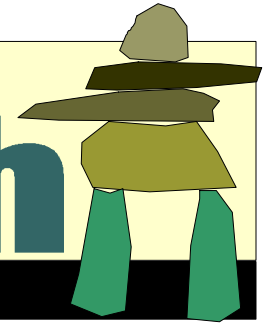


Economic Development & Tourism Research

Policy, Planning and Human Resources



Results From the 1994 Travel Diary

Introduction

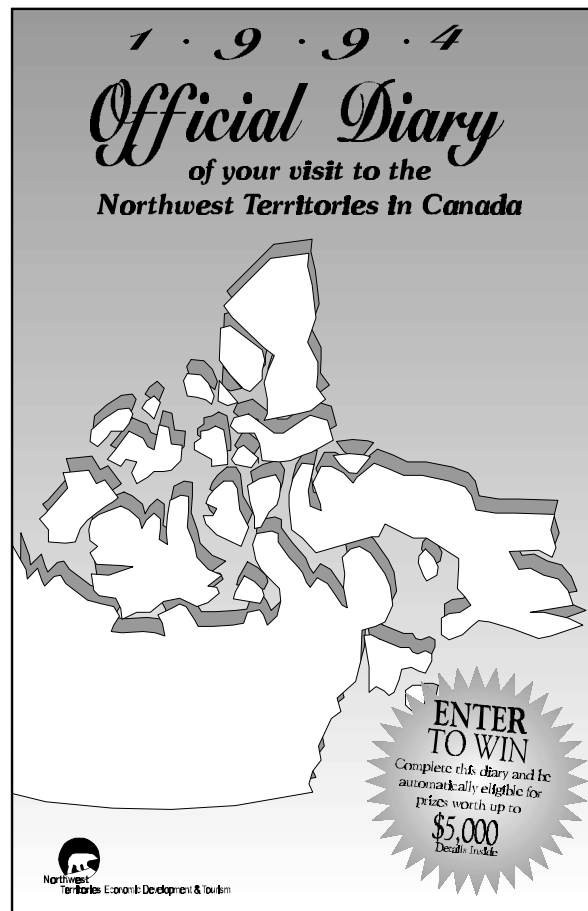
This summer, the Department experimented with a tourism diary; a sample cover of the diary is shown on the right. As a survey the diary was a great success, with over 280 of the 600 distributed diaries being returned. Tourists actually enjoyed completing the diary, and a number asked for copies to be returned.

Within the tourism industry the “Diary” is known as an “entrance” survey. Tourists entering the NWT are given a diary to complete during each day of their vacation. This provides the Department and industry with a significant amount of detail. Specific problems can be identified; for example, one bad experience may prejudice a traveler’s perception of our entire product. The diary will help us zero in on specific problems.

The second benefit of the diary is the identification of community impacts. For example, how much did tourists spend in Fort McPherson, Inuvik and Tuktoyaktuk. This differs from exit surveys which only tells us what a person spent on the entire trip.

Travel diaries were completed by tourists visiting every region of the NWT. This first review of the diary responses will focus on general comments made by travelers, their rating of our services, expectations and suggestions for change. This review will also include some marketing information related to the age, origin and profession of tourists.

Subsequent reviews of the diary will examine spending patterns and community impacts. A detailed listing of comments in the diary, organized by region, is available from the Department.



Inside	
Rating NWT Services	Pg. 1-8
Travel Costs	Pg. 8
Rating Attractions Tourists	
Want to See	Pg. 9-13
Mine Tours/Historic Sites	Pg. 14
Transportation Used	Pg. 14
Sources of Information	Pg. 15
Conclusion	Pg. 16

Distribution of the Diary

The Travel Diaries were distributed to major visitor centers throughout the NWT. Slightly over 40% were returned, from people traveling in every region and zone. With a return of close to 300 diaries, most ratings and opinions expressed by people represent a good estimate of the entire industry.

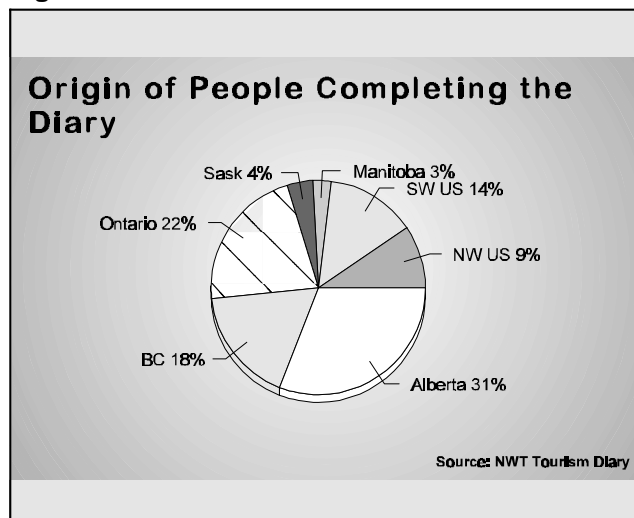
Figure 1 shows the origin of tourists who completed the diary. This should be used as a general representation of the market. Results of the "Exit Survey", which involved 3,000 plus visitors, should be referred to for more complete origin information. Preliminary results from this survey are expected in March.

Even with the limited information from the diary, however, we can conclude the proximity is a major factor. In the Nunavut regions Ontario and Manitoba are the primary markets. In the South Slave, over 50% of all tourists are from Alberta, British Columbia or Saskatchewan. Proximity is important simply because it takes less time and money to travel to a closer destination. Numerous tourists commented on the cost of travel to and in the NWT. For example:

"Cheaper flights are needed within the NWT...the cost was prohibitive"

"Need lower gasoline prices"

Figure 1



Rating the NWT Experience

Northern residents, tourism operators, zones and government staff can take pride in the overall ratings of the NWT; 69% of the tourists surveyed rated their trip as excellent or better. Fair or poor reviews involved less than 1% of the tourists surveyed. Some general comments include:

"Spectacular land and scenery"

"I was very impressed with the cooperation of all the people I met"

"I would not change a thing, it is great as it is"

"The NWT was everything I hoped it would be, animal sightings, food, scenery.."

"The native culture was especially interesting..."

The Northern Lights themselves are worth the trip"

Most of the negative comments involved the highways or the expense of travel. Some examples:

"More information on the conditions of the road"

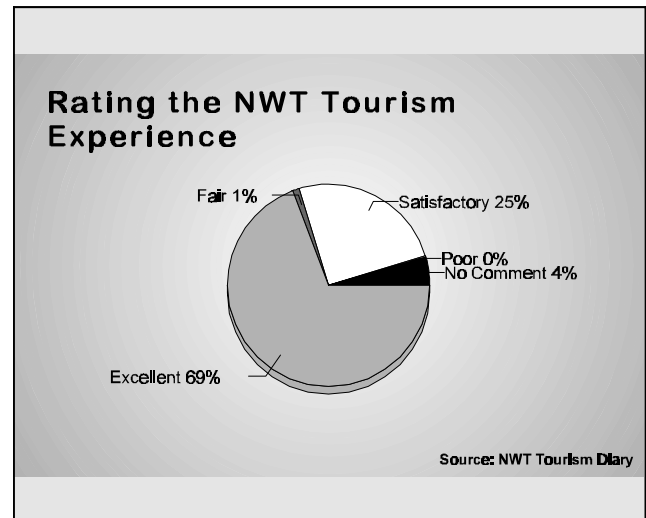
"(Need) cleaner washrooms in commercial establishments";

"There (needs to be) a rating system (of hotels) with frequent inspections"

"I find it crazy that I could fly to New Zealand (from Toronto) more cheaply than flying to Yellowknife or Norman Wells"

Figure 2 shows the overall distribution of the rating.

