

LEGISLATIVE ASSEMBLY OF THE
NORTHWEST TERRITORIES
10TH ASSEMBLY, 8TH SESSION

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TABLED ON OCTOBER 29, 1986



JOIN FORCES FOR THE FUTURE

The tourism industry in the Northwest Territories is seeing the tide of events turn its way, and is aggressively pursuing this new advantage. Granted, a downturn in the oil and gas and mining industries has contributed to moving tourism into the spotlight, but the tourism sector is ready for expansion and is prepared to make a greater contribution to the N.W.T. economy.

For the past decade or so, tourism has been the underfunded, unorganized, and too often disregarded industry in the N.W.T. Politicians paid lip service to it. It was a motherhood issue . . . but was seldom considered as a major economic motivator, particularly in small, primarily native communities. Expansion in the industry was slow, limited, and hampered by lack of a clear direction for its future.

Today, all this has changed. After years of organization and planning, a new structure and strategy for tourism in the N.W.T. is in place. Six active tourism zone organizations and a strong umbrella group are in place. For the first time in the history of northern tourism, more than \$1.5 million will go directly to tourism industry groups. A marketing strategy, developed by all the players in industry and government is in place, and the implementation of this strategy has started. Tourism has moved to *front stage centre* in the territories.

But now is not the time to sit back and gloat over the achievements in the backrooms of tourism. Now is the time to join forces and take advantage of this new climate of co-operation and progress in the

industry. And the best way to do this is to become involved in the development and expansion of our tourism industry.

There is an old adage which says you only get out of something, what you put into it, and in the tourism industry, this is especially true. The industry needs your input, your opinions, your commitment to make it work, if it is to take its rightful place as a vibrant and contributing part of the north's economy.

The best place to join forces and start working on the future of our industry is at the annual conference of the Travel Industry Association of the Northwest Territories. Good attendance at our conference will be yet another sign of *strength* in the tourism industry, commitment to working together to achieve growth in the industry. Attending the conference will give you a chance to review the plans of the industry, learn how your operation could or should take advantage of these plans, provide input into new initiatives, air concerns about potential problems in the industry.

The annual TIA conference gives us a chance to prove that we are ready, willing and capable of making tourism an exciting and profitable industry in the North. The momentum is there. The springboard for action is the conference. Together, as *partners in progress*, we can help tourism make a valuable contribution to the economy and quality of life in the Northwest Territories.

See you at the annual Travel Industry Association conference in Yellowknife, October 28-30.

NEW LOOK FOR TIA NEWS

To reflect a changing industry, *NWT Tourism Today* has become the new title of the Travel Industry Association of the Northwest Territories' newsletter.

The change of name and format demonstrates the new strength and awareness of tourism interests in their role of increasing and expanding the entire tourism industry.

Now published every two months on a regular basis, the newsletter has expanded from the former four to eight page format to between 12 and 20 pages. The mailing list has increased from about 500 to around 1,000 copies. Not only does the new publication reach members of the TIA and the zones, but it will be mailed to the media, to territorial and federal officials and politicians in the north and the south and to key people in the North American tourism sector. These modifications show a new commitment to improved communication with all in the industry.

More information, more "how-to" ideas, and an exchange of opinion will make *NWT Tourism Today* an exciting, sophisticated publication. Its goal will be to heighten tourism awareness in both a general and local way.

Submissions of letters, ideas or articles are welcomed for publication in *NWT Tourism Today*.

WHAT DO YOU THINK?

Your views on tourism issues are valued. We'd like *NWT Tourism Today* to be a forum for opinion. By exchanging ideas and information, all of us in the industry benefit.

Write to: *NWT Tourism Today*, Box 506, Yellowknife, N.W.T., X1A 2N4.

We're waiting to hear from you!

TIA ANNUAL CONFERENCE

It's your chance to join in the move for tourism today in the Northwest Territories. Take in interesting speakers, and provocative panel discussions. Air your views on issues affecting all of us in the industry. See you there!

MONDAY, OCTOBER 27

Evening

7:30 - 10:00 pm — Registration at the Yellowknife Inn

TUESDAY, OCTOBER 28

Morning

8:30 am — Registration at the Yellowknife Inn

9:00 am — Conference opens at the Yellowknife Inn with President's Welcome

Federal Government Report on Northern Land Use Planning — Dave Jones, Land Use Planning, DIAND

Liability Insurance Program — Jim Mones & Associates

Travel Keewatin Presentation

Afternoon

NWT Marketing Strategy Panel Discussion — Tourism Canada, Travel-Arctic, TIA
Question and Answer Period

NWT Product Development Strategy Panel Discussion — Tourism Canada,

TravelArctic, TIA

Question and Answer Period

Evening

Reception and dinner at the Explorer Hotel, hosted by Northern Frontier Visitors Association

Guest Speakers: The Honourable Tagak Curley, Minister of Economic Development and Tourism and His Worship Mayor Mike McGrath, City of Yellowknife

Potpourri of Northern Entertainment, hosted by Northern Frontier Visitors Association

WEDNESDAY, OCTOBER 29

Morning

NWT Guides and Outfitters Training Program Update

Gateways to the North Panel Discussion — Edmonton Chamber of Commerce, Tourism Manitoba
Question and Answer Period

