

**CARTWRIGHT JUNCTION TO HAPPY VALLEY-GOOSE BAY
TRANS LABRADOR HIGHWAY
TOURISM AND RECREATION COMPONENT STUDY
DEFICIENCY STATEMENT
Issued April 2003**

GENERAL COMMENTS

N The Component Study requires a characterization of the existing tourism and recreation industry as follows:

- What kinds of tourism markets are being attracted to Labrador now? (Outfitting for trout, salmon and caribou; automotive; motorcoach, etc.) Non-resident salmon, trout and caribou licence sales from Inland Fish and Wildlife Division would provide volumes. The 1995 Labrador Auto/train Exit Survey presents an overview of the kinds of visitors to Labrador. As well it might be possible to analyze data from those respondents to the 1997 Auto and Air Exit Surveys who spent nights in Labrador.
- What kinds of facilities have received the major share of private sector investment (lodges, hotels/motels, etc.)? The Travel Guide and the Hunting and Fishing Guide can provide a good overview of relative numbers of different kinds of tourism facilities and some idea of relative private sector investment.
- What are the needs of Labrador's different tourist markets? The 2002 DFO Recreational Fish Survey and Tourism, Culture and Recreation's 2000 Big Game Hunter Survey and other research indicate that visitors who travel long distances to fish or hunt in this province choose their hunting or fishing destination based on a number of factors: crowding, pristineness, success rates, and the type and quality of tourism services.
- What are the existing participation levels in various activities? The 1997 Auto and Air Exit Surveys show that visitors to Newfoundland and Labrador had high levels of participation in outdoor activities and that non-participants show strong interest in participating. Research in other jurisdictions suggest that potential outdoor markets are increasingly sensitive about the management of outdoor resources in the destinations they visit. There is increasing demand for wilderness.
- What do tourists spend in total and on what kinds of tourism services? The 1997 Auto and Air Exit Surveys, the 1995 Labrador Survey and the 2000 Big Game Survey give an idea of the relative average and total spending.
- Are there high value tourism assets that may be put at risk by increased access? An inventory of unique natural features (trophy trout lakes, salmon pools, unique flora/fauna, geology, kayaking rapids, scenic vistas, etc.) should be prepared and classified.
- Have other circular routes been constructed recently? What is their experience with the potential for tourism development presented by the highway?

OMITTED

N The Guidelines also required that the Tourism and Recreation Component Study identify the contribution of the tourism and recreation industry to the local economy, including employment, expenditures and revenue generated. This was not done. The objective of providing this information is to identify the relative importance of the tourism industry in general, and the outfitting industry in particular, in the context of other industries, to the local, regional and Labrador economy.