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Prepared for:  
TRAVELARCT IC

Department of Economic Development & Tourism  
Government of the Northwest Territories  
Yellowknife, Northwest Territories

**BAFFIN VISITORS SURVEY  
SUMMER 1988**

Prepared by:  
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November, 1988  
P08511.00





November 16, 1988  
P08511/120

Mr. Keith Thompson  
Department of Economic Development  
and Tourism  
Government of N.W.T.  
Tourism and Parks Building  
5111 - 50th Street  
YELLOWKNIFE, Northwest Territories  
X1A 2L9

Dear Mr. Thompson:

We are pleased to submit ten copies of our final report of the Baffin Visitors Survey.

We are quite pleased at the results this year, as our sample size indicates a high statistical reliability of +1.3% at the 95% Confidence level for questions involving all respondents. This is an improvement over past efforts and, given the opportunity, we can continue to refine the process.

The graphics which have been incorporated into this report will form the foundation of our presentation in Iqaluiton December 3rd. We look forward to seeing you there.

Yours very truly,

A handwritten signature in cursive script that reads "T.M. Wardle".

T.M. Wardle, P.Eng.  
Vice President

PL/sd

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## ACKNOWLEDGEMENTS

Acres International Limited, on behalf of the Department of Economic Development and Tourism gratefully acknowledges the assistance of the Baffin Tourism Association and Mr. Frank Pearce. Mr. Pearce assisted greatly in the implementation of this survey by locating potential interviewers, scheduling meetings and handling local administrative matters. He also acted as an on-site coordinator, generally supervised the surveyors and was prepared to correct any unforeseen difficulties. This assistance greatly reduced the administration required to implement the project, for which we are grateful.

Acres would also like to acknowledge the assistance of the B.T.A. in permitting the use of the poster for the cover of this report.

Photo Credit: Nick Newbery. Design by Nortext

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1.0 INTRODUCTION

## 1.0 INTRODUCTION

### 1.1 Background

The Government of the Northwest Territories, Department of Economic Development and Tourism monitors and up-dates **NWT travel patterns on an ongoing basis. To accomplish this, the Department has commissioned** Acres International Limited to conduct an exit survey of tourists as they departed from the Baffin region throughout the summer of 1988. This was accomplished by interviewing tourists at the two airports (Iqaluit and Resolute), which have scheduled flights bound for destinations outside of the region.

This survey is a continuation of a program designed to identify a profile of visitors, trip characteristics, motivational factors, and levels of satisfaction attained by travelers to the NWT. Similar surveys were conducted along the Dempster Highway in 1985, Kitikmeot in 1986 and Keewatin in 1987.

### 1.2 Study Objectives

The objective of this project was to gather information from visitors who were leaving the Baffin Region by scheduled air service during the summer of 1988.

Three primary categories of information were collected, namely:

- number of visitors;
- visitor profile and demographics;
- trip characteristics and activities, and
- motivational factors and level of satisfaction.



## 2.0 METHODOLOGY

## 2.0 METHODOLOGY

### 2.1 Survey Design

The survey used in this project was designed by Acres staff in conjunction with the Department of Economic Development and Tourism. A copy of the survey form is included as Appendix A to this report.

The survey contains 27 questions which elicit information on the following:

- size and origin of travel party;
- primary purpose and destinations;
- length of stay and type of accommodations;
- activities undertaken;
- level of satisfaction with facilities and information;
- sources of information;
- arts and crafts, and native foods purchased;
- personal data such as household income, gender and age.

In addition, the survey contains two questions which allow the respondent to provide suggestions and comments regarding improvements to facilities and services.

### 2.2 Survey Delivery

The survey was administered by interviewers hired locally during the summer of 1988.

Implementation of the survey was accomplished by meeting specified flights which were scheduled to depart the region, and interviewing tourists before they boarded the aircraft. (The interview schedule is attached as Appendix B.) This type of exit survey is common in the tourism industry because it provides the opportunity to collect valuable information immediately after the travel experience, while it is still fresh in the mind of the visitors.

### 2.3 Sample Design

Passengers leaving the region from the airports in Iqaluit and Resolute were interviewed between May 15th and September 17th.

Sample design was based on an estimate of 5000 potential visitors to the Region provided by the Baffin Tourism Association. The survey schedule was established to intercept 50% of all outbound flights and hence visitors. Allowing for refusals to participate in the survey and peak periods where all passengers cannot be interviewed, we assumed that this methodology would allow for the capture of 25% of all visitors, i.e., 1250 visitors out of the estimate of 5000.

An indication of the total population and captured sample, and the resultant confidence limits is included in Section 5.3, Critique of Methodology.

3•0 ANALYSIS OF DATA

### 3.0 ANALYSIS OF DATA

The information collected from the questionnaires was compiled and analyzed using the Statistical Package for Social Sciences (SPSS). The analysis of this data is presented in three parts, namely:

- visitor profile and demographics;
- trip characteristics and activities; and
- motivation and levels of satisfaction.

The data are shown in summary form below. While 186 parties were interviewed, not all responded to each of the questions, consequently, the responses do not always total 186.

#### 3.1 Visitor Profile and Demographics

The survey represents 624 visitors, 423 households and 186 travel parties. Each travel party was composed of an average of 3.37 visitors and 2.53 households. The origin of these visitors is presented in Tables 3-1 and 3-2.

Demographics and related information regarding visitors to the Keewatin Region are summarized in Tables 3-1 through 3-4.

#### TABLE 3-1 PLACES OF RESIDENCE

Table 3-1 shows the residence and trip origins of the survey respondents. Approximately 73% of those surveyed were Canadian with Ontario and Quebec residents making up the largest percentages.

**TABLE 3-1**  
**ORIGINS OF VISITORS**

<u>Place of Residence</u>	<u>Visitors</u>	<u>Average Party Size</u>	<u>Percent of Visitors</u>
Ontario	242	3.2	40.5
Quebec	117	2.8	19.5
<b>Maritimes</b>	21	1.4	3.5
Alberta	22	1.6	3.7
British Columbia	23	1.8	3.8
Manitoba	9	1.3	1*5
Yukon	2	<b>1.0</b>	0.3
NWT	1	<b>1.0</b>	0.1
Canadian Sub-total	437		72.9
U.S.A.	101	3.7	16.9
France	27	<b>5.4</b>	4.5
USSR	13	13.0	2.2
Germany	4	1.3	0.7
Australia	4	4.0	0.7
Spain	4	4.0	0.7
Great Britain	3	1.5	0.5
Switzerland	3	1.0	0.5
Italy	2	1.0	0.3
Holland	1	1.0	0.1
Foreign Sub-total	162		27.1
<b>TOTAL</b>	<b>599</b>		<b>100.0</b>

Not surprisingly, American visitors out-number all other non-Canadian respondents and make up 17% of the entire sample, and 27 French visitors made up 4.5% of the respondents. Interestingly, one Soviet party consisting of 13 participants involved in the expedition to the North Pole, was also captured in this survey. Figure 3.1 provides graphic representation of these data.

# ORIGINS OF VISITORS

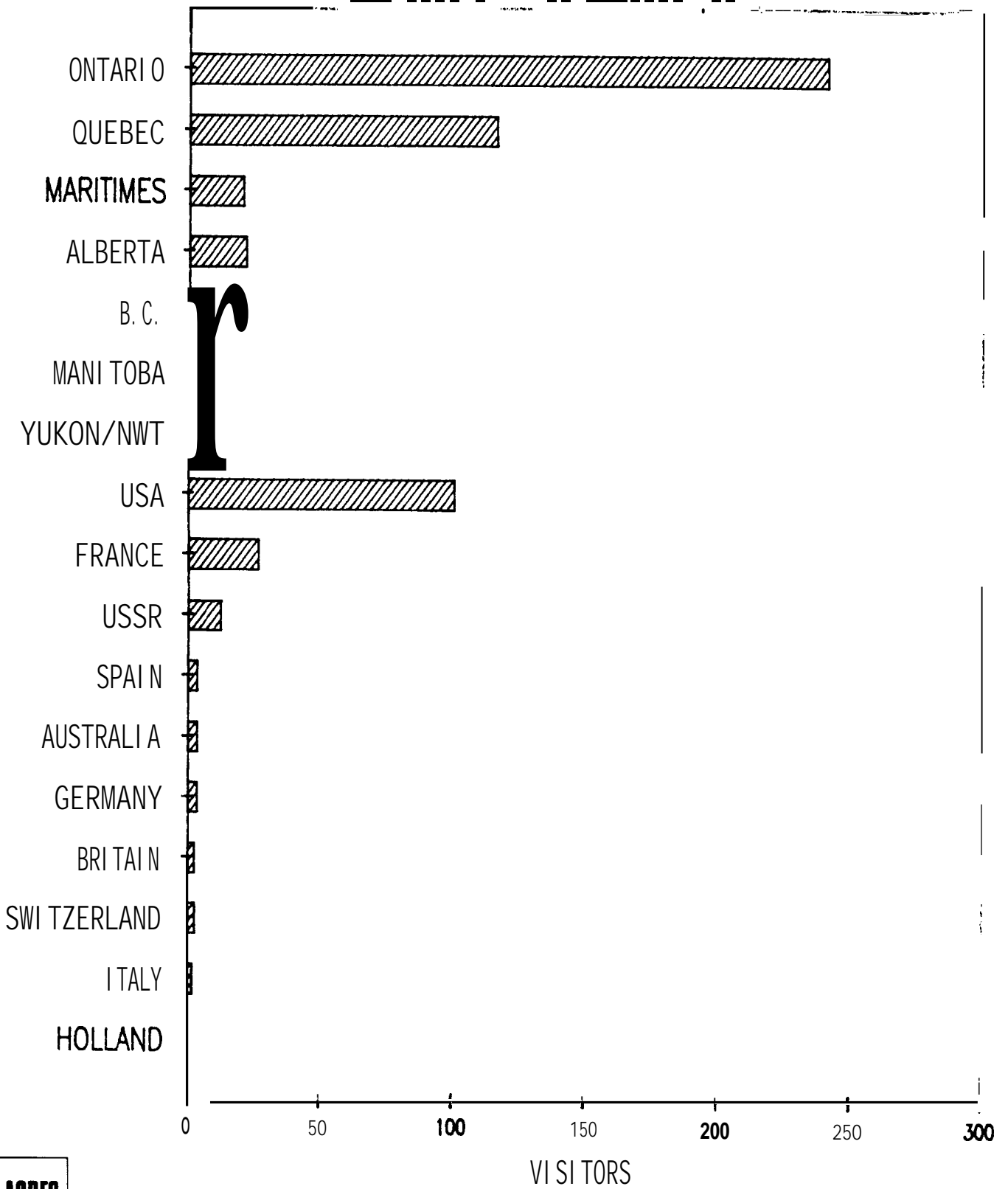


FIGURE 301

TABLE 3-2 AGE AND GENDER DISTRIBUTION

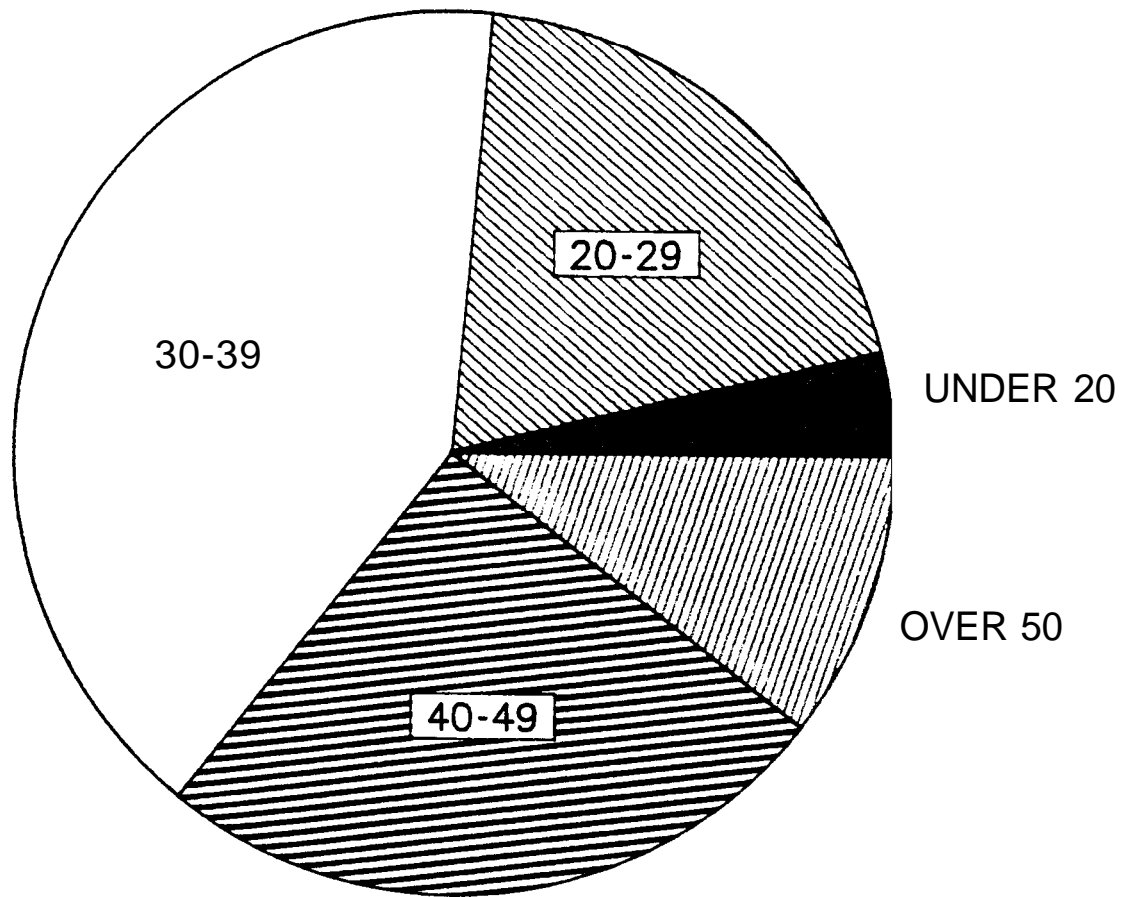
As Table 3-3 illustrates, the largest age group consists of males in their 30's, the **second largest group is males in their 40's**. Together, these two age groups of males represent almost one-half of the entire sample. Additionally, **it is interesting to note that when comparing age group and gender, the males outnumber the females in all age groups but that the groupings are approximately proportional to one another, as shown in Figure 3.2.** Figure 3.3 illustrates the gender and age distribution of all Canadians.

