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1993 Nwt Campground User Survey - Profile Of Campground Use

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1993 NWT CAMPGROUND USER SURVEY .
PROFILE OF CAMPGROUND USE

Sector: Tourism

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Statistics/Surveys

1993 NWT Campground User Survey

Profile of Campground Use



Table of Contents

Text	Page
Introduction	1
Survey Results	2
Overall Highlights	2
Additional Information for Non-Resident Users	7
Tables	
Overall Tabulations	9
Non-Resident Users	23
Appendixes	
A Methodology	27
B Questionnaire	31..

List of Figures

Figure	
1 Campground Locations	2
2 Group Nights by Area	3
3 Group Nights by Home Residence	5
4 Group Nights With Expectations Met or Exceeded	7

1993 NWT Campground User Survey

— Profile of Campground Use —

Introduction

During summer 1993 the Bureau of Statistics and the Department of Economic Development and Tourism undertook a survey of **NWT** campground use. The survey was completed for a sample of sites at **territorial** campgrounds between June 15 and September 6.

The survey included **NWT** parks in four areas: three parks along **Ingraham** Trail and near **Yellowknife**; three parks in the **Inuvik** area; five parks along Highways **1** and **7** (the **Liard** Highway Loop); and two parks near the towns of Hay River and Fort Smith (South Mackenzie).

The specific campgrounds surveyed in each area were as follows:

Ingraham Trail Area

Fred Henne Campground (82 sites)
Prelude Lake Campground (30 sites)
Reid Lake Campground (28 sites)

Liard Highway Loop

Blackstone Campground (19 sites)
Fort Providence Campground (32 sites)
Fort Simpson Campground (33 sites)
Saamba Deh Campground (8 sites)
Twin Falls Campground (18 sites)

Inuvik Area

Chuk Campground (38 sites)
Nitainilia Campground (24 sites)
Happy Valley Campground (30 sites)

South Mackenzie Area

Hay River Campground (22 sites)
Queen Elizabeth Campground (19 sites)

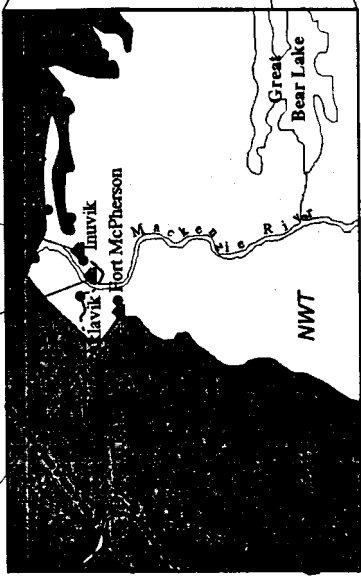
This report presents statistical highlights for the four areas surveyed providing information on the size of groups using campgrounds, the ages of persons camping, presence of children, duration of stay at campground, type of sleeping facilities used, previous use of campgrounds, home residence of campers, rating of campgrounds, and activities while using the campgrounds. For campground users from outside the Northwest Territories information is also provided on reasons for visiting the territory, length of stay in the **NWT**, and number of nights spent in campgrounds.

The results of this survey represent only a portion of total park use in The Northwest Territories. Specifically, this survey does not capture all use of territorial parks since: (i) it does not include campers before the starting date for the survey of June 15 or after the survey was finished on September 6; (ii) only over night campground use is examined in this survey and it does not include recreational use of parks during the day; and (iii) only larger parks in the western **NWT** were included in the survey. Nevertheless, the survey does provide valuable insight into the levels and types of campground usage.

Figure 1
Campground Locations

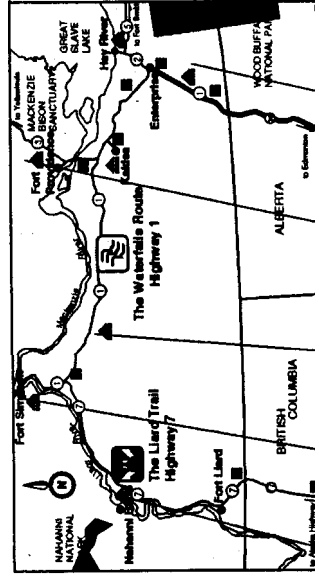
Inuvik Area

- Niitsinik Territorial Campground
- Chuk Park
- Happy Valley Territorial Park



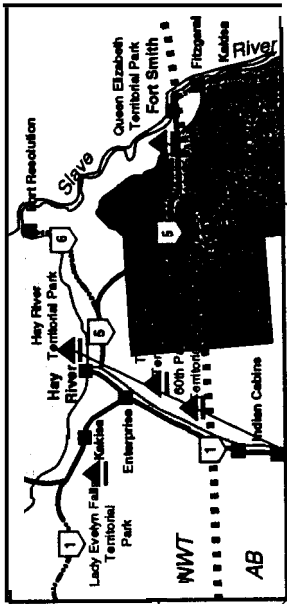
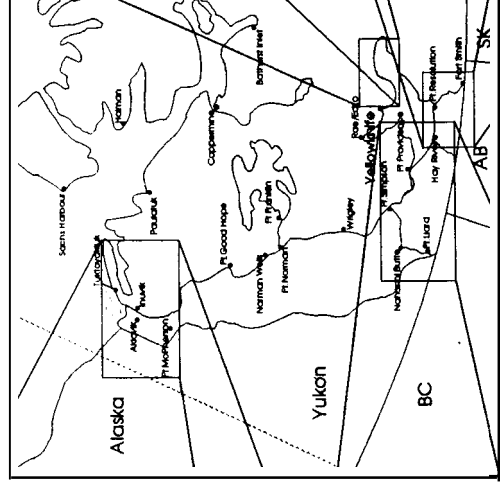
The Ingraham Trail Area

- Fred Henne Park
- Prealuda Lake Park
- Reid Lake Park



- Blackstone Park
- Fort Simpson Park
- Swartha Deth Park
- Fort Providence Park
- Twin Falls Gorge Park

