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**Western Arctic Visitors Survey - Preliminary
Analysis**

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Western Arctic Visitor Survey 1992

Preliminary Analysis

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ECONOMIC DEVELOPMENT AND TOURISM
INUVIK REGION
G.N.W.T.
INUVIK, N.W.T.
XQE QTO .

Western Arctic Visitor Survey 1992

Preliminary Analysis

1.0 Introduction

During the summer of 1992, visitors and potential visitors to the Western Arctic Region of the Northwest Territories were interviewed in order to meet the following general objectives:

- acquire data for incorporation into the design of two visitor centres;
- determine visitor demographics and travel patterns;
- identify opportunities for tourism initiatives;
- determine areas of visitor satisfaction and dissatisfaction with their experiences in the Western Arctic.

More specifically, surveys were conducted at the Dempster Delta Visitor Centre in Dawson and at the infocentre, in campgrounds, parks, and around the town site in Inuvik.

The surveys conducted at Dawson were in two parts. The first was undertaken by a surveyor and collected basic demographic information as well as information their knowledge and interest in the Western Arctic, and their reason for visiting the Centre. At the completion of this standard survey, visitors were given an envelope and asked not to open it for 24 hours. This envelope contained a two part questionnaire: one part for those who did travel the Dempster; one part for those who did not. The "DID NOT" questionnaire aimed at deterring the reasons why the respondents had not chosen to travel up the Dempster. The "DID" survey was used to determine whether the material/information that they had received at the Visitor Centre had influenced their decision as well as providing information on activities, expenditures and experiences during their trip to Inuvik.

Visitors to **Inuvik** were surveyed to determine general demographics, activities, expenditures and experiences, as well as to provide data for comparison with the **Dawson** data.

144 surveys were initiated in **Dawson** of which seven individuals declined to participate for a refusal rate of five percent.

Of the two hundred and forty-three visitors who were asked to participate in the **Inuvik** survey, twenty-three (9.5%) declined to be interviewed.

1.1 Methodology

Criteria for survey subjects was the first person who approached who was apparently eighteen years of age or older. **Surveyors were provided with a** schedule of dates for surveys to be undertaken with a maximum number of surveys to be undertaken per day identified. This schedule was balanced to ensure that sampling of weekdays, weekends and holidays was proportional to the distribution of these days over the course of the summer season. **Regrettably, a number** of staff changes took place in **Inuvik**, and **surveyors** at **Dawson** were also responsible for providing travel counseling. As a result, the number of surveys undertaken fell short of the total number hoped for and there was some inconsistency in survey implementation. Nonetheless, there was considerable consistency in the results and we have concluded that the scheduling and staffing situations did not compromise the results in any significant way.

1.2 Report Format

There are four sections to the preliminary analysis in addition to this introduction. The final section is a series of tables and graphs summarizing the results of each question in each survey.

Sections Two and Three are summaries of the **Dawson** and **Inuvik** surveys, respectively, each organized according to the following formula:

a) **Who is** the visitor?

How old are they?
Where do they live?
What is their employment status?
What is their income?
What are their general interests?

b) Information about this trip

Why are they making this trip?
How long did they plan for this trip?
What sources did they use for planning?
How long is the trip planned for?
What form of transportation are they using?
Where are they staying?
What are their activities?
How much are they spending?
Why did they stop at the Visitor Centre? - Dawson Survey only
Why did they choose not to go up the Dempster? Dawson Survey only
Had they planned on the Dempster prior to stopping
at the Visitor Centre? Dawson Survey only

c) **What** are their thoughts about their experience?

Did they have enough information?
If not, what is needed?
What options would have influenced the length of their stay?
What were their most satisfying experiences?
What were their least satisfying experiences?

Section Four compares visitors surveyed in Dawson to those surveyed in Inuvik in terms of these three categories.

1.3 Implications for Tourism Development

On the basis of a preliminary analysis, a number of implications for tourism development have been identified:

- The **Dempster / Delta Visitor Centre** in **Dawson** has a very important effect on influencing visitors to drive the highway (32% changed their minds and travelled the **Dempster** after visiting the **Centre**).
- Most people are generally satisfied with their experience on the highway although poor road conditions in NWT may have an adverse effect on word of mouth promotion.
- A significant portion of visitors felt that their experiences in the communities were less satisfying than those on the highway.
- The visitors to the **Dempster / Delta Visitor Centre** in **Dawson** are younger, more often traveling in cars than in RVS, and have a lesser income than those who make it to **Inuvik**.
- All visitors to **Inuvik** identified lack of information (about a variety of subjects) as the largest factor affecting the length of time spent in the area. Other important factors were the perceived lack of access of arts and **crafts**, and availability of a secure compound for vehicles.
- Little time was spent in the Western Arctic (the entire highway experience generally lasted less than 7 days) and most visitors spent less than \$21 per day on souvenirs or gifts.

2.0 DAWSON SURVEY SUMMARY

One hundred and forty-four surveys were initiated in **Dawson**; seven of those approached (50A) declined to participate. One hundred and five of the 137 **Take-away** surveys distributed were returned for a response rate of 76%.

2.1 WHO ARE THE TRAVELLERS

2.1.1 Visitor Demographics

The largest percentage of visitors who stopped in at the Dempster Delta Visitor Centre were Canadian citizens (46% of those surveyed); 36% were US; and 11% were offshore visitors - 7% (one large party) identified themselves simply as a group of Americans and Germans; these were categorized as **US/Ger**. If this group were assumed to have equal numbers of Americans and Germans, then the revised "Origins" table would be:

Canadians	46%
Americans	39.5%
Offshore	14.5%

75% of the visitors were employed; 15% were retired. Nine percent of the visitors were students, and 1% were unemployed.

Of these travelers, 30% were aged 41-60, and 35% were aged over 61, with those aged between 21 and 40 at 25%. The people traveling were a fairly well-educated group with 48% having completed college/university (21% of which have gone onto complete - or are in the process of completing graduate degrees). Eighteen percent have had some university/college experience.

The visitors interviewed in **Dawson** tended to be concentrated at the lower end of the income ranges. Two income groups (less than \$20,000 and \$30,000-\$39,000 per annum) accounted for 18% of the visitors surveyed each; those in the \$20 to 29,000 range were next at 15%; and those at \$50 to \$59,000 sat at 14%. Households with an income of greater than \$70,000 per annum accounted for 12% of total visitors surveyed.

2.1.2 Interests

When asked where their interests lay, visitors gave as their most popular answer the same as has been recorded in most of North America - wildlife viewing. Eighty-eight percent of the visitors chose wildlife viewing as one of their main interests; with photography (74%) and native culture (70%) as the next highest interests when traveling. Seventy-nine percent of the travelers listed sightseeing as their main focus for the trip, with wilderness adventure coming second at 28%.

Seventy-four percent were not at all interested in hunting, while most other "non-interested" subjects (with the exception of powerboating and van/bus tours who also had strong negative interest reaction) were more evenly distributed in the ranges from "not at all" to "very" interested.

2.2 ABOUT THEIR TRIP

2.2.1 Planning to drive up the Dempster - why or why not

Prior to entering the visitor centre in Dawson, 40% of the 137 visitors had decided to travel up the Dempster or had already travelled up the Dempster. Subsequent to their visit, 28% did not travel up the highway and 32% *changed their plans and DID travel up the Dempster*.

Sevety-six percent of the reasons for not driving the Dempster involved the time commitment. Other significant responses included road conditions (120A) and had already travelled the highway in the past (120/0). The major factors convincing people to change plans and head up the Dempster were: the visitor centre (39%) and word of mouth (400/0). Of those who did not travel the Dempster, 73% said they would take the trip if they were traveling in the north again.

2.2.2 Time Planning and Traveling

At the time of the survey, most visitors had been traveling for seven days on a trip that was planned to last for about four weeks. Most travelers (39%) had planned their trip 1 to 6 months in advance; 23% had planned in less than one month.

The question regarding number of members traveling with the interviewee was mis-interpreted by a number of visitors, and while we have corrected many of the errors, there were a few who escaped. There were five bus tour groups that, for

the sake of creating a more reasonable representation, have been excluded from the sample for the purposes of statistical analysis. The table average number of people traveling with the interviewee was 1.5, (SD=2.3).

2.2.3 Information Collected and Used

Most visitors (80%) had found out about the Dempster Highway through promotional material. Word-of-mouth (15%), and other sources (20%) such as books, were other significant sources for the idea of traveling to the “North.” Promotional materials included the Yukon and NWT vacation planners, the Milepost, AAA and CAA guide books, as well as a variety of maps. A number of visitors also used information gleaned verbally from fellow travelers who had just driven the Dempster - or who had driven the Highway in the past - about road conditions, what to expect along the way, and good places to stop.

2.2.4 Transportation

Visitors who were interviewed in Dawson used two main modes of transportation: 10% were driving their own RV, while 58% drove their own automobile (cars, campers, vans). Other modes of transport included motorcycles, hitchhiking, bicycle, and bus. Of these visitors, 59% stated that they had planned to drive the Dempster prior to stopping in the visitor centre.

Only 4% of those surveyed in Dawson were on a bus tour.

2.2.5 Accommodation

Most travelers stayed in campgrounds (at 68%), followed by hotels (9%) and motels (80%).

2.2.6 Reason for stopping in the Visitors Centre

Sixty-three percent of the visitors stopped in order to acquire Dempster Highway information. Thirty-seven percent answered in the “other” category; 28% identified their reason for stopping as general curiosity (“visit”).

Over 50% of respondents indicated that they had a familiarity with the history and/or location of the Dempster Highway, Inuvik, Tuktoyaktuk, Mackenzie Delta and the Beaufort Sea.

2.2.7 *Expenses*

Eighty-one percent of the travelers who drove the **Dempster** spent between \$0-\$20 for accommodation. The largest daily expense was **fuel**: the largest percentage of visitors (39%) of visitors spent between \$41 to \$80.

In terms of food, a number of visitors remarked that they had been warned by other travelers about the cost of food along the highway and in **Inuvik** and were told that if possible they should bring their own supplies with them for the trip. Perhaps as a result, 57% spent \$20 or less per day on food.

Sixty-six percent of the visitors spent less than \$21 on gifts and souvenirs. A few visitors did comment that visiting with some of the local carvers who were sitting outside their homes was a great experience, and that they did buy some work from these people directly.

2.3 EXPERIENCES AND THOUGHTS

2.3.1 *Information Missing*

Of the 70 visitors surveyed who had travelled the **Dempster**, 75% believed that there was sufficient information available for trip planning. Of the 24% who thought that information was lacking, the most common **informational** requests were for specific visitor guides, detailed maps, and **kilometre by kilometre** guides.

2.3.2 *What would have caused visitors to stay longer or take part in excursions*

Many visitors who answered this question gave multiple responses, the most common one (34% of the total responses) being the request for more information in regards to costs, highlights, times and itineraries for tours and excursions that leave from the **Inuvik** area. Another significant percentage (28%) felt that there was insufficient access to local carvers and artists; 14% would have liked to see some security arrangement for their vehicles.

2.3.3 *Thoughts about their visit*

Forty-one percent of the visitors had only positive comments about their visit to the Western Arctic; 3% had only negative comments. The largest percentage (49%) had both positive and negative comments. The vast majority of positive comments related to natural features; negative comments mostly related to the road although a number related to services.

3.0 INUVIK SURVEY SUMMARY

Over the course of the summer, surveys were undertaken at the information centre, in campgrounds, parks, and around the town site. Of the two hundred and forty-three visitors who were asked to participate in Inuvik survey, twenty-three (9%) declined to be interviewed.

3.1 WHO ARE THE TRAVELLERS

3.1.1 Visitor Demographics

Canadians were the largest percentage (47%) of travelers up the Dempster Hwy, followed by Americans (39%), and 14% were offshore visitors.

Fifty-seven percent of the visitors were employed: 42% of the visitors were retired; one percent were students, and only a fraction of a percent were unemployed. Of these travelers, 32% were aged 41-60 and 42% were aged over 61, with those aged between 21 and 40 at 19%.

The people traveling up the Dempster are a well-educated group with 49% having completed college/university (21% of which have gone on to complete - or are in the process of completing graduate degrees); 27% have had some university/college experience.

The largest percentage in any income bracket was 23% of the visitors with a household income of \$30,000-\$39,000. The next highest bracketed incomes (\$40-\$49,000 & \$50-\$59,000) were each represented by 15% of the visitors. Households with an income of greater than \$70,000 per annum accounted for 13% of the visitors.

3.1.2 Interests

When asked where their interests lay, visitor responses reflected the present trends for most of North America - wildlife viewing. Although visitors chose wildlife viewing as one of their main interests (90%), touring was chosen as a greater interest (92%). The next highest interest area was native culture at 86%. "The significance of these choices and other areas of interest that are low in the element of physical exertion is that they are in direct correlation with the age distribution of travelers to in Inuvik and along the Dempster - 42% of these travelers are aged 61 and older, and 32% are in the range of 41 to 60 years of age.

On the reverse side, 80% were *not at all* interested in hunting, while most other non-interested subjects (with the exception of kayaking, 56%, and power boating,

64%) were quite evenly distributed in the ranges from 'not at all' to 'very' interested.

3.2 ABOUT THEIR TRIP

3.2.1 Time Planning and Travelling

The largest percentage of visitors (38%) are planned more than a year in advance. Very few people arrive into Inuvik with less than one month of planning (1%).

Most visitors are also traveling for extended periods of time; the trip up the Dempster is quite often only one segment of a planned journey. Four and eight week travel periods accounted for 18.3% of travelers equally; two week (17.80%) and three month (14.60%) are the next popular lengths in terms of total planned traveling time for their present journey. A few visitors had been traveling for extended periods of months and years; most of these people were retired travelers driving RV's. While a number of visitors were surveyed at an average of approximately 20 days into their trip, a good many still had substantial time left in their travel itineraries.

Of the total surveyed, 90% gave sightseeing as their main focus for their trip, with wilderness adventure mentioned second at 63%.

Our question about number of people traveling with the surveyed party was misinterpreted by a number of visitors, and while we tried to catch most of the errors, there were a few who escaped as well as a group of 38 who were not part of a bus tour who also created a problem in the statistics. With these anomalies removed, the average number of people traveling with the survey subject was 1.4 (SD=1.49).

3.2.2 Information Collected and Used

Most (85%) of the information that was collected and used for trip planning was promotional material e.g. Yukon and NWT vacation planners, the Milepost, AAA and CAA guide books, as well as a variety of maps. Twenty-five percent cited friends and relatives as sources for travel information and ideas.

When asked how visitors had found out about Inuvik and the Dempster Highway, 73% cited promotional material as information sources for the idea of traveling to the "North;" 17% cited the information received from the information centres (at least 2% from the Dawson Centre) caused them to decide to drive up the Dempster. Another 56% of the visitors also used information gleaned verbally from fellow travelers who had just driven the Dempster, or who had driven the

Highway in the past, in regards to road conditions, what to expect along the way and good places to stop.

3.2.3 Transportation

Visitors who were interviewed in **Inuvik** used three main modes of transportation: 41% were driving their own RV, 27% their own automobile (cars, campers, vans), and 19% flew into **Inuvik**. Other modes of **transport** included motorcycles, hitchhiking, bicycle, and bus.

Only 3% of the visitors surveyed in **Inuvik** were part of a bus tour.

Another point of note is that 59% of the travelers had planned to drive up the **Dempster Highway** and visit **Inuvik** before they arrived in the North, and 41% stated that they had not planned to drive up the **Dempster** prior to arriving in the North.

3.2.4 Accommodation

When looking at the mode of transportation statistics, it is obvious as to which type of accommodation is the most utilized: campgrounds at 68%, then hotels at 14%, and bed and breakfasts' at 8%.

Our question regarding how many days were being spent in **Inuvik/Western Arctic** reflected a design error in that the option "2 to 7 days" was unnecessarily large. We suspect -on the basis of personal observation and discussions with knowledgeable individuals - that a great majority of the people (probably 60% of the 830A) who answered "2 to 7 days" more than likely were including the time spent on the **Dempster Highway**, not just their time in **Inuvik**. A majority of visitors probably spent one to two nights in **Inuvik** and then began the return trip down the **Dempster** sometime the following day. It takes most visitors two full days of travel to reach **Inuvik** from the **Klondike Highway** junction, and the same amount of time for the way back down. The 11% who answered overnight, probably answered for their time spent in **Inuvik**, as that is where the survey was taking place.

3.2.5 Activities

Of the most popular activities and stops, Fort McPherson rated highest at 75%, with Arctic Red and **Nitainlari Park** at 33% and 32% respectively.

While in the **Inuvik** area, 42% of the visitors stated that they did or had planned to take a flightseeing tour of the Mackenzie Delta, and 73% made the trip to Tuktoyaktuk (it is possible that some of the visitors felt that the trip to Tuk

included the tour of the Delta.). Another popular excursion was boat cruises of the Mackenzie (28%) and the trip to Aklavik (17'XO).

In Inuvik, 48% of the visitors stayed at Happy Valley campground and 21% visited Chuk Park, as well as various other sites in the community.

3.2.6 *Expenses*

The many visitors who drove an RV or car/camper up the Dempster, and used campgrounds for accommodation spent an average expenditure of \$0-\$20 per day on accommodation. Those staying at hotels, motels, and Bed and Breakfast's spent from \$101-\$300. The largest percentage (47.1%) of visitors spent between \$41 to \$80 per day for fuel for their vehicles.

A number of visitors remarked that they had been warned by other travelers about the cost of food along the highway and in Inuvik and were told that if possible they should bring their own supplies with them for the trip. Reflecting on this comment though, we found that the amount of money spent on food per day was fairly evenly distributed amongst three groups: 36.5% spent between \$0-\$20 for food; 35.6% spent \$41-\$80 per day on food; and 23.1% spent \$21-\$40 per day.

The largest percentage of visitors (43.7%) spent less than \$0-\$20 per day on souvenirs. There were a number of reasons cited: cost was the main one; others commented on what they perceived to be a limited selection. Of those who did purchase crafts/artwork, 27.7% spent between \$101-\$300. A few visitors did comment that visiting with some of the local carvers who were sitting outside their homes working, was a trip highlight and that they did buy some work from these people directly.

3.3 *EXPERIENCES AND THOUGHTS*

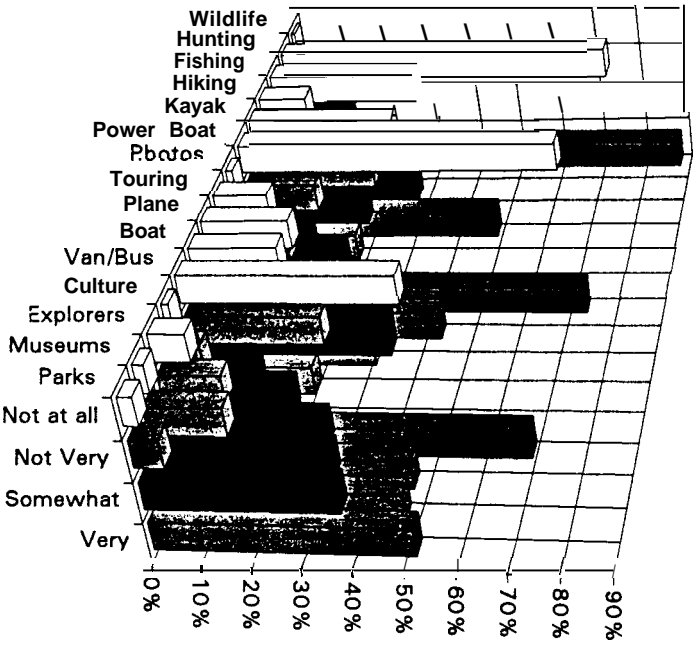
3.3.1 *Information Missing*

Of the 210 visitors who responded to this question, 86% believed that there was sufficient information available for trip planning. Of the twenty-nine visitors who thought that information was lacking, 67% believed that the existing information about the Dempster Highway was insufficient (37% requested general highway information, 17% felt signage was needed, and 13% felt that a kilometre by kilometre guide for the highway is greatly needed), while 20% felt that cultural information was inadequate.