Afternoon

Luncheon at the Explorer Hotel featuring Northern Fashion Show

Land Claims Update — David Osborn, Federal Chief Negotiator for Dene-Metis Claims

Affiliated Association Meetings

Evening

"Meet Your MLA" reception at the Explorer Hotel

President's Dinner, hosted by the TIA
Guest Speaker: Mr. Murray Sigler, President and Chief Operating Officer, Pacific Western Airlines

Northern Cabaret

THURSDAY, OCTOBER 30

Morning

Annual General Meeting

First Meeting of Newly-Elected Board

City Sightseeing Tour

Plus:

- Simultaneous translations
- Hospitality suites
- Office services
- Complimentary return airline passes from PWA and NWT Air
- Shuttle service
- Use of Yellowknife Racquet Club fitness facilities

Pre-register and sit back and let the TIA make your airline reservations, book hotel accommodation, register you at the conference and deliver your conference kit to your room.

PRE-REGISTRATION

1986 Annual General Meeting

Travel Industry Association of the NWT

Mr./Mrs./Ms. _____

Company _____ Phone _____

Address _____

_____ Postal Code _____

Member of _____ Zone/Association _____

Registration fees for this year's annual general meeting have been set at \$200.00 per person. As well as admission to all conference sessions, this fee includes: conference kit, 2 dinners, 1 breakfast, shuttle service through the conference and to and from airport, and hotel reservation service. Please attach your cheque or money order made payable to the Travel Industry

Association of the NWT and mail to:

Top of the World Tours & Travel
P.O. Box 2346
Yellowknife, NWT
X1A 2P7

A limited number of dinner tickets are available if you wish to bring a guest to the dinners on the 28th or 29th. The tickets can be reserved for \$35.00 each. Payment for the additional dinner tickets should be included in your registration fee. Please indicate whether you require tickets for dinners on the 28th, 29th or both.

TRANSLATIONS

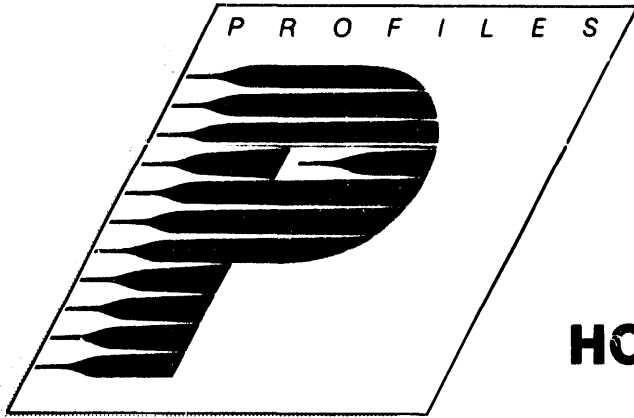
Simultaneous translations will be arranged for delegates who require assistance. Please indicate which language you would like translation for.

ROOM REGISTRATION

Accommodation for delegates to the annual general meeting has been reserved at the rate of \$78.00 single/double. Please indicate the hotel of your choice (first-come, first-served basis).

	Single	Double
Yellowknife Inn	_____	_____
Explorer Hotel	_____	_____
Twin Pines	_____	_____

Type of credit card _____
No. _____ Expiry Date _____
Signature _____
(One night's payment will be applied to your card.)



Nonacho Lake Fishing Camp **HOSPITALITY KEY TO CAMP'S SUCCESS**

Employees who listen to fish stories help make Nonacho Lake Fishing Camp a thriving operation, its co-owner says.

Jean Carter says her staff's consideration and hospitality brings guests back again and again. "Customers tell me the employees are very helpful, pleasant and friendly," she says. "People who are paying money expect you to be hospitable and you may think their fish stories are boring but you have to pay attention." This courtesy and friendliness creates the comfortable, relaxed atmosphere that guests often remark on.

The camp, 346 kilometres from Hay River, accommodates 28 and has been operating since 1962. It provides boats, motors, gas, sleeping bags, showers, kitchenettes, and round trips from Hay River via Carter Air Service, owned by Jean and husband Merlyn. Guests bring their own food and tackle. "It's a beautiful lake and the fishing is good, the camp very clean and it's a popular place," Jean says.

This combination of setting and service are responsible for most of the Carter's guests being repeat business. Regular visitors from Alberta, the N.W.T., Minnesota, Wisconsin and Hawaii are offered advice on where the fish are and what kind of lures and equipment to use. "A lot of people aren't used to fishing here where the fish are much bigger," says Jean.

Jean carefully chooses her four staff from among friends, acquaintances and family who have visited the camp. "Usually we have people we know approach us and like it out there, so we can know if we want them out there or not," she says. A good camp attendant is especially important because he's responsible for maintaining boats and motors, general upkeep and

making sure guests are comfortable and happy.

There has never been much need to publicize the camp, Jean says. Word of mouth, an ad in the Explorers' Guide, and attendance at an annual show in Edmonton bring in all the guests needed. "It's been a good business," says Jean. "We've never had to push it much."



How do MLAs rate tourism?

With the downturn in the N.W.T. economy, tourism is gaining new stature as a target sector for potential economic growth. The Travel Industry Association was interested in finding out just how our representatives in the legislative assembly perceive tourism in relation to other areas of concern. We mailed a letter September 2 to all MLA's and by September 26 had received 9 of a possible 24 replies to our questions. We asked: **How does tourism rate among other priorities in your riding? In the N.W.T.?** Following are the replies received by our deadline.

