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***Dempster Highway Exit Survey - Summer
1985***

Type of Study: Statistics/surveys Tourism,

Date of Report: 1986

Author: Acres International Limited

Catalogue Number: 11-55-105

11-55-105

DEMPSTER HIGHWAY EXIT SURVEY

- summer 1985

Prepared for:
DIVISION OF TOURISM AND PARKS
DEPARTMENT OF ECONOMIC DEVELOPMENT AND TOURISM
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March, 1986

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1.0 **INTRODUCTION**

1.1 Background

As part of an on-going program to develop and up-date information about arctic tourist travel patterns, the Government of the Northwest Territories ' Department of Economic Development and Tourism commissioned Acres International Limited to undertake a survey of non-residents as they exited the Northwest Territories by the Dempster Highway during July, August and September of 1985. While the summer operating season of the Dempster Highway begins in early June, the survey only covered the period July to September as a result of the contract for the study not being awarded until mid-June. Field work took place during these three months and findings were extrapolated to include June.

This survey is a continuation of a program to identify travel characteristics , visitor profiles, and motivational factors. The results of this program will be used in the development of future tourism policy.

1.2 Study Objectives

The overall objective of the study was to generate specific information about non-resident visitors to the Northwest Territories during the summer of 1985.

Three main categories of data were collected, namely:

- o demographic information;
- o trip characteristics; and
- o motivational factors.

2.0 METHODOLOGY

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2.1 Survey Design

In consultation with the Department of Economic Development and Tourism, Acres designed a survey form for use in the study, a copy of which is appended to this report.

The survey form contains 18 questions divided into two sections, namely:

- o Section 1: Traveler Profile; and
- o Section 2: Trip Motivation.

Section 1 contains 12 questions addressing such matters as province, state or country of residence, size of party, occupation, trip expenditures, participation in activities and type of accommodation used.

Section 2 contains 6 questions dealing with trip motivation, including reasons for making the trip, the possibility of returning to the area, and perceptions of the **NWT**.

In addition, the survey form contains space for written comments.

2.2 Survey Delivery

The survey form was administered by a **local field** interviewer at the Peel River Ferry crossing on the Dempster Highway. **The** interviewer, a resident of Fort McPherson, was trained and managed by Acres.

The interview station was on the east side of the Peel River and as such, the interviewer was able to approach all non-resident, southbound passenger vehicles waiting for the ferry. The interviewer was instructed to ask the driver to complete the appropriate parts of the survey during the course of the ferry trip (approximately 10 minutes) and to return them to the interviewer.

If the survey was not complete by the end of the ferry trip, the driver was asked to spend a few minutes on the west side of the river prior to resuming his journey.

Mailback questionnaires were not considered appropriate due to the relatively low traffic volume, the expected low response rate and the inherent delays of this survey method.

2.3 Sample Design

The sample design was based on several factors, including:

- o 1984 Peel River Ferry monthly traffic volumes;
- o an assumption that traffic is comprised of 50 percent resident and 50 percent non-resident vehicles;
- o an allowable error of **+10** percent; and
- o a 95 percent confidence limit, standard for this type of survey.

Based on these factors, the required number of surveys per month were as follows:

<u>Month</u>	<u>Southbound Vehicles</u>	<u>Southbound Non-Resident Vehicles</u>	<u>Sample Size</u>
July	870	435	85
August	788	394	85
September	470	235	<u>79</u>
		TOTAL	249

Using the expected volume of ferry **traffic**, the total hours of interviewing required per month were:

<u>Month</u>	<u>Total Estimated Survey Hours</u>
July	90.3
August	97.3
September	138.3

The interviewing stints were arranged to avoid systematic bias stemming from the timing of data collection. All hours of ferry operation (**9:00 a.m. to 1:00 a.m.**), all days of the week, long holiday weekends and the days immediately before and after long holiday weekends were included in the interview stints.

Eleven interviewing stints were scheduled, resulting in 330 hours of interviewing time. The interview schedule is presented in Table 2-1.

TABLE 2-1

SUMMARY OF INTERVIEW STINTS

<u>Stint No.</u>	<u>Date</u>	<u>Shift</u>	<u>Hours</u>
1	July 8	1500 - 0100 hrs	10
	July 9	1000 - 2200 hrs	12
	July 10	0900 - 1700 hrs	8
2	July 17	1500 - 0100 hrs	10
	July 18	1000 - 2200 hrs	12
	July 19	0900 - 1700 hrs	8
3	July 26	1500 - 0100 hrs	10
	July 27	1000 - 2200 hrs	12
	July 28	0900 - 1700 hrs	a
4	August 1	1500 - 0100 hrs	10
	August 2	1000 - 2200 hrs	12
	August 3	0900 - 1700 hrs	8
5	August 7	1500 - 0100 hrs	10
	August 8	1000 - 2200 hrs	12
	August 9	0900 - 1700 hrs	8
6	August 18	1500 - 0100 hrs	10
	August 19	1000 - 2200 hrs	12
	August 20	0900 - 1700 hrs	8
7	August 31	1500 - 0100 hrs	10
	September 1	1000 - 2200 hrs	12
	September 2	0900 - 1700 hrs	8
8	September 7	1500 - 0100 hrs	10
	September 8	1000 - 2200 hrs	12
	September 9	0900 - 1700 hrs	8
9	September 11	1500 - 0100 hrs	10
	September 12	1000 - 2200 hrs	12
	September 13	0900 - 1700 hrs	8
10	September 17	1500 - 0100 hrs	10
	September 18	1000 - 2200 hrs	12
	September 19	0900 - 1700 hrs	8
11	September 28	1500 - 0100 hrs	10
	September 29	1000 - 2200 hrs	12
	September 30	0900 - 1700 hrs	<u>8</u>
TOTAL HOURS			<u><u>330</u></u>

3.0 ANALYSIS OF DATA

3*0 ANALYSIS OF DATA

The information **collected** from the questionnaires was compiled and analyzed using the spreadsheet program LOTUS 1-2-3. The analysis of this data is presented in three parts, **namely, visitor demographics, trip** characteristics and motivational factors. The data is shown in summary form below. Detailed information can be obtained from the appropriate computer print-outs in Appendix B.

3.1 Visitor Demographics

Demographic and related information on visitors to the Northwest Territories **is** summarized in Tables 3-1 to 3-4.

Table 3-1 - Place of Residence

This table shows the place of residence for all the non-resident parties surveyed. According to these figures 58 percent of the tourists are Canadian, 38 percent are American and 4 percent are from overseas.

Ferry traffic data obtained from the Division of Tourism and Parks is presented in Appendix C. While a rigorous comparison of this data compared against the survey data has not been undertaken, a cursory examination indicates that the questionnaires sampled a typical cross-section of parties by province and state. Slightly over 50 percent of the surveyed visitors were from **Alberta, British Columbia, Ontario and the Yukon, as expected.** The states of Alaska and Texas provided the strongest representation from the U.S.

TABLE 3-1
ORIGIN OF GROUPS INTERVIEWED

<u>Place of Residence</u>	<u>Number</u>	<u>Percent</u>
Yukon	12	
Alberta	13	
British Columbia	21	
Saskatchewan	2	
Manitoba	3	
Ontario	8	
Quebec	1	
New Brunswick	1	
Newfoundland	<u>1</u>	
Sub-total	62	58
Alaska	5	
Arizona	1	
California	2	
Colorado	1	
Connecticut	1	
Florida	1	
Georgia	1	
Illinois	2	
Massachusetts	1	
Michigan	1	
Minnesota	3	
Missouri	1	
Montana	2	
New Jersey	3	
Ohio	1	
Oregon	2	
Texas	7	
Washington	3	
Wisconsin	<u>3</u>	
Sub-Total	41	38
Germany	2	
Ho ll and	1	
Norway	<u>1</u>	
Sub-Total	4	4
TOTAL	<u><u>107</u></u>	

Table 3-2 - Party Size

This table shows the distribution of party size **inter-**viewed. Based on the number of parties and the total number of visitors represented by those parties, the average party size has been calculated at 2.84 people.

In six instances, the number of people in the party was not indicated. This has been corrected by assuming that each of those parties contained two **people**, the most common party size.

TABLE 3-2
PARTY SIZE DISTRIBUTION

<u>Party Size</u> <u>(persons)</u>	<u>Number of Parties</u>	<u>Number of</u> <u>People</u>
1	14	14
2	50	100
3	17	51
4	15	60
5	5	25
6	2	12
7	1	7
8	0	0
9	0	0
10	0	0
11	1	11
12	2	24
	<u>107</u>	<u>304</u>

Table 3-3 - Occupations and Income Levels

Approximately 68 percent of the people responding to the question on occupation listed themselves as professionals, skilled workers or retired. Managers accounted for

another 8 percent, with the remaining 24 percent fairly evenly split amongst the other listed occupations.

In terms of income levels, the survey showed that nearly one-half of the respondents had incomes in excess of \$40,000 per annum. Of those whose salary exceeded \$40,000 per annum, the most frequently represented occupations included professionals, managers/executives and skilled workers.

TABLE 3-3OCCUPATIONS AND INCOME LEVELS

<u>Occupation</u>	<u>Number</u>	<u>Income (\$x1000)</u>					
		<u>0-10</u>	<u>10-20</u>	<u>20-30</u>	<u>30-40</u>	<u>40-50</u>	<u>50+</u>
Farming/Forestry	2					1	1
Manager/Executive	9				1	1	4
Millworker/Labourer	5			2			2
Office/Clerical	0						
Professional	30		1	1	7	5	12
Artist/Writer	3	1			1		
Retiree	25	1	6	5	4	2	2
Sales/Service	2						1
Skilled Worker	18		1	5	2	3	3
Student	3		2				
Technician	4			1	1	1	
Entertainer	0						
Other/Unknown	6		2	3	1	2	1
TOTAL	107	2	12	17	17	15	26
		(2%)	(13%)	(19%)	(19%)	(17%)	(30%)

Table 3-4 - Age Distribution

Table 3-4 shows the age distribution for those responding to age inquiries in the survey. Based on this information the average age of visitors is in the range of 35 to 40 years. The large number of retirees noted in Table 3-3 are reflected in the figures for age distribution, with 23 percent being over 55 years of age. In general, the **survey** age structure is skewed to the older age groups compared to the general population.