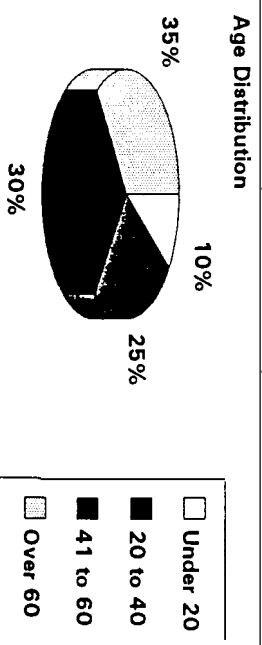
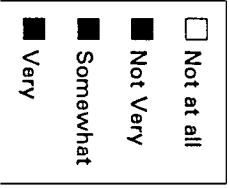
Dawson Survey - Areas of Interest

	Sightseeing										Visiting					
	Wildlife	Hunting	Fishing	Hiking	Kayak	Power Boat	Photos	Touring	Plane	Boat	Van/Bus	Native	Culture	Explorers	Museums	Parks
Not at all	1	1	99	49	141	43	90	2	18	19	28	35	8	1	21	8
Not Vary	1	12	17	10	35	20	2	18	19	28	35	8	1	1	21	8
Somewhat	14	12	35	44	31	16	30	40	46	48	16	31	42	42	47	52
Varv	120	10	36	67	26	4	100	57	41	26	18	95	63	64	70	

	Sightseeing										Visiting				
	Wildlife	Hunting	Fishing	Hiking	Kayak	Power Boat	Photos	Touring	Plane	Boat	Van/Bus	Native	Culture	Explorers	Museums
Not at all	1%	74%	33%	10%	32%	59%	1%	12%	15%	15%	49%	1%	0%	4%	5%
Not Vary	1%	9%	12%	7%	20%	13%	1%	14%	13%	14%	40%	0%	0%	12%	10%
Somewhat	10%	9%	26%	33%	23%	12%	22%	31%	35%	38%	13%	23%	32%	32%	39%
Varv	88%	8%	26%	50%	19%	3%	74%	44%	32%	21%	14%	70%	48%	48%	52%
No. Responded	99%	97%	100%	99%	99%	95%	99%	93%	93%	91%	91%	93%	90%	90%	90%



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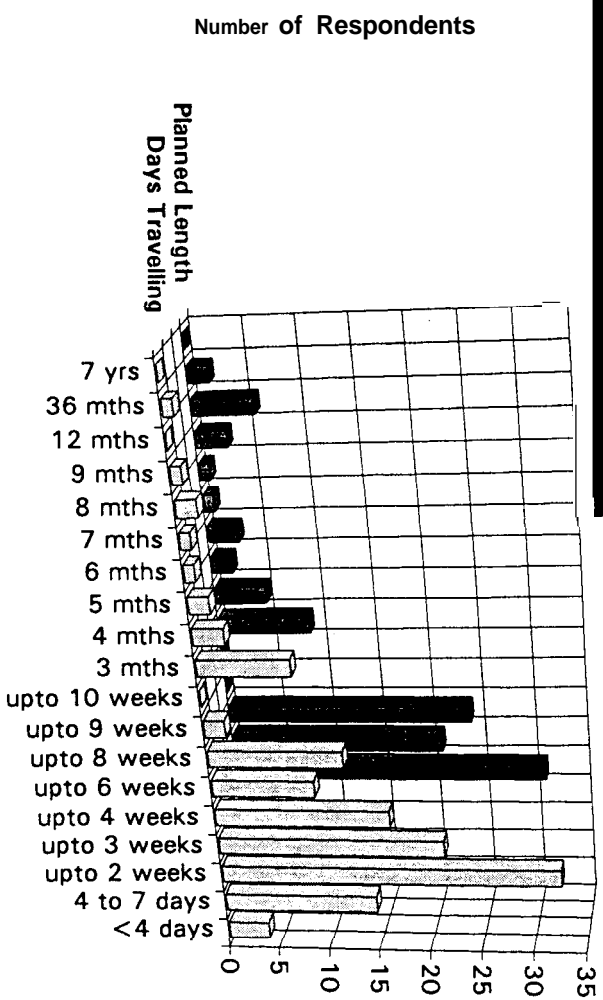


Dawson Survey

Planned Length

Planned Length	Days Travelling
< 4 days	5
	11
	22
	17
upto 4 weeks	31
upto 6 weeks	21
upto 8 weeks	24
upto 9 weeks	0
upto 10 weeks	0
	4
	2
	7
	1
	1
	7
	1
	11
	1
Respondents	127

Planned Length and Present Journey Length

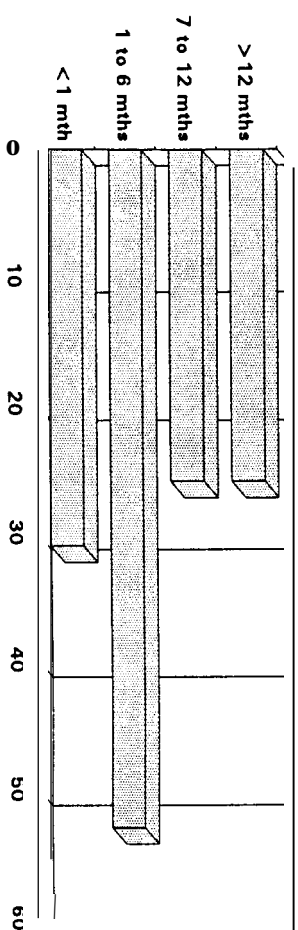


< 1 mth
1 to 6 mths
7 to 12 mths
> 12 mths

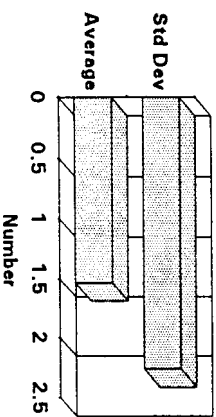
Advance Planning

31
53
26
26

Advance Planning

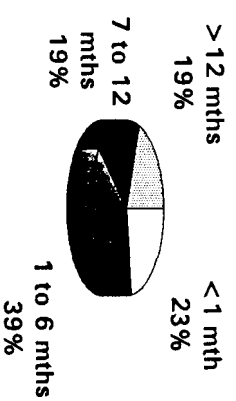


People Travelling With You



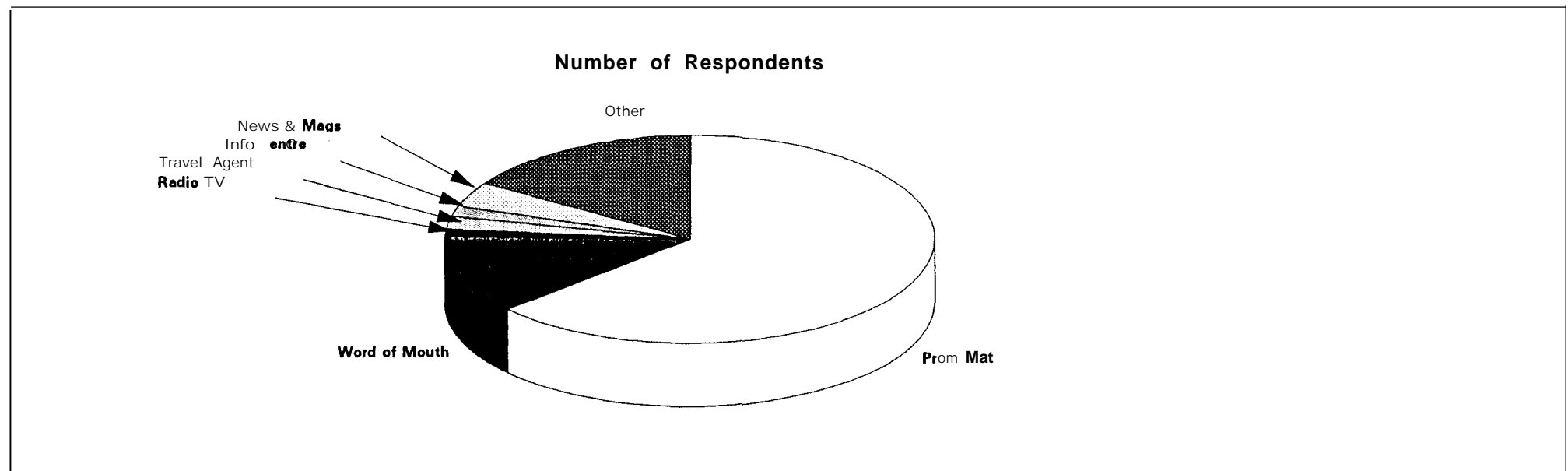
Note: These numbers do not include 5 bus tours totalling 221 people. If these were included, the Std.Dev would be 8.4 and the Average would be 3.1

Advance Planning

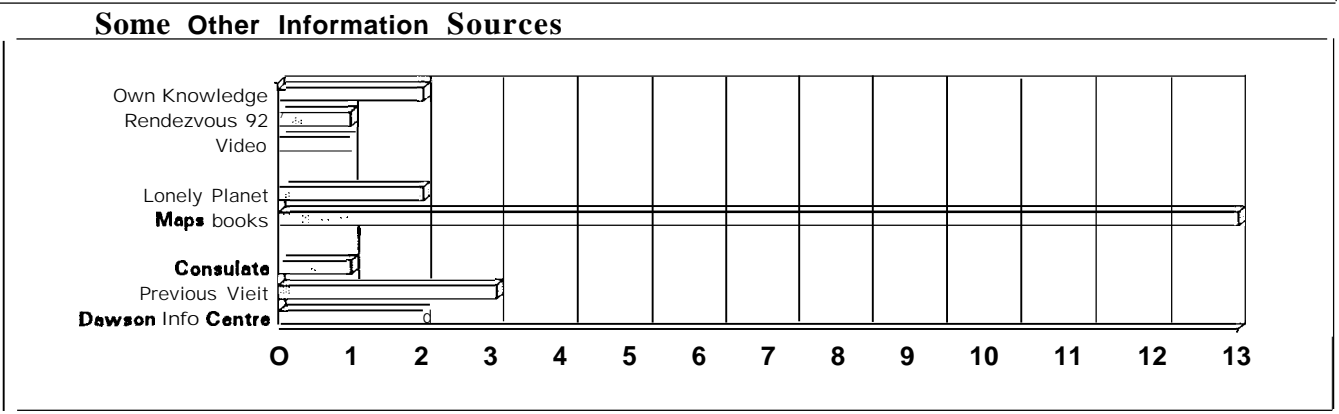


Dawson Survey - Type of Information Used Prior to Leaving Home

	Prom Mat	Word of Mouth	Radio TV	Travel Agent	Info Centre	News & Mags	Other
Number of Respondents	110	21	2	3	3	7	27
PCT of Total Resp.	80%	15%	1.4%	2%	2%	5%	20%

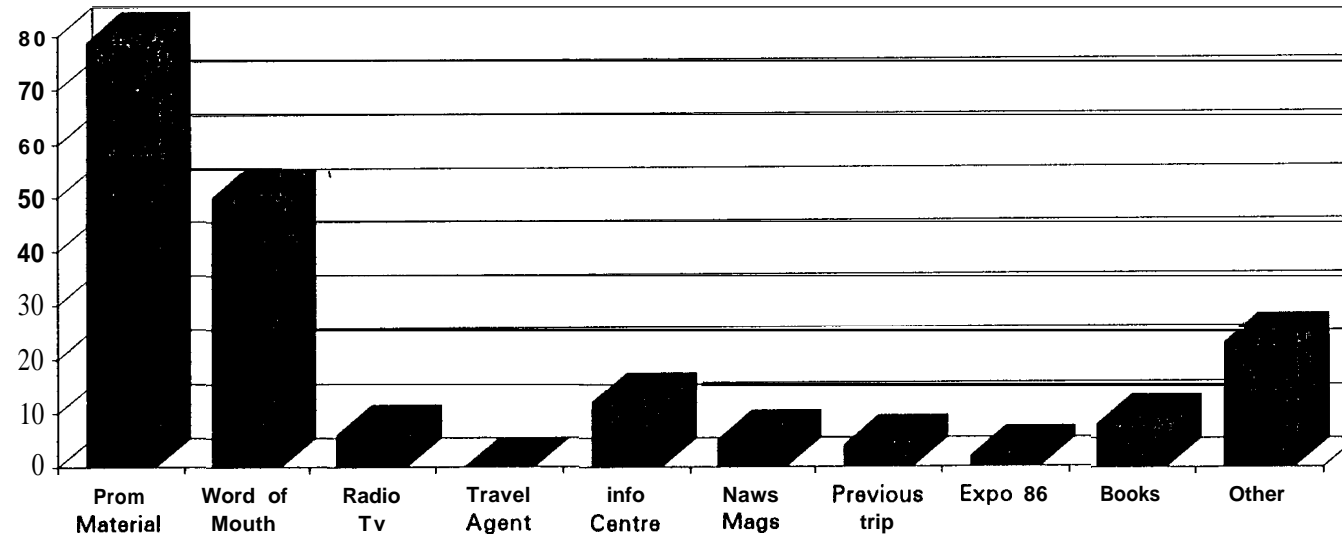


Other	Number
Dawson Info Centre	2
Previous Visit	3
Consulate	1
Maps books	13
Lonely Planet	2
Video	1
Rendezvous 92	1
Own Knowledge	2

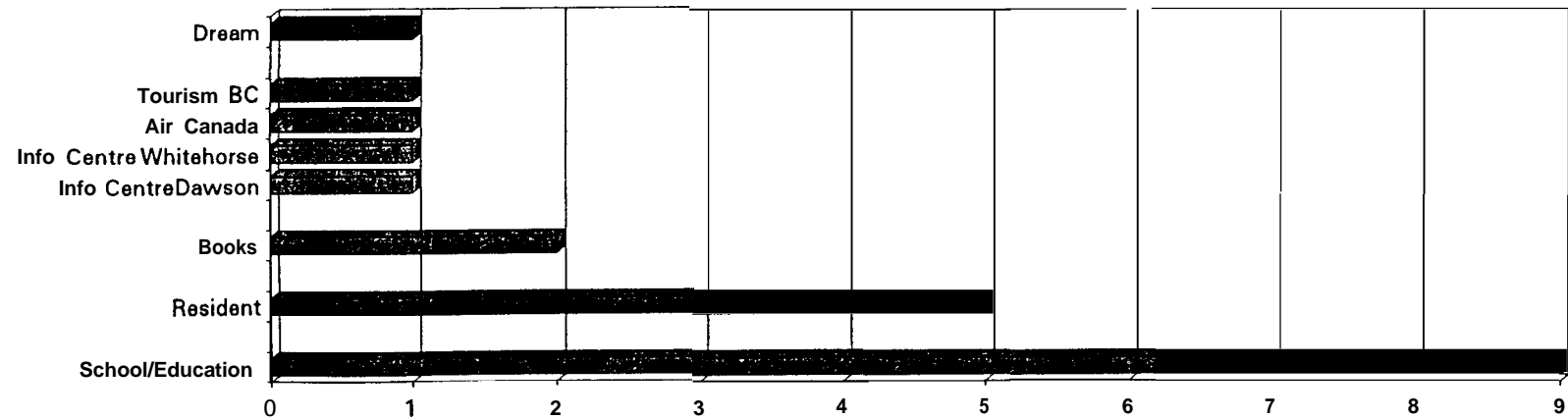


Dawson Survey - How Did You Find Out About the North?

	Prom Material	Word of Mouth	Radio Tv	Travel Agent	Info Cent	News Mags	Previous trip	Expo 86	Books	Other
Respondents	79	50	6	0	12	5	4	2	8	23
Pct of Respondents	58%	36%	4%	0%	9%	4%	3%	1.740	6%	17%



Other Comments re: Sources of Information

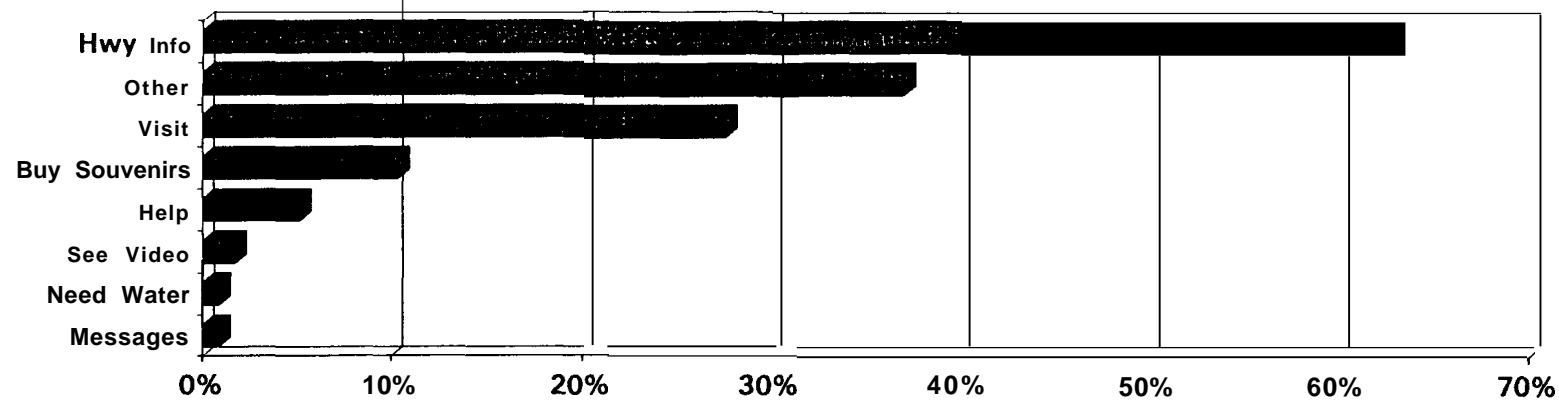


Dawson Survey - Why Did You Visit This Visitor Centre

	Visit	Buy Souvenirs	See Video	Need Water	Messages	Help	Hwy Info	Other
Response	32	12	2	1	1	6	73	43
Pct of Responses to Question	28%	10%	2%	1%	1%	5%	63%	37%

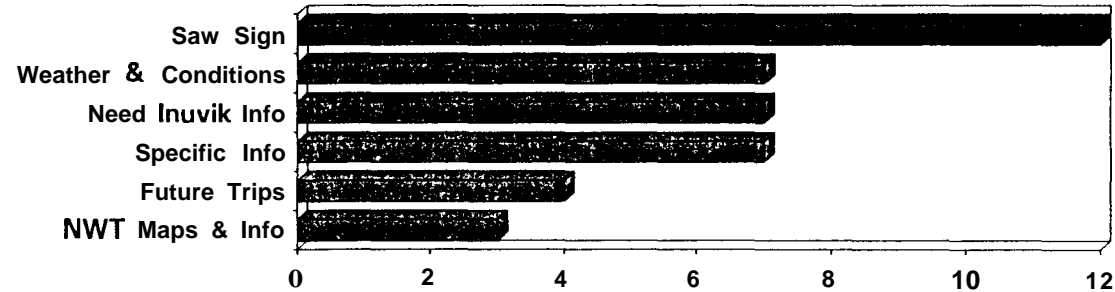
Total Responses 116

Pct of Responses to Question



Other Reasons

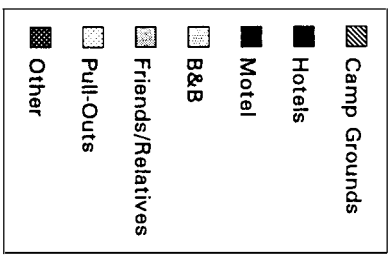
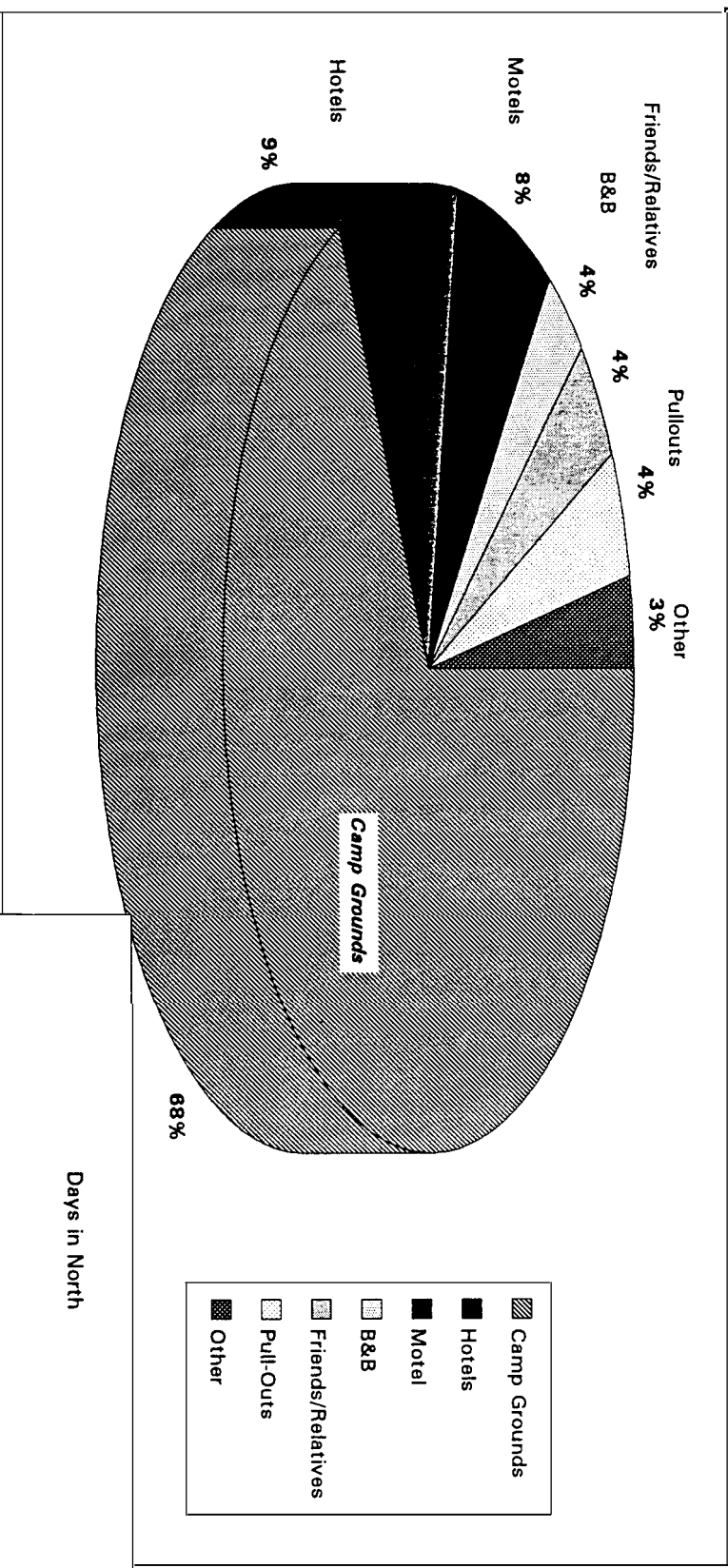
Saw Sign	12
Weather & Conditions	7
Need Inuvik Info	7
Specific Info	7
Future Trips	4
NWT Maps & Info	3



- Specific* Comments
- Western Arctic, NWT
- Tombstone information
- Tour Times, Dates
- Tours out of Inuvik
- Hike & Paddle info
- Northern Lights info
- History

Dawson Survey - Types of Accommodation Used & Days Spent in North

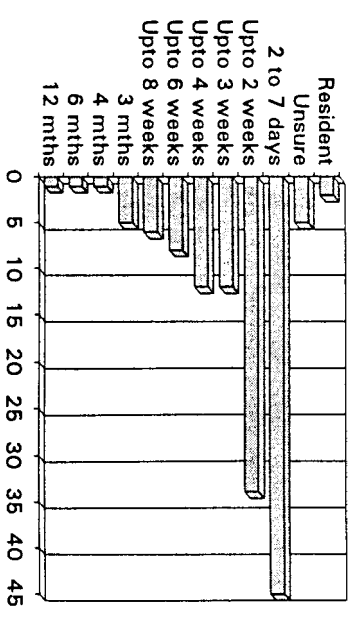
Accommodation		Camp Grounds	Hotels	Motels	B&B	Friends/Relatives	Pull-Outs	Other
Number of Responses		113	13	13	12	12	12	12
		83%	9%	9%	8%	4%	4%	4%



