to be aware of the fact that there are other areas in the Northwest Territories, in Alaska and in Greenland which



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are developing packages of interest to people who want a wilderness adventure. In order to compete with these other destinations, Arctic Coast experiences must be very good, and must offer something that is totally different. For example, historic tours can be offered in many locations. but only in the Arctic Coast can the tour follow the explorers of the Northwest Passage. That makes the historic trip totally different from one offered in another Arctic location.

The people who would be attracted to the Arctic Coast are divided into two main groups:



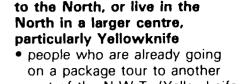
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People who already have a strong interest in what is available in the Arctic Coast tourist zone

- naturalist and conservation groups who are interested in the birds, wildlife, flowers and sea mammals of the area.
- people with strong interest in history (particularly the Northwest Passage) and culture.
- people who are canoeing/ rafting enthusiasts and want to try some of the world's more famous rivers.

and



People who are already coming

- part of the N.W.T. (Yellowknife for example) who could take a short trip into the Arctic Coast zone.
- people who are already coming. north to canoe the Coppermine or visit Bathurst Inlet might be encouraged to extend their stay and see another part of the region, or come back the following year to see another part of the region.
- business and government travellers who come to Yellowknife or to larger N.W.T. centres or to Yukon, could be

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encouraged to take a side trip to the Arctic Coast.

- make a trip to the Arctic Coast Inuvik, could be encouraged to friends and relatives who are particularly since it is very
 - residents of Yellowknife who not seen the Arctic coast or highway to Yellowknife or take a trip to the region. travellers coming up the small Inuit communities.
- have lived in the city, but have visiting people in Yellowknife or Inuvik, could be encouraged to accessible to Yellowknife.

Coppermine Gjoa Haven Spence Bay Holman

Tourism planning for the Arctic

River and Arctic Arts and crafts nterpretation Inuit lifestyle Coppermine Cambridge Bay Arctic char Northwest Big game Passage Nature hunting fishing Coast Pelly Bay Bathurst Inlet/Bay Chimo

facilities should be used. Most are seldom full, and only where there

3 Wherever possible existing

are no facilities, or the facilities

number of visitors, should they

be developed or expanded

are too small for the potential

considerations which guided the When putting together the plan, there were a number of main planners. They are:

4 Activities should be developed

community based tourism, so the 1 The plan should emphasize

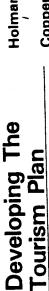
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often the hotels are very busy in

Arctic Coast in spring and early

fall, as well as summer. Quite

which will bring people to the



2 There should be gradual, phas-

benefits of tourism would go to

the people.

ed development to allow people time to gain the necessary skills

to become part of this

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culture. The consultants looked at and 1300 km of coastline has only planning zone. In each communmunity has its own character as This huge area of barrenground ity a theme was selected. They seven communities. Each comeach community as a separate Coast requires careful thought result of its location and its



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the summer, but not busy in the spring. Also, there is potential for many activities such as dog team trips or snowmobile trips in the spring.

5 There should be involvement of the public in the tourism development process. Communities or individuals who want to develop tourism and are prepared to move ahead should be encouraged, while communities which are not actively seeking tourism should be allowed to set their own pace for developing tourism.

6 There are not a lot of people who can afford or are interested in the types of vacation offered in the Arctic Coast. Rather than attempting to sell the area to

everyone, the selling methods should pick groups who are known to be interested in the types of travel experiences that can be offered in the Arctic Coast.

7 Projects which proceed should be tied into the general theme of the zone. By having all projects tie into the theme individually, it increases the strength of the theme when attempting to sell the various products of the region.

Other considerations when developing the plan were that projects should be low risk projects, are projects which can be combined with other projects to form tour packages and that

tourism skills and awareness should be developed while maintaining traditional lifestyles.

Problems and Suggested Solutions

There are a number of problems to be dealt with in developing tourism in the Arctic Coast Tourist Zone.



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High cost of travel to and within the region

As residents and visitors know, it is very expensive to travel or stay in the region. The main way around this is to promote package tours, which allow for some reduction in costs to the individual. At the same time, these packages should be sold to higher income people and people with a special interest in the area.

Lack of tourism knowledge and skills in the area

To develop these skills so the local people can take part in tourism, training programs should be started immediately in each community. There should be training in developing tourism products, selling these products



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and operating the facilities and attractions. As well there should be awareness and hospitality training.

Few people in the south are aware of what is available in the Arctic Coast

A strong marketing program should be developed immediately. It should reach pacakge tour wholesalers and retailers, telling them what is currently available in the region. It should establish wholesalers to sell selected products, and it should reach those specific markets of people who will be interested in the products such as naturalists, or fishermen.



