

Arctic Development
Library

***Baffin Region - Tourism Industry Overview
Tourism, Tourism - Baffin Region
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Tourism
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BAFFIN REGION

TOURISM INDUSTRY

OVERVIEW

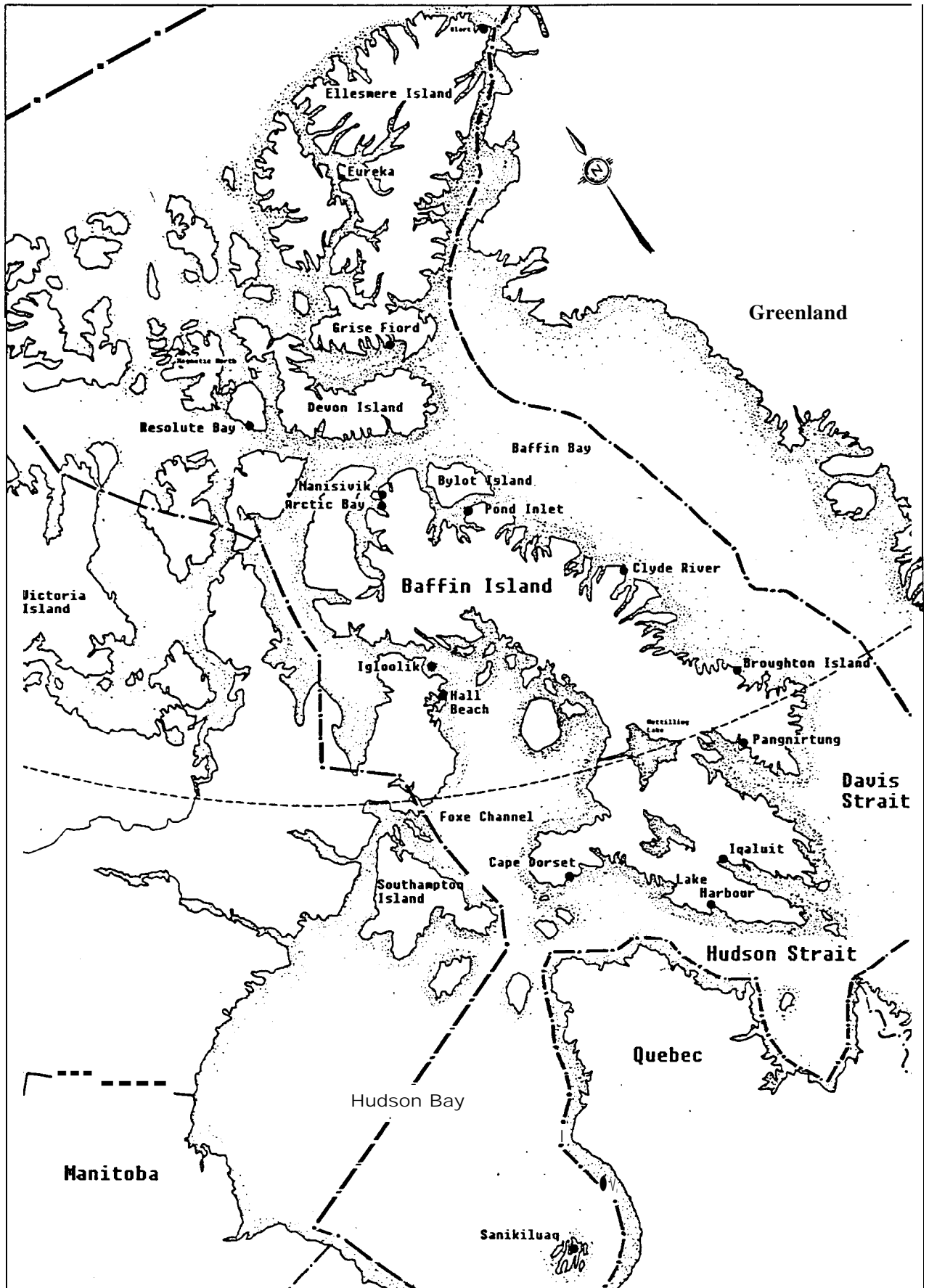
1992

Department of Economic Development and Tourism
Government of the Northwest Territories
Baffin Region.

Fax Number (819) 979-6026

Tel Number (819) 979-5075

The Baffin Region of the Northwest Territories



Tourism Industry Overview

Baffin Region

1992

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- 2.0 National and International Trends
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- 7.0 **Parks**

REGIONAL TRENDS

1992

- the majority of visitors to the Baffin Region derive from Canada and the U.S. (88%). The lingering economic recession in North America has contributed to a downward trend in visitation to the region over the past 3 years.
- The Canadian Tourism Research Institute is forecasting continued slow or negative growth for tourist traffic to Canada in 1993.
- The majority of tourist inquiries continue to be strong from Ontario. Surveys completed at the Pangnirtung and Iqaluit visitor centres also reveal a majority of visitors from Ontario. Next to Ontario the highest number of inquiries and visitor origin in surveys, was from western Canada.
- Thirty-one (31) outfitters were licensed in the region in 1992 and increase of three (3) over 1991. Eleven of the outfitters worked out of Pangnirtung.
- a survey of package tours to the region in 1992 revealed that visitor revenue increased by 21 .5% over 1991, and increase of \$415,943.00
- the retail cost of tours to the region has increased only marginally in the past three years averaging \$3,083. last year compared to \$2,978. in 1989.
- Poor weather conditions in the eastern Arctic resulting in heavy ice conditions in 1992 contributed to cancellations by tow of four ships to the Baffin region.

tour wholesalers have evidenced an intent to promote at least nine new package tours to the region in 1993.

NATIONAL AND INTERNATIONAL TRENDS
1992

National travel and industry research publications are reporting the following trends for the industry:

since 1989 visitation to Canada by U.S. travelers has shown little growth, however one destination that has shown increased traffic from the U. S., is Canada's north.

- **in 1992 pleasure travel to the NWT increased 21% over 1991.**

airline tickets issued for pleasure travelers in Canada increased by 37% during the first four months of 1992. Tour wholesalers are reporting that consumers are looking for bargains and taking less risk with new products. Known, quality products and trusted brand names are the preferred product choices by consumers.

the Canadian Research Institute is forecasting increased travel sales in 1993 as the U.S. emerges from the recession. The lower Canadian dollar will enhance travel to Canada.

in a study of consumer tourism preferences, it was shown that for U.S. men, the two most important tourism activities are outdoor recreation (72%) and sightseeing (66%). For U.S. women the two most important activities were sightseeing (74%) and dining (66%).

**3.(I) ARCTIC CIRCLE MAGAZINE AND BAFFIN BROCHURE
MAIL RESPONSE SURVEY- 1991/92**

	January	February	March	April/May	Totals
Question 1					
1992	18	40	7	12	77
1993	8	15	14	3	40
Undecided	21	40	23	4	88
Question 2					
Vacation	36	89	42	12	179
Business	1	6	3	4	14
Question 3					
Spring	4	17	2	3	26
Summer	39	62	25	16	142
Fall	1	10	14	2	27
Winter	3	3	1	0	7
Question 4					
Yes	36	6	6	12	60
No	11	89	35	6	141
Question 5					
Hiking/Camping	20	57	27	10	114
Sportfishing	10	20	10	2	42
Culture/History	32	58	27	13	130
Boating	2	9	4	1	16
National Parks	18	53	26	7	104
Territorial Parks	20	48	18	8	94
Arts and Crafts	25	44	25	11	105
SportShunting	1	4	1	1	7
Kayaking	4	15	10	2	31
Photography	23	54	25	12	114
Bird Watching	8	31	11	5	55
Other	5	11	1	3	20
Question 6					
Arctic Char	33	75	29	11	148
Caribou	23	52	20	9	104
Musk-ox	24	39	13	7	83

Last year the Department of Economic Development and Tourism placed reader responses cards in Arctic Circle magazine and in their won tourist brochure on the Baffin. The responses are recorded, tabulated, and cross-referenced with an annual survey of tour wholesalers.

Question No. 1 -In what year do you plan to visit?

Question No. 2- What will be the purpose of your trip to Baffin Island Region?

Question no. 3 -In what season do you plan to visit the Baffin Region?

Question No. 4- Have you ever visited the Baffin Island Region?

Question No. 5- What will be your primary interest when you visit?

3.0 MAIL RESPONSE SURVEY 1992- ORIGIN OF REQUESTS

	January	February	March	Apr/May	June thru	September	
CANADA							
Ontario	34	46	16	10	55		348
Man.	4	4	3	1	7		19
Sask	1	11	1	0	2		15
Alberta	1	14	6	1	13		35
Quebec	1	6	7	4	31		49
NWT	1	0	0	0	0		1
Nfld.		0	1	0	2		3
P.E.I.		0	0	0	0		0
Nov. Scot.		0	0	0	2		2
N.B.		2	0	0	2		4
B.C.	1	9	3	2	6		21
Yukon		1	1	0	0	"-	2
USA	3	6	4	2	13		28
Europe	1	0	2	0	5		8
Asia/Pacific	0	1	1	0	0		2
Total	39	97	45	16	138		335

Each year the Baffin Tourism Association and the Department of Economic Development and Tourist Development and Tourism receive written inquiries asking for information on the regions' tourism services, products and attractions and attractions. A summary of the origin of these mail requests is used toward fine-tuning marketing effort.

