



**Arctic Development  
Library**

**Keewatin Visitors Survey**

**Type of Study: Statistics/surveys Tourism, Nwt  
General Surveys**

**Date of Report: 1987**

**Author: Acres International Limited**

**Catalogue Number: 11-1-24**

11-1-24  
CS

**KEEWATIN VISITOTS SURVEY, 1987**

Prepared **by:** Acres International  
Vancouver, BC

For: Department Economic  
Development and Tourism  
Government of the Northwest  
Territories  
Yellowknife, NWT

December 1987

TABLE OF CONTENTS

	<u>Page</u>
1.0 INTRODUCTION . . . . .	1-1
1.1 Background . . . . .	1-1
1.2 Study Objectives . . . . .	1-2
2.0 METHODOLOGY . . . . .	2-1
2.1 Survey Design . . . . .	2-1
2.2 Survey Delivery . . . . .	2-1
2.3 Sample Design . . . . .	2-2
3.0 ANALYSIS OF DATA . . . . .	3-1
3.1 Visitor Demographics . . . . .	3-1
3.2 Trip Characteristics . . . . .	3-6
3.3 Motivation and Satisfaction . . . . .	3-11
3.4 Respondent Comments . . . . .	3-18
4.0 IMPLICATIONS OF ANALYSIS . . . . .	4-1
4.1 Visitor Profiles . . . . .	4-1
4.1.1 Visitors Who Travel With Tours . . . . .	4-2
4.1.2 Adventure Travelers . . . . .	4-3
4.2 Visitor Expectations . . . . .	4-4
4.3 Facilities and Attractions . . . . .	4-5
4.4 Recommendations . . . . .	4-6
5.0 CRITIQUE OF METHODOLOGY . . . . .	5-1
5.1 Survey Design . . . . .	5-1
5.2 Survey Delivery . . . . .	5-2
5.3 Statistical Reliability of Sample . . . . .	5-4

APPENDICES

APPENDIX 1 - Survey Questionnaire

APPENDIX 2 - Verbatim Comments from Question 24

1.0 INTRODUCTION

1.1 Background

As part of an on-going program which monitors and up-dates Arctic tourist travel patterns, the Government of the Northwest Territories' Department of Economic Development and Tourism commissioned Acres International Limited to undertake a survey of non-residents as they departed the Keewatin Region. This was accomplished by interviewing departing airline passengers at Repulse Bay, Rankin Inlet, Baker Lake, Chesterfield Inlet and Coral **Harbour**, during the summer of 1987. The original intent of the study was to also interview passengers departing from Eskimo Point, however this was not possible due to administrative difficulties and with the Client's agreement this destination was deleted from the survey schedule. In addition, though the survey was conducted at Baker Lake and Chesterfield Inlet, only local residents were available at each of these locations, and the survey was terminated as soon as this local residency was established.

This survey is a continuation of a program designed to identify travel characteristics , visitor profiles, motivational factors and levels of satisfaction attained by tourists traveling to the NWT. Similar surveys were conducted along the Dempster Highway in the summer of 1985 and in the District of Kitikmeot in the summer of 1986. The survey results provide useful information that should be of assistance in the development of future tourism policy.

1.2 Study Objectives

The objective of this project was to gather information from non-resident air line passengers who exited the Kewatin Region by scheduled air service during the summer of 1987.

Three main categories of data were collected, namely:

- demographic information
- trip characteristics
- motivational factors and level of satisfaction.

## 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 25 questions which are divided into three sections, namely:

- Section 1 - Determines how many people were traveling together and whether or not they lived in the region. Establishes place of origin and ensures that the respondent was leaving the region. Requests non-resident respondents who were leaving to complete the full survey.
- Section 2 - Provides a profile of the traveler by determining age, purpose of trip, type of accommodations and facilities used, expenditure, primary and secondary destinations? and types of activities that were undertaken while in the region.
- Section 3 - Determines whether or not this was a first trip to the region, as well as level of satisfaction attained during the trip and the adequacy of available facilities and information sources.

In addition, the survey contains space for the respondent to provide suggestions and comments regarding the improvement of facilities or services.

### 2.2 Survey Delivery

The survey was administered by local field interviewers in Rankin Inlet, Coral Harbour, Repulse Bay, Chesterfield Inlet, and Baker Lake, during the summer of 1987 tourist season. Summer is a short season in the Arctic, and many

local residents traditionally go out onto the land to hunt and fish. As a result it was difficult to attract and retain qualified individuals to conduct the interviews. A more complete description of this problem is contained in Section 5.0.

Delivery of the survey was accomplished by meeting certain specified flights leaving the region and interviewing departing passengers before they boarded the plane. This type of exit survey is commonly used in the tourism industry because it provides an 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 all six airports were to be interviewed between June 1st and September 30th, 1987.

Sample design was based on a comparison of population and aircraft take-offs and landings for the **Keewatin** and **Kitikmeot** Regions. A factor was applied to the approximately 1250 non-resident passengers identified from the **Kitikmeot** Air Survey in order to estimate the number of travelers that could be expected to take part in the **Keewatin** survey. Based on an average factor of 1.28 it was estimated that a total of 1600 non-resident air passengers would be encountered during the study period. It was then determined that, in order, to obtain a 95% confidence limit a total of 58 interviewing stints would be required.

An indication of the actual number of stints and the resultant confidence limits is included in Section 5.0.

It is important to note, however, that many (68%) of the respondents were participants in tours conducted by VIA Rail Canada Inc. Therefore, a tour group bias may be present in the sample; this must be kept in mind when reviewing the results.



### 3.0 ANALYSIS OF DATA

The information collected from the questionnaires was compiled and analyzed using the spreadsheet program Lotus 1-2-3. The analysis of this data is presented in three parts, namely:

- visitor demographics
- a profile of trip characteristics
- levels of satisfaction with the trip, facilities and information sources.

The data are shown in summary form **below**. While 73 parties were interviewed, not all responded to each of the questions. Consequently, the responses do not always total 73.

#### 3.1 Visitor Demographics

Demographics and related information regarding visitors to the Keewatin Region are summarized in Tables 3-1, 3-2 and 3-3.

Table 3-1 Place of Residence

Table 3-1 shows the place of residence and trip origins of the survey respondents. The sample that was surveyed was primarily American in origin with 66% having residences in that country. This is a surprising result, but is probably **due** to the fact that so many of the respondents were participants in **pre-arranged** tours. Additionally, **27%** were Canadian, and approximately **7%** came from overseas.

TABLE 3-1PLACE OF RESIDENCE

<u>Place of Residence</u>	<u>Number Individuals</u>	<u>%</u>	<u>Place of Residence</u>	<u>Number Individuals</u>	<u>%</u>
New York	15	12.4	<b>N.W.T.</b>	9	7.4
Illinois	12	10.0	Manitoba	7	5.8
Florida	9	7.4	Ontario	6	5.0
Pennsylvania	9	7.4	Quebec	5	4.1
S. Carolina	6	5.0	<b>Maritimes</b>	4	3.3
Maine	6	5.0	Alberta	1	0.8
Washington DC	4	3.3	B.C.	<u>-1</u>	<u>0.8</u>
New Jersey	3	2.5	CANADA TOTAL	33	27.2
Michigan	3	2.5			
Iowa	3	2.5			
Minnesota	2	1.7	Australia	2	1.7
Massachusetts	2	1.7	England	2	1.7
California	2	1.7	New Zealand	2	1*7
Connecticut	2	1.7	France	<u>-2</u>	<u>1.7</u>
Ohio	<u>1</u>	0.8			
Wisconsin	<u>1</u>	<u>0.8</u>			
USA TOTAL	80	66*6	INT'L TOTAL	8	6.8

With respect to state of origin, **the** highest proportion of visitors responding to this survey were from New York State (12.4%). Residents of Illinois comprised **10%** of

the sample, while residents from Florida and Pennsylvania each made up 7.4%.