TABLE 3-2  
AGE AND GENDER DISTRIBUTION

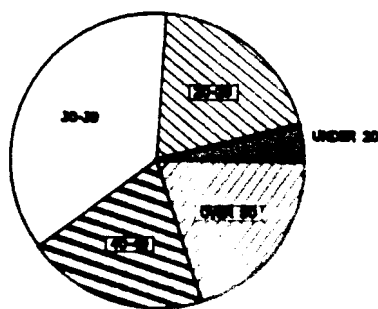
<u>Age Category</u>	<u>Baffin Visitors</u>		<u>All Canadians</u>	
	<u>Individuals</u>	<u>Percent</u>	<u>Gender Percent</u>	<u>Population Percent</u>
Males Under 20	16	2.8	30.0	15.2
20 to 29	84	14.8	<b>18.1</b>	9.1
30 to 39	173	30.5	16.3	8.2
40 to 49	107	18.9	12.6	6.4
over 50	45	7.9	23.0	11.6
Sub-total Males	425	74.9	<b>100.0</b>	50.5
Females Under 20	6	1.2	24.1	12.1
20 to 29	29	5.1	18.5	9.1
30 to 39	49	8.6	16.7	8.3
40 to 49	28	4.9	12.8	6.3
over 50	30	5.3	27.7	13.7
Sub-total Females	142	24.1	100.0	49.5
TOTALS	567	100.0		100.0



# AGE AND GENDER DISTRIBUTION FOR BAFFIN VISITORS



MALES

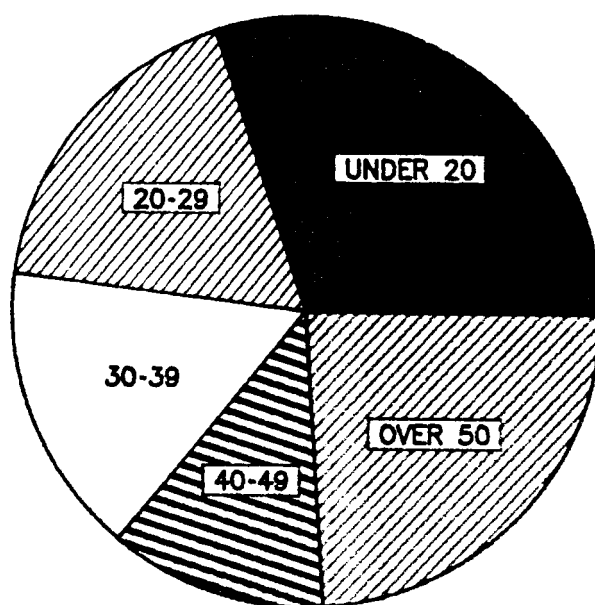


FEMALES

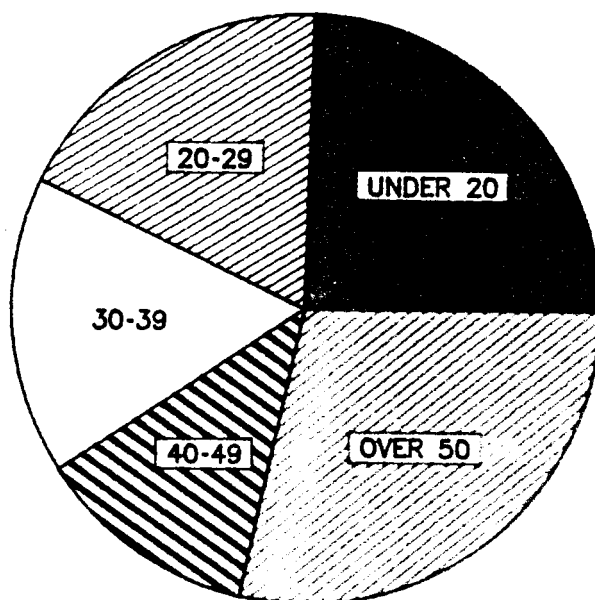


FIGURE 3.2

# AGE AND GENDER DISTRIBUTION FOR ALL CANADIANS



MALES



FEMALES

TABLE 3-3 HOUSEHOLD INCOME LEVELS

The income levels of travelers to the Baffin Region are predictably quite high. The climate and distances from suppliers and markets result in high transportation and maintenance costs which then are reflected in expensive goods and services. This makes Arctic vacations costly and therefore, accessible primarily to upper income groups. As shown in Figure 3.3, over 43% of the sample reported annual household incomes of more than \$50,000 and 22% had \$40,000 to \$50,000 annual incomes. Not surprisingly, 49 parties (26%) refused to answer the question. For comparison purposes, the percentages of all Canadian households within the specific income categories are also provided, both in the Table and Figure 3.4. As can be seen, the NWT visitors indeed represent the upper income categories of Canadians.

TABLE 3-3  
HOUSEHOLD INCOME LEVELS

<u>Income Group</u>	<u>Parties</u>	<u>Visitor Percent</u>	<u>Canada Percent*</u>
Over \$50,001	60	43.8	20.3
\$40,001 to \$50,000	30	21.9	12.4
\$30,001 to \$40,000	22	16.0	16.3
\$20,001 to \$30,000	15	10.9	17.5
Under \$20,000	10	7.3	33.4
TOTALS	137	100.0	100.0

\* SOURCE: Statistics Canada, 1987

# HOUSEHOLD INCOME LEVELS

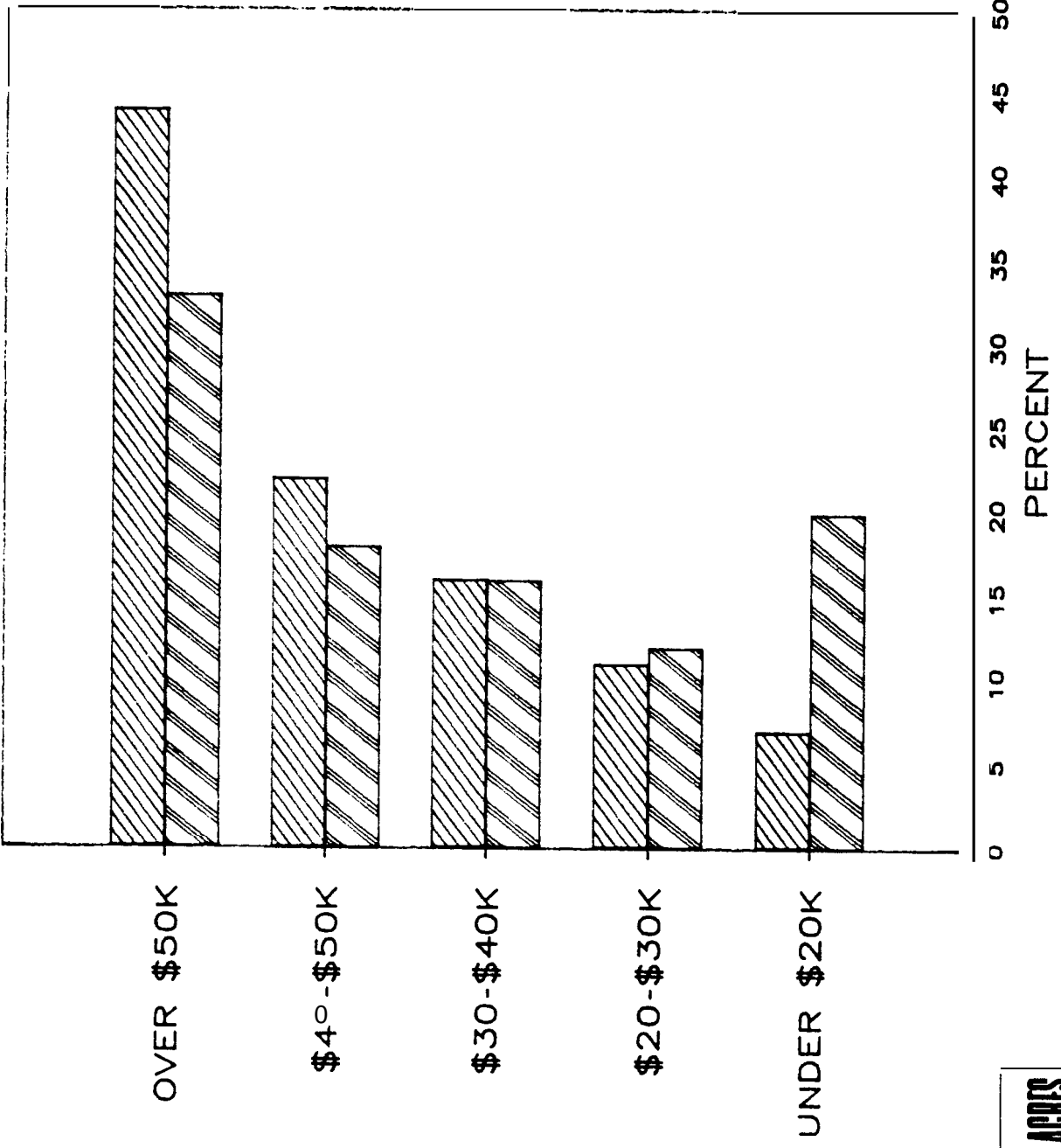


FIGURE 3.4

3.2 Trip Characteristics

TABLE 3-4 PARTICIPATION IN, AND COST OF PACKAGE TOURS

As Table 3-4 illustrates, 180 individuals or 29% of the total sample, reported that they were traveling with a packaged tour. This is a significant proportion of the visitorstothe region, especially when one considers that 37.6% of visitors reported business as their primary purpose of traveling (Table 3-6) and 41.4% reported conducting some business while they were in the Region (Table 3-10 ) .

**TABLE 3-4**

PARTICIPATION IN TOURS

<u>Type of Tour</u>	<u>Individuals</u>	<u>Total Spent</u>	<u>Average Cost</u> )
Non-consumptive	111	196,882	1773
Fishing	49	74,235	1515
Hunting	20	39,200	1960
All Tours	180	310,317	1724

Supplemental information supplied by the Department of Economic Development and Tourism (Table 3-5) provides the number of visitors who bought package tours, the number of packages offered and prices. Though the breakdown of types of trips is confidential, the aggregated data are presented in Table 3-5 for comparison purposes.

**TABLE 3-5****1987 and 1988 PACKAGE TOUR DATA**

<u>Year</u>	<u>Packages</u>	<u>Tourists</u>	<u>Total Cost</u>	<u>Average Cost</u>
1987	46	1788	\$3,016,954	\$1687
1988	49	1672	\$2,974,789	\$1779

SOURCE: Tourism and Parks Division

The results of the analysis of our survey data regarding package tour participation and cost are directly comparable to the data supplied by the Tourism and Parks Division. The difference in average cost shown in these two tables is only 3%.

When asked about the amount of money which was spent within the Region, 143 responding travel parties provided answers. The respondents spent a total of \$341,094 within the region for an average of \$2369 per travel party. This represents cash spent on food, travel within the region (excluding air fare), accommodations, souvenirs, etc.

**TABLE 3-6 PRIMARY REASON FOR TRAVEL**

The survey provided four specific possible primary purposes of traveling to the region:

- business
- vacation
- personal, and
- visiting family/friends.

Additionally, respondents were asked to specify any other primary purpose for traveling to the NWT. The most commonly stated primary reason for visiting the region was vacation, this was followed by business, then visiting family, as illustrated in Table 3-6 and Figure 3.5.

**TABLE 3-6**  
**PRIMARY PURPOSE OF TRIP**  
**(Parties)**

<u>Purpose</u>	<u>Frequency</u>	<u>Percent</u>
Vacation	85	45.7
Business	70	37.6
Visiting Family	10	5.4
Personal	3	1.6
Other	<u>18</u>	<u>9.7</u>
TOTAL	186	100.0

As Table 3-6 indicates, 18 parties specified other primary reasons, however, as shown below a total of 29 parties gave other reasons as the purpose of their visit. In 11 instances parties gave two primary purposes.

**OTHER REASONS FOR VISIT**

<u>Purpose</u>	<u>Parties</u>	<u>Percent</u>
Research/Education	16	55.2
Hunting and Fishing	8	27.6
Expedition	3	10.3
Sport Events	<u>2</u>	<u>6.9</u>
TOTAL	29	100.0

The research and education responses involved scientific research at the Research Lab at Arctic College, research-

# PRIMARY REASONS FOR VISITING BAFFIN

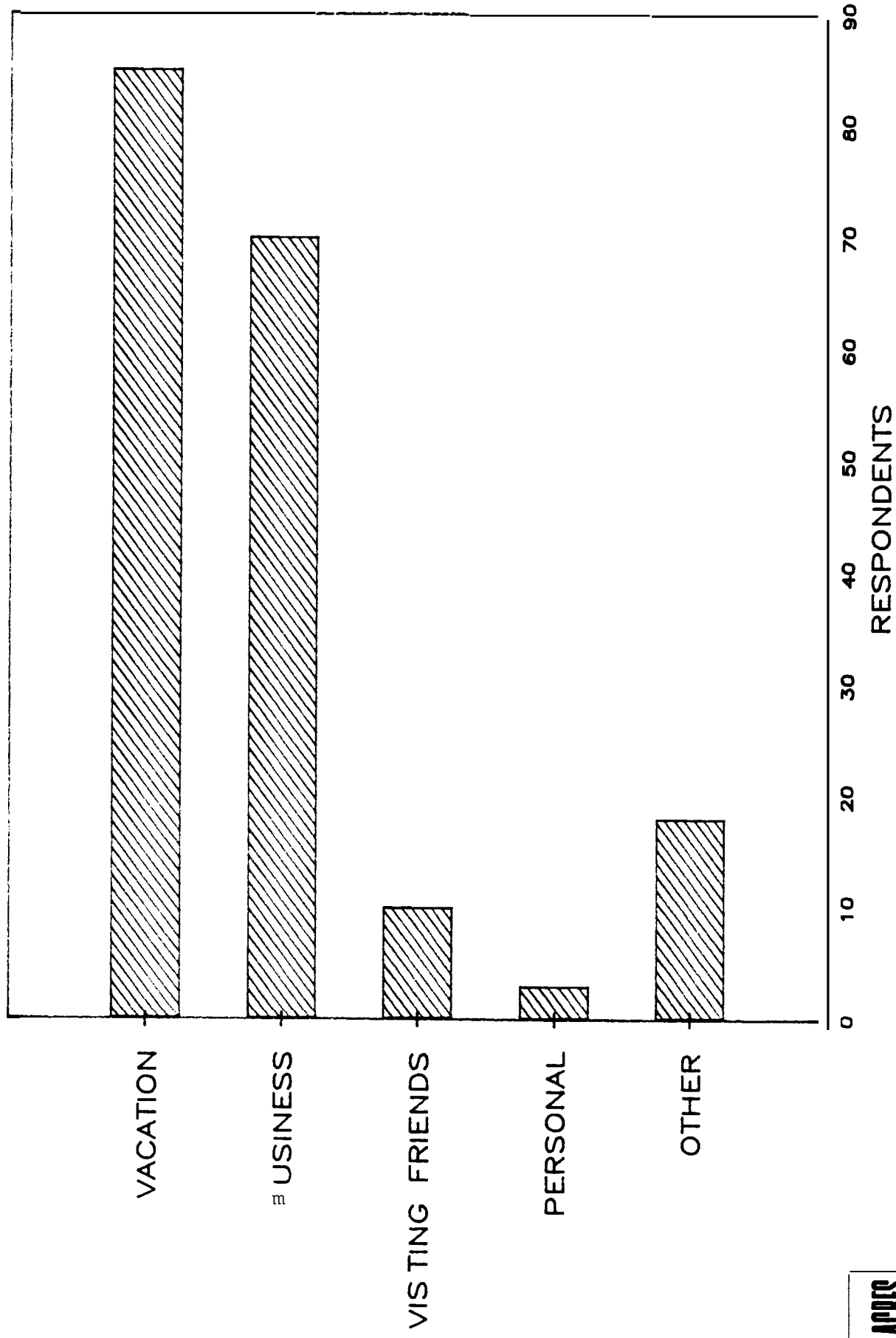


FIGURE 3.5



ing the region as a tourist destination, a biology course at Ukiivik, D.N.D. research, educational study, sampling, anthropology and research for books or articles.