4.0

BAFFIN REGION

1992 SURVEY OF PACKAGE TOUR ACTIVITY

23 tour companies offered tours to the Baffin Region in 1992, the same number as in 1991.

	1989	1990	1991	1992
Number of Packages Offered for Sale	71	85	69	65
Number of Different Packages Sold	57	49	39	50
Tour Receipts:				
		1990	1 9 9 1	1992
Adventure Tours		1,402,907	933,395	1,126,968.
Arts/Cultural Tours		271,009.	111,430.	165,538.
Naturalist Tours		254,305.	340,917.	299,865.
Hunting/Fishing Tours		<u>720,935.</u>	<u>545,495.</u>	<u>665,405.</u>
Total Value (Gross)		<u>2,649,156.</u>	<u>1,931,237.</u>	<u>2,257,776.</u>
for Tours Sold				

* Information not captured includes incidental tourist traffic, unorganized tourist traffic, visits to family living in region. .

BAFFIN REGION

1992 Package Tour Survey

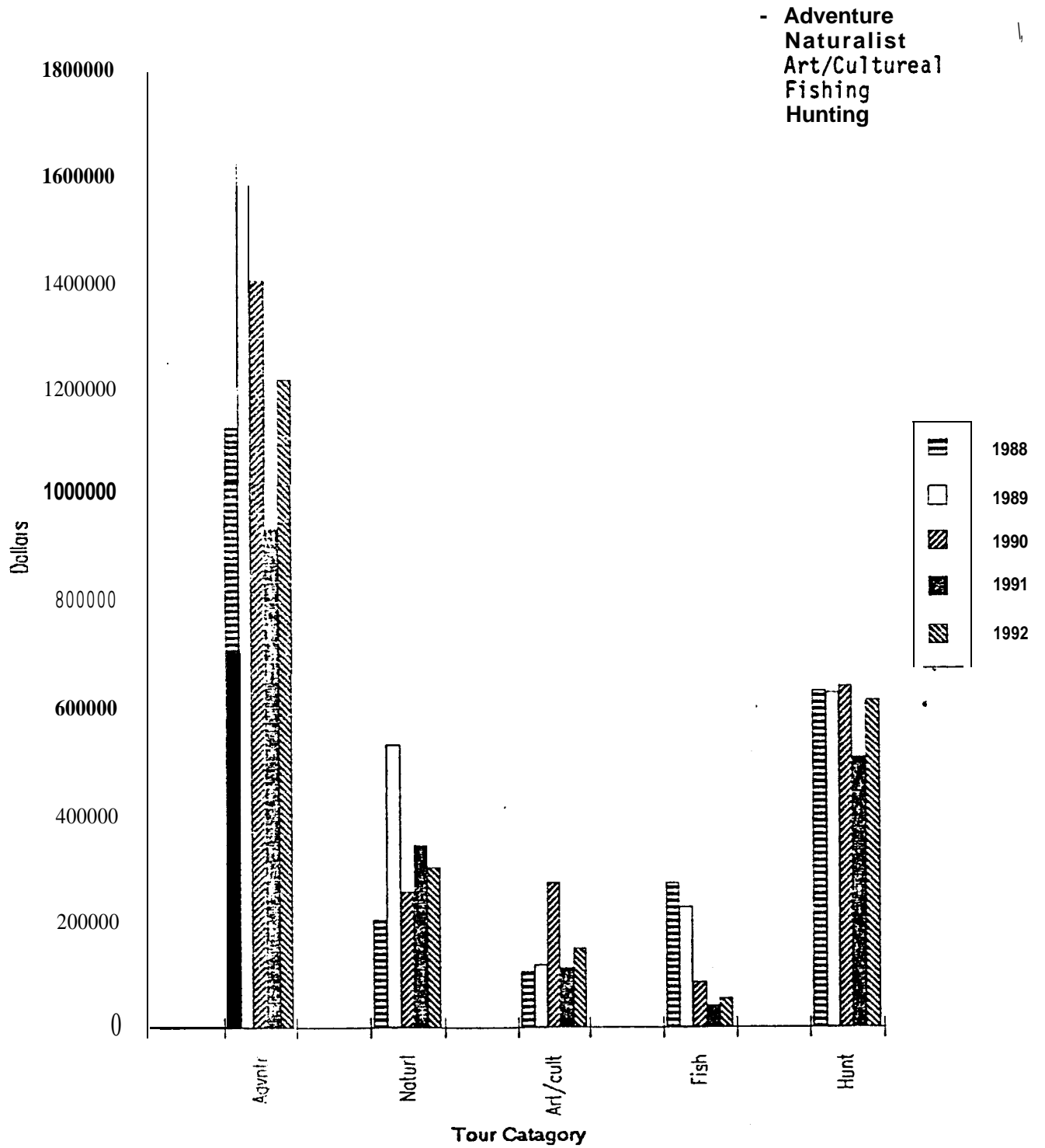
Wholesalers Comments on the Region

Survey information is collected by telephone from package tour operators. In addition to requesting sales data, operators are asked for general comments about the season's activities. The following are some of the comments from operators, and few from clients.

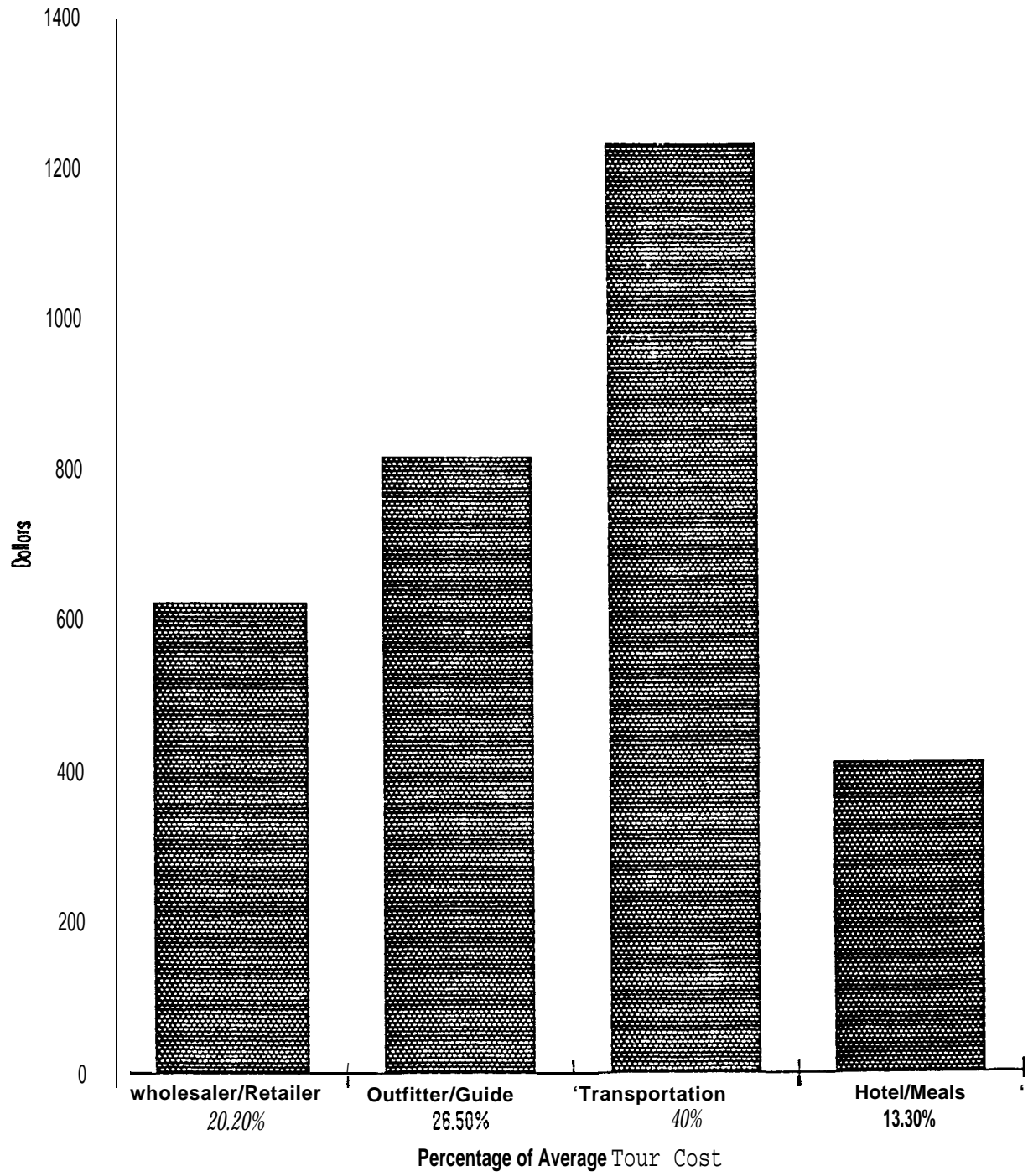
- " The number of Canadian clients increased again in the outdoor adventure and naturalist sector."
- " During the 1992 season, clients were booking late. Rather than booking several months in advance of a trip, they were booking several weeks in advance of travelling."
- " In the non-consumptive tourism market, there was a slight increase in the number of dog-sled clients and foreign independent travelers, (F.I.T. 's) ."
- " Our backcountry canoe program has proved quite successful, particularly the Arctic trip where all three departures sold out. As a result we are most anxious to expand the program in 1993."
- " We think that a goal for your Government's training of guides, **is** that those directly associated with tourists should be much more knowledgeable about local flora and fauna."
- " At our age, (69 & 72), we find that two weeks is **just** about right. Anytime beyond that tends to be a little more than we can **enjoy**."
- " I can't thank you enough for making my trip to **Baffin** such a wonderful experience. I look forward to my return in 1993 with some full tours. Country Walkers Inc. will donate 10% of **its** profits from each of our trips to the education of the Lake **Harbour** children. We are **all** excited about this trip and other future possibilities that we could both benefit from."
- " We are actively promoting Arctic adventure tours to **the** Japanese tourism market and hope to create enough interest and enthusiasm for everyone's benefit."
- " The food was better than expected, the hotel was better than expected, the temperature was warmer than expected, but, souvenirs less plentiful than expected, **and rental clothing**, (boots, mitts, pants & parka's) should be made available. "

