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**G. N. W. T. SUMMER TRAVEL  
SURVEYS 1983  
REPORT OF FINDINGS**

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Presented to:  
**Department Of Economic  
Development & Tourism  
Government Of The  
Northwest Territories  
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Pac fic Western Airlines

Trans North Air

Nordair Limited

Northwest Territorial Airways

Snowshoe Inn

Migrator Inn Motel

Eskimo Inn

Ptarmigan Inn

Ikaluktutiak Co-op Motel

Finto Motor Inn

Yellowknife Lodge

Grise Fiord Lodge

Snowbird Lake Lodge

Pelly Bay Hotel

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Bathurst In et Lodge

Arctic Circ e Lodge

Motel El Camino

We would a so ke to thank the peep e of the Northwest Territories  
and visitors to the area who gave us the particulars of their travel  
experience in the summer of 1983.

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## 1. INTRODUCTION

### A. Background

As part of an on-going program to develop and update information about the travel industry in the Northwest Territories, the Division Of Tourism And Parks commissioned Canadian Facts to undertake a survey of vacationers within the Territories.

In 1982 a series of studies was conducted to identify the number of N.W.T. visitors, together with an assessment of their characteristics and interests. The plan in 1983 has been to add to this information with a further study. The present study involved the collection of travel information and visitor feedback from several sources.

### B. Study Objectives

The overall objective of this study is to generate information" about visitors who come to the Northwest Territories during the summer period, June 1st through to September 30th, 1983. The specific objectives of the research project were:

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- (1)
- ① to provide an estimate of the number of visitors to the Northwest Territories
  - ② to describe visitor characteristics and demographics
  - ③ to identify visitor expenditures, length of stay, trip purpose, party size and other standard travel data.

The specifications for the 1983 research study are appended to this report and are detailed in the written Terms Of Reference supplied by the Department Of Economic Development And Tourism. Further information and direction on the study design was obtained throughout the study period in consultations primarily with Mr. Keith Thompson and in his absence, Mr. Alan Vaughan of N.W.T. Tourism.

C. Methodology -Overall Design

The data collection system for this project, as provided in the study Terms Of Reference, involved five economic sectors. (A sixth source of information was to be Highway Traffic Counts, North and Southbound for the Mackenzie, Dempster, and



(1)

Laird Highways, however this data was not available for purposes of this report). The five survey components in this study were:

| <u>TYPE/SOURCE</u>  | <u>EXPECTED USE FOR DATA</u>  |
|---|---|
| 1. Airline Passenger <sup>s</sup> Carried In And Out Of The N.W.T. On The Six Main Airlines | To develop estimates of total visitors by air. Subjective estimates of the proportion of business versus pleasure travelers will be obtained from reporting airlines. |
| 2. Ferry Traffic Counts Of Vehicles Carried: Commercial And Private                         | To develop an estimate of the proportion of resident and non-resident auto travelers.   |
| 3. Individual Surveys: Hotels/Motels/Lodges   |   |
| a) Guest Counts   | To determine total number of resident and non-resident visitors using the accommodation and length of stay (person nights).   |
| b) Core Questionnaires  | To determine basic trip characteristics of resident and non-resident visitors.  |
| c) Mail-Back Questionnaires   | To determine details of non-resident visitors and details of their trip to the N.W.T. including expenditures and activities.  |



TYPE/SAMPLE

EXPECTED USE FOR DATA

- 4. Campgrounds:
  - a) Camper Counts                      To determine the total number of campground sites (parties) booked and nights stayed.
  - b) Core Questionnaires              To determine basic trip characteristics of resident and non-resident visitors.
- 5. Resident Telephone Survey        To determine the proportion of visitors staying with N.W.T. residents, including basic trip data.

The general study design for this survey placed a large burden of data compilation and regular reporting on individuals such as Park Officers, hoteliers, ferry captans as well as the vacationing tourist. Although care was taken to design simple procedures and reporting documents, many individuals failed to comply with instructions given them; they either lacked interest in the survey or were unable to devote the time required, on a regular basis, to follow through with reporting.



Information on the number of passengers carried was requested from each of the airlines serving the Northwest Territories. Similarly counts of vehicles carried on the N.W.T. ferry system were tabulated for the Mackenzie, Laird, and Peel River ferry crossings.

All hotel, motel, and lodge owners in the N.W.T. were contacted and invited to participate in this survey. As an incentive all participants were offered the opportunity to share in some co-operative advertising with the Division Of Tourism And Parks.

Those agreeing to co-operate were sent a supply of forms and questionnaires to facilitate three measures. Weekly recording forms collected data on the number of guests, party size, and length of stay. All guests were asked to complete a core questionnaire where some additional basic information was collected such as, place of residence, mode of transportation etc. Finally, all non-resident guests were to have been given a confidential self-completion mail-back questionnaire which included questions regarding the details of the visitor's trip to the N.W.T.

Park officers were sent a supply of forms on which to make weekly reports of the number of sites booked and the length of stay of camper parties. They were also sent core questionnaires which were distributed to one member of each

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camping party for completion. The information gathered was basic and much like the data collected via the core questionnaire designed for use with the commercial accommodation sector. The respondent at the campgrounds was asked to either mail-back the completed core questionnaire or return it to the park officer for forwarding to the Division of Tourism and Parks.

Except in the case of the airlines, who sent reports directly to Canadian Facts' offices, all other materials - reporting forms and returned questionnaires, were sent to the Division Of Tourism And Parks offices in Yellowknife. This was done, not only to facilitate a more expedient retrieval of the distributed materials, but to provide a system whereby Tourism And Parks staff could monitor response rates, handle enquiries, and provide direct communication to all study participants when required. The collected materials were then accumulated and forwarded to Canadian Facts in Vancouver for processing and data analysis.



The Resident Telephone Survey was conducted from Canadian Facts' Central Location Telephoning facility in Vancouver during the period October 4 to 13, 1983. A total of 404 interviews were completed with a cross-section of adults residing in Yellowknife, Hay River, Fort Smith and Fort Simpson.

D. Results Presentation

The results of this research are presented in the form of a Highlights and General Summary contained in Volume I and Detailed Computer Tables contained in Volume II.

Reporting forms and questionnaires employed in the research are appended to each volume of the above reports,

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**Note:** Data derived from sample populations is subject to variance. In order not to imply an unwarranted degree of precision, all percentage figures in the Highlights and General Summary have been rounded to whole numbers.

Throughout the General Summary, circles have been used to denote unusually high figures, and squares have been used to denote unusually low figures at the 90% confidence level.

Further, it should be noted that percentages derived from "actual" bases of less than 100 should be interpreted with caution, while percentages derived from "actual" bases of less than 50 should be interpreted with extreme caution.

December, 1983

CANADIAN FACTS

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HIGHLIGHTS

- ⊙ Persons visiting the Northwest Territories, either for business vacation reasons, travel there either by airplane or by road. Visitors coming by air constitute the majority, approximately 60% come by air, leaving approximately 40% of non-resident travelers coming by ground transportation.
  
- ⊙ Operating in the Northwest Territories are several major scheduled airlines, as well as a number of smaller private or chartered airlines. The major scheduled airline carriers report transporting in excess of 50,000 passengers into the Northwest Territories during the summer period, June 1st to September 30th, 1983. This includes both resident and non-resident passengers.
  
- 0 According to the following summer survey results, as many as one-fifth of all visitors to the Northwest Territories may come in by private or charter airlines.
  
- 0 Given these assumptions a global estimate of the total number of visitors to the Northwest Territories for the summer period can be calculated as follows:



a) Scheduled Airlines represent 80% of air traffic and carry

50,000 passengers carried in one direction  
.30 estimated by airlines to be visitors

15,000 visitors

b) Charter or private airlines represent 20% of air traffic

12,500 passengers carried by charter or private airlines  
.90 estimated to be visitors

11,300 visitors

c) Total visitors to the N.W.T. in the Summer Period

15,000 (a)  
+ 11,300 (b)

26,300 total visitors carried by airlines (represents 60%  
of all visitors)

+ 17,500 total visitors traveling by road (represents 40%  
of all visitors)

44,000 total visitors (estimated) to the N.W.T. in Summer  
Period, 1983

0 On a regional basis, the vast majority of visitors to the Northwest Territories travel to the Fort Smith region. (67% of guests surveyed in hotels, motels and lodges said this.) Trips to the Inuvik region are made by approximately one-third of summer travelers. Journeys to the Central Arctic, Baffin and Keewatin regions are made far less often in the summer period.





