

Ecotourism in Northern Alberta

Prepared for the Northern Alberta
Labour Market Information Clearinghouse

September 1995



Labour Market Information Clearinghouse

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Ecotourism in Northern Alberta Sector Report

Introduction

The Clearinghouse Advisory Committee chose Ecotourism as the subject of its first sector report, based on the sector's perceived potential for expansion. This overview of ecotourism in northern Alberta focuses on sector structure, trends, and training needs. Information was gathered from a variety of secondary sources (Appendix A), and directly through telephone interviews with tourism operators, government, other tourism agencies and training institutions (Appendix B).

Definitions

Ecotourism: "Tourism related to nature/adventure/culture in the countryside." (*Ecotourism - Nature/Adventure/Culture: Alberta and British Columbia Market Demand Assessment*, HLA Consultants, 1994). This does not include hunting, but may include catch and release fishing.

Guiding: An occupation involving "organizing and conducting outdoor activities, such as mountain expeditions, rafting trips, hunting/fishing trips, and hot air balloon rides." (*Occupational Profile*, Alberta Economic Development & Tourism, 1995). For the purposes of this report, hunting and consumptive fishing are not included.

Industry Structure and Size

Tourism in Alberta is a multi-billion dollar industry, employing over 100,000 people. It is expanding. In 1990 tourism generated \$2.61 billion in revenues. In 1994 the total was about \$3.16 billion. The provincial goal is \$4.4 billion by the year 2000.

The ecotourism sector in northern Alberta is small but growing. It has only been in existence for about five years. While few numbers are available, all sources agree that there is tremendous potential for growth in this sector in the north. The new businesses are starting up in response to market demand. One established business reports annual revenue increases of about 15%.

New developments in Alberta's tourism industry should encourage continued growth. Marketing of the industry is being restructured. The new Alberta Tourism Partnership (ATP) will make marketing industry-run instead of government-run. The ATP will concentrate on marketing the province. It will also be divided into six Tourism Destination Regions (TDRs) that will be responsible for local marketing. Most of northern Alberta is represented by one TDR. It proposes to position northern Alberta as an ecotourism destination.

The following table describes the components of northern Alberta's ecotourism sector:

Ecotourism in Northern Alberta

Category	Organizations	Size	Markets
Business	Pure ecotourism operators (see Appendix C for examples)	10-12 northern-based businesses, 4-6 Edmonton/Calgary-based businesses	International, from western Europe and the US. Also from eastern Canada and BC. Operators speculate that northern Albertans are "comfortable in their own backyard," so they don't rely on businesses to give them access.
	Operators who do some ecotourism eg. fishing lodges, hunting guides who also offer nature tours, etc.	About 30 northern-based businesses	
Not-For-Profit	Community/regional projects: Kimiwan Bird Walk (McLennan), proposed Slave Lake Eco-Centre	2 (non aboriginal)	Mainly local/provincial due to proximity and low cost of access.
	Special events, eg. Golden Walleye Classic (High Prairie)	Most communities host special events, many are ecotourism activities.	
	Government historic/cultural interpretive centres, eg. Fort George/Buckingham House	3	
	Other: Syncrude's bison sanctuary on reclaimed land	1	
Aboriginal (Community-run business ventures)	Tourism projects	About 20	Undetermined.
	Ecotourism projects, eg. Caribou Mountain Wilderness (Little Red River Cree Band)	1 or 2 pure ecotourism projects. Up to 10 have elements of ecotourism.	

Most ecotourism businesses are small, family-run operations employing no more than 4-6 people in the summer (May - October) and 1-2 (often part time) in the winter. Communities tend to have a year-round manager, with extra staff hired in the summer. They also rely on volunteers.

Ecotourism businesses and facilities are scattered geographically across the north, with a few operating in each subregion.

Business and Employment Trends and Opportunities

Ecotourism business and employment opportunities are increasing in the north for several reasons:

- There is increasing interest in ecotourism activities in northern Alberta by international markets (Europe, Asia, USA). Wood Buffalo National Park is of particular interest.
- Northern Alberta's product compares favourably with that offered internationally (eg. Costa Rica, western USA) in terms of ecological integrity and wilderness experience.
- The northern TDR proposes to market northern Alberta as an ecotourism destination.
- The Canadian dollar is low and likely to remain so indefinitely, which encourages international tourists.

- Several northern hunting operations are either making or considering the transition to ecotourism operations.
- Bands are interested in pursuing ecotourism opportunities eg. Mikisew Cree, Sucker Creek and Little Red River Cree bands.

Training

Tourism training in Alberta is coordinated by the Alberta Tourism Education Council (ATEC). ATEC develops industry training standards and certification requirements, and where needed also develops courses to meet them. As a rule it does not deliver training. It is well known for its Alberta Best program, which provides customer service training to tourism and other businesses.

At present there are no “ecotourism” standards or certification requirements, nor is there agreement on what ecotourism is. The only related standards are in the areas of business operations (eg. safety regulations) and skills (eg. whitewater rafting guides must be certified).

