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VISITORS TO THE NORTHWEST TERRITORIES

1984

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Highlights and General Summary of Non-resident Summer Travel to the Northwest Territories.

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We would also like to express our appreciation to the dedication and enthusiasm shown by Canadian Facts' interviewers: and a particular thanks to the many hundreds of visitors who so willingly shared their experiences of the N.W.T. with us.

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FOREWORD

Background

In May, 1984, the Tourism and Parks Division of the Department of Economic Development and Tourism commissioned Canadian Facts to undertake the 1984 Northwest Territories Travel Survey. This was to include sample design, survey execution and data analysis of a cordon-type survey of non-resident visitation to the Northwest Territories.

This survey is intended to supplement information collected in past years; including a resident and non-resident travel survey in the summer of 1983; a cordon non-resident traveller survey in 1982; and numerous earlier studies of various types.

Study Objectives

The overall objective of this study was to collect information on non-resident travel in the N.W.T. during the summer months of 1984.

As described in the study Terms of Reference, included as Appendix A, the specific objectives include the identification of the following visitor characteristics:

- numbers and mode of entry
- distribution of Regional destinations
- distribution of trip purpose and characteristics
- expenditures
- demographics

Some modifications were made to the Terms of Reference with respect to the study and field schedule and methodology. Ongoing direction and advice throughout the study period was provided by Mr. Keith Thompson, Tourism Research and Program Development Officer.

Methodology

Sample Design

The field data collection component of the study included sampling at eight airport and two highway locations, as follows:

Airports

Rankin Inlet

Hay River

Fort Simpson

Fort Smith

Inuvik

Norman Wells

Frobisher Bay

Yellowknife

Highways

Mackenzie Highway

Liard Highway

This field portion of the study was originally scheduled from early June to the end of September. Canadian Facts was requested, however, to suspend the start of field sampling and subsequently allowed to proceed. This resulted in approximately a two week delay in the commencement of the fieldwork. Data collection at the exit ports was undertaken within a seventy day period; June 25th to September 4th, 1984.

The stints sampled were selected employing a stratified, multi-stage probability sample. Airport stints were randomly selected with equal probability, with the total number of stints at each airport location approximately proportioned to the outbound traffic at that location. Highway stints were first allocated equally between the weekday and weekend stratum, with the total at each location approximately in proportion to the appropriate traffic volume. Sampling dates were then randomly selected.

Based upon historic information such as the 1982 and 1983 Travel Survey results, a "minimum number of completions" was estimated for each location. This represented an ideal minimum number of interviews desired which would allow the survey data to be

statistically valid when expanded to estimate the characteristics of the seventy day universe. This minimum reflects the "best guess" as to expected traveller volumes and the resident - non-resident mix at each sampling location.

Included as Appendix C is the Sample Design and Schedule for each location.

Field Methods

The field sampling component of the survey was undertaken utilizing two questionnaires; a Personal interview and a self-completed mailback interview. A personal interview of each departing non-resident travel party was conducted by Canadian Facts' trained, on-site interviewers. Upon completion of the three to five minute interview, the randomly selected member of the travel party was requested to complete a longer, more detailed questionnaire, and return it in the provided postage paid envelope. The serial numbering of the mailback questionnaires allowed a correlation of the two components of the interview to be made. As an inducement for return of the mailback questionnaire, the traveller could request TravelArctic's "Explorer's Guide" and/or map of the Northwest Territories. Furthermore, a draw was held for an item of native artwork among those who returned the questionnaire.

At each of the airport locations, boarding travel parties were approached by a Canadian Facts' interviewer. If the passenger was a resident of the N.W.T., or a non-resident but not exiting the N.W.T. on this particular flight, then the interview was terminated after recording the number of travelers in the travel party. If the passenger was a departing non-resident, then the personal interview was conducted and a mailback questionnaire distributed. Only one member of each travel party was interviewed.

To ensure that the interviewing process caused no undue delays to the boarding passengers, a sufficient number of interviewers were present for each sampled flight. This ranged from as many as five interviewers for a busy flight in Yellowknife, to one interviewer at locations where passenger traffic was less. Shortly after the flight departed, a count of the boarding passengers was obtained from the airline's agent.

At the highway sampling locations, roadside signs warned approaching motorists of the presence of the survey crews. At a suitably wide location, southbound (i.e. N.W.T. exiting) non-resident traffic was flagged over and interviewed. Non-resident traffic was identified by visual inspection of vehicle license plates. Resident traffic, as well as non-resident refusals were also counted. The interview day consisted of a continuous twelve hour period, 8:00 a.m. to 8:00 p.m., with one interviewer and one flagman at each highway location.

The Mackenzie Highway sampling station was located at Enterprise, directly opposite the Department of Highways' weigh scales. The Liard Highway location was at the southern terminus of the Liard Highway, approximately 35 kms. west of Fort Nelson, B.C., where the Liard Highway joins the Alaska Highway.

Examples of all questionnaires and count forms are included in Appendix B.

Tabulations And Weighting

In order to expand the collected information to represent the seventy day universe, weighting factors unique for each stint were applied to the appropriate data. The general form of the weighting formulae used, as well as the individual stint weights, are given in Appendix D.

Results Presentation

The results of this study are presented in the form of:

- Volume I - Highlights and General Summary of Non-Resident Summer Travel to the N.W.T.

- Volume II - (under separate cover) Detailed Computer Tables; Non-Resident Summer Travel to the N.W.T.

- Volume III - (under separate cover) (Obtained From Mailback Survey) Written Comments of Non-Resident Summer Travelers To The N.W.T.

It should be noted that data such as is presented in this study, obtained from sample populations, is subject to a degree of 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, and thus may not always total 100%.

Throughout the General Summary, circles have been used to denote statistically significant unusually high figures, and squares 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.

HIGHLIGHTS

- Over 15,600 travelers visited the N.W.T. during the study period. Overall, 70% of the visitors arrived by scheduled airline with 30% arriving by road. This varied significantly by Region with 55% of visitors arriving by air in the Fort Smith Region to 100% in the Baffin and Keewatin Regions.

- The majority (60%) of the visitors travel alone; 26% travel with one other person. This again varies by Region with a higher portion of visitors traveling alone in the Keewatin and Inuvik Regions and a lower portion in the Baffin and Fort Smith Regions.

- Overall, 88% of visitors are from Canada and 9% from the United States with differences in the province of visitor residence among the Regions. Trends suggest a decline in visitors from the United States, not only to the N.W.T., but to the Yukon and other places in Canada.

  The Baffin Region, as might be expected, derives 47% of its visitors from Ontario and 22% from Quebec. The Keewatin Region derives 48% of their visitors from Manitoba, with 27% from Ontario; while 450 of the visitors to the Inuvik Region are from Alberta, and 21% from Ontario. Finally, 47% of visitors to the Fort Smith Region are from Alberta, with 14% from B.C. and 14% from Ontario.

- Two-thirds of all visitors (or household members) have been to the N.W.T. before; 68% of all Canadian travelers have visited before, while only 45% of all U.S.A. visitors have made a previous trip. Fifty-eight percent of those traveling on vacation have visited previously, and 78% of those on business have made previous trips.

- In the Baffin and Keewatin Regions, the majority of the visitors travel for business purposes, while in the Fort Smith Region, 58% of visitors are on vacation in contrast to 35% in the Baffin Region. In the Inuvik Region, 320 of the travelers are commuting to work, with only 27% on vacation.

- In the Fort Smith Region, about 47% of all airline visitors were traveling for business purposes, while the majority (77%) of highway travelers were on vacation.

- Trip destinations varied with Regions; for example, 48% of all travelers in the Fort Smith Region were destined for Yellowknife. Travelers in the Inuvik Region were bound equally (29% each) for Inuvik or Norman Wells; while Frobisher Bay was the destination for 45% of the Baffin visitors. Overall, 50% of all visitors to the N.W.T. visited Yellowknife, even if it was not a primary destination. Other popular communities visited include Hay River (41%) and

Inuvik (17%). Travelers in the Baffin Region are most likely to visit Frobisher Bay (92%) and Pangnirtung (18%). Inuvik Region travelers are most likely to visit Inuvik (64%), Norman Wells (42%) as well as Yellowknife (27%).

- Popular activities participated in include: visiting friends and relatives (40% of all visitors, but 70% in the Inuvik Region); shopping for crafts (49%), and visiting museums and historic sites (37%).

- The head of the household of a typical visitor is most likely to be in a professional occupation (34%), managerial (15%), or retired (13%). Twenty-two percent of travelers have a total household income of over $50,000 while 38% fall between $30,000 and $50,000 per annum.

- In a comparison with cross-Canada population demographics a substantial skew in N.W.T. visitor characteristics to more professional and managerial occupations and correspondingly, higher income groups exists. For example, professional occupations comprise approximately 8%, managerial 12% and retired 16%; only 13% of households have incomes over $50,000 per annum.

- Overall, visitors stayed an average of about 12 nights in the N.W.T. with those on business staying longer on average. Vacation travelers tended to stay 3 to 5 nights (28%) or 6 to 10 nights (also 28%).

- Approximately 38% of all visitors to the N.W.T. stayed at least one night at the home of friends and relatives, with hotels/motels providing accommodation for 42% of visitors. Campgrounds were used by 23% of all visitors; lodges 8%; company and other facilities accounted for 11% of nights stayed. Visitors staying with friends and relatives tended to stay about twice as long (10 nights) as vistors staying in hotels or motels (5 nights).

- The average expenditure per travel party was $600.00 with higher amounts spent by visitors in the Baffin Region ($1,025.00), and less in the Inuvik and Fort Smith Regions ($540.00). Business travel parties spend about $560.00 on average, while those on vacation spent approximately $625.00 on average.

- While 42% of visitors did not spend anything on accommodation, those travel parties that did, spent an average of $440.00. Twenty-two percent of visitors spent nothing on meals and/or beverages in restaurants, with the average expenditure of those who did being $150.00 per visitor. It is reasonable to

assume that some or all of the visitors who spent nothing on accommodation or meals likely stayed with friends and/or relatives while visiting the N.W.T. Thirty-eight percent of visitors stayed at the homes of friends or relations for some period of time during their N.W.T. visit.

Among the 60% of the travelers who did buy groceries in stores, the average expenditure was $125.00. Guides and outfitters were used by only 12% of the visitors, with an average expenditure of $645.00 Vehicle expenses, incurred by 48% of all visitors, averaged $190.00, while 18% spent an average of $1,095.00 on other transportation within the N.W.T. Thirty-two percent of all visitors spent an average of $110.00 on recreation and entertainment, with 68% of all visitors spending an average of $120.00 on souvenirs, crafts and art.

- The foregoing spending activity translates into a total expenditure, for the summer 70 day sampling period, of about $6,300,000.00 spent by the 15,654 travelers themselves plus about $4,350,000.00 spent on behalf of the travelers by their company, for a total of about $10,650,000.00. Over 52% of this sum is spent in the Fort Smith Region, 26% in the Inuvik Region, 16% in the Baffin Region, 5% in the Central Arctic Region, and 1% in the Keewatin Region.

GENERAL SUMMARY

A. SUMMARY OF INTERVIEWS

During the seventy day sampling period, a total of 93 airline flights were sampled in addition to 36 highway sampling days, for a total of 129 stints. These resulted in a total of 1,258 useable personal interviews (travel parties), consisting of 2,497 non-residents. The distribution among the locations is detailed in Table 1, as well as the resident - non-resident traveller mix on the airline flights sampled. Overall, 40% of the airline passengers were non-residents.

Table 2 illustrates the resident vs. non-resident traffic mix at the highway locations. Overall, 10% of the highway traffic consisted of non-resident vehicles. Mackenzie Highway traffic at the Enterprise location exhibits a loose trend throughout the summer; in general it tended to peak in early July and slowly decline throughout the remainder of the summer, as illustrated in Figure 1. Traffic on the Liard Highway did not exhibit any trend which could be identified although any peaks occurred in mid-week in contrast to weekends, which were generally slower.

As previously outlined, a **mailback** questionnaire was distributed upon completion of the personal interview; 4% of the interviewed travelers refused the **mailback** questionnaire at this time. The return rate for those accepting the questionnaire was extremely good; 51% of the questionnaires distributed were retrieved.

TABLE 1

SUMMARY OF INTERVIEWS BY LOCATION

	Number Of Interviews	Total Boarding Passengers	Non Residents Accounted For	% Non Resident Travelers
Airports:				
Yellowknife	325	1,273	481	37.8%
Inuvik	157	781	269	34.4
Fort Smith	51	177	82	46.3
Hay River	71	267	118	44.2
Norman Wells	46	188	65	34.6
Fort Simpson	5	8	5	62.5
Frobisher Bay	125	387	223	57.6
Rankin Inlet	7	73	8	11.0
Sub-total, Airports:	787	3,154	1,251	39.7%.
Highways:				
Mackenzie	417		1,019	
Liard	54		146	
Sub-total, Highways:	471		1,165	
Grand Totals:	1,258		2,416	

Notes : See Table 2 for the traffic mix at highway locations.

TABLE 2

TRAFFIC MIX BY HIGHWAY LOCATION

	Total Traffic	N. W.T. Traffic	Non Resident Traffic	% Non Resident Of Total Traffic
Mackenzie	5,759	5,194	565	9.8%
Liard	120	60	60	50.0%

Note: Reflects traffic and traffic mix on surveyed days only (24 days on Mackenzie; 12 days on Liard). Stated in "vehicles".

