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***1994/1995 Cooperative Print Media -
Advertising Campaign - Report & Evaluation
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1994/1 995 **Cooperative Print Media**

Advertising Campaign

Report and Evaluation

Prepared for: Economic Development & Tourism

Government of the Northwest Territories

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Prepared by:

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Background

From 1986 to 1992, the main component of the NWT tourism marketing program was a generic marketing campaign that concentrated on general awareness building for the **NWT** as a tourism destination primarily using print media, and some television, in the United States. In the process of developing a new, comprehensive, **long-term** marketing strategy, the Department of Economic Development and Tourism identified a need to shift the emphasis from the generic destination messages to more product specific advertising, and to work closely with the industry in developing a cooperative campaign.

The 1994/95 Cooperative Print Media Campaign was the third cooperative campaign undertaken in partnership with **NWT** tourism operators. Drawing on the results of the 1992/93 and 1993/94 campaign years, the campaign retained the same design format, product segmentation, and consumer magazine placements.

1992/93 Campaign

The 1992/93 ad campaign responded to the strategy by developing product specific co-op advertisements in six categories (River Adventure, Naturalist, Special Interest Tours, Road Touring, Fishing and Hunting). This campaign involved partnerships with the private sector, including zone associations, and provided direct contact between the operators and potential customers, by including the company name, address, and a short description of their product. The 1-800 number and a general address for the Department were also included, but not given any prominence over the individual operator text. It was decided that the Road Touring segment was best promoted with zone associations being the point of contact. Zone associations were not charged a fee for participating.

A tracking system was built into the program to help in the compilation of a post-campaign report. The major conclusion was that the campaign had shown reasonably good results for the first year of a test program. **With** refinements in the segments and in the publication selection, a second year campaign was implemented.

1993/94 Campaign

In 1993/94, the six segments featured were: River Adventure, Wildlife Viewing, Arctic Tours, Auto Touring, Fishing and Hunting (Hunting was launched as a separate initiative through the Department's North Slave region, targeting all Canadian Central Barren-ground Outfitters). Print advertising was the only medium selected because of its media impact, high geographic and demographic selectivity and long life. A rebate program was added which provided for a \$500 reduction in the operator's

participation fee if they forwarded inquiry data by the deadline for inclusion in this evaluation report.

It should be noted that the production costs were almost half of the 1992/93 campaign because many of the key creative elements were retained.

The major conclusion reached was that the cooperative ad campaign should be continued for the following year, based on a decreased cost per inquiry overall, with the assumption that the target of \$32 per inquiry identified in the strategy was still a realistic goal for the 1994/95 campaign. There was continued support from the industry, however, several who chose not to participate indicated the general lateness of the campaign affected their decision to participate. Operator reporting of inquiry information was still incomplete, and led to questions regarding the credibility of the ratings of publications and the campaign in general. It was also recommended that a conversion study of inquiries be undertaken. And finally, it was recommended that the creative should be tested to ensure the advertisements are effective and meaningful to target markets.

1994/95 Campaign

The 1994/95 campaign featured five segments (River Adventure, Wildlife Viewing, Special Interest Tours, Road Touring and Fishing), with 22 operators participating (three in two segments), and four zones.

The total campaign cost was \$571,556 (\$507,011 in media and \$82,802 in production/coordination costs). The fee for participating was \$1,500 with a \$500 rebate for operators forwarding inquiry information. Thirty insertions were placed in 16 publications (five Canadian). Print advertising was the only medium selected, based on previous campaign results and budgetary constraints.

In total, 25,624 inquiries were generated for an overall cost per inquiry of \$19.79 (media expenditures only) and \$22.31 including all costs. The cost per inquiry based on operator responses only (914 inquiries) was \$554.72 (media expenditures only).

Methodology

The same methods were used as in 1993/94 to **determine** the cost-effectiveness of the campaign. That is, the campaign is evaluated by a cost per inquiry and inquiry response rate calculations. Cost per inquiry is determined by dividing the cost of insertion in a particular publication by the inquiries it generated. Inquiry response rate relates the total number of inquiries to the total potential, as determined by the circulations of the various publications.

It had been hoped that the conversion study undertaken would provide more definitive information about inquiries. However, it was determined that the results were not definitive due to problems with the data used, and should not be used to determine a conversion ratio for the 1994/95 campaign,

A questionnaire was circulated to participating operators in May 1995. Eighteen out of 26 operators responded. Generally, the questionnaire shows there is support for the format and strategy of the campaign. The questionnaire, with selected comments, is included in this report.

Principal findings

- . 80.7% of the operators responded (similar to 1993/94). This is an area which will require further emphasis and cooperation between the Department and operators, to ensure that the inquiries are recorded as fully as possible.
- . The campaign ran from December 1994 to April 1995, and the responses were tallied in June and October. Findings are based on data received prior to June 26, for operators, and September 30 for ED&T. It is our assumption that most inquiries received as a result of the campaign were captured by the time this report was prepared. In previous years, the data cut-off was much earlier, which partially accounts for the larger inquiry numbers for this campaign year. An interim report was prepared to assist in the planning of the 1995/96 campaign. Final numbers for the 1994/95 campaign were prepared with inquiries up to September 30. With few exceptions, the results were consistent with the results of the interim report. Of course, the overall inquiries were increased, but the general analysis of the inquiry data did not change dramatically.
- No focus testing has been conducted in the cooperative ad campaigns to test the effectiveness of the creative execution or to evaluate creative wear-out.

Cost Per Inquiry

Cost per inquiry is determined by dividing the cost of the campaign, the segment or the publication by the number of inquiries generated accordingly.

The campaign generated 25,624 total inquiries (914 from operators directly and 24,710 through ED&T) for an overall cost per inquiry of \$19.79 (\$554.72 for operator inquiries only). The comparable figures for the 1993/94 campaign were \$52.74 and \$691.97, and for 1992/93, the figures were \$81.67 and \$354.72.

As is shown by these figures, the overall cost per inquiry has continued to decline, while the operator inquiry costs

have fluctuated considerably. This may be due to the number of participants in various segments.

Factors contributing to the decrease in cost per inquiry may include:

- Targeted publications.
- Earlier timing of ads.
- More focused product segments.
- Increased awareness of the NWT as a tourism destination, building on earlier generic campaigns.
- Improving economy and global rise in tourism activity.

CAUTION: A conversion study may find that the reader service responses sent in by various publications are not as qualified as the toll-free and written inquiries and the operator inquiries. Total ED&T inquiries generated by reader response labels accounted for 87% of all inquiries. Calls/letters to ED&T accounted for 91 /2% of inquiries, and operator inquiries were 3 1 /20/0 of all inquiries.

As in past years, the cost per inquiry varied significantly from segment to segment

Table 1 – 1994/95 Cost Per Inquiry by Segment

	1 994/95	1 993/94	1992/93
Special Interest Tours	\$10.13	\$31.43	-\$173.12
Wildlife Viewing	25.88	40.47	22.69
River	15.35	-61.92	87.50
Road " " "	24.84	64.01	77.00
F i s h i n g	287.85	291.20	168.68
Hunting	" "	148.75	210.00
Total Campaign	\$19.79	\$52.74	\$81.67

The significant variances may be the result of one or all of the following factors:

- Previous general awareness of the NWT as a travel destination for a particular activity.
- Publication effectiveness – some publications provide reader response service, while others do not.
- Whether the segment is in a new, growing, maintaining or declining market.
- Operator involvement - some operators have 1-800 #s, and sophisticated tracking and follow-up mechanisms, while some have an answering service, and/or fax machines, and others have only a phone number, with no answering service.
- Length of vacation planning cycle for a particular product segment.

Table 2- Ranking of Segments on a Cost Per Inquiry Basis, 1994/95 vs. 1993/94 vs. 1992/93

Segment	ED&T			Operators		
	1 994/95	1 993/94	1992/93	1 994/95	1 993/94	1992/93
Special Interest Tours	1	1	5	4	6	5
Wildlife Viewing	4	2	1	2	5	4
River Adventure	2	3	3	1	3	2
Road Touring	3	4	2	3	1	1
Fishing	5	5	4	5	4	3
Hunting		6	6		7	

It is evident by the cost per inquiry for the three outdoor adventure segments (River, Wildlife, and Special Interest Tours) that these are growing segments and show significant consumer interest.

Conversely, the responses to the Fishing segment remain static. It should be noted that the publications in the Fishing segment and most of the Road Touring segment publications did not provide a reader response service, thereby contributing to their higher cost per inquiry. While the reader response service generates many inquiries, it should also be noted that these may not be as qualified as the 1-800 inquiries. However, to determine the extent to which these reader service inquiries are qualified would require that a conversion study be undertaken.

Geographic Origin

Table 3- 1994/95 Geographic Origin of Inquiries'

	1 994/95	1 993/94	1992/93
Canada	12.4%	18.2%	33.9740
USA and Other	87.6%	81.8%	66.1%

● No data available for province/state breakdowns. Assumptions made that Canadian publications generate mostly Canadian inquiries, and U.S. publications generate mostly U.S. inquiries.

- 17.4% of media spending was in Canadian publications, while 12.4% of inquiries were Canadian.
- Canadian inquiries might be more qualified, and a conversion study may bear this out.

Destination for Inquiries

- There is a continued decline in % of inquiries coming from operators (33% in 1992/93, 7.6% in 1993/94, 3.6% in 1994/95).
- Those areas showing most promise in overall inquiries show fewer operator inquiries.
- Operator reporting may be a factor, this year particularly in Special Interest Tours, since three operators had not sent in tracking sheets by June 26 (one month after May 31 deadline).
- Those operators with 1-800 #s who provided tracking, showed a better response.
- The relatively good showing of operator inquiries in the Road Touring segment may be due to better tracking abilities of the staffed zone organizations, or inclination of readers to respond to regional organizations for more generic information, before inquiring about specific product areas.
- While the operator Fishing inquiry totals are a significant % of total fishing inquiries, the Fishing segment generated the least overall inquiries, and had the highest cost per inquiry.
- Label inquiries far exceed calls/letters to ED&T, and, at present, it cannot be determined to what degree they are qualified inquiries.