Days in North

Responses	Pct
Resident	2
Unsure	5
2 to 7 days	45
Upto 2 weeks	34
Upto 3 weeks	12
Upto 4 weeks	12
Upto 6 weeks	8
Upto 8 weeks	6
3 mths	5
4 mths	1
6 mths	1
12 mths	1
Total	132

Days in North

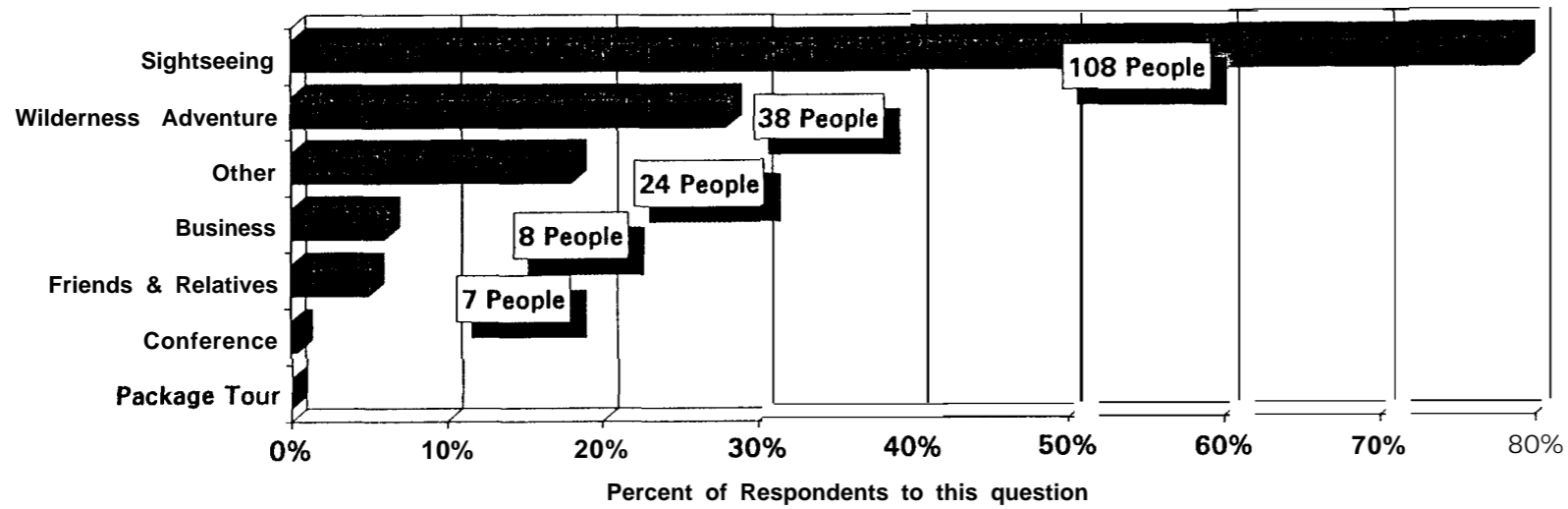


DAWSON SURVEY STATISTICS

Dawson Survey

		& R	B	O	W	
				6	8	8
						9

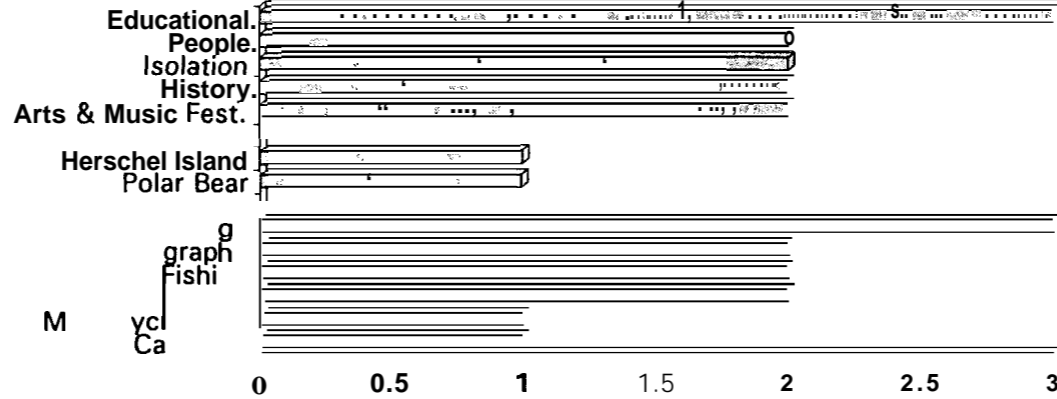
Reason for Trip to North



Number of People With Other Reasons

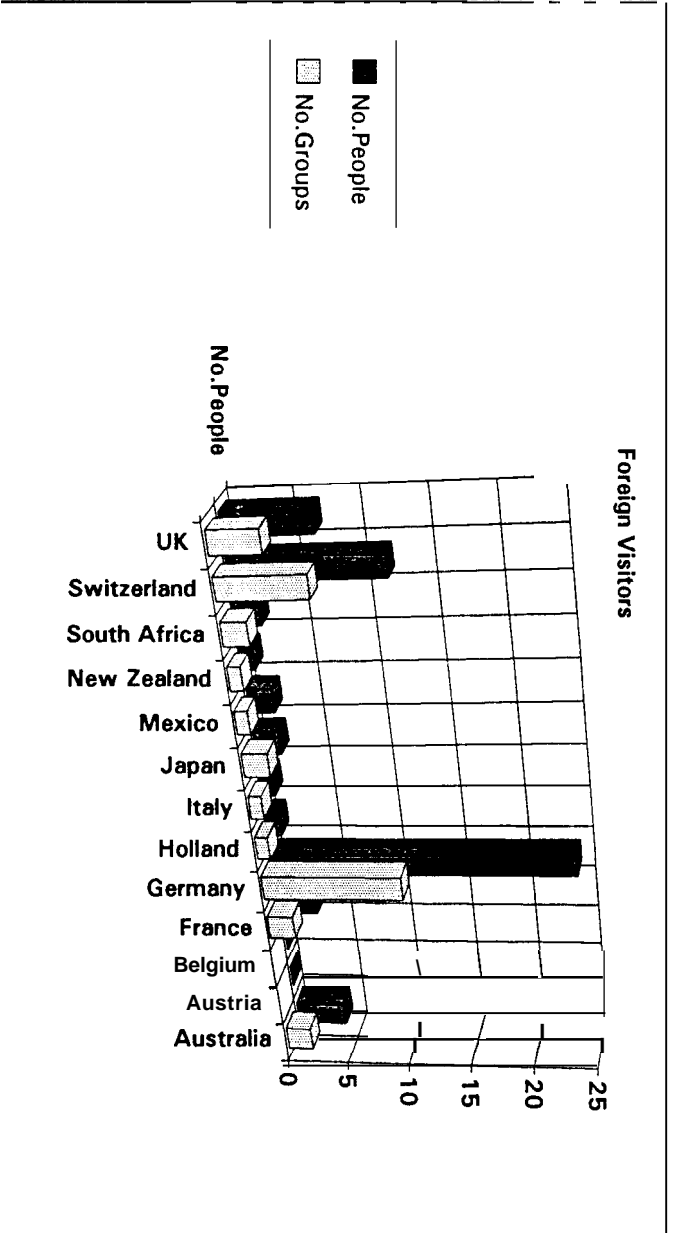
- Canoeing
- Motorcycle Rally
- Bicycle Tour
- Fishing
- Photography
- Nothern Challenge
- Polar Bear
- Herschel Island
- Arts & Music Fest.
- History
- Isolation
- People
- Educational

- 1
- 1
- 2
- 2
- 2
- 3
- 1
- 1
- 2
- 2
- 2
- 2
- 3

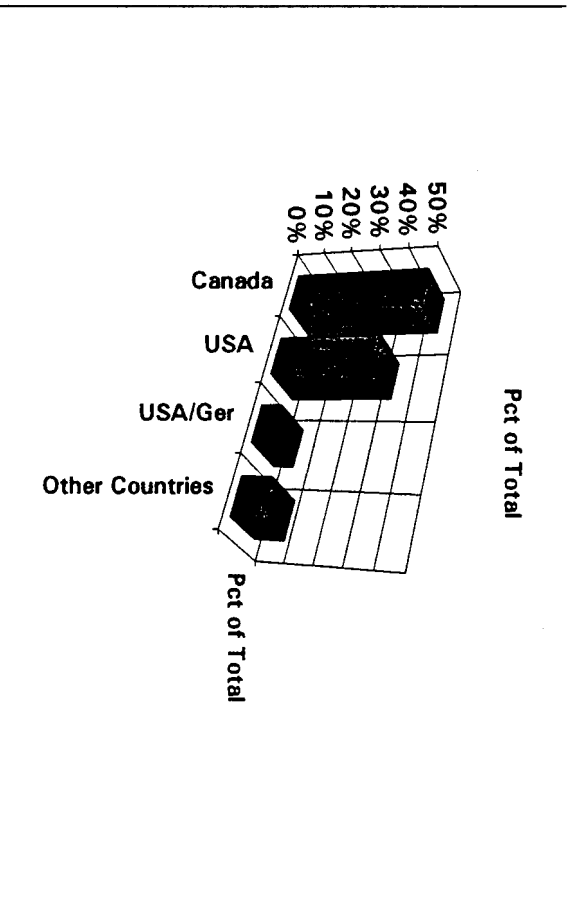
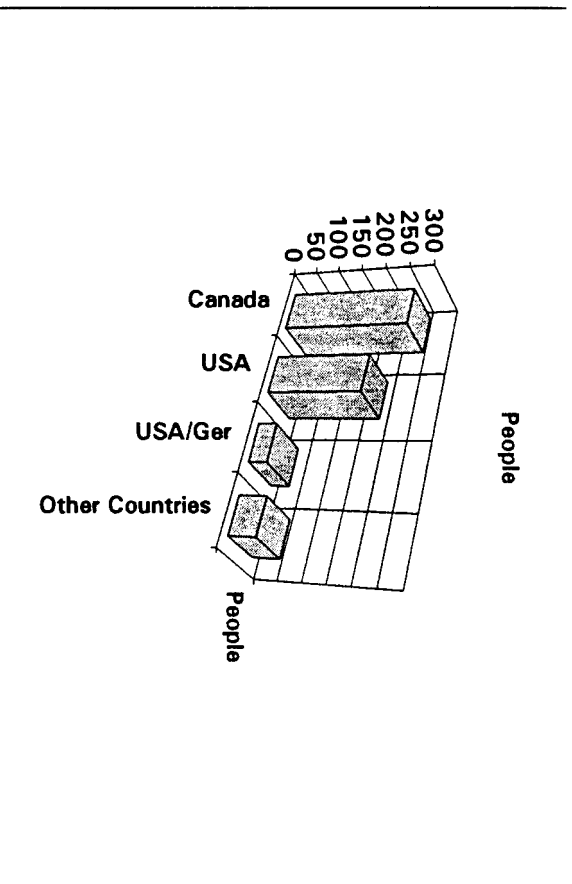


Dawson Survey - Distribution of Population

Country	No. People	No. Groups
Australia	4	1
Austria	11	1
Belgium	1	1
France	3	2
Germany	24	11
Holland	1	1
Italy	1	1
Japan	2	2
Mexico	2	1
New Zealand	1	1
South Africa	1	1
Switzerland	1	1
UK	1	1
US/Ger	39	1



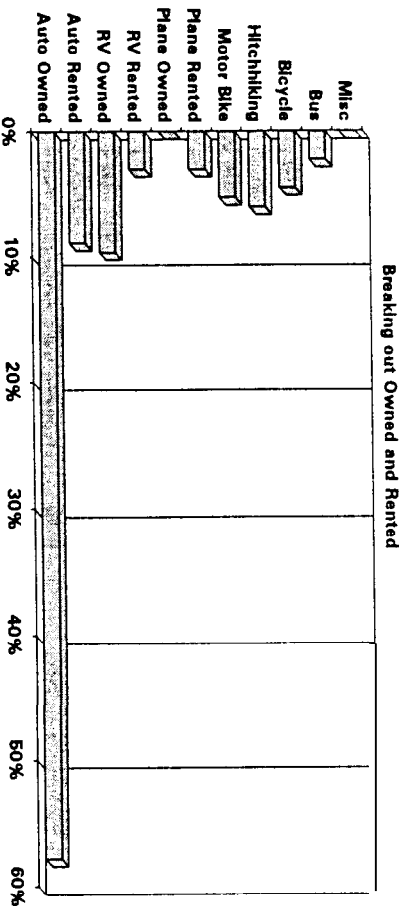
Country	People	% of Total
Canada	257	47%
USA	196	36%
USA/Ger	39	7%
Other Countries	59	11%
Total	551	100%



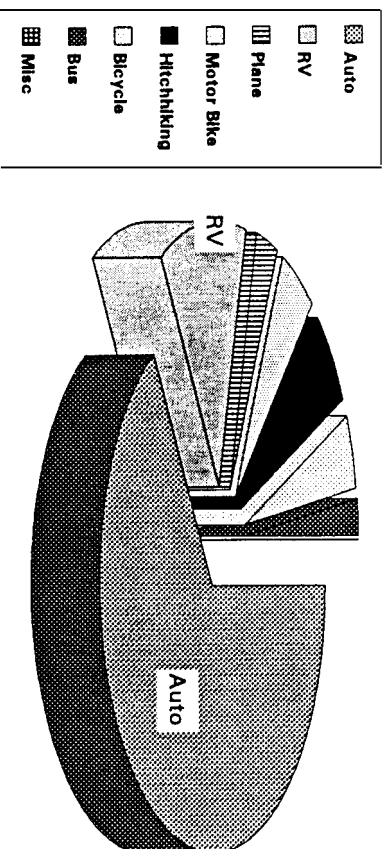
Dawson Survey - Transportation

Number	Auto		RV		Motor Bike		Hitchhiking		Bicycle		Bus		Misc	
	Owned	Rented	Owned	Rented	Owned	Rented	Owned	Rented	Owned	Rented	Owned	Rented	Owned	Rented
Category	70	12	13	4	0	4	7	8	6	3	0	0	0	0
	95%	15%	97%	3%	0%	100%	37%	57%	4%	2%	0%	0%	0%	0%

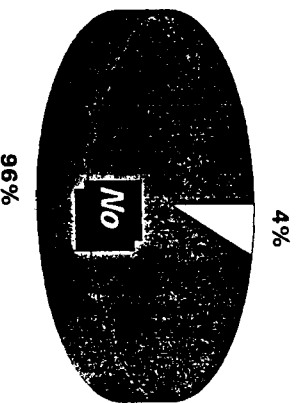
Distribution of Transportation



Distribution of Transport



Organized Bus Tour?



Planned to Drive Dempster



Dawson Survey - Demographics

Occupation

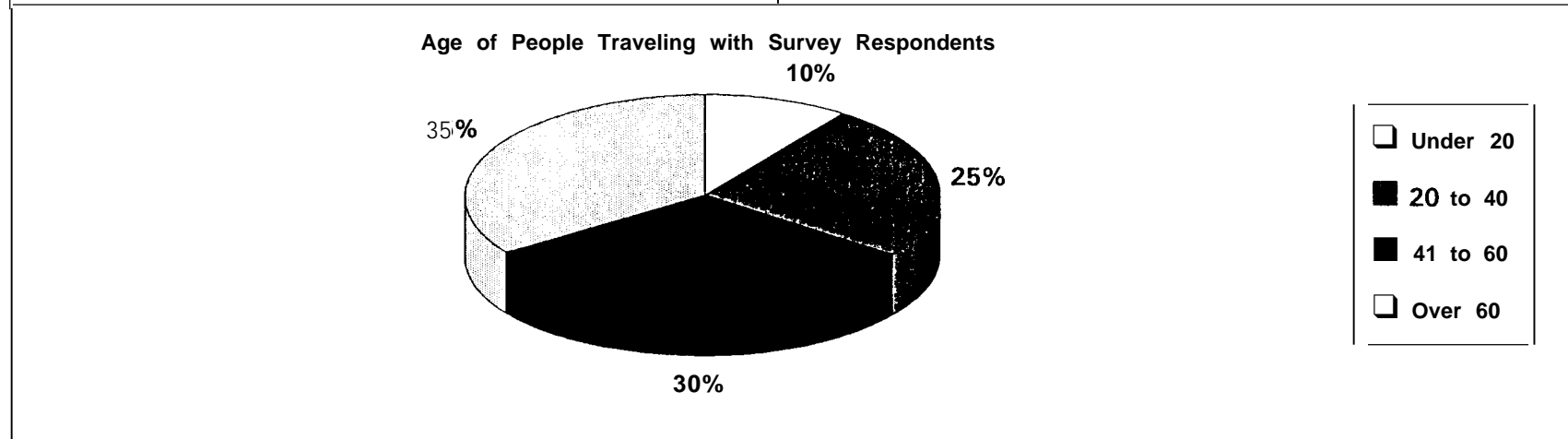
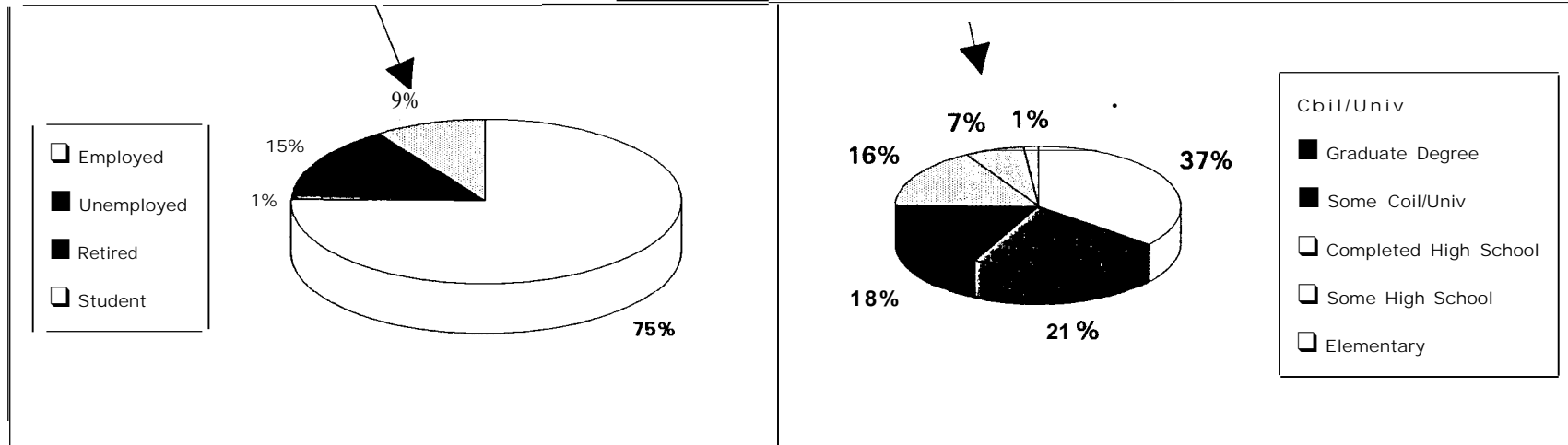
	Number
No. Q. Respondents	134
Employed	101
Unemployed	1
Retired	20
Student	12

Education

	Number
No. Q. Respondents	136
Coil/Univ	49
Graduate Degree	29
Some Coil/Univ	25
Completed High School	22
Some High School	9
Elementary	

Age

	Number
Under 20	55
20 to 40	138
41 to 60	165
Over 60	187



4.2.1 Time Planning and Travelling

Both groups cited the same principal reasons for traveling to the North: sightseeing and wilderness adventure.

In terms of planned lengths of trips, the **Dawson** surveyees **travelled** - or planned to travel - for longer periods of time than the **Inuvik** participants; especially in time frames of less than four days (4% vs 1%), four week (24% vs 18%) and six week (17% vs 10%) periods, as well as extended periods of time such as twelve months (54% vs 40%).

In relation to days **travelled** at the point of participating in the survey, both the **Dawson** and **Inuvik** visitors were very similar in that most were in the early stages of their trips. Where the similarity stops however is in the time in advance planning. The **Dawson** participants by far are short-time frame **planners** of 1 to 6 months (39%) as opposed to the **Inuvik** participants of whom the largest percentage (38%) spent over 12 months planning their trips.

4.2.2 Information Used and Collected

For both groups of visitors the most common form of information used and collected prior to and during their trip was promotional material produced by the Yukon and NWT governments, as well as maps, CAA and AAA travel books, and the Milepost. Of the significant changes, the "other" section of information used was 20% in the **Dawson** survey as opposed to 6% in the **Inuvik** survey - most of this information was in the form of personal knowledge, school, and other books both fiction and non-fiction.

4.2.3 Transportation

In both of the surveys the most common forms of transportation were autos (cars, vans, campers) and **RV's**, but that is where the similarity ended. There was a significant change in the ratio of autos, **RV's** and planes between both surveys. The ratios are as follows:

Auto :	32% in Inuvik vs	67% in Dawson
RV :	42% in Inuvik vs	13% in Dawson
Plane:	19% in Inuvik vs	3% in Dawson

The ratios of those on an organized bus tour and those who had planned to drive the Dempster prior to arriving in the North were virtually the same.

4.2.4 *Accommodation*

Once again the ratios between the Inuvik and Dawson data was of similar distribution in both surveys in terms of accommodation. Campgrounds remained at 68%, but the percentage of hotel use lowered by 5% in the Dawson survey. Bed and Breakfast use was also lower in the Dawson survey -by 4% - as opposed to the Inuvik survey. Other forms of accommodation such as pullouts (4%) and motels (8%) were factors in the lower use of hotels and Bed and Breakfasts in the Dawson survey.

4.3 EXPERIENCES AND THOUGHTS

4.3.1 *Information Missing*

In both the Inuvik and Dawson surveys participants were generally satisfied with the information available to travelers in the Western Arctic. The Inuvik visitors seemed to more impressed with the information they had collected along the way than the Dawson visitors - 86% vs 74% - and were not as concerned with the service information as the Dawson visitors were focusing more on cultural and general highway information.

