



Arctic Development
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***Economic Development And Tourism
Regional Tourism Officer's Overview
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ECONOMIC DEVELOPMENT AND TOURISM

REGIONAL TOURISM OFFICER'S

OVERVIEW

FORT SMITH REGION

INTRODUCTION

The present Fort Smith Region represents the interests of residents of Enterprise, Hay River, the Hay River Reserve, Fort Resolution, **Fort Smith**, and for the duration, **Pine Point**. No definite boundaries have been formally **set** following the decentralization of the former Fort **Smith** Region into the present three; North Slave, Deh Cho and *Fort Smith*,

Fourteen Territorial Parks in the region vary from full **service** camping areas to day use and boat launch **facilities**. The **parks'** systems generates roughly 20 contracts every year, including O & M as well as 'capital expenditures'.

There are nine Hotel - **Motel establishments plus** fifteen associated eating and drinking facilities under **licence**.

A total of fifteen tourist establishments (lodges or **outpost** camps) operate in the region in addition to fifteen outfitters, Four **more lodge** developments and one further outfitter are also presently in various **stages** of the development process,

Tourism and Parks are alive and well in this region as evidenced by the inauguration of two new, innovative, services during the past season. One was the community Hostess service and the other the advent of **storytelling/historical/cultural** presentations. Human resources are being **taxed to the limit but** progress is evident.

TOURISM INDUSTRY OVERVIEW

The magnitude of the tourism industry is gradually being recognized by the members of that industry. One **indication** is the realization that trained personnel are **vital** in every aspect of the industry, Arctic College and the Department of **Education** are responding to tourism industry training **needs** identified by the industry,

Arctic College has **expanded the use of its** plant with the popular summer **Elderhostel** program, The result of both these initiatives has been the increased employment of northerners, (Residents present many of the **Elderhostel classes**).

The tourism industry has come a long way in this region in the last ten years, Initially a **consumptive industry**

based primarily on sports fishing and big game hunting, the northern product has diversified to offer a wide variety of **non-consumptive** wilderness/naturalists/traveling/viewing experiences. **Today's** products are **being** designed with an eye to allowing the visitor to "get to know **this** place" and they like it.

With the realization **that** sporting and other special events-are strong **economic** boasts to the travel business, competition has developed between communities for the hosting of regional, nation, and international events. Curling, **soft** ball, fast ball and **jet** boat races are examples.

The late western writer Louis L'amaur once **said** a man can be as **big as he's** got the imagination to be. **That's** the way tourism is in **this** region, **We've** got the imagination and we're on a roll.

REAL WORLD INITIATIVES

Some days we sit back and *try* to **figure** out **what's** going on, Sound familiar? Sometimes **we're** disturbed that some of our old friends, long term clients, don't **seem** to need us much anymore. **Well,** they way I look at It **is** that **we** must have done a few **things** right and **it's** finally paying off,

The Hay River Jet **Boat** races, an event of international stature, is now firmly entrenched **in** the circuit and in the hands of a **newly** formed society raising **its** own money. After a hefty infusion of departmental **funds**, this attraction has been weaned and now survives well on **its** own.

The **Elderhostel** program should become self-sufficient in the near future, Conference capabilities and an alternate dining **facility** have been added to the Pelican Rapids Inn. Res Delta Tours of Fort Resolution has packaged its products **in** a joint venture linking Fort Smith, Fort Resolution and **Yellowknife** with a water experience combining rafts, river **scows** and **sailboats**. **It's** now possible to travel by water from Fort McMurray to **Yellowknife** or Inuvik utilizing a combination of **five** outfitting companies:

1. Fort **McMurray** - Fort **Chipewyan**
 Fort **Chipewyan** - Fort **Fitzgerald**
* .., ..m, **Jewell's** River Tours

closure, the bottom dropped out of oil and gas exploration, the decentralization of regional government and now Pine Point, **They** all took **jobs** and together they cost **us** millions. They hurt the region badly. But they were good for **us**.

We realize the **folly** of an **economy** that does not **diversify**. Of course, hungry people try harder too. There has been a sudden growth **in** interest, development, investment and creativity **in** the tourism industry.

This region's strength lies in **its abundance** of natural, cultural and human resources, There **is** as **sense** of history, recent history and ancient, **in** a frontier country where things are different, people are different, There are unique geological features, wildlife and **unique** people.

The challenge lies **in** the **fact** that, in **some areas**, we lack the education, the training, the experience, the very **tools** to **capitalize** on our **resources**.

We need trainers, **teachers**, instructors and **we** need **money**,

In many oases **the** training will have to be 'on the **job**'; **gaining** knowledge **with** experience. Formal **education** will **also** be required in the areas of management, **accounting**, marketing, etc.

And we have to do **it** now, **creating** an array of positive training programs to prepare people for a successful future in the industry. The ground **is** still a tad shaky but **this** industry could well **be** the **solid** footing many northerners are looking for. It's up to us to help them build their future, a lucrative future, in the **tourism** industry.

HELPFUL HINTS

"I'm from the Government.
I'm here to help us."

1. Sometimes in our exuberance to help we overestimate the level of sophistication (experience/education) of the client, **We** translate smiles and nods **as** signals of understanding when the client **may** be **too** polite or embarrassed to say they **don't** understand, **Don't** let your excitement and enthusiasm mislead you and your client. **If** you're not communicating

clearly and effectively, you're not doing your job.

2. Don't try to be *Mr. Niceguy* and make commitments that are beyond your personal **control** or authority.

REGIONAL PROJECTS

IN PROGRESS:

1. Little Buffalo Falls Upgrading

Work under this **contract** covers upgrading, **including** the development of a walking trail, the installation of **benches**, and interpretive **signage**. The park **was** 95% destroyed by fire number fifty eight in 1981, and has now sufficiently grown **back**.

2. Alexandra Falls Site Development

Work includes **erecting** a fence for **traffic** control and **hydro seeding** on eroded areas due **to poor drainage**,

3. Highway # 1 Interpretation

Development of interpretation network from the Border to the **junction** of Highways 1 & 7. **Initial development stages in 1989-90.**

4. Hay River Campground Improvements

In **conjunction** with the **Lions Club**, the traffic **flow** has been redesigned **creating** a new loop and a **relocated** improved entrance,

- 5* Hay River Boat Launch

Working with the Town of **Hay River**, a funding application was prepared to create a functional access to Great Slave Lake for **the boating** public.

PLANNING **STAGES:**

1. Hunters and Trappers Association Hunting Package

A black bear hunting package proposal for the Fort Smith H.T.A.

2. Fitz - Smith Portage (Bell Rock)

Creation of an historic village at Bell Rook. **Reconstruction** of the old portage route from Fort Fitzgerald to Bell Rock. (Along the lines of historic Kings Landing in New Brunswick.)

3. Rapids of the Drowned Park

Proposal from Town to **encompass** Rapids of the Drowned, (Awaiting further **direction** from Town).

4. Highway 5 & 6 Interpretation

Development of interpretation plan **as** presently in progress on Highway 1.

5. Hay River Reserve

Preservation of the old Anglican Church and **interpretation** of its historical significance with future inclusion of historical tour,

6. Catholic Bishop's Residence - Fort Smith

The residence **has** been turned over to a 100a1 society for **use** as a crafts **centre** and local historic/cultural tours.

7. Hay River Tug Boat

Rick Groenewegan **has** purchased an old Tug Boat which **could** be used as a marine museum for tours with audio **visual** display on northern transportation system. A tea room **could** be **incorporated**.

8. Regional Participation in McKenzie Bi-Centennial

Presently **in** the planning stages **in** conjunction with the Inuvik Region cooperating with the Tourism Industry Association through **Big** River Tourism Association and Western **Arctic** Visitor Association.

HIGHLIGHTS

From a personal standpoint (after six years) the outstanding highlights **is** my understanding that **the** Hon. Bill **McKnight**, Minister of Indian and Northern Affairs, **has** signed the removal notice for John **Mape's** buildings on **Thuban** Lake. It will **establish** a strong **precedent**

permitting this Department (and others) to deal effectively with unlicensed operators on unleased land. (A count in 1986 documented thirteen such sites). The next step is MacKay Lake Outfitters which is being worked on in cooperation with the North Slave Region and the Regional Manager, Land Resources,

The real regional highlight, however, has been in Fort Smith itself. The Town, Chamber of Commerce and service clubs have slowly but surely changed their attitudes towards Tourism and its affect on local businesses. The Hostess and Elderhostel programs helped a great deal with their high visibility and numbers. Local residents can count the numbers drawn to events (boat races, golf tournaments, the Arctic Brier, etc.) and business people can count the money. It's happening, Considering highway construction, highway destruction and the weather this past year, we are really fortunate that the tourism profile is on the up-swing.

ECONOMIC DEVELOPMENT AND TOURISM

REGIONAL TOURISM OFFICER'S

OVERVIEW

KEEWATIN REGION

**Regional Tourism Report
Keewatin Region
1988**

This past year has been an exciting tourism season in the Keewatin Region.

The three communities in the region were visited by the World Discoverer Cruise Ships (Coral Harbour, Rankin Inlet and Eskimo Point) this summer, representing 240 tourists from Stanford University Alumni and Smithsonian Contributing Members. The money spent in Rankin Inlet was approximately \$20,000., \$8,600. in Coral Harbour and \$13,000, in Eskimo Point,

World Discoverer Cruise Ship report attached by Economic Development Officer, Joe Hagerman.