- " The Japanese are very service orientated and must be catered to. The tour will appeal to younger outdoor adventure clientele, possibly even the honeymoon trade."
- " I have had a great deal of experience with guides and outfitters both **in** Alaska and in the Canadian Arctic and **Ohito Ashoona**, (of Cape **Dorset**), **is** one of the best prepared that I have ever used. **I** would not hesitate to recommend the use for any future work in the Cape Dorset **area**."

Baffin Region Package Tour Sales 1992



Baffin Packaged Tour - 1992



Licence Outfitters Baffin Region

Community	1989	1990	1991	1992
Arctic Bay	1	1	1	1
Broughton Island	5	3	2	2
Cape Dorset	1	1	1	1
Clyde River	0	0	1 -	1
Grise Fiord	0	0	0	0
Hall Beach	0	0	2	1
Igloolik	2	1	1	1
Iqaluit	7"	7	4	4
Lake Harbour	0	0	0	1
Pangnirtung	13	14	9	11
Pond Inlet	2	2	2	2
Resolute Bay	1	1	1	1
Other	3	3	4	5
Totals	35	33	28	31

5.0 VISITOR CENTRE SURVEYS

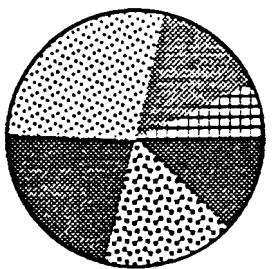
UNIKKAARVIK REGIONAL VISITOR CENTRE
IQALUIT

ANGMARLIK INTERPRETIVE/VISITOR CENTRE
PANGNIRTUNG

UNIKKARVIK REGIONAL VISITOR CENTRE
1991 N.W.T. VISITOR/RESIDENT TRAFFIC COUNTS
IQALUIT, N.W.T.
1ST YEAR OF OPERATION

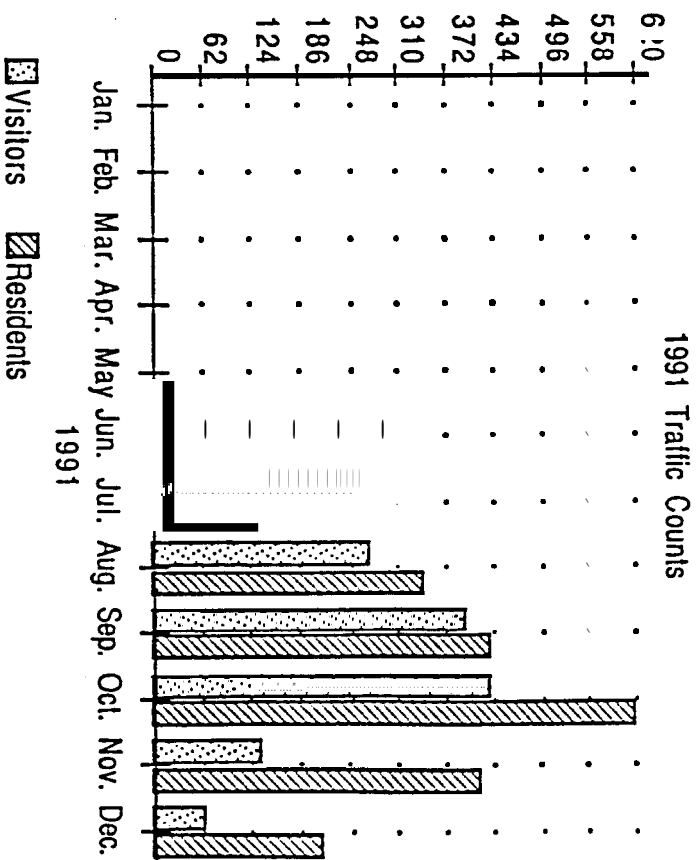
1991

Month	N.W.T. Visitors	N.W.T. Residents	Traffic /Month	Percent
Jan.	-	-	-	-
Feb.	-	-	-	-
Mar.	-	-	-	-
Apr.	-	-	-	-
May	-	-	-	-
Jun.	-	-	-	-
Jul.	265	205	470	13%
Aug.	268	337	605	16%
Sep.	393	425	818	22%
Oct.	420	613	1,033	28%
Nov.	128	408	536	14%
Dec.	58	202	260	7%
Total	1,532	2,190	3,722	100%
Percent	41%	59%	100%	



Visitor Resident Traffic for 1991

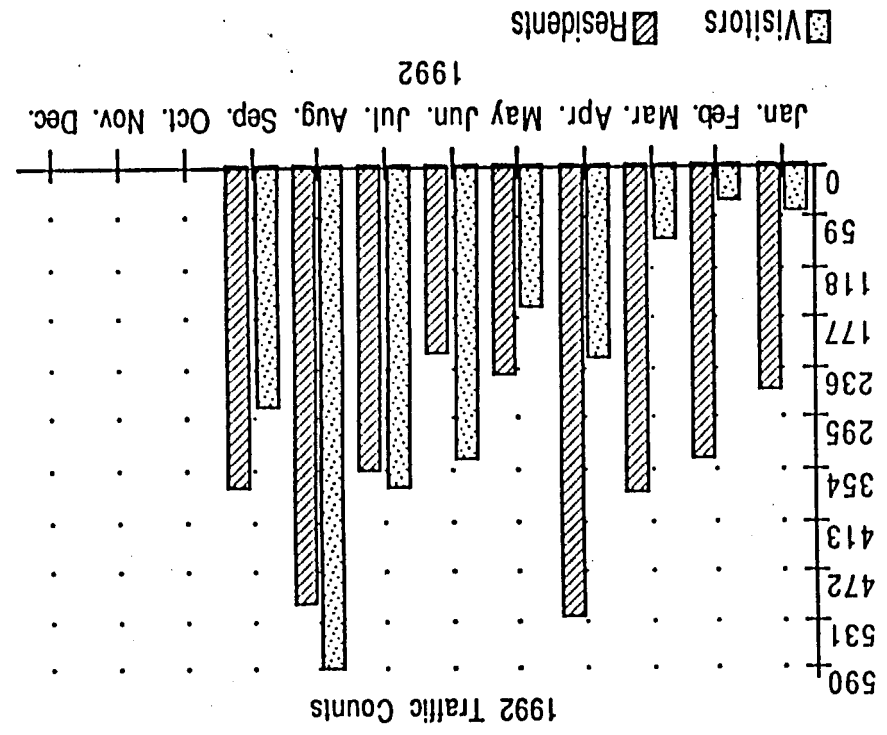
Month	Percent
Jul.	12.6%
Aug.	16.3%
Sep.	22.0%
Oct.	27.8%
Nov.	14.4%
Dec.	7.0%



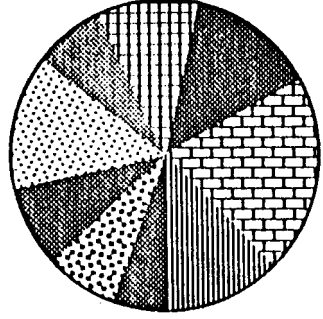
UNIKKAAVVIK REGIONAL VISITOR CENTRE
 IQALUIT, N.W.T.
 2ND YEAR OF OPERATION

1992

Month	N.W.T. ● Visitors	N.W.T. Residents	Traffic /Month	Percent
Jan	52	261	313	6%
Feb.	40	341	381	7%
Mar.	81	376	457	9%
Apr.	219	522	741	14%
May	162	238	400	8%
Jun	338	216	554	10%
Jul.	369	352	721	14%
Aug.	587	508	1,095	21%
Sep.	278	372	650	12%
Oct.			0	0%
Nov.			0	0%
Dec.			0	0%
Total	2,126	3,186	5,312	100%



