



Arctic Development
Library

***Baffin Regional Tourism Planning Project -
Technical Appendix
Author: Marshall Macklin Monaghan
Catalogue Number: 11-32-18***

11-32-18

BAFFIN REGIONAL TOURISM
PLANNING PROJECT

TECHNICAL APPENDIX

May, 1982
30-81129-L08

Prepared By:
MARSHALL MACKLIN MONAGHAN LIMITED

APPENDIX A

MARKET OVERVIEW

TABLE OF CONTENTS

	<u>PAGE NO.</u>
1. INTRODUCTION	1
2. GENERAL MARKETING BACKGROUND INFORMATION AND EXISTING MARKETS	2
2.1 Tourism and Travel Studies Reviewed	2
2.2 Summary of Market Background Data	11
3. GENERAL ATTITUDES TO TRAVEL ON BAFFIN ISLAND	13
4. EXPECTED SUCCESS OF PROPOSED TOURISM DEVELOPMENT SCENARIOS	17
4.1 General	17
4.2 Investigation of Tourism Development Proposals	17
4.2.1 Tour 1: Interpretive Boat Tour	17
4.2.2 Tour 2: Arctic Bay Cultural Program	19
4.2.3 Tour 3: Fish Camp	20
4.2.4 Tour 4: Dog Team Tour out of Igloolik	21
4.2.5 Tour 5: Christmas in Grise Fiord	23
4.2.6 Tour 6: Frobisher Bay to Lake Harbour	24
4.2.7 Tour 7: Inuit Art Trip	25
4.2.8 Tour 8: Toonik Tyme Tour	26
4.2.9 Tour 9: Historic Boat Trip	27
4.3 Summary and Priority Recommendations of Tourism Development Scenarios	28
5. SELECTED MARKETING DATA FROM "NORTHWEST TERRITORIES ECONOMIC DEVELOPMENT AND TOURISM FIVE YEAR MARKETING STRATEGY"	31
6. SUMMARY OF INTERVIEWS WITH TOUR OPERATORS AND WHOLESALERS	38

LIST OF TABLES

	<u>PAGE NO.</u>
2.1 Trends in Pleasure Traveller Visitation to Northwest Territories	5
4.1 Recommended Tours	29
5.1 Destination and Activities for Existing Markets	31

APPENDIX
MARKET OVERVIEW

1. INTRODUCTION

In accordance with the Terms of Reference, this Appendix contains the following:

- i) A review of readily available market source information and a synthesis of this information to provide a descriptive background for tourism in the **Baffin** Region.
- ii) The result of an interview program with major tour wholesalers currently noted as being actively involved in marketing tourist packages to the **Baffin** Region.
- iii) Interviews with the more relevant tour wholesalers to elicit their attitudes and comments to the proposed development scenarios.

For purposes of this section, it has been assumed that the background levels of tourism activity will not change as a result of the development scenarios discussed. This approach has been taken because capacities of the development proposals for each community are very limited and can be assumed to be in addition to tourist activities currently taking place because:

- i) it is expected that the proposed activities will be very selectively marketed to specified groups;
- ii) prices will be high and as such will attract a group somewhat different from the general tourist to the area.

2. GENERAL MARKETING BACKGROUND INFORMATION AND EXISTING MARKETS

2.1 Tourism and Travel Studies Reviewed

Generally, studies pertaining to travel in the north provide a disjointed picture because very few focus on the **Baffin** Region in particular. Most address the Northwest Territories (**NWT**) as a whole. The following market **studies should**, therefore, be judged as indicative of visitor activities in the area.

i) The Travel Industry in the Northwest Territories 1975¹⁾

This report, which was the eighth of its kind, makes an attempt to quantify the demand, supply and impact resulting from travel trade (aggregate demand from residents and non-residents, persons traveling on business and pleasure) in all of the Northwest Territories. Caution is advised in the use of the study because of possible inadequacies in respect to coverage and accuracy of the data. The study identifies the District of Mackenzie as the principal travel/tourist region. The highlights of the report include the following:

- o The number of non-resident leisure travelers entering the Territories in 1975 by highway was 11 900, some 3.9% fewer than in 1974 (Mackenzie Highway).
- o 74 500 air travelers entered the Territories in 1975, of which 9 200 (12.4%) were tourists. The total number of air travelers was estimated to be 3% fewer than in 1974. Edmonton, Winnipeg, and Montreal were the principal air gateways; Edmonton was the single most important, dispatching nearly 80% of the total. The decline in air traffic to the **NWT** in 1975 was attributed to the low levels of oil and gas exploration and development in the Mackenzie Delta/High Arctic Islands in 1975.

1) Department of Economic Development, Division of Tourism, G.N.W.T.

Nordair, which serves the eastern Arctic through Montreal, reported increased air travelers in 1975, 8 300 or 11.2% of the total 74 500 **NWT** air travellers, up significantly from 1974 and 1973.

Nordair initiated direct jet service to Hall Beach and Strathcona Sound in 1975. This new service contributed to traffic increases in the Eastern Arctic.

- 0 Accommodation surveys were conducted for lodges, hotels and motels, outfitters, and park and campground areas but were not segregated by geographical area so that visitor data could be somewhat **misleading** if applied to the **Baffin** Region.

The lodge survey, with 25 respondents, indicated that of the **nearly 3 500 guests** 79.2% were from the United States, 3.9% **NWT residents**, 16.4% from the rest of Canada and 0.5% from Overseas (Europe). Brochures, magazines, sports shows and newspapers in descending order were the most popular methods of promotion. The number of registered guests was estimated to have decreased by almost 19% from 1974 (based on a comparison of the lodges reporting in both years).

The hotel and motel survey, with 26 respondents, contrasted **sharply with** the lodge survey in several areas. Firstly, the distribution of the 160 000 guests was predominately Canadian - 30% **NWT** residents, 60% residents of other parts of Canada; 7.5% were from the USA and 2.5% from overseas. Secondly, the number of guests in 1975 was estimated to have increased by over 30% from 1974. Most of the guests (83.2%) were traveling for business reasons.

The outfitters survey, with 10 respondents and a small guest sample of 230, indicated that 43.0% were from the USA, 33.5% from **NWT**, 22.2% from the rest of Canada and 1.3% from overseas.

The park and campground survey only included data for public **campgrounds** in the Yellowknife area and is therefore of little benefit to this study.

Inclusive tour operators were also surveyed. Of the 13 respondents, in 1975, they noted that they had 1 512 guests on 106 tours. Only 15 tours (110 people) were in the Eastern Arctic. The total number of tour guests has fluctuated around the 1 500 person mark since 1972.

The study concludes that better information and promotion of the Territories is necessary before increased tourism can be expected.

ii) Tourism Development and Marketing Strategies¹⁾
for the Northwest Territories

This report notes that current tourist appeal of the **NWT** is very limited with business travelers representing 80% of the market. The pleasure market is restricted primarily to visiting friends and relatives, festivals, and package tour visitors. Only a very small percentage of visitors participate in outdoor activities such as hunting, canoeing, or climbing. This report also states that the western area of the Territories receives the largest number of visitors with the **Baffin** Area accounting for only 10% of the visitors. The western Arctic is, however, the area to experience the greatest growth in tourism.

The "rifle approach" to marketing is suggested and marketing efforts should be directed to those activities/experiences unique to the **NWT**. Promotion should be addressed to special interest groups, clubs, and agencies. Packaging should be the major marketing approach and all marketing activity should incorporate the Six Arctics. In the short term, the report states that priority should be given to experiences which can be offered in the non-summer months.

The types of specialized markets to which the **NWT** should have appeal include rock hounds, mountain climbers, photography buffs, bird watchers, biology clubs, arts and crafts guilds, canoeists, cultural groups.

1) Intrec Group Ltd., Outcrop Ltd., **Qaivvik** Ltd., May, 1980.

The report notes that **Pangnirtung** is the largest tourism centre in the **Baffin** Area because of its proximity to **Auyuittuq** National Park. Other communities, such as Pond Inlet and Arctic Bay, could develop as activity nodes similar to **Pangnirtun**. A large percentage of visitors go to **Frobisher** Bay on midnight tours while other major market groups are hikers and climbers to the National Park. The greatest number of non-resident visitors are traveling in the zone on business.

The report notes that the **total** number of visitors to the **NWT** increased by only 5% over the 1970 **figure** (although expenditures increased by 100%). In 1975, the 21 000 tourists spent \$10.8 million. No complete statistics exist for the years following 1975 but indications are that a 10% increase (sic) in pleasure travelers was realized between 1975 and 1978 and that air travel continued to increase as did the number of Canadian travelers as a percentage of total tourists - see Table 2.1.

Table 2.1

TRENDS IN PLEASURE TRAVELLER VISITATION TO THE NWT

	<u>1969</u>	<u>1970</u>	<u>1975</u>	1978
<u>MODES OF TRAVEL</u>				
Road	6 300 (52%)	12 000 (60%)	11 900 (56%)	8 700 (40%)
Air	5 800 (48%)	8 000 (40%)	9 300 (44%)	13 300 (60%)
TOTAL	12 100	20 000	21 100	22 100
<u>ORIGIN</u>				
Canada	5 600 (46.3%)	12 200 (61%)	13 000 (62%)	14 000 (64%)
USA	6 400 (53.2%)	7 600 (38%)	7 450 (35%)	7 400 (33%)
Other	- (.5%)	200 (19%)	650 (.3%)	700 (.3%)
<u>REASON FOR VISIT</u>				
Fishing Lodge	4 000	4 000	4 800	5 500
Package Tour	n/a	n/a	1 500	3 500

NOTE: These figures exclude business travelers.

In 1978, it is estimated that 80 000 people travel led to and within the **NWT** for business -and that this market group grew steadily from 1975, except for 1976.

