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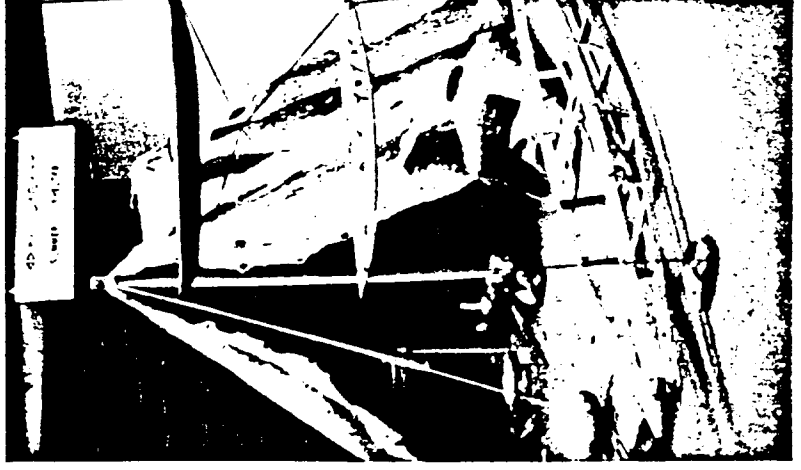
Sector: Tourism  
11-30-21  
Plans/Strategies



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# Arctic Coast Tourism Plan summary report

## Introduction

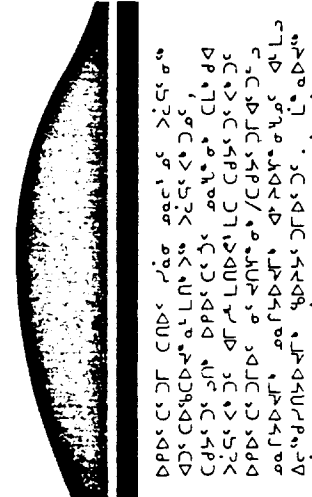


## ארה"ק ו'כ"ג קנדה ו'ישראל ג'ה"ש ו'תשס"ג ל"א ו'תשס"ג ה"א ו'תשס"ג ה"א ו'תשס"ג ה"א ו'תשס"ג ה"א ו'תשס"ג

## א"א ו'תשס"ג

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

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



הפיקסציה הישראלית והקנדיית הינה אחת מן הפיקסציות החשובות בעולם. היא נחשבת לאחד מן המיני המועדפים ביותר בקרב תיירים מכל העולם. הפיקסציה הישראלית והקנדיית נחשבת לאחד מן המיני המועדפים ביותר בקרב תיירים מכל העולם.

הפיקסציה הישראלית והקנדיית נחשבת לאחד מן המיני המועדפים ביותר בקרב תיירים מכל העולם. היא נחשבת לאחד מן המיני המועדפים ביותר בקרב תיירים מכל העולם.

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



אשר יצא מהמחקר הישראלית והקנדיית הינה אחת מן הפיקסציות החשובות בעולם. היא נחשבת לאחד מן המיני המועדפים ביותר בקרב תיירים מכל העולם. הפיקסציה הישראלית והקנדיית נחשבת לאחד מן המיני המועדפים ביותר בקרב תיירים מכל העולם.

who want to go char fishing and can they afford to come to the Arctic Coast?

A theme, "Arctic Coast" was chosen for the region in this phase. The consultants also completed a list of development opportunities for the region. These are projects which can be accomplished to attract tourists to the region and increase income in the region.

In the final phase, the consultants outlined over 50 possible projects and activities for the region. They looked at how much each of these projects would cost, whether or not they could make money for the operator if the project was undertaken by a



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# Developing The Tourism Plan