Mackenzie Highway Traffic Trends

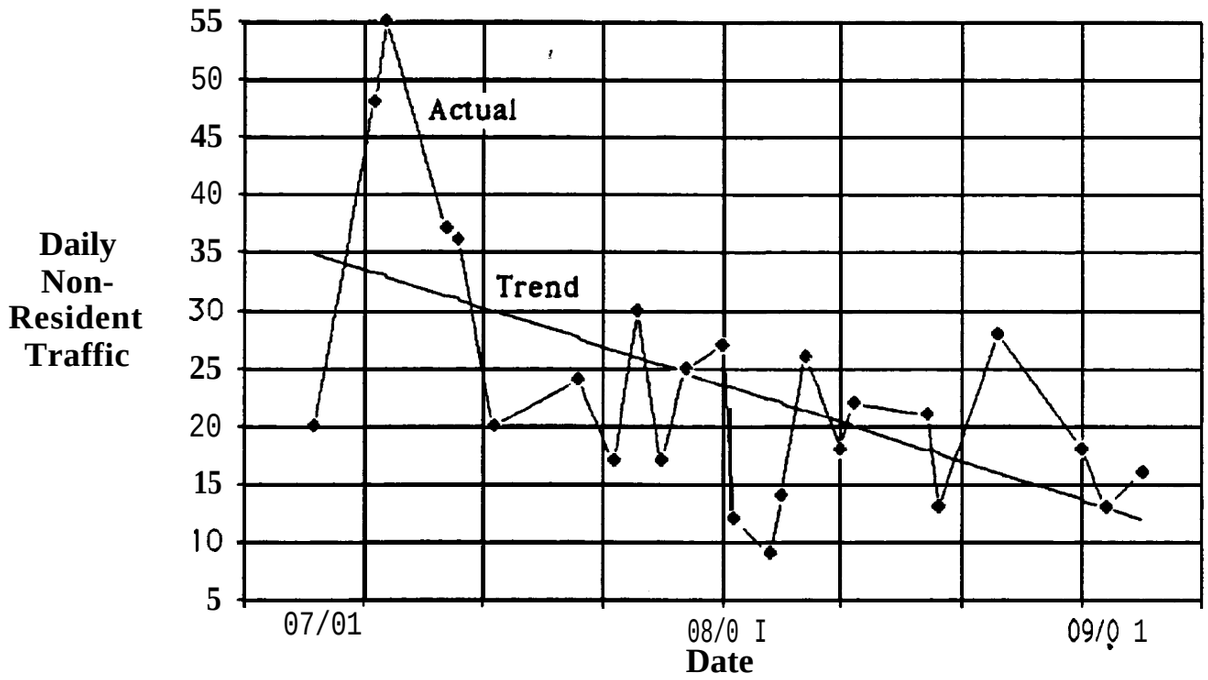


Figure 1

B. OVERVIEW

Information regarding visitor characteristics was inferred from two sources - the personal interview and the self-completed mailback questionnaire. Volume II presents the detailed results in table form, with the source of the information identified, including question number and respondent base.

The following section presents a general summary of the results. All information presented reflects the time period June 25 to September 4, 1984. Data on the Keewatin Region has been restated, for comparative purposes, from Section C.

Overall, 15,560 travelers visited the N.W.T., by mode of travel as illustrated in Figure 2, and distributed as follows:

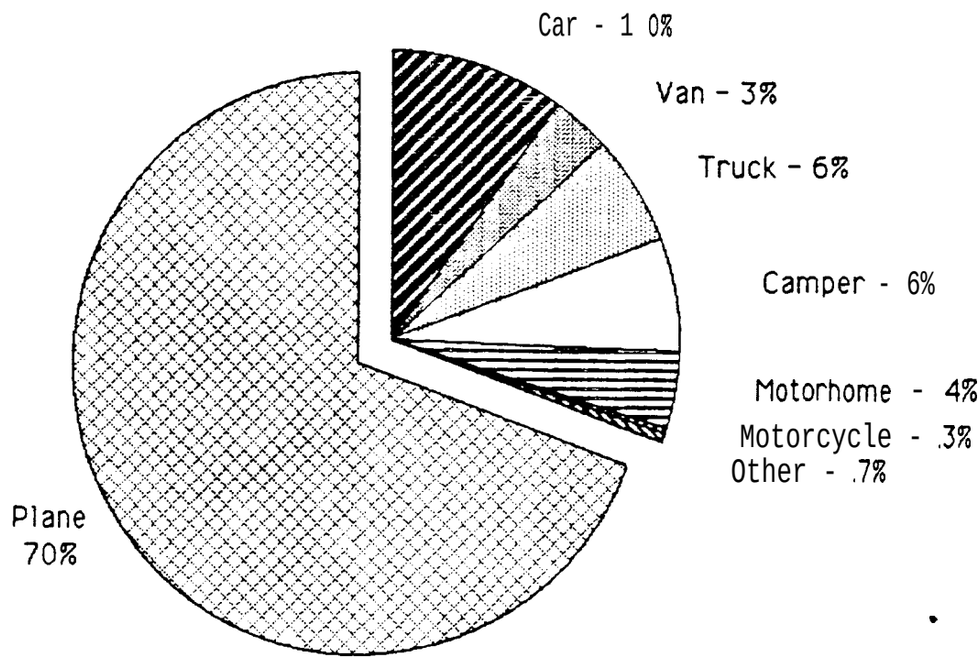
	Number Of Visitors By Mode Of Travel		
	Total	Air	Highway
Total - Weighted	15,654	10,899	4,755
Region visited:			
Baffin Region	1,673	100%	
Inuvik Region[1]	3,252	100%	
Keewatin Region[2]	131	100%	
Fort Smith Region	10,598	5,843	4,755

Note:
[1] No data collection on the Dempster Highway

[2] See the following section (C) for further discussion and cautions regarding the Keewatin Region.

(See Volume II Detailed Tables; Personal Interviews, Page 1)

Mode of Transportation - A11 N.W.T.



(See Detailed Table 1)

Figure 2

The average travel party size was 1.7 persons, with an average of 1.4 households per travel party. Party size varied somewhat by Region, as follows:

	Percent Of Travellers Who Visited . . .				
			Fort Smith Region		
Total - Weighted	Baffin Region (930) %	Inuvik[3] Region (2,087) %	Total (5,780) %	By Air (3,724) %	By Highway (1,585) %
Travel Party Size:					
One	55	70	56	71	28
Two	28	24	27	20	39
Three	9	3	6	4	10
Four	5	1	6	3	14
Five Or More	3	2	5	2	9
Average	1.8	1.6	1.8	1.5	2.5
Households Per Travel Party:					
One	73	78	79		
Two	18	17	14		
Three	8	2	3	No significant difference between air & highway travelers.	
Four		1	2		
Five Or More	1	2	2		
Average	1.5	1.5	1.4		

(See Volume II Detailed Tables; Personal Interviews, Pages 2 And 3)

Note: [3] No data collection on the Dempster Highway

The vast majority (88%) of travelers are from Canada as illustrated on Figure 3. Province of origin varies greatly, as could be expected, by Region:

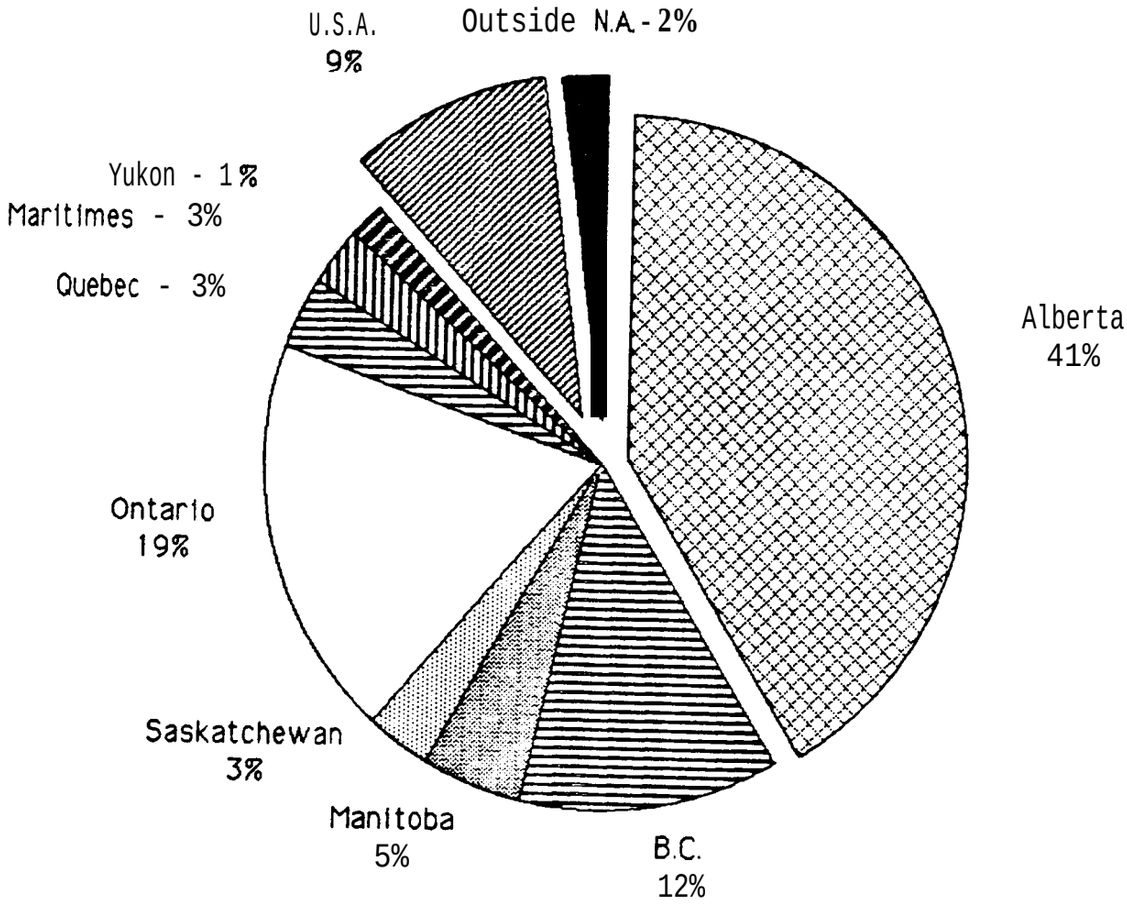
	Percent Of Travellers Who Visited . . .					
			Fort Smith Region			
Total - Weighted	Baffin Region (1,673) %	Inwik[4] Region (3,252) %	Total (10,598) %	By Air (5,843) %	By Highway (4,755) %	Keewatin Region (131) %
Place Of Residence:						
B.C.	1	14	14	12	16	5
Alberta	2	45	47	39	52	7
Saskatchewan		1	4	3	6	7
Manitoba	3	3	5	8	2	43
Ontario	47	20	14	22	6	21
Quebec	22	2	1	1	1	2
Maritimes	9	1	2	4		2
Yukon		4	1	1	2	
Total Canada	83	90	88	90	85	86
Us.	11	7	10	9	13	10
Outside Canada And Us.	5	2	1			4

(See Volume II Detailed Tables; Personal Interviews, Pages 4 To 7)

It should be noted that we cannot, at the 90% confidence level, attribute significance to any variations in percentages between Regions of 'Canada", 'U.S." or "Outside Canada And U.S." visitation. Where applicable, significant variations within provincial distribution have been noted.

Note: [4] No data collection on the Dempster Highway

Place of Residence



(See Detailed Table 3)

Figure 3

Trip purpose varies by Region as illustrated on Figure 4 and, in the Fort Smith Region, by mode of travel.

	Percent Of Travellers Who Visited . . .					
	Baffin Region	Inuvik Region	Fort Smith Region/Mode			Keewatin Region
			Total =	Air +	Highway	
Total - Weighted	(1,673)	(3,252)	(10,598)	(5,843)	(4,755)	(131)
	%	%	%	%	%	%
Trip Purpose:						
Vacation/Holiday	35	27	58	42	77	27
Business	57	36	31	47	11	73
Commuting To Work	1	32	3	3	3	
Personal/Family Affairs	7	2	4	3	6	

(See Volume II Detailed Tables; Personal Interviews, Pages 8 And 9)

Trip Purpose by Region

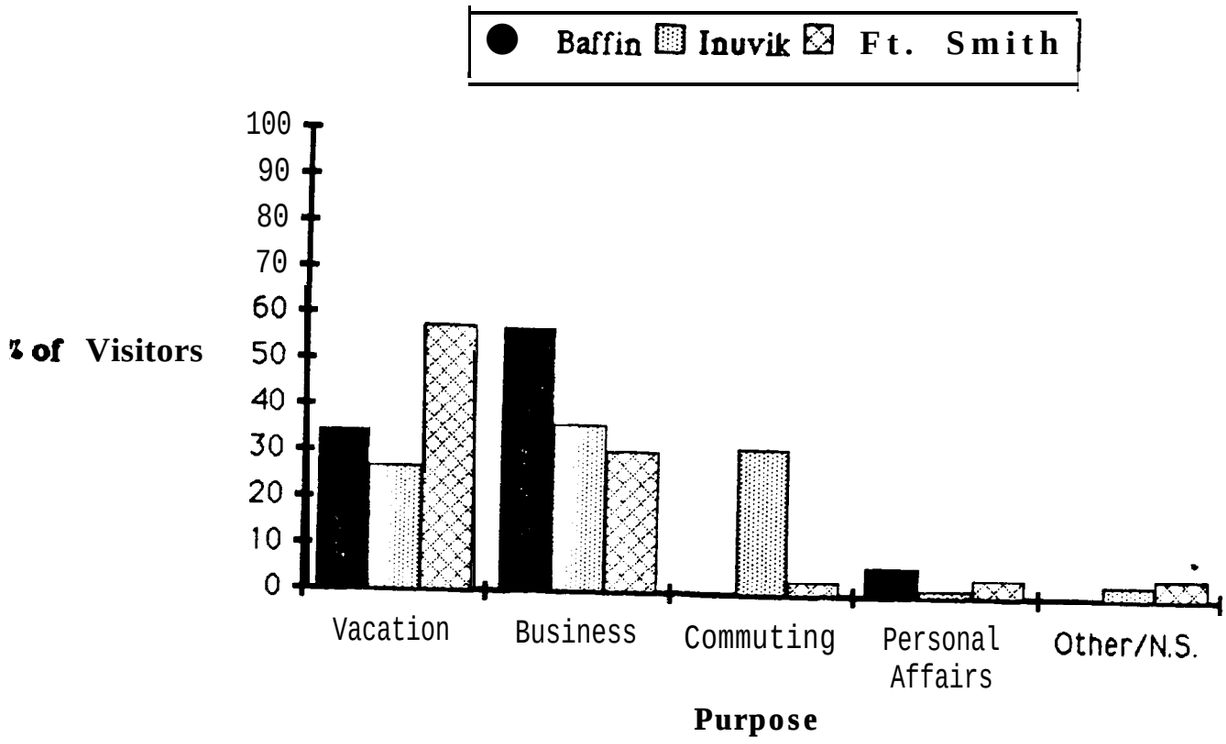


Figure 4

The primary destinations of travelers varied by exiting Region:

Total - Weighted	Percent Of Travelers Who Visited . . . Baffin (1,673) %	Inuvik (3,252) %	Fort Smith (10,598) %
Destination:			
Yellowknife	1	10	48
Hay River			17
Fort Smith			6
Inuvik	1	29	1
Norman Wells	1	29	
Fort Simpson			5
Frobisher Bay	45		
Tuktoyaktuk And The Beaufort Sea		22	1
Other Destinations	52	10	21

(See Volume II Detailed Tables; Personal Interview, Pages 10 " To 16)

"line number or hights spent in the N.W.T. varied by trip purpose, as shown on Figure 5, and by Region. Figure 5 suggests a further segmentation of both business and vacation travelers into short (less than 15 nights) and longer duration (15 or more nights) visits to the N.W.T. Short duration visitors commonly stay from 3 to 10 days, whereas visitors remaining for longer stay 31 to 60 days. See Volume II Detailed Tables; Personal Interviews, Pages 17 to 29 for the breakdown by Region and trip purpose.

