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BAFFIN REGION TOURISM INDUSTRY
OVERVIEW .1993

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Sector: Tourism -

11-1-38

Analysis/Review

BAFFIN REGION

TOURISM INDUSTRY OVERVIEW

1993

**Government of the Northwest Territories
Department of Economic Development & Tourism
Tourism & Parks Division**

December, 1993

REGIONAL TOURISM INDUSTRY**BAFFIN 1993****INDEX**

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1.0 TERRITORIAL AND REGIONAL TRENDS -1993

Airlines serving the Northwest Territories have shown a steady decline in sales from 1989 to 1991, about 16%, which reflects the decline in tour sales to the Baffin Region over the same period, and into 1992 and 1993.

Travel to the region was down, because of low wage increases, higher taxes and lack of confidence in the economy which reached its lowest level in the past three years. Canadians stayed closer to home during the Summer. (1)

Travel has taken a back seat to spending on the necessities of life. (1)

Seniors travel to the US has always been significant, however with the introduction of increased insurance premiums for medical care outside the country, this segment of the market will probably change and begin to seek more travel within Canada. (1)

Nature tourists tended to spend more, on average, on arts in the Baffin region, than for those for whom nature was a less important motivating factor. This trend bodes well for the Region which offers 10 naturalist tours and as many adventure/naturalist packages. (2)

Receipts from packaged naturalist tours increased 167% over last year, however all other packaged tour categories rendered a decrease in revenue. (3)

Tour operators want to have more country foods served to their clients more frequently. (2)

Over 85% of tourists visiting the region said the factors leading to the choice of the Baffin region as a destination was the environment, scenery, and wilderness. (2)

Tourism Canada has determined that Canadian products that had the highest potential to convince Canadians to shift from foreign to domestic destinations are, heritage and culture, parks, and adventure. Most of the region's products carry these very components. (1)

Eight fam tours were sponsored by the Department in 1993 at a cost of \$ 13,300., which will produce at least seven new packaged tours in 1994 and generate an estimated \$287,000. for community tourism businesses. Six of the seven tours were naturalist orientated.

(1) Canadian Tourism Research Institute.

(2) Grekin/Milne, McGill Dept. of Geography.

(3) Baffin 1993 packaged tour survey .

2.0 NATIONAL AND INTERNATIONAL TRENDS

- Travel and Tourism is now the largest single industry in the world having surpassed petroleum. (3)
- Tourism receipts remained flat for a third year, suffering the effect of the world-wide recession, growing competition from other wilderness destinations, and the North's inherent high transportation costs. (1)
- Travelers from Europe, (Germany, France and Italy), was expected to increase in 1993 however, weak economies in these countries, thereby less discretionary funds, did not produce the anticipated growth. The 1994 season is forecasted to show an increase of 17% of visitors from Europe to Canada. (2)
- A volatile economy in Japan has also affected the anticipated increase of visitors in 1993, but as with European visitors, growth is expected in 1994. As an aside note, Japanese visitors interest appear to be growing in cultural and sporting activities.(2)

The last 1993 survey, shows that 2.4% of Americans plan a Canadian vacation, despite a lower Canadian dollar. As of July in 1993, visits to Canada were up only 0.4%. (2)

- Baby Boomers, (35 -45 year olds) represented 21% of all overnight trips to Canada, however, seniors represented 25% and had more disposable income. (2)
- The Adventure Travel Society says that the outlook for adventure travel in 1993 is excellent as it continues to grow 8 to 10 percent per year. Major trends in adventure travel include increasing competition. (4)
- The key to success for adventure travel in the future will be in providing a quality natural and cultural product, and in making available, ready access to information on this product to interested consumers. (4)
- There is a growing trend in the U.S. to limited-access entities, such as National parks and special events. (4)
- Another tour trend in 1993 was greater concern for the environment through ecotourism that protects the natural and human environment in which it is conducted.

Other Global Trends:

- * increasing concern with personal safety in travel
- increasing demand for quality, service and value for money.
- The use of the words packaged tours is disappearing, tour companies now use, "Excursions", "trips", adventures", and "getaways".
- The cruise industry continues to grow.

