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Northwest Territories Visitor Survey - Summer 1989 Tourism, Nwt Exit Surveys
Date of Report: 1990
Author: Acres International Limited
Catalogue Number: 11-2-5

11-2-5

Prepared for:

Travel Arctic
Department of Economic Development and Tourism
Government of the Northwest Territories
Yellowknife, Northwest Territories

and

Industry, Science and Technology Canada
Yellowknife, Northwest Territories

NORTHWEST TERRITORIES VISITORS SURVEY

SUMMER 1989

Prepared by:

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January 1990

ACRES

January 26, 1990
P08973.00

Government of the Northwest Territories
2nd Floor, Northern United Place
YELLOWKNIFE, Northwest Territories
XIA 2L9

ATTENTION: Mr. Keith Thompson
Coordinator, Market Research, TravelArctic
Department of Economic Development and Tourism

Dear Mr. Thompson:

RE: NWT Tourism Survey
Final Report

We are pleased to submit the attached report of the 1989 NWT Visitors Survey. We are gratified to report that the study was very successful in obtaining a large sample size for most communities, resulting in what we believe is the largest database ever assembled on tourism in the NWT.

This study contains a wealth of data, as we cross-tabulated virtually every variable with primary regional destinations, primary purpose of the trip, mode of travel and origins. In addition, some variables were also cross-tabulated with income of visitors. This results in a vast array of tables, so we have highlighted the key findings with graphics in an Executive Summary.

We feel that this project is very worthwhile and that the results will provide you with all the information which is required to assemble detailed marketing plans and promotions. We look forward to working with you again in the future.

Yours very truly

TMWardle

T.M. Wardle, P.Eng.
Vice President

WR/sd

ACKNOWLEDGEMENTS

Acres International Limited, on behalf of the Department of Economic Development and Tourism, gratefully acknowledges the assistance of the *Baffin Tourism Association, Western Arctic Visitors' Association, Big River Tourism Association, Arctic Coast Tourism Association, Travel Keewatin,* and the *Northern Frontier Visitors' Association.* These organizations provided on-site coordination, supervision of the surveyors, and assistance in resolving various unforeseen difficulties.

The funding of this project was assisted by a contribution from the *Economic Development Agreement,* administered by *Industry, Science and Technology, Canada.*

Cover photo by Ed Struzik used with permission of TravelArctic.

EXECUTIVE **SUMMARY**

EXECUTIVE SUMMARY

1.0 BACKGROUND

As part of an ongoing process which monitors visitor activities in the NWT, the Department of Economic Development and Tourism commissioned Acres International Limited to conduct interviews with visitors as they departed each of the six tourism regions during the summer of 1989. These interviews were conducted at the major airports in Yellowknife, Inuvik, Rankin Inlet, Iqaluit, Cambridge Bay, Fort Smith, Hay River, Norman Wells, at ferry crossings in Fort Providence, Fort McPherson and Fort Simpson, and at the Alberta Border,

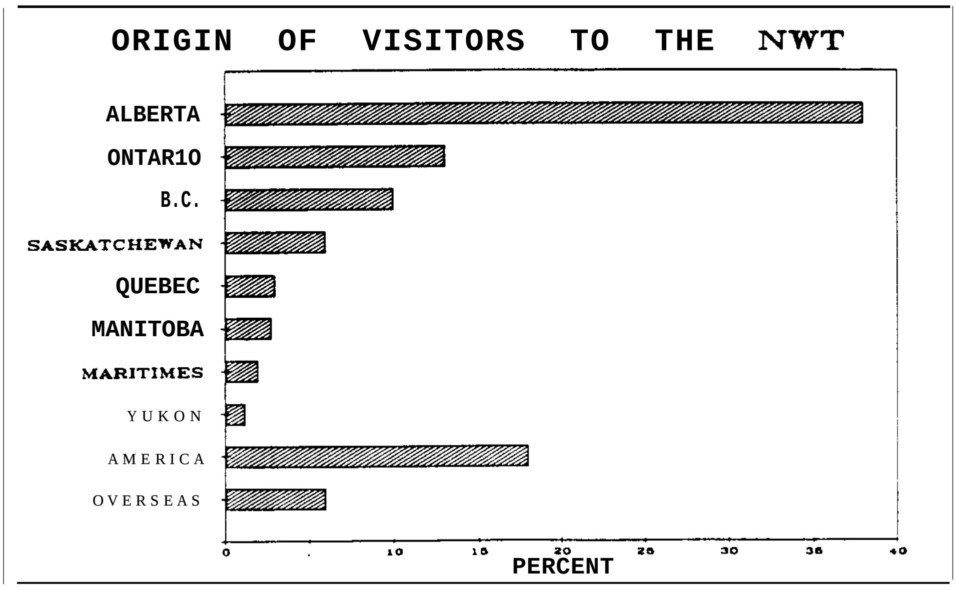
In order to hire and train individuals the assistance of local tourism and visitor associations was solicited, and their involvement greatly assisted in the implementation of this project.

The analysis included weighting the survey data by location to develop statistics which are representative of all visitors to the territories. This was easily accomplished in those locations for which the total number of travelers is known or can be reasonably accurately estimated, such as airports or ferry crossings. However, there were no accurate estimates of the number of travelers who cross the 60th parallel by car. Therefore, this value had to be extrapolated, and resulted in a large weighting factor for that location. This executive summary provides data on the estimated universe of all visitors to the NWT.

2.0 VISITOR PROFILE

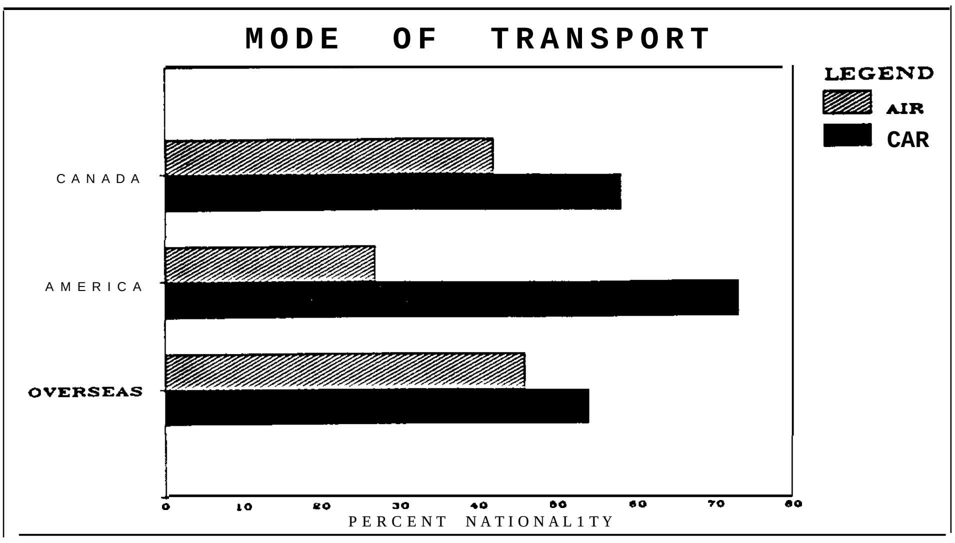
Origins

The survey was answered by 2302 travel parties consisting of 5343 individuals. When the data are weighted-up, we estimate that 22,837 travel parties consisting of 55,651 individuals visited the NWT during the study period. Over three-quarters of these visitors will be from Canada, with Alberta, Ontario and B.C. being the principal provinces of residence. Americans as a whole represent the second largest origin accounting for 1 8% of all visitors. The largest groups of overseas visitors are from Germany and Great Britian.



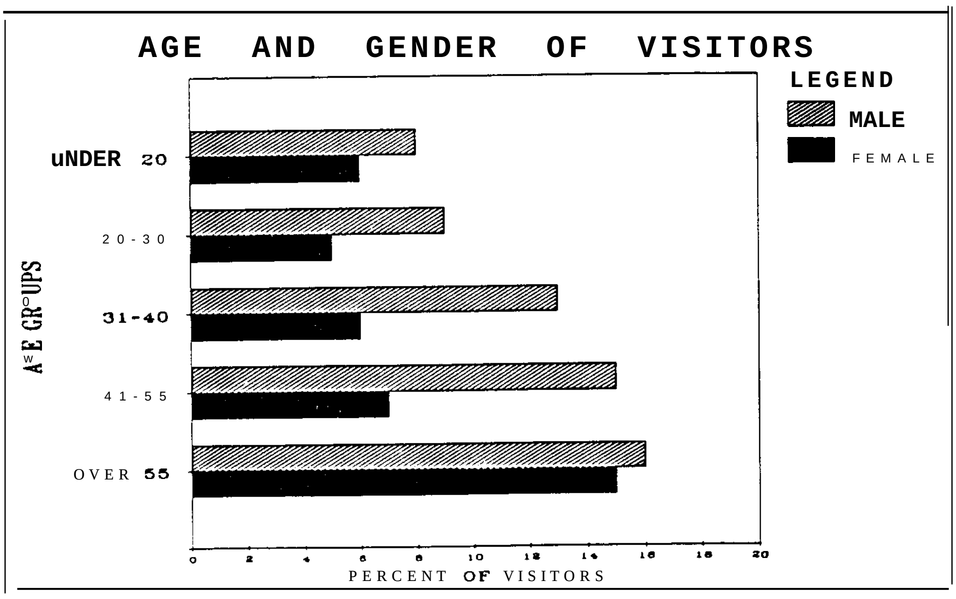
Mode of Transport

The automobile is the preferred method of traveling in the NWT, as 58% of Canadians, 73% of Americans and 54% of overseas visitors travel by car. The remainder travels by air. There is a strong correlation between purpose of trip and mode of travel, as the vast majority of business travelers fly to and within the NWT.



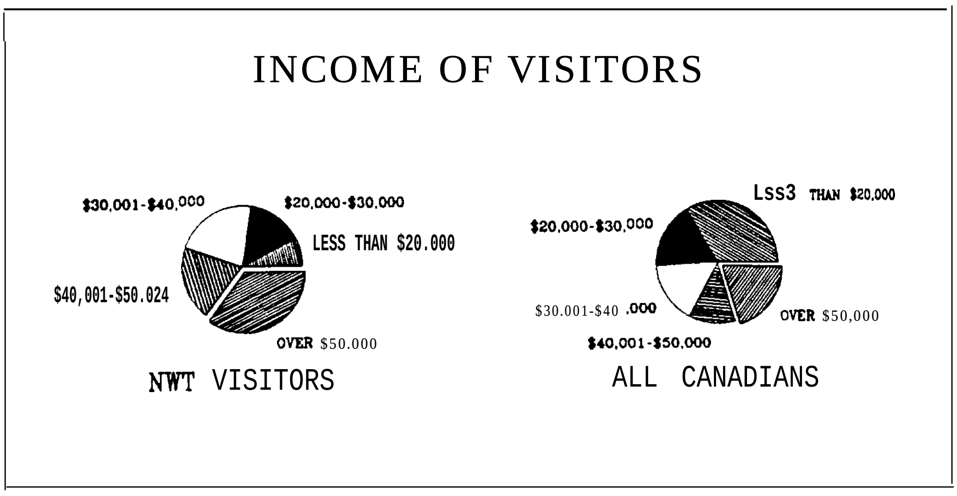
Age and Gender of Visitors

Over 60% of all visitors to the NWT are males, with the largest age group being over 55. It is interesting that males between 41 & 55, and males and females over 55 represent the largest age groups, each representing 15% of all visitors.



