

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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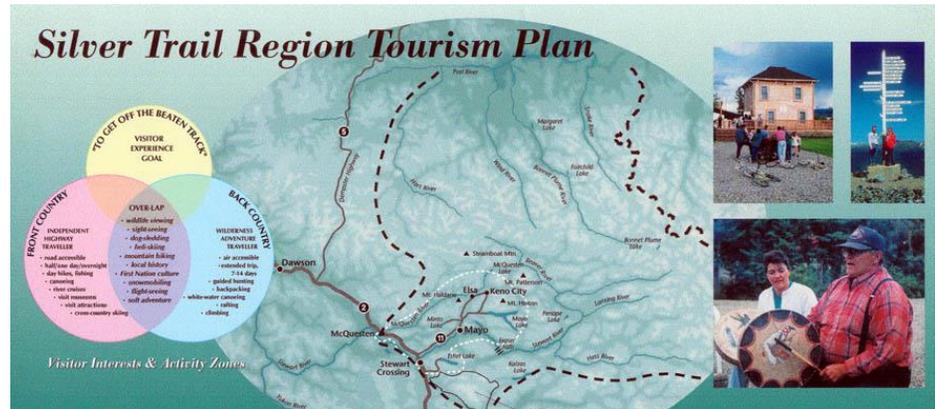
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Whitehorse Area Tourism Plan

The plan focused on developing a government, private and non-profit sector partnership to create a single integrated community tourism plan. The project team worked with a Steering Committee and used several innovative techniques including an individual picture taking exercise to foster group participation. The majority of recommendations and priorities for action have subsequently been implemented.



Client: Whitehorse Chamber of Commerce



Silver Trail Tourism Plan

The Silver Trail Tourism Plan provides a framework for action, setting out how businesses, government, and other organizations can work co-operatively towards a common tourism development goal over the next 5 years. It reviews progress made on the 1989 Plan, the region's current assets, main tourism planning issues and the opportunities or constraints that will affect future industry growth.

Client: Government of Yukon

Campbell Highway and South Canol Road Interpretive Plan

Inukshuk completed a Yukon-wide framework for highway interpretive signage in 1995. The following year a corridor plan for the Robert Campbell Highway and South Canol Road was completed. The Campbell Highway stretches 583 km between Watson Lake and Carmacks while the South Canol Road is 220 km long.

Client: Government of Yukon