Additional replies will be published in the next issue of our newsletter.

GORDON WRAY, MLA, KIVALLIVIK

Your recent letter regarding tourism as a priority in my area, was a welcome one.

The Keewatin, which has one of the highest unemployment rates in the N.W.T. (in fact, maybe the highest) has been working extremely hard for three years now to develop tourism as one of the mainstays of our regional economy. The Keewatin Chamber of Commerce, through its Tourism Committee, has done the bulk of the work to this point and I believe all credit should go to them.

We have identified tourism as the number one area of economic development in the region, outside of the government economy. It is an area of industry which, if handled properly, provides many seasonal jobs which complements the traditional way of life, rather than destroy it, which other industries might do.

So, to answer your question, tourism is our highest priority in the non-government segment of our economy.

TED RICHARD, MLA, YELLOWKNIFE SOUTH

Thank you for the opportunity to comment on the importance of tourism in the N.W.T.

I agree with the comments made at the recent Economic Perspectives Conference in Yellowknife that, with the recent downturn in the oil and gas industry, and the pending closure of a number of mines in the N.W.T., we must necessarily look to tourism as a primary element in the north's economy in the years ahead.

Tourism is no less important in the Yellowknife region than in other regions. Although "government" and the mining industry will continue to play a more prominent role in the economy of this area for the foreseeable future, in my view there is more potential for growth in the tourism industry than in other industries. We need to improve road access to the many "untapped" tourism attractions in this beautiful part of Canada.

My best wishes to you and your colleagues in the T.I.A.

NICK SIBBESTON, MLA, NAHEDEH

"Tourism will be one of the most important areas of economic growth in the Northwest Territories over the next few years. The success of the NWT Pavilion at Expo '86 has shown that the North holds a special fascination for Southern Canadians as well as visitors from foreign countries. It is important that over the next few years, we take advantage of the momentum provided by Expo and implement an effective territory-wide tourism strategy to increase the number of visitors to the Northwest Territories. This will require the cooperation of both business and government. In particular we must find ways to increase the accessibility of the North to tourists by improving transportation infrastructure and tourist facilities and by developing some lower-cost tourist opportunities so as to broaden the base from which tourists can be drawn.

While not as glamorous or as large-scale as oil and gas developments, tourism has the

SPECIAL FEATURE

potential to provide a stable and steadily growing employment base. Because much of the appeal of the North centers on the lifestyles and culture of Native people, it is important that they be fully involved in the development and operation of this industry.

I view the development of the tourist industry as particularly important for my constituency. Two major routes from the south pass through my riding and as well a major tourist attraction, Nahanni Park, is already in place. I believe there are numerous opportunities for local people to become involved in this industry and I will do all I can to support its growth."

I hope this information is satisfactory.

BOB MacQUARRIE, MLA, YELLOWKNIFE CENTRE

Perhaps I should reverse the order of the questions and begin with the N.W.T. as a whole.

There is no doubt in my mind that tourism should be a very high priority in the economic development plans of the Government of the Northwest Territories. We have unique destinations, some of them spectacular, and a unique lifestyle. Both of these are capable of catching the attention of potential visitors.

In fact, over much of the Territories, tourism should be the number one priority. On the one hand, this commends itself because of the dearth of the other economic development prospects. On the other, it is an industry that encourages local employment, and has a minimal impact on local lifestyle.

The Government of the Northwest Territories, in cooperation with the federal government, can foster tourism by addressing itself to the development of infrastructure, by providing some financial

assistance to budding operations, by helping to train employees in the art of serving tourists, and by aggressive marketing.

This is the opportune time for a reviewed and reinvigorated thrust in the area of tourism. The downturn in other elements of the economy makes it necessary. The fabulous exposure our area has received as a result of Expo '86 makes it desirable.

Turning to my own constituency of Yellowknife, I would have to say that tourism is not critical to the economic success of the community. The government's presence, mines, transportation and communication installations, and other private sector business, all combine to ensure a reasonably healthy economy.

Nevertheless, it is clear that Yellowknife has untapped potential as a tourist destination, and that increased tourism could add significantly to the vibrancy and growth of the city.

One can confidently expect that making tourism a high priority item on the list of government activity would yield important economic benefits to the Northwest Territories as a whole and to its capital city, Yellowknife.

MICHAEL A. BALLANTYNE, MLA, YELLOWKNIFE NORTH

Thank you for giving me the opportunity to express myself on the topic of tourism. As you stated in your letter, in the face of the declining oil and gas exploration, the Government of the Northwest Territories has been discussing alternate economic strategies, and tourism is one area which has been targeted as having growth potential.

In my riding of Yellowknife North, tourism is already an important industry. The Old Town, Ingraham Trail, and Giant Mine all

attract large numbers of visitors each year. Dozens of small businesses cater to their interests and the economic benefits of these activities are felt throughout the riding. Several fishing lodges and outfitters are also located in Yellowknife North, employing a number of constituents. No less than six float plane bases operate in my constituency and much of their business is derived directly from the tourism industry.

