



Arctic Development
Library

***Supplemental Cross-tabulations - Baffin
Visitors Survey - Summer 1988
Date of Report: 1988
Catalogue Number: 11-1-17***

11-1-17

Prepared for:
TRAVELARCTIC
Department of Economic Development & Tourism
Government of the Northwest Territories
Yellowknife, Northwest Territories

**SUPPLEMENTAL CROSS-TABULATIONS
BAFFIN VISITORS SURVEY
SUMMER 1988**

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December, 1988
P08511.00

PURPOSE BY DESTINATION

	PURPOSE OF TRIP			
	BUS I NESS		VACATION & OTHERS	
	PARTIES	PERCENT	PARTIES	PERCENT
PRIMARY DESTINATION				
IQALUIT	35	19.2%	32	17.6%
POND INLET	3	1.6%	11	6.0%
PANGNIRTUNG	6	3.3%	38	19.8%
BREVOORT ISL	6	3.3%		
EUREKA			2	1.1%
CLYDE RIVER	2	1.1%	3	1.6%
BROUGHTON ISL	2	1.1%		
IGLOOLIK	1	.5%	3	1.6%
BYLOT ISL.	1	.5%		
CAPE DORSET	6	3.3%	3	1.6%
GREENLAND	1	.5%	1	.5%
NANISIVIK	1	.5%	1	.5%
CRATER LAKE	1	.5%		
YUKON			1	.5%
AUYUJITTUNG NAT. PARK			12	6.6%
WARWICK SOUND			1	.5%
N. QUEBEC	3	1.6%		
YELLOWKNIFE			3	1.6%
RESOLUTE			2	1.1%
GRISE FIORD			2	1.1%
COATS ISL.			1	.5%
Total	68	37.4%	114	62.6%

PURPOSE BY AGE & GENDER

	PURPOSE OF TRIP		Total
	Business	Vacation & Other	
MALES UNDER 20 YRS.	1	15	16
PERCENT	6.3%	93.8%	100.0%
MALES 20-29	38	46	84
PERCENT	45.2%	54.8%	100.0%
MALES 30-39	53	120	173
PERCENT	30.6%	69.4%	100.0%
MALES 40-49	28	79	107
PERCENT	26.2%	73.8%	100.0%
MALES OVER 50		38	45
PERCENT	15.6%	84.4%	100.0%
FEMALES UNDER 20		6	6
PERCENT		100.0%	100.0%
FEMALES 20-29	6	23	29
PERCENT	20.7%	79.3%	100.0%
FEMALES 30-39	3	46	49
PERCENT	6.1%	93.9%	100.0%
FEMALES 40-49		28	28
PERCENT		100.0%	100.0%
FEMALES OVER 50		30	30
PERCENT		100.0%	100.0%

PURPOSE BY ORIGIN

	PURPOSE OF TRIP	
	BUSINESS	VACATION & OTHERS
ONTARIO RESIDENTS	38	204
QUEBEC RESIDENTS	65	52
MANITOBA RESIDENTS	8	1
SASKATCHEWAN RESIDENTS	.	.
ALBERTA RESIDENTS	8	14
BRITISH COLUMBIA RESIDENTS	5	18
MARITIME RESIDENTS	5	16
YUKON	1	1
NORTHWEST TERRITORIES	.	.
OTHER COUNTRIES		
USA	7	70
FRANCE		5
GREAT BRITAIN	1	
GERMANY		3
HOLLAND		1
SPAIN		1
ITALY	1	
AUSTRALIA	1	
USSR		
SWITZERLAND		1

PURPOSE BY HOUSEHOLD INCOME

	PURPOSE OF TRIP				Total	
	Business		Vacation & Other		SUM	%
	SUM	%	SUM	%		
HOUSEHOLD INCOME						
<\$20,000	3	2.2%	7	5.1%	10	7.3%
\$20,001-\$30,000	4	2.9%	11	8.0%	15	10.9%
\$30,001-\$40,000	13	9.5%	9	6.6%	22	16.1%
\$40,001-\$50,000	12	8.8%	18	13.1%	30	21.9%
>\$50,000	21	15.3%	39	28.5%	60	43.8%
Total	53	38.7%	84	61.3%	137	100%

PURPOSE BY ACCOMMODATIONS

	PURPOSE OF TRIP	
	Business	Vacation & Other
NUMBER OF NIGHTS IN HOTELS PERCENT	452 76.1%	142 23.9%
NUMBER OF NIGHTS IN LODGES PERCENT	28 37.3%	47 62.7%
NUMBER OF NIGHTS IN PRIVATE HOUSES PERCENT	109 24.7%	394 85.3%
NUMBER NIGHTS CAMPING PERCENT	123 16.4%	625 83.6%
NUMBER OF NIGHTS IN OTHER ACCOMMODATIONS PERCENT	336 90.1%	208 19.9%

