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***Northwest Passage Theme & Tourism
Marketing Strategy - Volume II - Coppermine
Catalogue Number: 11-30-7***

11-30-7

**“NORTHWEST PASSAGE THEME
AND
TOURISM MARKETING
STRATEGY”**

VOLUME II: COPPERMINE

MARCH 1995

Canada's

**NORTHWEST
PASSAGE**



Coppermine

VOLUME II: COPPERMINE

INTRODUCTION

This community document is one of a series produced as part of the "Northwest Passage Theme and Tourism Marketing Strategy Project". 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 Passaae” 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. **Marketina efforts to be focussed on established operators from targeted countries of Great Britian, Norway and Germanv.**
7. **Cooperative partnerships between communities, operators and the Department of Economic Development and Tourism will** encourage efficient use of resources.
8. **Priority** should be aiven 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 Passaae 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 (1. T. C.) formally **recoqnizes the hiah**

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** in the overall marketing of the Arctic Coast areas including those communities not directly on the Northwest Passage.

A) EXECUTIVE SUMMARY: COPPERMINE

Coppermine has been exposed for many years to tourism through fishermen, sports hunters and canoeists.

We suggest efforts be directed towards:

- Documenting the building and history behind the “Masons” monument, restore the monument site, erect signage and plan events around its upcoming 60th Anniversary in 1998.
- Expand day and overnight outfitting activities available to outpost camps and historic sites along the mainland coast and southern Victoria Island.
- Expand the Ikalukpiik Fishing Derby to be more attractive to southern markets.
- Restore the milage signpost on the beach.
- An Historic Society to be established with activities to include identification of historic buildings and sites.
- Design and build a community notice board.
- Support the further development of the Bloody Falls Park and trail
- In the longer term, plan for a “ecomusee” - most logically as part of existing facilities.
- Develop a small visitors centre/ mini-museum
- Establish a locally owned camp/lodge

B) FAVORABLE AND CONSTRAINING FACTORS EFFECTING COMMUNITY AND AREA TOURISM DEVELOPMENT

Favorable

At the end of the Coppermine River-popular for canoeists/rafters.

- Two hotels
- Frequent air connections by three airlines from Cambridge Bay and Yellowknife.
- Guides and Hunters and Trappers Assn. have eight years experience in hosting musk-ox, caribou and grizzly sport hunters and some fishermen/naturalists.
- A number of guides work in other outfitting operations (i.e. Plummers Tree River and sport hunting operations north of Yellowknife).
- A wealth of documented written and photographic history i.e.: the "Arctic Expedition", various papers, studies and private collections.
- Coppermine River is a national Heritage Site.
- Bloody Falls on the Coppermine River is 10 km from the community and is an historic site.
- Plans in progress for "Bloody Fall Territorial Park" and trail from the community to the Falls area.

Excellent community response to the

Constraining

- Minimal benefits from canoeists on the Coppermine River.
- No restaurant serving the public not staying at the Hotels.
- No charter plane based in Coppermine.
- Char run is very unpredictable making it difficult for fisherman to plan visits.
- Ongoing social problems such as alcohol abuse and vandalism can lead to difficulties in tour planning.
- Tourism is secondary to mineral and other business development.

Favorable:

study process and , the possibility of further tourism development.

- . Longer exposure to business than Eastern Kitikmeot communities.
 - . **A craft producers group is now active.**
 - . Guests from Plummers Lodges going to the Tree River on a DC-3 stop over at Coppermine 3 times a week in the summer.
 - . The fishing derby is becoming an annual event.
 - . The H.T.A. is eager to expand guiding and outfitting activities beyond sports hunts.
 - . Hamlet Council Chambers with historical artifacts, fur and local art is an attraction.
 - . A locally owned ocean-going freighter is available for charter use.
 - . An active group of young dancers who perform in traditional dress are based in Coppermine.
 - . Many known sites of ship wrecks are identified in the area including that of the Samuel Hearne, Nolsitik, Nigalik
 - . Rich history along the Coppermine Coast up the Coppermine and other coastal rivers, and on the southern coast of Victoria Island.
- Active outpost camps with outfitting

Favorable:

potential in the area.