TABLE 3-4
AGE DISTRIBUTION

<u>Age Group</u> <u>(years)</u>	<u>Number of People</u>	<u>Percent of</u> <u>Total</u>
0 - 12	35	12.0
13 - 18	12	4.1
19 - 24	17	5.8
25 - 39	89	30.05
40 - 54	71	24.3
55 or over	<u>68</u>	23.3
	292	

3.2 Trip Characteristics

The trip characteristics are summarized in Tables 3-5 to 3-11 and are discussed below.

Table 3-5 - Reason for Visiting NWT

With a 78 percent response rate, the major reason for visiting the Northwest Territories was for pleasure

purposes only. Inclusion of trips made for pleasure as well as either business or personnel purposes increases this to 87 percent.

The second most common reason for visiting the Northwest Territories is business, accounting for 10 percent of all those surveyed.

TABLE 3-5
REASON FOR VISITING NWT

<u>Reason</u>	<u>Number of Groups</u>	<u>Percent</u>
Business Only	11	10.3
Pleasure Only	84	78.5
Personal Only	1	0.9
Business/Pleasure	4	3.7
Business/Personal	2	1.9
Pleasure/Personal	<u>5</u>	4.7
	<u><u>107</u></u>	

Table 3-6 - Tourist Expenditures

As **shown** in Table 3-6, the average per person expenditure for those responding to the survey question on **expenditures** is \$20'3.45. However, the average expenditure varies significantly between business travelers, those visiting the NWT for pleasure only and all other **travelers**. In general, the business traveler spends at least three times as much as the tourist.

These figures can be used to generate information on total expenditures by non-residents visiting the Northwest Territories in the summer of 1985.

TABLE 3-6VISITOR EXPENDITURES

<u>Reason</u>	<u>Number of Parties</u>	<u>Number of People</u>	<u>Total Expenditure</u>	<u>Expenditure Per Person</u>
Pleasure Only	77	213	\$ 32,026	\$ 150.36
Business Only	10	19	\$ 9,498	\$ 499.89
All Other	11	48	\$ 17,122	\$ 356.71
	TOTAL	280	\$ 58,646	\$ 209.45

Table 3-7 - Participation in Activities

Each party was asked to indicate the types of activities they participated in while in the Northwest Territories. These activities are shown in ranked order in Table 3-7.

As can be seen, five **activities dominate the list, camping, shopping for crafts, visiting museums/historic sites, nature study and fishing.** These can all be categorized as **either outdoor or heritage related, perhaps indicating** how most tourists view the Northwest Territories.

TABLE 3-7
PARTICIPATION IN ACTIVITIES

<u>Activity</u>	<u>Number of Participating Parties</u>
Camping	71
Shopping for Crafts	63
Visiting Museums/Historic Sites	51
Nature Study	37
Fishing	22
Hiking	12
Festivals/Local Events	11
Business	10
Visiting Friends/Relatives	9
Flying	7
Sightseeing	4
Swimming	3
Canoeing	3
Driving	2
Photography	1

Table 3-8 - Accommodation

Information was gathered as to the types of accommodation used by the survey respondents during their stay in the Territories. Camping was by far the most popular form of accommodation, with 58 percent of all groups using campgrounds. This increases to 73 percent if those groups using campers are assumed to have also stayed in campgrounds.

The average length of stay varies significantly with the type of accommodation utilized. Hotels and motels, the most expensive form of accommodation, recorded the shortest length of stay, 1.68 nights per group, while those groups staying with friends or relatives stayed almost twice as long, 3.33 nights. The "other" category shows a very high average length of stay, 6.67 nights per

group. However, this is not considered to be statistically significant as it primarily represents one group which stayed 18 nights at a **bushcamp**.

A number of groups utilized more than one type of accommodation during their stay. This resulted in a lower average length of stay than would otherwise have occurred. Correcting the analysis for this factor increases the average **length of stay from 2.71 to 3.10** nights, but does not affect the average length of stay in each individual type of accommodation.

TABLE 3-8

ACCOMMODATION

<u>Type of Accommodation</u>	<u>Number of Groups</u>	<u>Percent</u>	<u>Total Nights</u>	<u>Average Length of Stay</u>
Hotel/Motel	19	18	32	1.68
Campers	15	15	48	3.20
Relatives/Friends	6	6	20	3.33
Campgrounds	60	58	159	2.65
Other	3	3	20	6.67
TOTAL	<u>103¹</u>	<u>100%</u>	<u>279</u>	<u>2.71¹</u>

1. Thirteen groups stayed in more than one type of **accommodation during their trip** to the **N.W.T.** Correcting the data for this factor increases the average length of stay to 3.10 nights from 2.71 nights.

Table 3-9 - Previous Visits to NWT and Final Destination of Current Trip

Two separate pieces of information are contained in Table 3-9, the final destination, and an indication of the repeat visits to the NWT.

Inuvik was the final destination of 73 of the 107 groups, or 68 percent. Inuvik was more popular as a final destination for first time visitors than repeat visitors, 74 percent vs 56 percent.

For those groups that had previously visited the Northwest Territories, the average number of previous visits was 6.3. The accuracy of this figure may be somewhat suspect due to the inclusion of data from one survey respondent who indicated 99 previous trips.

TABLE 3-9

PREVIOUS VISITS TO N.W.T AND
FINAL DESTINATION OF CURRENT TRIP

<u>Destination</u>	<u>Number of Groups</u>	<u>First Visit</u>	<u>Visited Previously</u>	<u>Number of Previous Visits</u>
Inuvik	73	54	19	156
Other	34	19	15	59
TOTAL	<u>107</u>	<u>73</u>	<u>34</u>	<u>215</u>

Average number of previous visits

6.3

Table 3-10 - Decision to Undertake Trip

The decision to visit the Northwest Territories was for the most part made at home, as shown in Table 3-10. Eighty-two percent of the groups responding to this question made the decision at home, while the remaining 18 percent made the decision on the road. Slightly over one-half of those making the decision while on the road, (i.e. 10 percent), made that decision while in the Yukon.

In terms of when the decision to visit the Northwest Territories was made, and excluding those decisions made while on the road, analysis of the data reveals the following:

<u>Date of Decision</u>	<u>%</u>	
1985 - August	2.5	} 22.6
- July	11.3	
- June	8.8	
- Other	33.8	
1984	31.3	
1983	3.8	
1982	2.5	
Pre-1982	6.3	

As shown, 22.6 percent of the decisions were made during the course of the summer of 1985, 33.8 percent in early 1985, 31.3 percent in 1984 and 12.6 percent prior to 1984. From this data, it would appear that most visitors planned their trip, in the 18 months prior to actually visiting the Northwest Territories.

TABLE 3-10
DECISION TO UNDERTAKE TRIP
(Number of Groups)

<u>Date of Decision</u>	<u>Place of Decision</u>			<u>Total</u>
	<u>Home</u>	<u>On the Road</u>	<u>Yukon</u>	
1985 - September	0	0	1	1
- August	2	2	3	7
- July	9	4	4	17
- June	7	1	1	9
- Other (or not specified)	27	1	1	29
1984	25	0	0	25
1983	3	0	0	3
1982	2	0	0	2
1980	2	0	0	2
1976	1	0	0	1
1975	1	0	0	1
1955	1	0	0	
TOTAL	80	8	10	98
Percent	(82)	(9)	(10)	

Table 3-11 - Differences Between Yukon and NWT

Question No. 12 on the survey asked the visitor to note the differences they were aware of between the Yukon and the NWT. The results, as shown in Table 3-11, indicate that the two major differences noted were with respect to terrain and vegetation. This is not an unexpected response due to the qualities of that portion of the Northwest Territories being seen at the time by the visitor, (i.e. the Mackenzie Delta) .

Close to one-third of the respondents noticed a difference in the people, and 15 percent noticed a difference in the wildlife.

TABLE 3-11
DIFFERENCES BETWEEN YUKON AND NWT

<u>Category</u>	<u>Number of Groups</u>	<u>Percent</u>
Terrain	84	78.5
Vegetation	57	53.3
People	31	29.0
Wildlife	16	15.0
Roads	2	1.9
Bugs	1	0.9
Climate	1	0.9
No Difference	5	4.7

303 Trip Motivation

This portion of the questionnaire was completed by those groups whose reason for visiting the Northwest Territories was not solely business. The purpose of the information gleaned from this portion is to determine the motivation for the trip, and the possibility of future visits. This information is summarized in Tables 3-12 to 3-15.

Table 3-12 - Motivation for Trip

The analysis of the information on the major motivation for the trip reveals several things. Personal interest was by far the major reason for the trip, as noted by nearly 70 percent of the respondents (see Table 3-12). The only other reason of any significance is a previous visit, accounting for nearly 11 percent.

Only 7.2 percent indicated that travel agents, printed articles, advertisements, travel brochures or television programs were the motivating force behind the trip. This perhaps indicates a lack of effective promotion.

TABLE 3-12MAJOR MOTIVATION FOR TRIP

<u>Major Motivation</u>	<u>Number of Groups</u>	<u>Percent</u>
Business	2	2.4
Sports Tournament	0	0
Previous Visit by Friends/Relatives	3	3.6
Friends/Relatives Residing in NWT	1	1.2
Previous Visit	9	10.8
Personal Interest	58	69.9
Travel Agent	0	0
Printed Articles/Advertisements	2	2.4
Travel Brochures	4	4.8
Television Programs	0	0
Other	4	4.8
TOTAL	<u>83</u>	

Table 3-13 - Plans for Future Trips to NWT

As shown in Table 3-13, 80 of the 88 respondents (91 percent) indicated that they would consider a future trip to the Northwest Territories. Of those 80 respondents, 34 (43 percent) indicate that they would revisit the Inuvik Region. In terms of timing, 21 respondents (26 percent) indicate that they would return in 1986.

