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Visitor Satisfaction Survey - 1989
Type of Study: Statistics/surveys Tourism,
Nwt General Surveys
Date of Report: 1989
Author: G.n.w.t. - Economic Development &
Tourism
Catalogue Number: 11-1-35

VISITOR SATISFACTION SURVEY

Introduction:

This **is** a new survey of the users of campground and information **centres**, conducted during the summer of 1989 in most parts of the **Northwest Territories**. The survey **was** mandatory for some Government of the Northwest Territories establishments and offered on a voluntary basis to community and zone **association establishments**.

Purpose:

The people using **N.W.T.** campgrounds and information **centres** were surveyed to determine their degree of satisfaction with the services and facilities provided. The findings acted as a month by month monitor to guide supervisors of the campgrounds and information **centres** in the operation of their establishments. In the longer term, user opinions will provide guidance in the design and construction of the campgrounds and information **centres**.

Methodology:

The survey was conducted during the summer of 1989 with three stints taking place during June, July and August.

Participating establishments included:

- (a) three Government of the **N.W.T.** information **centres** and three community operated centres.
- (b) **six** Government of the **N.W.T.** campgrounds (Territorial parks) that had gate control or regularly supervised premises.
- (c) three Territorial parks without gate control or regular supervision.

In the early days or weeks of each month, fifty questionnaires were distributed to the users (one per party) of each establishment for a summer total of 150 per establishment. In the case of (a) and (b), gate staff carried out the distribution and sometimes the collection of questionnaires. In the case of (c), outfitters or possibly park staff carried out these functions. In all cases the users had the option to use a postage paid, centrally addressed envelope; and, they were encouraged to use it for the sake of frank and confidential replies. Most users did employ the envelope.

The questionnaires differed somewhat among the (a), (b) and (c) establishments; and, they are shown as the respective appendices, A, B and C.

Response rates are calculated on the assumption of complete distribution of 50 questionnaires per month per establishment. For some campgrounds and information **centres**, it is likely that less (far less possibly) than 50 were handed out.

For some questions there were no replies, or entries of "**Did not use**". These, for simplicity, are eliminated from the tables of findings so that in some cases the total replies is less than the number of questionnaires returned.

Within a week or so of the beginning of July, August and September **summary** findings regarding the previous month were provided to all Regional Tourism Officers. In the case of definite complaints (especially of operational rather than a structural nature), the information was relayed to the RTOS **immediately** upon its receipt by the central processing office.

Findings:

The monthly summaries and the summer totals for each establishments are shown in the following tables:

TABLE 1a, INFORMATION CENTRES - JUNE

INFORMATION CENTRE	RETURN OF QUESTIONNAIRES		Q #1 (a) USE OF WASHROOMS		Q #1 (b) WASHROOMS CLEAN		Q #2 COURTEOUS ATTENDANT			Q #3 BROCHURES HELPFUL		
	Name/Location	Number	Return Rate	Yes	No	Yes	No	Def. Yes	Somewhat SO	Def. No	Def. Yes	Somewhat so
60th Parallel Mackenzie Hwy.	29	58%	25	4	23	2	29	0	0	25	3	1
Angmarlik Centre Pangnirtung	13	26%	4	9	4	0	12	1	0	13	0	0
Nutuiliue Centre Ft. McPherson	41	82%	32	9	30	2	41	0	0	36	5	0
Arctic Coast TA Cambridge Bay	0	0%	--	--	--	--	--	--	--	--	--	--
Hay River, in-town Centre	0	0%	--	--	--	--	--	--	--	--	--	--
Northern Frontier cabin-Yellowknife	26	52%	--	--	--	--	25	1	0	24	2	0

TABLE 1b, INFORMATION CENTRES - JULY

INFORMATION CENTRE	RETURN OF QUESTIONNAIRES		Q #1 (a) USE OF WASHROOMS		Q #1 (b) WASHROOMS CLEAN		Q #2 COURTEOUS ATTENDANT			Q #3 BROCHURES HELPFUL		
	Name/Location	Number	Return Rate	Yes	No	Yes	No	Def. Yes	somewhat SO	Def. No	Def. Yes	somewhat so
60th Parallel Mackenzie Hwy.	27	54%	27	0	27	0	26	1	0	27	0	0
Angmarlik Centre Pangnirtung	16	32%	12	4	12	0	15	1	0	15	0	0
Nutuiliue Centre Ft. McPherson	31	62%	23	8	22	1	31	0	0	29	2	0
Arctic Coast TA Cambridge Bay	0	0%	--	--	--	--	--	--	--	--	--	--
Hay River, in-town Centre	10	20%	5	5	5	0	10	0	0	7	3	0
Northern Frontier cabin-Yellowknife	25	50%	--	--	--	--	25	0	0	23	2	0