- Film “Coppermine” combines stills and film footage.
- Abundant historical photographs and relics in private homes.
- 1998 is the 60th Anniversary of the “Masons” monument erected in 1938.

c) **PUBLIC CONSULTATION**

Mary Jane Anablack was our Community Liaison while Mona Tiktalik provided translation for the community meetings.

Over 60 people joined Mike Freeland and RTO Cheri Kemp-Kinnear for the public meeting, **while about twelve other individuals were interviewed on a one-on-one basis. A brief presentation was also made to the Hamlet Council.**

The following were the top 10 projects as identified by the community:

1. Trip to Outpost Camps
2. Set up Inuit owned lodges with displays
3. Copper Inuit exhibit
4. Annual (Ikalukpik) fishing derby
5. Training programs
6. Museum
7. Restaurant/coffee shop
8. Elders **centre** / visitor **centre** / museum combination
9. Restore mileage signpost on beach
10. 4-Wheel trips

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.

The community meetings in Coppermine seemed to stress **water-related** projects and some form of building for museum/tourism purposes. These have excellent possibilities for the NW Passage theme.

1.0 Restore mileage signpost marker

The original sign post was on the beach, **near the Geological Survey marker**, prior to the 1950s. Residents of **Coppermine** have expressed **an interest** in having a new marker put up, preferably a reproduction of the old one. Attractiveness and durability should be kept in mind.

This is a small project which emphasizes distances to well known national and international locations and the waterfront, both good for the NW Passage theme. This and other attractions should be promoted in any community or walking brochure.

Funding: Hamlet project.

2.0 Masons’ Monument

Many of the names on the Coppermine Masons’ monument situated in town are familiar to students of northern history and exploration. Of particular importance to the Northwest Passage theme is **Mountie Henry Larsen**, skipper of the **St. Roch**. Larsen was the first man to travel through the Northwest Passage in both directions and the first to circumnavigate North America. Others include: geologist **J.B. Tyrrell** (editor of **Samuel Hearne’s** diaries, and the man who discovered important coal beds and dinosaur remains near **Drumheller**, Alberta); bush pilot **Wop May** (pioneer of aerial search and rescue techniques, and World War 1 pilot); **A. Dudley Copeland** (a Chief Trader of the Hudson’s Bay Company, O. B.E.). The others named on the monument all made significant contributions to the development of mining, trading and justice in the north.

As **Robin McGrath** describes, in her community report: the **Ivanhoe** chapter of Masons in **Edmonton** might be interested in hearing about the monument and might be invited to do a little research on the men listed as participants. A small brochure including biographies could be made available as an information piece. The monument is small and is currently in good physical condition, but at some time in the future **Ivanhoe** might wish to fund restoration and yearly upkeep.

Funding: apply to Masons' for assistance or a cooperative Hamlet/Masons effort.

3.0 Bloody Falls Park

Bloody Falls has national significance as an historic site, and also offers excellent sightseeing (e.g., rapids/falls; views to arctic coast and pingos) and wildlife viewing (e.g., birds, caribou). It is also a good sport fishing area during the char run, as it is a traditional fishing area.

A report is currently being completed on the park by John Laird & Associates.

The use of the area by community residents is very high. Tourists using the park now are more often traveling down the Coppermine River, than coming from Coppermine out to the area. There is potential to increase the use of the park by both river travelers and tourists from town.

In terms of the NW Passage, the historic elements of the park are more significant than the wildlife, fishing, etc. There would need to be considerable research and information made available about this aspect of the park to stress the NW Passage theme.

A visitor centre/orientation facility in Coppermine may be part of the plan for the Park. This could be combined with other items the community and tourists would like (see below). Park and trail development and upgrade of the day use area and campsite is being addressed in the Laird Report.

Funding: Historic Sites and Monuments Board of Canada should be approached for funding assistance in researching the significance and development of the site.

· In Capital Plan for ED&T

4.0 Elder's Centre/Visitor Centre/Museum/Community Host Office/ Library/Copper Inuit Exhibit

Residents showed considerable interest in either a museum, visitor information centre, elder's centre, or some combination of these.

Having a combined building has advantages in terms of tourism. A combined building has more reason to be open year-round, and could thus serve business visitors and tourists who travel in the spring/ fall months, rather than just the summer. Tourists often want to find out more about the residents, how people live, meet "real" northerners, etc and a combined building would give more opportunity for tourists to meet residents. Combining resources allows for additional services being readily available to tourists. For example,

having elders at the centre could give the opportunity to hear a talk/demonstration done by the elders. A library may be part of the centre, allowing both visitors and residents access to local information.