Table 4 – 1994/95 Total Inquiries, ED&T and Operator

Segment	ED&T Calls & Letters	Labels	Operator Inquiries	Total
Special Interest Tours	489	12,862	161	13,492
Wildlife Viewing	400	3,688	265	4,353
River Adventure	354	2,857	174	3,385
Road Touring	908	2,884	235	4,027
Fishing	288	-	79	367
Total	2,419	22,291	914	25,624

Table 5
1994/95 Cost Per Inquiry, All Segments, By All Inquiries and Operator Inquiries

Magazine	Number of Inquiries		cost	Cost/Inquiry	
	Total	Operators		All Inquiries	Operator Inquiries
Special Interest Tours	13,492	161	\$136,736	\$10.13	\$,849.29
Wildlife Mewing	4,353	265	112,650	25.88	425.09
River Adventure	3,385	174	51,950	15.35	298.56
Road Touring	4,027	235	100,033	24.84	425.67
Fishing	367	79	105,642	287.85	1,337.24
Total	25,624	914	\$507,011	\$19.79	\$554.72

Cost Per Inquiry is calculated by dividing the cost of insertion by the number of inquiries received from the publication.
i.e. River Adventure: \$51,950 divided by 3,385 inquiries equals a total cost per inquiry of \$15.35
The lower the cost per inquiry, the more cost-effective the publications were in generating inquiries.

Table 6
Cost Per Inquiry, Comparison of Inquiries - 1994/95 vs. 1993/94 vs. 1992/93

Segment	All Inquiries			Operators		
	1 994/95	1 993/94	1992/93	1 994/95	1 993/94	1992/93
Special Interest Tours	10.13	31.43	173.12	849.29	1,677.21	771.10
Wildlife Viewing	25.88	40.47	22.69	425.09	1,586.70	470.05
River Adventure	15.35	52.74	81.67	554.72	691.97	354.72
Road Touring	24.84	64.01	77.00	425.67	358.67	187.00
Fishing	287.85	291.20	168.68	1,337.24	1,320.27	372.40
Hunting		148.75	210.00		444.03	561.76
Total	\$19.79	\$52.74	\$81.67	\$554.72	\$691.97	\$354.72

Table 7
1994/95 Inquiry Summary

Segment	Operator Inquiries		ED&T Inquiries		Total Inquiries	
		%		%		%
Special Interest Tours	161	17.6%	13,331	54.0%	13,492	52.7%
Wildlife Viewing	265	29.0%	4,088	16.5%	4,353	17.0%
River Adventure	174	19.0%	3,211	13.0%	3,385	13.2%
Road Touring	235	25.7%	3,792	15.4%	4,027	15.7%
Fishing	79	8.6%	288	1.2%	367	1.4%
Total	914	100.0%	24,710	100.0%	25,624	100.0%
	3.6%	+	96.4%	=	100.0%	

Table 8
Spending and Inquiry Comparison, 1994/95 vs. 1993/94

Segment	Media Expenditures			Inquiries		
	1 994/95 \$	7 993/94 \$	Index (1993/94=100)	7 994/95	7 993/94	Index (7993/94 = 700)
Special Interest Tours	\$136,736	\$129,149	106	13,492	4,109	328
Wildlife Viewing	112,650	98,376	115	4,353	2,431	179
River Adventure	51,950	77,217	67	3,385	1,247	271
Road Touring	100,033	93,972	107	4,027	1,468	274
Fishing	105,642	93,739	113	367	322	113
Hunting	25:1	39			169	
T o t a l	\$507,011	\$517,590	98	25,624	9,814	261

The index numbers compare 93/94 spending and inquiries to 94/95 figures.

i.e. Road Touring media expenditures were 70% more than in the 93/94, and generated 274% more inquiries than the 93/94 campaign.

Table 9
Spending vs. Inquiry Analysis

Category	% of Inquiries	% of Spending	% of Circulation
Special Interest Tours	52.7	27.0	25.1
Wildlife Viewing	17.0	22.2	23.3
River Adventure	13.2	10.2	10.6
Road Touring	15.7	19.7	24.9
Fishing	1.4	20.8	16.2
T o t a l	100.0	100.0	100.0

Table 10
Inquiry Response Rate, All Segments By All Inquiries and Operator Inquiries

Magazine	Number of Inquiries		Inquiry Response Rate		
	Total	Operators (in thousands)	Circulation	Total Ranking	Operators
Special Interest Tours	13,492	161	1,878.8	7.18	0.09
Wildlife Viewing	4,353	265	1,738.8	2.50	0.15
River Adventure	3,385	174	789.6	4.29	0.22
Road Touring	4,027	235	1,857.5	2.17	0.13
Fishing	367	79	1,207.5	0.30	0.07
Total	25,624	914	7,472.2	3.43	0.12

Inquiry response rate is the number of inquiries divided by circulation in thousands.

i.e. River Adventure – 3,385 inquiries divided by 789.6 equals 4.29 total ranking.

The higher the number, the more effective the publications were in generating inquiries,

Table 11
Comparison of Key Details of 1994/95, 1993/94 and 1992/93 Campaigns

	7 994/95	1 993/94	1992/93
Total Cost	\$589,313	\$611,205	\$845,462
Media Cost	\$507,011	\$517,590	\$665,462
Production/Coordination	\$82,302	\$93,615	\$180,000
Number of Participants	22/4 zones	31/4 zones	35/4 zones
Cost/Listing	\$1,500	\$1,000-1,500	\$1,000-1,650
Revenue From Industry	\$22,000	\$38,000	\$69,000
% of Operators Reporting	80.7%	81/240	74%
Data Cut-off Date*	June 26/Sept. 30*	July 15	April 30
Total Inquiries	25,624	9,814	8,148
ED&T Inquiries	24,710	9,066	6,272
Operator Inquiries	914	748	1,876
% of Inquiries - ED&T/Operators	96.4%/3.6%	92%/8%	77%/33%
Cost/Inquiry - Total	\$19.79	\$52.74	\$81.67
Cost/Inquiry - Operators	\$554.72	\$691.97	\$354.72
% of Inquiries - Canada/US, others	12.4%/87.6%	18.2%/81.8%	33.9%/66.1%
# of Insertions/# of Mags	30 ins/16 mags	33 ins/14 mags	39 ins/32 mags 1 dir. mail
Insertion Dates	Dec. - April	Jan. - June	Dec. - April

* June 26 was the cut-off date for data from operators.
 Inquiries for ED&T were tallied up to September 30.



Conclusions and Recommendations

- In order for a cooperative campaign to be effective, for the participating operators and the **NWT** tourism industry in general, tracking and fulfillment of inquiries received is of utmost importance. Wide fluctuations in operator inquiry numbers should be examined, with the view to ensuring that tracking and fulfillment of inquiries received by operators is as complete and accurate as possible, and provided in a timely manner.
- Operator support is still there for a cooperative component in the 1995/96 campaign, based on responses to questionnaires sent to the 1994/95 participating operators.
- A conversion study would provide needed analysis of inquiry data generated from previous years' campaigns. Label leads should be analyzed to determine the value of leads generated by **calls/** letters, and operator inquiries, versus label leads.
- East/West product segmentation of outdoor adventure market should be pursued in light of industry changes and forthcoming political evolution into two Territories.
- The Fishing segment should be reviewed, due to continuing decline in operator participation and overall inquiries.
- **Focus testing** would help determine effectiveness of creative.
- The cost per inquiry target identified in the Department's strategy has been met (target \$32, 1994/95 cost per inquiry \$1 9.79). However, there may be a point of diminishing returns if the overall advertising budget continues to decline.
- Publications should continue to be reviewed with a critical eye to past performance, cost-effectiveness, added value, geographic targets, and editorial environment.



Table 12
Cost Per Inquiry – Special Interest Tours

Magazine	Number of Inquiries			Cost Per Inquiry	
	Total	Operators	cost	Total All Inquiries	Operator Inquiries Only
Audubon	1,132	12	\$30,331	\$26.79	\$2,527.60
Backpacker	2,497	10	24,323	9.74	2,432.30
Equinox	77	8	9,505	123.44	1,188.10
Natural History	1,398	21	24,078	17.22	1,146.60
Outdoor Photographer	1,657	6	13,042	7.87	2,173.70
Sunset	6,639	12	35,457	5.34	2,954.80
Past Years/Unknown	92	" "	" "	" "	" "
Total	13,492	161	\$136,736	\$10.13	\$849.29

Table 13
Inquiry Response Rate - Special Interest Tours

Magazine	Number of Inquiries		Inquiry Response Rate		
	Total	Operators (in thousands)	Circulation	Total Ranking*	Operators
Audubon	1,132	12	476.7	2.37	0.03
Backpacker	2,497	10	230.0	10.86	0.04
Equinox	77	8	159.8	0.48	0.05
Natural History	1,398	21	509.2	2.75	0.04
Outdoor Photographer	1,657	6	198.1	8.37	0.03
Sunset	6,639	12	305.0	21.77	0.04
Past Years/Unknown	92	92	" "	" "	" "
Total	13,492	161	1,878.8	7.18	0.09

● Total Ranking: The higher the number, the more effective the publications were in generating inquiries (See page 5, Table 10 footnote)

Special Interest Tours

- Best in cost per inquiry, and inquiry response rate, received **49%** of all inquiries.
- Spending up **6%**.
- Inquiries up **228%**.
- *Sunset* had the strongest showing with 6,639 inquiries. Viewed alone, it appears that this publication outperformed the others significantly. *Sunset's* performance should be considered in combination with Wildlife **Viewing**. *Backpacker* was second with 2,497 inquiries, also higher than the inquiries from *Backpacker* for River Adventure.