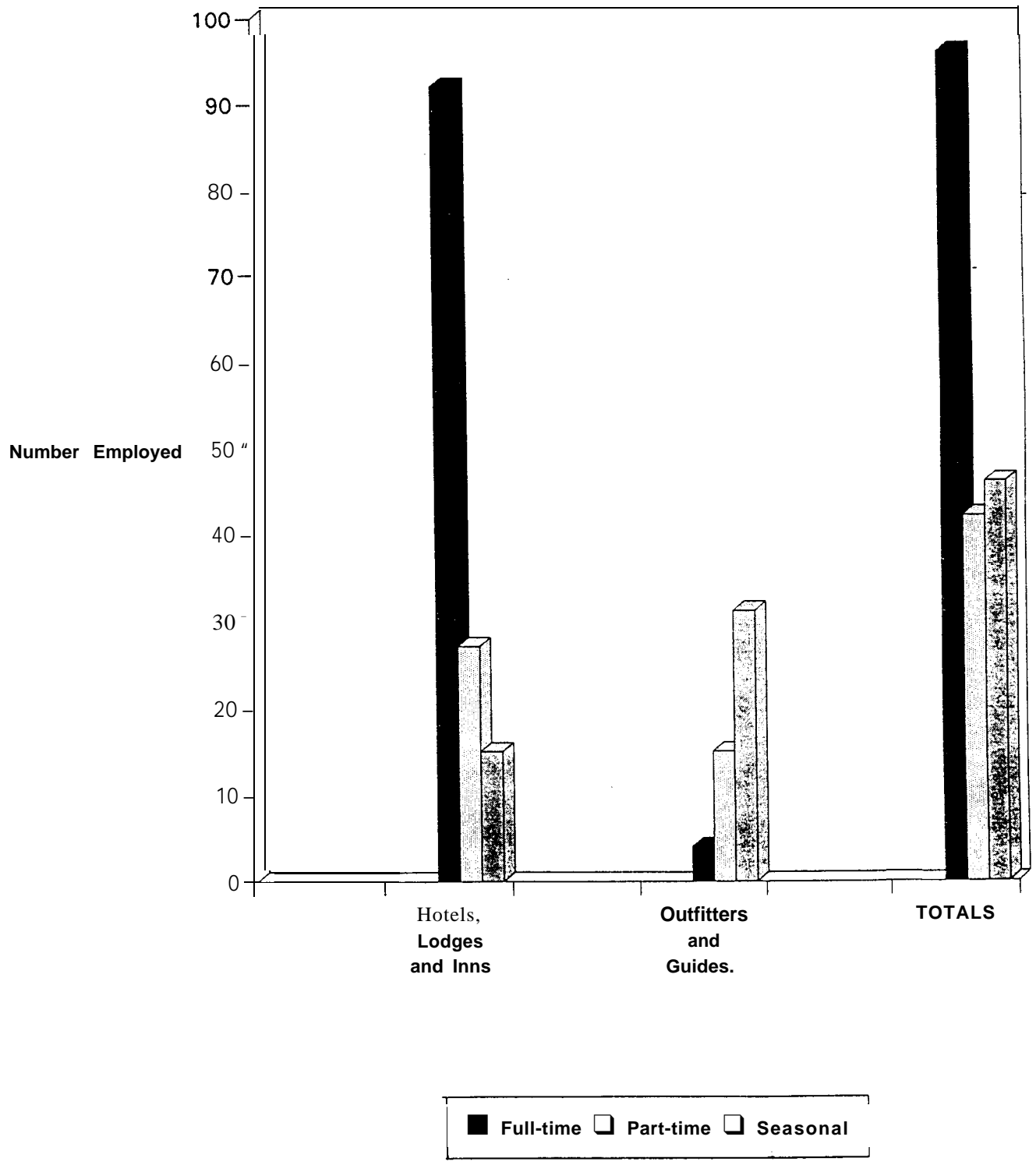
(1) News of the North

(2) The Conference Board of Canada, Canadian Tourism Research Institute.