Figure 2



Rating the Explorer's Guide

Overall the Explorer Guide received an excellent rating. However, there were some suggestions for improvement:

"(Improve) Guide so that it explains what one sees as one goes down the road."

'One minor suggestion is more comprehensive and easier to read milepost information for driving NWT Highways.' Another wanted a list of museum and gallery times.

"Found some information misleading; e.g. Fort Liard is described as having all services...but arrived after 8 p.m. and found nothing open..nowhere to eat."

Visitor centers and their staff also received a lot of praise. A typical comment being, *"Wonderful information centers in Yellowknife, Fort Smith and Hay River."*

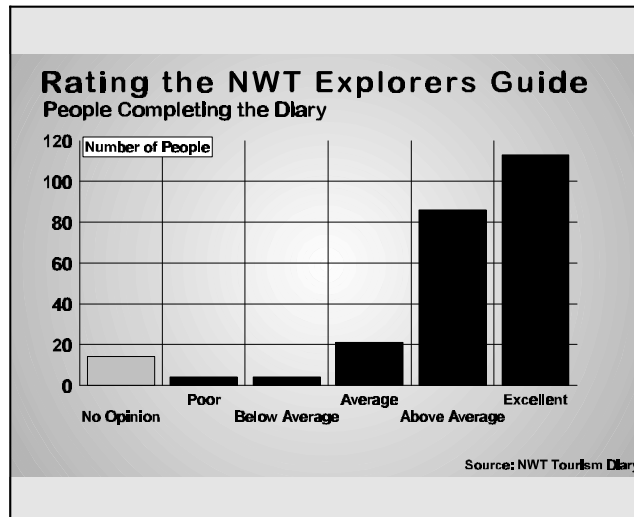
"Everyone we dealt with was a wonderful spokesperson for the NWT, the pride came through clearly. The tour guide at the Legislative Assembly was superb, we couldn't stump her once."

"Ginger at the NWT Border was super, she was informed, helpful and knew her subject."

On the negative side, smaller community visitor centers, like those in Fort McPherson and Pond Inlet, were difficult for people to find.

Residents also got high marks for friendliness and advice. For example *"The people of Hay River are some of the most hospitable and friendly, and are a very important asset to the industry"*

Figure 3



Rating Parks/Campgrounds

Parks and campgrounds received a very high rating. There was also a lot of praise:

"Blackstone Territorial Park was wonderful - in fact all territorial parks...were great"

"Facilities were better than expected."

Even so, there were some suggestions for improvement. Many of these involved cleaning up litter or wash room facilities. For example:

"Your cement tables are nice, but sure cold to sit on"

"Walks to the falls not well marked or labeled for distance...not good for older people."

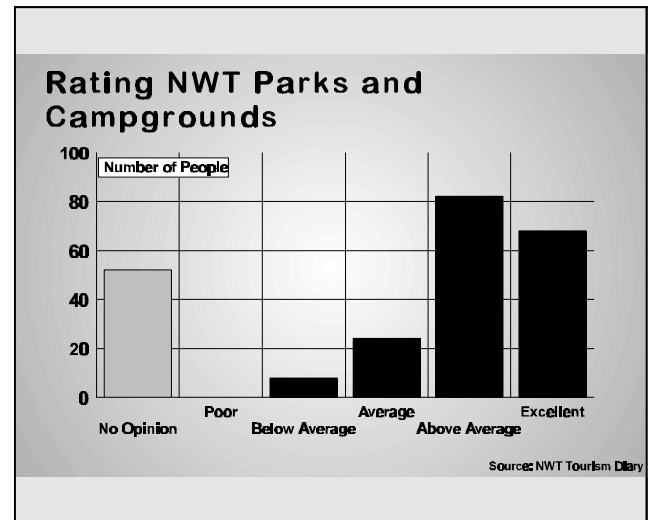
"Fred Henne not very well looked after, toilets were often plugged"; from another tourist, "Fred Henne was impressive...(but) toilet and shower floor could be cleaned once in a while"

"Happy Valley campground in Inuvik was good...(but) a bit of soap and paper towel in the wash room would be a good idea"

"Nice...but pity about the broken glass, cigarette butts at Cameron Falls...Paths to Niven Lake (also) covered with garbage."

Another sore point raised by one tourist was that "Foreign visitors were not given exchange ... camp attendants said they are not a bank ... this is wrong"

Figure 4



Roads and Highways

Tourists visiting the western NWT had a lot to say about roads and highways. As shown in the chart below, the overall rating was around average. In general, people had few complaints about the Dempster, positive comments about road conditions south of the lake and a lot of negative comments about the section of highway from Rae to Yellowknife. Starting with the positive comments:

"Dempster Highway is a necessary experience."

"To drive the Dempster is a must"

"Dempster Highway is better than everybody is talking about - maybe its too good. Its fun to drive - hope it will never be paved."

"The roads were superb, much better than expected"

"The last stretch of road between Hay River and Yellowknife is pretty rough going,,otherwise the roads are surprisingly good."

"Keep up the good work"

"Highways much improved since our last visit"

However, there were far more negative comments than positive, especially with regard to Highway 3 (Fort Providence to Yellowknife).

Don't water the road so much...driving out it was dry and just fine - basically a good road.

Worry about driving back made my trip less enjoyable...let me know when its paved all the way.

"Is it really necessary to put so much water on the road that it creates a soup?" (mentioned a number of times)

"Very stressful driving conditions...no alternate routes and very few pilot cars. Flagmen often say 'You're on your own, just watch out for equipment'."

"I'm glad to see they're working to fix that last 260 k.m. to Yellowknife. That thing is like the highway from hell!"

"We are driving an RV and need more turnouts so we can let other traffic pass safely."

A lot of people also commented on the need for more signs, both for tourist sites and highway information. Some examples include:

"Note that in the NWT official map the campground sign is used for overnight and day use areas."

"Should standardize signs on the highway."

"A little more highway signs with ... (distances marked) and more places to see"

"Many points of interest are unmarked except for a (P) to indicate a place to park."

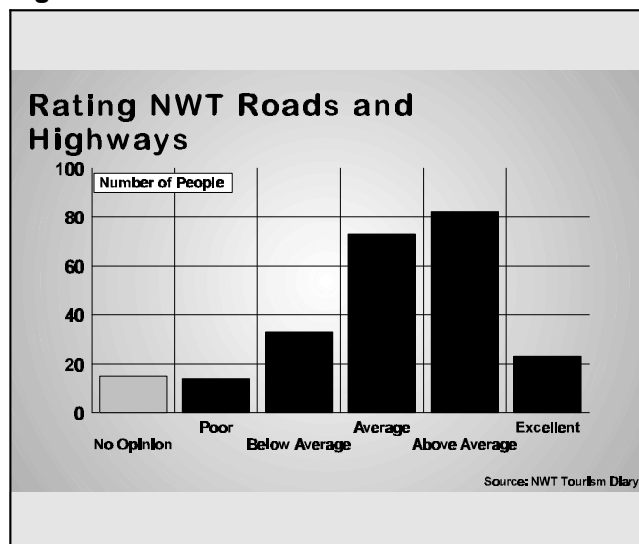
"More road signs explaining the history of an area"

"Highway signage around Inuvik is inadequate for first time visitors."

