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Tourism Marketing Trends

DRAFT

Norecon Ltd.
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Introduction

The Department of Economic Development & Tourism contracted Norecon Ltd. in March 1992 to assist in preparing a tourism strategy by compiling and analysing tourism statistics from TravelArctic's computerized database and several non-computerized sources.

The purpose of the project was twofold:

- to prepare a cost/benefit analysis of the department's several tourism promotion campaigns; and
- to ascertain how demand for various kinds of tourism activity dovetails with available supply of tourism products and facilities in the NWT.

TravelArctic's computerized database captures information on visitor inquiries placed through its Hotline information service, including the province, state or country in which the callers live and the kind of activities in which they are primarily interested (e.g. hunting, fishing, backpacking, etc.).

Whenever possible, database operators also record the magazine article, advertisement, television show, etc. which inspired the callers to inquire about vacationing in the NWT. This allows the database program to identify which campaign was most likely responsible for the call, i.e. TravelArctic's annual advertising campaign; the department's annual subsidization of advertising by the Tourism Industry Association (TIA) and its member zones; or the department's program to subsidize private operators' attendance at consumer trade shows across North America.

The non-computerized sources of information used for this project included data from annual ferry-crossing surveys as well as records of non-resident sports hunting and fishing licenses and the numbers and capacities of hotels, lodges and outfitters in the NWT.

Data Limitations

TravelArctic has been operating its database since 1987, but because the structure of the database has since been changed a number of times, not all of the data could be used for this project.

Moreover, in many instances, callers could not specify where they learned about the NWT as a potential vacation destination, or their primary interests were not captured. Consequently we were unable to identify which of the department's campaigns was responsible for inquiries in about 20% of the cases, and we were unable to determine callers' primary interests in almost 8070 of the cases.

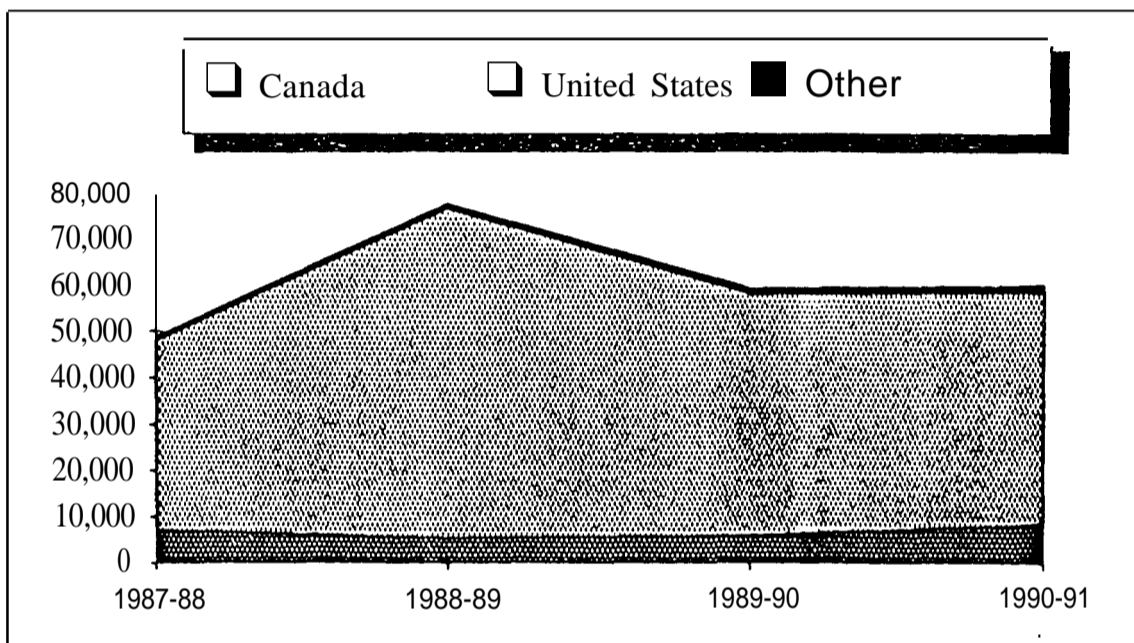
These two limitations adversely affected both our calculations of campaign cost/benefit ratios and our attempts to show trends in callers' tourism products of choice.

Finally, we should note that the database represents a very small percentage of all estimated pleasure travelers in the NWT. Assuming a conversion rate of 5% (see below), the 245,619 total inquiries received during 1987-91 would have generated some 12,281 visitors over the four-year period, or an average of 3,070 per year. This represents only about 5% of the 58,000 pleasure travelers whom TravelArctic estimates visit the NWT annually.

Hotline Inquiry Origins

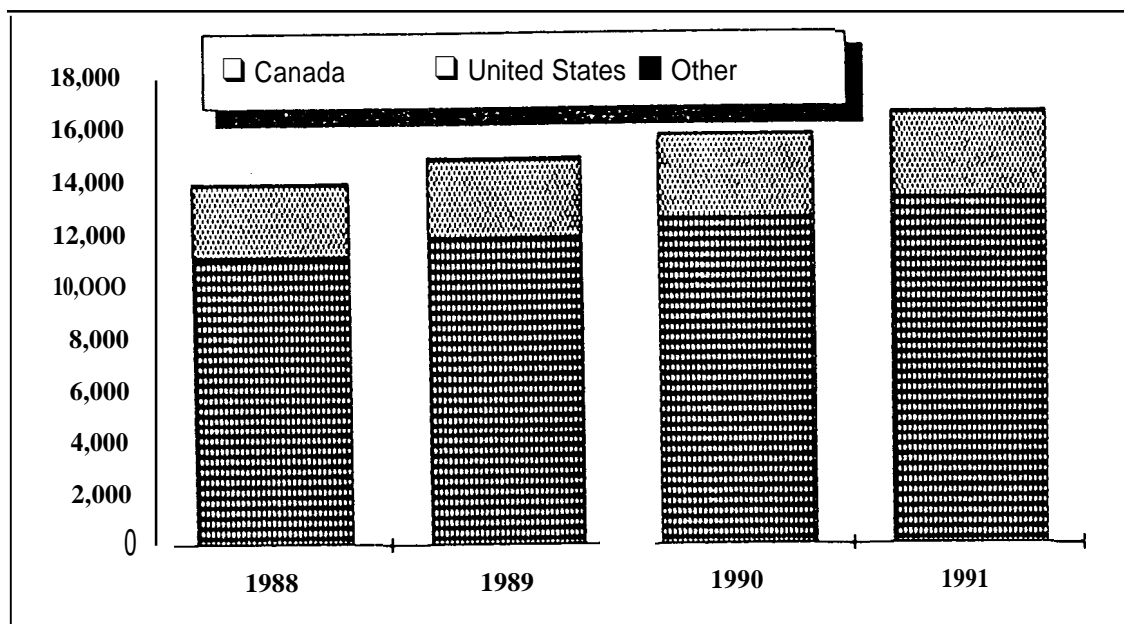
Given that most of TravelArctic's advertising was target-ted at American audiences between 1987 and 1991, it is not surprising that more than 85% of the inquiries originated in the United States, while only 11% originated in Canada and 2% were from other countries (as illustrated graphically below).