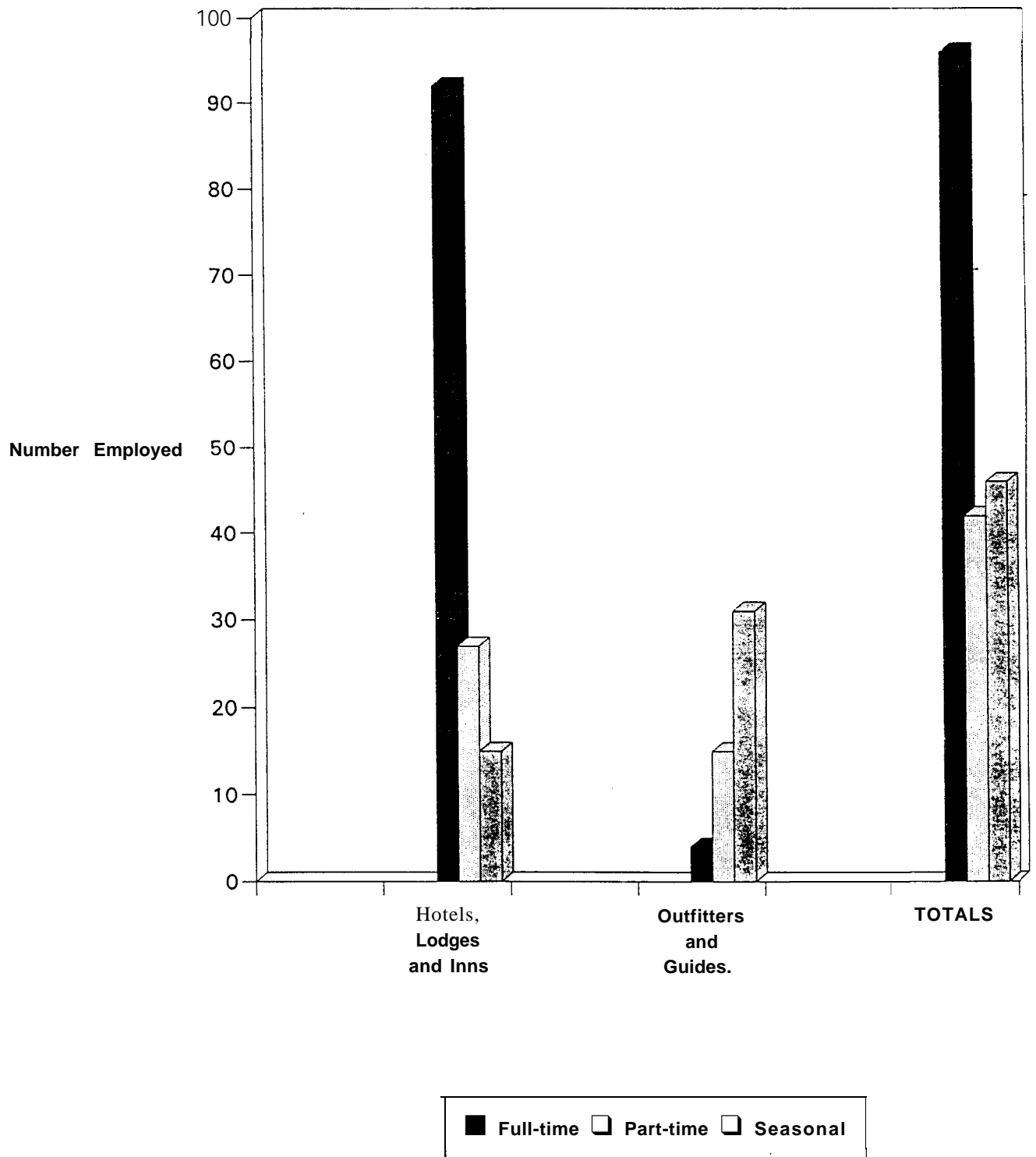
(3) Travel and Tourism Research Assoc.

(4) U.S. Travel Data Center, Outlook for Travel and Tourism 1993.

Tourism Industry Employment 1993



Tourism Industry Employment 1993



1939 FAMILIAR

Name of Wholesaler	Product	Comm Outfit
Atlantic Marine Wildlife Tours Eugene Lewis	Adv/Natrl Jananese	Pnd. In Co-o
Victor Emanuel Nature Tours Jeff Gordon	Naturalist	Pnd. In Co-o
Wanapitei Wilderness Center Bruce Hodgins	Adventure	Lk. H Nrth.
Zegram Expeditions, Seattle Warnier Zehnder	Naturalist	Res. In Jesse
Biological Journeys Ron Levalley	Naturalist	Res. In Jesse
Canadian National Marc Boucher - ACL	Adv/Natrl France	Pnd. In Co-o
Scandic Tours, Marc Boucher- ACL	Adv/Natrl France	Pnd. In Co-o
Grand Nerd Marc Boucher - ACL	Adv/Natrl France	Pnd. In Co-o
Butterfield & Robinson A. Sigsftead	Adven.	Br. Isl Koon
Butterfield & Robinson A. Sigsftead	Adventure	Pnd. In Co-op