- ⊙ Occupancy in hotels, motels and lodges tends to be fairly consistent for the Summer months of June, July and August with a drop-off of roughly 40-50% in the month of September. Visitors to these accommodations average almost 5 nights stay when traveling on vacation, but more than twice the length of stay when traveling on business to the Northwest Territories.
- 0 Visitors to the Northwest Territories who stay in hotels, motels, or lodges, come from Alberta (28%), some area in the United States (26%), or Ontario (16%). British Columbians also visit the Territories on a frequent basis in the summer months. (8% of guests were from B. C.)
- ⊙ In terms of expenditures, guests staying in hotels, motels and lodges spend the largest share of their travel budget on two items while in the N.W.T.: their accommodation and transportation within the N.W.T. Expenditures on souvenirs and restaurant meals are secondary.
- 0 Several assumptions can be made regarding the economic impact of visitors to the Northwest Territories. Guests of hotels, motels, and lodges were asked to report what they spent their money on while in the N.W.T. As a result it was determined that the visitor traveling on business spends almost four

times the amount, on average, that the tourist/vacationing visitor spends in the Territories. Acknowledging it was very difficult for respondents to recall exact amounts of money spent, the approximate general amount spent per person averaged \$1500 per visitor. On this assumption, the revenue generated by visitors to the Northwest Territories in the Summer of 1983 would be  $\$1500 \times 44,000$  visitors = \$65 million.

0 Regardless of the length of stay in the Territories, the three most popular activities of visitors in the Summer period are; shopping for crafts (52% enjoy this), fishing (40% said this) and visiting" museums and historic sites (40%). Other popular activities are nature studies/walks (32% do this) and 39% of visitors state they conduct business while in the N.W.T.

⊙ Visitors who stay in sheltered accommodation (hotel, motel, and lodges) and who visit the Northwest Territories in the summer months, are predominantly from professional occupation groups, and have above average household incomes.

0 The majority of these travelers travel in singles or couples and just over one-half state they (or someone in their household) have previously visited the N.W.T.

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- 0 Many people come into the Northwest Territories during the summer months in some form of ground transportation such as, a car, van, truck or other recreational vehicle. These visitors may be found staying in one of the campgrounds in the N.W.T. or they may be visiting friends or relations. (a small proportion of this group stays in hotels, motels or lodges)
- 0 The heavy camping months are June and July, particularly July. Campers stay on average, just under two nights at a given location. The campgrounds around Yellowknife, such as; Long Lake or Nutuiluie Park, (near Fort McPherson) are likely the most heavily patronized facilities. Travelers using the "campgrounds originate from either Alberta (25% come from here), another location in the Northwest Territories, (21%) or from the United States (21%). Twelve percent of campers were found to be coming from the nearby Province of British Columbia.
- 0 Guests, visiting Northwest Territories residents, travel by air or by road (car, van or truck etc.). Most of the visits made to N.W.T. residents are for vacation or personal reasons, although one-fifth of the guests visit friends and relations while in the Northwest Territories on business. Guests come mostly from 3 Canadian Provinces: Alberta (41%), Ontario (18%), and British Columbia (13%).

⊙ On average a N.W.T. resident living in one of the major population centres in the Territories (Yellowknife, Fort Smith, Fort Simpson or Hay River), can expect to have guest visits on one or two occasions in the summer period. The average number of persons per guest-party is slightly over two people and the length of stay for these non-resident guest parties is approximately 2 weeks.

0 Not all travelers in the Northwest Territories are persons from outside the Territory. An amount of travel occurs in and around the Territory as residents take short trips, mostly to other urban centres or to go fishing or camping.

0 However the ratio of trips inside to outside the Northwest Territories is almost four to one. It is suspected that this ratio may be higher than for other Canadian areas, as the Northwest Territory resident appears to have the financial means, the time, and the desire to travel outside of the Territories on a regular basis. The N.W.T. resident spends, on average almost 14 nights outside of the Territories traveling, and approximately 3 nights traveling inside their home territory.



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### III DETAILED FINDINGS OF TRAVEL SURVEYS

#### A. Accommodation Sector

##### 1. Introduction

Information regarding visitor characteristics and travel habits was gathered from self-completion questionnaires returned from a sample of guests who stayed at various N.W.T. hotels, motels and lodges throughout the summer period June 1 to September 30th, 1983. Upon registering for a stay the head of a given travel party was asked to complete a core questionnaire which collected some basic information regarding N.W.T. travel. If the guest had indicated via the core questionnaire, that he or she was a non-resident visitor, then they were given a longer mail-back questionnaire to complete at some later occasion. As an incentive to return the questionnaire the name of responding visitors would be entered into a draw for a piece of N.W.T. art work,

it was evident early on in this project that the hotel, motel and lodge operators were not distributing the

questionnaires in the prescribed manner, yet the questionnaires which *were* returned do provide valuable indicative data on visitors using N.W.T. accommodation.

In addition, participating owner/managers of accommodation facilities were asked to report monthly counts of the number of guests and the length of stay of each travel party. Again full reporting was not achieved and the resulting data may be of limited value.

Each and every hotel, motel, and lodge in the N.W.T. was contacted by telephone or mail in late May. This invitation to participate in the 1983 Travel Survey came from the Tourism And Parks Office. Although some 96 hotels, motels, or lodges exist in the N.W.T. many operations were found to be not open for the season when first contacted, had gone out of business or simply declined to participate in the Travel Survey. As a result a more realistic number of potential survey participants from the accommodation group totalled 70 operations. Of this total, 19 businesses participated

The tables below illustrate both the inventory of hotels, motels, and lodges in the N.W.T. and the survey participation

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levels. With only 27% of available hotels, motels, and lodges participating in the survey, several cautions should be made regarding the representativeness of the final sample. Small operations, those accommodating up to 25 guests, are under represented - only 10% of units within this group participated in the survey. On a regional basis, Inuvik, Keewatin and Fort Smith accommodation facilities are under-represented in this survey. This low participation rate has singularly placed severe limitations on the extent of analysis feasible on the collected data. Also, of the 19 participating businesses, only 6 or 7 co-operated with complete data for the entire summer.



INVENTORY OF N.W.T. HOTELS/MOTELS/LODGES  
BY POTENTIAL GUEST CAPACITY

|                                     | <u>Total</u> | <u>Large</u><br><u>(More than</u><br><u>76 Guests)</u> | <u>Medium</u><br><u>(26 to 75</u><br><u>Guests)</u> | <u>Small</u><br><u>(1 to 25</u><br><u>Guests)</u> |
|-------------------------------------|--------------|--|---|---|
|                                     | <u>96</u>    | <u>9</u>   | <u>29</u>   | <u>58</u>   |
| <u>Region Located</u><br><u>In:</u> |              |  |   |   |
| Baffin                              | 13           |  | 5   | 6   |
| Inuvik                              | 19           |  | 4   | 14  |
| Central Arctic                      | 8            |  | 2   | 5   |
| Keewatin                            | 18           |  | 3   | 15  |
| Fort Smith                          | 38           |  | 15  | 18  |



NUMBER OF N.W.T. HOTELS/MOTELS/LODGES  
PARTICIPATING IN SUMMER TRAVEL SURVEY  
BY POTENTIAL GUEST CAPACITY

| Total | Large<br>(More Than<br>76 Guests) | Medium<br>(26 To 75<br>Guests) | Small<br>(1 To 25<br>Guests) |
|-------|-----------------------------------|--------------------------------|------------------------------|
| 19    | 3                                 | 10                             | 6                            |

Region Located  
In:

|                |   |   |   |   |
|----------------|---|---|---|---|
| Baffin         | 4 | 0 | 3 | 1 |
| Inuvik         | 2 | 1 | 1 | 0 |
| Central Arctic | 3 | 0 | 1 | 2 |
| Keewatin       | 1 | 0 | 0 | 1 |
| Fort Smith     | 9 | 2 | 5 | 2 |

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2. Survey Results - Guest Counts/Core Questionnaires

The table below illustrates the data collected from the hotel, motel, lodge operators regarding summer occupancy. Given that the number of operations reporting each month varied, it is important to observe that the average number of guests per month illustrates a fairly even occupancy rate until the September drop-off.

The increase in person-nights seen for September likely results from a shift in the type of guest from predominantly tourist to business traveller. As will be seen later in this report, the average length of stay for the business traveller is longer than for vacationers to the N.W.T.