Training needs vary with the type of organization and even between similar organizations, but some generalizations can be made:

- Ecotourism operators need training in small business management and ecotourism marketing. Their employees need training in customer service. Ecotourism marketing is cited repeatedly as a training need. Operators note there is no shortage of skilled guides.
- Quality of staff training is important. Operators are attracting international business, and need world-class staff. They look for employees with the right attitude and good customer service training. They would rather teach them specific skills than hire people with specific skills who need training in customer service.
- Community training needs differ from those of business. Communities usually have people with business skills who can manage their programs. They need people trained in specific ecotourism skills and they want to hire locally. This combination is not always available. For this reason communities such as the Little Red River Cree Band would like to train local people in bird identification. McLennan already offers birding courses each year.
- Ecotourism is a seasonal business. Training programs should be tailored to operator schedules. Summer is the high season and most marketing activities take place after Christmas. October to December is likely the optimum time to offer programming.

Some ecotourism training is already available in northern Alberta. Lakeland College has started an adventure tourism course that focuses on small business skills. Its 18 students come from across western Canada. Lakeland’s horsemanship course has some guiding elements. Grande Prairie Regional College has an outdoor education course for physical education students, who can major in it when they transfer to the University of Alberta. About one per year does so. Keyano College is developing a program aimed at helping hunting guides make the transition to ecotourism.

Training is also available outside of northern Alberta. In addition to the University of Alberta, the University of Calgary offers an Outdoor Pursuits program. Both of these programs are skills-oriented. The University of Victoria offers a highly regarded tourism management program with an adventure tourism option. Colleges in Ontario and BC also offer tourism-related training.

Conclusions

Northern Alberta's ecotourism sector is small but growing. There are less than 50 operators with fewer than 200 staff, most part-time or temporary. That many people again may be employed in not-for-profit ecotourism activities. The ecotourism sector is scattered across the north.

The strongest growth markets for ecotourism businesses are international. These are expanding, and with them business and employment opportunities in the sector.

The strongest ecotourism markets for communities and other organizations are local/provincial. These appear to be stable. Employment opportunities are probably stable as well.

Ecotourism marketing is repeatedly cited as a training need for operators. They also need small business management skills. Customer service training is their highest priority for their employees.

Follow-up Opportunities

The ecotourism sector in northern Alberta is too small to support major programs aimed at northern operators and staff. Training needs do exist however, and the following ideas may be worthy of further discussion:

1. A series of ecotourism marketing workshops or short courses could be offered. Ecotourism marketing is extremely complex. Operators must coordinate customer demand for variety (this often means partnering with other businesses) with the marketing system (which involves dealing with the ATC, wholesalers, and others), to sell a product internationally that must be accessed locally. Operators would like specific training to help cope with this challenge.
2. Small business courses could be repackaged for easy access by ecotourism operators in the off-season.
3. Tourism-oriented customer service workshops could be developed. Alberta Best training is considered good but many operators find it too expensive to offer to temporary staff.
4. Major ecotourism programming could be developed, if it was targeted at provincial and western Canadian markets. It would need to focus on small business management and ecotourism marketing, and emphasize quality training.

Appendix A: References

Tourism in Alberta

- Tourism 2000: A Vision for the Future (1993), Alberta Economic Development and Tourism.
- Regional 1993/94 Marketing Plan (draft), Marketing Division, Alberta Economic Development and Tourism.
- Alberta (In Province) 1993/94 Marketing Plan (draft), Marketing Division, Alberta Economic Development and Tourism.
- 1991 Alberta Resident Travel Survey (1994), Gallup Canada for Alberta Economic Development and Tourism.
- 1990 Alberta Non-Resident Travel Exit Survey (1991), Alberta Tourism.
- Special Places 2000: Alberta's Natural Heritage (1995), Alberta Environmental Protection.
- Pulse Hotline (magazine), Alberta Economic Development and Tourism

Tourism in Northern Alberta

- Northern Alberta Tourism Destination Region Business Plan (1995), Submitted to Alberta Tourism Partnership Selection Committee on behalf of Northern Alberta Tourism Stakeholders.
- Strategic Plan for Tourism Product Development in Northern Alberta (summary), Pannell Kerr Forster for Northern Alberta Mayors' Caucus.
- Tourism North 91 (1991), Northern Alberta Development Council.

Regional tourism brochures were also collected and reviewed.

Ecotourism in Alberta

- Ecotourism-Nature/Adventure/Culture: Alberta and British Columbia Market Demand Assessment (1994), HLA Consultants, 7 volumes.
- Ecotourism Comparables Study (1992), Alberta Tourism.

Ecotourism in Northern Alberta

- Ecotourism Potential in Northern Alberta (1992), Cottonwood Consultants, Gaia Consultants, and HLA Consultants for Alberta Tourism, Parks and Recreation.
- The Lesser Slave Lake Eco-Centre: Visitor Analysis and Market Assessment (1995), HarGroup Management Consultants for The Lesser Slave Lake Eco-Centre Society.