TABLE 1c, INFORMATION CENTRES -- AUGUST

INFORMATION CENTRE	RETURN OF QUESTIONNAIRES		Q #1 (a) USE OF WASHROOMS		Q #1 (b) WASHROOMS CLEAN		Q #2 COURTEOUS ATTENDANT				Q #3 BROCHURES HELPFUL		
	Number	Percentage	Yes	No	Yes	No	Yes	No	So	No	Yes	So	No
60th Parallel Mackenzie Hwy.	30	60%	25	5	25	0	28	2	0	27	1	0	
Angmarlik Centre Pangnirtung	22	44%	18	4	18	0	22	0	0	20	0	0	
Nutuiliue Centre Ft. MacPherson	23	46%	19	3	19	0	22	1	0	18	3	0	
Arctic Coast TA Cambridge Bay	0	0%	--	--	--	--	--	--	--	--	--	--	
Hay River, in-town Centre	5	10%	2	3	2	0	5	0	0	5	0	0	
Northern Frontier cabin-Yellowknife	21	42%	--	--	--	--	21	0	0	21	0	0	

TABLE 1d, INFORMATION CENTRES - ENTIRE SUMMER

INFORMATION CENTRE	RETURN OF QUESTIONNAIRES		Q #1 (a) USE OF WASHROOMS		Q #1 (b) WASHROOMS CLEAN		Q #2 COURTEOUS ATTENDANT			Q #3 BROCHURES HELPFUL		
	Name/Location	Number	Return Rate	Yes	No	Yes	No	Def. Yes	somewhat so	Def. No	Def. Yes	Somewhat so
60th Parallel Mackenzie Hwy.	88	59.%	77	9	75	2	83	3	0	79	4	1
Angmarlik Centre Pangnirtung	51	34.%	34	17	34	0	49	2	0	48	0	0
Nutuiluie Centre Ft. McPherson	95	63.%	74	20	71	3	94	1	0	83	10	0
Arctic Coast TA Cambridge Bay	0	0.%	--	--	--	--	--	--	--	--	--	--
Hay River, in-town Centre	15	10.%	7	8	7	0	15	0	0	12	3	0
Northern Frontier cabin-Yellowknife	72	48.%	--	--	--	--	71	1	0	68	4	0

TABLE 2a, TERRITORIAL PARKS - JUNE

TERRITORIAL PARR - supervised		RETURN OF QUESTIONNAIRES		Q #1 WASHROOM CLEAN		Q #2 COURTEOUS ATTENDANT			Q #3 ADEQUATE WATER		Q #4 ADEQUATE WOOD	
Name/Location	Number	Return Rate	Yes	No	Def. Yes	Somewhat so	Def. No	Yes	No	Yes	No	
Long Lake Yellowknife	7	14%	2	4	5	2	0	3	4	7	0	
Prelude Lake Yellowknife	9	18%	7	1	8	1	0	8	1	9	0	
Queen Elizabeth Fort Smith	14	28%	13	0	14	0	0	14	0	13	0	
Hay River	13	26%	11	2	13	0	0	13	0	11	2	
Chuk, Inuvik	44	88%	40	3	43	1	0	44	0	36	0	
Blackstone Liard Highway	10	20%	8	0	9	1	0	9	0	9	0	

TERRITORIAL PARR - unsupervised		RETURN OF QUESTIONNAIRES		Q #1 WASHROOM CLEAN		Q #2 GOOD INTREPRETATION			Q #3 SATISFYING EXPERIENCE		
Name	Number	Return Rate	Yes	No	Def. Yes	Somewhat SO	Def. No	Def. Yes	Somewhat So	oaf. No	
Kekerton	0	0%	--	--	--	--	--	--	--	--	
Quammarvitt	0	0%	--	--	--	--	--	--	--	--	
Pangnirtung	2	4%	1	0	2	0	0	2	0	0	