Income of Visitors

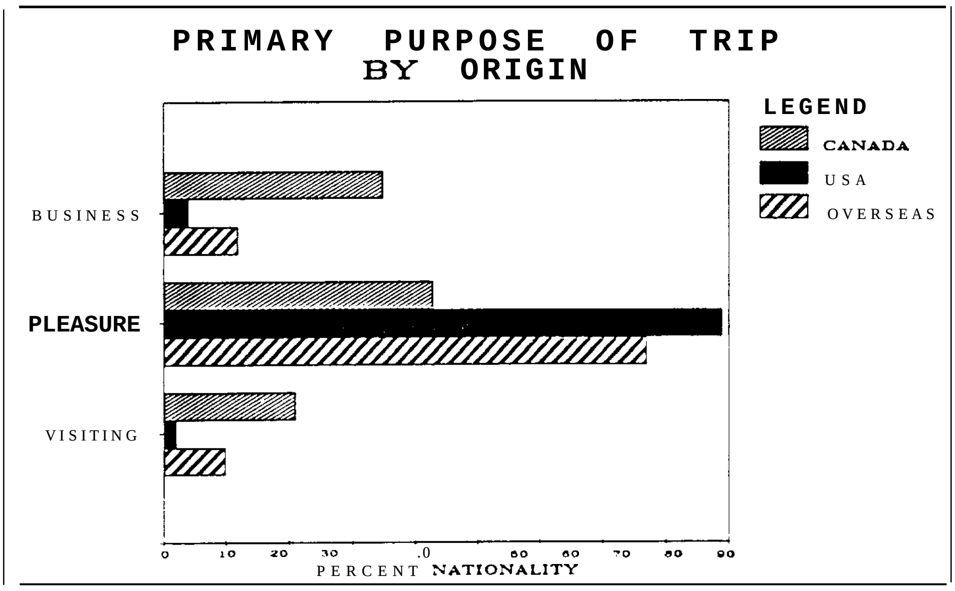
Visitors to the NWT, for the most part, represent the higher income groups, as about 55% have family incomes over $40,000. When the income categories of all Canadians are examined oniy 3296 are in those higher income groups. This is not surprising since travel to and within the NWT is expensive.



3.0 CHARACTERiSTiCS OF VISIT

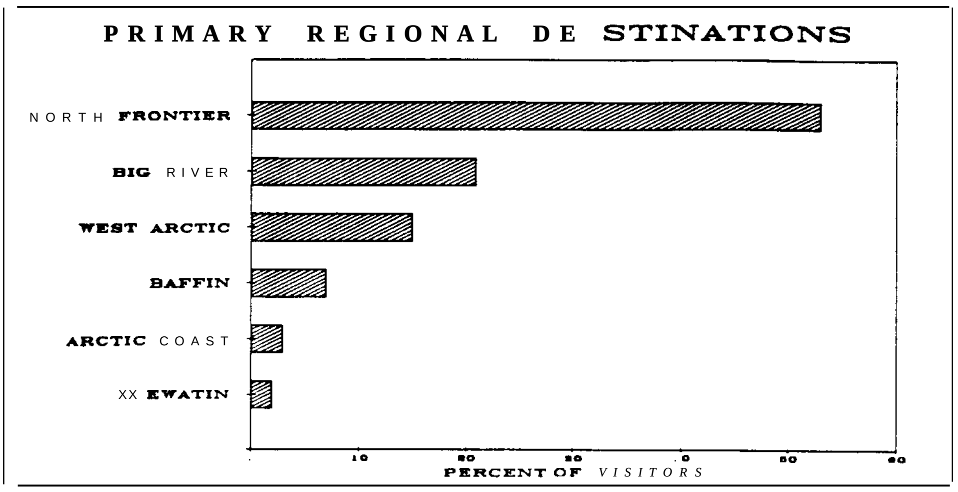
Purpose of trip

The following chart indicates that most visitors to the NWT will be traveling for pleasure. However, about 35% of Canadians will be traveling for business purposes, whereas, only about 5% of Americans, and 10% of overseas visitors will be traveling for business purposes.



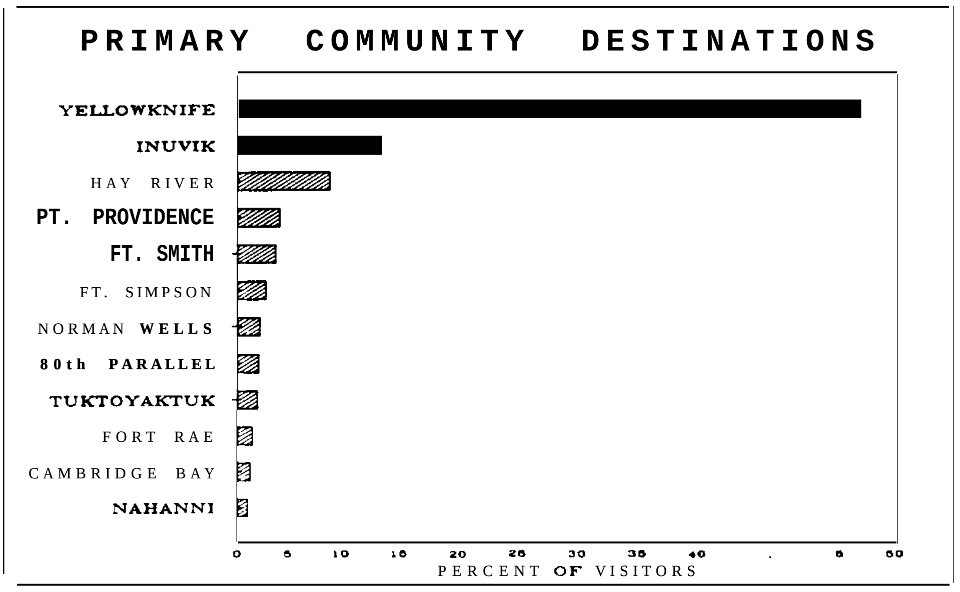
Primary Regional Destinations

The Northern Frontier is the most popular regional destination with over 50% of all visitors considering it their primary destination. This is followed by Big River, Western Arctic, Baffin, the Arctic Coast, and Keewatin.



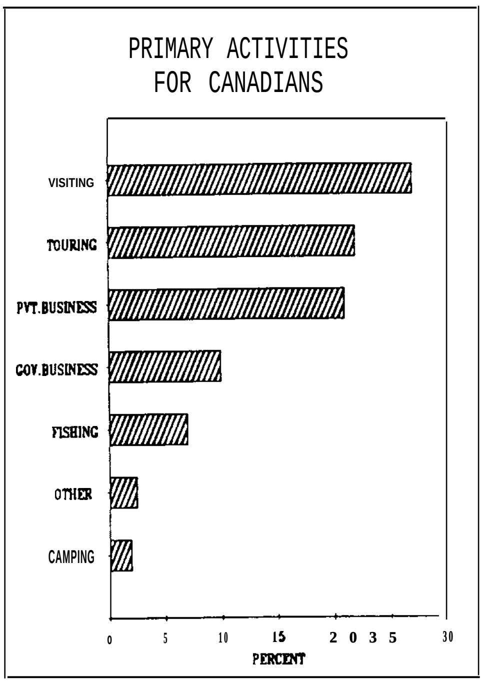
Primary Community Destinations

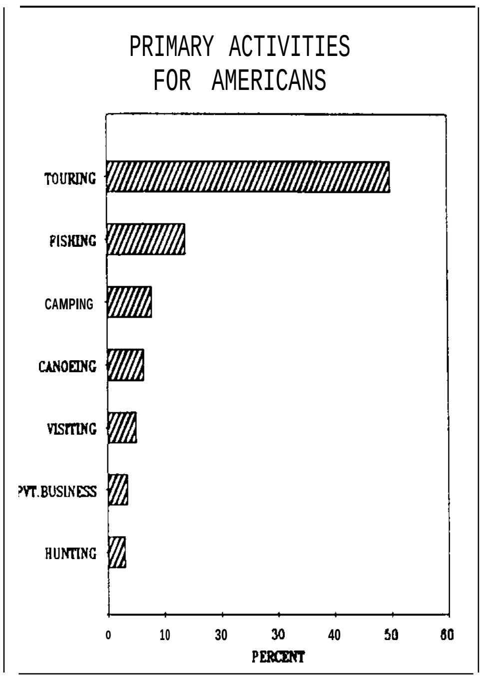
Approximately 75% of all visitors will go to one of five communities as their primary destination, namely: Yellowknife, Inuvik, Hay River, Fort Providence, and Fort Smith. Yellowknife is by far the most popular primary destination, attracting 47% of all visitors.

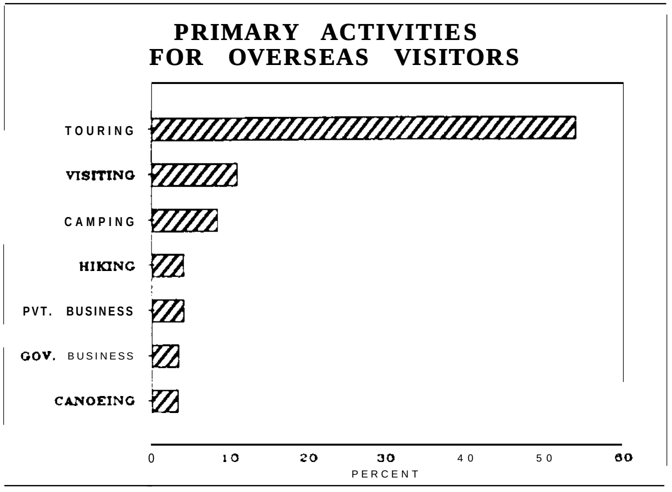


__Primary Activities__

The primary activities vary substantially with the origin of the visitors. For example, Canadians will most frequently be visiting friends and relatives, followed by touring, business and fishing. The four most common primary activities for Americans will be touring, fishing, camping and canoeing, while overseas visitors will prefer touring, visiting friends, camping and hiking. This distribution is shown in the following three graphs.

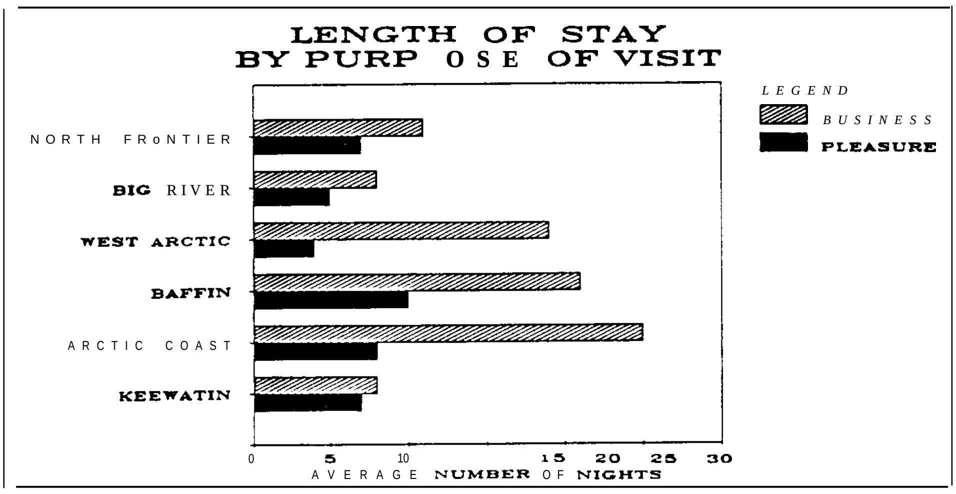






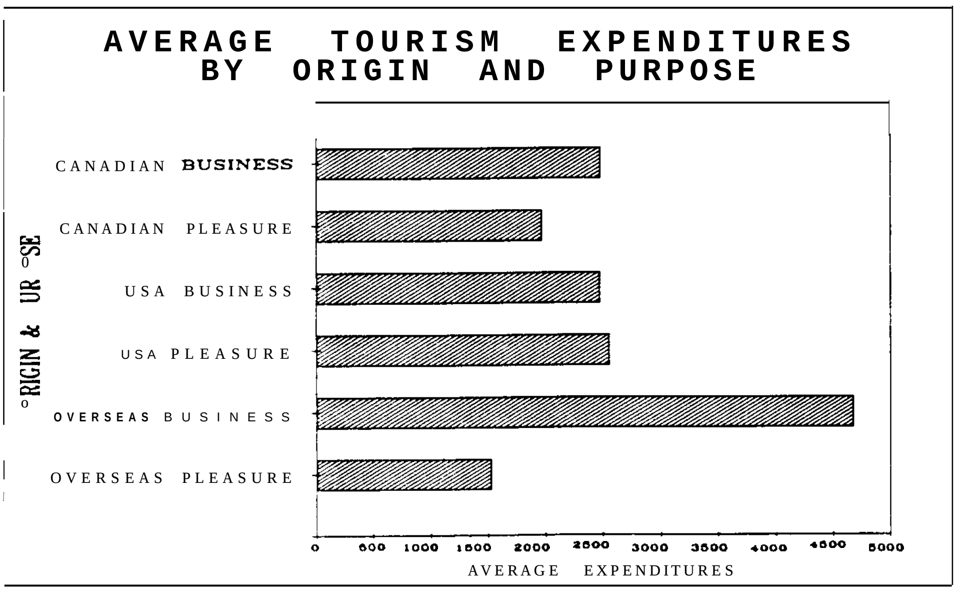
Length of Stav

Business travelers stay in the NWT longer than their pleasure oriented counterpane. While this is true for all regions, the Arctic Coast, Baffin and Western Arctic support the longest average business stays at 25, 21 and 19 nights respectively. The Baffin region supports the longest pleasure stays at 10 nights, followed by the Arctic Coast (8), and Northern Frontier and Keewatin with an average of 7 nights each.