Visitor & Resident Traffic for 1992



Jan.	5.9%
Feb.	7.2%
Mar.	8.6%
Apr.	13.9%
May	7.5%
Jun.	10.4%
Jul.	13.6%
Aug.	20.6%
Sep.	12.2%

UNIKKARVIK VISITOR CENTRE
SUMMARY OF TRAFFIC COUNTS
1991 - 1992

Chart 1

1991													
Month	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov. Dec.	Total	
Visitors	-	-	-	-	-	-	265	268	393	420	128	58	1,532
Residents	-	-	-	-	-	-	205	337	425	613	408	202	3,722
/Month	-	-	-	-	-	-	470	605	818	1,033	536	260	3,722
Percent	-	-	-	-	-	-	-	-	-	-	-	-	-

Chart 2

1992												
Month	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov. Dec.	Total
Visitors	52	40	81	219	162	338	369	587	278			2,126
Residents	261	341	376	522	238	216	352	508	372			5,312
/Month	313	381	457	741	400	554	721	1,095	650	0	0	5,312
Percent												

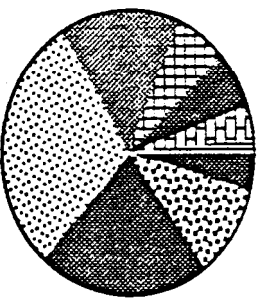
3,186
need
should
pick this

ANGMARLIK INTERPRETIVE/VISITOR CENTRE
N.W.T. VISITOR/RESIDENT TRAFFIC COUNTS
1988 - 1992

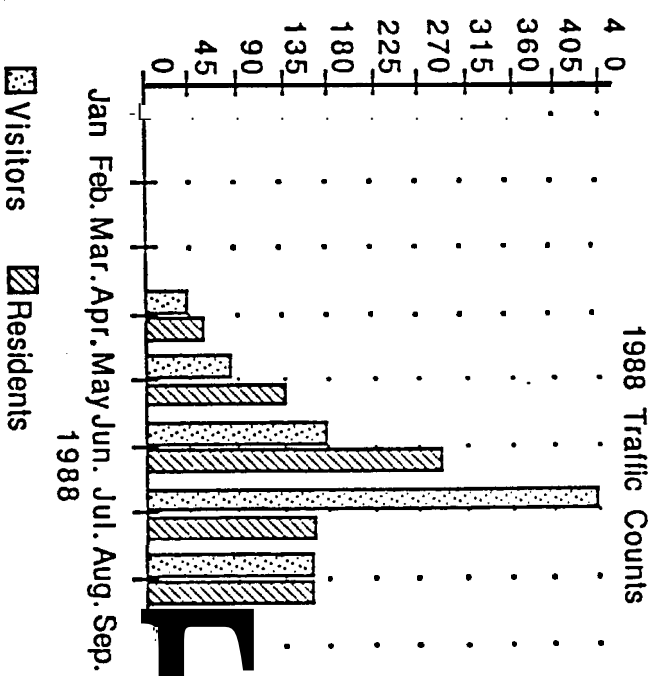
ANGMAMLIK INTERPRETIVE/VISITOR CENTRE
 1988 VISITOR/RESIDENT TRAFFIC COUNTS
 PANGNIKTUNG, N.W.T.
 1ST YEAR OF OPERATION

1988

Month	N.W.T. Visitors	N.W.T. Residents	Traffic /Month	Percent
Jan.	-	-	-	0%
Feb.	-	-	-	0%
Mar.	-	-	-	0%
Apr.	38	56	94	5%
May	80	136	216	10%
Jun.	172	286	458	22%
Jul.	446	162	608	29%
Aug.	159	161	320	15%
Sep.	29	102	131	6%
Oct.	32	105	137	7%
Nov.	29	50	79	4%
Dec.	8	23	31	1%
Total	993	1,081	2,074	100%
Percent	48%	52%	100%	



APR
 MAY
 JUN
 JUL
 AUG
 SEP
 OCT
 NOV
 DEC



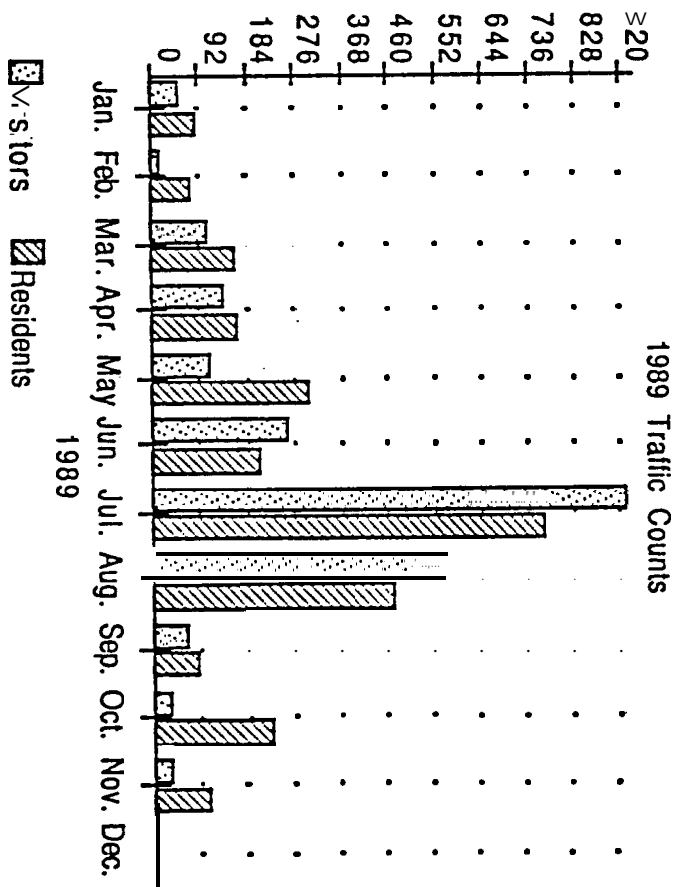
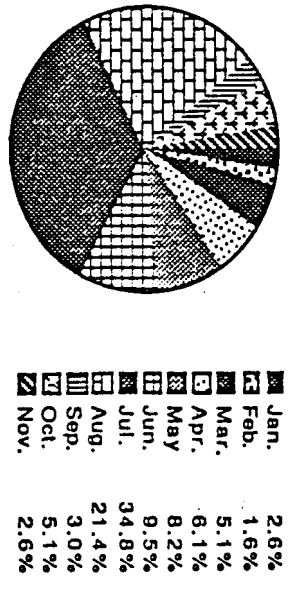
Visitors Residents

ANGMARLIK INTERPRETIVEVISITOR CENTRE
 1989 VISITOR/RESIDENT TRAFFIC COUNTS
 PANGNIKTUNG, N.W.T.
 2ND YEAR OF OPERATION

1989

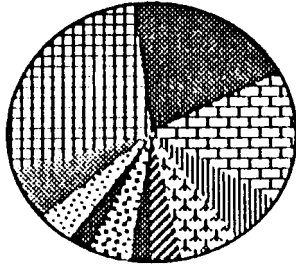
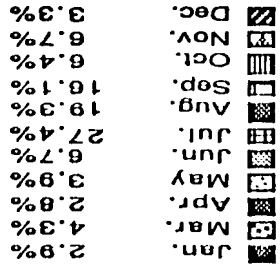
Month	N.W.T. Visitors	N.W.T. Residents	Traffic /Month	Percent
Jan.	44	83	127	3%
Feb.	11	66	77	2%
Mar.	98	149	247	5%
Apr.	135	159	294	6%
May	106	289	395	8%
Jun.	254	206	460	10%
Jul.	919	760	1,679	35%
Aug.	565	467	1,032	21%
Sep.	63	80	143	3%
Oct.	25	223	248	5%
Nov.	31	96	127	3%
Dec.	-	-	0	0%
Total	2,251	2,578	4,829	100%
Percent	47%	53%	100%	