FAMTRDEV.XLS

Name of Wholesaler	Product	Community Outfitter	Date	Dept. Support	Results	Value
Stewart Wavell Sunday Times, London	Travel Media	Arctic Bay Niglasuk	June	Outfitter	Publicity Travel Article	10,000.00
Country Walkers Inc. Charles Johanson	Hiking Naturalist	Pangnirtung Alivaktuk	July	Outfitter \$1,500.	1 pkg. tour in 1994	10,000.00
Country Walkers Andrew Nemethv	Hiking Media	Katannilik Akavak	July	Acm/Outft \$1,200.	Publicity	30,000.00
John & Vrginia Moss Ottawa	Adv/Natrl Media	Katannilik Akavak	July/Aug	All Inklusv \$2,980.	Publicity - Arctic Circle mag 12 pages in book 2 US articles	25,000.00
Quest Nature Tours Barry Griffith	Adv/Natrl	Pond Inlet Eclipse Snd	Sept.	Airfare \$1,500.	1 pkg. tour in 1994	14,000.00
Country Walkers Bob Maynard	Adv/Natrl Spring	Lake Hrbr. Akavak	Sept	Logistics No cost	Pkg. tour to Floe Edge	10,000.00
TOTALS				\$20,280.		394,000.



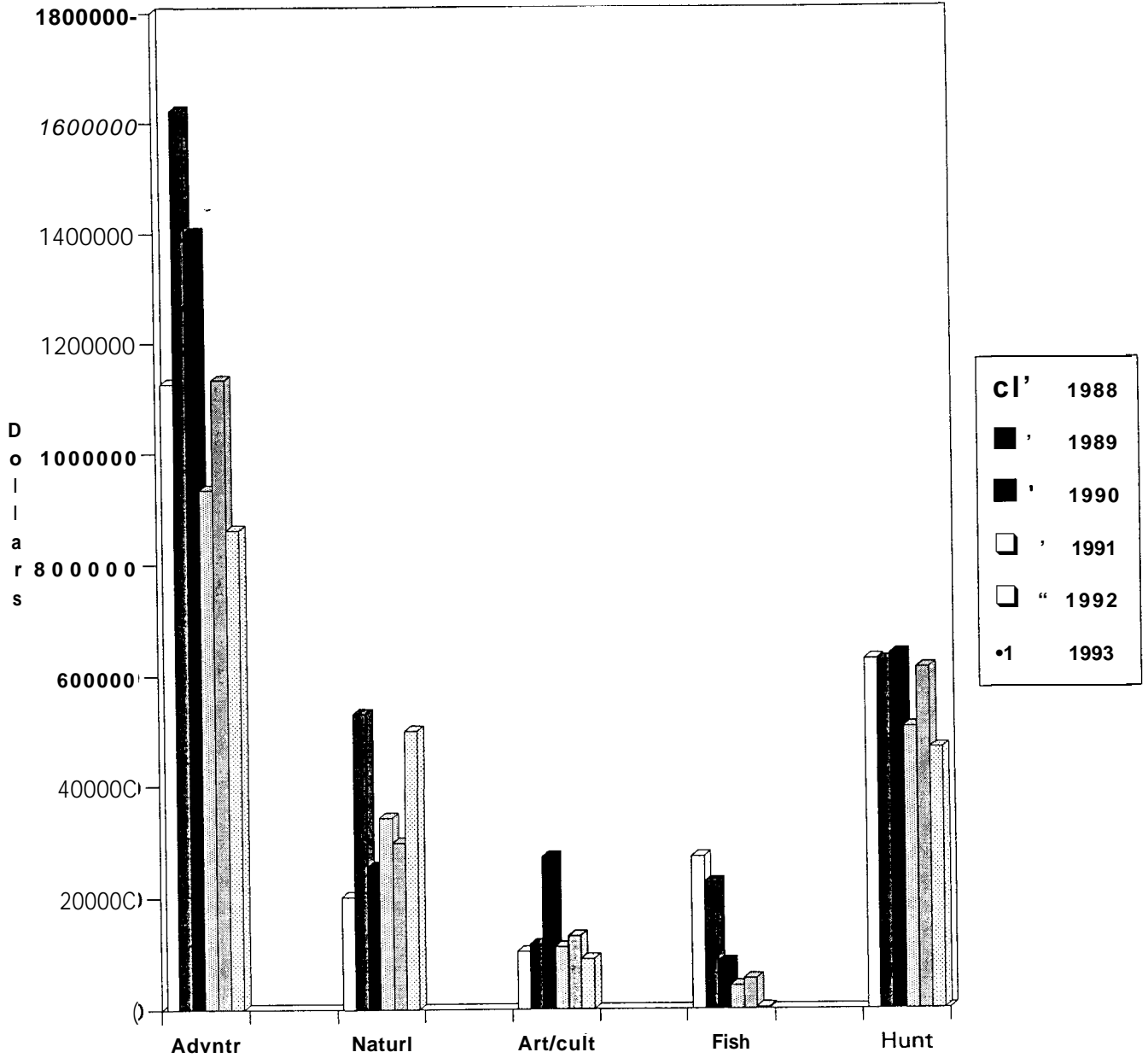
5.1 Package Tour **Survey and** Analysis