The largest group of Canadians were from the NWT and were leaving the region to return to **Yellowknife**, having apparently attended a seminar in the Keewatin Region. Individuals who are residents of the NWT made up 7.4% of the overall sample. **Manitoban's** comprised 5.8% of the sample, and Ontario and Quebec residents made up 5.0% and 4.1% of the sample, respectively.

The international **visitors** comprised 6.8% of the total sample with residents of Australia, **England**, **New Zealand**, and France each making up 1.7% of the sample.

Table 3-2 Party Size

Many of the travelers who were interviewed were participating in tours conducted by VIA Rail.

The size of the travel party was a difficult statistic to establish due to **inconsistencies** in ways in which the various surveyors collected the data and because individuals and couples traveling with tours **were** uncertain about how to respond to this question. Consequently, the data were analyzed in terms of personal party size. As a result of this method of analysis, the most common response to the question of party size was one.

TABLE 3-2PERSONAL PARTY SIZE

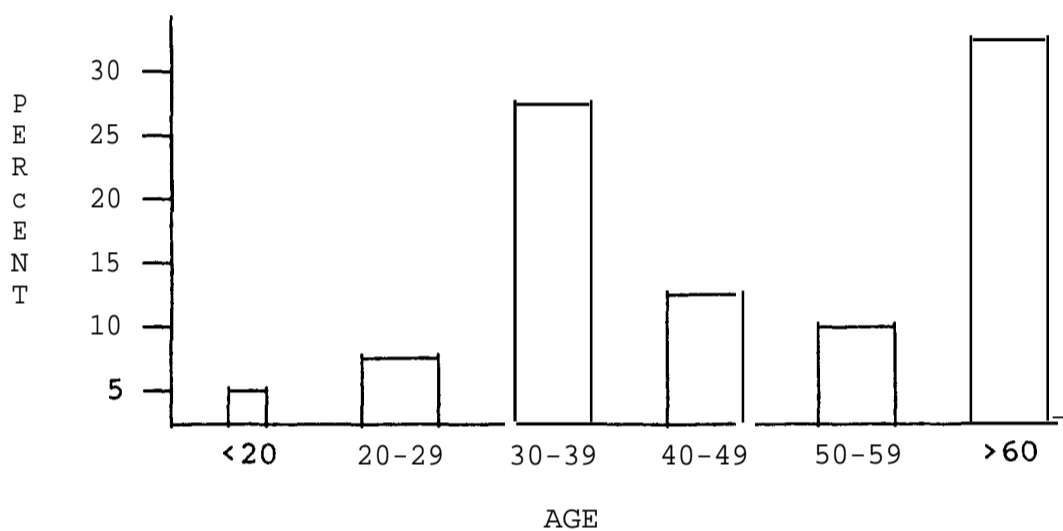
<u>Party Size Persons</u>	<u>Number Parties</u>	<u>Number Persons</u>
1	34	34
2	31	62
3	7	21
4	1	<u>4</u>
	73	121

Average Party Size = 1.66

It is estimated that 82 persons were participating in VIA Rail tours, comprising 68% of **all** individuals surveyed. Based on these findings, if 1,900 visitors are expected in the region each summer (see Section 5.3), it is possible that **60% to 70%** will be participating in tours, meaning that this market could account for 1,100 to 1,300 visitors each year.

Table 3-3 Age and Sex Distribution

Table 3-3 shows the age distribution of survey participants. While the average age of the travelers in the sample was 47.6 years, the accompanying histogram (Figure 3-1) indicates that there were two distinct peaks in the age distribution. The implications of this are discussed in Section 4.1. The sample of 121 persons consisted of 63 females (52.1%) and 58 males (47.9%).

FIGURE 3-1 AGE PROFILETABLE 3-3AGE DISTRIBUTION

<u>Age Groups</u>	<u>Percent</u>
Under 20	5.2
20 to 29	8.3
30 to 39	26.8
40 to 49	14.4
50 to 54	13.4
Over 60	<u>32.0</u>
TOTAL	100.0

Average Age = 47.6

3.2 Trip Characteristics

This section details the characteristics of the visitors' trips to the **Keewatin** Region. Specifically, the number of nights, types of accommodations, visitor expenditures, activities undertaken and primary and secondary destinations are profiled.

Table 3-4 Nights Spent In The Region

Table 3-4 details the number of nights that the travelers spent in the region. The data are likely influenced by tours which consistently booked accommodations for three consecutive nights. This result is corroborated by the fact that over 66% of all parties reported spending 3 nights **in Keewatin**. Based on the overall response to this question, the average number of nights spent in the region was 5.0.

TABLE 3-4

NIGHTS SPENT IN KEEWATIN

<u>Number of Nights</u>	<u>Number of Parties</u>	<u>Percent</u>
0	3	4.2
<b>1</b>	2	2.8
2	2	2.8
3	47	66.2
4	6	8.5
5	2	2.8
6	<b>1</b>	1.4
7	2	2.8
over 8	<u>6</u>	<u>8.5</u>
TOTAL	71	100.0

Average number of nights = 5.0

Table 3-5 Types of Accommodations

Most respondents reported that motels and lodges were the most common form of accommodation. Motels were used more frequently than lodges. Private homes were also used by 9 respondents, and these individuals seemed to remain in Keewatin longer than visitors who stayed in commercial accommodations. Those who went camping also tended to stay longer, although the sample of **campers** is quite small and not statistically reliable.

TABLE 3-5AVERAGE NIGHTS IN VARIOUS TYPES OF ACCOMMODATIONS

<u>Accommodations</u>	<u>Party Nights</u>	<u>Average No. of Nights</u>
Motels	177	2.4
Lodges	79	1.1
Houses	80	8.9
Camp Sites	23	11.5
Other	<u>7</u>	3.5
TOTAL	366	

Table 3-6 Personal Expenditures

Although some respondents were unwilling to provide the interviewers with information regarding their personal expenditures, 61 responses were collected and these data are shown in Table 3-6.

Based on these responses the average expenditure was calculated to be \$556.77. A fairly large proportion, **23%**, of the respondents reported expenditures of less than \$100. This unexpected result was likely due to the fact that participants in tours had pre-paid for their trip and that most of their expenses were dispensed by the tour organizer. Conversely, some respondents reported the entire cost of their tours as the amount spent within the region. In such cases these high values were not included in the calculations. As a result of these types of responses, the amount of money that was actually spent by the tourists in the sample may have been underestimated.

TABLE 3-6TOURIST EXPENDITURES

<u>Range of Value</u>	<u>Number of Parties</u>	<u>Percent</u>
Less than \$100	14	23.0
\$100 to \$199	10	16.4
\$200 to \$299	11	18.0
\$300 to \$399	8	13.1
\$400 to \$499	1	1.6
\$500 to \$599	7	11.5
\$600 to \$699	2	3.3
\$700 to \$799	1	1.6
<b>\$1000</b> to \$1500	4	6.6
Over \$1500	3	<u>4.9</u>
TOTAL	61	100.0



Table 3-7 Activities

Table 3-7 **indicates** that the vast majority of respondents participated in more than one activity while visiting the Keewatin Region. The most popular activities included visiting historic sites and museums, shopping for arts and crafts, hiking or backpacking, and nature study. This **result** is also one which is influenced by the large proportion of individuals who were traveling in organized tours that included stops at historic sites and museums, and walking and shopping activities. Activities included in the category 'Other' were sailing, boating, touring, and dog sledding.