TABLE 3-7 DESTINATIONS WITHIN BAFFIN

Of the 186 travel parties, 165 reported that the **Baffin** Region was their primary regional destination. They were then asked to specify the locations which were their primary destinations. As the table indicates, **Iqaluit** was the most frequent primary destination, followed by Pangnirtung, Pond Inlet and Auyuittuq National Park, the six **most** popular destinations are illustrated in Figure 3.6.

**TABLE 3-7**  
**PRIMARY DESTINATIONS**

<u>Location</u>	<u>Parties</u>	<u>Percent</u>
Iqaluit	67	36.0
Pangnirtung	42	22.6
Pond Inlet	14	7.5
Auyuittuq National Park	12	6.5
Cape Dorset	9	4.8
Brevoort Island	6	3.2
Clyde River	5	2.7
Igloolik	4	2.2
North Quebec	3	1.6
Yellowknife	3	1.6
Eureka	2	1.1
Broughton Island	2	1.1
Greenland	2	1.1
Nanisivik	2	1.1
Resolute	2	1.1
Grise Fiord	2	1.1
Bylot Island	1	0.5
Crater Lake	1	0.5
Yukon	1	0.5
Warwick Sound	1	0.5
Coats Island	1	0.5
No Response	4	2.2
TOTAL	186	100.0

TABLE 3-8 NUMBER OF NIGHTS PER LOCATION

Table 3-8 details the number of nights which were spent in various locations within the region. Of the 186 respondents, 124 reported staying in Iqaluit; 61 stayed in Pangnirtung; 19 stayed in Auyuittuq and 44 stayed in other varied locations. It is interesting to note that those reporting 'other' locations also reported the longest average stays.

# MOST COMMON DESTINATIONS IN THE BAFFIN REGION

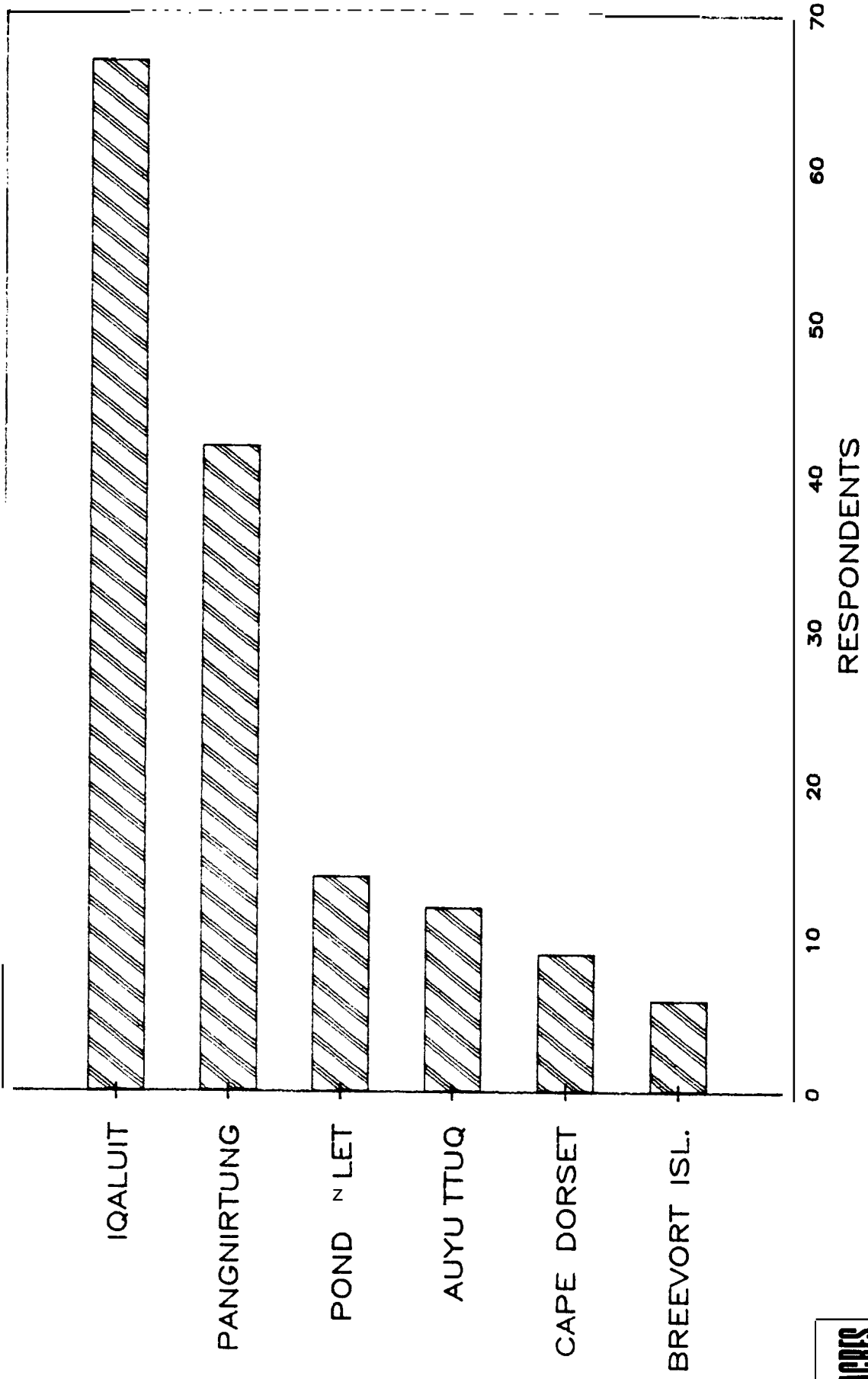


FIGURE 3.6

Three **specific** locations stand out as holding visitors for the longest average stays: Iqaluit, Auyuittuq and Igloolik. However, the values for Igloolik are not very reliable due to small numbers. **The median number of nights represents a valuable statistic because it provides a representation of the 50th percentile, or the value** below which half the values in the sample fall. It is also sometimes called the 'middle value' since it splits the sample into two halves. Again, the National Park, various other locations and Igloolik have the highest median values.

The locations within the 'other' category which were most frequently mentioned were Pond Inlet (which was an accidental omission on the survey form) and Brevoort Island. A cross tabulation was performed comparing these other locations with purpose of trip, in an attempt to determine whether business travelers, or those visiting family, stayed in more remote or smaller communities. However, no significant correlation emerged.

An additional cross tabulation was performed comparing primary destinations with purpose of trip. This revealed that all those reporting Brevoort Island as their destination were on business trips and that most reported staying approximately 30 days. Those business travelers could have resulted in the high average counts for the 'other' category.

**TABLE 3-8**  
**NUMBER OF NIGHTS**

<u>Location</u>	<u>Respondents</u>	<u># Nights</u>	<u>Average</u>	<u>Median</u>
Iqaluit	124	1533	12.4	3.0
Lake Harbour	7	31	4.4	3.0
Pangnirtung	61	330	5.4	4.0
Broughton Island	9	60	6.7	4.0
Hall Beach	4	25	6.3	5.0
<b>Resolute</b>	9	31	3.4	2.0
Cape Dorset	13	61	4.7	4.0
Igloolik	8	85	10.6	10.5
Nanisivik	5	21	4.2	2.0
Clyde River	9	61	6.8	4.0
Arctic Bay	4	19	4.8	2.0
Grise Fiord	8	35	4.3	3.5
Auyuittuq National Park	19	174	9.2	7.0
Yellowknife	6	28	4.7	4.0
Other	<u>44</u>	<u>661</u>	<u>15.0</u>	7.0
TOTAL	330	3155	9.5	

TABLE 3-9 TYPE OF ACCOMMODATION

While travelers reported staying a total of 3155 nights in various locations (Table 3-8), they only reported spending 2984 nights in specific types of accommodations. Presumably this variance is a result of approximations which respondents reported without considering that the number of nights in locations should correlate with the number of nights in accommodations. In any case, the variance is not overly significant representing only a 5% discrepancy.

It is surprising however, that the most common form of specified accommodation was camping, followed by hotels, then private homes. Again, the 'other' category proved

to be a significant one. Detailed analysis revealed that the majority of those using other accommodations reported business as the primary purpose for **traveling, and one** business traveler reported staying 547 nights in 'Other' accommodations. Presumably the majority of these accommodations would have been supplied by the employer. This is corroborated by the fact that the average length of stay in the 'other' category is much longer than in the defined accommodation categories.

**TABLE 3-9**  
**TYPE OF ACCOMMODATION**

<u>Accommodation</u>	<u>Nights</u>	<u>Average</u>
Hotels	594	6
<b>Lodges</b>	<b>75</b>	5
<b>Private</b> Houses	523	11
Camping	748	11
Other	<u>1044</u>	42
TOTAL	2984	

**TABLE 3-10 ACTIVITIES**

Table 3-10 and Figure 3.7 indicate the range of activities in which respondents participated. The most common activities were shopping for arts and crafts, hiking, visiting museums and historic sites, and business, each of which included over 40% of all respondents. It is interesting to note that 37.6% of respondents reported business as the primary purpose (Table 3-6), but that 41\*4% reported conducting some business while in the region.

# REPORTED ACTIVITIES

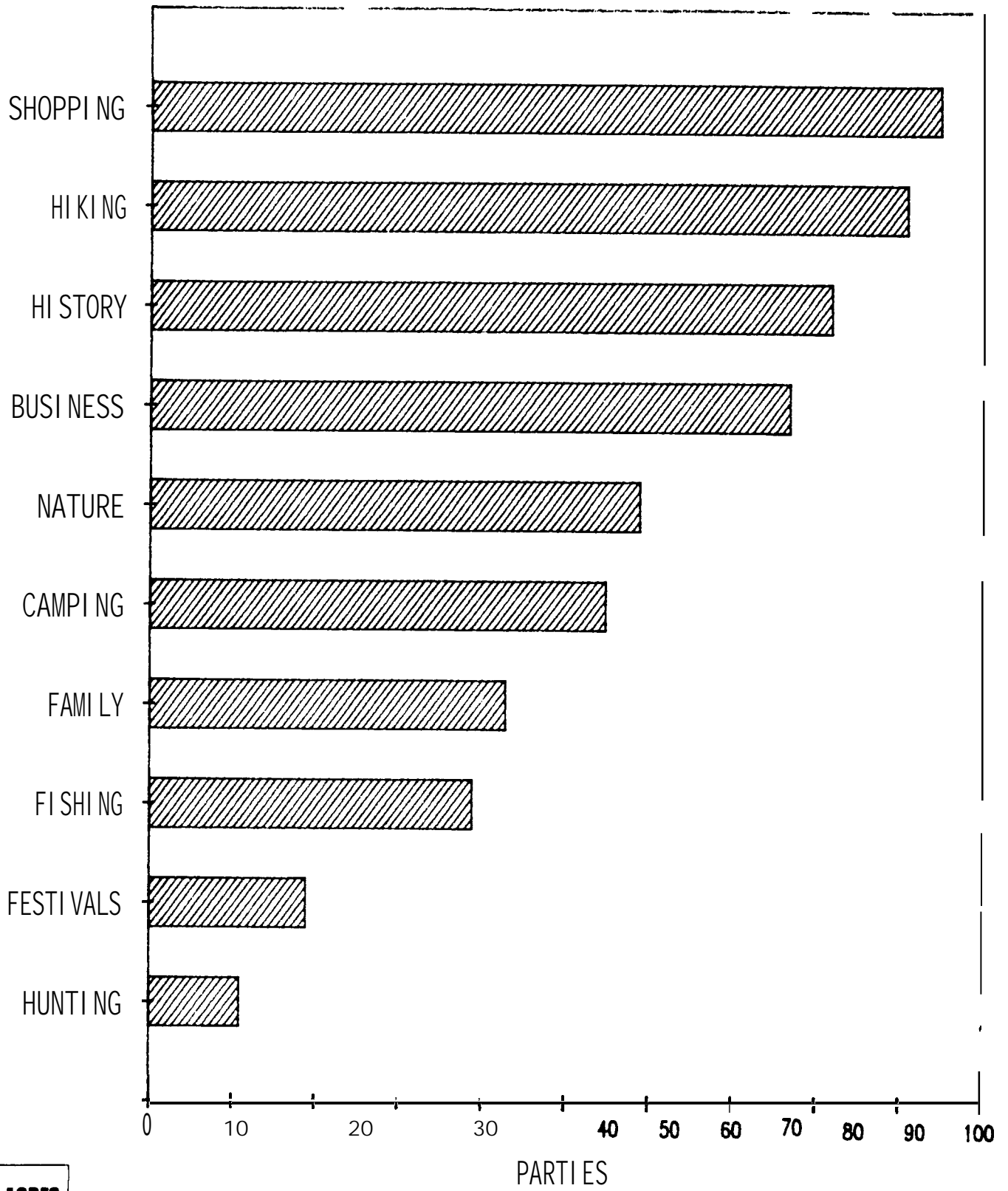


FIGURE 3.7

TABLE 3-10ACTIVITIES

<u>Activity</u>	<u>Parties</u>	<u>Percent of Sample</u>
Shopping for Arts & Crafts	95	51.0
Hiking or Backpacking	91	48.9
Visit Museums, etc.	82	44.1
Business	77	41.4
Nature Observation	59	31.8
Camping	55	29.6
Visiting Family	43	23.1
Fishing	39	20.9
Attending Festivals	19	10.2
Hunting	11	5.9

Additionally, 28 respondents reported that they took part in activities not specified in the survey. The most popular of these were photography, research/education and touring.