Visitor characteristics of tourists to the **NWT** are presented in the report including origin, accommodation used, purpose of the trip, etc. However, as much of the information is aggregated for all of the **NWT**, it is of limited benefit for the Baffin Area study since the majority of travelers visited the western portion of the Territory. (We are given to understand from tour wholesaler's that this is the result of **travel** cost to the eastern portion of the Territories.)

iii) Northwest Territories Tourism Plan¹⁾

This report is a strategy paper to promote tourism in the **NWT** in the short term and to devise a longer term rational plan for development of tourism in the area as a full-fledged industry.

The report recommends that, based on **existing** statistics, initial consideration should be given to the following markets in descending order of priority:

- o Alberta, British Columbia and Yukon
- o Saskatchewan and Manitoba
- o Ontario
- o USA and Great Lakes States

The report notes the following difficulties or opportunities for tourism in the **NWT**.

- o high **construction** and operating costs;
- o **static** markets for hunting and fishing lodges due to changes in market preferences and the **limited** nature of trophy resources;
- o increased demand for wilderness travel; and
- o low growth or static markets for business travel and an increased demand for leisure travel.

1) **K.W.** Lawrence, Department of Economic Development and Tourism GNWT, March, 1978.

i v) Survey of Sport Fishing Lodges in the NWT¹⁾

No fishing lodges in the **Baffin** Region were surveyed in the report which provides visitor profiles and financial and operating data on the lodges and fishing resource data.

In addition, employment and other economic impacts resulting from the fishing lodge industry are described. The report is useful in a general way for estimating the cost/benefit of tourism in the Territories; aspects of it could be applied to future tourism projects in the **Baffin** Area.

v) Pangnirtung Visitor Survey²⁾

The **Pangnirtung** Visitor Survey was designed to define perceived issues and concerns of existing travelers to **Pangnirtung** and the surrounding areas. The questionnaire was randomly administered to travelers leaving **Pangnirtung** from May - October 1981 by flight attendants of Bradley-First Air during the flight from **Pangnirtung** to **Frobisher** Bay. Specifically, the questions were designed to provide information on:

- o trip characteristics
- o source and adequacy of **pre-trip** information
- o accommodation preferences
- o activity preferences
- o visitor expectations and reactions

A total of 205 responses were received and tabulated. The detailed results are presented in the report. Key findings are summarized below:

- o The largest percentage of visitors were from Ontario (25.8%) followed closely by **NWT** (21.9%) and USA (19.5%). The European market represents 11.7% of visitations, 9.2% from Western Canada and no visitors from Atlantic Canada.

1) Department of Fisheries and Oceans, Western Region, 1981.

2) **Pangnirtung** Tourism Study, 1981, Marshall **Macklin** Monaghan Limited.

- 0 The great majority of visitors travel led with friends (27.0%), followed closely by those who travel led as a special interest group or club (24.0%). Only 6.1% of visitors travel led as part of a commercial tour and most of these were Europeans.
- 0 Over 29% of visitors travel led to **Pangnirtung** for purposes other than vacation - 22% for business and 7.4% to visit relatives/friends.
- 0 **Pre-trip** information was obtained from a variety of sources. No one source was dominant, - 22.2% obtained information from friends and relatives, 17.4% from travel agents/tour groups and 13.5% from Parks Canada.
- 0 Of the activities participated in, photography (71.3%), sightseeing (64.9%), and hiking (61.2%) were dominant activities.
- 0 Future activity preferences were also surveyed and fishing (27.5%), hiking and trip to the Park (19.4% each) and boat tour of the Sound (18.4%) were the most commonly mentioned activities.
- 0 General satisfaction with the trip was noted in all categories including accommodation, food, transportation, etc.
- 0 Of the aspects of the trip most disliked, bad weather (86.9%) and litter/honey bags (85.9%) were by far the most common.

As part of the Marshall **Macklin** Monaghan study, interviews/questionnaires of tour operators and special interest groups were undertaken and historical visitor data from **Auyittuq** National Park and data from First Air for 1980/81 March were reviewed. The data indicated that most of the visitors to

the park come from Canada (50-70%), with USA visitors **second** (15-30%) . Visitation to the Park has decreased from 511 in 1978 to 327 people in 1980 **and** the average length of stay has decreased from over 17 days to just over 10 days.

Tour wholesalers indicated that generally there are two types of visitors in **Pangnirtung**, those who come on an eastern Arctic trip of which **Pangnirtung** is one stop and those who come primarily to visit Auyittiq National Park. A third group which travels to the eastern Arctic are the char fishermen, predominantly Americans from the eastern USA.

vi) Del Can Market Survey 1981

Travel Arctic conducted a travel questionnaire in the Northwest Territories in 1981. This study involved **an interviewer** administered questionnaire of visitors to the Territories. A number of interviews were conducted specifically within the **Baffin** Region.

Although this study should have given a sound statistical base for the analysis of visitors to the region, the sample size for the **Baffin** Region is so small that any results of the analysis would be statistically unreliable.

Of a more serious nature is the fact that through lack of control of the actual administration of the survey instrument, serious doubt has been expressed as to the validity of the survey responses. For this reason, we feel very hesitant in using the results of this particular study as an indicator of tourist profiles in the **Baffin** Region.

vii) Northwest Territories Economic Development and Tourism¹⁾
Five Year Marketing Strategy

This report contains a significant compendium of information on marketing programs, costs and strategies.

1) Five Year Marketing Strategy for Government Programs, January 1982.

Although the data refers to the Northwest Territories as a whole; the data pertaining specifically to the **Baffin** Region reflect the following):

- o 20% of the total traffic comes from Ontario (mainly large urban **centres**). This traffic is interested in the following:
 - o cultural package
 - o outdoor recreation
 - o outdoor experience

Although Ontario traffic disperses throughout the Territories, it concentrates on the **Baffin** and Keewatin zones. There seems to be some growth potential in this market segment because it experiences good support from operators and the media. Because of the distances involved, this market is particularly good for packaged tours.

- o 5% of the traffic to the Territories comes from West Germany, primarily for the following:
 - o cultural encounters
 - o outdoor recreation
 - o outdoor experience

This is perceived to be a high income market but has high associated cost for promotion.

In general, therefore, the perceived market for the **Baffin** Region is very limited and restricted to the following:

- o Ontario
 - o package tours
 - o fishing package
 - o outfitter trips

1) Tables detailing the information are appended to this report (see Annex A).

0	Quebec and Special Interests	-	climbing hiking package tours fishing camps
0	West Germany		package tours hunting fishing lodges outfitters

It appears to be that the non-Ontario Canadian resident market is highly influenced by the National Park in the **Baffin** Region.

Notwithstanding the above, it should be recognized that the appeal of the **Baffin** Region is still significantly less broad than that for the other regions of the Northwest Territories. Although this could be the result of available facilities, it is noted that transportation costs for the area are very high.

2.2 Summary of Market Background Data

In summary, it is concluded that existing statistical information, relating specifically to the **Baffin** Region is very limited. Combining the available data, and recognizing the limitations of this data base, leads to the following quantification of tourism in the **Baffin** Region.

TOTAL TOURISTS VISITING THE BAFFIN REGION:		3 000 - 4 000/year ¹⁾
(say 15% of total traffic)		
Distribution ²⁾ -	Ontario	1000- 1300
	USA	750- 1000
	European Market	450 - 600
	Western Canada	350 - 500
	Other	450 - 600

1) Up to half of those visitors could be part of the "Arctic Circler Tour" run by **Goligers**. This is a one day organized tour with a stop-over in **Frobisher** Bay.

2) From Pangnirtung study, eliminating visits from elsewhere in the NWT.

Although other visitor characteristics were collected in the **Pangnirtung** study, it is expected that these are heavily influenced by the presence of the National Park and not representative of the Baffin Region as a whole.

Visitor activities (preferences) are expected to be as follows:

- o fishing (package/camps)
- o hunting
- o culture (including sightseeing, photography, etc.)

All are areas that could be strengthened and supported at the local level, especially if packaged by reputable tour wholesalers.

3. GENERAL ATTITUDES TO TRAVEL ON BAFFIN ISLAND

Proposed tours and tourist activities will, of necessity need to be organized through tour wholesalers or special interest groups. In order to provide a framework for the development of scenarios and to develop a comprehensive background on tourists' perceptions of travel/tourism in the eastern Arctic, a number of the major tour wholesalers currently operating in the area were contacted.

The following airlines, tour operators and government agencies have been contacted:

1. Canada North Outfitting Inc.
2. Canadian Nature Tours
3. **Goliger's** Tours
4. Viking Tours
5. Special Interestours
6. Great Canadian Travel Co. Ltd.
7. Society Expeditions
8. Horizon Tours
9. Majestic Tours
10. **Lindblad** Tours
11. Outward Bound
12. Canadian Arctic Co-operatives Limited
13. Parks Canada
14. Paul Toilet (Horizon affiliate)
15. ZB & Associates Travel Co. Ltd.
16. Canadian Government Office of Tourism
17. **Quaivvik**
18. Pacific Western Airlines Ltd.
19. Austin Airways
20. **Peyton's** Lodge, **Pangnirtung**
21. Nordair Ltd.

Details on the discussions are appended to this report, but in general the following could be concluded:

i) Opportunity for Tourism

All of the groups currently---operating tours (and those not currently active) into the Baffin Region feel that there is a large potential for the development of tourism opportunities in the area. Because of the special nature of the area and the specialized groups that normally tour 'there, it was found that most operators were knowledgeable of **Inuit** culture. They appeared to be well aware of the opportunities and constraints this culture places on organized and scheduled tours.

ii) Cost

Costs of travel to the eastern Arctic are often stated as very high and, in some cases, prohibitive. Groups feel that with limited scheduled carriers into the area it is difficult to negotiate affordable charter or group rates. ¹⁾

Costs of hotels and related services are often outlined as a major drawback. (Costs in **Frobisher** Bay are estimated at \$150 per day for food and accommodation.)