See Appendix 1 for more details.



Road Visitor Origins

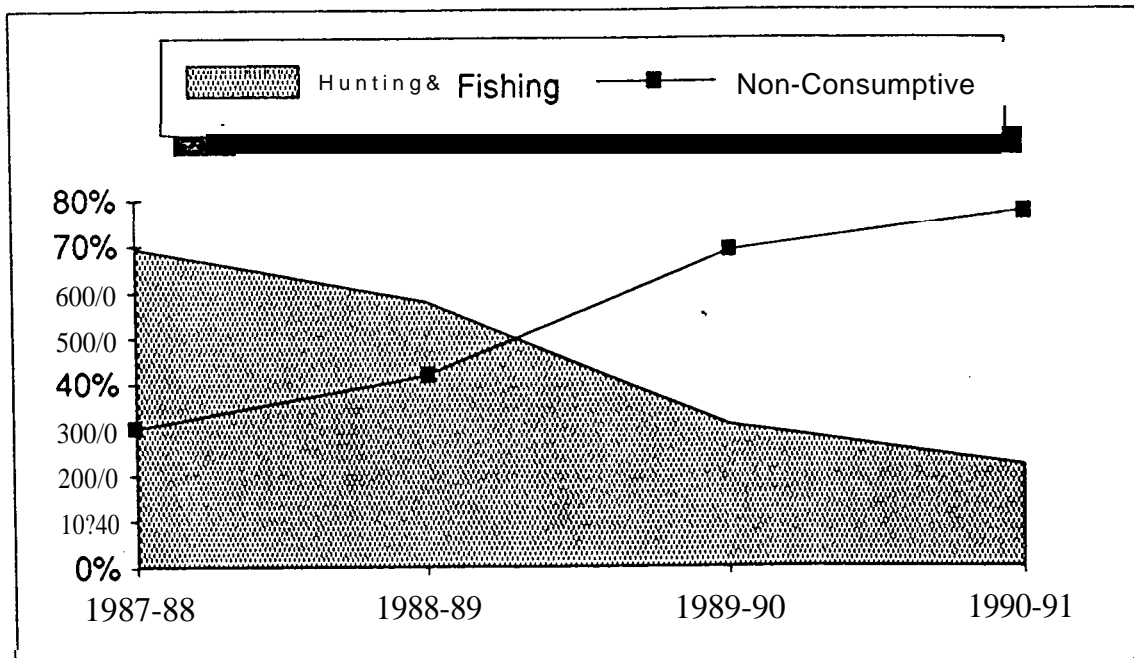
In contrast to Hotline inquiries, visitors arriving in the NWT by road are predominantly Canadian, as illustrated below.



Callers' Primary Interests

Although sports hunting and fishing have been the main activity of NWT pleasure visitors in the past, the popularity of these sports has been declining steadily across North America in recent years, and TravelArctic's database figures appear to mirror this trend. The percentage of callers whose primary interest was hunting and fishing dropped from 70% in 1987-88 to 22% in 1991, while the percentage of callers inquiring about non-consumptive activities — like canoeing, general touring, hiking, etc. — increased correspondingly, as illustrated below.

See Appendices 1 and 2 for more details.



Inquiries by Campaign

TravelArctic's Hotline received an average of 67,450 inquiries between 1988-89 and 1990-91, of which 70.3% were attributable to its main \$1.2 million advertising campaign and 570 were responses to TIA/Zone advertising initiatives, which Economic Development & Tourism subsidized at an average rate of \$572,000 a year.

In addition, the department provided a total of about \$160,000 per year to assist private operators attending consumer trade shows (sports hunting and fishing, and general outdoor shows) which — according to a series of studies by Derek Murray Consulting Associates — generated a combined average of 3,846 sales, “leads” and general inquiries each year for the three-year period.

See Appendix 2 for more details.

Inquiries by Campaign:	1988-89	1989-90	1990-91	Total
<i>Hotline Database:</i>				
TravelArctic	60,438	40,282	42,681	143,401
TIA/Zones	5,246	4,936	283	10,465
Campaign Unknown	9,785	12,416	14,834	37,035
<i>Subtotal Database</i>	75,469	57,634	57,798	190,901
Consumer Shows (Murray 1991):				
Inquiries	1,868	1,833	1,623	5,292
Direct Leads	185	1,321	2,296	5,485
Direct Sales	3,889	404	173	762
<i>Subtotal Consumer Shows</i>	3,889	3,558	4,092	11,539
Total Inquiries	79,358	61,192	61,890	202,440
Campaign Percentages:	1988-89	1989-90	1990-91	Average
TravelArctic	76.29%	65.8%	69.0%	70.3%
TIA/Zones	6.60%	8.1%	0.5%	5.0%
Campaign Unknown	12.3%	20.3%	24.0%	18.9%
Consumer Shows	4.9%	5.8%	6.60%	5.8%

Estimated Conversion Rate

To estimate a conversion rate for Hotline inquiries (i.e. the percentage of inquiries which led to actual visits to the NWT) we used some industry standards and the results of a 1992 survey of Hotline callers who had received the *Explorers' Guide*. Although the survey was not based on a statistically-significant sample of Hotline callers and was not intended to determine conversion rates, the results provide at least a useful indication the number of Hotline inquiries which lead to actual visits.

Of the 2,341 people who received a TravelArctic survey questionnaire, 1,016 responded; of these respondents, 295 said they had visited the NWT, and of these visitors, 171 said they had visited for the first time.

Assuming those who did not respond to the questionnaire did not visit the NWT, and using only those callers who had visited the NWT for the first time, results in a conversion rate of 7.3% as follows:

People Surveyed	2,341
Respondents	1,016
Number Who Visited	295
First-time Visitors	171
First-time Visitor#People Surveyed	7.3%

The industry standard conversion rates are considered to be 10% for “hot leads” or serious inquiries, and 4% for others. We have no way of knowing how many of survey respondents made “serious” inquiries originally, nor do we know how many Hotline inquiries are “serious” because this factor is not recorded. However, experienced operators advise that many Hotline inquiries are indeed “hot leads” so we have opted to use a conversion of 7.3% — i.e. a rate that is slightly higher than the 4% industry standard for general inquiries.

Calculation of Campaign Costs and Benefits

Campaign Costs	1988-89	1989-90	1990-91	Average
TravelArctic	\$1,429,731	1,175,556	1,030,331	1,211,873
TIA/Zones	\$682,100	634,607	400,000	572,236
Campaign Unknown		n/a	n/a	n/a
Consumer Shows	\$160,0%	160,000	163,800	161,267

Costs per Inquiry	1988-89	1989-90	1990-91	Average
TravelArctic .	\$24	29	24	26
TIA/Zones .	\$130	129	1,413	557
Campaign Unknown	n/a	n/a	n/a	n/a
Consumer Shows	\$41	45	40	42

• costs are overstated because these campaigns generated many of the 'Campaign Unknown' inquiries.