Because economic development plays a major role in any constituency, tourism is definitely a top priority in Yellowknife North. I feel that we are only beginning to tap the tourism potential of this region, and in fact of the entire Northwest Territories. With proper management and encouragement, tourism may indeed become our number one industry.

With careful management, I feel that the tourism potential of the Northwest Territories can be expanded to benefit all of our residents. An examination to discover exactly which areas have potential for growth in the tourism industry should be one of the top priorities of the Government of the Northwest Territories.

MICHAEL ANGOTTITAUROUQ, MLA, NATILIKMIOT

I have received your letter requesting why I think tourism is important in the N.W.T. As one of the members of the Legislative Assembly (Natilikmiot, Kitikmeot East) I fully support the development of tourism in the N.W.T. and I have not seen the full involvement of the government of the N.W.T. to develop tourism in the N.W.T.

If the government of the N.W.T. were in full support they should show more guidance and make more funding available to local and private businesses in the N.W.T. I

know many native groups that would like to start tourism but couldn't get the support and funding from the Economic Development and Tourism.

I hope the government of the NWT will take action soon to fully create tourism development for many people as I believe that tourism will take the place of hunting and trapping due to the downfall of fur prices, etc.

**BRUCE McLAUGHLIN,
MLA,
PINE POINT**

Thank you for your letter of September 3, 1986, requesting my thoughts on tourism in my riding and in the Northwest Territories in general.

Within my own riding of Pine Point itself, tourism has been important although not a significant economic factor. Over the years I have assisted in many areas to help promote tourism within the riding. The Big River Travel Association has taken the major lead in this area and were able to provide assistance to Pine Point Town Council on various tourism projects. These have included tours of the Pine Point Mine property, the old mining base camp, Polar Lake campground, and the developments at Sandy Lake.

I would suggest to you that the tourism potential of the riding could be enhanced further in conjunction with joint activities involving the surrounding tourism zones. As MLA, I have always and will continue to offer my assistance to all projects which will enhance the economic base of the riding. At the Executive Council level, I am most supportive of the development of tourism for the N.W.T. My colleagues and I have demonstrated this especially in our total support for the marvellous efforts of Expo '86. The Honourable Tagak Curley, Minister of Tourism, and

his staff received our support for the operation of a first class pavilion. We believe that these efforts will eventually result in a multitude of benefits to all regions of the N.W.T.

Tourism has the potential to be a major contribution to the economic base of the N.W.T. and as such, should be encouraged and developed whenever and wherever possible. I recognize that your Association will play a much needed and important role in achieving these goals.

Thank you for the opportunity to present these views and I look forward to further discussions with you and your members.

**DENNIS PATTERSON,
MLA, IQALUIT**

In my view, tourism is the best source of new long-term employment opportunities in my constituency. Tourism is an ideal growth industry for the Iqaluit and the North because it does not damage the environment, it makes full use of indigenous people, who can provide good sources to visitors without a great deal of formal education or training, and it does not cost a lot to develop since, apart from hotels, it depends on resources we already possess in abundance: friendly people, spectacular scenery, and exotic wildlife. Tourism is perfectly compatible with native people's cultures and ways of life, since tourists especially want to see Inuit people living in traditional lifestyles. Native people who become involved with tourism are usually in the driver's seat.

**JOHN T'SELEIE, MLA,
SAHTU**

Although your letter of September 3rd, 1986 reached me only two days ago, I want to offer the following very brief response to the question of the priority of

tourism in my riding and in the N.W.T. generally.

Strictly speaking, tourism is a high priority for this region. It has potential for economic growth and employment. I would say that tourism ranks as a high priority along with education, land claims, non-renewable resource development, renewable resource development and housing.

In this region, in the past, many visitors, sports fisherman, and sport hunters, have used mainly Norman Wells as a stopping off point and therefore the benefits for that community have been obvious. Understandably other communities of Fort Norman, Fort Franklin, Fort Good Hope and Colville Lake would like to see more of the benefits of tourism in the future.

Over the whole of the N.W.T., it is my understanding that tourism ranks second only to mining as an industry. There is no doubt in my mind that this is true since I am aware that southern Canadians, Americans as well as many Europeans, see the N.W.T. as one of the last unspoiled corners of the earth to visit, to fish, or to hunt — and they are willing to pay handsomely for the opportunity to do so.

Any discussion of tourism, in my view, is incomplete without reference to aboriginal rights and land claims. It is my understanding that the proposed Dene/Metis settlement contains certain clauses with respect to the involvement of the Dene/Metis in fishing lodges and hunting lodges. This is extremely inappropriate given that tourism is one industry with the potential to accommodate fully the native life-style of close attachment to the land. I would like to see the Travel Industry Association clearly support the Dene/Metis Agreement on wildlife. This would make us all feel better about developing a very viable industry in a spirit of friendly northern co-operation.

EXPO PRIZE WINNERS GET TRUE NORTHERN EXPERIENCE

It could happen to anybody — even to the one-millionth visitor to the N.W.T. pavilion at Expo. The three Vancouverites on their free six-day trip to the N.W.T. had their luggage lost enroute to Yellowknife and their flight to Coppermine weathered out one evening.

