



Donna Schear, A/Chair  
Sahtu Renewable Resources Board  
P.O. Box 134  
Tulita, NT X0E 0K0

March 6, 2024

**Application from Canoe North Adventures for Tourism Operator License Amendment**

Dear Ms. Schear:

You are receiving this letter in accordance with section 4(2) of the *Tourism Act S.N.W.T. 2006,c.26*.

The Department of Industry Tourism and Investment (ITI) has received the attached application for a Tourism Operator License (TOL) amendment from Canoe North Adventures. The proposed amendment, if approved would allow the following activities to be added to their existing TOL:

- Guided boat tours along the Mackenzie river. Pickup locations at the confluence of the Mountain, Keele, and Redstone Rivers and the communities of Norman Wells, Tulita, and Wrigley
- Aurora viewing at the Canoe North Adventures lodge in Norman Wells
- Indigenous Culinary Experiences offered at the Canoe North Adventures lodge in Norman Wells, with local indigenous culinary experts

Please review the attached application. Also, please provide me with any comments or concerns, in writing by April 8, 2024 at 5:00pm by email at [kacee\\_hunter@gov.nt.ca](mailto:kacee_hunter@gov.nt.ca) or mailing them to me at the address on the bottom of this letter.

Regards,

Kacee Hunter  
Manager, Tourism and Parks  
Sahtu Region



## APPLICATION FOR AN AMENDMENT TO A TOURISM OPERATOR LICENCE UNDER THE TOURISM ACT

## DEMANDE DE MODIFICATION D'UN PERMIS D'EXPLOITATION D'ENTREPRISE TOURISTIQUE AUX TERMES DE LA LOI SUR LE TOURISME

**Note:** Should the Licence Administrator determine that the requested amendment constitutes a significant amendment to the current licence, you will be responsible to pay the prescribed fee, payable by cash, credit card, cheque or money order to the Government of the Northwest Territories. All applications for a significant amendment to any of the terms and conditions of a licence must follow the consultation process outlined in the *Tourism Act* and *Tourism Regulations*.

**Remarque :** si l'administrateur aux permis estime que la demande entraîne une modification importante du permis actuel, il vous incombera de payer les frais applicables, en espèces, par carte de crédit, par chèque ou par mandat postal, au gouvernement des Territoires du Nord-Ouest (GTNO). Toutes les demandes de modification importante des conditions générales d'un permis, quelles qu'elles soient, doivent suivre le processus de consultation défini dans la *Loi sur le tourisme* et le *Règlement sur le tourisme*.

### Instructions/Checklist

- ☒ Ensure that you are familiar with the *Tourism Act* and Regulations for details of amending a licence.
- ☒ Ensure that each section is completed and that all information is clearly printed or typed.
- ☒ Ensure the application is signed and dated.

### Instructions/liste de vérification

- ☐ Assurez-vous de bien connaître les détails de la modification des permis indiqués dans la *Loi sur le tourisme* et le *Règlement sur le tourisme*.
- ☐ Assurez-vous que chaque section est remplie et que tous les renseignements sont lisibles.
- ☐ Assurez-vous que la demande est signée et datée.

Licence #:  
N° de permis : SA-17-2024

Expiry Date:  
Date d'expiration : 25/03/31

### Applicant Information / Renseignements sur le demandeur

Name of Company:  
Nom de l'entreprise : Canoe North Adventures Ltd.

Name of Owner:  
Nom du propriétaire : Al Pace, Lin Ward, Taylor Pace

Mailing Address:  
Adresse postale : Box 148 Norman Wells NT X0E 0V0

Phone:  
N° de téléphone : (519) 941-6654

Fax:  
N° de télécopieur : (519) 941-6654

Email:  
Courriel : info@canoenorthadventures.com

Website:  
Site Web : www.canoenorthadventures.com

Trade Name(s):  
Dénomination(s) commerciale(s) : Canoe North Adventures

Location of NWT business office:  
Adresse du bureau d'affaires aux TNO : #9 Beaver Lane, DOT Lake, Norman Wells

## Canoe North Adventures

### Amendment Application Details

At Canoe North Adventures, our primary base of operations is our Lodge B&B and Outfitting Centre in Norman Wells. We operate annually from mid-May to early mid-September offering guided canoe and raft trips, canoe and gear rentals plus accommodation and meals at our Lodge B&B. Since 2022, we also operate a smaller satellite base in Fort Simpson to support canoe and raft trips in Nahanni National Park. In 2021, Parks Canada awarded Canoe North Adventures an Outfitter's License to operate canoe trips in Naats'ihch'oh and Nahanni National Park Reserves.