Trip expenditure varied again by purpose, as shown on Figure 6, as well as by Region:

	Average Travel Party Expenditures[5]		
BASE - Actual number of travel parties	Baffin (124)	Inuvik (203)	For t Smith (923)
Expenditures By:			
Self (Table 13)	$1,025	$545	$545
Company (Table 19)	$1,775	$1,590	$1,410
Vacation Travelers (Self Only, Table 14)	$1,550	$455	$565
Business Travelers (Weighted Average, Self Plus Company, Tables 15 And 21)	$815	$700	$1,015

(See Volume II Detailed Tables; Personal Interview, Pages 30 To 41)

Note: 5 It has been assumed that reported party expenditures were spent in the Region where the visitor exit interview took place; See Volume II Detailed Tables, Mailback Interview, Page 38 for the visitor's own allocation of expenditures by region.

Number of Nights Spent in the N.W.T.

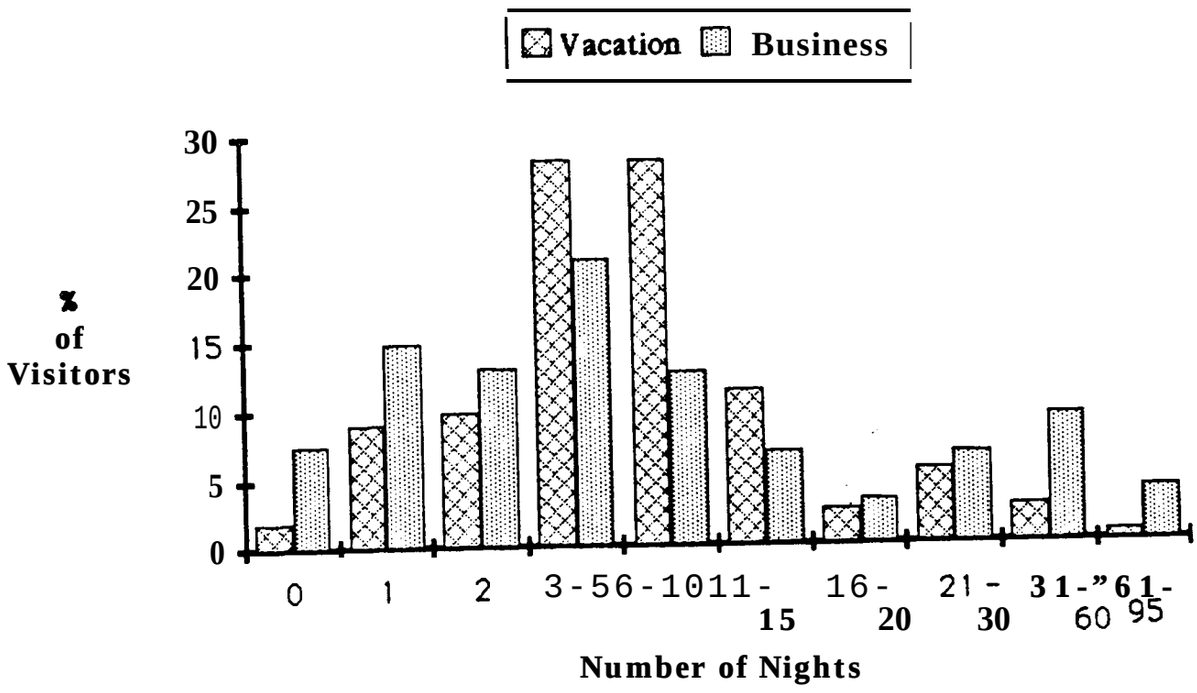


Figure 5

Total Trip Expenditures

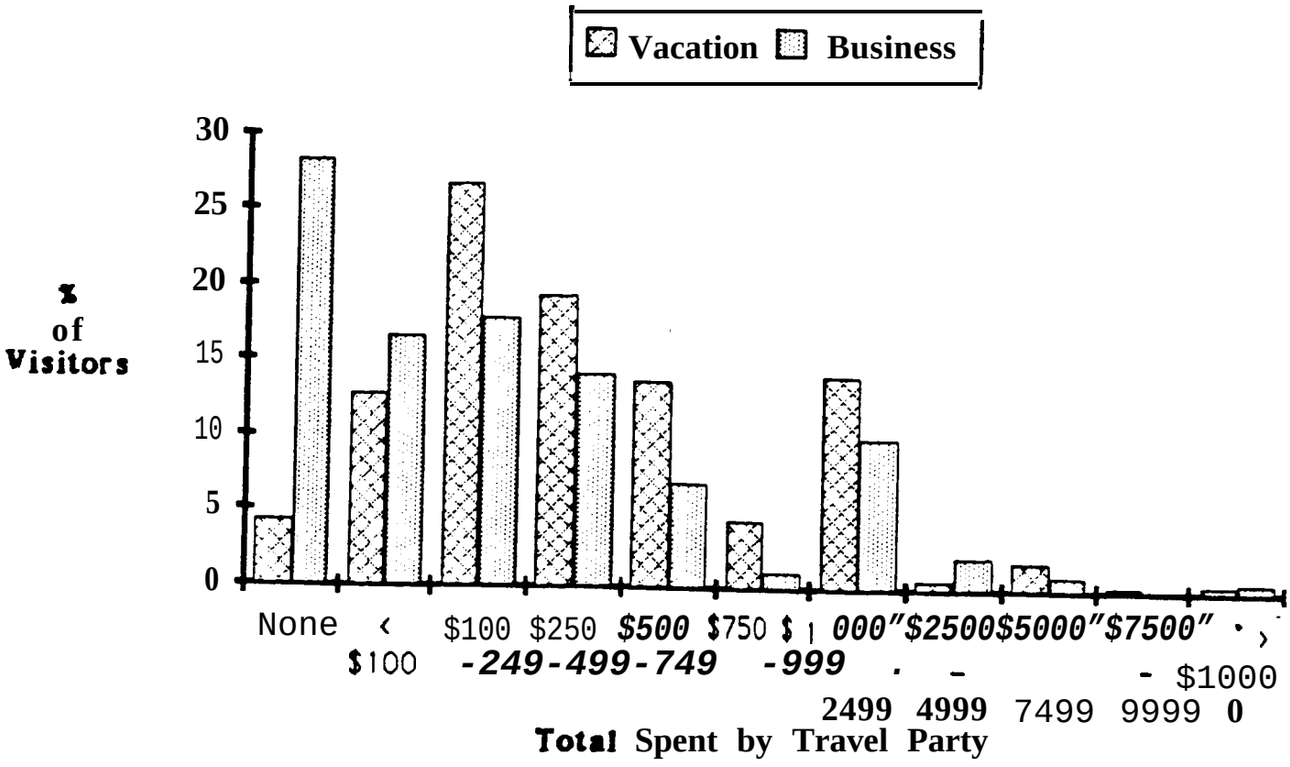


Figure 6

Total Expenditures Are As Follows:

	Baffin	Keewatin	Inuvik	Fort Smith
Self	$936,585	$42,000	$1,035,200	$4,286,300
Company	$307,300	$67,500	$1,125,600	$2,851,600
Total	$1,243,885	$109,500	$2,160,800	$7,137,900
Percent Of Total:	12%	1%	20%	67%

GRAND TOTAL: $10,652,000

(See Volume II Detailed Tables; Personal Interview, Pages 43 And 44)

As could be expected, there are some differences between travelers' expenditures, as reported during the personal interview (detailed in the above table); and the expenditures reported on the mail-back questionnaire, which also requested a breakdown by Region.

The expenditures reported on the mail-back questionnaire total only about 56% of the above figures (with a different Regional distribution) . The difference in reported figures is virtually identical to the phenomenon observed in the 1982 study. (See Volume II, Detailed Tables; Mailback, Pages 79 - 84)

Some arguments could be made as to the greater reliability of either figure. We feel somewhat more comfortable with the personal interview reported expenditures, however, in terms of Regional distribution of expenditures, the mail-back questionnaire, which specifically requested that information, yields more reliable data. When identifying changes in spending from 1982 to 1984, either figure may be used, as the under-reporting remained consistent in both studies.

Accommodation characteristics varied between Regions:

Total - Weighted	Baffin (1,335)	Inuvik (2,102)	Fort Smith (8,494)
Percent Of Visitors Who Spent At Least One Night In:			
Hotels, Motels	52%	44%	41%
Average Stay	9.1 Nights	4.9 Nights	3.8 Nights
Lodges	11%	3%	8%
Average Stay	6.4 Nights	2 Nights	4.8 Nights
Friends Or Relatives	41%	24%	580
Average Stay	13.8 Nights	13.1 Nights	8.8 Nights
Campgrounds	4%	6%	31%
Average Stay	2 Nights	11.1 Nights	5.5 Nights
Other Camping	8%	12%	8%
Average Stay	14.2 Nights	11.6 Nights	7.5 Nights
OVERALL AVERAGE STAY	18.8 Nights	17.5 Nights	10.1 Nights

(See Volume II, Detailed Tables; Mailback, Pages 6 To 12)

Expenditure characterics, by type and Region, are presented in Volume II, Detailed Tables; Mailback, Pages 13 to 32. Comparisons are also made between several characteristics of visitors by country of origin ("Canadian" versus "U.S.A" and "Outside North America" visitors).

Number of previous visits, by Region, country of origin, and trip purpose is presented in Volume II pages 43 to 47. Trip motivations, also by Region, origin and trip purpose are presented in Volume 11, pages 48 to 52. As well, activities participated in during the visit are examined in similar detail on pages 53 to 62; with locations visited in the N.W.T.; pages 63 to 65.

Basic demographic information is presented in Volume II, pages 66 to 78: age of travel party members; size of household; occupation of head of household; and household income. These are also compared by country of origin.

C. KEEWATIN REGION

Unfortunately, data collection in the Keewatin Region was unavoidably less than ideal; consequently a very small data base exists. In order to supplement the collected data, information interpreted from the concurrent "Keewatin Region Tourism Study, Exit Survey 1984" was utilized. It should be noted that the Keewatin Exit Survey, initiated by the Keewatin Chamber of Commerce and undertaken by Marshall Macklin Monaghan Ltd., has major differences with the N.W.T. Visitor Survey. The Keewatin Survey did not utilize a comprehensive, stratified, multi-stage probability sample, and thus no information with respect to total traveller volumes is readily determinable; however, based upon a typical response rate for surveys of this type, it appears that the estimate of 131 non-resident visitors to the Keewatin may represent the lower bound . When travel to other major Keewatin centres is considered, such as Baker Lake, the true number of visitors may be several times higher.

Nevertheless, 62 non-resident questionnaires distributed to airline passengers departing the N.W.T. at Rankin Inlet, were analysed by Canadian Facts, and some useful qualitative information with regards to the Keewatin Region visitation is available. It is stressed that we cannot confirm, based upon the method of data collection employed by the Keewatin Exit Survey, the reliability or the representativeness of this data.

To follow is a summary of findings from information collected in the previously mentioned 62 questionnaires; the results should be interpreted with caution due to the small sample size and the unknown sample selection process.

1. Visitor Place Of Residence:

As illustrated in Section B, the majority of Keewatin visitors are from Manitoba and Ontario.

