



Arctic Development
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***Perceptions Of The Nothwest Territories By
Usa Travel Writers
Catalogue Number: 11-1-37***

August, 1987

CATEGORY: Surveys - general

SUB-CATEGORY :

PERCEPTIONS OF THE NORTHWEST TERRITORIES
BY USA TRAVEL WRITERS

Introduction

This report concerns a survey of USA travel writers and their perceptions of Canada as a travel destination.

Purpose

In particular this report is intended to focus on the opinions USA travel writers have about the Northwest Territories as a travel destination.

Methodology

This report is based on a Tourism Canada Survey and report entitled:

Results of a Survey
Conducted Among Members
of
The Society of American Travel Writers
January, 1984

At a convention of members of the Society of American Travel Writers a survey was conducted of writers concerning their attitude towards Canada as a travel destination. In particular this report interprets, in some detail, the sections concerning the Northwest Territories. In the interpretation, it is important to keep in mind the absolute scores for the NWT, and also the relative scores among the provinces and territories. Also care should be had in realizing that the perceptions are those of writers, not necessarily those of travelers; and, therefore they may be one stage removed from reality.

Within the complete Canadian content, this survey has a bias because Ontario has been omitted from the list of Canadian travel destinations. There are two reasons:

- (i) The Tourism Canada incremental promotion program (see Appendix, Foreward, item #2) did not include Ontario; and, therefore the study was matched to the areas that were being promoted.
- (ii) Ontario is such a dominant destination area in the Canada scene, that its inclusion would have overshadowed the other Canadian destinations and provided little insight into their attractiveness and other characteristics.

.../2

Therefore, an estimated judgement should be made to decrease the absolute values found in this survey while probably accepting the relative (among provinces and territories) findings as still valid.

The full Tourism Canada report, including the questionnaire is attached, as the Appendix.

Findings

Reference should be made to the detailed tables attached. (Tourism Canada full report).

Interpretations

The detailed tables are interpreted as follows:

Question 1. Tourism Potential

The writer's perception of the NWT is about correct with high marks being given to Wilderness/Outdoors (68) and ~~Touring/Scenic~~ (48) while Winter Sports, City Vacations, Gastronomy and Festivals and Events received low marks (12, 5, 5, and 9 respectively).

Among the provinces and territories, the NWT rates well in the Wilderness/Outdoors category, being only greatly surpassed by Alberta/British Columbia (86 Marks). This is part of a pattern in which Alberta/British Columbia shows a very high profile in nearly all question asked. Likewise, Manitoba/Saskatchewan shows up poorly in nearly every question asked.

Question 2. Destination Suitability for Various Travel Groups

The writers do not have an accurate perception of the actual composition of travel parties to the NWT. The writers indicate a high propensity of single travelers (42%) and few families (7%) while surveys have shown an average travel party size of three persons with many families.

An opportunity/challenge exists here to change the perceptions of writers.

Question 3. Story Angles of Interest to Readers

The NWT fares poorly in the most mentioned story line Bargain/Budget (30%); and, there is little we can do to change the reality of high cost travel in the NWT.

However, NWT can supply well the often mentioned story lines of Outdoor/Adventure (22%) and Touring/Scenic (10%). Herein lies our strength.

Question 4. Readers' Interest in Study Destinations

The NWT does not and can not hope to match the popularity of major destinations such as Alberta/B.C. (85%), Quebec (80%), and Atlantic Canada (75%). However, the NWT (47%) rates almost as high as Yukon (57%) and higher than Manitoba/Saskatchewan (32%).

Considering the small amount of visitation to the NWT, it would appear that there is an exploitable gap between actual visitation and readers' interest (as perceived by writers).

Question 5. Public Awareness of Destinations

As could be expected, the NWT has a very low awareness level (2% aware). This points to the need for a very basic promotion program that "positions" the NWT in the travel market i.e.; **basics** of:

- location
- size
- climate
- major attractions/activities
- main access routes
- costs

Comparing question 4 to question 5, there would appear to be interest in the NWT if only the **traveller** would know more about the NWT. **This is** another statement of the gap between potential/intrinsic attractiveness and actual visitation/awareness.

More distinctly than any other question, Canada divides into the known and the unknown travel destination areas. The former comprise Quebec (62%), Alberta/B.C. (43%), and Atlantic Canada (30%) while the latter comprise Yukon (3%), Manitoba/Saskatchewan (3%) and **NWT (2%)**.

Question 6. Respondents' Travel to Study Destinations

As may be expected, writers had visited the NWT to a considerably less degree than other destinations. This is the case for at least the total situation (NWT 15%). Strangely the NWT has a very **high** number (56%) for the "before 1980" visitation; but, this may be a quirk of the survey, i.e.; small sample size.