Appendix B: Contact List

Ron Anderson, AVC Lesser Slave Lake (High Prairie, 523-6690)
Lloyd Bisson, Aboriginal Business Programs (Edmonton, 495-2954)
Richard Brandt, Mikisew Cree Band (Fort Chipewyan, 697-3255)

Dan Creurer, Keyano College (Fort Chipewyan, 697-3767)
Louise Faulkner, Kimiwan Bird Walk (McLennan, 324-3010)
Frank Fraser, Environmental Protection (Parks), Tour Operator (Slave Lake, 849-7100)

Quentin Gladue, First Nations Resource Council (Edmonton, 453-6114)
Peter Gregus, Economic Development & Tourism (Edmonton, 427-6069)
Sheri Heller, Lakeland College (Lloydminster, 871-5704)
Kathy Hopkins, High Prairie Chamber of Commerce (High Prairie, 523-3505)

Sven-Erik Janssen, Professional Outfitters Association (Edmonton, 455-6281)
Carmen Johnson, Land of the Mighty Peace Tourism Association (Peace River, 624-4042)
Ron Laframboise, Little Red River Cree Band (Jean D'Or Prairie, 759-3929)

Andrew Mackenzie, Ultimate Adventures (Grande Prairie, 538-3890)
Doug MacKnight, Northern Alberta Development Council (Peace River, 624-6336)
Linda Mallet, Community Development (Cultural Facilities) (Edmonton, 431-2363)
June Markwart, Lesser Slave Lake Eco-Centre (Slave Lake, 849-5723)
Ted McGreer, Clearinghouse Project Consultant (St. Albert, 495-3243)
Jeannie McIntyre, Keyano College (Fort McMurray, 791-8967)
Fred McMullen, Economic Development & Tourism (Edmonton, 422-1063)
Rob Miller, Alberta North (Slave Lake, 849-6050)
Peter Murphy, University of Victoria (Victoria, BC, 604-721-7211)

Elaine Peterson, Mackenzie Crossroads Museum and Visitor's Centre (High Level, 926-4811)
Dave Petryk, Big Lake Country Tourism (Slave Lake, 849-2377)
Doug Piquette, Lesser Slave Lake Business Development Corporation (Slave Lake, 849-3232)

John Semple, Points North Adventures (Fort McMurray, 743-9350)
John Stafford, Alberta Tourism Education Council (Edmonton, 422-0781)
Harry Stevens, Grande Prairie Regional College (Grande Prairie, 539-2911)
Lisa Stewart, Fort McMurray Visitor's Bureau (now with City of Grande Prairie, 538-0312)

Tom Thurston, Community Development (Cultural Facilities) (Edmonton, 431-2363)
Dave Unger, Professional Outfitters Association (Edmonton, 486-3050)

Pam Wight, Economic Development & Tourism (Edmonton, 427-2501)
Don Wyshla, TIAALTA (Calgary, 266-7450)



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• WHITE WATER RAFTING



• WILDERNESS SURVIVAL TRAINING

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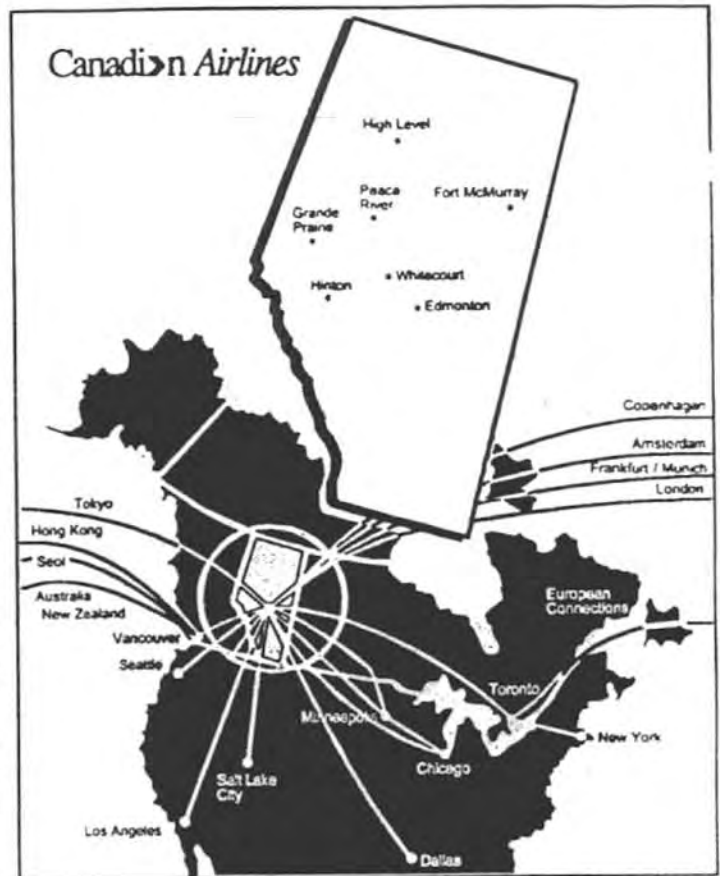
WILDERNESS ADVENTURES 1995

We are your specialists for unique soft-adventure and eco-tourism packages in northern Canada!