Quality of accommodation and level of service is also often indicated as being a drawback to the development of tourism in the area.

iii) Local Attitudes

It is generally acknowledged that a key factor towards the viability of tourism is education of local residents regarding the overall effects of tourism on the community. The idea that a dollar spent at a tourist facility is a benefit to the community as a whole, is totally abstract to most people. Inherent suspicion to southerners is also a major drawback.

1) Discussions with Nordair account executives indicate that their airline would be willing to negotiate with reputable operators. The comments related to travel costs should, therefore, be put in perspective as we feel that affordable rates could be negotiated if the minimum group size is 6-8 or more and if reasonable annual use can be guaranteed.

iv) Current Tour Purchasers

The origin of tourists varies-with the location of the operator and his penetration area. However, for tours or excursions of a more specialized nature (hunting, fishing), the origins of most participants appears to be the U. S. A., Europe and other overseas areas, with a small proportion coming from Canada.

Visitor profiles vary according to the type of tour. As expected, most visitors are well-educated, fairly affluent and are over 20 or 25 years of age. Short-term guided tours attract an older market while open, longer-term tours attract a younger, more adventurous group.

v) Methods of Promotion and Advertising

Most operators rely on two methods of advertising: brochures and word-of-mouth. Both methods are claimed to be equally effective and a few have commented that other kinds of advertising are not successful.

Our impression is that because of the very specialized nature of tourism in the north, the target groups can be readily identified. Successful promotions have been carried out utilizing the various naturalist/special interest groups or, for fishing/hunting/special interest groups or, for fishing/hunting by attendance at specific outdoor shows (Sportsman Show). Brochures outlining various northern "packages" have also been utilized with a high success rate. In all cases, however, both from a cost and viability point of view, it was stressed that the description of the "package" should not set expectation levels above what will be provided. This relates specifically to the following:

degree of organization of the land based component
quality of fishing/hunting for a tour-oriented on these
activities
clothing/equipment provided
flight schedules

For specialty tours, where **potential** participants can be identified in a cost effective manner from the mailing lists of existing organizations, direct mailings were found very successful.

Essentially there are three target groups to whom tour operators/wholesalers cater.

1. Naturalist/Photographer (Special Interest Group)

generally 20 years of age and older, mid-income
interested in natural aspects of area and places low
priority on comfort or amenities

2. Hunter/Fisherman

generally over 35 years of age, middle to upper income
interested solely in hunting or fishing at one particular
destination
expects reasonable level of comfort and is willing to pay
for opportunity to obtain trophy game or fish

3. Sightseer/Sophisticated Traveller (General Tourist)

generally over 40 years of age, upper income
interested in viewing the Arctic but not at expense of
comfort and amenities
duration of stay is less than 5 days

4. EXPECTED SUCCESS OF PROPOSED TOURISM DEVELOPMENT SCENARIOS

4.1 General

Based on discussions with community leaders, as detailed in the body of the report, a number of tourism development scenarios were prepared. In order to judge the acceptability of these scenarios and thus assess their potential success, discussions were held with the following tour operators and travel wholesalers currently active in the **Baffin** Region:

- o Canadian Nature Tours (Federation of Ontario Naturalists)
- o Horizon Tours
- o **Goligers** Tours
- o Special Interestours
- o Treasure Tours
- o Nordair
- o Canada North Outfitting Inc.

The purpose of these discussions was threefold:

- i) To judge the overall acceptability of the proposals.
- ii) To determine how, and where, the proposed package/tour should be marketed.
- iii) To estimate total annual expected sales volume.

A brief summarization of each tourist development scenario follows as does a synthesis of our discussions.

4.2 Investigation of Tourist Development Proposals

4.2.1 - Tour 1: Interpretive Boat Tour

i) Tour Description

The particular tour will be centred on Lake Harbour and involve a cultural experience based on the traditional **Inuit** summer camp.

Tour Start and Finish - Lake Harbour

<u>Tour Itinerary</u>	travel by boat (30-35 foot cabin cruiser) in coastal waters to Markham Bay. Camping at pre-arranged spots enroute.
<u>Tour Length</u>	7 days (2 in Lake Harbour)
<u>Accommodation</u>	Plywood tents with central mess tent
<u>Activities</u>	general sightseeing visit of Inuit summer camps in Markham Bay char fishing
<u>Capacity per Tour</u>	- 10 persons
<u>Season</u>	July - August
<u>Annual Capacity</u>	± 120
<u>Estimated Cost</u>	±\$2 000 inclusive (Montreal / Toronto)

ii) Industry Reaction to Proposed Package

Generally the reaction was positive and it was emphasized that marketing should be to specialized markets (such as nature groups, photography groups, etc.). Primary market areas are expected to be the U.S.A., Canada and Europe.

The tour is of short enough duration and has a large enough variety of activities to be of general appeal. A secondary market target group would be the universities (U.S. and Canada).

Because of the broad appeal, ease of marketing and low organization costs, this package could be sold to capacity annual 1 y.

4.2.2. - Tour 2: Arctic Bay Cultural Program

i) Tour Description

This tour is designed as a cultural experience, centred on a traditional permanent **Inuit** settlement.

Tour Location - Arctic Bay

Tour Itinerary - Spend time in the community in a "traditional" sod house or igloo. Activities are organized to experience traditional **Inuit** life.

Tour Length 7 days

Accommodation - Specially built large scale "sod house". Built as a permanent structure specifically for tourist accommodation. During the spring short-term accommodation such as an igloo could be provided.

Activities short sightseeing tours by snowmobile, dog team, or boat
lectures/talks by elders explaining the "old ways"
demonstration and lectures on traditional food and clothing preparation
overnight visit with an **Inuit** family

Capacity per Tour - 10 persons

Season April - August

Annual Capacity - ± 100

Estimated Cost - ±\$1 500 - \$2 000 inclusive
(Montreal /Toronto)

ii) Industry Reaction to Proposed Package

Generally, the reaction to this package was that it would have very limited appeal. The advantage is its price and thus, the package could be sold through North American universities. A high level of organization (land based) is required to ensure the **sucess** of this tour.

The overall reaction to this tour was less positive than to some of the other tourism development scenarios. This proposal should, therefore, have a lower priority unless it can be organized as part of a government subsidized student exchange program.

4.2.3 - Tour 3: Fish Camp

i) Tour Description

This package would involve the development of additional fishing camp(s) similar to those currently in place in the area.

Tour Location Broughton Island)
Arctic Bay) **one camp at each**
Nottingham Island) **location**

Tour Itinerary - all inclusive fishing package

<u>Tour Length</u>	4 or 7 days
<u>Accommodation</u>	Plywood tents with central mess tent
<u>Activities</u>	guided fishing for Arctic Char
<u>Capacity per Tour</u>	10 - 14 persons
<u>Season</u>	July (first half) - August
<u>Annual Capacity</u>	70 per established camp
<u>Estimated Cost</u>	\$1 300 - \$2 000 depending on length (Montreal /Toronto)

ii) Industry Reaction to Proposed Package

Fish camps are very well subscribed in the **Baffin** Region and because the target group is easy and inexpensive to reach, all operators with knowledge of this specialized market thought highly of this proposal. Standards would have to match those of other successful camps currently operating in the area (accommodation, guides, and quality of catch).

Generally reaction of the industry representatives was that at least one additional camp could be supported at full annual capacity.

4.2.4 - Tour 4: Dog Team Tour Out of **Igloolik**

i) Tour Description

A tour by land out of **Igloolik**, utilizing dog teams and traditional accommodation aimed at a tourist interested in an in-depth experience of traditional means of travel.

Tour Start and Finish - **Igloolik**

Tour Itinerary - travel by dog team on an extended 7-10 day round trip in the **Igloolik** area, camping enroute as required.

Tour Length 7 - 10 days

Accommodation - igloo or tent pitched/constructed as required - Transient **Centre** in **Igloolik**

Activities dog team travel
experience/participate in a seal hunt
ice fishing

Capacity per Tour - **6 people**

Season April, May, June (first half)

Annual Capacity - **±60**

Estimated Cost - **±\$2 000 - \$2 500** (Montreal /Toronto)

ii) Industry Reaction to Proposed Package

This tour is specific and would have very **limited** (specialized) market appeal. The market is small and would be primarily European (West Germany) or the U.S. (because of high cost). A general comment was that the proposed trip is long and could be boring and uncomfortable (limited variation in terrain and scenic experience).

Market would be difficult and expensive to reach and this proposal should therefore have a low priority.

4.2.5 - Tour 5: Christmas in **Grise** Fiord

i) Tour Description

This unusual package involves a Christmas visit to Canada's most northern community during the period of 24 hour darkness.

<u>Tour Start and Finish</u>	Grise Fiord
<u>Tour Itinerary</u>	travel to Grise Fiord to participate in the Christmas celebrations in Canada's most northern community.
<u>Tour Length</u>	7 days
<u>Accommodation</u>	hotel one night (possible) with an Inuit family
<u>Activities</u>	dances displays traditional games community dinners
<u>Capacity per Tour</u>	5 - 10 people
<u>Season</u>	Christmas/New Year
<u>Annual Capacity</u>	5 - 10
<u>Estimated Cost</u>	±\$2 500 (Montreal /Toronto)

ii) Industry Reaction to Proposed Package

All wholesalers contacted expressed a negative reaction to this proposal. Although it was felt that the package could be sold, marketing and development costs would be out of line for a 5-10 person tour operating only once per year. Consequently this proposal should have a very low priority.