"Post more signs in advance of attractions, road-side stops or trails, and mark entrances to these sites with signs having the length of the trail and whether they are loops or not."

Some tourists also mentioned the need to better mark historic sites. For example, the need to have a sign explaining a bit about Pine Point and the community's history.

Figure 5



Restaurant Service

The diary asked tourists to rate the service of restaurants and whether they were happy with the “value for money”. As shown in Figures 6 and 7, service was rated higher than value for money. The same theme was evident in the comments.

A typical positive comments included:

“We were impressed by the quality of food and service, and the reasonable prices”

Going up the Dempster, *“the quality of accommodation and food was excellent, except for Watson Lake (in the Yukon)”*

A number of tourists commented on the hours and availability of service, especially in smaller communities; “(restaurants) weren’t open on Sundays or after 8:00”. Another commented, *“You should remind people traveling from Fort Providence to Fort Simpson or Fort Liard to bring along extra food and water as the majority of services are not open after 6 p.m.”*

Another service problem was clean washrooms. According to one tourist: *“cleaner washrooms in commercial establishments tells me how important their customers are”*

Restaurant Value for Money

While some tourists thought “prices are very expensive” they also stated this was understandable being in the North. On the other hand, some tourists noted that prices in the NWT are “not in proper relationship. Could have gone to many (northern) locations in both the USA and Canada offering better value for money (but) I’m glad I had the opportunity to see Yellowknife”.

In general, there were a significant number of complaints about the cost of restaurants. This shows up in the rating chart, which shows a positive, although distinctly lower, rating on the “value for money” assessment. Most of the negative comments focused on price:

“We would have frequented restaurants more often ...if it were more affordable”

“Very expensive food prices”

One tourist suggested developing a “restaurant guide outlining the type of food served and approximate cost”

Figure 6

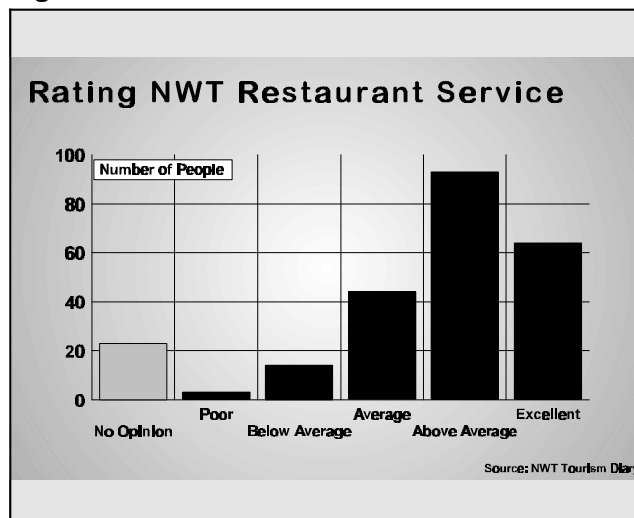
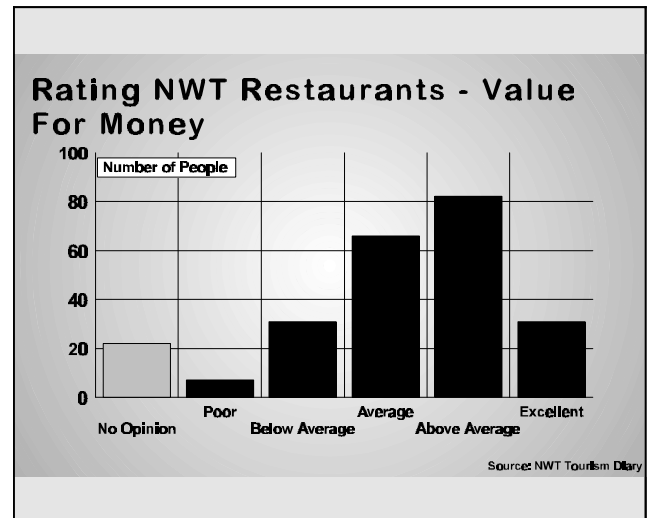


Figure 7



Rating Hotel Service

Overall hotel service was rated above average; however, a few bad experiences resulted in a significant number of complaints about room quality and price. A major problem seemed to be expectations and price.

A number of tourists noted the “*standard of accommodation and the type, bed and breakfast, motel, hotel, differed very much*”.

As a solution, some tourists suggested the Government or industry develop an accommodation rating system. Two comments where:

“Hotel was awful...for \$68 you get a rundown, dirty room...what a rip off. There should be some kind of rating system with frequent inspections”

“Should consider an accommodation rating system, hotel in ... was poor accommodation, even had price been lower. Travelers don’t know what to expect”

On the other hand, there were some very positive comments about Bed and Breakfast (B&B) establishments.

“Discovering the northern bed and breakfast network made our trip more enjoyable.”

“Our B&B host was very helpful and friendly”

“B&B was a great place to stay - couldn’t ask for anything more clean, comfortable and friendly - good value for the price”

Rating Hotels On Value for Money

The “value for money” rating of accommodation was significantly lower than the “service” rating. A significant number of tourists provided written complaints:

“Yellowknife is too expensive, especially the hotels.”

“(NWT needs) Less expensive accommodations”

“The (hotel) charged the same rate for renovated as un-renovated rooms which are horrible”

“Cost of lodging, gas and food extremely high...need not be”

“Hotel prices are very high and made it impossible for us to consider a longer stay”

Figure 8

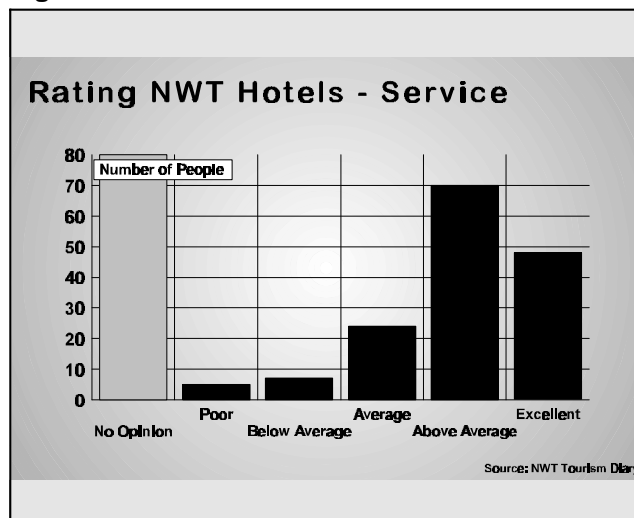
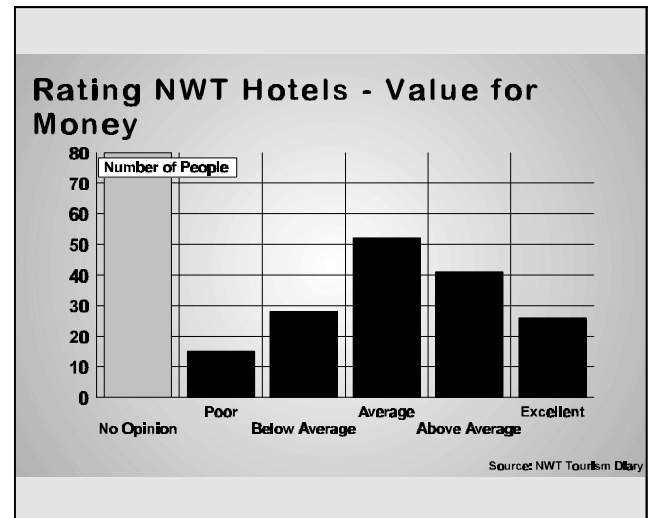


Figure 9



Arts and Crafts Selection

The selection of arts and crafts was rated above average. People were impressed with native art, and wanted to see more of it:

"We would have enjoyed seeing more native artisans working on their crafts, such as beadwork, moose hair tufting and carvings. We would have enjoyed seeing more native clothing worn by clerks..."