Join us on an exploration of pristine beauty in a vast wilderness area. This is a broad landscape with the Rocky Mountains in the west, leveling off eastward to an intricate web of powerful rivers and hidden lakes which span the northern Boreal Forest. The land is home to a rich array of animals, fish and birds. There are 4 major fly-ways in the north for the over 200 species of migratory birds.

For water enthusiasts we offer a range of activities from jet-boating seldom travelled rivers to exceptional white-water rafting. Guided canoeing on some of the most scenic and historic waterways in North America is also available. For world-class fishing, check out our lodges! The adventures continue with spectacular heli-hiking, caving and exploring by horseback. Superb opportunities for wildlife viewing and nature photography are yours for the asking.

While enroute to your vacation of a lifetime, enjoy the modern cities of Edmonton, Grande Prairie, Peace River or Fort McMurray. These centres offer wonderful insights into the northern environment, its history and culture. They also provide excellent shopping, restaurants, theatres and attractions. Perhaps you would like to combine some of the packages or rent an R.V. for a self-drive tour. Call any of the 1-800 numbers listed for further information and help in planning a customized vacation!



OUR COMMITMENT TO RESPONSIBLE TOURISM

Alberta North's Operators maintain the highest standards of environmental stewardship - we will not compromise our most important resource. This means educating visitors about sensitive eco-systems and practicing minimal or no-trace camping and touring.

	Contact	Address / Phone / Fax.	Page
Alberta North Tourism Marketing Council		1-800-565-3947 / Fax (403) 849-2633 Box 1518, Slave Lake, AB. T0G 2A0	Page 7
Best Western Cedar Park Inn	Shirley Patterson	1-800-661-9461 For Reservations 5116 Calgary Trail, Edmonton, AB. T6H 2H4	Page 8
Caribou Mountain Wilderness	Fergusson Travel	(403) 926-2278 Box 1165, High Level, AB. TCH 1Z0	Page 5
Dan's Rafting and Tours	Dan Wilson	1-800-452-4876 #128 Sunset Homes, Hinton, AB. T7V 1R8	Page 6
Diamond and a Half Outfitters	Bill Sinclair	(403) 766-2114 Box 727, Wembley, AB. TCH 3S0	Page 3
Eagle River Lodge & Campground	Reg Williams	(403) 778-3251 Box 164, Whitecourt, AB. T5S 1N4	Page 4
Edmonton Tourism		1-800-463-4657 9797 Jasper Ave., Edmonton, AB. T6J 1N9	Page 8
Ft. McMurray Visitor's Bureau	Lisa Stewart	1-800-565-3947 400 Sakitawa Trail, Ft. McMurray, AB. T9H 4Z3	Page 7
Grand Rapids Wilderness Adventures	Darleen / Mike Zelman	(403) 675-2521 Box 933, Athabasca, AB. T0G 0B0	Page 6
Points North Adventures	John / Anita Semple	(403) 743-9350 Phone / Fax Box 6066 Ft. McMurray, AB. T9H 4W1	Page 5
Wilderness Adventures International Inc.	Tex Fimrite	(403) 351-3980 R.R. 1, Spirit River, AB. TCH 3G0	Page 3
Ultimate Adventures	Andrew MacKenzie	(403) 538-3890 / Fax (403) 539-7600 10407 - 102 St., Grande Prairie, AB. T6V 2W5	Page 4

DIAMOND AND A HALF OUTFITTERS

Choose Your Own Trail Ride Adventure



We offer trail rides to suit your particular taste - whether scenic photography, remote fishing spots, old-west style camp-outs or unique wilderness studies. From the time you leave our hitching post at the base camp you can enjoy a memorable 3, 5, 7 or 10 day holiday. Our horses are well trained, calm and very considerate of inexperienced riders.

In the majestic eastern slopes of the Rocky Mountains you will experience tranquility and breath taking scenery that man has nearly forgotten. This is where nature shows off! Travel by day through the deep woodlands of the wild Kakwa Valley, across alpine wildflower meadows and over mountain plateaus. By night, join your host Bill Sinclair around the flickering campfire for delicious, hearty meals. Scan the horizon for the lone Wolf and Coyotes howling to the moon while listening to Bill share true-life tales of his wild Kakwa Adventures.

Packages:

- Overnight back country trips (3 - 10 days)
1 to 4 persons @ \$65 (US)
5 or more persons @ \$55 (US)
- Day rides (from base camp)
1 to 4 persons @ \$55 (US)
5 or more persons @ \$49 (US)



Season: Aug. 1 - Sept. 1

We Supply

- All guiding
- Horses, tack and tents
- All meals
- Transportation from / to Grande Prairie if required (add \$28 US to overall cost)

You Supply

- Sleeping bag, rain gear, rubber boots
- Light, warm clothing (35 lb. weight restriction)
- Flash-light
- 7% Goods & Services Tax

WILDERNESS ADVENTURES INTERNATIONAL INC.

River Adventure Jet-Boating



We are your headquarters for jet-boat tours in Canada's north! Travelling on our powerful, low draft riverboats is a thrilling but comfortable way of viewing exceptional scenery and wildlife. Massive waterfalls, superb fishing, gold-panning and unique

canyon formations are yours to explore along waterways few will ever travel.