TABLE 3-7ACTIVITIES UNDERTAKEN

<u>Types of Activity</u>	<u>Number of Participating Parties</u>
Visiting <b>Museums/Historic Sites</b>	50
Shopping for Arts & Crafts	49
Walking, Hiking, Backpacking	40
Nature Study	33
Business	14
Attending Local Events & Festivals	8
Fishing/Hunting	3
Other	6

Table 3-8 Primary & Secondary Destinations

The questionnaire also asked respondents to supply information regarding their primary destination within the **Keewatin** Region, and secondary destinations within and outside the region. Repulse Bay was the most popular primary destination (**67%**). This result was due to the fact that a large portion of the sample was drawn from that locale. Furthermore, many visitors must spend two nights there due to infrequent air service. The next most popular primary destination was **Rankin Inlet** (13.7%).

Secondary destinations were less frequently listed, more geographically dispersed and less well-defined by respondents. However, **Rankin Inlet** was the most popular secondary destination, comprising **53%** of all responses in this category.

Once again, these data are influenced by the presence of the **pre-arranged** tours. Repulse Bay and **Rankin Inlet** are the most popular stops on tours and this is reflected in the data. Other popular tour destinations are Baker Lake and Coral **Harbour**.

It is interesting to note that over 90% of the respondents reported that the **Keewatin** Region was their principal destination on this specific trip.

TABLE 3-8

PRIMARY AND SECONDARY DESTINATIONS

<u>Primary</u>	Number Times <u>Listed</u>	<u>Percent</u>	<u>Secondary</u>	Number Times <u>Listed</u>
Repulse Bay	49	67.1	<b>Rankin</b> Inlet	34
<b>Rankin</b> Inlet	10	13.7	Baker Lake	6
Coral <b>Harbour</b>	7	9.6	Frobisher Bay	5
Baker Lake	3	4.0	Yellowknife	5
Chesterfield Inlet	2	2.8	Pine Point	2
Coats Island	1	1.4	Whale Cove	2
Eskimo Point	<u>1</u>	<u>1.4</u>	Chesterfield Inlet	2
TOTALS	73	100.0	Cambridge Bay	1
			<b>Baffin</b> Island	<b>1</b>
			<b>Spence</b> Bay	1
			Coats Island	1
			<b>Gjoa</b> Haven	1
			Hay River	<b>1</b>
			Pangnirtung	1
			Repulse Bay	<u>1</u>
			TOTAL	64

3.3 Motivation and Satisfaction

In this section information is presented regarding motivational factors and reasons for visiting the Arctic. In addition, insights into the levels of satisfaction achieved by survey participants during their trip to **Keewatin** are provided. The value of information sources, and the likelihood that the respondents would recommend the **Keewatin** Region as a tourist destination are also evaluated.

Table 3-9 Previous Visits To NWT

More than 80% of all respondents said that this was their first trip to the **Keewatin** Region, implying that a major motivation for visiting was to see and experience a different type of environment. Conversely, 19.4% had traveled in **Keewatin** previously, with an average of 7.4 previous visits. This result is consistent with that of the Dempster Highway study conducted in 1985/86 in which the average number of previous visits was 6.3.

TABLE 3-9PREVIOUS VISITS TO **KEEWATIN**

	<u>Number of Parties</u>	<u>Percent</u>
First Visit	58	80.5
Visited Previously	14	19.4

Average number of previous visits = 7.43.

It should be noted that many of the 14 parties who had visited the Region previously were from **Yellowknife**, and were apparently attending a conference or seminar in **Keewatin**. Five individuals reported 10 to 25 previous visits to the Region, 4 of these were business travelers and 1 was a vacationer who reported this as their 18th visit to **Keewatin**. These high values resulted in a relatively high number of average previous visits.

Table 3-10 Purpose Of Trip

The questionnaire listed one of five potential purposes for traveling to the Keewatin Region ( Table 3-10, namely:

- business
- vacation
- personal
- family visit
- other

In all cases the primary reason for traveling to the NWT was given as either business, vacation or a family visit. This information was compared with responses given to the question regarding number of trips made to the **region**. Interestingly, over 86% of vacationing visitors indicated that this was their first trip, while only 29% of business travelers and 33% of family visitors listed this as their first trip.

TABLE 3-10PURPOSE OF TRIP COMPARED WITH PREVIOUS VISITS

<u>Purpose</u>	<u>Number of Parties</u>	<u>Percentage of Parties</u>	<u>Percentage 1st Visit</u>
Vacation	52	72.2	86.7
Business	17	23.6	29.4
Family Visit	<u>3</u>	<u>4.2</u>	33.3
TOTALS	72	100.0	

Table 3-11 Date of Decision to Travel in Keewatin

For most respondents, the decision to travel in the NWT in the summer of 1987 was made at least 3 months prior to departure. In fact, almost half of the respondents made the decision to travel during February, March or April. This is likely due to the fact that tour participants must reserve space and pay for their trip well in advance of the departure date. It is also interesting to note that about 20% of the respondents made the decision to travel to the NWT during December and January.

TABLE 3-11DATE OF DECISION TO TRAVEL

<u>Date of Decision</u>		<u>First Time Visitors Percent</u>	<u>Previous Visitors Percent</u>	<u>Total Percent</u>
August	1987	0	100	1.5
<b>July</b>	1987	0	100	6.0
<b>June</b>	1987	70	30	10.6
May	1987	70	30	10.6
April	1987	90	10	16.7
March	1987	100	0	18.3
February	1987	100	0	13.6
January	1987	86	14	10.6
December	1986	86	14	10.6
<b>June</b>	1986	100	0	<u>1.5</u>
				100.0

When these data are compared with data describing number of previous visits to **Keewatin**, it is evident that almost all of those who planned the trip during February, March and April were first time visitors to the Arctic. This implies that first time visitors generally plan to visit new destinations well in advance.

Conversely, regular visitors frequently decide to travel on short notice. This result is corroborated by the fact that 100% of those who made the decision to travel in July and August had made previous visits to the NWT.

Table 3-12 Indicators of Satisfaction

When asked "Would you consider another visit to the NWT?", 81% of the respondents answered affirmatively. This, in itself, would indicate a high level of satisfaction with the travel experience. However, when asked whether or not their expectations were met, 52% stated 'no'. It is not clear if their expectations over, or under-estimated specific components of the journey, but it appears that generally expectations were only partially fulfilled.

Virtually all those who stated that they would not be likely to return to the NWT indicated that their trip had not met their expectations. This response is not surprising, given that levels of satisfaction are closely linked to expectations. In general, if expectations are not met, satisfaction suffers.

TABLE 3-12

COMPARISON OF THOSE WHO WOULD CONSIDER ANOTHER TRIP WITH THEIR PRE-TRIP EXPECTATIONS

<u>Would Come Again</u>			<u>Expectations Met</u>		
		<u>%</u>			<u>%</u>
Yes	59	81%	Yes	35	48%
No	14	19%	No	38	52%

Table 3-13 Rating of Facilities and Information

In general, survey respondents seemed reasonably pleased with tourist facilities (restaurants, accommodations, etc.) and information materials. Of the respondents who provided ratings, 50.0% stated that tourist facilities were 'good or excellent', 41.2% rated them as 'satisfactory' and 8.8% thought that the facilities were 'poor'. It must be noted however, that several respondents who rated facilities as 'satisfactory', also noted that they were 'just barely satisfactory'. Several respondents who either stayed with family or who were regular visitors failed to provide any ratings.

The responses rating information **materials** were of a similar nature with 55.4% rating them 'good to excellent', 20.0% describing them as 'satisfactory' and 25.6% **giving** them a 'poor' rating. Many respondents complained about the accuracy of the **pre-trip** information which they had obtained (Section 3.4 - Respondent Comments).

