

Inuvik man starts motorcycle tour company

by Samantha McKay - November 2, 2018

One year ago, Inuvik local Lawrence Neyando made the decision to pursue a long time dream – starting his own motorcycle tour company.

Today, Neyando's company, Arctic Motorcycle Adventure Co., is officially open for business.

Neyando's main route is a tour to the Arctic Ocean along the Inuvik-Tuktoyaktuk Highway (ITH), one he says truly showcases the incredible landscapes and cultures of the North.

"I'm excited, I'm really looking forward to getting started, it's been a dream for a long time," said Neyando. "There are seven billion people in the world. If I could share this trip with 50 of them a year, that would be awesome."

Neyando said he will also be offering guided motorcycle tours along the Dempster Highway to the Yukon-Northwest Territories border, as well as custom tours for those who want something a little different.

These tours aren't just about the thrill of the ride, though – Neyando said he's also connecting with tour operators in the community to take riders on a cultural tour of the community.

"They'll be able to sample country foods and learn about our local cultures, the Inuvialuit and the Gwich'in," he said. "It's about more than just the ride, I want to share our cultures with the world and get the community involved with this."

Neyando, who has been riding motorcycles for 20 years, said his top priority for Arctic Motorcycle Adventure Co. is quality and safety.

"I want to make sure everything is safe and done right. I'm taking the time between trips to do proper maintenance on the bikes and rest up to ensure people are getting quality rides," he said.

Riders will also be required to have a Class 6 motorcycle license or an international equivalent as well as driving experience.

BREAKER: Putting a spotlight on the North with the ITH

Neyando said he hopes that through his new company, others will see that they also have the opportunity to take advantage of the tourism boom brought on by the ITH.

"Things are slow here, but this highway brings a lot of opportunities, you just have to find a way to tap into them," he said. "There are so many ways people can tap into the local economy ... you just have to think outside the box to start something new here up North."

Neyando says he encourages others to take the leap and start something that showcases the uniqueness of the North.

"We should be putting a spotlight on the North," Neyando said.

For more information or to book a tour, Neyando's website can be found at www.arcticmoto.ca.



Inuvik local Lawrence Neyando is starting his own tourism company — Arctic Motorcycle Adventure Co.

Samantha McKay/NNSL photo