2. Party Size:

	Total	Primary Trip Purpose: Business	Vacation
1 Person	46%	48%	43%
2 People	320	30%	36%
3 To 5 People	14%	17%	7%
5 To 10 People	5%	4%	7%
More Than 10 People	2%		7%

3. Primary Trip Purpose:

Sightseeing, Vacation	5%
Educational	3%
Fishing/Hunting	7%
Visiting Friends, Relatives	8%
Attending Special Events	5%
Sub-Total (Non-Business)	27%
Bus iness	73%

4. Primary Trip Motivations

Friends	15%
Magazine Article	3%
Business	68%
Family	7%
Other	8%

5. All Locations Visited:

Rankin Inlet	98%
Eskimo Point	21%
Whale Cove	13%
Repulse Bay	7%
Coral Harbour	11%
Baker Lake	50%
Chesterfield Inlet	18%
outpost camps	11%

6. Nights Spent:

	Total	Business	Vacation/ Other
1 To 2 Nights	18%	14%	26%
3 To 7 Nights	31%	24%	42%
8 To 14 Nights	12%	10%	21%
15 To 21 Nights	3%	5%	
More Than 21 Nights	36%	48%	11%

7. Expenditures:

	Total	Business	Vacation
Less Than $250	23%	14%	42%
$250 To $500	13%	14%	16%
$500 To $750	11%	12%	11%
$750 To $1,000	11%	12%	11%
$1,000 To $1,500	15%	21%	
More Than $1,500	23%	26%	16%
Not Stated, Unknown	5%	2%	5%

8. All Activities Participated In:

Sightseeing	58%
Photography	55%
Hiking, Backpacking	11%
Fishing	40%
Canoeing, Kayaking	7%
Hunting	6%
Historic Sites	8%
Purchase Handicrafts	45%
Nature Interpretation	15%
Business, Work	31%
Other	39%

9. Visitor Age:

Under 21 Years	10%
21 'To 30 Years	38%
31 To 40 Years	21%
41 To 50 Years	23%
51 To 65 Years	8%
Over 65 Years	

10. Total Annual Family Income:

Less Than $20,000	70
$21,000 To $35,000	36%
$36,000 To $50,000	26%
$51,000 To $75,000	16%
More Than $75,000	7%
Not Stated	10%

11. First Trip To Keewatin?

	Total	Primary Trip Purpose: Business	Vacation
Yes	53%	44%	74%
No	47%	56%	26%

Again, it should be noted that the above data may not be entirely representative of a "typical" visitor to the Keewatin Region, by virtue of the method of data collection - a self-completion questionnaire was handed to boarding airline passengers, thus it is expected that some skew will be present of unknown proportions.

D. TRENDS AMONG N.W.T. TRAVELLERS: 1981 - 1984

Some useful comparisons between previous travel surveys and this present study can be prudently undertaken. The major differences between some of the studies should be recognized, however.

In 1981 a mailback survey was undertaken, and results interpreted from a sample size of 1,101. In 1982, a cordon-type survey resulted in a sample size of 1,829 interviews; this study is most directly comparable to the present one, although some adjustments are required. In 1982, sampling was undertaken for a 70 day period commencing in mid-June and ending in late August; while the present study sampled for the same length of time but started at the end of June and ended in early September. No sampling of the Dempster Highway was undertaken in the present study, unlike 1982, and thus no information on highway visitors to the Inuvik Region can be inferred. In 1983 a self-completion survey of hotel visitors was undertaken, resulting in a sample size of 433 questionnaires.

Thus, while some differences do exist in the survey format and robustness, some interesting trends emerge when the information from the four years is compared. Inferences of variances from year to year must always include consideration

of the fluctuation in study designs and applications from year to year. The purpose of the following trend summary is more illustrative than analytical.

1. Visitation And Total Expenditures

The most robust comparison of total visitor expenditures and numbers are those made between the results of 1982 and 1984 studies. Some adjustments must be made (for this trend analysis only). No data on Inuvik Region highway visitors was collected and such visitors accounted for 54% of all travelers to that Region in 1982. A second adjustment should be made to account for the inflationary change from 1982 to 1984. The conservative conversion of $1.00 (1982) = $1.15 (1984) has been utilized.

The following trends in total visitor expenditures in the 70 day survey period can be inferred:[6]

Total Expenditures, 1982 to 1984 change:	+1%
Baffin Region:	+13%
Inuvik Region:	-3%
Fort Smith Region:	-1.5%

Note: 6 See Appendix F attached.

The change in the number of visitors (adjusted for the Inuvik Region) over the 70 day period is approximately as follows:

Total visitation, 1982 to 1984 change:	-7%
Baffin Region:	+37%
Inuvik Region (air Only):	+74%
Fort Smith Region (air):	-26%
(road :	-16%
(total :	-22%

Clearly, in adjusted dollars, a small decrease in expenditures in the Fort Smith Region has occurred, as could be expected by the drop (-22%) in the number of visitors to the Region. The Baffin Region is benefiting from increased visitation; (+37%). However, while the average Baffin travel party expenditure has increased 48%, the average Inuvik travel party expenditure has decreased 74%. Fort Smith travel party average expenditures have increased a modest 12%. (All increases are calculated in adjusted dollar terms.)

The drop in average Inuvik expenditures can be attributed to the large number of commuters in that Region, whose average expenditure ($300.00) is considerably less than the vacationing travel party ($455.00) or the business traveller ($385.00).

The 16% drop in highway visitors in the Fort Smith Region is confirmed by the apparent change from 1982 to 1984 in Mackenzie Highway traffic volumes and composition. Although total southbound Mackenzie Highway traffic has increased 80% from 1982 to 1984 (based upon observations on sampling days only, but construction activity may have accounted for some of this increase); the non-resident visitor portion of the traffic has declined 35%.

An attempt was made to confirm this trend on the basis of ferry counts; however, accurate correlations are difficult to infer. No distinction is made, in ferry traffic count records, between direction of travel as well as resident or non-resident vehicle registration. Since non-resident traffic is only a small portion of total traffic (less than 10% in 1984), it is very difficult to detect any trends in non-resident traffic from such a rough measure as ferry counts in their present form. However, further selective data collection could establish a reasonably robust correlation model.

2. Visitor Origin

Again comparing the 1982 and 1984 results, we can note a drop, statistically significant at the 90% level, in visitors from

the United States (13% in 1982; 9% in 1984) as well as visitors from outside North America (4% in 1982; 2% in 1984). This resulted in a corresponding increase in Canadian visitation. Similar trends in American visitation have been observed in the Yukon Territory over the period of approximately 1974 to 1983.

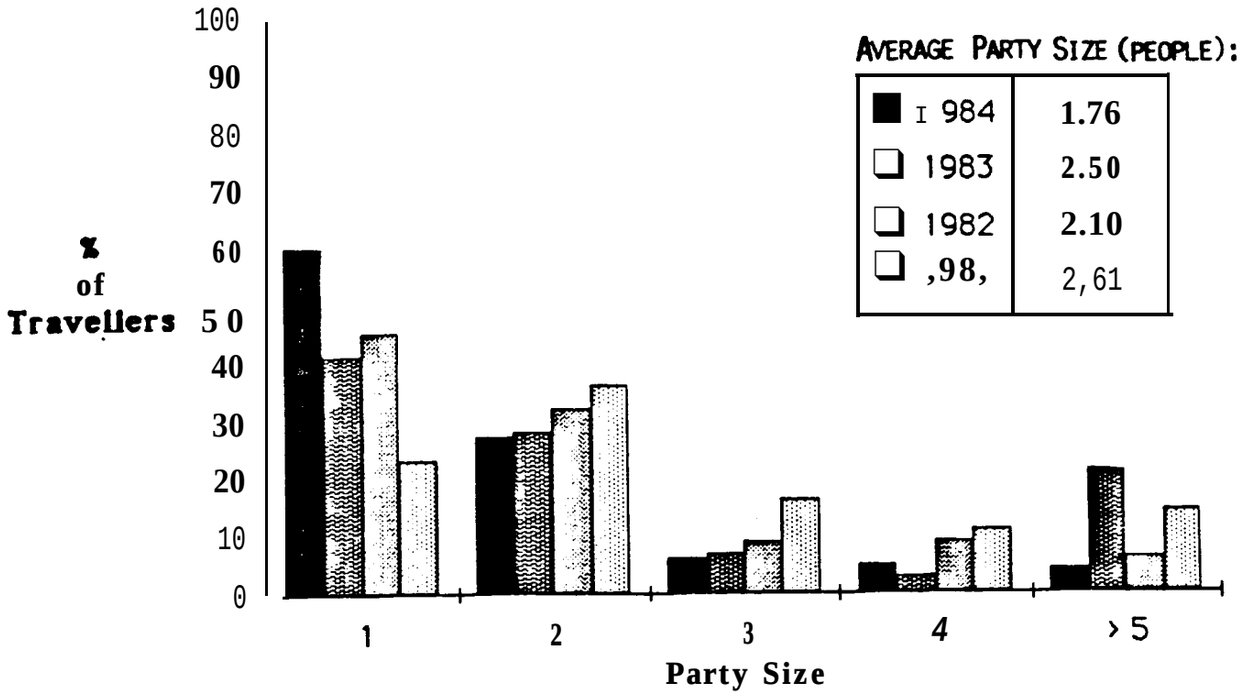
3. Party Size

Comparing the results from the four years of studies, as presented in Figure 7, indicates that travel parties of just one person are becoming increasingly popular, and now comprise 60% of all travel parties in contrast to only 23% in 1981. Corresponding decreases in parties sizes of 2, 3, 4 and (generally) 5 persons are also evident. The anomaly in party sizes of greater than 5 people in the 1983 study can be expected when it is considered that data collection was undertaken from hotel visitors only.

4. Trip Purpose

Some reasons for the change in travel party size are evident in Figure 8, indicating the trends in trip purpose. Some shift has occurred leading to an increase in business travel, although it remains to be seen whether this trend will continue. Again, the 1983 results are not representative of all visitors but rather hotel guests only so, as expected, a higher percentage than normal would be business travelers.

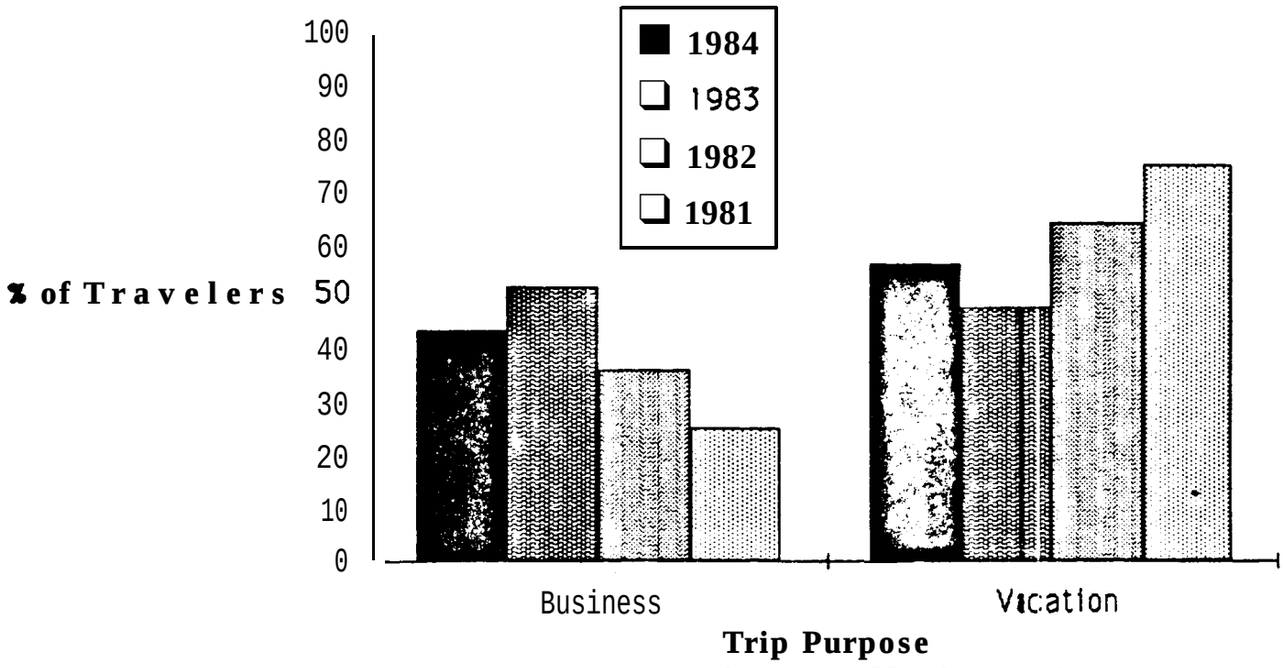
Party Size Trends; 1981-1984



Lone travel parties are becoming increasingly pop ular

Figure 7

Trip Purpose Trends: 1981-1984



Business travel is generally increasing

Figure 8

7. Expenditures

Figure 10 shows the change in the distribution of expenditures and it is clear that more travel parties are spending under $250.00, because fewer parties are spending between $250.00 and $1,000.00. Despite this, the higher spending categories appear to have changed very little.

This could be expected in light of the trend towards single parties and short visits. It should be noted that Figure 10 illustrates the expenditures per travel party, so that smaller travel parties could be expected to spend less in total. A comparison of adjusted average expenditures per visitor reveals a slight increase (+6%) from 1982 to 1983, thus it appears the drop in travel party expenditures is attributable to the change in their size.

8. Household Income And Occupations

As could be expected, there is a slight rise in the level of household income of visitors; however, if viewed in adjusted dollar terms, it is probably not significant. There has also been no significant shift in the occupation of the head of household occupation.

