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**KITIKMEOT VISITORS SURVEY**

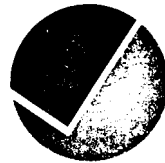
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Prepared by  
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Presented to:

**ECONOMIC DEVELOPMENT AND  
TOURISM  
GOVERNMENT OF THE  
NORTHWEST TERRITORIES  
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## ACKNOWLEDGEMENTS

Conducting marketing research in remote locations requires more coordination than other types of surveys. Given that it is usually *not* practical to have professional and experienced staff on location for extended periods of time, there was a desire to employ **local** residents.

The design of the airport cordon survey included the requirement of voluntary assistance from airline and airport personnel. Without their cooperation and assistance, this survey would not have been feasible.

several individuals and organizations have contributed to the success of this **Kitikmeot** Region Visitors Survey and we wish to acknowledge and thank them for their assistance.

### Airline Personnel:

Mr. Howard L. Pateman, Pacific Western Airlines, Edmonton  
Mr. Dean Wood, Manager, Pacific Western Airlines, Cambridge Bay  
Ms. Irene Home, Manager, Northwest Territorial Airlines,  
**Coppermine**  
Mr. Gary Bristol, Manager, Northwest Territorial Airlines, **Holman**  
Mr. John Robertson, **Vice** president, Northwest Territorial  
Airlines, **Yellowknife**  
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### Airport Personnel:

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Arctic coast Tourist Association:

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## **FOREWORD**

### **Background**

The Government of the Northwest Territories has been developing information *about* their tourism industry over the past few years with particular interest in the role played by summer visitors to the area. As part of an on-going program to update information about the travel industry, the Division of Tourism and Parks was interested *in* gathering information about visitors to the **Kitikmeot** Region of the Northwest Territories in the summer of 1986.

Canadian Facts was commissioned to undertake this research, the results of which are contained herein.

### **Objectives**

The overall objective of this study was to generate information about visitors who came to the **Kitikmeot** Region of the Northwest Territories during the 1986 summer period, June 1 through September 30. "Visitors" were defined as including both non-residents of the Northwest Territories ("**non-NWT** visitors") as well as residents of the Northwest Territories who are not resident *in* the **Kitikmeot** Region.



Specifically, the research objectives were:

- ① To determine the total number of visitors to the **Kitikmeot** Region.
- ② To define their distribution **by** regional destination.
- ③ To describe their characteristics **in** terms of trip purpose, demographics and expenditures.

The extent of the information gathered depended on whether visitors were residents of the **Kitikmeot** Region or not. Respondents were screened to ensure that only non-residents of the **Kitikmeot** Region and non-residents of the Northwest Territories were included in the sample.

Detailed specifications for the **Kitikmeot** Air Survey are found **in** the written Terms Of Reference which were provided by the Division Of Tourism & parks and were adopted as the foundation for this research project.

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### Methodology

The survey sample design involved three exit ports from the Region: the regional airports at Cambridge Bay, **Coppermine** and **Holman**, as follows:

<u>Location</u>	<u>Stints</u>	<u>Total Expected Passengers</u>
Cambridge Bay	43	860
<b>Coppermine</b>	86	860
<b>Holman</b>	38	190

The cordon-type survey was augmented by information on total traffic volumes for reference in expanding the sample cordon results to total visitor activity.

Individual flights to be sampled were selected using current timetables for Pacific Western Airlines, Northwest Territorial Airways and Kenn Borek Air.

For a complete description of the methodology employed, including flight schedules and completed interviews, see Appendix To The Methodology.





In the General summary to follow, statistical information has been summarized and is cross-referenced to the Detailed Computer Tables contained **in** the Appendix. The data analysis undertaken was cross-tabulation or **bi-variate** analysis. In reviewing the Detailed Computer Tables, the reader should be careful to observe the '**Bases**' upon which the data in the body of the table were calculated. Two different bases were used in the analysis:

1. Most of the data was based on '**Total Respondents**'. Total Respondents represents the sum of individuals in each travel party who were interviewed and spoke on behalf of the entire travel party. Only one person per travel party was interviewed.
2. '**Total People In Travel Parties Who **Are** Non-Residents Leaving The Region**' represents the sum total of all respondents plus the persons in their travel group. This base was used to generate profile information on two key tables; the age and sex of travel party members (Tables 2 and 3) and area of residence (Table 6).