4.2.6 - Tour 6: **Frobisher** Bay to Lake **Harbour**

i) Tour Description

A sightseeing tour by snowmobile originating in **Frobisher** Bay and terminating in Lake **Harbour**

<u>Tour Start</u>	Frobisher Bay
<u>Tour Finish</u>	Lake Harbour
<u>Tour Length</u>	5 days
<u>Accommodation</u>	- hotel Frobisher Bay (2 days) Transient Centre, Lake Harbour (1 day) igloo/tent enroute (1 night)
<u>Activities</u>	sightseeing - Frobisher Bay - Lake Harbour 2 day snowmobile trip photography
<u>Capacity per Tour</u>	- 6 persons
<u>Season</u>	April, May, June (1st half)
<u>Annual Capacity</u>	60
<u>Estimated Cost</u>	±\$1 800 (Montreal /Toronto)

ii) Industry Reaction to Proposed Package

This proposal received a generally favorable reaction. The market groups (naturalists, photography clubs, etc.) can easily be reached, minimizing marketing and development costs. It was stressed that the overland trip should allow sufficient time for **enroute** sightseeing and photography. Proper, well organized, land based facilities are seen as very important.

In general, it is expected that this tour could be sold to its annual capacity.

4.2.7 - Tour 7: **Inuit** Art Trip

i) Tour Description

A tour centred on **Frobisher** Bay involving visits to **major** art co-operatives in the area to meet artists and purchase art.

<u>Tour Location</u>	Frobisher Bay
<u>Tour Itinerary</u>	from a central base in Frobisher Bay, one day fly-in trips to art co-operatives (centres) in Cape Dorset, Lake Harbour, and Clyde River
<u>Tour Length</u>	5 days
<u>Accommodation</u>	hotel
<u>Activities</u>	view, interpret, purchase Inuit art talk to established artists experience Inuit culture
<u>Capacity per Tour</u>	14 persons
<u>Season</u>	year round (possible)
<u>Annual Capacity</u>	500
<u>Estimated Cost</u>	±\$2 000 (Montreal/Toronto)

ii) Industry Reaction to Proposed Package

This tour has limited market appeal to the general public, but could be a great interest to very specific groups. The market groups would be difficult to identify and reach. Because of the

cost of the trip and the cost of Eskimo sculpture, the market groups would be very wealthy and international. These groups require a higher degree of comfort than is inherent in this proposed tour.

Likely annual capacity would be 3-4 tours or up to 50 people per year unless very high marketing costs are incurred.

The general impression was that this tour should have a lower priority but had some potential.

4.2.8 - Tour 8: Toonik Tyme Tour

i) Tour Description

A tour to **Frobisher Bay** during the week long spring festival.

<u>Tour Location</u>	-	Frobisher Bay
<u>Tour Itinerary</u>	-	start in Frobisher Bay and participate in or view the Inuit celebrations and games
<u>Tour Length</u>		5 days
<u>Accommodation</u>	-	hotel
<u>Activities</u>		view/participate in snowmobile races dog team races seal skinning dances games events through the community

Capacity per Tour - 20 - 40 persons

Season sometime during April (date usually set one year in advance)

Annual Capacity - 20 - 40

Estimated Cost - **±\$1 500** (Montreal/Toronto)

ii) Industry Reaction to Proposed Package

This tour would be inexpensive to market in association with currently available tours into **Frobisher Bay**. Market appeal would be very broad and, especially if tour costs can be kept low, this tour could be sold to its annual capacity every year.

4.2.9 - Tour 9: Historic Boat Trip

i) Tour Description

An historic theme trip to view and interpret various historic sites in the area of Hall Beach and **Igloolik**.

Tour Location **Frobisher Bay, Hall Beach, Igloolik**

Tour Itinerary centred on each of the three communities by means of short duration and/or boat trips to visit sites of historical/cultural interest

Tour Length 7 days

Accommodation hotel or Transient **Centre**

Activities travel by three wheeler or boat to historical sites to view/interpret
Thule sites
Dorset sites
Post-contract sites

Capacity per Tour - 14 people

Season July (second half), August

Annual Capacity - 80 people

Estimated Cost - **±\$2 400** (Montreal /Toronto)

ii) Industry Reaction to Proposed Package

This tour would only appeal to limited special interest groups (museum groups, etc.). Organization and development costs would be high as is the estimated tour cost.

This proposal should, therefore, have a low priority.

4.3 Summary and Priority Recommendations of Tourism Development Scenarios

As detailed earlier in this Appendix and further confirmed through detailed discussions of the proposed development concepts, the potential market can be broken down into three strata. Each stratum has very distinct economic demographic characteristics and tour requirements and will require a different marketing technique.

The major market areas and characteristics are as follows:

o General Tourist

This tourist engages in a trip to the north for a general "northern" experience. The participants tend to be older (many are also retired) and have the economic means to demand a high degree of comfort.

The general tourist can best be reached by means of general brochures distributed through the established **travel agent** network.

o Special Interest Groups

These groups tend to be interested in northern tourism for one or all activities such as culture, hiking, sightseeing, photography, and nature. Although these groups are easy and inexpensive to reach (through organizations or specialized magazines) experience indicates that these groups are very price sensitive since group members are generally in the lower middle income areas. (This may not necessarily be the case for the art sub-group.)

o Outdoorsman (hunting and fishing)

The group encompasses both middle and high income groups. They are easy to reach through specialized shows (sportsman show) and specialized magazines. This group is not price sensitive if a high quality experience can be provided (good organization and high quality catch).

The recommended tours fall within these three broad market categories as follows:

Table 4.1

RECOMMENDED TOURS

<u>Tour</u>	<u>Description</u>	<u>Annual Capacity</u>	<u>Market Structure</u>	<u>Location of Market</u>
1	Interpretive Boat Tour	100	Special Interest	- US, Canada, Europe - universities (US, Canada)
3	Fish Camp	70	Outdoor Sports	- US, Europe
6	Overland Frobisher Bay to Lake Harbour	60	Special Interest	- US, Europe, Canada
8	Toonik Tyme Tour	20-40	General	- US, Europe

Although some of the other tours have potential , they should be given lower priority than those detailed in Table 4.1.

The following points should also be kept in mind in designing any tourism program or tour in the **Baffin** Region.

- 0 Because of market size and relative income levels wholesalers of tours in the Arctic currently market exclusively in the US and Europe (West Germany primarily)
- 0 Increased market potential is seen in the US and Europe but not in Canada
- 0 **Pre-trip** information regarding clothing, accommodation and possible hardships is essential
- 0 **Pre-trip** information regarding possible delays enroute because of inclement weather is essential
- 0 Competent guides (and an adequate number of guides) is very important
- 0 Tours **shou**'d be highly **organized** with many changes in scenery and activity
- 0 Tour operators should be sensitive to the difficulties of introducing tourists into an **Inuit** community

5. SELECTED MARKETING DATA FROM "NORTHWEST TERRITORIES
ECONOMIC DEVELOPMENT AND TOURISM FIVE YEAR MARKETING STRATEGY"

The following tables present a synopsis of marketing information assembled and **analysed** in the Northwest Territories Economic Development and Tourism Five Year Marketing Strategy.

Table 5.1

DESTINATION & ACTIVITIES FOR EXISTING MARKETS -
AN N.W.T. OVERVIEW

Rough Estimate of Existing Traffic	Area	Common Holiday Types*	Zone Preference	Remarks
30%	Alberta (Edmonton, Calgary,	<u>Outdoor Recreation</u> auto camping fishing canoeing - boating lodge trips	Big River YK Central Arctic Western Arctic	High disposable income and a grown market - lower cost to promote to this markets than others - much of this traffic does not spend much now (can be partly solved by product dev.) - good awareness.
15%	British Columbia (Vancouver)	<u>Outdoor Recreation</u> auto camping canoeing <u>Cultural Encounter (Vancouver)</u> auto tours package tours	Western Arctic Big River YK	Growing traffic, particularly with opening of Liard Highway . Less awareness than Alta.
20%	Ontario (large urban centres)	<u>Cultural Encounter</u> package tours <u>Outdoor Recreation</u> fishing packages canoeing <u>Outdoors Experience</u> outfitters trips (declining auto travel)	All zones with emphasis on Baffin and Keewatin .	Some growth potential - good support from our operators, trade and media - good package tour market.
15%	North Central U.S. Minnesota, Wisconsin, Chicago (Great Lakes area to lesser extent	<u>Outdoor Recreation</u> fishing	Keewatin YK - Central Arctic Western Arctic.	Good awareness (particularly in Minnesota) and operator support - area has an orientation to N. Canada

<u>Rough Estimate of Existing Traffic</u>	<u>Area</u>	<u>Common Holiday Types*</u>	<u>Zone Preference</u>	<u>Remarks</u>
5%	California (Los Angeles, San Francisco)	<u>Cultural Encounter</u> package tours <u>Outdoor Recreation</u> <u>fishing packages</u> auto camping (declining) <u>Outdoors Experience</u> outfitters lodges	Yellowknife Western Arctic Central Arctic Big River	High income area, expensive to promote to - diverse interests and little awareness - only promote if there is trade support.
5%	West Germany	<u>Cultural Encounter</u> package tours <u>Outdoor Recreation</u> hunting fishing canoeing (w. outfitter) <u>Outdoors Experience</u> lodges outfitters	Baffin Keewatin Western Arctic Central Arctic	High income and well travelled but very expensive and difficult to promote to - trade promotion only and only via piggyback promos with Canada West and our operators.
5%	Non-Residents	all types - mainly fly-in (Packaging essential for all types)	All Zones	Avoid these areas in setting promotions except to piggyback on very good promotion.
5%	N.W.T. Residents	<u>Outdoor Recreation</u> - fishing - camping - canoeing *Ranked according to revenue	Mainly located in Yellowknife and Big River Zones * Ranked according to popularity	This marked is largely untapped, but has good potential in terms of revenue in two zones. Purchases often tied in with visiting friends, relatives.