17 Tour companies offered tours to the Baffin Region in 1993, six less than last year.

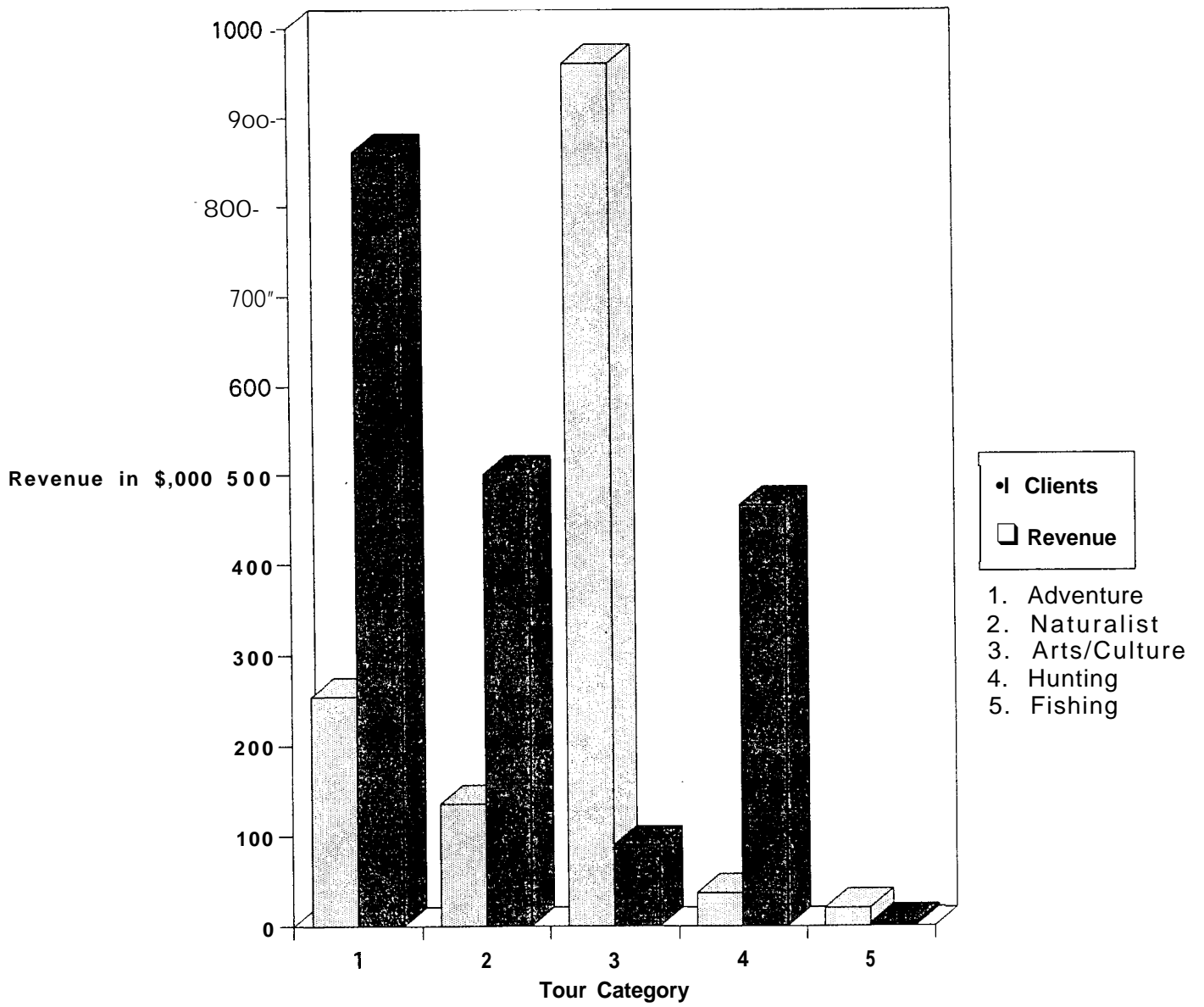
	1989	1990	1991	1992	1993
Number of Packages offered for sale	71	85	69	65	65
Number of different packages sold.	57	49	39	50	43
Tour Receipts:	1990	1991	1992	1993	
Adventure Tours	1,402,907	933,395.	1,126,968.	860,683.	
Naturalist Tours	254,305	340,917.	299,865.	499,262	
Arts/Cultural Tours	271,009	111,430	165,538	89,720	
Hunting/Fishing Tours	<u>720,935</u>	<u>545,495</u>	<u>665,405</u>	<u>469,000</u>	
Total Value (Gross) for tours sold.	2,649,156	1,931,237	2,257,776	1,918,665	