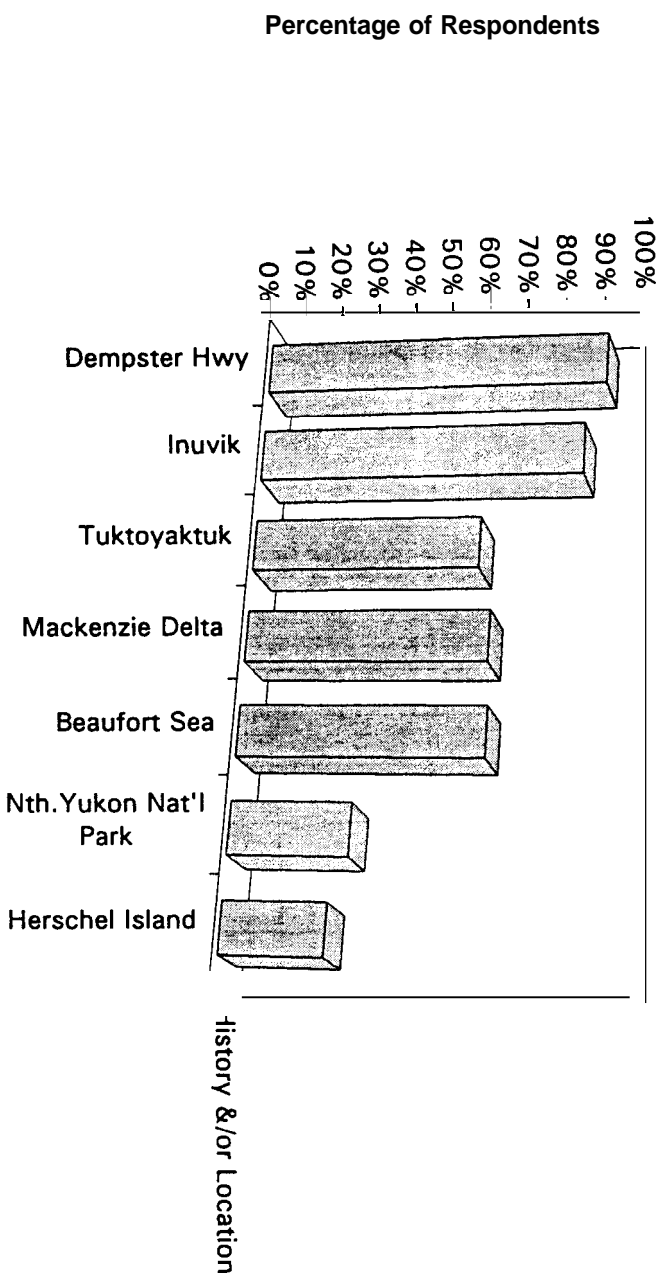
4.3.2 *What would have caused visitors to stay longer or takepart in excursions*

Many visitors who answered this question gave multiple responses, the most common one (34% for Dawson; 48% for Inuvik) being the request for more information in regards to costs, highlights, times and itineraries for tours and excursions that leave from the Inuvik area. Another significant percentage (28%/27%) felt that there was insufficient access to local carvers and artists. Fourteen percent of visitors originating in Dawson would have liked to see some security arrangement for their vehicles; 15% of the Inuvik responses noted a lack of cultural activities such as drum dances, craft fairs, and cultural centres with on-going activities

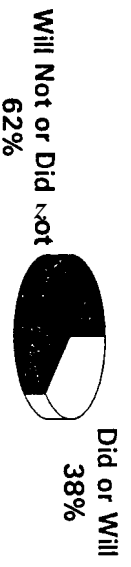
4.3.3 *Thoughts about their visit*

Approximately half of both surveyed groups had both positive and negative comments to make about their experience. In both cases the positive comments were most often related to the natural experience along the highway. Negative comments tended to focus on the road conditions (particularly in NWT) and on costs.

Dawson Survey - Familiarity with History and/or Local Culture



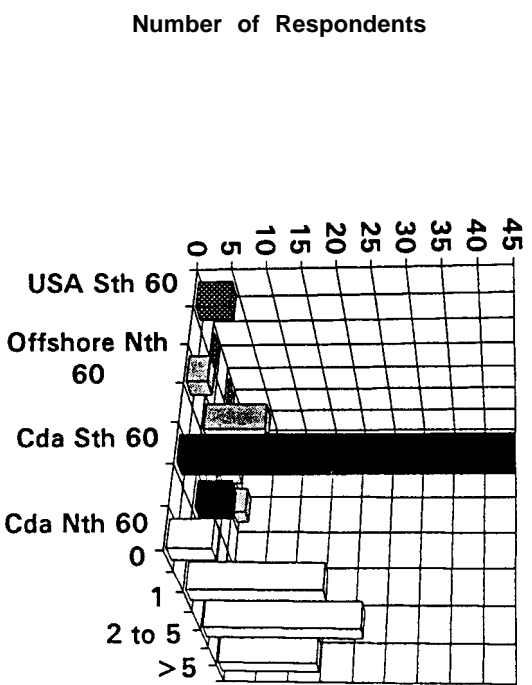
Travel Dempster



1 2 3 4 5 6 7 8 9 10 11 12

Dawson Survey- How Far Travelled North and Number of Times

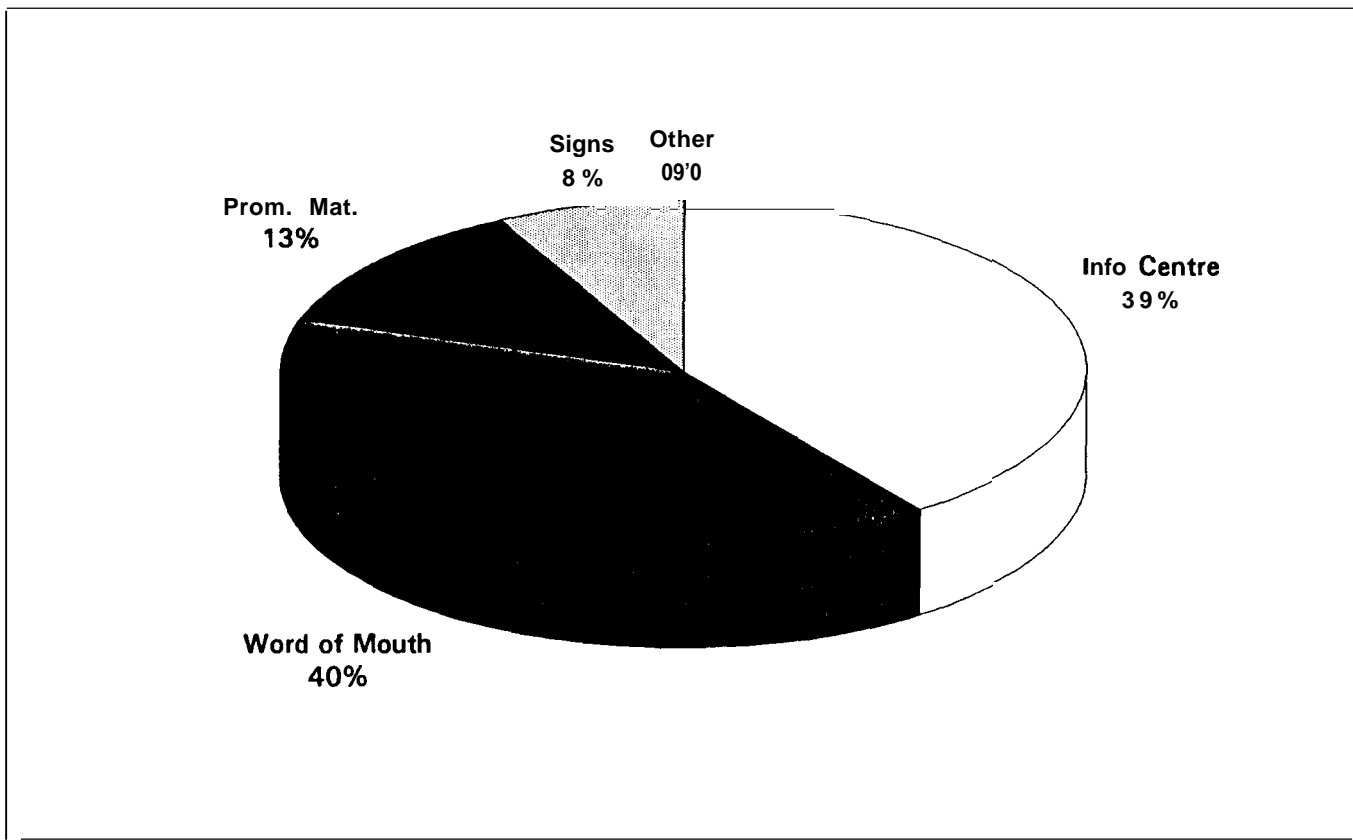
How Far North	Number of Times					Grand total
	0	1	2 to 5	> 5		
Cda Nth 60	6	19	23	15		63
Cda Sth 60	45	5	0	0		50
Offshore Nth 60	3	9	3	2		17
USA Sth 60	5	0	0	0		5
Grand total	64	33	26	17		135



DAWSON TAKEAWAY SURVEY STATISTICS

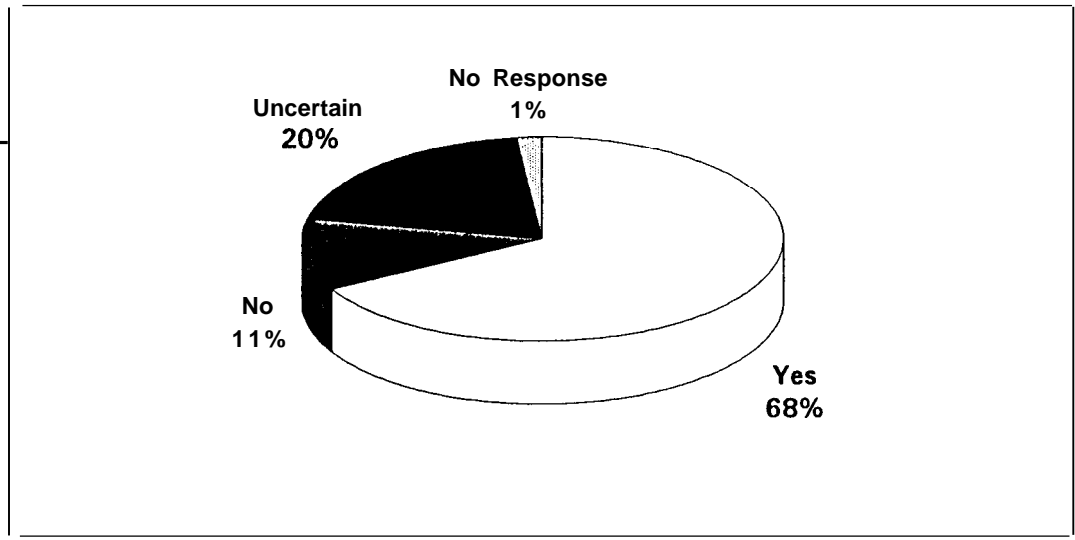
Takeaway Survey - What Changed Mind - Those that Drove Dempster

Info Centre	16
Word of Mouth	16
Prom. Mat.	5
Signs	3
Other	2



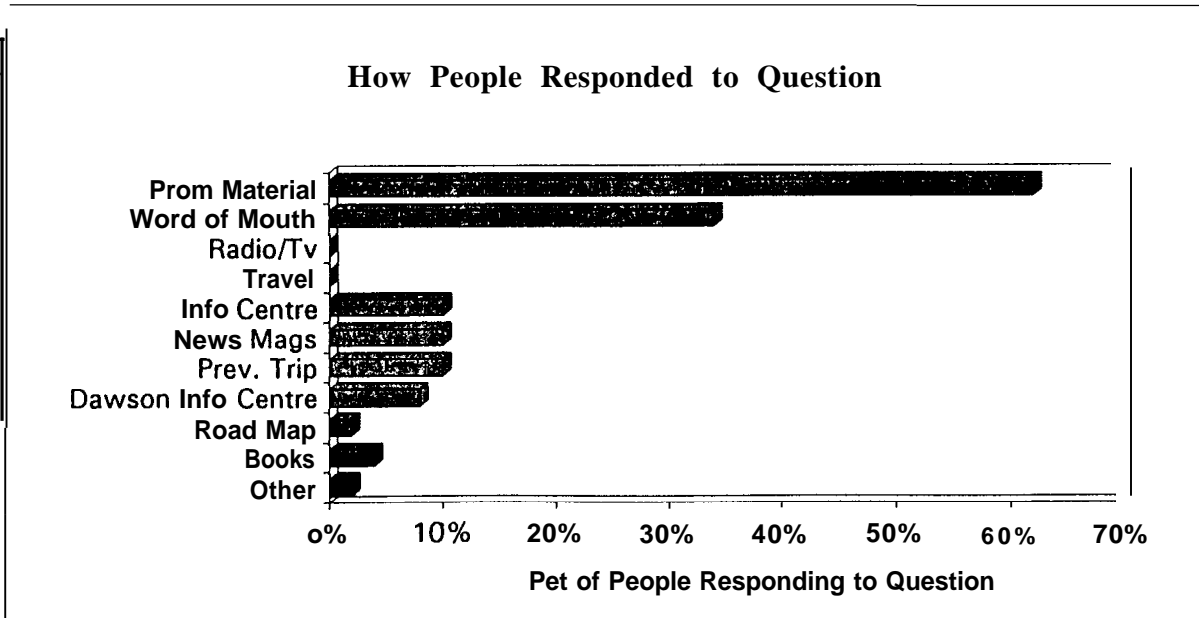
Takeaway Survey - Prior Plans - Those That Travelled The Dempster

Prior Plan to <i>Drive</i>	
Yes	47
No	8
Uncertain	14
No Response	1



Where Did You Discover Dempster Info?

Prom Material	31	62%
Word of Mouth	17	34%
Radio/Tv	0	0%
Travel	0	0%
Info Centre	5	10%
News Mags	5	10%
Prev. Trip	5	10%
Dawson Info Cent	4	8%
Road Map	1	2%
Books	2	4%
Other	1	2%
Respondents	50	



✓ #9

SURVEY FOR TRAVELLERS WHO HAVE VISITED THE DAWSON CENTRE

We would like to thank you for **taking the time to complete this survey** for us. **Your** information and opinions are vital to us in order **that we can improve** on your, and future visitors, experiences in the **Northwest** Territories and along **the Dempster** Highway. When you answer these questions we would appreciate as much honesty and candor as possible, keeping in mind that your answers and remarks will be kept confidential.

If you have decided NOT to travel the Dempster Highway, please answer the following 5 questions, and drop the survey into a mailbox on your way out of the North.

If you HAVE decided to drive the Dempster Highway, or are on a bus tour please answer the questions beginning on page 4.

1) **What factors deterred you from driving the Dempster Highway?**

The drive would take too much time

Travel time allotted for the complete trip does not permit the extra time needed to travel the **Dempster** Highway

The added expense of traveling up to **Inuvik** is too much

The drive and the Western Arctic does not interest me strongly enough

Could not find enough information about the **Dempster** Highway to feel comfortable driving it

Was not aware of the highway's existence

Other (please specify) _____

2) If lack of information deterred you from traveling the Dempster, what information you would like to see in order to make a more informed decision?

3) If you were to travel to the north again would you make the time to travel the Dempster Highway up to Inuvik?

(Circle one) **YES** NO UNCERTAIN

4) What has been your average expenditure per day on the following while traveling in the North?

Accommodation \$ 15⁰⁰ Food \$ 20⁰⁰ Gas/Fuel \$ 20⁰⁰
Souvenirs \$ 10⁰⁰ Miscellaneous Items \$ 25⁰⁰

5) Are there any other comments you would like to make in regards to this survey, and your experience in traveling through the north?

Once again we would like to thank you for taking the time to answer this survey. We hope that your journey has been a pleasant one and that you plan to visit us again in the future.

5) If NO:

a) How far are you travelling up the Highway before returning south?

1% irba@L S ALASKA

b) Why have you decided not to drive to Inuvik?

We are traveling with a PMGA2=-
and do not have time

6) What areas of personal interest convinced you to make the trip? Please indicate by number - 1 is the most important factor, 2 would be the second most important factor, etc.. Leave blank if not a factor at all.

Interest in the history of the area?

Interest in the landscapes and wildlife?

Curiosity and adventure?

General interest - did not know of the Highway's existence prior to stopping in Dawson, and had the time to explore the area.

Wanted to cross the Arctic Circle

Wanted to learn more about aboriginal peoples

Wanted to see the Arctic

Wanted to see the Arctic Ocean

Other (please specify) _____

7) Did you participate in any of the following activities available along the Dempster Highway or from Inuvik?

Visited Fort McPherson

Visited Arctic Red River

Boat cruises on the Mackenzie River

Flightseeing tours of the Mackenzie Delta

Visited Tuktoyaktuk

Visited Sachs Harbour on Banks Island

Visited Herschel Island Territorial Park

Visited Northern Yukon National Park

Visited Aklavik

Visited Paulatuk

Other (please specify) _____

8) **Would any of the following options have caused you to participate in full day, overnight or longer excursions from Inuvik?**

security compound for vehicle

More extensive information on what would be seen on these excursions

increased opportunities to purchase crafts from the artisans

organized packaged tours to the coast

other (please specify) _____

9) **What have been some of your most satisfying experiences whilst traveling along the Dempster Highway or in Inuvik?**

10) **What were your least satisfying experiences while traveling up the Dempster Highway or in Inuvik?**

11) **What has been your average expenditure per day on the following while traveling along the Dempster and in Inuvik?**

Accommodation \$ _____ Food \$ _____ Gas/Fuel \$ _____

Souvenirs \$ _____ Miscellaneous Items \$ _____

12) **Did you feel that the travel information available to you was sufficient to your needs whilst driving the Dempster Highway?**

(Circle one) YES NO UNCERTAIN

13) **If no, what type of travel information do you feel was lacking?**

14) **Are there any other comments or suggestions which you would like to pass onto help us improve our services for visitors?**

Once again we would like to thank you for taking the time to answer this survey. We hope that your journey has been a pleasant one and that you plan to visit us again in the future.

If you would like to receive a small gift in appreciation for participating in this survey, and additional information on the Western Arctic and the rest of Canada's Northwest Territories, please enter your name and address Now:

Name: _____

Street/Apt #: _____

City: _____

Province/State: _____

Country: _____

ZIP/Postal Code: _____

IMPORTANT NOTE: The information requested is collected on behalf of the Government of the Northwest Territories Department of Economic Development and Tourism. It is collected *solely* for the purpose of determining visitor travel patterns, interests, and degree of satisfaction. Names and addresses will not be made available to **any** other individual, agency or business. A summary of this survey is available upon request from:

Bufo Incorporated
Box 91332
West Vancouver, B.C.
Canada V7V 3N9

✓

Survey of Visitors to the Western Arctic Visitor Centre in Dawson City

Surveyor Name: ANN WARD

Date: Jul. 0 1 1992

Number: # 16

Notes to Surveyor:

Criteria for selecting the next person to be interviewed is - the first person entering the centre apparently over 18 years of age.

1) Would you mind answering a few questions about your trip to the North? This survey will take about 8 minutes. (Circle whether male or female)

MALE

FEMALE

(If the person says no, thank them anyway, write "refused" across the survey form and place it with the completed interviews. If they give a reason e.g. "sorry, no time", note that on the sheet as well)

2) What is the purpose of your trip to the North?
(check as many as apply but circle primary reason)

Sightseeing Visit Friends/Relatives Business Conference Package Tour
Wilderness Adventure other (specify) _____

3) Where has your journey started from? PORT COQUILLI TALM BC.

4) What is -or was - your destination? ARCTIC CIRCLE

5) How long have you been traveling on your present journey? 3 WEEKS

6) How long is your trip planned for in total?

Under 4 days 4 to 7 days up to 2 weeks 3 to 4 weeks
Longer (specify) NONE Moving

7) What are your expectations for your trip?

TO SEE AN IM

8) What is the furthest northern point you have travelled to previously?

Place PRINCE RUPERT Province/Territory/Country: B.C.

9) How many times have you visited the North? (i.e. Alaska or north of 60 degrees)

0 1 _____ 2 - 5 _____ more than 5 _____

10) What motivated you to choose the North as a travel destination?

My HUSBAND

11) How did you find out about the North and what it had to offer?

Friends — Travel Literature **Visitor Centres** — other (specify) _____

12) Are you traveling with an organized bus tour?

(If **NO** proceed to next question; if **YES**, then proceed to question 28 and give them the follow-up survey)

Circle One YES **NO**

13) How many people are traveling with you? 2

If part of an RV Caravan, how many RVS? NO

14) How many in your party are residents of:

Yukon _____
NWT _____
other **Canada** (province?) BC
us (state?) _____
Elsewhere (country?) _____

15) Are you familiar with the history and/or location of the following: (circle yes or no only)

The Dempster Highway	YES	<input checked="" type="radio"/> NO
Inuvik	YES	<input checked="" type="radio"/> NO
Tuktoyaktuk	YES	<input checked="" type="radio"/> NO
The Mackenzie Delta	YES	<input checked="" type="radio"/> NO
The Beaufort Sea	YES	<input checked="" type="radio"/> NO
Northern Yukon National Park	YES	<input checked="" type="radio"/> NO
Herschel Island	YES	<input checked="" type="radio"/> NO

15B) Have you travelled up the Dempster Highway on this trip?

(if YES, ask Dempster Questions - see attached sheet - prior to Background info questions)

Circle One

YES

NO

16) If YES, how did you hear about the Dempster Hwy?

17) Have you considered traveling up the Dempster Hwy to Inuvik?

Circle One

YES

NO

18) How far in advance did you plan this trip?

> 1 month — 1 -6 months — 7 months to 1 year — more than 1 year

19) What type of information have you used/gathered for this trip prior to leaving home?
(maps, vacation planners, visitors guides, other)

FRIENDS TOURIST BOOKS

20) Do you think that there is sufficient information available about the Northwest Territories,
particularly the Dempster Hwy?

Circle One

YES

NO

21) Are there types of information you would like to see available for visitors? ^{THE CENTER IS GOOD}

Detailed Maps — specific Visitors Guide — Historical Information — Gas Stops/Service Stations —
Restaurants/Overnight Accommodation — Shops — Things to See and Do —

22) What is your reason for stopping in this visitor centre?

BECAUSE THEY STOPPED IN DAWSON BEFORE HEADING UP TO INUVIK.

23) How many days do you anticipate spending in the North?

Overnight — 2 to 7 days Up to 2 weeks — Longer (specify _____)

24) What sort of transportation are you using? Is it owned or rented?

