

# Tourism Planning

Tourism needs and opportunities are constantly evolving. Inukshuk staff bring vision, the ability to forecast trends and identify niche market opportunities that take advantage of unique local conditions.

We produce tourism feasibility studies, regional tourism plans, highway interpretive strategies, facility appearance guidelines, and offer customized skills training workshops in planning product development and market analysis.



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## Ross River Dena Council Tourism Development Strategy

Inukshuk assisted the Ross River Dena Council (RRDC) in the preparation of a holistic, community-based tourism plan. The tourism strategy identifies ecological integrity as a core value while also providing mechanisms to achieve economic diversification and local business development goals.

*Client: Ross River Dena Council*



## Dena Cho Trail Interpretive & Preliminary Marketing Plan

An interpretation plan was developed for the communities of Ross River and Faro to help guide decision-making regarding the development of Dena Cho Trail interpretive material and media, interpretive site locations and potential thematic opportunities. The marketing plan component provides recommendations on product development strategies, marketing tactics and brand identity.



*Client: Town of Faro*

## Pehdzeh Ki Ndeh Tourism Values Study

Research was conducted in the community of Wrigley, NWT to gather resident feedback on the proposed Pehdzeh Ki Ndeh Protected Area. The study analyzed the regional tourism potential and sought community feedback through personal interviews and a questionnaire.



*Clients: Pehdzeh Ki First Nation & CPAWS NWT*