Our approach to wilderness camping allows you to be a part of the landscape without the hardships - we treat you right! Try our renown apple pancake breakfasts, marinated ribs or T-bone steak suppers.

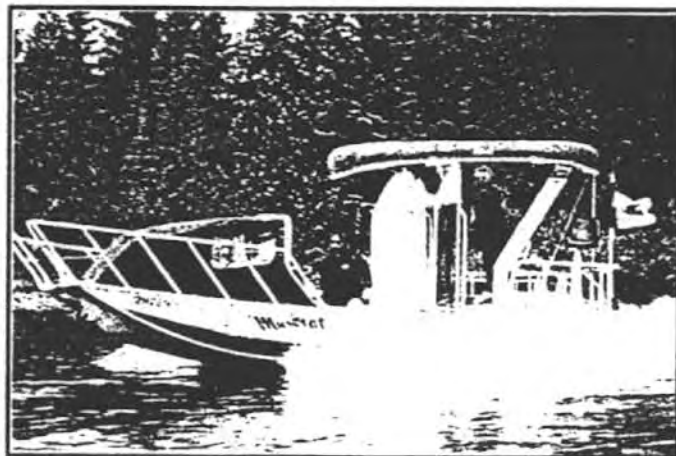
Highly qualified and experienced guides ensure your safety and enjoyment.

We offer a variety of custom adventure packages with options including:

- 1) Gold panning with a prospector guide
- 2) Canoe trips with jet-boat support
- 3) Canyon hikes and eco-tours
- 4) Trail rides on horseback
- 5) Whitewater rafting and float trips with jet-boat support
- 6) Chartered trips on the Murray, Athabasca and Smoky Rivers (Rates depend on your choice of activities and length of trip)

Packages:

- Cruise and Drib (2 days / 2 nights)
\$295 / person (U.S.)
- River Adventure (3 days / 3 nights)
\$450 / person (U.S.)
- Three Rivers Wild Adventure (7 days / 7 nights)
\$1,950 / person (U.S.)



Season: May - September

We Supply:

- Jet boats and life jackets
- Tents, sleeping bags, rain gear, cooking gear
- All food & meal preparation

You Supply:

- Change of seasonal clothing
- Camera and film
- Personal items
- Fishing licenses (available)
- 7% Goods & Services Tax

ULTIMATE ADVENTURES

Alberta's Leader in Eco-tourism

Join us for your choice of a full range of guided adventures! Get whisked away in a jet-powered helicopter; hike through untamed wilderness; paddle down mountain fed rivers; mountain-bike the trails of the Canadian Rockies; or, go underground to the world of darkness. Ultimate Adventures' guides are colleagues and friends collaborating to provide you with the best possible knowledge of the terrain, its natural history, wildlife and secret places. We provide excellence in safety, comfort, judgement and imparting wilderness travel skills.

Packages:

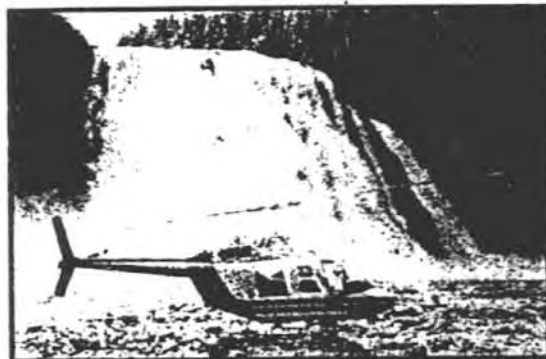
Adrenaline Week (7 days of adventure activities)

June 18-24; July 16-22; Aug. 6-12;

Aug. 20-26; Sept. 10-16, 1995

Cost - \$549 (US) per person

Adrenaline Week is our latest and best adventure smorgasbord! Imagine, 7 full days with something for everyone - caving, mountain-biking, canoeing, rock-climbing, and backpacking. Of course, we can also provide custom packages upon request.



We Supply

- Pick-up / return at the Grande Prairie airport
- Transportation to and from the staging area
- Full guiding services
- All food
- All equipment except sleeping bags, backpacks and personal items (sleeping bags and packs may be rented)
- Post trip hot tubs, champagne, supper and souvenir T-shirt

You Supply

- Change of seasonal clothing
- Camera and film, personal items
- 7% Goods & Services Tax



EAGLE RIVER LODGE AND CAMPGROUND

"Memories that will last you a lifetime"

We Supply:

- Transportation from Whitecourt
- All fuels, lifejackets, paddles, nets
- Use of all facilities at lodge
- Boats and canoes at main lodge

You Supply:

- Transportation from Edmonton (available at \$80 / person return)
- Applicable licenses or fishing tackle (available locally)
- Sleeping bags for wilderness camps or tents if desired at the main lodge
- Light housekeeping package does not include food and/or preparation
- Items of a personal nature
- Gratuities
- 7% Goods & Services Tax

Daily Rates: US funds

Lodge and Guest House

From \$49.95 / couple / night

Additional person (under age 15) \$10

Singles from \$49.95

Campgrounds - \$15 / night / site

\$25 / night / site plus tent and cot

Fully serviced sites (power and water)

add \$10



Accommodations:

Lodge, Guest House

- Two private suites
- Sitting room
- Modern, newly constructed
- Two bedrooms with double beds
- Fully equipped kitchenette with stove, fridge, table & chairs
- Washrooms with shower, tub

Campground

Beach, playground, camps, ice, tents, cots, stoves, etc.