#### **New Tourism Offerings: Lodge-based Aurora-Viewing and Indigenous Cuisine**

Since 2011 when our Lodge B&B officially "opened", we have primarily utilized the lodge to support our canoe-tripping clients. We also accommodate hikers from the Canol Trail, hunters from the Mackenzie Mountains and other travellers who require rustic accommodation when staying in Norman Wells. Our Lodge is not winterized, however, with Climate Change, September is a time when we could extend our lodge operations by 2-weeks and attract clients with interests beyond canoeing or hiking. We would like to offer **Aurora-Viewing Packages** starting in September, 2024. These would be 3-day or 5-day or 7-day packages where guests would stay at our lodge with a focus on late-night aurora-viewing. We will offer a canoe-paddle on Jackfish Lake or a hike to Hammar Mountain. Our guests could book a North-Wright Air sight-seeing trip into the Mackenzie Mountains or they could book a Jet-Boat package with Sahtu Adventures to Bear Rock or Tulita. Guests may want to book a fishing tour in Deline, on Great Bear Lake through Grey Goose Lodge. Another popular attraction for guests is **Indigenous Cuisine**. This is an exciting new up-scale trend in cultural-based tourism and we have connected with **Loretta Wiley** (an immediate neighbour) and she has offered to be our **Celebrity Indigenous Chef** and prepare traditional Dene foods for guests who want to experience traditional Indigenous culinary fare.

#### **Acquisition of a Motor- Boat**

Each year, we move equipment and food freight by the Mackenzie Valley Winter Road, by river barge (Cooper's Barge) or by air (North-Wright). These routes have always been reliable until the summer of 2023 when wildfires forced the Yellowknife evacuation and the shut-down of air traffic into Norman Wells and extreme low-water conditions prevented the barge from operating on the Mackenzie River.

**Our lodge suddenly became a critical base for stranded guests whose flights were cancelled indefinitely.** We had dozens of guests stranded at our lodge for periods of 2 – 7 days at a time with food supplies running dangerously low. Fortunately, we had brought frozen food freight from Wrigley by road and charter aircraft at considerable cost and this allowed our lodge to remain open until mid-September to fully support our stranded guests with meals and accommodation.

**We have recently purchased a motor-boat** so that we can become self-reliant in moving freight and staff and canoe equipment from our base in Fort Simpson to Wrigley by road and then via the Mackenzie River by boat to our main Outfitting Centre in Norman Wells. When water-levels allow, we would also use our boat to pick up our canoe groups from the Mackenzie River and return them to our base in Norman Wells or Fort Simpson (via Wrigley). We have been canoeing along the Mackenzie River for 24-years with hundreds of canoe groups but we have never taken advantage of operating our own boat along this commercial river channel to reduce operating costs and to provide convenient and reliable

transportation of food, equipment and passengers in the event of an emergency as we experienced first-hand during the 2023 wildfire season.

**Our boat operation would be limited to the Mackenzie River only, from Wrigley to Norman Wells and from Norman Wells or Wrigley to the Keele or Redstone River confluence and from Norman Wells to the Mountain River confluence during July and August. We would not use our boat on any tributary rivers or lakes. We would only use the boat to transport our own food and equipment or our own canoes and guests. We do not intend to compete for additional business from other outfitters as there are already reliable boat shuttle services provided by operators such as Sahtu Adventures.**

**We also want to provide an opportunity for our canoe guests to visit the new Naats'ihch'oh National Park Interpretive Centre being developed in Tulita** by providing convenient transportation from Norman Wells or while transporting guests from the Keele River to Norman Wells along the Mackenzie River where we could arrange a planned stopover in Tulita to visit the new NNP Interpretive Centre once it is open to the public. We could also use our boat in the future to support other cultural tourism initiatives in Wrigley, Tulita or perhaps even Fort Good Hope.

We have an excellent seasonal employment opportunity to offer **as we are currently searching for a motor-boat captain to operate our boat.** Ideally, this individual would live in the Sahtu and be extremely familiar with navigating the Mackenzie River from Wrigley to Norman Wells. We will provide any marine or safety training that is required to support the safe operation of our boat. Please provide us with names of any experienced boat operators who might be available seasonally and on a contract basis. We would arrange to purchase fuel for our boat from the communities of Wrigley, Tulita or Norman Wells as required.