Visitor & Resident Traffic for 1989

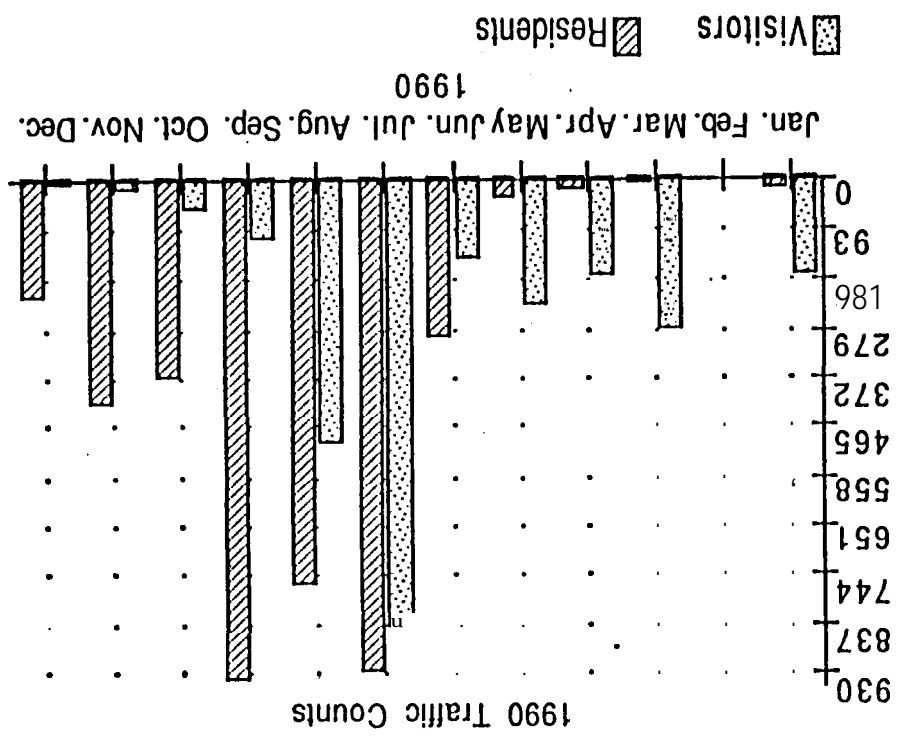


ANGMALLIK INTERPRETIVE/VISITOR CENTRE
 PANGNIRTUUNG, N.W.T.
 3RD YEAR OF OPERATION

Visitor & Resident Traffic for 1990



Month	N.W.T. Visitors	N.W.T. Residents	Traffic /Month Percent	
Jan	169	16	3%	
Feb.	-	-	0%	
Mar.	271	6	4%	
Apr.	168	13	3%	
May	226	25	4%	
Jun	145	283	7%	
Jul	831	919	27%	
Aug.	488	747	19%	
Sep.	102	929	16%	
Oct.	51	356	6%	
Nov.	14	415	7%	
Dec.	5	208	3%	
Total/Yr.	2,470	3,917	6,387	100%
Percent	39%	61%	100%	



1990

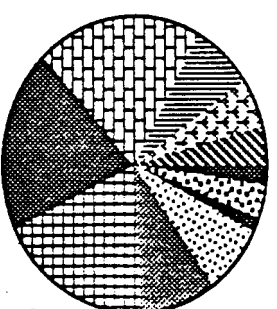
Visitors Residents

1990

Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sep. Oct. Nov. Dec.

1990 Traffic Counts

ANGMARLIK INTERPRETIVE/VISITOR CENTRE
 1991 VISITOR/RESIDENT TRAFFIC COUNTS
 PANGNIRTUNG, N.W.T.
 4RTH YEAR OF OPERATION

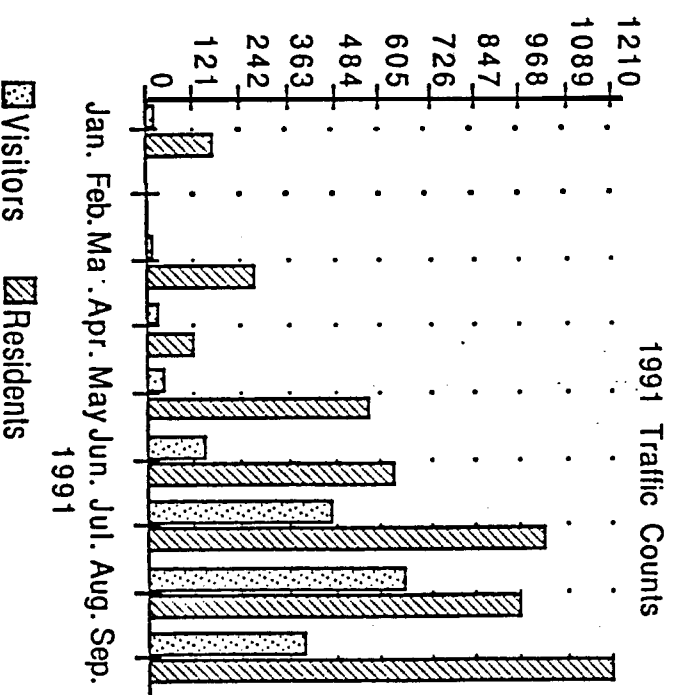


Jan. Mar. Apr. May Jun. Jul. Aug. Sep. Oct. Nov. Dec.

Visitor & Resident Traffic

1991

Month	N.W.T. Visitors	N.W.T. Residents	Traffic /Month	Percent
Jan.	16	171	187	2%
Feb.	-	-	0	0%
Mar.	6	271	277	3%
Apr.	29	115	144	2%
May	34	565	599	7%
Jun.	146	625	771	10%
Jul.	466	1,020	1,486	18%
Aug.	661	963	1,624	20%
Sep.	401	1,203	1,604	20%
Oct.	104	503	607	8%
Nov.	17	425	442	5%
Dec.	2	324	326	4%
Total	1,882	6,185	8,067	100%
Percent	23%	77%	100%	



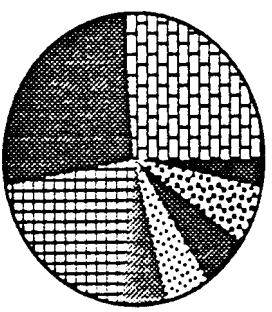
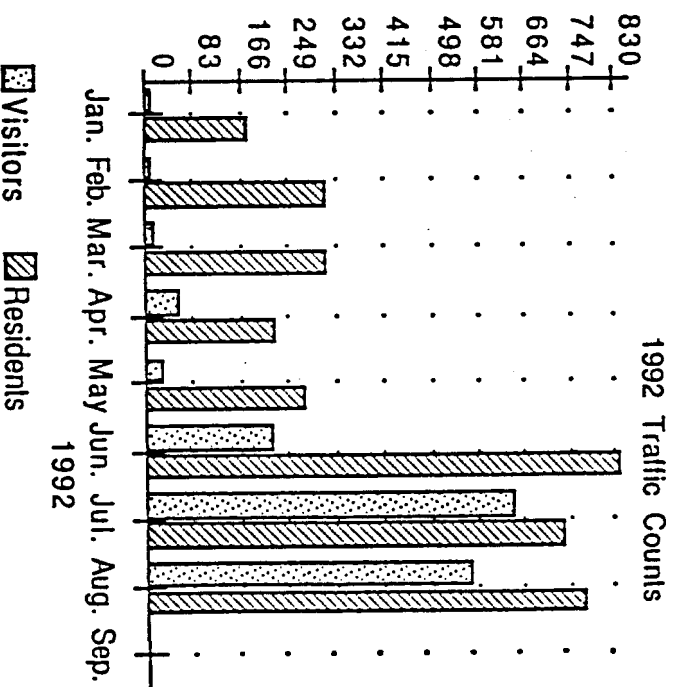
1991

Visitors Residents

**ANGMARLIK INTERPRETIVE/VISITOR CENTRE
1992 VISITOR/RESIDENT TRAFFIC COUNTS
PANGNIRKTUNG, N.W.T.
5TH YEAR OF OPERATION**

1992

Month	N.W.T. Visitors	N.W.T. Residents	Traffic /Month	Percent
Jan.	4	172	176	3%
Feb.	5	313	318	6%
Mar.	10	309	319	6%
Apr.	55	215	270	5%
May	18	271	289	6%
Jun.	211	828	1,039	20%
Jul.	635	735	1,370	27%
Aug.	561	767	1,328	26%
Sep.	-	-	-	0%
Oct.	-	-	-	0%
Nov.	-	-	-	0%
Dec.	-	-	-	0%
Total/Yr.	1,499	3,610	5,109	100%
Percent	29%	71%	100%	



Visitor & Resident Traffic

Legend:
 Jan.
 Feb.
 Mar.
 Apr.
 May
 Jun.
 Jul.
 Aug.