Liard Highway Loop



Queen Elizabeth Cam round

South Mackenzie Area



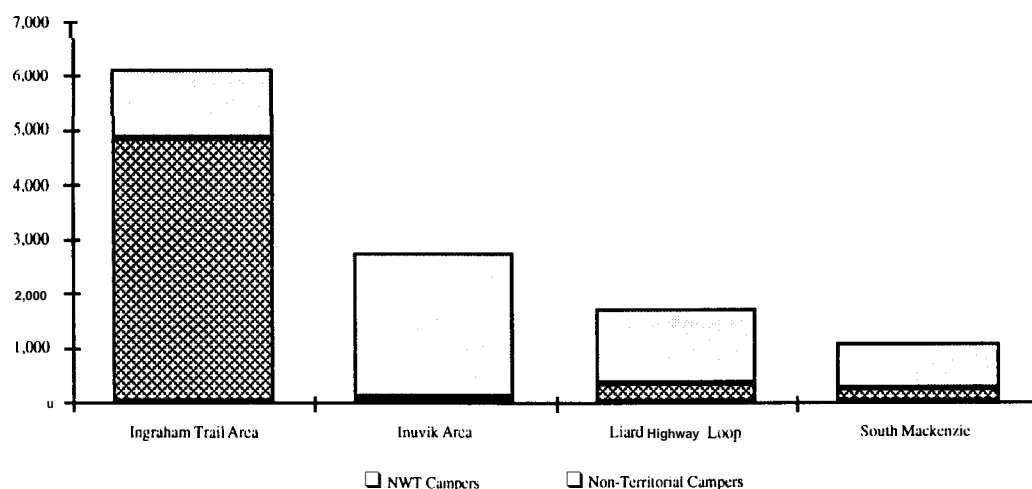
Survey Results

Overall Highlights

Campsite Use

- The results of the summer 1993 campground survey are presented for the following areas: the **Ingraham Trail Area** (three parks); the **Inuvik Area** (three parks); the **Liard Highway Loop** (five parks); and the **South Mackenzie Area** (two parks). See Figure 1.
- An estimated 11,691 nights were spent by groups at territorial parks during summer 1993. This figure included 6,111 group nights for the **Ingraham Trail Area** (52%); 2,757 for the **Inuvik Area** (24%); 1,718 for the **Liard Highway Loop** (15%), and 1,104 for the **South Mackenzie Area** (9%).
- Non-residents accounted for some 52 percent of territorial park usage (6,086 group nights) while **NWT** residents accounted for 48 percent (5,605 group nights).

Figure 2
Group Nights by Area



Size of Groups

- The size of groups camping at territorial parks varied by area, with groups at campsites averaging 3.3 persons for the **Ingraham Trail** and **Liard Highway Loop** Areas, 2.7 persons for the **South Mackenzie Area**, and 2.5 persons for the **Inuvik Area**. Groups of one or two persons accounted for 72 percent of nights spent in **Inuvik Area** campgrounds and 69 percent for the **South Mackenzie Area**. Corresponding figures for the **Liard Highway Loop** and **Ingraham Trail** Areas were 56 percent and 45 percent of group nights.
- Looking at residency, **NWT campers** averaged 3.4 persons per site while the average for non-residents was 2.7 persons. Further, groups of one or two persons accounted for 72 percent of group nights for non-residents compared to just 38 percent for residents.

Age of Campers

- Overall, groups having at least one person 60 years of age or over accounted for 23 percent of campground use. This proportion varied substantially by area ranging from 11 percent of group nights in the **Ingraham Trail Area** to 44 percent for the **Inuvik Area**. Figures for the **Liard Highway Loop** and **South Mackenzie Area** were 29 percent and 36 percent of group nights respectively.

- For non-resident campers, some 40 percent of group nights were accounted for by groups with at least one person 60 years of age or over. By contrast, for **NWT** residents only 5 percent of groups included a person who was 60 years of age or older.

Presence of Children

- Groups with children under 15 year of age occupied 34 percent of campsites overall. As was observed for the age of campers, this figure varied considerably by area. For the **Ingraham** Trail Area, some 50 percent of group nights were groups with children present. By comparison, for the **Inuvik** Area just 7 percent of group nights included children. In the **Liard** Highway Loop groups with children accounted for 27 percent of site use, while for the South Mackenzie Area the figure was 17 percent.
- Groups from the Northwest Territories were much more likely to include children, with 56 percent of sites having children present. For non-territorial campers the figure was 13 percent.

Nights in the Campground

- Expected length of stay in territorial campgrounds also varied considerably by area. For the **Ingraham** Trail Area, 29 percent of campground use was by groups expecting to stay more than ten nights. For other areas, most sites were occupied by groups expecting to stay just one or two nights — 70 percent for the **Inuvik** Area, 80 percent for the South Mackenzie Area, and 95 percent for the **Liard** Highway Loop.
- Shorter campground stays were more common for non-resident usage with groups at 41 percent of sites staying for only one night and 32 percent for two nights. The corresponding statistics for **NWT** campers were 18 percent of sites occupied by groups planning to stay for one night and 23 percent for two nights.

Sleeping Facilities

- In all areas, tents were the most common type of sleeping facility accounting for 39 percent of campsite use. Travel trailers were more prevalent than motor homes due to a particularly high rate of use in the **Ingraham** Trail Area. For all other areas, motor homes were more common at campsites than were travel trailers.
- Use of motor homes was much higher for campsites occupied by non-residents. Here, motor homes accounted for 19 percent of site use compared to 5 percent of group nights for campers from the Northwest Territories.

Previous Stays at the Campground

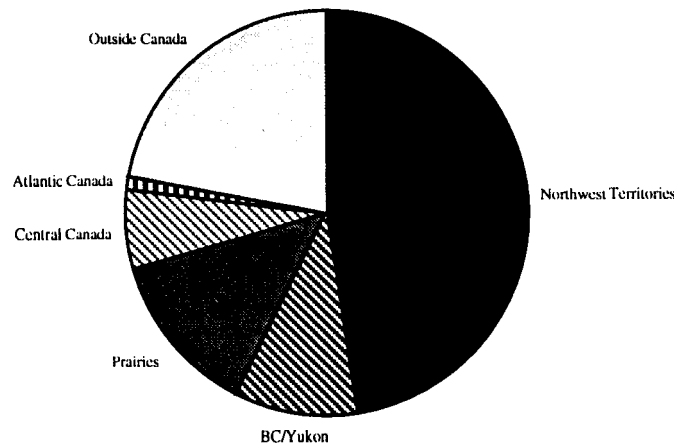
- Campers at 81 percent of sites occupied by **NWT** residents had stayed at the park before. By contrast, 90 percent of usage by non-territorial campers was by groups who had not stayed previously at the park.
- Previous stays were concentrated in the **Ingraham** Trail Area (74%) and were lowest for the **Inuvik** Area (2%). For the other two areas, some 15 percent of camping was by repeat users.