But Bert Fry, wife Marlene and their son Eric, took it all in stride, says Frona Scott, travel counsellor with TravelArctic who guided the group around Yellowknife. The

lost baggage showed up the next evening, in time to allow the Frys to dress for dinner at the Explorer Hotel. Northwest Territorial Airways who sponsored the jaunt along with Air Canada, made it up to the family by allowing 13-year-old Eric the thrill of riding in one of their airplane's cockpits.

The Fry's plane that was unable to get into Coppermine, flew to Cambridge Bay, and after one more attempt at Coppermine,

returned to Yellowknife. The Explorer Hotel put the family up in the same room they had provided free of charge before, and the Frys reached Coppermine the next day.

"I think it was part of experiencing the North," says Bert about not being able to fly into Coppermine that evening. He sees a bright side to the aborted flight plan. "We made it to Cambridge Bay & we didn't expect we'd be able to go that far North."

The sights and splendors of the N.W.T. more than made up for the inconveniences. In Coppermine, the Frys stayed with Maja Bolt and her family, fished for char, saw seals, picked berries, and snacked on bannock and tea at a summer camp. Bert says he found the traditional lifestyle interesting and was amazed at how people don't lock their doors. "It's a far cry from Vancouver where you lock your car door when you're just in front of a shopping mall."

The visitors shopped at Coppermine's co-op and bought sealskin handicrafts and an ulu. A highlight for young Eric was test-driving one of the community's all-terrain vehicles.

In Yellowknife the Frys were treated to the rare sight of a gold brick worth about \$329,000 being poured at Giant Mine. The family chatted with Mayor Mike McGrath and Mike Stilwell, deputy minister of Economic Development and Tourism. Visits were made to the Wildcat Cafe, Prince of Wales Northern Heritage Centre and the Arctic Art Gallery.

"The hospitality was tremendous all the way," says Bert, adding that it was exciting to see the North from many eyes — from those of MLA's to Inuit hunters.

"It was a very enjoyable trip," he says. "I wouldn't be at all surprised to find I come back up to the N.W.T. some day."



Bert and Marlene Fry at the N.W.T. Pavilion during Expo 86.

ZONE NEWS



NORTHERN FRONTIER

Maureen Bundgaard, formerly a regional tourism officer with the Territorial Government, has replaced Dave Speakman as manager of Northern Frontier Visitors Association. Dave has moved south to British Columbia, temporarily, to continue his education.

Northern Frontier anticipates a particularly busy winter coming up when the Association will be emphasizing tourism awareness programs, working with communities to put together package tours that will bring tourism revenues to greater numbers of zone residents, and providing marketing assistance and advice to zone operators.

A new tourism operation is proposed by the community of Lac La Martre which will offer fishing packages designed for the southern sports fisherman. The packages will provide the opportunity to catch trophy-size trout, grayling, pike, and whitefish and will also allow the visitor to enjoy daily contact with this picturesque and hospitable community. Community residents believe the operation will provide summer jobs as well as a market for locally produced articles such as the beautifully beaded jackets one sees so frequently in the region.

A new 'Circle Tour', which takes in Northern Frontier Zone, Big River and northern Alberta started this summer, providing inter-community travel with Pacific Western Airlines. The Circle Tour has been getting good press reviews. Writes Gertrude Dahl (in *News for Seniors*) "We all enjoyed the whole week, and our experiences covered such a wide range! We met and visited local people, most of whom have resided in the North over 20 years; saw

so much beautiful and breathtaking scenery in each community, learned a great deal about northern heritage in the museums and also enjoyed many delicious meals. It is a truly personalized tour and each of our hosts and hostesses welcomed us warmly and did all they could to make our visit pleasant." This is only one example of how northern operations from different zones are collaborating to deliver enhanced tourist products. For our part, Northern Frontier Visitors Association will be looking not only at product development within our Zone, but will also be exploring ways we can work with our neighbouring Zones to encourage extended stays north of 60°.

A recently formed association, Spirit YK, has as its goal the revival of the 'rollicking' frontier spirit of 'mining town' Yellowknife. They have an ambitious program which includes an inventory and plaqu-

ing of historic sites in YK, an inventory of mining artifacts destined for a future mining museum, and an interest in several historic mining sites which will be considered for possible restoration. They will be marking out 'heritage trails' and putting spark and energy back into Yellowknife celebrations and festivals.

A corridor study for Highway 3 is currently being carried out under funding from the Department of Economic Development and Tourism. The consultants, as well as NFVA will be investigating ways to make that long dusty drive from Fort Providence more interesting and more pleasurable.

This year the Travel Industry Association will be holding its annual conference in Yellowknife. Northern Frontier, as the host Zone, is planning a very special night for all conference participants — Hope we see you there!

True North

WAVA

There were 1,302 visitors who checked into the Inuvik Visitor Information Centre between June 12 and August 31. The busiest week was from June 24 to June 30 which had 179 people stop by.

Researchers for the Western Arctic Tourism Strategy Study went to Yellowknife, Fort Franklin, Norman Wells, Aklavik and Inuvik during September.

The World Discoverer, a luxury cruise ship, did not make it into the Western Arctic this summer. Thick ice forced the ship to turn back at Franklin Strait, north of Gjoa Haven.

The town of Inuvik has commissioned an audio visual presentation for use at various tourism outlets. It will be composed of a series of still photographs and accompanied

by an original soundtrack. Most of the images of day-to-day life, scenery, town shots and adventure contain people.