<u>Activity</u>	<u>Parties</u>	<u>Percent</u>
Photography	8	28.6
Research/Education	7	25.0
Touring	5	17.8
Rest & Relaxation	4	14.3
Dogsledding & Snow Sports	2	7.1
Mountaineering	1	3.6
Canoeing	<u>1</u>	<u>3.6</u>
TOTALS	28	100.0



TABLE 3-11 PURCHASES OF ARTS AND CRAFTS

The most common type of arts, crafts or souvenirs which were purchased by survey respondents were carvings, clothes, jewellery and paintings. Over 44% of all travel parties bought carvings, 38% and 30% bought clothes and jewellery, respectively, this is visually illustrated in Figure 3.8.

TABLE 3-11  
PURCHASES OF ARTS AND CRAFTS

<u>Item</u>	<u>Parties</u>	<u>Percent of Sample</u>
Carvings	83	44.6
Clothes	71	38.2
<b>Jewellery</b>	56	30.0
Paintings & Prints	43	23.8
Folk Art	20	10.8
Artifact Replicas	13	7.0

TABLE 3-12 PURCHASES OF FOOD

The majority of respondents tried foods such as Arctic Char or Caribou. However, the less well known foods such as Muskox, Greenland Halibut or Baffin Scallops were not as popular as indicated in Figure 3.9.

# PURCHASES OF ARTS & CRAFTS

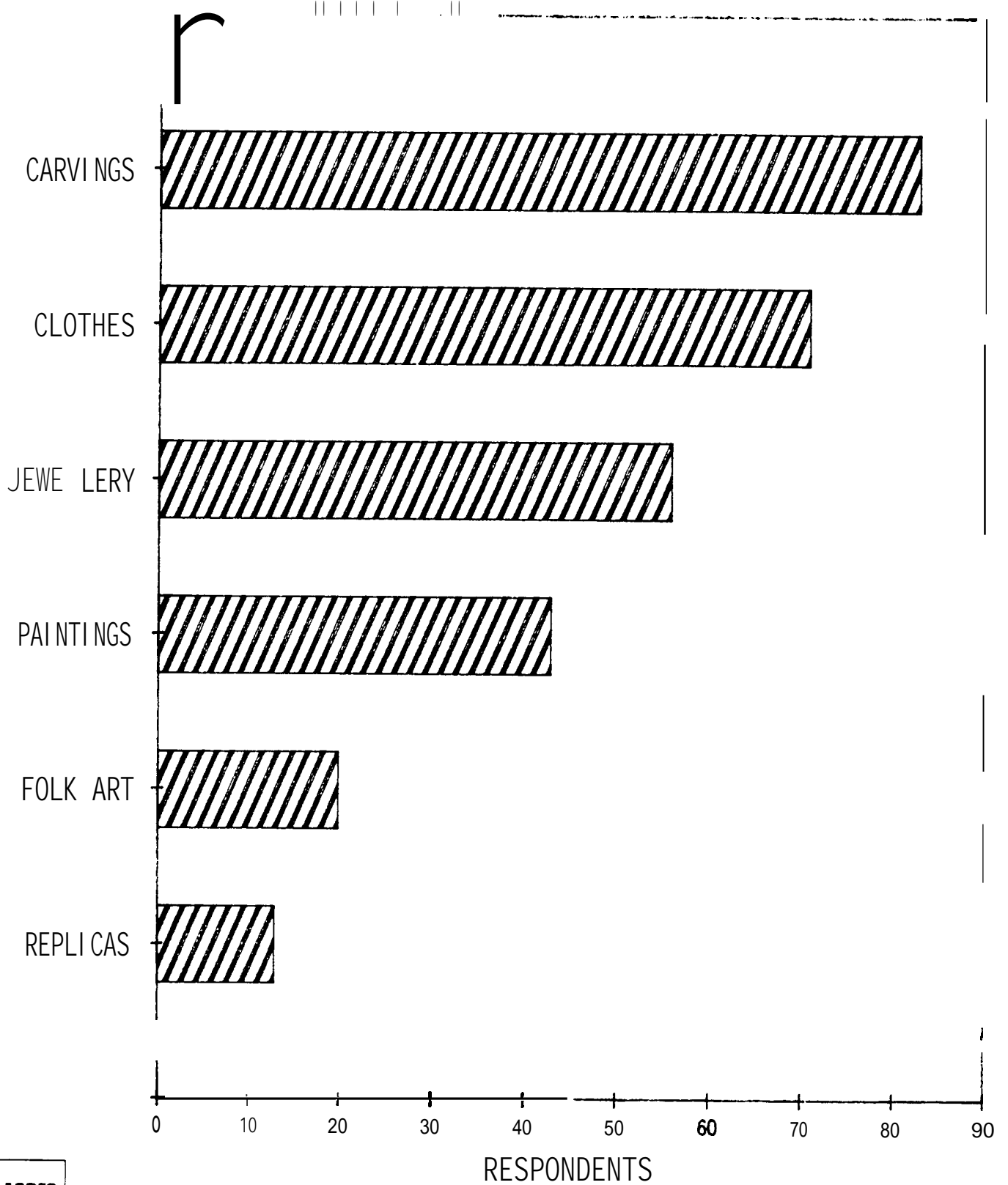


FIGURE 3.8

**TABLE 3-12**FOOD BOUGHT

<u>Food Item</u>	<u>Parties</u>	<u>Percent of Sample</u>
Arctic Char	133	71.5
Caribou	90	48.4
Seal Meat	34	19.4
Baffin Shrimp	24	12.9
Baffin Scallops	18	9.7
Greenland Halibut	10	5.4

3.3 Motivation and Satisfaction

The motivations which led the tourists to travel to the Arctic are difficult to assess. In most instances they must be inferred from the respondents' comments regarding the type of experience which they had while traveling in the Baffin Region. Certainly the purpose of the trip (Table 3-6) provides some insight as to their purpose for traveling to Baffin, but it does not, for example, assist in defining why the respondent decided to vacation in the Arctic.

In this section, data which will assist in revealing the factors which influenced their decision to travel and indications of satisfaction will be evaluated.

TABLE 3-13 MONTH OF DECISION

Previous studies, such as the Keewatin Air Survey, revealed that many travelers plan their trips to the Arctic well in advance. In this survey the data are not so clear. In fact, when examining the time categories

# PURCHASES OF FOODS

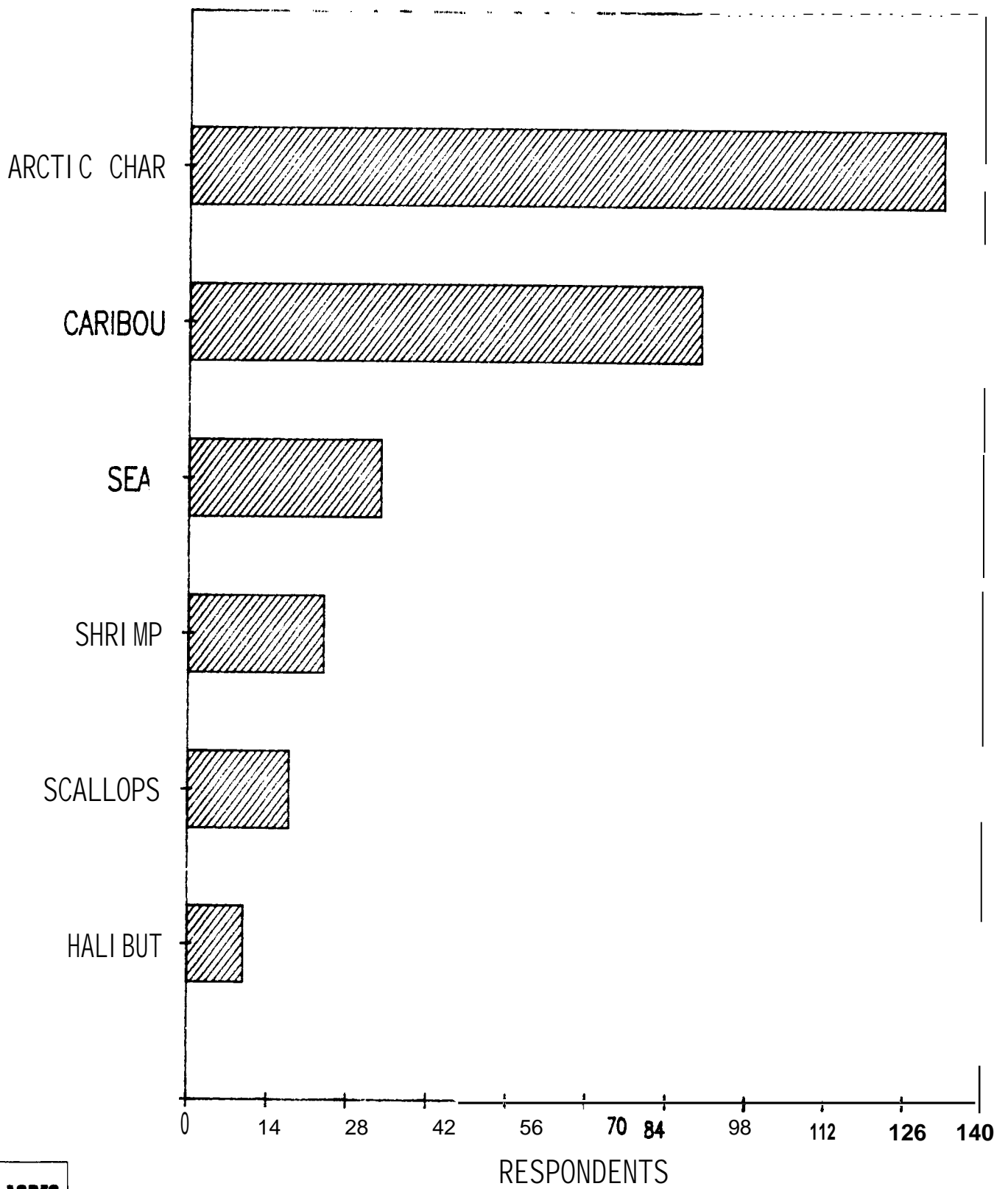


FIGURE 3.9

when the decision to travel was made, it becomes evident that many tourists decided to come to Baffin on short notice. In fact, the largest block is May, June, July and August of 1988 which accounts for 50% of the sample.

**TABLE 3-13**  
**DATE OF DECISION TO TRAVEL FOR SUMMER 1988**

<u>Time Period</u>	<u>Frequency</u>	<u>Percent</u>
1987		
Jan-Apr	3	1.8
May-Aug	11	6.7
Sep-Dec	23	13.9
1988		
Jan	11	6.7
Feb	4	2.4
Mar	18	10.9
Apr	12	7.3
May	19	11.5
Jun	29	17.6
Jul	18	10.9
Aug	<u>17</u>	<u>10.3</u>
TOTAL	165	100.0

TABLE 3-14 NUMBER OF PREVIOUS VISITS

In this survey, almost 50% of respondents were first time visitors to the region. When previous visits are compared with the purpose of the trip (business vs. all others) it is evident that this was the first Baffin trip for 34% of business travelers and 57% of non-business travelers. Additionally, as illustrated in Figure 3.10, 25% of business travelers reported six or more previous visits, while only 4.8% of non-business travelers reported more than six previous visits. **The fact that**

39% of non-business travelers are return visitors indicates a fairly high degree of satisfaction with previous visits. This is corroborated in the survey; **when asked** if they would consider another visit to the region 97% of respondents answered affirmatively.

TABLE 3-14  
NUMBER OF PREVIOUS VISITS

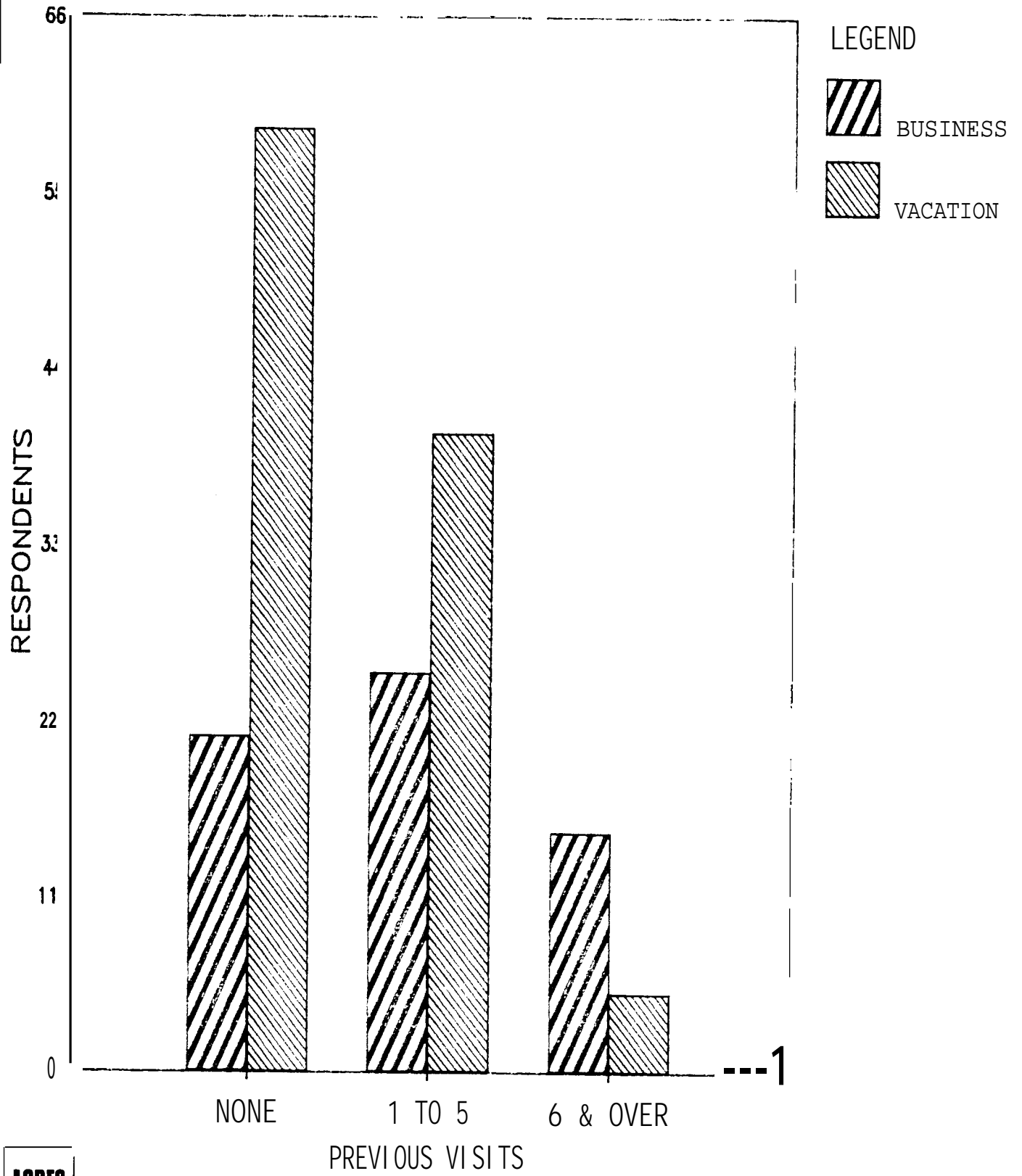
<u>Previous Visits</u>	<u>Business</u>		<u>Non-business</u>	
	<u>Frequency</u>	<u>Percent</u>	<u>Frequency</u>	<u>Percent</u>
None	21	34.4	59	56.7
1 to 5	25	40.1	40	38.5
6 and over	<u>15</u>	<u>24.5</u>	<u>5</u>	<u>4.8</u>
TOTALS	61	100.0	104	100.0

TABLE 3-15 INFORMATION SOURCES

Respondents were asked where they received most of their information about traveling in the Arctic. A total of seven sources were supplied on the survey form, and the respondents identified an additional five sources (indicated with an asterisk).