Residency of Campers

- Persons living outside the Northwest Territories accounted for 52 percent of campsite use at territorial parks.
- The proportion of campsite use by non-residents varied considerably among the four areas surveyed, ranging from just 21 percent of group nights in the **Ingraham** Trail Area to a high of 95 percent for the **Inuvik** Area. Non-residents accounted for 79 percent of site use for the **Liard** Highway Loop and 76 percent for the South Mackenzie Area.

- Some 58 percent of campsite use by non-residents involved campers who lived elsewhere in Canada. These campers accounted for a total of 3,514 group nights, 30 percent of overall usage. The provinces accounting most for the use of territorial parks were Alberta (1,218 group nights), British Columbia (1,086 group nights), and Ontario (661 group nights).
- Campers from outside Canada stayed a total of 2,572 nights at territorial parks, some 22 percent of total campsite usage. The proportion of use by non-Canadian residents ranged from just 5 percent of nights in the **Ingraham** Trail Area to 50 percent for the **Inuvik** Area. Comparable figures for the South Mackenzie Area and the **Liard** highway Loop were 36 and 28 percent respectively.

Figure 3
Group Nights by Home Residence



Rating of Campground

- Overall, 89 percent of groups at campsites rated the value they received for the campground fee as “good.” Ten percent rated the value as “average” and just 1 percent as “poor.” The proportion rating value for fee as “good” ranged from 97 percent for the **Ingraham** Trail Area to 86 percent for the **Liard** Highway Loop, 79 percent for the **Inuvik** Area and 68 percent for the South Mackenzie Area.
- Campers from the Northwest Territories evaluated campgrounds fees somewhat more favorably than those who were non-residents. Some 95 percent of campsites with **NWT** residents rated the value received for the campground fee as “good” compared to 84 percent for non-residents.
- Parks facilities and features were also rated positively by users. Particularly high marks were received for the cleanliness of the grounds (93% of sites) and the availability of firewood (91% of sites). High ratings — 80% or more sites responding “good” — were also observed for the overall condition of facilities, cleanliness of restrooms, control of noise and pets, and the condition of the boat launch. The lowest proportion of “good” responses (71% of group nights) was for number of recreational things to do.
- Non-resident campers tended to provide fewer “good” responses when rating specific features and facilities of the campground. Exceptions were control of pets, cleanliness of rest rooms, and condition of facilities.
- Two features rated much lower by non-residents were the number of recreational things to do — rated “good” by 51 percent of sites — and the condition of the boat launch which was rated as “good” by 56 percent. For **NWT** residents, the corresponding statistics were 86 and 88 percent of group nights respectively.

Best Features about Campground

- Campers were also asked an open-ended question about the best features of the campground. Responses to the question were classified into six categories: (i) proximity of the park to a town or lake; (ii) comments related to campsites specifically; (iii) answers related to the facilities at the campground as a whole; (iv) overall features of the campground; (v) comments about the campground staff; and (vi) other comments.
- Items mentioned most frequently as best features included responses about the campground generally such as quietness, scenery and cleanliness (**53%** of sites). The second most frequent type of answer related to campground facilities such as the showers and the availability of firewood (42% of sites).
- There was considerable variability in the best features reported by area. For the **Ingraham** Trail Area, proximity of the campground to **Yellowknife** and lakes was most often referred to as a best feature (49% of sites). In the other areas, references to the facilities and features of the campground were most frequent. Campground staff were cited most often in the **Inuvik** Area (24% of sites).
- Comparing resident and non-resident campers, overall features of the campground were mentioned most often by both (**55%** and 5270 of sites respectively). However, sites with **NWT** residents were more likely to mention proximity of the campground to towns or lakes (4970) while non-residents referred more often to the campground facilities (**50%**).

Features that Should Be Improved

- Campers were also asked an open-ended question about features of the campground that should be improved. Responses to the question were classified as follows: (i) improvements to existing features; (ii) additional features that were needed; (iii) answers relating to insects; and (iv) staff or administration.
- Improvements to existing features and additional facilities were mentioned most as things that could be improved (36 and **45%** of group nights, respectively). Staff and administration improvements were mentioned by 17 percent of sites, with this response concentrated largely in the **Ingraham** Trail Area and among **NWT** residents.

Activities at the Campground

- Viewing wildlife and hiking were the most common activities by campers at territorial parks — reported for 73 percent and 61 percent of group nights respectively.
- Comparing camping areas, the **Ingraham** Trail Area had the highest participation rate for all activities except hiking — viewing the wildlife (**82%**), swimming (**63%**), fishing (**44%**), and boating (**37%**). Hiking was reported most often for the **Liard** Highway Loop (72%).
- For **NWT** residents, 61 percent of sites reported swimming compared to 12 percent for non-residents,

Other Activities Planned While at the Campground

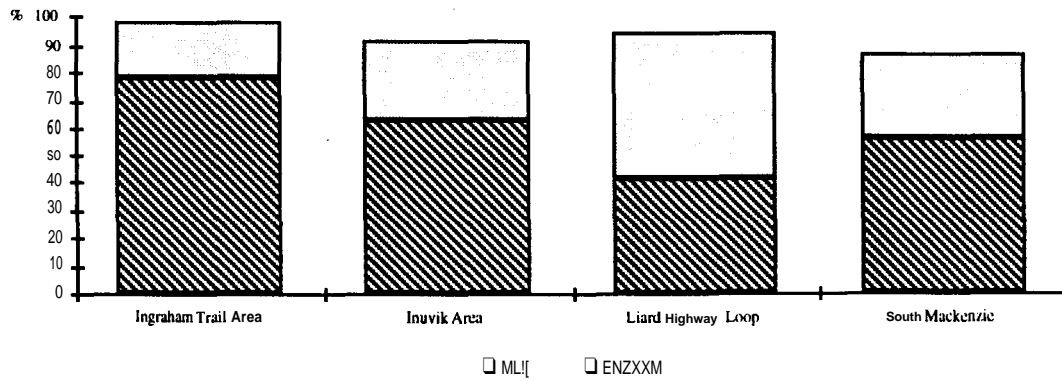
- The most frequent responses to the open-ended question on other activities referred to rest and relaxation, or to visiting and socializing. Responses of this sort were much more frequent for sites in the **Ingraham** Trail Area and for campers from the Northwest Territories. Non-residents were more likely to refer to items such as activities in town and sightseeing.