Development:

The Siniktarvik Ltd., in Rankin Inlet is expanding their accommodation facility by 20 rooms. At the end of the construction, Siniktarvik Ltd. will have 60 rooms in total.

Aivilik Lodge in Repulse Bay is also expanding their facility to 14 room accommodation from 7 rooms.

Fishing Lodges:

The Department issued 6 Building Permits early this year for additions at Obre Lake and erecting a lodge at Ferguson Lake.

The total number of fishermen in the region this summer was 870, the breakdown by lodge that operated in '88 season:

| | |
|-------------------------------|------------|
| Sila Lodge (Naturalists) | 27 |
| Ekaluk Lodge | 36 |
| Ferguson Lake Lodge | 56 |
| " " (writers & photographers) | 5 |
| " " Conference | <u>29</u> |
| Total | 153 |

119 fishermen for resident owned lodges.

Non-resident owned and operated:

| | |
|----------------------------------|------------|
| Tukto Lodge | 16 |
| Windy River (Bennett's Lodge) | 64 |
| Nueltin Narrows (Bennet's Lodge) | 68 |
| Kasba Lake Lodge | 263 |
| Obre Lake Lodge | <u>340</u> |
| Total | 751 |

The total number of visitors to the Keewatin Region this summer was 2601 including the non-resident fishing lodges.

- 2 -

Tourism results breakdown attached, Travel **Keewatin**.

Guide Training Course:

There were two guide training courses **held in the region this year.**

1. Repulse Bay - Introductory Level 1
2. Baker Lake - Sport Fishing Level 2

I took the Introductory level 1 in Repulse Bay and the course was well received by all. The instructors invited Renewable Resource Officer to talk about the Wildlife Regulations and etc. The students felt that it was important to know the wildlife regulations. I feel that the Tourism Officers should be invited to courses like guide training in regards to the Outfitters Regulations and Guide Exemption Regulations.

This concludes the summary of what happened within the Keewatin Region insofar as to tourism industry is concerned.

Susan Makpah

Asst. Regional Tourism Officer

Tourism Results Breakdown

| | |
|---|-------------|
| Canoeists (Outdoor Adventure) | 54 |
| Cruise Ship | 240 |
| Raleigh Expedition (Outdoor Adv.) | 35 |
| Bonanza Society (Outdoor Adv.) | 14 |
| Fiesta: Naturalist | 19 |
| General Touring (Repulse Bay, Rankin & Eskimo) | 25 |
| Outdoor adventure | 3 |
| Kivalliq Outfitting | 6 |
| Bob Bisset (fishing) | 10 |
| R.J. Outfitting (fishing) | 4 |
| Ekaluk Lodge | 36 |
| Arctic Circle Outfitters (hunting) | 12 |
| Ningeocheak & Sons Outfitting (hunting) | 6 |
| Great Canadian Travel (General Touring) | 2 |
| Iglu Hotel: fishing | 4 |
| individual travelers | 4 |
| Eskimo Point Tours: Day Tours (booked to Oct.) | 800 |
| Nov. figures not available | |
| Ice fishing | 4 |
| Fishing | 23 |
| Hunting | 2 |
| Outdoor Adventure | 8 |
| General Tours | 10 |
| Individual Travelers | 11 |
| Ferguson Lake Lodge | 90 |
| Siniktarvik (Individual travelers) | 20 |
| Frontier North (Naturalist) | 8 |
| VFR's | 400 |
| Southern Fishing Lodges | 751 |
| Total | 2601 |

World Discoverer Cruise Ship**Stanford University Alumni & Smithsonian Contributing Members****Rankin Inlet, August 19th and 23rd, 1988**

The cruise ship **World Discoverer** visited **Rankin Inlet & Marble Island** on August 19th and 23rd and following are observations as seen by **Economic Development Officer Joe Hagerman**, and **Regional Tourism Officer, Susan Makpah** who acted as tour guides.

Both groups were quite impressed with the degree of services available for the residents, they had expected a more "pioneer" community. Their questions were mostly on current issues, i.e. education, health, housing, transportation etc. They were very well prepared for their visit, having been given material in advance of their departure to give them a solid background. Their main complaint was the lack of time spent in the community. They were quite interested in being allowed to "wander" more on their own, with a less structured itinerary.

One group started with 18 tourists and at the time of returning to the ship only 4 remained with the tour guide.

The group of August 19th was scheduled to visit 5 locations in Rankin Inlet plus a community walking tour after their orientation at the community hall. None of the six groups were able to accomplish this and it was shortened to 3 stops for the group of August 23rd. This was much better as it allowed for more time to observe Rankin Inlet.

The stop at **Marble Island**, after leaving Rankin Inlet, was well received as the tourists were most interested by its history and folk lore.

There were complaints, particularly from the Bay and Co-op, about the lead time to prepare their stores for the large influx of visitors. They felt they could have done a superior job if they had more preparation time and more involvement in the planning.

Cost to the department for the E.D. O. and R.T.O. were approximately 28 hrs. or \$700.00.

Additional costs to the department were approximately \$1,700.00 for an airplane charter, food and miscellaneous and Superintendent's time, this was for the Marble Island stop.

The money directly spent, and benefiting Rankin Inlet, was approximately \$20,000.00.

Native Point - Coral Harbour

August 16th and 25th

The **World Discoverer** stopped at **Native Point**, some 30 miles from **Coral Harbour** on August 16th & 25th and in the words of Peter Voll -Tour Director, this stop was the "Highlight" of the cruise.

Due to Economic Development Officer Jock Gibb's efforts in putting together their Action Plan the **Alviit H.T. A.**, received \$23,879. under **Development and Delivery of Tourism Site** (Native Point) and a further \$4,880. under the **Tourism Contribution Program** to cover the **projected** shortfall in putting forth an acceptable presentation. Other expenses to the department were approximately \$1,400. representing expenses and time incurred by **E.D.O. Joe Hagerman** on a trip to **Coral Harbour August 15th-17th**. **Direct Income** derived from this visit was \$8,600.

Problems were encountered with the carver pricing his goods too high and thus enjoying marginal sales. The ship had come from **Cape Dorset** and they had the carvings there to use for comparison.

Attractive dolls were offered for sale and while the tourists were eager to buy them, they had seal skin in their construction and were thus prohibited from entering the U. S. A.

Crocheted hats were also offered for sale but they were of a plain design and as they were priced at \$50.00, none were sold.

Native Point was set as a traditional camp and as such was most successful. There were 2 kayaks on site, traditional games, a traditional tools display, sewing demonstration, hide preparation and all things associated with a traditional camp, which **Native Point** was.

A walking tour was given showing the **Pre Dorset** sod huts, the **Thule** sod huts, a new mode? of a sod hut, food caches and fox traps.

Prof. Erlich, a passenger on the ship, had been in **Coral Harbour** 35 years ago and on the night of August 16th gave a slide presentation in the school gym. The ship made an unscheduled stop to allow **Prof. Erlich** to do this and it was enthusiastically received by the town's people who had a chance to view pictures of their elders and ancestors.

The people directly connected with this are considering it a "learning experience" and while it was deemed successful, it is felt a better presentation will be put forth next year.

Eskimo Point

August 20th and 22nd

The cruise ship "WORLD DISCOVERER" visited Eskimo Point on August 20th and 22nd, being the last stop before Churchill and the first stop on its second voyage.

The ladies group was disappointed that not all their merchandise was sold. Perhaps their expectations were too high.

The Co-op, The Bay, and Hanavik Arts were pleasantly surprised that they sold the amount of goods they did. They felt it was worth the effort.

The money directly spent, and benefiting Eskimo Point, was approximately \$13,000.00.

Direct costs to the department were 12 hours provided by Economic Development Officer Monica Illnik or \$300.00.

As a whole, it was felt this was a learning experience in what to expect, how to handle up to 130 tourists, and what the tourists expect when they stop. Everyone was pleased the ship stopped in Eskimo Point and all felt a better job would be done next year.

Overview of visits by cruise ship "World Discoverer"

For a first time experience, this could certainly be judged a success. All those involved, from group organizers to retail staff, agreed it was a learning experience. None of those involved had experience in handling up to 130 tourists at a time and much was learned of what this type of tourist expects when visiting a community.

As this was a specialized group, being the first cruise ship to visit Hudson Bay, their interests and likes were perhaps different. They were interested in community life, services provided, education, health, and future direction. They were interested in walking about the larger communities and seeing for themselves the community. This tied in quite well with their visit to the traditional camp at Native Point where they could observe older ways and traditions.