On each table, two types of bases are reported; the '**Actual**' and the '**Weighted**' base. The actual bases represent the actual number of people, or actual number of travel parties, who were respondents in the survey. The weighted bases represent the estimated total number of **all** persons traveling through these



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airports during the survey time period. The weighting took into account several key variables which are explained **in** the Appendix To The Methodology.

The table below illustrates the various base sizes described:

Total Actual Respondents Interviewed	395
Weighted Estimate Of Respondents Interviewed	659
<b>Total</b> Actual People In Interviewed Travel Parties	635
Weighted Estimate Of People In Travel Parties	1,159

Note: Data derived from sample populations is subject to variance. In order not to imply an unwarranted degree of precision, all percentage figures in the General Summary have been rounded to whole numbers.

**Thought** the General Summary, circles have been used to denote **unusually** high figures, and squares have been used to denote **unusually** low figures at the 90% confidence level.

Further, it should be noted that percentages derived from 'actual' bases of less than 100 respondents should be interpreted with caution, while percentages derived from "**actual**" bases of less than 50 respondents should be interpreted with extreme caution.



### HIGHLIGHTS

- 0 In the summer season, from June to September, approximately 1,200 visitors travel to the **Kitikmeot** Region of the Northwest Territories. The majority of these visitors (67%) are traveling to the region on business, just over one-fifth (21%) are coming for a vacation or holiday and 12% are going to the region to visit friends or relations.
  
- ② Visitors to **Kitikmeot** travel in small groups; the average size of the non-business travel party is 2.4 persons whereas the average business travel party is 1.4 persons. Lone travelers predominate visitors to **Holman** (83% are one-person travel parties there) while **Coppermine** attracts larger overall groups (15% are in parties of four or more persons) .
  
- ② In the vast majority of cases (89%), the **Kitikmeot** travel parties were found to have no other household members included. A trip to **Kitikmeot** is not a family vacation at present.
  
- ② Seventy-five percent of visitors to the region are male; the average age of male visitors is 39 years while females, who comprise one-quarter of all visitors, have an average age of 36 years. The area clearly appeals to those who may be



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called the '**baby boomer**' generation. The **Kitikmeot** travelers are much younger and may be more adventure/activity-oriented than visitors traveling to Alaska and the Yukon (where the average visitor age is considerably older) .

② The average length of stay for the **Kitikmeot** visitor party was 11.8 nights; 68% of visitors stayed 7 nights or less but **18%** stayed in the region 5 nights or longer. The reason for traveling influenced how long one would stay. The average length of stay **fo** the business **traveller** was 10 nights whereas the non-business visitors stayed an average of 15 nights. **Holman**, perhaps because of its remoteness, enjoyed the longest average visitor stays (17.4 nights per visitor party) .

② Primary markets for **Kitikmeot** visitors are **Alberta(20%)**, **Yellowknife(19%)** and the United States (17%). Ontario (**10%**), British Columbia (8%) and European countries (8%) are secondary visitor markets.

② of those traveling on business, **more come from Yellowknife** (31%), **British Columbia (12%) and Yukon (11%)**. The **holidayers**, on the other hand, are predominantly from the United States (31%), Ontario (**12%**) and **European countries** (13%). It is interesting to note that **visitors from Alberta**, the Province most accessible by air, come in equal



proportions (**20%** respectively) for business and non-business reasons.

② The visitor mix sees business travelers dominate. This may reflect two current situations: 1) the early stage of development of tourism in this region, and 2) the amount of economic development drawing people there for business reasons.