- Secluded, private and riverside
- Fully equipped with picnic tables, fire pit with wood supply and group fire pit
- Trailer and motor home hook-ups

Remote wilderness camps & cabins

Rental boats, canoes, ATV's, snowmobiles

"I will do my best to see that you have a memorable experience that will last you a lifetime. My business is built upon customer satisfaction."

Reg Williams

Eagle River Lodge and Campground is located on the banks of the beautiful McLeod River, 6 miles south of Whitecourt 1/2 mile east off Highway # 32. We have a wilderness adventure awaiting you all year long.

Summer Activities

- Whitewater or slow drifting canoeing and rafting
- Hiking the back country
- Battling trophy fish
- ATV, photo & nature tours
- Game watching
- Wilderness pack trips & nature walks
- Hunter education programs
- Big game hunting (Spring & Fall)

Winter Wilderness Vacations

- Guided snowmobiling & rental
 - Cross country skiing
 - Winter wilderness camping
 - Remote ice fishing
 - Trapping vacations & conservation tours
 - Survival training vacations
- Classes for guided activities start at \$120 US per day - per person (Single, double, children under 12 - \$95)

POINTS NORTH ADVENTURES

Fully Guided and Outfitted Wilderness Canoeing



Points North specializes in small group, guided canoe tours on the scenic and historic Clearwater River in northeastern Alberta. Join us in exploring one of the major routes first used by British, French and Native fur-traders over 200 years ago. Become part of a wilderness environment that has changed little since then. Observe and photograph wildlife in its natural habitat. Whitetail Deer, Moose, Black Bear, Beaver, Muskrat, Bald Eagles and numerous forms of waterfowl are only some of the notable species. For anglers, Walleye and Great Northern Pike offer excellent challenges.



The section of the river we travel is Grade II overall with 7 rapids ranging from Grade I riffles to Grade III rollers. In the evenings, share the magic of a shoreline campfire and dramatic night sky viewing! Points North offers all this and more in your river adventure through the northern boreal forest eco-system.

Season: Early June to late August

Rates per person (US dollars)

4 days @ 2 people \$880 (US)

4 days @ 4 people \$800 (US)

4 days @ 6 people \$720 (US)

5 days @ 2 people \$1,075 (US)

5 days @ 4 people \$970 (US)

5 days @ 6 people \$870 (US)

6 days @ 2 people \$1,260 (US)

6 days @ 4 people \$1,140 (US)

6 days @ 6 people \$1,020 (US)



We Supply

- Local airport transfers (float plane transportation)
- Welcome meeting and orientation
- Wilderness tripping canoes (outfitted)
- Quality tents, sleeping bags
- Fishing tackle
- All meals (supplied and prepared)
- Farewell social

You Supply

- Transportation to / from Ft. McMurray
- Pre and post trip accommodations
- Camera and film
- Personal items
- Fishing licenses (we will help arrange)
- 7% Goods & Services Tax
- Basic canoeing experience

CARIBOU MOUNTAIN WILDERNESS

(Margret Lake and Pitchimi Lake Fishing Lodges)

Situated in the picturesque Caribou Mountains, your ultimate fishing experience is only a 40 minute flight from the High Level airport to our private airstrip. The fishing is hot and varied! There are 5 outstanding sportfish species to challenge your skills - whether trolling, spinning, jigging or fly-fishing.

The Margret Lake Lodge is often described as Alberta's most luxurious! Take full advantage of our jacuzzi, sauna, pool table and more. Each well appointed room offers spectacular views of the surrounding lake and northern boreal forest. Delicious, home cooked meals will satisfy discriminating appetites. Nearby, the more rustic but very comfortable Pitchimi Lake Lodge offers another "base" for exploring area lakes - accessible at your doorstep or by short walks through virgin forests. Roomy, safe motorized boats are available at all our lakes to get you to the fish!



Daily Rate:

Margret Lake Lodge \$146 / person (U.S.)

Pitchimi Lake Lodge \$83 / person (U.S.)

Note - transportation to and from the lodges is not included in the daily rates

Packages:

We offer various fishing packages. Each includes return transportation from High Level to the Lodge of your choice

Pkg. A - 7 days

Margret Lake Lodge \$1021 / person (U.S.)

Pitchimi Lake Lodge \$583 / person (U.S.)

Pkg. B - 4 days

Margret Lake Lodge \$750 / person (U.S.)

Pitchimi Lake Lodge \$417 / person (U.S.)

Pkg. C - 3 days

Margret Lake Lodge \$583 / person (U.S.)