Some of the lessons learned from this group were

- 1) Souvenirs of the actual community - not the NUT - sell best. Sweatshirts, caps, spoons, etc. with Rankin Inlet, Eskimo Point, etc. sell better than those with NWT on them.
- 2) Carry a greater quantity of sizes the tourist will require. Large, Extra Large in adults and children sizes are the best sellers.
- 3) Realistic pricing, with emphasis on quality
- 4) Locally made arts & crafts should not contain material that is unable to be imported into the USA or any other country the tourists may be from.
- 5) Try to arrange for more time to be spent in the communities and allow for more "free time".
- 6) Involve as many people as possible from that group which will actually be taking part in dealing with the tourists when they arrive. This could involve retail people as well as store managers, tour guides, etc. All like to be

ECONOMIC DEVELOPMENT AND TOURISM

REGIONAL TOURISM OFFICER'S

OVERVIEW

NORTH SLAVE REGION

REGIONAL TOURISM OVERVIEWNorth Slave Region

(as of October 24, 1988)

Geographical/Cultural Background

The North Slave Regional boundaries, although not yet formally defined, basically align with the same boundaries as North Frontier Visitors' Association. Excluding Reliance, there are 7 communities in the Region totalling 14,193 persons. Yellowknife represents 83% of the population. Four communities have populations less than 300 persons.

Five of the seven communities are primarily of Dogrib ancestry, one is primarily Chipewyan and Yellowknife is primarily non-native. The Yellowknife "B" Band, made up of Dogrib peoples from Rainbow Valley (in Yellowknife) and Detah Village (across YK Bay), have retained an individual identity from the Yellowknife populace.

Ownership

Up to recently, there has been little Native ownership in the wilderness-dependant (i.e., excludes hotels, restaurants, car rentals, etc.) sectors of the tourism industry. Tourism employment was almost exclusively as guide and camp attendants. Over the last year this trend has begun to change.

DETAH/LOT 500 (pop. 131)

The Yellowknife "B" Band entered the tourism industry through a joint venture purchase of the Naocha cruise boat. After a successful summer, the possibility of expansion/diversification looms evident.

No commercial accommodation exists in Detah.

RAE LAKES (pop. 183)

Rae Lakes, through the recently formed community development corporation, entered the industry this summer with the purchase of Hottah Lake Outpost. They will begin operations next summer as an outpost of Great Bear Lodge, whom they are joint venturing with in respect to management and operations. To prepare for next summer, three candidates were sent on a level I Guide training course this fall.

No commercial accommodation exists

RAE/EDZO (pop. 1,378)

Rae/Edzo which is the largest Dene community in the N.W.T., has had little community involvement in tourism up to now. A couple of residents have been partial owners/participants in a Class "B" outfitting operation for a few years. This is a joint venture operation with a **Yellowknife** resident.

A local resident recently entered the industry as an outfitter. This is presently a small scale operation that has shown little result, but wide spread community support. Plans to diversify the operation into a number of small scale multi-season product offerings are presently being implemented. The mix is community and wilderness based.

The Hamlet erected a tourism information booth at the junction of highway #3 and the Rae turnoff (10 km. from Rae) this fall. This is a symbol of the community's initial effort to enter the tourism industry.

A recently approved EDA proposal will foster the development of the first ever hotel/motel in Rae. It will be a 16 unit motel.

Although the Band has not yet entered the industry (with the exceptions of their Dene Cafe and partnership in Edzo Air), they have been supportive of local initiatives. There is the possibility that their first wilderness-dependent venture will involve big game bison hunting.

It is believed that further development will involve small scale entrepreneurial efforts. It is also believed that any participation of the Band will involve joint ventures with individual entrepreneurs.

Up to now, no commercial accommodation has existed.

LAC LA MARTRE (pop. 345)

Lac La Martre entered the industry 2 years ago in true community based fashion. The CO-OP built a small fishing lodge (12 beds) in the community and purchased the existing hotel (4 units). A tent camp was also built, but did not find success. Although the co-op recently experienced growing pains, community enthusiasm is higher than ever to further tourism development.

SNARE LAKES (pop. 119)

Snare Lakes has recently begun to take an interest in the tourism industry. A long range opportunity, that has met with the approval of the community, is to create a joint venture big game hunting and fishing camp. As an initial step, a local individual was sent for Level I Guide training and then worked this past fall for a Class "E" Outfitter. Further tourism development is presently at

the planning stages . A community plan is due to be completed this December.

No commercial accommodation exists,

SNOWDRIFT (pop. 284)

In Snowdrift, the co-op recently purchased the only hotel in the community. It consists of 3 units.

Residents have participated for several years, as employees, in a privately owned large scale fishing lodge near the community. Discussions involving the acquisition of the lodge are presently taking place.

The Band has been involved in discussions with Parks Canada for the past two years regarding the establishment of a national park near the community . These discussions are being tied in with the land claims process.

Since 1980, there has been a freeze on the expansion of any further fishing operations in the East Arm of Great Slave Lake. Because of this, Snowdrift has only had the opportunity to enter that sector through the acquisition of existing tourism businesses.

COMMUNITIES SUMMARY

The above communities have shown a genuine desire for tourism development over the past year. They have come to realize that once basic community services are established, there are few economic opportunities as appealing as tourism left. Tourism is being seen as a way to maintain a somewhat wilderness/traditional based means of employment income. Perhaps with the recent threats to the trapping industry, the long term sustainability of tourism has become increasingly attractive.

Language barriers and low education levels have played a major role in the communities' limited involvement in tourism. Those with better educations generally end up with better paying, more permanent jobs. Because of this, there is a lack of skilled tourism managers to start up and run the businesses. This is where participation through joint venture management agreements are crucial to medium term development.

Regional Business Activity

Since April 1, 1988, the North Slave Region has pursued approvals relating to approximately 56 applications totaling some \$2,000,000. This translates to assistance averaging \$35,700 for each successful proposal.

A review of this activity gives a clear indication of what has been happening in the region, and also an indication of future activity.

Small business activity accounts for almost \$1,000,000 or 50% of total activity, but only 16 applications (average \$60,400).

Tourism activity follows with 23 applications totaling \$570,000 or 29% of total dollar activity (average \$24,800).

The balance of activity relates to organizational support (\$262,000); renewable resource activities (\$28,550); and trade show assistance (\$8,400).

Key Regional Projects

A tourism development strategy for the region/zone, that began late last winter, is due for completion in November of this year. This is the first regional wide development strategy for the area. It will cover 7 communities in all. Communities are very involved and excited about the plans. Implementation of the plans will begin in the near future.

A draft of a management plan for the East Arm of Great Slave Lake has been developed. The eventual plan will take into consideration the various user groups needs in relation to the fish resources in the East Arm. It is hoped that economic opportunities will be maximized while at the same time maintaining the integrity of the fish stocks.

A feasibility study to establish a major visitor reception and interpretive centre in Yellowknife, is nearing completion.

A tourism/service signage program for the city of Yellowknife has been designed and is nearing the implementation stage.

The culmination of a multi year highway signage program for highway #3 is nearing completion. Signs only need to be erected. The project was carried out by Tourism & Parks.

Lodges

The region is characterised by a mature fishing lodge industry. There are 24 lodges and 14 outposts to those lodges for a total of 38 tourist establishments. Four of the lodges on Great Bear Lake have a total of 9 outposts.

This industry has been stable for several years. The large full service lodges have been operating near maximum capacity levels. The smaller lodges have been struggling over the years and running either below or just above their break even levels.

up to now the control mechanism to manage the fish resource has been through the limited allocation of guest beds in lodges (i.e., an establishment licenced for 12 persons is not allowed to accommodate more than 12 guests at any one time). This control has prevented some establishments from maximizing business opportunities. Several of the smaller lodges wish to diversify their product offerings such as catering to other markets other than sport fishing. There are times when they might be able to book 20 persons for a weekend, but because of the controls, they are not presently allowed to. There are also cases where very little fishing actually takes place. A quota system would alleviate this problem. As long as facilities were adequate, the operator would be free to book as many guests as they liked, when they liked. Once the quota was filled, they would have to shut down operations for the rest of the year.

There is little room for new development as most of the prime lakes within economic flying distances are already being utilized. There is need to improve some of the smaller operations, but for those facilities, additional dollars spent has been perceived as being somewhat risky.

There are presently no naturalist lodges in the region.

Gross revenues are approximately \$8.7 million dollars.

Class "B" Outfitting

The next most significant product offering in the region is Class "B" Outfitting (Barrenland Caribou hunting). The market demand for this product offering is on the rise.

There are two quotas of tags available for two different user groups. One quota of 200 tags was exclusively for local HTA's/GHL holders of the Dogrib communities. Another quota of 200 tags was available for non-HTA/GHL holders.

Only 10% of the HTA/GHL quota was utilized this fall and by only 1 outfitting company of Rae/Yellowknife residency.

The non-HTA/GHL quota has been utilized to near maximum capacity each year for the last couple of years. The quota had limited expansion opportunities.

The non-HTA/GHL holders are all residents of Yellowknife and employ 100% northerners.

Late this past summer, all quotas were doubled. It is expected that increases in sales of non-HTA/GHL tags to match the increased supply will take place this winter.

The estimated sales up to now are \$700,000. Next year it is estimated that these sales could almost double to \$1.4 million. Should operations be developed to utilize the HTA/GHL tags in the next 2 to 5 years, sales could eventually reach almost **\$3,000,000.**

A major constraint to this consumptive product offering is reliance on the caribou herd.

The outfitters are presently expanding their product offerings to include sport fishing and naturalist experiences. In addition, they are improving the quality of their facilities (tent camps),

Non-Hunting Outfitters (General Outfitting)

In terms of direct revenues and activity generated, this is the least significant of the above three categories. There are presently only 9 licenced outfitters in the region. Of those, 5 are considered to be generating little activity. Also, 5 of the 9 operations offer predominately sport fishing experiences.

