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**NORTHWEST TERRITORIES EXPO 86
PAVILION EVALUATION**

HIGHLIGHTS

FEBRUARY 1987



Northwest
Territories Minister of Economic Development and Tourism

MEMBERS OF THE LEGISLATIVE ASSEMBLY
OF THE NORTHWEST TERRITORIES

Dear Colleagues:

I am pleased to **table** for your consideration the following document which highlights the findings of the Northwest Territories **Expo 86 Pavilion** Evaluation Study. The study was undertaken by an independent consultant and contains a number of positive findings.

Copies of the complete study are available upon request.

Sincerely,

Tagak Curley,
Minister

NORTHWEST TERRITORIES EXPO 86 PAVILION EVALUATION

BACKGROUND

Canadian Facts was hired by the Department of Economic Development and Tourism to undertake an independent evaluation of the NWT Pavilion. The specific objectives of the research were:

- to assess the reactions of visitors toward the NWT Pavilion in terms of overall attitudes, likes and dislikes;
- to determine whether visitors to the pavilion felt that they had learned anything about the NWT and whether the visit to the pavilion influenced future intent to visit the Northwest Territories;
- to evaluate reactions to the restaurant in terms of service, food and price levels;
- to evaluate reactions to the Arts and Crafts Sales areas in terms of service, selection and price levels; and
- to obtain a demographic profile of visitors to the pavilion;

The information was collected through the use of surveys which were conducted with visitors as they left the pavilion. Between July and October 1986, 1,042 surveys were completed. The questionnaires were subsequently edited, coded and processed by computer.

HIGHLIGHTS

- The Northwest Territories Pavilion was clearly a success. Generally full to capacity, the pavilion attracted a total of 1.5 million visits, nearly 7% of the total number of Expo visits. This level of demand was achieved despite the disincentive of line-ups which frequently resulted in waiting periods of up to 45 minutes. The location of the pavilion (at one extreme end of the Expo site) also did not appear to have an adverse affect on propensity to visit the pavilion. In addition, significant revenues were generated by the restaurant and gift shops. 1
- **N.W.T.** Pavilion visitors reacted positively and enthusiastically to the pavilion. Visitors rate the pavilion overall at 8.4 on a ten **point** scale, and the majority (74%) consider the **N.W.T.** Pavilion to be better or much better than other pavilions visited.

Note: 1 (Data on attendance and revenues provided by client.)

- ★ **Segments of** visitors who tended to be more positive in their evaluation of the **N.W.T.** Pavilion are older visitors (over 55 years of age) and people who are interested in traveling to **the Northwest Territories**. "More experienced Expo visitors (i.e. those who had visited more than ten **other pavilions**) also tended to provide higher overall evaluations of the **N.W.T.** Pavilion.
- Visiting the pavilion appears to stimulate interest in traveling to the Northwest Territories. Nearly three quarters of visitors **claimed** they were more interested in visiting the **N.W.T.** as a result of what they had learned in the pavilion. While one-half of visitors stated they would be very or fairly likely to consider a trip to the Northwest Territories when making future vacation plans, the majority of these people would not expect to do so within the next two **years**.
- ★ Residents of Canada and those who have lived in or visited the Northwest Territories in the past are more **likely to** have demonstrated interest in visiting the **N.W.T.** There is also a correlation between interest in travel to the **N.W.T.** and enjoyment of the pavilion.
- Pavilion visitors who were not interested in traveling to the Northwest Territories were uninterested because of the cold, harsh climate (30%), remoteness or inaccessibility (22%), preference for other destinations (20%) or the cost (17%). **In addition**, there is a segment of pavilion visitors who indicated a lack of interest in travel at all due to financial or personal circumstances (**21%**).
- ★ Virtually all pavilion visitors saw the film, "The Emerging North" (97%) and the displays or exhibits (100%). Most visitors also toured the **gift** shops (91%), saw the slide show (73%) and a live performance **while** waiting to get into the pavilion (50%).
- ★ The most popular features of the pavilion were the film "The Emerging North" and the displays or exhibits. Visitors were **likely to comment** on the quotations presented with the exhibits, as well as the educational and cultural aspects of the pavilion.
- Visitors tended to feel that the pavilion was very informative (81%) and very impressive (72%).
- ★ The majority of visitors provided positive assessments of all the features of the pavilion which were rated. Even when asked what they particularly disliked about the pavilion, the majority (61%) couldn't think of anything to dislike. A few visitors **complained** about waiting **in** line (7%), the prices in the gift shop (7%) and of congestion or lack of space in the pavilion (6%).
- ★ Most visitors (86%) felt they had learned something about the Northwest Territories as a result of going to the pavilion. Visitors mentioned learning about the native people, the culture, lifestyle, scenery and environment. The ability of the pavilion to educate its

visitors may **have an important impact** on future demand for travel to the Northwest Territories as people need to have some knowledge of **potential destinations prior to making the decision to travel there.**

- Visitors who had lived in or visited the Northwest Territories in the past (11% of visitors) tended to **react** positively to the **N.W.T. Pavilion**; however, one-third of this group felt that the presentation was incomplete for a variety of reasons, and while 84% of this group felt that the pavilion provided an accurate representation of the North, 16% offered criticism in this respect.
- The majority of pavilion visitors stopped in at the Arts and Crafts Sales Area inside the pavilion, and a few (7%) made a purchase. The average expenditure was \$25; however, nearly one-half of the purchases were for amounts of \$5 or less. (Note that sample sizes are small and the expenditure data must be interpreted with caution).
- The Arts and Crafts Sales Area is generally perceived to be good or very good both overall and in terms of the selection of merchandise. However, many visitors (39%) felt that the prices were too expensive.
- Just under one-third of visitors went into the Souvenir Kiosk which was located outside of the pavilion, and 4% of visitors made a purchase.
- Only 6% of pavilion visitors included in the sample had visited the restaurant. The restaurant received a favorable review: the majority of visitors (96%) rated **Icicles** as good to excellent as compared to other Expo pavilion restaurants, and over 80% of the patrons found the prices to be reasonable, and the food and service to be good to excellent. (Note that sample sizes are small and the data on restaurant patrons must be interpreted with caution).
- **N.W.T.** Pavilion visitors represented a cross-section of males and females, and were predominantly aged 25 to 54 years of age. (Note: children and teenagers who appeared to be under 18 years of age were not included in the survey.)
- The pavilion attracted visitors from all over North America. **Forty-two** percent of visitors reside in B.C., **20% from** other parts of Canada including the Northwest Territories, 27% reside in Western U.S., 10% in other U.S. States, while 1% live in other parts of the world.