Costs per Visitor	1988-89	1989-90	1990-91	Average
TravelArctic "	\$473	584	483	513
TIA/Zones .	\$2,600	2,571	28,269	11,147
Campaign Unknown	n/a	n/a	n/a	n/a
Consumer Shows	\$359	263	350	324

. costs are overstated because these campaigns generated many of the 'Campaign Unknown' visitors.

Expenditure per Visitor	1988-89	1989-90	1990-91	
TravelArctic .	\$1,000	1,000	1,000	
TIA/Zones .	\$1,000	1,000	1,000	
Campaign Unknown	n/a	n/a	n/a	
Consumer Shows	\$2,500	2,500	2,500	

. expenditures undervalued because these campaigns generated many of the "Campaign Unknown" visitors.

Total Visitor Expenditure	1988-89	1989-90	1990-91	Average
TravelArctic .	\$3,021,900	2,014,100	2,134,050	2,390,017
TIA/Zones .	\$262,300	246,800	14,150	174,417
Campaign Unknown	n/a	n/a	n/a	n/a
Consumer Shows	\$462,500	1,010,000	432,500	635,000

" expenditures undervalued because these campaigns generated many of the "Campaign Unknown" visitors.

Benefits (Expenditure-Costs)	1988-89	1989-90	1990-91	Average
TravelArctic .	\$1,592,169	838,544	1,103,719	1,178,144
TIA/Zones .	(\$419,800)	(387,807)	(385,850)	(397,819)
Campaign Unknown	n/a	n/a	n/a	n/a
Consumer Shows	\$302,500	850,000	268,700	473,733

* benefits undervalued because these campaigns generated many of the "Campaign Unknown" visitors.

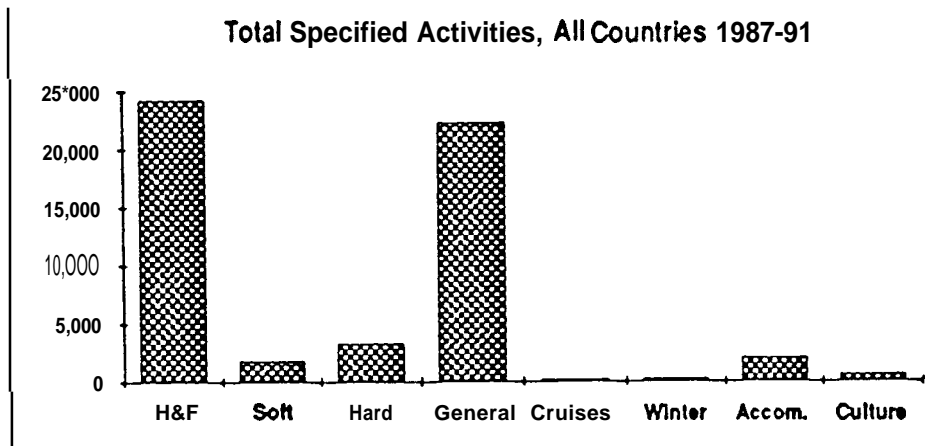
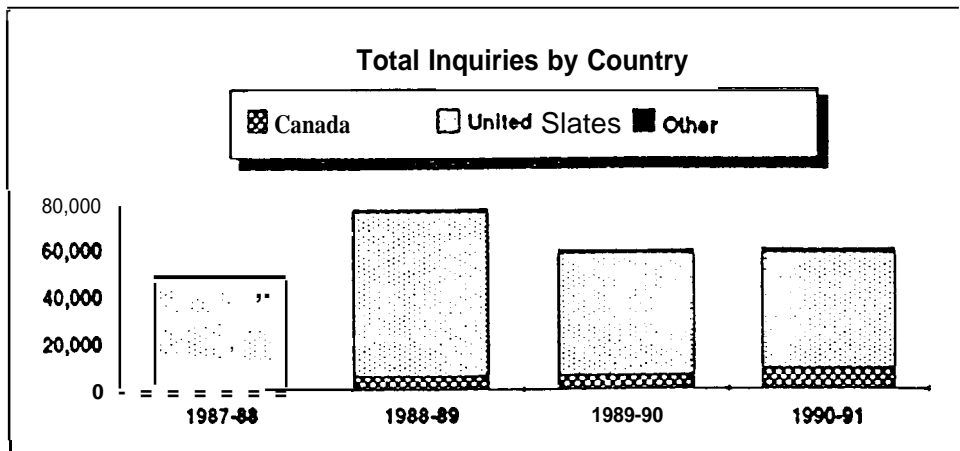
Return On Investment	1988-89	1989-90	1990-91	Average
TravelArctic .	135.470	71.3%	107.190	105%
TIA/Zones .	-61.5%	-61.10/0	-96.5%	-73%
Campaign Unknown	n/a	n/a	n/a	n/a
Consumer Shows	189.1%	531.3%	164.0%	295%

" returns undervalued because these campaigns generated many of the "Campaign Unknown" visitors. '

Appendix 1
**Visitor Inquiries by Country of Origin
and Primary Interest**

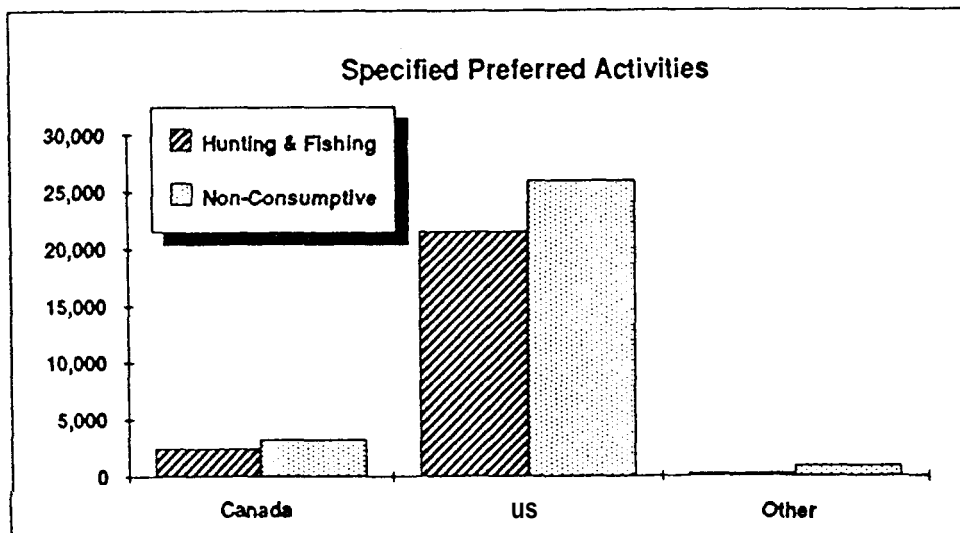
Visitor Inquiries by Country of Origin and Primary Interest