PURPOSE BY ACTIVITIES

	PURPOSE OF TRIP	
	Business	Vacation & Other
BUSINESS TRIP		
YES	64	13
NO	2	101
VISITING FAMILY OR FRIENDS		
YES	7	36
NO	59	78
SHOPPING FOR ARTS & CRAFTS		
YES	29	66
NO	37	48
ATTENDING LOCAL FESTIVALS		
YES	4	15
NO	62	99
VISIT MUSEUMS & HISTORIC SITES		
YES	14	68
NO	52	46
HIKING OR BACKPACKING		
YES	4	77
NO	57	37
NATURE STUDY		
YES	12	47
NO	54	67
CAMPING		
YES	4	51
NO	62	63
FISHING		
YES	4	35
NO	62	79
HUNTING		
YES	1	10
NO	65	104

PURPOSE BY DECISION DATE

	PURPOSE OF TRIP				Total	
	Business		Vacation & Other		SUM	%
	SUM	%	SUM	%		
MONTH OF DECISION TO VISIT BAFFIN						
JANUARY	3	1.8%	9	5.4%	12	7.2%
FEBRUARY			4	2.4%	4	2.4%
MARCH	3	1.8%	17	10.2%	20	12.0%
APRIL	7	4.2%	6	3.6%	13	7.8%
MAY	11	6.6%	11	6.6%	22	13.3%
JUNE	15	9.0%	15	9.0%	30	18.1%
JULY	9	5.4%	9	5.4%	18	10.8%
AUGUST	9	5.4%	17	10.2%	26	15.7%
SEPTEMBER	1	.6%	5	3.0%	6	3.6%
OCTOBER	1	.6%	6	3.6%	7	4.2%
NOVEMBER	1	.6%	1	.6%	2	1.2%
DECEMBER			6	3.6%	6	3.6%
Total	60	36.1%	106	63.9%	166	100%