Parks Living Up to Expectations

- Overall, 95 percent of sites reported that their expectations about the park had been met or exceeded. Less than 1 percent stated that their stay at the park did not live up to expectations. Non-residents were more likely than **NWT** campers to report that their expectations had been exceeded (**39%** versus **16%** of group nights).

- Comparing areas, groups with expectations that had been met or exceeded accounted for 98 percent of campsite use for the **Ingraham Trail Area**, 95 percent for the **Liard Highway Loop**, 91 percent for the **Inuvik Area**, and 87 percent for the **South Mackenzie Area**.

Figure 4
Group Nights With Expectations *Met or Exceeded*



Additional Information for Non-Resident Users

A series of additional questions were asked of campground users whose home residence was outside the Northwest Territories. These questions included the amount of time they expected to stay in the territory, expenditure patterns, and reasons for visiting.

Reasons for Visiting the Northwest Territories

- For non-resident users of territorial parks, an open-ended question was asked about the main reasons for visiting the Northwest Territories. Responses to this question were coded to seven categories: (i) outdoor activities such as fishing or canoeing; (ii) sightseeing; (iii) wanting to see the North; (iv) visiting family or friends; (v) business/looking for work; (vi) cultural/historical; (vii) other reasons including "vacation".
- Wanting to see the North and sightseeing were the two most common reasons reported by non-resident users of the campgrounds —45 percent and 43 percent of group nights respectively.
- Reasons given for visiting the Northwest Territories varied somewhat by area. Wanting to see the North was the most frequent response for sites with non-resident campers in the **Ingraham Trail** (43%) and **Inuvik Areas** (58%) while sightseeing was mentioned most often for the **Liard Highway Loop** (48%) and the **South Mackenzie Area** (45%).
- Among the other response categories, visiting family or friends was reported most frequently in the **Ingraham Trail Area** (22%) as was **business/looking for work** (16%). Outdoor activities were reported more frequently for the **Liard Highway Loop** (32%) and **South Mackenzie Area** (30%). Cultural or historical reasons were mentioned most often in the **Inuvik Area** (13%).

Length of Stay in the Northwest Territories

- On average, non-resident groups using territorial campgrounds expected to stay 9.8 nights in the Northwest Territories. This value varied considerably by area.

- The average expected stay in the Northwest Territories reported for the Ingraham Trail Area was 17.5 nights (reflecting the fact that some campground users were using the parks for more than recreation). By comparison, in the **Inuvik** Area the average expected stay was 5.7 nights, with 60 percent of groups at campsites expecting their stay in the territory to be less than five days.
- The average expected stay in the Northwest Territories for non-resident groups at campsites in the **Liard** Highway Loop was 10.4 nights, while for the South Mackenzie Area the average was 10.3 nights.

Nights Spent in Campgrounds

- Groups at 73 percent of sites with non-territorial campers expected to spend **all** nights in the Northwest Territories at campgrounds. Only, 12 percent of such groups indicated that they were expecting to stay less than half the nights in campgrounds.

Availability of Parks as a Factor in Decision to Visit the Northwest Territories

- Overall, some 44 percent of sites with non-resident groups indicated that the availability of parks and campground facilities was a factor in their decision to come to the Northwest Territories. Availability was a somewhat more important for the South Mackenzie Area and the **Liard** Highway Loop.

Information Obtained Prior to Visiting the Northwest Territories

- Among non-resident users of **NWT** parks, some 70 percent of sites reported that they had obtained information about territorial parks prior to visiting the Northwest Territories. This statistic did not vary significantly by area except for the **Inuvik** Area which was somewhat higher at 75 percent of group nights.
- For groups that had obtained information before visiting the Northwest Territories, the most commonly reported sources were visitor centers (63%) and brochures (62%).
- The least common source for information about **NWT** parks was the radio or television, reported for only 6 percent of group nights.

Overall Tabulations

Questions 1 to 6

§

Questions 12 to 16

Q1. Including yourself, how many persons in total are staying in your group?

By Area

	All Areas	(%)	Ingraham Trail	(%)	Inuvik Area	(%)	Liard Highway Loop	(%)	South Mackenzie	(%)
Total Group Nights	11,691	100	6,111	100	2,757	100	1,718	100	1,104	100
1 Person	1,314	11	697	11	302	11	120	7	196	18
2 Persons	5,179	44	2,075	34	1,693	61	848	49	563	51
3-4 Persons	3,211	27	2,107	34	453	16	448	26	203	18
5-6 Persons	1,365	12	1,010	17	101	4	179	10	77	7
7-8 Persons	184	2	106	2	17	1	45	3	16	1
9-10 Persons	120	1	62	1	17	1	37	2	4	-
More than 10 Persons	162	1	53	1	50	2	29	2	30	3
Not Provided	156	1	-	-	126	5	13	1	17	2

By Residence

	Total	(%)	NWT Campers	(%)	Non-NWT Campers	(%)
Total Group Nights	11,691	100	5,605	100	6,086	100
1 Person	1,314	11	577	10	737	12
2 Persons	5,179	44	1,555	28	3,624	60
3-4 Persons	3,211	27	2,105	38	1,106	18
5-6 Persons	1,365	12	976	17	389	6
7-8 Persons	184	2	106	2	78	1
9-10 Persons	120	1	53	1	62	1
More than 10 Persons	162	1	87	2	75	1
Not Provided	156	1	147	3	9	-

Q2. Could you provide a count of persons in your group in each of the following age categories?