② In any event, what visitors see and experience in **Kitikmeot** leaves such an impression that 82% of those interviewed stated they would be '**very**' or '**fairly**' likely to recommend that others visit the region. Persons traveling on a vacation or holiday were the most enthusiastic group, with a full 90% saying they would be likely to recommend a visit to others.

② **This** ambassadorship of the region should be nurtured and cultivated as word-of-mouth is a powerful marketing vehicle. Exiting visitors should be equipped with souvenirs and information to aid them in telling the story of their time in **Kitikmeot**. There are indications that visitors desire more information about the region; 7% felt more information was one way to improve tourist services.



- ⑦ Each of the three Kitikmeot communities appears to have a unique character which caused visitors to enjoy somewhat different experiences **in** each community. Cambridge **Bay**, for example was seen as a place to go fishing and hunting, on a tour or sightseeing, and it was also a place to visit and socialize with the local people. Coppermine also provided fishing and hunting opportunities but hiking, walking, canoeing and rafting were more popular activities **in** this community. **Holman**, on the other hand, is appreciated for its aesthetic beauty. Hiking and walking, along with photography, sketching and visiting the art and craft shops, were principal activities for those who *went* to **Holman**.
- ⑧ Conversely, Cambridge Bay was not seen as a place to go hiking, walking, canoeing or boating, or shopping at the craft shop. Perhaps these activities are somewhat underdeveloped or not accessible to visitors presently. **Coppermine** afforded few tours or sightseeing or opportunities to visit and **socialize with local people**. **Holman** also appears to lack tours and sightseeing although informal tours are self-initiated by hiking and walking in the area. **Holman** is also a place where little socializing with local people is afforded.

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- 0 **The largest segment of the visitor market is the business traveller.** This group comprises the majority of visitors to each of the three communities. It is important to note that business travelers do seek out activities other than simply business when they visit **Kitikmeot**. For example, one-quarter of business travelers said they went fishing, 18% went on a tour or sightseeing, 13% went walking or hiking, and 7% practiced photography while on their trip.
- 0 Suggestions for improving tourist facilities and services differed according to the type of visitor. Interestingly, about the same proportion (8% and 9%) of business and vacation visitors suggested that more tourist information should be made available in the area.
- ① The business travelers generally desired more and better facilities such as more restaurants, a bar, **or** upgraded accommodation. Unlike business travelers in southern Canada, these business travelers have several hours of daylight in which to engage in recreational activities following the workday in **Kitikmeot**. About **5%** of these visitors wanted things to do in their non-business hours such as more tours, fishing expeditions, boat rental or three **wheel** drive rentals for enjoying the area. The **vacation/holiday**ers asked for more rental vehicles such as three-wheelers or boats, and more recreational activities of



**any** type. Other suggestions from this group indicated a **desire** for better airport/airline, hotel, and shopping services. Those visiting friends and relatives desired a good **restaurant, better roads, more** vehicle rentals and tours.

- ⑦ Of the three **Kitikneot** communities, **Coppermine** had the highest proportion of vacationers (31%), while Cambridge Bay and **Holman** accommodated 18% and 17% of the vacationers respectively. Further, the size of the vacationer market for **Coppermine** is likely understated as a number of visitors did exit **Coppermine** via **Plummer's Airways**, a charter service for a lodge on Great Bear Lake. The results reported here reflect visitors traveling on scheduled airlines only, therefore **Plummer's** passengers are not accounted for.



GENERAL SUMMARY



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GENERAL SUMMARY

A. THE TRIP TO THE KITIKMEOT REGION

1. Main Reason For The Trip

The majority (62%) of visitor parties to the Region are traveling on business. Just over one-fifth of Kitikmeot visitors are coming to the Region for holiday or vacation reasons, 12% are arriving to visit friends and relatives and approximately 5% of visitors are coming there for other reasons.

Differences between the number of visitors traveling for various purposes did emerge depending on which of the Region's three main airports the respondent-party was exiting from. For example, significantly more visitors leaving the Cambridge Bay airport (16%) were found to have been in the area visiting friends and relatives than those leaving from the other two airports. This is understandable as Cambridge Bay is a major connecting point to other communities.