EXISTING GEOGRAPHIC MARKETS FOR EACH ZONE

	<u>Existing Markets</u>	<u>Product Preference</u>
1. Big River	Alberta	fish lodge trips auto camping canoe/boating
	British Columbia	auto camping canoeing auto tours package tours
	Ontario	package tours fishing packages canoeing outfitter trips
	Resident	fishing camping canoeing
	California	package tours fishing packages outfitters lodges auto camping
	West Germany	package tours hunting fishing canoeing lodges outfitters
	Other: Non-Residents (Sask)	fly-in some auto
2. Northern Frontier (Yellowknife)	Alberta	fishing lodge trips auto camping canoe/boating
	British Columbia	auto camping canoeing auto tours package tours
	North/Central U.S.	fishing (lodges)

<u>Existing Markets</u>	<u>Product Preference</u>
*Residents	fi shi ng campi ng canoei ng
Cal i forni a	package tours fi shi ng packages auto camp i ng outfi tters lodge s
West Germany	package tours hunti ng fi shi ng canoei ng lodge s outfi tters
Other Non-Resi dents (Sask)	fly-i n some auto

* Depending on the product, resident marketing may place much higher on the list for some operations.

3. Western Arctic	Al berta	fi shi ng lodge tri ps canoe/boati ng auto camp i ng
	Bri ti sh Col umbi a	auto camp i ng canoei ng auto tours package tours
	Ontari o	package tours fi shi ng packages canoei ng outfi tter tri ps
	North/Central Us.	fi shi ng lodge s
	Cal i forni a	package tours fi shi ng packages auto camp i ng outfi tters lodge s
	West Germany	package tours hunti ng fi shi ng canoei ng lodge s outfi tters

	<u>Existing Markets</u>	<u>Product Preference</u>
	Other Non-Residents	fly-in auto
	Residents	fishi ng campi ng canoei ng
4.	Central Arctic	
	Al berta	fi shi ng lodge trips canoe/boati ng
	Ontari o	package tours fi shi ng packages canoei ng outfi tter trips
	North/Central U.S.	fi shi ng (l odges)
	Cal i forni a	package tours fi shi ng packages outfi tters l odges
	West Germany	package tours hunti ng fi shi ng l odges outfi tters
	Other Non-Residents	some fly-i n
5.	Keewati n	
	Ontari o	package tours fi shi ng packages canoei ng outfi tters trips
	North/Central U.S.	fi shi ng (l odges)
	West Germany	package tours hunti ng fi shi ng canoei ng l odges outfi tters
	Other Non-Residents (Manitoaba	fly-i n

Existing Markets

6. **Baffin**

Ontario

package tours
fishing packages
outfitter trips

***Other Non-Resident**
(Quebec and Special
Interest)

climbing
hiking
package tours
fishing camps

West Germany

package tours
hunting
fishing
lodges
outfitters

* The National Park on **Baffin** Attracts a special interest visitor due to its unique features and extreme recreation potential.

6. SUMMARY OF INTERVIEWS WITH TOUR OPERATORS AND WHOLESALERS

- CONTACT: Jerome Knapp ' 689-7835 home
689-7925 office
o fishing, hunting tour operator
(Canada North Outfitting Inc.)
- TOURS: o Generally small groups for hunting, fishing
o 1981 - 5 groups of 6 to **Grise** Fiord during March for Polar Bear, Musk Ox
o Fishing trips to different camps
- COST: o Not discussed
o Knapp can fly people to South Africa for less than flight to Pond Inlet
- PARTICIPANTS: o From as far away as **Phillipines**; many Europeans
o His market is fairly specialized, as expected
- PROMOTION/ADVERTISING: o Has previously advertised in magazines for Char fishing
o Some direct mail advertising
o Reputation is based mostly on word-of-mouth
o Will visit Safari Club International to try to promote service
o Another mailing campaign possible
- OTHER EXPRESSED COMMENTS/IMPRESSIONS: o Good potential for outdoor adventure tours, wildlife study, etc. , but currently very underutilized
o Very competitive market - but tough to break into - very difficult to sell a new camp without "track record" (eg. Canadian Wildlife Federation interest)
o Native **Inuit** very 'naive" and unentrepreneurial - ventures generally fail
o Drawbacks - exorbitant costs of fares most communities have no facilities

o Other issues highlighted:

Pangnirtung - char fishing camp went broke
- government no longer going to try to revive it

Iglolik active dog teams - potential for sled trips in late April/early May

Pond Inlet - high cost of hotels affects tour operators

Frobisher Bay - cross roads point for most tours Knapp may establish office there

Nordair operates Treasure Tours - reasonable fares offered but not to other outside groups
- Knapp feels **Nordair** needs competition

NOTES :

o Knapp appears extremely knowledgeable and has a degree in wildlife management from the University of **Guelph**

o Believes that there is a good future in Northern tourism

CONTACT: Federation of Ontario Naturalists
(Canadian Nature Tours - Jill **Malins** - 444-8419)

TOURS: Three (3) trips planned this year:

1. Cape Dorset - once a year; general wildlife viewing, natural history study
 - **local** guides take people if possible out onto water, onto the land
 - \$1 750, **±5** days, 9 people maximum
 - Barry Griffiths - group leader
2. Pond Inlet - (**Bylot** Island)
 - strictly birding
 - co-ordinated with programs undertaken by Canadian Wildlife Service
 - use local facilities, guides, **co-op hotel**
 - 10 people maximum @ \$2 150
 - 5 days, once a year
3. Broughton Island (new this year)
 - general focus
 - use local guides
 - 6 people plus leader
 - \$1 495, 5 days
4. Auyittuq (discontinued)
 - had operated it once a year prior to 1981 for four (4) years straight
 - \$1 095, **10** people maximum
 - backpacking trip

COST: 0 As above

PARTICIPANTS: 0 Only for members
0 Generally professional - 30's and up
0 Interest in natural history
0 Come from all across Canada

PROMOTION/ADVERTISING: o Through Canadian Nature Tours and affiliated Federation members - mailing **list**

OTHER EXPRESSED

COMMENTS/IMPRESSIONS:

- o Trips are co-sponsored by FON and the Canadian Nature Federation
- o They are very scrupulous about using local facilities and resources
- o Air schedules are biggest problem
- o Over last 5 years, its been much easier to plan for Arctic - greater awareness, a little more organized

CONTACT: **Margarite Florshan (or Dan Goliger) - 593-1959**
(Goliger's Tours)

TOURS: Various individual tours - no escorted excursions

1. Arctic Circle Tour

- one-night jet tours to **Frobisher** Bay from Toronto or Montreal including round-trip fare, Arctic char dinner, guided tours of village hosted by local escorts, shopping for handicrafts
- Weekends, June and July
- \$279.00 plus tax

2. Wilderness Experience Tour

- unescorted 8-day tour of **Auyuittuq** National Park including airfare, first and last night's accommodation bunk-house style, 2 boat trips, maps, packing lists, etc.
- weekly, mid-July to late August
- \$935.00 from Montreal
- \$1 050.00 from Toronto

3. Clearwater Fiord Tour

- 6 to 8 day trip to **Clearwater** Fiord Fishing Camp on **Cumberland** Sound
- weekly, mid-July to late August
- \$1 600.00 or \$1 975.00 for 6 or 8 days respectively from Montreal
- \$1 715.00 or \$2 090.00 for 6 or 8 days respectively from Toronto

4. Baffin Island Adventure Tour

- 9-day tour to **Frobisher** Bay (1 night), Pond Inlet (3 nights) and **Pangnirtung** (4 nights)
- weekly, mid-April to mid-September
- \$2 060.00 from Montreal
- \$2 175 from Toronto

5. Eastern Arctic Adventure Tour

- 10-day fully escorted tour to **Frobisher** Bay, **Pangnirtung**, **Auyuittuq** National Park, Broughton Island, Pond Inlet, **Grise** Fiord, Eureka, **Igloolik**, **Nanisivik**, and Cape **Dorset**
- \$3 250.00 from Toronto
- \$3 134.00 from Montreal

6. Eastern Arctic Sampler

- 8-day fully escorted tour including **Frobisher** Bay, **Pangnirtung**, Pond Inlet, **Igloolik**, and Cape **Dorset**
- \$3 161.00 from Toronto
- \$3 038.00 from Montreal

- o Most popular is overnight flight to **Frobisher** on Boeing 737 - 16 flights per summer; last flight in mid-August
- COST:
- o As above + 10-15%
 - o Cost of accommodation: \$80-\$110 per night
 - o Airfare: more than \$500 return for basic connections
- PARTICIPANTS:
- o Variety of **socio-economic** backgrounds, well-travelled, interested in native cultures, generally well-educated
 - o In 1981, approximately 150 people on hunting, fishing, wildlife tours and 1 904 on Arctic Circle Tour (119 people x 16 flights)
- PROMOTION/ADVERTISING:
- o Recently spent \$15 000 for 20 000 brochures
 - o Receive calls from interested people **year-round** for Arctic Circle Tour
- OTHER EXPRESSED COMMENTS/IMPRESSIONS:
- o Biggest obstacle is native attitudes:
 - generally narrow-minded
 - think tour operators are ripping them off
 - o costs and adequacies of facilities and accommodation should be improved
 - o Needed: improved education of natives concerning tourism (**eg. because of recent talk of tourism, many believe there will be a big influx of tourists** when, in fact, this won't occur -- the same talk was prevalent 10 years ago)
 - o Airlines (i.e., Nordair) beginning to override operators and promote own tours
 - o Tours well received in Pangnirtung, **Frobisher Bay**, and Grise Fiord
- NOTES:
- o **Goligers** generally optimistic about future potential
 - o **Goligers** appears to be biggest Arctic tour operator

- CONTACT: Jerry Nielson, Pickering - 683-6119
(Viking Tours)
- TOURS:
- o Tour operator for 15 years - strictly fishing
 - o Operates fishing camp in Hall Beach
- strictly tent camp, but large and comfortable
 - o Charter flights direct from Toronto with Austin Airways
- COST:
- o Trip cost not discussed
- PARTICIPANTS:
- o 75% from United States
 - o 1981 - 4 groups of 40 in August
 - o Large mixture of people
- PROMOTION/ADVERTISING:
- o No hard advertising
 - o Some radio (**CKEY**)
- OTHER EXPRESSED COMMENTS/IMPRESSIONS:
- o Last year invested \$150 000 in camp at Hall Beach
 - o **In** process of negotiating for 2 more camps - one in Keewatin and one in another Baffin community*
 - o Mixed feelings of locals - very poor education regarding the overall effects of tourism on community - this is key
 - o Unlike Western Arctic and communities like Pond Inlet, Pangnirtung, and **Frobisher** Bay, the general population is very poorly educated
 - o Cape **Dorset** - refueling stop - locals complained that tourists bought too many carvings
 - o Variability of flights, facilities should be made clear right up front - no disappointments or lawsuits
- NOTES:
- o Believes in the potential of the North

* Due to the timing and nature of the negotiations. the location of this camp was not disclosed.