(Indicate with an "O" or "R" whether it is owned, or rented)

RV — Auto — Camper/truck Motorcycle — Other _____

2s) What type of accommodation are you planning to utilize?

(check as many as apply)

Campgrounds Hotel — Motel — Bed & Breakfast — Friends/Relatives

Other _____

26) Please describe your interest in the following activities

	Not at all Interested	Not very interested	Somewhat Interested	very Interested
Wildlife Viewing	_____	_____	_____	<input checked="" type="checkbox"/>
Hunting	<input checked="" type="checkbox"/>	_____	_____	_____
Fishing	<input checked="" type="checkbox"/>	_____	_____	_____
Hiking	<input checked="" type="checkbox"/>	_____	_____	_____
Kayaking/canoeing	<input checked="" type="checkbox"/>	_____	_____	_____
Powerboating	_____	_____	<input checked="" type="checkbox"/>	_____
Photography	_____	_____	<input checked="" type="checkbox"/>	_____
Touring	_____	_____	<input checked="" type="checkbox"/>	_____
Sightseeing Tours by:				
Plane/Helicopter	_____	_____	_____	<input checked="" type="checkbox"/>
Boat	_____	_____	_____	<input checked="" type="checkbox"/>
Van/bus	_____	_____	_____	<input checked="" type="checkbox"/>
Native Culture	_____	_____	_____	<input checked="" type="checkbox"/>
Explorers	_____	_____	_____	<input checked="" type="checkbox"/>
Museums	_____	_____	_____	<input checked="" type="checkbox"/>
Visiting Parks	_____	_____	_____	_____

27) **BACKGROUND INFORMATION** - (Present sheet to visitor and let them complete themselves.)

a) What is your occupation? Retired

b) Level of education?

Elementary School _____

Some High School _____

Completed High School _____

Some University/College _____

Completed College/University

Graduate Degree _____

c) How many of each age grouping are in your party? **Don't forget to include yourself!**

under 20 — 21 - 40 41 - 60 2 60+ _____

d) What is the annual income in your household?

under 19,000 20,000-29,999 — 30,000-39,999 —

40,000-49,999 — 50,000-59,999 — 60,000- 69,999 —

above 70,000 —

If you would like to receive a **small gift** in appreciation for participating in this survey, and additional information on the Western Arctic and the rest of Canada's Northwest Territories, please enter your name and address below:

Name: Mr + Mrs. Robert Kemmerer

Street/Apt #: 1205 Church Ave.

City: San Martin

Province/State: CA.

Country: USA

ZIP/Postal Code: 95046

IMPORTANT NOTE: The information requested is collected on behalf of the Government of the Northwest Territories Department of Economic Development and Tourism. It is collected **solely** for the purpose of determining visitor travel patterns, interests, and degree of satisfaction. Names and addresses **will not** be made available to any other individual, agency or business. A summary of this survey is available upon request **from:**

Bufo Incorporated
Box 91332
West Vancouver, B.C.
Canada V7V 3N9

If you HAVE decided to travel the Dempster Highway, please answer the following questions and drop off this **survey** in the mail using the enclosed postage paid envelope. If you have decided not to drive to **Inuvik after all,** please complete the survey as best you can, and mail it prior to leaving the Yukon or Northwest Territories.

1) **Was driving the Dempster Highway in your traveling plans prior to your stop in Dawson?**

(Circle one) YES NO UNCERTAIN

2) **If yes, where (i.e. type of publication, word of mouth) did you discover the information about the Dempster Highway?**

3) **What was it in the information that caused you to decide to drive the Dempster Highway?**

4) **If you hadn't planned to drive the Dempster Highway prior to Dawson, what changed your mind in deciding to travel the Dempster Highway?**

— Information provided in the visitor **centre** where this **survey** was distributed

___ Attracted by sign at **Dempster** Highway junction (aroused curiosity)

— Information **from other** sources (please **specify**) _____

5) **Are you planning to drive the Highway to Inuvik?**

(Circle one) YES **NO** UNCERTAIN

INUVIK SURVEY STATISTICS

Survey of Visitors in Inuvik

Surveyor Name: Coree Naumma

Date: 11/14/92

Number: 239

Notes to Surveyor:

Criteria for selecting the next person to be interviewed is - the first person entering the centre apparently over 18 years of age.

1) Would you mind answering a few questions about your trip to the NWT? This survey will take about 8 minutes. (Circle whether male or female)

MALE

FEMALE

(If the person says no, thank them anyway, write "refused" across the survey form and place it with the completed interviews. If they give a reason e.g. "sorry, no time", note that on the sheet as well)

2) What is the purpose of your trip to the NWT?
(check as many as apply but circle primary reason)

Sightseeing — Visit Friends/Relatives v Business — Conference — Package Tour —

Wilderness Adventure — other (specify) _____

3) Where has your journey started from? EDMONTON

4) What is your destination from this point?

Returning down the Dempster

Tuktoyaktuk

Arctic ocean

— **Herschel Island**

Beaufort Sea

Mackenzie Delta

Aklavik

Banks Island

Paulatuk

✓ other (please specify) EDMONTON

5) How long have you been traveling on your present journey? 1 DAY

6) How long is your trip planned for in total?

under 4 days — 4 to 7 days up to 2 weeks — 3 to 4 weeks —

Longer (specify) _____ Moving —

7) Are you travelling with an organized bus tour? (If yes proceed to questions 31 to 46 at back of survey)

(Circle One)

YES

NO

8) How many people are traveling with you? 1

If part of an RV Caravan, how many RVS? N/A

9) How many in your party are residents of:

Yukon _____

NWT _____

other Canada (province?) Both

US (state?) _____

Elsewhere (country?) _____

10) How far in advance did you plan this trip?

< 1 month 1 -6 months — 7 months to 1 year — more than 1 year _____

11) What is the purpose of your trip to Inuvik?

(check as many as apply but circle primary reason)

Sightseeing — Visit Friends/Relatives Business — Conference — Package Tour —

Wilderness Adventure — other _____

12) What type of information have you used/gathered for this trip prior to leaving home?
(maps, vacation planners, visitors guides, other)

JUST WORD from resident

13) Do you think that there is sufficient information available about the Northwest Territories, Particularly the Dempster Hwy?

Circle one

YES

NO

14) Are there types of information you would like to see available for visitors?

Detailed Maps — Specific Visitors Guide — Historical Information —

Gas Stops/Service Stations — Restaurants/Overnight Accommodation — Shops —

Things to See and Do — Other _____

15) How did you travel to Inuvik? Is it owned or rented?

(Indicate with an "O" or "R" whether it is owned or rented)

Auto — RV — Airplane ✓ Bus Tour — other _____

16) Had you planned to drive the Dempster Highway and visit Inuvik before arriving in the North?

Circle One

YES

NO

17) How did you find out about the Dempster Highway and Inuvik?

Visitor Centre in Dawson — Travel Guides — Friends — Road Map —

Other N/A

18) Was the information you received sufficient for you to prepare for your trip up to Inuvik?

Circle One

YES

NO

18B) If no what would you have liked to received?

19) **If driving, what words would you use to describe your trip up the Dempster Highway?**
(write down exact words in order / stop after 5 and proceed to next question)

20) **What aspect appealed most to you about the drive up the Dempster?**

Scenery — **Wildlife** — Isolation — Arctic Circle —

other _____

21) **What aspect was least appealing to you?**

Isolation — Arctic **Circle** — **Scenery** — Wildlife —

other _____

22) **How many days do you anticipate spending in Inuvik and the Western Arctic?**

Overnight _____ 2 to 7 days Up to 2 weeks — Longer (specify) _____

23) **What type of accommodation are you using?**

campgrounds — Hotel — Motel — Bed & Breakfast — **Friends/Relatives**

other _____

24) **Please describe your interest in the following activities.**

	Not at all Interested	Not very interested	somewhat Interested	very Interested
Wildlife Viewing	_____	_____	_____	_____
Hunting	_____	_____	_____	_____
Fishing	_____	_____	_____	_____
Hiking	_____	_____	_____	_____
Kayaking/Canoeing	_____	_____	_____	_____
Powerboating	_____	_____	_____	_____
Photography	_____	_____	_____	<input checked="" type="checkbox"/>
Touring	_____	_____	_____	<input checked="" type="checkbox"/>

Sightseeing Tours by:

Plane/Helicopter	_____	_____	_____	_____
Boat	_____	_____	_____	_____
Van/bus	_____	_____	_____	_____
Native Culture	_____	_____	_____	_____
Explorers	_____	_____	_____	_____
Museums	_____	_____	_____	_____
Visiting Parks	_____	_____	_____	_____

25) **Did you, or do you plan to participate in any of the following activities available along the Dempster Highway or from Inuvik?**

- Visit Fort McPherson
- Visit Arctic Red River
- Boat cruises on the Mackenzie River
- Flightseeing tours of the Mackenzie Delta

___ **Visited Tuktoyaktuk**

- Visited Sachs **Harbour** on Banks Island
- Visited Herschel Island Territorial Park
- Visited Northern Yukon National Park

Visited **Aklavik**

Visited **Paulatuk**

___ **Nitainlaii Park**

- Chuk** Park
- Happy Valley Campground

Other (please specify) _____

26) **Would any of the following options have caused you to participate in full day, overnight or longer excursions from Inuvik?**

___ **security** compound for vehicle

___ More extensive information on what would be seen on these excursions

improved opportunities to purchase crafts from artisans

___ **other** (please specify) _____

27) What have been some of your most satisfying experiences while traveling along the Dempster Highway or in Inuvik?

28) What were your least satisfying experiences while traveling up the Dempster Highway or in Inuvik?

29) What has been your average expenditure per day on the following while traveling along the Dempster and in Inuvik?

Accommodation \$_____ Food \$_____ Gas/Fuel \$_____

Souvenirs \$_____ Miscellaneous Items \$_____

30) Background information: *(Present sheet to visitor and let them complete themselves)*

a) What is your occupation?

RETIRED.

b) Level of education?

Elementary School_____

Some High School_____

Completed High School

Some University/College

Completed College/University

Graduate Degree_____

c) How many of **each** age grouping are in your party- **don't** forget to include yourself?

0-20 — 2 1 - 4 0 4 1 - 6 0 61 + 2

d) What is the annual income in your household?

below 19,999 — 20,000-29,999 — 30,000-39,999 —
40,000-49,999 ✓ ..50,000-59,999 — -60,000-69,999 —
above 70,000 —

QUESTIONS FOR VISITORS ON BUS TOURS

31) How many are in your immediate party? 2

32) What type of bus tour are you on?

Wilderness Adventure — History Related —
Part of a cruise package — Photo Safari — Kayak/canoe —

other _____

33) How, or in what kind of literature did you discover about the tour package to the Yukon territory and the Dempster Highway?

Travel Magazine — Friends — Yukon/NWT Travel Guide _____
Newspaper — Alaska Travel Guide — Magazine (please name) _____

Other (please specify) _____

34) Where is your tour taking you?

35) How long is your tour? _____

36) What aspect appealed most to you about the drive up the Dempster?

Scenery — Wildlife — Isolation — Arctic Circle —

other _____

37) What aspect was least appealing to you?

Isolation — Arctic Circle — Scenery — Wildlife —

other _____

38) Would you be interested in coming back and travelling in the Northwest Territories again, but on your own?

(Circle One) YES NO MAYBE

39) What have been some of your most satisfying experiences while traveling along the Dempster Highway or in Inuvik?

40) What were your least satisfying experiences while traveling up the Dempster Highway or in Inuvik?

41) Please describe your interest in the following activities.

	Not at all Interested	Not very interested	Somewhat Interested	very Interested
Wildlife Viewing	_____	_____	_____	_____
Hunting	_____	_____	_____	_____
Fishing	_____	_____	_____	_____
Hiking	_____	_____	_____	_____
Kayaking/canoeing	_____	_____	_____	_____
Powerboating	_____	_____	_____	_____
Photography	_____	_____	_____	_____
Touring	_____	_____	_____	_____
Sightseeing Tours by:				
Plane/Helicopter	_____	_____	_____	_____
Boat	_____	_____	_____	_____
Van/bus	_____	_____	_____	_____
Native Culture	_____	_____	_____	_____
Explorers	_____	_____	_____	_____
Museums	_____	_____	_____	_____

42) What sort of transportation brought you to meet with your tour?

Airplane — Own Auto — cruise ship — **Ferry** —
 Bus _____ **other** —

43) Was the information you received prior to joining the tour enough to prepare you for what to expect while traveling in the Northwest Territories?

(circle one) Yes No

44) If no, what information do you feel is lacking?

45) **Background information:**

a) **What is your occupation?**

b) **Level of education?**

Elementary School_____

Some High School_____

Completed High School _____

Some University/College_____

Completed **College/University**_____

Graduate Degree_____

c) **How many of each age grouping are in your party - include yourself?**

0 - 20 **21-40** — **41 - 60** **61 +** _____

d) **What is the annual income in your household?**

below 19,999	___	20,000-29,999	___	30,000-39,999	___
40,000-49,999	___	50,000-59,999	___	60,000-69,999	___
above 70,000	___				

46) **Are there any other comments or suggestions which you would like to pass onto help us improve our services for visitors?**

INSTRUCTIONS FOR SURVEYORS

SAMPLE DAWSON SURVEY

SAMPLE DAWSON TAKEAWAY SURVEY

SAMPLE INUVIK SURVEY

INSTRUCTIONS FOR SURVEYORS

WESTERN ARCTIC VISITOR SURVEY

Dress:

Do not wear casual clothing (e.g. jeans, t-shirts). Clothing should be **shirts/blouses** and good pants or skirt. Visitors must be comfortable being approached rather than feel that some-one is asking them for a handout!

Preparation:

Prior to beginning the surveys ensure that you have an adequate supply of survey forms and - in the case of the **Dawson** surveyor - adequate numbers of **followup** forms, both for bus travelers and others. The **followup** forms should be easily accessible.

Procedures:

Place a blank survey form on the clipboard and complete the first three questions.

Approach the first person entering the centre who is apparently over the age of 18.

Do not coach interviewees for answers.

Give the interviewees time to think about their answers - it's not a race!

If they decline to answer a certain question, proceed to the next question.

Follow the instructions on the survey form. Note that the portion containing age, financial and educational questions should be completed by the interviewee themselves. Simply hand them the survey form and the pen. (In **Dawson**, this would be a good time to get the **followup** questionnaire ready).

When the survey is finished, place the completed form in a secure area (office, etc.).

For Dawson Surveys ONLY:

If the interviewee has already travelled the Dempster Highway, be sure to complete the questions located immediately before the background information portion of the basic survey.

If the interviewee is a bus **traveller**, give them the envelope with the BUS questionnaire in it. BEFORE giving it to them, note on the bus interview form, the number of the survey. Be sure to ask them not to examine the questionnaire for 24 hours.

If the interviewee is not a bus **traveller**, give them the envelope with the OTHER questionnaire in it. BEFORE giving it to them, note on the interview form, the number of the survey. Be sure to ask them not to examine the questionnaire for 24 hours.

Followup:

At the end of each week, forward the completed surveys to the address below. A petty cash of \$50 will be provided for this - any additional costs incurred will be reimbursed.

Do not hesitate to call Harry or Shannon COLLECT if any problems or questions arise.

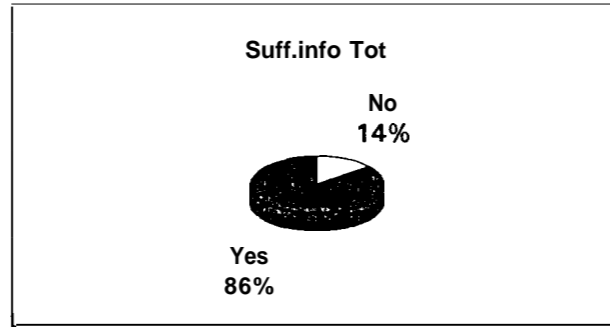
Send completed forms to:

Bufo Incorporated
Box 91332
West Vancouver, B.C.
V7V 3N9

Questions, call:

Harry Parsons or Shannon Macey
604-926-8717 Collect

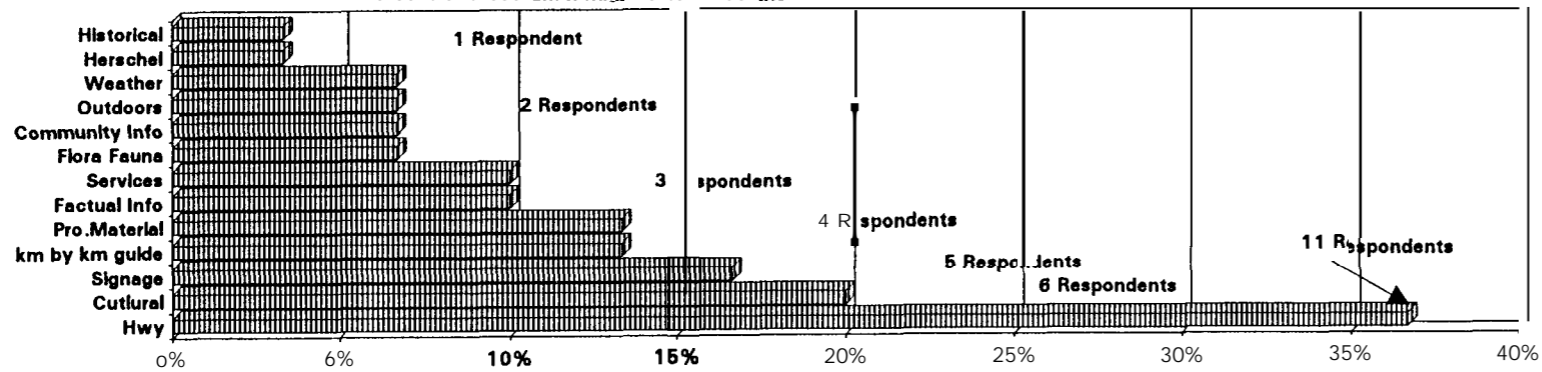
	Suff.info	Tot	Pct
No	30		14%
Yes	180		86%
Total Responded	210		95%



	Hwy	Cultural	Signage	km by km guide	Pro.Material	Factual Info	Services	Flora Fauna	Community Info	Outdoors	Weather	Herschel	Historical
Number of Answered No	11	6	5	4	4	3	3	2	2	2	2	1	1
	37%	20%	17%	13%	13%	10%	10%	7%	7%	7%	7%	3%	3%

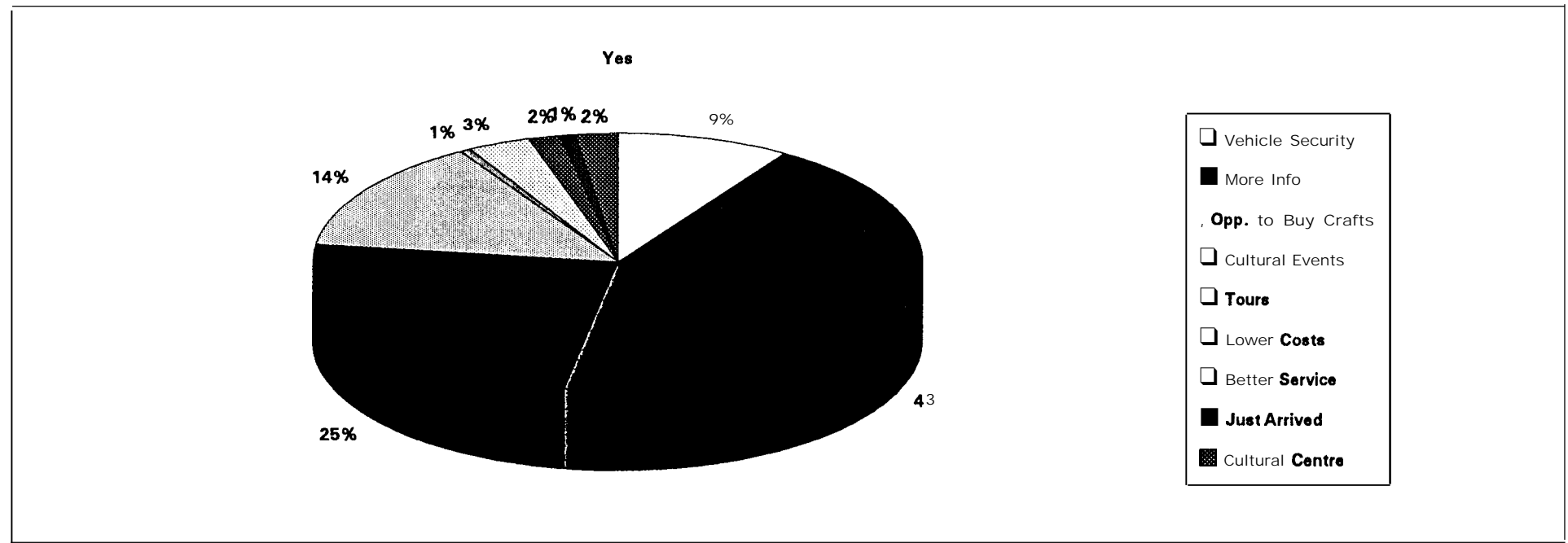
More Information Required

Percent of those answering NO to: "Was the Information Sufficient?"



Would any of the following options have caused you to participate in full day, overnight or longer excursions from Inuvik?