All Years	Canada	u.s	Other	Total
Specified Hunting & Fishing	2,445	21,508	233	24,186
Percentage of Total Specified	43.00%	45.39%	19.80%	44.57%
<i>Specified Non-Consumptive:</i>				
Soft Adventure:	385	1,336	46	1,767
Hard Adventure:	1,126	1,858	307	3,291
General Touring:	949	20,726	523	22,198
Cruises & Sailing:	84	65	8	157
Winter Activities:	27	174	8	209
Accommodation Tours:	421	1,521	29	1,971
Culture & Events:	246	271	20	537
Subtotal Non-Consumptive	3,238	25,951	941	30,130
Percentage of Total Specified	57.0%	54.7%	80.2%	55.5%
Total Specified Activities	5,683	47,459	1,174	54,316
(01) General (Unspecified)	21,843	165,663	3,797	109,519
Total	27,526	213,122	4,971	245,619



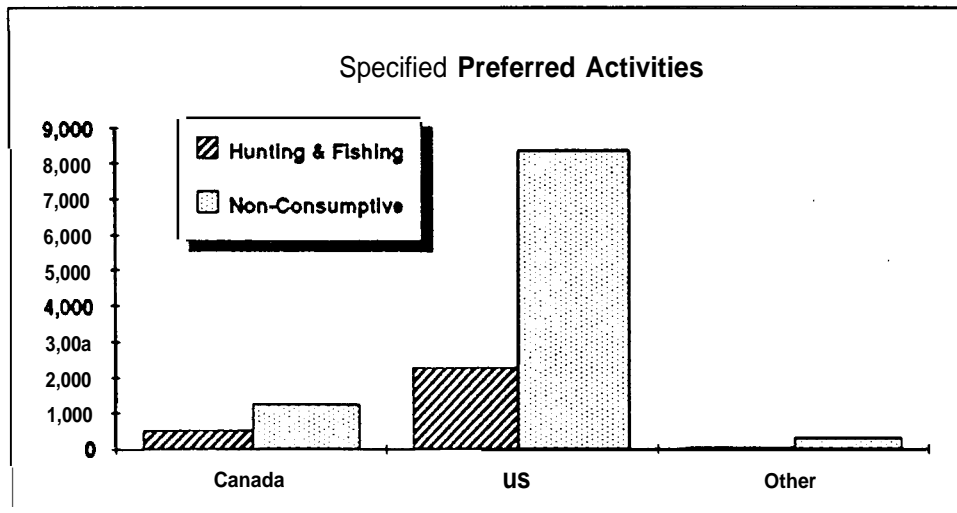
Visitor Inquiries by Country of Origin and Primary Interest

All Years	Canada	US	Other	Total
Hunting & Fishing:	2,445	21,508	233	24,186
(02) Fishing	2,047	16,138	160	18,345
(03) Hunting	398	5,370	73	5,841
Soft Adventure:	385	1,336	46	1,767
(05) Naturalist/Photography	385	1,336	46	1,767
(80) Bird Sanctuaries	0	0	0	0
Hard Adventure:	1,126	1,858	307	3,291
(06) Backpacking/Hiking	410	708	50	1,168
(08) Canoeing	679	1,072	250	2,001
(09) Kayaking	16	43	3	62
(10) Rafting	21	35	4	60
General Touring:	949	20,726	523	22,198
(07) RV/Camping	554	19,925	512	20,991
(31) Highways & Ferries	395	801	11	1,207
Cruises & Sailing:	84	65	8	157
(11) Sailing	84	65	8	157
(57) Cruises	0	0	0	0
Winter Activities:	27	174	8	209
(12) Winter Activities	15	35	3	53
(17) Cross Country Skiing	2	9	3	14
(72) Northern Lights	10	130	2	142
Accommodation Tours:	421	1,521	29	1,971
(14) Package Tours	285	1,282	28	1,595
(71) Elderhostel	121	229	0	350
(19) Bed & Breakfast	15	10	1	26
Culture & Events:	246	271	20	537
(04) Arts/Culture	202	254	16	472
(13) Special Events	44	17	4	65
(01) General (Unspecified)	21,843	165,663	3,797	191,303
Total	27,526	213,122	4,971	245,619
Percentage of Total	11.2%	86.8%	2.0%	



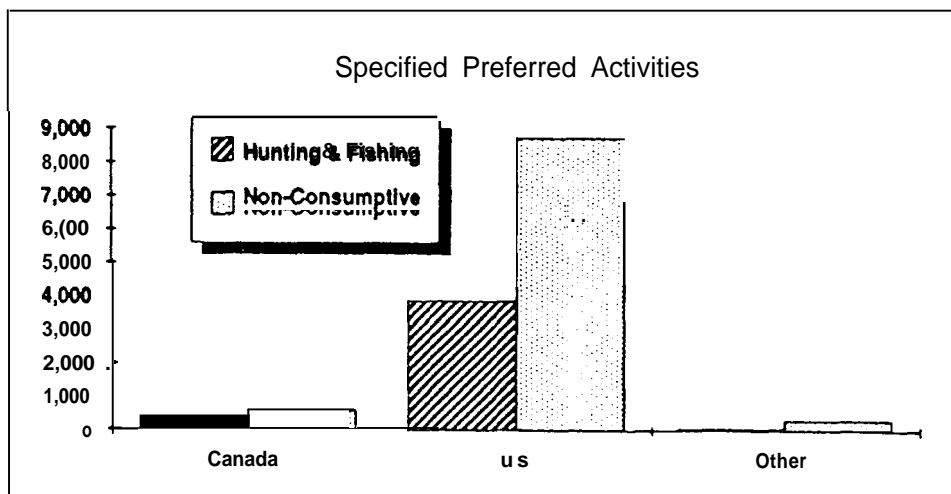
Visitor Inquiries by Country of Origin and Primary Interest

1990-91	Canada	US	Other	Total
Hunting & Fishing:	526	2,285	27	2,838
(02) Fishing	482	1,866	23	2,371
(03) Hunting	44	419	4	467
Soft Adventure:	122	154	11	287
(05) Naturalist/Photography	122	154	11	287
(80) Bird Sanctuaries	0	0	0	0
Hard Adventure:	439	528	71	1,038
(06) Backpacking/Hiking	225	237	8	470
(08) Canoeing	203	267	60	530
(09) Kayaking	5	15	1	21
(10) Rafting	6	9	2	17
General Touring:	362	7,315	231	7,908
(07) RV/Camping	205	7,050	230	7,485
(31) Highways & Ferries	157	265	1	423
Cruses & Sailing:	67	34	3	104
(11) Sailing	67	34	3	104
(57) Cruises	0	0	0	0
Winter Activities:	3	10	1	14
(12) Winter Activities	0	4	0	4
(17) Cross Country Skiing	0	4	1	5
(72) Northern Lights	3	2	0	5
Accommodation Tours:	170	250	0	420
(14) Package Tours	101	137	0	238
(71) Elderhostel	59	105	0	164
(19) Bed & Breakfast	10	8	0	18
Culture & Events:	84	76	4	164
(04) Arts/Culture	68	71	4	143
(13) Special Events	16	5	0	21
(01) General (Unspecified)	6,916	39,005	1,306	47,227
Total	8,689	49,657	1,654	60,000
Percentage of Total	14.5%	82.8%	2.8%	