TABLE 3-13RATINGS OF FACILITIES AND INFORMATION

<u>Rating</u>	<u>Facilities</u>		<u>Information</u>	
	<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>
Excellent	9	13.2	10	15.4
Good	25	36.8	26	40
Satisfactory	28	41.2	13	20
Poor	6	8.8	16	25.6
TOTAL	68	100.0	65	100.0



Table 3-14 Information Sources

Respondents were asked where they received information about traveling in the Arctic. In total, 10 different sources of information were cited by the respondents. The largest portion of respondents received their information from VIA Rail with 35.2% reporting that as their primary source. Travel agents were the second most frequently used source of information, followed by newspaper and magazine articles, previous experience and Travel Arctic. International visitors cited Canadian government tourist offices in London and New York as information sources.

TABLE 3-14INFORMATION SOURCES

<u>Source</u>	<u>Responses</u>	<u>Percent</u>
VIA Rail	25	35.2
Travel Agents	12	17.0
Newspapers & Magazines	8	11.3
Previous Experience	6	8.5
Travel Arctic	5	7.0
Canadian Tourism Offices	4	5.6
Friends & Relatives	4	5.6
Travel Keewatin	3	4.2
Other	4	5.6
TOTALS	71	100.0

It is interesting to note that several respondents rated the quality of information supplied by VIA Rail as 'good', but then went on to state that they thought it was inaccurate and even misleading. Furthermore, 25% of those who received their information from VIA Rail rated it as 'poor'.

Table 3-15 Likelihood of Recommending NWT To Friends

Over **70%** of the respondents stated that they were 'very' or 'fairly' likely to recommend the Keewatin Region to family or friends as a travel destination. Approximately 20% stated that they were 'not very likely' to recommend traveling there, and **6%** were either undecided or didn't know. Interestingly, no respondents stated that they were 'not at all likely' to do so.

TABLE 3-15LIKELIHOOD OF RECOMMENDING NWT TO FRIENDS

<u>Likelihood</u>	<u>Responses</u>	<u>Percent</u>
Very	21	31.3
Fairly	26	38.8
Not very	14	20.9
Not at all	0	0.0
Don't know	6	<u>9.0</u>
TOTALS	67	100.0

3.4 Respondent Comments

Many of the respondents made use of the opportunity to provide comments and suggestions regarding their travel experiences. All comments are listed in Appendix 2 and are summarized below.

The most common complaint was the lack of availability and accuracy of pre-trip information regarding the climate, facilities, flora, fauna and general characteristics of the region. This comment was provided by 20 respondents. Many apparently blamed their tour **organi-**

zer, VIA Rail, for not supplying adequate information about these features of the Arctic.

A total of 19 respondents complained about lack of appropriate sanitation facilities at the hotel in Repulse Bay. It is understood that the community of Repulse Bay should soon have a new sanitation system, which will replace the old and unsatisfactory facilities that were available during the study period.

Many respondents were quite surprised and pleased at the friendliness of the people and at the high level of hospitality shown by their tour guides, hosts and hostesses. A total of 19 respondents provided very positive comments about these attributes of their journey, and several made a special effort to mention the friendliness and helpfulness of their hosts at Rankin Inlet.

There was, however, a general dissatisfaction with the level and type of organization which was shown by the VIA Rail tour organizers. A total of 13 respondents made this complaint. Similarly, 9 respondents stated that they thought the tour schedule was too rushed, too rigid and too arduous, especially for senior citizens. For example, one respondent described a day that included 16 hours of scheduled activities. More free time and a **slower** pace of travel were desired by several respondents.

The remaining comments were made by 5 or less people each and focused on the availability of local crafts and post cards, the desire to sample indigenous foods, the wish

for more guides and the general lack of cleanliness of some communities.

Generally, the most significant comment was the lack of adequate information prior to trip departure. This probably resulted in unrealistic and inaccurate expectations about the region. By properly informing travelers before their trip, unwelcomed surprises could be avoided and satisfaction levels increased.

#### 4.0 IMPLICATIONS OF ANALYSIS

#### 4.0 IMPLICATIONS OF ANALYSIS

From the information provided by the respondents in the questionnaire it is possible to:

- develop profiles of typical visitors, including information on expenditures, length of stay, activities and demographics
- assemble information regarding visitor expectations and satisfaction
- determine the type of facilities and attractions that draw visitors to the region
- provide recommendations to help ensure visitor satisfaction.

#### 4.1 Visitor Profiles

There is no single typical visitor to the NWT. Each person is an individual with specific needs, desires and expectations. However, from this sample three general types of visitors appear to be most prevalent in the region:

- a) repeat visitors who have friends, families or jobs that regularly bring them back to the region
- b) visitors who travel in **pre-arranged pre-paid** tours
- c) visitors who travel to the NWT alone and for specific reasons.

From an examination of the age profile of survey respondents (Figure 3-1) it appears that most Arctic travelers fall into one of two age groups: 30 to 40 years and over 60 years. The first group appears to be composed of financially secure travelers seeking a wilderness experience. The second consists largely of retired people who find themselves with more free time to

devote to travel. Members of these two age groups are described in more detail in the following sections, which outline profiles of typical travelers who visit the NWT during the summer months.

#### 4.1.1 Visitors Who Travel With Tours

Origin:	Heavily populated regions of the U.S.A. and Canada.
Size of Party:	Couples, although individuals also join tours as an alternative to traveling alone.
Age:	Although the correlation between tour participants and age is not strong in this sample due to the manner in which the data was collected, many tour participants appear to be over 50 years of age.
Reason for Visiting :	Vacation, holiday, pleasure.
Length of Stay:	3 nights.
Type of Accommodation:	Hotels, motels & lodges.
Expenditures:	\$550 over 3 days.
Previous Visits:	None.
Time of Decision:	Spring.
Type of Activities:	Visiting museums and historic sites, shopping.
Destinations:	Repulse Bay, Rankin Inlet, Coral <b>Harbour</b> , Baker Lake.
Level of Satisfaction:	Moderate.
Complaints:	Lack of organization, inadequate information, lack of appropriate facilities.

---

4.1.2 Adventure Travelers

Although this type of tourist generally travels in small groups of 2 to 4 individuals, they may also join in groups through organizations such as **Eco-Summers**. They seek adventure, prefer to follow their own itineraries, and usually feel free to change their plans should an exciting opportunity arise.

Origin:	Less heavily populated regions of the U.S.A., Canada and overseas.
Age:	Late 20's to early 40's.
Reason for Visiting:	Vacation, adventure, exploration.
Length of Stay:	Up to 2 weeks.
Type of Accommodation:	Lodges, camp sites, private homes.
Time of Decision:	Spring.
Type of Activities:	Hiking, backpacking, climbing, kyacking, fishing, exploring, wildlife/nature photography.
Destinations:	Repulse Bay, Wager Bay, Baker Lake, <b>Rankin</b> Inlet, and more remote spots such as Coats Island or the Penny Ice Cap.

Although these profiles are generalizations, the two appear to be representative of the distinct types of travelers who visit the NWT and Keewatin Region. Although both groups are important, since the tour market is easier to target, a focus on promoting this type of travel will likely result in a greater success rate per dollar expenditure. This conclusion was substantiated in



discussions that the program manager had with survey respondents during the course of the study.

#### 4.2 Visitor Expectations

One fundamentally important component of a tourism marketing strategy is to ensure that any visitors who come to a region such as the **NWT** arrive with appropriate expectations regarding climate, flora, fauna and facilities. They must be advised of the necessity of bringing appropriate clothing and other relevant equipment. They must also be made aware of the rugged and undeveloped nature of the terrain and of the limitations of the transportation infrastructure. For example, few locations in the **NWT** have daily plane service. The fact that many respondents complained that they were not appropriately prepared, corroborates the importance of **pre-trip** information. Therefore, in order to ensure that travelers develop realistic expectations, it is essential that appropriate and accurate **pre-trip** information is available to them.