	Vehicle Security	More Info	Opp. to Buy Crafts	Cultural Events	Tours	Lower Coats	Better Service	Just Arrived	Cultural Centre
Yes	23	106	60	34	2	8	4	2	5
Pct of Respondents	10%	48%	27%	15%	1%	4%	2%	1%	2%



Inuvik Survey - Distribution of Expenses

Accomm	Food	Gas Fuel	Souvenirs	Misc
\$0 to \$20	154	76	62	90
\$21 to \$40	4	48	35	14
\$41 to \$80	15	74	98	13
\$81 to \$100	9	8	12	18
\$101 to \$300	27	2	1	57
> \$300				14

Auto
RV
Plane
Motor Bk
Hitchhiking
Bicycle
Bus
Misc

Distribution of Transport

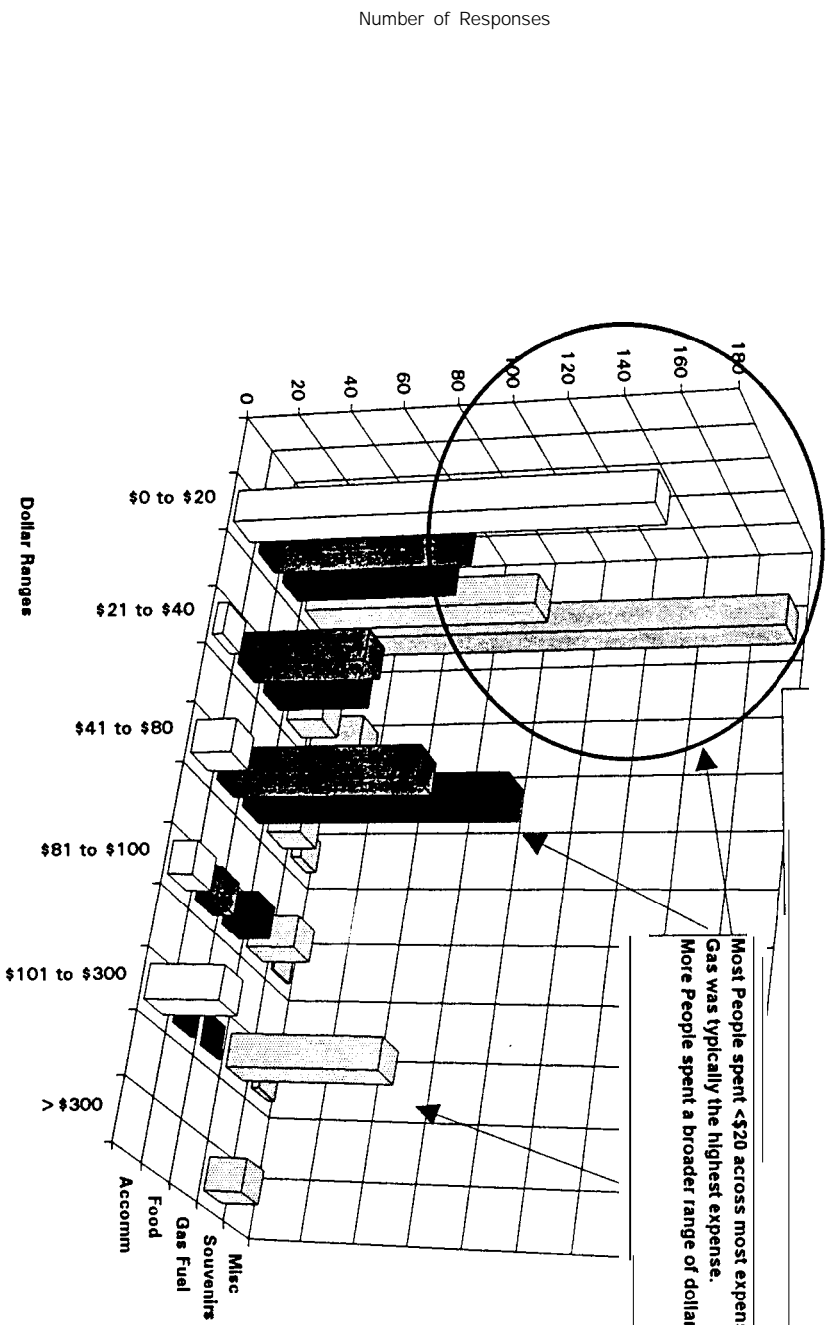
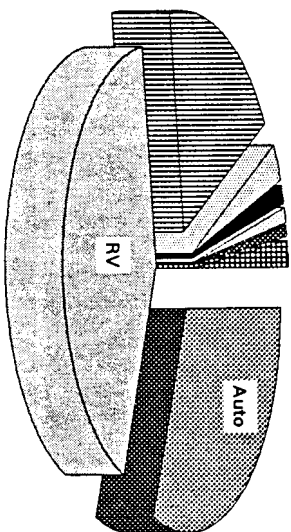
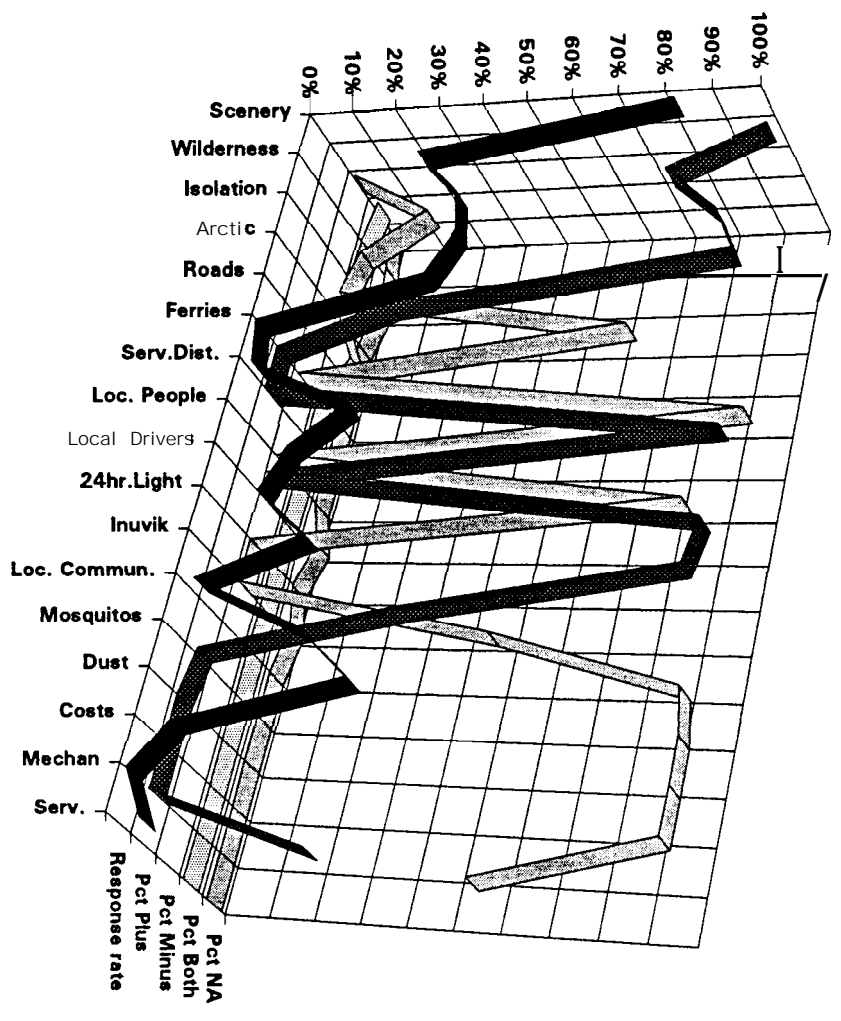


Chart data		Scenery	Wilderness	Isolation	Arctic	Roads	Ferries	Serv. Dist.	Loc. People	Local Drivers	24hr. Light	Inuvik	Loc. Commun.	Mosquitos	Dust	Costs	Mechan	Serv.
Response rate		81%	27%	38%	40%	35%	0%	2%	26%	15%	11%	25%	3%	28%	41%	7%	0%	6%
Pct Plus		98%	78%	90%	95%	23%	0%	0%	100%	6%	100%	98%	43%	2%	0%	0%	0%	36%
Pct Minus		1%	20%	7%	5%	72%	0%	0%	0%	91%	0%	0%	57%	98%	100%	100%	100%	64%
Pct Both		2%	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Pct NA		0%	2%	2%	0%	0%	0%	0%	0%	3%	0%	2%	0%	0%	0%	0%	0%	0%
Respondents		179	59	83	88	78	0	4	57	34	25	54	7	62	91	15	1	14
Number Plus		175	46	75	84	18	0	0	57	2	25	53	3	1	0	0	0	5
Number Minus		1	12	6	4	56	0	4	0	31	0	0	4	61	91	15	1	9
Number Both		3	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0
Number NA		0	1	2	0	0	0	0	0	1	0	1	0	0	0	0	0	0

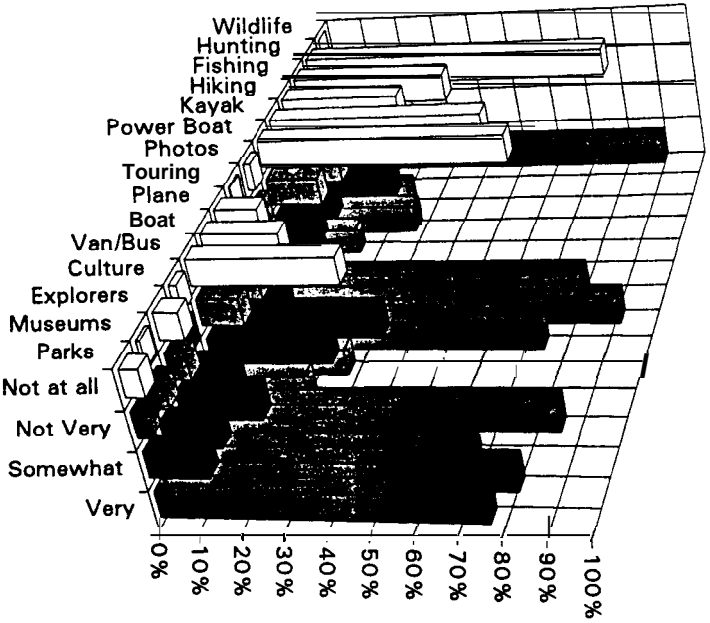
Positive and Negative Responses



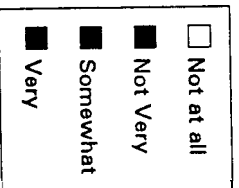
Inuvik Survey - Areas of Interest

	Wildlife	Hunting	Fishing	Hiking	Kayak	Power Boat	Photos	Touring	Plane	Boat	Van/Bus	Native Culture	Explorers	Museums	Parks
Not at all	0	173	87	66	120	138	4	1	23	42	79	4	13	2	10
Not Very	1	15	32	31	34	29	5	7	4	25	23	3	11	8	7
Somewhat	20	11	43	54	26	24	32	9	26	85	65	22	43	30	31
Very	198	16	53	62	35	23	177	201	162	62	48	185	147	175	165
No. Responded	219	215	215	213	215	214	218	218	215	214	215	214	214	215	213

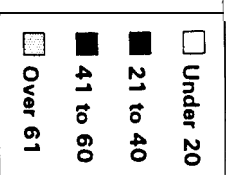
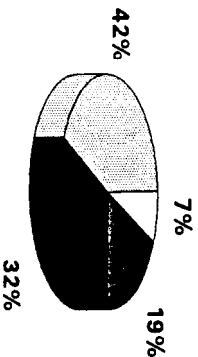
	Wildlife	Hunting	Fishing	Hiking	Kayak	Power Boat	Photos	Touring	Plane	Boat	Van/Bus	Native Culture	Explorers	Museums	Parks
Not at all	0%	7%	15%	15%	56%	64%	2%	0%	11%	20%	37%	2%	6%	1%	5%
Not Very	0%	7%	15%	15%	16%	14%	2%	3%	2%	12%	11%	1%	5%	4%	3%
Somewhat	9%	5%	20%	25%	12%	11%	15%	4%	12%	40%	30%	10%	20%	14%	15%
Very	90%	7%	25%	29%	16%	11%	81%	92%	75%	29%	22%	88%	69%	81%	77%
				97%	98%	97%	99%	99%	98%	97%	98%	97%	97%	98%	97%



Percentage



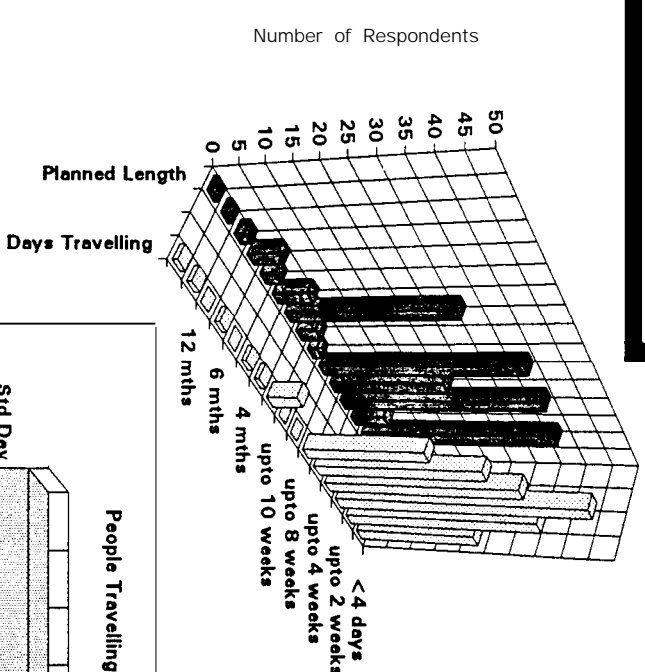
Age Distribution



Inuvik Survey

Planned Length	Days Travelling	Number of Respondents
< 4 days	1	38
4 to 7 days	1	40
upto 2 weeks	1	39
upto 3 weeks	1	7
upto 4 weeks	1	40
upto 6 weeks	1	23
upto 8 weeks	1	40
upto 9 weeks	1	2
upto 10 weeks	1	4
2 mths	1	22
4 mths	1	7
6 mths	1	2
8 mths	1	6
10 mths	1	1
12 mths	1	1
7 yrs	1	1
Don't know	1	247

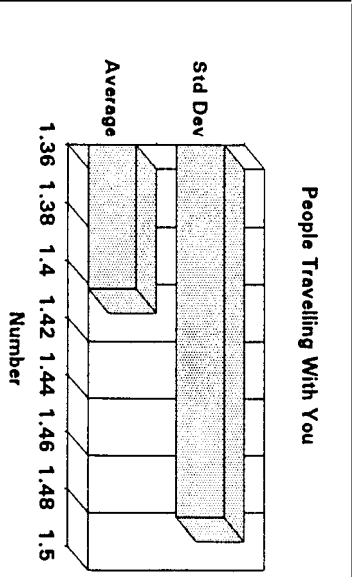
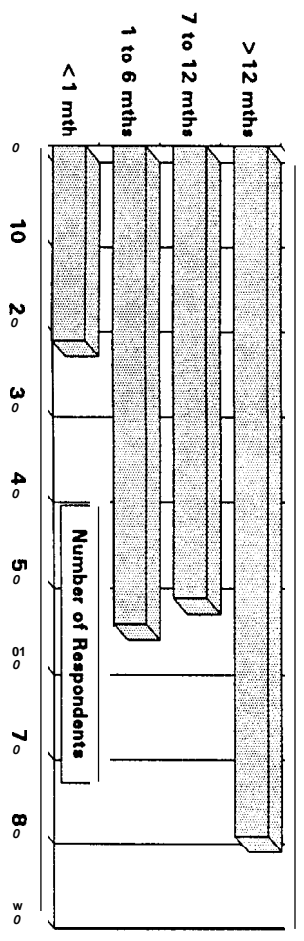
Planned Length and Present Journey Length



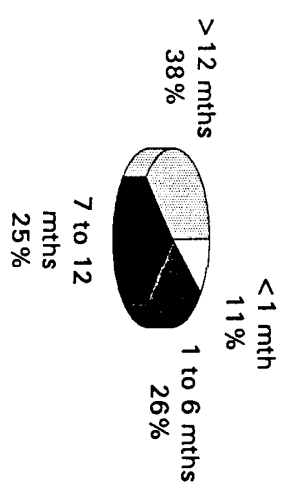
Advance Planning

< 1 mth	23
1 to 6 mths	56
7 to 12 mths	53
> 12 mths	81

Advance

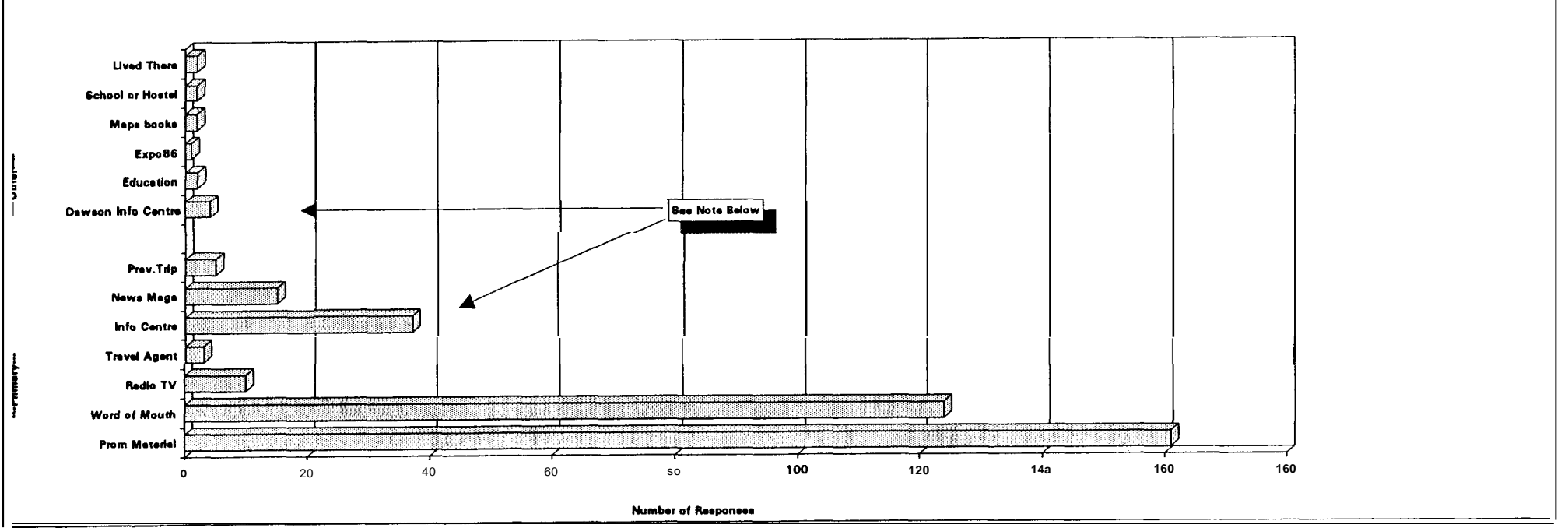


Advance Planning



Inuvik Survey - Sources of Dempster & Inuvik Information

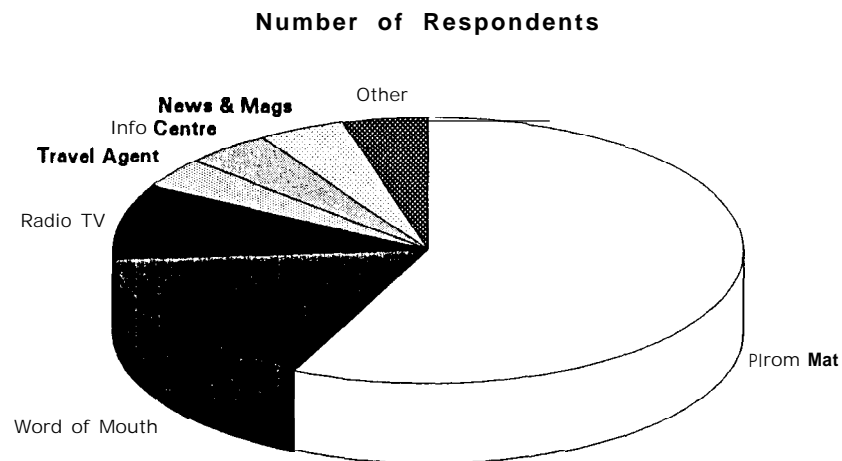
	Prom Material	Radio TV	Travel Agent	Info Centre	News Mags	Prev. Trip	Dawson Info Centre	Education	Expo86	Maps books	School or Hostel	Lived There
Number of Responses	161	124	10	3	37	15	5	4	2	1	2	2
CT of Survey Respondents	73%	66%	5%	1%	17%	7%	2%	2%	1%	0%	1%	1%



Note: The respondents indicating the "Dawson Info. Centre" also responded to the Primary category "Info. Centre"

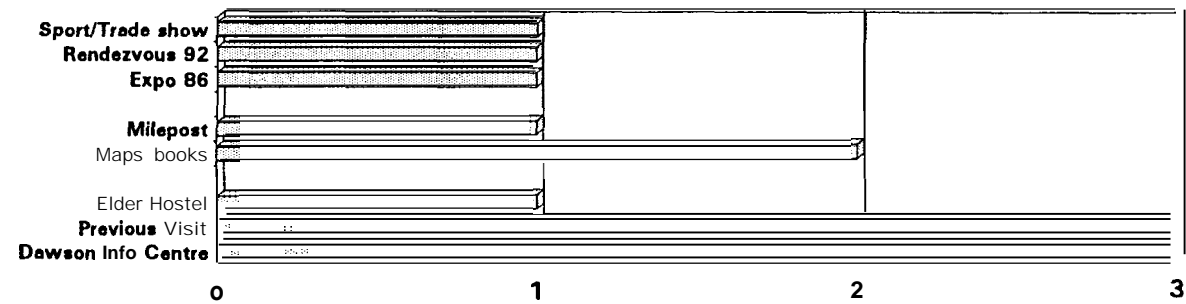
Inuvik survey - Type of Information Used Prior to Leaving Home

	Prom Mat	Word of Mouth	Radio TV	Travel Agent	Info Centre	News & Mags	Other
Number of Respondents	187	56	30	12	14	15	14
PCT of Total Resp.	85%	25%	14%	5%	6%	7%	6%



Some Other Information Sources

Other	Number
Dawson Info Centre	3
Previous Visit	3
Elder Hostel	1
Maps books	2
Milepost	1
Expo 86	1
Rendezvous 92	1
Sport/Trade show	1