Table 14
Cost Per Inquiry - Wildlife Viewing

Magazine	Number of Inquiries		cost	Cost Per Inquiry	
	Total	Operators		Total All Inquiries	Operator Inquiries Only
Audubon	581	57	\$30,333	\$52.21	\$532.16
Canadian Geographic	1,013	99	9,740	9.62	98.38
Natural History	593	27	24,078	40.60	891.78
Outdoor Photographer	1,136	15	13,042	11.48	869.47
Sunset	992	29	35,457	35.74	1,222.70
Past Years/Unknown	38	38	-	-	-
Total	4,353	265	\$112,650	\$25.88	\$425.09

Table 15
Inquiry Response Rate - Wildlife Viewing

Magazine	Number of Inquiries		Circulation (in thousands)	Inquiry Response Rate	
	Total	Operators		Total Ranking*	Operators
Audubon	581	57	476.7	1.22	0.12
Canadian Geographic	1,013	99	249.8	4.06	0.40
Natural History	593	27	509.2	1.17	0.05
Outdoor Photographer	1,136	15	198.1	5.73	0.08
Sunset	992	29	305.0	3.25	0.10
Past Years/Unknown	38	38	-	0.00	0.00
Total	4,353	265	1,738.8	2.50	0.15

*Total Ranking: The higher the number, the more effective the publications were in generating inquiries (See page 5, Table 10 footnote)

Wildlife Viewing

- Fourth in cost per inquiry, third in inquiry response rate, second in overall inquiries.
 - Spending increased **15%**.
 - Inquiries up **79%**.
 - **Outdoor Photographer** was the best performer with 1,136 inquiries. **Canadian Geographic** was second best with 1,032 inquiries. **Sunset** followed with 992 inquiries.
- It should be noted that overall the Wildlife Viewing segment did not perform as well as Special Interest Tours. This may be due to a variety of factors, including timing of ad, interest in that particular segment offering. There may have been some **spillover** effect, where inquiries attributed to one segment in fact were generated by another's. It is not easy to identify which inquiries correspond to a particular segment when the same publication is chosen for two segments.

Table 16
Cost Per Inquiry - River Adventure

Magazine	Number of inquiries		cost	Cost Per Inquiry	
	Total	Operators		Total All Inquiries	Operator Inquiries Only
Backpacker	1,589	56	\$24,323	\$15.31	\$434.34
Canadian Geographic	1,229	78	9,740	7.93	124.87
EcoTraveler	215	8	8,382	38.99	1/047.80
Equinox	347	27	9,505	27.39	352.04
Past Years/Unknown	5	5			
Total	3,385	174	\$51,950	\$15.35	\$298.56

Table 17
Inquiry Response Rate - River Adventure

Magazine	Number of Inquiries		Circulation (in thousands)	Inquiry Response Rate	
	Total	Operators		Total Ranking*	Operators
Backpacker	1,589	56	230.0	6.91	0.24
Canadian Geographic	1,229	78	249.8	4.92	0.31
EcoTraveler	215	8	150.0	1.43	0.05
Equinox	347	27	159.8	2.17	0.17
Unknown	5	5	-	-	-
Total	3,385	174	789.6	4.29	0.22

*Total Ranking: The higher the number, the more effective the publications were in generating inquiries (See page 5, Table 10 footnote)

River Adventure

- Second best cost per inquiry, third in inquiry response rate, fourth in overall inquiries.
- Spending decreased **33%** from 1993/94.
- Inquiries up 171 %.
- **Backpacker** was the best performer in cost per inquiry with **1,589** inquiries, and **Canadian Geographic** was second with 1,229.
- **Canadian Geographic** was best in inquiry response rate with **Backpacker** a close second.
- **Ecotraveler** and **Equinox** were least effective in this segment. However, it should be noted that **Ecotraveler** had only one insertion in the entire campaign, while all other publications had two insertions (i.e. **Natural History** had one Special Interest Tours ad and one Wildlife Viewing ad), so the overall reach/frequency may have contributed to better results for other publications.
- It may be useful to test **Equinox** in another segment, possibly Road Touring.

Table 18
Cost Per Inquiry - Road Touring

Magazine	Number of Inquiries			Cost Per Inquiry	
	Total	Operators	cost	Total All Inquiries	Operator Inquiries Only
Good Times	162	69	\$13,000	\$80.25	\$188.41
Leisureways	314	70	21,794	69.41	311.34
Mature Outlook	2,866	20	37,559	13.11	1,877.95
Milepost	70	1	4,990	71.29	4,990.00
Motorhome	611	71	22,690	37.14	319.58
Past Years/Unknown	4	4			
Total	4,027	235	\$100,033	\$24.84	\$425.67

Table 19
Inquiry Response Rate - Road Touring

Magazine	Number of Inquiries			Inquiry Response Rate	
	Total	Operators (in thousands)	Circulation	Total Ranking*	Operators
Good Times	162	69	90.0	1.80	0.77
Leisureways	314	70	595.0	.53	0.12
Mature Outlook	2,866	20	925.0	3.10	0.02
Milepost	70	1	100.0	.70	0.01
Motorhome	611	71	147.5	4.14	0.48
Past Years	4	4	-	-	-
Total	4,027	235	1,857.5	2.17	0.13

*Total Ranking: The higher the number, the more effective the publications were in generating inquiries (See page 5, Table 10 footnote)

Road Touring

- Third in cost per inquiry, third in overall inquiries.
- Spending up 70A.
- Inquiries up 174?40.
- **Mature Outlook** was the best performer with 2,866 inquiries; **Motorhome** was second with 611. **Milepost** generated the least inquiries (70). **Milepost** may not be a good choice for this segment, as many people reading it have already made up their minds about their travel plans, and may respond more to ads about specific tour offerings, hotels, lodges, etc.

Table 20
Cost Per Inquiry - Fishing

Magazine	Number of Inquiries		cost	Cost Per Inquiry	
	Total	Operators		Total ¹ All Inquiries	Operator Inquiries Only
Canadian Sportfishing	45	14	\$9,780	\$217.33	\$698.57
Field & Stream/Outdoor Life	164	40	55,180	336.46	1,379.50
North American Fisherman	147	14	40,682	276.75	2,905.86
Past Years/Unknown	11	11			
Total	367	79	\$105,642	\$287.85	\$1,337.24

Table 21
Inquiry Response Rate - Fishing

Magazine	Number of Inquiries		Circulation (in thousands)	Inquiry Response Rate	
	Tots/	Operators		Tots/ Ranking*	Operators
Canadian Sportfishing	45	14	60.0	0.75	0.23
Field & Stream/Outdoor Life	164	40	725.0	0.23	0.06
North American Fisherman	147	14	422.5	0.35	0.03
Past Years/Unknown	11	11			
Total	367	79	1,207.5	0.30	0.07

● Total Ranking: The higher the number, the more effective the publications were in generating inquiries
(See page 5, Table 10 footnote)

Fishing

- Last in cost per inquiry, and overall inquiries.
- Spending up 13%.
- Inquiries up 13-0.
- New approach to advertising this segment should be considered, due to consistently poor performance, and lack of participation by operators.

Appendix I

Co-op Buy-in Package

In advance of the preparation of media recommendations, a co-op buy-in package was sent to eligible operators. The material included information about the campaign to assist in making a decision on participation, and to elicit comments which would be helpful in producing appropriate creative, and in selection of relevant publications.



94/95 Tourism Co-op Advertising Campaign

RESPONSE
REQUIRED BY
SEPTEMBER 14, 1994

September 2, 1994

inkit ltd.

Department of Economic Development and Tourism
1994/95 Tourism Co-operative Advertising Program

Dear Tourism Operator

Enclosed is a package for your review, to assist you in making a commitment to participate in the upcoming print media advertising campaign.

Enclosed within this package:

- Chart listing photo selection progress to date, by segment, and preliminary magazine list for 1994/95, listed by preference
- Executive Summary of 1993/94 campaign from The North Group
- Ad proofs of the 1993/94 campaign
- Contract for 1994/95 campaign, Company Listing Information

As in 1993/94, the cost to operators will be \$1,500 with a potential \$500 rebate upon compliance with tracking requirements. Tracking books will be provided to participating operators. Those operators who are now eligible for a refund will find a cheque enclosed in this package. Eligibility for participation in the 1994/95 program is related to northern benefits criteria. You may wish to contact your Regional Tourism Officer for details.

We are continuing to market by product segments, and we are planning for insertions between December and March. We have tried to provide enough information to allow you to make an informed decision. If you have questions on the campaign, and would like more information, please do not hesitate to call us.

In order to meet magazine deadlines for insertions by December and January, we require your commitment to the campaign by September 14. If you need an extension, please call us at 403-873-5094 or Fax us at 403-873-2815. Our mailing address is P.O. Box 1955, Yellowknife, NT X1A 2P5.

Sincerely,

Rosella Stoesz

Regional Tourism Offices

Barry Stoneman, North Slave Region	403-920-3473	Sam Ransom, Fort Smith Region	403-872-7238
Colleen Bruce, Sahtu Region	403-587-2437	Cheri Kemp-Kinnear, Kitikmeot Region	403-983-7218
Lloyd Binder, Inuvik Region	403-979-7237	Rick Hamburg, Baffin Region	819-979-5075
Clarence Villeneuve, Deh Cho Region	403-695-7232	Otto Olah, Keewatin Region	819-645-5067

1994/95 Tourism Co-up Print Media Advertising Campaign

Creative Elements

Fishing

Option 1 Fisherman with trophy lake trout, see (p. 61 of '94 Explorers' Guide). Inset photo of two fishermen sitting with angling equipment overlooking falls of Great Bear Lake (p. 7'94 Explorers' Guide).

Option 2 Same image as last year. (We are still pursuing other options in this category).

Tentative Magazine Selection

* indicates that publication was on '93/94 plan

Sports Afield

* North American Fisherman

* Field & Stream/Outdoor Life

Canadian Angler

* Outdoor Canada

(*Sporting Classics* - Not on selection list

this year due to poor performance in 93/94)

Outdoor Adventure - Wildlife Viewing

Option 1 We have a spectacular shot of a polar bear that would excite any serious wildlife observer. (It is an animal that is almost exclusive to the NWT on this continent). Below the polar bear, we would inset a series of four photos of a wolf on the tundra sitting among a beautiful carpet of tundra flowers (lapland rose-bay). Photo 1 shows the wolf relaxing; photo 2 shows the wolf noticing photographer; photo 3 shows the wolf standing alert; and in photo 4, we see the wolf running away.

Option 2 New photo of muskox herd with inset photo of a gyrfalcon or eagle.

* Natural History

Canadian Geographic

* Audubon

* Equinox

Backpacker

* Outdoor Photographer

Birder's World

Ducks Unlimited

* Sierra

Outdoor Adventure - River Adventure

Option 1 Same images as last year, Nahanni River canyon with inset of rafting.

Option 2 Canoeists taking a break at the foot of Virginia Falls, (see p. 41, '94 Explorers' Guide).

Option 3 Nahanni from a different angle, basically same area, with one raft in river (seen at a distance) and inset of canoeing shot (likely Nahanni).

* Canadian Geographic

Canoe & Kayak

* Sierra

Equinox

Men's Journal

* (**Outside** - Not on selection list this year due to poor performance in 93/94)

Outdoor Adventure - Special Interest Tours

Option 1 Same image as last year (ice floe), with different insets, possibly photographers in field of flowers, or, hikers on the Canol Trail.