By Area

	AU Areas	(%)	Ingraham Trail	(%)	Inuvik Area	(%)	Liard Highway Loop	(%)	South Mackenzie	(%)
Total Group Nights	11,691	100	6,111	100	2,757	100	1,719	100	1,104	100
Person(s) 60+ Years	2,737	23	645	11	1,207	44	494	29	392	36
No Person 60+ Years	8,954	77	5,466	89	1,551	56	1,225	71	712	64
Total Group Nights	11,691	100	6,111	100	2,757	100	1,719	100	1,104	100
Children	3,917	34	3,054	50	201	7	470	27	192	17
No Children	7,774	66	3,057	50	2,556	93	1,249	73	912	83

By Residence

	Total	(%)	NWT Campers	(%)	Non-NWT Campers	(%)
Total Group Nights	11,691	100	5,605	100	6,086	100
Person(s) 60+ Years	2,737	23	307	5	2,430	40
No Person 60+ Years	8,954	77	5,298	95	3,655	60
Total Group Nights	11,691	100	5,605	100	6,086	100
Children	3,917	34	3,118	56	799	13
No Children	7,774	66	2,488	44	5,287	87

Q3. How many nights in total are you expecting to stay at this campground?

By Area

	All Areas	(%)	Ingraham Trail	(%)	Inuvik Area	(%)	Liard Highway Loop	(%)	South Mackenzie	(%)
Total Group Nights	11,691	100	6,111	100	2,757	100	1,718	100	1,104	100
1-2 Nights	6,763	58	2,323	38	1,927	70	1,633	95	879	80
3-4 Nights	2,005	17	1,295	21	536	19	61	4	112	10
5-6 Nights	238	2	160	3	50	2	.	-	27	2
7-8 Nights	284	2	208	3	50	2	5	-	20	2
9-10 Nights	154	1	137	2	17	1	.	-	.	.
More than 10 Nights	1804	15	1788	29	16	1
Not Provided	445	4	199	3	176	6	19	1	50	5

By Residence

	Total	(%)	NWT Campers	(%)	Non-NWT Campers	(%)
Total Group Nights	11,691	100	5,605	100	6,086	100
1 or 2 Nights	6,762	58	2,331	41	4,431	73
3-4 Nights	2,005	17	939	17	1,065	17
5-6 Nights	238	2	80	1	158	3
7-8 Nights	284	2	155	3	129	2
9-10 Nights	154	1	111	2	44	1
More than 10 Nights	1,804	15	1,645	29	159	3
Not Provided	445	4	345	6	99	2

Q4. What type of sleeping facilities is your group using while staying at this campground? |

By Area

	AU Areas	(%)	Ingraham Trail	(%)	Inuvik Area	(%)	Liard Highway Loop	(%)	South Mackenzie	(%)
Total Group Nights	11,691	100	6,111	100	2,757	100	1,718	100	1,104	100
Motor Home	1,451	12	461	8	419	15	349	20	222	20
Travel Trailer	2,062	18	1,593	26	134	5	200	12	135	12
Tent	4,605	39	2,508	41	955	35	717	42	424	38
Fifth Wheel	980	8	682	11	184	7	56	3	59	5
Tent Trailer	720	6	545	9	84	3	88	5	4	-
Van	942	8	187	3	503	18	122	71	130	12
Other	1,728	15	860	14	486	18	246	14	136	12

By Residence

	Total	(%)	NWT Campers	(%)	Non-NWT Campers	(%)
Total Group Nights	11,691	100	5,605	100	6,086	100
Motor Home	1,451	12	303	5	1,148	19
Fifth Wheel	980	8	543	10	437	7
Travel Trailer	2,062	18	1,467	26	596	10
Tent Trailer	720	6	489	9	232	4
Tent	4,605	39	2,470	44	2,135	35
Van	942	8	91	2	851	14
Other	1,728	15	728	13	1,000	16

Q5. Have you ever stayed at this campground before?

By Area

	All Areas	(%)	Ingraham Trail	(%)	Inuvik Area	(%)	Liard Highway Loop	(%)	South Mackenzie	(%)
Total Group Nights	11,691	100	6,111	100	2,757	100	1,718	100	1,104	100
Stayed Before	5,028	43	4,540	74	67	2	252	15	169	15
Did Not Stay Before	6,581	56	1,571	26	2,657	96	1,435	84	918	83
Not Provided	82	1	.	.	33	2	31	1	17	2

By Residence

	Total	(%)	NWT Campers	(%)	Non-NWT Campers	(%)
Total Group Nights	11,691	100	5,605	100	6,086	100
Stayed Before	5,028	43	4,516	81	512	8
Did Not Stay Before	6,581	56	1,076	19	5,505	90
Not Provided	82	1	13	-	69	1

Q6. In what community do you normally reside?

By Area

	All Areas	(%)	Ingraham Trail	(%)	Inuvik Area	(%)	Liard Highway Loop	(%)	South Mackenzie	(%)
Total Group Nights	11,691	100	6,111	100	2,757	100	1,719	100	1,104	100
Northwest Territories	5,606	48	4,643	79	126	5	367	21	269	24
Outside NWT	6,086	52	1,267	21	2,631	95	1,353	79	836	76
Yukon	75	1			67	2			8	1
British Columbia	1,086	9	241	4	553	20	190	11	102	9
Alberta	1,216	10	304	5	201	7	470	27	243	22
Saskatchewan	200	2	107	2	34	1	48	3	12	1
Manitoba	117	1	27		50	2	32	2	8	1
Ontario	661	6	236	4	268	10	106	6	51	5
Quebec	106	1	27		50	2	21	1	8	1
Atlantic Canada	51		9		34	1			8	1
Outside Canada	2,572	22	316	5	1,374	50	486	28	396	36

Q12. Please rate the following features about the campground where you are currently staying?