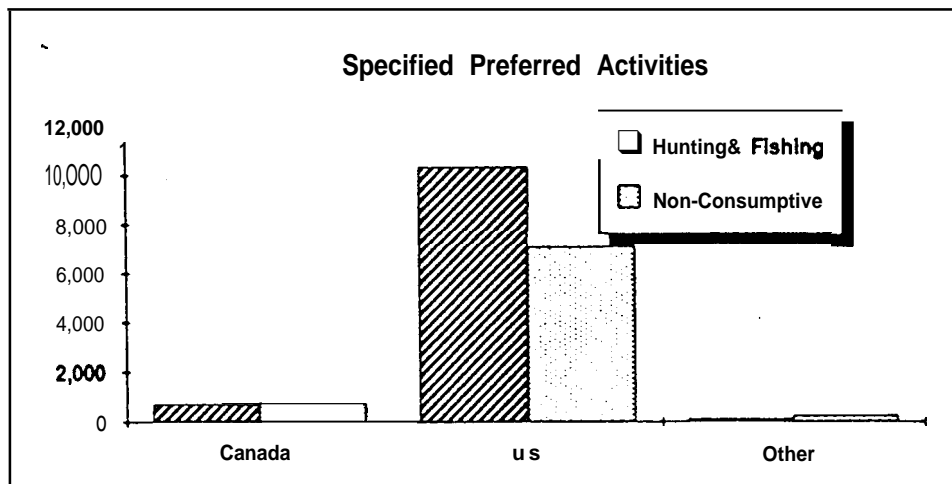
Visitor Inquiries by Country of Origin and Primary Interest

1989-90	Canada	US	Other	Total
Hunting & Fishing:	388	3,855	56	4,299
(02) Fishing	276	2,724	38	3,038
(03) Hunting	112	1,131	18	1,261
Soft Adventure:	66	118	14	198
(05) Naturalist/Photography	66	118	14	198
(80) Bird Sanctuaries	0	0	0	0
Hard Adventure:	205	353	96	654
(06) Backpacking/Hiking	71	100	17	188
(08) Canoeing	128	236	78	442
(09) Kayaking	3	10	1	14
(10) Rafting	3	7	0	10
General Touring:	195	7,946	176	8,317
(07) RV/Camping	148	7,876	169	8,193
(31) Highways & Ferries	47	70	7	124
Cruises & Sailing:	11	12	2	25
(11) Sailing	11	12	2	25
(57) Cruises	0	0	0	0
Winter Activities:	12	137	5	154
(12) Winter Activities	3	5	2	10
(17) Cross Country Skiing	2	4	1	7
(72) Northern Lights	7	128	2	137
Accommodation Tours:	61	82	2	145
(14) Package Tours	1	1	1	3
(71) Elderhostel	56	79	0	135
(19) Bed & Breakfast	4	2	1	7
Culture & Events:	32	32	9	73
(04) Arts/Culture	31	32	9	72
(13) Special Events	1	0	0	1
(01) General (Unspecified)	5,072	39,361	1,067	45,500
Total	6,042	51,896	1,427	59,365
Percentage of Total	10.2%	87.4%	2.4%	



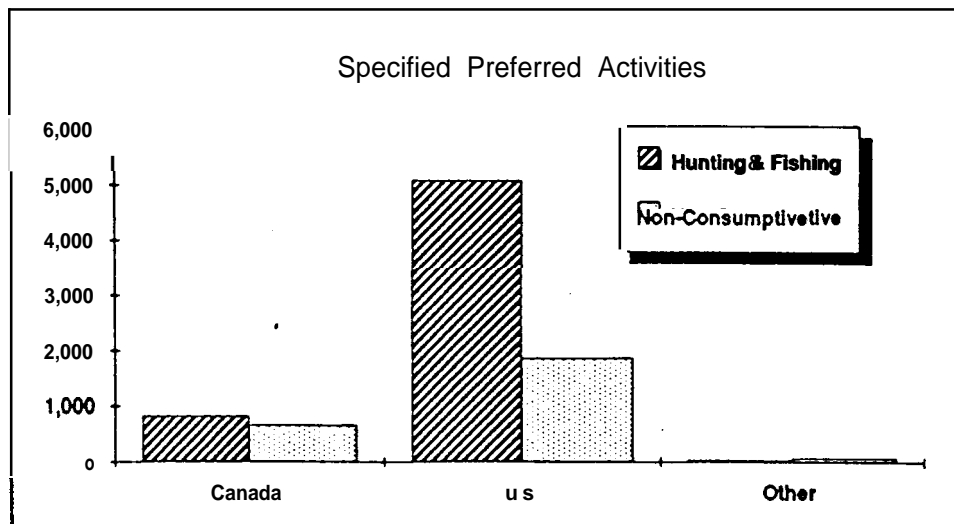
Visitor Inquiries by Country of Origin and Primary Interest

1988-89	Canada	US	Other	Total
Hunting & Fishing:	710	10,290	110	11,110
(02) Fishing	587	7,801	82	8,470
(03) Hunting	123	2,489	28	2,640
Soft Adventure:	102	959	20	1,081
(05) Naturalist/Photography	102	959	20	1,081
(80) Bird Sanctuaries	0	0	0	0
Hard Adventure:	246	653	95	994
(06) Backpacking/Hiking	50	260	20	330
(08) Canoeing	190	369	73	632
(09) Kayaking	2	14	0	16
(10) Rafting	4	10	2	16
General Touring:	240	5,047	112	5,399
(07) RV/Camping	141	4,822	110	5,073
(31) Highways & Ferries	99	225	2	326
Cruises & Sailing:	5	17	0	22
(11) Sailing	5	17	0	22
(57) Cruises	0	0	0	0
Winter Activities:	10	15	2	27
(12) Winter Activities	10	14	1	25
(17) Cross Country Skiing	0	1	1	2
(72) Northern Lights	0	0	0	0
Accommodation Tours:	62	242	12	316
(14) Package Tours	55	197	12	264
(71) Elderhostel	6	45	0	51
(19) Bed & Breakfast	1	0	0	1
Culture & Events:	83	103	3	189
(04) Arts/Culture	63	95	3	161
(13) Special Events	20	8	0	28
(01) General (Unspecified)	4,142	53,379	767	58,288
Total	5,600	70,705	1,121	77,426
Percentage of Total	7.2%	91.370	1.4%	