General outfitting presents the greatest long term opportunity for growth. It does not face the renewable resource constraints that the lodge and hunting product offerings face.

In most cases, general outfitting activities in the region will reap a much lower per unit value to the outfitter than the consumptive products. Because of this, greater traffic volumes are required to achieve the appropriate revenues. The actual spinoff value to community based outfitting is quite high, but the outfitter does not usually benefit, by any significance, from this.

The major constraints will be in the communities' desires/abilities to facilitate larger than present volumes of visitors.

Other Services

There are a number of other operations that rent recreational equipment (canoes) and provide bus tours in the Yellowknife area, and that are not licenced as outfitters. There are also a couple of ground level tour operators that recently began businesses. The ground level tour support and packaging support provided by these operators are crucial to the success of general outfitting expansions. All of these sectors have increased significantly in the past two years.

Employment

Permanent Temporary

| | | |
|---------------|-------|-------|
| Accommodation | 192 | 73 |
| Lodges | 56 | 572 |
| Class "B" | 7 | 50 |
| Outfitters | 6 | 18 |
| | ----- | ----- |
| | 261 | 713 |

Note : Excludes the food service sector.

It is expected that temporary employment for Class "B" Outfitting will almost double in the next couple of years .

Employment for the lodges will remain stable or increase modestly with increased demand.

As general outfitting begins to develop, so will employment opportunities. For those who have more sophisticated management and marketing skills, general outfitting will supply permanent employment for a limited number of employees per operation. Those who have lower skills will only reap temporary or seasonal employment.

Recent Visitor Statistics

Based on our indicators of vehicular traffic it appears that the large visitation increases experienced from 1986 to 1987 have been sustained. That is, visitation levels have leveled off, but not dropped.

Approximately two thirds of all visitation to the region is by air. At present, there are no short term measurement mechanisms in place to monitor air traffic.

An exit survey for the North Slave/South Slave/Deh Cho Regions is planned for the summer of 1989. It will be important to segment Northern Frontier from Big River Country as it is believed that the markets are somewhat different.

ECONOMIC DEVELOPMENT AND TOURISM

REGIONAL TOURISM OFFICER'S

OVERVIEW

KITIKMEOT REGION

Regional Tourism Officer's Conference

KITIKMEOT REGION 1987/83

Commenced job as RTO July 06, 1987

Activities the past year:

TOURISM & PARKS STUDIES

1. Implemented a community tourism & parks study for Cambridge Bay in early 1983 and it's focus was on three main themes;
 - a. Day Use Area and Campground @ Mt. Pelly
 - b. Historic Site
 - c. Regional Visitor/Interpretive Centre
2. Implemented a community park and trail development study for Coppermine in July 1988 and it's focus was on four themes;
 - a. Community Day Use Area
 - b. Bloody Falls Campsite
 - c. Community Tour/Hikes
 - d. Interpretive Plan

TRAINING

We have held Guide Development Training courses in the following communities;

1. Coppermine 12 Students from CB, BC & CPM
Guide Training Level I NOV. 1987
2. Cambridge Bay 12 Students from CPM, BC, SB & CB
Guide Training Level II Feb/Mar. 1988
3. Gjoa Haven 12 Students from SB, PB & GH
Guide Training Level I July/Aug. 1988
4. Coppermine 12 Students from GH, SB, PB, CB & CPM
Guide Training Level 11 **Ott/Nov. 1988**

We have also recommended to the JET Committee in the region that a Interpretive Guide Training course be held once it is available for delivery.

LODGES & OUTFITTERS

We have three lodges operating in our region plus one outpost camp;

1. Bathurst Inlet Lodge
49% of the lodge is now owned by the people of Bathurst Inlet with the remaining 51% still owned by Warners (1937)
2. High Arctic Lodge
Owned and operated by Hamilton's
3. Chantry Inlet Lodge
Owned and operated by 3 partners of Ft. Frances, Ont.
4. Tree River Outpost Camp
Owned and operated by Plummer's

We have 3 new licenced Outfitters in the region and they are;

1. Northern Emak Outfitting Ltd.
Cambridge Bay, N.W.T. George & Gary Angohiatok
2. Aime's Arctic Tours
Coppermine, N.W.T. Aime Ahegona
3. Gabriel Nerlungayuk
Pelly Bay, N.W.T.

HOTEL ACCOMMODATION

Three hotels will be expanding their facilities this coming year;

1. Cam'bridge Bay Hotel
Cambridge Bay, N.W.T.
2. Arctic Char Inn
Holman, N.W.T.
3. Paleajook Hotel
Spence Bay, N.W.T.

NORTHWEST PASSAGE HISTORIC PARK

The NW Passage Historic Park in Gjoa Haven was officially opened on September 07, 1988

This park includes;

1. A Gallery which displays artifacts, traditional clothing, tools plus information panels on the history to conquer the northwest passage by the explorers such as 'Franklin, Collinson, Amundson etc.
2. Walking Trail throughout the community complete with cairns and a information plaque.
3. A Trail Guide booklet and posters

ARCTIC COAST TOURIST ASSOCIATION

They hired a new manager in June 1987 - Pat Thagard

Through a contribution from our dept. ACTA was able to renovate their office which started Nov.87 and completed Jan.88

ACTA had their AGM in Mar.88 @ Cambridge Bay which was well attended considering the no. of memberships

With a grant from C.E.C. they have been able to obtain funds to hire a trainee who started this month and her training ends in Sept.89 - Brenda Marshall

REGIONAL CONFERENCE

The regional staff along with our Deputy Minister held a two day conference at Char Lake on Aug.31 & Sept.01/88

Our hosts were Northern Emak Outfitting of Cambridge Bay who is one of three new outfitters in our region and they did a tremendous job of catering to us.

STAFF TRAINING

I am attending a Foundation Program in Tourism Management at Simon Fraser University, Van. B.C.

This course **covers** the following segments;

1. Industry Overview
2. Tourism Policy and Planning
3. Organizational Management
4. Financial Planning for the Tourism Industry
5. Marketing Strategies and Market Research in Tourism

SPORTS HUNTS

With the guide training **courses** being held in the region, we have had well organized and successful hunts in our area.

HTA's in Cam Bay, Cpm and Bay Chimo are catering to hunters for combined hunts as;

1. Musk-ox and Mainland Caribou
2. " " " Island "
3. " " " Grizzley Bear
4. " " " Polar Bear

The calender year for these hunts is June to June
Last. year Cam Bay and Bay Chimo had 47 - 49 hunters
Since June/38 to the present they had 24 hunters

CRUISES

The last sailing of the NW Passage by a cruise ship was in 1935 (World Discoverer) and this past summer the ice conditions were favorable and the Society Explorer successfully completed the voyage with its 99 passengers.

The ship made stops @ Holman, Cambridge Bay and Gjoa Haven in our region.

COMPETITION

At a recent Senior Mngrs conference held in Cam Bay, we held a friendly competition against HQ and the region was successful in winning the 'Nose Trophy' which is currently displayed in our office.

FUTURE INITIATIVES

The region with assistance from HQ will initiate an interpretive design study to formulate plans to build centres at;

1. Regional Visitor/interpretive Centre in Cambridge Bay
2. Interpretive Centre in Gjoa Haven

We will also be working on developing package tours for the future once we have the infrastructure in place.

*Visitor Stats & info on Capital Projects to date will be attached

Joe Ohokannoak
Regional Tourism Officer

ECONOMIC DEVELOPMENT AND TOURISM

REGIONAL TOURISM OFFICER'S

OVERVIEW

DEH CHO REGION

Tourism Overview

Presented to the Region Tourism Officer Conference
Ott . 26,1988.

Tourism in Deh Cho is fast becoming a major economic force. This region has all the assets it requires to make it a ^{HIGHLY ATTRACTIVE DESTINATION AREA.} link with two provinces, a major world-renown mountain National Park, countless white-water rivers, vast plateaus and canyons, world-class fishing, colorful history and a unique cultural mosaic. In terms of potential, this must be considered a "have" region of the N.W.T. Of late there has been a tremendous increase in the level of interest demonstrated by local communities and entrepreneurs. The reasons for this are many. The natural evolution of the sophistication of Northern business operators combined with the diminishing limitations in global communication and travel is a factor. As well, the marketing efforts

of our department and major initiatives such as Expo '86 have had a profound effect not only on groups targeted as potential visitors, but on Northerners as well. They have been made aware of the potential, and it is merely a matter of time and some well thought out massaging before this becomes a runaway economic leader.

A few years ago, our part of the world was looked upon as a place to visit if you sought trophy fish or big game. Now while these are still popular pursuits, they form an ever-diminishing part of the tourism industry. This is not an indication of failing popularity, but a signal that other facets are starting to grow and mature. We are more than a good place to hunt and fish, we are a much sought-after adventure.

The changes have not been subtle. When you are

in sparsely populated, widespread communities, you notice even minor differences in tourist visits. Over the past few years, there have been significant increases in the levels of R. V. traffic. In addition to this, our communities are becoming marshalling points, or jump off centers for naturalist river and mountain travel. It appears as though it is this type of tourist, the naturalist adventurer that will comprise the bulk of future traffic. Realizing on the potential of this market is our primary short term objective. In the long term, the region hopes to more completely integrate its product mix and eliminate single product dependence.