The level of satisfaction attained is highly contingent upon the quality of the experience that is realized, relative to the quality of experience that is desired and anticipated. Ensuring ongoing user satisfaction is one of the most successful methods of encouraging repeat visits and the spread of 'word-of-mouth' information regarding the value of the experience. This result can only be achieved by creating realistic expectations and by then ensuring that these expectations are satisfied.

#### 4.3 Facilities and Attractions

Adventure travelers come to the NWT seeking a wilderness experience that may include camping, hiking and climbing. They tend to avoid commercial facilities such as hotels and lodges. They do however, appear to want well-trained and experienced 'wilderness' guides. Many such respondents stated that an increased availability of guides would be appropriate.

Other types of visitors cited a need for experienced and knowledgeable 'cultural' guides who are well-versed on local history, and who are familiar with historic sites, museums, and the art and culture of the region.

Those visitors who travel with tours want to 'be taken care of'. They expect comfortable sleeping arrangements and modern sanitation facilities. They want to sample local foods, learn about local history and nature, and be able to take home appropriate mementos of their trip. Therefore, increased availability of arts and crafts, upgrading of substandard facilities, and an increase in the availability of local foods would all be considered improvements to the existing tours.

Tour participants dislike being unprepared or experiencing a disorganized tour schedule. To this end, VIA Rail in particular should take more care in providing appropriate and accurate pre-trip information. They should also take greater care to ensure that participants do not experience delays or unorganized travel arrangements.

Some travelers felt that the rushed pace of the tour prevented them from developing a personal understanding of the region. For example, one respondent stated that he never felt that he was part of the region, rather that he was always 'looking in from the outside'. Perhaps tours involving less walking, a slower pace and more free time should be offered.

Many respondents stated that they were happy and surprised at the very friendly and helpful attitude of their guides and members of the local population. Information concerning this attribute of the NWT may be an appropriate addition to the marketing strategies that are currently being used to promote Arctic vacations.

#### 4.4 Recommendations

Based on the foregoing analysis, the following recommendations are advanced:

- Ensure that sufficient and accurate information regarding the region is provided prior to visitor departure.
- Encourage VIA Rail to improve the organization of its tours and to provide appropriate information to participants well in advance of their trip.
- Encourage VIA Rail to organize some tours catering to those who desire a slower pace with less walking.
- Increase the availability of indigenous arts, crafts, foods and other items desired by tourists.
- Provide more guides, especially for tour groups; tour participants also appreciate contact with local people.

- Launch marketing efforts during February, March and April, since most Arctic travelers tend to plan their trips during those months.

While the general level of satisfaction among survey respondents was reasonably high, there is room for improvement. Many people are seeking different and increasingly exotic or exciting vacation destinations. For many of these, the NWT would provide such a destination. The attractions of the North include the indigenous culture, the flora and fauna and the relatively unspoiled wilderness. In addition, attention must be given to the improvement of facilities, in order to meet the expectations of the majority of visitors who originate in developed urban areas.

In making improvements designed to attract a larger number of tourists to **Keewatin**, care should be taken to protect the natural environment and preserve the wilderness character of the region. The tundra of the eastern Arctic supports an extremely delicate ecosystem which is characterized by a wide diversity of wildlife, particularly in the summer months. In striving to encourage tourism this environmental sensitivity should be respected. Ideally, a balance could be achieved that would meet both preservation and tourism enhancement objectives.

## 5.0 CRITIQUE OF METHODOLOGY

## 5.0 CRITIQUE OF METHODOLOGY

In the course of undertaking this study a number of problems were encountered, generally in the area of finding reliable surveyors in each of the communities. The questionnaire appeared to be **fairly** successful in obtaining the required information, though we do have some recommendations for future surveys of this type.

### 5.1 Survey Design

The questionnaire used in this survey was, for the most part, very successful in eliciting the information desired from visitors to the Northwest Territories. Because it was very similar to questionnaires used in previous surveys of this **type**, it provided a certain continuity and allowed a comparison to be made with previously collected data. We believe, however, that the following changes should be made to such questionnaires in the future in order to ensure results of even higher quality:

- The forms should be tailored to accommodate tour groups, which appear to be fairly prevalent in this part of the Arctic. Rather than asking for only one member of each party to complete the questionnaire! each travel party within the tour group **should** be approached. Visitors should be asked if they are part of a tour, and if so, how big their tour group is.
- For questions where a rating **scale** is **given**, the scale should have five points to allow for those people who have no or a neutral opinion regarding certain facets of their experience. This would result in more accurate ratings and **fewer** instances in which the survey respondent circles multiple ratings and then attempts to provide a more detailed explanation.

- The questions involving ratings of facilities and **services** should be modified to obtain ratings for each destination within the region. Many respondents provided separate ratings for each community due to the wide variability in quality of facilities and services in the places they visited.
- The question on expenditures within the region should be clarified in order to reduce the number of anomalous answers. Some parties included all costs of their visit, including airfare, while members of tour groups were often unable to identify the portion of the cost of the tour spent for meals and lodging.
- More open-ended questions should be asked, as these elicit some very interesting and useful responses.

## 5.2 Survey Delivery

In the course of undertaking this survey some very critical problems were encountered with the availability and reliability of surveyors. While these problems are discussed in great detail in correspondence between Acres and the Department of Economic Development and Tourism, it is useful for the purpose of this report to review the problems encountered, as they have a substantial bearing on the statistical validity of the data collected.

The major problems encountered were as follows:

- In two of the communities, it was virtually impossible to find replacements for the surveyors initially hired but who decided not to complete the work. In both these cases, the communities were very small and the majority of residents lived out on the land during the summer months.
- In Eskimo Point, a total of six surveyors were successively hired and trained, but for various reasons decided to quit. The local Economic Development Office was of great assistance, but was unable to explain the problems encountered apart from suggesting that Eskimo Point was undergoing both a construction and tourism boom and that the only

people available were those with less initiative. As a result, with the agreement of the Department of Economic Development and Tourism, Eskimo Point was officially dropped from the survey.

- In four cases, the surveyors hired went out on the land, decided they didn't want to work or went back to school without notifying Acres. These instances were discovered only through our checks on the surveyor's performance.
- In one instance the surveyor lost the completed results collected during nearly two months of interviews. These forms were never found.

While previous surveys in the Northwest Territories have encountered similar problems, the magnitude of problems experienced in this instance is difficult to understand. The management controls instituted for the survey (two visits to each of the communities, monthly reporting of results, liaison by telephone on an ongoing basis with the surveyors, discussions with local Economic Development Offices, detailed survey instructions and training, and the opportunity for each surveyor to discuss problems with the local Economic Development Officers) were believed to be sufficient to ensure that the survey ran smoothly. This was not the case, however and we are still not sure of what we could have done differently to achieve better results.

Some possible improvements to the survey delivery are as follows:

- Hire the surveyors earlier in the spring in order to attract applicants with more potential, who may have found other summer jobs by the time the survey actually commences.
- Institute a **bi-monthly** system of progress reports in order to maintain closer contact with the surveyors.



- Deliver the questionnaire through a form to be filled out directly by the visitors. Most of the potential surveyors interviewed were very shy, something that appears to be a common trait of the **Inuit** in this part of the Northwest Territories. A survey delivered in this alternate manner may be easier for the surveyors in light of this apparent shyness.
- Increase the hourly rate from \$10.00 to \$15.00 to make the job that much more attractive.