Trends in Expenditures, 1981 -1984

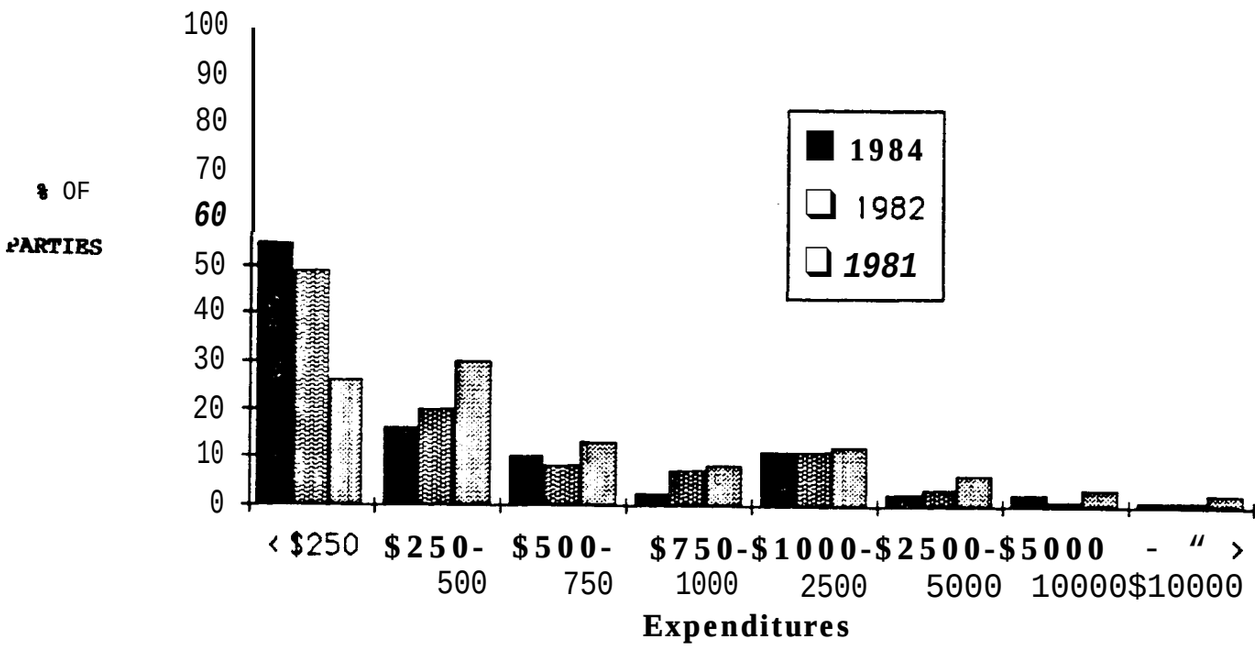


Figure 10

E. ESTIMATION FOR ENTIRE SUMMER PERIOD

The previously reported figures represent visitor activity and characteristics in the seventy day survey period only. Section D, discussing some trends evident from an examination of previous studies, again compares only the seventy day data.

The comparisons were made for only this time period simply because this "core" data is the most reliable indicator of visitor characteristics.

However, it may be useful to represent certain visitor characteristics - namely total numbers and expenditures for the entire four month summer (June through September) period. However, when expanding the data, as collected in this survey, extreme caution must be exercised when interpreting results from July and August into the months of June and September. Traveller characteristics such as resident - non-resident airline passenger mix; highway traffic mix; trip purpose mix; expenditure patterns, etc. , could be significantly different in the "shoulder" months of June and September compared with the surveyed months of July and August.

The expansion estimation methodology utilized was similar to that developed by Mr. Keith Thompson for expanding the results of the 1982 cordon survey. It was felt that while a number of different approaches were possible, in the interests of consistency, the same methodology was used. Canadian Facts cannot judge the accuracy of any of the derived estimates beyond the seventy day survey period.

ESTIMATED VISITATION - ALL N. W. T.; JUNE - SEPTEMBER, 1984[1]

Mode Of Entry	Regions: Ft. Smith	Inuvik	Kitikmeot[2]	Keewat in	Baffin	All N.W. T.
Air	14,000	11,750	400	400	3,250	29,800
Road	8,000	4,000				12,000
TOTAL	22,000	15,750	400	400	3,250	41,800

ESTIMATED EXPENDITURES - JUNE TO SEPTEMBER, 1984[3]

Regions: Ft. Smith	Inuv ik	Kitikmeot	Keewatin	Baffin	All N.W. T.
$24,000,000	$17,000,000	$600,000	$600,000	$3,500,000	$46,000,000

Notes: 1 All figures rounded to nearest 250 visitors; estimates derived utilizing TravelArctic's 1982 Methodology.

2 Assumed same as 1982; no new data available.

3 Estimates derived utilizing TravelArctic's 1982 Methodology. All figures rounded to nearest million.

APPENDIX A

TERMS OF REFERENCE

61-510-008

TERMS Of REFERENCE

NORTHWEST TERRITORIES TRAVEL SURVEYS - 1984

1. Introduction

Similar to past years the Government of the Northwest Territories, Division of Tourism and Parks intends to publish information about visitors to the Northwest Territories during 1984. The Division plans to enlist a survey company under contract to carry out the work. These terms of reference will serve as the basis for the proposals and subsequent contract to carry out the work.

2. Purpose

To design and execute a set of travel surveys for the Northwest Territories for 1984.

3. Invitation and Schedule

Interested companies may apply to carry out the work (design and implementation stages) as per the following schedule:

March 19, 1984	- publication of terms of reference and call for proposals
April 13, 1984	- deadline for submission of proposals
May 1, 1984	- award of contract 4 JUNE 13/54
June 1, 1984 June 11	- commencement of ~~work~~ fieldwork.
January 15, 1985	- completion of work and termination of contract.

4. Proposal

The proposal must include the following:

1. An outline of the design (work methods, schedules and products) based on the terms of reference.
2. An outline of company experience in the field of travel surveys.
3. The list of people to be assigned to the work with an outline of their education and experience in travel surveys.
4. Costs for:
   (a) professional fees on a per person (named) and per hour (or per day) basis, tied to the work schedule, and total led.
   (b) Expenses for disbursements such as travel, telephone calls and materials, total led.

. ../2

5. Parameters

The basic structure of visitors is to be reported as follows:

- the total number of visitors to the Northwest Territories;
- distribution by Regional destination;
- distribution by trip purpose;
- distribution by mode of ntry 'to Regions;
- Consideration of the summer Of 1984 (June, July, August and September combined).

Region (Destination)	Trip Purpose	Mode of Entry to Region
Fort Smith	- pleasure	- scheduled air - road - charter air/package tour
	- business	- scheduled air - road - charter air/package tour
Baffin	- pleasure	- scheduled air - charter air/package tour
	- business	- scheduled air - charter air/package tour
Keewa ti n	- pleasure	- scheduled air - charter air/package tour
	- business	- scheduled air - charter air/package tour
Kitikmeot	- pleasure	- scheduled air - charter air/package tour
	- business	- scheduled air - charter air/package tour
Inuvik	- pleasure	- scheduled air - road - charter air/package tour
	- business	- scheduled air - road - charter air/package tour

The information about visitors to be reported is:

- numbers;
- expenditures;
- basic demographics (e.g. party size);
- basic trip characteristics (e.g. trip length).

} scheduled air and road only

. . ./3

6. Information Gathering Methods

It is expected that information will be gathered by a number of means:

a. Scheduled Airlines

For scheduled air travelers information about their numbers will be gathered from airline records; and, demographics and trip characteristics will be obtained from airport Surveys.

Airline	Location	Method
Norda r	Headquarters (Montreal)	- records count
	Frobisher Bay	- airport survey
P.W.A	Headquarters (Edmonton)	- records count
	Yellowknife	- airport survey
	Inuvi k	- airport survey
	Hay River	airport survey
	Fort Smith	- airport survey
	Fort Simpson	- airport survey
	Norman Wells	- airport survey
Ram Air	Headquarters (Inuvik)	- records count
	• Inuvik	- airport survey
Northwest Territorial Ai rways	Headquarters (Yell owknife)	- records count
	YellowKnife	- airport survey
	Rankin Inlet	- airport survey
Calm Air	Headquarters (Lynn Lake, Nan.)	- records count
	Rankin Inlet	- airport survey
	•Baker Lake	- airport survey
Trans North Air	Headquarters (Whitehorse, Yukon)	- records count
	Inuvik	- airport survey
Austin Air	Headquarters (Timmins, Ont.)	- records count
	* Cape Dorset	- airport survey
First Air	Headquarters (Frobisher Bay)	- records count
	•Frobisher Bay	- airport survey

•optional, deletion possible

b. Road

For road visitors all information (numbers, demographics and trip characteristics) will be gathered by road-side surveys, supplemented with ferry crossing records.

. ../4

Highway	Location	Method
Mackenzie (No. 1)	Enterprise or border	roadside count and surveys
Liard (No. 7)	Fort Liard (near)	roadside count and surveys
Dempster (No. 8)	Fort McPherson	roadside count and surveys

c. Charter Air/Package Tours

For charter groups and package tours information will be gathered from air company records. Demographics and trip characteristic information are not required.

Company	Method
P.W.A.	- record counts only for all companies
Nordair	- no surveys
NWT Air	
First Air	
Trans North Air	
Calm Air	
Austin Air	
Bradley Air	
Ram Air	
Some Large Lodges e.g. Plummers - Great Slave - Great Bear	
Several package tour companies - e.g. Horizon Holidays	

7. Contractors' Provisions

The contractor will supply the following:

- The design of the entire set of surveys and analysis (the proposal should contain at least an outline of the design);
- Master survey forms;
- All staff for surveys (except as noted in section 8) including living, training, transportation and other functions. As one of the major criteria for the selection of the contractor will be the assigned project staff and their roles in the study, only project staff in the role as specified in the contractor's proposal are to be utilized in completing the project requirements, unless approved in writing by the Government of the Northwest Territories beforehand.
- Collection, compilation and analysis of all data. No interpretation for implied Government of the N.W.T. use is necessary.
- Reports, as outlined below.

8. Government of the Northwest Territories Assistance

The Government of the Northwest Territories will supply the following:

copies of the 1981, 1982, and 1983 study reports;

copies of the 1982 and 1983 Study designs;

- ferry crossing *counts;*
- letters of introduction/request to airlines and package tour companies;

printing of survey forms;

map of Government of the Northwest Territories Regions;

- the field staff for the Frobisher Bay (Nordair and possibly First Air) airport survey.

9. Reports

The contractor will be required to submit reports as follows:

May 18, 1984	- Complete *study* design.
July 2, 1984	- Interim report to outline the field work completed to date, degree of co-operation shown by contributing agencies (airlines)" and required adjustments to study methods.
September 4, 1984	- Interim report - as July 2 report plus analysis to date.
December 14, 1984	- Preliminary reports: Summary report to include tables and discussion.
DEC. 15/84 Final Reports	: Technical report to include detailed tables and methods.
~~(December 31, 1984~~	- The Government of the N.W. T. will comment upon the preliminary reports.)
~~January 18, 1985~~	- Final reports to incorporate the comments of the Government of the N. U. T..
	: Summary report to include tables, discussion and highlights.
	: Technical report to include detailed tables, methods and critique.

10. Payments

(a) Professional fees. Payment will be made upon submission of invoices that show the *consultant* staff employed, number of hours (clays) expended, hourly (daily) rates, amount of work accomplished according to the work schedule and accompaniment of the required report.

Submission dates - July 2, 1984
- September 4, 1984
- December 14, 1984
- January 18, 1985

(b) Expenses. Payment will be made upon submission of invoices on the basis of:

- re-imbursement *only;*
- exact amounts;
- receipts are required.

Submission dates - July 2, 1984
- August 1, 1984
- September 4, 1984
- October 1, 1984
- November 1, 1984
- December 3, 1984
- January 18, 1985

11. Contract Termination

Should it become necessary to terminate the contract prior to its completion, the contractor shall be paid in full for all expense disbursements and for all professional fees for itemized portions of the work accepted by the Government of the Northwest Territories. Sections not yet completed will be paid based directly upon the percentage of work completed therein.

The lowest or any" proposal is not necessarily accepted.

APPENDIX B

QUESTIONNAIRES AND FORMS

Northwest Territories

PERSONAL INTERVIEW - ANSWER SHEET
NON - RESIDENTS

SERIAL 1/4:
CARD 5-1

Compiled By: _____ INTERVIEWER SIGNATURE/NUMBER 6/7- 2 2 __ __

Checked By: _____

Location . . . . . 8/9- __ __

Date of Interview . . . 10/13- __ __/__ __

Time of Interview . . . 14/19- __ __:__ __ AM/PM

1. Mode of transportation: ●) Airline Flight No ..... 20/22 - __ __ __

   b) Vehicle type . . . . . 23- _

2. Number of people in travel party . . . . . 24/25- __ __ people

3. Number of separate households in your travel party. . 26/27- __ __ hslds.

4. Total number of your household members travelling . . 28- __ __ members

5. Regular place of residence . . . . . 29/30- __ __
   Specify State/Province/Country: _____

6. Primary purpose for your trip in the N. MA T . . . . . 31- __

7. Primary destination of your trip in N. W.T. . . . . 32/33- __ __
   Other (specify): _____

8. Total number of nights spent in N.W. T. . . . . 34/35- __ __ nights

9. Number of nights spent in N.W. T. in accommodation :

   Note: Total nights in Q.9 must equal total in Q.8

Homes of frienda etc.	36/37-	__ __
Motel/Hotel	38/39-	__ __
Lodges and Camps	40/41 -	__ __
Campgrounds	42/43-	__ __
Other Camping	44/45-	__ __
Work Camp/Co. Facility	46/47-	__ __
Other (specify)_____	48/49-	__ __

10. Estimate of total spent by self ● nd travel party . . . 50/54- $ __ __ , __ __ __ .00

    (Total spent by company, if applicable) . . . . . 55/59- $ __ __ , __ __ __ .00

11. Acceptance of mail-back questionnaire .. YES 60-1
    REFUSED . . . . -2 C circle code

12. Record serial number of mail-back questionnaire . . . . 61/64- Nº __ __ __ __

● RESPONDENT 'S (LAST) NAME : Mr. Ms./Mrs. _____

65/75 Blank
76/80 RH501

● TELEPHONE NUMBER: (_____) _____
Area Code

CITY/COMMUNITY _____ PROVINCE/STATE _____

ST. ADDRESS/BOX NO. _____ POSTAL CODE/ZIP _____

Northwest Territories

NORTHWEST TERRITORIES TRAVEL QUESTIONNAIRE -SUMMER 1984

SERIAL 1/4
CARD 5-1

Dear Visitor:

Information ● nd comments from visitors, such as yourself, are important in our wrk to improve tourist facilities and services in the Northwest Territories.

Would you complete ● ll the fol lowing questions and return the questionnaire to the interviewer or mail it back to us in the attached ● nvelope .s soon as you can.

