

Case Study

Arctic Coast Visitors Centre

Queen Maud Gulf Bird Sanctuary

Background

Cambridge Bay is a regional centre with daily flights to Yellowknife and flights to Edmonton every day except Sunday. It is the regional centre for the Kitikmeot Region of Nunavut and is located on the shores of the Northwest Passage. Cambridge Bay currently has the Arctic Coast Visitors Centre in town overlooking 3 historical landmarks, the Loran Tower, the Bay Maud wreck, and the old Stone Church. Cambridge Bay records approximately 2000 visitors per year through the Visitors Centre and the Kitikmeot Heritage Centre.

Cambridge Bay is also recognized world wide as an ornithological destination. Each year dozens of birders from around the world come to Cambridge Bay for self guided tours of the various species in and around the community. Located approx, 50kms across the Northwest Passage from the world's largest migratory bird sanctuary, Cambridge Bay has great potential to build on this tourism opportunity.

Currently in Cambridge Bay the largest outfitter is the local Hunters and Trappers Organization. There are only two other registered guides and outfitters in town providing day trip opportunities for visitors. There is an untapped potential for boat tours to the bird sanctuary and to local areas to do bird watching, fishing or hunting trips. The biggest stumbling blocks to local people is lack of capital and business expertise to set up and run a successful operation.

Assignment

The Hamlet of Cambridge Bay is interested in having you as experts in economic development, provide us with one or two possible business plans or partnership opportunities to build on the existing tourism operations that would include guiding and ecotourism with the cultural component and cruise ship day tours. Provide research on successful operations working elsewhere that can be used as positive examples of how to structure this project. Recognition must be given to the high costs associated with a trip to Cambridge Bay. The level of activity must be comparable to the high cost of travel to and from the location. Projects that leverage partnership arrangements are preferred, but not required.

The intent is to end up with a project or two that can be expanded on to develop and promote tourism in Cambridge Bay, create new job opportunities in Cambridge Bay, and that fit with our vision of the community as detailed in the Community Economic Development Plan.