Statistical analysis has been difficult for several reasons. Insufficient base data results from inconsistent collection methods. Visitor counts taken at border crossings and campsites are passive, they are

the result of the effort of the traveller as opposed to focused effort on our behalf. We rely on tourists to come to one of our information collection points to "sign in" rather than going looking for the information we require to perform an accurate assessment of the market. As an example, visitor counts in Deh Cho are taken in Blackstone Park and the Fore Simpson info center only. We suspect that the majority of the people travelling here do not go to either location.

In addition to our difficulties in collecting solid data, several extraneous elements have had an impact on the level of tourist traffic in the region. Since 1984, we have not had a "normal" season. There has always been something that either positively or negatively affected the visitation level.

An aborted Papal Visit in 1984, the 1985 terrorist threats in Europe, Expo '86, a successful Papal Visit in 1987 and loss of both the Mackenzie and Liard

Highways to floodwaters in 1988 have given us five consecutive tourist seasons where significant events have distorted the real industry picture. Valid data collection under these circumstances is difficult.

However, there is a definite and noticeable increase in **tourism in all the on-road** communities.

Businesses such as charter companies and hotels are experiencing good summer seasons, with **high expectations** for continued growth. Service businesses such as restaurants and gas stations are reporting substantial increases in volume for June, July, and August .

With the increases in numbers, there naturally follows an increase in feedback. The common theme that we repeatedly hear is that the quality of the experience that we offer is second to none but that we must do more to properly present it. The condition of our highways will undoubtedly surface in ninety

per cent of all discussions held with travelers.

Contrary to many beliefs, motorists do not find gravel highways quaint and alluring. They are a nuisance. The vast majority of people are ill-prepared for the tremendous distances and difficulties that are invariably present on NWT highways, and often complain that we are remiss in not adequately informing them of the conditions and potential hazards. Many travelers bring with them Southern Canadian and U.S. driving attitudes, that the road is for their convenience and should not present them with a constant challenge. Many leave with a negative impression of us due primarily to the fact that all of their attention was focused on survival, there was no time to enjoy the natural surroundings.

There is no way of escaping the fact that the distances from one point to another along our highway system are vast. They are far greater than most

distances from one point to another along our highway system are vast. They are far greater than most tourists have ever previously encountered and their concerns are understandable. Over the past twelve months, we have endeavored to alleviate these concerns. We know that we must make our roads an interesting, integral part of the northern experience.

We know that eventually these roads will be paved, but until they are, we must take steps to develop the system in such a manner that allows the traveller to feel safe, comfortable, welcome and informed along the entire route. The proposed developments along Highway#1 from the Alberta - NWT border to Fort Simpson will do much to enhance the satisfaction and enjoyment and will, by themselves, serve to increase tourist activity. When the commonly held view of Northern highways changes from one of fear and trepidation to one of comfort and anticipa-

tion, the level of tourist travel on them will increase dramatically.

This aspect of Northern roads has had a tendency to place undue stress on the communities along the route. People are so intense in their determination to complete their journey that they expect great things when they arrive at their destination. In many instances the communities do not live up to these expectations and the tourist leaves to face the long journey again, disappointed in what they felt should have been their reward for driving hundreds and hundreds of hard kilometers.

This lack of things to do is usually cited as the second major complaint of most tourists to our region. Many come to these places for no particular reason other than for a new experience, a change, or a challenge. The length of the tourist season, combined with the relatively low number of people

coming here in the past, has made entry into the tourist industry a somewhat unappealing venture for most entrepreneurs. It is a classic example of chickens and eggs. If we adhered to the generally held academic approach to developing and marketing a product we would not be proceeding as we are now. In normal market conditions, one attempts to fill an identified need that exists in the marketplace. Once that need has been identified and the product developed, it is introduced, promoted and sold. In vibrant, healthy, developed economics this process can take place. We are not in that situation here. We have found it necessary to break some basic business rules in our attempts to develop our tourism industry. In the long run our actions will pay off, in the short run however, they are going to cause us some problems and embarrassments.

In short, we are promoting heavily a product

that we can't deliver. By doing so, we are hoping to create the demand in the marketplace that is necessary for the private sector to see before it moves to respond to the demand. In our area this approach appears to be working. Our promotional efforts have led to an enormous increase in demand in a general sense. The private sector is responding to this demand in a positive manner. Three years ago very few people in this region were interested in tourism, or realized what the potential benefits were that could be drawn from this sector. The transformation in attitudes has been quick and conclusive. The number one priority in each of the major communities in this region is now tourism development. The potential has been recognized and the demand on our services in this regard has grown to the point where we are in the process of hiring a developmental specialist in the tourism

field. There will be no lack of work for this individual to perform. The industry is largely undeveloped, the potential is enormous, the demand is surfacing and the private sector is interested. All the elements of good, sustained growth are present. It is our opinion that Travel Artic's promotional efforts, while not the only factor, have been a large contributor to what we percieve will be a major success story.

Our strength lies in the fact that we do have a marketable product that is on a highway system and that has the blossoming support of the pricate sector. If any of these elements were not present, the story would by considerably different. Our major weakness at this point is that most people in the communities do not understand what a service industry is, and consequently have a difficult time in relating to the needs and wants of

tourists. The profiles of most tourists reveal a common trait. They are willing to spend large amounts of money so long as they receive both product and service value. We have had a tendency

- in the north to accept poor quality as a fact of life. Because we accept it, we have automatically assumed that everyone should, and subsequently have done little to correct the situation. Generally speaking, hotel facilities, restaurants and service-oriented businesses are of a low quality with poorly trained staff. We must concentrate our efforts in ensuring that our programs adequately address this situation. Some of the incentives that we offer are not incentives at all, they are equalization payments, contributions that attempt to bring renovation or upgrading costs more in line with Southern Canadian levels. This is a poor foundation on which to base the development of our tourist industry.

By providing entrepreneurs with the bare minimums we are encouraging them to upgrade to minimum standards. If we want maximum returns from an industry as major as tourism, then we must undergo an attitudinal change with respect to our assistance programs. Realistically speaking, it is understock that funds are not unlimited, however so long as we adhere to the principle of incremental support, we will not properly develop to our potential.

In Deh Cho we have a workforce problem. Our hotels and restaurants hire their kitchen and dining-room staff in Southern Canada. They claim they cannot get trained people from the NWT to perform these most basic functions. This is a sad commentary on our skills development programs. Perhaps we are concentrating too much of our efforts on the high profile training. This year we will offer twenty level one and two guide-training

courses. That translates to approximately two-hundred and fifty more trained guides. The statistics have shown that this is a diminishing demand product. Have we correctly analyzed our needs?

Good waitresses in our region are far more important than good fishing guides. We have one lodge that is not open and two big-game outfitters that import their guides from Alberta. We do however have six very active canoe outfitters and several potential hiking and mountaineering businesses. Are we, through our lack of attentiveness, going to force them to hire their staff from outside the NWT?

The reason we develop tourism businesses in the NWT is for the benefit of NWT people as a whole. Our efforts at skill development should not be passed off to the department of education for delivery and they should not be concentrated so heavily on one area that is of minimal importance to most

regions of the NWT. We cannot develop a product if we do not develop the human resources required to present that product to the tourists we hope to attract. We are not completing the job if we delegate our interest in human resource development to other departments who have no vested interest in ensuring that quality is obtained.

In closing, we are moving along a course toward the development of projects that are traditionally unfamiliar to us. We are looking at innovative ideas in tourist services in our mountain areas such as guided geological expeditions, guided photography expeditions and unique whitewater rafting/hiking combination packages that have great promise.

The possibly development of a major Territorial Park in the Ram Plateau area is of major significance. If pursued, this could change completely our thinking

on our parks system and add a dimension to it that has to now been the forte of Parks Canada.

In our area, tourism and park development is the major sector for assured economic growth. Our programs and policies must be reflective of this and provide true support. Any move made in that direction will initiate the much-needed private sector drive which will, in the final analysis, be the determining factor in the success of tourism development in the N.W.T.

ECONOMIC DEVELOPMENT AND TOURISM

REGIONAL TOURISM OFFICER'S

OVERVIEW

BAFFIN REGION

CURRENT

Until this year Tourism visitation to the region had increased by 100% and had generated receipts of eight million dollars (3 million from vacation travel and five million from business).

By 1988 the industry directly employed 224 people either full time or seasonal positions. In 1986 when the regional office last reviewed employment in the industry, only 185 people were employed. Thus '88 figures show a 20% increase in employment over two years.

Tourism in the region is providing a major source of new wealth for residents. Most of this is attributed to the continued development of tourism facilities, attractions and programs that are predominantly non-consumptive.

By contrast consumptive tourism visitation such as sports-fishing and hunting has dropped by more than 42%, but is still a significant revenue generator.

[slide showing types and comparison 87/88]

To maintain growth in this sector of the economy, quality of the regional products must continue to be improved, and new tourist destinations offered through development of new attractions and related activities.

[slide - no. of visitors to the Baffin Region for peak period - June to Sept.]