All replies are confidential and study participants will not be identified. As a token of our appreciation we will enter your name in a draw for a piece of native artwork valued at over S100 .00, so don' t forget to mail your questionnaire to us right away.

Thank you very much for your co-operation and prompt response. **TravelArctic**

PLEASE CHECK THE BOX BESIDE YOUR ANSUER, OR WRITE IN THE SPACE PROVIDEO

1. In which Canadian province. U.S. state or other country do you live? _____ 6/7 -

2. What was the MAIN purpose of your trip? (Check one)

Business.....	☐	8-1
Vacation.....	c 1	2
Commuting To Work	☐	3
Visiting Friends Or Relative s.....	☐	4

3. During your stay in the N.W.T. how many nights did you spend in ● ach of the fol lowing types of ● ccwmrodation?

Hotels, Motels	____	Campgrounds.....	____	9/10 - 11/12 -
Lodges	____	Other Camping	____	13/14 - 15/16 -
With Friends Or Rel atives...	____	Other: _____		17/18 - 19/20 -
		TOTAL NIGHTS:	____	21/23 -

4. Approximately how much did you ● nd your travel party spend ● ltogether on this trip in the N.W.T.? .....s _____ (Canadian Dollars) 24/28 -

5. How much did you ● nd your travel party spend in the N.W.T. on ● ach of the following items? Include; credit card purchases, i tams paid by your company if you were on business, pre-paid hotel or package tour costs. 00 NOT INCLUDE (REGuLAR OR CHARTER) Al RFARES PURCHASED OUTSIDE THE N.W. T.

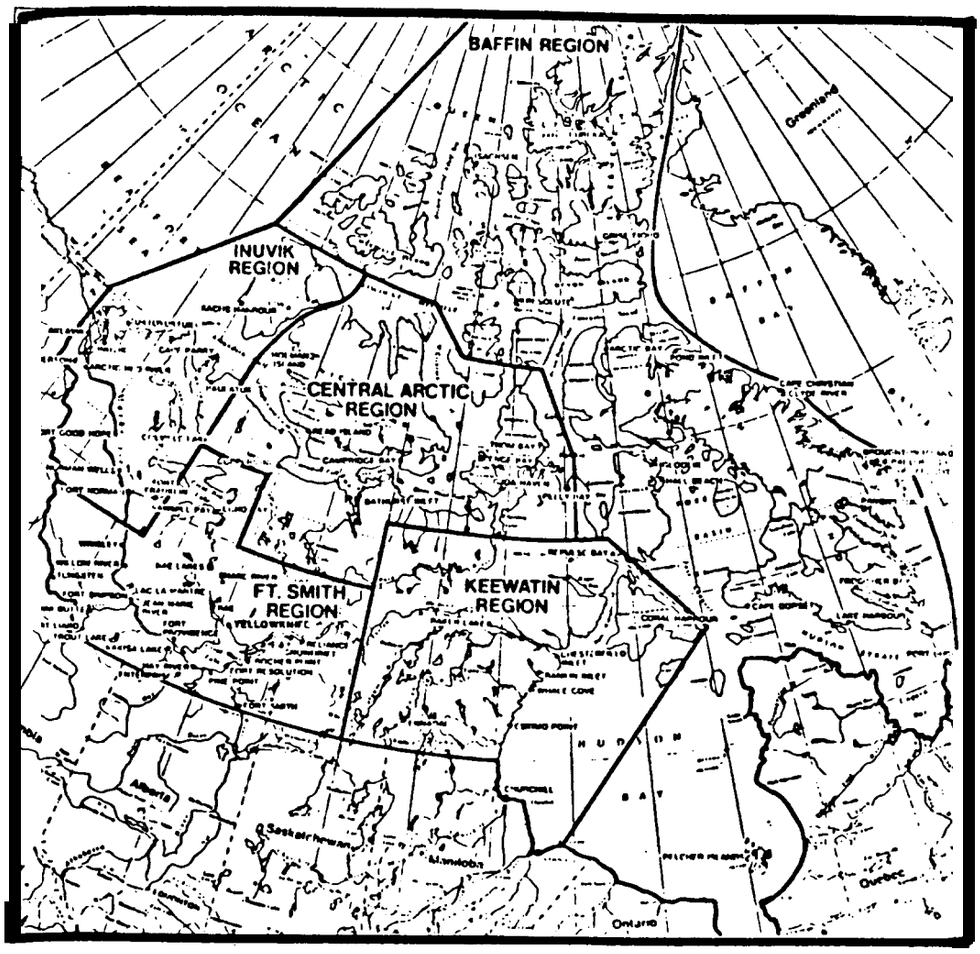
Accommodation.....	S_____.00	29/32 -
Meals And Beverages In Restaurants And Hotels	S_____.00	33/36 -
Groceries And Beverages Bought In Stores	S_____.00	37/40 -
Guides And Outfitters	$_____.00	41/44 -
Personal Vehicle (Gas, Repairs, Rental s)	S_____.00	45/48 -
Other Transportation Within the N.W. T.	s_____.00	49/52 -
Recreation And Entertainment.....	$_____.00	53/56 -
Souvenirs, Crafts And Art	s_____.00	57/60 -
Other Miscellaneous Expenditures	s_____.00	61/64 -
(Should Equal The Total In Question 4) TOTAL	s_____.00	65/69 -

Office Use Only
70/75 - Blank
76/80 - RH501
1/4-DDp.
5 - 2

6. For each of the areas show on the map below please indicate the number of nights you stayed and the total amount you spent while there.

	NIGHTS THERE		SPENT THERE
Fort Smith	6/7		$ .00 19/22 -
Inuvik Region	8/9		$ .00 23/26 -
Central Arctic Region	10il 1		$ .00 27/30 -
Keewatin Region	12/13		$ .00 31/34 -
Baffin Region	14/15		$ .00 35/38 -
TOTAL NIGHTS	16/18	TOTAL	$ .00 39/43 -

(Check Total Nights In Q.3 And Total $ In Q.4 - Should Be Same)



7. Have you or a member of your household ever visited the N.W.T. on a PREVIOUS trip?

YES..... ☐ 44 - 1

NO..... ☐ 2

If YES, how many previous trips have your household members made to the N.W.T.? (Including this trip)

_ times 45/46 -

8. What prompted you the MOST to make this visit to the N. U.' .? Please check ONE only

Friends Or Relatives Resident In The N.W.T.	☐	47 -1
Friends Or Relatives Who Had Visited The N.W.T.	☐	2
A Travel Agent	☐	3
Articles Or Advertisements In Magazines Or Newspapers	☐	4
Business Reasons	☐	5
Personal Interest	☐	6
Travel Brochures On The N.W.T.	0	7
A Previous Visit	☐	8
Sports Tournament	0	9
Other (Please Specify) _____		48

9. In which activities did you and your travel party participate in while in the N. U. T.? (Check ALL the!.e applicable)

Business	☐	49 - 1	Camping	n	50 - 1
Visiting Friend s/Relatives . . .	☐	2	Fishing	☐	2
Shopping For Crafts		3	Hunting	☐	3
Festivals, Local Events	☐	4	Swimming	☐	4
Museums, Historic Sites	☐	5	Canoe ing	☐	5
Mature Study	☐	6	Power Boat ing	n	6
Hiking, Back Packing	☐	7	Other (Specify)	☐	7
Sports Tournament	☐	8	_____		8
			_____		9
					0
					51 -

9b. What locations did you travel to while you were in the N. W. T.? (Check all that PPIY. or write in any locations not listed here)

Yellowknife	☐	52-1	Rankin inlet		U.4-1
Inuvik	☐	2	Frobisher Bay	☐	2
Hay River	☐	3	Norman Wells	☐	3
Enterpri se	☐	4	Fort Smith	☐	4
Fort Simpson	☐	5	Resolute	☐	5
Cambridge Bay	☐	6	Baker Lake	☐	6

Other (Please Specify):

_____ 53- _____ 55-

_____ _____

10. How many members of your travelparty belong to ● ach of the following age groups?

12 Years Or Less....	_ 5 6 -	25 - 39 Years....	_____ 59 -
13 - 18 Years.....	_ 5 7 -	40 - 54 Years...	_____ 60 -
19 - 24 Years.....	_____ 58 -	55 Years Or Over.	_ 6 ' -
			62/63 -

11. What is the usual occupation of the principal wage ● trner in your household? (Check one)

Farming, Forestry ..'	☐ 64-1	Ret iced	☐ 6
Managerial	☐ 2	Sales, Service	☐ 7
Mill Worker, La bourer.....	☐ 3	Skilled Worker	☐ 8
Office, Clerical	☐ 4	Student 0	9
Professional	☐ 5	Technical	☐ O

12. In which broad category below was your combined total household income from all sources in 1982, before taxes? (Check one)

Less Than S10,000	☐ 65-	I $30,0 00 To $39,000.	☐ 4
S10,000 To S19,999	☐ 2	S40,000 To $49,999.	☐ 5
$20,000 To S29,999	☐ 3	S50,000 Or tire	☐ 6

Thank you for your co-operation. If you have ● ny other comments, either positive or negative, that you would like to make ● bout your trip to the N.W. T., please use tne space below.

_____

_____

_____

_____

_____

Please write in your Name, Address, Phone Number for the draw for the Native Artwork GifL.

Northwest Territories

NAME _____

STREET ADDRESS/P.O. BOX _____

CITY/PROVINCE _____

POSTAL CODE _____

We'd be glad to send you ● map of the N.W. T. or our Explorers Guide ● s ● souvenir or for your next trip to visit us:

YES, please send me ...the N.W. T. MAP ☐ · EXPLORER'S GuIDE ☐

For Office Use
66/75 - Blank
76/80 - RH501

NTRODUCTION: Hello. I'm _____ of Canadian Facts. We are conducting a survey of tourists to ● nable the Government of the Northwest Territories to better serve visitors to the N. W.T., and I would like to ask you e f.. quick questi ons.

●. Are you a resident of the Northwest Territories? (Ma) ority of months per year spent living in NWT)

YES ..... 1 NO ..... 2 CONTINUE...

Including you, ho. many Other N.W. T. residents • re there in your travel party today? RECORD NUMBER IN TRAVEL PANTY ON YOUR ONLY PASSENGER/ROAD TRAFFIC COUNT SHEET.

b. Are you leaving the Northwest Territories today?

YES ..... 1 CONTINUE ND 2

Including you, how many people are there in your travel party today? RECORD NUMBER IN TRAVEL PARTY ON DAILY COUNT SHEET.

Main Questionnaire: **RECORD ALL ANSWERS ON ANSWER SHEET**

1.a) Airports:

Are you flying out on **Flight Number** _____ at _____ (time)?
IF NO: END INTERVIEW - IF YES: RECORD FLIGHT NO. ON ANSWER SHEET

b) Highway: RECORD ON ANSWER SHEET, **VEHICLE CODES:**

Car or Station Wagon . . . -1
Van or 4-Wheel Drive . . . 2
Small to 1/2 Ton Pick-Up Only 3
Truck With Camper 4
Motor Home/Winnibego 5
Large Truck (larger than 1/2 ton) 6
Motorcycle 7
Bicycle 8
Other 9

2. Including yourself, how many people are there in your travel party today? (RECORD EXACT NUMBER: i.e. 3 IS SHOWN AS "03" PEOPLE)

3. How many separate households are in your travel party today? (RECORD EXACT NUMBER: i.e. 3 IS SHOWN AS "03" PEOPLE)

4. And, how many members of your household are traveling with you today? (RECORD EXACT NUMBER: i.e. 3 IS SHOWN AS "03" PEOPLE)

5. Where is your regular place of residence? (RECORD CODE AND/OR WRITE IN NAME OF PROVINCE/STATE/OR COUNTRY, IF OUTSIDE NORTH AMERICA)

British Columbia . . . . . - 1
Alberta 2
Yukon 3
Saskatchewan 4
Manitoba 5
Ontario 6
Quebec 7
Maritime Provinces 8
other 9
(SPECIFY PROV/STATE/ COUNTRY ON ANSWER SHEET)

6. what was the primary purpose of this trip to the N.W.T.? (RECORD CODE ON ANSWER SHEET)

Vacation/holiday . . . . . -1
Business 2
Commuting to Work 3
Personal/Family Affairs . . 4
Other (SPECIFY ON ANSWER SHEET) 5

QUESTIONS 7 TO 12 TURN PAGE OVER

MAIN QUESTIONNAIRE - PAGE 2

7. What was the primary destination of your trip within the N. W. T.? (RECORD CODE ON ANSWER SHEET AND/OR SPECIFY OTHER N.W.T. PLACE)

Yellowknife	1	Rankin Inlet	6
Inuvik	2	Frobisher Bay	7
Hay River	3	Norman Wells	8
Enterprise	4	Fort Smith	9
Fort Simpson	5	Other (SPECIFY)	0

8. In total, how many nights did you spend in the N.W.T. on this trip? (RECORD EXACT NUMBER OF NIGHTS)

9. Now, how many nights did you spend in the NWT in each of these types of accommodation? (READ THE LIST ON THE ANSWER SHEET AND RECORD EXACT NUMBER OF NIGHTS SPENT)

Note: THE TOTAL NIGHTS TO QUESTION 8 MUST EQUAL THE TOTAL YOU GET WHEN ADDING ALL NIGHTS IN QUESTION 9. PLEASE CHECK YOUR TOTALS CAREFULLY.

10. What amount (in Canadian dollars) do you estimate you spent during this trip to the N.W.T.? (THIS INCLUDES CREDIT CARD PURCHASES AS WELL AS CASH. [NOTE: IF PLANE TICKET BOUGHT OUTSIDE N.W.T. DO NOT INCLUDE THIS AMOUNT] IF ENTIRE TRIP PAID BY COMPANY, i.e. Business Traveler, RECORD TOTAL IN APPROPRIATE SPACE)

11. Thank you for your cooperation, but before you go . . . . We would appreciate it if you would complete this confidential questionnaire when you have more time. Just mail it back in this postage-paid envelope and we'll enter your name in a draw for a valuable piece of native artwork.