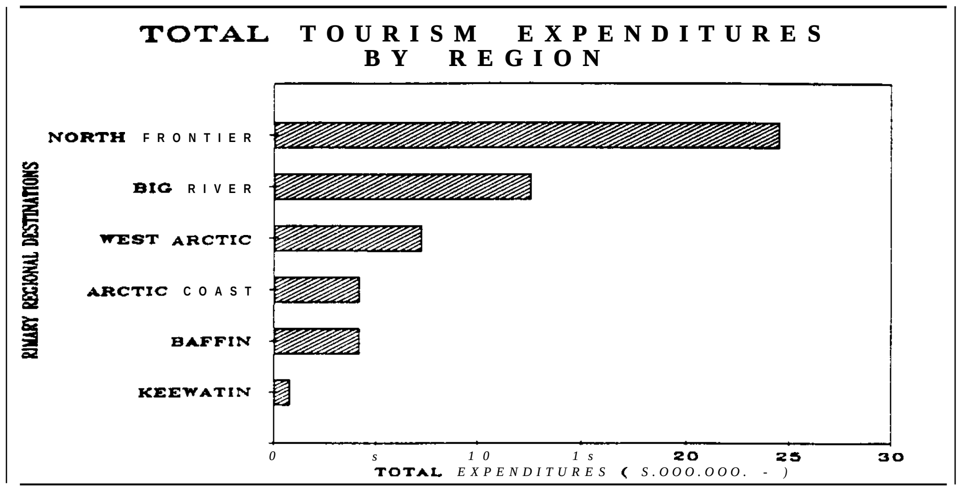
Average Expenditures

The travelers which tend to spend the most money in the NWT are overseas business visitors with an average expenditure of almost $4700 per party. It is interesting that all Americans, and Canadian business visitors spend similar amounts of approximately $2500 per party, and that Canadian pleasure, and overseas pleasure travelers spend the least at $2000 and $1500 respectively.



Total Expenditures

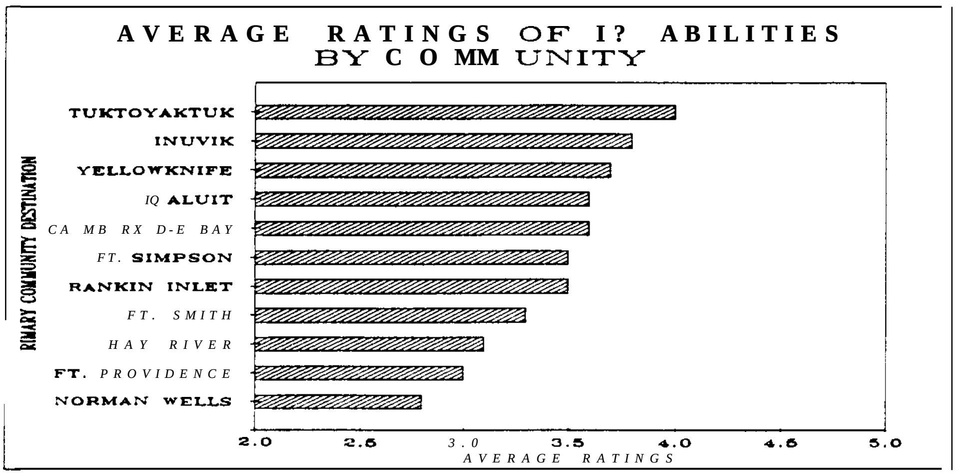
Our analysis indicates that visitors spent approximately $53 million in the NWT during the summer of 1989. The Northern Frontier and Big River regions captured the lion's share of these expenditures at $25 and $13 million respectively.



4.0 INDICATIONS OF SATISFACTION

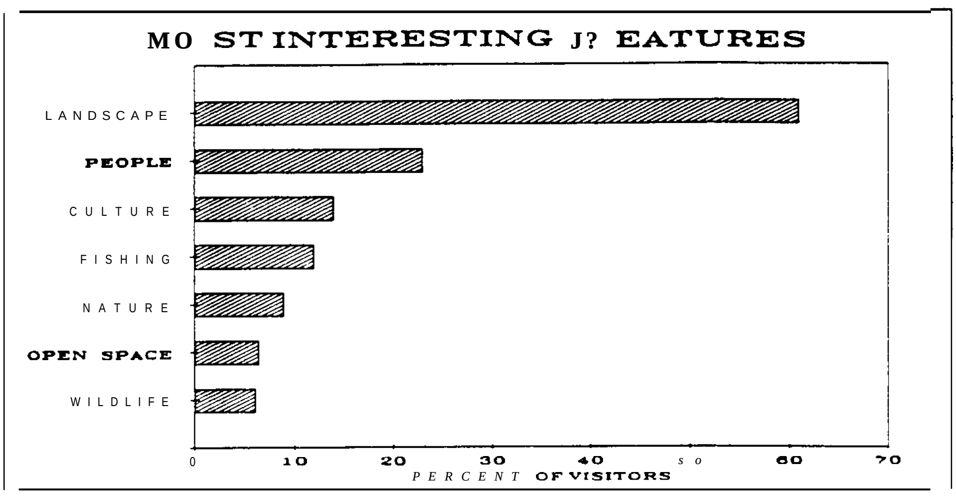
Ratings of Facilities

The questionnaire asked respondents to rate the various facilities, in their primary destinations on a scale of 1 to 5, with 1 being poor quality, and 5 excellent. Average ratings have been developed from these responses for facilities in each community. For purposes of comparison, a rating approaching 4.0 can be considered excellent, and a rating less than 3 is unacceptable. The following chart provides the overall weighted average ratings for individual communities. Table 3-51 in the main report provides these same data broken down by type of facilities. As the chart indicates, most communities received acceptable average ratings. The facilities and services in Tuktoyaktuk, Inuvik, and Yellowknife received excellent overall ratings, while those in Norman Wells were the only ones which received an overall average rating below 3.



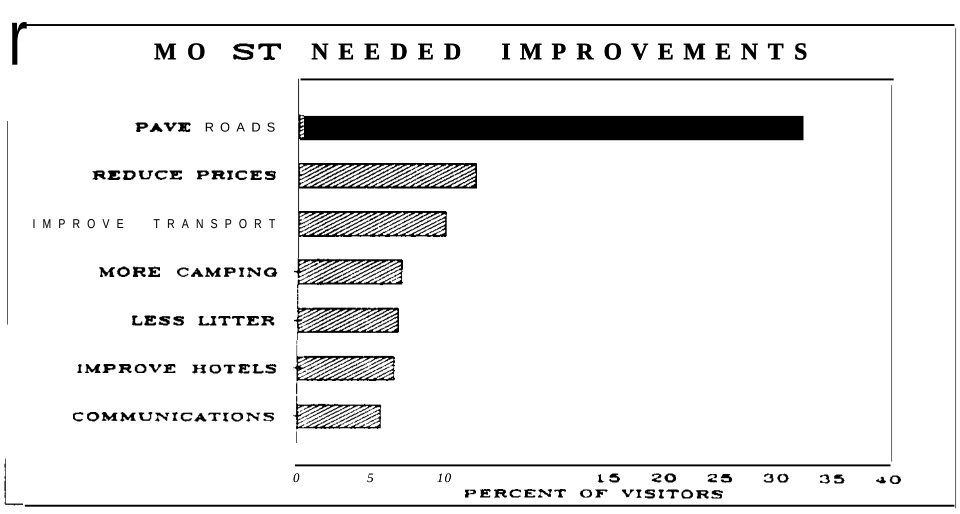
Most Interesting Features

The most interesting features of the NWT are considered to be the environment, the people, the culture, and specific activities such as the fishing and hunting. However, the single most interesting feature is the scenery and landscape as 61% of all visitors mentioned these features. This is followed by the people (23%), culture (14%), fishing (12%), and the nature and wilderness (9%).



Most Needed Improvements

Due to the tendancy for the majority of visitors to arrive in the NWT by car, the improvement which is mentioned most frequently is the need to pave the roads and reduce airborne dust and gravel. This is overwhelmingly the most frequent comment with 34% of all visitors stating this as the first recommended improvement. This is followed by a desire to see reduced prices, improved transportation facilities, more campgrounds, less litter, improved hotels, and improved information and communications.



5.0 CONCLUSIONS AND RECOMMENDATIONS

Visitors to the NWT are generally very satisfied with their trips, in fact, over 95% stated that they would be willing to take another trip in the NWT. This, in itself, indicates a high degree of satisfaction, but additionally, about 96% indicate that their expectations were either met or exceeded. The conclusion is that visitors are satisfied with traveling in the NWT and that they will tell their friends and relatives of the positive experiences they have had. This is especially important since the most common source of information for many travelers is 'word of mouth".

Nevertheless, there are areas where improvement is possible. The most commonly mentioned improvement is the paving of roads and reduction of airborne dust and gravel. It is understood that paving roads in the NWT is especially difficult due to long distances, permafrost, and likelihood of frost heave on paved roads. However, if roads could be paved in the vicinity of communities, and on heavily used stretches of highway, visitor satisfaction would be increased.

Travel in the NWT is expensive. Due to the seasonal nature of tourism, long distances from sources of supply, and the climate, high prices are inevitable in the North. Many visitors still complain about the costs, therefore a continuing effort to inform them of the reasons for high prices and a concerted effort to reduce them whenever possible would be appropriate. Similarly, with improvements in the quality of services and accommodations, visitors would be more likely to accept these price levels.

The upgrading of transportation facilities can help improve visitor satisfaction by making it easier and more pleasant to travel to and within a region. Many visitors stated that the transportation facilities should be improved, such that the overall impression and reliability is enhanced.

The Northwest Territories have a special appeal which attracts a different kind of visitor. It is the scenery, landscape, people and wilderness that makes the NWT unique, and while many tourists want to see paved roads, improved facilities, and more campsites, development must be very sensitive to protecting the unique character and appeal of the North.

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1.0 INTRODUCTION

1.0 INTRODUCTION

1.1 Background

The Government of the Northwest Territories, Department of Economic Development and Tourism monitors the travel patterns of tourists in the Northwest Territories (NWT) on an ongoing basis. Accordingly, the Department commissioned Acres International Limited to conduct a survey of tourists departing from all NWT tourism regions through the summer of 1989.