Information not captured includes incidental tourist traffic, unorganized tourist traffic, visits to family living in the region and business travel.

Baffin Package Tour Sales - 1993



Package Tour Survey- 1993



	TYPE OF TOUR	NUMBER OF CLIENTS	GROSS RECEIPTS
A	Adventure	254	860,683
N	Naturalist	135	499,262
A/C	Arts/Culture	960	89,720
H	Hunting	37	466,000
F	Fishing	20	3,000
	TOTAL	1406	1,918,665

COMMUNITY	No. of clients	Revenue
Arctic Bay	67	280,700
Broughon Island	22	88,000
Cape Dorset	168	69,174
Clyde River	2	28,000
Grise Fiord	20	96,560
Hall Beach	0	0
Lake Harbour	77	147,745
Igloolik	2	28,000
Iqaluit	406	162,085
Pangnirung	45	88,425
Pond Inlet	52	121,510
Resolute Bay	150	822,256
Sanikiluaq	0	0

BAFFIN REGION, PACKAGED TOUR SURVEY -1993

OPERATOR PACKAGED TOUR	NO. OF DAYS	NO. OF CLIENTS	PACKAGE PRICE	REVENUE	TYPE OF TOUR
Canada North Outfitting 87 Mill Street, Almonte, Ont. KOA IAO					
Polar Bear Sports Hunts	7	31	14,000	434,000	H(unting)
Caribou Hunts	7	2	4,000	8,000	H
Muskox Hunts	7	4	6,000	24,000	H
High Arctic international Explorer Services Box 200, - Resolute Bay, NT					
North & Magnetic Poles	10	32	9,416	301,312	A
Otto Fiord Camping	10	24	3,638	87,312	N
Greenlandic Tours	10	6	3,852	23,112	A
Polar Bear Pass Tour	10	8	2,675	21,400	N
Arctic Odysseys Formally Special Odysseys 3430 Evergreen Rd., Medina, Wash, USA					
Arctic Dog sled tour	9	14	3,696	51,744	A
Discover World of High Arctic	8	12	4,140	49,680	A'
North & Magnetic Poles	8	7	8,400	58,800	A
Summer Wildlife Tours	8	4	3,600	14,400	N (price estim
Blackfeather Wilderness Adventure Ltd. 1341 Wellington St., Ottawa, Ont.					
Hiking Auy uittuq	14	10	2,625	26,250	A
Ski Tour Auyuituq	14	2	1,995	3,990	A
Hiking Auyuituq ex Ottawa	14	13	2,795	30,745	A
Atlantic Marine Wildlife 227 Wrigh St., Fredricton, NB					
Nor. Baffin Wildlife tour	10	8	5,000	40,000	N

Northwinds Arctic Adv.
P.O. 60X 8 4 9 ,
Iqaluit. NT

Katannilik Rafting Tour	4	32	995	31,840 A'
Qaummarviit Park - Boat	0.5	70	100	7,000 c
Northwest Challenge	8	2.5	1,500	3,750 A
Northern Lights Tour	4	3	1,450	4,350 A
School winter camp		25	100	2,500 C
Overseas Adv. Travel		10	1,500	15,000 A
Wanapatbi extra	4	13	450	5,850 A'
Outward Bound Training	10	27	1,000	27,000 A
Town Tour	0.5	80	25	2,000 c
Slide Show	0.5	24	10	240 C
Qaummaarviit Park Dog sled	1	21	125	2,625 C
Qaummaarviit Park Dog sled	0.5	28	75	2,100 c
Dinner on the sea ice	1	16	100	1,600 C
Tea on the sea	1	70	250	17,500 c

Adventure Canada
2528 Whaley Drive,
Mississauga, Ont.