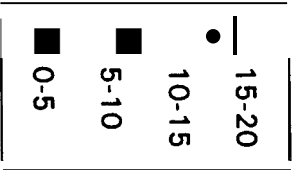
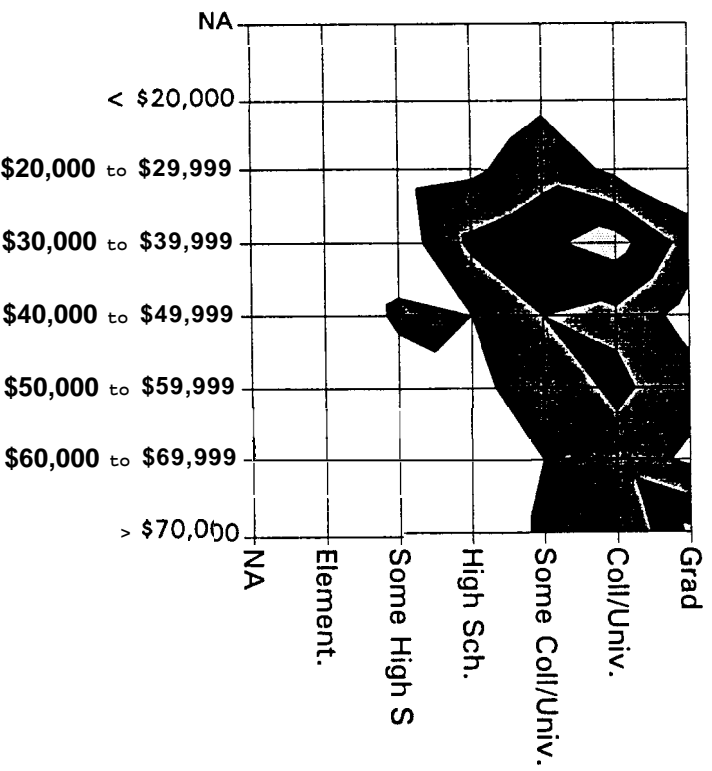
Inovik Survey

Income by Education

	Element	Some High S	Some Coll/Univ	Coll/Univ	Grad
NA	7	11	1	3	2
< \$20,000	2	7	4	1	4
\$20,000 to \$29,999	3	1	2	4	3
\$30,000 to \$39,999	0	0	2	11	8
\$40,000 to \$49,999	2	2	4	10	3
\$50,000 to \$59,999	0	1	2	4	11
\$60,000 to \$69,999	0	0	0	1	3
> \$70,000	0	0	0	6	5
					.6

Distribution of Income by Education Level

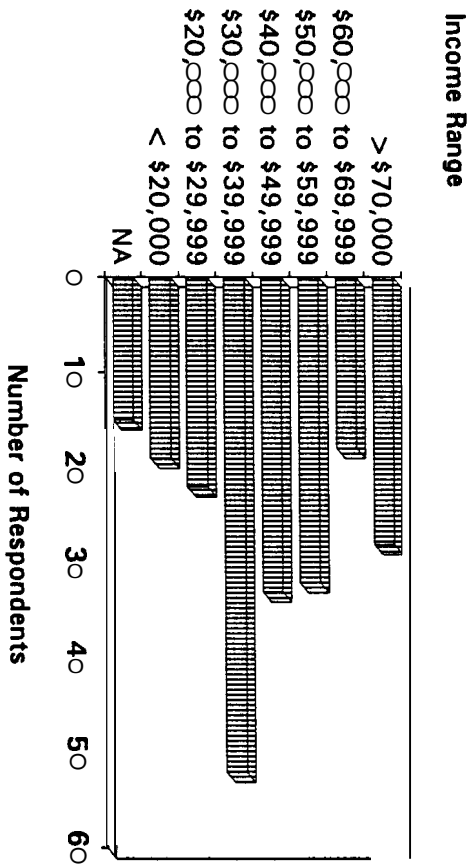
Number of People



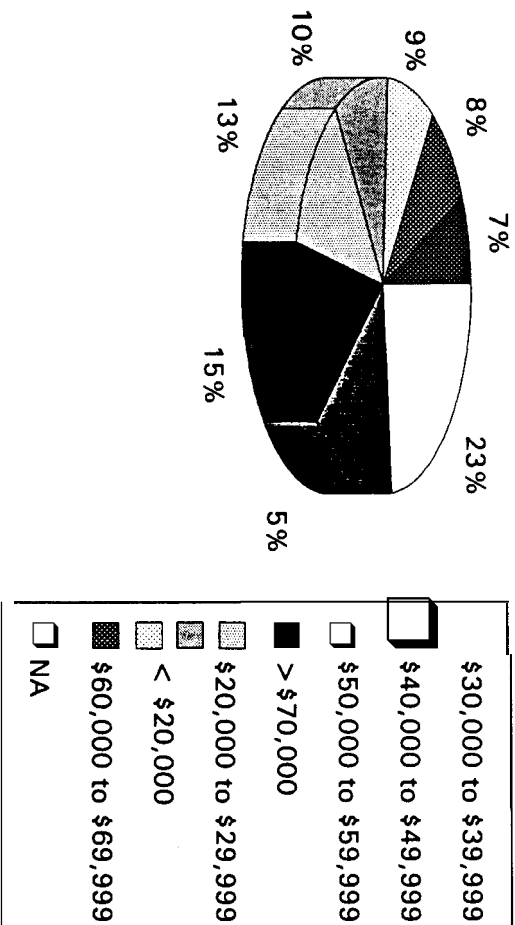
Inovik Survey

Income

No. Q. Respondents	219
NA	15
< \$20,000	19
\$20,000 to \$29,999	22
\$30,000 to \$39,999	52
\$40,000 to \$49,999	33
\$50,000 to \$59,999	32
\$60,000 to \$69,999	18
> \$70,000	28



Percentage of Respondents by Salary Groupings

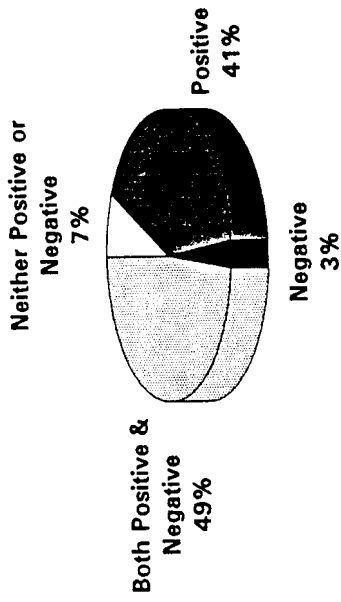


Takeaway Survey - Free-form Responses

ted alphabetically on the Positive's, showing related Negatives)

Neither Positive or Negative	Responses	Pct
...	5	7%
...	201	41%
Manative	41	3%
Both Positive & Negative	341	70%

Responses



Positive	Negative
1st 100 miles	life of people
arctic circle	slow rv's
ate caribou	lack of signage
autumn colors	flat tire,engineerck
autumn color	booking tour
bears,horses	mud&eagleplains
beautiful	eagle plains
beautiful	flat tire
campgrounds	wet roads
camping,own schedule	cracked glass
CBC, VC in Dawson	4flats on rental
challenge,excitement	vehicle service
colorful tundra	lost camera
colors of fall,diversity	road arctic red-Inuv
crossing into NWT	Ft Mac,lack art
fantastic road	NWT road
fantastic,new friends	two flats
fishing,	unfair \$ crafts
fishing,hiking	camp fees Inuvik
fishing,vastness	rv's&big trucks
flora&berries	loss of culture
fox,bear,incredible	
grizzly&cub,vast	
grizzly&cubs,all the help	
grizzly,different	
Herschel Rangers	
hiking,free events	
hiking,grizzly&cubs	
incredible	
last frontier	
local culture	
lots to do	
mac river&delta,geo	
manpower	
mountains,horses	
neverending view	
no flats,fantastic	

Positive

talk to natives
tombstone
tombstone,
trip to Tuk,
trip to Tuk,hiking
trip to Tuk,vast
triptoTuk,tundra,flora
unspoiled
unspoiled,untouristy
vastness,remoteness
vistas,people
wolf,ICCCool MC

Negative

eagle plains
slid off road
hitchhikers
lack of signage
garbage bears

Positive

Ogilvies,tombstones
openess,trip to Tuk
outstanding
peace,quiet,auroras
photography
quiet,camps,trip Tuk
remoteness
Richardson area
Richardson's flora
Richardsons incredible
Richardsons,color
see caribou on hwy.
spectacular
talk to 3 exchiefs,beaufort.

Negative

Ft. MacPherson
flat
winds,
very long drive
Ft Mac not welcome
lack of pub trans
bad weather
Eagle Plains people
too many rv's,drunks
aumbo mud

Takeaway Survey - Visitors' Comments & Suggestions- Those That **Travelled Dempster.**

Positive Comments

Centre in Dawson is good idea
centre in Dawson is valuable resource info
cook at eagle plains was very nice
Dawson staff very helpful
lots to do, and campgrounds good condition
staff at Dawson & Ft McPherson are needed-did a good job

Keep it Unspoiled

too many people destroy feeling of "untouched north"
keep north untouched
keep road in present condition, do not bring more white development
don't pave the dempster-leave everything as is now ,

Better Information

excursions closed when told they were open, realistic information
Dempster guide provided at junction, update guide with detail, signage
Dawsoncentre should carry Inuvik guide
specific hiking info from gov't-ie, tombstone range
video clips on knowledge network
want more detailed maps
more info at Dawson Yk centre, stock kmxkm at nwt centre
more info at Inuvikcentre
wrote twice to WAVA no info received
need info at Dempster junction
Need good accurate info at centres

Feel Welcome

crafts should be sold in infocentre, mgr opened store after closed for us
did not feel welcome in small communities
open craft shop in Arctic Red

Costs

cost of services too high
need competition in business
distorted price-quality ratio; locals taking advantage of visitors

Roads & Signage

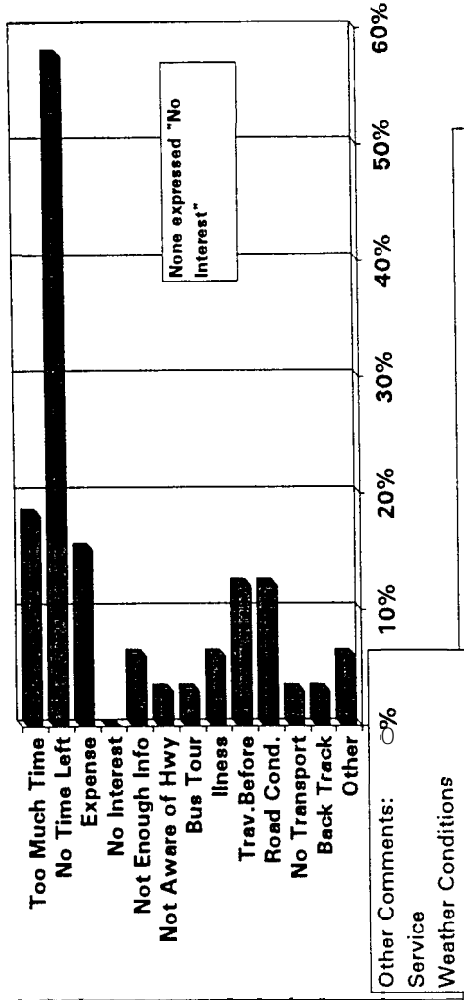
post sign of 1st service at Eagle Plains, push rv's over cliff
post signs when spreading calcium chloride
mandatory pullouts for slow vehicles
improve road conditions
hwy patrol, more services along hwy
info received was deceiving in regards to road conditions-got stuck

Services & Campgrounds

more campgrounds & auto services
more pulloffs and rest areas
showers at Ft McPherson
water tank at Rock River campground needs replenishing
water tap at engineer creek campground
no water at eagle plains, small stove at arctic red
overzealous campground attendant pushed us out of site too early
24 hour services
better service for self-contained, initiatives to stay longer-freebees
campground closed early, car-rental facilities
employ mosquito larvicide program like in Yukon

Takeaway - Those That Did Not Travel Up Dempste-

	Number Deterred	Percent
Too Much Time	6	18%
No Time Left	19	58%
Expense	5	15%
No Interest	0	0%
Not Enough Info	2	6%
Not Aware of Hwy	1	3%
Bus Tour	1	3%
Illness	2	6%
Trav. Before	4	12%
Road Cond.	4	12%
No Transport	1	3%
Back Track	1	3%
Other	2	6%
Responded	33	100%



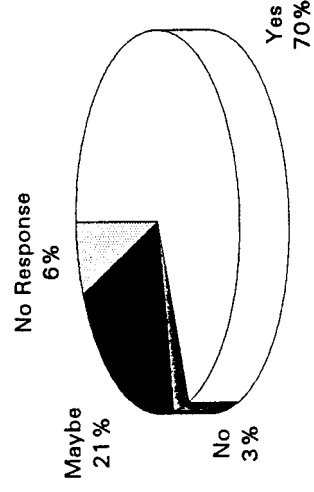
Responses of those deterred by Lack of Information:

Specific Information	2
Road Conditions	3
Signage	1
Weather	2
Community	1
Road Closures	1
Ferry Schedules.	1



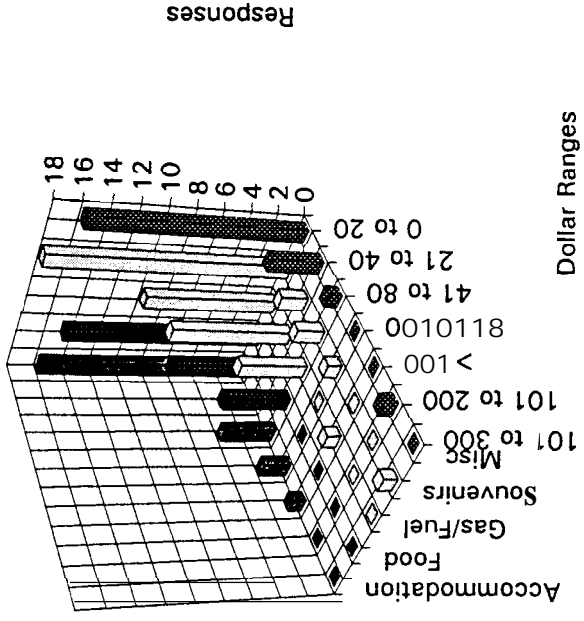
If you were to travel North again, would you take the time to travel the Dempster to Inuvik?

Yes	14
No	1
Maybe	7
No Response	2



Takeaway - Those That Did Not Travel Up the Dempster

	Accommodation	Food	Gas/Fuel	Souvenirs	Misc	Total
0 to 20	16	15	10	18	16	75
21 to 40	3	8	9	2	4	26
41 to 80	4	5	5	2	1	17
81 to 100	2	0	0	1	0	3
> 100	1	0	1	0	0	2
101 to 200	0	0	0	0	1	1
101 to 300	0	0	0	1	0	1
Total	26	28	25	24	22	125



Takeaway *Survey - Those That DID NOT Drive Up The Dempster*

Other Positive Comments

Captivating

Drove in 1988-great*trip!!*

Still like last frontier

Centre is very helpful

Enjoyed video at Dawson VC

Good in focentre information and services

Info good - survey good from a marketing point of view

Visitor centre in Dawson good idea

Other Suggestions and Comments

Businesses not open on Sundays in Inuvik

Campground at Tombstone last year was very awful;centre not open

Campgrounds too underdeveloped, no showers

Did not want to take new motorhome up, costs to bus/fly too much

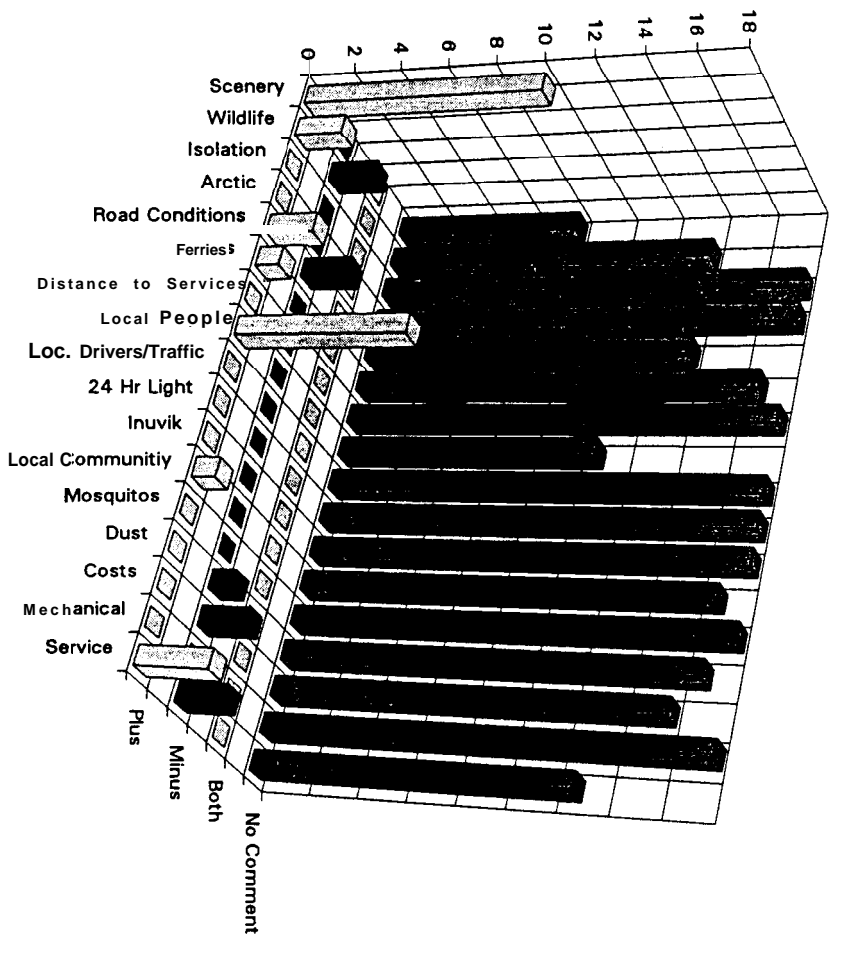
Road should be paved, services every 50km

Should have info regarding breakup and freeze along the rivers

Was not properly prepared

	<i>W2</i>		<i>Neg Re</i>			<i>NO</i>		<i>ving Demp</i>	
	Scenery	Wildlife	Isolation	Arctic	Road Conditions	Ferries	Distance to Services	Local People	
Plus	10	2	0	0	2	1	0	7	
Minus	0	2	0	0	0	0	0	0	
Both	0	0	0	0	0	0	0	0	
No Comment	8	14	18	18	14	17	18	11	

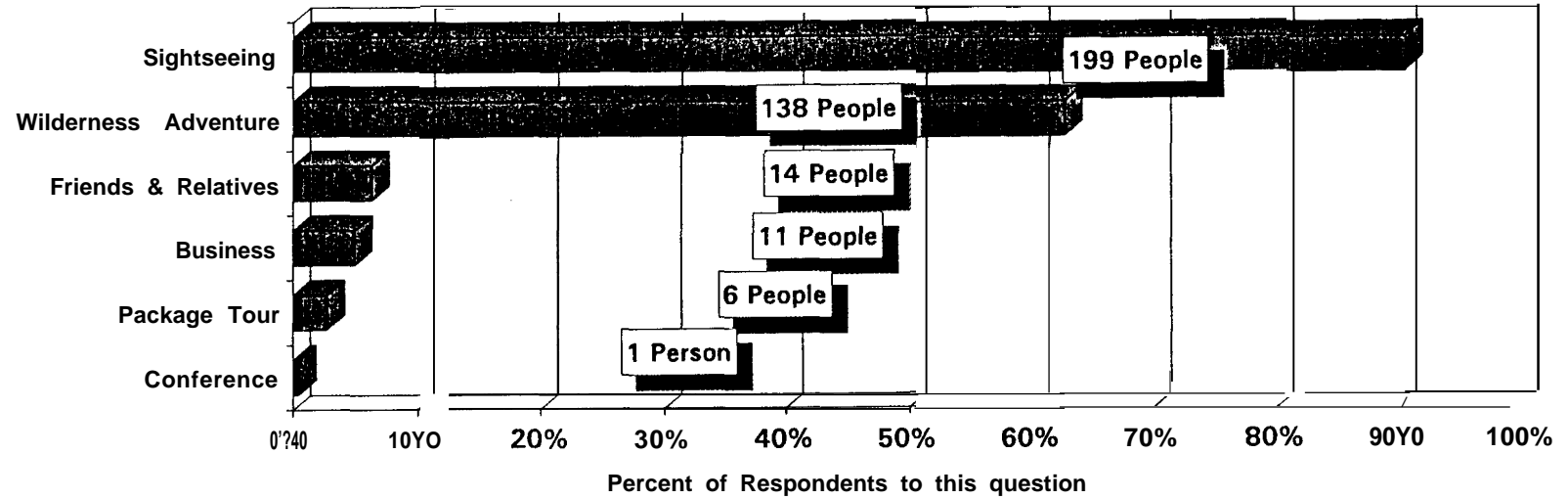
	Loc. Drivers/T	24 Hr Light	Inuvik	Local C	Mosquitos	Dust	Costs	Mechanical	Service
Plus	0	0	0	1	0	0	0	0	3
Minus	0	0	0	0	0	1	2	0	2
Both	0	0	0	0	0	0	0	0	0
No Comment	18	18	18	17	18	17	16	18	13



Inuvik Survey

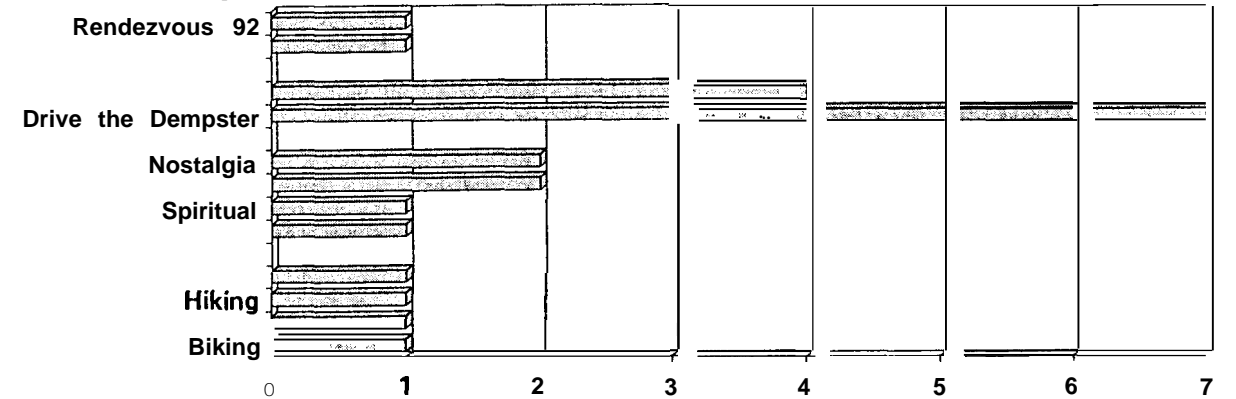
	Conference	Package Tour	Business	Friends & Relatives	Wilderness Adventure	Sightseeing
Pct of total	0%	3%	4%	6%	63%	90%