This exit survey was accomplished by interviewing tourists leaving the NWT from eight airports and at four highway locations and ferry crossings, as follows:

Airport Locations	Highway/Ferry Crossings
Iqaluit	Ft. Providence
Cambridge Bay	Ft. McPherson
Ft. Smith	Ft. Simpson
Hay River	Alberta border (Mackenzie Hwy)
Norman Wells	
Rankin Inlet	
Yellowknife	
Inuvik	

The survey is a continuation of a program designed to establish a profile of visitors and to identify trip characteristics, motivational factors and levels of satisfaction attained by travelers to the NWT. Similar surveys were conducted along the Dempster Highway (1985) and in the Kitikmeot Region (1986), Keewatin Region (1987) and Baffin Region (1988). This 1989 survey is the first to survey visitors to all regions of the NWT in one summer, resulting in what we believe is the largest and most comprehensive database ever assembled on NWT tourism.

1.2 Study Objectives

The objective of the survey was to gather information from visitors leaving the six tourism regions of the NWT by scheduled air service and by road during the summer of 1989.

Four primary categories of information were collected, namely:

- number of visitors;
- visitor profile and demographics;
- trip characteristics and activities; and
- motivational factors and satisfaction level.

Due to the comprehensive nature of this database and the large number of completed questionnaires, it was possible to develop accurate estimates regarding total numbers of visitors; amounts of money spent; most common origins, destinations and activities; and the most important improvements which will enhance tourism in the NWT.

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 contained 24 questions which elicited information as follows:

- size, composition and origin of travel party;
- primary travel purpose and destination(s);
- length of stay and type of accommodations used;
- activities undertaken and expenses incurred;
- most interesting features of trip;
- sources of travel information;
- level of satisfaction with and suggestions for improvements to facilities and travel information; and
- personal data (such as household income, gender and age) .

2.2 Survey Delivery

The survey was administered during the summer of 1989 by interviewers hired locally, through the zone tourism associations.

passengers were interviewed before they boarded aircraft at the eight airports having flights bound for destinations outside the NWT. These airports were located at Cambridge Bay, Ft. Smith, Hay River, Iqaluit, Norman Wells, Rankin Inlet, Inuvik and Yellowknife.

Additionally, surveyors were stationed at four highway locations at Ft. Providence, Ft. Simpson, Ft. McPherson and the NWT/Alberta border. The first three were ferry crossings, while the fourth survey point was the visitor information booth at the 60th Parallel.

The interview schedule used is attached as Appendix B.

This 'exit' type of survey is common in the tourism industry, as it provides an opportunity to collect information immediately after the travel experience, while it is still fresh in the mind of the visitor.

2.3 Sample Design

Passengers leaving the region from the eight airport locations were interviewed between May 15 and September 15, 1989.

The sample design was based on 52,000 potential visitors to the NUT, as estimated from previous studies. The survey schedule was established to intercept 50% of all outbound visitors. Allowing for refusals by passengers to participate in the survey and the inability to intercept all pasengers during peak travel periods with a limited number of surveyors, we estimated that our methodology would allow for the capture of 15% to 20% of all visitors, i.e. 8,000 to 10,000 of the estimated 52,000.

An indication of the total tourist population and captured sample, and the resultant confidence limits, is included in Section 5.3 - 'Critique of Methodology' .

2.4 Weighting of Data

The analysis in this report presents information using two statistical bases: actual and weighted. The actual base presents information about only those respondents who were interviewed. The weighted base is scaled up to represent all visitors to the NWT.

The weighting was completed using the following formula for air passengers from each of the eight survey locations:

$$\frac{a}{b} \times \frac{pv}{s\,(v + r)}$$

where: a = **total flights**
b = **flights met**
v = **visitors**
r = residents
P = **passenger** counts on flights met
s = visitors surveyed

The following formula was used for visitors traveling by car:

$$\frac{m}{s} \times \frac{tm}{s\,(r + m)}$$

where: m = non-resident cars met
s = cars surveyed
t = total cars
r = resident cars

The calculations produced weighting factors specific to each survey location. In all weighted tables, these factors are applied to all responses obtained in that **survey location.** This location-specific method of weighting was the most appropriate to yield data that was representative of all visitors. Nevertheless, the method has its shortcomings, namely:

a) While accurate counts of passengers and flights on scheduled service are available for airport locations, information with respect to private charters to remote fishing and hunting lodges are excluded.

b) while accurate vehicle counts are available for all ferry crossings, the number of non-resident vehicles for the 60th Parallel survey location was extrapolated from other data.

c) Weighting the data by survey location does not account for many visitors with varying travel patterns, i.e. multiple destinations.

d) Any values of "0" will remain so no matter what weighting factors are used.

e) Those regions with smaller survey samples may yield data which are not representative of all tourists to that region.

f) As in any survey, a non-response bias is present and when data are weighted-up, the effects of this bias may be exaggerated.

Nevertheless, we believe that the weighted data are reasonably representative of the total visitor population. At a 95% confidence level, the standard margin for error is 1.3%. 2

To assist in clarifying which base is used in the calculations, the tables have different reference language. The tables which present actual data refer to "respondents" and the word "actual" appears in parenthesis. However, most tables present weighted data; these refer to "visitors" and the word "weighted" appears in brackets. The table which provides the weighting values appears in Appendix C.

3.0 ANALYSIS OF DATA

3.0 ANALYSIS OF DATA

The analysis of data is presented in four sections, namely:

profile of respondents interviewed;
(weighted-up) profile of all visitors to the NWT;
characteristics of all NWT visitor trips; and
indicators of motivation and satisfaction.

The data have been cross-tabulated by four principal variables:

origin of trip;
mode of transportation;
primary purpose of trip; and
primary region visited.

Whenever significant differences among cross-tabulated variables were noted, the breakdowns are presented and, conversely, those cross-tabulations with no substantive differences are not included in the report.

The survey represents 5,343 visitors, 4,037 households and 2,301 travel parties. Each travel party was composed of an average 2.32 visitors and 1.72 households.

3.1 Profile and Demographics of Survey Respondents

The dates and locations of interviews are presented in Table 3-1. Demographics and related information regarding visitors to the NWT region are summarized in Tables 3-2 through 3-4.

In the tables and discussions presented in the following sections, the totals may not always represent the sum of the numbers tabulated due to missing or incomplete data. Where data is based on actual survey data, the tables presented are annotated with the subheading "(Actual)". If the data has been weighted, however, the annotation is "(Weighted)".

Table 3-1 - Dates and Locations of Interviews

Table 3-1 indicates when and where in the NWT the interviews took place. Not surprisingly, the surveyors at Yellowknife captured the largest number of visitors, accounting for almost 23% of the total sample. The surveyors at the MacKenzie River ferry near Ft. Providence captured 10.5% of all parties and in Inuvik 10% were interviewed.

Most visitors (40%) were surveyed during July, with 28%' in June and 19% in August. The coverage by location and month was relatively good, with only a few problem areas.

TABLE 3 - 1

DATES AND LOCATIONS OF INTERVIEWS
(Actual)

URVEY LOCATION	MAY	JUNE	JULY	AUG.	SEPT.	TOTAL	%
Inuvik	22	69	72	56	11	230	10.0%
Ft. McPherson	--	50	119	60	--	229	9.9
Norman Wells	- -	50	36	28	--	114	5.0
Ft. Providence	2	52	186	1	- -	241	10.5
60th Parallel	5	16	47	31	13	112	4.9
Hay River	23	43	58	29	7	160	6.9
Ft. Simpson	- -	33	70	16	1	120	5.2
Yellowknife	30	177	157	98	63	525	22.8
Cambridge Bay	20	19	35	46	26	146	6.4
Rankin Inlet	1	11	16	6	- -	34	1.5
Iqaluit	34	53	71	32	16	206	8.9
Ft. smith		60	57	38	29	184	8.0
TOTALS	137	663	924	441	166	2,301	100.0%
PERCENTAGE BY MONTH	5.9	27.5	40.2	19.2	7.2	100%	

Table 3-2 - Places of Residence

Table 3-2 shows the residence and trip origins of the survey respondents. Approximately 74% of those surveyed were from Canada, with Alberta and Ontario residents making up the largest percentage.

American visitors outnumber all non-Canadian respondents, accounting for nearly 19% of the total sample. The next most frequent respondents were German, numbering 89 and comprising 1.8% of the sample. Interestingly, one large Italian party on a road rally raised the average party size for Italy to 5.6 visitors.

TABLE 3 - 2

ORIGINS OF RESPONDENTS
(Actual)

ORIGIN	NO. OF VISITORS	AVERAGE SIZE OF PARTY	% OF TOTAL VISITORS
CANADIAN			
Alberta	1,862	2.17	37.2
Ontario	767	2.14	15.3
B.C.	532	1.79	10.6
Quebec	180	1.76	3.6
Manitoba	144	1.55	2.9
Maritimes	108	1.74	2.2
Yukon	91	2.07	1.8
TOTAL CANADIAN	3,684		73.5 %
FOREIGN			
United States	942	2.69	18.8
Germany	89	2.54	1.8
Great Britain	74	2.39	1.5
Other	63	2.03	1.3
Italy	45	5.63	0.9
Australia	30	1.67	0.6
Switzerland	24	1.85	0.5
France	23	3.83	0.5
Japan	23	1.92	0.5
Austria	14	2.33	0.3
TOTAL FOREIGN	1,327		26.5 %
TOTALS	5,011		100.0 %

Table 3-3 - Origin of Respondents by Mode of Transport

Table 3-3 presents the origin of respondents by mode of transport. As the table indicates, respondents from the Yukon, Saskatchewan and B.C. were the most likely to drive, while those from Quebec and Ontario were least likely (preferring air travel). Of all Canadian respondents, 67% were air passengers, whereas only 52% of non-Canadians were captured at airports.

TABLE 3 - 3

ORIGIN OF RESPONDENTS BY MODE OF TRANSPORT
(Actual)

ORIGIN		AIR	CAR
Ontario	I	634	133
	%	82.7%	17.3%
Quebec	I	172	8
	%	95.6%	4.4%
Manitoba	I	101	43
	%	70.1%	29.9%
Sask.	I	107	141
	%	43.1%	56.9%
Alberta	I	1220	642
	%	65.5%	34.5%
B.C.	I	284	248
	%	53.4%	46.6%
Maritimes	I	75	33
	%	69.4%	30.6%
Yukon	I	29	62
	%	31.9%	68.1%
SUBTOTAL CANADIAN	I	2622	1310
	%	66.7%	33.3%
Other Areas	I	701	643
	%	52.2%	47.8%
TOTAL	I	3323	1953
	%	63.0%	37.0%

LEGEND: I = Number of individuals
% = Percentage of respondents for area of origin

Table 3-4 - Origin of Non-Canadian Respondents by Mode of Transport

These data indicate that most American respondents drove into the NWT, while the Germans, Swiss and French were more likely to drive than other offshore visitors. It is assumed that off-shore respondents rented cars in Canada, but we do not know whether these cars were rented in the NWT or one of the provinces. It should be noted that the variable 'mode' was created by determining the survey location and coding a new variable depending on the type of survey location, airport or highway/ferry crossing.