Hike & Inuit Culture	9	10	1,549	15,490 A/C
Floe Edge tour - Pond	8	10	3,295	32,950 N/C
Auyuittuq Nat. Park	9	10	1,195	11,950 A

Niglasuk Co.
General Delivery,
Arctic Bay, NT

Floe edge expedition	12	30	3,000	90,000 N
Kayaking the floe edge	12	6	3,000	18,000 A

Sunrise Country Canoe Expeditions
Cathance Lake,
Grove Post, Maine
USA

Soper River Canoe	5	30	2,812	84,375 A
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Le Grand Nerd
Paris France

Spring tours	7	20	3,000	60,000 A/C Estimated no. of clients a
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Country Walkers Inc.
P. O. Box 180
Waterbury, Vermont.

Katannilik Park walking tour 6 16 2,600 41,600 AIN

Jessco Operations Inc.
179 Cardiff Drive N.W.
Calgary, Alberta

Cunningham Inlet Whale watch 7 35 4,500 157,500 N

Canadian River Expeditions
3524 West 16th Ave.,
Vancouver, B.C.

Floe edge tours Lancaster Sound 8 26 3,950 102,700 A/N

Special Expeditions Ltd
New York, NY
Agents for MS Polaris

Arctic Cruise - Cape dorset 1 75 1,500 A

M.V. Hanseatic - Cape Dorset 1 75 1,500 A

Toonoonik Sahoornik Co-op
C/O General Delivery,
Pond Inlet, NT

Kuluco Bay y Sportsfishing 20 3,000 F

Qullikkut Guiding and Outfitting
P. O. Box 37,
Clyde River, NT

A

Purlaavik Outfitng
P. O. Box 341,
Iqaluit, NT XOA OHO

10 @ 7/dy x 6 dy. 4550 A/C.

961.5 1,918,665

Outfitting Tour Company.	Date of Visit to Park	Charter & Sked Costs to/from Iqaluit.	Expenditures while in Iqaluit.	Iqaluit Outfitting Service (\$)	No of Tourists on Tour.	Guides on Tour.	Pay to Local Guides (\$)
Sunrise Canoe	Jul 15-22	\$3,700.00	\$1,700.00	\$0.00	10	1	\$375.00
David Scott.	Jul 20-22	\$500.00	\$340.00	Woo	2	0	\$0.00
Chris Schlater	Jul 30-Aug 11	\$1,300.00	\$340.00	\$0.00	2	0	\$0.00
Anne Nederend J.]	23-26	\$500.00	\$190.00	\$0.00	2	03	\$0.00
Julian Greenwood.	Aug 2-9	\$1,400.00	\$200.00	\$0.00	3	0	\$0.00
NorthWinds(OAT)	Jul 23-26	\$2,100.00	\$2,300.00	\$4350.00	10	1	\$0.00
Sunrise Canoe	Jul 23-28	\$3,900.00	\$2,040.00	\$0.00	12	1	\$525.00
Country Walkers	Jul 23-30	\$2,700.00	\$500.00	\$0.00	13	5	Included
ED&T	Jul 24-30			\$0.00	1	1	included
Northwinds.	Jul 27-30	\$2,100.00	\$200.00	\$3,090.00	10	1	\$3,090.00
Northwinds.	Aug 1-4	\$2,100.00	\$200.00	\$4,300.00	10	1	\$0.00
Sunrise Canoe.	Aug 2-7	\$3,900.00	\$2,040.00	\$0.00	12	1	\$450.00
Northwinds.	Aug 6-9	\$2,100.00	\$200.00	\$4,300.00	10	1	\$0.00
Northwinds.	Aug 13-16	\$1,600.00	\$100.00	\$1,600.00	5	1	\$0.00
Northds/Wanaptei	Aug 11-19	\$3,700.00	\$920.00	Woo	13	0	\$0.00
Totals.		\$31,600.00	\$11,270.00	\$17,640.00	115	14	\$4,440.00
Seasonal Parks Staff.							
Mathew Akavak.		Jul 05-Aug 27					
Ping Kolola.		Jul 21-Aug 27					
Graeme Dargo (%)		Jul 05-Aug 27					
Oo Aqpik (%)		Jun - Sep					
Total Staff Wages.							
Contracts and Local Services by ED&T directly benefiting the Communities of Lake Harbour and Iqaluit.							
Elizabeth Mc Issac (Cultural Resource File)						Jul-Sept	
Guide Level 1 Training Course.						Jun 15-Jul 2	
Field Supply Purchases from Co-op & Northern Stores.						Jul-Sept	
ED&T Sponsored Canoe Guide Training.							
Fiim crew (CHRS).						Aug 11-20	
Construction Contracts (Mikim Construction - Iqaluit).							
Familiarization Trips (Bob Maynard and John Moss).						August.	
Total Purchase of Local Services.							
Total Direct Benefita							