Option 2 Photographer on a bright, sunny day on tundra shooting field of fireweed. The inset photo would be the iceberg shot used last year as the main image. We are still pursuing other options in this category.

* Natural History

Canadian Geographic

* Audubon

Escape

Ecotraveler

* Equinox

Sunset

Backpacker

Men's Journal

* (**Outdoor Photographer** - May be used in other segments)

* (**Outside** - Not on selection list this year due to poor performance in 93/94)

The above selections are not final at this stage.

Negotiations with publications are continuing and other media options are being pursued

1993/94 Co-op Advertising Campaign – Summary of Analysis

The Co-operative Print Media Advertising Campaign Generated Positive Results for its Second Year and Should be Continued.

Inquiries Are Up

The Co-operative Print Media Advertising Campaign, in its second year of implementation, has proven to be an increasingly more cost effective program. Despite a 22% decrease in media spending in 1993/94, total inquiries increased by 20% to 9,814 (8,148 total inquiries in 1992/93).

Cost Per Inquiry Is Down

A target cost per inquiry of \$32 was identified in the industry marketing strategy as a realistic goal for NWT tourism marketing. The 1993/94 campaign achieved a cost per inquiry of \$52.74 (media cost only) which was down significantly from the \$81.67 achieved in 1992/93 and is more than half way to the target of \$32.

Operators Continue to Support the Campaign

Operators continue to support the campaign because it provides direct sales contact, it is product focussed, and they have a sense of ownership. Those who chose not to take part in the 1993/94 campaign cited the late ad insertion dates, and the late release of campaign details as the main reasons for not participating. Even so, a total of 30 operators and four zone associations participated in the 1993/94 campaign (three operators participated in two segments each). Cost to participate was \$1,500 for all segments (except hunting) with a rebate to operators of \$500 upon receipt of their tracking data. Cost to participate in the hunting segment was \$1,000 with a \$200 rebate upon receipt of the operator tracking data. Earlier communication with operators and earlier placement dates should increase participation.

The 1993/94 Campaign Was Successful Because It Built on the Positive Results of the 1992/93 Campaign and Incorporated Changes Recommended in the Campaign Analysis.

Categories Were the Same in 1993/94 But More Tightly Defined

The five product segments were retained in the 1993 /94 Co-operative Print Media Advertising Campaign (River, Road, Wildlife/Naturalist, Fishing, Arctic Tours/Special Interest Tours) with some modification to Arctic Tours (Special Interest Tours in 1992/93) to more clearly depict eastern and western products.

Creative Elements Primarily the Same

The creative elements from 1992/93 were retained or slightly modified in the River, Road, Wildlife and Fishing categories. Arctic Tours was recreated to better represent both western and eastern Arctic products. Hunting was undertaken as a regional initiative by the North Slave region. The creative for hunting was slightly modified. (It should be noted that the production costs for 1993/94 were almost half of the 1992/93 campaign – \$180,000 in 1992/93 and \$93,616 in 1993/94 – because many of the key creative elements were retained).

Publications Were More Strategic

The 1992/93 campaign was spread over a greater number of publications, many of which produced marginal results. Much tighter targeting was planned into the 1993/ 94 schedule. Publications for each segment were selected from those which performed well in the 1992/93 campaign. New magazines were incorporated, based on the demographic match between readers and the desired target audience. The Globe & Mail was tested in the three Outdoor Adventure categories.

Publication Insertions Ran Later in the Year and Appeared to Affect the Number of Inquiries Generated Directly by Participating Operators

In 1992/93, operators and zone associations received 330% of the total inquiries. In the 1993/94 campaign, that percent dropped dramatically to 7.60%.

Insertions Were Too Late to Translate into 1994 Business

It is difficult to fully analyze the variances in the performance of each segment in relation to operator inquiries and the total inquiries received, without more conversion data and more complete data from participating operators (28 out of 34 responded - 82%). However, it is suspected that one of the key contributing factors in the drop in operator inquiries is the change in timing of the campaign for insertions for 1993/94. It is conceivable that the insertions in 1993/ 94 were too late to translate into a great deal of 1994 business. In 1992/93, the ads ran from December to April with 75% of the insertions happening before March. In the 1993/94 year's schedule, ads ran from January to May/June with 77% occurring from March to May. It might be assumed that, as a result, many of the inquiries were for more general information to help in decisions for future trips (1995 and later) and, therefore, many of the inquiries would go to the 800 number or through other ED&T contact methods.

1993/94 Co-op Advertising Campaign - Summary Continued

Performance by Product Segment Varied

Tables 1 and 2 show the variances in inquiries generated and cost per inquiry by each product segment.

Table 1
Comparison of # Inquiries - 1993/94 VS. 1992/93

Segment	1993/1 994	1992/1993	Index (1992/93 = 100)
River	1247	810	154
Wildlife (1)	2431	3521	69
Arctic Tours (2)	4109	971	423
Auto Touring (3)	1468	1656	89
Fishing	322	733	44
Hunting	169	455	37
Unknown	68	2	3400
Total	9814	8148	120

Table 2
Cost/Inquiry Comparison - 1993/94 VS. 1992/93

	Total Inquiries		Operator inquiries Only	
	93/94	92/93	93/94	92/93
Total Campaign	\$52.74	\$81.67	\$691.97	\$354.72
River Adventure	61.92	87.50	511.37	234.70
Wildlife Viewing (1)	40.47	22.69	1586.70	470.05
Arctic Tours (2)	31.43	173.12	1677.21	771.10
Auto Touring (3)	64.01	77.00	358.67	187.00
Fishing	291.20	168.68	1320.27	372.40
Hunting	148.75	210.00	441.03	561.76

The most significant change is in the Arctic Tours segment which ranked number one on a cost/inquiry basis. River and Wildlife viewing continue to be growing segments of the market. Auto touring continues to be a significant portion of the tourism inquiries for this campaign, ranking third this year in total inquiries, and second last year. Fishing and Hunting, as mature markets, have continued to show high cost per inquiries. This is not an unusual phenomenon for mature products.

Publications Should be Reviewed for Inclusion in the 1994/95 Media Schedule Based on the Following:

- cost efficiency and effectiveness;
- past performance for the NWT tourism industry, primarily in generating leads;
- geographically targeted;
- demographic match between readers and desired target audience;
- ability to build effective reach and frequency within the vacation planning and decision-making period;
- appropriate editorial environment;
- compatibility with the creative execution;
- an analysis of readership turnover (percentage of repeat subscriptions versus new subscriptions).

Product Description

Economic Development and Tourism

1994195 *Tourism Co-operative Tourism Print Media Advertising Campaign*

Please check off the segment(s) you are participating in:

- Outdoor Adventure - Wildlife Viewing
- Outdoor Adventure - River Adventure
- Outdoor Adventure - Special Interest Tours (called Arctic Tours in '94)
- Fishing

Please indicate below the full name, address and phone number of your company as you wish to be listed in the selected ads:

Company or Facility Name: _____

Address: _____

City or Town: _____

Territory /Prov. /State: _____

Postal Code: _____

Phone: _____ Fax: _____

Brief description of your product (10 words or less) as you wish to be listed in the selected ads:

(If product description is more than 10 words, we will edit at our discretion).

When all operator copy has been received and formatted into the ads, we will fax back a copy of your listing, exactly as it will appear in the advertisement, to check for accuracy of phone/fax numbers and addresses only. Please send typewritten copy, or print legibly. We are not responsible for any errors which occur due to illegible handwriting.

Fax back to: 403-873-2815

inkit ltd. 

1994/95 Co-op Tourism Advertising Campaign – Contract

Economic Development and Tourism Advertising Campaign

- Outdoor Adventure
Wildlife Viewing Outdoor Adventure
River Adventure Outdoor Adventure
Special Interest Tours Fishing

This contract is between:

and:

Department of Economic Development and Tourism
Box 1320
Yellowknife, NT X1A 2L9

Total Due Immediately:

\$1,500.00 Canadian Dollars (includes GST).
Cheques should be made payable to Inkit Ltd.
P.O. Box 1955, Yellowknife, NT X1A 2P5

As a participant in this cooperative advertising program, _____ agrees to provide accurate tracking of the sales and leads generated by the company as a result of this campaign. Wherever possible, tracking should include the name of inquirer, number in party, product category, geographic origin of inquiry, date of inquiry, and which publication generated the inquiry.

Upon submission of the tracking results, Economic Development and Tourism will reimburse \$500.00 Canadian dollars to the above mentioned tourism operator. Failure to submit tracking results by deadline,* may render the above mentioned tourism operator ineligible to participate in future department advertising campaigns.

*Deadline for submission of tracking books will be determined at a later date. The 1994 deadline was mid-late July. All participating operators will be informed about deadlines well in advance.

Authorized by:

(Signature - Participating Operator)

Date _____


(Print Name - Participating Operator)

Authorized by:

(Signature - Government Representative)

Date _____

(Print Name - Government Representative)


CANADA'S NORTHWEST TERRITORIES
Within reach, yet beyond belief

Appendix II

1994/95 Media Schedule

The following pages show when advertisements appeared in particular publications, by segment.