TABLE 3 - 4

ORIGIN OF NON-CANADIAN RESPONDENTS BY MODE OF TRANSPORT
(Actual)

COUNTRY	AIR Parties	AIR %	CAR Parties	CAR %
United States	168	32.9	182	35.7
Great Britain	24	4.7	7	1.4
Australia	14	2.7	4	0.8
Germany	12	2.4	23	4.5
Japan	9	1.8	3	0.6
Holland	5	1.0	2	0.4
Switzerland	3	0.6	10	2.0
Italy	3	0.6	5	1.0
Austria	3	0.6	3	0.6
Belgium	2	0.4	3	0.6
Israel	2	0.4	1	0.2
France	1	0.2	5	1.0
New Zealand	1	0.2	2	0.4
Greenland	1	0.2	0	0.0
Singapore	1	0.2	0	0.0
Finland	1	0.2	0	0.0
Norway	1	0.2	0	0.0
Iran	1	0.2	0	0.0
Indonesia	1	0.2	0	0.0
South America	1	0.2	0	0.0
Denmark	1	0.2	0	0.0
Syria	1	0.2	0	0.0
Hong Kong	1	0.2	0	0.0
Sweden	1	0.2	0	0.0
Central America	0	0.0	1	0.2
TOTALS	248	50.6%	252	49.4%

Table 3-5 - Origin of Respondents by Primary Purpose of Trip

This table indicates that respondents from Quebec were most likely to be conducting business, as 50% of Quebec respondents reported business as the primary purpose of their visit to the NWT. Nearly all non-Canadians (93%) reported they were traveling for pleasure.

TABLE 3-5

ORIGIN OF RESPONDENTS BY PRIMARY PURPOSE OF TRIP
(Actual)

		BUSINESS	PLEASURE
Ontario	I %	214 28.2%	544 71.8%
Quebec	I %	90 50.3%	89 49.7%
Manitoba	I %	63 43.8%	81 56.3%
Sask.	I %	64 25.8%	184 74.2%
Alberta	I %	821 44.2%	1,036 55.8%
B.C.	I %	159 30.1%	370 69.9%
Maritimes	I %	31 29.2%	75 70.8%
Yukon	I %	28 31.1%	62 68.9%
SUBTOTAL CANADIAN	I %	1,470 37.6%	2,441 62.4%
Other	I %	93 7.0%	1,243 93.0%
TOTAL	I %	1,563 29.8%	3,684 70.2%

LEGEND: I = Number of individuals
% = Percentage of respondents for area of origin

Table 3-6 - Origin of Respondents by Primary Destination Region

Table 3-6 indicates that the Northern Frontier is generally the most common primary destination for visitors to the NWT, regardless of origin. Three major exceptions were respondents from Quebec, 49% of whom tend to travel to Baffin, those from the Yukon tend to travel to the Western Arctic (88%) and off-shore visitors who marginally prefer the Western Arctic and Big River Regions (35% and 25%, respectively).

TABLE 3 - 6

ORIGIN OF RESPONDENTS BY PRIMARY DESTINATION REGION
Actual)

ORIGIN		PRIMARY DESTINATION REGION Baffin	Keewatin	Arctic Coast	North'n Front'r	Western Arctic	Big River
Ontario	I	140	35	58	224	161	149
	%	18.3%	4.6%	7.6%	29.2%	21.0%	19.4%
Quebec	I	87	4	3	54	17	14
	%	48.6%	2.2%	1.7%	30.2%	9.5%	7.8%
Manitoba	I	13	21	14	53	16	26
	%	9.1%	14.7%	9.8%	37.1%	11.2%	18.2%
Sask.	I	2	2	12	138	42	47
	%	0.8%	0.8%	4.9%	56.8%	17.3%	19.3%
Alberta	I	42	7	106	747	379	574
	%	2.3%	0.4%	5.7%	40.3%	20.4%	30.9%
B.C.	I	29	2	29	182	165	123
	%	5.5%	0.4%	5.5%	34.3%	31.1%	23.2%
Maritimes	1	14	0	20	34	27	13
	%	13.0%	0%	18.5%	31.5%	25.0%	12.0%
Yukon	I	3	0	2	4	80	2
	%	3.3%	0%	2.2%	4.4%	87.9%	2.2%
Other	I	67	30	103	329	467	338
	%	5.0%	2.2%	7.7%	24.7%	35.0%	25.3%

LEGEND: I = Number of individuals
% = Percentage of respondents for area of origin

Table 3-7 - Origin of Respondents by Mode of Transport

The majority of respondents were captured at airports, and the data reflect this with 70% of all respondents traveling by air. A higher proportion of American visitors were interviewed at highway locations than those from Canada or overseas.

TABLE 3 - 7

ORIGIN OF RESPONDENTS BY MODE OF TRANSPORT

(Actual)

	BY AIR		BY CAR	
ORIGIN	Parties	%	Parties	%
Canada	1,362	59.5	461	20.1
United States	146	6.4	177	7.7
Overseas	83	3.6	61	2.7
TOTALS	1,591	69.5	699	30.5

Table 3-8 - Age and Gender Distribution

As Table 3-28 illustrates, the largest group consists of males aged 40 to 55* The second largest group is males in their 30's. Together, these two male age groups represent over one-third of the entire sample. Of special note, it was found that male visitors outnumber female visitors in all age groups, and that female visitors comprise between 4% and 7% of visitors in all age groups except 'over 55' .

For comparative purposes, Table 3-8 includes the gender and age distribution of all Canadians.

TABLE 3 - 8

AGE AND GENDER DISTRIBUTION
Actual)

GENDER/AGE GROUP	VISITORS TO NUT: Number of Respondents	VISITORS TO NUT: % of Gender	VISITORS TO NUT: % of Survey	ALL CANADIANS*: Gender %	ALL CANADIANS*: Population %
Males under 20	348	10.3	7.0	30.0	15.2
20 to 30	512	15.1	10.3	18.1	9.1
31 to 40	824	24.3	16.6	16.3	8.2
41 to 55	956	28.2	19.3	12.6	6.4
over 55	745	22.0	15.0	23.0	11.6
Subtotal Males	3,385	100.0	68.2	100.0	50.5
Females under 20	206	13.0	4.1	24.1	12.1
20 to 30	266	16.8	5.4	18.5	9.1
31 to 40	280	17.7	5.6	16.7	8.3
41 to 55	314	19.9	6.3	12.8	6.3
over 55	513	32.5	10.3	27.7	13.7
Subtotal Females	1,579	100.0	31.8	100.0	49.5
TOTALS	4,964		100.0		100*O

* Source: Statistics Canada 1987

Table 3-9 - Income of Visitors

The income levels of visitors to the NWT are predictably quite high. The cold climate and long distances from suppliers and markets result in high transportation and maintenance costs which are then reflected in the high cost of goods and services. This makes Arctic vacations costly and, therefore, less accessible to lower income groups.

As shown in Table 3-9, almost 40% of the sample reported annual household incomes of more than $50,000, and 21% reported from $40,000 to $50,000. (It should be noted that 27.6% of the respondents refused to answer this question).

For comparative purposes, a breakdown of Canadian households by income level is provided in this table.

TABLE 3 - 9

INCOME OF VISITORS

(Actual)

INCOME GROUP	PARTIES	% OF SURVEY	CANADA %*
Under $20,000	118	7.1	33.4
$20,001 - $30,000	208	12.5	17.5
$30,001 - $40,000	335	20.1	16.3
$40,001 - $50,000	345	20.7	12.4
Over $50,000	660	39.6	20.3
TOTALS	1,666	100.0%	100.0%

* Source: Statistics Canada, 1987

Table 3-10 - Income of Respondents by Origin

It is interesting to note that the income distribution between between Canadians and Americans is virtually identical (notwithstanding currency exchange rates). In both countries, the largest group (41%) reported family earnings of more than $50,000 per year, with negligible differences at all income levels.

The overseas respondents, however, have a distribution which is more strongly oriented towards the middle income categories.

TABLE3-10

INCOME **OF RESPONDENTS** BY ORIGIN
(Actual)

	CANADIANS		AMERICANS		OVERSEAS	
INCOME LEVEL	Parties	%	Parties	%	Parties	%
Less than $20,000	80	6.21	20	7.55	18	17.14
$20,001 - $30,000	158	12.26	31	11.70	16	15.24
$30,001 - $40,000	253	19.63	53	20.00	28	26.67
$40,001 - $50,000	275	21.33	53	20.00	17	16.19
Over $50,000	523	40.57	108	40.75	26	24.76
TOTALS	1289	100.00%	265	100.00%	105	100.00%

Table 3-11 - Income of Respondents by Mode of Transport

Except for the lowest income level, the distribution of respondents Using cars as their mode of transport remains relatively constant, at 19% to 25%, regardless of income. On the other hand, as income level rises, the likelihood of air travel does also. In fact, 47.5% of all air travelers had family incomes of over $50,000.

TABLE3 - 11

INCOME OF RESPONDENTS BY MODE OF TRANSPORT
(actual)

ANNUAL HOUSEHOLD INCOME	BY AIR		BY CAR		ALL VISITORS	
	Parties	%	Parties	%	Parties	%
Less than $20,000	65	5.8%	53	9.4%	118	7.1
$20,001 - $30,000	101	9.2	107	18.9	208	12.5
$30,001 - $40,000	191	17.4	144	25.4	335	20.1
$40,001 - $50,000	221	20.1	124	21.9	345	20.7
over $50,000	522	47.5	138	24.4	660	39.6
TOTALS	1100	100.0%	566	100.0%	1666	100.0

Table 3-12 - Income of Respondents by Primary Purpose of Trip

In aggregate, almost 60% of all respondents reported pleasure-oriented purposes as the primary reasons of their visit. However, **higher-income respondents were more likely to report business as their primary purpose.**

TABLE 3 - 12

INCOME OF RESPONDENTS BY PRIMARY PURPOSE OF TRIP
(Actual)

ANNUAL HOUSEHOLD INCOME	BUSINESS		PLEASURE		TOTALS	
	Parties	%	Parties	%	Parties	%
Less than $20,000	24	20.9%	91	79.1%	115	100%
$20,001 - $30,000	63	30.3	145	69.7	208	100%
$30,001 - $40,000	108	32.7	222	67.3	330	100%
$40,001 - $50,000	153	44.6	190	55.4	343	100%
Over $50,000	345	52.8	308	47.2	653	100%
TOTALS	693	42.1%	946	57.9%	1649	100%

3.2 Profile of All Visitors to the NWT

This section presents weighted data representing all visitors to the NWT. These data indicate that a total 55,664 visitors, representing 22,837 parties and 38,251 households, traveled to all regions of the NWT during the Summer of 989. The average party size is 2.45 persons and each party is composed of 1.68 households.

Generally, the values in the tables represent the total number of parties visiting the NWT, however, some tables provide numbers of individuals, in this case the word 'individuals' is used in the table heading. The totals will nOt always sum 22,837 parties, or 55,651 individuals due to missing data. When a table presents bivariate, or multiarite analyses, missing answers for any of the variables being cross-tabulated will be counted as missing across all variables in that table.

Table 3-13 - Comparison of Survey Sample and Estimated Total Visitors

Table 3-13 compares the primary destinations of the survey sample with the weighted estimate of total NWT visitors. As the table indicates, the weighting affects rank order of destination regions only slightly.

The Northern Frontier captured the highest number of survey respondents (34%) and was also the most common destination, attracting 53% of all visitors. The Western Arctic was the primary destination for 26% of respondents, but represents 15% of all visitors; while 22% of respondents were captured in Big River, representing 21% of all visitors. The rank order of Baffin, Arctic Coast and Keewatin remains constant between respondents and all visitors.

TABLE3 - 13

COMPARISON OF SURVEY SAMPLE AND ESTIMATED TOTAL VISITORS

	SURVEY SAMPLE		ESTIMATED VISITORS	
REGION	Parties	Percent	Parties	Percent
N. Frontier	775	33.9%	11,979	52.7%
Big River	505	22.1	4,735	20.8
West Arctic	598	26.1	3,484	15.3
Baffin	204	8.9	1,601	7.0
Arctic Coast	169	7.4	671	3.0
Keewatin	37	1.6	263	1.2
Missing	13		104	-
TOTALS	2,301	100.0%	22,837	100.0%

Table 3-14 - Origin of Visitors

When the data are weighted-up, the rank order of visitor origins remains constant, with 38% of visitors from Alberta, 13% from Ontario, 10% from B.C. and 24% from other areas. Parties from outside Canada are significantly larger than Canadian parties, and Alberta parties are the largest from Canada.