Pitchimi Lake Lodge \$333 / person (U.S.)

Roomy, safe motorized boats are available at all our lakes to get you to the fish!

For those moments when you want to take a break from the fishing (or for those who are more interested in exploring the natural surroundings), there are several hiking trails and outstanding opportunities for nature photography or for simply enjoying the tranquility of an unspoiled environment.

Season: June 1 - Sept. 30

Fish Species: Arctic Grayling; Great Northern Pike; Lake Trout; Walleye; Whitefish

Other Information: • Family and Group rates upon request • We will confirm all bookings by mail or telephone and provide a customized travel itinerary • If arriving by private aircraft, please call for rates exclusive of transportation

We Supply

- Return air transportation between High Level and the Lodge of your choice
- 3 meals daily (at Margret Lake Lodge only)
- Boats, motors, gas, lifejackets, nets
- Bagging, freezing and packaging of fish
- Use of all facilities
- Side trips to Eva Lake (superb Pike fishing)

You Supply

- Transportation to / from High Level
- Fishing tackle and license - available at our tackle shop!
- Personal items
- 7% Goods & Services Tax



DAN'S RAFTING AND TOURS

Escape Into the Wilderness

Dan's Rafting and Tours offers Alberta's premier wilderness experiences! For an unparalleled whitewater journey, join us on a 4 day / 3 night expedition deep into the heart of the wild Kakwa River. The Kakwa River (Cree Indian for Porcupine) is rarely travelled, promising privacy and unrivalled wilderness beauty. Your tour will include dramatic red rock canyons, fossil formations, lush flower strewn meadows and abundant wildlife. Our guides have counted over 225 species of birds! Moose, Deer, Black Bear and Elk are seen near shore.

We are also specialists in wilderness survival - summer and winter. Our instructors have trained NATO forces and NASA astronauts! Combining classroom and outdoor education at our base camp, we teach all aspects of Survival Pattern Training. Learn from the best in a supportive and fun atmosphere.



A) 4 Day Wild Kakwa Expedition

We Supply:

- Guides, outfitted rafts (paddles, lifejackets, wetsuits if desired)
- Tents
- All meals (and complimentary wine with suppers)

You Supply:

- Bedroll (sleeping bags and duffle)
- Complete change of clothing (sweat pants, wool socks and t-shirt recommended)
- Jacket for the evenings, hat or cap
- Personal items (toiletries) / personal beverages
- Fishing license and tackle, camera and film

Cost: \$295.00 (US) per person

B) Survival Training

Introductory Level (2 days / 2 nights)

We Supply:

- 2 nights lodge accommodation / all meals
- 4 hours classroom, 12 hours outdoor training
- Certificate upon completion

You Supply:

- Personal items
 - Changes of comfortable, seasonal clothing
- Cost: \$399 (US) per person

Intermediate Level

We Supply:

- 2 nights lodge accommodation; 1 night at wilderness camp
- All meals
- 4 hours classroom; 20 hours outdoor training
- Certificate upon completion

You Supply:

- Personal Items
 - Changes of comfortable, seasonal clothing
- Cost: \$475 (US) per person

Advanced Level - 10 days long; intensive; summer and winter. can be arranged upon request

Note: Transportation can be arranged at a nominal charge if required. For example: to / from Edmonton International Airport add \$115 (US); to / from Grande Prairie International Airport add \$49 (US)

7% Goods & Services Tax not included in prices.



GRAND RAPIDS WILDERNESS ADVENTURES

Four Season Backcountry Cabins



Looking for a remote, very private & unique wilderness experience? Grand Rapids is a naturalist's paradise! Located 155 miles from the historic town of Athabasca our base camp is only accessible by helicopter, float plane or river transportation. Rustic but

very comfortable log cabins overlook the mighty Athabasca River - the major fur-trading route for the Northwest Company in the 1700's. Although a broad, easily navigated river in most places, the Athabasca will earn your respect and admiration. The mighty Grand Rapids are only 9 miles from the camp. These are the most imposing rapids on the entire river system. Over 1 mile in length, they can be heard from nearly 3 miles away! This is a photographer's and artist's dream, safely explored from riverbank trails and vantage points.

- Stunning scenery and historical sites (walking paths and river float trips)
- Exceptional wildlife viewing (Moose, Elk, Caribou, Wolf, Mink, Deer)
- Diverse bird species (Bald and Golden Eagle, Osprey, Pelicans, Herons, Warblers, Ptarmigan, Hawks, Owls, Woodpeckers, Grouse and more)
- Outstanding photographic opportunities
- Extensive hiking and backpacking trails
- Peaceful Relaxation



Packages

Option A

- Bed and Breakfast Special
Especially for canoeists & kayakers travelling the Athabasca River. Comfortable log cabin accommodation for 1 night and a hearty breakfast to get you on your way the next morning is available for only \$49 (US) per person.