More visitors leaving Coppermine (31%) were found to be traveling on vacation than departing visitors from either Cambridge Bay (18%) or Holman (17%). As all visitors contacted in this survey were traveling on regular



scheduled airline flights, some visitors to the region were unaccounted for in the sample frame. These visitors are arriving on chartered flights. Many of them would have been coming into **Coppermine** on **Plummer's** Airways. On this basis, the level of vacationer activity in **Coppermine** is somewhat **under-** represented in this research data.

**All** three major communities attract over 50% of their visitors for business reasons. Cambridge Bay is a connecting point for travelers visiting friends and relatives but it is also likely that Cambridge Bay plays a similar role **in** providing a connecting point for vacationers going on to other destinations in the area. As a vacation destination, **Coppermine** appears to be attracting a larger share of visitors than the other communities.



Total - Weighted Respondents	<u>Kitikmeot</u> Visitors Who Visited:			
	<u>Total</u>	<u>Cambridge</u>	<u>Coppermine</u>	<u>Holman</u>
	(659)	(434)	(144)	(81)
	%	%	%	%
<u>Main Reason For Trip To Kitikmeot Region:</u>				
Business	62	65	53	64
Vacation/Holiday	21	18	31	17
Visiting Friends/ Relatives	12	16	7	3
Commuting To/From Work	2	1	7	
Other	3	1	2	17

(See Detailed Tables, Page 9)



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2. Destinations Within The Region And The N.W. T.

virtually all (98%) of visitors interviewed had the **Kitikmeot** Region **as** the main destination on their trip. Over one-half (54%) of visitor parties to the **Kitikmeot** Region are destined for Cambridge Bay, one-fifth are going to **Coppermine** and 12% have **Holman** as their primary destination. Thirteen percent are destined for places such as **Pelly** or **Spence** Bays or **Gjoa** Haven and virtually all of these travelers come through Cambridge Bay en route.

Total - Weighted Respondents	Total <u>Kitikmeot</u> Visitors (659) %
<u>Primary Destination Within Kitikmeot Region:</u>	
Cambridge Bay	54
<b>Coppermine</b>	21
<b>Holman</b>	12
<b>Spence</b> Bay	4
<b>Gjoa</b> Haven	3
<b>Pelly</b> Bay	2
All Other Mentions	4
Not Stated	1

(See Detailed Tables, Page 12)



Likely due to the cost and the amount of pre-planning required to come to **Kitikmeot**, it is no surprise that 59% of visitors had no other **N.W.T.** destinations included in their travel plans.

of those who were visiting other **N.W.T.** locations (either before or after their **Kitikmeot** trip), the vast majority were going to **Yellowknife** and/or to some other southern **N.W.T.** community. About one-fifth of visitors were found to be extending their travel in the Arctic, into the Baffin or **Inuvik** Regions.

**Cambridge Bay** enjoys scheduled airline flights that do permit visitors to travel there without having to stay over in any other **N.W.T.** community. This is likely why a significant number of visitors (68%) leaving **Cambridge Bay** had no other areas of the **N.W.T.** included in their travel plans. Visitors leaving either **Coppermine** or **Holman** would find it much more difficult to make the journey without a stop in at least one other **N.W.T.** community such as **Yellowknife** or **Inuvik**. Just 44% of **Coppermine** visitors and 38% of **Holman** visitors had no other **N.W.T.** stops. (See Detailed Tables, Pages 10 And 11).



## **B. CHARACTERISTICS OF VISITORS TO THE REGION**

### **1. Travel Party Size**

Primarily due to the large proportion of business travelers in the Kitikmeot Region, 63% of the visitor parties are composed of just one person. Over one-fifth (22%) are two-person travel parties and 15% were found traveling in a group of three or more people.

The average size of the non-business travel party is 2.4 persons, whereas the average business travel party is 1.4 persons.

Lone travelers are the predominate visitors to Holman (83% are one-person travel parties) while Coppermine attracts larger groups of travelers (15% are traveling here in parties of four or more persons) .