ANGMARLIK INTERPRETIVE/VISITOR CENTRE
SUMMARY OF TRAFFIC COUNTS

1988 - 1992

1988

Month	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Visitors	-	-	-	38	80	172	446	159	29	32	29	8	993
Residents	-	-	-	56	136	286	162	161	102	105	50	23	1,081
/Month	-	-	-	94	216	458	608	320	131	137	79	31	2,074
Percent	0%	0%	0%	5%	10%	22%	29%	15%	6%	7%	4%	1%	100%

1989

Month	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Visitors	44	11	98	135	106	254	919	565	63	25	31	-	2,251
Residents	83	66	149	159	289	206	760	467	80	223	96	-	2,578
/Month	127	77	247	294	395	460	1,679	1,032	143	248	127	0	4,829
Percent	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%

1990

Month	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Visitors	169	-	271	168	226	145	831	488	102	51	14	5	2,470
Residents	16	-	6	13	25	283	919	747	929	356	415	208	3,917
/Month	185	0	277	181	251	428	1,750	1,235	1,031	407	429	213	6,387
Percent	3%	0%	4%	3%	4%	7%	27%	19%	16%	6%	7%	3%	100%

1991

Month	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Visitors	16	-	6	29	34	146	466	661	401	104	17	2	1,882
Residents	171	-	271	115	565	625	1,020	963	1,203	503	425	324	6,185
/Month	187	0	277	144	599	771	1,486	1,624	1,604	607	442	326	8,067
Percent	2%	0%	3%	2%	7%	10%	18%	20%	20%	8%	5%	4%	100%

1992

Month	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Visitors	4	5	10	55	18	211	635	561	-	-	-	-	1,499
Residents	172	313	309	215	271	828	735	767	-	-	-	-	3,610
/Month	176	318	319	270	289	1,039	1,370	1,328	-	-	-	-	5,109
Percent	3%	6%	6%	5%	6%	20%	27%	26%	0%	0%	0%	0%	100%

**TOSURISM AND PARKS DIVISION
BAFFIN REGION.**

PACKAGE TOUR OPERATORS -1992
NEW LISTING **FOR 1993**

WHOLESALE/RETAILOR

Canada North Outfitting,
87 Mill Street,
Almonte Ont. KOA 1A0
Tel. (613) 256-4057

Listing 11 different packages.

Ecosummer Canada Ltd.,
1516 Duranleau St.,
Vancouver, B.C. V6H 3S4
Tel. # (604) 669-7741
Jim Allan.

Listing 6 different packages.

High Arctic International Explorer Services
P. O. Box 200,
Resolute Bay, N.W.T. XOA OVO
Tel # (819) 252-3875

Listing 5 different packages

Special Odysseys,
3430 Evergreen Rd.,
Medina, Washington.
U.S.A. 98030 - ATTEN:Skip Voorhees
Tel# (206) 455-1960

Listing 4 different packages.

Blackfeather Wilderness Adventures Ltd. (Trailhead)
1341 Wellington St.
Ottawa, Ont. K1Y 3B8
Tel# (613) 722-9717

Listing 1 package.

Mr. John Coons, Field Guides Inc.,
P. O. Box 160723,
Austin Texas, U.S.A.
78746 Tel # (512) 327-4953

Listing 1 package.

Eugene Lewis,
Atlantic Marine Wildlife Tours,
227 Wright St.,
Fredricton, N.B. E3B 2E6
Tel# (506) 327-4953

Listing 2 different packages.

Matthew Swan, Weld-wide Adventures,
(Adventure Canada),
920 Yonge st., Suite No. 747,
Toronto, Ont. M4W 3C7
Tel# (416) 963-9163

Listing 7 different packages

Niglasuk Co. Ltd.
General Delivery,
Arctic Bay, N.W.T. XOA OAO
TEL# (819) 439-

Listing 4 different packages.

Adventure Network,
3209 - 1676 Duranleau St.,
Granville Island, Vancouver, B.C.
V6H 3s5
Tel.# (604) 683-6982 Fax. 238-7282

Listing 1 package

Carlo Gori, Liberty Tours,
120 Whitmore Rd., Unit # 7,
Woodbridge, Ont. L4L 6A3
Tel# (416) 850-1900

Listing 1 package.

Mr. Rob Grant, Sources Adventure Re-creation,
P. O. Box 3556 Station B,
Calgary, Alberta.
Tel# (204) 947-9502

Listing 2 different packages.

Melville Shipping,
Suite 1007, 350 Sparks St.,
Ottawa, Ont. Micheal H. Bell Chairman
Tel: (613) 238-1840
Fax: (613) 238-1291

New Cruise Tour for 1993

Northwinds Arctic Adventures,
Matty McNair or Paul Laundry,
P.O.Box 849, Iqaluit, N.W.T.
XOA OHO Tel No. (819)979-0551
Fax No. (819) 979-0551

Listing 10 different packages.

Sunrise County Canoe Expeditions Inc.
Cathance Lake, Grove Post,
Maine, usa 04638
Tel.# (207) 454-7708

Listing 1 package.

Travel Dynamics,
132 East 70 St.,
New York, N.Y. USA
10021
Tel. # (212) 517-7555
Fax # (212) 517-0077

Listing 1 package.

Sobek Expeditions Inc.
159 Main St., Unionville,
Ontario. L3R 2G8
Tel# (416) 479-2600
Fax # (416) 479-2604

Listing 1 package

Le Grand Nerd,
Paris, France.

Listing 2 packages.

Sequest Cruises,
600 Corporate Drive,
Suite 410,
Fort Lauderdale, Florida
USA 3334

List 1 cruise ship pkg.

NEW OPERATORS FOR 1993

Butterfield & Robinson,
70 Bond Street,
Toronto, Ont.
M5B 1X3
Attention: Allan Kling.

Listing 2 different packages.

Country Walkers Inc.,
P. O. Box 180,
Waterbury Vermont.
USA 06676
Contact: Bob Maynard
Tel: (802) 244-1387

Listing 1 package

Blythe & Co.
68 Scollard St.,
Toronto, Ont.
M5R 1G2
Tel: (416) 964-2569

Cruise Ship Package
7 trips East and South
Baffin Coast.

Quark Expeditions Ltd
New York, N.Y.

Cruise Ship package

6.2 ANALYSIS OF PROMOTION COSTS

An analysis of the Department's promotional effort through the **Regional** office was done to evaluate the cost of promoting the **Region's** tourism products. Additionally an alternative method and more economical system of responding to mail & telephone requests for information was examined. We wanted to continue supplying information without altering 'results.

Direct Costs to the **Baffin O&M** Budget, 1991/92

Reprint of the Baffin Brochure including a re-design of the cover. 10,000 copies, (a 3 year supply) .	\$ 11,200.
Best of Baffin Flyers, including Hisoric Park printing, 10,000 copies. (3 year supply)	\$ 4,800.
Best of Baffin sleeves, 12,200 copies. (3 year supply)	\$ 12,200.
Baffin Product Guide, 7000 copies.	\$ 7,010.
Iqaluit maps (2 year supply)	\$ 6,650.
Baffin pins, (average cost/pin \$ 1.02)	\$ 5,000.
NWT pins, stickers, luggage tags etc)	<u>\$ 5,660.</u>
<u>SUB-TOTAL</u> (Actual cost to Baffin Budget)	\$ 52,520.
Explorer Guides, (Cost to HQ) ,5000 copies @ 1.83	\$ 9,150.
Explorer Maps, (cost to HQ), 3600 @ .83 each	<u>\$ 2,998.</u>
TOTAL	\$64,658.

Estimated number of visitors to the **Baffin** region in 1992 is 3,012 which equates to yearly promotional costs of \$ 14.12 per visitor.

Cost of Baffin tourism information package
and breakdown of contents.

Baffin sleeve	1.74
Baffin brochure	1.12
Baffin Flyer.	.48
Baffin Product guide	<u>1.00</u>
Sub-Total	4.34
Postage	<u>1.301</u>

Teal cost \$ 5.64

cost of all-inclusive tourism information package
sent out previous years.

Items in Baffin Tourism package	\$ 4.34
Baffin pin	1.02
NWT pin	.98
NWT luggage sticker	.06
NWT luggage tag	.96
Explorer Guide	1.832
Explorer Map	.752
Postage, first class.	<u>9.70</u>

Total cost..... \$ 14.48

Difference and savings between two packages, \$ 8.84 each.

1. The average first class postage rate of outbound mail.
2. Cost of producing the Explorers Guide and map, not including shipping charges.

6.3

BAFFIN HANDBOOK

The **Baffin** Island Handbook is an innovative project to produce the first-ever tourism guidebook to a region of the Northwest Territories. It is scheduled for publication January, 1993 with the book being launched in February. There **will** be two **launching** sites, one in **Iqaluit** and one in Ottawa. The book was **written** by more than 25 distinguished northerners and experts in northern tourism. Total length of the handbook will be 160 pages and contain information on history, inuit culture, landmarks, the arts, **geogrpahy**, wildlife etc. Funding came from Canadian Parks Service, GNWT Economic Development & Tourism, and Nortext. 10,000 copies of the handbook will be printed.

Pre-publication response to the book has been very favorable. All the agencies involved have substantial **enquiries from** prospective individual buyers, agencies, and retail outlets. The project generated national publicity with coverage on **CBC's** Coast to Coast program in early August. The project has the potential to make a major contribution to current tourism marketing efforts.