With the downturn in the oil industry, tourism is taking a higher profile in the Western Arctic, says James MacGregor, the Vancouver consultant conducting WAVA's tourism strategy study. To people he's met while travelling through the communities, tourism is an attractive alternative. "Probably if we had gone at this time last year or the year before and started talking tourism we would have been politely asked to leave or that they were just not interested in tourism," MacGregor told CBC Radio in Inuvik. "It's quite different now with the downturn." Tourist activities such as boat excursions on the Mackenzie River, whale watching out of Tuktoyaktuk and sports fishing on Great Bear Lake show good promise for future development, he says.

Baffin Island

BAFFIN TOURISM ASSOCIATION

A wide assortment of delegates from small businessmen to Baffin Tourism Association board members attended the Baffin Regional Economic Development Conference held in conjunction with the Canadian Arctic Resources Committee. From the September meeting, a number of recommendations came forth. Some concerning tourism were:

1. EDA and Special ARDA should be decentralized, meaning there should be separate decision-making boards so funds will be more equitably distributed.
2. Core funding for BTA is inadequate and doesn't reflect the high cost of transportation and operation in what is probably one of the largest zones in Canada.
3. Community members stressed that tourism training become an urgent priority in order to maintain competitiveness and product quality.
4. All development and administration of tourism training should be coordinated through Arctic College in Iqaluit.

At the BTA's board meeting, Brian McElligott, marketing manager for Nordair, replaced Wayne Plaxton on the executive committee. For the first time ever the TIA was represented at a BTA board meeting. Executive Director Klaus Roth attended, providing information and strong encouragement.

The BTA has accepted the administrative responsibility for a study being conducted by Mashall,

Macklin & Monaghan to determine the viability of a regional visitors centre for construction in Iqaluit. (The Regional Tourism Officers initiated this proposal). About half the visitors who come north go no further in the Baffin Region than Iqaluit. With a visitors centre we hope to encourage visitors to see other parts of the Baffin and be persuaded to travel to the communities. The centre will provide other services such as research information on tourism, a base from which to conduct surveys, interpretive displays on the Inuit culture, displays to expand visitor awareness of museums in the region (it is hoped that museums will be given a definite role in the operation of the centre), the office of the Baffin Tourism Association plus many other possible uses.

The BTA has given financial support to a Vancouver firm who is interested in producing a kayaking film on Ellesmere Island. We have also been requested to offer support to Canada North Outfitting for their promotion plan for next year plus assistance to an Outdoor Life magazine reporter who will be writing an article about musk-ox hunting at Back Bay outpost camp. Both requests seem to make good sense.

We have asked to become involved in the Land Use Planning Commission for the Lancaster Sound Region. We feel that should there be areas which have tourism potential or are already in use by the tourism industry that they should be noted and addressed accordingly in any land use plan.

The BTA had its executive meeting at the end of September to discuss economic development on a community and regional level, in view of the current economic slump.

A marketing strategy for the Baffin region is being developed in conjunction with the TIA's three-year marketing strategy. Highest

on the list of priorities is the launching of a public awareness program.

Arctic College is introducing the Administrative Studies Program which will offer training in basically four overlapping areas; Small Business Management, Tourism & Hospitality, Office Administration and Public Sector Management. Mr. Jay Flynn, who was involved in the creation of these courses, has recently been hired to organize the program which commenced on September 29 of this year with 12 to 15 full-time students. Mr. Flynn has been making inquiries throughout the Keewatin and Baffin to determine what options are most in demand.

There are two levels offered: The Certificate Level and the Diploma Level. Both programs take about one academic year each to finish. The beauty of this program is its versatility. The full-time students will attend courses at the Arctic College Iqaluit campus. However correspondence and adult education courses will be organized in the communities as needed. The structure of the program is such that it is broken up into modules. These separate modules can be learned on separate occasions to better suit individual needs.

The Tourism and Hospitality Option covers Small Business Management plus a study of Tourism in Nunavut which will include such modules as: our tourism products, package tour development, arts & crafts, special event planning, etc. It will also cover Hotel/Restaurant Management which includes such modules as: tourism hospitality, location and construction, hotel operations, restaurant operations, accounting & finance, marketing, etc.

A full-time instructor for Tourism & Hospitality will be hired by the college. Tourist Specialists in addition to the instructor will be brought in as needed.

ZONE NEWS



ARCTIC COAST

The crew of TV's W5 were in Cambridge Bay to film the August 29th arrival of adventurers Mike Beedell and Jeffrey MacInnis who completed the first leg of their Northwest Passage journey by Hobie Cat sailboat. The pair left In-

uvik July 20, covering 1,600 kilometres in the 18-foot boat. Next summer they'll resume their journey at Cambridge and sail to Pond Inlet. The Northwest Passage has never been navigated by sailpower alone.

The Hamlet of Spence Bay has purchased the community's old Anglican Church for one dollar. Donations are being sought to set up a museum in the building.