12. DON'T FORGET TO RECORD THE MAIL BACK QUESTIONNAIRE SERIAL NUMBER .

13. In order to help us verify these interviews, may I have your last name and full telephone number? (CONTINUE ASKING FOR CITY, PROVINCE, STREET ADDRESS, POSTAL CODE)

PUT YOUR INTERVIEWER NUMBER/LOCATION/DATE OF INTERVIEW/TIME ON EACH ANSWER SHEET.

DID You GIVE THE Respondent A MAIL-BACK QUESTIONNAIRE & ENVELOPE? RECORD SERIAL NO.

1984 SUMMER TRAVEL SURVEY-FLIGHT PASSENGER COUNT

SERIAL 1/4
CARD 5-1

1. Airport Location:

Yellowknife	6 - 1	Inuvik	5
Hay River	2	Norman Wells	6
Fort Smith	3	Frobisher Bay	7
Fort Simpson	4	Rankin Inlet	8

2. This month is ..... June 7- 1
July 2
August 3

3. Today is ..... Monday ..... 8 - 1 Thursday 4
Tuesday ..... 2 Friday 5
Wednesday ... 3 Saturday 6
Sunday 7

4. Date in the month: (CIRCLE TODAY'S DATE) 9/10 -

1	2	3	4	5	6	7	8	9	10	
11	12	13	14	15	16	17	18	19	20	
21	22	23	24	25	26	27	28	29	30	31

5. Time started: 11/15 - _ _ : _ A.M./P.M.

6. Time Finished: 16/20 - ___ ___:___ A.M./P.M.

7. Number of Interviews - Answer Sheets Completed: 21/22 - ___ ___

8. Number of Mail-Back Questionnaires Distributed: 23/24 - ___ ___

RECORD SERIAL NUMBERS _____ TO _____

9. Flight Number : 25/27 - ___ ___ ___

10. Airline:

Pacific Western	28 - 1	Trans North Turbo	4
Northwest Territorial	2	Calm Air	5
Nordair	3	Austin Airways	6

11. IMPORTANT: If this flight is a connecting flight, stopping at this airport, count only the people who bearded this flight at this airport.

Total Passengers Not Leaving N.W.T. ..... 29/31 - ___ ___ ___

Total Passengers Leaving N.W.T. ..... 32/34 - ___ ___ ___

TOTAL PASSENGERS BOARDED AT THIS AIRPORT ..... 35/37 - ___ ___ ___

I hereby certify that the passenger counts recorded above are accurate and were obtained by the Canadian Facts' interviewer from me on the date recorded above, for the flight recorded above.

Northwest Territories

Agent's Signature: _____

Airline Name: _____

Compiled By: _____ - . ___ ___
INTERVIEWER SIGNATURE/NUMBER

Location: _____ Date: _____

Checked By: _____

DAILY COUNT SHEET
INTERVIEW ATTEMPTS-(HIGHWAYS & AIRPORTS)

Interview Attempt Number	Total People Travelling Today Question: (a) N.W. T. Res. Travelers	OR	(b) Non-Res. Not Leaving	Interview Attempt Number	Tots l People Travel 1 ing Today Question: (a) N.W. T. Res. Travellers	OR	(b) Non-Res. Not Leaving
01				21			
02				22			
03				23			
04				24			
05				25			
06				26			
07				27			
08				28			
09				29			
10				30			
11				31			
12				32			
13				33			
14				34			
1s				35			
16				36			
17				37			
18				38			
19				39			
20				40			

DAILY SUMMARY:

Total Non-Completed Interview Attempts: 38/39 - ____

TOTAL (a) N.W. T. RES. TRAVELLERS: 40/41 - ____

TOTAL (b) NON-RES. TRAVELLERS: 42/43 - ____

GRAND TOTAL - TODAY 'S TRAVELLERS 44/45 - ____

46/75 - Blank

76/80 - RH501

Completed By _____ ____ ____ ____ ____

INTERVIEWER/NUMBER

Location: _____ Date: _____

Checked By: _____

1984 SUMMER TRAVEL SURVEY–DAILY HIGHWAY COUNT SHEET

SERIAL 1/4
CARD 5-1

1. Highway Location: a) MacKenzie ..... 6 - 1
   b) Liard 2
   c) Dempster 3

2. This month is .... June ..... 7 - 1
   July 2
   August 3

3. Today is ..... Monday ..... 8 - 1
   Tuesday 2
   Wednesday 3
   Thursday 4
   Friday 5
   Saturday 6
   Sunday 7

4. Date in tha month: (CIRCLE TODAYS DATE) 9/10 -

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30 31

5. Time Started 11/15 __ __ : __ __ AM/PM

6. Time Finished 16/20 _ _ : _ _ AM/PM

7. Number of Interviews - Answer Sheet Completed 21/22 _ _
   (See Tally Box Below)

E. Number of mall-sack Questionnaires Distributed 23/24 _ _

RECORD SERIAL NOS. . ● _ _ _ ___ TO ___ ___ ___ _

ORIGIN OF NON-RESIDENT LICENSE PLATS :	SAY WRY . . .	INTER VIEWED	RE - FUSED	TOTAL VECHICLES
B.C.				
Alberta				
Yukon				
Saskatchewan				
Manitoba				
tario				
Quebec				
Maritime Provinces				
Washington				
California				
Montana				
Other U.S.A. (Specify)				
Other (Specify)				
motorcycles (Specify)				
SUB-TOTALS :		(Q.?)		25/27
Commercial Vehicles: Transport Trucks over ½ ton				
Commercial L Charter Buses				
Other (Specify)				
TOTAL OTHER:				28/30
N.W. T. Resident Commuters:				
TUTAL NUT RES:				31/33 -
TOTAL TRAFFIC TODAY:				34/36 -

37- Blank

Compiled By: _____ ___ ___ ___ ___
INTERVIEWER SIGNATURE/NUMBER

Location : _____ pate: _____

Checked By: _____

APPENDIX C

SAMPLE DESIGN AND SCHEDULE

APPENDIX C

LOCATION : YELLOWKNIFE AIRPORT

DATE	DAY OF WEEK	FLIGHT NUMBER
June 25	Monday	PW572
June 25	Monday	NV209
July 1	Sunday	PW574
July 3	Tuesday	PW562
July 6	Friday	NV203
July 7	Saturday	PW562
July 10	Tuesday	PW572
July 12	Thursday	NV207
July 15	Sunday	NV203
July 20	Friday	PW562
July 21	Saturday	PW562
July 22	Sunday	NV203
July 23	Monday	PW562
July 24	Tuesday	NV322
July 27	Fr iday	PW572
July 30	Monday	NV209

APPENDIX C

LOCATION: YELLOWKNIFE AIRPORT (amt.)

DATE	DAY OF WEEK	FLIGHT NUMBER
August 1	Wednesday	PW582
August 2	Thursday	NV207
August 6	Monday	NV322
August 7	Tuesday	NV322
August 8	Wednesday	PW582
August 9	Thursday	PW572
August 14	Tuesday	NV322
August 17	Friday	NV203
August 19	Sunday	NV203
August 22	Wednesday	PW562
August 23	Thursday	PW562
August 25	Saturday	PW572
August 28	Tuesday	PW572
August 31	Friday	NV203
September 1	Saturday	PW562
September 3	Monday	PW562

APPENDIX C

LOCATION: INUVIK

DATE	DAY OF WEEK	FLIGHT NUMBER
June 28	Thursday	PW564
July 3	Tuesday	PW562
July 8	sunday	PW562
July 10	Tuesday	PW562
July 13	Friday	PW562
July 18	Wednesday	PW562
July 22	sunday	PW562
July 24	Tuesday	PW564
July 25	Wednesday	TN912
July 30	Monday	TN910
August 1	Wednesday	TN912
August 10	Friday	PW562
August 11	saturday	PW562
August 17	Friday	PW562
August 19	sunday	PW562
August 22	Wednesday	PW562
August 23	Thursday	PW564
September 3	Monday	PW562

APPENDIX C

LOCATION : FORT SMITH

DATE	DAY OF WEEK	FLIGHT NUMBER
June 28	Thursday	PW572
July 6	Friday	PW572
July 9	Monday	PW572
July 13	Monday	PW572
July 22	Wednesday	PW572
July 28	Saturday	PW572
August 4	Saturday	PW572
August 7	Tuesday	PW572
August 18	Friday	PW572
August 29	Wednesday	PW572

APPENDIX C

LOCATION: FORT SIMPSON

DATE	DAY OF WEEK	FLIGHT NUMBER
July 3	Tuesday	NV322
July 10	Tuesday	NV322
August 4	Saturday	PW572
August 23	Thursday	NV322

APPENDIX C

LOCATION : HAY RIVER

DATE	DAY OF WEEK	FLIGHT NUMBER
June 26	Tuesday	PW572
July 6	Friday	PW572
July 11	Wednesday	PW572
July 23	Monday	PW572
July 24	Tuesday	PW572
July 25	Wednesday	Pw572
August 4	Saturday	PW572
August 10	Friday	PW572
August 14	Tuesday	PW572

APPENDIX C

LOCATION : NORMAN WELLS

DATE	DAY OF WEEK	FLIGHT NUMBER
June 27	Wednesday	PW562
July 9	Monday	PW567
July 21	Saturday	PW562
August 6	Monday	PW563
August 14	Tuesday	PW562
August 19	Sunday	PW561
August 22	Wednesday	PW562
August 30	Thursday	PW563

APPENDIX C

LOCATION: FROBISHER BAY

DATE	DAY OF WEEK	FLIGHT NUMBER
June 27	Wednesday	ND506
July 5	Thursday	ND522
July 6	Friday	ND504
July 13	Friday	ND514
July 21	Saturday	ND508
July 23	Monday	NV210
July 26	Thursday	ND522
August 4	Saturday	ND508
August 7	Tuesday	ND528
August 13	Monday	ND510
August 15	Wednesday	ND506
August 22	Wednesday	ND506
August 27	Monday	NV210

Trends in Length of Stay: 1981-1984

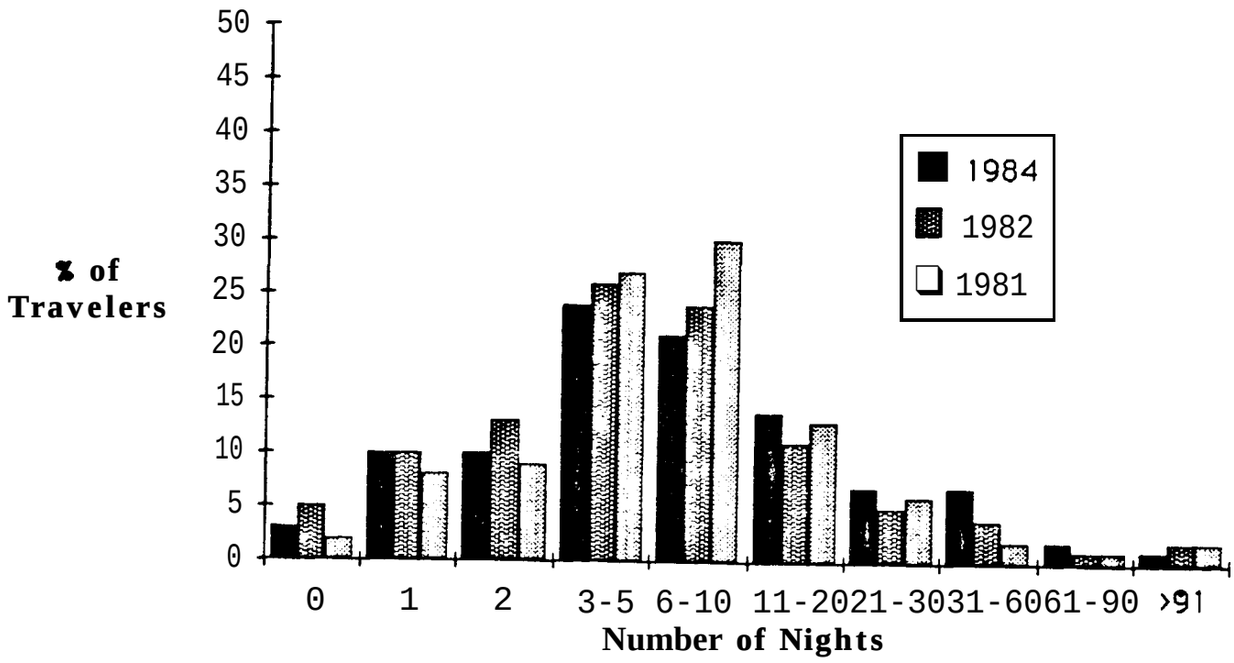


Figure 9

5. Length Of Stay

Figure 9 reveals another shift in visitor behaviour. In general, the shape of the distribution has changed from 1981 to 1984, so that more visitors are staying for a shorter period of time, as evident in the reduction of the 1981 peaks at 6 to 10 nights; as well as more visitors staying (i.e. work commuters) in the 21 to 30 and 31 to 60 night range. The decrease in the 6 to 10 night peak, and the increase in the 31 to 60 peak has been established as statistically significant at the 90% confidence level.

This trend cannot be assessed through a comparison of overall averages due to the distortion caused by the inclusion of some very long staying visitors. (Refer to Figure 5, Pages 14 And 15 for further discussion).

6. Accommodation Types

The trend in accommodation types indicates that hotels are gaining in popularity (up from 29% in 1982 to 35% in 1984); visitations to lodges are increasing (up from 8% in 1982 to 17% in 1984); stays with friends and relatives are becoming very popular (24% in 1982 to 38% in 1984), as are stays in workcamps or company facilities. However, campgrounds appear to be declining marginally in popularity, from 21% to 18% in the same time period.