Visitor Inquiries by Country of Origin and Primary Interest

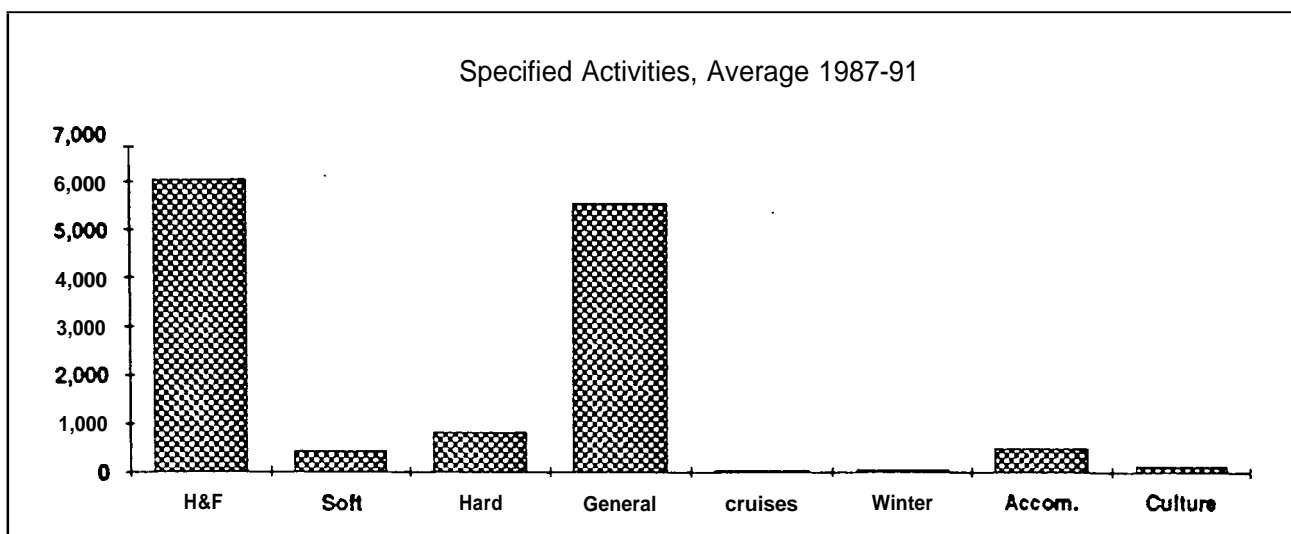
1987-88	Canada	US	Other	Total
Hunting & Fishing:	821	5,078	40	5,939
(02) Fishing	702	3,747	17	4,466
(03) Hunting	119	1,331	23	1,473
Soft Adventure:	95	105	1	201
(05) Naturalist/Photography	95	105	1	201
(80) Bird Sanctuaries	0	0	0	0
Hard Adventure:	236	324	45	605
(06) Backpacking/Hiking	64	111	5	180
(08) Canoeing	158	200	39	397
(09) Kayaking	6	4	1	11
(10) Rafting	8	9	0	17
General Touring:	152	418	4	574
(07) RV/Camping	60	177	3	240
(31) Highways & Ferries	92	241	1	334
Cruises & Sailing:	1	2	3	6
(11) Sailing	1	2	3	6
(57) Cruises	0	0	0	0
Winter Activities:	2	12	0	14
(12) Winter Activities	2	12	0	14
(17) Cross Country Skiing	0	0	0	0
(72) Northern Lights	0	0	0	0
Accommodation Tours:	128	947	15	1,090
(14) Package Tours	128	947	15	1,090
(71) Elderhostel	0	0	0	0
(19) Bed & Breakfast	0	0	0	0
Culture & Events:	47	60	4	111
(04) Arts/Culture	40	56	0	96
(13) Special Events	7	4	4	15
(01) General Unspecified	5,713	33,918	657	40,288
Total	7,195	40,864	769	48,828
Percentage of Total	14.7%	83.7%	1.6%	



Appendix 2
**Inquiries by Campaign
and
Callers' Primary Interest**

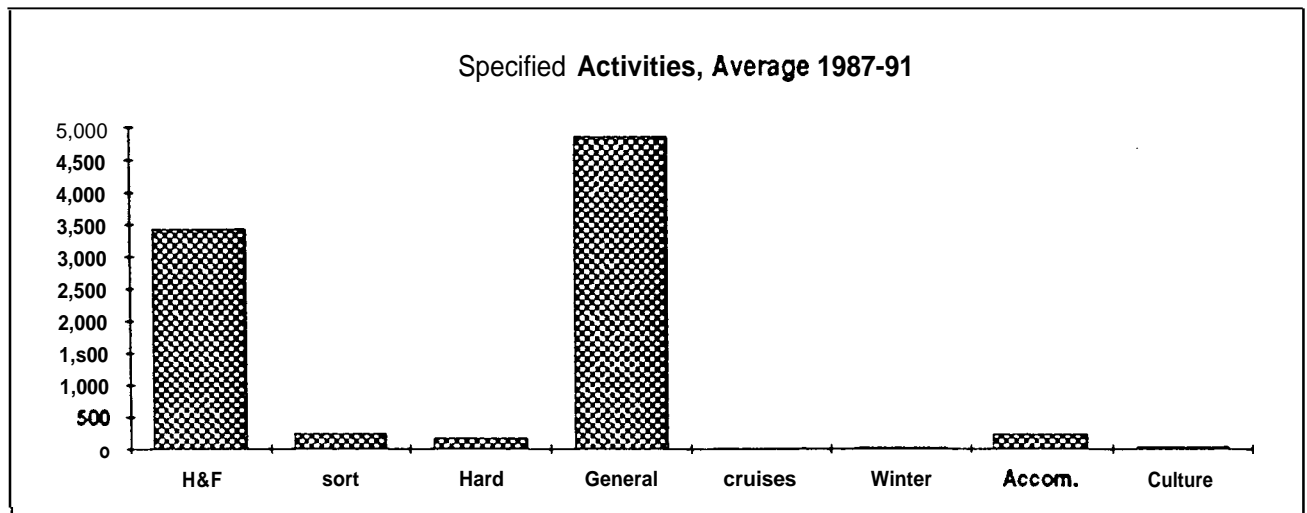
Visitor Inquiries by Campaign and Primary Interest