**Economic Development & Tourism
1994/95 Co-op Advertising Campaign
Outdoor Adventure**

		Dec. '94			
<i>Audubon</i>	(Suite 29)				
(Dept. WA)	On-sale date Dec. 28				
(Dept. SA)	On-sale date Feb. 22				
<i>Natural History</i>	(Suite 26)				
(Dept. SNH)	On-sale date Nov. 25				SPECIAL INTEREST-1
(Dept. WNH)	On-sale date Feb. 25				
<i>Outdoor Photographer</i>	(Suite 88)				
(Dept. SOP)	On-sale date Dec. 21				
(Dept. WOP)	On-sale date Feb. 1				
<i>Sunset, California edition</i>	(Suite 35)				
(Dept. WSS)	On-sale date Dec. 30				
(Dept. SS)	On-sale date Feb. 1				
<i>Backpacker</i>	(Suite 207)				
(Dept. RB)	On-sale date Dec. 21				
(Dept. SB)	On-sale date Feb. 15				
<i>Equinox</i>	(Suite 69)				
(Dept. SE)	On-sale date Dec. 30				
(Dept. RE)	On-sale date Mar. 1				
<i>Canadian Geographic</i>	(Suite 5)				
(Dept. RC)	On-sale date Dec. 30				
(Dept. WC)	On-sale date Mar. 1				
<i>Ecotraveler</i>	(Suite 206)				
(Dept. RET)	On-sale date Dec. 1				

"Suite 00" - Refers to Government Address Tracking Code
 "Dept. XX" - Refers to Operator Tracking Code

Economic Development & Tourism
1994/95 Co-op Advertising Campaign
Auto Touring



		Dec. '94	Jan. '95	Feb. '95	March '95	April '95	May '95
<i>Motorhome</i>	(Suite 83)						
Dept. RM,	On-sale date Dec. 2		ROAD				
Dept. RM,	On-sale date Feb. 1				ROAD		
<i>Mature Outlook</i>	(Suite 209) " - m - - - r						
Dept. RMO,	On-sale date Jan. 2			ROAD			
<i>Leisureways</i>	(Suite 189)						
Dept. RL,	On-sale date Nov. 1	ROAD					
Dept. RL,	On-sale date Dec. 1		ROAD				
<i>Milepost</i>	(Suite 11)						
Dept. RMP,	On-sale date Mar. 1				ROAD		
<i>Good Times</i>	(Suite 111)						
Dept. RGT,	On-sale date Dec. 1	ROAD					
Dept. RGT,	On-sale date Feb. 1			ROAD			

"Suite 00" - Refers to Government Address Tracking Code
 "Dept. XX" - Refers to Operator Tracking Code

	Dec '94	Jan. '95	Feb. '95	March '95	April '95	May '95
Life (Dept. 14)		FISHING		FISHING		
On-sale date Dec. 21						
On-sale date Feb. 25						
1001 (Suite 149)		FISHING		FISHING		
On-sale date Dec. 1						
On-sale date Feb. 1						
(Suite 150)		FISHING		FISHING		
On-sale date Dec. 1						
On-sale date Feb. 1						

Appendix III

Inquiry Tracking Form

At the outset of the campaign, all operators received two tracking books **(25 forms in each) to assist them in tracking all their inquiries. A sample form follows.**

Inquiry Tracking Form

1994/95 Cooperative Advertising Campaign

Tourism Operator: _____

REQUIRED INFORMATION

Name: _____ Company: _____

Address: _____ City: _____

Province/State: _____ Postal/Zip Code: _____

Phone: (_____) _____ Fax: (_____) _____

Date of Inquiry: _____ Product Segment: _____

Number in Party: _____ Date of Travel: _____ Year: _____

Where did you learn about our company? (Please ✓)

1994/95 Cooperative Advertising Campaign
Publication Name/Issue: _____

Other sources of inquiries: _____

ADDITIONAL INFORMATION

Operator Advertisement (other than Co-op Ad) -
Publication Name: _____

Article/Editorial - Publication Name: _____

Friend or Colleague - Name: _____

Consumer/Trade Show - City: _____

1-800 #(Government) - Comments: _____

Other - Specify: _____

General Comments: _____

inquiry Rating (Please ✓)

General Inquiry

Sale

Appendix IV

Operator Questionnaire and Responses

A questionnaire was sent to operators participating in the **94/95** campaign. The intent was to get feedback which would support inquiry analysis, and provide informal comments which would be incorporated into the overall evaluation of the campaign.

Eighteen out of twenty-six operators responded.

The following pages outline the questionnaire, and the results, including comments from operators.



**Questionnaire Sent to Participating Operators in the
1994/95 Co-operative Advertising Campaign**

1. Number of inquiries

- Up from previous years
- Down from previous years
- No change

2. Selection of publications in the segment you are participating in

River – Ecotraveler, Backpacker, Equinox, Canadian Geographic

Wildlife Viewing-Audubon, Natural History, Outdoor Photographer, Sunset, Canadian Geo

Special Interest Tours — Natural History, Audubon, Outdoor Photographer, Sunset, Equinox, Backpacker

Fishing— Field & Stream/Outdoor Life, North American Fisherman, Canadian Sportfishing

Road Touring — Motorhome, Mature Outlook, Leisureways, Milepost, Good Times

- Very well suited to my product
- Adequately suited to my product
- Not the best selection for my product

3. Timing of advertisements (some appeared as early as December, and some as late as March).

Advertisements were spread throughout this period, with all segments having some early and some later advertisements.

- Good mix of early and late advertisements
- Would prefer more concentration of advertisements
- earlier later

4. What are your thoughts about the overall ad layout, including image selection, for your segment?

- promotes the Northwest Territories and my product effectively
- promotes the Northwest Territories effectively, but is not specific to my product
- does not promote the Northwest Territories or my product effectively

5. Do you *participate* in other marketing ventures to promote your product, and if so, what type?

- The Co-op Ad Campaign is the only significant marketing tool I use to promote my product
- I place advertisements in publications to complement the co-op ad campaign
 - consumer magazines, like those used in co-op ad campaign
 - consumer magazines that are *not* selected in the co-op ad campaign
 - newspapers
 - I use direct mail (newsletters, flyers, brochures) to promote my product
 - I attend consumer shows to promote my product

6. Do the product segments, as they are defined now, promote your product effectively? (*River Adventure, Wildlife Viewing, Special Interest Tours, Fishing, Road Touring*)

- Yes
- No

7. Would you consider participating in a co-op ad campaign in 1995/96?

- Yes
- No

Any other comments?

Question

7. Number of inquiries

- (11) Up from previous years
- (6) Down from previous years
- (-) No change

Comments

- Inquiries were up, likely due to timing (i.e. earlier in season) and to participation in two segments
- We had an 800 number in our ads, which helped.
- Disappointed with number of inquiries, and also surprised by results (expected more)
- We must accept the fact that we miss questioning some of the contacts made, and so our stats have to have an error ratio (we are hoping we got more calls than what we show for our \$1500 portion of the joint ad).
- I am really puzzled by the poor response we get from these full page ads. We get ten times the inquiries from a little 1" x 1" column ad in the "Where to Go" section of Field and Stream. Maybe a 1/4 page ad in that section would have more effect, less costly too.
- We had inquiries by phone or mail that did not identify the source - we can only assume that some are due to the co-op ads.
- Not all of the the inquiries came from co-op ad campaign. We drew 4 sales from 1994 lapsing into this year, we drew 2 sales in '95 so far. But we are still getting responses to co-op ads we placed with you in this program from two years back.
- I equate this increase to better timing of ads.
- Our inquiries are up from last year, but can't compare to this co-op as this is our first year
- Overall, all mag inquiries are up, but I do not know about the co-op ones.

Conclusion

Generally, inquiries are up, due to timing of magazine placements. Some expectations of responses were not realized.

Question

2. Selection of publications in the segment you are participating in

River – Ecotraveler, Backpacker, Equinox, Canadian Geographic

Wildlife Viewing- Audubon, Natural History, Outdoor Photographer, Sunset, Canadian Geo

Special Interest Tours — Natural History, Audubon, Outdoor Photographer, Sunset, Equinox, Backpacker *fishing*— Field & Stream/Outdoor Life, North American Fisherman, Canadian Sportfishing

Road Touring — *Motorhome*, Mature Outlook, Leisureways, Milepost, Good Times

(4) Very well suited to my product

(9) Adequately suited to my product

(1) Not the best selection for my product

Comments

- **Natural** History and Outdoor Photo were most productive. Natural History is more appropriate demographically. Outdoor Photo shows promise, but trips are too expensive for most readers.
- Sunset poor choice for Wildlife Viewing
- For 1996- if you added Kanawa mag, and Canoe & Kayak, we'd go into the river section. Add Eco-traveler to Wildlife Viewing.
- Both segments were an adequate selection and I am not sure I could suggest a better list.
- In the past, these publications have proven to be very productive on the responses
- I suggest dropping both Mature Outlook and The Alaska Milepost as we received no responses from your ads. We do get a very good response from our ad in the Alaska Milepost, as it is placed in the Dempster Highway section. Both Leisureways and Good Times seem to be coming along nicely. You should consider going into Motorland or Trailer Life.

Conclusion

No major overhaul is required in publication selection strategy. Most operators are satisfied with choices made.



Question

3. *Timing of advertisements (some appeared as early as December, and some as late as March).*

Advertisements were spread throughout this period, with all segments having some early and some later advertisements.

- (9) Good mix of early and late advertisements
- (9) Would prefer more concentration of advertisements
 - (9) earlier (--) later

Comments

- The timing was much improved over last year. But earlier would be better (Ott, Nov). Mix OK, but some earlier.
- Timing is OK, but results are always in January and February. Some of the wildlife viewing ads appeared in March which is getting late – prefer January and February.
- As many as possible between January and March. Our feeling is that these ads must go into the publications as soon as possible. We already have people asking for information for our '96 programs. I don't think it's ever too early.
- The most effective months for insertions are: December, January, February.
- A very good mix to make sure all people see.
- We've found in the past that the earlier we advertise the better. i.e. October to December/January, for following summer - after January you start getting people more interested in the following year.
- Just after Christmas is a good time, it allows planning time, and allows audiences time to get the information out.

Conclusion

Maintain December to March placement schedule.

Question

4. *What are your thoughts about the overall ad layout, including image selection, for your segment?*

- (9) promotes the Northwest Territories and my product effectively
- (7) promotes the Northwest Territories effectively, but is not specific to my product
- (7) does not promote the Northwest Territories or my product effectively

Comments

- Need map showing where the **Baffin** Region is
- Eye-catching, for those looking for water-based adventure, it targets our canoeing programs.
- Poor ad headlines - need an attention grabber - e.g. "Explore Canada's Arctic" instead of some smart-ass kind of statement which is totally meaningless (see **Wildlife** Viewing headline)
- **Muskox** is good general advertisement. The interest compared to first year is down, but up from last year.
- We felt that the ad could be more effective if regional **ized**, because the generic ad is the same this year and because we would have pictured something from the eastern arctic,
- I currently perceive the image as "up market" - which is good. I would want this high quality image to remain current. Want input into any proposed changes.
- If at all possible, please increase the number of words and lines for operators, considering there **is a lot of** blank space going to waste on these one-page ads.
- Where space permits, I would like to see larger type, etc. on outfitters - people often do not read fine print on an ad. Use photo to attract attention to outfitters not **NWT**. Have separate **NWT** ads.
- I've found your advertising is too wordy. Advertising should make the people stop and read what you have to say. I'd flip by in a book unless I liked **muskox**. For the publications you went in, I should have gotten more inquiries, but this was because of the ad.
- Very effective, even though the "Road traffic" was a photo of the Dempster Highway. Maybe next year a photo of Alexandra Falls would promote road traffic in this region
- Keep putting the Dempster picture in

Conclusion

Majority perceive that ads promote **NWT** effectively, but are not specific to individual operator's products. Diversity of operators makes it difficult to present an ad which will match their product specifically.