According to the recent Product Development Strategy Baffin is presently capturing 2.4% of the estimated market potential for pleasure travel to the N.W.T. Clearly there is significant market potential for the development of Baffin's tourism industry and its capabilities to deliver pleasure travel products.

[Growth tours, outfitters guides]
[outfitters/guides - packaged tours]

Although we have shown a decline in the number of packaged tours during 1988, it is not a serious loss. The decline is due to a decrease in mass tourism, 6 hour blitz, kind of tour. At this time these tours do not generate any significant revenue for local businesses, are disruptive nor do they promote the Baffin Region in a positive light. On the contrary most visitors leave with negative impressions.

Where we did show growth is reflected in the increase of small adventure and naturalist packages. This is where most regional and community benefits are to be realized.

The Baffin products are unquestionably unique and have universal appeal, however when it comes to developing and marketing these products to an increasingly sophisticated clientele, there is a need for improvement.

While the private sector's role is that of being the initiator of new business ventures, the Government must continue to lead or support them and communities by developing symbiotic attractions and continue service training. Ground operations, especially dependable outfitting services requires improvement if we are to continue to draw adventure travellers.

The division has now moved into the next phase of tourism development; concentrating its resources on product development and insuring quality products and services continue to be offered.

Based on the success of the Angmarlik Interpretive Centre in Pangnirtung and Kekerten Historic Park, Baffin will continue to identify and develop meritorious capital infrastructure be they Historic Parks, Environmental Parks, naturalist facilities, or centres for the interpretation.

(Examples; BIC, Arts and History Centre Cape Dorset, Soper River Valley and Lake Harbour).

In order to deliver a high quality service for these products and create new employment of native people, training programs will have to be developed and delivered.

The private sector should take the lead in developing a viable regional tourism industry, and should be encouraged to invest in new tourism ventures. The Government should continue to provide financial incentives, marketing support, identify opportunities and evaluation.

Data collection, analysis and distribution of information will be essential in order to provide timely advice to the private sector. This activity should be one of the Government's priorities over the next several years. (Mention this years' exit survey to provide nos. of visitors and profiles).

Finally, continuing dialogue must be maintained to insure community councils, tourism committees, Co-op boards, Zone Association and other groups are made aware of tourism and its importance to the economy.

PLANNING MODEL

As a means of implementing plans, principles and objectives at the Regional level, the department has adopted a planning model that emphasizes five inter-related components. Tied together, these components form the basis of a complete tourism functional system. The system is flexible enough that it can be used for planning at a regional level, community level and business level.

TOURISTS

Current vacation/pleasure travel volume to the Baffin continues to fluctuate. Over five years however, it shows continued growth. Business travel to the region still remains the highest travel generator, (64% business - 29 % vacation, 1987.)

While the recent growth in pleasure travel to the Baffin is encouraging, it is still very low relative to other zones such as Fort Smith and Inuvik. The redeeming factor however is the value of vacation expenditure to the Baffin which is considerably higher than for Inuvik or the Fort Smith regions. The average travel party expenditure for the Baffin is \$ 1,550. whereas Inuvik is \$ 455. and Fort Smith is \$ 585. and the average for the N.W.T. is \$ 625. (Prod. Devl. Strategy).

At the present time Baffin is capturing 2.4 % of the estimated market potential for pleasure travel to the N.W.T. Clearly there is significant market potential for the development of Baffin's tourism industry and its capabilities to deliver pleasure travel products. Baffin pleasure travel is largely packaged with very little independent touring. The potential market deserving focus by the Baffin region is the U.S. and in particular the Eastern and Central U.S. and Canada. In conjunction with the N.W.T. marketing strategy, much of the region's resources have and are directed towards creating an awareness of Baffin products as a prime vacation destination in the U.S.

For example, the Baffin Tourism Association, (BTA) has contracted the same agency as Travelarctic, Camp and Associates. An indicator of the successful marriage has been with Travelarctic's generic advertising combined with BTA's ad insertion. The ads have generated twice as many requests for information than normal, but more importantly, at only a quarter of the cost.

The Baffin principally serves a non-consumptive touring market. In terms of expenditure impact, sports hunting packages for polar bear generate a substantially higher trip expenditure impact. The region's target audiences are nature lovers and the outdoor environment whom have a keen curiosity in the culture and arts of the area. They tend to be in the higher income bracket, with college or better education, well travelled and accustomed to long haul destinations.

Activity highlights of this past year:

RESOURCES

i) an exit survey to evaluate present visitor traffic. Preliminary report should be available Nov. 20th. 1988.

Funding, GNWT O&M contract approx. \$ 30,000. (HQ)

ii) Package tour analysis, 1988

GNWT O&M region. In house Salaries \$ 4,000.

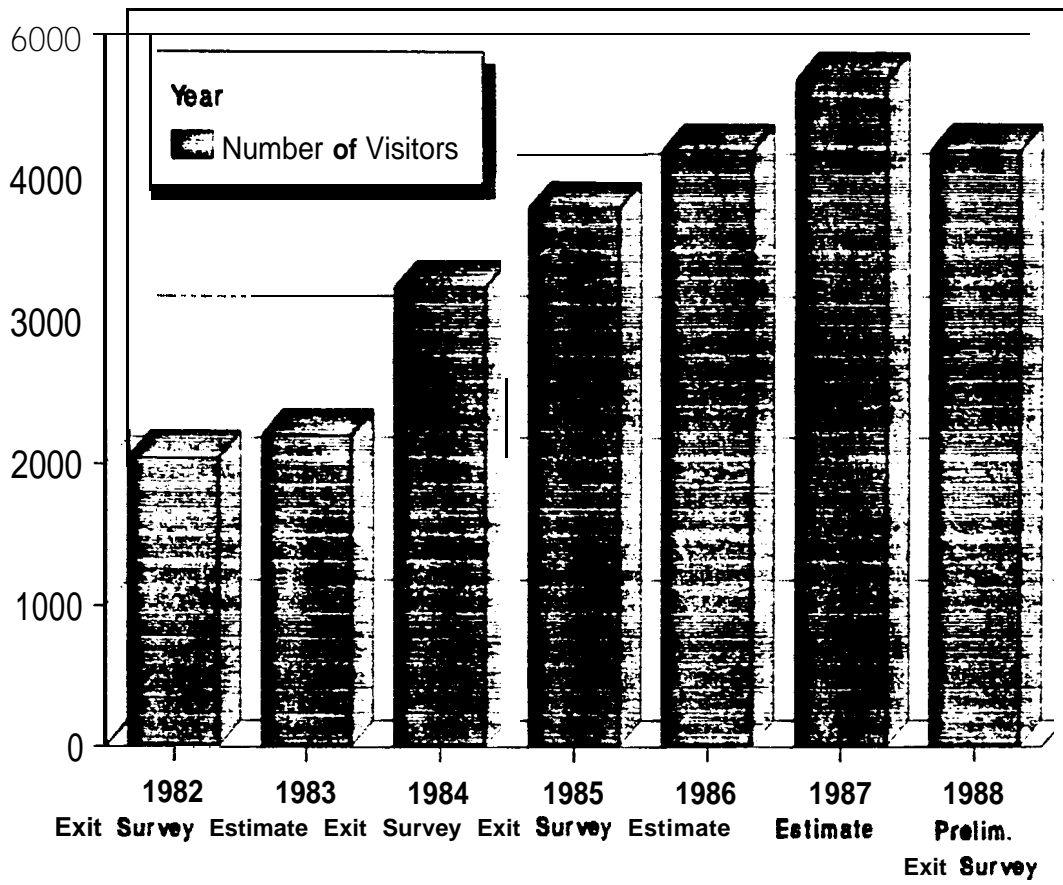
iii) Visitor survey, Angmarlik Interpretive Centre, Pang.

GNWT O&M. In house

Attached: Number of visitors to the Baffin Graph Region Peak periods, 1982 to 1988.

Number of Visitors to the Baffin Region

For Peak Period - **June** to September



ATTRACTIVEIONS

The region's resources are well suited to meet the needs of to-days outdoor adventure tourists; it has a rich cultural heritage, access is excellent and convenient, there is a variety of outdoor activities spectacular scenery, an abundance of wildlife, and a recognized native arts and crafts industry.

All of the above require some degree of development to make them accessible to consumers, while minimizing cultural, social and natural environment impacts. Futhermore they must have sufficient international draw to attract world travellers. Two such facilities developed this year are the Interpretive centre in Pangnirtung, and Kekerten Historic Park in Cumberland Sound, both officially opened this past Summer.