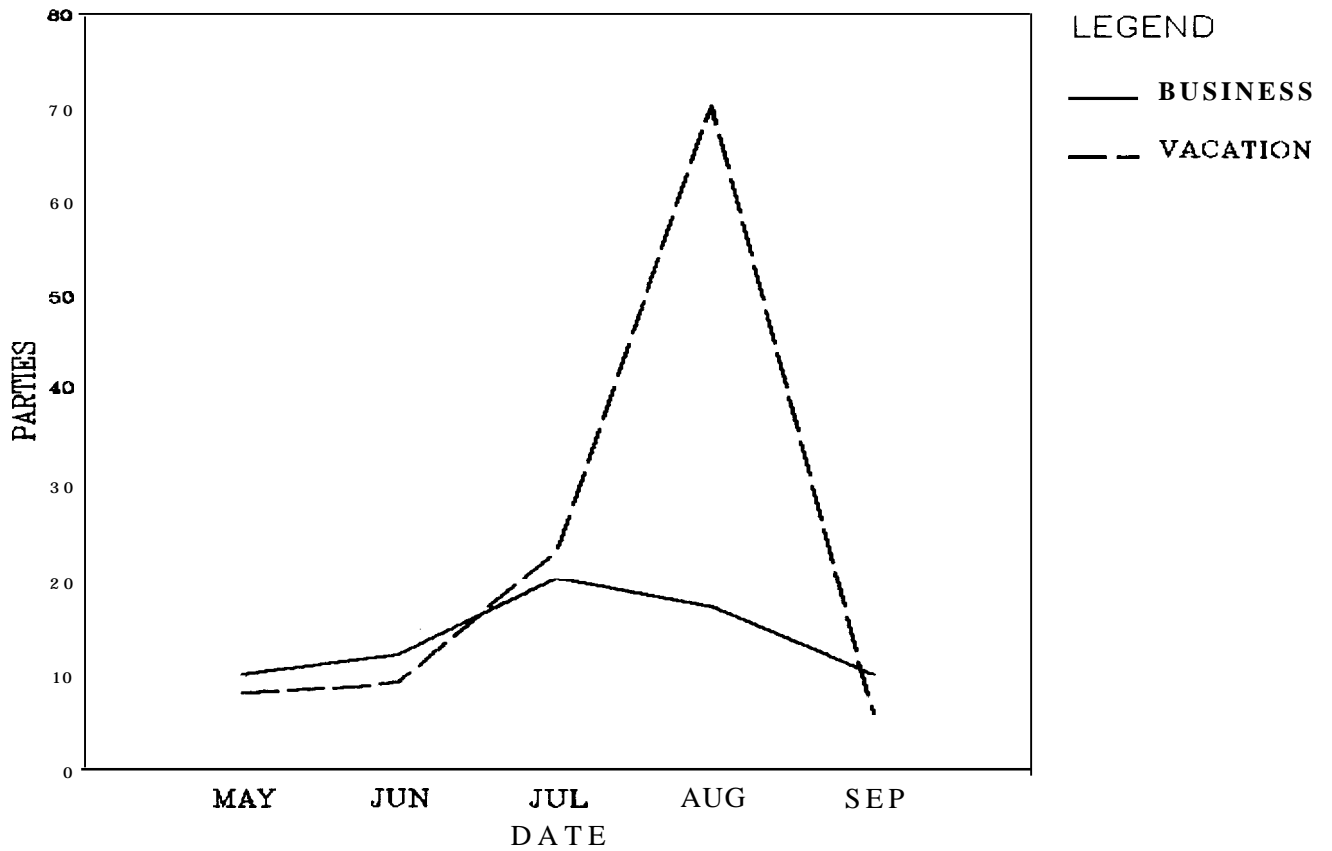
PURPOSE BY PREVIOUS VISITS

	PURPOSE OF TRIP				Total	
	Business		Vacation & Other		SUM	%
	SUM	%	SUM	%		
NUMBER OF PREVIOUS VISITS						
0	21	12.8%	59	36.0%	80	48.8%
1	10	6.1%	24	14.6%	34	20.7%
2	4	2.4%	11	6.7%	15	9.1%
3	6	3.7%	2	1.2%	8	4.9%
4	2	1.2%	2	1.2%	4	2.4%
5	2	1.2%	1	.6%	3	1.8%
6	4	2.4%	1	.6%	5	3.0%
8			1	.6%	1	.6%
10	5	3.0%	1	.6%	6	3.7%
12	1	.6%			1	.6%
14	1	.6%			1	.6%
25			1	.6%	1	.6%
28	1	.6%			1	.6%
30	2	1.2%			2	1.2%
40			1	.6%	1	.6%
50	1	.6%			1	.6%

PURPOSE BY DATE OF VISIT

DATE OF VISIT	PURPOSE OF TRIP				Total	
	Business		Vacation & Other		SUM	%
	SUM	%	SUM	%		
MAY	10	5.4%	8	4.3%	18	9.7%
JUNE	12	6.5%	9	4.9%	21	11.4%
JULY	20	10.8%	23	12.4%	43	23.2%
AUG.	17	9.2%	70	37.8%	87	47.0%
SEPT.	10	5.4%	6	3.2%	16	8.6%

DATES OF VISIT FOR BUSINESS AND OTHER BAFFIN VISITORS



ORIGIN BY PACKAGE TOURS

	PACKAGE TOURS	
	No	YES
ONTARIO RESIDENTS	150	92
QUEBEC RESIDENTS	95	22
MANITOBA RESIDENTS	3	.
SASKATCHEWAN RESIDENTS	.	.
ALBERTA RESIDENTS	19	3
BRITISH COLUMBIA RESIDENTS	28	.
MARITIME RESIDENTS	18	3
YUKON	1	1
NORTHWEST TERRITORIES	1	.
OTHER COUNTRIES		
USA	25	12
FRANCE	5	
GREAT BRITAIN	2	
GERMANY	3	
HOLLAND	1	
SPAIN		1
ITALY	1	1
AUSTRALIA	1	
USSR	1	
SWITZERLAND	1	

PACKAGE TOURS BY INFORMATION SOURCE

	PACKAGE TOURS	
	NO	YES
SOURCE OF INFORMATION FRIENDS WHO HAVE VISITED	26	5
NWT FRIENDS MAGAZINES & NEWSPAPERS	22	2
TRAVEL AGENT	15	5
TRAVEL ARCTIC BAFFIN TOURISM ASSOC.	10	5
T.V.	6	3
OTHER	16	3
	1	
	44	10

PACKAGE TOURS BY TIME OF DECISION

	PACKAGE TOURS	
	NO	YES
MONTH OF DECISION TO VISIT BAFFIN		
JANUARY	9	3
FEBRUARY	3	1
MARCH	17	3
APRIL	10	3
MAY	18	4
JUNE	25	5
JULY	14	4
AUGUST	20	6
SEPTEMBER	5	1
OCTOBER	6	1
NOVEMBER	1	1
DECEMBER	6	