Question

5. Do you participate in other marketing ventures to promote your product, and if so, what type?

(--)
The Co-op Ad Campaign is the only significant marketing tool I use to promote my product

(--)
I place advertisements in publications to complement the co-op ad campaign

(11)
consumer magazines, like those used in co-op ad campaign

(17)
consumer magazines that are not selected in the co-op ad campaign

(16)
newspapers

(14)
I use direct mail (newsletters, flyers, brochures) to promote my product

(16)
I attend consumer shows to promote my product

Comments

- You'll notice that the newspaper articles by far generate the most enquiries.
- Explorers' Guide ad works well for us. Best response from direct mail and word of mouth.
- "Touch the Arctic" is giving us good exposure as is "Destinations Canada". Consumer shows targeted to markets with large disposable income.
- Also advertised in Canadian Geographic, Sierra, Globe and Mail, Kanawa, Physician Guide, Dentist Guide
- There was significant duplication of advertising in my target market. My ads seem to work better than the co-op ones.

Conclusion

All respondents use other marketing tools to promote their products, and offer different positions on what is the best vehicle.

Question

6. Do the product segments, as they are defined now, promote your product effectively? (River Adventure, Wildlife Viewing, Special Interest Tours, Fishing, Road Touring)

(12) Yes

(6) No

Comments

. The River Adventure does not cover our hiking and sea kayaking trips, but these do not fall into other categories, either.

- About the best selection you could probably do
 - adequate
 - I might suggest a Nahanni section if we are the only operators subscribing to this section as in past years.
 - Mostly Road Touring, only 3 other companies are advertising in this campaign who are from our region

Conclusion

Product segments are generally appropriate for mix of NWT tourism of operators who participated in the campaign.



Question

7. Would you consider participating in a co-op ad campaign in 1995/96?

(12) Yes

(6) No

Any other comments?

- I would like to continue our participation, concentrating on those magazines with the highest response rates.
- Not likely. I thought the idea of these co-op ads was a great one but now after three years and 4 different ads and thousands of dollars invested, I have not acquired a single customer from these ads. I only got 10 requests for my brochure from the co-op ad in 1995. Very surprised and very disappointed because I applaud the whole idea and the government's initiative in this.
- At this time, thinking likely not, although I would still like to consider some sort of advertising, it appears that the written word produces the best results.
- We only received 11 inquiries that we identified, as a result of the ads. Seems like a poor response, although one resulted in a sale.
- Good value for the \$
- Need to know earlier what magazines, etc.
- Image selection '95/96: see who goes into the segment - then select the most appropriate setting, landscape, wildlife - possibly a different image for Audubon (birds), than Canadian Geographic (eco-adventures).
- On the whole a good campaign that I am satisfied with and I would participate again. I would like to see some modifications next year.
- Very interested in next year's co-op ads.
- This project is really well set up and offers excellent ways to track inquiries. I look forward to the final report.
- We will be more closely aligning ourselves with the Yukon as we share the same market and that is where our members want our limited funds spent (Note: this zone operator did not pay for participation)
- Do not have this option as a new western organization will conduct marketing on a sectional basis for the future.

Conclusion

There is general satisfaction with the campaign among participating operators.



Appendix V

Media Post Analysis

The publications chosen for 1994/95 were analysed and rated for specific editorial environment and positioning.

Viewed in combination with inquiry analysis, this analysis further reinforces the evaluation of publications.



Media Post Analysis

Outdoor Adventure

Audubon, *January/February '95, page 9*

Preceding Page Contributor's Page
Following Page Letters to the Editor
Comments Excellent up-front positioning
Rating Good

Audubon, *Mach/April '95, page 109*

Preceding Page Oregon Advertisement and editorial on Utah and picture of a drum dancer from the NWT
Following Page Advertisement of Alaska and editorial on Virginia and Wyoming
Comments Surrounded by editorial. Excellent positioning - North America The Great Outdoors supplement
Rating Good

Natural History, *December '95, page 9*

Preceding Page Editorial - Letters
Following Page Editorial
Comments Excellent up-front positioning
Rating Excellent

Natural History, *March '95, Exotic Destinations Supplement, page A-4*

Preceding Page Editorial on NWT
Following Page Editorial on New Zealand
Comments Excellent positioning, next to editorial on NWT
Rating Excellent

Ecotraveler, *January/February '95, page 9*

Preceding Page Table of Contents
Following Page Publisher's Letter on Uncharted Terrain
Comments Good up-front positioning
Rating: Good

Outdoor Photographer, *February '95, page 21*

Preceding Page Editorial on Photo Adventure
Following Page Nikon ad
Comments Good positioning
Rating Good

Outdoor Photographer, *March '95, page 27*

Preceding Page Editorial on Wolves
Following Page Photos and editorial on Texas wildflower
Comments Good positioning - added value - mentioned in the December issue and listed in the "Backcountry Lodging Contacts" section
Rating Good

Sunset, *January '95, page 28*

Preceding Page Travel and recreation story that takes place in Columbia
Following Page Travel and recreation story that takes place in Whistler
Comments Good positioning - surrounded by editorial
Rating Excellent

Sunset, *February '95, Travel Section, page 24B*

Preceding Page Editorial and Maui ad
Following Page Editorial and Phoenix, Arizona ad
Comments Excellent positioning in Travel section
Rating: Excellent

Backpacker, *January/February '95, page 4*

Preceding Page The North Face ad
Following Page Table of Contents
Comments Excellent up-front positioning
Rating Good

Backpacker, *March/April '95, page 53*

Preceding Page Gear Guide '95
Following Page Gear Guide '95
Comments Excellent positioning -1995 Gear Guide - something that will be kept on hand all year round
Rating Excellent

Equinox, *January/February '95, page 93*

Preceding Page Well read editorial on books, and "friends of Equinox"
Following Page Nikon ad
Comments Excellent positioning
Rating Excellent

Equinox, *March/April '95, page 100*

Preceding Page Tourism India ad
Following page Editorial on Northwest Trek in Washington
Comments Excellent positioning
Rating Excellent

Canadian Geographic, *January/February '95, page 8*

Preceding Page Microsoft ad
Following Page Editorial on North Magnetic Pole
Comments Excellent positioning - up-front and next to Northwest Canada editorial
Rating Excellent

Canadian Geographic, *March/April '95, page 55*

Preceding Page Editorial on squirrels
Following Page Editorial on squirrels
Comments Good positioning
Rating Excellent

Road

Motorhome, January '95, page 81

Preceding Page Do-It-Yourself article
Following Page Sam Cash ad
Comments Good right hand page positioning
Rating Fair

Motorhome, March '95, page 25

Preceding Page Editorial and Water Purifier ad and
BBC RV Inc. ad
Following Page Editorial and Damon ad and Camper's
Choice ad
Comments Good right hand page positioning
Rating Fair

Mature Outlook, February/March '95, page 33

Preceding Page Relafen ad (all copy)
Following Page Editorial on car theft
Comments Right hand positioning
Rating Good

Leisureways, December '94, page 19

Preceding Page Editorial on Orlando
Following Page Editorial on Orlando continued
Comments Excellent right hand, up-front page
Rating Excellent

Leisureways, January '95, IFC

Preceding Page N/A
Following Page Luxis International ad
Comments Excellent Inside Front Cover
positioning
Rating: Excellent

Milepost, 7995/96 Guide, page 694

Preceding Page Map of Klondike/Dempster Highway
to Inuvik
Following Page Editorial on Dempster Highway log
Comments Positioning as requested
Rating Excellent

Good Times, December/January '95, OSBC

Preceding Page Promise (bladder control protection)
ad
Following Page N/A
Comments Excellent positioning - Outside Back
Cover
Rating Excellent

Good Times, February '95, OSBC

Preceding Page Promise (bladder control protection)
ad
Following Page N/A
Comments Excellent positioning - Outside Back
Cover
Rating Excellent

Good Times, March '95, OSBC

Preceding Page Promise (bladder control protection)
ad
Following Page N/A
Comments Excellent positioning - Outside Back
Cover (FREE PLACEMENT)
Rating Excellent



Fishing

Field & Stream, January '95, page 3

"Special West Coast Section

Preceding Page Editorial on fishing

Following Page Editorial on fishing and hunting

Comments Excellent positioning - "Special Fishing and Hunting in Western Canada" supplement