Personal contact, either with friends who have visited or with friends who live in Baffin, was by far the most common information source providing a total of 33% of the responses. Printed articles in newspapers or magazines were cited by 11%, and 10.6% cited the Baffin Tourism Association. Additionally, 3.4% mentioned the GNWT as their primary information source, it is not known whether this is the same as TravelArctic, therefore the two were

# NUMBER OF PREVIOUS VISITS



kept separate. Many respondents mentioned multiple sources, these were coded as miscellaneous.

TABLE 3-15  
INFORMATION SOURCES

<u>Source</u>	<u>Parties</u>	<u>Percent</u>
Friends (outside NWT)	31	17.5
Friends (in the NWT)	28	15.8
<b>Magazines &amp; Newspapers</b>	20	11.3
<b>Baffin Tourism Association</b>	19	10.6
<b>Travel Agent</b>	15	8.5
* <b>Parks Canada</b>	10	5.6
<b>TravelArctic</b>	9	5.1
* <b>Libraries</b>	6	3.4
* <b>Government of NWT</b>	6	3.4
* Personal Experience	7	4.0
* Business Contacts	7	4.0
T.V.	1	0.6
Miscellaneous	<u>18</u>	<u>10.2</u>
TOTALS	177	100.0

\* Respondent identified sources.

TABLE 3-16 RATINGS OF INFORMATION

The respondents were then asked to rate the quality of travel brochures and other information on the Baffin Region. The rating was based on a five point scale, namely: excellent, good, satisfactory, unsatisfactory and poor. In order to determine mean ratings, values were ascribed to the scale with each 'excellent' rating receiving five points, good-four points and so on. The rating question was then cross tabulated with the responses from the question regarding primary information source. In all cases the ratings of quality of information were quite high, as most sources received



# RATINGS OF INFORMATION QUALITY

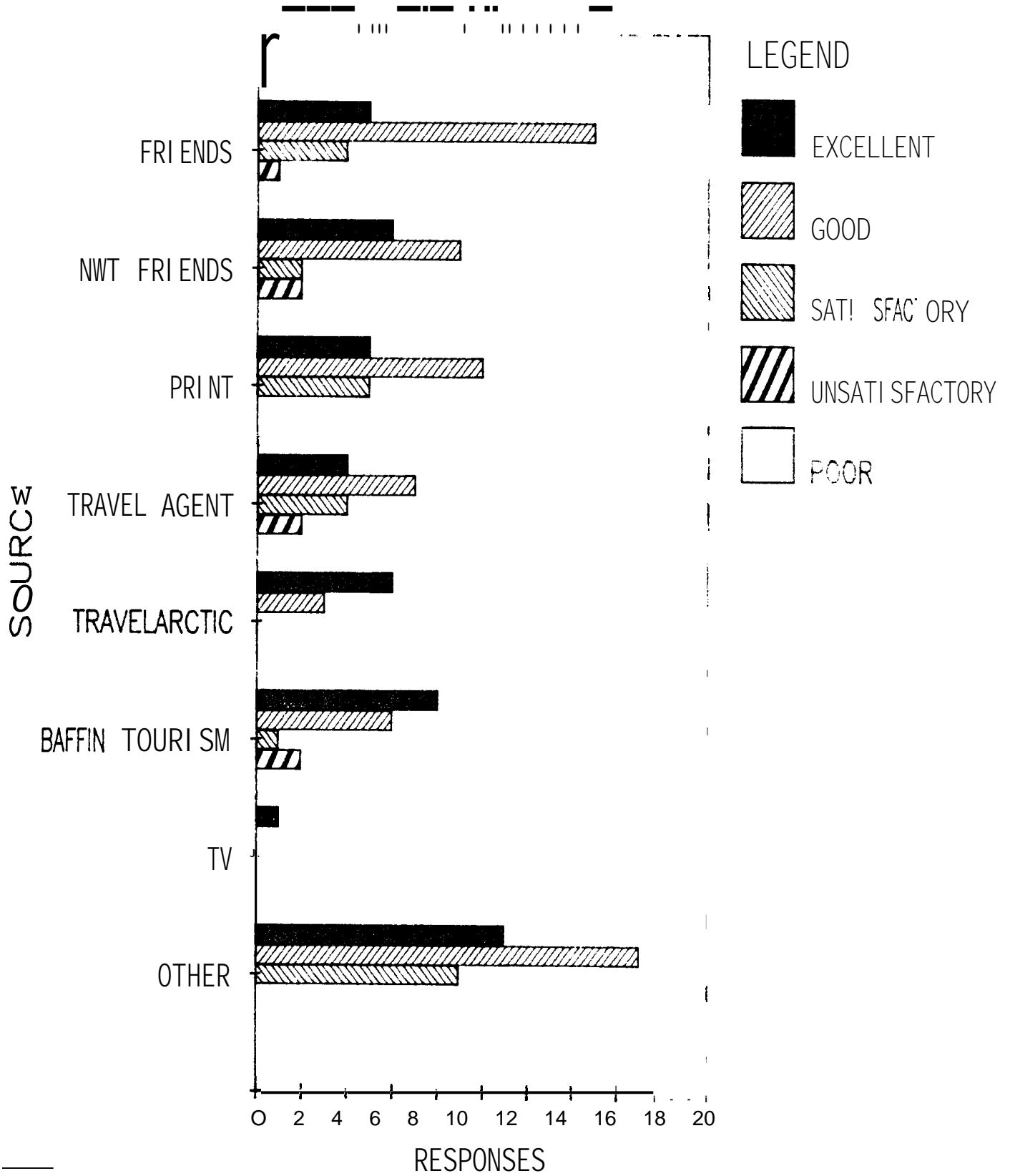


TABLE 3-16

RATINGS OF INFORMATION

<u>Sources</u>	Number of Ratings in Each Category					<u>Overall Average Ratings</u>
	<u>Excellent (5)</u>	<u>Good (4)</u>	<u>Satis- factory (3)</u>	<u>Unsatis- factory (2)</u>	<u>Poor (1)</u>	
Friends (outside NWT)	5	15	4	1	-	4.0
Friends (in NWT)	6	9	2	2	-	4.0
Print	5	10	5	-	-	3.9
Travel Agent	4	7	4	2	-	3.7
TravelArctic	6	3	-	-	-	4.7
Baffin Tourism Assoc.	8	6	1	2	-	4.2
TV	1	-	-	-	-	5.0
Other	11	9	9	-	-	4.1
<b>TOTALS</b>	<b>44</b>	<b>67</b>	<b>25</b>	<b>7</b>	<b>0</b>	<b>3.7</b>

average ratings near four and none received any 'poor ratings' (Figure 3.11). The overall average was exactly four.

TABLE 3-17 RATINGS OF FACILITIES

The process for rating the quality of facilities was the same as described for information sources, with excellent ratings receiving five points, good-four and so on. As well as rating the facilities in their primary destination, respondents were also asked to rate the facilities in secondary destinations. However, very few respondents rated the facilities in their secondary destinations and the sample size was thus very small. Therefore, no analysis of these secondary ratings was undertaken. The ratings of facilities in primary destination were then cross-tabulated with destinations, in order to obtain facility ratings for each location.

It must be noted, however, that because most travelers listed Iqaluit, Pangnirtung or Auyuittuq Park as their primary destination, other locations may not have a large enough sample size to obtain valid mean ratings. Nanisivik, for example, has a mean rating of five, but only one respondent listed it as the primary destination. These ratings must therefore be interpreted with **caution, considering the sample sizes.**

It is, however, clear that, for the most part, travelers are reasonably satisfied with the quality of facilities and accommodations in the Baffin Region. Most of the primary locations received 'satisfactory to good' ratings of 3.7 to 3.9. The over-all mean rating was 3.7.

TABLE 3-17

RATINGS OF FACILITIES IN PRIMARY DESTINATIONS

<u>Destinations</u>	Number of Ratings in Each Category					<u>Overall Average Ratings</u>
	<u>Excellent (5)</u>	<u>Good (4)</u>	<u>Satis- factory (3)</u>	<u>Unsatis- factory (2)</u>	<u>Poor (1)</u>	
Iqaluit	10	23	20	3	1	3.7
Pond Inlet	2	7	3	1	+	3.8
Pangnirtung	7	16	12	-	1	3.9
Breevort Island	2	-	-	2	1	3.5
Eureka	-	1	-	-	1	4.0
Clyde River	1	1	1	-	1	4.0
Broughton Island	-	-	1	-	-	3.0
Igloolik	1	-	1	-	-	3.0
Cape Dorset	2	1	2	1	-	3.3
Greenland	-	-	2	-	-	3.0
Nanisivik	1	-	-	-	-	5.0
Auyuittuq	3	4	2	2	-	3.7
Warwick Sound	-	1	-	-	-	4.0
N. Quebec	1	1	-	-	-	4.5
Yellowknife	-	3	-	-	-	4.0
Resolute	1	-	+	-	-	4.0
Grise Fiord	-	-	+	-	-	3.0
Coats Island	-	1	-	-	-	<u>4.0</u>
TOTALS	31	59	46	9	3	3.7

**Consequently, there is room for improvement, especially in the areas of food services and sanitation.**

TABLE 3-18 LIKELIHOOD OF RECOMMENDING BAFFIN TO FRIENDS

When asked how likely they were to recommend traveling in the Baffin Region to friends, over 90% of respondents stated 'fairly or very likely' (Figure 3.12). This indicates a very high level of satisfaction with their travel experiences. Only two respondents or 1.1% stated that they were 'not at all likely' to recommend Baffin as a travel destination.

TABLE 3-18  
LIKELIHOOD OF RECOMMENDING BAFFIN

<u>Response</u>	<u>Frequency</u>	<u>Percent</u>
Very Likely	106	60.9
Fairly Likely	52	29.9
Not Very Likely	8	4.6
Not at all Likely	2	1.1
Don't Know	<u>6</u>	<u>3.4</u>
TOTALS	174	100.0

TABLE 3-19 LEVEL OF EXPECTATIONS

When asked whether their expectations were exceeded, met or not met, an overwhelming majority (98%) of respondents stated that their expectations were met or exceeded. Research has proven that levels of satisfaction are very closely linked with expectations, if expectations are met, travelers generally have a satisfying experience.

# LIKELIHOOD OF RECOMMENDING BAFFIN TO FRIENDS

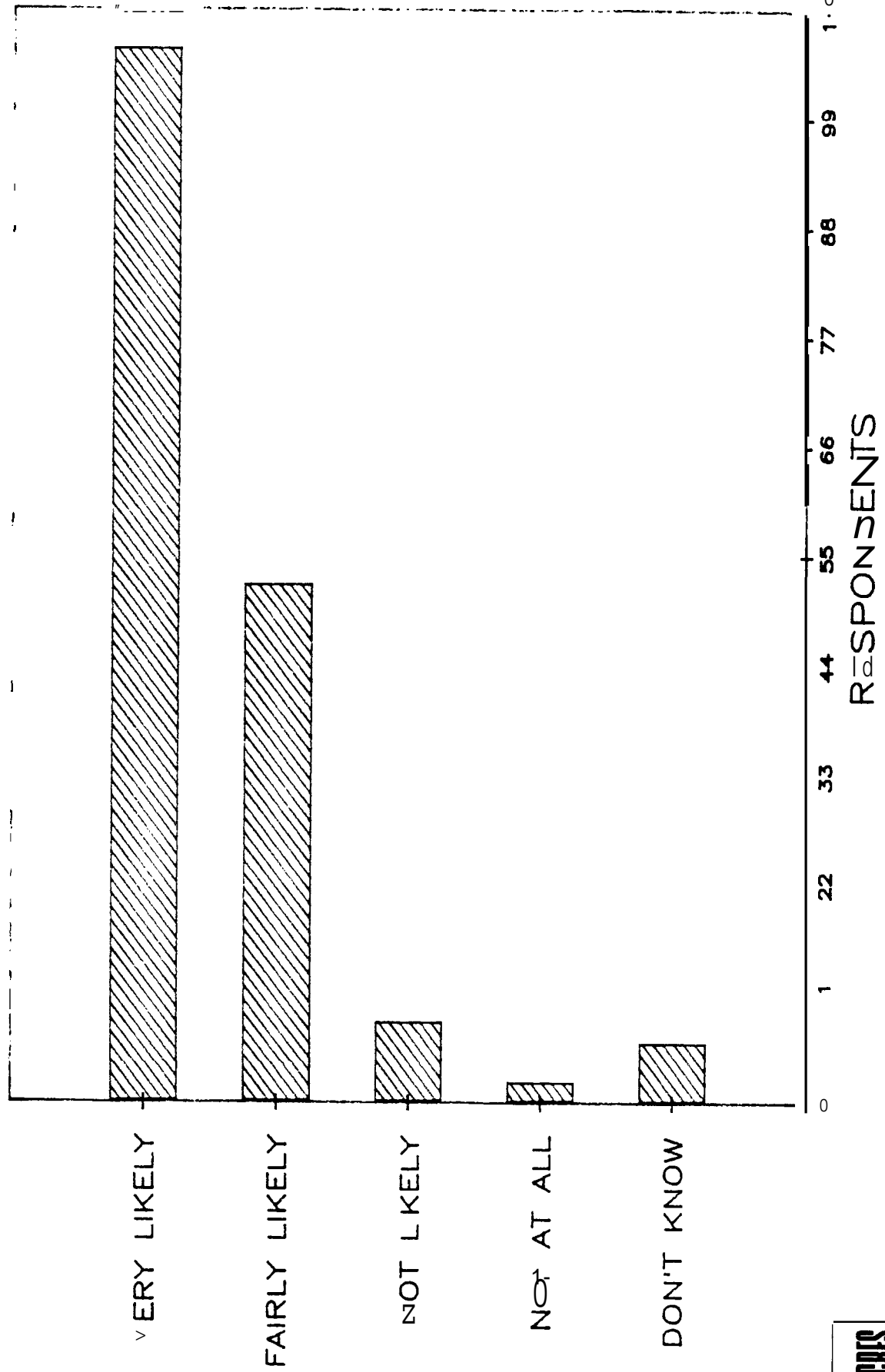


FIGURE 3.12

TABLE 3-19  
EXPECTATIONS MET

<u>Response</u>	<u>Frequency</u>	<u>Percent</u>
Expectations Exceeded	71	41.3
Expectations Met	97	56.4
Expectations Not Met	<u>4</u>	<u>2.3</u>
TOTALS	172	100.0

TABLE 3-20 BEST FEATURES OF BAFFIN

The question which asked about the best features of the Region was 'open-ended' . Therefore, a wide variety of answers were received, which were then assembled into five broad categories to facilitate presentation. **The most frequently mentioned features were the landscape and scenery**, this was followed by the native people, culture and architecture, wildlife and vegetation, and the weather/snow/ice.