This table also indicates that 26 of 79 respondents (33 percent) have previously visited Arctic regions **other** than **Inuvik**. This correlates closely with the information in Table 3-9, which shows that 34 of 107 respondents (32 percent) have previously **visited** the Northwest Territories.

TABLE 3-13

PLANS FOR FUTURE TRIPS TO **NWT**

	<u>Number of Groups</u>	
	<u>Yes</u>	<u>No</u>
Considering a Future visit?	80	8
Revisit Inuvik?	34	
Visit Other Area of NWT?	43	
Return in 1986?	21	54
Visited Arctic Previously?	26	53

Table 3-14 - Comparison of **Pre-Trip** Expectations with Actual Experiences

According to figures in this Table 3-14 pre-trip expectations **were** met or exceeded for visitors to the Northwest Territories. Seventy-two percent of all

respondents felt that their pre-trip expectations were met, 17.3 percent felt that they had initially underestimated the Northwest Territories, and 10.7 felt that their pre-trip expectations had not been met.

TABLE 3-14
COMPARISON OF PRE-TRIP EXPECTATIONS
WITH ACTUAL EXPERIENCE

<u>Comparison</u>	<u>Number of Groups</u>	<u>Percent</u>
Pre-Trip Expectations Were Met	54	72.0
Overestimated the NWT	8	10.7
Underestimated the NWT	<u>13</u>	17.3
TOTAL	<u><u>75</u></u>	

Table 3-15 - Rating of Facilities and **Services**

In general, survey respondents seemed to be relatively satisfied with tourist facilities (restaurants, accommodation, etc.) and information services. of the respondents, 62.4 percent rated tourist facilities as being good or better and 69.8 rated informational services as being good or better. In general, satisfaction with informational services was slightly greater than for tourist facilities.

TABLE 3-15**RATING OF FACILITIES AND SERVICES**

<u>Rating</u>	<u>Tourist Facilities</u>		<u>Tourist Information</u>	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
Excellent	15	19.5	23	30.3
Good	33	42.9	30	39.5
Satisfactory	22	28.6	19	25.0
Poor	7	9.1	4	5.3
	TOTALS			
	<u>77</u>		<u>76</u>	

3.4 Comments

Apart from asking a **series** of questions of the traveler, the questionnaire also provided space for comments about the traveler's visit to the Northwest Territories. Comments were entered on 31 questionnaires, and are shown in whole in Appendix D.

The comments can be broken down into six major categories, enjoyment of **trip**, road conditions, information, campgrounds and accommodations, people and other. The major comments are shown by category, with the number of people making those comments in brackets, as follows:

- o Enjoyment of Trip
fully enjoyed the trip (12)
- o Road Conditions
better roads required (4)

0 Information

- hard time getting tourist information (2)

0 Campgrounds Accommodation

- campgrounds need to be improved (5)
- more affordable accommodation is required (2)

0 People

- very friendly (4)
- unfriendly (1)

0 Other

- food in Inuvik is expensive and poor (1)
- no place to get ice or water **in Inuvik** (2)
- advertise (1)
- less dust and smaller mosquitoes than the Yukon (1)
- disappointed with lack of wildlife (1)

The number of comments listed above is greater than 31, as many people provided several different comments.

4.0 IMPLICATIONS OF ANALYSIS

4.0 IMPLICATIONS OF ANALYSIS

From the information received from the questionnaires, and outlined above, it is possible to do the following:

- o develop a typical visitor profile;
- o estimate expenditures for tourists arriving by motor vehicle;
- o estimate the probability of repeat visits;
- o determine the types of attractions that appeal to tourists the most, and which require further development ; and
- o devise tourism promotion strategies.

4.1 Visitor Profile

If one were to construct a profile of the typical visitor to the Northwest Territories utilizing the Dempster Highway as a means of **entry**, one would find the following:

Origin: Most likely from **B.C.**, Alberta, or the Yukon

Size of Party: 3

Occupation: Professional

Income: Over \$40,000 per annum

Age: 35-40 years old

Reason for Visiting: Pleasure

Expenditures: \$150 per person

Length of Stay: 3 nights

Accommodation: Campground

Activities: Camping, Shopping for Crafts, Visiting
Museums/Historical Sites

Previous Visit: 0

Time of Decision: 1 year ago

Place of Decision: At home

Motivation: Personnel Interest

Future Visits: Yes, but after 1986

Satisfaction: Enjoyed the trip immensely

Facilities and Services: Good

While this profile has, by necessity, ignored much of the information collected, particularly about occupation, income, origin and age, it remains a good indication of the person that visits the **Inuvik** region via the Dempster Highway.

In terms of occupation, retirees and skilled workers are also prevalent in the sample. The average income for these groups is lower, and the age of the retirees is higher.

In terms of origin, the visitor is almost equally as likely to be from the U.S. as from B.C., Alberta and the Yukon combined.

4.2 Visitor Expenditures

Based on the information contained in this study, and applying it to the total number of **non-N.W.T** visitors to the **Inuvik** Region that entered via the Dempster Highway it is possible to determine total visitor expenditures for the months of June, **July**, August

and September, 1985. For July, August and September the number of vehicles is known from ferry logs and for June (in absence of ferry log records) an extrapolated figure is used. These calculations are shown in Table 4-1.

According to this data, approximately 800,000 was spent in the Inuvik Region by 3,800 visitors during the months of June, July, August and September, 1985, this period comprising the effective summer season (ferry operation from early June into October).

4.3 Probability of Repeat Visits

The value of attracting repeat visits is substantial when one considers the percentage of respondents indicating that they would consider future trips to the Northwest Territories (91 percent), the per person expenditure (\$209.45), and the number of repeat visits per person.

Even if only 50 percent of those indicating a desire to revisit the Northwest Territories actually return, the benefit is substantial, as indicated below. This analysis uses vehicle counts for the period June to September 1985, 2.8 people per vehicle and the factors listed above.

$$1358 \text{ vehicles} \times 2.8 \text{ people/vehicle} \times 0.91 \times 0.50 \times \$209.45/\text{person/trip} \times 6.3 \text{ trips} = \underline{\underline{\$2,283,600}}$$

If all the assumptions are correct, repeat visits will be worth \$2,283,600 from those people that visited the Northwest Territories via the Dempster Highway this past summer. The marginal benefit to the Northwest Territories from attracting one more visitor is \$209.45 for the initial trip and \$600 for future trips ($2,283,600 \div 1,357 \div 2.8$).

TABLE 4-1

TOTAL EXPENDITURES FOR VISITORS
ENTERING NWT VIA **DEMPSTER** HIGHWAY

<u>Month</u>	<u>Number of Vehicles</u> Peel River	<u>People Per</u> <u>Vehicle</u>	<u>Expenditure</u> <u>Per Person</u>	<u>Total</u> <u>Expenditure</u> <u>(\$)</u>
June	400 e	2.8	209.45	234,584
July	528	2.8	209.45	309,651
August	338	2.8	209.45	198,223
September	92	2.8	209.45	53,954
			TOTAL	<u>\$ 796,412</u>
entire summer	1,358			

Notes:

1. Numbers of vehicles for July, August and September are obtained from licence plate tabulations by ferry crews. See Appendix C.
2. Number of vehicles for June is estimated from ferry log. See Appendix D.
3. People per vehicle is determined from Table 3-2.
4. Expenditure per person is determined from Table 3-6.

4.4 Development of Visitor Attractions and Services

The analysis undertaken in Section 3.0 reveals several things about the major activities undertaken by tourists and the services utilized. These are that:

- o camping is the major form of accommodation;
- o camping is also the major activity in which tourists participate;
- o the other major activities pursued are shopping for crafts, visiting museums/historic sites, nature study and fishing; and
- o visitors tend to be aware of terrain, vegetation and people more than other things.

Based on this analysis, it is readily apparent that the major attraction of the Inuvik Region is the countryside itself. While this is hardly surprising, it is a point that must be remembered when formulating tourism policies and strategies. If tourists want to experience the "great outdoors", a level and quality of service must be provided that meets their expectations. In this vein, and with reference to some of the comments made earlier, campgrounds should be upgraded. The development of areas for fishing, hiking, canoeing and nature study should also be reviewed as a means of attracting tourists.

Apart from outdoor activities, shopping for local crafts and visits to museums/historic sites are also popular. Promotion of the region should also include reference to these types of activities and further development of facilities for them should be considered.

4.5 Tourism Promotion Strategies

The preceding analysis can be used in the formulation of tourism promotion strategies for the Northwest Territories . While the survey only addressed one transportation corridor, when used with previously collected data, and future surveys, it **should provide very good guidance** to tourism authorities.

From this study, the Department of Tourism and Parks will have a good indication of visitor profiles, visitor expenditures, visitor activities, the probability of repeat visits and areas which may need improvement or further development.

The final part of any tourism promotion strategy is to decide on the medium for generating interest in the Northwest Territories as a place to visit. Based on the results of the survey shown in Table 3-12, there appears to be several areas where efforts could be made to improve visibility. These include travel agents, printed advertisements, travel brochures, and perhaps even television programs and advertisements.

5*0 CRITIQUE OF METHODOLOGY

5.0 CRITIQUE OF METHODOLOGY

5.1 Survey Design

The questionnaire used in this survey was, for the most part, **very** successful in eliciting the information desired from visitors to the Northwest Territories. However, the following changes should be made to the questionnaire if it is to be used in future surveys.