"Like to see more demonstrations of tanning, ivory and soap stone carvings"

Store hours and just finding out where to buy arts and crafts was raised as an issue a number of times. For example: *"We were prepared to spend in your ... store in Inuvik...unfortunately our trip was short and the store was closed"*

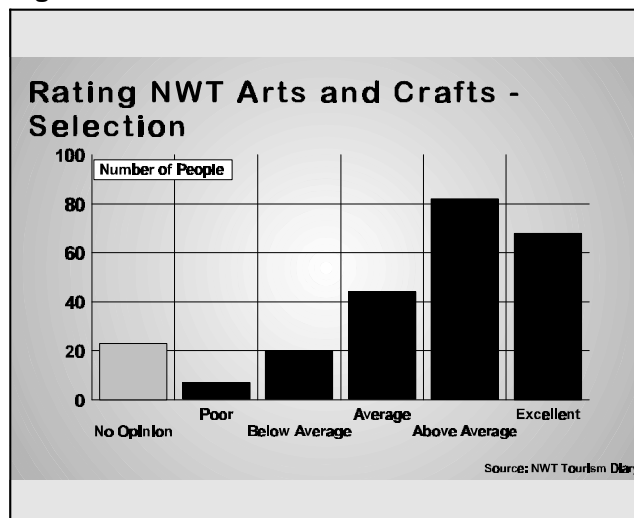
"No art available in traditional village of Baker Lake...(would) like to view and purchase Inuit art such as soapstone carvings, wall hangings, etc.. Very limited amounts were available (in the community), only 6 pieces in 2 stores."

"In Rankin would have liked to have seen more Inuit art...nothing of quality was available"

"Cambridge Bay seems to be void of Inuit crafts; their were a few goods at the airport, but the shop was closed"

On the other hand, people liked the selection of arts and crafts in Yellowknife and Fort Providence. A couple of people also commented that the "Northwest Trading Post" in Yellowknife was a real adventure.

Figure 10



Arts and Crafts Value for Money

Tourists commented a lot on the price and availability of arts and crafts. This is reflected in the lower rating for "Value for Money". Some comments and suggestions include:

"I do know how much work goes into basket, quill work, beading and moose tufting so prices probably reflect the work...but I wish they cost less so I could at least have a token item."

"Souvenir availability lacked midrange other than clothing; i.e. postcards (cheap) to expensive crafts."

"(Need) a better selection of native crafts at reasonable prices, I can buy them cheaper in Ontario"

At the same time, tourists were wary of cheap imitations of northern art and seemed to appreciate quality. As one commented:

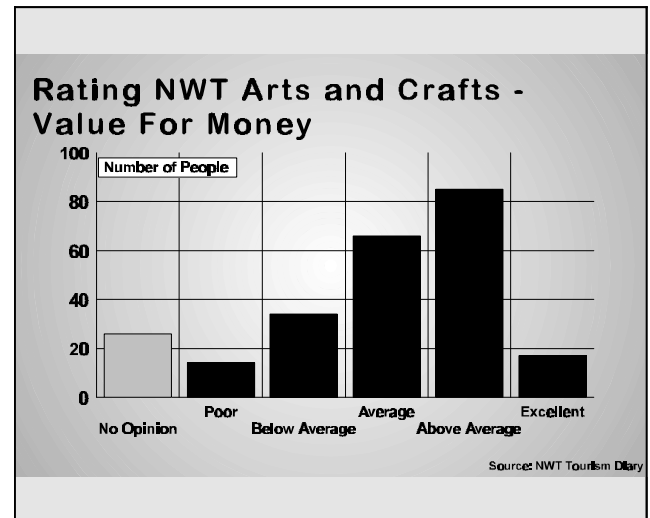
"If you a buy a souvenir of the NWT it would be nice if it were actually made in the NWT."

"The ... Gallery in Yellowknife has some wonderful Inuit sculpture at reasonable prices"

A number of tourists suggested development of markets where local people could sell directly to tourists:

"Suggest setting aside a special place along the main street...where local native artists can display and sell their crafts. It has been a big success in Santa Fe (New Mexico)."

Figure 11



Service Stations

Tourists in the western NWT were asked to rate service stations. The highest rating was average followed closely by above average. However, a lot of tourists had suggestions for improvement, starting with washrooms:

"(Need) cleaner washrooms in all service stations"

"Spruce up gas stations along the Highway"

"I know Eagle Plains is not in the NWT, but you might let anyone interested know it has a very bad reputation..parking lot full of mud...showers so bad. they wouldn't use them"

"More stops with good toilet facilities...too far between decent stops"

A couple of tourists expressed a need for *"More propane filling stations"*. Others just wanted better hours or access to service stations:

"Store hours should be more geared to tourism...late opening of gas stations in Inuvik on Sunday"

"One more fuel station between Eagle Plains and Inuvik"

Gasoline Prices

Gasoline prices and the cost of travel were a major complaint. some comments included:

"(Would travel more) if gas were cheaper"

"It is overly expensive to buy gas"

"Cost of fuel very high"

Travel Costs

Although travel costs were not included as a survey question, many tourists complained about the cost of travel in the NWT.

One traveler remarked that although *"No where compare to the NWT for fishing...the worst part of NWT travel is the cost"*

"Cost of air travel, rental cars and accommodations is so expensive"

"Prices (of package tours) are high compared to Quebec...prices have doubled."

"It was overly expensive to buy gas, go to a restaurant or bar and buy souvenirs"

Air Travel

Although airline travel wasn't surveyed in the Diary, tourists were concerned about the cost.

"Wish I had more money to be able to fly in the North"

"The cost (of travel) to remote areas is exorbitant; \$2,000 for a one hour flight."

"Air fares should be more reasonable"

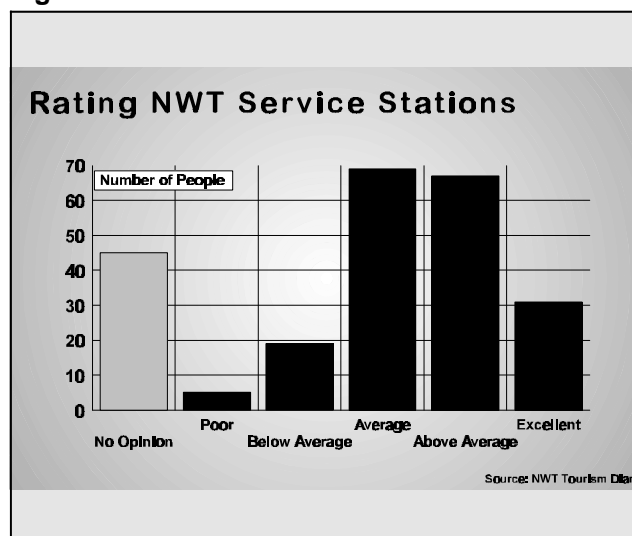
"If it were cheaper to fly here I'd come back"

"Could fly to New Zealand more cheaply"

"...the cost was prohibitive (in the NWT) and we only found out too late that the airfares could have been halved if we booked 7 days in advance".