This finding (total situation) indicates a need and opportunity for more travel writers to visit the NWT.

Question 7. Respondent Interest in Visiting

The interest in the NWT (47%) is outstanding, surpassing even Quebec (43%) and Alberta/B.C. (43%). This denotes the NWT as a very ripe area for visitation by writers.

Question 8. Worldwide Travel Destinations

As noted earlier, in the Canadian context, the NWT fares well. However, in the complete and truly realistic travel market of the entire world, the NWT is a minor character.

The NWT (3%) can never hope to emulate Europe (27%) and Hawaii (13%) and Mexico (20%) et cetera in interest; but, it appears we can be in the league of many small countries and areas. From the current NWT position of low visitation, even this interest points to considerable potential for growth (e.g.; to match the Calgary (2%), Australia (2%) etc. situations) .

Conclusions

On the whole the NWT fares well in the minds of USA travel writers with only one or two perceptions in need of correction.

The NWT would appear to have potential for writers. In addition the NWT would appear to be competitive as a travel destination within the second tier of countries and areas.

For the public there appears to be a large measure of basic unawareness of the NWT, a situation that requires addressing in marketing efforts.

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Appendix

RESULTS OF A SURVEY
CONDUCTED AMONG MEMBERS
OF
THE SOCIETY OF AMERICAN TRAVEL WRITERS

January 1984

FOREWORD

This report presents the results of a study conducted among members of the Society of American Travel Writers. The objectives of this study were:

1. To create a Canadian presence at the 1983 Society of American Travel Writers annual convention.
2. To develop the following specific information relative to Tourism Canada's 1983/84 Incremental program for promotion of Atlantic Canada, Quebec, Manitoba, Saskatchewan, Alberta, British Columbia, the Yukon and Northwest Territories.
 - How the travel writers perceive these Canadian destinations with regard to specific travel experiences.
 - The writers' opinions of which of these areas couples, families and seniors might be inclined to visit.
 - Story angles that would be of interest to the writers' readers.

. The destinations that the writers think will be of interest to their readers.

. The writers' opinions of the American public's awareness of the destinations under study.

● The writers' familiarity with the destinations and interest in visiting them.

METHODOLOGY

This study was conducted via a self-administered questionnaire. The questionnaire was placed in the respondents' rooms at the beginning of the convention. A note was attached which asked the respondents to complete and return the questionnaire to Consul and Trade Commissioner **Sam McKelvey** at the Canadian table at the marketplace session.

A total of 118 questionnaires was distributed. Sixty completed questionnaires were returned, which resulted in a net return of 51%.

SUMMARY OF RESULTS

Q J-W...*, TOURISM POTENTIAL

*57% of the respondents said the potential for Winter Sports is Very Good in Quebec.

65% said either they Didn't Know or the potential is Poor in the Northwest Territories.

*72% of the respondents said the potential for City Vacations is Very Good in Quebec.

70% said either they Didn't Know or the potential is Poor in The Yukon.

*67% of the respondents said the potential for Wilderness and Outdoor Vacations is Very Good in Alberta/British Columbia.

37% said either they Didn't Know or the potential is Poor in Manitoba/Saskatchewan.

*75% of the respondents said the potential for Touring\ Scenic vacations is Very Good in Alberta/British Columbia.

39% said either they Didn't Know or the potential is Poor in Manitoba/Saskatchewan.

*72% of the respondents said the potential for Gastronomy is Very Good in Quebec.

73% said either they Didn't Know or the potential is Poor in the Yukon.

*47% of the respondents said the potential for Festivals/ Events is Very Good in Quebec.

67% said either they Didn't Know or the potential is Poor in the Northwest Territories.

Question 2

f-DESTINATION SUITABILITY FOR VARIOUS TRAVEL GROUPS

- * 42% of the respondents said singles would be Most Likely to visit the Northwest Territories..
3% said singles would visit Atlantic Canada and Quebec.
- * 47% said couples would Most Likely visit Quebec.
17% said couples would visit Manitoba/Saskatchewan.
- * 50% said families would Most Likely visit Atlantic Canada.
5% said families would visit the Yukon.

Question 3

STORY ANGLES OF INTEREST TO READERS

- * 30% of the respondents feel Bargain and Budget stories will be of interest to their readers in 1984.
22% mentioned Outdoor/Adventure
12% mentioned Events
10% mentioned Specialized Interest (.Hobbies, etc.)
10% mentioned Touring/Scenic
10% mentioned City Vacations.
10% mentioned Cuisine.