#### **In Summary:**

**By adding lodge-based aurora-viewing and Indigenous Cuisine packages,** we could develop a new and diversified tourism product attracting a high-yield customer. By collaborating with other local operators, we could develop more comprehensive and value-added packages.

**Operating our own boat would provide an opportunity for local employment** and it would also allow our company to **more fully support local tourism initiatives** such as the new Naats'ihch'oh National Park Interpretive Centre being created in Tulita and other cultural tourism initiatives in The Sahtu. Operating our own boat would create efficiencies and logistical cost-savings when transferring food-freight, staff, canoe equipment and clients from different points along the Mackenzie River.

Thankyou for reviewing our TOL Amendment Application. Please contact us by phone 519-941-6654, or email, [info@canoenorthadventures.com](mailto:info@canoenorthadventures.com) if you require any additional information.



The Licence Administrator may request additional information upon receipt of this application. The Licence Administrator reserves the right to reject any application for reasons of insufficient or incomplete information.

Should any of the above information change, licence holders are required to notify the Licence Administrator within sixty (60) days of the change. Changes to activities, areas of operation and/or terms and conditions of the licence require an application and may involve a consultation process and additional fees.

**Confidentiality:** This information is being collected under the authority of the *Tourism Act* and will be used only for the purpose of licensing, enforcement, consultation, research, statistical and marketing purposes. Data will be collected and used in accordance with the GNWT's obligations under the *NWT Access to Information and Protection of Privacy Act*.

Il se peut que l'administrateur aux permis requière des renseignements supplémentaires après réception de la présente demande de modification. L'administrateur aux permis se réserve le droit de rejeter toute demande si les renseignements sont insuffisants ou incomplets.

Les détenteurs de permis sont tenus d'aviser l'administrateur aux permis dans un délai de soixante (60) jours suivant la modification de tout renseignement susmentionné, le cas échéant. Une demande est exigée pour toute modification des activités, des secteurs d'exploitation ou des conditions générales du permis. Cette demande peut entraîner un processus de consultation et des frais supplémentaires.

**Confidentialité :** ces renseignements sont recueillis en vertu de la *Loi sur le tourisme* et seront utilisés à des fins de délivrance et d'application de permis, de consultation, de recherche, d'établissement de statistiques et de commercialisation seulement. Les données seront recueillies et utilisées conformément aux obligations du GTNO aux termes de la *Loi sur l'accès à l'information et la protection de la vie privée* des TNO.

Une telle divulgation comprend le dévoilement des renseignements suivants, au besoin, et autorise le GTNO à les publier sur son site Web : nom de l'entreprise touristique, nom(s) du/des propriétaire(s) de l'entreprise, coordonnées de l'entreprise, secteur(s) d'exploitation de l'entreprise et activités touristiques pour lesquelles l'entreprise détient un permis.

I understand that the foregoing information is being collected under the authority of the *Tourism Act* and is subject to the *NWT Access to Information and Protection of Privacy Act*.

I declare that all of the information provided on this Tourism Operator Licence application is true and correct to the best of my knowledge, and I hereby consent to the reasonable use and disclosure of this information by the Government of the Northwest Territories (GNWT) and its agents for the purposes of licensing, enforcement, consultation, research and statistical purposes, as well as for the marketing of tourism in the Northwest Territories to the public at large.

Such disclosure includes release of the following information when requested, as well as to allow the GNWT to publish this information on our website: the name of the tourism business; the name(s) of the business owner(s); the contact information of the business; the area(s) of operation of the business; and the tourism activities for which the business is licenced.

Signature: \_\_\_\_\_

Date: 24/02/21

YY/MM/DD

Je comprends que les renseignements ci-dessus sont recueillis en vertu de la *Loi sur le tourisme* et qu'ils sont soumis à la *Loi sur l'accès à l'information et la protection de la vie privée* des TNO.

Je déclare que tous les renseignements fournis dans la présente demande de permis d'exploitation d'entreprise touristique sont vrais et exacts au mieux de ma connaissance, et je consens par la présente à ce que le GTNO et ses agents utilisent et divulguent raisonnablement ces renseignements à des fins de délivrance et d'application de permis, de consultation, de recherche, d'établissement de statistiques, ainsi que pour la commercialisation d'activités touristiques au grand public aux TNO.