Since this is potentially a significant tourism site for Coppermine, combining the Parks interpretation/orientation needs with the other tourism needs makes good economic sense. In the short term other developments as detailed should have priority.

Other aspects to consider in planning the centre include:

-in Feb '88 there was an enquiry about setting up a museum by two individuals (George Olenick and Chris McGann); there appears to be people still interested in this idea

-travelling exhibits have gone through Coppermine; traveling exhibit space could be included in this facility

-the NWT Archives have helped prepare a photo album for Coppermine; items such as this could be displayed, and be of interest to residents and tourists

-Inuit-owned lodges with displays was a popular idea; a museum/visitor centre/elder centre could have portable displays that went out to local lodges

Funding: some funding and in-kind professional services are available through the Community Museums Advisor, Prince of Wales Northern Heritage Centre.

Various other programmed of ECE, e.g., libraries programme, should be approached for possible cross-funding.

Historic Sites and Monuments may assist through further research on Bloody Falls.

5.0 Community Notice Board

This is a small project, but a good "lead-up" to a visitor centre project. Posting notices about outfitters, carnivals, recreation events, special guests in town, new books at the library, etc. will help keep tourists and residents up-to-date on community events.

Such notices would eventually be posted at a visitor centre/museum/elder centre complex.

Funding: Hamlet

6.0 Annual Ikalukpik Fishing Derby

The summer fishing derby occasionally attracts fishing enthusiasts beyond the community or the region. This event may be packaged with attractions in Coppermine and another

community and marketed to fishermen in Yellowknife, Edmonton and Calgary.

Optional short duration trips offered by the local outfitters could complement the Derby.

Funding: Hamlet and Economic Development and Tourism

7.0 Trips to Outpost Camps

Most participants at the workshop expressed interest in hosting visitors at summer camps situated along the mainland the southern Victoria Island coast and in the islands close to the community. This is a valuable service outfitters may provide, offering visitors a brief look at camp life and the opportunity to meet and experience some traditional aspects of Inuit life.

The opportunity may be an expansion for an existing **outfitter** or **potential** for a new operation.

Some Outpost Camps have potential to host visitors including sport fishermen, sport hunters, photographers, naturalists and historians.

Funding: Economic Development and Tourism and Regional Development Corporations

8.0 **Establish a locally-owned camp/lodge**

This development opportunity received the second highest number of votes at the local **meeting**. **There is an increasing number** of local guides who have worked at various hunting and fishing lodges and camps, and outfitted through the local Hunters and Trappers Association.

Al though there **is** a growing pool of trained and experienced guides, camp management and promotion, at least in the “short term” would likely need to be contracted out to experienced professionals.

Consideration may first be given to purchase of an existing operation whose guides are familiar with the operation as opposed to starting a totally new operation. Existing and operational fishing or hunting camps either in proximity to coppermine or operations at which residents have worked may be considered.

Additional market analysis must first be completed to ensure the desired market is obtainable.

Funding: Regional Development Corporation and Economic Development and Tourism

E) **IMPLEMENTATION AND TIME FRAME**

Tourism Development	Short Term Year One	Medium Term Years 2-3	Long Term Years 4-10
Restore mileage signpost on beach	x		
Signage/pamphlet of Mason's monument and anniversary plans	x		
Bloody Falls Park	x	x	x
Elders/Visitors Centre/Museum/ Community Host office with Copper Inuit Exhibits			x
Community notice boards	x		
Annual (Ikalukpik) fishing derby	x		
Trips to outpost camps		x	
Establish a locally owned camp/ lodge		x	x