Rating Excellent

Field & Stream, March '95, page 94, Handbook 1995

Preceding Page Editorial on turkey hunting

Following Page Editorial on turkey hunting, and small ad for WD-40

Comments Excellent positioning - surrounded by editorial

Rating Excellent

North American Fisherman,

December/January '95, page 73

Preceding Page Editorial and photos on fishing

Following Page Ads for places to go on fishing trips

Comments Excellent positioning - next to fishing editorial

Rating Excellent

North American Fisherman,

February/March '95, page 73

Preceding Page Editorial and photos on fishing

Following Page Editorial and photos on fishing

Comments Excellent positioning - next to fishing editorial

Rating Excellent

Canadian Sportsfishing, December '94, page 57

Hot Spots Travel Guide

Preceding Page Article on fishing

Following Page Reader response on fishing and lodges

Comments Excellent positioning - surrounded by fishing editorial

Rating: Excellent

Canadian Sportsfishing, January '95, page 37

Preceding Page Editorial and photo of fishermen

Following Page Editorial on lodging

Comments Excellent right hand positioning surrounded by editorial

Rating Excellent

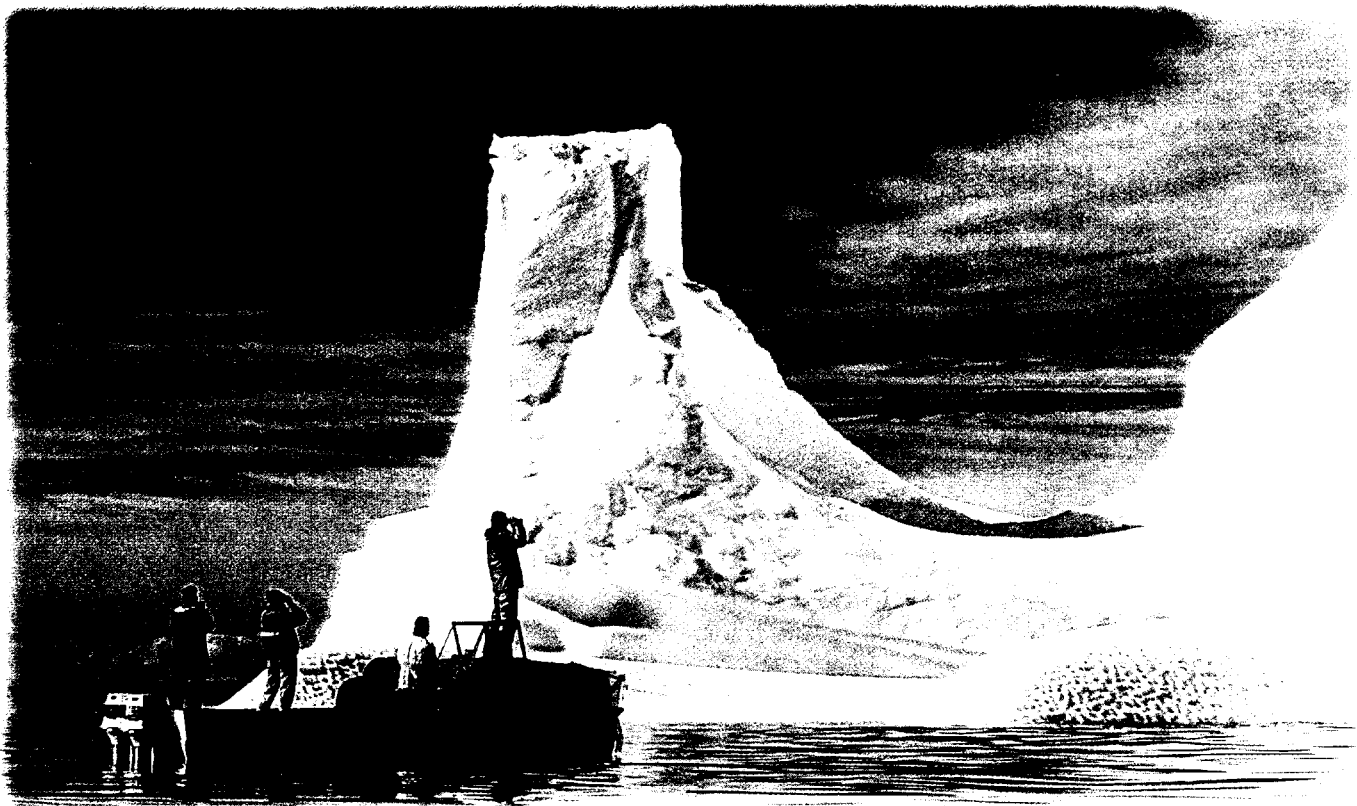


Appendix VI

1994/95 Co-op Ads

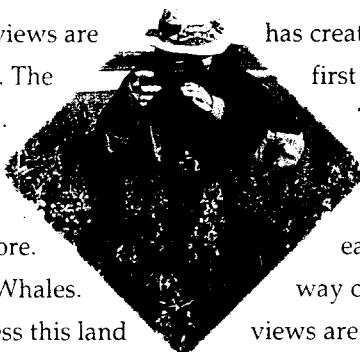
The following pages are copies of the advertisements as they appeared in selected publications.





ROUND OUT YOUR VIEW OF THE WORLD. TOUR THE ARCTIC CIRCLE.

And refresh your outlook – for our views are simply breath-taking. Towering icebergs. The awesome highlands of Baffin Island. Mighty rivers that run wild and clean, and the wonder of the tundra in bloom. Life like you've never seen it before. Muskox. Caribou. Walrus and Beluga Whales. Take a glimpse into the cultural richness this land



has created and experience how the Arctic's first people, the Dene and Inuit, live. Take a dog sled ride. Bask in the constant light of summer, or marvel at the cosmic spectacle of the aurora in the early spring or fall. This year, see your way clear. And set your sights high, for our views are astounding.

Arctic Odysseys
2000 McGilvra Blvd. E., Dept SA,
Seattle, WA 98112
Tel 206-325-1977 Fax: 206-726-8488
Pioneered Arctic group travel. North
Pole, dog sled, culture and wildlife!

Arctic Tour Co.
Box 2021-M5, Dept SA,
Inuvik, NT X0E 0T0
Tel 433-979-4100 Fax: 403-979-2259
Naturalist /Cultur-IWJld If., tours to
Banks, Herschel Island, Tuktoyaktuk
and more. Arctic Circle tours. Free
catalog

Baker Lake Lodge
Box 239, Dept SA,
Baker Lake, NT X0C 0A0
Tel: 819-793-2905 Fax: 819-793-2965
Individually suited adventures to
explore Inuit history, tundra, wildlife
and fishing.

Bathurst Inlet Lodge
Box 820, Dept SA,
Yellowknife, NT X1A 2N6
Tel 403-873-2595 Fax 403-920-4263
Arctic coast, comfortable lodge, tundra
wilderness, scenery, wildlife, Inuit
culture. Also canoe expediting,
teachers' course.

Canada North Outfitting, Inc.
Box 3100, 87 Mill Street, Dept. 5A,
Almonte, ON K0A 1A0
Tel 613-256-4057 Fax 613-256-4512
Ask for our "Backpacking in the
Arctic" or "Discover the Arctic"
brochures Specialists in custom
itineraries

Country Walkers
Box 180 OA, Dept. SA,
Waterbury, Vermont 05676
Tel: 802-244-1387 Fax 802-244-5661
Walking vacations with naturalist,
Inuit guides, hotel and camping.
Brochure

Touch the Arctic Adventure Tours '95
Postal Service 9000, Dept SA,
Yellowknife, NT X1A 2R3
Toll Free 1-800-661-0894
Write or call for your free catalogue of
38 exciting package tours

Hudson Bay Tour Co.
Box 328, Dept SA,
Rankin Inlet, NT X0C 0G0
Tel 819-645-2618 Fax 819-645-2320
Complete tour packages. dogteam
trips, cultural and photo tours, sport
angling, muskox, caribou, polar bear
viewing.

For information on other NWT
adventures and your copy of the
Explorers' Guide, call 1-800-661-0788,
or write: Department of Economic
Development and Tourism, Suite 29,
Government of the Northwest
Territories, P.O. Box 1320, Yellowknife,
NT, Canada X1A 2L9



CANADA'S NORTHWEST TERRITORIES
Within reach, yet beyond belief



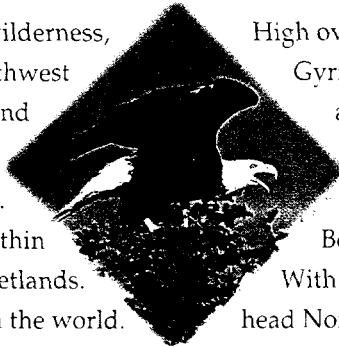
DON'T MIND IF THEY STARE. UP HERE, YOU'RE UNUSUAL.

With 1.3 million square miles of wilderness, and only 64,000 people, Canada's Northwest Territories is the best spot to find wildlife naturally, and in abundance.

Herds of Caribou stretch to the horizon.

Catch Muskoxen ambling past almost within reach. See Moose grazing in the wetlands.

View the last free roaming Wood Buffalo in the world.



High overhead Bald Eagles, Peregrine and Gyrfalcons soar. Sandhill Cranes, Snow Geese and Snowy Owls. Birds beyond counting.

Our coastal waters are home to Beluga, Narwhal, Walrus, Harp, Ringed and Bearded Seal. Polar Bear pace the floe edge.

With so much to see, let us guide you. This year, head North, and look nature in the eye.

Canoe Arctic Inc.
Box 130, Dept. WOP,
Fort Smith, NT X0E 0P0
Tel: 403-872-2308
Fly-in canoe trips. Wolves, muskoxen, caribou. Wildlife biologist guide. Operating 21 years. Brochure.

Arctic Nature Tours Ltd.
Box 1530 (CO), Dept. WOP,
Inuvik, NT X0E 0T0
Tel: 403-979-3300 Fax: 403-979-3400
One to ten day cultural, historical and wildlife adventure tours.

Frontiers North
774 Bronx Ave., Dept. WOP,
Winnipeg, MB R2K 4E9
Tel: 204-949-2050 or 1-800-663-9832
Fax: 204-663-6375
Hiking, photo and wildlife opportunities at Sila Lodge. Traditional Inuit igloo tour - Baker Lake.

Subarctic Wilderness Adventures
Box 685, Dept. WOP,
Fort Smith, NT X0E 0P0
Tel 403-872-2467 Fax 403-872-2126
Water/overland ecotouring in North America's key migratory routes, Wood Buffalo National Park - Arctic Coast

Whitewolf Adventure Expeditions Ltd.
1355 Citadel Dr Suite 41, Dept WOP
Port Coquitlam, BC V3C 5X6
Tel 1-800-661-6659 Fax: 604-944-3131
Natural history, photography expeditions by canoe and raft Nahanni, Coppermine and Burnside rivers

Adventure Canada
2426 Goodison Ave., Dept. WOJ,
Mississauga, ON L5B 2A1
Tel 1-800-363-7566 Fax 905-270-8343
Natural history, wildlife viewing, Inuit culture and art, hiking, dogsledding, photo programs - Baffin and beyond

River Trails North
Box 852, Dept. WOP,
Fort Smith, NT X0E 0P0
Tel: 403-872-2060
Guided trips into Wood Buffalo National Park. Slave River. Birding, historical, cultural experience.

Touch the Arctic Adventure Tours '95
Postal Service 9000, Dept. WOP,
Yellowknife, NT X1A 2R5
Toll Free 1-800-661-0894
Write or call for your free catalogue of 38 exciting package tours.

Arctic Odyssey's
2000 McGillivray Blvd E, Dept WOP,
Seattle, WA 98112
Tel 206-325-1977 Fax 206-726-8488
Pioneered Arctic group travel North Pole, dogsled, culture and wildlife!
For information on other NWT adventures and your copy of the Explorers' Guide, call 1-800-661-0788, or write: Department of Economic Development and Tourism, Suite 88, Government of the Northwest Territories, P.O. Box 1320, Yellowknife, NT, Canada X1A 2L9.