"I wish for airline seat sales"

Figure 12



Rating the Attraction What People Want to See

Wildlife

During 1993 the Department of Economic Development and Tourism cooperated with the Western Provinces to fund a tourism survey of the North-western United States. The study, completed by Angus Reid, found that people interested in wildlife and nature were a primary market for the NWT.

This is confirmed by the very high rating of wildlife viewing by tourists; see Figure 13.

Although many tourists were happy with wildlife viewing in the NWT, many commented on their disappointment.

"(I would) like to see some of the notorious wildlife you supposedly have. We did some flying and couldn't find any"

"Missed the bison, actually had no idea they were there"

"If we could have seen more wildlife"

A number of tourists commented on commercial harvesting activity:

"3,000 caribou slaughtered along the Dempster - all we saw of it were piles of pelts left to rot - we didn't see a live caribou" (Not sure is the person is referring to Yukon or NWT side)

"We wish we could have seen wolves or foxes ... too many kills by trappers"

On the positive side, many tourists who visited the more remote regions of the NWT or took package tours, especially those in the Keewatin, were pleased with wildlife viewing opportunities. For example:

"Wildlife was incredible...a special thanks to Keith Sharpe and all his staff"

"Great scenery, wildlife, people and fishing is excellent"

A number of tourists suggested improved tours. Typical comments included:

"(Need) better nature and wildlife tours"

"One or two day wildlife tour on the tundra"

National Parks

Although highly rated, tourists did have a few suggestions for our National Park system.

Campers in Auyuituq commented on "need for shower facilities at a reasonable rate"

"Few picnic tables when entering Wood Buffalo National Park"

A number of comments involved access to national parks, including the development of "automobile access routes to Nahanni Park" and "if there was a road into Nahanni Park and there were more places accessible by car or bike"

Figure 13

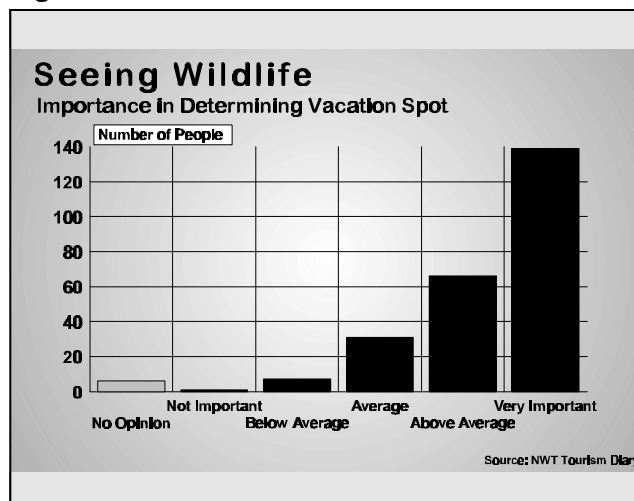
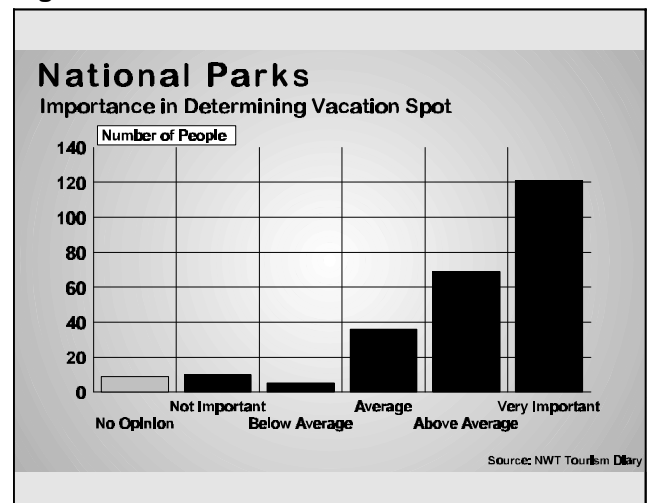


Figure 14



Aboriginal Culture

Most tourists were very interested in aboriginal peoples and culture. This finding is also consistent with the Angus Reid assessment of primary markets for NWT tourism.

In general, people who want to experience aboriginal culture were very pleased with their visit to the NWT. Abundant positive comments were made about the culture and people.

"The actual Dene and Inuit people I spoke to were exceptionally friendly and meeting them was one of the highlights of my trip"

"Getting to meet Inuit people and their culture was very interesting"

"We were fortunate to have breakfast with one of the elders from Tuk, the conversation lasted two hours."

"Enjoyed personal contact with native people, meeting and talking with them, learning their history and culture"

Tourists to the NWT also had some suggestions:

"Like to see tours organized by local natives"

"Would like to see ... demonstrations of tanning, ivory and soapstone carving and food processing."

"Enjoyed the native people, (but) native guides in Sachs Harbour were very good to OK; you need to list the better ones."

"More points of interest detailing native culture"

Photographic Opportunities

Aside from some disappointments regarding wildlife viewing, most tourists were overwhelmed with the beauty of the NWT.

"The land and scenery is spectacular"

"Magical land"

The "Lady Evelyn Falls" was so beautiful

"Found the NWT more beautiful than I had anticipated"

"Scenery excellent, mountain roads beautiful (on the Dempster)"

"I've spent considerable time in more than 30 countries ... but few experience the stark yet subtle ambiance of Rankin Inlet"

"The fires, although no fault of yours, obscured the beautiful skies I am sure you have"

"I have seen little to rival the beauty and peace I felt here"

There were also a couple of suggestions for improvement.

"The inf. sheet of Fort Smith did not list the lookout for the rapids, just the monument where you could not see anything."

A couple of tourists complained about the lack of view spots along the road; *"so many of the spots (to photograph) have trees completely blocking the view, or the stop isn't where the great spot is"*

Figure 15

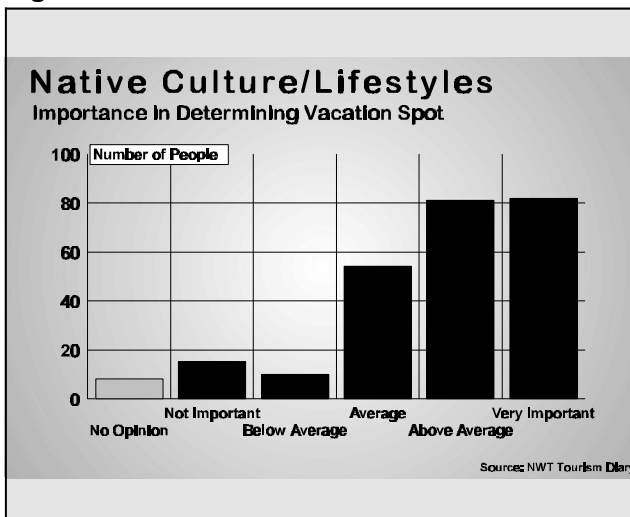
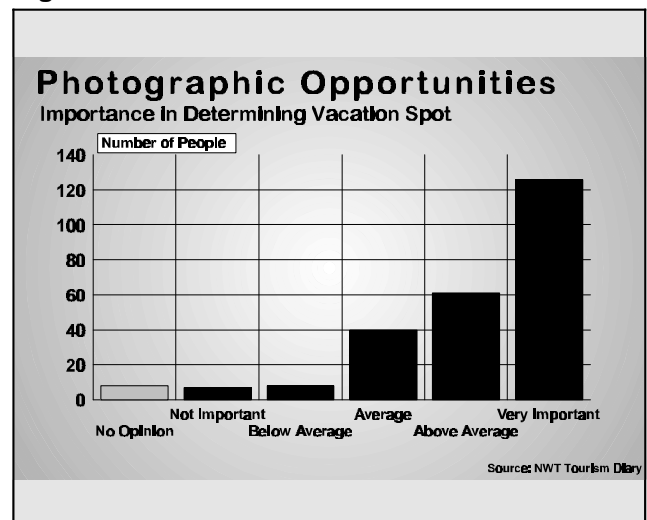