SUMMER OCCUPANCY  
HOTEL/MOTEL/LODGES

| <u>Summer Months</u> | <u>Number Of Reporting Operations</u> | <u>Total Guests</u> | <u>Total Nights</u> | <u>Average Guests</u> | <u>Person-Nights</u> |
|----------------------|---------------------------------------|---------------------|---------------------|-----------------------|----------------------|
| June                 | 7                                     | 1070                | 2860                | 153                   | 2.67                 |
| July                 | 12                                    | 2023                | 4990 <sup>(a)</sup> | 169                   | 2.53                 |
| August               | 8                                     | 1323                | 3414 <sup>(b)</sup> | 165                   | 2.60                 |
| September            | 6                                     | 465                 | 1816                | 78                    | 3.91                 |

(a) 1 of the 12 Hotel/Motel/Lodges only stated number of people therefore number of nights excludes 49 people in the calculation for person nights.

(b) 1 of the 8 Hotel/Motel/Lodges only stated number of people therefore number of nights excludes 12 people in the calculation for person nights.



A total of 433 *core* questionnaires were completed by guests registering at hotels, motels, and lodges which were participating in the survey. The majority (62%) of these questionnaires were received from two operations and it is evident from the data that the distribution of the core questionnaires over each of the summer months may not have been consistent. Some of the fluctuation in the number of questionnaires received is a reflection of the seasonal variance in the number of guests being accommodated in a given month. However, the fact that some participating hotels reported no guests or only one guest for the entire month of June and/or July leads us to deduce that core questionnaires were not being distributed. (See Vol. II Detailed Tables A., Pages 9 and 20)

Guests at N.W.T. hotels, motels, and lodges generally come from five locations:

- |                              |     |
|------------------------------|-----|
| 1. The Northwest Territories | 39% |
| 2. Alberta                   | 24% |
| 3. The United States         | 21% |
| 4. British Columbia          | 6%  |
| 5. Ontario                   | 5%  |



A significant proportion of both the N.W.T. and Alberta guests were traveling for business reasons and as a result the party size of these travelers was usually one person. (See Vol. II Detailed Tables A, Pages 1 and 2)

Overall the core questionnaires revealed that approximately the same number of guest parties were traveling for business reasons as were traveling for vacation or other non-business reasons. Reviewing the core questionnaires, indications are that July may be a peak vacation month. (See Vol. II Detailed Tables A., Pages 3 and 4)

Hotel, motel or lodge guests who travel led to the N.W.T. on vacation stayed strictly in either a hotel, motel or lodge whereas travelers on business might be accommodated in a variety of ways including employer run facilities.

Overall the vacationing visitor stays about 5 days at a given hotel, motel or lodge, whereas the business traveller stays almost 3 times longer; for almost 13 days on average.



AVERAGE NUMBER OF NIGHTS SPENT BY TRAVEL PURPOSE

|                                   | <u>Total</u> | <u>Vacation/<br/>Personal</u> | <u>Business/<br/>Commuting To Work</u> |
|-----------------------------------|--------------|-------------------------------|--|
|                                   | No.          | No.                           | No.                                    |
|                                   | 433          | 209                           | 219                                    |
|                                   |              | No.                           | No.                                    |
| <br><u>Type Of Accommodation:</u> |              |                               |  |
| Hotels, Motels                    | 5.10         | 1.89                          | 8.41                                   |
| Lodges                            | .76          | 1.35                          | .09                                    |
| With Friends/Relatives            | .39          | .27                           | .52                                    |
| Campgrounds                       | .23          | .44                           | .02                                    |
| Other Camping                     | .41          | .34                           | .49                                    |
| Other*                            | 1.16         | .02                           | 2.32                                   |
| <b>Total Nights:</b>              | <b>8.25</b>  | <b>4.34</b>                   | <b>12.26</b>                           |

\* The most frequent reference here was to company run accommodation such as camps for work crews etc. ,

(See Vol. II Detailed Tables A., Pages 10 to 16)



The most popular way travelers staying in hotels, motels, and lodges have of getting to the N.W.T. is by air; they come either on scheduled airlines (36%) or by chartered airline services (23%). Another third of travellers (34%) come by private ground transportation: car, truck, van or recreational vehicle. Persons traveling for business reasons use either scheduled airline services (48%) or they drive themselves to the N.W.T. (34%).

**PERCENT OF TRAVELERS WHO ARRIVED IN THE N.W.T. BY TRAVEL PURPOSE**

| <u>Total</u> | <u>Vacation/<br/>Personal</u> | <u>Business/<br/>Commuting To Work</u> |
|--------------|-------------------------------|--|
| 433          | 209                           | 219                                    |
| %            | %                             | %                                      |

**MODE OF TRANSPORTATION TO THE N.W.T.**

|  |    |    |    |
|--|----|----|----|
| Scheduled - Airline  | 36 | 28 | 48 |
| Charter/Private Airline                                      | 23 | 29 | 12 |
| (Car) Automobile   | 16 | 17 | 14 |
| 4-Wheel Drive Truck,<br>Van Or Pick-Up                       | 18 | 17 | 20 |
| Bus  | 5  | 9  | 0  |
| Other Miscellaneous<br>(motorcycle, hitch-hiking<br>etc. , ) | 2  | 1  | 5  |

(See Vol. II Detailed Tables A., p. 17)

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### 3. Survey Results - Mail Back Questionnaires

It is difficult to estimate the response rate from the mail back survey because there are no records of how many questionnaires were distributed over the summer months.

If every non-resident guest who completed a core questionnaire at a hotel, motel or lodge was in fact given a mail-back questionnaire (as was the intention of the study design) then the response rate was extremely high.

As 234 guests qualified to receive a mail-back questionnaire and given that 134 completed questionnaires were received the response rate was 57%. However, it is suspected that a number of mail-back questionnaires were distributed arbitrarily to guests who are unaccounted for as they did not complete core questionnaires. It is quite likely that the response rate was closer to the 37% return rate reported in 1982 by the Division Of Tourism and Parks on a similar mail-back survey.

As was seen in the core questionnaire data the majority of N.W.T. visitors come from Alberta or the United States in addition to other specific Canadian provinces.



|                      |     |
|----------------------|-----|
| 1. Alberta           | 28% |
| 2. The United States | 26% |
| 3. Ontario           | 16% |
| 4. British Columbia  | 8%  |
| 5. Manitoba          | 6%  |

(See Vol. II Detailed Tables B., Page 1)

The majority (55%) non-resident respondents were visiting the N.W.T. primarily for vacation reasons, 37% were found to be traveling on business or commuting to work. The individual traveling on business tends to stay longer while in the N.W.T. - almost 2 weeks (14 nights), whereas the vacationing visitor stays on average just 1 week.

(See Vol. II Detailed Tables B., Page 2 To Page 9)

Due to the small base sizes involved, the table to follow illustrates general trends of visitation only. Baffin may be the region where visitors stay longest in the N.W.T., although, like Inuvik Region, extended stays in the area stem primarily from employment or business opportunities. Generally the data shows no particular pattern except to suggest that that visitors may stay longer in more remote or



distant N.W. T. regions, such as the Baffin Region. For example, over one half of all visits to the Fort Smith or Inuvik Regions were for a duration of less than 5 days.

PERCENT OF VISITS MADE TO REGIONS BY TRAVEL PURPOSE

|   | <u>Total*</u> | <u>Vacation/<br/>Visiting Friends</u> | <u>Business/<br/>Commuting To Work</u> |
|---|---------------|---------------------------------------|--|
|   | 134           | 80                                    | 54                                     |
|   | %             | %                                     | %                                      |
| <u>N.W.T. Regions:</u>                                    |               |                                       |  |
| Baffin  | 37            | 39                                    | 33                                     |
| Inuvik  | 36            | 40                                    | 30                                     |
| Central Arctic  | 25            | 26                                    | 24                                     |
| Keewatin  | 19            | 24                                    | 11                                     |
| Fort Smith  | 67            | 70                                    | 63                                     |
| (* Totals exceed 100% due to visits to multiple regions.) |               |                                       |  |
| Average Number<br>Of Nights Spent:                        | 9.94          | 7.41                                  | 13.72                                  |

(See Vol. II Detailed Tables B., Page 22 To Page 27)

In the survey of visitors who stayed at hotels, motels, and lodges over the summer of 1983, it was discovered that about one-half of these visitors spent under \$1000 in the N.W.T. whereas the other half spent well in excess of \$1000 on their trip in the N.W.T. This finding parallels the average length of stay in the N.W.T. That is, visitors who visit the N.W.T. for less than 5 nights tend to fall into the under \$1000 expenditure group whereas persons staying 5 nights or longer spend more.

As one would expect, the purpose of the trip to the N.W.T. has an influence on the amount of money the visitor will spend. Generally speaking, business travelers spend more money visiting the N.W.T. than do vacationers. There are, of course, some identifiable exceptions to this pattern; among vacationers who visit remote lodges or fishing camps average expenditures can total several thousands of dollars per person.