TABLE 3 - 14

ORIGIN OF VISITORS
(Weighted)

ORIGIN	INDIVIDUALS	% OF ALL VISITORS	AVG. SIZE OF PARTY
Alberta	21,364	38.39%	2.42
Ontario	7,048	12.66	2.02
B.C.	5,475	9.84	2.00
Sask.	3,544	6.37	2.26
Quebec	1,561	2.80	1.95
Manitoba	1,531	2.75	1.58
Maritimes	1,134	2.04	1.84
Yukon	658	1.18	2.25
Other areas	13,336	23.96	2.54
TOTALS	55,651	100.00%	2.45

Table 3-15 - Visitors from Other Areas

The visitors who responded to the survey came from 25 countries other than Canada. Of these, the United States was the most common origin, followed by Germany, Great Britain, Australia, Italy and Switzerland.

TABLE 3 - 15

ORIGIN OF NON-CANADIAN VISITORS
(Weighted)

ORIGIN	NO. OF INDIVIDUALS	PERCENT	AVG. SIZE OF PARTY
United States	10,059	76.1%	2.56
Germany	785	5.9	2.63
Great Britain	659	5.0	2.22
Italy	337	2.5	5.63
Switzerland	252	1.9	1.94
Australia	232	1.8	1.77
Japan	152	1.1	1.91
France	147	1.1	3.90
Austria	129	1.0	2.78
Belgium	78	0.6	1.87
Holland	66	0.5	1.58
Finland	50	0.4	4.00
Denmark	49	0.4	3.99
New Zealand	45	0.3	1.57
Israel	39	0.3	2.94
Indonesia	38	0.3	3.00
Norway	25	0.2	2.00
Central America	25	0.2	3.00
Sweden	14	0.1	2.00
Greenland	13	0.1	1.00
Syria	8	0.1	2.00
Hong Kong	8	0.1	2.00
Singapore	4	0.0	1.00
Iran	3	0.0	1.00
South America	2	0.0	1.00
TALS	13,219	**100.0%**	**2.54**

Tables 3-16 and 3-16(a) - Origin of Visitors by Mode of Transport

These tables indicate that almost 60% of all Canadian visitors and nearly 70% of foreign visitors will travel by car. Of Canadians, those most likely to drive came from the Yukon, Saskatchewan, B.C. and Alberta. Foreigners most likely to drive came from the United States, Germany and Switzerland.

TABLE 3 - 16

ORIGIN OF VISITORS BY MODE OF TRANSPORT
(Weighted)

		BY AIR	BY CAR
Ontario	%	63.8%	36.2%
Quebec	%	95.0%	5.0%
Manitoba	%	48.8%	51.2%
Sask.	%	21 .4%	78.6%
Alberta	%	36.0%	64.0%
B.C.	%	33.5%	66.5%
Maritimes	%	44.1%	55.9%
Yukon	%	21 .2%	78. 8%
SUBTOTAL CANADIAN	%	41.7%	58.3%
Other Areas	%	31.0%	69.0%
TOTAL	%	39 .1%	60 .9%

TABLE 3 - 16(a)

ORIGIN OF NON-CANADIAN VISITORS BY MODE OF TRANSPORT
(Weighted)

	BY AIR	BY CAR
COUNTRY	% of Parties	% of Parties
United States	61.6%	79.0%
France	0.0	1.0
Great Britain	9.2	3*9
Germany	3.2	6.7
Greenland	0.8	0.0
Holland	1.2	0.6
Italy	0.8	1.3
Australia	5.9	0.8
Switzerland	0.6	3.3
Japan	2.9	0.8
Singapore	0.2	0.0
Finland	0.8	0.0
Belgium	0.8	0.8
Norway	7.7	0.0
Israel	0.3	0.2
Iran	0.2	0.0
New Zealand	0.8	0.4
Indonesia	0.8	0.0
South America	0.1	0.0
Austria	0.9	0.8
Denmark	0.2	0.2
Syria	0.2	0.0
Hong Kong	0.2	0.0
Sweden	0.4	0.0
Central America	0	0.2
TOTALS	100.0%	100.0%

Table 3-17 - Origin of Visitors by Primary Purpose of Trip

Regardless of origin, the majority of visitors traveling to the NWT will do so for pleasure. This is especially evident for foreign visitors, 96% of whom will be on a pleasure trip. Business travelers are most likely to come from Quebec (45%), Manitoba (32%) and Alberta (31%).

TABLE3 - 17

ORIGIN OF VISITORS BY PRIMARY PURPOSE OF TRIP
(Weighted)

ORIGIN	BUSINESS	PLEASURE
Ontario %	24.0%	76.0%
Quebec %	44.8%	55.2%
Manitoba %	31.6%	68.4%
Sask. %	15.6%	84.4%
Alberta %	31.1%	68.9%
B.C. %	20.3%	79.7%
Maritimes %	23.5%	76.5%
Yukon %	25.5%	74.5%
CANADIAN SUBTOTAL %	27.5%	72.5%
Other %	4.3%	95.7%
TOTAL %	21.9%	78.1%

Table 3-18 - Origin of Visitors by Primary Destination Region

Table 3-18 presents a comparison of origins of visitors and primary destinations within the NWT. The Northern Frontier was the most common destination for the majority of visitors with two major exceptions: most Yukon visitors traveled to the Western Arctic and most Quebecers traveled to Baffin. The second-most common destination was to the Big River region, followed by the Western Arctic, Baffin, the Arctic Coast and Keewatin.

TABLE 3 - 18

ORIGIN OF **VISITORS BY PRIMARY DESTINATION REGION**
(Weighted)

	PRIMARY DESTINATION REGION					
ORIGIN	Baffin	Keewatin	Arctic Coast	Northtn Front'r	'Western Arctic	Big River
Ontario %	16.0%	3.5%	4.5%	49.2%	12.3%	14.5%
Quebec %	44.9	1.8	1.4	41.6	5.0	5.1
Manitoba %	6.0	9.8	3.5	55.4	7.1	18.2
Sask. %	0.5	0.4	1.1	74.4	7.6	16.0
Alberta %	1.1	0*2	1.8	56.2	8.2	32.6
B.C. %	4.7	0.3	1.8	55.3	19.0	18.9
Maritimes %	10.3	0.0	8.2	54.1	12.7	14.7
Yukon %	1.7	0.0	0.4	7.7	86.1	4.2
Other %	3.9%	1.6%	2.9%	42.3%	24.6%	24.7%

% = Percentage of visitors by area of origin

Table 3-19 - Income Levels of Visitors

The income distribution of visitors to the NWT is definitely skewed towards the higher income bracket, with 35% of all visitors having family incomes in excess of $50,000 per year. Interestingly, those visitors with mid-range annual incomes from $30,001 to $40,000 are more numerous than those in the next income level, $40,001 to $50,000. The total of 15,761 parties results from the fact that 28% of respondents refused to answer this question.

TABLE 3 - 19

INCOME LEVELS OF VISITORS
(weighted)

ANNUAL INCOME	Parties	%
Less than $20,000	1179	7.5%
$20,001 - $30,000	2400	15.2
$30,001 - $40,000	3483	22.1
$40,001 - $50,000	3117	19.8
Over $50,000	5582	35*4
TOTALS	15761	100.0%

Table 3-20 - Income of Visitors by Mode of Transport

Approximately half of all air travelers to the NWT have annual family incomes in excess of $50,000, and the likelihood of air travel increased proportionately to income level. Visitors who travel by car, on the other hand, have fairly even income distributions, and those with incomes between $20,000 and $40,000 are most likely to drive. The two trends coincide at the $40,001 to $50,000 level, where visitors are as likely to travel by air as by car.

TABLE 3-20

INCOME OF VISITORS BY MODE OF TRANSPORT
(weighted)

ANNUAL HOUSEHOLD INCOME	AIR		CAR	
	Parties	%	Parties	%
Less than $20,000	344	5.2%	835	9.1%
$20,001 - $30,000	549	8.3	1851	20.2
$30,001 - $40,000	1108	16.8	2375	26.0
$40,001 - $50,000	1379	20.8	1738	19.0
Over $50,000	3231	48.9	2351	25.7
TOTALS	6610	100.0%	9151	100.0%

Table 3-21 - Income of Visitors by Primary Purpose of Trip

Of all travelers to the NUT, those traveling for business tend to be in higher income brackets than those for pleasure. Nearly half of all business travelers have family incomes in excess of $50,000 per year. In fact, over 70% of business travelers have incomes higher than $40,000, whereas only 50% of pleasure travelers are in the same income bracket. Again, the middle income bracket, of $30,001 to $40,000, is also quite common for pleasure-oriented visitors.

TABLE 3 - 21

INCOME OF RESPONDENTS BY PRIMARY PURPOSE OF TRIP
(Weighted)

ANNUAL HOUSEHOLD INCOME	BUSINESS		PLEASURE	
	Parties	%	Parties	%
Less than $20,000	137	3 .0%	1026	9 .2%
$20,001 - $30,000	462	10.2	1937	17.3
$30,001 - $40,000	708	15.7	2757	24.7
$40,001 - $50,000	993	22.0	2116	18.9
Over $50,000	2212	49.1	3337	29.9
TOTALS	4512	100 .0%	11174	100. 0%

Table 3-22 - Income of Visitors by Origin

Table 3-22 indicates that Canadian and American visitors have surprisingly similar income distributions (notwithstanding currency exchange rates). Interestingly, overseas visitors generally have lower incomes than North Americans. Especially notable is the fact that nearly 40% of all overseas visitors have incomes of less than $30,000, whereas fewer than 22% of North American visitors are in that income bracket.

TABLE 3 - 22

INCOME OF VISITORS BY ORIGIN
(weighted)

	CANADIANS		AMERICANS		OVERSEAS	
INCOME LEVEL	Parties	%	Parties	%	Parties	%
Less than $20,000	849	7.17	215	7.04	115	14.39
$20,001 - $30,000	1753	14.79	422	13.83	193	24.16
$30,001 - $40,000	2608	22.01	682	22.35	185	23.15
$40,001 - $50,000	2374	20.04	633	20.74	110	13.77
Over $50,000	4265	35.99	1100	36.04	196	24.53
TOTALS	11849	100.00%	3052	100.00%	799	100.00%

Table 3-23 - Age and Gender of Visitors

Over 60% of all visitors to the NWT are male. The largest age/gender group are males over 55, very nearly matched by males between 41 and 55 and females over 55. Otherwise, however, the number of females is fewer and relatively constant across age groups, except for those over 55 who comprise almost 40% of all female visitors to the NWT, and 15% of all visitors.

TABLE 3 - 23

AGE AND GENDER DISTRIBUTION
(weighted)

	VISITORS TO NWT		
GENDER/AGE GROUP	Visitors	% Visitors	% Gender
Males under 20	4388	8.1%	13.4%
20 to 30	4624	8.5	14.2
31 to 40	7089	13.1	21.7
41 to 55	8198	15.2	25.1
over 55	8379	15.5	25.6
Subtotal Males	32678	60.4%	100.0%
Females under 20	3272	6.0%	15.3%
20 to 30	2796	5.2	13.0
31 to 40	3318	6.1	15.5
41 to 55	3921	7.2	18.3
over 55	8124	15.0	37.9
Subtotal Females	21431	39.6'%	100.0%

Table 3-24 - Age and Gender of Visitors by Purpose of Visit

when age and gender data are cross-tabulated with purpose of visit, it becomes evident that nine out of ten females will be traveling for pleasure, although approximately 20% of those between 20 and 40 travel on business. On the other hand, about 43% of males between 20 and 40, and 44% of males between 31 and 40 will be traveling on business. predictably, over 90% of all male visitors over 55 and 88% of those under 20 will be traveling in the NWT for pleasure.