CONTACT: Skip **Voorhees** - (206) 445-1960
(Special Interestours), Washington

TOURS: Essentially the same tours as described below:

1. Discover the Worlds of the Arctic Tour

- tour oriented towards **Inuit** culture interpretation includes visits to **Grise Fiord** and Lake **Hazen**
- July departure
- \$3 055.00 from Yellowknife

2. North Pole Tour

- **Ellesmere** Island including visit to **Grise Fiord** as well as flight to the north pole
- April departure
- \$4 750 from Resolute

3. Polar Ice Cap Tour

- 11 day trip includes flight to the Polar Ice Cap and visits to Lake **Hazen** and **Grise Fiord**
- April departure
- \$2 790.00 from Resolute

4. Arctic Wilderness and Char Fishing Tour

- trip to Lake **Hazen** and **Koluktoo Bay** for fishing, and scenic and wildlife viewing
- August departure
- \$2 520.00 from Resolute

0 Operating since 1978

0 While they concentrate on Arctic, they also operate in Greenland and South Pacific

0 (They recently discontinued a tour along **Thelon** River into Baker Lake)

COST: 0 As per above, plus 15%

PARTICIPANTS: 0 While the numbers are confidential, the following is a breakdown of origin:

- 60% American
- 10% Canadian, Europe
- 25% - 30% Japanese

PROMOTION/ADVERTISING: 0 No real advertising - much hinges on reputation - some brochure preparation

o Big Problem - in 1981 had to pay \$1 400 duty
just to send brochures into Canada

OTHER EXPRESSED
COMMENTS/IMPRESSIONS:

- o Reliability of some outfitters is **problem**
- o Would like to establish boat tour of **Frobisher Bay** but general lack of local organization
- o Opportunities? - to see craftsmen at work
- to experience local society
- o Imperative to **pre-educate** tourists regarding nuances of particular society

CONTACT: Terry Madden, Winnipeg - (204) 943-2039
(Great Canadian Travel Co. Ltd.)

TOURS: 0 Are in process of implementing "Arctic Pass" - an unlimited travel pass for NWT, via Calm Air, First Air Services

0 Non-escort, with over 25 communities on program

0 Beginning in mid-May, 1982

0 Time limit imposed on Arctic Pass such that it will essentially be limited to tourists

COST: 0 \$1350.00 - 10 flight coupons
- 10 accommodation vouchers

0 \$1890.00 - above with 5 extra flight coupons

PARTICIPANTS: 0 Younger, adventurous

0 Fairly educated as to expectations

0 Large number of participants to come from Europe, especially Holland, Germany, England

PROMOTION/ADVERTISING: 0 Brochures

0 4 or 5 sales agents in Europe

0 **Goligers** is handling Canadian market

OTHER EXPRESSED COMMENTS/IMPRESSIONS: 0 Generally great potential but southern Canadians poorly educated as to what to expect

- CONTACT: Mike Dunn, Seattle - (206) 324-9400
(Society Expeditions)
- TOURS: Originally of Wheeler Adventures; has now taken over their operations
1. Out of Edmonton (PWA Flight 581) to Resolute May 12 to 19, includes 1 day either end in Edmonton (1 tour)
 - Resolute Bay - contractor High Arctic International (Basil Jesudason)
 - fly to **Grise** Fiord includes programs relative to culture, local environment
 2. Antarctic cruise - similar **cliental**
 3. Future
 - a) expanded North Pole trip of 2 weeks
 - more wildlife, more geography
 - b) dog sled trips
 - c) view Polar Bear migrations in Churchill
- COST: o \$7 000.00 for 9 day program
- PARTICIPANTS: o 12 people per trip (1 trip this year)
- o No **specific** demographic profile - **entire** spectrum
- o Hopes to have 3 trips next year
- OTHER EXPRESSED COMMENTS/IMPRESSIONS: o Major cost is aviation fuel and Government regulations on refueling
- o Should be better communication system between government and private groups

CONTACT: Stephen Burnett - R & O
Paul **Follett** - tour escort - res. 826-7063
(Horizon Tours)-- 923-3886

TOURS: 0 Up until 4 years ago, operated tours into Eastern Arctic

0 Have now developed tours into Western Arctic primarily

0 Over **40** separate tours - essentially 1 itinerary

COST: 0 Not discussed

PARTICIPANTS:

PROMOTION/ADVERTISING:

OTHER EXPRESSED COMMENTS/IMPRESSIONS: 0 Eastern Arctic less accessible

0 "Could make more money with tours to New Orleans"

0 Cater to particular market
- safety, comfort, security, must feel welcome!

0 Price very important

CONTACT: Pat Stevenson
(Majestic Tours)

TOURS: 0 Operate primarily **motorcoach** tours
0 Western NWT - Edmonton, **Yellowknife**, Inuvik,
Alaska

COST: 0 4 trips in 1982 @ \$1 650.00

NOTES: 0 Would consider tour to **Baffin** if costs were
not as prohibitive and if demand was up

CONTACT: Mr. **Fogelberg**, Westport, Conn. - (203) 226-8531
(**Lindblad** Tours)

TOURS: 0 Boat tour of **N.W.** Atlantic, Halifax -
Greenland - **Frobisher** Bay

0 **Sold** out

COST: 0 "Very Expensive"

NOTES: 0 **Fogelberg** stressed the importance of the
comfort of their passengers throughout the
tour

CONTACT: Outward Bound
- Mountain School - Vancouver
- Wilderness School - Toronto - 922-3321
Ian **Yolles** - Program Director

TOURS: 0 Programs centre around courses, not tours
0 Don't offer any in **Baffin** Region
0 Mountain School concentrates on Yukon

NOTES: 0 Outward Bound has been considering expanding into the Arctic
0 The North West Outward School in Oregon has recently taken their Board of Directors to the **Baffin** Region

0110 **S.W.** Bancroft Street
Portland, Oregon
U. S. A. 97201
(503) 243-1993 Director: Vic Walsh

CONTACT: Conrad **Lewinski** - (514) 332-9318
(Canadian Arctic Co-operatives Federation Limited
(CAFCL) ---

Note: Canadian Arctic Producers is the marketing
arm of **CAFCL**

TOURS: o Involvement in tour promotion/sponsorship has
been shelved for the time being due to
economic difficulties

COST:

PARTICIPANTS:

PROMOTION/ADVERTISING: o Present at Sportsman's Show and other trade
shows (eg. Harrisburg, Pa.)
o Distribution of brochures

OTHER EXPRESSED
COMMENTS/IMPRESSIONS: o **CAFCL** functions as the "retailing arm of
co-ops that have tourist facilities" - the
southern source for the traveling public
o 37 member **co-op**
o Hall Beach (fishing camp has license held by
co-op and **co-op** will take it over next year)

CONTACT:

Bill Aris - (613) 994-1979 or
Christa Whittlinger - (819) 437-8962
 (Parks Canada --- **Auyuittuq** National Park)

- Attendance Data
- 2 gate information
 - i) Overlord (near Pang)
 - ii) North Pang Fiord
 - Campgrounds
 - i) Wilderness camping
 - ii) Overlord campground (12 sites) - no statistics reported

Table 1

GATE ATTENDANCE

	<u>1980</u>			<u>1981</u>		
	<u>Overlord</u>	<u>N. Pang</u>	<u>Total</u>	<u>Overlord</u>	<u>N. Pang</u>	<u>Total</u>
March			25	35		35
April	33	13	46	81	23	104
May	4	3	7	3	0	3
June	18		18	8	0	8
July	177	11	188	*80	9	124
August	49	6	55	58	2	60
September	13		13			
			352			334

* incomplete records for this month but total is verified

Table 2

WILDERNESS CAMPING

	<u>1980</u>	<u>1981</u>
April	98	83
May	109	56
June	228	53
July	1 467	654
August	709	626
September	61	14
	2 672	1 486

CONTACT: Paul **Follet** - was tour escort with Horizon
expert on Arctic cultures

OTHER EXPRESSED

- COMMENTS/IMPRESSIONS:
- o Horizon **cancelled** tours because of high costs **of** airfare, but would eventually like to operate there again
 - o **Follett** feels that Nordair should offer charters for groups
 - o **In** his experience, no one has ever come away **displeased with** the trip
 - o Operators, guides, escorts must be fully knowledgeable of northern culture
 - o Problems

Communities do not seem to make any effort to make facilities or activities available

Activities concerning "ways of life" in North should be available, eg. foods, dances, crafts, workshops

- *- elementary school buildings, churches should be more utilized

OTHER CONTACTS

Zoltan Balogh ZB & Associates Travel Ltd. - 225-7734

- o Interested, but needs to do more homework
- o Feels that Europe is a good market

CGOT Have no data

- o 2 years ago did an Exit Study for automobiles in NWT

Quaivvik Yellowknife - (403) 873-2074

- o Not operating in east any longer due to high costs (airfare, hotels, etc.)
- o Had program entitled Arctic Spring Experience
- o Currently operate only Western Arctic
- o Literature being forwarded