AVERAGE DOLLAR AMOUNT SPENT BY TRAVEL PURPOSE

|                    | <u>Tota 1</u><br>134<br>(Dollars) | <u>Vacation/<br/>Visiting Friends</u><br>80<br>(Dollars) | <u>Business/<br/>Con-muting To Work</u><br>54<br>(Dollars) |
|--------------------|-----------------------------------|--|--|
| Tota 1<br>Average: | \$4865.                           | \$2745.  | \$7861.  |

(See Vol. II Detailed Tables B., Page 28 To Page 33)



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In reviewing expenditure data it is apparent that the cost of accommodation is the major item for non-resident visitors to the N.W.T. Two expense items appear to be inversely related to the length of stay. They are, the costs of transportation and the costs of guides and outfitters; in all other cases the proportional cost of the given travel expense item goes up, as the durations of the visit increases. Much of the variance however in the individual dollar amounts listed below may be small sample sizes, therefore, caution should be used in interpreting these findings.



AVERAGE DOLLAR AMOUNT SPENT BY LENGTH  
OF STAY IN" N.W.T.

|                                  | <u>Tota 1</u><br>134<br>(Dollars) | <u>One To<br/>Four Nights</u><br>62<br>(Dollars) | <u>Five Or<br/>More Nights</u><br>70<br>(Dollars) |
|----------------------------------|-----------------------------------|--|---|
| <u>Travel Expense Items:</u>     |                                   |  |   |
| * Accommodation                  | \$932.                            | \$199  | \$1746.   |
| * Guides, Outfitters & Lodges    | 787.                              | 310.   | 917.  |
| * Transportation Within N.W.T.   | 540.                              | 415.   | 630.  |
| Personal Vehicle (Rent, Gas,..)  | 363.                              | 154.   | 605.  |
| Other Miscellaneous Expenditures | 226.                              | 70.  | 325.  |
| Souvenirs, Crafts, Art           | 200.                              | 99.  | 263.  |
| Restaurant Meals, Beverages      | 197.                              | 8b.  | 318.  |
| Groceries & Beverages            | 74.                               | 29.  | 114.  |
| Recreation & Entertainment       | 73.                               | 50.  | 83.   |

(See Vol. II Detailed Tables B., Page 12 To Page 21)

As one would expect, visitors parties to the N.W.T. tend to take in more activities the longer they stay. Shopping for crafts was the most popular visitor activity among this sample of respondents.

\* It should be noted; the higher average expenditures for these items is reflective of the cost of the many package tours which bring visitors to the N.W.T.



**PERCENT OF NON-RESIDENT TRAVEL PARTIES  
PARTICIPATING IN ACTIVITIES BY LENGTH  
OF STAY IN N.W.T.**

|                              | <u>Total</u> | <u>One To</u><br><u>Four Nights</u> | <u>Five Or</u><br><u>More Nights</u> |
|------------------------------|--------------|-------------------------------------|--------------------------------------|
|                              | 134          | 62                                  | 70                                   |
|                              | %            | %                                   | %                                    |
| <b>Activity:</b>             |              |                                     |                                      |
| Shopping For Crafts          | 52           | 40                                  | 63                                   |
| Fishing                      | 40           | 29                                  | 50                                   |
| Museums, Historic Sites      | 40           | 31                                  | 49                                   |
| Business                     | 39           | 39                                  | 39                                   |
| Nature Study                 | 32           | 21                                  | 43                                   |
| Hiking, Back-packing         | 21           | 3                                   | 37                                   |
| Visiting Friends & Relatives | 19           | 18                                  | 20                                   |
| Camping                      | 14           | 11                                  | 17                                   |
| Festivals, Local Events      | 13           | 10                                  | 16                                   |
| Power Boating                | 12           | 2                                   | 21                                   |
| Other Activities             | 22.3         | 16.1                                | 22.9                                 |

(See Vol. II Detailed Tables B., Pages 38 And 39)

(1)

Characteristics of the non-resident visitors responding to the mail back survey are as follows:

OCCUPATIONS

- 49% are in professional occupations
- 11% are managerial
- 10% are retired
- 8% are in sales or service positions
- 8% are employed in technical fields

HOUSEHOLD "INCOME

- 37% of non-resident respondents come from households where the combined total annual income is or exceeds \$50,000.
  - 30% come from households when the combined annual income is or exceeds \$30,000.
  - 23% or the remaining one-quarter of respondents come from lower (under \$30,000 annually) income households
-



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TRAVEL PARTY SIZE

- 60% of the travel parties were 1 or 2 people  
(most of the one-person travel parties were business travelers)

(See Vol. III Detailed Tables B., Pages 44, 45, and 40)

Just over one-half (53%) of those responding in the mail-back survey state they (or someone in their household) have visited the N.W.T. on previous occasions. Some visitors come from households where frequent visits are made to the N.W.T. as illustrated in the table below. With an average number of 8 previous trips per household, it is evident (though not statistically significant due to the small base sizes) that persons traveling into the N.W.T. on business do so at a rate of better than twice that of the vacationing visitor.



**PERCENT OF VISITOR HOUSEHOLDS  
BY NUMBER OF N.W.T. TRIPS**

|   | <u>Total</u> |
|---|--------------|
|   | 134          |
|   | %            |
| One trip  | 0            |
| Two Trips   | 11           |
| Three Trips   | 12           |
| Four Trips  | 8            |
| Five Trips  | 3            |
| Six Trips   | 4            |
| Seven Or More Trips   | 10           |
| (Average Number Of<br>Trips Per Household                   | (8.16 Trips) |
| No Household Members<br>Previously Taken<br>Trips To N.W.T. | 45           |
| Not Stated  | 7            |

(See Vol. II Detailed Tables B., Page 35)



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## B. Campgrounds

### 1. Introduction

It was planned to involve all campgrounds in a survey of campground visitors. The survey involved two procedures. Park Officers would complete weekly summaries of the number of camping sites booked and the length of stay of the party. In addition, the Park Officers were asked to distribute one campground core questionnaire to each camping party. Campground guests had the option of either returning their completed questionnaire to the Park Officer or returning it by mail in a postage paid envelope that was provided for this purpose.

As with the other questionnaires, the campground core questionnaires were sent directly to the Division Of Tourism And Parks where they were forwarded in batches to Canadian Facts in Vancouver for processing and analysis.

Nineteen campgrounds were involved in the survey to varying degrees. Only four campgrounds reported information on nights booked for their locations.



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## 2. Survey Results - Site Counts/Core Questionnaires

The table below illustrates the data collected from Park Officers at: Nutuila Park, Prelude Lake, Reid Lake and Chuk campgrounds. Not all reporting campgrounds provided complete data and given that the number of campgrounds is small, caution should be used in conclusions derived from this information.

What seems apparent, however, are two findings:

1. The "heavy camping months are June and July, particularly July.
2. Campers stay on average, just under two nights at a given location.



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SUMMER OCCUPANCY G. N. W. T. CAMPGROUNDS

| <u>Summer Months</u> | <u>Number Of Reporting Campgrounds</u> | <u>Total Sites Booked</u> | <u>Total Nights</u> |
|----------------------|--|---------------------------|---------------------|
| June                 | 4                                      | 218                       | 313                 |
| July                 | 3                                      | 184                       | 254                 |
| August               | 3                                      | 136                       | 133                 |
| September            | 2                                      | 38                        | 46                  |

A total of 118 core questionnaires were completed by parties registering at various campgrounds. The majority of these questionnaires were received from visitors to the following:

| <u>Total Questionnaires Returned</u>  |     |
|---------------------------------------|-----|
| 1. Nutuiluie Park                     | 20% |
| 2. Yellowknife Campground (Long Lake) | 22% |
| 3. Prelude Lake                       | 15% |
| 4. Reid Lake                          | 11% |
| 5. Chuk Campground                    | 7%  |

(See Vol. II Detailed Tables C, Page 19 And 20 Note: data for Long Lake and Yellowknife Campground are reported separately,)

Again, it is not possible to estimate the response rate to the core questionnaire as it is unknown what numbers were distributed.



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Guests at these N.W.T. campgrounds over the summer of 1983 generally came from four places of residence:

- |                              |     |
|------------------------------|-----|
| 1. Alberta                   | 25% |
| 2. The Northwest Territories | 21% |
| 3. The United States         | 21% |
| 4. British Columbia          | 12% |

(Other Canadian provinces = 13% and Europe = 6%)

(See Vol. II Detailed Tables C., Pages 1 And 2)

The primary purpose of the respondents visit to the N.W.T. was to have a vacation (92% said this). Most of those responding to the campground core questionnaire had visited the N.W.T. in the month of July (48%), 31% stayed in June, 19% in August and no respondents travel led there in September.