TABLE 3-24

AGE AND GENDER DISTRIBUTION BY PURPOSE OF VISIT
(Weighted)

	PRIMARY PURPOSE OF VISIT			
GENDER/AGE GROUP	Business	%	Pleasure	%
MALES under 20	544	12.4	3843	87.6
20 to 30	1959	42.9	2611	57.1
31 to 40	3104	43.9	3972	56.1
41 to 55	2495	30.5	5684	69.5
over 55	690	8.3	7652	91.7
Subtotal Males	**8792**	**26.8%**	**23762**	**73.2%**
FEMALES under 20	261	8.0	2997	92.0
20 to 30	552	19.7	2244	80.3
33 to 40	602	18.2	2713	81.8
41 to 55	382	9.8	3531	90.2
over 55	353	4.5	7498	95.5
Subtotal Females	2150	10.2%	18983	89.8%
TOTAL VISITORS	10942	20 .4%	42745	79. 6%

3.3 Characteristics of Visits to the NUT

The visits to the NUT were characterized according to the following factors:

- primary destinations;
- primary purpose of trip;
- major activities undertaken by the visitor(s);
- length of stay;
- types of accommodations used;
- types and amounts of expenditures;
- number of previous visits; and
- month of decision to travel.

These variables have been weighted to represent all visitors to the NUT, and are cross-tabulated by mode of transport, purpose of visit, origin and destination region.

Table 3-25 - Primary Regional Destinations

The Northern Frontier is the most popular tourism region in the NUT capturing about one-half of all visitors. This is followed by the Western Arctic (21%), Big River (15%), Baffin (7%), Arctic Coast (3%) and Keewatin (1%) .

TABLE 3-25

PRIMARY REGIONAL DESTINATIONS
(weighted)

	Parties	%
Northern Frontier	11,979	52.7
Big River	4,735	20.8
Western Arctic	3,484	15.3
Baffin	1,601	7.0
Arctic Coast	671	2.9
Keewatin	263	1.2

Table 3-26 - Community Destinations

When asked about which communities were primary destinations within the NWT, approximately 150 different places were mentioned. (See Appendix D for complete list.) However, the 20 most common destinations account for almost 90% of all primary destinations. These 'top twenty' are itemized below.

TABLE 3 - 26

PRIMARY COMMUNITIES
(weighted)

Rank	Community	%	Cumulative Z
1	Yellowknife	47.2	47.2
2	Inuvik	10.8	58.0
3	Hay River	6.7	64.7
4	Fort Providence	3.1	71.8
5	Fort Smith	3.0	74.7
6	Fort Simpson	2.2	77.0
7	Norman Wells	1.8	78.8
8	60th Parallel	1.7	80.0
9	Tuktoyaktuk	1.6	82.0
10	Fort Rae	1.2	83.2
11	Cambridge Bay	1.0	84.1
12	Nahanni	0.8	84.9
13	Mackenzie	0.7	85.7
14	Pangnirtung	0.7	86.4
15	Rankin Inlet	0.7	87.1
16	Wood Buffalo	0.6	87.7
17	Colomac	0.6	88.3
18	Kakisa	0.4	88.7
19	Liard River	0.4	89.1
20	Fort McPherson	0.4	89.5

Table 3-27 - Purpose of Visits

The largest proportion of visitors to the NWT (48.4%) will be on vacation, 24% will travel for business and 17% will be visiting friends and family. The employment category includes those who are working, or looking for work, in the NWT.

TABLE 3 - 27

PURPOSE OF VISITS
(Weighted)

PURPOSE OF VISIT	NUMBER OF PARTIES	% OF ALL PARTIES
Vacation	10991	48.4%
Business	5359	23.6
Visiting friends and family	3945	17.4
Employment	1373	6.0
Personal	306	1.3
Other	751	3.3
TOTALS	22725	100.0%

Note: When purpose of visit is used as a cross-tabulating variable in a bivariate analysis, the categories are collapsed into 'business' (business & employment) and 'pleasure' (vacation, visiting, personal & other).

Table 3-28 - Purpose of Visit by Mode of Transport

It is evident that vacationing visitors are most likely to come to the NWT by car, as 70% of car travelers are on vacation and only 6% are traveling for business or employment reasons. The inverse is true for air passengers, as the majority (55.1%) are traveling for business or employment reasons.

TABLE 3-28

PURPOSE OF VISIT BY MODE OF TRANSPORT
(Weighted)

PURPOSE OF VISIT	BY AIR		BY CAR	
	Parties	%	Parties	%
Vacation	2613	24.2%	8379	70.3%
Visiting friends and family	1794	16.6	2151	18.1
Business	4778	44.1	581	4.9
Employment	1195	11.0	178	1.5
Personal	109	1.0	197	1.7
Other	336	3.1	415	3.5
TOTALS	10,825	100.0	11,901	100.0

Table 3-29 - Purpose of Visit by Region Visited

The Baffin region supports the greatest proportion of business travel, as 42.6% of all visitors to that region are there on business. Baffin is followed by Keewatin (39%) and the Arctic Coast (31%).

The Western Arctic has the highest proportion of vacation travelers with 68% of all visitors to that region being on vacation. The Western Arctic is followed by Big River (59%) and Keewatin (48%).

It is noteworthy that 26% of visitors to the Arctic Coast are traveling for employment reasons. This is by far the region with the largest proportion of visitors traveling for this purpose.

TABLE 3 -29

PURPOSE BY DESTINATION REGION
(Weighted)

	BAFFIN	KEEWATIN	ARCTIC C.	N. FRONTIER	W. ARCTIC	BIG RIVER
PURPOSE	% PARTIES	% PARTIES	% PARTIES	% PARTIES	% PARTIES	% PARTIES
BUSINESS	42.6	38.9	31.0	23.9	20.2	16.8
VACATION	34.8	47.7	25.0	41.6	68.2	58.9
PERSONAL	1.0	0.0	0.1	1.3	0.5	2.5
FRIENDS/ RELATIVES	8.7	10.7	11.7	24.3	3.4	14.4
EMPLOYMENT	9.9	2.7	26.3	6.1	4.7	3.0
OTHER	3.0	0.0	5.8	2.8	3.1	4.4
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0

Table 3-30 - Purpose of visit By Origin

The vast majority of business travelers are from Canada origin with 29% of all Canadians traveling for that purpose. Surprisingly, 12% of overseas visitors are on business as compared to only 3% of Americans. Not surprisingly, 89% of Americans and 77% of overseas visitors travel to the NUT for vacations. Visiting family and friends is the 3rd most common purpose with 21% of Canadians. Again, overseas travelers out number Americans who are visiting friends at 10% compared with 2%, respectively.

TABLE 3 - 30

PURPOSE BY ORIGIN
(Weighted)

PRIMARY PURPOSE OF VISIT	ORIGIN OF VISITORS					
	CANADA		USA		OVERSEAS	
	Parties	Percent	Parties	Percent	Parties	Percent
Business	5081	28.5	128	3.4	125	11.6
Vacation	6854	38.4	3260	87.8	826	76.8
Personal	219	1.2	87	2.3		
Visiting friends and family	3765	21.1	73	2.0	103	9.6
Employment	1359	7.6	14	0.4		
Other	579	3.2	152	4.1	21	2.0
TOTALS	17856	100.0%	3714	100.0%	1075	100.0%

Table 3-31 - Primary Activities of Visitors

Table 3-31 lists the activities which form the primary basis for the trip. As the table indicates, general touring is the most common activity, followed by visiting friends and relatives, business, fishing and camping. A total of 85% of all visitors will be traveling for those five purposes.

TABLE 3 - 31

PRIMARY ACTIVITY THAT FORMED PRIMARY BASIS OF TRIP
(Weighted)

PRIMARY ACTIVITY	NO. PARTIES	% OF PARTIES
General Touring	6,364	28.2%
Visiting Friends and Relatives	5,149	22.8
Private Business	3,994	17.7
Government Business	1,868	8.3
Fishing	1,862	8.3
Camping	692	3.1
Other	496	2.2
Canoeing, Kayaking	453	2.0
Conference/Seminar	334	1.5
Visiting Museum, Historic Sites	253	1.1
Research	208	0.9
Hiking, Climbing, Backpacking	203	0.9
Hunting	203	0.9
Visiting National Park	161	0.7
Nature Study	143	0.6
Attending Events, Festivals	89	0.4
Shopping for Arts & Crafts	78	0.3
Sailing	4	0.0
TOTALS	22,555	100.0%

Table 3-32 - Activities Participated In By NWT ViSitOrS

This table provides information regarding the percentage of visitors who participated in a specified list of activities. Again general touring is the most popular activity, but it is interesting to note that the rank order of activity participation is different from the rank order of primary activities (Table 3-31). It appears that visitors have primary activities in mind, but obviously do other things while they are in the NWT. Unplanned and spontaneous activities such as visiting historic sites and shopping are very popular, as over 40% participated in each, but only about 2% reported those as the primary activities of their trips.

TABLE 3 - 32

ACTIVITIES PARTICIPATED IN BY NUT VISITORS
(Weighted)

Activity	No. of Parties	Percent Participated
General Touring	14618	64.0
Visit Historic Sites	10053	44.0
Shopping	9738	42.6
Visiting Friends & Relatives	7636	33.4
Fishing	7281	31.9
Camping	7236	31.7
Hiking	5293	23.2
Private Business	4752	20.8
Nature Study	3357	14.7
Visiting National Parks	2461	10.8
Attend Events	2353	10.3
Canoeing, Kayaking	2310	10.1
Government Business	2271	9.9
Research	933	4.1
Attending conferences	777	3.4
Hunting	494	2.2
Sailing	245	1.1

Table 3-33 - Primary Activity By Mode of Transport

This table presents two rank order lists, primary activities of parties traveling by air, and primary activities of parties traveling by car. Almost 50% of parties traveling by air will be on either government or private business, 20% will be visiting friends and relatives and 12% will be touring. A total of 43% of car parties will be touring, 25% are visiting friends and relatives, and 17% will be fishing or camping. Only 4% of parties traveling by car will be on business.

TABLE3 -33

PRIMARY ACTIVITY BY MODE OF TRANSPORT

(Weighted]

ACTIVITY	AIR PARTIES	AIR %
PRIVATE BUSINESS	3591	33.0
FRIENDS/RELATIVES	2175	20.0
GOVERNMENT BUSINESS	1776	16.3
TOURING	1303	12.0
FISHING	527	4.8
CONFERENCE	205	1.9
HUNTING	203	1.9
CANOEING	195	1.8
RESEARCH	172	1.6
HIKING	158	1.5
NATURE	115	1.1
PARK VISIT	26	0.2
SHOPPING	23	0.2
CAMPING	23	0.2
EVENTS	5	0.0
HISTORY	4	0.0
OTHER	372	3.4
TOTALS	10877	100.0%

ACTIVITY	CAR PARTIES	CAR %
TOURING	5,061	42.9
FRIENDS/RELATIVES	2,974	25.2
FISHING	1,335	11.3
CAMPING	669	5.7
PRIVATE BUSINESS	403	3.4
CANOEING	258	2.2
HISTORY	249	2.1
PARK VISIT	135	1.1
CONFERENCE	129	1.1
HUNTING	124	1.1
GOVERNMENT BUSINESS	92	0.8
EVENTS	84	0.7
SHOPPING	56	0.5
HIKING	46	0.4
RESEARCH	36	0.3
NATURE	28	0.2
OTHER	124	1.1
TOTALS	11,803	100.0%

Table 3-34 - Primary Activities by Purpose of Trip

This table cross tabulates the primary activity with the primary purpose of the trip. While it may be redundant to cross tabulate these two variables with one another, interesting results in the pleasure category make it advisable to include this table.

Predictably, 90% of business travelers conduct research, conduct private or government business, or attend conferences as the primary activities of their trip to NWT. They do, nevertheless, take the time to undertake fishing, touring and other pleasure-oriented activities.

