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HIGHLIGHTS

AMERICAN MUSEUM OF NATURAL HISTORY CRUISE, NORTHWEST TERRITORIES, 1993

(from a November 1993 report of the same title)

The 85 tour participants found the shore excursions to Holman and Cambridge Bay to be enjoyable. Participants especially liked meeting the people of the communities.

There were a few suggestions for improvement and only one sizeable item of dissatisfaction, the bus tour in Cambridge Bay.

Tour participants purchased arts, crafts and other items to a total value, for both communities, of about \$12,000.

The tour participants were mostly elderly, very well educated and possessive of very high incomes.

The tour participants subscribe heavily to the travel oriented magazines *Natural History*, *National Geographic* and *Smithsonian*.

The majority of the tour participants are from the USA as per their Museum club affiliation.

**AMERICAN MUSEUM OF NATURAL HISTORY CRUISE
- NORTHWEST TERRITORIES, 1993**

INTRODUCTION

During the summer of 1993, members of the American Museum of Natural History Discovery Club cruised through waters of the Northwest Territories aboard the motor ship Kapitan Khlebnikov. The complete itinerary comprised eighteen days (July 19- August 5) from Anchorage, Alaska to Resolute, NWT. The survey of the cruise members conducted by the Department of Economic Development and Tourism, and this resulting report, are concerned only with the shore excursions at Holman and Cambridge Bay, NWT.

The arrangement of the cruise was carried out by the tour company, TCS Expeditions of Seattle, Washington.

The cooperation of the American Museum of Natural History is much appreciated in arranging for the distribution and collection of the questionnaires.

PURPOSE

The survey (see questionnaire as appendix) was intended to:

1. Elicit comments and suggestions regarding the shore excursions at Holman and Cambridge Bay.
2. Determine the amounts and objects of expenditures as an estimate of the economic contribution by the cruise to the NWT.
3. Gather the demographics of the cruise participants as an aid to possible marketing of such cruises.

The findings should be of interest to the Department, the American Museum of Natural History, TCS Expeditions, and the organizers of activities in Holman and Cambridge Bay.

METHODOLOGY

Questionnaires designed by the Department were provided to the American Museum of Natural History which distributed them to all tour participants (one questionnaire per party) by mail immediately following the tour. Completed questionnaires were returned by tour participants to the Museum which forwarded the lot to the Department. A souvenir of the NWT was sent by the Department, in appreciation, to those people who returned a completed questionnaire. The Museum distributed its own questionnaire in the same way and enclosed a note of endorsement of the Department questionnaire. The system was quite satisfactory.

FINDINGS

TABLE 1
PARTY SIZE AND RESPONSE RATES

	NUMBER OF PARTIES	NUMBER OF PEOPLE
Tour Participants		
- party of one	29	29
- party of two	<u>28</u>	<u>56</u>
- total	57	85
Completed questionnaires returned		
- party of one	17	17
- party of two	<u>19</u>	<u>38</u>
- total	36	55

Response rates

- party basis $\frac{36}{57} \times 100 = 63\%$

- person basis $\frac{55}{85} \times 100 = 65\%$

The number of single parties (29) inconsiderably higher than found in more generalized tours. This could be explained by the much higher than the norm age structure of the tour participants and the presence of participants without spouses.

The response rate of the tour participants to the survey was very good, especially without a second attempt to collect non-returned questionnaires. One may, with confidence, extrapolate the survey findings to the entire group of tour participants.

All tour participants went ashore at both Holman and Cambridge Bay so that all of the following questions and compilations involve the complete set of 36 parties (85 people).

TABLE 2

(a) HOLMAN - ACTIVITIES MENTIONED

ACTIVITY	NUMBER OF MENTIONS
Drum dancing	26
Visit to arts & crafts centre	17
Golf	16
Shopping	12
Native food	10
Talking to residents	6
Town tour	4
School tour	4
Tour of nursing station	3
Others	6

Base: 36 parties.

Nearly all parties made at least one mention. Some parties mentioned several activities.

The tour participants were ashore at Holman for four hours (3:00 p.m. -7:00 p.m.) and were very active. The tour of the nursing station was taken as a private initiative by a group of nurses/doctors.

(b) HOLMAN - ENJOYMENT OF ACTIVITIES

Yes	No	No Mention
35	1 ("too congested")	nil

Base: 36 parties.

The participants were almost unanimous in their enjoyment of the Holman activities.

(c) HOLMAN - COMMENTS

COMMENTS	NUMBER OF MENTIONS
Positive (favourable)	
Friendly people to meet	13
Children and seniors active	3
Enjoyed seeing churches	2
Art centre and artists good	2
Enjoyed dancing	2
Highlight of the trip	2
Others	<u>7</u>
Sub-total	31
Negative (unfavourable)	
Few arts and crafts to buy	3
Need more time to see and meet	2
Others	<u>7</u>
Sub-total	12

Base: 36 parties, of which 29 made comments. Some parties made more than one comment.