1993

Month	Visitors	Residents	Total/Mth.	Percent
January	78	326	404	8%
February	80	270	350	7%
March	120	260	380	8%
April	241	394	635	13%
May	208	317	525	11%
June	309	243	552	11%
July	416	273	689	14%
August	491	283	774	16%
September	225	330	555	11%
October	0	0	0	0%
November	0	0	0	0%
December	0	0	0	0%
Total/Yr.	2,168	2,6%	4,864	100%

1992

Month	Visitors	Residents	Total/Mth.	Percent
January	52	253	305	5%
February	40	341	381	6%
March	111	376	487	7%
April	221	523	744	11%
May	167	284	451	7%
June	338	216	554	9%
July	369	352	721	11%
August	587	508	1,095	17%
September	278	372	650	10%
October	153	417	570	9%
November	99	224	323	5%
December	62	169	231	4%
Total/Yr.	2477	4,035	6,512	100%

Economic Development and Tourism, Baffin Region

1993

Month	Visitors	Residents	Total/Mth.	Percent
January	27	343	370	6%
February	4	234	238	4%
March	23	284	307	5%
April	56	216	272	4%
May	62	279	341	5%
June	110	407	517	8%
July	623	1,468	2,091	32%
August	736	1,146	1,882	29%
September	91	354	445	7%
October	0	0	0	0%
November	0	0	0	0%
December	0	0	0	0%
Total/Yr.	1,732	4,731	6,463	100%

1992

Month	Visitors	Residents	Total/Mth.	Percent
January	4	172	176	3%
February	5	313	318	5%
March	10	309	319	5%
April	55	215	270	4%
May	18	271	289	4%
June	211	828	1,039	15%
July	635	735	1,370	20%
August	561	767	1,328	20%
September	89	450	539	8%
October	16	268	284	4%
November	40	452	492	7%
December	4	332	336	5%
Total/Yr.	1,648	5,112	6,760	100%

ANGMARLI INTERPRETIVE VISITOR CENTRE, Pangnirtung

1990

Month	Visitors	Residents	Total/Mth.	Percent
January	169	16	185	3%
February	0	0	0	0%
March	271	6	277	4%
April	168	13	181	3%
May	226	25	251	4%
June	145	283	428	7%
July	831	919	1,750	27%
August	488	747	1,235	19%
September	102	929	1,031	16%
October	51	356	407	6%
November	14	415	429	7%
December	5	208	213	3%
Total/Yr.	2,470	3,917	6,387	100%

1988

Month	Visitors	Residents	Total/Mth.	Percent
January	0	0	0	0%
February	0	0	0	0%
March	0	0	0	0%
April	38	56	94	5%
May	80	136	216	10%
June	172	286	458	22%
July	446	162	608	29%
August	159	161	320	15%
September	29	102	131	6%
October	32	105	137	7%
November	29	50	79	4%
December	8	23	31	1%
Total/Yr.	993	1,081	2,074	100%

Number of Visitors and Residents by Region



FAXED

**Economic Development & Tourism
GNWT - Baffin Region**

To: Economic Development &
Tourism.

GNWT - Yellowknife, NT

Attention: Patricia Colosimo

Fax: (403) 873-0294

From: Rick Hamburg

Supervisor, Tourism Development

Phone: 819-979-5075

Fax: 819-979-6026

Date: August 19, 1994

**Pages including this
cover page:** 20

Comments: Tourism Industry Data -1993.

Patricia;

Following is the Division's 1993 Tourism Overview. Evidently, someone has scooped all my master copies 1988 through 1993, and it will be necessary to pull all the information from my computer files. All this will take time.

Rick.

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