Generally, the larger travel parties stay longer in the Region, are likely to spend more money there, but are less likely to be found staying at one of the hotels or in private homes in the Kitikmeot communities. This reflects the special nature of this segment of visitors who come to Kitikmeot as self-contained groups on charters or packaged vacations.



Total - Weighted Respondents	<u>Kitikmeot Visitors Who Visited:</u>			
	<u>Total</u>	<u>Cambridge</u>	<u>Coppermine</u>	<u>Holman</u>
	(659)	Bay (434)	(144)	(81)
	%	%	%	%
<b><u>Size Of Travel Party:</u></b>				
One	63	61	57	83
Two	22	25	17	15
Three	7	7	11	1
Four Or More	8	6	15	1
Average	1.76	1.63	2.45	1.21
			- 0 -	

(See Detailed Tables, Page 1)

Travel party size sometimes denotes the composition of the travel party; a married couple, a mother, father and children; however, in the case of the Kitimeot visitors, travel party size does not imply that those traveling together are in any way related. In the vast majority of cases (89%), the Kitikmeot travel parties were found to have no other household members included.





## 2. Age And sex Of Visitors

Three-quarters of visitors to **Kitikmeot** are male. The average age of males traveling to the region is 39 years. Females account for 25% of visitors and their **average age is 36 years.**

visitors traveling on business are predominantly male (85%) and younger (30 to 37 years old) , than the age of those on vacation or other personal business (39 to 43 years). (See Detailed Tables, Pages 2 And 3).

## 3. Place Of Residence

Travelers to **Kitikmeot** come from a **variety** of locations. About an equal number (20%) of visitor parties come from either Alberta, **Yellowknife**, or from the **United States**. Ontario and British Columbia are the home for about 10% of visitors. Visitors from Europe account for some 8% of all visitors to the area. Most of these visitors came from France, England or Germany. Other countries included Switzerland, Holland, Greenland and a party of eight persons from Australia. The balance of **Kitikmeot** Region visitors reside in the Yukon, other **N.W.T.** regional communities and other parts of Canada.



Trip purpose helps define where visitors are likely to be coming from. Those traveling on business are more likely to be residents of **Yellowknife**, the Yukon or **British** Columbia, than those coming to the region for other reasons. Albertans come in equal proportions, either for business or non-business reasons. More visitors from **Ontario**, the United states and foreign countries come for non-business reasons.

<b>Total - Weighted Travel Party Members</b>	<b>Total Travel</b>	<b>Purpose of visit</b>	
	<b>Party Members</b>	<b>Business</b>	<b>Other</b>
	(1,159)	(568)	(591)
	%	%	%
<b><u>Area Of Residence:</u></b>			
Alberta	20	20	20
Yellowknife	19	31	7
United States	17	2	31
Ontario	10	8	12
B.C.	8	12	5
Yukon	6	11	1
other Northwest Territories	6	6	3
Saskatchewan, Manitoba	4	4	5
Quebec, Maritimes	3	2	*
Overseas Countries	8	3	13

(See retailed Tables, Page 8)

\* Equals less than one-half of one percent.



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**C. ACCOMMODATION USED AND VISITOR EXPENDITURES**

**1. Number Of Nights Stayed**

The average length of stay for the Kitikmeot visitor party was 11.8 nights; however, the variance in the number of nights stayed was extensive. For example, 68% of visitors stayed just seven nights or less; most of these visitor parties stayed from two to four nights in the Region. Some visitors had longer stays; 18% stayed in the Region fifteen nights or longer.

The reason for traveling to the Region influenced how long one would stay. The average length of stay of the business traveller was ten nights, as compared to those on vacation or visiting friends who tended to stay an average of fifteen nights. Those visiting friends and relatives stayed the longest overall. Persons visiting Holman stayed there longer (some 17.4 nights on average) whereas Cambridge Bay and Coppermine visitors stayed an average of 11 nights each.