(See Vol. II Detailed Tables C, Pages 3 And 18)

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Although most (64%) campers stayed 1 to 5 nights in the N.W.T., the average length of stay was 7 and a half nights as some respondents had apparently prolonged stays while vacationing in the N.W.T.

AVERAGE NUMBER OF NIGHTS SPENT IN THE N.W.T.

|                               | <u>Total</u> |
|-------------------------------|--------------|
|                               | 118          |
|                               | No.          |
| <u>TYPE OF ACCOMMODATION:</u> |              |
| Hotels, Motels                | 1.6          |
| Lodges                        | .1           |
| With Friends/Relatives        | .6           |
| Campgrounds                   | 3.7          |
| Other Camping                 | 1.3          |
| Other                         | .1           |
| Total Nights                  | 7.44         |

(See Vol. II Detailed Tables C, Pages 10 To 16)



Most of the campers travel to the N.W.T. in a truck camper (28%) or a van pick-up truck (27%) or recreational vehicle (22%). Only 16% came by car, no one came by air and 3% stated they came to the N.W.T. by bus. (See (See Vol. II Detailed Tables C, Page 17)

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c. Transportation Services

1. Scheduled Airlines-Passengers Carried

The co-operation of all six commercial airlines was "sought in obtaining counts of passengers carried into and out of the N.W.T. from June to September. As all six airlines agreed to participate, reporting forms and self-addressed return envelopes were mailed to each airline. Despite follow-up telephone calls and letters, just four of the six airlines provided passenger data.

In reviewing passenger counts over the summer period virtually no difference in the volume of traffic, either into or out of the N.W.T. is seen; the only observable fluctuation is a marginal increase in outgoing passengers for the month of September. Indications are the proportion of visitors carried in the summer months may be as high as 30% or 40% of total passengers.

As one of the major forms of transport into the N.W.T., the airlines may carry in excess of 50,000 visitors to the regions from June to September. This number probably increases substantially when the number of non-resident passengers carried on private charter airlines are included.





Number Of Passengers Carried By The  
Following

| Summer Month And<br>Direction Of Travel: |                | Number Of Passengers Carried By The Following |                                |                    |                                     |                            |
|--|----------------|---|--------------------------------|--------------------|-------------------------------------|----------------------------|
|  |                | Total   | Pacific<br>Western<br>Airlines | Nordair<br>Limited | Northwest<br>Territorial<br>Airways | Trans<br>North<br>Airlines |
|  |                | No.   | No.                            | No.                | No.                                 | No.                        |
| June:                                    | N.W.T. Inbound | 12,369  | 10,283                         | 1,036              | 949                                 | 101                        |
|  | Outbound       | 12,455  | 10,093                         | 1,330              | 870                                 | 162                        |
| July:                                    | N.W.T. Inbound | 13,816  | 11,015                         | 1,613              | 1,032                               | 156                        |
|  | Outbound       | 13,751  | 11,280                         | 1,381              | 961                                 | 129                        |
| August :                                 | N.W.T. Inbound | 13,245  | 10,527                         | 1,746              | 852                                 | 120                        |
|  | Outbound       | 13,354  | 10,771                         | 1,643              | 791                                 | 149                        |
| September:                               | N.W.T. Inbound | 11,203  | 9,456                          | 952                | 697                                 | 98                         |
|  | Outbound       | 11,862  | 10,121                         | 982                | 648                                 | 111                        |
| Total :                                  | N.W.T. Inbound | 50,633  |                                |                    |                                     |                            |
|  | Outbound       | 51,422  |                                |                    |                                     |                            |

2. Ferry Routes - Vehicles Carried

There are three major ferry crossings in the N.W.T. which comprise an important link in the highway system. In order to obtain an indication of the proportion of visitors using ground transportation in the N.W.T., counts of cars and passengers carried by the ferry systems were requested from the Department Of Highways, Marine Division. It was hoped that a visual identification of license plates could be included in the counts, thereby indicating resident and non-resident vehicles. However it was not possible to obtain this information.



In the table to follow, counts of light passenger vehicles carried in both crossing directions are given for the summer of 1983 for each of the three major ferry routes. July and August are busy traffic months with a sharp tapering off occurring in September in all locations except at the Fort Simpson (Laird River) crossing.

PERCENT OF LIGHT VEHICLES CARRIED BY FERRY LOCATION

|                      | <u>Total<br/>Vehicles</u><br>22293<br>% | <u>Fort<br/>Providence</u><br>12866<br>% | <u>Fort<br/>Simpson</u><br>4383<br>% | <u>Fort<br/>McPherson</u><br>5024<br>% |
|----------------------|---|--|--------------------------------------|--|
| <u>Summer Month:</u> |   |  |                                      |  |
| June                 | 24                                      | 23                                       | 22                                   | 28*                                    |
| July                 | 29                                      | 31                                       | 28                                   | 28                                     |
| August               | 27                                      | 27                                       | 26                                   | 29                                     |
| September            | 19                                      | 19                                       | 24                                   | 16                                     |

(\* Estimated to be as July figures; June data not available)

D. N.W.T. Residents Telephone Survey

1. Introduction

Not all visitors to the Northwest Territories use commercial accommodation such as hotels, motels, lodges or campgrounds. A segment of visitors to the N.W.T. stay as guests with resident friends or relatives for all or part of their trip. In addition, the travel activity of the N.W.T. resident and his household represents another tourism component. Some residents take regular holidays within the Territories and others spend their vacation time and dollars outside of the Territories.

In order to provide a more complete picture of tourism and travel in the N.W.T., a telephone survey was conducted among residents in four major population centers. A total of 404 interviews were completed with adults residing in Yellowknife, Hay River, Fort Smith and Fort Simpson. (Completed interviews were as follows: 153 Yellowknife, 118 Hay River, 94 Fort Smith, 38 Fort Simpson.) Although these cities represent centers with a high concentration of population, they only account for some 35% of the entire N.W.T. population. Therefore the residential survey results reflect the patterns of visitation and travel of residents of only the four previously mentioned N.W.T. communities.



Interviewing was conducted from October 4 to 13, 1983 in Canadian Facts' Central Location Telephoning Facility where calling is continually supervised and monitored. Up to three calls per household were made in order to obtain a completed interview. A selection pattern alternated interviews between the male and female heads of households.

The initial sample, drawn at random from the current telephone directories, was selected on a basis proportional to the population of each of the four N.W.T. cities; however, fluctuating refusal/response rates during the execution of telephone interviewing resulted in a combined total sample with Yellowknife under-represented, and Hay River somewhat over-represented.

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(1)

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The questionnaire used in this survey dealt with three kinds of travel events:

1. Trips the N.W.T. residents made outside the Territories from June 1 to September 30, 1983;
2. Trips the N.W.T. residents made inside the Territories during the above summer period;
3. Trips non-resident guests made to the home of the N.W.T. residents from June 1 to September 30, 1983.

The discussion of results to follow will be presented in two sections:

- (a) Resident Trips Inside And Outside The N.W.T. and
- (b) Trips By Non-Resident Guests.

Due to small base sizes, the results of telephone interviews conducted in Fort Smith and Fort Simpson were combined for purposes of the following analysis,



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## 2. Survey Results

Although residents of the Northwest Territories make more trips inside the N.W.T. than outside the Territories, most of the inside trips are two- or three-day excursions. Trips outside the Territories average ten days to almost two weeks' duration. N.W.T. resident travelers are usually heading for Alberta, B.C. or Ontario. Air travel is how the majority of N.W.T. residents travel to and from the Territories. A secondary mode of travel is private vehicle (van, truck or car).

As many business trips are made inside as outside the N.W.T. This is also true of vacation trips; in the summer of 1983, roughly the same number of trips were taken inside the Territories as were taken outside of it. However, the duration of all resident trips taken outside the N.W.T. was more than twice that of excursions in the N.W.T. For example, business trips outside the N.W.T. averaged about one week, as compared to almost four days' duration for local business trips. Vacations outside the N.W.T. last about 18 days, whereas internal trips are likely weekend getaways lasting on average two or three days.

Guests visiting N.W.T. residents travel by airplane or car. The majority of these visits are for vacation reasons, although

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one-fifth of the guests visit while on business. Most of the guests come from Alberta or British Columbia and Ontario.

(a) Resident Trips Inside And Outside The N.W.T.