TABLE 20. TERRITORIAL PARKS - JULY

TERRITORIAL PARK - supervised	RETURN OF QUESTIONNAIRES		Q #1 WASHROOM CLEAN		Q #2 COURTEOUS ATTENDANT			Q #3 ADEQUATE WATER		Q #4 ADEQUATE WOOD	
	Number	Return Rate	Yes	No	Def. Yes	Somewhat So	Def. No	Yes	No	Yes	No
Long Lake Yellowknife	10	20%	8	2	9	0	1	8	2	8	2
Prelude Lake Yellowknife	14	28%	14	0	14	0	0	13	0	14	0
Queen Elizabeth Fort Smith	30	60%	25	3	29	1	0	29	0	30	0
Hay River	1	2%	1	0	1	0	0	1	0	1	0
Chuk, Inuvik	13	26%	9	4	12	1	0	12	1	11	1
Blackstone Liard Highway	13	26%	13	0	13	0	0	12	1	13	0

TERRITORIAL PARK - unsupervised	RETURN OF QUESTIONNAIRES		Q #1 WASHROOM CLEAN		Q #2 GOOD INTERPRETATION			Q #3 SATISFYING EXPERIENCE		
	Number	Return Rate	Yes	No	Def. Yes	Somewhat So	Def. No	Def. Yes	Somewhat So	Def. No
Kekerton	5	10%	3	1	3	2	0	5	0	0
Quammarvitt Pangnirtung	0	--	--	--	--	--	--	--	--	--
Baffin	6	12%	6	0	4	1	0	6	0	0

TABLE 2c, TERRITORIA

TERRITORIAL PARK - supervised		RETURN OF QUESTIONNAIRES		Q #1 WASHROOM CLEAN	
Name/_Cation	Number	Return Rate	Yes	No	
Long Lake Yellowknife	36	72%	26	8	
Prelude Lake Yellowknife	17	34%	14	3	
Queen Elizabeth Fort Smith	24	48%	24	0	
Hay River	0	0%	--	--	
Chuk, Inuvik	14	28%	13	1	
Blackstone Liard Highway	13	26%	13	0	
TERRITORIAL PARK - unsupervised		RETURN OF QUESTIONNAIRES		Q #1 WASHROOM CLEAN	
Name	Number	Return Rate	Yes	No	
Kekerton	2	4%	2	0	
Quammarvitt	0	0%	--	--	
Pangnirtung	14	28%	13	1	
					} Baffin

TABLE 2d, TERRITORIAL PARKS - ENTIRE SUMMER

TERRITORIAL PARK - supervised		RETURN OF QUESTIONNAIRES		Q #1 WASHROOM CLEAN		Q #2 COURTEOUS ATTENDANT			Q #3 ADEQUATE WATER		Q #4 ADEQUATE WOOD	
Name/Location	Number	Return Rate	Yes	No	Def. Yes	Somewhat SO	Def. No	Yes	No	Yes	No	
Long Lake Yellowknife	53	35.%	36	14	43	6	3	42	10	47	4	
Prelude Lake Yellowknife	40	27.%	36	4	39	1	0	38	1	40	0	
Queen Elizabeth Fort Smith	68	45.%	62	3	66	1	0	67	0	65	0	
Hay River	15	10.%	12	2	14	0	0	14	0	12	2	
Chuk , Inuvik	71	47.%	62	8	69	2	0	70	1	59	1	
Blackstone Liard Highway	36	24.%	34	0	34	2	0	33	2	34	0	

TERRITORIAL PARR - unsupervised		RETURN OF QUESTIONNAIRES		Q #1 WASHROOM USAN		Q #2 GOOD INTREPRETATION			Q #3 SATISFYING EXPERIENCE		
Name	Number	Return Rate	Yes	No	Def. Yes	Somewhat SO	Def. No	Def. Yes	Somewhat so	Def. No	
Kekerton	7	5.%	5	1	5	2	0	7	0	0	
Quammarvitt	0	0.%	--	--	--	--	--	--	--	--	
Pangnirtung	22	15.%	20	1	17	2	0	22	0	0	

Interpretations:

There are no similar **studies** or reports of this nature for at least the **N.W.T. information centre and campgrounds**. Therefore, **benchmarks** for comparison and judgments of the findings are lacking; and, interpretations are certainly subjective.