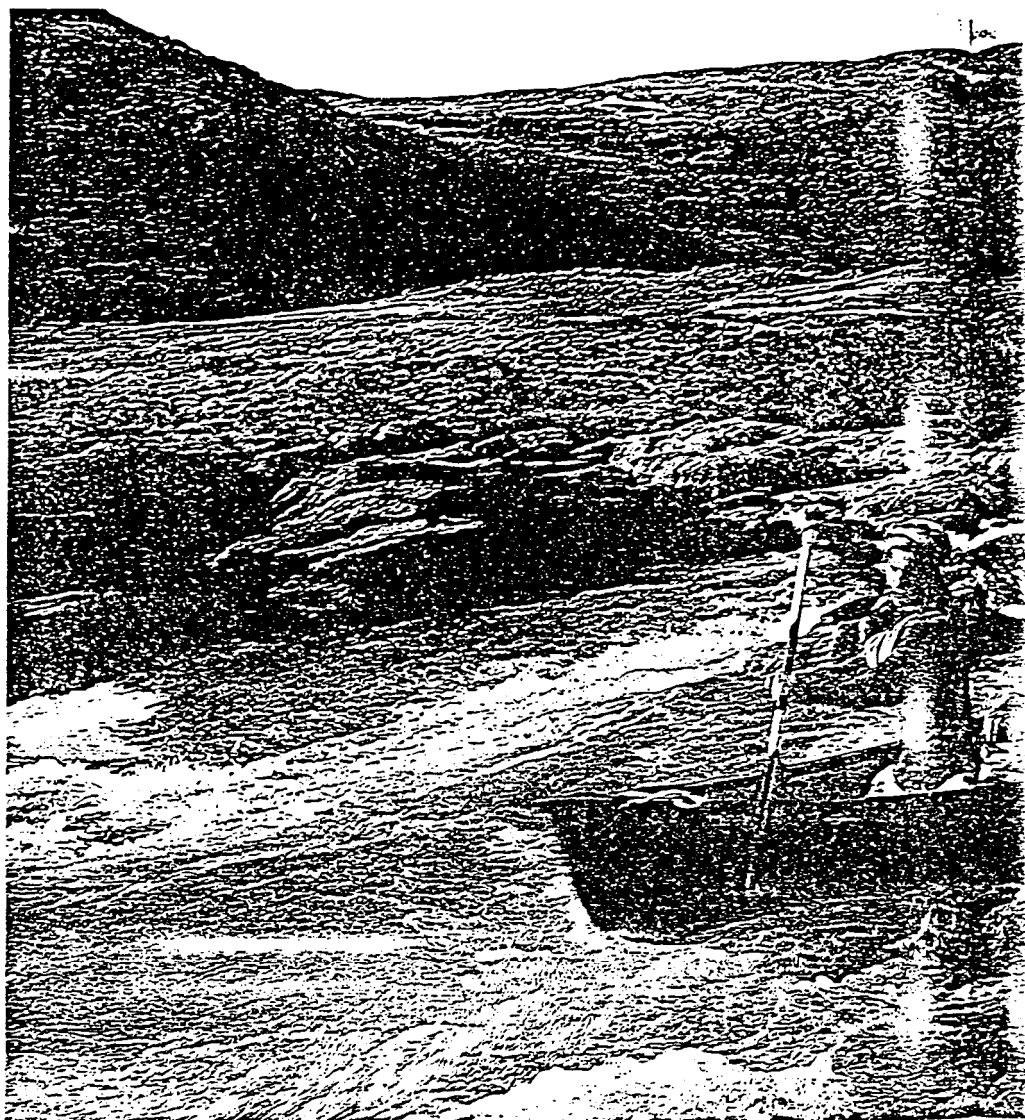
by Bruce K. Downie

In the darkness of the evening snow swirled and drifted with the winds of a late March blizzard. But inside Lake Harbour's community hall, talk was not of snow and winter, but of a lush green park — of boating on the river, and the coming of tourists.

Seated at the front of the hall were four members of the hamlet's tourism committee, and David Monteith, the NWT government's regional supervisor of parks and visitor services. I was present as a parks consultant, and Monteith and I were presenting the Department of Economic Development and Tourism's master plan for a Territorial Park in the Soper River Valley. Locally known as the Kuujuuaq, the Soper drains from highlands over 60 kilometres inland, to the Baffin coast at Lake Harbour. This past summer, the Soper River was named to the Canadian Heritage River System, joining the South Nahanni, Thelon and Kazan Rivers on the NWT's list. Named for naturalist Dewey Soper, the river was nominated by the people of Lake Harbour for its cultural and historical significance, and for the richness of its drainage system.

At the March meeting Tommy Akavak, a government liaison officer and member of the Lake Harbour tourism committee, spoke in full support of the 1400 km² park "It would be good for the community. It will provide jobs and attract tourists, who will help small businesses to get established and survive."

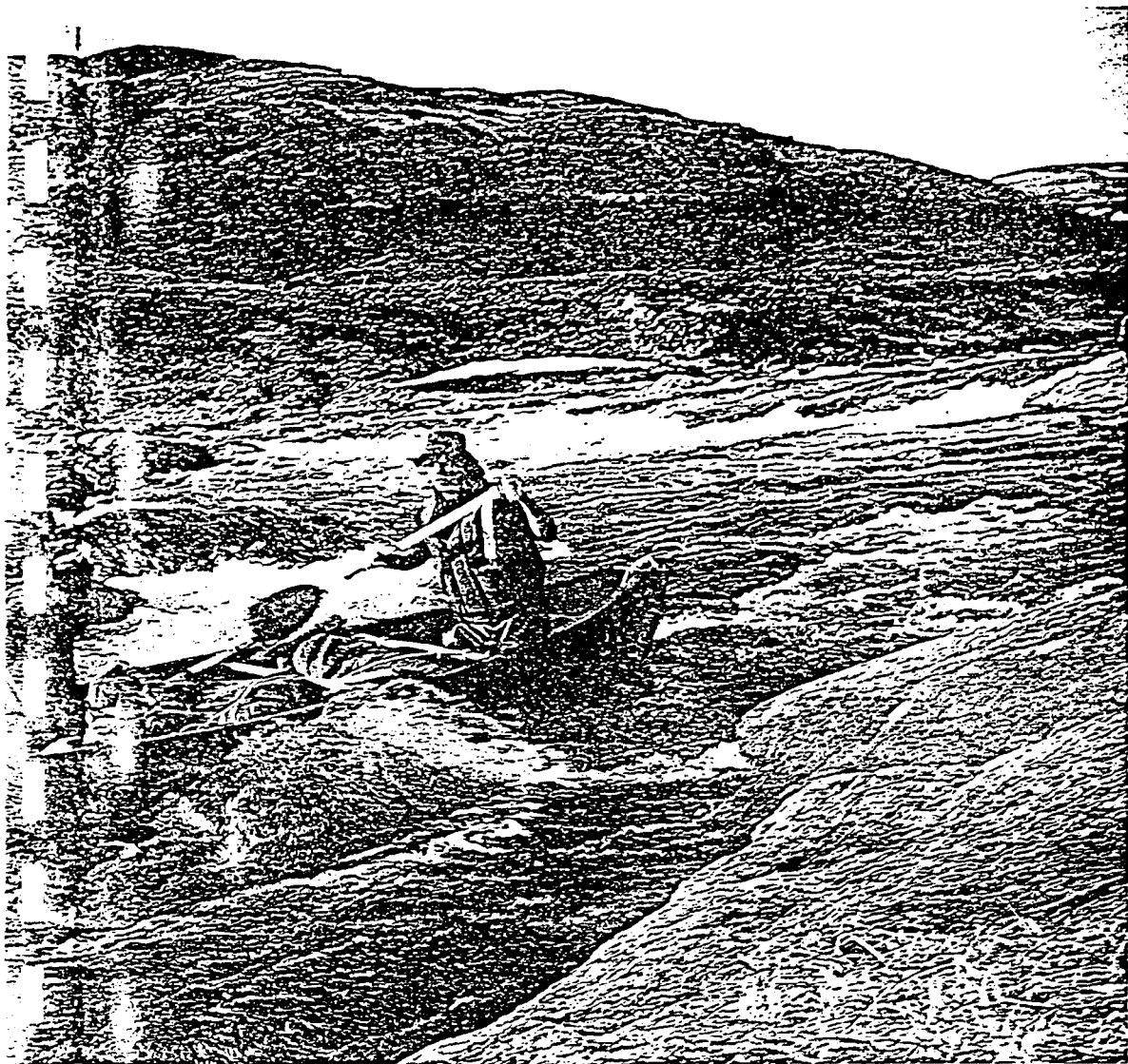
Response from other members of the community was much the same people agreed that more tourism would be a good thing. But there was also con-



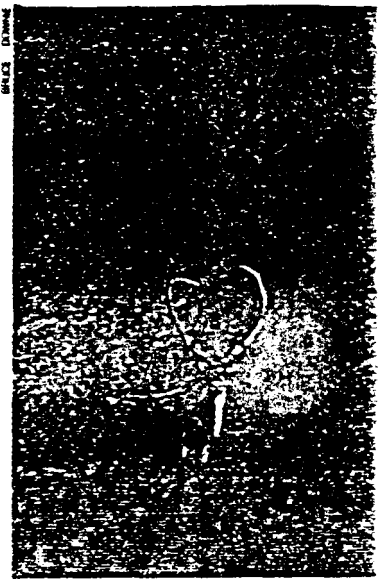
Reflections of the Katannilik

Here's the story of how an important Eastern Arctic park was created.

Katannilik, named for the waterfalls of the North's newest Heritage River, is the first Natural Environment Park in the NWT.