APPENDIX C

LOCATION : RANKIN I-

DATE	DAY OF WEEK	FLIGHT NUMBER
July 5	Thursday	M0361
July 10	Tuesday	NV207
July 13	Friday	M0365
July 17	Tuesday	M0365
July 20	Friday	M0361
July 23	Monday	M0361
July 25	Wednesday	M0360

APPENDIX C

LOCATION: LIARD HIGHWAY

DATE	DAY OF WEEK
July 2	Monday
July 4	Wednesday
July 5	Thursday
July 10	Tuesday
July 22	Sunday
July 25	Wednesday
July 29	Sunday
August 2	Thursday
August 4	Saturday
August 11	Saturday
August 14	Tuesday
August 24	Friday
August 29	Wednesday
September 1	Saturday
September 3	Monday

APPENDIX C

LOCATION : MACKENZIE HIGHWAY

DATE	DAY OF WEEK
June 26	Tuesday
July 1	Saturday
July 2	Monday
July 7	Saturday
July 8	Sunday
July 11	Wednesday
July 18	Wednesday
July 21	Saturday
July 23	Monday
July 25	Wednesday
July 27	Friday
July 30	Monday
July 31	Tuesday
August 3	Friday
August 4	Saturday
August 6	Monday
August 9	Thursday
August 10	Friday

APPENDIX C

LOCATION : MACKENZIE HIGHWAY (cont.)

DATE	DAY OF WEEK
August 16	Thursday
August 17	Friday
August 22	Wednesday
August 29	Wednesday
August 31	Friday
September 3	Monday

APPENDIX D

WEIGHTING FACTORS BY LOCATION

APPENDIX D

WEIGHTING FACTORS BY LOCATION:

s_j = 240

s_j = 29

LOCATION: YELLOWKNIFE AIRPORT

DATE	WEIGHTING FACTOR
06/25	10.34
06/25	8.28
07/01	8.28
07/03	9.27
07/06	10.03
07/07	9.22
07/10	8.28
07/12	8.28
07/1 5	8.28
07/20	8.28
07/21	8.28
07/22	8.28

APPENDIX D

WEIGHTING FACTORS BY LOCATION:

S_j = 240

s_j = 29

LOCATION: YELLOWKNIFE AIRPORT (cont.)

DATE	WEIGHTING FACTOR
07/23	8.53
07/24	8.28
07/27	8.79
07/30	8.28
08/01	11.03
08/02	8.87
08/07	8.28
08/08	8.83
08/14	8.28
06/17	8.28
08/19	9.62
08/22	8.28

APPENDIX D

WEIGHTING FACTORS BY LOCATION:

S_j = 240

s_j = 29

LOCATION : YELLOWKNIFE AIRFORT (cont.)

DATE	WEIGHTING FACTOR
08/23	9.07
08/25	10.09
08/31	8.68
09/01	8.78
09/03	8.28

APPENDIX D

WEIGHTING FACTORS BY **LOCATION:**

s_j = 80

s_j = 12

LOCATION : **FROBISHER** BAY

DATE	WEIGHTING FACTOR
06/27	7.50
07/05	7.50
07/06	7.50
07/1 3	7.50
07/21	7.50
07/23	7.50
07/26	7.50
08/04	7.50
08/07	7.50
08/13	7.50
08/1 5	7.50
08/22	7.50

APPENDIX D

WEIGHTING FACTORS BY LOCATION:

s_j = 90

s_j = 6

LOCATION : RANKIN INLET

DATE	WEIGHTING FACTOR
07/05	15.00
07/10	17.73
07/1 7	15.00
07/20	15.00
07/23	15.00
07/25	15.00

APPENDIX D

WEIGHTING FACTORS BY LOCATION:

$S_j = 120$

Sj = 17

LOCATION: INUVIK

DATE	WEIGHTING FACTOR
06/28	7.06
07/03	7.06
07/08	8.82
07/1 0	7.82
07/1 3	11.97
07/18	7.78
07/22	8.50
07/24	11.76
07/25	7.06
07/30	7.06
08/01	7.06

APPENDIX D

WEIGHTING FACTORS BY LOCATION:

$S_j = 120$

$s_j = 17$

LOCATION: INUVIK (cont.)

DATE	WEIGHTING FACTOR
08/10	8.68
08/11	7.25
08/17	7.75
08{19	9.85
08/22	7.06
08/23	7.06

APPENDIX D

WEIGHTING FACTORS BY **LOCATION** :

S_j = 59

s_j = 10

LOCATION : **FORT SMITH**

DATE	WEIGHTING FACTOR
06/28	9.83
07/06	5.90
07/09	6.17
07/28	5.90
08/04	5.90
08/07	5.90
08/13	5.90
08/18	6.44
08/22	5.90
08/29	5.90

APPENDIX D

WEIGHTING FACTORS BY **LOCATION:**

s_j = 30

s_j = 2

LOCATION: **FORT** SIMPSON

DATE	WEIGHTING FACTOR
07/03	15.00
07/10	15.00

APPENDIX D

WEIGHTING FACTORS BY LOCATION:

$'_j = 60$

$s_j = 9$

LOCATION: HAY RIVER

DATE	WEIGHTING FACTOR
06/26	6.96
07/06	8.41
07/1 1	8.48
07/23	8.69
07/24	11.28
07/25	7.90
08/04	7.00
08/1 0	7.44
08/14	10.40

APPENDIX D

WEIGHTING FACTORS BY LOCATION:

S_j = 118

s_j = 8

LOCATION : NORMAN WELLS

DATE	WEIGHTING FACTOR
06/27	15.98
07/09	14.75
07/21	15.34
08/06	14.75
08/14	14.75
08/1 9	15.67
08/22	30.32
08/30	18.26

APPENDIX D

WEIGHTING FACTORS BY **LOCATION:**

Sj = 70

s_j = 24

LOCATION : MACKENZIE **HIGHWAY**

DATE	WEIGHTING FACTOR
06/26	3.85
07/01	7.76
07/02	7.56
07/07	3.77
07/08	3.56
07/1 1	4.11
07/18	3.36
07/21	3.12
07/23	3.56
07/25	3.74
07/27	3.27
07/30	3.62
07/31	3.70

APPENDIX D

WEIGHTING FACTORS BY LOCATION:

$s_j = 70$

$s_j = 24$

LOCATION : MACKENZIE HIGHWAY (cent.)

DATE	WEIGHTING FACTOR
08/03	3.54
08/04	3.60
08/06	2.86
08/09	3.70
08/10	3.18
08/16	4.05
08/17	3.97
08/22	3.20
08/29	4.27
08/31	3.58
09/03	3.14

APPENDIX D

WEIGHTING FACTORS BY LOCATION:

S_j = 70

s_j = 12

LOCATION: LIARD HIGHWAY

DATE	WEIGHTING FACTOR
07/04	6.17
07/05	6.17
07/10	6.17
07/22	5.50
07/25	6.17
07/29	11.00
08/04	5.50
08/1 1	5.50
08/14	6.17
08/24	5.50
08/29	6.17
09/02	5.50

APPENDIX

Estimation And Weighting Formulae

The following describes the mathematical procedures to be used in estimation and weighting.

NOTATION

s	=	Total number of stints
s	=	Number of stints used for interviewing
P	=	Estimated total number of passengers/vehicles
P	=	Number of passengers/vehicles interviewed
R	=	Estimated total number of local passengers/vehicles
r	=	Number of local passengers/vehicles contacted
Q	=	Estimated total number of non-resident passenger vehicles
q	=	Number of non-resident passengers/vehicles interviewed
H	=	Party size
X	=	Survey variable

With Subscripts

t	=	Stint
i	=	Travel party/vehicle
j	=	Stratum or port

Total number of passengers/vehicles = P = R + Q

Total number of passengers/vehicles contacted = p = r + q

a) Highway Strata

For the j-th highway, probability of selecting stints $= \frac{s_j}{S_j}$

Probability of selecting the travel parties (vehicle) in stint t $= \frac{p_{tj}}{P_{tj}} = \frac{q_{tj}}{Q_{tj}}$

since vehicles with local plates are not tallied nor interviewed, therefore R and r are both zero.

The combined weight for highway j in stint t is the product of the inverse probability of selection.

$$w_{tj}^{(HWY)} = \frac{S_j}{s_j} \times \frac{Q_{tj}}{q_{tj}}$$

b) Airport Strata

For the j-th airport, probability of selecting stints $= \frac{s_j}{S_j}$

Since travel parties cannot be identified in airports, the probability of selection is different from the highway strata.

Total number of passengers accounted for in the screening $= \sum_{i}^{P_{tj}} H_{tji} = V_{tj}$

Probability of selecting the travel parties $= \frac{V_{tj}}{P_{tj}}$

The combined weight for airport j in stint t is

$$'tj = \frac{'j}{s_j} \times \frac{P_{tj}}{Vtj}$$

c) Estimated Total

The estimated total X for survey variable x is the sum of the highway estimate and airport estimate.

x = Highway estimate + Airport estimate

$$= \sum_{j} \sum_{t} \sum_{i} W_{tj} x_{tji}$$

APPENDIX E

AIRLINE TRAFFIC COUNTS

CALM AIR

N.W.T. TRAVEL SURVEY - PASSENGER TRAFFIC SUMMARY

Passengers Carried:

ROUTE	MAY	JUNE	JULY	AUG	SEPT
(a) **BAKER LAKE** to:					
i) Rankin Inlet and Eskimos Point (Flight 361 only)	37	44	34	62	35
ii) Rankin Inlet (Flight 363 only)	11	7	20	16	17
iii) Churchill (Flight 361 only)	31	76	92	106	13
iv) Churchill (Flight 363 only)	8	5	Ø	3	3
(b) **RANKIN INLET** to:					
i) Eskimoe Point and all other NWT destinations (Flight 361 only)	49	117	89	119	118
ii) Churchill (Flight 361 only)	31	28	27	69	52
iii) Churchill (Flight %-)	35	27	29	31	17
iv) Churchill (Flight 363 only)	11	3	4	14	4
(c) **REPULSE** BAY to:					
i) Rankin Inlet (Flight 365)	35	47	49	44	26
ii) Churchill (Flight 365)	31	11	21	21	11
iii) Coral Harbour (Flight 365)	5	7	Ø	4	Ø
(d) **ESKIMOE POINT** to:					
i) Churchill (Flight 361 only)	* 2	69	60	50	71
ii) Churchill (Flight 362/363 only)	1	4	Ø	6	2
iii) All NWT locations - Flight 362/363 only	17	23	16	31	17

TRANS NORTH AIR

N.W.T. TRAVEL SURVEY - PASSENGER TRAFFIC SUMMARY

ROUTE	Passengers Carried: MAY	JUNE	JULY	AUG	SEPT
YELLOWKNIFE to:					
All destinations outside NorthWest Territories					
Whitehorse	39	42	36	36	35
Watson Lake	4	9	11	10	2

NORDAIR

N.W.T. TRAVEL SURVEY - PASSENGER TRAFFIC SUMMARY

ROUTE	Passengers Carried: MAY	JUNE	JULY	AUG	SEPT
(a) FROBISHER BAY to:					
i) Montreal (and all intermediate stops)	780	857	726	805	590
ii) Toronto	47	140	173	129	125
(b) NANISIVIK to:					
i) Frobisher Bay	40	75	53	49	26
ii) Montreal (and all intermediate stops)	98	73	128	106	30
(c) RESOLUTE BAY to:					
i) Frobisher Bay	61	90	50	103	71
ii) Montreal	107	60	99	127	108
(d) HALL BEACH to:					
i) Frobisher Bay	99	102	78	91	166
ii) Montreal (and all intermediate stops)	35	57	67	148	67

APPENDIX F

CALCULATION OF EXPENDITURE TRENDS

Calculation Of Expenditure Trends

Working from a base of Total Expenditures for all N.W.T. in 1982 dollars, which were equal to $10,559,733,13 (See 1982 report, Table 10-A).

This amount was adjusted downward by 1,626 households traveling on the Dempster Highway X an average of $852 per household = $1,385,352.

This expenditure amount was subtracted from the 1982 Total Expenditures as the Oempster Highway was not included in the 1984 Travel Survey. The calculation resulted in $10,559,733 - $1,385,352 = $9,174,381.

To convert the above amount to 1984 dollars a factor of 1.15 was used as follows:

	$9,174,381.
	X 1.15
Total 1982 Expenditures, (Inuvik Region 1984 dollars Air Visitors Only)	10,550,538

1984 Expenditures, 1984 dollars = $10,652,000 ÷ 10,550,538 = 1% increase in Total N.W.T. Expenditures.

Similar calculations were performed for each Region.

APPENDIX G

CRITIQUE OF METHODOLOGY

N. W.T. TRAVEL SURVEY - Critique of Methodology

Sampling

The relocation of stint assignment during the latter half of the survey time period might introduce a slight amount of bias to the estimates. The severity depends on whether visitors' profile and trip characteristics correlate with time. For instance, if there were festivities in late August that attracted special groups of visitors to the region where the stint allocation was increased/decreased, these groups of visitors might be over/under represented in that regional estimate.

The fact that no interview was done after 8:00 p.m. means that the highway estimates are not a true representation of the full survey period.

With Dempster Highway and some of the small airlines not included in the sample by design, the estimates for N.W.T. tourism are subject to non-statistical bias which is not estimable.

Average weekend traffic on the two surveyed highways did not appear to be much higher than the weekday average suggesting that weekday/weekend stratification could be eliminated in future surveys.

With the experience of traffic flow pattern observed in this study, it is possible to develop a systematic scheme of vehicle selection in future surveys so as to provide a better coverage of the sampling units.

The airport stints were allocated using information of Statistics Canada 1983 third quarter outbound passenger counts. This allocation plan assigned a small number of stints to Norman Wells and resulted in a relatively higher weight factor. It would be technically more desirable to oversimple Norman Wells slightly so as to reduce the size of the weight.

Due to an unavoidable situation, Rankin Inlet only achieved 50% of the sampling quota and consequently resulted in a relatively higher weight factor.