By Area

	All Areas	(%)	Ingraham Trail	(%)	Inuvik Area	(%)	Liard Highway Loop	(%)	South Mackenzie	(%)
Total Group Nights	11,691		6,111		2,757	..	1,718		1,104	..
Campground Fee Value										
Good	9,982	89	5,906	97	2,061	79	1,411	86	603	68
Average	1,149	10	142	2	520	20	202	12	286	32
Poor	89	1	18		34	1	37	2		
Cleanliness of Grounds										
Good	10,554	93	5,729	94	2,279	89	1,629	96	917	94
Average	714	6	311	5	285	11	63	4	55	6
Poor	44	-	44	1						
Availability of Firewood										
Good	9,437	91	5,389	93	1,592	80	1,623	97	833	92
Average	674	7	257	4	302	15	43	3	73	8
Poor	238	2	146	3	84	4	8			
Condition of Facilities										
Good	9,125	87	4,640	86	2,112	85	1,543	93	830	90
Average	1,216	12	651	12	385	15	104	6	76	8
Poor	142	1	119	2			11	1	12	1
Cleanliness of Restrooms										
Good	8,622	85	4,467	83	1,944	82	1,426	90	785	92
Average	1,302	13	731	14	369	16	146	9	56	7
Poor	272	3	181	3	67	3	16	1	8	1
Condition of Boat Launch										
Good	1,583	80	1,372	88	84	33	64	63	64	89
Average	223	11	89	6	101	40	26	26	8	11
Poor	179	9	102	7	67	27	11	11		
Recreational Things to Do										
Good	5,515	71	4,302	87	419	27	574	58	220	61
Average	1,872	24	518	11	821	53	410	41	123	34
Poor	428	5	102	2	302	20	5	1	20	6
Control of Noise										
Good	8,924	85	5,202	88	1,642	71	1,509	94	571	87
Average	1,203	11	466	8	570	24	82	5	85	13
Poor	397	4	266	4	117	5	11	1	4	1
Control of Pets										
Good	8,763	87	5,070	84	1,777	86	1,395	95	521	96
Average	754	7	403	7	251	12	80	5	20	4
Poor	581	6	531	9	50	2				

Note: Excludes Not Applicable and Not Provided.

Q12. Please rate the following features about the campground where you are currently staying?

By Residence

	Total	(%)	NWT Campers	(%)	Non-NWT Campers	(%)
Total Group Nights	11,691		5,605	..	6,086	..
Campground Fee Value						
Good	9,982	89	5,111	95	4,871	84
Average	1,149	10	253	5		15
Poor	89	1	34	1	55	1
Cleanliness of Grounds						
Good	10,554	93	5,168	95	5,386	91
Average	714	6	221	4	493	8
Poor	44		27		18	
Availability of Firewood						
Good	9,437	91	4,856	92	4,581	91
Average	674	7	290	5	384	8
Poor	238	2	154	3	84	2
Condition of Facilities						
Good	9,125	87	4,357	86	4,768	68
Average	1,216	12	572	11	644	12
Poor	142	1	111	2	31	1
Cleanliness of Restrooms						
Good	8,622	85	4,042	83	4,580	86
Average	1,302	13	677	14	625	12
Poor	272	3	172	4	100	2
Condition of Boat Launch						
Good	1,583	80	1,294	88	290	56
Average	223	11	71	5	153	29
Poor	179	9	102	7	78	15
Recreational Things to Do						
Good	5,515	71	3,795	86	1,719	51
Average	1,872	24	518	12	1,354	40
Poor	428	5	102	2	327	10
Control of Noise						
Good	8,924	85	4,593	89	4,331	81
Average	1,203	11	414	8	789	15
Poor	397	4	155	3	243	5
Control of Pets						
Good	8,763	87	4,318	83	4,445	91
Average	754	7	366	7	388	8
Poor	581	6	513	10	68	1

Note: Excludes Not Applicable and Not Provided.

Q13. What are the best features about this campground?

By Area

	All Areas	(%)	Ingraham Trail	(%)	Inuvik Area	(%)	Liard Highway Loop	(%)	South Mackenzie	(%)
Total Group Nights	11,691	100	6,111	100	2,757	100	1,718	100	1,104	100
Proximity to Town/Lake	4,416	38	2,982	49	654	24	661	38	119	11
Features of Campsites	3,164	27	2,119	35	268	10	515	30	262	24
Features of Facilities	4,875	42	2,106	34	1,625	59	547	32	597	54
Overall Campground	6,237	53	3,292	54	1,459	53	1,035	60	453	41
Campground Staff	1,932	17	845	14	653	24	289	17	144	13
Other	1,814	16	1,081	18	386	14	263	15	85	8

By Residence

	Total	(%)	NWT Campers	(%)	Non-NWT Campers	(%)
Total Group Nights	11,691	100	5,805	100	6,086	100
Proximity to Town/Lake	4,416	38	2,735	49	1,679	28
Features of Campsites	3,184	27	1,682	30	1,503	25
Features of Facilities	4,875	42	1,859	33	3,016	50
Overall Campground	6,237	53	3,080	55	3,158	52
Campground Staff	1,932	17	604	14	1,130	19
Other	1,814	16	651	15	963	16

Q14. What specific features should be improved in this campground?

By Area

	AU Areas	(%)	Ingraham Trail	(%)	Inuvik Area	(%)	Liard Highway Loop	(%)	South Mackenzie	(%)
Total Group Nights	11,691	100	6,111	100	2,757	100	,718	100	1,104	100
Improve Features	4,262	36	3,051	50	838	30	235	14	138	13
Needs More Features	5,209	45	3,120	51	1,274	46	522	30	296	27
Insects	1,022	9	607	10	251	9	74	4	89	8
Staff/Administration	1,998	17	1,612	26	202	7	141	8	43	4

By Residence

	Total	(%)	NWT Campers	(%)	Non-NWT Campers	(%)
Total Group Nights	11,691	100	5,605	100	6,086	100
Improve Features	4,262	36	2,739	49	1,523	25
Needs More Features	5,209	45	2,622	47	2,587	43
Insects	1,022	9	491	9	531	9
Staff/Administration	1,998	17	1,253	22	746	12

Q15. a) While staying at this campground were you involved in or plan to do any of the following activities?