Question 4

READERS' INTEREST IN STUDY DESTINATIONS

- * 85% of the respondents felt their readers would be interested in Alberta/British Columbia
80% said Quebec
75% said Atlantic Canada
57% said The Yukon
47% said the Northwest Territories
32% said Manitoba/Saskatchewan

Question 5

PUBLIC AWARENESS OF DESTINATIONS

- * 95% of the respondents feel that Americans are Very or Somewhat Aware of Quebec
 - 90% said Very or Somewhat Aware for Alberta/ British Columbia
 - 83% for Atlantic Canada . . . , -
 - 38% for the Yukon
 - 26% for Manitoba/Saskatchewan
 - 20% for Northwest Territories

Question 6

RESPONDENTS' TRAVEL TO STUDY DESTINATIONS

- * 82% of the respondents have visited Quebec
 - 47% of these respondents have not been to Quebec in at least 4 years
- * 70% of the respondents have been to Alberta/British Columbia
 - 26% of these respondents have not been to Alberta/ British Columbia in at least 4 years.
- * 60% have been to Atlantic Canada
 - 36% have not been in at least 4 years
- * 37% have been to Manitoba/Saskatchewan
 - 54% have not been in at least 4 years
- * 18% have been to The Yukon
 - 37% have not been in at least 4 years
- * 15% have been to the Northwest Territories
 - 56% have not been in at least 4 years

Question 7.

RESPONDENT INTEREST IN VISITING

*93% of the respondents said they would be interested in visiting one or more areas of Canada

53% expressed an interest in Atlantic Canada

47% are interested in the Northwest Territories

43% mentioned Quebec

43% mentioned Alberta/British Columbia

42% said the Yukon

18% said Manitoba/Saskatchewan

Question 8.

WORLDWIDE TRAVEL DESTINATIONS

*27% of the respondents listed Europe as one of three travel destinations their readers would like to know more about.

25% mentioned Canada

23% mentioned Great Britain

20% mentioned **Mexico**

17% mentioned the United States of **America**.

A total of 41 different destinations were mentioned a total of 157 times. Of the 157 listings 30% were Canadian destinations.

DETAILS

Question: **We** would like your opinion with regard to the potential
 #1 for each vacation experience within each of the destination
 areas below.

Note: The respondents were asked to do the rating on the
 basis of Very Good , Good, **Poor**, or Don't Know.

<u>Destination</u>	<u>Winter Sports</u>	<u>City Vacations</u>	<u>Wilderness/ Outdoors</u>	<u>Touring/ Scenic</u>	<u>Gastronomy</u>	<u>Festivals & Events</u>
<u>Atlantic Canada</u>						
Very Good	5%	13%	33%	65%	23%	25%
Good	15	29	27	18	23	22
Poor	18	15	5	-	5	3
Don't Know	38	18	15	7	32	33
No Answer	<u>24</u>	<u>25</u>	<u>20</u>	<u>10</u>	<u>17</u>	<u>17</u>
	100%	100%	100%	100%	100%	100%

Quebec

Very Good	57%	72%	30%	48%	72%	47%
Good	15	13	23	25	8	20
Poor	2	-	8	2	-	-
Don't Know	15	3	19	5	10	17
No Answer	<u>12</u>	<u>12</u>	<u>20</u>	<u>20</u>	<u>10</u>	<u>16</u>
	100%	100%	100%	100%	100%	100%

<u>Destination</u>	<u>Winter Sports</u>	<u>City Vacations</u>	<u>Wilderness/ Outdoors</u>	<u>Touring/ Scenic</u>	<u>Gastronomy</u>	<u>Festiva & Event</u>
<u>Alberta/ British Columbia</u>						
Very Good	50%	35%	67%	75%	5%	19%
Good	10	32	10	10	44	18
Poor	2	3	2	--	3	3
Don't Know	18	12	8	5	27	37
No Answer	<u>20</u>	<u>18</u>	<u>13</u>	<u>10</u>	<u>21</u>	<u>23</u>
	100%	100%	100%	100%	100%	100%

The Yukon

Very Good	7%	2%	55%	38%	--%"	2%
Good	12	7	10	17	5	15
Poor	12	38	2	--	23	13
Don't Know	50	32	20	27	50	47
No Answer	<u>19</u>	<u>21</u>	<u>13</u>	<u>18</u>	<u>22</u>	<u>23</u>
	100%	100%	100%	100%	100%	100%