Pacific Western

Airlines Limited Edmonton - (403) 445-4101

- o Scheduled flights to Resolute, Wednesdays and Thursdays
- o Single \$358 one-way
- o Excursion
 - i) high season \$465 return
 - ii) **low** season \$394 return

APPENDI X B

CONTACTS

APPENDIX B
CONTACTS

TABLE OF CONTENTS

FEDERAL GOVERNMENT

TERRITORIAL GOVERNMENT

OTHER **NON-COMMUNITY** CONTACTS

COMMUNITY CONTACTS

MARKETING CONTACTS

APPENDIX B

CONTACTS

FEDERAL GOVERNMENT

Department of Indian Affairs and Northern Development

- o Julian **Inglis**, Acting Director, Land Management Division, Project Manager of Lancaster Sound Study (Hull, Quebec)
- o Joan **Topolski**, Information Officer, Environmental Research (Hull, Quebec)
- o Sandra Smart, Information Officer, **Socio-Economic** Research (Hull, Quebec)
- o Jeffrey Ross, Research Information and Documentation Officer, Northern Research Information and Documentation Service, Northern Social Research Division (Hull, Quebec)
- o John MacDonald, Head, Culture and Linguistic Section, Social and Cultural Development Division, Northern Co-ordination and Social Development Branch (Hull, Quebec)
- o George Learchs, Northern Social Research Section (Hull, Quebec)
- o A. **Therriault**, District Manager - **Baffin** Island (Frobisher Bay, N.W.T.)
- o Mr. **Lynburner**, Land Management Division (Ottawa, Ontario)
- o Floyd **Adlem**, Acting Regional Manager, Property Department (Yellowknife, N.W.T.)

Environment Canada

- 0 Mr. McBride, Arctic **Co-ordinator**, Arctic Climatology (Downsview, Ontario)
- 0 Barry Maxwell, Arctic Climatology (Downsview, Ontario)
- 0 **Garry G. McLean**, Program Officer, Environmental Conservation Service, Lands Directorate (Hull, Quebec)
- 0 Gerry Lee, Chief, Federal Land Services Division, Lands Directorate (Hull, Quebec)
- 0 Dr. Nick Novakowski, Canadian Wildlife Service (Hull, Quebec)
- 0 **Ian K. MacNeil**, Head, Terrestrial Studies Section, National Parks, Parks Canada (Hull, Quebec)
- 0 Claude **Mondor**, Co-ordinator, Area Identification, **National Parks**, Parks Canada (Hull, Quebec)
- 0 Dave Burley, Historic Parks and Sites, Parks Canada (Winnipeg, Manitoba)
- 0 Peter **Priess**, Acting Chief of Archaeology, parks Canada (Winnipeg, Manitoba)
- 0 Bob Gamble, Parks Canada (Yellowknife, N.W.T.)
- 0 Gus Couch, Canadian Wildlife Service (Hull, Quebec)
- 0 Jim Stoner, **Chief** of Enforcement, Canadian Wildlife Service (Hull, Quebec)
- 0 Bill Aris, Parks Canada (Ottawa, Ontario)

National Museum of Man

- o Dr. Robert **McGhee**, Archaeological Survey of Canada, National Museum of Man (Ottawa, Ontario)

Federal Liaison Bureau

- o **N.J.** McPherson, Director-General, Federal Liaison Bureau, Government of the N.W.T. (Hull, Quebec)

Canadian Government Office of Tourism

- o Unidentified Source

Department of National Defense

- o Colonel Miller, Base Planning and Development (Ottawa, Ontario)

TERRITORIAL GOVERNMENT

Prince of Wales Northern Heritage Centre

o Bob James (Yellowknife, N.W.T.)

Department of Economic Development and Tourism

0 Paul Welsman, Business Development Supervisor (Frobisher Bay, N.W.T.)

0 Robert Trudeau, Regional Superintendent (Frobisher Bay, N.W.T.)

0 Rick Hamberg, Regional Tourism Officer (Frobisher Bay, N.W.T.)

0 Don Worrall, Business Development Officer (Frobisher Bay, N.W.T.)

0 Larry Simpson, Area Economic Development Officer (Igloolik, N.W.T.)

0 David Monteith, Area Economic Development Officer (Pond Inlet, N.W.T.)

0 Katharine Trumper, Area Economic Development Officer (Pangnirtung, N.W.T.)

0 Angus MacDonald, Economic Development Officer (Frobisher Bay, N.W.T.)

0 Peter Neugebauer, Parks Officer (Yellowknife, N.W.T.)

0 Alan Vaughan, Head, Long Range Planning (Yellowknife, N.W.T.)

Department of Renewable Resources

0 D. Boxer, Regional Superintendent (Frobisher Bay, N.W.T.)

- 0 Pauloosie Kilabuk, Conservation Education Officer (Frobisher Bay, N.W.T.)
- o Paul Kraft, Wildlife Officer (Frobisher Bay, N.W.T)
- o Michael A.D. Ferguson, Regional Wildlife Biologist (Frobisher Bay, N.W.T.)

OTHER NON-COMMUNITY CONTACTS

- 0 Fred **Weih**s, Operations Advisor, Canadian Arctic Co-operatives Federation Limited (**Frobisher Bay, N.W.T.**)
- 0 Conrad Lewinski, Canadian Arctic Co-operatives Federation Limited
- 0 Paul **Follet**, past tour escort with Horizon Tours in the Arctic
- 0 Pacific Western Airlines Limited
- 0 Alan Stevenson, Austin Airways (**Timmins, Ontario**)
- 0 Greg **Ducharme**, Peyton's Lodge (**Pangnirtung, N.W.T.**)
- 0 Nordair Limited (Montreal, Quebec)

COMMUNITY CONTACTS

Resolute Bay

Individuals

- o George **Eckalook**, Settlement Chairman
- o **Aleesuk Eckalook**, Secretary Manager
- o Andrew **Tagak**, Field Services Officer
- o Paul Amagoalak, Chairman of the **Co-op** Board
- o **Bezal** and Terry Jesudasen, Owners/Managers of High Arctic Explorers International
- o Raymond **Girard**, **Co-op** Manager
- o Gunnar Wederhorn, Base Manager of Nordair
- o Minnie Nungaq, **Co-op** Manager Trainee
- o Mike Pembroke, School Principal
- o Fred **Alt**, Base Manager for Bradley Air
- o Kevin, Base Manager for **Kenn Borek** Air
- o Joe McGrath, Pilot with **Kenn Borek** Air
- o Kay Settle, Nurse
- o Tony **Manik**, President of the H.T.A.
- o John Stevenson, Wildlife Officer
- o Bill Brown, Personnel Superintendent at the Polaris Mine
- o Dave Purchase, **D.P.W.**
- o Jan **Tagak**, Adult Educator, Housing Association Employee

Groups

- o Settlement Council
- o **Co-op** Board
- o Hunters and Trappers Association
- o School Class

Frobisher Bay

Individuals

- o Martin Johnson, Mayor
- o **Frobisher Bay Craft Centre** Manager
- o **Frobisher Bay Jewellery Centre** Manager
- o **Frobisher Bay Sweater Shop**
- o **Goliger's** Travel
- o **RCMP**
- o Renewable Resources Officers
- o Conservation Education Officer
- o Town **Councillors**
- o **Co-op** Manager and Advisor
- o Various other business owners
- o **Paulosie Kilabuk**, Conservation Education Officer
- o **Judy Farrow**
- o Ben En, **Councillor**
- o Tourism Committee of **Frobisher Bay**
- o Museum Society

Hall Beach

Individuals

- o **Joe Curley**, Mayor
- o Timothy **Kringuk**, **ex-Field** Services Officer
- o **Joanna Aulá**, Secretary Manager
- o Joe Morgan, Speaker for the **Baffin** Regional Council
- o **Itani Issigaitok**, **Co-op** Manager
- o Don Vincent, Wildlife Officer (stationed in **Igloolik**)
- o George **Inman**, **RCMP** Constable (stationed in **Igloolik**)
- o **Solamon Curley**, Translator Secretary for the **H.T.A.**
- o **Simeonie Irqittuq**, Deputy Mayor, **H.T.A.** Board Member
- o **Simeonie Issigaitok**, Coffee shop owner

- o Bill Wells, Carpenter trainer with Department of Housing (6 month contract)
- o **Scotty**, Bay Manager
- o Jerry **Neilson**, Present **Owner/Manager** of Viking Fish Camp (lives in Pickering, Ontario)
- o Father Vandeveld, Roman **Catholic** Priest
- o Terry Hobday, School Principal

Groups

- o Ham'let **Council**
- o **Co-op** Board
- o Hunters and Trappers Association
- o Ladies Sewing Group
- o Several of the School Teachers

Lake Harbour

Individuals

- o **Mossesie Kolola**, Chairman of **Co-op** Board
- o Jamessie Kootoo, Chairman of Education Committee
- o Davi dee and Eva **Ituleu**, **Co-op** Board members
- o **Newgalleak Qirmirpik**, Councillor
- o **Takealoo Temela**, HTA
- o **Simione Aqpik**, interested in outfitting
- o Joannie **Ikkudliak**, interested in outfitting
- o Andrew Johnson, **Co-op** Manager
- o Jerry Whiting, RCMP
- o Marvin Mackay Keenan, **Principal**

Groups

- o Grades 4, 5, 6, 7, and 8 of **Aqiqiq** School
- o Community Hall Committee
- o Ladies Auxiliary
- o Education Committee