Priorities

Community Awareness and Training

In order to have any tourism development, training is a must. Training programs should start immediately. They should be the responsibility of ACTA and various government departments. They are needed to establish the expertise and skills to develop a quality product, to ensure that the product can compete with others in the marketplace, and to gain the confidence of the travel industry in the south, who want to know that there are trained people looking after the Northern end of a package tour.

A community host/facilitator should be trained in each community, and the zone manager should be given special training with emphasis on marketing. As well, training should be one part of each development project in the Arctic Coast plan.

Product and Project Development

A number of projects are listed on the next page. They reflect the natural and cultural resources of the community. Presently there are very few products offered in the Arctic Coast zone. A naturalist package, some fishing packages, hunting packages at Holman and some canoeing packages are the only products now offered. These products can

be sold as packages on their own, but there are also other possibilities, which when combined into a package could produce a good travel product. As well existing products could be expanded to add new components and extend the stay of the visitor by a day or two.

Marketing

Virtually all of the marketing should be focussed on package tours. Initially it should be attempting to increase sales of existing packages, and as new products or tour packages are developed, the marketing efforts should include them as well. In the marketing or selling area, there are several priority considerations as follows:

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- the Arctic Coast products should be matched to the people who want those products. For example, with the char fishing product, the marketing effort should be directed at fishermen who are known to take high cost fishing vacations. And naturalist packages should be aimed at specific naturalist organizations.
- the industry, including the airlines, the wholesalers, the tour operators, should play an important role in promoting the region
- all promotional materials should be built around the main theme of the "Arctic Coast"

Proposed . Development Opportunities	Development Opportunities
Holman	a Arts & Craft Studio/Workshop b Inuit Cultural Museum & Northern Lifestyle or "Learner Centre" c Nature/fishing tours to Minto Inlet d Thule Village reconstruction e Expanded big game hunts
Coppermine	a Coppermine Area Interpretive Exhibit b Arctic Coastal tours c Coppermine River & Community tours d Excursions to Tree/Richardson Rivers e Hudson's Bay Interpretive Exhibit and tours to Bernard Harbour f Upgrade Coppermine Inn plus seasonal accommodation

Cambridge Bay a Reopen unused Char Lake Lodge b Community-based fishing excursions

c Restore stone church and "Maud"

d Community Interpretive displays and tours e Tours to Mount Pelly

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Gjoa Haven

a Northwest Passage Exhibit and tours on King William Island
b Amundsen Memorial and replica of the "Gjoa"
c Gradual acquisition of the Chantrey Inlet Lodge
d Community tours and entertainment

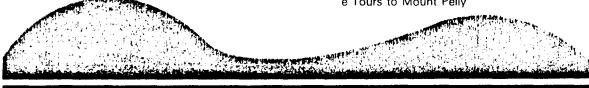
Spence Bay
a Arts & Craft Studio/Workshop
b Boothia Peninsula nature and archaeological tours
c Fishing and hunting trips
d Old Fort Ross and Thule Village restoration
e Christmas Arctic festival

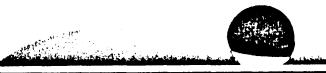
Pelly Bay

a Restoration of stone church and musem
b Inuit Cultural Centre and workshops
c Community tours and entertainment

Bathurst Inlet a Bathurst Inlet Lodge Expansion b Bathurst Inlet National Park Investigation

Source: Volume 1





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How Much Will Tourism Development Cost?

A great deal of money will be required to put the tourism plan into action. In total, to implement all the projects listed in the plan, the price tag would be \$12.5 million over a 10-year period from 1985/86 to 1995/96.

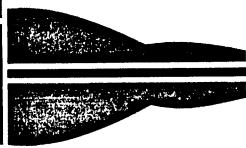
To ensure that the plan goes forward, there should be some kind of informal agreement between the Arctic Coast Tourist Association and the territorial and federal government departments who control the funding programs. This agreement would be some type of commitment by all three groups to the plan. With this type of arrangement in place, funding sources will be more aware of the

total tourism plan, and will be able to assess each project both on its own merits, and as part of the plan.

The funding required, would not only be in government grants, but would also include loans from government loan funds. Since there is very little capital in the region, it is unlikely that many private operators would have suf-

ficient capital, nor would most be able to obtain it from the banks at this point in their development. Close to \$5 million of the total amount required to implement the plan is for private operators to start or expand tourist business.

The EDA and its possible successor the Tourism Subsidiary Agreement could be a major source of funds for tourism development. Special ARDA and the GNWT loan funds (Eskimo Loan Fund and the Small Business Loan Fund) could finance many of the private sector projects. As was stated before, each project would have to be assessed individually to see if it is eligible for funding.





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Where Does It All Start

'The projects to be started in the first 12 months should be mainly ones that use existing facilities, have relatively low costs, are quite easy to implement, support the "Arctic Coast" theme, are linked to other projects to be developed later, have strong support from the community and are needed now if other parts of the tourism plan are to be put in place.