By far the most often mentioned comment was the enjoyment of meeting the people of

Holman. Negative comments were in the minority and were mostly slight in their criticism.

TABLE 3

(a) CAMBRIDGE BAY - ACTIVITIES MENTIONED

ACTIVITY	NUMBER OF MENTIONS
Tour of Mt. Pelly and town (bus)	29
Lunch of caribou and musk-ox	18
Tour of Maud (ship)	3
Visitors centre	3
Walking around town	3
Others	8

Base: 36 parties.

Nearly all parties made at least one mention. Some parties mentioned several activities.

The tour participants were ashore for seven hours (8:00 a.m. to 3:00 p.m.). Most participants mentioned the bus tour.

(b) CAMBRIDGE BAY - ENJOYMENT OF ACTIVITIES

Yes	No	No Mention
26	5	5

Base: 36 parties.

A significant minority expressed dissatisfaction and a further number did not state an opinion.

(c) CAMBRIDGE BAY - COMMENTS

COMMENTS	NUMBER OF MENTIONS
Positive (favourable)	
Friendly people to meet	7
Good lunch	6
Musk-ox seen	4
Government official helpful	3
Others	<u>10</u>
Sub-total	30
Negative (unfavourable)	
Bus tour unorganized and uninteresting	5
Desire to meet local people (not just guide)	3
Desired more local crafts	2
Desire to see fish and meat processing plants	2
Desire to see inside of church	2
O t h e r s	<u>5</u>
Sub-total	19

Base: 36 parties, of which 27 made comments. Some parties made more than one comment.

As in Holman, the most often mentioned favorable comment was the opportunity to meet the people of Cambridge Bay. However, the bus tour provoked a number of unfavorable comments.

TABLE 4

IMPROVEMENTS SUGGESTED

(a) **HOLMAN** -There were no suggestions specific to Holman.

(b) **CAMBRIDGE BAY** -

SUGGESTION	NUMBER OF MENTIONS
More meeting with Inuit people	1
Need for toilet at Mt. Pelly	1
DEW line tour	1
Maud tour - more time needed, explain	1
Tour of fish and meat plants	1
Golf course	1

(c) **GENERAL** - Holman and Cambridge

SUGGESTION	NUMBER OF MENTIONS
Specialized sub-tours (eg., birding)	3
Explain history and way of life of Inuit	3
More talks by local people	2
Craft work demonstrations	2
Visit to Inuit home	2
Enjoyable as is	2
Others	6

Some of these suggestions could be considered for similar tours in the future.

TABLE 5

(a) ARTS AND CRAFTS PURCHASED - HOLMAN

Yes	No	Not Stated
21	12	3

Base: 36 parties.

(b) TYPES OF ARTS AND CRAFTS PURCHASED - HOLMAN

TYPE	NUMBER OF ITEMS PURCHASED
Prints	8
Carvings	7
Clothing	0
Cards	6
Others (doll, tablecloth, etc.)	6

Base: 21 parties which purchased arts and crafts. Some parties purchased more than one type of item.

Sales depended on desires of the tour participants and upon the availability of items. It is not possible to say which is the stronger factor other than to note in some other tables (eg., 2 c) that more arts and crafts were desired.

TABLE 6

(a) ARTS AND CRAFTS PURCHASED - CAMBRIDGE BAY

Yes	No	Not Stated
8	25	3

Base: 36 parties.

(b) TYPES OF ARTS AND CRAFTS PURCHASED - CAMBRIDGE BAY

TYPE	NUMBER OF ITEMS PURCHASED
Carvings	3
Clothing	2
Prints	1
Other (place mats, etc.)	2

Base: 8 parties which purchased arts and crafts.

Sales in Cambridge Bay were not great. certainly not the size of sales in Holman - desire or availability?

TABLE 7

**EXPENDITURES BY TOUR PARTICIPANTS
- Holman and Cambridge Bay combined**

OBJECT	AMOUNT
Arts and crafts	\$5,144
Others	\$1,088
Total	\$6,272

Base: 30 parties which replied to this question. 6 parties gave no reply.

Estimate for entire complement of the tour (57 parties)

$$\frac{57}{30} \times \$6,272. = \$11,917.$$

or $\frac{\$11,917}{57} = \$209.$ per party

TABLE 8**AGE AND SEX OF TOUR PARTICIPANTS**

SEX	MALE	FEMALE	TOTAL
AGE - YEARS			
Less than 35	0	2	2
35-44	4	2	6
45-54	5	3	8
55-64	7	9	16
65+	8	12	20
No Entry	0	3	3
TOTALS	24	31	55

Base: 55 people (36 parties) which completed questionnaires.

It is not necessary to set out a structure of the USA for (or North American) age structure to see that the tour participants are much older than the general population. And females are in the majority, as per the population of older age categories.

Education of Tour Participants

The open ended replies to this question do not lend themselves to strict categorical analysis. There were initials for a variety of degrees, number of years of schooling, "college", names of occupations, et cetera.