Reason for NWT Trip



Biking	1
Bird Watching	1
Hiking	1
Rafting Firth	1
Local Culture	1
Spiritual	1
Education	2
Nostalgia	2
Drive the Dempster	7
Visit North	4
Lion's Club	1
Rendezvous 92	1

Number of People with Additional Reasons

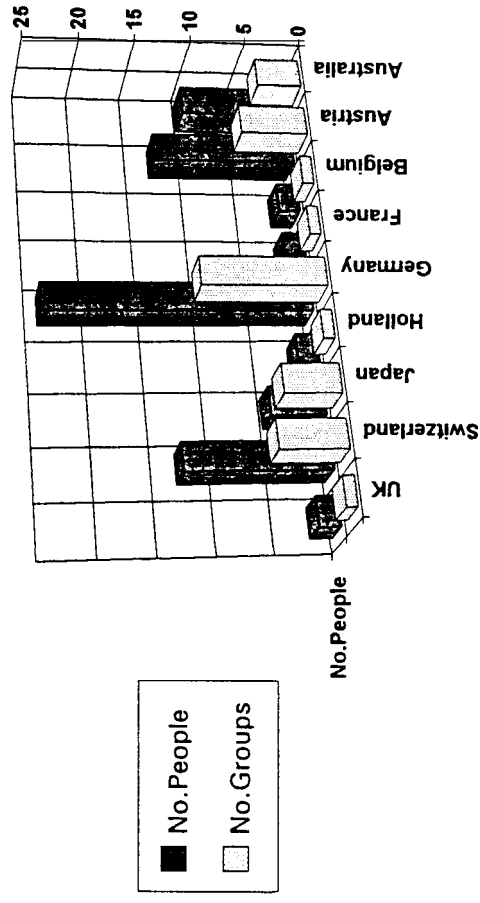


Distribution of Population

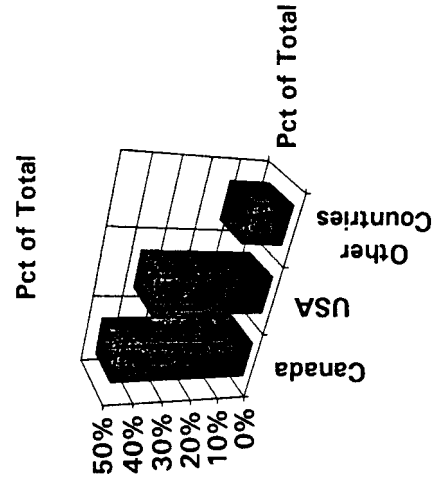
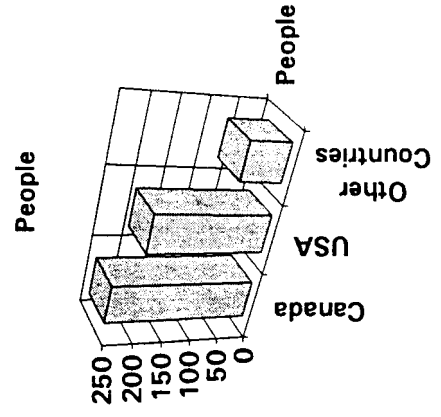
Country	No. People	No. Groups
Australia	10	4
Austria	13	6
Belgium	2	1
France	2	1
Germany	24	11
Holland	2	1
Japan	5	5
Switzerland	13	6
UK	2	1
Total	73	36

Cda/USA	38	1
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Foreign Visitors



	Canada	USA	Other Countries
People	245	201	73
Pct of Total	47%	39%	14%



Inuvik Survey

Occupation

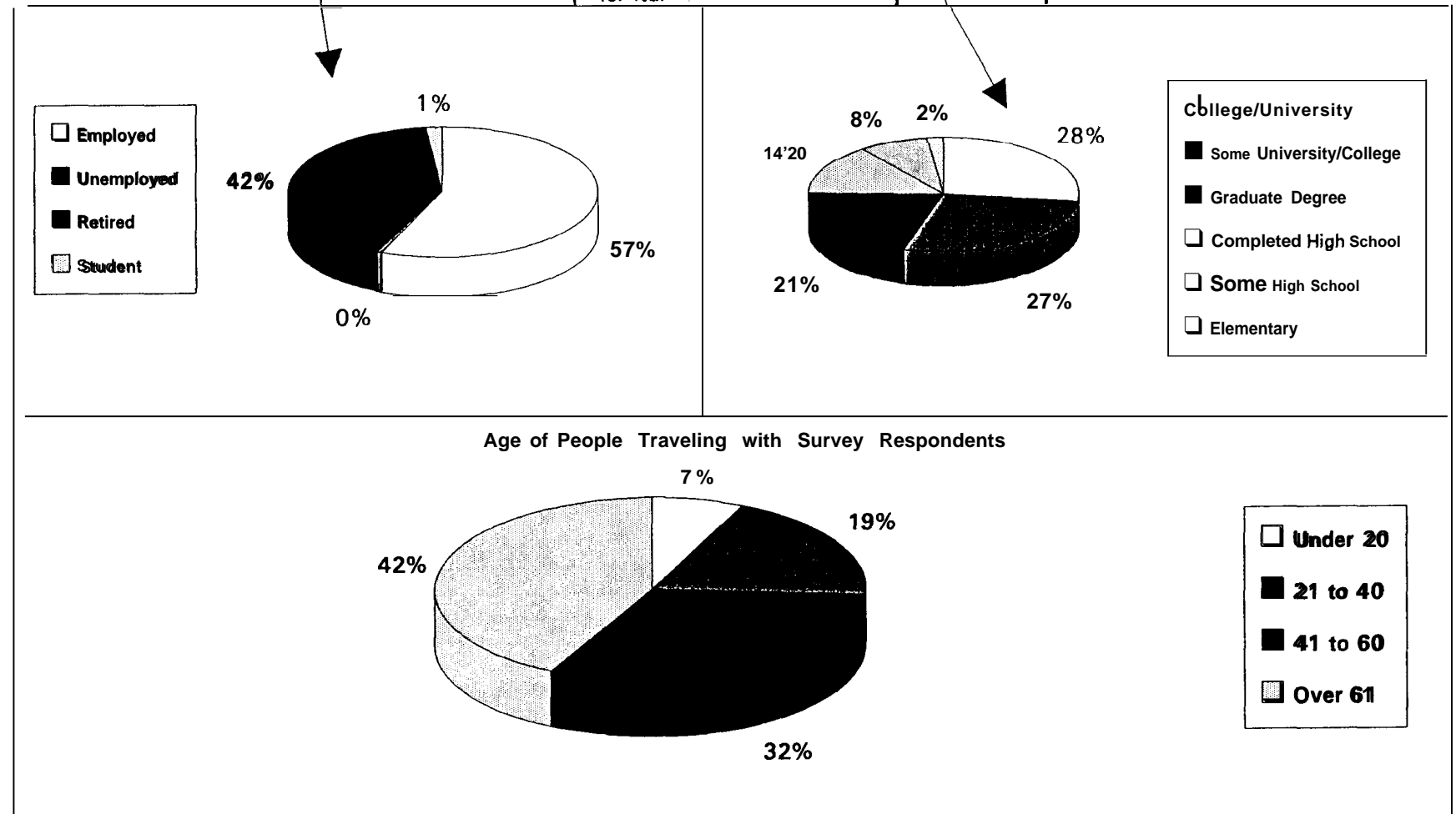
	Number
No. Q. Respondents	213
Employed	121
Unemployed	1
Retired	89
Student	3

Education

	Number
No. Q. Respondents	215
College/University	59
Some University/College	59
Graduate Degree	45
Completed High School	30
Some High School	18
Elementary	4

Age

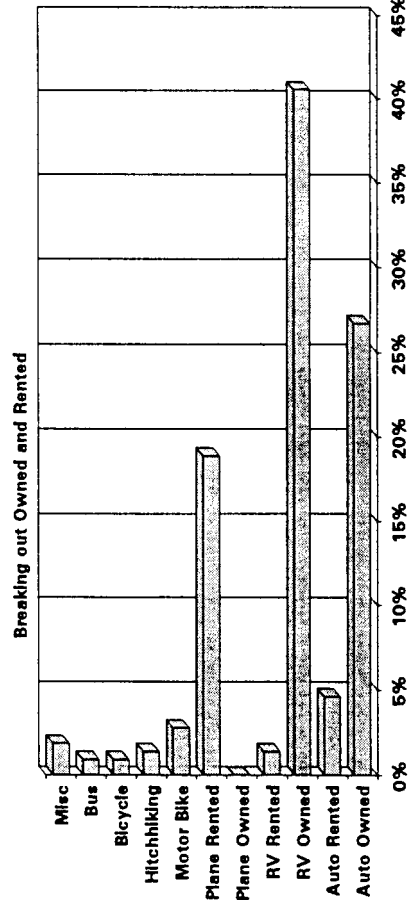
	Number
Under 20	44
21 to 40	118
41 to 60	195
Over 61	258



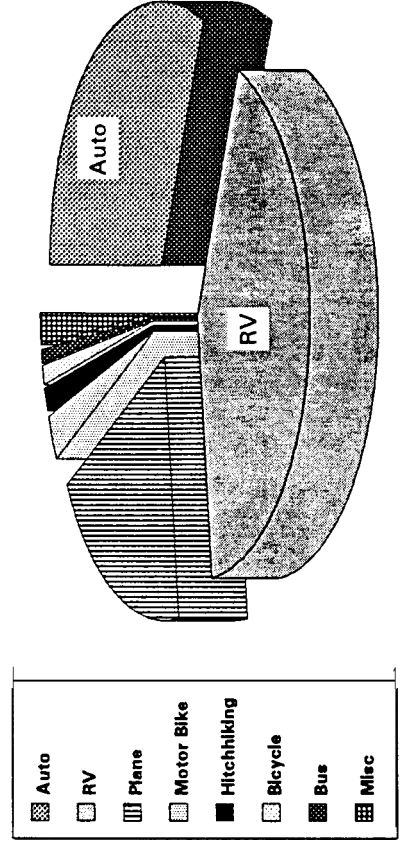
Inuvik Survey - Transportation

	MOTOR BIKE			RV			PLANE			BICYCLE			MISC		
	Owned	Rented	%	Owned	Rented	%	Owned	Rented	%	Owned	Rented	%	Owned	Rented	%
Number of Total	50	10	20%	41	0	0%	4	0	0%	3	2	1%	2	1	2%

Distribution of Transportation

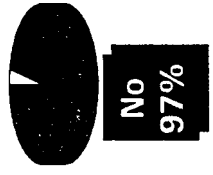


Distribution of Transport

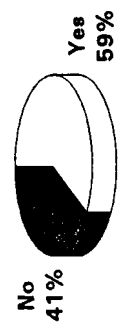


Organized Bus Tour?

Yes
3%

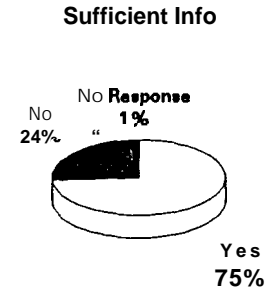


Planned to Drive Dempster



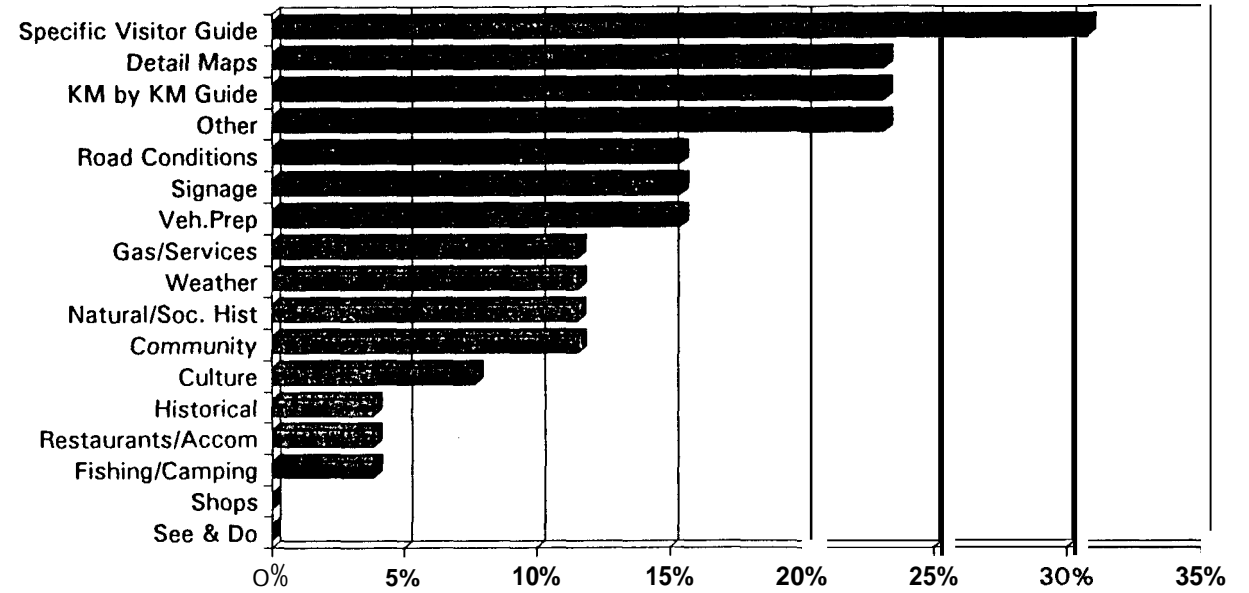
Takeaway Survey - Sufficient Info - Those That *Travelled* The *Dempster*

	Sufficient Info
Yes	52
No	17
No Response	1



	I Responses	Pet
Specific Visitor Guide	8	31%
Detail Maps	6	23%
KM by KM Guide	6	23%
Other	6	23%
Road Conditions	4	15%
Signage	4	15%
Veh.Preparation	4	15%
Gas/Services	3	12%
Weather	3	12%
Natural/Soc. Hist	3	12%
Community	3	12%
Culture	2	8%
Historical	1	4%
Restaurants/Accom	1	4%
Fishing/Camping	1	4%
Shops	0	0%
See & Do	0	0%

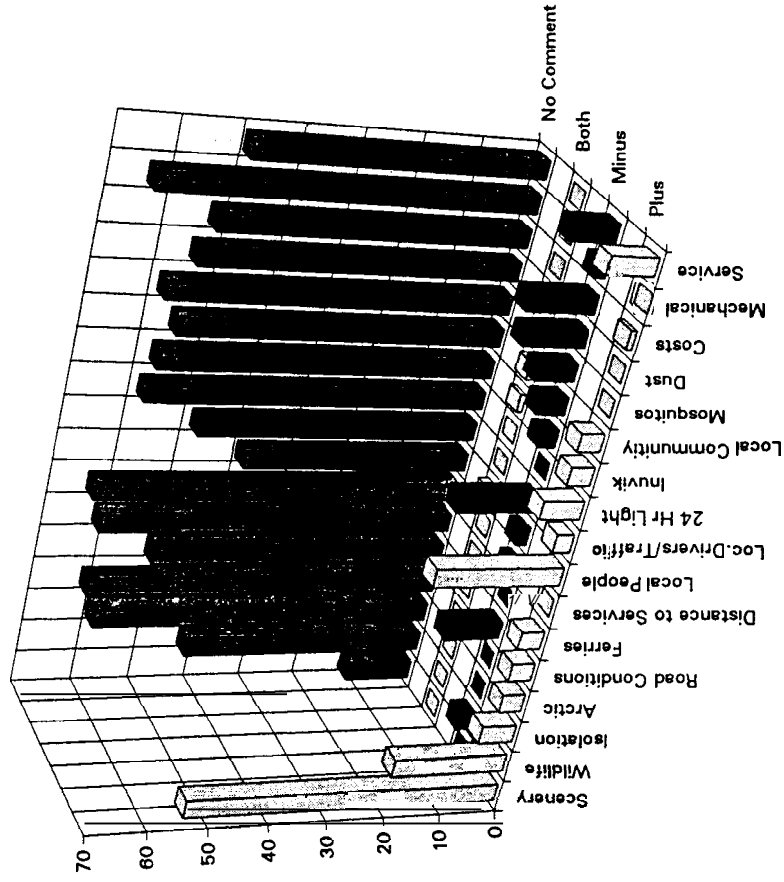
Pet by Topic of Those Answering No to "Sufficient Info"



Takeaway Survey - Positive and Negative Responses by Topic (for those driving Dempster)

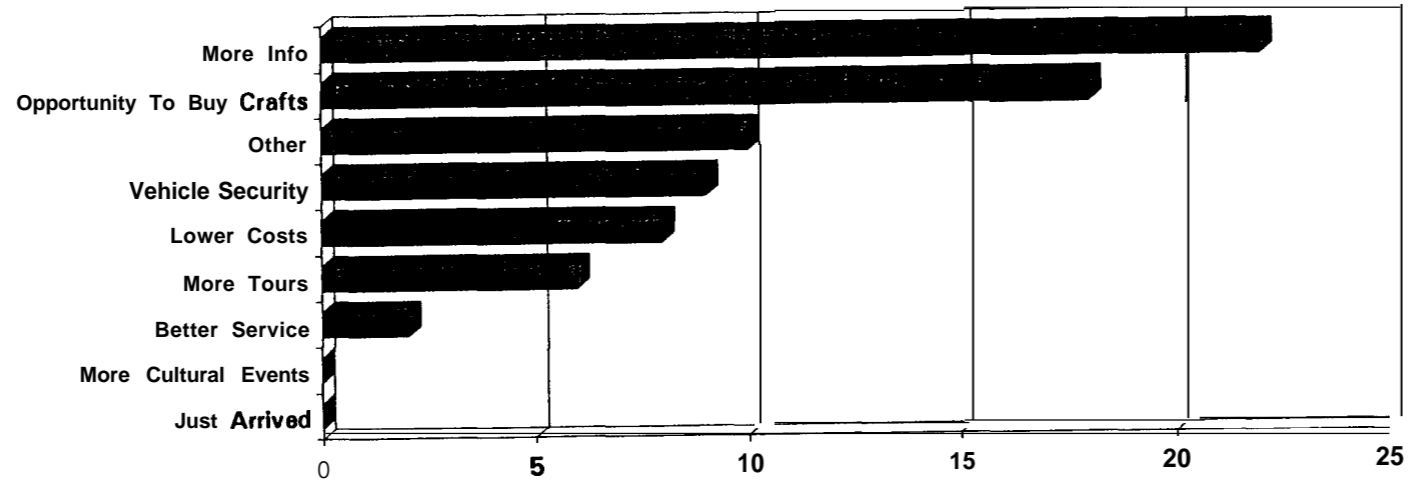
	Scenery	Wildlife	Isolation	Arctic	Road Conditions	Ferries	Distance to Services	Local People
Plus	54	20	6	4	4	4	0	22
Both	0	0	0	0	0	0	0	0
No Comment	12	43	60	62	62	62	64	40

	24 Hr Light	Inuvik	Local Community	Mosquitos	Dust	Coats	Mechanical	Service
Plus	3	7	4	4	0	0	1	0
Minus	14	0	3	5	7	11	12	2
Both	0	0	1	1	0	0	0	0
No Comment	49	59	58	56	59	55	53	64
								50



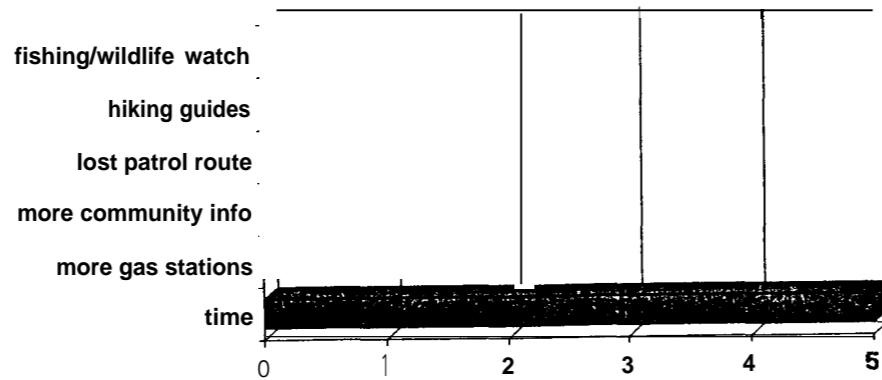
Takeaway Survey - Motivators for Participation in Longer Excursions From Inuvik

More Info	22
Opportunity To Buy Crafts	18
Other	10
Vehicle Security	9
Lower Costs	8
More Tours	6
Better Service	2
More Cultural Events	0
Just Arrived	0



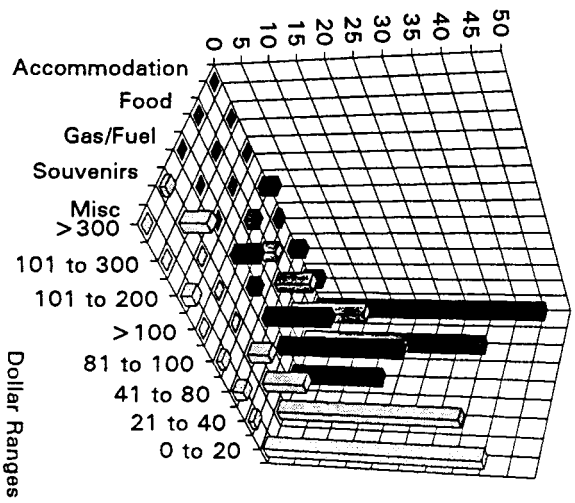
Other Comments

fishing/wildlife watch	1
hiking guides	1
lost patrol route	1
more community info	1
more gas stations	1
time	5



Takeaway Survey - Those That Travelled Up the Dempster

	Accommodation	Food	Gas/Fuel	Souvenirs	Misc	Total
0 to 20	46	36	18	35	41	75
21 to 40	4	15	24	8	1	26
41 to 80	3	7	13	4	2	17
81 to 100	1	3	2	0	1	3
> 100	3	2	5	0	0	2
101 to 200	0	0	0	0	2	1
101 to 300	0	0	0	5	0	1
> 300	0	0	0	1	0	1
Total	57	63	62	53	47	126



Responses

Dollar Ranges