Training for community hosts/ co-ordinators and the ACTA zone manager should be started in the early months of the plan. This would allow the community hosts to start work in their communities developing tourism awareness and community tours where none exist.

The Arctic Coast's contribution to Expo 86 should also be an early consideration, as should the upgrading of the Spence Bay hotel.

Other projects in the plan are:

- Northwest Passage exhibit and coastal tours
- Boothia Peninsula tours out of Spence Bay
- More tours developed around smaller projects in Cambridge Bay
- One to three day packages to Coppermine from Yellowknife/ Inuvik
- Big game hunting and spring experience packages in Holman

These projects could be tested in 1986 and could be ready for full promotion and implementation in 1987.

At the same time, existing operators who are already bringing people into the area should receive priority consideration for expansion programs. If an operator is already successful, and has knowledge of the tourism market, this person or business should be assisted, if they can attract more visitors by expanding their facilities.

In the plan it is suggested that all community hosts are trained and placed in communities at the same time. Another way to handle this training program would be to train two hosts in the first six months and place them in two communities... one in the eastern part of the region and one in the western part of the region. These could be part time positions until the number of visitors and the host's workload expands. This would allow ACTA and the government to test the concept before trying it out in all the communities of the zone.



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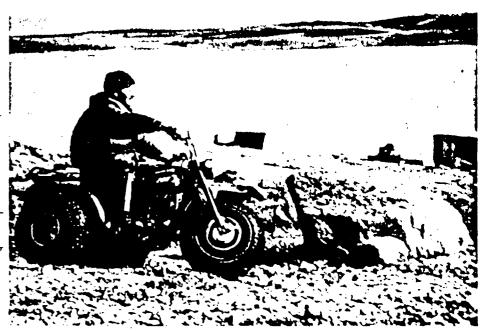
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Benefits To The Region

and a basic business sector could established, more part time and règion, new businesses will be more income will be generated be in place, where little or no full time jobs will be created, By developing tourism in the business exists today.

three volume report. If you would

like to review the complete plan,

or would like to examine the

for your community, contact the

Arctic Coast Tourist Association

office, or the Hamlet office in

your community.

details of the projects suggested

This is only a brief summary of a

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For More

increase awareness of the region plan could improve management In addition to jobs and income, implementation of the tourism and business skills, and could among its residents.

Arctic Coast Tourist

Association P.O. Box 91

Cambridge Bay, N.W.T. X0E 0C0

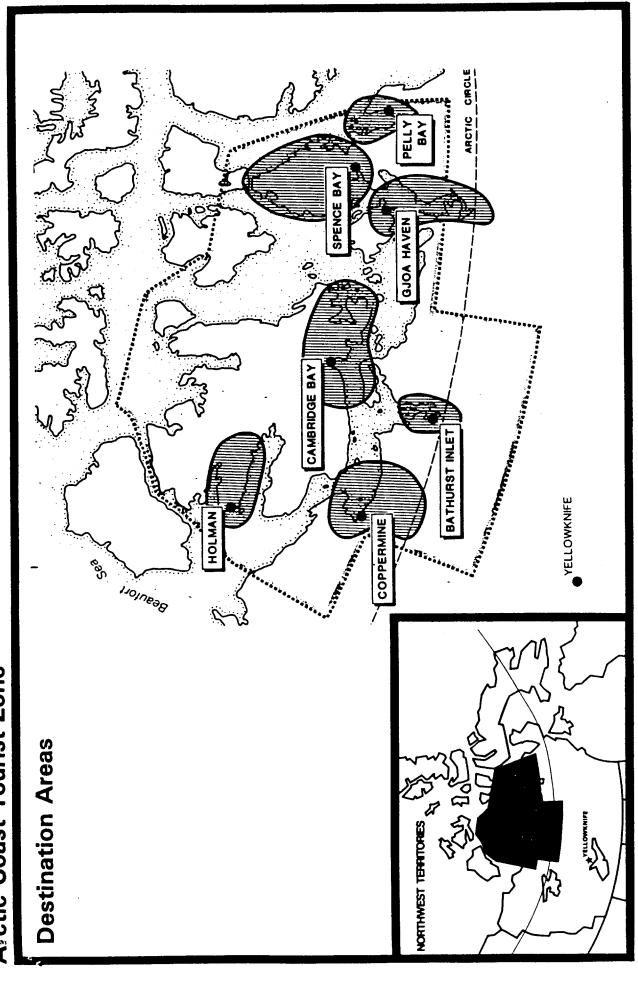
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Arctic Coast Tourist Association

Cambridge Bay, N.W.T. X0E 0C0 P.O. Box 91



Arctic Coast Tourist Zone