By Area

	All Areas	(%)	Ingraham Trail	(%)	Inuvik Area	(%)	Liard Highway Loop	(%)	South Mackenzie	(%)
Total Group Nights	11,691	100	6,111	100	2,757	100	1,718	100	1,104	100
Fishing	3,593	31	2,691	44	402	15	324	19	176	16
Hiking	7,087	61	4,210	69	1,173	43	1,238	72	465	42
Wildlife Viewing	8,570	73	5,013	82	1,760	64	1,131	66	666	60
Swimming	4,143	35	3,862	63	50	2	123	7	108	10
Boating	2,770	24	2,232	37	419	15	32	2	87	8
Not Provided	542	5	27	-	227	8	66	4	222	20

By Residence

	Total	(%)	NWT Campers	(%)	Non-NWT Campers	(%)
Total Group Nights	11,691	100	5,605	100	6,066	100
Fishing	3,593	31	2,148	38	1,445	24
Hiking	7,087	61	3,631	65	3,456	57
Wildlife Viewing	6,570	73	4,212	75	4,358	72
Swimming	4,143	35	3,401	61	743	12
Boating	2,770	24	1,839	33	931	15
Not Provided	542	5	280	5	262	4

Q15. b) Were there any other major activities that you were involved in while staying at this campground?

By Area

	All Areas	(%)	Ingraham Trail	(%)	Inuvik Area	(%)	Liard Highway Loop	(%)	South Mackenzie	(%)
Total Group Nights	11,691	100	6,111	100	2,757	100	1,718	100	1,104	100
Outdoor Activities	2,009	17	1,459	24	352	13	98	6	101	9
Activities in Town	1,316	11	794	13	436	16	24	1	62	6
Going Places	1,054	9	80	1	889	32	26	2	60	5
Rest/Relaxation	3,844	34	3,699	61	84	3	85	5	76	7
Sightseeing	864	7	286	5	453	16	27	2	99	9
Visiting/Socializing	2,630	22	2,472	40	117	4	21	1	20	2
Business	723	6	639	10	17	1	27	2	41	4

By Residence

	Total	(%)	NWT Campers	(%)	Non-NWT Campers	(%)
Total Group Nights	11,691	100	5,605	100	6,086	100
Outdoor Activities	2,009	17	1,170	21	840	14
Activities in Town	1,316	11	185	3	1,131	19
Going Places	1,054	9	58	1	997	16
Rest/Relaxation	3,944	34	3,576	64	367	6
Sightseeing	864	7	22	-	842	14
Visiting/Socializing	2,630	22	2,141	38	489	8
Business	723	6	489	9	234	4

Q16. Overall, how well has your stay in this park lived up to your expectations?

By Area

	All Areas	(%)	Ingraham Trail	(%)	Inuvik Area	(%)	Liard Highway Loop	(%)	South Mackenzie	(%)
Total Group Nights	11,691	100	6,111	100	2,757	100	1,718	100	1,104	100
Exceeded	3,276	28	1,226	20	804	29	903	53	343	31
Met	7,849	67	4,779	78	1,726	63	725	42	619	56
Fell Short	43	-	18	-	17	1	8	-		
Not Provided	523	4	89	1	210	8	83	5	142	13

By Residence

	Total	(%)	NWT Campers	(%)	Non-NWT Campers	(%)
Total Group Nights	11,691	100	5,605	100	6,086	100
Exceeded	3,276	28	891	16	2,385	39
Met	7,849	67	4,472	80	3,377	55
Fell Short	43	-	26	-	17	-
Not Provided	523	4	216	4	307	5

Non-Resident Users

Questions 7 to 8

§

Questions 10 to 11

Q7. Please list your main reasons for visiting the Northwest Territories.

	All Areas		Ingraham Trail		Inuvik Area		Liard Highway Loop		South Mackenzie	
		(%)		(%)		(%)		(%)		(%)
Total Group Nights	6,086	100	1,268	100	2,631	100	1,351	100	835	100
Outdoor Activities	1,497	25	259	20	554	21	433	32	252	30
Sightseeing/Scenery	2,646	43	352	28	1,274	48	644	48	376	45
Curiosity/See the North	2,714	45	548	43	1,525	58	322	24	317	38
Visiting-See Family	630	10	278	22	101	4	158	12	94	11
Business/Looking for Work	355	6	197	16	50	2	52	4	55	7
Cultural/Historical	592	10	90	7	335	13	100	7	67	8
Other, Including Vacation	2,150	35	254	20	1,173	45	500	37	224	27

Q8. a) How many nights in total do you expect to spend in the Northwest Territories?

	All Areas		Ingraham Trail		Inuvik Area		Liard Highway Loop		South Mackenzie	
		(%)		(%)		(%)		(%)		(%)
Total Group Nights	6,086	100	1,268	100	2,631	100	1,351	100	835	100
1-2 Nights	897	15	27	2	687	26	132	10	51	6
3-4 Nights	1,308	21	107	8	905	34	174	13	122	15
5-6 Nights	918	15	179	14	402	15	195	14	141	17
7-8 Nights	736	12	206	16	168	6	238	18	125	15
9-10 Nights	676	11	116	9	201	8	238	18	122	15
11-12 Nights	175	3	45	4	17	1	74	5	39	5
13-14 Nights	396	7	134	11	67	3	100	7	94	11
15 or More Nights	856	14	392	31	168	6	179	13	118	14
Not Provided	124	2	63	5	17	1	21	2	24	3

Q8. b) Of these, how many nights in total do you expect to spend in campgrounds?

	All Areas	(%)	Ingraham Trail	(%)	Inuvik Area	(%)	Liard Highway Loop	(%)	South Mackenzie	(%)
Total Group Nights	6,086	100	1,268	100	2,631	100	1,351	100	835	100
1-2 Nights	1,404	23	45	4	1,039	39	238	18	82	10
3-4 Nights	1,474	24	143	11	905	34	269	20	157	19
5-6 Nights	819	13	206	16	218	8	243	18	153	18
7-8 Nights	655	11	188	15	151	6	195	14	122	15
9-10 Nights	565	9	116	9	184	7	158	12	106	13
11-12 Nights	133	2	27	2	.	.	63	5	43	5
13-14 Nights	299	5	143	11	34	1	63	5	59	7
15 or More Nights	554	9	338	27	50	2	95	7	71	9
Not Provided	182	3	63	5	50	2	26	2	43	5

Q10. Was the availability of parks and campgrounds a factor in your decision to visit the Northwest Territories?