The shorter stays tended to be in hotels and motels (seven nights on average) while stays in private homes averaged twelve nights, and stays in accommodations such as lodges or camps, averaged nine nights. Persons staying in work camps or company housing stayed an average of fifteen nights. (See Detailed Tables, Pages 13 To 19).



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## 2. Trip Expenditures

Respondents were asked to provide two expenditure estimates; one which reflects the amount of **pre-paid Kitikmeot** expenditures and a second amount which is the amount spent while in the region. Together these amounts reflect the **visitor's** financial investment in the trip to the **Kitikmeot** Region.

over one-half of visitor parties (55%) had spent up to \$1,000 in **pre-paid** expenses before they arrived in the region; 30% said they spent from **\$1,001** to \$3,000 and 10% claim to have **pre-paid** from \$3,001 to more than \$5,000 in expenses. The average **pre-paid** expenditure is \$1,453.

**Pre-paid** expenditures were higher for those travelers leaving from **Holman** or **Coppermine** than for those exiting from Cambridge Bay. Those staying in lodges and camps **pre-paid** an average amount of \$1,920 versus \$1,445 and \$1,069 **pre-paid** by those staying in hotels or with friends, respectively.

The amounts spent while in the **Kitikmeot** Region averaged \$483 per visitor overall. Excluding visitors who claimed to have had no expenditures while in the region, the average increased to \$525 per person.



Among all persons traveling for vacation or holiday reasons, an average of \$614 per visitor was spent, those on business spent \$525 and those visiting friends and relatives spent an average of \$408. Some visitors to the region had no expenditures; these were **typcially** persons staying with friends or family. In addition, several business travelers reported no personal expenditures as their employer was paying for meals and lodging and other travel expenses. The average business **traveller** per person expenditures is under-reported by an estimated 50%. Hotel and meal expenses, which are an identifiable fixed cost of visits to the **Kitikmeot** communities, appear not to have been reported by this group.

Together, the average investment in a trip to the **Kitikmeot** Region averages about \$1,800 per person. visitors coming for vacation reasons invest considerably more of their personal funds in the journey.

The visitor group making the largest overall contribution to **local economies** is the business **traveller**. They represent 67% of the visitor population and likely account for an average of some \$700 - \$900 on location expenditures when hotel and meal expenses are considered. The vacationers, who represent just over one-fifth of all visitors, make larger Personal expenditures while visiting **Kitikmeot**. Their expenditures, in



aggregate, are almost one-half that of the more numerous business **traveller**. The group making the least contribution to local economies are those visiting friends and relatives. Overall, expenditures of this group are 10% to 15% that of either business or vacation visitors. (See Detailed Tables, Pages 20 To 22)

**D. ACTIVITIES IN THE KITIKMEOT REGION**

**1. Activities Participated In**

As mentioned, over half of the visitors come to the Kitikmeot Region to work on business but even those *on* business take time out to enjoy some recreational activities. For example, almost one-quarter (24%) of those in the region for business went fishing. Hiking, walking tours, **sightseeing** and socializing with local residents were also popular activities of the business visitors.

The activity participated in by most (56%.) of the non-business visitors was fishing. Hiking, walking and sightseeing were also popular activities as was photography.



**Holman** appears to have afforded visitors a good variety of activities including shopping at the craft shop, spinning and drying demonstrations **along** with the presentation of a drum dance and archeological digging. However, hiking and walking was the activity mentioned by 55% of the visitors.

Photography was more popular in **Holman** than in any **of** the other two communities surveyed. It was  mentioned by 46% of the respondents as an activity type participated in.

A principal activity for visitors to Coppermine was fishing (42%) along with canoeing and **rafting (21%** said they did this). Hiking and walking tours were also popular activities.

Cambridge Bay was unique in that three main visitor activities dominated; fishing (38%), walking-sightseeing (26%) and socializing with local people (23%). About **8%** of visitors mentioned going camping and hunting as well.