- o There should be a space on each form for the date. During the computer coding of the forms it was sometimes difficult to assign a precise date.
- o **The age groups utilized on the questionnaire should be re-aligned** to reflect the large numbers of visitors in the "25 to 39 years", "40 to 54 years" and "55 year and over" age brackets. Smaller increments would help to further define the profile of the typical tourist.
- o The word "member(s)" should be placed after each blank in the question on age to reinforce the intent of the question, which is to determine the number of party members in each age group. On several questionnaires, the respondents merely placed a check mark beside the appropriate age group, and as a result it was impossible to determine party size.
- o The word "night(s)" should be placed after each blank in the question on type of accommodation utilized to reinforce the intent of the question, which is to determine the number of nights spent in each type of accommodation. As with the question on age, several respondents merely placed a check mark beside the type of accommodation utilized.
- o The question on accommodation should also be reworded slightly to remove what could be confusion over the difference between "campers" and "campgrounds". Those should perhaps be referred to as "recreational vehicles, **campers**, trailers" and "tents".

5.2 Survey Delivery

In terms of response rate, the survey was very successful, with 104 of 135 parties (79 percent) approached by the interviewer agreeing to complete the survey. This type of direct approach, is virtually always more successful than other methods such as the mail-back questionnaire.

Despite the good response rate, two problems were encountered, one of which is fairly minor, and the other of which affects the statistical reliability of the survey results.

The minor problem encountered was the occasional situation where the driver of a vehicle did not finish the questionnaire in the course of the ferry trip, and the interviewer was obliged to wait on the west side of the River to obtain the completed questionnaire. The interviewer would thus miss one ferry trip and the non-resident vehicles carried on that trip.

The major problem resulted from the difficulty of managing and reviewing the work of a temporary employee from an office 1,500 miles distant. According to the numbers presented in Table 5-1, as the project proceeded, the interviewer missed more and more of the non-resident vehicles that should have been captured by the survey.

The actions of the interviewer were monitored by checking the number of completed surveys against the design monthly sample size and the daily tallies provided by the ferry skipper. In the month of July, 68 surveys were collected. Compared to the design **sample** size of 85,

this was reasonable, particularly given the fact that by accounting for the 11 refusals to complete the survey, the interviewer approached 79 vehicles.

In August and September, the capture rate for the interviewer declined. However, the results of these two months could not be gauged until the ferry tallies were received, which for **August**, was in late **September**, and for September, was in mid-November.

If similar work is to be undertaken in the future, it is recommended that greater control be exercised over the actions of the interviewer. If possible, this could best be achieved obtaining records of actual ferry traffic more expeditiously, from the ferry operators. This would allow for rapid checking of survey reliability.

5.3 Statistical Reliability of Sample

Table 5-2 provides a comparison of the estimated required sample size determined prior to the survey, the actual required sample size determined on actual traffic volumes subsequent to the **survey**, and the actual sample size.

As can be seen from this **Table**, the **actual** required sample size is smaller than that initially calculated, due to a smaller traffic volume and inclusion of actual figures on the non-resident proportion of total traffic. The actual sample size is substantially smaller than was planned due to reasons outlined in Section 5.2 of this report .

The required monthly sample size was calculated such that one month's data by itself could stand alone and be

TABLE 5-1
REVIEW OF INTERVIEWER'S PERFORMANCE

<u>Month</u>	<u>Number of Non-Resident Vehicles</u>		<u>Completed</u> <u>Surveys</u>
	<u>Ferry Records</u>	<u>Interviewer</u>	
July - 9 days	192	79 (41%)	68 (35%)
August- 10 days	130	43 (33%)	36 (28%)
September - 14 days	42	13 (31%)	3 (7%)
TOTALS	<u>364</u>	<u>135</u> (37%)	<u>107</u> (29%)

TABLE 5-2

COMPARISON OF DESIGN VS. ACTUAL SAMPLE SIZE

<u>Month</u>	<u>1984 Non-Resident Vehicles</u>	<u>Estimated Required Sample Size (see Note 1)</u>	<u>1985 Non-Resident Traffic</u>	<u>Proportion of Total Traffic (See Note 2)</u>	<u>Actual Required Sample Size (See Note 3)</u>	<u>Actual Sample Size</u>	<u>Standard Error of Estimate (See Note 4)</u>
July	435	85	528	.6271	81	68	+11%
August	394	85	338	.4019	83	36	+16%
September	235	79	92	.1752	50	3	+43%
TOTALS	<u>1,064</u>	<u>249</u>	<u>958</u>		<u>214</u>	<u>107</u>	

Notes:

1. Based on a standard error of estimate of +10 percent, a confidence level of 95 percent and the assumption that 50 percent of the traffic are non-resident vehicles.
2. Calculated from figures in Appendix c.
3. Based on a standard error of estimate of ±10 percent, a confidence level of 95 percent, and the actual non-resident proportion of traffic.
4. Calculated with a 95 percent confidence level.

compared to data from other months. Thus, with the expected monthly traffic volumes, the monthly sample would have a standard error of estimate of ± 10 percent with a 95 percent confidence level. As shown in Table 5-2, at a 95 percent confidence level, none of the actual monthly samples meet the standard error of estimate criteria. While July is very close, August and September data is less statistically significant.

While on a monthly **basis** the sample size does not meet our present statistical parameters, by structuring the sample **size** as was done, a certain redundancy was built in. This preserves and in fact, enhances the statistical significance of the data if the results are considered in an aggregate rather than monthly format.

Based on the total number of completed questionnaires (107), the total traffic volume (2,208 vehicles), the volume of non-resident traffic (958 vehicles) and a 95 percent confidence level, the standard error of estimate is +9.2 percent, well within the pre-set limit of ± 10.0 percent.

While it would be useful to be able to compare the data on a month by month basis, the use of the data in aggregate form does not detract from the validity and statistical significance of the the analysis.

APPENDIX A -
Survey Form

NORTHWEST TERRITORIES TRAVEL QUESTIONNAIRE*

SECTION 1. TRAVELLER PROFILE

1. IN WHAT PROVINCE OR STATE DO YOU LIVE? _____
IF OUTSIDE NORTH AMERICA, IN WHAT COUNTRY DO YOU LIVE? _____

2. DID YOU VISIT THE NWT FOR PLEASURE, BUSINESS OR PERSONAL REASONS? (Please check one only.)

Business Only Pleasure Only c1 Personal Only c1
Business/Pleasure •1 Business/Personal c1 Pleasure/Personal •1

3. HOW MANY MEMBERS OF YOUR TRAVEL PARTY BELONG TO EACH OF THE FOLLOWING AGE GROUPS ?

12 years or less _____ 25 to 39 years _____
13 to 19 years _____ 40 to 54 years _____
19 to 24 years _____ 55 years or over _____

4. DURING YOUR STAY IN THE NWT, HOW MANY NIGHTS DID YOU SPEND IN EACH OF THE FOLLOWING TYPES OF ACCOMMODATION?

Hotels, Motels _____ Campgrounds _____
Campers _____ Other _____
With friends or relatives _____

5. APPROXIMATELY HOW MUCH DID YOU AND YOUR TRAVEL PARTY SPEND ALTOGETHER ON THIS TRIP TO THE NWT?

\$_____ Canadian Dollars

6. WAS INUVIK YOUR FINAL DESTINATION OR DID YOU PROCEED TO OTHER ARCTIC LOCATIONS DURING YOUR VISIT?

Inuvik was the final destination
Proceeded to other Arctic locations

7. HAVE YOU OR A MEMBER OF YOUR HOUSEHOLD EVER VISITED THE NWT ON A PREVIOUS TRIP?

No Yes

IF YES, HOW MANY PREVIOUS TRIPS HAVE YOU OR YOUR HOUSEHOLD MEMBERS MADE TO THE NWT?

_____ Times

* Administered on behalf of the Department of Economic Development and Tourism, Government of the Northwest Territories.

8. WHEN AND WHERE DID YOU MAKE YOUR DECISION TO UNDERTAKE THIS TRIP TO THE NWT?

WHEN: _____, _____
Month Year

WHERE : At home
On the road c1
While motoring through the Yukon c1

9. IN WHICH OF THE FOLLOWING ACTIVITIES DID YOU AND YOUR TRAVEL PARTY PARTICIPATE WHILE IN THE NWT? (Check all those applicable.)

Business	•1	Camping	<input type="checkbox"/>
Visiting friends/relatives	<input type="checkbox"/>	Fishing	<input type="checkbox"/>
Shopping for crafts	c1	Hunt ing	<input type="checkbox"/>
Attending festivals, local events	<input type="checkbox"/>	Swimming	<input type="checkbox"/>
Visiting museums, historic sites	•1	Canoeing	U
Nature study	•1	Power boating	<input type="checkbox"/>
Hiking, climbing, backpacking	•1	Other (please specify): _____	
Attending sports tournament	c1	_____	

10. WHAT IS THE USUAL OCCUPATION OF THE PRINCIPAL WAGE EARNER IN YOUR HOUSEHOLD? (Check one.)

Farmer/forestry worker	<input type="checkbox"/>	Retiree	O
Manager/executive	<input type="checkbox"/>	Sales/service representative	<input type="checkbox"/>
Millworker/labourer	•1	Skilled worker	<input type="checkbox"/>
Office/clerical worker	<input type="checkbox"/>	Student	c1
Professional	<input type="checkbox"/>	Technician	<input type="checkbox"/>
Artist/writer	U	Entertainer	<input type="checkbox"/>
Other: (please specify)		_____	

11. IN WHAT BROAD CATEGORY BELOW WAS YOUR COMBINED TOTAL HOUSEHOLD INCOME FROM ALL SOURCES IN 1984, BEFORE TAXES? (Check one.)
- | | | | |
|----------------------|-------------------------------------|----------------------|--------------------------|
| Less than \$10,000 | <input type="checkbox"/> | \$30,000 to \$39,999 | <input type="checkbox"/> |
| \$10,000 to \$19,999 | <input checked="" type="checkbox"/> | \$40,000 to \$49,999 | <input type="checkbox"/> |
| \$20,000 to \$29,999 | <input type="checkbox"/> | \$50,000 or more | <input type="checkbox"/> |

12. WHAT DIFFERENCES BETWEEN THE YUKON TERRITORIES AND THE NWT (MacKenzie Valley) WERE YOU AWARE OF (if any) WHILE TRAVELING THROUGH THESE REGIONS?