Higher hourly wage rates were tried in Eskimo Point with no success. Further, while **bi-monthly** reporting may result in the earlier discovery of problems, it is unlikely to be useful in finding ways to ultimately resolve them. Of the above suggestions, changing the manner in which the questionnaire is delivered may be the most effective method of achieving better results.

### 5.3 Statistical Reliability of Sample

As discussed in the previous section, the statistical reliability of the data collected has been affected by the problems encountered during the course of this survey. However, the aggregate data still enables the analysis to be made with a reasonable degree of reliability.

Table 5-1 provides a comparison of the initial study parameters in terms of number of flights to be surveyed and the expected number of visitors, with those **actually** encountered during the study. As shown, the sample size in terms of number of visitors actually surveyed is only approximately one quarter of that planned at the start of the study.

TABLE 5-1  
REVIEW OF SURVEY PERFORMANCE

	<u>Planned</u>	<u>Actual</u>
Number of Flights	581	581 <sup>1</sup>
Number of Flights Surveyed	188	36
Expected Number of Visitors	1600 <sup>2</sup>	1952 <sup>3</sup>
Visitor Sample Size	518	121
Ratio of Interviews Per Flight Met	2.8	3.4

NOTES

- 1) Does not include **cancelled** flights, of which the number are not known.
- 2) Based on an analysis undertaken prior to the start of the study.
- 3) Based on the number of visitors encountered during the study (121) and the proportion of actual flights surveyed.

The original intent was to interview 2.8 people per flight (ratio of interviews per flight met). While fewer than the anticipated number of flights were met, the planned ratio of interviews per flight was exceeded at 3.4.

Table 5-2 details the number of flights met in each community, the number of passengers listed on such flights, and the number of visitors and parties actually interviewed.

TABLE 5-2FLIGHTS MET AND VISITORS INTERVIEWED

<u>Community</u>	<u>Flights Met</u>	<u>Total No. Passengers</u>	<u>Visitors Interviewed</u>	<u>Parties Interviewed</u>
Chesterfield Inlet	7	6	0	0
Coral <b>Harbour</b>	9	100	9	7
<b>Rankin</b> Inlet	5	60	14	12
Repulse Bay	13	115	98	54
Baker Lake	<u>1</u>	n/a	n/a	n/a
Eskimo Point	<u>1</u>	<u>n/a</u>	<u>n/a</u>	n/a
TOTALS	36	281	121	73

Based on the total number of visitors interviewed (121), the total number of passengers interviewed (281) and the estimated total number of passengers leaving the region during the four month study period, the statistical significance of the survey data can be determined. At a 95% confidence level, the standard error of estimate of the data collected is  $\pm 5.6\%$ . This measure of statistical significance only applies when the data is considered as a whole. When subsets of the data are considered, the statistical significance declines.

Notwithstanding the problems encountered, we believe that the results provide a very good indication of the characteristics of the typical visitor to the Keewatin Region of the Northwest Territories. Statistical significance of the results would have been improved if we had been able to survey the number of flights that were initially proposed.

During the course of the **study**, the communities in which the most problems were encountered were Eskimo Point, Baker Lake, Chesterfield Inlet and **Rankin** Inlet. With

the Client's agreement, Eskimo Point was eventually dropped from the survey schedule due to insurmountable administrative difficulties. At Baker Lake and Chesterfield Inlet only residents of **Keewatin** were available and the interviews were terminated as soon as this local residency had been established. Although 14 interviews were conducted at **Rankin** Inlet, this sample size was not big enough to provide data representative of the number of tourists actually visiting such a large center.

Since Eskimo Point, Baker Lake and **Rankin** Inlet are three of the largest communities in **Keewatin** and as such have a unique appeal for certain tourists, we believe that the results of this survey may not completely represent the experience of travelers within the region. Accordingly, we recommend that further work be carried out in these communities in the summer of 1988 in order to supplement the data collected in this survey. This work could be done separately or in conjunction with the survey that is planned for the **Baffin** Region in 1988.

APPENDIX 1 -  
Survey Questionnaire

DATE: \_\_\_\_\_ LOCATION: \_\_\_\_\_ FLIGHT #: \_\_\_\_\_

INTRODUCTION: Hello I'm \_\_\_\_\_ of Acres International. We are conducting a survey of tourists to enable the Government of the Northwest Territories to better serve visitors. I would like to ask you a few quick questions.

1. Are you flying on flight **(READ FLIGHT NUMBER)?**

No ➤ end interview.

Yes

v

2. Do you live in the Keewatin Region? **(SHOW MAP IF REQUIRED)**

Yes \*

How many people, including yourself, are traveling with you today? <b>(RECORD EXACT NUMBER FOR EACH TRAVEL PARTY)</b>					
No	_____	_____	_____	_____	_____
v	_____	_____	_____	_____	_____
RECORD AND END INTERVIEW					

No

v

v

v

3. Are you leaving the Keewatin Region today? **(SHOW MAP IF REQUIRED)**

No >

How many people, including yourself, are traveling with you today? <b>(RECORD EXACT NUMBER FOR EACH TRAVEL PARTY)</b>					
Yes	_____	_____	_____	_____	_____
v	_____	_____	_____	_____	_____
RECORD AND END INTERVIEW					

Yes

v

v

v

4. How many people are in your travel party? **(RECORD EXACT NUMBER)**

\_\_\_\_\_

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)**

British Columbia \_\_\_\_\_

Quebec \_\_\_\_\_

Alberta \_\_\_\_\_

Maritimes \_\_\_\_\_

Saskatchewan \_\_\_\_\_

Yukon \_\_\_\_\_

Manitoba \_\_\_\_\_

N.W.T. (specify City or Village)

Ontario \_\_\_\_\_

\_\_\_\_\_

Other (specify) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**(IF FROM NWT COMPLETE QUESTIONS 8 AND 9 AND END INTERVIEW)**

6. Please tell me the age and sex of each member of your travel party.

Male \_ \_ \_ \_ , \_ \_ \_ \_ \_ ,

Female \_ \_ \_ \_ \_ ,

7. How many separate households are in your travel party? (RECORD EXACT NUMBER)

\_\_\_\_\_

8. What was the primary purpose of your trip to the NWT? (READ LIST)

Business  Vacation  Personal  Visiting Family/Friends

Other  (SPECIFY) \_\_\_\_\_

9. How many nights did you spend in the Keewatin Region? (RECORD EXACT NUMBER)

\_\_\_\_\_

10. During your stay in the NWT, how many nights did you spend in each of the following types of accommodation? (READ THE LIST AND CHECK THAT THE TOTAL MATCHES QUESTION 9)

Hotels/Motels \_\_\_\_\_

Lodges \_\_\_\_\_

Private Houses \_\_\_\_\_

Camping \_\_\_\_\_

Other \_\_\_\_\_

11. Approximately how much did you and your travel party spend within the Keewatin Region on this trip?

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

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

YES  NO

13. What was the primary destination of your trip within the Keewatin Region? (DO NOT READ LIST)

Baker Lake Rankin Inlet  
Chesterfield Inlet Repulse Bay  
Coral Harbour Whale Cove  
Eskimo Point Other (specify) \_\_\_\_\_

14. What other locations in the NWT did you spend or plan on spending at least one night in this trip? (DO NOT READ LIST)

Yellowknife  Cambridge Bay   
Frobisher Bay Gjoa Haven  
Cape Dorset  Spence Bay  
Pelly Bay Other (specify) \_\_\_\_\_