TABLE 3-20  
BEST FEATURES OF BAFFIN

<u>Response</u>	<u>Frequency</u>	<u>Percent</u>
Landscape & Scenery	81	49.4
Native People	30	18.3
Culture & Architecture	21	12.8
Wildlife & Vegetation	18	11.0
Weather, Snow, Ice	11	6.7
More than three of above	<u>3</u>	<u>1.8</u>
TOTALS	164	100.0

TABLE 3-21 HOW VISIT CAN BE IMPROVED

The question which asked how the visit to the Region can be improved was the second 'open-ended' question and was much more difficult to categorize than the one regarding the best features. However, 11 broad categories of comments emerged and all comments generally could be summarized by one of these categories. Because these comments are considered to be quite important they have all been transcribed (and edited to improve grammar, etc.) and appear in Appendix C.

TABLE 3-21

HOW VISIT CAN BE IMPROVED

<u>Response</u>	<u>Frequency</u>	<u>Percent</u>
<b>Improved Communication/Information</b>	<b>31</b>	23.8
<b>General Positive Comment</b>	<b>21</b>	16.2
<b>Improved Hotels and Restaurants</b>	<b>19</b>	<b>14.6</b>
<b>Improved Transportation</b>	<b>17</b>	13.1
<b>Clean-up Litter</b>	<b>12</b>	9.2
<b>Reduce Prices</b>	<b>12</b>	9.2
<b>Improved Food &amp; Drink Service</b>	<b>8</b>	6.2
<b>Tourism Education of Staff</b>	<b>4</b>	3.1
More Facilities are Needed	3	2.3
Longer Craft Store Hours	2	1.5
More Parks	<u>1</u>	<u>0.8</u>
TOTALS	130	100.0

As Table 3 - 2 1 and Figure 3.13 illustrate, most comments revolved around improved communication. Specifically the comments focused on the improved accessibility to maps, historic information, trail guides and other written materials about the area. This category also involved requests for information regarding wildlife, whales, seals and the characteristics of natural flora and fauna. Finally, it also included comments regarding improved



communications between staff and visitors and among travel guides, airlines, and others in the hospitality business.

The **second most popular comments were complimentary statements regarding the beauty of the region, friendliness of people or other generally positive comments.**

Thirdly, almost 15% mentioned that restaurants, hotels, and associated facilities and services, require improvements or upgrading. A very common response in this category involved bathroom facilities in hotels.

Approximately 13% wanted to see improved transportation facilities ranging from 24 hour taxis, and more frequent and coordinated air services, to lockers in airports.

The last two significant comments mentioned by almost 10% of parties involved cleaning-up litter and construction **left-overs**, and reducing prices. Some respondents provided suggestions to use the litter and waste to produce heat, or initiating school projects to clean-up. Others stated that prices were very high, especially considering that some facilities were not up to a standard which they expect for the price.

# HOW TO IMPROVE VISIT

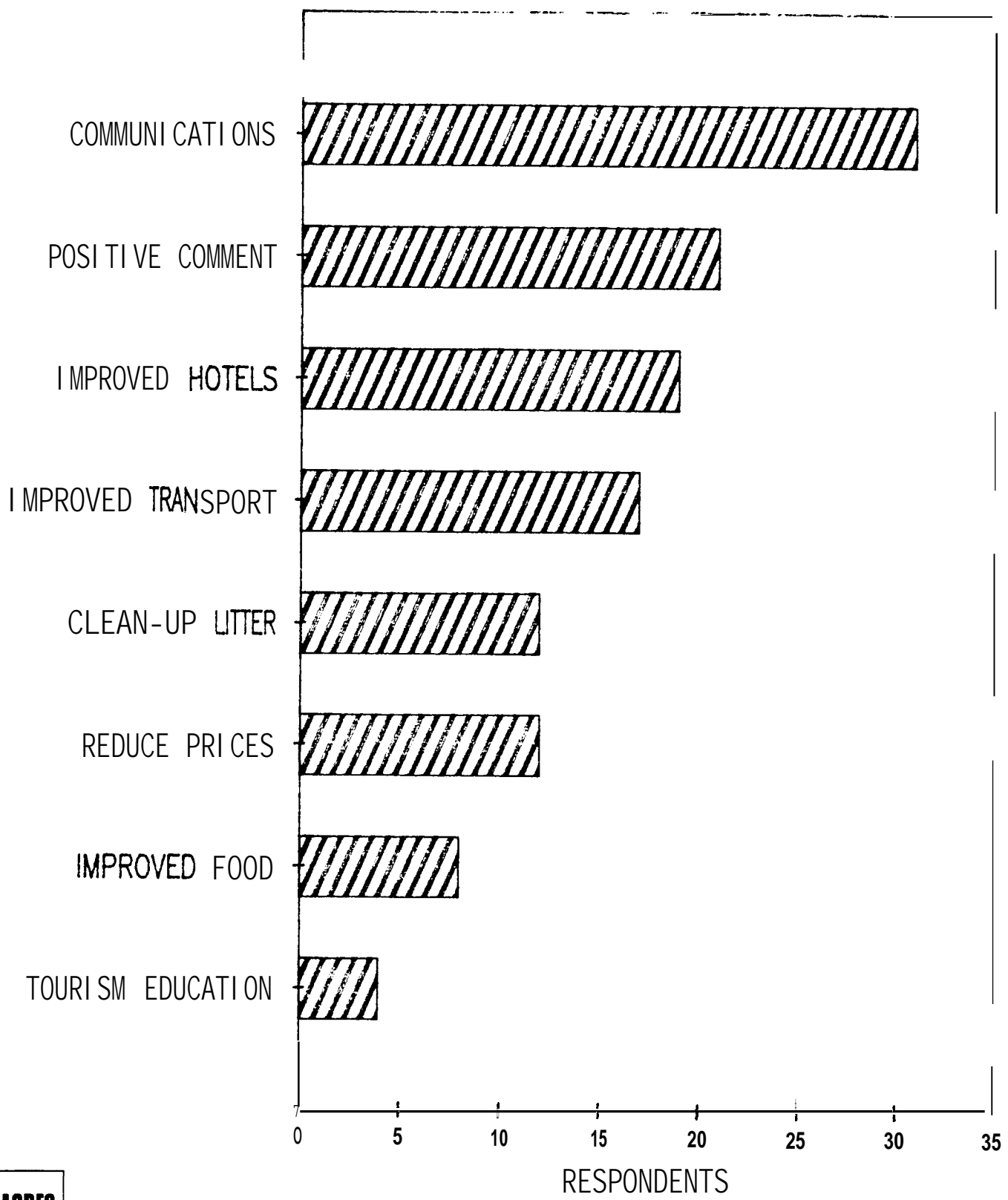


FIGURE 3.13

#### 4.0 IMPLICATIONS OF ANALYSIS

#### 4.0 IMPLICATIONS OF ANALYSIS

The data collected in this survey provide some useful insights into the travel patterns of visitors to the Baffin Region. Specifically, three categories of information emerge that require additional discussion.

- package tour participants
- trip characteristics
- levels of satisfaction

#### 4.1 Package Tour Participants

In order to obtain detailed information regarding participation in package tours, it would be useful to survey tour organizers. This survey was not specifically designed to collect information regarding the activities, arrangements or participation in these tours. However, the survey did ask respondents to detail the cost of their trip if it was bought as a package tour. As stated previously, 180 individuals in 36 parties participated in package tours. **The average party size in this case was five. The package tour participants represent 19% of the parties and 29% of the individuals** in the survey (owing to larger party sizes).

The data indicate that approximately one-third of all non-business visitors to the Baffin Region travel with organized tours. This is therefore a very large segment of the market and there is, understandably, the inclination to cater to this large relatively homogeneous segment of travelers.

The remaining two-thirds of non-business travelers who travel without tours are a more difficult market to target since they have a wider diversity of interests. The tendency to target many organized activities towards tours may inadvertently omit many other tourists from these activities. This complaint was voiced by several respondents, who were traveling on their own. They had difficulty in accessing some services which were targeted at tours.

Organizationally, it is much easier to deal with a larger group than it is to organize activities for several small groups or individuals. However, caution must be exercised to ensure that individuals can also access services such as boat tours, nature walks or other organized events.

#### 4.2 Trip Characteristics

Two very interesting trip characteristics stand out because a large number of respondents answered similarly. Specifically:

- primary destination, and
- activities undertaken.

##### 4.2.1 Primary Destinations

**Four primary destinations stand** out as being most popular among travelers: Iqaluit (36%), Pangnirtung (23%), Pond Inlet (8%) and Auyuittuq Park (7%). Together, these locations were reported as the primary destination by almost 75% of the sample.

In order to evaluate the purposes for traveling to these destinations the data were stratified by purpose and cross tabulated by primary destination. This revealed that Iqaluit was more popular as a business (19.2%) than a pleasure (11.5%) destination. Iqaluit was also the most common destination for those visiting friends and relatives. Therefore, while vacationers are important to Iqaluit, it may be of greater benefit to accommodate for business travelers as the primary target in Iqaluit.

Pangnirtung was the second most common destination, attracting 42 parties or 23% of the survey respondents. Even though this location was a less popular destination, over-all, than Iqaluit, it was reported as a vacation destination by 17% of all respondents. This makes Pangnirtung a more popular vacation destination than Iqaluit even though it has fewer facilities. It is not a common business destination as only 3.3% of visitors were business travelers.

The implications of this are that Pangnirtung has the ability to attract tourists by virtue of its location, scenery, proximity to the Park and so on. However, it does not have the facilities to encourage visitors to spend very much time there. This is exemplified by the fact that the average length of stay in Pangnirtung was only 5.4 nights, whereas the average length of stay in Iqaluit was 12.4 nights (Table 3-8).

Pond Inlet was third most common with 14 parties or 7.7% of respondents reporting it as their primary destination. Unfortunately, Pond Inlet was accidentally omitted from the list which determined number of nights per location, so that data is unavailable. However, nine parties

reported it as a vacation destination and three reported it as a business trip.

Finally, Auyuittuq National Park was the fourth most commonly listed primary destination. Not surprisingly, it was reported as the main destination by vacation travelers only. **Almost 7% of the sample listed it and they stayed an average of 9.2 nights per party.** The park is a major attraction for campers and hikers, and those seeking a unique northern wilderness experience.

Other reports have stated that over 550 hikers have visited this park during summer months. Some hikers even complain about increasing numbers of people who use the park, reducing the isolation of a wilderness experience.

It is possible that many of the travelers who reported Pangnirtung as their primary destination were also spending time in the park.

#### 4.2.2 Activities

The activities which were most commonly reported were shopping for arts and crafts, hiking and backpacking, and visiting museums and historic sites. It appears that these may represent two distinct types of travelers in Baffin: those who seek a wilderness experience, and those seeking a new travel destination, but prefer to **stay in hotels and lodges, etc.** While this conclusion is not as strongly evident in this survey as in others, it is present. The fact that 748 camping nights and 544 hotel nights were reported by the respondents (Table 3-9) corroborates this impression.

Therefore, the two types of travelers need to be accommodated. **Facilities** for tourists should include increased comforts, a high level of service and some southern type conveniences. Wilderness travelers want to be able to get away from crowds, they want more parks and increased **backcountry** access.

#### 4.3 Levels of Satisfaction

Virtually every question in the survey which **asked about satisfaction levels indicated that** the survey respondents were very happy with their trips to the Region. Specifically, four indicators can be examined:

- potential return trips
- potential recommendations to friends
- ratings of facilities, and
- ratings of expectations.

When asked if they **would consider another trip to Baffin, 97.2% responded affirmatively. This indicates a high** degree of satisfaction with the trip. If respondents were not satisfied, it is doubtful that they would consider returning.

The respondents also stated that they are quite prepared to recommend the region as a travel destination to friends and relatives. In fact, **90.8%** stated that they are prepared to do so.

When asked about the facilities, most respondents **rated them as being quite satisfactory. Most** would take the **northern conditions into consideration and not expect the type** of accommodations **available in** the south.



A total of 97.7% of respondents also stated that their expectations were met (56.4%) or exceeded (41.3%). This could be because the travelers in the survey were well prepared and had appropriate expectations. This is corroborated by the ratings of the quality of information, which was generally considered to be very good.

#### 4.4 Recommendations

While overall satisfaction levels are high, there is room for improvement in some areas. Based on the foregoing analysis and comments elicited from respondents, the following recommendations are advanced:

- Make more information available to the tourist travelers. Of specific interest is information regarding tourist facilities, availability of supplies, trail guides and topographic maps. Also of interest is information regarding the cultural, social and natural history of the region. This would include written materials on the wildlife, flora, historical and cultural aspects of the region.
- The second type of communication improvements which appear to be noteworthy involve increased correspondence among those within the hospitality industry. This implies that airlines, hotels, taxis, restaurants and tour operators should coordinate their activities to reduce the inconveniences which some travelers experience due to mismatched schedules, lack of taxis, or lack of hotel or food services.
- Tourists who travel with tours or who otherwise stay in rented accommodations expect a high standard, especially since prices are high. Improved toilet facilities, better restaurant services and such other improvements appear to be in order in some locations. There appear to be enough tourists in Pangnirtung that a restaurant or coffee shop could probably be justified.
- Airlines should attempt to schedule flights with connections in mind. More frequent service may be

appropriate as well, but it appears that timing is more important. Installing lockers at the airports may increase satisfaction levels as well.

- Many tourists felt that the litter and construction left-overs were an eye-sore to an otherwise fascinating landscape. Projects to 'tidy-up' maybe appropriate.
- Many also complained of high prices, however, it is understood that the conditions in the North necessitate high prices. Nevertheless, fewer complaints would occur with an upgrade in facilities so that tourists feel they're getting value for their expenditures.