- | | | | |
|------------|--------------------------|-------------------------------|--------------------------|
| Terrain | <input type="checkbox"/> | Wildlife | <input type="checkbox"/> |
| Vegetation | <input type="checkbox"/> | No difference | <input type="checkbox"/> |
| People | <input type="checkbox"/> | Other: (Please specify) _____ | |

IF YOUR REASON FOR VISITING THE NWT IS "BUSINESS ONLY", PLEASE OMIT SECTION II AND ANSWER QUESTION #23 TO COMPLETE THIS QUESTIONNAIRE.

SECTION II. TRIP MOTIVATION

13. WHAT REASON PROMPTED YOU MOST TO MAKE THIS TRIP TO THE NWT? (Check one only please.)

- | | | | |
|---|--------------------------|---|--------------------------|
| Business | <input type="checkbox"/> | Travel agent | <input type="checkbox"/> |
| Sports tournament | <input type="checkbox"/> | Articles/advertisements in magazines/newspapers | <input type="checkbox"/> |
| Friends/relatives who had visited the NWT | <input type="checkbox"/> | Travel brochures | <input type="checkbox"/> |
| Friends/relatives who reside in the NWT | <input type="checkbox"/> | Television programs (documentaries) | <input type="checkbox"/> |
| A previous visit | <input type="checkbox"/> | Other: (Please specify) _____ | |
| Personal interest | <input type="checkbox"/> | _____ | |

14. WOULD YOU CONSIDER ANOTHER VISIT TO THE NWT?

Yes No

IF "YES":

(a) WOULD YOU (Check one):

- | | | | |
|---------------------------|--------------------------|-------------------------|--------------------------|
| Revisit the Inuvik Region | <input type="checkbox"/> | Visit other NWT regions | <input type="checkbox"/> |
|---------------------------|--------------------------|-------------------------|--------------------------|

(b) WOULD YOU RETURN NEXT YEAR (1986)?

Yes No

15. HAVE YOU VISITED THE ARCTIC REGIONS OTHER THAN THE INUVIK REGION BEFORE?

Yes No

16. HOW WELL DID PRE-TRIP EXPECTATIONS COMPARE WITH ACTUAL EXPERIENCES AND IMPRESSIONS OF THE NWT DURING YOUR VISIT?

Pre-trip expectations were well met n
Over-estimated what the NWT had to offer •1
Under-estimated what the NWT had to offer

17. HOW WOULD YOU RATE TOURIST FACILITIES (e.g. accommodation, restaurants) in the NWT?

Excellent Satisfactory
Good Poor c1

18. HOW WOULD YOU RATE TOURIST INFORMATIONAL SERVICES IN THE NWT?

Excellent Satisfactory •1
Good Poor

19. THANK YOU FOR YOUR COOPERATION. IF YOU HAVE ANY OTHER COMMENTS, POSITIVE OR NEGATIVE, THAT YOU WOULD LIKE TO MAKE ABOUT YOUR TRIP TO THE NWT, PLEASE USE THE SPACE PROVIDED BELOW.

APPENDIX B -
Detailed Computer Tabulations

DATE	PROV	REASON	AGE OF TRAVELLING PARTY					NUMBER OF PEOPLE IN PARTY	EXPENDTR	AVERAGE EXPENDTR PER PERSON		
			0	13	19	25	40				55	
850708	alta		3		1			1	1	3	500	167
850708	alta		3	2			1	1		4	700	175
850708	alta		3	1	1			2		4	675	169
850708	alta		3	2			2			4	1500	375
850708	bc		3				1			1	500	500
850708	bc		3	1	1		2			4	100	25
850708	bc		1					2		2	100	50
850708	bc		3	3	1		4	2	1	11	300	27
850708	bc		3					3		3	300	100
850708	bc		2				3			3	500	167
850708	bc		3						??	0	200	
850708	fgermany		3	1			2			3		0
850708	man		3					2		2	450	225
850708	ont		3				2			2	80	40
850708	ont		3	2			2			4	450	113
850708	sask		1		2			2		4	6000	1500
850708	sask		3						2	2	200	100
850708	yarizona		5						2	2		0
850708	ycalif		3					2	1	3		0
850708	ylass		3				1	2		3	600	200
850708	yminnesot		6					1		1	50	50
850708	yminnesot		6			2	3			5	4000	800
850708	yminnesot		6			5	6	1		12	9000	750
850708	ymontana		6				1			1	60	60
850708	ynewjerse		1						2	2	600	300
850708	ytexas		3						2	2	275	138
850708	yukon		1				1			1	75	75
850708	yukon		1				1			1	350	350
850708	yukon		2				6			6	1000	167
850708	yukon		3	2	1	1				4	200	50
850708	ywash		3	1			2			3	400	133
850708	ywash		3					2		2		0
850708	ywisconsi		3					2		2	500	250
850717	bc		3					2		2	100	50
850717	bc		3						2	2	100	50
850717	bc		3				1	2		3	120	40
850717	bc		6	1				2		3	210	70
850717	bc		3						2	2		0
850717	bc		3	2		1		1		4	200	50
850717	bc		3				3	3		6	250	42
850717	bc		3					??		0	1000	
850717	bc		3	1	1			2		4	1000	250
850717	fnorway		3							0	50	
850717	man		3	2				2		4	450	113
850717	ont		2			6	6			12	1500	125
850717	que		3	2				1		3	200	67
850717	yalaska		3				??			0	200	
850717	yflorida		3						1	1	200	200
850717	yohio		3	1			2			3	250	83
850717	yoregon		3						2	2	300	150
850717	ytexas		3						3	3	500	167

DATE	PROV	REASON	AGE OF TRAVELING PARTY					NUMBER OF PEOPLE		AVERAGE EXPENDTR	
			0	13	19	25	40	55	IN PARTY	EXPENDTR	PER PERSON
850717	ytexas	3						2	2	500	250
850717	ytexas	3						2	2	450	225
850717	ytexas	3	1	2			2	5	300	60	
850717	yukon	3			2			2	500	250	
850717	ywash	3						2	100	50	
850726	alta	2					2	2	2	1	
850726	alta	3					2	2	4	0	
850726	bc	3					2	1	3	850	283
850726	bc	3						2	2	75	38
850726	fgermany	3			1			1	100	100	
850726	nb	3						2	2	90	45
850726	ont	3			1			1	300	300	
850726	ont	3					2	2	1000	500	
850726	yukon	3			??			0	500		
850728	alta	3						2	2	500	250
850728	alta	3	3				2	5	600	120	
850728	alta	1			1			1	1	0	
850728	alta	3						2	800	400	
850728	bc	1				1	1	2	750	375	
850728	nfld	3			1			1	50	50	
850728	ont	3						2	1000	500	
850728	ont	3					3	1	4	800	200
850728	yalaska	3	2		1	1		4	4	0	
850728	yalaska	3					2	2	150	75	
850728	ycolorado	3	3		1	1		5	5	0	
850728	yconn	3			1	1		2	60	30	
850728	ygeorgia	3		1	1	2	1	5	250	50	
850728	ymissouri	3						2	400	200	
850728	ynewjerse	3	1	1			2	4	41	10	
850728	yoregon	3						2	2	350	175
850728	ytexas	1			1	1		2	23	12	
850728	yukon	4					1	1	300	300	
850728	ywisconsi	3					1	1	2	150	75
850728	ywisscons	3						2	2	400	200
850807	alta	1			2			2	600	300	
850807	alta	3						3	3	400	133
850807	bc	3			2			2	200	100	
850807	fholland	3			1	1		2	300	150	
850807	man	3			2			2	350	175	
850807	ont	3			1			1	80	80	
850807	yalaska	3			2			2	160	80	
850807	ycalif	3						2	2	1000	500
850807	yillinois	3			1	1		2	50	25	
850807	yillinois	3					??	0	200		
850807	ymichagan	3						2	2	650	325
850807	ynewjerse	3			1			1	100	100	
850807	ytexas	3			2			5	7	600	86
850807	yukno	3			2	1		3	100	33	
850807	yukon	4			1	1		2	500	250	
850807	yukon	3	1		2			3	600	200	
850818	alta	1					2	2	500	250	
850818	yalaska	3						2	2	170	85

DATE	PROV	REASON	AGE OF TRAVELING PARTY					NUMBER OF PEOPLE IN PARTY	EXPENDTR	AVERAGE EXPENDTR PER PERSON		
			0	13	19	25	40			55	PER	PERSON
850818	yukon		3			2		2	200	100		
850831	bc		3			1	2	3	700	233		
850831	ymontana		3			4		4	3000	750		
850907	yukon		1			1		1	500	500		
TOTALS :			TOTALS :	35	12	17	89	71	68	292	58646	

DATE	PROV	OCCUPATION - PRINCIPAL														TOTAL HSHLD INCOME	
		F	M	MI	0	P	A	R	S	SK	ST	T	E	OTH			
850708	alta		1														40
850708	alta					1											50
850708	alta					1											40
850708	alta								1								40
850708	bc								1								20
850708	bc								1								30
850708	bc							1									
850708	bc								1								20
850708	bc								1								20
850708	bc								1								40
850708	fgermany					1											30
850708	man							1									10
850708	ont					1											30
850708	ont		1														30
850708	sask					1											50
850708	sask					1											50
850708	yarizona							1									
850708	ycalif		1														
850708	ymass					1											50
850708	yminnesota					1											40
850708	yminnesota													unemplo			50
850708	yminnesota		1	1		1			1	1	1	1					
850708	ymontana								1								10
850708	ynewjersey							1									
850708	ytexas							1									50
850708	yukon		1														40
850708	yukon					1											50
850708	yukon													guide			10
850708	yukon			1													50
850708	ywash													army			20
850708	ywash			1													30
850708	ywisconsin																
850717	bc					1											40
850717	bc								1								50
850717	bc									1		1					10
850717	bc								1								40
850717	bc							1									
850717	bc							1									10
850717	bc					1											50
850717	bc			1													20
850717	fnorway					1											10
850717	man		1														50
850717	ont																20
850717	que					1											
850717	yalaska					1											50
850717	yflorida							1									10
850717	yohio					1											40
850717	yoregon																
850717	ytexas													fisherm			30