Clyde River

Individuals

- o James Arreak, Mayor, Businessman and **ex-M.P.** for North Baffin
- o Elijah **Tigulluraq, F.S.O.** and Social Worker
- o Joe **Tigulluraq**, Wildlife Officer
- o Daniel Jaypoody, Assistant Secretary Manager
- o **Looseosie Aipellie**, Adult Educator
- o Phil Pitts, **R.C.M.P.** Officer
- o Mesa Akavak, Special Constable
- o **Solomonie** Nataniq, Businessman and potential outfitter
- o **Allaloo Qipellie**, Carver
- o Elisha **Sanguya**, Manager of **Iqutaq** Group Silkscreen Shop
- o Lazarus, First Air Agent
- o Appitaq Enuarq, Former Manager of **Qakiqiak Co-op**
- o Don Morrison, School Teacher and **Co-ordinator** of Cross-Country Ski Program
- o Levi **Iqaluikjuaq**
- o Nauya **Tassugat**
- o Api tak **Sanguya**
- o Joel Lee **Sanguya**, School Principal

Groups

- o Hunters and Trappers Association
- o **Co-op** Board of Directors
- o Local Education Authority
- o Senior School Class

Cape Dorset

Individuals

- o **Elizah Opootoogook**, Mayor
- o Sandy Reynolds, Hotel Owner
- o Steve **Birell**, **Co-op** Manager

- o Terry Ryan, **Co-op** Manager
- o **Tukiki Oshaweetok**
- o Jimmy Manning
- o **Kenoujuak**, Artist
- o Charlie Manning, Settlement Secretary

Groups

- o Cape Dorset **H.T.A.**
- o **Co-op** Management
- o Education Committee
- o Sewing Group
- o Ladies Auxiliary

Arctic Bay

Individuals

- o Rebecca Williams, Field Services Officer and Social Worker
- o Glen Williams, prospective outfitter and consultant
- o Joshua Kango, Entrepreneur
- o Frank Pearce, Secretary-Manager
- o Carmen, Adult Educator
- o Koonoo **Ippiq**, Chairperson, **Inumarit** Committee
- o Philip Qamaniq, Vice-Chairman, **Inumarit** Committee
- o Laurie Dexter, Anglican Minister
- o John **Bens**, Store Manager
- o Fred Alias, Wildlife Officer
- o Tommy Tatatuapiq, prospective tourism entrepreneur
- o Burt **Sibilleau**, RCMP Officer

Groups

- o Hamlet Council
- o Hunters and Trappers Association
- o Community Elders

Nan is i vi k

Indi vi dual s

- 0 Janet Armstrong, Field Services Officer
- 0 Rick Armstrong, Head of Personnel, **Strathcona** Mineral Services Ltd.
- 0 Dennis Johnson, **Strathcona** Mineral Services Ltd.

Grise Fiord

Indi vi dual s

- 0 Abraham **Pijamini**, Special Constable, President of H.T.A., President of **Co-op** Board
- 0 **Tookilkee Kiguktak**, Chairman of the Settlement Council, Vice-Chairman of **Co-op** Board
- 0 Fraser Ross, **Co-op** Manager
- 0 Bob Petersen, RCMP Constable (wife **Colleen** is the **Kenn Borek** representative)
- 0 Ian Smith and **Gillian Mann**, teachers
- 0 **Akeeagok Gamaliel**, Councillor, **Co-op** Board Member
- 0 **Paulesee Nungaq**, Councillor
- 0 Simon **Akpaliakpik**, **Co-op** Board Member
- 0 Lazarus **Akeeagok**, Field Services Officer
- 0 Lucy **Nungaq**, **Co-op** Board Member, **Co-op** Manager Trainee
- 0 Looty **Pijamini**, local hunter and guide
- 0 Daphne Oriente, community doctor
- 0 Raymond Mercredi, local hunter and guide
- 0 **Paul Kasudulak**, local hunter and guide, Tourism **Co-ordinator** Trainee for summer of 1982 contingent of **L.E.A. P.** funding

Groups

- 0 Settlement Council
- 0 Hunters and Trappers Association
- 0 **Co-op** Board
- 0 Ladies Sewing Group

Igloolik

Individuals

- 0 Mark **Evaluardjuk**, Manager/owner of **Tujurmivik** Hotel, Foxe Basin M.L.A., **Co-op** Board member
- 0 Maurice Arnatsiaq, Mayor
- 0 Ike **Hauli**, Field Services Officer
- 0 Leah Otak, Social Services Officer
- 0 Loyal Ellsworth, **Co-op** Manager
- 0 Ian Rose, School Principal
- 0 John **Ululiyamat**, local hunter
- 0 Bryan Robinson, teacher
- 0 Georgia, transient **centre** cook and author
- 0 Hugh Loyal, Adult Educator
- 0 **Emille Imaraitoq**, Adult Educator trainee
- 0 Bernadette **Imaraitoq**, translator
- 0 **Joanese** Sarpinak, Hamlet Secretary Manager
- 0 **Hipalok Imaraitoq**, Hamlet Foreman
- 0 Joe **Atagutalak**, Inuit Broadcasting Corp. employee, most recent head of **Inumarit** Society (now defunct)
- 0 Don Vincent, Wildlife Officer
- 0 Josiah **Kadlutsiak**, Wildlife Officer Assistant
- 0 Alex Arnaitok, Bay Manager
- 0 Paul **Hauli**, Council member
- 0 George **Qulaut**, Research **Centre** Manager
- 0 Andy Rhode, Scientist in Charge of Research **Centre**
- 0 Lucien **Uckalaneak**, Outfitter, **Co-op** Board member, **B.R.I.A.** Board member
- 0 Ammie **Kipsigak**, local carver and photographer
- 0 George **Inman**, **R.C.M.P.** Constable
- 0 Monica, Education Society Asst. Chairman

Groups

- o Hamlet Council
- o Hunters and Trappers Association
- o **Co-op** Board
- o Adult Education Class
- o Grade 9 Class
- o Anglican **Womens** Sewing Group
- o Group of the Community Elders

Sanikiluaq

Individuals

- o Charlie Kudluarok, Mayor
- o Noah Arragutainag, Councillor
- o Lucy Novalinga, Councillor
- o Johnny Appaquaq, Councillor
- o Moses Novalinga, Councillor
- o **Luccaise** Kitosuk, Secretary Manager
- o **Johnnie** Cookie, FSO
- o Ron **Dewar**, Co-op Manager
- o **Luccaise** Arrgutina, Airport Manager
- o **Arnie Meeko**
- o Alice Mikiq
- o **Lucassie** Inuktaluk, Co-op Board of Directors
- o **Lucassie** Kattlik, Co-op Board of Directors
- o Louisa **Kowcharlie**, Co-op Board of Directors
- o **Johnnie Meeko**, carver, hunter
- o Charlie Crow, carver, community leader

Groups

- o Community Council
- o Education Committee
- o **Co-op** Board of Directors
- o Ladies Auxiliary and Vestry Group

Broughton Island

Individuals

- o **Pauloosie** Keeyootak, Outfitter and **H.T.A.** member
- o Jaco Newkinak, Fish and Wildlife Officer and Chairman of **H.T.A.**
- o John and Debbie Simpson, Adult Educators
- o Irene Bland, First Air Agent
- o Linton Robinson, **R.C.M.P.** officer
- o Liz Robinson, Adult Educator
- o Leslie **Kooneeloosie** Hamlet Employee
- o Ludie **Kooneeloosie**, Assistant **Co-op** Manager
- o David **Kooneeloosie**, Parks Canada Warden
- o Jonas **Allooloo**, Minister
- o Jaypatee Nookiguak, **F.S.O.** and Social Worker
- o Jim **Currie**, **Secretary-Manager**
- o Joanasi **Kooneeloosie**, Former Mayor
- o Phil and Glenda **Dorling**, **Co-op** Manager and wife

Groups

- o Hunters and Trappers Association
- o Hamlet Council
- o Church Sewing Group
- o Hamlet employees
- o Community Elders
- o Senior School Class
- o Adult Education Class
- o **Minguuk** Craft Centre

Pond Inlet

Individuals

- o Pierre **Quasa**, Mayor
- o Fred Hunt, Manager of the Toonoonik-Sahoonik **Co-op**
- o Joe Enook, Manager of the Hotel and fish Camp

- 0 Simon **Merkosak**, Hamlet Secretary-Manager
- 0 David **Mablick**, Field Services Officer
- 0 Titus **Allooloo**, Outfitter and Head of **D.P.W.** in Pond Inlet
- 0 Margaret **Allooloo**, former Secretary-Manager
- 0 Paul **Koolerk**, Assistant Secretary-Manager
- 0 Chris Bergman, RCMP Officer
- 0 Paul Idlout, Contract Employee, **Petro-Canada**
- 0 Lazarus **Arreak**, Adult Education
- 0 Ava **Arreak**, Interpreter
- 0 Elijah **Erkloo**, Adult Educator and Chairman of DRC
- 0 Wayne Spencer, Wildlife Officer
- 0 **Mathias** and Api a Ara
- 0 **Ipellie Merkosak**
- 0 Paul **Enookoolook**, Member of HTA
- 0 John Henderson, Dental Therapist, Outfitter

Groups

- o Hamlet Council
- o Development Review Committee
- o Hunters and Trappers Association
- o Community Elders

MARKETING CONTACTS

Tour Operators

- 0 Jerome Knapp, Canada North Outfitting Inc.
- 0 Jill Malins, Canadian Nature Tours
- 0 **Margarite Florsham, Goliger's** Tours
- 0 Jerry Nielson, Viking Tours
- 0 Skip Voorhees, Special Interest Tours
- 0 Terry Madden, Great Canadian Travel Co. Ltd.
- 0 Mike Dunn, Society Expeditions
- 0 Stephen Burnett, Horizon Tours
- 0 Pat Steveson, Majestic Tours
- 0 Mr. Fogelberg, Lindald Tours
- 0 Ian Yollles, Outward Bound
- 0 Zoltan Balogh, ZB and Associates Travel Ltd.
- 0 Quaiivik Ltd.