The region spent 45.4% of its operations budget towards identifying, planning, implementing and managing its existing and potential attractions:

- | | |
|--|--|
| i) Identifying and devel. a Regional Historic Parks Systems Plan. | GNWT O & M contract \$ 48,000. GNWT O & M staff salaries & travel, \$ 5,000. |
| ii) North Baffin National Park proposal, community consultations. | GNWT O & M salaries and travel \$ 9,000. |
| iii) North Ellesmere Isl. Nat. Park planning | GNWT O & M salaries and travel \$ 5,000. |
| iv) Maintenance of Terr. Parks and campgrounds, Sylvia Grinnel access road resurfacing, enlarge car park enlargement, signage. Kekerten Park signage, replicating dwelling, renovations to existing structures. Gaummarviit signage installation | GNWT O & M contracts \$ 22,900. Staff salaries \$ 5,000. GNWT capital \$ 40,000. (to be carried over to 1989/90) GNWT capital \$ 10,600. GNWT Capital \$ 5,000. |
| v) Iqaluit/Apex valley recreation park planning | GNWT O & M salaries, \$ 2000. O & M contract \$ 5,000. |
| vi) Baffin Region Cultural Centre. Site Assessment and preparation of briefs | GNWT O & M salaries \$ 5,000. GNWT Capital \$ 58,400. (to date 20-10-88) GNWT O&M salaries \$ 8,000. |
| vii) Angmarlik Interpretive Centre Signage. | GNWT capital \$ 40,000. GNWT O & M Salaries, travel and Opening \$ 15,000. |

See attached briefings on Baffin Region Cultural Centre

SERVICES AND FACILITIES

A. Hotel/Lodge Accommodation

The available accommodation in most Baffin communities severely limits capacity for tourism. Most communities could only handle very small tour groups of 20 or less people at one time. The total bed night capacity for Baffin's accommodation sector is 59,656 bed nights. The 1987 pleasure traveller demand for accommodation was estimated at 9,302 bed nights which is only 15.6% of the Baffin's existing accommodation capacity. For most Baffin accommodation, operators, Government and construction travel make far more significant demands upon the industry capacity. It is highly likely that tourists represent less than 25 % of the demand for Baffin accommodation from June through September.

Since 1985 eleven facilities have undergone upgrading renovations, notably Auyuittuq Lodge in Pangnirtung, the Navigator Inn in Iqaluit, and the new facility in Pond Inlet. Existing accommodations could handle twice as many tourists as it does now. In 1988, a Home stay was offered through a tour wholesaler's package, which proved so successful that two more packages will be marketed for the 1989 season.

These "home stay" tours were offered in reaction to high accommodation costs, and to enhance the cultural aspect of the tour. Furthermore, costs are decreased allowing the wholesaler to be a bit more competitive.

Outfitting and Guiding

As noted in times past, but worthwhile mentioning once more; outfitting and guiding services are a critical component of Baffin's tourism industry. It is particularly important for the Baffin's adventure/cultural and historical products because outfitting/guiding is required in virtually all cases.

Trained and experienced outfitters and guides have provided tourists with the critical linkage between the attraction and the tourist. The guides knowledge of historical, cultural and natural interpretation can enrich the whole pleasure travellers experience. The opposite can seriously affect quality and thereby growth of the industry. To ensure growth and continued quality, it is essential that training be provided especially interpretive guide training. Inspections will have to be continued to ensure standards remain high, and we are able to claim provision of world class experiences.

The pool of trained and experienced guides and outfitters is growing, but there is a definite requirement for more. The demand for specialized guide services has already outstripped the supply in some areas of the region. In order to ensure more qualified outfitters and guides are available to service the demand for quality adventure and cultural tours, and remain competitive, skill levels must be upgraded.

In 1988/89, 15.3 % of the regions' operation budget was devoted to inspections, training, consultation and creation of tour packages, travel and seminar attendance.

- | | |
|--|--|
| 1) Inspections and workshops with outfitters and guides. | GNWT O & M Staff salaries and travel. \$ 12,500. |
| ii) Outfitter and guide training | GNWT O&M staff salaries and travel, \$ 3,000. |
| iii) Interpretive Services Angmarlik Interp. centre | GNWT O&M staff salaries, administration and travel, \$ 25,000. |

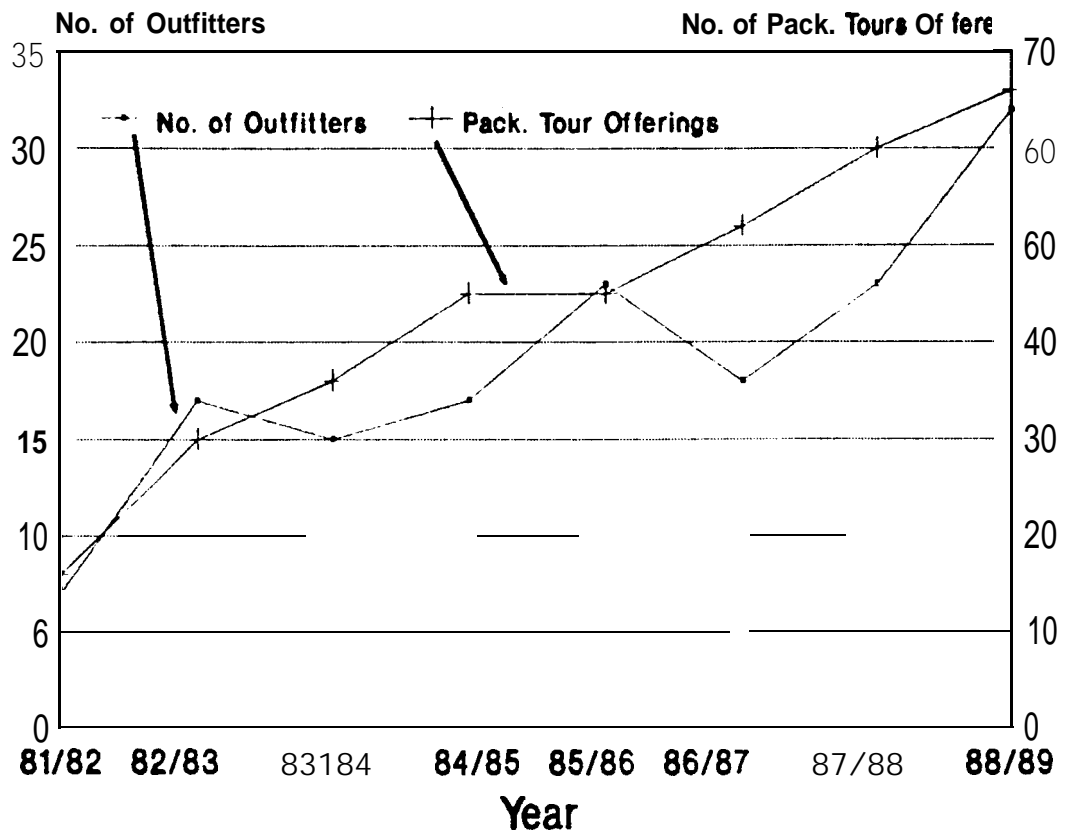
The Growth of Outfitters, Guides and Package Tour Offerings

- The development and growth of outfitting and guide services is a key element in the delivery of the tourism experience.
- Since 1982 the number of outfitters / guides available to deliver these experiences has increased from 7 in 1982 to 23 in 1988.



There has been a direct relationship between the growth of packaged tours and the growth of the **Baffin** outfitting and guide service.

Number of Licensed Outfitters and Package Tour Offerings, **Baffin Region**



Dept. Economic Development and Tourism

[Handwritten signature]

INFORMATION

Generally, the N.W.T. marketing strategy and yearly implementation plan accurately promotes NWT tourism products, and is supported by the region through the production, and distribution of marketing aids such as detailed brochures. We have also assisted the travel trade this past year with Fam tours, all of which converted into new packages offered for the 1989/90 season. The Baffin's success rate of Fam tours and subsequent packages converted into sales has been 77%. If we are able to convert the new packages offered for the 89/90 season, out of 14 new packages offered, wholesalers will probably sell 10. Extended by the average gross per tour from 1988, that equates into \$ 289,788.00 more injected into the Baffin economy.

We have also assisted the Baffin Tourism Association with their ad campaign and product enhancement through the Government's Tourism Support programs. The region has expended 22.6% of its O&M budget towards information services this year.

| | |
|--------------------------------|---|
| Assistance to travel trade | GNWT O&M Travel, accom. and outfitter fees \$ 24,000. |
| Travel trade media assistance. | B.T.A./E.D.A. \$ 6,000. |
| Regional generic ads | " " " " \$30,000. |