Figure 16



RV Facilities

Recreational vehicle facilities are only important to people traveling in the western NWT, and to people traveling by RV. This is reflected in Figure 17, which shows two opposite peaks; **very important** and **not important at all**.

A few RV tourists commented on the need for more electrical hook ups: *“Campgrounds at Hay River, Fort Smith and Yellowknife, in particular, should have electricity at the campsites.”*

A number of tourists also commented on road dust and the need to have bigger and better car wash facilities. For example, *“we tried two car washes to clean our 30 ft. 5th wheel and truck. One car wash was not operating, the other couldn’t accommodate big RV’s.”*

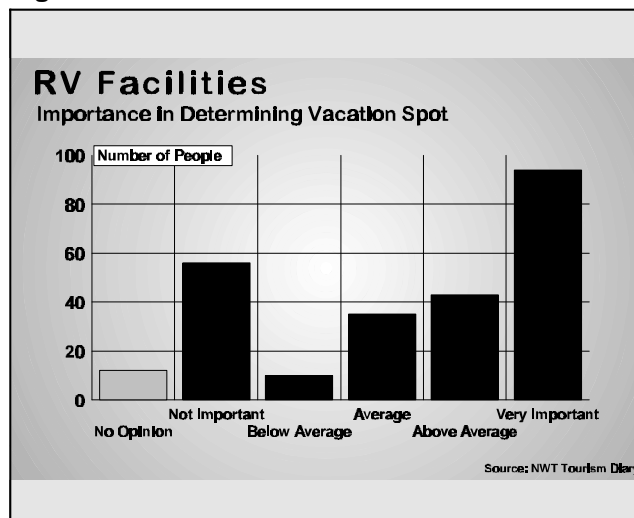
High fuel prices, and the cleanliness of washrooms in commercial facilities, was another common complaint among RV people.

As with other tourists using the highway, there were a lot of complaints about the section from Fort Providence to Yellowknife. In general, there were fewer negative comments about the Dempster or Liard Highways.

A couple of tourists commented on the need for turnouts. *“We were driving an RV and need more turnouts so we can let other traffic pass us safely.”*

One tourist also noted that *“Motorhome companies won’t rent vehicles to use on the Dempster.”*

Figure 17



Canoeing

People who like canoeing and boating represent a small but important segment of the NWT market. Compared to other activities, canoeing is of below average importance (to tourists who completed the diary).

Those tourists interested in canoeing, however, seem to have had a great time in the NWT:

“Had a spectacular time canoeing the Thelon River. It was a rewarding and challenging experience.”

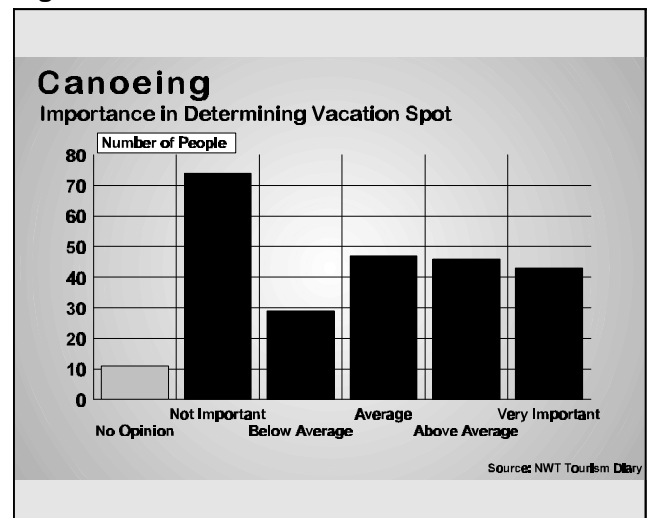
“We were with White Wolf Adventures for 7 days on the Nahanni River. That was perfect. The scenery, the river, the food and the care ... we are coming back some day.”

There were, however, some disappointments. Like many other tourists, concern was expressed over litter around and in lakes and rivers:

“It was disappointing to be canoeing up the Yellowknife River on a two day trip and camp on a little island only to find broken beer bottles and garbage all around. Also evident at other outdoor places we visited.”

Another tourist commented that *“Lakes and rivers are full of garbage”*.

Figure 18



Hunting

The NWT diary was distributed through visitor centers and as a result may have missed many tourists using outfitting and lodge services. This is likely reflected in the very low attraction assigned to hunting. Second, it is important to remember the charts in Figures 19 and 20 do not measure the economic impact of each group. Although average expenditures by each type of tourist are not finalized, hunters tend to spend a lot more money in the NWT than the average tourist.

Hunters have to purchase a trip through a local guide or outfitter, and according to diary results, are likely to spend more on local crafts and souvenirs than other types of tourists.

In a 1994 study of potential tourists in the North-western United States, Angus Reid (the Canadian polling company) assessed two primary markets for the NWT; the *explorers group* and the *field and stream group*. Explorers include people extremely interested in camping and viewing wildlife. The field and stream group, on the other hand, is interested in harvesting wildlife. What turns one group on, turns the other off.

This non-harvesting sentiment of the “Explorer Group” was evident in some of the negative comments about hunting, trapping and other wildlife harvesting activity.

On the other hand, people who came to the NWT to hunt or fish were very pleased with their trip and are likely to return. Some of the comments included:

“Trip went well and all hunters are happy” (from Iqaluit)

“It was the caribou hunting which brought us to the NWT - our host Jim Peterson was exceptional.”

Fishing

Sport fishermen were equally pleased:

“Fishing was unbelievable...A special thanks to Keith Sharpe and all his support staff.”