	All Areas	(%)	Ingraham Trail	(%)	Inuvik Area	(%)	Liard Highway Loop	(%)	South Mackenzie	(%)
Total Group Nights	6,086	100	1,268	100	2,631	100	1,351	100	835	100
A Factor	2,668	44	481	38	1,123	43	660	49	404	48
Not a Factor	3,320	55	769	61	1,458	55	665	49	427	51
Not Provided	98	2	18	1	50	2	26	2	4	-

Q11. Did you obtain any information about NWT parks before coming on the trip?

	All Areas	(%)	Ingraham Trail	(%)	Inuvik Area	(%)	Liard Highway Loop	(%)	South Mackenzie	(%)
Total Group Nights	6,086	100	1,268	100	2,631	100	1,351	100	835	100
Obtained Information	4,232	70	830	65	1,961	75	892	66	549	66
Did Not Get Information	1,739	29	384	30	637	24	444	33	274	33
Not Provided	115	2	54	4	34	1	16	1	12	1

Q11. a) If Yes, where did you obtain information about Northwest Territories parks?

	All Areas	(%)	Ingraham Trail	(%)	Inuvik Area	(%)	Liard Highway Loop	(%)	South Mackenzie	(%)
Total	4,232	100	830	100	1,961	100	892	100	549	100
Visitor Centre	2,674	63	540	65	1,223	62	597	67	314	57
Brochure	2,639	62	379	46	1,492	76	502	56	267	49
Magazine	1,045	25	98	12	536	27	253	28	157	29
Friends/Family	1,213	29	168	23	637	32	243	27	145	26
TV/Radio	249	6	9	1	184	9	32	4	24	4

Appendix A

Methodology

Methodology

Survey Organization

- The 1993 NWT Campground User Survey questionnaire was developed by the Bureau of Statistics in consultation with the Department of Economic Development & Tourism.
- Funding for survey operations was provided in part by the Department of Economic Development & Tourism.
- Survey operations were coordinated by the Bureau of Statistics. In the case of the **Ingraham** Trail Area, interviewers were provided by the Bureau of Statistics. In other areas, staff of the campgrounds completed the survey on behalf of the Bureau of Statistics.
- All questionnaires were interviewer administered.
- A copy of the questionnaire is provided in Appendix B.

Sampling Procedures

- Sampling procedures were developed based on the need to produce statistically reliable estimates for parks in the four areas.
- Sampling rates were 1 in 10 for the **Ingraham** Trail area, 1 in 3 for the **Inuvik** area, and 1 in 2 for the Liard Highway Loop and the South Mackenzie area.
- Specific campsites chosen to be included in the survey were selected by systematic random sampling based on daily tally sheets completed by the interviewers.

Data Entry & Processing

- Each questionnaire was reviewed upon receipt and any obvious corrections made. Data entry was completed using a 4thDimension data base developed by the Bureau of Statistics. Statistical tables were prepared using the Statistical Package for the Social Sciences (SPSS).
- Following data entry, computer assisted edits were performed to check for data entry errors and logical consistency among responses.

Questionnaires Received and Sample Weighting

- Questionnaires for some 1,120 groups were included in the statistical file used for the campground user survey report. Weighting of the statistical file was based on the number of group nights by area.

Appendix B
Questionnaire

3. How many nights in total are you expecting to spend at this campground?

_____ Nights

4. What type of sleeping facilities is your group using while staying at this campground?
(Read categories and mark as many as apply.)

- Motor Home Fifth Wheel
 Travel Trailer Tent Trailer
 Tent Van
 Other:

Specify: _____

5. Have you ever stayed at this campground before?

- Yes No Don't Know

6. In what community do you normally reside?

_____ _____ _____
Community Province/Territory/State Country (If Not Canada)

If resident of Northwest Territories → Go To Question 11
If not a resident of Northwest Territories → Continue with Question 7

7. Please list your main reasons for visiting Northwest Territories.

1. _____ 2. _____ 3. _____

8. a) How many nights, in total do you expect to spend in Northwest Territories'?

_____ Nights

b) Of these, how many nights do you expect to spend in campgrounds'?

_____ Nights

9. While traveling in the Northwest Territories, what would you estimate your total expenses will be for each of the following items?

Food from Stores	\$ _____	Arts & Crafts	\$ _____
Food from Restaurants	\$ _____	Souvenirs	\$ _____
Gas/Fuel	\$ _____	Miscellaneous Items	\$ _____
Hotel Accommodation	\$ _____		

10. Was the availability of parks and campground facilities a factor in your decision to visit Northwest Territories?

Yes No

11. Did you obtain any information about NWT parks before coming on this trip?

Yes No

If Yes, where did you obtain information about Northwest Territories parks?

<input type="checkbox"/> Visitor Centers	<input type="checkbox"/> Brochures
<input type="checkbox"/> Magazines	<input type="checkbox"/> Friends, Family or Other People
<input type="checkbox"/> TV or Radio	

12. Please rate the following features about the campground where you are currently staying.

	Good	Average	Poor	Not Applicable
Cleanliness of Grounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of Firewood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of Restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of Boat Launch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of Recreational Things to Do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Control of Noise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Control of Pets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for the Campground Fee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. What are the best features about this campground?

1. _____ 2. _____ 3. _____

14. What specific features should be improved in this campground?

1. _____ 2. _____ 3. _____

15. a) While staying at this campground were you involved in or do you **plan** to do any of the following activities?

	Yes	No
Fishing	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Hiking	<input type="checkbox"/>	<input type="checkbox"/>
Viewing Wildlife	<input type="checkbox"/>	<input type="checkbox"/>
Swimming	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Boating	<input type="checkbox"/>	<input type="checkbox"/>

b) Were there any other major activities that you were involved in or plan to do while staying at this campground?

1. _____ 2. _____ 3. _____

16. Overall, how well has your stay in this park lived up to your expectations?

Exceeded Met Fell Short

17. At any other time this summer have you completed this questionnaire?

Yes No

If Yes, how many times have you completed this questionnaire including this time?

***** Thank You for Your Time *****