On the whole the information **centres** and **campgrounds** received favorable marks from their users.

To some extent the information **centres** received fewer poor marks than did the campgrounds.

Observations are too few for certainty; but, it did appear that as the summer progressed fewer poor marks were recorded. This is somewhat clear for the information centres; but, the situation for campgrounds seems to be barely so.

One campground stands out for its poorer than average performance. Lake (Fred Henne) Territorial Park near **Yellowknife** recorded what are likely less than desirable scores in all categories, i.e. , entire summer negative scores of:

- washrooms - 14
- attendant - 9
- water - 10
- wood - 4

Conclusions:

Some patterne of satisfaction/dissatisfaction were detected and it is hopeful establishment operators were able to put the information to use in altering operating procedures. In addition, suggestions regarding capital improvements may be valuable.

Copies of any or all returned questionnaires are available to the Headquartera and Regional officers of the Department.

The question arises of whether it is worthwhile to do this survey again in 1990. Would other questions and/or other categories of possible responses be more useful?

Possibly fewer questionnaires should be distributed; and, whatever the case, a better return rate should be aimed for.

As a fairer test of the entire stint periods (months) **possibly** queestionnaires should distributed throughout all days of the months. Such a **sample design** would be more complicated for the staff of establishment to administer.

Feedback from the regional offices with regard to this survey and this report is requested.

Keith Thompson
Coordinator, Market Research
TravelArctic

VISITOR INFORMATION CENTRE QUESTIONNAIRE

Dear **Visitor:**

The Government of the Northwest Territories **wishes to determine your opinion of** the information centre which you have visited. Please take a moment to check off the following questionnaire and return it in the sealed envelope to the information **centre** attendant or place in the mail (postage has been paid).

Thank you.

1. (a) Did you or someone in your party use the washrooms?

YES

NO

- (b) If "yes", did you find them acceptably clean and well?

YES

NO

2. Was the information centre attendant courteous and helpful?

DEFINITELY
YES

SOMEWHAT
so

DEFINITELY
NOT

3. Did you find the travel information brochures provided to be helpful and adequate?

DEFINITELY
YES

SOMEWHAT
so

DEFINITELY
No

4. Please add your comments **about any aspects of the information centre.**

Please return to:

TRAVELARCTIC
GOVERNMENT OF THE **N.W.T.**
YELLOWKNIFE
NORTHWEST TERRITORIES
CANADA
X1A 2L9

TERRITORIAL PARK QUESTIONNAIRE

Dear Park User:

The Government of the Northwest Territories wishes to determine your opinion of the Territorial park that you have visited. Please take a moment to check off the following questionnaire and return it in the sealed envelope to the park attendant or place in the mail (postage has been paid).

Thank you.

1. Did you find the washroom facilities clean and well stocked?

YES

NO

2. Was the park attendant courteous and helpful?

DEFINITELY
YES

SONEWHAT
so

DEFINITELY
NOT

3. Was the water supply adequate?

YES

NO

4. Was the wood supply adequate?

YES

NO

5. Please add your comments about any aspect of the park.

Please return to:

**TRAVELARCTIC
GOVERNMENT OF THE N.W.T.
YELLOWKNIFE
NORTHWEST TERRITORIES
CANADA
X1A 2L9**

APPENDIX "C"

TERRITORIAL PARK QUESTIONNAIRE

Dear Park Visitor:

The Government of the Northwest Territories wishes to determine your opinion of the Territorial park you have visited. Please take a moment to check off the following questionnaire and return it in the sealed envelope to the person who distributed this paper, or place in the mail (postage has been paid).

1. Did you find the washroom facilities clean and well stocked?

YES

NO

2. Did the interpretation program (signs, brochures) explain the park well?

DEFINITELY
YES

SOMEWHAT
so

DEFINITELY
NOT

3. Was your visit to the park a satisfying experience?

DEFINITELY
YES

SOMEWHAT
so

DEFINITELY
NOT

4. Please add your comments about any other aspect of the park.

Please return to:

TRAVELARCTIC
GOVERNMENT OF THE N.W.T.
YELLOWKNIFE
NORTHWEST TERRITORIES
CANADA
X1A 2L9