“I was very impressed with the conservation and catch and release program ... excellent accommodations at Trophy Lodge”

Comments on Guides/Cost

There were a couple of negative comments. Some examples include:

“Native guide couldn’t or wouldn’t speak a lot of English”

On the other hand, many more *“enjoyed the company and humor of our native guide - great people”*

One tourist noted that *“prices are high compared to same outing in Quebec, both for the trophy and outfitter fees.”*

Figure 19

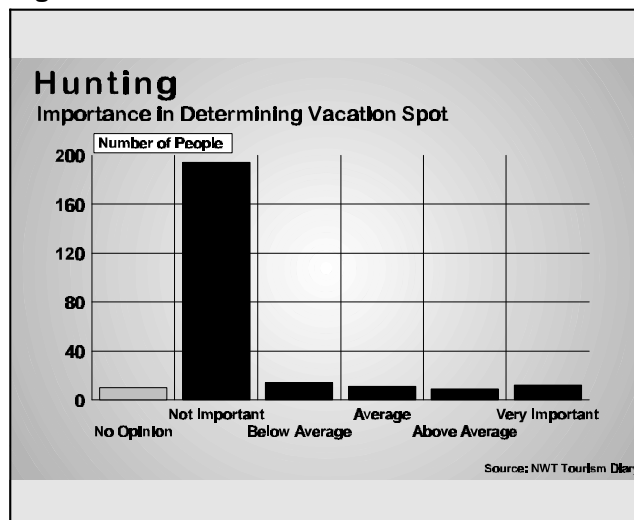
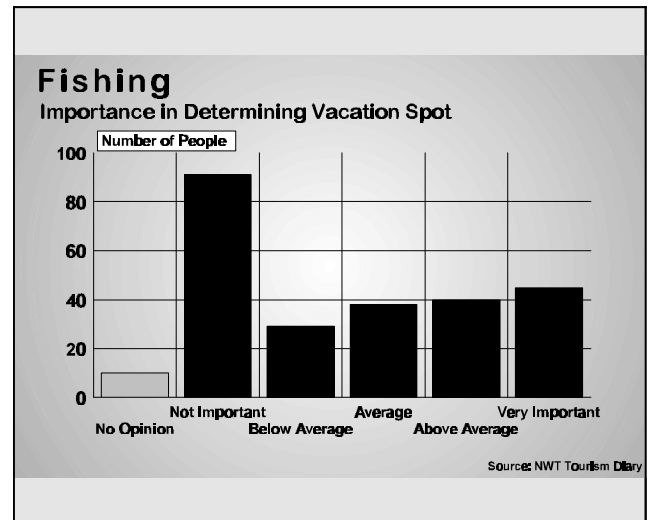


Figure 20



Importance of Night life and a Warm Sunny Climate

Tourists attracted to the NWT have little interest in night life and similar entertainment. Going to a destination with a warm and sunny climate was more important, but there were exceptions. For example, one tourist from Australia commented that:

“We were expecting a much cooler climate with plenty of snow and ice, even in the summer. The warmth was unexpected and if we were lucky would like to come back during a cooler season.”

Aside from this comment, some tourists expressed disappointment over the forest fire smoke, or missing a flight due to weather delays.

Figure 22

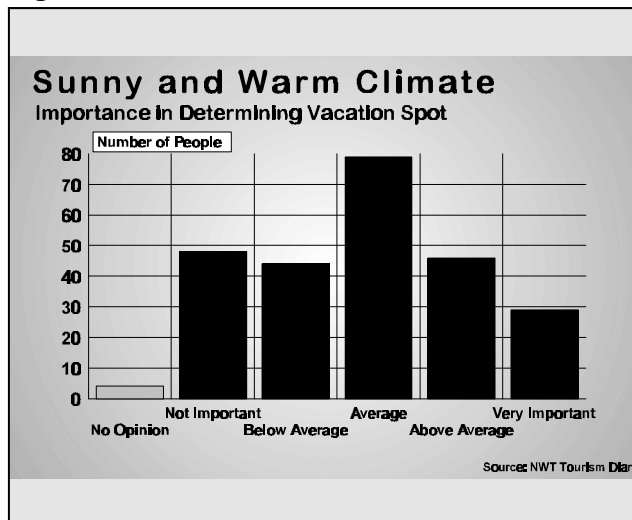
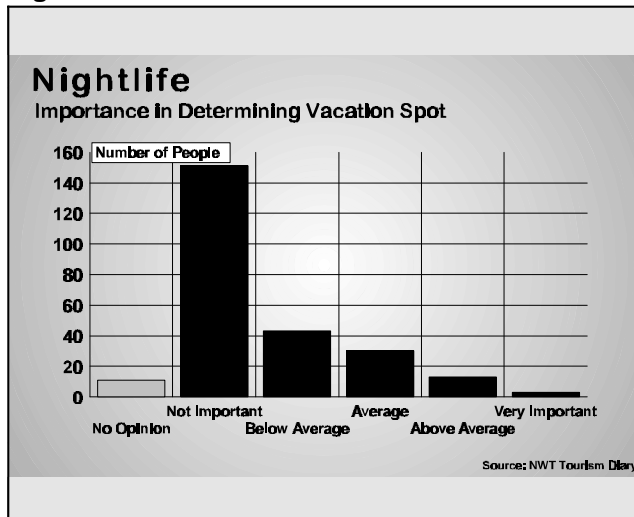


Figure 21



Importance of a Clean Environment

Although tourists were not questioned directly in the diary on this topic, many had strong opinions about the environment. In particular, many expressed concern over litter and human garbage.

Some examples of these comments included:

“It was disappointing to canoe up the river to find ... beer bottles and garbage all around”

“People should be more responsible for their garbage”

“Glad to see there was less litter in Iqaluit than when I last visited”

“Noticed (during wilderness hikes) garbage in rivers and lakes”

Concerned about pollution ... garbage, beer bottles ... left behind (along the Dempster).

In Yellowknife, “Bad broken glass everywhere on the rocks”.

“Less broken glass in Yellowknife”

“Pity about the litter ... broken glass and cigarette butts at Cameron Falls. Paths to Niven Lake covered with garbage.”

“Towns should be cleaner and spruced up ... a can of paint goes a long way”

“Too many derelict cars...bring in a crusher and bury them in the mining pits”

On tourist asked that the Department place *“recycling bins beside garbage containers.”* Others suggested that all garbage containers be bear proof.

Mine Tours Historic Sites

Although no question was included in the Diary, a lot of tourists expressed disappointment about the lack of mine tours. Some comments included:

"It would be a good idea to open up the mines to visitors again"

"Couldn't get a mine tour"

"Wanted to tour Giant Mines"

"Suggestions for improvement - Gold mine tour in Yellowknife"

"Turn Pine Point into a tourist attraction, describing some of its history"

A couple of other tourists also expressed an interest in learning more about Pine Point and what happened to it; they suggested some information signs near the town.

How People Traveled to the NWT

Information from the diary was broken down into business and pleasure travelers. As shown in Figures 23 and 24, airline travel is much more important for business travelers; overall, less than 1/3 of pleasure travelers use airline travel.

Figure 23

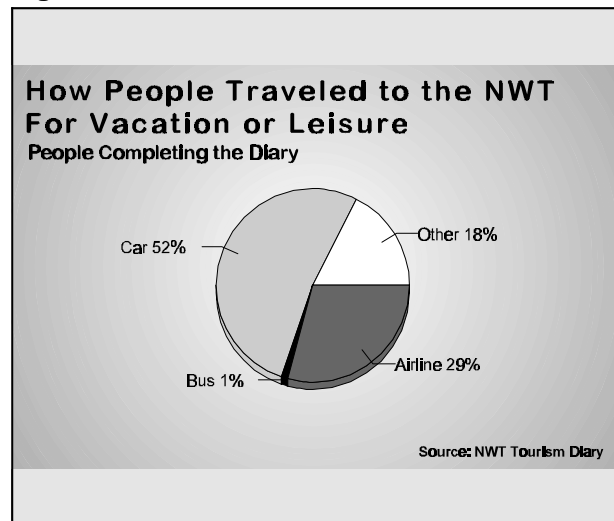
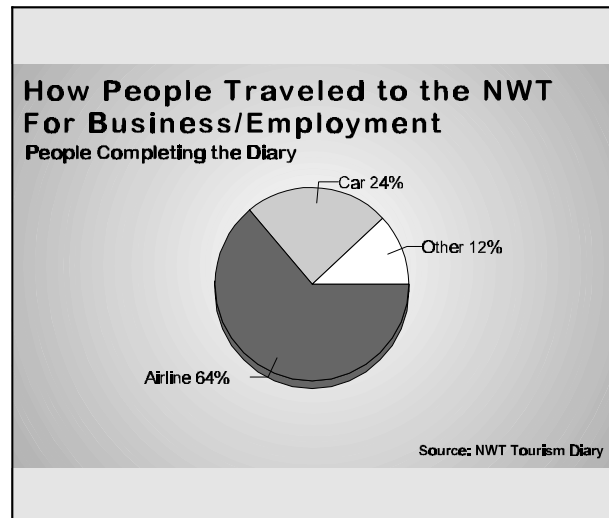


Figure 24



Sources of Travel Information

Figure 25 shows the distribution of information which resulted in people traveling to the NWT. The largest single source of information is friends and relatives (66%). In short, “word-of-mouth” is the major influence on travel choices and destinations.