5.0 **CRITIQUE OF** METHODOLOGY

## 5.0 CRITIQUE OF METHODOLOGY

In conducting this study the collection of data was more successful than it has been in previous similar efforts. This can partially be attributed to the assistance and involvement of Mr. Frank Pearce at the Baffin Tourism Association in Iqaluit. Because of his assistance, we achieved a reasonable sample size in Iqaluit.

While success was achieved at Iqaluit, difficulties were encountered in finding and retaining interviewers in Resolute Bay. This was partially because most of the flights which departed from Resolute were scheduled at very inconvenient times. Of the four weekly departing flights, only one was during normal business hours. The remainder were scheduled to depart at 11:55, 01:15 and 05:25 hours. Another factor is the size of the community, approximately 200, and the abundance of well paying jobs available due to government operations at the airport and the nearby mine at Nanisivik. The result was a virtual lack of unemployed residents to undertake the job.

As a remedial measure Acres distributed survey forms to hotels and lodges in Resolute Bay and asked the proprietors to assist by distributing the forms to visitors. This was also unsuccessful and consequently no completed survey forms were received from tourists departing the region from Resolute Bay.

### 5.1 Survey Design

The questionnaire used in this survey was a refinement of the one used in Keewatin. The changes which were made

worked quite well and we were able to conduct a more detailed series of analyses because of the modifications. However, a few additional refinements appear to be in order.

- The forms still do not adequately deal with tour groups. While modifications to improve this aspect were incorporated, it is difficult to ensure that the surveyors get responses from personal travel parties only, not large travel groups. This is a methodology improvement which is difficult to enforce.
- The questionnaire should be shortened to one-half to two-thirds its size if possible. This can be accomplished by combining questions and by asking more 'open-ended' questions. Specifically in relation to primary and secondary activities, sources of information, length of stay and ratings of facilities in various locations. It was obvious that fewer questions at the end of the survey were answered because people were becoming impatient or had to rush to catch the plane.
- The last question of name and address could be eliminated, few respondents answered it and it has never been used in the analysis. It does, however, work to keep the surveyors 'honest'.

## 5.2 Survey Delivery

The delivery of the survey in Iqaluit was quite successful due to an ongoing presence and involvement of the BTA. If possible, other survey locations should be planned such that similar involvement from a local group can be elicited. This year Acres followed its recommendations from the Keewatin Visitors Survey regarding the interviewing and hiring of surveyors. The result was promising in Iqaluit.

Resolute, on the other hand, may be a lost cause and tourist information should perhaps be collected from

other sources in that location. Tour operators, outfitters, guides and other local people involved in expeditions or tours, should perhaps be surveyed. These individuals will provide different information than the tourists themselves, however, useful data can still be gathered. An incentive to assist may also be required since these people are quite busy and may be unwilling to cooperate without it. Care must also be taken to avoid asking questions which the operators may see as sensitive or confidential.

### 5.3 Statistical Reliability of Sample

The statistical reliability of the sample is very good. The surveyors met 131 flights, representing 38.3% of all flights out of Iqaluit. It was anticipated that we could capture 25% of all tourists but because of the abundance of local travelers and refusals, a 15% capture rate was achieved. Table 5-1 details the data which were assembled from the Flight Passenger Counts and Daily Tally Sheets. A total of 1188 passengers were approached and 624 individuals are represented in the survey. Further analysis revealed that the majority of those not interviewed were local residents. While precise data regarding the breakdown between visitor and local travelers is unavailable, information from daily tally sheets and the above data lead us to estimate that 50% of travelers are visitors from outside the Region and 50% are local travelers.

TABLE 5-1CAPTURE RATE DATA

Flights Met	131 or <b>38.3%</b> of all flights
Projected Total Flights	342
Projected Total Parties on Flights Met	444
Parties Interviewed	186 or <b>41.9%</b> of all parties on flights met
Individuals Approached	1188
Individuals Interviewed	624
Estimated Residents	581
Estimated Visitors	607
Projected Average Passengers/Flight	25 (average from passenger counts)
Projected Total Passengers	8550
Projected Visitor Passengers	4361
Projected Local Passengers	4189
Capture Rate	<b>14.3%</b> of all tourists

Based on the preceding data, it is possible to establish the statistical reliability of the sample. At a 95% confidence level, the standard error of the estimate is 1.3%. This measure of statistical reliability applies only when the data is considered as a whole, for questions which all respondents answered. When subsets of the data are considered, the statistical significant declines.

5.4 Conclusion

We feel that this survey represents a major improvement over past efforts. The process is rapidly being refined as we learn from past experiences and gain additional insight into the travel patterns of tourists in the N W T .

The high level of satisfaction attained by travelers to the Baffin Region is gratifying to see. It is clear that progress has been made in better informing travelers of the nature and characteristics of the Region before they arrive. This helps in forming well placed and appropriate expectations which can then be met or exceeded.

The Arctic has a unique appeal to a different type of traveler and while there is room for improvement of services and facilities, it is clearly important to most tourists that the North retain its own special character, lifestyle and appeal. In the effort to promote additional tourism care must be taken to protect this unique character, while still offering the tourists the type of facilities which will increase satisfaction.



**APPENDIX A**  
**Survey Form**



BAFFIN VISITOR SURVEY

**INTRODUCTION.** This questionnaire is designed to be completed by visitors who are leaving the Baffin Region. If you are a Baffin resident, or are not leaving the region you need not complete this form. If you are a resident of another region of the Northwest Territories, please complete only Questions 1 to 9.

The purpose of this survey is to enable the Government of Northwest Territories to better serve visitors. Your assistance is greatly appreciated.

1. Date: \_\_\_\_\_

2\* Airport of Departure \_\_\_\_\_, Flight # \_\_\_\_\_

3. How many people are in your travel party \_\_\_\_\_. (ONLY ONE PERSON FROM EACH PARTY SHOULD COMPLETE THIS FORM.)

4. How many separate households are in your travel party?

\_\_\_\_\_

5. Including yourself, what is the regular place of residence of each member of your travel party. (WRITE IN NUMBER FOR EACH PROVINCE, STATE OR COUNTRY)

Ontario	_____	Maritimes	_____
Quebec	_____	Yukon	_____
Manitoba	_____	N.W.T. (specify City or Village)	_____
Saskatchewan	_____		_____
Alberta	_____	Other (specify)	_____
British Columbia	_____		_____

6. What was the primary purpose of your trip to the NWT? [Check one only]

- Business     
  Vacation     
  Personal     
  Visiting Family/Friends  
 Other     
 (SPECIFY) \_\_\_\_\_

7. What was the primary destination of your trip within the Baffin Region?

\_\_\_\_\_

\_\_\_\_\_

8. How many nights did you spend in each of the following locations?

Iqaluit	_____	Clyde River	_____
Lake Harbour	_____	Arctic Bay	_____
Pangnirtung	_____	Grise Fiord	_____
Broughton Is and	_____	Baffin Island National Park	_____
Hall Beach	_____	Yellowknife	_____
Resolute Bay	_____	Other (specify)	_____
Cape Dorset	_____	_____	_____
Igloolik	_____	_____	_____
Nanisivik	_____	_____	_____

9. During your stay in the NWT, how many nights did you spend in each of the following types of accommodation?

Hotels/Motels	_____
Lodges	_____
Private Houses	_____
Camping	_____
Other	_____

10. Approximately how much did you and your travel party spend within the Baffin Region on meals, accommodation and transportation within the Region. [DO NOT INCLUDE AIRFARE TO THE REGION.]

\$ \_\_\_\_\_ (Canadian)

11. If your trip was bought as a 'package' what was the cost per person. \$ \_\_\_\_\_ (Cdn)

12. Was the Baffin District your principal destination on this trip?

YES  NO

13. Please indicate which activities you participated in while in the Baffin Region?

	YES	NO		YES	NO
Business	<input type="checkbox"/>	0	Nature Study	<input type="checkbox"/>	0
Visiting Friends/Relatives	<input type="checkbox"/>	<input type="checkbox"/>	Camping	<input type="checkbox"/>	0
Shopping for Crafts	<input type="checkbox"/>	0	Fishing	<input type="checkbox"/>	0
Attending Festivals, Local Events	<input type="checkbox"/>	0	Hunting	<input type="checkbox"/>	0
Visiting Museums, Historic Sites	<input type="checkbox"/>	n	Other (specify)	_____	
Hiking, Climbing, Backpacking	<input type="checkbox"/>	0		_____	

14. How many previous trips have you or household members made to the NWT?

\_\_\_\_\_ times

15. When did you make your decision to undertake this trip to the NWT?

\_\_\_\_\_ month, \_\_\_\_\_ year

16. Would you consider another visit to the NWT?

YES  NO

17. How did actual experiences during your visit compare with pre-trip expectations of the NWT?

Expectations Exceeded  Expectations Met  Expectations Not Met

18. HOW WOULD you rate tourist facilities such as restaurants, and hotels in areas you visited?

	Excellent	Good	Satisfactory	Unsatisfactory	Poor
primary Destination	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>
Other Destinations (Please Specify)					
_____		<input type="checkbox"/>			<input type="checkbox"/>
_____			<input type="checkbox"/>		<input type="checkbox"/>
_____		<input type="checkbox"/>			<input type="checkbox"/>
_____			<input type="checkbox"/>		<input type="checkbox"/>
_____					<input type="checkbox"/>

19. How would you rate travel brochures and other tourist information on this region?

Excellent  Good  Satisfactory  Unsatisfactory  Poor

20. Please indicate where you got most of your information regarding the Baffin Region? **[CHECK ONE ONLY]**

- |   |  |
|---|--|
| <p>Friends/Relatives who had Visited the Region</p> <p><input type="checkbox"/> Friends/Relatives who Live in the Region</p> <p>Articles/Advertisements In Magazines/newspapers</p> <p>Travel Agent</p> | <p><input type="checkbox"/> TravelArctic</p> <p><input type="checkbox"/> Baffin Tourism Association</p> <p><input type="checkbox"/> Television Program</p> <p><input type="checkbox"/> Other (specify) _____</p> <p>_____</p> <p>_____</p> |
|---|--|

21. How likely do you think you would be to recommend visiting the Baffin Region to your family and friends?

- Very Likely
- Fairly Likely
- Not Very Likely
- Not at all Likely
- Don't Know

22. Did members of your travel party purchase any of the following types of arts and crafts?

	YES	NO
Soapstone Carvings	1	1
Artifact Replicas (harpoon, knife, etc.)	1	1
Prints/Paintings/Tapestries	1	1
Toys/Games	1	1
Clothing/Footwear	1	1
Jewelry	1	1
Folk Art (dolls, etc.)	1	<input type="checkbox"/>

23. What varieties of local or 'Arctic Foods' did you eat on this trip?

	YES	NO
Caribou	1	1
Muskox	1	1
Greenland Halibut	1	1
Baffin Scallops	1	1
Baffin Shrimp	1	1
Seal	1	1
Arctic Char	1	<input type="checkbox"/>

24. What would you say are the most interesting features of the Region?

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25. Do you have any particular comments about your trip or recommendations regarding improvements to facilities and services?

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26. Would you please provide an indication of your family's total, yearly income?

- Less than \$20,000
- \$20,001 to \$30,000
- \$30,001 to \$40,000
- \$40,001 to \$50,000
- Over \$50,000

27. How many males and females of each age group are in your travel party.

Under 20    20 to 30    31 to 40    41 to 55    over 55

Male \_\_\_\_\_

Female \_\_\_\_\_

28. Thank you so much for your time.

In order to help us verify these interviews and clear up any ambiguities, could you please supply your last name, telephone number and address? (THIS INFORMATION IS OPTIONAL.)

Last Name Mr. / Mrs. / Ms. \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_  
                          Area Code

City \_\_\_\_\_ Province/State \_\_\_\_\_

Street Address/Box No. \_\_\_\_\_

Postal Code/Zip Code \_\_\_\_\_



**APPENDIX B**  
**Interview Schedule**



MAY INTERVIEW SCHEDULE  
 IQALUIT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	CP714 11:30 7F861 13:45		CP712 13:30 7F861 13:45	CP714 11:30 7F861 13:45	CP714 11:30 7F861 13:45 CP840 19:40	CP714 13:20 CP184 18:10
		16	17	18	19	20
		CP714 13:50 7F861 13:45				
22	CP712 18:35			CP712 19:15		
		23	24	25	26	27
29	CP714 11:30 7F861 13:45					
		30	31			28



JUNE INTERVIEW SCHEDULE  
ICALUIT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			CP712 13:30 7F861 13:45	CP714 11:30 7F861 13:45		
			1	2	3	4
		7F861 13:45 CP714 13:50		CP184 05:05	CP714 11:30 7F861 13:45 CP840 19:40	
5	6	7	8	9	10	11
	CP714 11:30 7F861 13:45	7F861 13:45 CP714 13:50	CP712 13:30 7F861 13:45	CP714 11:30 7F861 13:45		CP714 13:20 CP184 18:10
12	13	14	15	16	17	18
	CP712 18:35	7F861 13:45 CP714 13:50			CP714 11:30 7F861 13:45 CP840 19:40	CP714 13:20 CP184 18:10
19	20	21	22	23	24	25
	CP714 11:30 7F861 13:45		CP712 13:30 7F861 13:45	CP184 05:05 CP714 11:30 7F861 13:45		
26	27	28	29	30		

JULY INTERVIEW SCHEDULE  
IOALUIT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	CP714 11:30 7F861 13:45		CP712 13:30 7F861 13:45	CP712 19:15	CP714 11:30 7F861 13:45 CP840 19:40	CP714 13:20 CP184 18:10
3	4	5	6	7	8	9
	CP712 18:35	7F861 13:45 CP714 13:50		CP184 05:05 CP714 11:30 7F861 13:45	CP714 11:30 7F861 13:45 CP840 19:40 7F863 18:20	CP714 13:20 CP184 18:10 7F861 13:45
10	11	12	13	14	15	16
	CP714 11:30 7F861 13:45		CP712 13:30 7F861 13:45	CP7 2 19:15		
17	18	19	20	21	22	23
	CP712 18:35	7F861 13:45 CP714 13:50 7F863 18:20		CP184 05:05 CP714 11:30 7F861 13:45 7F861 13:45	CP714 11:30 7F861 13:45 CP840 19:40 7F863 18:20	CP714 13:20 7F861 13:45 CP184 18:10
24	25	26	27	28	29	30
31						