BIG RIVER TRAVEL ASSOCIATION

Despite some rainy weeks and the great draw of Expo '86, the Big River Zone saw a goodly number of visitors this season. This year the Association took over the staffing of the two Visitor Information Centres in the Zone, the 60th Parallel at the Alberta/N.W.T. Border on Mackenzie Highway No. 1 and the Blackstone Territorial Park, midway on the Liard Highway, No. 7

From the records of our staff at these two Centres, we had a total of 7,617 recorded visitors. It is likely that some of these persons registered at both Centres, but this was not obvious as we checked through; as well, a goodly number of vehicles do not stop at the Centres, and many others come by air or by common carrier, nor do we presently have numbers from lodges or particular tour operators. Visitors, outside Canada, came largely from: California, Washington, Michigan, Minnesota, Illinois for the States. Germany, Switzerland, France headed the list for overseas visitors.

Great interest in water activities was evident again this year, but there was also a strong trend toward the simple touring that may be enjoyed over our highway system and for small, reasonably priced "things to do" in the communities. While some bus tours were cancelled this year (due to Expo), several groups went through the Zone and indications are that the N.W.T. will stay on their itineraries.

One of the highlights of the season was the *First N.W.T. River Boat Race*, held on the August long weekend at Hay River. This was a very successful event and promises to be an annual affair from now on. The Commissioner's Cup Sailing Competition, held on September long weekend was successful also, but was fraught with bad weather on the crossing from Yellowknife and one of the vessels of the 10 that left Yellowknife, did not complete the return crossing.

One of our EDA projects was completed with the work of a freelance writer who toured through Hay River, Fort Providence, Fort Simpson and Fort Smith early in August. Articles will appear in the Edmonton Journal next year in time, we hope, to attract more visitors to the Zone in '87. The fall Board Meeting was held in Fort Simpson September 27 and one Guide Training Program, Level 1, was held in the Zone at Fort Liard this August.

NEW MANAGER FOR NFVA



M. Bundgaard

A woman with both private sector and government tourism experience has become the manager of the Northern Frontier Visitors Association.

Maureen Bundgaard joins the Yellowknife-based offices after a brief stint acting as senior development officer with the territorial government's tourism and parks operations. Previously she worked as regional tourism officer in the Kitikmeot for one year, and the Keewatin for two years. Managing a fly-in fishing lodge in Northern Manitoba has been another of Maureen's jobs.



K. Wilson

WILSON JOINS TIA

Kelly Wilson of TravelArctic has been seconded to the TIA-NWT for six months, starting October 15.

As marketing coordinator Wilson will be coordinating the activities of TIA members, specifically operators' participation in consumer and sport shows. She has worked in Economic Development and Tourism for five years, spending one year assisting with the Expo '86 project and two at TravelArctic.

Wilson's move is the first step in the one-year implementation plan of the TIA's three-year marketing strategy. It demonstrates the continued cooperation between the minister of Economic Development and Tourism, government departments and the private sector.

NORTHERN ELLESMERE BECOMES NATIONAL PARK

The northern fifth of Ellesmere Island became Canada's most northerly national park reserve on September 20.

Tagak Curley, minister of Economic Development and Tourism and federal Environment Minister Tom McMillan met at Lake Hazen to sign the territorial-federal agreement. MLA's and community representatives were also present at the ceremony.

Declaring the 39,500 kilometres as a national park reserve will protect the land from development while preserving aboriginal hunting and fishing rights. The area's new status will create a higher profile for tourism, says Dave Lapp, development officer with the tourism and parks division of Economic Development and

SMITH CAMPSITE GETS FACELIFT

Thebacha campsite will be spruced up by Local 50 of the Metis Association which is receiving \$30,000 from the territorial government's tourism budget. Over two months, general maintenance, and refurbishing of washrooms and picnic tables will take place. The campsite on Salt River, 14 kilometres from town, is a popular recreational attraction for both residents and visitors.

EAST WIND TOURS OFFERED IN AUSTRIA

The packages of East Wind Arctic Tours and Outfitters Ltd. will be offered by Astropa Tours of Vienna, Austria. The outfitter will provide full service, all-inclusive package expeditions, covering three different tourism regions, to groups of 12 to 15. East Wind has arranged the tours in conjunction with Great Slave Circle Tours, Sigyamiut Outfitting Ltd. in Baker Lake, and Kivalliq Outfitting in Rankin Inlet.

Tourism. While it is difficult to estimate what the flow of visitors to the region has been in the past, Lapp estimates numbers could now reach 50 to 60 people a year.

A few visitor services such as a registration centre, signs and trails will be provided in the area rich with wildlife and natural beauty. The project will create short term

YK HOTELS OFFER SMOKE-FREE ROOMS

Two Yellowknife hotels are now offering their guests smoke-free rooms. The Explorer Hotel has put in new drapes and shampooed carpets and furniture in rooms on its fifth floor, designating the entire area as smoke-free. A survey completed by guests at the hotel indicated interest was high in such facilities.

With about 30 rooms in the Yellowknife Inn being renovated and refurbished, now was the perfect time to start reserving some

PROVIDENCE DRIVE-IN EXTENDS SEASON

Fort Providence's fast food outlet will expand its services once it's bought by a local businessman with help from the Canada-NWT Special Rural Development Agreement. Ester Lazore is receiving \$20,613 toward the purchase of Ruth's Drive-In. He plans to extend the restaurant's operating season, providing more employment for its four staff members.