DATE	PROV	OCCUPATION - PRINCIPAL											TOTAL HSHLD INCOME			
		F	M	MIO	P	A	R	S	S	K	S	T		T	E	OTH
850717	ytexas					1										50
850717	ytexas					1										30
850717	ytexas							1								30
850717	yukon				1											50
850717	ywash							1								10
850726	alta									1						20
850726	alta															50
850726	bc			1												10
850726	bc							1								10
850726	fgermany									1						20
850726	nb							1								20
850726	ont											1				30
850726	ont				1											30
850726	yukon									1						30
850728	alta															10
850728	alta							1								0
850728	alta					1										50
850728	alta									1						40
850728	bc									1						40
850728	bc					1										20
850728	nfld					1										30
850728	ont					1										30
850728	ont							1								20
850728	yalaska					1										50
850728	yalaska															
850728	ycolorado					1										40
850728	yconn							1	1							40
850728	ygeorgia					1										40
850728	ymissouri								1							30
850728	ynewjersey					1										50
850728	yoregon								1							30
850728	ytexas	1														50
850728	yukon							1								20
850728	ywisconsin								1							20
850728	ywisconsin								1							20
850807	alta															20
850807	alta					1										20
850807	bc			1												50
850807	fholland												1			40
850807	man					1										30
850807	ont												1			20
850807	yalaska					1										30
850807	ycalif								1							10
850807	yillinois			1												50
850807	yillinois							1								0
850807	ymichagan								1							50
850807	ynewjersey												1			10
850807	ytexas			1												50
850807	yukno									1						50
850807	yukon									1						20
850807	yukon									1						50
850807	yukon									1						50
850818	alta												1			20
850818	yalaska								1							30

DATE	PROV	OCCUPATION - PRINCIPAL										TOTAL								
		F	M	M	I	O	P	A	R	S	S	K	S	T	T	E	O	T	H	INCOME
850818	yukon																			40
850831	bc																		fisherm	40
850831	ymontana					1														
850907	yukon											1								50
TOTALS :		2	9	5	030	3	25	218	3	4	0						0			2870

DATE	PROV	ACCOM					EXPEND1=	DESTINTN	VISITED	DECISION	
		H&M	CAMP	RELTV	TENT	OTHER		INUVIK	NWT	BEFORE	MADE
								O=NO	WHEN		
850708	alta				3		500	0	0	8412	1
850708	alta				3		700	0	0	8500	1
850708	alta	1					675	1	0	8506	1
850708	alta		??				1500	1	6	8412	1
850708	bc				3		500	1	0		
850708	bc				1		500	1	4	8503	1
850708	bc			??			200	1	0	8507	1
850708	bc		2		2		100	1	0	8300	1
850708	bc				2		100	1	0	8501	1
850708	bc			??			300	1	2	8501	1
850708	bc			2	2		300	1	0	8403	1
850708	bc							1	0	8400	1
850708	fgermany		2					0	1	8506	1
850708	man				5		450	0	1	8410	1
850708	ont				1		80	1	0	8407	1
850708	ont				1		450	1	0		
850708	sask	1					200	1	0		3
850708	sask			4	6		6000	0	0	8405	1
850708	yarizona		5					0	0		
850708	ycalif	2						1	1	8412	1
850708	yass	1			1		600	0	0	8506	2
850708	yminnesota						50	1	2	8502	1
850708	yminnesota			??			4000	0	0	8501	1
850708	yminnesota				3	18	9000	0	0	8500	1
850708	ymontana				1	1	60	1	0	8507	
850708	ynewjersey				2		600	0	0	8503	1
850708	ytexas		1		1		275	1	0	8505	1
850708	yukon	3					350	0	25	8507	1
850708	yukon					bushca	75	0	1	8505	1
850708	yukon			??			1000	0	6	8409	1
850708	yukon	1					200	1	0	8507	1
850708	ywash	2					400	0	0	8502	1
850708	ywash				3			0	0	8506	3
850708	ywisconsi	1					500	0	1	8400	1
850717	bc				2		1000	0	0	8506	1
850717	bc	1			1		210	1	5	8505	1
850717	bc				2		120	1	0	8408	1
850717	bc				2		200	1	1	8502	1
850717	bc			??			1000	0	2	8412	1
850717	bc				2		100	1	0	8300	1
850717	bc				3		100	1	0	8504	1
850717	bc				3		250	0	2	8409	1
850717	bc		??		3			1	0	8400	1
850717	fnorway				1		50	1	0	8507	1
850717	man				2		450	1	3	8409	1
850717	ont				1		1500	0	1	8507	3
850717	que			??			200	1	0	8407	1
850717	yalaska				3		200	1	0	8507	1
850717	yflorida		4				200	1	0	8501	1
850717	yohio	1					250	1	0	8501	1
850717	yoregon				3		300	0	0		
850717	ytexas				2		500	1	0	8401	1

DATE	PROV	ACCOM				EXPEND	DESTINTN	VISITED	DECISION	
		H&M	CAMP	RELTV	TENT		INUVIK	NWT	BEFORE	MADE
						1=YES	0=NO			
850717	ytexas				3	300	1	0	8300	1
850717	ytexas				6	450	0	0	8505	1
850717	ytexas	1				500	1	0	5500	1
850717	yukon				2	500	0	2	8507	1
850717	ywash	3				100	1	0	8507	1
850726	alta			1	2		1	1	8506	1
850726	alta	??				2	0	1		
850726	bc	2				850	0	2	8410	1
850726	bc				1	75	1	0	8409	1
850726	fgermany				4	100	1	0	8507	2
850726	nb				2	90	1	0	8207	1
850726	ont				2	1000	0	0	8003	1
850726	ont		1			300	1	0	8506	1
850726	yukon	??				500	1	0	8505	1
850728	alta	10				500	0	2		
850728	alta		??				1	5	8503	1
850728	alta	3				600	1	1	8407	3
850728	alta				4	800	1	0	8407	1
850728	bc					750	1	0	8505	1
850728	nfld				1	50	1	1	8507	1
850728	ont				1	800	1	0	8007	1
850728	ont	2				1000	0	0		
850728	yalaska	1				150	1	0	8508	3
850728	yalaska			??			1	0		
850728	ycolorado	2			4		0	0	7600	1
850728	yconn				1	60	1	0	8503	1
850728	ygeorgia				2	250	1	0	8500	2
850728	ymissouri				1	400	2	0	8507	2
850728	ynewjersey				1	41	1	0	8508	2
850728	yoregon	4				350	1	0	8507	2
850728	ytexas					23	0	0	8507	3
850728	yukon	3		2		300	1	0	8503	1
850728	ywisconsin	3			3	150	1	0	8507	2
850728	ywisconsin				6	400	1	0	8507	3
850807	alta	2				400	1	0	8400	1
850807	alta	??				600	1	4	8508	3
850807	bc				3	200	1	15	8508	3
850807	fholland	??				300	1	0	8411	1
850807	man				1	350	1	0	8412	1
850807	ont				2	80	1	0	8503	1
850807	yalaska	2				160	1	0	8503	1
850807	ycalif				4	1000	0	1	8506	1
850807	yillinois				3	200	1	1	8200	1
850807	yillinois				1	50	1	1	8501	1
850807	ymichagan				5	650	0	0	8403	1
850807	ynewjerse	1				100	1	0	8508	2
850807	ytexas	5		6		600	1	0	8504	1
850807	yukno					100	0	10	8508	1
850807	yukon				14	500	1	3	8506	1
850807	yukon			5		600	1	0	8408	1
850818	alta				5	500	0	2	8509	3
850818	yalaska	1				170	1	0	8507	1

DATE	PROV	ACCOM					EXPEND	DESTINTN		VISITED NWT BEFORE	DECISION MADE	
		H&M	CAMP	RELTV	TENT	OTHER		I	NUVI K		0 =NO	WHEN
850818	yukon				2		200		1	0		
850831	bc	2					700		1	0	8508	1
850831	ymontana				3		3000		0	0	8501	1
850907	yukon	4					500		1	99	7500	1
TOTALS:		32	48	20	159	20	58646		74	215		

ACTIVITIES

DATE	PROV	B	V	S	A	V	N	H	A	C	F	H	S	C	P	OTHER
850708	alta				1	1	1			1	1					flying
850708	alta				1	1				1						flying
850708	alta				1	1										
850708	alta				1	1	1			1						
850708	bc				1											
850708	bc	1			1		1			1						
850708	bc				1		1			1						
850708	bc				1	1				1						
850708	bc				1		1	1		1						
850708	bc				1		1			1						
850708	bc		1		1		1			1						
850708	fgermany				1		1	1		1						
850708	man									1	1					
850708	ont				1		1	1		1						
850708	ont				1					1	1					
850708	sask			1	1		1									
850708	sask			1	1		1	1	1	1						
850708	yarizona															
850708	ycalif				1		1									
850708	ymass					1	1	1	1	1						
850708	yminnesota				1											motcyc
850708	yminnesota							1		1						
850708	yminnesota				1			1		1	1				1	
850708	ymontana						1			1						
850708	ynewjersey				1		1	1		1				1		
850708	ytexas									1						
850708	yukon	1														
850708	yukon	1														
850708	yukon	1			1			1	1	1					1	1
850708	yukon									1						
850708	ywash				1			1								
850708	ywash									1	1					
850708	ywisconsin				1		1									
850717	bc				1		1	1		1	1					
850717	bc				1	1	1	1		1	1					
850717	bc							1	1	1						
850717	bc						1			1						
850717	bc						1									
850717	bc				1					1	1					
850717	bc									1						
850717	bc				1		1		1							flying
850717	bc				1					1						
850717	fnorway							1		1						
850717	man				1		1	1	1	1	1					
850717	ont	1			1					1						
850717	que					1	1	1		1				1		
850717	yalaska						1	1	1							
850717	yflorida				1	1		1	1	1	1					
850717	yohio				1		1	1								
850717	yoregon															
850717	ytaxas				1		1	1		1	1	1				