AUGUST INTERVIEW SCHEDULE  
IGALUIT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		CP714 13:50 7F861 13:45 7F863 18:20	CP712 13:30 7F861 13:45	CP712 19:15		CP714 13:20 CP184 18:10 7F863 13:45
	1	2	3	4	5	6
	CP714 11:30 7F861 13:45			CP184 05:05 CP714 11:30 7F861 13:45 CP840 19:40 7F863 18:20	CP714 11:30 7F861 13:45 CP840 19:40 7F863 18:20	
7	8	9	10	11	12	3
	CP714 13:50 7F861 13:45 7F863 18:20	CP712 13:30 7F861 13:45		CP712 19:15		CP714 13:20 CP184 18:10 7F861 13:45
14	15	16	17	18	19	20
	CP714 11:30 7F861 13:45			CP184 05:05 CP714 11:30 7F861 13:45 CP840 19:40 7F867 18:20	CP714 11:30 7F861 13:45 CP840 19:40 7F867 18:20	CP714 13:20 CP184 18:10
	22	23	24	25	26	27
21	22	23	24	25	26	27
	CP714 13:50 7F861 13:45 7F863 18:20	CP712 13:30 7F861 13:45		CP712 19:15		CP714 13:20 CP184 18:10
28	29	30	31			
	CP712 18:35					
	29	30	31			

SEPTEMBER INTERVIEW SCHEDULE  
IGALUIT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				CP184 05:05 CP714 11:30 7F861 13:45		CP714 13:20 7F861 13:45 CP184 18:10
	CP714 11:30 7F861 13:45	CP714 13:50 7F861 13:45	7F861 13:45 CP712 13:30	CP712 19:15	CP714 11:30 7F861 13:45 CP840 19:40 7F863 18:20	
	CP712 18:35			CP714 11:30 7F861 13:45		CP714 13:20
						CP184 18:10

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MAY INTERVIEW SCHEDULE  
RESOLUTE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			CP183 02:55	CP184 01:15	CP183 05:25	CP184 14:20
	16	17	18	19	20	21
			CP183 02:55	CP184 01:15	CP183 05:25	CP184 14:20
22	23	24	25	26	27	28
29	30	31				

JUNE INTERVIEW SCHEDULE  
RESOLUTE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			CP183 02:55	CP184 01:15	CP183 05:25	CP184 14:20
			1	2	3	4
			CP183 02:55	CP184 01:15	CP 83 05:25	CP184 4:20
5	6	7	8	9	10	11
			CP183 02:55	CP 84 01:15	CP 83 05:25	CP184 14:20
12	13	14	15	16	17	18
			CP183 02:55	CP184 01:15	CP183 05:25	CP184 14:20
19	20	21	22	23	24	25
			CP183 02:55	CP 84 01: 5		
26	27	28	29	30		

JULY INTERVIEW SCHEDULE  
RESOLUTE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					CP183 05:25	CP184 14:20
					1	2
			CP183 02:55	CP184 01: 5	CP183 05:25	CP 84 14:20
3	4	5	6	7	8	9
			CP183 02:55	CP184 01:15	CP183 05:25	CP184 14:20
10	11	12	13	14	15	16
			CP183 02:55	CP184 01:15	CP183 05:25	CP184 14:20
17	18	19	20	21	22	23
			CP183 02:55	CP184 01:15	CP183 05:25	CP184 14:20
24	25	26	27	28	29	30

AUGUST INTERVIEW SCHEDULE  
RESOLUTE

SUN DAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			CP183 02:55	CP184 01:15	CP183 05:25	CP184 14:20
	1	2	3	4	5	6
			CP183 02:55	CP184 01:15	CP 83 05:25	CP184 14:20
7	8	9	10		12	13
			CP183 02:55	CP 84 01:15	CP183 05:25	CP184 14:20
	14	15	17	18	19	20
			CP183 02:55	CP184 01: 5	CP183 05:25	CP184 14:20
21	22	23	24	25	26	27
			CP183 02:55			
28	29	30	31			



SEPTEMBER INTERVIEW SCHEDULE  
RESOLUTE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				CP184 01:15	CP183 05:25	CP184 14:20
				1	2	3
			CP183 02:55	CP184 01:15	CP183 05:25	CP184 14:20
4	5	6	7	8	9	10
			CP183 02:55	CP184 01:15	CP183 05:25	CP184 14:20
11	12	13	14	15	16	17

**APPENDIX C**  
**Comments from Question 25**

APPENDIX C

EDITED COMMENTS FROM QUESTION 25

1. Lower rates for hotels.
2. Hospitality of the white employees of each organization should be improved.
3. First Air should be more accurate.
4. The Inuit by themselves have to organize a day of common life in their town, or hunting/fishing trips.
5. Need an elevator at hotel; limousine service in hotels; fresh food on airlines; throw away old food (had moldy sandwiches).
6. NWT very expensive, only the rich old visit the north.
7. Didn't see any whales; weren't as many crafts in Iqaluit as expected; weather was great.
8. Update tourist material of facilities which are available, and expectations of what can be seen, some material was inaccurate.
9. It was excellent and would recommend traveling here to friends.
10. Canadian Airlines is not satisfactory, they would not wait for our group, (even for 1 hour) due to bad weather in Grise Fiord. Co-op Manager in Pond is too rude, arrogant. and not very helpful (e.g. said he couldn't feed our group). Bradley Air was very nice to this group (Todd Garr). Made reservations and scheduled air flights for this group.
11. If tourism is to be improved (up here) hospitality and trained people should be on the top of the list. Some people do not care if you don't ask for assistance, they seem to prefer it that way.
12. Clean-up waste.
13. It's good.
14. It'd be nice to have topographical maps. Difficult to get information on the north. Tell callers to BTA how to obtain maps or articles on the north (e.g. Up Here Mag)
15. Everyone is very friendly. Good hospitality.
16. Restaurant prices are too expensive.

## Edited Comments - P.2

17. Tidy up the place (litter).
18. The flights should be on time.
- 19\* Beautiful area.
20. Moving in the right direction with the Heritage Centre in Pang. In order to come up here, you want to read about your destination, there should be an orientation back in libraries down south.
21. More regular flights would be helpful.
22. Bar at airport to kill time especially when flights are delayed.
23. Sign: how to get to Sylvia Grinnell. More coffee shops for snacks. Rooms too hot. Too expensive.
24. Tourist information needs to be clearly identified as well as organized. There is a lot to do here but it is difficult to find.
25. Many flights are late in arriving so 24 hour taxi service should be available. Tourist information is based only in Iqaluit, should also be more information available on other smaller communities.
26. Hotels are too expensive, too much litter, not enough organized activities for tourists, no decent pubs.
27. Hotel, too expensive, so stayed in tent. Parks officers in Pang were nice and helpful. More organized than other northern countries.
28. Craft shop open longer hours.
29. Had a great trip -- all facilities and people were very pleasant and helpful.
30. One could make flights less expensive. Cheaper accommodation.
31. Better hotel accommodation and service.
32. Air service could be more reliable.
33. Pleased with everything.
34. Just compliments, all good things have to end.

Edited Comments - P.3

35. **Bed and breakfast type of service should be available.** Friendly people e.g. walk down road and people say hi.
36. No smoking.
37. Everything which we encountered was handled very well.
38. If seats are already taken, they should not be sold to other people (First Air). Expected to find more available sculptures. Questionnaire should include how much is spent on arts and crafts.
39. More women at Brevoort Island. Food at Bayshore(?) was good. TV was limited.
40. No complaints.
41. More parks.
42. Lack of personal contact, and direct communication, especially if you are new in the north, **they expect you** to do everything on your own.
43. If **Pang** had a restaurant, it'd be better. **Warn** tourists about the possibility of bad weather (rained most of the time, should say in brochure that rain is very frequent in the park). If anyone was to start up a sightseeing **flight to** Penny Icecap) would make good dollars.
44. Lack of understanding with the guide, outfitter. **Would help if U.S. agencies knew more about** the NWT and about **different Canadian airlines.**
45. I enjoyed myself here.
46. If both airlines (**First and Canadian**) **coordinated the schedules with connecting flights,** it would be easier for traveling.
47. Why is garbage not recycled as fuel?
48. Everybody was friendly.
49. The **Co-op** store could be open earlier or at least they should open on time. Have more **maps of the area available.**
50. **Iqaluit should do more** for tourists to stay there and in the area. E.g.: **maps 1:250,000 should be available, hiking tours should be worked-out (e.g. Grinnel river, across Grinnell), regular visits to a typical outpost camp** would also be interesting.

**Edited Comments - P.4**

51. Plane trip to the North Pole was beautiful.
52. Need a hairdressing salon, barber shop in town or at the airport.
53. Couple of cold beers with meals would be nice.
54. Should have baggage holder or lockers at the airport to store baggage while waiting for flight out later in the day or next day.
55. There should be a gas station in Payne Bay to refuel air transportation.
56. I would have preferred to split the time between Yellowknife and Baffin Island instead of 4 nights in Yellowknife.
57. Should serve better food at the Co-op store.
58. Everything was satisfactory.
59. Should be an emergency shelter for passengers of delayed or canceled flights. Lower the temperature in the terminal building. Should be more information available about what a visitor needs to know. GNWT should improve campground in Pang and Iqaluit.
60. Garbage pick-up and other services were slow.
61. Too much garbage and construction leftovers lying around town. People are nice (Melanee).
62. Everything was fine.
63. Walking around the streets, it's beautiful. Enjoyed the ethnic Anglican church, and was surprised to see so many children.
64. Good.
65. Unfriendliness of restaurant staff was disappointing. Shop should be open for tourists going south even on weekends.
66. More information on how to see seals, whales, etc. We didn't know where they would be when we visited.
67. Food and lodging is very expensive.
68. So much garbage around.

## Edited Comments - P.5

69. Lack of accommodation (we were fortunate to have a place to stay).
70. **Would be good to have** coffee or whatever during early flights. More **people like Melanee P. who is** open and friendly and willing to provide any information that's needed.
71. POND: Inaccurate **information** on how available guides and **boats** are.  
PANG: If you're going to **Auyuittug** Park, you should carry a rifle to be on the safe side, not to **hunt, but to be safe.**
72. The park is better than the brochure. **Put** lockers in the airport.
- 73\* **Buses** would be nice.
- 74\* More information in French. (Translated by Acres).
75. A little more order.
76. No **post** box at the airport!
77. Service was slow.
78. No private bathrooms, southerners are used to having private baths in a hotel.
79. Expediting services should **be** improved.
80. **No complaints.**
81. A bridge over Sylvia Grinnell.
82. Tell the tourists before they arrive what is being sold (clothes, **jewellery etc.**).
83. Cleanup the towns, stop wastage of materials.
84. Everything is too expensive.
85. Everything is great. Please support Pang fishing projects, **thanks.**
86. Everything you need is there, it's just **awfully expensive.**
87. Pretty good.
88. Stop the hotel walls from shaking.

## Edited Comments P.6

89. Improve airline service.
90. It was fairly good.
91. Pamphlets and brochures need to be more accessible. There is too much rubbish in the park from other tourists. Pamphlets should stress that garbage not be left in the territories. STRESS the fragility of the ecosystem.
92. People need to learn to control tourism rather than be run by it.
93. Outlaw cigarettes.
94. Educating local people about tourists.
95. Each community should be changed to an Inuit name.
96. Prepare visitors better for camping with literature.
97. Don't allow alcohol in all the Baffin Island.
98. Could be a little cheaper.
99. Should be clean: village.
100. The Baffin Tourist Information Building in Iqaluit was not open once in the 4 times we went to contact someone there. The boat trip to that historic island off Iqaluit is advertised but no one knew a thing about it! The man at arctic ventures tried eight (8) phone calls for us\* We did not come with a group, so we found that boat trips etc., are aimed at tours not at the public. It seemed everything had to be arranged privately or through an outfitter. Prices were high and the standard unknown.
101. More advance communication and better information about small centres.
102. There should be a restaurant or snack shop in Pang.
103. Tourist packages should be developed here. More usage of wind, e.g., electric power. Baffin Tourism needs exposure on TV down south, as in documentaries to stir up people's interest. Inuit albums should be sold up here.
104. Expediting seems to be a poor service. Didn't care for water; poor quality.



105. No kleenex in toilet rooms! Friendly people.
106. Taxi drivers are rude, except for 2 which are exceptional, on the whole they were rude and **unpleasant**. **Bay** staff are very rude, you're lucky if you get help -- their attitude is terrible.
107. Everybody was friendly. Small **bus** tours should run to and from **Iqaluit** and **Ape x**, **because** there is a lot to see.
108. The prices **should** be decreased ( e.g. the **lodges** should have private bathrooms) \$90.00 only for a bed is too expensive.
109. Everything's so nice and different.
110. The airline, or hotel services **should** be more organized and **need** better communication among staff to inform travelers.
111. **Should** be more prints (notepaper) sold. We were promised a boat ride but there were not enough **Inuit** guides available plus the **boats** were not available.
112. Clean up garbage. Canadian Airlines should take better care of luggage and people. School **project** for school children to clean up litter (it spoils the landscape).
113. **Lack of communication among staff**. Excellent people, though guides are sometimes unreliable.
114. More complete and accurate map of the town of **Iqaluit**. Price of hotel is extremely high.
115. Good trip, worthwhile.
116. More information in French.
117. Airline schedules are too inaccurate.
118. It was great.
119. Should improve attitude of some employees, some are great but some are very rude and unfriendly.
120. Landscape and the hospitality of the people are great.
121. Facilities are fine. Outfitter in Ottawa was inaccurate in some respects. Let tourists know that everything is expensive.

Edited Comments - P.8

122. Prices should be more realistic. Too much garbage lying around town and other communities.
123. More facilities such as showers and lockers should be available.
124. Keep the dust down, put oil or anything to keep down dust.
125. Leave this world alone.
126. Need competition (presumably to reduce prices - cd.).
127. Dirty; Government buildings are ugly.
128. Restaurants and some other services weren't up to southern standards.
129. They should clean up litter around the towns. Northern water cleaning plant. (?)
130. Didn't like food at the **Frobisher** Inn so went to the Navigator. No activities in the evenings.
131. Greatly needed, in my view, is more low cost accommodation (youth hostel style would be quite acceptable) with cooking facilities or meals provided with one-day advance notice. I would also like to have available, information on (1) local communities -- map, post cards, good **quality** souvenirs, hamlet pins, tapes of local singers, community profile (mini history) and economic situation); and (2) how things work in the **Baffin** e.g. educational system, local government, housing, government subsidy versus self-sufficiency, native involvement in all aspects of society etc. This information could well be in the form of typed, photocopied information sheets, not glossy brochures **which people** are less likely to carry with them when traveling. While NWT and BTA travel information is very southern, travel agents need to be more aware of travel possibilities and conditions in the North. From my experience, they know almost nothing. My suggestions are offered in a constructive way because I am convinced of the potential for tourism and the many attractions of **Baffin** Island. My own experience was most satisfactory. I'll be back, one way or another and quite possibly not in July or August. (I'm **sure I'm not the only one to be** curious about what it's like during the rest of the year.)
132. Clean up litter.

**Edited Comments - P.9**

133. The outfitters should provide a price list. Provide description **of when and** where to see animals (rough estimate). Clean up communities.
134. Cleaner restaurants.
135. Clean up the community.