	<u>Winter Sports</u>	<u>City Vacations</u>	<u>Wilderness/ Outdoors</u>	<u>Touring/ Scenic</u>	<u>Gastronomy</u>	<u>Festi & Eve</u>
<u>Manitoba/ Saskatchewan</u>						
Very Good	7%	5%	30%	17%	--%	8%
Good	13	18	17	23	20	14
Poor	12	12	7	12	8	3
Don't Know	45	42	30	27	45	52
No Answer	<u>23</u>	<u>23</u>	<u>16</u>	<u>21</u>	<u>27</u>	<u>23</u>
	100%	100%	100%	100%	100%	100%

<u>Northwest Territories</u>						
Very Good	7%	2%	50%	31%	--%	3%
Good	7	5	13	17	8	8
Poor	18	42	3	7	25	15
Don't Know	47	32	17	28	45	52
No Answer	<u>21</u>	<u>19</u>	<u>17</u>	<u>17</u>	<u>22</u>	<u>22</u>
	100%	100%	100%	100%	100%	100%

The following table presents the results of the previous question on an index of relative importance basis. The index is developed by multiplying all of the Very Good responses by 2 and all Good responses by 1. Poor, Don't Know and No Answer responses are not used in the index, but they do influence the index number in that they lower the possible index number. The maximum index number that can be achieved is 120. (2X60).

	<u>Winter Sports</u>	<u>City Vacations</u>	<u>Wilderness/ Outdoors</u>	<u>Touring/ Scenic</u>	<u>Gastronomy</u>	<u>Festival & Events</u>
Atlantic Canada	15	33	56	89	42	43
Quebec	77	94	50	73	91	68
Alberta/ British Columbia	66	61	86	96	32	33
The Yukon	15	6	72	56	3	11
Manitoba/ Saskatchewan	16	17	46	34	12	18
Northwest Territories	12	5	68	48	5	9

Question: Please indicate the one category of vacationer that,
 #2 in your opinion, would be most likely to visit that area.

	<u>Singles</u>	<u>Couples</u>	<u>Families</u>	<u>Seniors</u>	<u>No Opinion</u>
Atlantic Canada	3%	15%	50%	10%	22%
Quebec	3	47	27	7	16
Alberta/ British Columbia	5	18	43	7	27
The Yukon	32	23	5	13	27
Manitoba/ Saskatchewan	5	17	37	8	33
Northwest Territories	42	18	7	5	28

Question: In your opinion what will be the travel story angles
 #3 that will interest your readers most in 1984?

<u>Angles</u>	<u>% Mentioning</u>
Bargains/Budget	30%
Outdoor/Adventure	22
Events	12
Specialized interest (Hobbies , etc.)	10
Touring/Scenic	10
City vacations	10
Cuisine	10
Skiing/Winter sports	7
Off the beaten track	7
Historic	7
Quebec '84/ Tallships	5
Ethnic travel	5
Family destinations	5
Motor Coach/Train Tours	5
Cruises	5
Inns and getaways	3
Close to home travel	3
Meet the people	3
Romance/Adventure	3
Foreign lands	2
Travel by public transportation	2
Short trips	2
Shopping	2
Unique customs	2
Human interest	2
Where safe to visit	2
Where "natives" are friendly	2
Do it yourself destinations	2
No opinion	<u>20</u>

* Totals more than 100% due to multiple answers.

Question: Which of the following destinations do you think
 #A would be of interest to your readers?

<u>Destination</u>	<u>% Mentioning</u>
Alberta/British Columbia	85%
Quebec	80
Atlantic Canada	75
The Yukon	57
Northwest Territories	47
Manitoba/Saskatchewan	32
No Answer	2

*

Totals more than 100% due to multiple answers.

Question: In your opinion what is the present awareness level
 #S of these areas as tourist destinations among Americans?

	<u>Aware</u>	<u>Somewhat Aware</u>	<u>Not Aware</u>	<u>No Answer</u>
Quebec	62%	33%	--%	5%
Alberta/British Columbia	43	47	5	5
Atlantic Canada	30	53	12	5
The Yukon	3	35	52	10
Manitoba/Saskatchewan	3	23	64	10
Northwest Territories	2	18	70	10

Question: Which of the following areas have you visited and when was the last time you visited?

#6

<u>Destination</u>	<u>% Visited</u>	<u>1983-1982</u>	<u>1981</u>	<u>1980</u>	<u>Before 1980</u>	<u>NA</u>	
Quebec	82%	10%	22%	4%	12%	47%	5%
Alberta/British Columbia	70	19	21	19	12	26	3
Atlantic Canada	60	19	17	8	14	36	6
Manitoba/Saskatchewan	37	22	--	14	9	54	--
The Yukon	18	9	18	18	18	37	--
Northwest Territories	15	22	--	--	22	56	--

Question: Would you be interested in visiting any of the areas of Canada and if so which ones?