ACTIVITIES

DATE	PROV	B	V	S	A	V	N	H	A	C	F	H	S	C	P	OTHER
850818	yukon															
850831	bc			1		1										flying
850831	ymontana									1						
850907	yukon	1														
TOTALS :		10	9	63	11	51	37	12	0	71	22	1	3	3	1	0

DATE	PROV	DIFFERENCES BETWN YUKON & NWT						REASON PROMPTD TRIP MOST	CONSIDER ANOTHER TRIP 1=YES	revisit inuvik region 1=YES	return next year 1=YES
		T	V	P	W	NO	OTH				
850717	ytexas	1	1					6	1	0	0
850717	ytexas	1	1					6	1	0	0
850717	ytexas						roads				
850717	yukon	1	1	1	1			6	1	0	1
850717	ywash										
850726	alta				1	1					
850726	alta				1	1					
850726	bc	1	1	1				9	1		
850726	bc	1	1					8	1	1	
850726	fgermany										
850726	nb	1						6	0		
850726	ont	1	1					6	1	1	0
850726	ont	1	1					6	1	1	0
850726	yukon	1									
850728	alta	1			1			6	1	0	0
850728	alta				1			9	0		
850728	alta	1	1					6	1	0	1
850728	alta	1	1	1					1	1	0
850728	bc	1						6	1	0	0
850728	nfld	1						5	1	0	0
850728	ont	1	1					5	1	0	
850728	ont	1	1	1	1			6	1	0	0
850728	yalaska	1	1					11	1	0	0
850728	yalaska										
850728	ycolorado	1	1					6	1	0	0
850728	yconn	1	1	1	1						
850728	ygeorgia		1	1				6	0		
850728	ymissouri	1						6	1	0	0
850728	ynewjerse	1	1					6	0		
850728	yoregon	1	1						1	0	0
850728	ytexas	1	1					6	1	1	0
850728	yukon	1						6	1	0	0
850728	ywisconsi	1			1			6	1	1	0
850728	ywisscons	1	1	1							
850807	alta	1	1	1				6	1	0	0
850807	alta	1	1			1		6	1	0	1
850807	bc	1	1					6	1	0	1
850807	fholland	1	1					6	1	0	0
850807	man					1		6	1	1	0
850807	ont	1	1	1				6	1	0	0
850807	yalaska	1	1					6	1	0	0
850807	ycalif	1	1					5	1	0	0
850807	yillinois	1	1					11	1	1	0
850807	yillinois	1	1					6	1	1	0
850807	ymichagan							6	1	1	0
850807	ynewjerse	1	1					11	1	1	0
850807	ytexas					1		6	1	0	0
850807	yukno					1			1	1	1
850807	yukon	1						1	1	1	1
850807	yukon		1				road	4	1	0	0
850818	alta	1	1					9	1	1	1
850818	yalaska							6			

DATE	PROV	DIFFERENCES BETWN YUKON & NWT						REASON	CONSIDER	revisit	return
		T	V	P	W	NO	OTH	PROMPTD TRIP	ANOTHER TRIP	inuvik region	next year
							MOST	1=YES	1=YES	1=YES	1=YES
850818	yukon	1	1					3	1	1	1
850831	bc	1	1					6	1	0	0
850831	ymontana	1	1		1			6	1	1	1
850907	yukon	1	1	1							
TOTALS :		84	57	31	16	5	0	520	80	34	21

DATE	PROV	VISITED	PRE-TRIP EXPECTNS	RATE	RATE	COMMENTS
		ARTIC BEFORE 1=YES		TOURIST FACILITS	TOURIST INFO	
850708	alta	0	1	2	2	0
850708	alta	0	3	2	2	
850708	alta	0	1	4	1	
850708	alta	1		2	1	0
850708	bc					
850708	bc	1	1	1	2	
850708	bc		1	2	2	
850708	bc	0	2	4	3	1
850708	bc	0	1	2	1	1
850708	bc					
850708	bc	0	1	3	3	1
850708	fgermany	1	1	3	3	1
850708	man	0	1	2	3	
850708	ont	1	1	1	1	
850708	ont	0	2	3	4	1
850708	sask	1	3	2	2	1
850708	sask					
850708	yarizona	1				
850708	ycalif	0	1	3	2	
850708	yass	0	1	2	2	
850708	yminnesota					
850708	yminnesot	1	1	1	1	1
850708	yminnesot	1	4	1	1	
850708	ymontana	0				
850708	ynewjerse	0	1	3	1	
850708	ytexas	1		2	2	
850708	yukon					
850708	yukon					1
850708	yukon	1	1	4	3	1
850708	yukon	0	1	4	4	
850708	ywash	0	1	3	2	
850708	ywash					
850708	ywisconsi	1	1	3	3	1
850717	bc	0	3	2	2	1
850717	bc	1	3	3	2	1
850717	bc	0	1	3	3	1
850717	bc	1	1	1	1	1
850717	bc					
850717	bc	0	2	2	2	
850717	bc	0	1	1	1	
850717	bc					
850717	bc	0	3	2		
850717	fnorway					
850717	man	1	3	1	1	1
850717	ont	0	1	3		
850717	que	0	1	2	2	1
850717	yalaska					
850717	yflorida	0	1	3	3	
850717	yohio	0	1	2	1	
850717	yoregon					
850717	ytexas					

DATE	PROV	VISITED ARTI C BEFORE 1=YES	PRE-TRIP EXPECTNS	RATE TOURIST FACILITS	RATE TOURIST INFO	COMMENTS 1=YES
850717	ytexas	0	1	3	2	
850717	ytexas	0	1	1	1	1
850717	ytexas					
850717	yukon	0	1	3	1	
850717	ywash					
850726	alta					
850726	alta					
850726	bc	0	1	1	1	
850726	bc	0	2	2	2	
850726	fgermany					
850726	nb	0	1	3	2	1
850726	ont					
850726	ont	0	3	2	3	
850726	yukon	0	1	1	3	
850728	alta	0	1	2	1	
850728	alta	1	2	2	2	
850728	alta	0	1	3	2	1
850728	alta	0	1	3	3	
850728	bc	0	3	2	1	
850728	nfld	1	1	2	2	
850728	ont					
850728	ont	0	1	2	1	
850728	yalaska	1	1	1	4	1
850728	yalaska					
850728	ycolorado	1	1	4	3	1
850728	yconn					
850728	ygeorgia	0	2		4	
850728	ymissouri	1	1	2	2	1
850728	ynewjerse	0	1	3	3	
850728	yoregon	0	1	3	2	
850728	ytexas	0	1	2	1	1
850728	yukon	0	1	2	2	1
850728	ywisconsi	0	3	2	2	
850728	ywissconsin					
850807	alta	0	1	4	3	1
850807	alta	0	1	2	2	1
850807	bc	1		3	3	1
850807	fholland	1	3	2	2	
850807	man	1	1	3	3	
850807	ont	0	1	2	2	
850807	yalaska	0	2	1	1	
850807	ycalif	0	1	1	1	1
850807	yillinois	0	1	1	2	
850807	yillinois	0	1	2	2	
850807	ymichagan	1	1	2	1	1
850807	ynewjerse	0	3	1	1	
850807	ytexas	0	1	2	3	1
850807	yukno	0	1	3	2	
850807	yukon	1	1	2	2	
850807	yukon	0	2	3	3	1
850818	alta	1	3	2	1	
850818	yalaska					

DATE	PROV	VISITED ARTIC BEFORE 1=YES	PRE-TRIP EXPECTNS	RATE TOURIST FACILITS	RATE TOURIST INFO	COMMENTS 1=YES
850818	yukon					
850831	bc	1	1	4	3	
850831	ymontana					
850907	yukon					
TOTALS :		26	110	175	156	31

APPENDIX C -
Peel **River Ferry** Traffic Data
(July, August and September, 1985)
Licence Plate Tabulation by Ferry Crews
-only visitor vehicles were tabulated.

