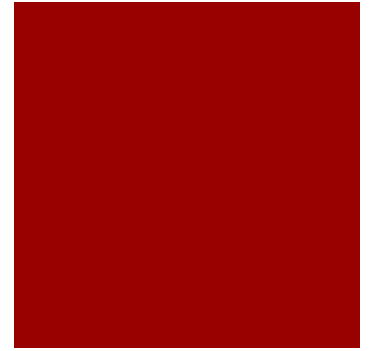


Arviat Community Ecotourism



Arviat is a largely Inuit community situated on the west side of Hudson Bay with a population of close to 3,000

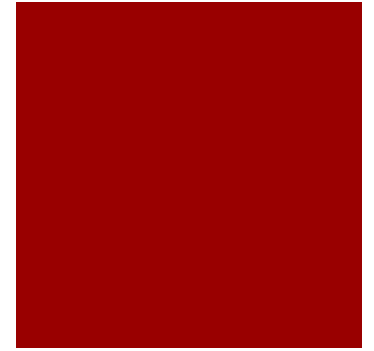


Why Arviat?

- One of the more traditional communities.
- Wildlife viewing opportunities.
- Churchill attracts hundreds of visitors every year.
- One of the most southerly communities with good air access.
- Past experience with tourism.
- Strong interest.
- Entrepreneurial.
- Need for economic development



2 Years of Community Consultation



Acceptance

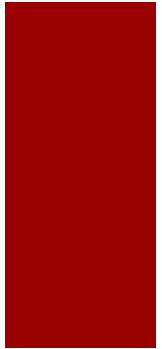


Challenges

- Weather
- Predictability of Wildlife
- Travel costs
- Access to capital funding for entrepreneurs
- Access to funding for training programs
- Awareness and support from outside the community

Successes

- ACE is a finalist for the National Tourism Awards in the Cultural Tourism category
- Cruise ship visits contacted for summer 2013
- Two new outfitter businesses
- The G Adventures trip to Arviat for summer 2012 has been designated by Explore magazine as one of the top new adventure products in Canada



Australian day visitor (north from Churchill, Fall 2011)

"I would highly recommend this trip to anyone interested in learning about Inuit culture, traditions and games. Sitting in a caribou tent and learning about aspects of daily life from some of the Inuit elders was both fascinating and fun. The demonstrations of drum-dancing and throat-singing were also very interesting, and the explanations provided throughout were excellent."



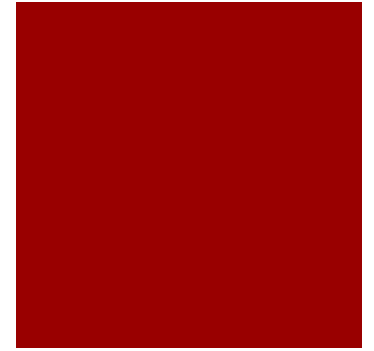
Tour Operator (Summer 2011)

“We were picked up at the airport, had a delicious meal of local foods, from muskox and caribou, as well as freshly pickled beluga. The Japanese love it. This was followed by a town tour, visits by carvers, the sewing center and finally, the highlight of the day – a bbq of 4 day marinated caribou kebabs at the point overlooking Arviat – topped off with an outdoor throat singing performance. It was the perfect way to start the trip, as even things that seem mundane to those of us that are in the north all the time (such as water trucks delivering water) are worth stopping to take pictures of.

A great start...”



Media Coverage



Training and Capacity development

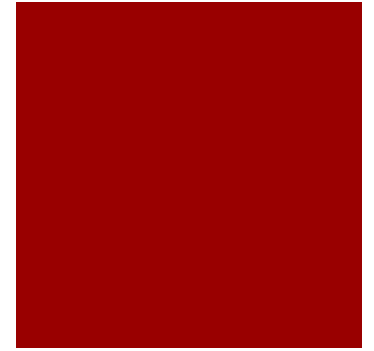




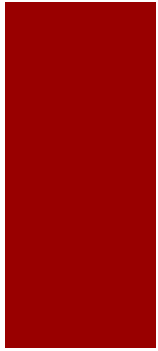
Packages

- Arctic winter getaways featuring dog sledding and igloo building
- Arctic summer getaways featuring ATV and boat excursions
- Spring caribou migration trips
- Summer multi-activity and wildlife viewing trips
- Cultural day extensions from Churchill
- Fall colours and caribou trips

Professional Performance



Wildlife Viewing



All of these trips feature an extensive cultural program including:



- Community tour by school bus or van with interpretation on the community's history and modern lifestyle and visits to local stores
- Two elder artists for storytelling
- *Tupiq* program with an educational and entertaining program offering a glimpse into the old days under a caribou skin tent
- Short excursions out from the community by snowmobile, all terrain vehicle, boat or dog team, depending on the season with Inuit guides providing interpretation of the land and cultural resources
- Cultural performance by Qaggiqtiit a professionally trained group of drum dancers, throat singers and other cultural performers – youth and elders
- Meals put on by the ACE cooking team, often including country food sampling

Thank You – Questions?