Option B - By the Day

We Supply:

- Log cabin accommodation (including hot showers)
- All meals & use of all facilities

You Supply:

- Transportation to the base camp (canoe, kayak, float plane)
 - Personal items, sleeping bag / bedroll
 - Fishing licence and tackle
- Cost: \$49 (US) per day

Option C - Weekend Special (2 days / 2 nights)

We Supply:

- Float plane transportation from / to Fort McMurray
- Log cabin accommodation (including hot showers)
- All meals and use of all facilities
- Riverboat tour

You Supply:

- Personal items, sleeping bag / clothing (30 lb. max.)
 - Fishing licence and tackle
 - Backpacks
- Cost: Weekend Special \$295 (US) - based on 4 people

Option D - 3 days / 2 nights

We Supply:

- Helicopter transportation from / to Fort McMurray
- Log cabin accommodation (including hot showers)
- All meals and use of all facilities
- Riverboat tour

You Supply:

- Personal items, sleeping bag / clothing (30 lb. max.)
 - Fishing licence and tackle
 - Backpacks
- Cost: Weekend Special \$489 (US) - based on 4 people

Payment Terms: 50% down payment to hold reservation; remainder due 2 weeks prior to arrival. Goods and Services Tax of 7% and gratuities not included in prices.

Reservations are necessary.

Appendix D: Ecotourism Operator List

(Note: This list is intended as a guide only. It is compiled from two databases - those of Alberta North and the Professional Outfitters' Association. It is not comprehensive, not all operators necessarily offer ecotourism experiences, and some of the information may be out of date.)

Phil Brown, Black Star River Boat Tours, Athabasca, 525-2777
Darleen & Mike Zelman, Grand Rapids Wilderness Adventures/Mike Zelman & Sons Guide Service, Athabasca, 675-2521
Darcy Zelman, Team Whitehall Outfitting, Athabasca, 675-4809

Nancy Koopman, Glacier Peak Adventures Inc., Beaverlodge, 763-0685
Bob & Lois Allen, Peace Valley Guest Ranch, Berwyn, 338-2183
Caroline Roy, Rotor Breeze Aviation, Bonnyville, 826-6999
Mike Thom & Sheila Cardinal, Christina Lake Lodge, Conklin, 559-2224

Barry Himer, Bearhead Creek Wilderness Tours, Falher, 837-8263
Eugene Plihal, Plihal Guiding & Outfitting, Falher, 925-3894
Ray Cross, Ray W. Cross & Sons Outfitting, Fort Assiniboine, 584-2288
John Rigney, Athabasca Delta Interpretive Tours, Fort Chipewyan, 697-3929

Jim & Gen Comeau, Island Lake Lodge, Fort McMurray, 743-0214
Jeff Dodds, Gypsy Lake Lodge, Fort McMurray, 791-3049
Chuck Graves, Northeast Alberta Wilderness Outfitters Inc./Majic Country Wilderness Adventures, Fort McMurray, 743-0766
Cornell & Bev Pasichnuk, Bob & Ruth Anstruther, Namur Lake Lodge, Fort McMurray, 791-9299
Mary Jean & Richard Pliska, Lloyd Lake Lodge, Fort McMurray, 791-4042
John & Anita Semple, Points North Adventures, Fort McMurray, 743-9350
??, Webber's Tours, Fort McMurray, 790-0777
??, Blair Jean Wilderness Lodge, Fort McMurray, 791-4500

Tony Kossey, Grist Haven Lodge, Grand Centre, 594-1254
Terry Deamer, Taste of Wilderness Tours, Grande Cache, 827-4250
Marc Saless, Wilderness River Adventure Tours, Grande Cache, 827-4600
Vic & Elaine Stapleton, Sheep Creek Back Country, Grande Cache, 827-2829

Scott Hutchinson, Northwest Expeditions, Grande Prairie, 539-1127
Andrew Mackenzie, Ultimate Adventures, Grande Prairie, 538-3890

Ron Laframboise, Caribou Mountain Wilderness, Jean D'Or Prairie, 759-3929
Darlene Thompson, Silver Birch Resort, Kikino, 623-3252
George Peters, Northwoods Adventures, LaCrete, 928-2340

Ecotourism Operator List - 2

Dennis & Joanne Potter, Chinchaga River Hunts, Manning, 557-1739
Jack & Margaret Halvorson, Tapawingo Lodge, Manning, 836-3345
John & Justin O'Mahony, Outdoors Magnified, McLennan, 324-3002
Joe & Elisabeth Fuchs, Sunny Valley Lodge, North Star, 836-2603

Tricia Freeland, Peace Island Tours, Peace River, 624-4295
Susan Setz, Smoky River Adventure Tours, Peace River, 624-9416
??, Peace Country Tours, Peace River, 624-5445
??, Simpson River Boat Tours, Peace River, 624-8713

Gerry MacIntosh, Ohgow Tours, Slave Lake, 1-800-267-4654
Tex Fimrite, Wilderness Adventures International, Spirit River, 351-3980
Herb Lehr, Riel Beach, Spathnow, 943-2202

Doreen Hebert, Hebert Guide Service, Valleyview, 524-2417
Bill Sinclair, Diamond and a Half Outfitters, Wembley, 766-2114
Reg Williams, Eagle River Lodge and Campground, Whitecourt, 778-3251