In a series of tables to follow, the relative travel activity of residents of Yellowknife versus Hay River versus Fort Smith and Fort Simpson are illustrated. Although 22% of residents said they took no trips outside the N.W.T. in the summer of 1983, almost one-half (49% of residents) said they took no trips inside the Territories. Of those who did travel inside the N.W.T., Hay River residents averaged almost nine trips each. Residents of Fort Smith and Fort Simpson appear to be relatively sedentary.

|   | <u>City Of Residence</u> |                  |                   |
|---|--------------------------|------------------|-------------------|
|   | <u>Yellowknife</u>       | <u>Hay River</u> | <u>Fort Smith</u> |
| <b>Total Respondents</b>  | 153<br>No.               | 118<br>No.       | 132<br>No.        |
| <b><u>Average Number Of Trips<br/>Made To Destinations:</u></b> |                          |                  |                   |
| Outside The N.W.T.  | 2.69                     | 2.00             | 1.53              |
| Inside The N.W.T.   | 6.30                     | 8.41             | 4.34              |

(See Vol. II Detailed Tables D., Pages 1 and 15)





When reviewing the purpose of various trips taken by residents outside and within the N.W.T., it is evident Yellowknife residents are more likely to travel outside the Territories on business than are other residents. Conversely, residents of Hay River are more likely than other residents to be found traveling on business within the N.W.T. Residents of Fort Smith and Fort Simpson travel less often for any reason than do either Yellowknife or Hay River residents.

| Average Number Of Trips<br>(Per Capita) Made To Destinations<br>For Various Purposes: | City Of Residence  |                  |                                   |
|---|--------------------|------------------|-----------------------------------|
|   | Yellowknife<br>No. | Hay River<br>No. | Fort Smith<br>Fort Simpson<br>No. |
| <u>Outside The N.W.T.:</u>  |                    |                  |                                   |
| Business  | 5.39               | 2.38             | 1.36                              |
| Vacation  | 1.20               | 1.27             | 1.13                              |
| Personal  | 1.14               | 1.73             | 1.32                              |
| <u>Inside The N.W.T.:</u>   |                    |                  |                                   |
| Business  | 4.80               | 9.62             | 4.18                              |
| Vacation  | 5.68               | 3.52             | 4.07                              |
| Personal  | 11.43              | 7.25             | 1.57                              |

(See Vol. II Detailed Tables D., Pages 1-4 and 15-18)



The size of resident travel parties leaving the N.W.T. is consistent among the communities; on average, almost three persons comprise each outgoing travel party. Groups traveling within the N.W.T. are slightly larger for Yellowknife, Fort Smith and Fort Simpson groups.

In all communities, younger residents (18-34 years of age) tend to travel in slightly larger groups than older residents (those aged 35 years or older).

| Average Number Of Persons<br>(Per Capita) Per Trip Party<br>On Trips To Destinations: | City Of Residence  |                  |                                   |
|---|--------------------|------------------|-----------------------------------|
|   | Yellowknife<br>No. | Hay River<br>No. | Fort Smith<br>Fort Simpson<br>No. |
| Outside The N.W.T.  | 2.80               | 2.80             | 2.88                              |
| Inside The N.W.T.   | ( 3.68 )           | 2.37             | ( 3.24 )                          |

(See Vol. II Detailed Tables D., Pages 5 and 19)



The average length of trips outside the Territories indicates that, as a rule, N.W.T. residents simply do not take short excursions out of their territory but rather they go south for two-week vacations.

| <u>Average Number Of Nights Away Per<br/>Trip On Trips To Destinations:</u> | <u>City Of Residence</u>   |                          |  |
|---|----------------------------|--------------------------|--|
|   | <u>Yellowknife<br/>No.</u> | <u>Hay River<br/>No.</u> | <u>Fort Smith<br/>Fort Simpson<br/>No.</u> |
| Outside The N.W.T.  | 13.52                      | 10.67                    | 13.88                                      |
| Inside The N.W.T.   | 2.93                       | 3.23                     | 3.58                                       |

(See Vol. II Detailed Tables D., Pages 7 and 21)

Alberta is clearly the most popular (or most accessible) southern destination for N.W.T. residents (55% of trips outside the N.W.T.).

A significant proportion of Hay River residents travel there, likely due to their proximity to Alberta, plus the easy route provided by the Mackenzie Highway. Fort Simpson residents also travel to Alberta a great deal.

The next most frequented destination is British Columbia; 16% of trips outside the N.W.T. are to B.C. More residents traveling

to B.C. are in the 18-34 year old group than are over 35 years.  
 Ontario as a destination is visited in 9% of trips and more likely by Yellowknife residents.

**Percent Of Trips Taken By Residents Who Live in..".**

| Primary Destination -                        | Total | Yellowknife | Hay River | Fort Smith<br>Fort Simpson |
|--|-------|-------------|-----------|----------------------------|
| <u>Total Trips Outside The N.W.T.</u>        | 525   | 197         | 173       | 155                        |
|  | %     | %           | %         | %                          |
| Alberta                                      | 55    | 45          | 64        | 57                         |
| British Columbia.                            | (16)  | 16          | 16        | 16                         |
| Ontario                                      | 9     | 13          | 5         | 7                          |
| Saskatchewan                                 | 6     | 4           | 9         | 6                          |
| Manitoba                                     | 3     | 6           | 1         | 4                          |
| Maritimes (N.S., N.B., P.E.I., Newfoundland) | 4     | 5           | 2         | 4                          |
| California And Other U.S.A.                  | 4     | 6           | 2         | 3                          |
| Other Miscellaneous                          | 3     | 5           | 1         | 3                          |

(See Vol. II Detailed Tables D., Pages 9 and 10)

Resident travel within the Territories is concentrated to destinations within the highly populated Fort Smith region; 85% of all trips inside the N.W.T. are to this region. Residents of the major communities included in this survey travel to other N.W.T. centres at varying rates. For example, residents of Fort Smith and Fort Simpson travel almost exclusively to either Yellowknife or Hay River, whereas Hay River residents are most likely to be going to Yellowknife, Fort Smith, Fort Simpson or Pine Point in the summer months. Yellowknife residents tend to travel to Prelude Lake, the Inuvik, Central Arctic or Baffin regions in the summer months.



**Percent Of Trips Taken By Residents  
Who Live In . . .**

| Primary Destination -<br>Total Trips Inside<br>The N.W.T. | Total<br>592<br>% | Fort Smith               |                       |                          |
|---|-------------------|--------------------------|-----------------------|--------------------------|
|   |                   | Yel lowknife<br>212<br>% | Hav River<br>175<br>% | Fort Simpson<br>205<br>% |
| <u>Fort Smith Region:</u>                                 | 85                | 72                       | 93                    | 92                       |
| Yel lowknife  | 20                | 9                        | 26                    | 27                       |
| Hay River   | 15                | 9                        | 1                     | 33                       |
| Fort Smith  | 8                 | 6                        | 17                    | 4                        |
| Fort Simpson  | 6                 | 3                        | 9                     | 7                        |
| Pine Point  | 4                 | 1                        | 10                    | 2                        |
| Prelude Lake  | 4                 | 12                       |                       |                          |
| <u>Miscellaneous<br/>Single Mentions</u>                  | 28                | 32                       | 30                    | 19                       |
| <u>Inuvik Region:</u>                                     | 6                 | 13                       | 2                     | 2                        |
| <u>Central Arctic Region:</u>                             | 3                 | 7                        | 1                     | -                        |
| <u>Keewatin Region:</u>                                   | 2                 | 2                        | 1                     | 1                        |
| <u>Baffin Region:</u>                                     | 2                 | 5                        | -                     | 1                        |

(See Vol. II Detailed Tables D., Pages 23 to 27')



Not surprisingly, Yellowknife, Fort Smith and Fort Simpson residents travel within or out of the N.W.T. most often by air; for example, almost three-quarters of all trips taken by Yellowknife residents outside the N.W.T. are by plane, and just over one-half of their trips inside the N.W.T. are by air transportation as well. Most Hay River residents use ground transportation to travel within or out of the Territories.

Regarding travel within the Territories, several variances were found:

overall men use all forms of transportation to a greater extent than women who tend to travel less.

male heads of households tend to travel inside the N.W.T. most often by plane.

women have a greater tendency than men to use private ground transportation, such as cars, vans or trucks;

it was found that younger residents (those 18 to 34 years) are more likely to use the bus for getting around the N.W.T. than are residents 35 years or older.