F) APPENDIX

COPPERMINE: Existing facilities and services

Component	Name	Facilities/Services
Accommodation	Coppermine Inn *(recently renovated)	14 rooms 26 guests 2 motel units
	Enokhok Inn(new)	6 guests/3 rooms
Food/Beverage	Coppermine Inn	Dining Room(advance request only)
Attractions	Coppermine River Bloody Fall Tree River Co-op Craft Shop Barge arrival Qalli	16 km upstream East of Coppermine dolls, parkas, carvings early-mid August Cultural group activities
	Public (GNWT) facilities/ attractions	Coppermine Community Park
Services	The Northern Store Kugluktuk Co-operative Recreation Centre and Arena	Retail, grocery Retail, grocery
	Kugluktuk Angoniatit HTA and Webb Outfitting	various hunts including grizzly, muskox, cari- bou, wolf: Coppermine R. fishing; Boat trips dog team & snowmobile trips
	Amie's Arctic Tours	Fishing and cultural tours
	Coppermine HTA	meat, fishing and camping supplies
Air Service	Buffalo Airways	(freight only)

NWT Air

passengers and freight from
Yellowknife to Cambridge Bay

Ptarmigan
First Air

from Yellowknife
from Yellowknife/Cambridge
Bay

Festivals

Nattik Frolics

end of April

Coppermine: 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.

Development Opportunities for the Community.	# Votes
Trips to outpost camps (summer/winter)	19
Set up Inuit owned lodges with displays	16
Copper Inuit exhibit	13
Annual (Ikalukpik) fishing derby	13
Guiding and water safety program / local botany training, sports fishing, guide training	12
Museum	12
Restaurant/coffee shop	9
Elders centre / visitor centre / museum combination	8
Restore mileage signpost on beach	8
4-Wheel trips	8
Information centre	7
More boats and motors for tourists	7
Community notice board	6
Park and trail development	6
- Upgrade day use area and campsite	
- Bloody Falls park	
Summer students for hire	6
Excursions to Tree/Richardson Rivers	5
Community host/office	5
Elders centre/residence	5
Produce and sell Coppermine postcards	4
Communal carving shed and tools	4
Arctic theme display (airport)	3
Tour guides in traditional clothes	3
Operate a good park	3
Lower airFares	3
Stone and igloo building	2
Tours to Bloody Falls	2
Document old Inuit stories	2
Send information about Coppermine south	2
Better airports	2
Housing pamphlet/eventual reconstruction of contact-era house	2
Information/orientation display (Coppermine Inn and/or airport)	1
Archival photo display	1

Country foods on menus	1
Tourism/hospitality training	1
Set up traditional camps	1
Visitor orientation pamphlet (s) (e.g., general guide, housing, language)	1
Drum dances	1
Community group/business displays	1
Life jacket loan program	1

Partially restore schooner *Tudlik*
 Research and on-going documentation of local art
 Tent hostel -
 Coppermine cultural group (qalli) centre
 Community tours signs/markers (Inuinnaqtun
 and English) -
 Arctic tundra exhibit
 Coppermine tundra exploration guide
 Maintain and document boat in schoolyard
 Information display on boats
 Investigate dive-site possibility
 Botanical garden
 Advertising and research into flora
 Pamphlet/advertising of Mason's monument
 Marked dock as pick-up for tours
 Signage named after elders
 Written and photographic history of Inuit and non-Inuit
 who made substantial contributions to the area
 No development - **preserve** for future
 Better looking facilities
 Houseboat trips
 Hudson's Bay Company interpretive exhibit
 and tours to Bernard Harbour

<u>Coppermine</u>	<u>Development Opportunities for the Region</u>	<u>#Votes</u>
	Start up training	17
	On going training	17
	Arts and crafts	17
	Written and photographic history of both Inuit and non-Inuit who made substantial contributions to the area	15
	Airport displays	14
	Develop a workshop/seminar on the cruise ship market	11
	Document the history of each community and make available in printed form	11
	Youth workshop	11
	Produce four regional guides on:	9
	- Birds	
	- Plants and flowers	
	- Animals/mammals	
	- Minerals/fossils	
	Hotel displays	8
	Poster/map - history/information of the Kitikmeot	8
	Walking tour and interpretive trail guide for each community	8
	Plan - evaluation	6
	Take care of garbage	5
	Interpretive tour guide/host training	2
	Communication	2
	Catalogue archaeological and historic sites in each community	1
	Regional market research	1
	Develop an on-going listing of "tourism" resource people	1
	Land use and other resource research	
	Encourage development of alternative accommodation	
	Interpretive display comparing early English/Scandinavian methods of Arctic travel/exploration (i.e. Franklin, Peary, Frobisher) and traditional Inuit methods	