ARCTIC RED RIVER TO PROVIDE ACCOMMODATION

Arctic Red River will soon be able to provide visiting tourists and business people with a place to stay. The Dene band is renovating several large construction trailers for the community's first-ever visitors accommodation. Funding assistance of \$23,500 has been provided through the territorial government's tourism budget.

employment, regular employment for wardens and economic benefits to several N.W.T. communities.

Ellesmere Island National Park Reserve was established in response to the concern of national and international conservationists and environmentalists. It encompasses the head of Tanquary Fiord and the Grant Land Mountains.

as smoke-free, says Manager Jack Walker. "There are some people that don't smoke and enjoy a smoke-free environment," says Jack. The Inn has received calls congratulating them on the move and Jack adds that if the rooms become extremely popular more will be made smoke-free.

NEW FISHING OPERATIONS IN BIG RIVER

A new fishing lodge and a fishing trip outfitter started operations in the Big River area this summer. North Star Resort is a fishing lodge with housekeeping units about 60 air miles northeast of Fort Smith. Tochativi Outfitters conducts trips to the east arm of Great Slave Lake.

TWO NEW OUTFITTERS

Two new outfitters are now offering their services in the Keewatin. Arctic Circle Outfitters of Repulse Bay conducts sports hunting, photographic safaris and one-day boat tours. Joe Netser Outfitting of Coral Harbor offers arctic char sports fishing and a spring snowmobile expedition across Southampton Island.

GREAT BEAR LODGE SOLD

Great Bear Lodge is now owned solely by N.W.T. interests. Ted Grant of Fort Simpson and Carolyn Miller, Hugh Richardson and Gilles Dube, of Yellowknife purchased the lodge on Leith Peninsula from an operator in Sioux Falls, South Dakota.



CONGRATULATIONS

HOLMAN CO-OP MANAGER RECEIVES SECOND NORTHERN HOSPITALITY AWARD

Emma Balog, manager of the Holman Co-op is the second recipient of the Northern Hospitality Award in 1986.

Emma has been managing the Holman Co-op for two years and previously managed a co-op in Manitoba. She hosted the first-ever Holman Island muskox wool workshop held June 26 of this year.

Those who attended the workshop report that Emma, though "extraordinarily busy" was consistently aware of the needs of the group. "She cheerfully went out of her way to make our stay everything we wanted it to be," Sally Ishikawa of Corvallis, Oregon wrote on the nomination form.

Emma organized the workshop which taught participants how to spin and weave muskox wool. They also learned to dye the wool



using lichens instead of professional dyes. A Whitehorse woman was brought in to conduct the course and Emma publicized the event in weaving magazines in Canada and the United States.

Eleven Americans and two Cana-

dians attended, with Emma making sure there was enough qiviut (muskox wool), spinning looms, equipment and accommodation. She also handed out tourism information, arranged tours and even helped with souvenir shopping.

The Travel Industry Association salutes Emma Balog's exceptional commitment to the development and improvement of the Northwest Territories tourism industry.

Note: The Northern Hospitality Award program is an ongoing program of the Travel Industry Association of the Northwest Territories. Up to four individuals will be recognized each year for outstanding contributions to northern hospitality. Nominations are encouraged from zones and individuals.

TRAVELARCTIC RECEIVES HONORS

TravelArctic received North American recognition in the 1986 Promotional Materials Awards Competition held last May in Hamilton, Ontario.

The tourism marketing arm of the territorial government entered its promotional materials in the contest sponsored by the American Economic Development Council, along with over 338 competitors. The 1986 Explorers' Guide and World Class Fishing Guide won honorable mentions in the General Purpose Brochure category. TravelArctic's World Class Adventure poster series and Explore Canada's Arctic pin placed second with a superior rating in the Momentos category.

The winning materials were developed and produced in cooperation with tourism operators in the north, and the NWT Travel Industry Association and zone associations.

GJOA HAVEN RESIDENT RECEIVES FIRST NORTHERN HOSPITALITY AWARD

Effie Porter of Gjoa Haven is the first recipient of the Northern Hospitality Award in 1986. The award is presented by the Travel Industry Association of the Northwest Territories for outstanding service to visitors to the N.W.T. This is the first of three tourism awards to be presented during the summer tourist season.

Effie is manager of the Kekertiak Hotel in Gjoa Haven. She started with the hotel only eight months ago as a trainee. She was selected



for the position following a careful review of potential candidates by the Board of Directors of the Co-op in Gjoa Haven. Following her appointment she received extensive training from Marion Clawson, manager of the Ikaluktutiak Hotel in Cambridge Bay.

According to guests of the hotel, Effie has been extremely helpful, has had a very positive attitude toward her work and has done a great deal to improve both the condition and atmosphere of the hotel.

Effie was born in the Cambridge Bay area. After her parents died she was raised by James Kavanna and his family in Cambridge Bay. She moved to Gjoa Haven in the late 60s after marrying George Porter Jr.

Effie Porter is another example of increasing local involvement in the tourism industry and the ongoing efforts of northerners to ensure that visitors have a pleasant stay in our communities.



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MEMBERSHIP APPLICATION

Yes, I would like to become a member of the following zone associations and/or Travel Industry Association of the Northwest Territories.

Name _____

Co. Name _____

Address _____

_____ Telephone _____

Big River WAVA Arctic Coast

NFVA Keewatin Baffin

or

TIA Direct Member

Return to: Travel Industry Association of the
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P.O. Box 506
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