All Campaigns:	1987-88	1988-89	1989-90	1990-91	Total	Average	%
Hunting & Fishing:	5,939	11,110	4,299	2,838	24,186	6,047	10%
02 Fishing	4,466	8,470	3,038	2,371	18,345	4,586	10%
03 Hunting	1,473	2,640	1,261	467	5,841	1,460	3%
Soft Adventure:	201	1,081	198	287	1,767	442	1%
05 Naturalist/Photography	201	1,081	198	287	1,767	442	1%
80 Bird Sanctuaries	0	0	0	0	0	0	0%
Hard Adventure:	605	994	654	1,038	3,291	823	1%
06 Backpacking/Hiking	180	330	188	470	1,168	292	0%
08 Canoeing	397	632	442	530	2,001	500	1%
09 Kayaking	11	16	14	21	62	16	0%
10 Rafting	17	16	10	17	60	15	0%
General Touring:	574	5,399	8,317	7,908	22,198	5,550	9%
07 RV/Camping	240	5,073	8,193	7,485	20,991	5,248	9%
31 Highways & Ferries	334	326	124	423	1,207	302	0%
Cruises & Sailing:	6	22	25	104	157	39	0%
11 Sailing	6	22	25	104	157	39	0%
57 Boat Cruises	0	0	0	0	0	0	0%
Winter Activities:	14	27	154	14	209	52	0%
12 Winter Activities	14	25	10	4	53	13	0%
17 Cross Country Skiing	0	2	7	5	14	4	0%
72 Northern Lights	0	0	137	5	142	36	0%
Accommodation Tours:	1,090	316	145	420	1,971	493	1%
14 Package Tours	1,090	264	3	238	1,595	399	1%
71 Elderhostel	0	51	135	164	350	88	0%
19 Bed & Breakfast	0	1	7	18	26	7	0%
Culture & Events:	111	189	73	164	537	134	0%
04 Arts/Culture	96	161	72	143	472	118	0%
13 Special Events	15	28	1	21	65	16	0%
General (01) Unspecified:	40,288	58,288	45,500	47,227	191,303	47,826	78%
Total Inquiries	48,828	77,426	59,365	60,000	245,619	61,405	100%



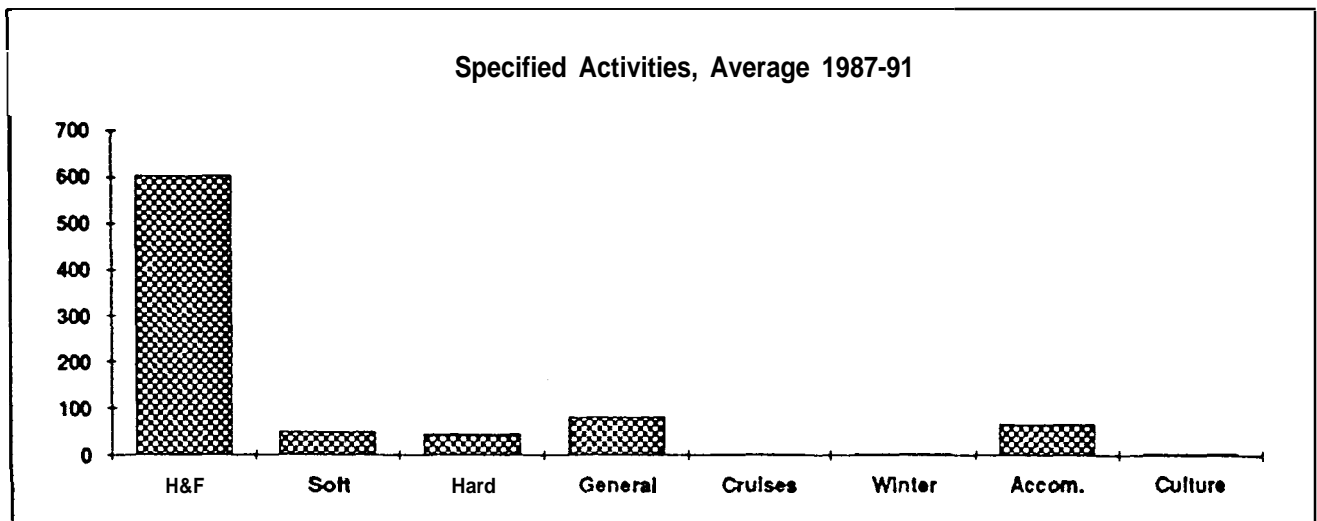
Visitor Inquiries by Campaign and Primary Interest

Campaign:TravelArctic	1987-88	1988-89	1989-90	1990-91	Total	Average	%
Hunting & Fishing:	3,461	6,886	2,624	700	13,671	3,418	8%
02 Fishing	2,374	4,584	1,613	552	9,123	2,281	5%
03 Hunting	1,087	2,302	1,011	148	4,548	1,137	3%
Soft Adventure:	50	852	16	34	952	238	1%
05 Naturalist/Photography	50	852	16	34	952	238	1%
80 Bird Sanctuaries	0	0	0	0	0	0	0%
Hard Adventure:	121	348	34	181	684	171	0%
06 Backpacking/Hiking	52	220	15	99	386	97	0%
08 Canoeing	62	116	14	77	269	67	0%
09 Kayaking	1	7	3	3	14	4	0%
10 Rafting	6	5	2	2	15	4	0%
General Touring:	157	4,487	8,008	6,762	19,414	4,854	11%
07 RV/Camping	89	4,355	8,000	6,699	19,143	4,786	11%
31 Highways & Ferries	68	132	8	63	271	68	0%
Cruises & Sailing:	3	11	3	13	30	8	0%
11 Sailing	3	11	3	13	30	8	0%
57 Boat Cruises	0	0	0	0	0	0	0%
Winter Activities:	6	11	0	1	18	5	0%
12 Winter Activities	6	11	0	1	18	5	0%
17 Cross Country Skiing	0	0	0	0	0	0	0%
72 Northern Lights	0	0	0	0	0	0	0%
Accommodation Tours:	693	182	1	49	925	231	1%
14 Package Tours	693	181	0	47	921	230	1%
71 Elderhostel	0	0	0	0	0	0	0%
19 Bed & Breakfast	0	1	1	2	4	1	0%
Culture & Events:	45	104	3	15	167	42	0%
04 Arts/Culture	40	100	3	14	157	39	0%
13 Special Events	5	4	0	1	10	3	0%
General (01) Unspecified:	30,138	47,557	29,593	34,926	142,214	35,554	80%
Total Inquiries	34,674	60,438	40,282	42,681	178,075	44,519	100%



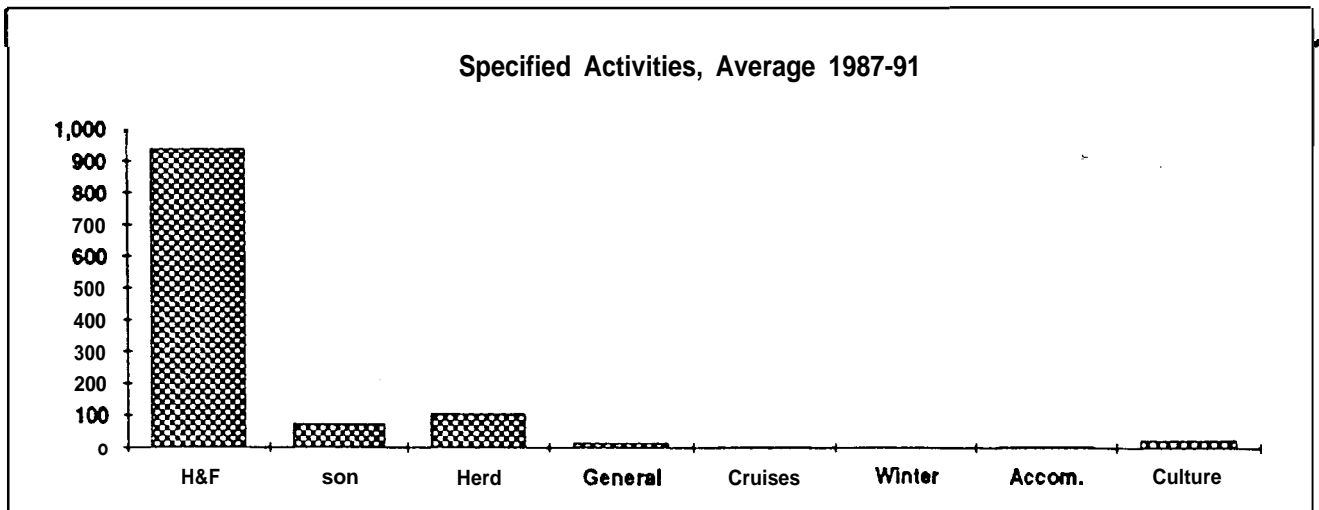
Visitor Inquiries by Campaign and Primary Interest