Challenge at Katannilik: canoeists tackle rapids at Dead Man's Falls.



see

I remembered caribou curiously watching our boat as we made our way along the river.

cern about how the park might affect longstanding local use of the area.

Monteith explained how management by the people of the region, along with the establishment of a park advisory committee in the community, would ensure that the park does not conflict with local interests.

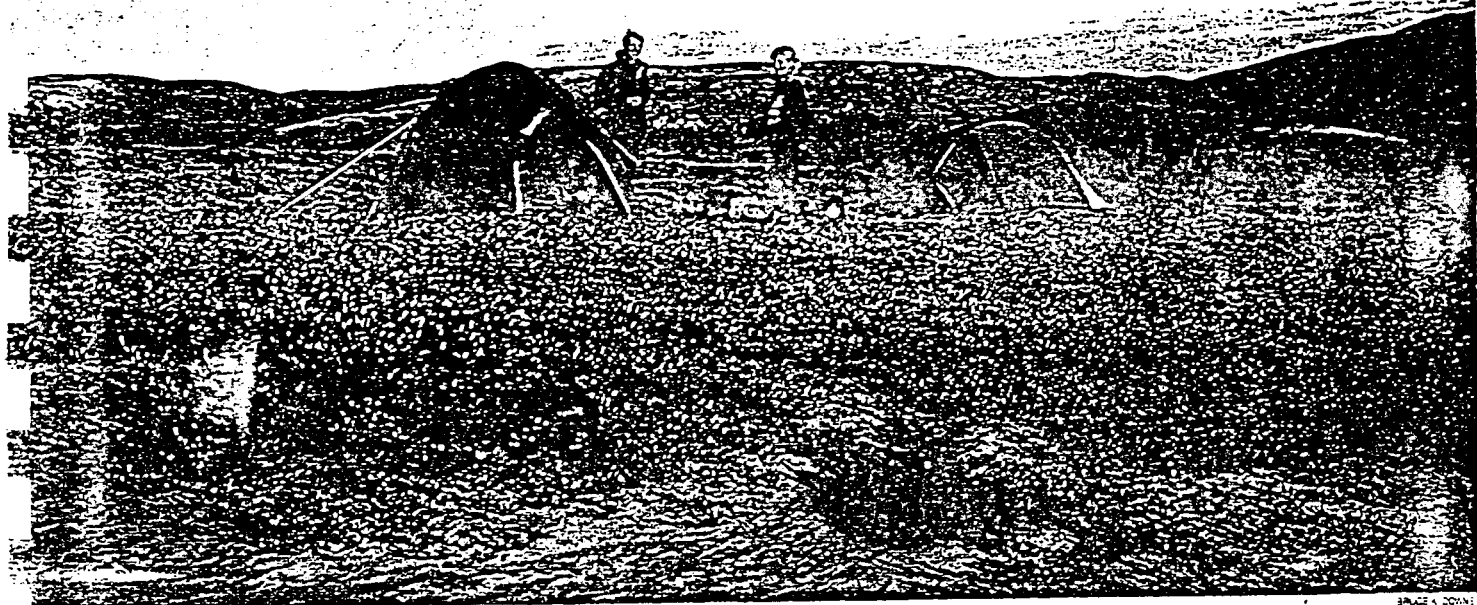
Other questions were asked. Would local people be eligible for staff positions in the park? What about training for those interested in developing small businesses? Former M.L.A. Joe Arluktoo, a vocal advocate for the park since the idea was first investigated in the summer of 1989, asked about the facilities shown on

the displays set up in the hall.

As I described the proposed facilities and the wide array of experiences that await the visitors to Katannilik Territorial Park, a flood of memories of the Soper River valley came back to me. I remembered making my way through willow bushes that were over three and a half metres high, a real anomaly on the coast of Baffin Island, hundreds of kilometres north of the treeline. I remembered standing on the high bank of the Livingstone River watching the waters thunder over the last ten metre step in a series of falls and rapids that carried the river's course from the uplands to the

west through the valley wall; down to the meandering Soper. In the bright sunshine of the morning I had stopped to examine such surface minerals as marble, mica, garnet and the rare blue gemstone, lapis lazuli, found nowhere else in Canada. And I remembered caribou curiously watching our boat as we made our way along the river.

Proposed as a Natural Environment Park — the first of its kind in a newly expanding Northwest Territories park system, Katannilik Park will protect natural and cultural resources that are very special, yet representative of the southern coast of Baffin Island. The park



The valley is a lush environment, rich in berries.

*At the south end of the valley,
the river tumbles with a roar
into the mirrored water of
Tasiujajuaq Lake.*

will cover a 1,400 square kilometre area, centred on the Soper River and extending from just below the outlet of Tasiujajuaq Lake on the coast in Pleasant Inlet, to beyond Mt. Joy, 60 km inland.

The valley was used by Thule people in centuries past as one of their few overland travel routes to central Baffin Island, where people from outlying camps used to meet in summer on the shores of Nettilling Lake. The Inuit of Lake Harbour still use the valley extensively, to travel to Iqaluit or for hunting and camping on the land. Many know the valley well.

Moosa Akavak hosted our summer travels in 1991, providing us with an opportunity to see this Arctic wilderness through Inuit eyes. Well-versed in the valley's meanings and moods, Moosa pointed out places along our route where the hunting was good for ptarmigan, geese and Arctic hare, and showed us where people from the community come, in the fall, to hunt caribou and collect the berries the valley has to offer.

Prepared for anything, hiker loads canoe.

And he showed us the scenery of the Kuujuaq.

The deep valley presents dramatic views from the river, with its high ridges frequently broken by the streams and waterfalls that drain the myriad lakes on the plateau above the valley. One, called Cascade Creek, spills over a thirty metre drop through a notch in the valley wall before sweeping along a bouldered course to its union with the Soper.

At the south end of the valley, the river tumbles with a roar into the mirrored water of Tasiujajuaq Lake, named by the Inuit for its mix of salt and fresh water. At its outlet into Pleasant Inlet, eleven metre tides cause a reversing falls — draining the lake at low tide and flooding it again when the tide is high.

Both sets of falls — the Soper River falls at the lake's north end, and the reversing falls at its outlet — are accessible by short hikes from Lake Harbour.

The micro-climate of the valley creates a biological richness unknown elsewhere in the Baffin. River terraces are



blanketed with a lush growth of mosses and sprinkled with the brilliant reds of bearberry and cranberry. The lowlands are filled with cottongrass, sphagnum moss, and yellow mountain saxifrage.

The sun-drenched slopes are covered in Arctic heather, Labrador tea, and Lapland rosebay. And the rocky upland plateau displays scattered patches of moss campion, purple saxifrage, and mountain avens.

Lemmings — both brown and collared — are plentiful, according to the cycles of their populations. With Arctic hare, they provide food for foxes, snowy owls and falcons. Many other nesting birds — rock ptarmigan, red-breasted mergansers, Arctic and common loons, Canada geese — use the luxuriant groundcover and the sedges and willows of the water's edge for protection.

A valley so rich in landscape, plants, wildlife and human history provides exceptional opportunities for rafting, kayaking, hiking, camping and nature study. Once people begun to discover the Kuujuaq, it's certain to become a popular Baffin destination.

How will these visitors see and experience the natural and cultural heritage of the area? With the exception of a few emergency shelters used by people travelling in winter and spring between Lake Harbour and Iqaluit, there were few facilities in place when the park was proposed. The plan for Katannilik identified trail routes, simple campsite facilities — including garbage containers and privies — in key areas, and emergency shelters at strategic locations. A group shelter is also proposed at the mouth of Cascade Creek, where planes carrying travellers will be permitted to land. Interpretation of the area's natural and cultural history will include both printed materials and signage.

Having guides take visitors up the river would enrich the visitors' experi-

ence and also give local people an opportunity to put their knowledge and experience of the river to new use. Although this will be the most promoted way to access the park, other ways of teaching the area would be possible. Air charters to the group shelter site at the mouth of Cascade Creek would be popular with adventurous kayakers, rafters and canoeists.

Hiking the entire Ittijagiaq Trail, from the south shore of Frobisher Bay to Lake Harbour, offers experienced hikers a challenge. Hiking into the Soper River valley or adjacent areas from Lake Harbour would provide easy access for day use, or for more extended trips combined with river travel.

When the people of Lake Harbour offered their support for Katannilik, despite their caution about possible disruption of their way of life, it was a giant step forward in the creation of this new natural environment park. The Tungavik Federation of Nunavut has also formally expressed support for the initiative. By late summer, Katannilik's status was not yet final. Approval by the Department of Indian Affairs and Northern Development in Ottawa, a land transfer from the federal government, and approval by the NWT's Legislative Assembly are still needed.

As we headed out of the community hall after our meeting last winter, the winds whirled snow around the buildings. I kept warm by imagining the next summer's sun on my back as I walked among the willows along the broad glassy Soper River. Katannilik Park, "the place of the falls," had made an indelible impression on me. ♦

BRUCE K. DOWNIE is a parks and tourism planning consultant for a Victoria based company, PRP Parks. He has worked extensively throughout the Yukon and NWT over the past 15 years.



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