#7

93% of the respondents would be interested in visiting Canada.

<u>Areas Interested In</u>	<u>% Mentioning</u>
Atlantic Canada	53%
Northwest Territories	47
Quebec	43
Alberta/British Columbia	43
The Yukon	42
Manitoba/Saskatchewan	18

* Totals more than 100% due to multiple answers

Question: In your opinion which are the three tourist
 #0 destinations that your readers would most want
 to know more about (by country, city, or region)?

Europe	27%	New England	3
Canada	25	Western US	2
Great Britain	23	Calgary	2
Mexico	20	Louisiana (Expo)	2
USA	17	San Francisco	2
Hawaii	13	East Coast US	2
Caribbean	13	Scandinavia	2
Atlantic Provinces	10	Quebec City	2
British Columbia	8	Canadian Rockies	2
Quebec	8	India	2
France	8	Chile	2
Asia	8	Australia	2
California	7	Newfoundland	2
China	7	Eastern Canada	2
Alaska	5	South Central US	2
South Pacific	5	Michigan	2
Toronto	5	Northwest US	2
The Yukon	5	Southwest Canada	2
New York City	3		
Western Canada	3	No Answer	<u>10</u>
Southeast US	3		
N.W. Territories	3		

Canada

SATW SURVEY - NOVEMBER 1983

YOUR OPINION MAKES A DIFFERENCE

TOURISM CANADA WOULD APPRECIATE YOUR ANSWERS TO THE FOLLOWING

1. Listed below are six Canadian vacation destinations. To the right are six possible vacation experiences. We would like your opinion with regard to the potential for each vacation experience within each of the destination areas.

Please use the rating scale below.

- 1-Very Good
- 2-Good
- 3-Poor
- 4-Don't Know

For example, if you think the "Winter Sports" opportunity in Quebec is "Very Good" place a 1 in the space opposite Quebec under Winter Sports.

Please rate each experience for all destinations.

Destination

Vacation Experiences

	<u>Winter Sports</u>	<u>City Vacations</u>	<u>Wilderness/ Outdoors</u>	<u>Touring/ Scenic</u>	<u>Gastronomy</u>	<u>Festivals/ Events</u>
Atlantic Canada	_____	_____	_____	_____	_____	_____
Quebec	_____	_____	_____	_____	_____	_____
Alberta/ British Columbia	_____	_____	_____	_____	_____	_____
The Yukon	_____	_____	_____	_____	_____	_____
Manitoba/ Saskatchewan	_____	_____	_____	_____	_____	_____
Northwest Territories	_____	_____	_____	_____	_____	_____

2. Please check (✓) opposite each destination the one category of vacationer that, in your opinion, would be most likely to visit that area.

Destination

Atlantic Canada	Singles	_____	couples	_____	Families	_____	Seniors	_____
Quebec	Singles	_____	Couples	_____	Families	_____	S e n i o r s	_____
Alberta/ British Columbia	Singles	_____	Couples	_____	Families	_____	Seniors	_____
The Yukon	Singles	_____	Couples	_____	Families	_____	Seniors	_____
Manitoba/ Saskatchewan	Singles	_____	Couples	_____	Families	_____	Seniors	_____
Northwest Territories	Singles	_____	Couples	_____	Families	_____	Seniors	_____

3. In your opinion what will be the travel story angles that will interest your readers most in 1984?

4. Which of the following destinations do you think would be of interest to your readers ?

(Check all that apply)

Atlantic Canada	_____
Quebec	_____
Alberta/British Columbia	_____
The Yukon	_____
Manitoba/Saskatchewan	_____
Northwest Territories	_____

s. In your opinion what is the present awareness level of these areas as tourist destinations among Americans?

	Very Aware	Somewhat Aware	Not Aware*
Atlantic Canada	_____	_____	_____
Quebec	_____	_____	_____
Alberta/British Columbia	_____	_____	_____
The Yukon	_____	_____	_____
Manitoba/Saskatchewan	_____	_____	_____
Northwest Territories	_____	_____	_____

OVER PLEASE

6. With of the following areas have you visited?

<u>Area</u>	<u>When was last time you visited?</u>
Atlantic Canada _____	_____
Quebec _____	_____
Alberta/British Columbia _____	_____
The Yukon _____	_____
Manitoba/Saskatchewan _____	_____
Northwest Territories _____	_____

7. Would you be interested in visiting any of the above areas of Canada?

If yes, which ones?

NOW WE WOULD LIKE YOUR THOUGHTS ABOUT THE WORLD TOURISM SCENE:

8. In your opinion which are the three tourist destinations that your readers would most want to know more about (by country, city or region)?

NAME _____