15. What activities did you participate in while in the Keewatin Region? (READ LIST)

- |  |                                  |
|--|----------------------------------|
| Business <input type="checkbox"/>                          | Nature Study                     |
| Visiting Friends/Relatives <input type="checkbox"/>        | Camping                          |
| Shopping for Crafts <input type="checkbox"/>               | Fishing                          |
| Attending Festivals, Local Events <input type="checkbox"/> | Hunting <input type="checkbox"/> |
| Visiting Museums, Historic Sites <input type="checkbox"/>  | Other (specify) _____            |
| Hiking, Climbing, Backpacking <input type="checkbox"/>     | _____                            |

16. Have you or a member of your household ever visited the NWT on a previous trip?

- YES  NO  (GO TO QUESTION 17)

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

\_\_\_\_\_ times

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

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

18. Would you consider another visit to the NWT?

- YES  NO

19. Did pre-trip expectations compare with actual experiences and impressions of the NWT during your visit?

- YES  NO

20. How would you rate tourist facilities such as restaurants, and hotels in the NWT? (READ THE CATEGORIES)

- |                                    |                                       |
|------------------------------------|---------------------------------------|
| Excellent <input type="checkbox"/> | Satisfactory <input type="checkbox"/> |
| Good <input type="checkbox"/>      | Poor <input type="checkbox"/>         |

21. How would you rate travel brochures and other tourist information on this region? (READ THE CATEGORIES)

- |                                    |                                       |
|------------------------------------|---------------------------------------|
| Excellent <input type="checkbox"/> | Satisfactory <input type="checkbox"/> |
| Good <input type="checkbox"/>      | Poor <input type="checkbox"/>         |

22. Where did you get information regarding the Keewatin Region? (DO NOT READ LIST)

- |  |   |
|--|---|
| Friends/Relatives who had Visited the Region <input type="checkbox"/>    | Travel Arctic                               |
| Friends/Relatives who Reside in the Region <input type="checkbox"/>      | Travel Keewatin                             |
| Articles/Advertisements in Magazines/newspapers <input type="checkbox"/> | Television Program <input type="checkbox"/> |
| Travel Agent <input type="checkbox"/>                                    | Other (specify) _____                       |
|  | _____                                       |
|  | _____                                       |



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

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

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

---

---

---

25. Thank you so much for your time.

In order to help us verify these interviews and clear up any ambiguities, could I have your last name, telephone number and address?

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

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

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

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

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

APPENDIX 2 -  
Verbatim Comments from Question 24

APPENDIX 2

December, 1987  
P8133

VERBATIM COMMENTS FROM QUESTION 24

VIA Rail tour **could** be much better organized more **and better washrooms needed in Repulse Bay Hotel.**

Be more explicit regarding primitive lodging and services not included on train. Jack **and** Caroline, tour directors in Rankin Inlet, were excellent. Scheduled activities were 16 hours one day which was much too long. Plan more free time.

Thorough information - e.g., mos<sub>qu</sub>it<sub>s</sub>, **areas** may have more 'rustic' accommodations, commercial habits/hours of establishments in local areas - closed Sundays or 6 p.m. daily, closed for lunch etc., re: banks, crafts. Travel itinerary was rushed - days were too crammed with activities and too little 'down' time.

More local crafts (i.e.) clothing, foot wear.

Yes but it would be better if I could talk to someone in charge to make suggestive corrections not criticism. As for the Personnel at the train station was for the birds.

More detailed information on accommodations and planning schedules.

Not met by VIA Rep @ train in Winnipeg. No apparent effort to keep any kind of schedule. All tour personnel after Winnipeg excellent. Winnipeg tour personnel apparently have no interest in tour participants. **Carolin & Jack @ Rankin Inlet** super-sales people for NWT. Some days activities much too long.

Facilities were not what was expected, overall info was inadequate as to clothing and what was to be covered in the tour. Travel was disorganized from point of arrival at VIA station in Winnipeg. From Churchill on guides were good especially in Rankin Inlet. Travel schedule was too long each day.

Would suggest more than 1/2 day and overnight at Rankin Inlet - should allow 2 days for bad weather before making connecting

reservations -- made mistake this time - flight out of Winnipeg  
11:15 a.m. 8/14/87.

Finish hotel.

More structured activities at **Repulse Bay**, also would like more  
**time at Rankin Inlet.**

More material in advance. I would have rather had more free  
time with some options like going off hunting or fishing. **It**  
was like looking at everything without being a part of it. I  
came a little unprepared -- clothing wise -- thinking that the  
Hudson's Bay company stores would have a better selection of  
outdoor clothing, for larger **people.**

Guides more knowledgeable about types of plants and flowers.

Stress should be put on the amount and type of walking. Some  
of us have had broken **bones and the cobblestone streets in rain**  
**are treacherous.**

Promptness.

Inadequate postcards representing Arctic Circle and in general  
re region.

No postcards pertaining to Arctic Circle area.

Faster taxis.

Need upgrading on hotels, better market of natural environment  
hunting, fishing.

Better place to find information.

Given expensive hotels and knowledge of local people I'd  
recommend Billet services that include fishing, hunting,  
sledding, walking tours, wall hangings, etc. One private  
include food - a day guide, equipment and **bed.**

Improve communication links, i.e. radio, TV, newspapers.

**Bad weather because they got stuck.**

Would have **liked** more free time to visit the area away from  
business.

Everything seems in control. Place has improved since last  
visit.

**People were friendly.**

**People are very friendly. Accommodations should be better for the price paid.**

Be sure to give definite information concerning conditions - walking could be difficult handicapped persons and elderly folks. Ex primitive facilities at Repulse Bay. Talks should be prepared of limited conditions. When making arrangements for train out of Winnipeg be sure to arrive the day before. We missed the first day of tour by late arrival caused by North West Airlines.

Reduce long walks as many people are senior citizen. The same thing could be accomplished without such long walk.

Lack of information about facilities and activities. Lack of communication to train station employees'. Lack of organization of activities - waste of time is very fatiguing and boring. People catering to the tourist were not very well trained. Scheduling of activities needs lots of work.

Be more definite and descriptive. Excellent preparations for understanding region (nature and people) by Rankin Inlet representatives. Our travel agent was not informed about possible flight delays. We missed the first day of tour.

Baker Lake needs better way of transporting large groups. Tours to Repulse Bay should not have started until Aivilak Hotel or Lodge was completely renovated. More attention needed to cleaning up debris at entries to almost all places.

Baker Lake guide, Ron, very bad attitude, should be removed. A fulltime guide for the trip, and more pre-trip information, especially times of planes.

Better hotel space and better tour escorts who have more knowledge of the area.

Try to keep a small stock of local game at the Coops/local stores so that tourists can try them (e.g. whale, seal, etc.).

Baker Lake was not equipped to receive our group - Hotel in Repulse Bay not ready.

Baker Lake was not equipped to receive our group - Hotel in Repulse Bay not ready for tourists.

Need better coordination at Baker Lake - tour poorly conducted. By the Gov't Rep. If not improved remove from tour.

Hotels - Rankin - Good; Repulse - Poor

Should be improved.

Cleaner roads (less garbage). More bathrooms.

More restroom facilities. To be able to get around with less walking.

Not being able to get to places of interest other than by hiking and they need more bathroom facilities.

More bathrooms in Repulse. **Less trash and garbage all over communities.**

Absolute lack of **knowledge at VIA Rail** contact point Winnipeg - leading to utter confusion at Repulse Bay - Added hang space in rooms.

VIA Rail Winnipeg had insufficient knowledge. Somewhere to hang clothes in rooms. Repulse Bay more bathing facilities in rooms. Even a bowl and water pitcher.

Tell future tourists more emphatically about insects.

Misled -- VIA port dreadful enroute - they are not informed, no guides at beginning - **Ranklin** Inlet best accommodations. All hosts were super. Make tour later to be sure ice is out. Keewatin guides were super, can't be improved upon. Need more reference material for flora and fauna.