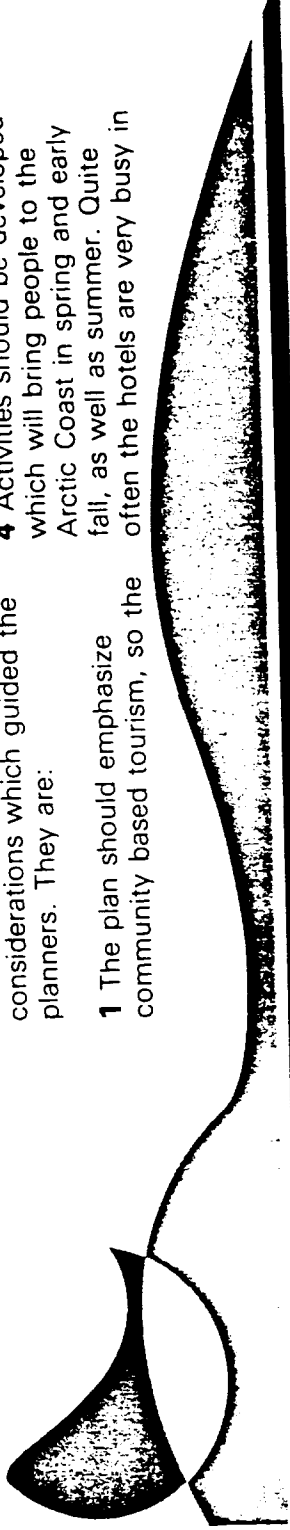
Tourism planning for the Arctic Coast requires careful thought. This huge area of barren ground and 1300 km of coastline has only seven communities. Each community has its own character as a result of its location and its culture. The consultants looked at each community as a separate planning zone. In each community a theme was selected. They are:

- Holman** Big game hunting
- Coppermine** Coppermine River and Arctic Coast
- Cambridge Bay** Arctic char fishing
- Gjoa Haven** Northwest Passage
- Spence Bay** Arts and crafts
- Pelly Bay** Inuit lifestyle
- Bathurst Inlet/Bay Chimo** Nature Interpretation

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

- 1 The plan should emphasize community based tourism, so the

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



benefits of tourism would go to the people.

2 There should be gradual, phased development to allow people time to gain the necessary skills to become part of this development.

3 Wherever possible existing facilities should be used. Most are seldom full, and only where there are no facilities, or the facilities are too small for the potential number of visitors, should they be developed or expanded.

4 Activities should be developed which will bring people to the Arctic Coast in spring and early fall, as well as summer. Quite often the hotels are very busy in

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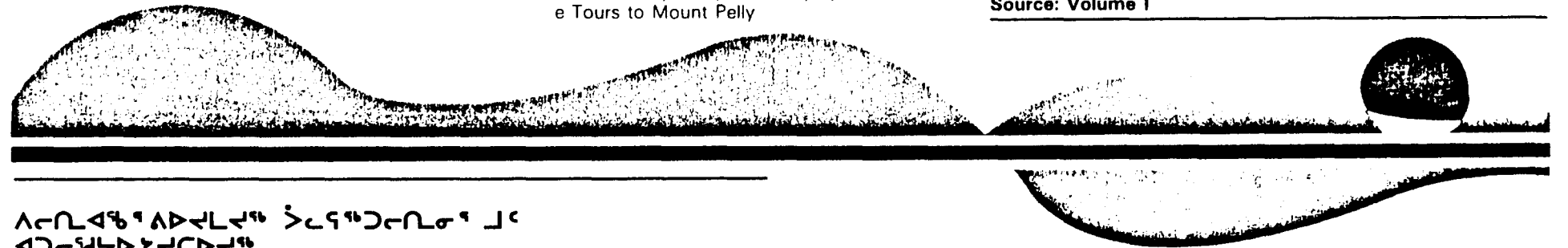


- the Arctic Coast products should be matched to the people who want those products. For example, with the char fishing product, the marketing effort should be directed at fishermen who are known to take high cost fishing vacations. And naturalist packages should be aimed at specific naturalist organizations.
- 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
<b>Holman</b>	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
<b>Coppermine</b>	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
<b>Cambridge Bay</b>	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

<b>Gjoa Haven</b>	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
<b>Spence Bay</b>	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
<b>Pelly Bay</b>	a Restoration of stone church and museum b Inuit Cultural Centre and workshops c Community tours and entertainment
<b>Bathurst Inlet</b>	a Bathurst Inlet Lodge Expansion b Bathurst Inlet National Park Investigation

Source: Volume I



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# Arctic Coast Tourist Zone

## Destination Areas