However, it is abundantly clear that the tour participants are a very highly educated lot. There are several doctors, many post graduate degree holders, university professors, et cetera, with only one or two notations of "high school".

TABLE 9

INCOME OF TOUR PARTICIPANTS

INCOME CATEGORY \$US	NUMBER OF PARTIES
Less than 100,000	4
100,000-250,000	5
Greater than 250,000	3
Other entries (“enough”, etc.)	6
Not stated	18
TOTAL .>	36

Base: 36 parties.

As usual for this question in surveys, and in spite of confidence guarantees, there is a reluctance to provide answers. However, for the parties that did provide information it is sufficient to indicate that the tour participants have incomes much higher than the USA and North American averages.

The price of this cruise (starting at \$9,950.00 US per person plus airfares) would dictate a need for substantial incomes.

TABLE 10
MAGAZINES READ

MAGAZINE NAME	NUMBER OF MENTIONS
Natural History	13
National Geographic	12
Smithsonian	11
Time	11
Audubon	4
New Yorker	4
Newsweek	3
US News and World Report	3
London Economist	2
Consumer Reports	2
National Wildlife	2
Modern Maturity	2
Discover	2
Traveller National Geographic	2
Readers Digest	2
Others (one mention each)	64

Base: parties mentioning a magazine 30
parties mentioning "too many", etc. 6
parties total 36

There are definitely some favourite magazines eg., Natural History, within a list of considerable length and diversity. And many of the most popular magazines are within the field of travel.

TABLE 11

AWARENESS OF THE TOUR

SOURCE OF AWARENESS	NUMBER OF MENTIONS
Museum club membership	18
Magazine advertisement	
- Natural History	3
- Boston Globe	1
- Other (not identified)	8
Friend	7

Base: parties making mention 33
parties not making mention 3
parties total 36

A few parties made more than one mention.

Membership in the museum Discovery Club was the prominent source of awareness of the tour. And magazine advertisements did seem to be effective.

TABLE 12

RESIDENCE OF TOUR PARTICIPANTS

RESIDENCE	NUMBER OF PARTIES
Canada	0
USA	22
Other countries	
- England	1
- Bermuda	1
- Turks and Caicos Island	1
- Brazil	1
Not stated	10
TOTAL	36

Base: 36 parties.

As might be expected residents of the USA predominate. However, not all, or even many, come from the New York area, the location of the American Museum of Natural History. Many states are represented.

CONCLUSIONS

Most of the conclusions are evident from the findings of the individual questions. In addition, there are some overall conclusions/observations:

The shore excursions were enjoyable and successful. The **Holman** shore excursion seemed to be somewhat more satisfying than that of Cambridge Bay. There was closer contact with the people of **Holman** versus the standard (and uncomfortable) bus tour of Cambridge Bay.

The tour participants made significant economic contributions (expenditures) to **Holman** and Cambridge Bay.

The tour participants were mostly elderly, very well educated and possessive of high incomes. They are likely well travelled and knowledgeable enough to request more arts and crafts, desire to meet local people, and have an in-depth interest in community life.

The magazine readership pattern would be useful for marketing.

Other tours in the Northwest Territories should be surveyed in a similar manner.

Keith Thompson
Coordinator, Marketing Research

Appendix - questionnaire

APPENDIX



QUESTIONNAIRE (Please answer as a party)

Passengers of Northwest Passage Cruise, American Society of Natural History

Kapitan Khlebnikov, Summer 1993

Concerning shore excursions to Holman and Cambridge Bay, Northwest Territories, only,.

To assist the Government of the Northwest Territories tourism office in planning its assistance to the tourism industry, your completion and return of the following questionnaire would be appreciated. The return will be acknowledged by a small souvenir of-the Northwest Territories.

- 1. Did your party go ashore at:
(a) Holman? yes _____ no _____
(b) Cambridge Bay? yes _____ no _____

If both replies are "no" please skip to question 8.

- 2. For Holman:
(a) What activities/presentations were available? _____
(b) Were these enjoyable experiences?
yes _____ no _____

Comments? _____



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7. For both communities in total what amount did you spend on
U.S. _____ or Canadian _____ funds) .

(a) Arts and crafts? \$ _____

(b) Other items/services? \$ _____

8. Please tell us about yourself(s) (In confidence and for
statistical purposes only) .

	Sex(M or F)	Age	Education
Party member one	_____	_____	_____
Party member t w o '	_____	_____	_____
Party member three	_____	_____	_____

9. Party income. \$U.S. _____

10. Magazines read in your household(s)

11. How did you become aware of this cruise through the
Northwest Passage?

. association membership _____
. magazine ad _____
. friend _____
. other (name) _____

Thank you for your assistance. If you would like a souvenir of
the Northwest Territories please give your name and address,

Please return this questionnaire to the
American Society of Natural History
along with its questionnaire in the
envelope provided.