CANADA'S NORTHWEST TERRITORIES
Within reach, yet beyond belief



QUENCH YOUR THIRST FOR ADVENTURE.

Canada's Northwest Territories takes in more land and offers up more waterways than you can readily imagine. Rivers churn and tumble through the most spectacular landscapes you'll ever lay eyes on. The South Nahanni, Arctic Red, Thelon, Kazan and Soper have all been designated Canadian Heritage Rivers.



You can set your own pace, or let our experienced outfitters look after your every need – for the novice, a stroke of brilliance. Head for whitewater, and get a real charge from our currents. Enjoy solitude like nowhere else on earth, broken only by the cry of eagles overhead. Whatever your taste in waters, still or sparkling, this year head North.

Black Feather Wilderness Adventures
1960 Scott Street, Dept RB,
Ottawa, ON K1Z 8L8
Tel 1-800-5-RIVER5 Fax: 613-722-0245
Fantastic wilderness adventure. since 1971 Canoe the Nahanni Mountain, Hood, Coppermine, Natla-Keele

Nahanni River Adventures
P.O. Box 4869, Dept RB,
Whitehorse, YT Y1A 4N6
Tel 403-668-3180 Fax: 403-668-3056
Superb adventures on Canada's most famous northern wilderness rivers. Expertly guided trips for most abilities.

Whitewolf Adventure Expeditions Ltd.
1355 Citadel Dr., Suite 41, Dept RB,
Port Coquitlam, BC V3C 5X6
Tel. 1-800(1-661-6659 Fax 604-64-3131
Natural history and photography expeditions by canoe and raft on the Nahanni, Coppermine and Burnside rivers

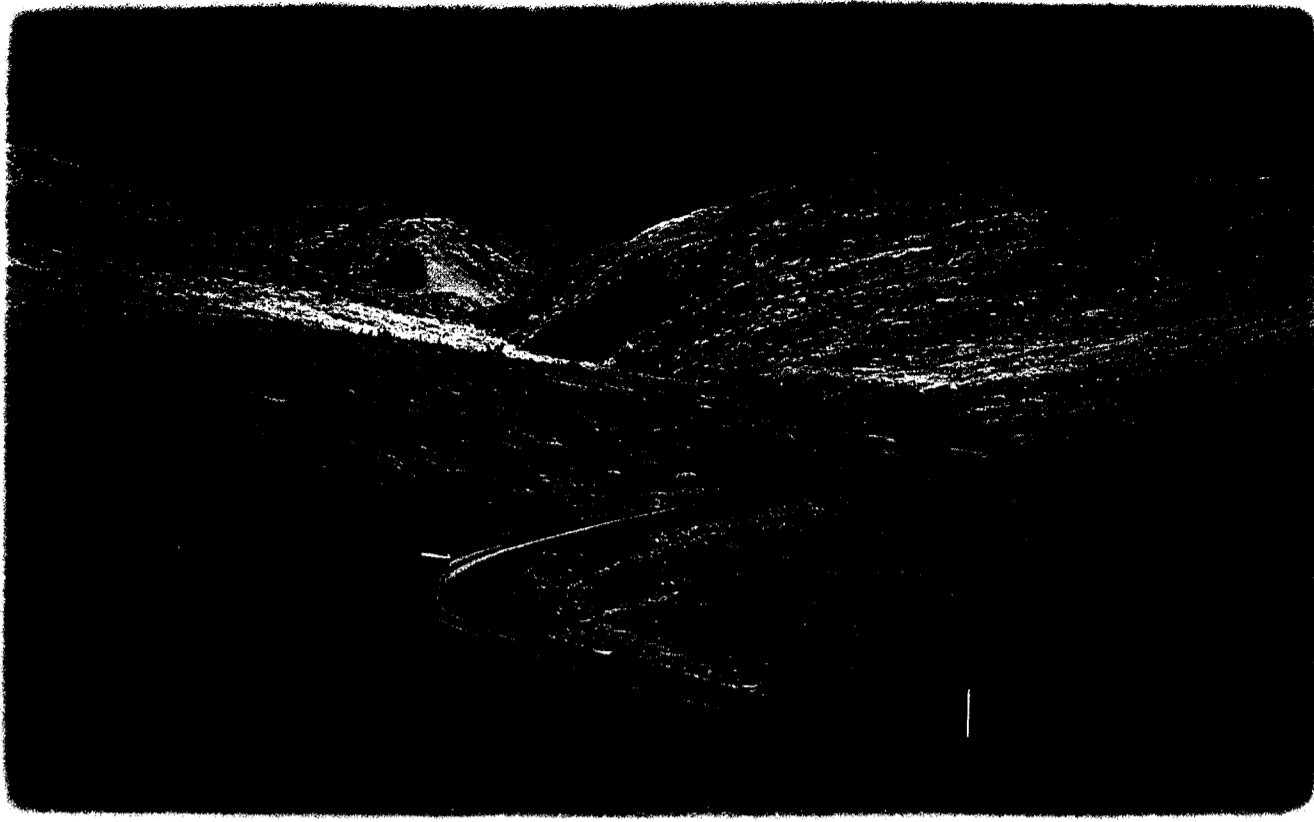
Nahanni Mountain Lodge
Box 260, Dept RB,
Fort Simpson, NT X0E 0N0
Tel. 403-695-2505 Fax 403-695-2925
Nahanni sightseeing tours Naturalist lodge near Nahanni National Park
Affiliated with Nahanni River Outfitters Association.

For information on other NWT adventures and your copy of the Explorers' Guide, call 1-800-661-0788, or write Department of Economic Development and Tourism, Suite 207, Government of the Northwest Territories, P.O. Box 1320, Yellowknife, NT, Canada X1A 2L9



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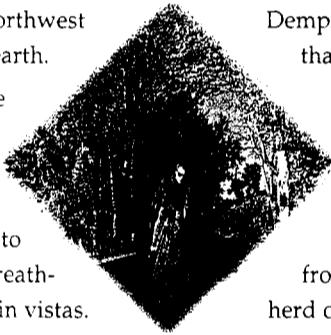
YOUR COMPASS IS TRYING TO TELL YOU SOMETHING.

Head North. To the constant summer light and ever-changing natural wonders of Canada's Northwest Territories. It's like nowhere else on earth.

The sights you'll see along our roads are reason enough to head North. On the Mackenzie and Liard Highways you'll encounter wildlife of every description.

View terrain ranging from boreal forest to Canadian shield, spectacular waterfalls, breathtaking river valleys and panoramic mountain vistas.

Along the way, be sure to visit Blackstone, Saamba Deh and Twin Falls Gorge Territorial Parks, for overnight camping or even an hour's stay.



For a road experience of a lifetime, drive the Dempster Highway to the Arctic Ocean - further north than any road will take you in North America.

Off road adventure opportunities abound: fish for world class lake trout and northern pike on Great Slave Lake, join in on a buffalo creep in Wood Buffalo National Park, flight see to Nahanni National Park, or take a day trip from Inuvik to Banks Island, where you may see a herd of muskoxen, remnants of the last ice age.

This year, get off the beaten track, and back to your senses. Call the numbers listed below for free trip itineraries. And follow the compass needle - North!

Mackenzie and Liard Highway
Nahanni-Ram Tourism
Association
P.O. Box 177 Dept. RL,
Fort Simpson, NT X0E 0N0
Tel 403-695-3182
Fax 403-695-2511

Mackenzie Highway
Big River Tourism
Association
P.O. Box 185, Dept. RL,
Hay River, NT X0E 0R0
Tel 403-874-2422
Fax 403-874-6020

Yellow, knife and Mackenzie Highway
Northern Frontier Visitors
Association
#4, 4807 49th St., Dept RL,
Yellowknife, NT X1A 3T5
Tel 403-873-3131
Fax 403-873-3654

Dempster Highway
Western Arctic Tourism
Association
P.O. Box 600, Dept RL,
Inuvik, NT X0E 0T0
Tel 403-979-4321
Fax 403-979-2434

For information on other NWT adventures and your copy of the Explorers' Guide, call 1-800-661-0788, or write Department of Economic Development and Tourism, Suite 189, Government of the Northwest Territories, P.O. Box 1320, Yellowknife, NT, Canada X1A 2L9



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BRING ROD, REEL, HIP WADERS - AND A WINCH.

In a land larger than most countries, the fish come sized accordingly: Arctic Char - 32 lbs.
 Lake Trout - 65 lbs.
 Arctic Grayling - 5 lbs. and
 Northern Pike 40 lbs.



Our experienced guides will take you to all the best places, and even help You hoist your trophies. To get on the line, call one of the numbers listed below. Operators are standing by.

Enodah Wilderness Travel
 Box 2382, Dept. FN,
 Yellowknife, NT X1A 2P8
 Phone: 403-873-4334
 Fax: 403-873-4334
 Trophy Pike on Great Slave Lake. Full service fly-in camp
 Experienced guides and a good cook.

Frontier Fishing Lodge
 5515-82nd Ave., Dept. F'd,
 Edmonton, AB T6B 2J6
 Phone: 403-465-6843
 Fax: 403-466-3874
 Trophy Lake Trout, Northerns, Grayling on Great Slave Lake. Fullservice modern lodge.

Plummer's
 Arctic Fishing Lodges
 950 Bradford Street, Dept. FN,
 Winnipeg, MB R3H 0N5
 Phone: 204-774-5775 or
 1-800-665-0240
 Fax: 204-783-2320
 The world's record Lake Trout, Grayling, Northerns, Arctic Char and Walleye fishing. Located on Great Bear Lake, Great Slave Lake, Tree River, Coppermine River.

High Arctic Lodge
 P.O. Box 280, Dept. FN,
 Penticton, BC V2'A 6K4
 Phone: 604-493-3300
 Fax: 604-493-3900
 Trophy Arctic Char and Lake Trout fishing. Modern lodge on Victoria Island, 300 miles north of the Arctic Circle.

For information on other NWT adventures and your copy of the Explorers' Guide, call 1-800-661-0788, or write: Department of Economic Development and Tourism, Suite 149, Government of the Northwest Territories, P.O. Box 1320, Yellowknife, NT, Canada X1A 2L9



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