Une telle divulgation comprend le dévoilement des renseignements suivants, au besoin, et autorise le GTNO à les publier sur son site Web : nom de l'entreprise touristique, nom(s) du/des propriétaire(s) de l'entreprise, coordonnées de l'entreprise, secteur(s) d'exploitation de l'entreprise et activités touristiques pour lesquelles l'entreprise détient un permis.

Signature : \_\_\_\_\_

Date : \_\_\_\_\_


JJ-MM-AA




# Freight & Staff Transport

Using a boat, CNA will transport staff and freight/gear from Wrigley to Norman Wells, and from Norman Wells to Wrigley. Transport to/from Wrigley will be on the Mackenzie Highway from Fort Simpson.

Legend

 Freight and staff transport



 Road To Wrigley







### Legend

-  Boat Travel, With Guests and Guides, Canoes & Paddling Gear
-  Redstone River Mouth

## Canoe North Adventures Keele River to Norman Wells Boat Pickup

To pickup our paddling groups from the Keele River, Canoe North Adventures would drive our boat from Norman Wells to the mouth of the Keele River, load up the group and their gear, and head back to Norman Wells. Depending on the size of the group, CNA may also use North-Wright Air to support the pickup and bring guests back to Norman Wells.

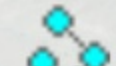






# Canoe North Adventures Keele River to Wrigley Boat Pickup


Occasionally, CNA may choose to pickup a group ending their Keele River Trip with our boat and head to Wrigley, from where they would meet further transport headed south by road or air. This would involve Canoe North Adventures driving a boat to the mouth of the Keele River, and then going by boat to Wrigley.

**Legend**

 Boat Travel, With Guests and Guides, Canoes & Paddling Gear

 Keele River Mouth

 Road To Wrigley

 Wrigley






# Canoe North Adventures Mountain River Pickup

To pickup our groups of up to 12 people paddling off of the Mountain River, Canoe North Adventures would drive our boat from Norman Wells to the Mouth of the Mountain River, pick up the group and return.

Mountain River Mouth

## Legend

-  Boat Travel, With Guests and Guides, Canoes & Paddling Gear
-  Mountain River Mouth
-  Norman Wells

Google Earth

Image Landsat / Copernicus  
Image © 2024 Airbus  
Image © 2024 CNES / Airbus  
Image © 2024 Maxar Technologies

Norman Wells





20 km



## Canoe North Adventures Redstone River to Norman Wells Boat Pickup

To pickup our paddling groups from the Redstone River, Canoe North Adventures would drive our boat from Norman Wells to the mouth of the Redstone River, load up the group and their gear, and head back to Norman Wells. Depending on the size of the group, CNA may also use North-Wright Air to support the pickup and bring guests back to Norman Wells.

### Legend

-  Boat Travel, With Guests and Guides, Canoes & Paddling Gear
-  Redstone River Mouth

Redstone River Mouth

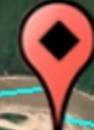
30 km



# Canoe North Adventures Redstone River to Wrigley Boat Pickup

Canoe North Adventures may choose to pickup a group ending their Redstone River Trip with our boat and head to Wrigley, from where they would meet further transport headed south by road or air.

Redstone River Mouth



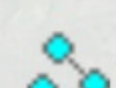



Wrigley

1

30 km



## Legend

-  Boat Travel, With Guests and Guides, Canoes & Paddling Gear
-  Redstone River Mouth
-  Road To Wrigley
-  Wrigley



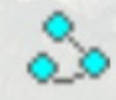
# Canoe North Adventures Tulita to Norman Wells Boat Pickup

Canoe North Adventures may choose to pickup a group ending their Keele or Redstone River trip at Tulita after they have paddled from either river mouth to the community. CNA would drive our boat to Tulita, pick up the group and their gear, and then return to Norman Wells. CNA may also use North-Wright Air to support the pickup of our guests, depending on group size.

Norman Wells

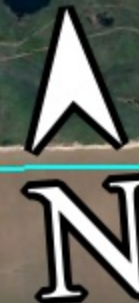
Tulita

## Legend

 Boat Travel, With Guests and Guides, Canoes & Paddling Gear

Google Earth

Image Landsat / Copernicus  
Image © 2024 Airbus  
Image © 2024 CNES / Airbus  
Image © 2024 Maxar Technologies



10 km