FERRY SURVEY DATA - JULY 1985 - both directions

	July																															Total	% of Total	% of Non-Residents	
	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				
NWT	18	28	22	10	24	18	31	16	14	17	20	18	19	30	21	16	21	22	27	13	18	13	21	17	18	16	21	35	26	22	17	629	37.35		
YUKON	1	3	5	6	1	3	1	9	7	13	6	1	3	6	5	3	4	7	4	2	2	6	7	3	5	1	1	3	2	5	4	2	129	7.66	12.23
ALTA	2	5	4	7	2	6	14	6	3	7	9	13	3	6	3	4	7	5	7	2	3	4	5	1	3	2	1	5	4	2	145	8.61	13.74		
BC		2	2	5	4	5	7	9	6	11	7	6	5	1	10	7	11	5	13	10	13	6	5	11	12	5	5	3	1	4	191	11.34	18.10		
MAN			2		5			2						1		1		2	1	4	1	1		1		5	2		1	29	1.72	2.75			
ONT		8	6	4	1	9	4	3	1	1	3	8	5	1	3	42	3	3	1	2	1	2	4	2	3		3		2	2	4	92	5.46	8.72	
QUE		1			7					1		1							1	2			5	1			3		1	1	23	1.37	2.18		
SASK		1			2	1	1	1	1				3	12	1	2	1												3	1	22	1.31	2.09		
NB						2									1												1				4	0.24	0.38		
NS																															0	0.00	0.00		
PEI																															0	0.00	0.00		
NFLD																															0	0.00	0.00		
ALASKA	1	2	2	1	1	2	1				1	2	1		4	6	4	5	6	4	1	1	3	3	3				3	3	3	63	3.74	5.97	
ARIZONA					2			1	1		1	1		1	1		2	1	1				1				1	1			15	0.89	1.42		
ARKANSAS		1	2						1									3													7	0.42	0.66		
CALIF		3	2	1	5		1	4		3	3	1	3	2		1			3	1	4		3	2	5	1	2	2	1	53	3.15	5.02			
COLORADO		2		2				1					1	1	1		1	1	1	1	4			1	1	2	2		1	11	0.65	1.04			
FLORIDA			2		2	2	1					1		1	1	1		1	1	1		1	1		1			1		1	17	1.01	1.61		
GEORGIA					1												1	2								1				5	0.30	0.47			
IDAHO																1								1	1					1	4	0.24	0.38		
IOWA																														1	1	0.06	0.09		
ILLINOIS			2		2			2		2		2		2	1															13	0.77	1.23			
INDIANA						1																							1	2	0.12	0.19			
IOWA						1													1											2	0.12	0.19			
KANSAS													1	3																4	0.24	0.38			
KENTUCKY																								1						1	0	0.06	0.09		
LOUISIANA									1																					1	0	0.06	0.09		
MAINE							1	1	1																					3	0.18	0.28			
MARYLAND										1																				1	1	0.06	0.09		
MAss									1																					1	0	0.06	0.09		
MICHIGAN				2						1	1	2	1	2		1	1	1	1	2	1	3						1	1	1	21	1.25	1.99		
MINNESOTA								1	4	1	1						1	1	1	1	4									15	0.89	1.42			
MISSOURI																			1							1		1		3	0.18	0.28			
MONTANA								1					1				1			2	2									7	0.42	0.66			
NEBRASKA			1										1	1	2															1	0	0.06	0.09		
NEVADA											1	1	2																	4	0.24	0.38			
NEWHAMPSH					1		2																							3	0	0.18	0.28		
NEWJERSEY			2						1	1																				4	0.24	0.38			
NEWMEXICO						11		2																			1			14	0.83	1.33			
NEWYORK		1			1	1	1	1		1			2	3	1		1	2		1									1	1	17	1.01	1.61		
N DAKOTA		1	1																											2	0.12	0.19			
OHIO							1		1										1		1			1	3	1				0	0.00	0.00			
OKLAHOMA																		1												1	10	0.59	0.95		
OREGON		3		1	3	1		1	1			2	2	2	1		1						1		1	1				1	22	1.31	2.09		
PENNSYL			1							1																				1	3	0.18	0.28		
s CAROLINA																														0	0.00	0.00			
S DAKOTA			2									3																		1	0	0.06	0.09		
TENN		1			2												1													5	0.30	0.47			
TEXAS		1		2	6	1	3	4	1							4	1	1	2				2	2	1	1				4	32	0.24	0.38		
																															3	0.18	0.28		

FERRY SURVEY DATA - JULY 1985

UTAH				1			1										1	1																		4	0.24	0.38
VERMONT				1		1																														0	0.00	0.00
VIRGINIA				1		1															1		1												2	0.12	0.19	
WASH																																				0	0.00	0.00
WISCONSIN		1							5	1		1	1					2								1	3		2	1				2	21	1.25	1.99	
WYOMING							2	1									1	1	1															1	7	0.42	0.66	
AUSTRALIA																																				0	0.00	0.00
AUSTRIA																																				0	0.00	0.00
GERMANY																																				1	0.06	0.09
SWITZ		1	1	1																																5	0.30	0.47
																		1																		4	0.24	0.38
																																				0	0.00	0.00
																																				0	0.00	0.00
Total	22	65	59	46	84	60	68	72	46	58	58	60	51	60	57	48	64	62	75	45	52	40	64	49	53	35	41	54	48	44	44	1684						
% Total	1.	3.	3.	2.	4.	3.	4.	4.	2.	3.	3.	3.	3.	3.	3.	2.	3.	3.	4.	2.	3.	2.	3.	2.	3.	2.	2.	3.	2.	2.	2.							

Total excluding NWT (i.e. visitors)

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FERRY SURVEY DATA - AUGUST 1985 - both directions

	August																															Total	% of		
	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		Total	Total	Non-Residents
NWT	29	43	32	43	42	32	17	24	28	18	42	18	27	34	58	26	9	29	50	42	26	33	18	36	32	25	23	43	44	38	45	1006	59.88		
YUKON	1	3	9	2	4	2	2	6	4	2	8	5	8	3	8	6	13	5	8	7	6	3	5	3	5	4	8	4	3	3	1	1	151	8.99	22.40
ALTA	6	1	3	4	1	4	3	4	8	3	5	4	2	2	3	3	8	4	2	2	5	3					3	3	1	7	94	5.60	13.95		
BC	3	5	6	5	115	1	7	6	5	9	4	3	7	4	10	1	7	2	3	2	3	4	1	6	4	3	6	3	2	6	144	8.57	21.36		
MAN	2									1	1		1		1							1		1								8	0.48	1.19	
ONT	4		6	3		2	4	5	5	2	3	1	3	1	4	3	2	2	1	1		1		1			2					56	3.33	8.31	
QUE	1						1			1		1					1															5	0.30	0.74	
SASK			1		1						1	1																				4	0.24	0.59	
NB																																	0	0.00	0.00
NS																																	0	0.00	0.00
PEI																																	0	0.00	0.00
NFLD																																	0	0.00	0.00
ALASKA	6	3		2	3	1	3	3	1	1	1		1		2		2	2	3	2	1				2	1	1	1	3	2		47	2.80	6.97	
ALABAMA				1																													1	0.06	0.15
ARIZONA							1																										1	0.06	0.15
ARKANSAS																																	0	0.00	0.00
CALIF			1	2		2			1	1	3	1	1		3	3	3	2		4	2	1	1			1			1	2	2	37	2.20	5.49	
COLORADO	2	1	1				1				2			1		1		1		1													11	0.65	1.63
DELAWARE																	1																1	0.06	0.15
FLORIDA		1		1						1			1																				4	0.24	0.59
GEORGIA																																	0	0.00	0.00
IDAHO																											1	1		1	1		4	0.24	0.59
IOWA																																	0	0.00	0.00
ILLINOIS									4	1								1	1	2												9	0.54	1.34	
INDIANA				1			1				1	2																				5	0.30	0.74	
IOWA																																	0	0.00	0.00
KANSAS											1																						2	0.12	0.30
KENTUCKY																							1										1	0.06	0.15
LOUISIANA																													1	1			2	0.12	0.30
MAINE																																	0	0.00	0.00
MARYLAND																																	1	0.06	0.15
MASS																																	2	0.12	0.30
MICHIGAN	1										1	1	2	2	1							1		1								8	0.48	1.19	
MINNESOTA						1		1					1											1	1							6	0.36	0.89	
MISSOURI			1		1																												2	0.12	0.30
MONTANA		1																															1	0.06	0.15
NEBRASKA																																	0	0.00	0.00
NEVADA															1	1																	2	0.12	0.30
NEWHAMPSH																																	0	0.00	0.00
NEWJERSEY				1																													1	0.06	0.15
NEWMEXICO																																	0	0.00	0.00
NEWYORK							1	1		1	1				2		1		1		1											9	0.54	1.34	
N DAKOTA																																	0	0.00	0.00
OHIO							1		2					1	1																	5	0.30	0.74	
OKLAHOMA								1																								1	0.06	0.15	
OREGON	4			3							1	1			1		1							1	1	1	1					14	0.83	2.08	
PENNSYL																																	2	0.12	0.30

APPENDIX E

COMMENTS FROM QUESTIONNAIRES

- o Enjoyed the visit to the Northwest Territories. Disappointed with the lack of animals. Like the tundra. Some mis-information on services being open.
- 0 Enjoyed very much, thank you.
- 0 Beautiful country.
- 0 Enjoyed the Northwest Territories, very much.
- 0 Previous travel in arctic and islands and east Northwest Territories. To refer to road to Inuvik as Northwest Territories makes answers difficult.
- 0 Will wait until Northwest Territories road conditions are better .
- 0 The RCMP in Inuvik aren't very helpful.
- 0 There is no place to buy ice in Inuvik.
- 0 Enjoyed the trip.
- 0 Information booths were closed weekends and holidays.
- 0 The campgrounds in Northwest Territories were not in the best condition.
- 0 Being a fact it is a remote area my expectations were met very well.
- 0 Campgrounds here rarely have flat ground for tenting, only for campers.
- 0 Less dust, smaller mosquitos.
- 0 The cost of eating out in Inuvik is prohibitive. The food selection is really poor and badly cooked.
- 0 Campgrounds need improvement, that is drinking water and washrooms .
- 0 It was a very enjoyable trip, and the scenery was fantastic.
- 0 Have thoroughly enjoyed seeing your fantastic country.
- 0 Lovely country, roads questionable, people are good.
- 0 I like the people and the services. Could be more pull-offs on highway.

- 0 Wonderful people, excellent camping facilities.
- 0 **Difficult** to fill-up water **in Inuvik**.
- 0 Town people in **Inuvik** didn't seem very friendly compared to Dawson City and other areas, it almost seemed like we were intruding on them.
- 0 Enjoyed our trip.
- 0 Advertise your canvas outlet.
- 0 Exceptionally fine.
- 0 Showers for campers at **Inuvik**.
- 0 Better roads needed and accommodations for tighter budget travelers.
- 0 Provide more tent space at campgrounds not only for trailers; cheaper hotels.
- 0 People are **noticably** more friendly and this is the outstanding impression of the visit to the Northwest Territories by the Dempster Highway.
- 0 People have been friendly.
- 0 Need better signs.