Total - Weighted Respondents	Total <sup>1</sup> Kitikmeot Visitors (659) %	Location of visit		
		Cambridge Bay (434) %	Copper- mine (144) %	Holman (81) %
<b>Activities Participated In While in The Kitikmeot Region:</b>				
Business, Work	56	59	50	49
Fishing, Hunting	39	38	42	15
Tour, sightseeing, Walking Tour	21	26	14	9
Hiking, Walking	19	10	25	55
visiting, Socializing, Meeting Local People	18	23	6	15
Photography, Filming, Sketching	11	5	9	46
canoeing, mating, Rafting	6	1	21	6
Camping	4	5	6	1
Shopped, Visited Craft Shop	4	1	3	21
various Recreational Activities	13	11	9	14
All Other Mentions	8	1	3	37
None	3	2	2	3
Not Stated	1	1	2	4

( See Detailed Tables, Pages 23 And 24)

<sup>1</sup> Total of percentages exceeds 100 due to multiple responses.





## 2. Suggestions For Improving Tourist Facilities

Almost one-third of visitors could **think** of no suggestions for improving the tourist facilities and services in the Kitikmeot Region. The business travelers had several suggestions relating to the hotel accommodation and general air transportation services. The non-business travelers felt there should be more tours, more equipment rentals (3-wheelers, boats), more shopping opportunities. In addition, almost **5%** of these visitors suggested that the litter in the communities be cleaned up.

**All** types of visitors were in agreement that better restaurant services might be needed and/or more evening activities. In addition, suggestions were made that a greater amount of tourist information should be available to visitors.

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Total- weighted Respondents	Total <sup>2</sup> Kitikmeot Visitors (659) %	Purpose of visit		
		Business (425) %	Vacation/ Holiday ( 135) %	Visiting Friends (81) %
<b>Suggestions For Improving Facilities And Services For mists:</b>				
Good Restaurant , Coffee Shop	8	9	4	11
Make More Tourist Information Available, More Advertisements	7	8	9	
Better Facilities At Hotel	6	7	3	
Make The Plights On Time	4	6	2	4
Upgrade, Better Hotel	4	6	2	
Better Services At Airport	4	4	6	
A Bar, More lb Do At Night	4	5	3	
Mare Rental vehicles, Three- Wheelers, Boats	4	3	8	3
More Tours, Fishing Expeditions	4	3	4	6
More, Improved Recreational Activities, Camping Facilities	4	1	6	
Restaurant , Coffee 910p with Better Hours	3	4	3	
Hotel Too Expensive	3	2	7	
Paved, Better Roads	3	1	8	10
Better Shopping, Local Postcards	3	2	3	3
Leave It The Way It Is	2	1	6	
All Other Mentions	12	5	9	11
None	24	24	25	24
Don' t Know	5	6	2	1
Not stated	17	17	12	23

( See Detailed Tables, Pages 26 And 27)

<sup>2</sup> Total of percentages exceeds 100 due to multiple responses.



3. Likelihood Of Recommending A Trip To Kitikmeot Region

Over 80% of visitors to the Kitikmeot Region stated they would be very or **fairly** likely to recommend the trip to someone else. Obviously the experiences and spectacular nature of the region has considerable impact on visitors. The only group which are **somewhat less** positive are the business travelers. (See Detailed Tables, Page 27).

Total - Weighted Respondents	<u>Total</u> <sup>3</sup>	<u>Purpose Of Visit</u>	
	(659) %	<u>Business</u> (409) %	<u>Other</u> (251) %
<u>Likelihood Of Recommending A Visit To The Kitikmeot Region:</u>			
very Likely	58	51	71
<b>Fairly</b> Likely	24	28	19
Not Very Likely	9	11	6
Not At All Likely	4	5	2
<b>Don't</b> Know	5	6	2
Average 4	3.44	3.32	3.63

(See Detailed Tables, Page 27)

3 **Total** of percentages exceeds 100 due to **multiple** responses.

4 **Average based on scale** of: Very Likely - 4  
 Fairly Likely - 3  
 Not Very Likely - 2  
 Not at all Likely - 1