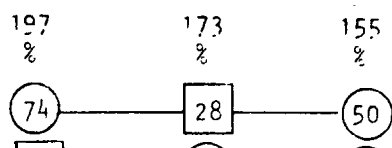
**Percent Of Trips Taken By Residents  
Who Live In . . .**

**Mode Of Transportation  
Used To Destinations:**

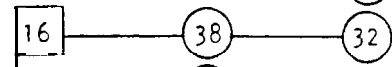
**Yel lowknife Hay River Fort Smith  
Fort Simpson**

**Total Trips Outside  
The N.W.T.**

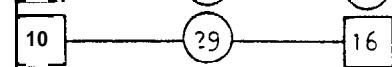
Plane



Van Or Truck



Car



Bus

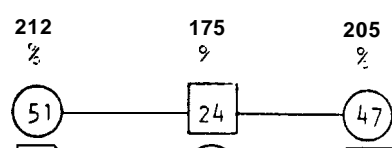
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Other

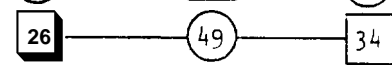
3 1

**Total Trips Inside  
The N.W.T.**

Plane



Van Or Truck



Car

14 22 16

Bus

\* \*

Other

8 3 2

(\* = Less Than 1%)

(See Vol. 11 Detailed Tables D., Pages 13 and 33)



Although residents traveling on vacation comprise larger travel parties than do business travelers, there is relatively little difference in the size of travel parties between those going outside versus those traveling within the N.W.T.

| Average Number Of<br>Persons Per Trip Party<br>On Trips To Destinations: | Total<br>Trips<br>No. | Type Of Trip    |                 |                 |
|--|-----------------------|-----------------|-----------------|-----------------|
|  |                       | Business<br>No. | Vacation<br>No. | Personal<br>No. |
| Outside The N.W.T.   | 2.82                  | 2.45            | 3.28            | 2.20            |
| Inside The N.W.T.  | 3.14                  | 2.63            | 3.63            | 3.80            |

(See Vol. II Detailed Tables O., Pages 6 and 20)

However, the length of each type of trip outside the N.W.T. does vary; business trips are approximately one week in duration; trips for personal or family reasons are slightly longer; and vacation trips are almost three weeks long. Whether traveling on business, for a vacation, or for *personal* reasons, resident trips within the N.W.T. are three- or four-day events.

| Average Number Of Nights<br>Away Per Trip On Trips<br>To Destinations: | Total Type Of Trip |                 |                 |                 |
|--|--------------------|-----------------|-----------------|-----------------|
|  | Trips<br>No.       | Business<br>No. | Vacation<br>No. | Personal<br>No. |
| Outside The N.W.T.   | 12.69              | 6.43            | 18.09           | 8.03            |
| Inside The N.W.T.  | 3.24               | 3.52            | 3.04            | 2.71            |

(See Vol. II Detailed Tables O., Pages 8 and 22)

The frequency of Alberta selected as an outside destination stems from visits made either for business or for personal reasons. In conjunction with Alberta, British Columbia is a very popular vacation spot for N.W.T. residents, as seen in the table following.



| Primary Destination -<br>Total Trips Outside<br>The N.W.T.: | Percent Of Trips Taken By Residents<br>By Type Of Trip |          |          |
|---|--|----------|----------|
|   | Business   | Vacation | Personal |
|   | 159<br>%   | 267<br>% | 99<br>%  |
| Alberta   | 63   | 44       | 70       |
| British Columbia  | 13   | 21       | 8        |
| Ontario   | 12   | 8        | 6        |
| Saskatchewan  | 1  | 8        | 9        |
| Manitoba  | 3  | 5        | 2        |
| Maritime (N.S., N.B.,<br>P.E.I., Newfoundland)              | 3  | 5        | 2        |
| Yukon   | 3  | 2        | -        |
| California and Other U.S.A.                                 | 1  | 6        | 2        |
| Other Miscellaneous   | 1  | 1        | 1        |

(See Vol. II Detailed Tables D., Pages 11 and 12)

The majority of trips taken within the N.W.T. by residents are for non-vacation reasons. Almost three-quarters of all business trips in the N.W.T. have the Fort Smith region as a destination. However, the Fort Smith region is the destination for resident non-business travelers as well.



It is important to note that only the Fort Smith region is visited by the vast majority of resident vacationers or residents traveling in the N.W.T. for personal reasons. Whereas the Inuvik, Central Arctic, Baffin and Keewatin regions attract N.W.T. resident business travelers, very few residents go to these areas if they're not on business.

| Primary Destination -<br>Total Trips Inside<br>The N.W.T. | Percent Of Trips Taken By Residents<br>By Type Of Trip |          |          |
|---|--|----------|----------|
|   | Business   | Vacation | personal |
|   | 304<br>%   | 209<br>% | 79<br>%  |
| <u>Fort Smith Region:</u>                                 | 74   | 95       | 100      |
| Yell lowknife   | 23   | 14       | 24       |
| Hay River   | 13   | 15       | 24       |
| Fort Smith  | 11   | 4        | 10       |
| Fort Simpson  | 11   |          | 3        |
| Pine Point  | 1  | 2        | 20       |
| prelude Lake  |  | 11       | 5        |
| Miscellaneous Single Mentions                             | 15   | 49       | 14       |
| <u>Inuvik Region:</u>                                     | 11   | 1        | -        |
| <u>Central Arctic Region:</u>                             | 5  | -        | -        |
| <u>Keewatin Region:</u>                                   | 2  | 1        | -        |
| <u>Baffin Region:</u>                                     | 4  | -        | -        |

(See Vol. 11 Detailed Tables D., Pages 28 to 32)

Whether the N.W.T. resident is going on business within or outside of the Territories, it is most likely the mode of transport used will be air travel. Usage of cars, vans or trucks for transportation is most often when residents are traveling on vacation or to a destination for personal or family reasons.

| Mode Of Transportation<br>Used To Destinations:<br>Total Trips Outside<br>The N.W.T. | Percent Of Trips Taken By Residents<br>BY Type Of Trip |          |          |          |
|--|--|----------|----------|----------|
|  | Total  | Business | Vacation | Personal |
|  | 525  | 159      | 267      | 99       |
|  | %  | %        | %        | %        |
| Plane  | 52   | 76       | 35       | 59       |
| Van Or Truck   | 28   | 19       | 35       | 25       |
| Car  | 18   | 4        | 27       | 13       |
| Bus  | 1  | 1        | 1        | 3        |
| Other  | 1  | 1        | 2        |          |
| <br>   |  |          |          |          |
| Total Trips Inside<br>The N.W.T.   |  |          |          |          |
| Plane  | 42   | 65       | 15       | 23       |
| Van Or Truck   | 36   | 24       | 51       | 38       |
| Car  | 17   | 9        | 21       | 38       |
| Bus  | *  | -        | 1        | 1        |
| Other  | 4  | 1        | 12       | -        |

(\* = Less Than 1%)

(See Vol. II Detailed Tables D., pages 14 and 34)



(b) Trips By Non-Resident Guests

Indications from previous research are that as many as one-third of all summer visitors to the N.W.T. stay as guests of N.W.T. residents. The following table gives account of guest visits as reported by N.W.T. residents in the previously mentioned survey communities.

A N.W.T. resident hosts 2 guests on average during the summer period June 1 to September 30. Just over two people are in each guest party, and the party stays with the N.W.T. resident for just under two weeks' duration. It appears that Hay River residents host guests at a slightly greater rate and accommodate larger travel parties than do residents of the other N.W.T. centres in this survey. Also, on average guests visiting with somewhat older residents (35 years or older) tend to stay for more nights than do the guests of younger N.W.T. residents (18 to 34 years).

|  | <u>City Of Residence</u> |                    |                  | Fort Smith<br>Fort Simpson<br>No. |
|--|--------------------------|--------------------|------------------|-----------------------------------|
|  | Total<br>No.             | Yellowknife<br>No. | Hay River<br>No. |                                   |
| Average Number Of Occasions<br>Guests Stayed           | 1.7                      | 1.5                | 2.1              | 1.6                               |
| Average Number Of Persons<br>Per Guest Party           | 2.2                      | 1.9                | 2.6              | 2.1                               |
| Average Number Of Nights<br>Guests Stayed Per Occasion | 11.1                     | 12.2               | 10.7             | 10.3                              |

(See Vol. II Detailed Tables D., Pages 35 To 37)



Guests of N.W.T. residents use air travel most often to get to Yellowknife and Fort Smith or Fort Simpson. Ground transportation (car, van, truck or occasionally bus) is the most popular mode of transportation to Hay River.