Campaign: TIA/Zones	1987-88	1988-89	1989-90	1990-91	Total	Average	%
Hunting & Fishing:	250	2,106	26	26	2,408	602	18%
02 Fishing	173	2,080	20	14	2,287	572	1%
03 Hunting	77	26	6	12	121	30	0%
Soft Adventure:	34	143	13	6	196	49	1%
05 Naturalist/Photography	34	143	13	6	196	49	1%
80 Bird Sanctuaries	0	0	0	0	0	0	0%
Hard Adventure:	61	68	43	7	179	45	1%
06 Backpacking/Hiking	26	16	26	5	73	18	1%
08 Canoeing	30	52	15	2	99	25	1%
09 Kayaking	1	0	2	0	3	1	0%
10 Rafting	4	0	0	0	4	1	0%
General Touring:	204	69	17	34	324	81	2%
07 RV/Camping	37	11	7	3	58	15	0%
31 Highways & Ferries	167	58	10	31	266	67	2%
Cruises & Sailing:	0	3	1	1	5	1	0%
11 Sailing	0	3	1	1	5	1	0%
57 Boat Cruises	0	0	0	0	0	0	0%
Winter Activities:	0	1	1	0	2	1	0%
12 Winter Activities	0	1	0	0	1	0	0%
17 Cross Country Skiing	0	0	0	0	0	0	0%
72 Northern Lights	0	0	1	0	1	0	0%
Accommodation Tours:	231	13	12	4	260	65	2%
14 Package Tours	231	13	0	4	248	62	2%
71 Elderhostel	0	0	12	0	12	3	0%
19 Bed & Breakfast	0	0	0	0	0	0	0%
Culture & Events:	10	5	3	3	21	5	0%
04 Arts/Culture	10	5	3	3	21	5	0%
13 Special Events	0	0	0	0	0	0	0%
General (01) Unspecified:	1,990	2,838	4,820	202	9,850	2,463	74%
q	80	46	36	83	13,245	3,311	100%



Visitor Inquiries by Campaign and Primary Interest

Campaign: Shows	1987-88	1988-89	1989-90	1990-91	Total	Average	%
Hunting & Fishing:	1,232	1,067	759	682	3,740	935	42%
02 Fishing	1,082	929	668	588	3,267	817	2%
03 Hunting	150	138	91	94	473	118	0%
Soft Adventure:	56	20	89	130	295	74	3%
05 Naturalist/Photography	56	20	89	130	295	74	3%
00 Bird Sanctuaries	0	0	0	0	0	0	0%
Hard Adventure:	84	73	94	168	419	105	5%
06 Backpacking/Hiking	25	5	48	107	185	46	2%
08 Canoeing	58	68	45	55	228	57	3%
09 Kayaking	0	0	0	2	2	1	0%
10 Rafting	1	0	1	4	6	2	0%
General Touring:	6	19	21	10	56	14	1%
07 RV/Camping	4	15	20	4	43	11	0%
31 Highways & Ferries	2	4	1	6	13	3	0%
Cruises & Sailing:	0	0	0	12	12	3	0%
11 Sailing	0	0	0	12	12	3	0%
57 Boat Cruises	0	0	0	0	0	0	0%
Winter Activities:	0	0	0	1	1	0	0%
12 Winter Activities	0	0	0	0	0	0	0%
17 Cross Country Skiing	0	0	0	1	1	0	0%
72 Northern Lights	0	0	0	0	0	0	0%
Accommodation Tours:	0	0	0	5	5	1	0%
14 Package Tours	0	0	0	5	5	1	0%
71 Elderhostel	0	0	0	0	0	0	0%
19 Bed & Breakfast	0	0	0	0	0	0	0%
Culture & Events:	15	10	24	47	96	24	1%
04 Arts/Culture	15	10	24	47	96	24	1%
13 Special Events	0	0	0	0	0	0	0%
General (01) Unspecified:	1,663	768	744	1,147	4,322	1,081	48%
Total Inquiries	3,056	1,957	1,731	2,202	8,946	2,237	100%



Visitor Inquiries by Campaign and Primary Interest

Campaign: Unknown	1987-88	1988-89	1989-90	1990-91	Total	Average	%
Hunting & Fishing:	996	1,051	890	1,430	4,367	1,092	2%
02 Fishing	837	877	737	1,217	3,668	917	2%
03 Hunting	159	174	153	213	699	175	0%
Soft Adventure:	61	66	80	117	324	81	0%
05 Naturalist/Photography	61	66	80	117	324	81	0%
80 Bird Sanctuaries	0	0	0	0	0	0	0%
Hard Adventure:	339	505	483	682	2,009	502	1%
06 Backpacking/Hiking	77	89	99	259	524	131	0%
08 Canoeing	247	396	368	396	1,407	352	1%
09 Kayaking	9	9	9	16	43	11	0%
10 Rafting	6	11	7	11	35	9	0%
General Touring:	207	824	271	1,102	2,404	601	1%
07 RV/Camping	110	692	166	779	1,747	437	1%
31 Highways & Ferries	97	132	105	323	657	164	0%
Cruises & Sailing:	3	8	21	78	110	28	0%
11 Sailing	3	8	21	78	110	28	0%
57 Boat Cruises	0	0	0	0	0	0	0%
Winter Activities:	8	15	153	12	188	47	0%
12 Winter Activities	8	13	10	3	34	9	0%
17 Cross Country Skiing	0	2	7	4	13	3	0%
72 Northern Lights	0	0	136	5	141	35	0%
Accommodation Tours:	166	121	132	362	781	195	0%
14 Package Tours	166	70	3	182	421	105	0%
71 Elderhostel	0	51	123	164	338	85	0%
19 Bed & Breakfast	0	0	6	16	22	6	0%
Culture & Events:	41	70	43	99	253	63	0%
04 Arts/Culture	31	46	42	79	198	50	0%
13 Special Events	10	24	1	20	55	14	0%
General (01) Unspecified:	6,497	7,125	10,343	10,952	34,917	8,729	20%
Total Inquiries	8,318	9,785	12,416	14,834	45,353	11,338	25%