The Explorers Guide also received high marks. A major reason for this high rating is Visitor Centers, especially the Dawson City Visitor Center, which draws people into the NWT from the Alaska Highway.

Why People Visit

The NWT Diary was distributed to people through visitor centers. As shown in Figure 27, 81% of these were traveling to the NWT for vacation. Visiting friends and relatives was the second largest reason.

Family Incomes Employment

Most people visiting the NWT have higher or middle incomes. Almost 2/3 of people completing the diary have family incomes exceeding \$60,000. Only 16% of visitors have incomes under \$41,000.

Figure 25

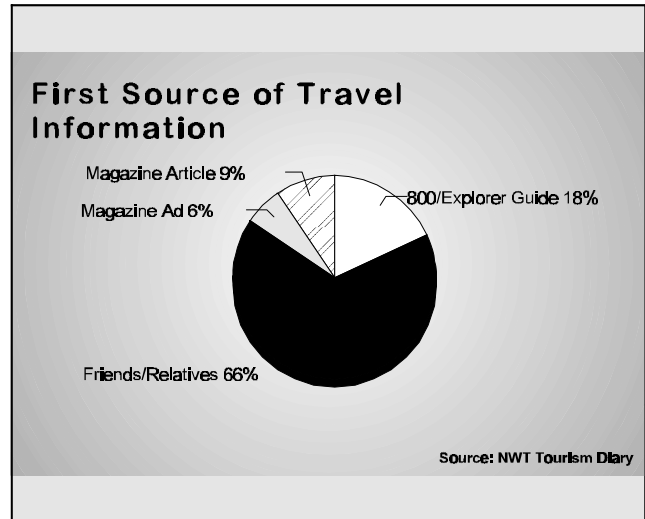


Figure 26

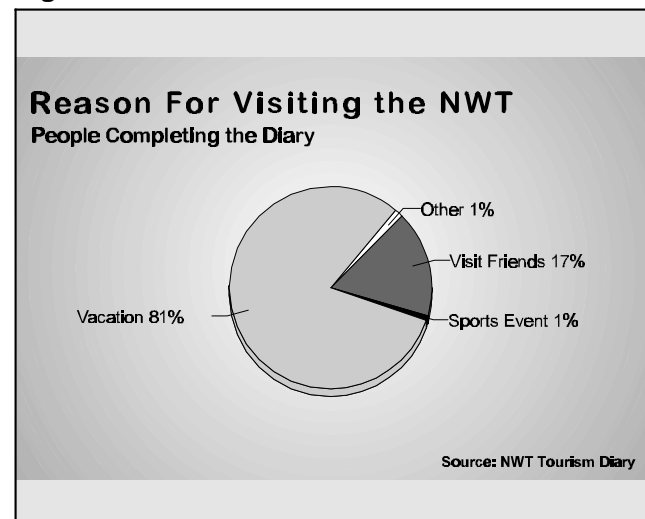
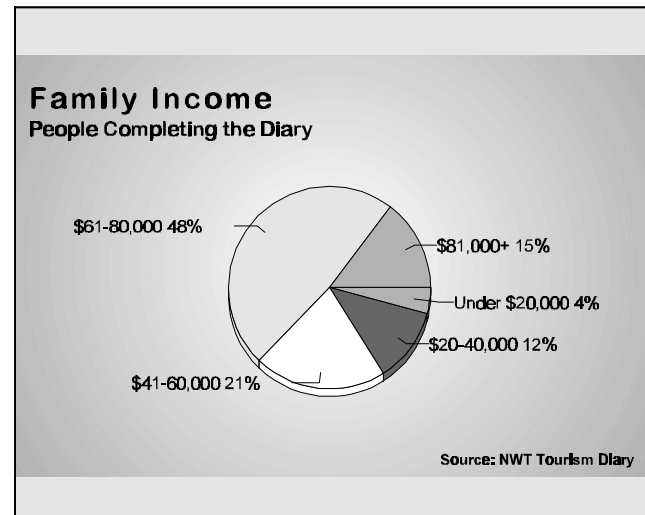


Figure 27



Summary

The 1994 Tourism Diary proved a significant success, both in terms of responses and visitor acceptance. Tourists liked completing the diary, and the appreciated the opportunity for winning a prize. As an added benefit the diary provides significant detail about spending patterns and preferences; these will be outlined in a future newsletter.

Visitors to the NWT should be seen as customers and guests. Probably the best marketing tool we have is their recommendation.

In using their diaries, visitors to the NWT identified a number of areas for improvement. Some of these can be addressed through a simply change in attitude or a little additional effort. Others may require minor revisions or upgrades to facilities, while some demand a longer term solution.

Examples of some measures which would address some concerns:

- Providing the correct exchange on US funds;
- If you operate a business or service, keep your facility and washrooms clean;
- People working on the highway need to show more care when applying water to the roads or guiding tourists past construction areas;
- If you are managing a hotel, try to place tourists in quieter areas;
- Changing your store hours, especially during the peak summer months of June through August, to better accommodate visitors;
- Doing something to clean-up the litter in and around Yellowknife and other major communities.

Some of the changes recommended by visitors will require longer to implement, for example:

- **Development of a hotel rating system and enforcement procedure.** A number of tourists expressed concerns over the lack of information about hotels/motels and their cost. One or two bad experiences can have a significant impact on our overall rating.
- **Bed and breakfast facilities were very popular and were well received.**
- **An improved restaurant guide, with basic menu and price information.**
- **Development of a store front improvement program to clean up and improve the looks of commercial establishments;**
- **Advertising and providing mine tours, at least on a select basis;**
- **Organizing a litter clean-up program, especially around Yellowknife;**
- **Providing better information on airline costs and if possible, publicizing seat sales or reduced costs;**
- **Continued paving of the road system in the North and South Slave. There were far less negative comments about the Dempster and although there were complaints, many people commented on its good condition;**
- **Providing better information and signage on Pine Point.**

EXTRA, EXTRA ... READ ALL ABOUT IT!

For additional copies of this review or information diaries, please return this coupon to:

**Policy & Planning
Economic Development & Tourism
Government of the NWT
Box 1320
Yellowknife NT X1A 2L9
Fax: (403) 873-0434
Or phone: (403) 873-7272**

Name:	
Address:	
Phone:	

Test

about A significant amount of information was captured from individual diaries; not all , and further newsletters will focus on

Test