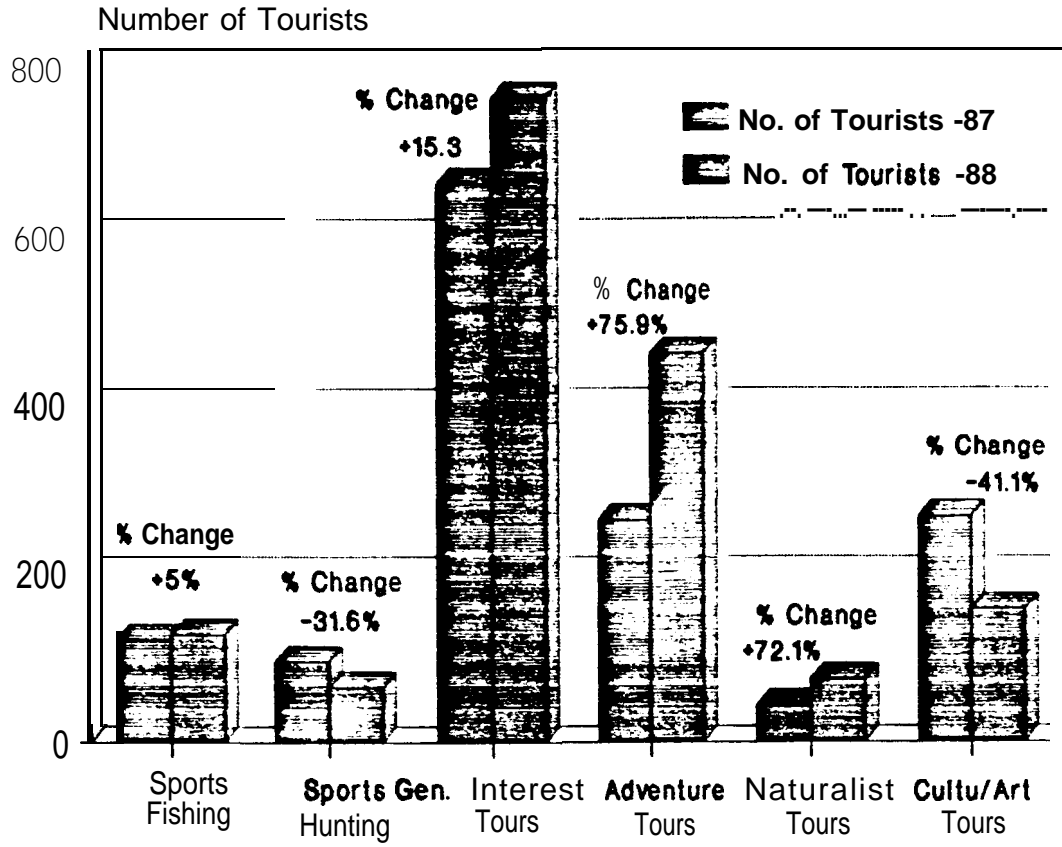
Attached: Package tour sales 1988.
Packaged tour sales comparison graph.
Graph. pkgs. offered/sales.
Breakdown of pkg. sales by community.

Package Tour Sales Baffin Region

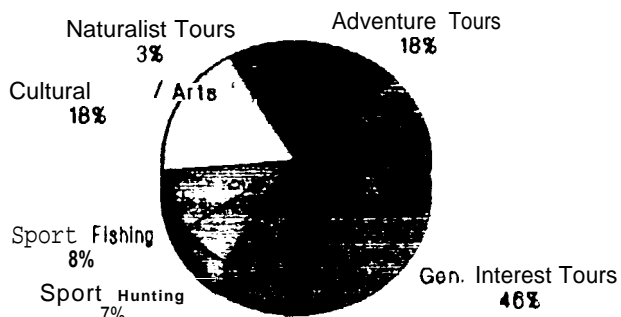
- **The most Significant changes are in the tours** that offer specialized experiences.
- **Therefore, the tourism industry requires** specialized guides to deliver **these products.**

| Category of Package | Number of Packages Sold 1987 | Number of Packages Sold 1988 |
|---------------------------|------------------------------------|------------------------------------|
| • Sports Fishing | 4 | 3 |
| • Sports Hunting | 3 | 3 |
| • General Interest Tours | 9 | 10 |
| • Adventure Tours | 12 | 23 |
| • Naturalist Tours | 4 | 6 |
| • Cultural / Arts | 9 | 4 |
| | <hr/> | <hr/> |
| | 41 | 49 |

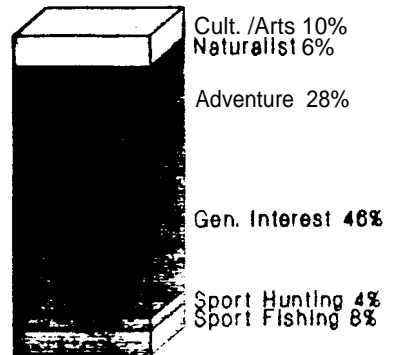
Packaged Tour Sales Baffin Region



Comparisons of Package Tour Sales By Number of Tourists



1987/88

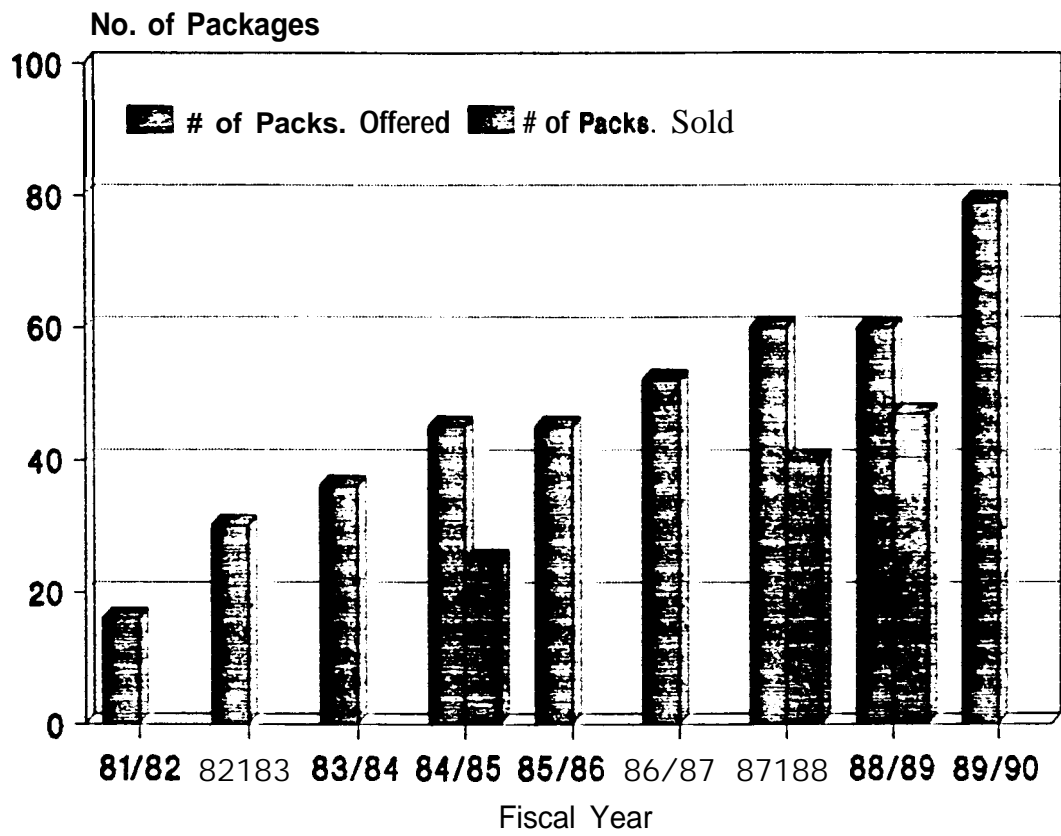


1988/89

Baffin

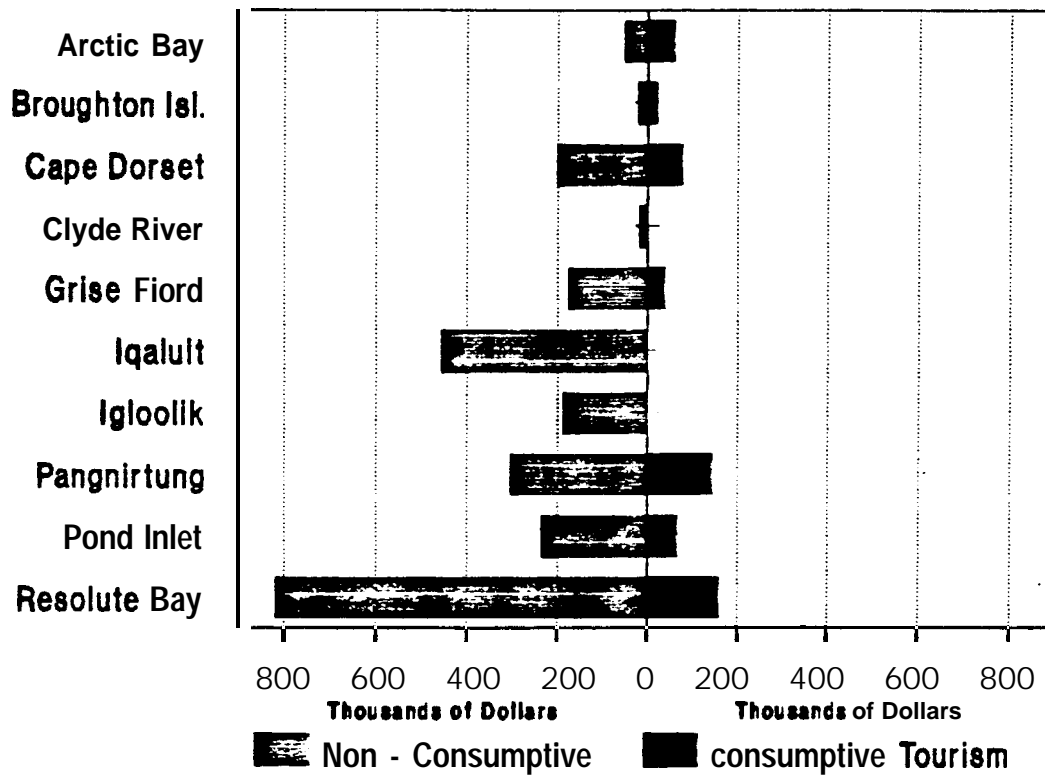
205

Number of Package Tour Offerings And No. of Packaged Tours Sold



Baffin

Approximate Value of Tour Packages Sold Baffin Region, For 1987



Economic Development and Tourism