On the table to follow we see that three-quarters of all guest trips are made to Hay River while on vacation. About one-fifth of all guest occasions are individuals traveling in the N.W.T. on business.

| <u>Total Guest Visit Occasions -</u> | <u>Total</u> | <u>Percent Of Trips Taken By Guests Visiting Residents Of ....</u> |                  |                     |
|--------------------------------------|--------------|--|------------------|---------------------|
|                                      |              | <u>Yellowknife</u>   | <u>Hay River</u> | <u>Fort Simpson</u> |
|                                      | 333<br>%     | 116<br>%   | 129<br>%         | 88<br>%             |
| <u>Mode Of Transportation:</u>       |              |  |                  |                     |
| Plane                                | 54           | 77   | 27               | 65                  |
| Car                                  | 26           | 16   | 40               | 17                  |
| Van Or Truck                         | 15           | 7  | 20               | 17                  |
| Bus                                  | 4            | -  | 9                | 1                   |
| Other                                | 2            |  | 4                |                     |
| <u>Main Purpose Of Trip:</u>         |              |  |                  |                     |
| Vacation Or Holiday                  | 61           | 53   | 74               | 51                  |
| Business                             | 20           | 20   | 20               | 21                  |
| Personal Or Family Reasons           | 19           | 27   | 5                | 28                  |

(See Vol. II Detailed Tables D., pages 41 and 38)

N.W.T. residents are visited most often by guests who live in either Alberta, Ontario, or British Columbia. Guests from Ontario visit Yellowknife more often than Hay River or Fort Smith or Fort Simpson. British Columbians and N.W.T. guests from Saskatchewan tend to bypass Yellowknife and stay with residents in either Hay River, Fort Smith or Fort Simpson.

Percent Of Trips Taken By Guests Visiting Residents Of . . .

| Place Of Origin<br>(Residence) Of Guests:   | Total | Fort Smith  |           |              |
|---|-------|-------------|-----------|--------------|
|   |       | Yellowknife | Hay River | Fort Simpson |
|   | 333   | 116         | 129       | 88           |
|   | %     | %           | %         | %            |
| Alberta                                     | 41    | 37          | 49        | 34           |
| Ontario                                     | 18    | 28          | 11        | 16           |
| British Columbia                            | 13    | 8           | 17        | 15           |
| Saskatchewan                                | 7     | 2           | 8         | 13           |
| Manitoba                                    | 5     | 9           | 2         | 5            |
| Maritime (N.S., N.B., P.E.I., Newfoundland) | 8     | 10          | 8         | 6            |
| England and Europe                          | 3     | 4           | 1         | 5            |
| Other Miscellaneous                         | 5     | 2           | 4         | 6            |

(See Vol. II Detailed Tables O., Pages 39 and 40)





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## IV CRITIQUE OF RESEARCH METHODOLOGY

### A. Problems And Limitations

The overall objective of the study was to generate information about visitors who *came* to the Northwest Territories during the summer period June 1st to September 30, 1983. The general design for this project was developed by the N.W.T. Division Of Tourism And Parks. Consultations on the logistics of execution, overall project administration and results analysis and reporting was the primary responsibility of Canadian Facts.

In the course of this project, which commenced in May of 1983 and reached completion in January of 1984, several problems were encountered. These situations have created some limitations on the analysis and projections feasible from the survey data base. The reader is cautioned to take heed of these survey limitations when drawing conclusions from the research contained herein. Upon familiarizing one's self with the interview technique and response rate, the results contained in this study should be regarded with a reasonable amount of care. Whereas the numbers themselves are in no way inaccurate or contrived, their significance and relevance is, like all data of this sort, subject to a degree of reader interpretation.



The Definition of Visitors as listed in the appendix Terms Of Reference has been unfulfilled exactly as defined due to the limitations in the extent of analysis feasible from the data base. For example, a total count of all visitors to the area is very difficult to ascertain given that only a small and unrepresentative proportion of selected visitors participated in the survey. Due to small sample sizes created by low response rates to all questionnaires and data recording systems, a comprehensive analysis on the basis of the five Government Of The Northwest Territories Regions was not possible. Highly fluctuating return rates have made any detailed monthly analysis impractical for the most part. In lieu of undertaking all of the above quantitative analysis, the report contains some expanded discussion and presentation of a more qualitative nature. Although a good deal of the information contained in this study is not strictly protectable, important inferences/indications of trends did emerge.

As mentioned, the response from all sectors involved in the Summer Travel Survey has been erratic and the extent of cooperation has been limited to a relatively small number of individuals and businesses. The general study design for this survey placed a large burden of data compilation and regular reporting on the individual Park Officer, hotelier, ferry



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captain, vacationing tourist or N.W.T. resident householder. Although care was taken to design simple procedures and reporting documents (see Appendix for examples), many individuals simply failed to comply with the instructions given them; they either lacked interest in the survey or were unable to devote the time required on a regular basis to follow through with reporting.

In summary, the problems and limitations encountered in this study were as follows:

1. Accommodation Sector

As only 19 of a potential 96 hotels, motels or lodges agreed to participate in the Summer Travel Survey and because those who did participate did so for varying durations throughout the June 1 to September 30, 1983 period, the results of the guest counts and core questionnaires cannot be considered in any way protectable.

The random distribution of the visitor mail-back questionnaires was contingent on a consistent and correct distribution of blank questionnaires and return envelopes by the staff of participating hotels, motels or lodges. Aside



from the low number of participating businesses, it was also evident that the staff was not handing out mail back questionnaires as they had been instructed. As a result the findings of the self-completion mail-back survey are not based on any form of a random or systematic sample.

Even the true return rate is unknown as no records were kept of the total number of questionnaires which were handed out.

In reviewing quantitative data reported from the accommodation surveys readers are cautioned to consider relative dollar amounts only - due to the high degree of error present in the sample any comments regarding actual dollar amounts can only be interpreted in conjunction with data from other more reliable sources.

2. Campgrounds

Even though the data from both the campground site counts and visitor core questionnaires was intended to provide merely an addendum to the main information base, this information also suffered from a lack of representativeness due to low participation rates from both Park Officers as well as visitor respondents.



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Again, as NO systematic method of controlling the distribution of core questionnaires was inacted, it is not possible to ascertain exactly what segment of campground visitors is represented in the final sample.

3. Transportation Services

Information was sporatic and extremely limited. Without some identifiat on of party size or province of origin (license plate ident fication) the counts provided by the Marine Divis on on y give some general indication of the relative volume of private vehicle traffic during each month in the summer period.

4. N.W.T. Telephone Survey

As the sample was drawn at random from a known and complete universe, the results of this survey are meaningful and protectable on a city by city basis. The data is accurate on city subcel s at a 90% confidence level to  $\pm 7\%$  and on total (aside from the error caused by the lack of weighting) figures to  $\pm 4\%$ .



The quality of the information collected in the resident survey is subject to the respondent's ability to recall. As the interviewing was conducted in early October, one may assume the respondent's ability to give entirely accurate recollection of events which may have occurred several months earlier, may have been diminished.

B. Recommendations

In order to produce an estimate of the number of visitors to the Northwest Territories their expenditures, their demographic characteristics and other tourism/travel related characteristics a cordon type study is usually required. Cordon studies can vary in size and complexity however the essential component they all have in common is a comprehensive sampling frame. Without a good determination of the following survey components any estimates based on collected sample data may suffer from a high degree of error due to the lack of knowledge concerning the size and make-up of various population un verses.

The normal way of assessing visitors to an area is to conduct a sample survey of all people exiting from the area. Interviewing stints are allocated within an overall sampling frame so that:



the number of possible units is known (time period on road, trips by ferry, flights by planes)

the number of sample units is known (stints on road, ferries covered, flights covered)

traffic factors (vehicles counted, people/parties on ferries, people/parties on flights)

eligible and ineligible interviews ie. visitors/non-visitors, eligible/non-eligible vehicles)

With these data the expansion formulae can be constructed. For example, if you sample 10% of flights, know that there are 50 people on each flight, and that of the 10 people you interviewed on each flight 6 are visitors, you would estimate the total number of visitors are:

$$\frac{6}{10} \times 50 \times \frac{100}{10} \times N \quad \text{where } N = \text{total number of possible flights}$$

Thus, if  $N = 200$  in a month you would have 60,000 visitors. The important thing is to sample the flights well in terms of time, day and location. The only complications come if planned stints



do not get done. Careful scheduling and staffing, thorough training and supervising of field staff can avoid these difficulties.

Units have to be carefully chosen - ie. parties, households and individuals. But with a short questionnaire on . . .

- party size
  - nights stayed on this visit
- purpose of journey
- home address

. . . the basic information may be obtained. If respondents are given a diary to complete and return more information may be obtained on accommodation used, places visited, activities, and expenditure. Less than full response will be obtained, but if one has some information on all people interviewed some adjustments can be made (ie. you have data that allows accurate weighting of those questionnaires mailed back.)

With a limited budget it is not necessary to go beyond this. To do additional interviewing at campsites and hotels would complicate the issue without improving anything. In addition, this





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interviewing introduces complications in that the longer a person stays at a hotel or campsite the more chance that person has to receive a questionnaire. The proposed exist survey eliminates the need to know how many visitor-nights were spent in hotels or campsites.