More bathing facilities (Repulse Bay) Wash bowl & Pitcher for water in rooms. Better information on region - temperature, environment, etc. - what to bring (clothing, etc.). Better organization so groups know better - where to go, what to do, details of region (no. of insects) - flora-fauna wildlife).

Need better hotel facilities in Repulse. More washrooms, flush as in airport-chemical if **necessary** toilets, sinks in room.

Lack of coordination between VIA Rail organization and different areas. Inaccurate prior information. Inadequate sanitation and cleanliness.

Need more toilet **and wash facilities in Repulse Bay - just chamber pots & wash basin & Pitchers** would help. 15 people used one toilet. Wonderful trip otherwise. Inuit people very interesting and friendly. Guides knowledgeable.

Better bathroom facilities, not elaborate just a little more comfortable (flush toilet). More honey buckets.

Better information on weather expectations and what clothing to bring. Repulse Bay needs better facilities - better organized local guides to help tourists better experience the region's attractions. Aivilik Lodge needs more toilets and sinks.

There should be a required minimum clothing list. Also warning about the possibility of being weather bound so as to make forward bookings with this possibility in mind.

**Just** keep trying to do your best.

APPENDIX 2

December, 1987  
P8133

VERBATIM COMMENTS FROM QUESTION 24

VIA Rail tour could be much better organized more and better washrooms needed in Repulse Bay Hotel.

Be more explicit regarding primitive lodging and services not included on train. clack and Caroline, tour directors in Rankin Inlet, were excellent. Scheduled activities were 16 hours one day which was much too long. Plan more free time.

Thorough information - e.g., mosquitos, areas may have more 'rustic' accommodations, commercial habits/hours of establishments in local areas - closed Sundays or 6 p.m. daily, closed for lunch etc., re: banks, crafts. Travel itinerary was rushed - days were too crammed with activities and too little 'down' time.

More local crafts (i.e.) clothing, foot wear.

Yes but it would be better if I could talk to someone in charge to make suggestive corrections not critizism. As for the Personnel at the train station was for the birds.

More detailed information on accommodations and planning schedules.

Not met by VIA Rep @ train in Winnipeg. No apparent effort to keep any kind of schedule. All tour personnel after Winnipeg excellent. Winnipeg tour personnel apparently have no interest in tour participants. Carolin & clack @ Rankin Inlet super-sales people for NWT. Some days activities much too long.

Facilities were not what was expected, overall info was inadequate as to clothing and what was to be covered in the tour. Travel was disorganized from point of arrival at VIA station in Winnipeg. From Churchill on guides were good especially in Rankin Inlet. Travel schedule was too long each day.

Would suggest more than 1/2 day and overnight at Rankin Inlet - should allow 2 days for bad weather before making connecting



reservations -- made mistake this time - flight out of Winnipeg  
11:15 a.m. 8/14/87.

Finish hotel.

More structured activities at Repulse Bay, also would like more  
time at Rankin Inlet.

More material in advance. I would have rather had more free  
time with some options like going off hunting or fishing. It  
was like looking at everything without being a part of it. I  
came a little unprepared -- clothing wise -- thinking that the  
Hudson's Bay company stores would have a better selection of  
outdoor clothing, for larger people.

Guides more knowledgeable about types of plants and flowers.

Stress should be put on the amount and type of walking. Some  
of us have had broken bones and the cobblestone **streets** in rain  
are treacherous.

Promptness.

Inadequate postcards representing Arctic Circle and in general  
re region.

No postcards pertaining to Arctic Circle area.

Faster taxis.

Need upgrading on hotels, better market of natural environment  
hunting, fishing.

Better place to find information.

Given expensive hotels and knowledge of local people I'd  
recommend Billet services that include fishing, hunting,  
sledding, walking tours, wall hangings, etc. One private  
include food - a day guide, equipment and bed.

Improve communication links, i.e. radio, TV, newspapers.

Bad weather because they got stuck.

Would have liked more free time to visit the area away from  
business.

Everything seems in control. Place has improved since last  
visit.

People were friendly.

People are very friendly. Accommodations should be better for the price paid.

Be sure to give definite information concerning conditions - walking could be difficult handicapped persons and elderly folks. Ex primitive facilities at Repulse Bay. **Talks should be prepared of limited conditions. When making arrangements for train out of Winnipeg be sure to arrive the day before. We missed the first day of tour by late arrival caused by North West Airlines.**

Reduce long walks as many people are senior citizen. The same thing could be accomplished without such long walk.

Lack of information about facilities and activities. Lack of communication to train station employees'. Lack of organization of activities - waste of time is very fatiguing and boring. People catering to the tourist were not very well trained. Scheduling of activities needs lots of work.

Be more definite and descriptive. Excellent preparations for understanding region (nature and people) by Rankin Inlet representatives. Our travel agent was not informed about possible flight delays. We missed the first day of tour.

Baker Lake needs better way of transporting large groups. Tours to Repulse Bay should not have started until Aivilak Hotel or Lodge was completely renovated. More attention needed to cleaning up debris at entries to almost all places.

Baker Lake guide, Ron, very bad attitude, should be removed. A **fulltime** guide for the trip, and more **pre-trip** information, especially times of planes.

Better hotel space and better tour escorts who have more knowledge of the area.

Try to keep a small stock of local game at the Coops/local stores so that tourists can try **them (e.g. whale, seal, etc.)**.

Baker Lake was not equipped to receive our group - Hotel in Repulse Bay not ready.

Baker Lake was not **equipped** to receive our group - Hotel in Repulse Bay not ready for tourists.

Need better coordination at Baker Lake - tour poorly conducted. By the **Gov't** Rep. If not improved remove from tour.

Hotels - Rankin - Good; Repulse - P o o r

Should be improved.

Cleaner roads (less garbage). More bathrooms.

More restroom facilities. To be able to get around with less walking.

Not being able to get to places of interest other than by hiking and they need more bathroom facilities.

More bathrooms in Repulse. Less trash and garbage all over **communities**.

Absolute lack of knowledge at VIA Rail contact point Winnipeg - leading to utter confusion at Repulse Bay - Added hang space in rooms.

VIA Rail Winnipeg had insufficient knowledge. Somewhere to hang clothes in rooms. Repulse Bay more bathing facilities in rooms. Even a bowl and water pitcher.

Tell future tourists more emphatically about insects.

Misled -- VIA port dreadful enroute - they are not informed, no guides at beginning - Ranklin Inlet best accommodations. All hosts were super. Make tour later to be sure ice is out. Keewatin guides were super, can't be improved upon. Need more reference material for flora and fauna.

More bathing facilities (Repulse Bay) Wash bowl & Pitcher for water in rooms. Better information on region - temperature, environment, etc. - what to bring (clothing, etc.). Better organization so groups know better - where to go, what to do, details of region (no. of insects) - flora-fauna wildlife).

Need better hotel facilities in Repulse. More **washrooms**, flush as in airport-chemical if necessary toilets, sinks in room,

Lack of coordination between VIA Rail organization and different areas. Inaccurate prior information. Inadequate sanitation and cleanliness.

Need more toilet and wash facilities in **Repulse Bay - just chamber pots & wash basin & Pitchers** would help. 15 people used one toilet. Wonderful trip otherwise. Inuit people very interesting and friendly. Guides knowledgeable.

Better bathroom facilities, not elaborate just a little more comfortable (flush toilet). More honey buckets.

Better information on weather expectations **and** what clothing to bring. Repulse Bay **needs** better facilities - better organized local guides to help tourists better experience the region's attractions. Aivilik Lodge needs more toilets **and sinks**.

There should be a required minimum clothing list. Also warning about the possibility of being weather bound so as to make forward bookings with this possibility in mind.

**Just** keep trying to do your best.