The pleasure travelers are most frequently touring (39%), visiting friends and relatives (32%), fishing (11%) or camping (4%).

TABLE 3 -34

PRIMARY ACTIVITIES BY PURPOSE OF TRIP
(Weighted)

ACTIVITY	BUSINESS	BUSINESS %
PRIVATE BUSINESS	3802	57.3
GOVERNMENT BUSINESS	1834	27.7
CONFERENCE	166	2.5
FISHING	123	1.9
TOURING	113	1.7
RESEARCH	103	1.6
FRIENDS/RELATIVES	57	0.9
HISTORY	56	0.8
EVENTS	54	0.8
NATURE	28	0.4
SHOPPING	13	0.2
PARK VISIT	11	0.2
HIKING	9	0.1
HUNTING	4	0.1
OTHER	259	3.9
TOTALS	6632	100.0%

ACTIVITY	PLEASURE %	PLEASURE
TOURING	39.4	6232
FRIENDS/RELATIVES	32.1	5071
FISHING	10.9	1724
CAMPING	4.3	684
CANOEING	2.6	417
HUNTING	1.3	199
HISTORY	1.3	198
HIKING	1.2	187
PRIVATE BUSINESS	1.1	181
CONFERENCE	1.1	169
PARK VISIT	0.9	150
NATURE	0.7	115
RESEARCH	0.7	105
SHOPPING	0.4	66
EVENTS	0.2	36
GOVERNMENT BUSINESS	0.2	27
OTHER	1.5	237
TOTALS	100.0%	15802

Table 3-35 - Primary Activities By Destination Region

There are seven activities which most often form the primary purpose of traveling to the NWT, namely: touring, business, visiting friends, fishing, camping, hiking and canoeing/kayaking. However, there are marked differences among the six tourism regions in the NWT. Touring is the most popular activity in the Western Arctic, Big River, and Keewatin regions, while in Baffin and the Arctic Coast business travel is most common. In the Northern Frontier, those who are visiting family and friends are most common.

This table consists of six rank order lists (one for each destination region) which are sorted by decreasing frequencies of primary activities.

TABLE3 -35

PRIMARY ACTIVITIES BY DESTINATION REGION
(Weighted)

NORTHERN FRONTIER		
	Parties	%
FRIENDS/RELATIVES	3674	31.10
TOURING	2963	25.08
PRIVATE BUSINESS	2293	19.41
FISHING	855	7.24
GOVERNMENT BUSINESS	832	7.04
CAMPING	345	2.92
OTHER	225	1.90
HUNTING	148	1.25
HISTORY	135	1.14
CONFERENCE	135	1.14
RESEARCH	69	0.58
CANOEING	54	0.46
SHOPPING	40	0.34
NATURE STUDY	26	0.22
PARK VISIT	14	0.12
HIKING	6	0.05
TOTAL	11814	100.001

ARCTIC COAST		
	Parties	%
PRIVATE BUSINESS	278	41.62
FRIENDS/RELATIVES	103	15.42
GOVERNMENT BUSINESS	92	13.77
CANOEING	66	9.88
TOURING	48	7.19
FISHING	34	5.09
RESEARCH	21	3.14
NATURE STUDY	13	1.95
HUNTING	7	1.05
OTHER	4	0.60
HIKING	1	0.15
CONFERENCE	1	0.15
TOTAL	668	100.00%

TABLE 3 - 35 (continued)

PRIMARY ACTIVITIES BY DESTINATION REGION

WESTERN ARCTIC	Parties	%
TOURING	1885	54.50
PRIVATE BUSINESS	522	15.09
GOVERNMENT BUSINESS	227	6.56
FRIENDS/RELATIVES	178	5.15
CAMPING	120	3.47
OTHER	118	3.41
CANOEING	107	3.09
FISHING	69	1.99
HISTORY	47	1.36
RESEARCH	41	1.19
HUNTING	40	1.16
CONFERENCE	32	0.93
EVENTS	25	0.72
NATURE STUDY	16	0.46
HIKING	12	0.35
SHOPPING	8	0.23
PARK VISIT	8	0.23
SAILING	4	0.12
TOTAL	3459	100.00

BAFFIN	Parties	%
GOVERNMENT BUSINESS	381	23.80
PRIVATE BUSINESS	372	23.24
TOURING	278	17.36
FRIENDS/RELATIVES	194	12.12
HIKING	126	7.87
OTHER	72	4.50
FISHING	48	3.00
NATURE STUDY	42	2.62
RESEARCH	40	2.50
CONFERENCE	24	1.50
CANOEING	8	0.50
CAWING	8	0.50
PARK VISIT	8	0.50
TOTAL	1601	100.00

BIG RIVER	Parties	%
TOURING	1059	22.74
FRIENDS/RELATIVES	972	20.88
FISHING	840	18.04
PRIVATE BuSINESS	518	11.13
GOVERNMENT BUSINESS	240	5.15
CANOEING	219	4.70
CAMPING	218	4.68
CONFERENCE	135	2.90
PARK VISIT	131	2.81
HISTORY	72	1.55
OTHER	68	1.46
EVENTS	65	1.40
HIKING	50	1.07
RESEARCH	28	0.60
SHOPPING	23	0.49
NATURE STUDY	14	0.30
HUNTING	4	0.09
TOTAL	4656	100.00

KEEWATIN	Parties	$
TOURING	107	40.68
GOVERNMENT BUSINESS	71	27.00
NATURE STUDY	32	12.17
FRIENDS/RELATIVES	14	5.32
RESEARCH	9	3.42
PRIVATE BuSINESS	9	3.42
HIKING	7	2.66
CONFERENCE	7	2.66
SHOPPING	7	2.66
TOTAL	263	100.00

Table 3-36 - Primary Activities by Place of Origin

There is a significant difference in the primary activities of visitors from Canada, the USA, and other countries. Canadian visitors are most likely to travel to the NWT to visit friends (27%), to go touring (22%) or business (32%). American visitors most frequently travel to the NWT to go touring (50%) or fishing (14%). Most overseas visitors also go touring (54%) and visiting friends (11%). Overseas visitors are more likely to go camping and hiking than Americans, and Americans are more likely to go fishing, hunting or canoeing/kayaking.

The lists which follow again provide the rank order of primary activities broken down by origin of visitor.

TABLE 3 - 36

PRIMARY ACTIVITIES BY PLACE OF ORIGIN
Weighted)

CANADIAN PARTIES		
VISIT FRIENDS	4833	27.3
TOURING	3926	22.2
PRIVATE BUSINESS	3795	21.4
GOVERNMENT BUSINESS	1800	10.2
FISHING	1298	7.3
OTHER	430	2.4
CAMPING	324	1.8
CONFERENCE	246	1.4
HISTORIC SITES	223	1.3
CANOEING	175	1.0
RESEARCH	139	0.8
HIKING	118	0.7
FESTIVALS	89	0.5
NATIONAL PARK	85	0.5
HUNTING	82	0.5
SHOPPING	71	0.4
NATURE STUDY	62	0.4
SAILING	4	0.0
TOTAL	17700	100.0

OVERSEAS PARTIES		
TOURING	575	53.5
VISIT FRIENDS	119	11.1
CAMPING	91	8.5
HIKING	45	4.2
PRIVATE BUSINESS	45	4.2
GOVERNMENT BUSINESS	38	3.5
CANOEING	37	3.4
NATURE STUDY	28	2.6
OTHER	27	2.5
CONFERENCE	21	2.0
HISTORIC SITES	16	1.5
RESEARCH	13	1.2
NATIONAL PARKS	8	0.7
FISHING	8	0.7
HUNTING	3	0.3
TOTAL	1074	100.0

AMERICAN PARTIES		
TOURING	1841	49.8
FISHING	532	14.4
CAMPING	277	7.5
CANOEING	235	6.4
VISIT FRIENDS	193	5.2
PRIVATE BUSINESS	134	3.6
HUNTING	118	3.2
CONFERENCE	68	1.8
NATIONAL PARK	67	1.8
RESEARCH	56	1.5
NATURE STUDY	53	1.4
HIKING	39	1.1
OTHER	38	1.0
GOVERNMENT BUSINESS	27	0.7
HISTORIC SITES	14	0.4
SHOPPING	7	0.2
TOTAL	3699	100.0

Table 3-37 - Number of Visitor Nights in the NWT

The data gathered in this series of interviews suggest that all visitors spent a total 212,498 nights in the NWT. Almost half of those nights were spent in the Northern Frontier (48%), and Big River and West Arctic each accounted for 16% of all visitor nights. Visitors tend to stay in Baffin the longest at an average of 16 nights, which is followed by the Arctic Coast (15 nights), and the Western Arctic and Northern Frontier at 8 nights each.

TABLE3-37

NUMBER OF **NIGHTS PER DESTINATION REGION**
(Weighted)

DESTINATION REGION	NUMBER OF NIGHTS	%	AVERAGE NO. NIGHTS/REGION
NIGHTS IN BAFFIN	27,174	12.8	15.5
NIGHTS IN KEEWATIN	2,740	1.3	7.4
NIGHTS IN ARCTIC COAST	13,510	6.4	15.4
NIGHTS IN WESTERN ARCTIC	32,864	15.5	8.1
NIGHTS IN N. FRONTIER	102,752	48.4	8.4
NIGHTS IN BIG RIVER	33,458	15.7	5.1
TOTAL ALL REGIONS	212,498*	100.0%	8.9

* Some parties stayed in more than 1 region, this is reflected in the areas where visitors can easily move from region to region, such as Big River and Northern Frontier. Therefore, the average number of nights per region is likely lower than the average stay per party as indicated in Table 3-40.

Table 3-38 - Number of Visitor Nights by Mode of Transport

Three of the six travel regions in the NWT have both air and road access; Northern Frontier, Big River, and the Western Arctic. In all cases the average length of stay is less for car travelers than air. In the Western Arctic and Northern Frontier, air travelers account for the majority of visitor nights (72% and 59% respectively), while in Big River car travelers account for the majority (64%) of the total in that region.

TABLE 3 - 38

NUMBER OF **NIGHTS BY MODE**
(Weighted)

NIGHTS PER REGION	MODE OF TRANSPORT				
	AIR	%	CAR	%	TOTAL
WESTERN ARCTIC					
NIGHTS	23638	72.0	9226	28.0	32864
AVERAGE	14.2		3.9		8.1
NORTHERN FRONTIER					
NIGHTS	60908	59.3	41844	40.7	102752
AVERAGE	9.9		6.9		8.4
BIG RIVER					
NIGHTS	12038	36.0	21421	64.0	33459
AVERAGE	10.5		3.9		5.1

Table 3-39 - Number of Visitor Nights by Purpose of Visit

In all regions, business travelers tend to stay longer than vacationers, especially in the Arctic Coast, Western Arctic and Baffin regions where business travelers stay 2 to 4 times longer. Not only do business travelers stay longer but they also account for the majority of all visitor nights in most regions; only in Big River and the Northern Frontier do vacationers account for 75.4% and 60%, respectively.

TABLE3 - 39

NUMBER OF NIGHTS BY PURPOSE OF VISIT
(Weighted)

NIGHTS PER REGION	PRIMARY PURPOSE OF VISIT			
	BUSINESS	%	PLEASURE	%
BAFFIN				
NIGHTS	18372	68.2	8585	31.8
AVERAGE	21		10	
KEEWATIN				
NIGHTS	1445	52.7	1296	47.3
AVERAGE	8		7	
ARCTIC COAST				
NIGHTS	9746	72.2	3756	27.8
AVERAGE	25		8	
WESTERN ARCTIC				
NIGHTS	19215	59.3	13190	40.7
AVERAGE	19		4	
NORTHERN FRONTIER				
NIGHTS	40927	40.0	61493	60.0
AVERAGE	11		7	
BIG RIVER				
NIGHTS	8152	24.6	25016	75.4
AVERAGE	8		5	

% = percent of all visitor nights per region

Table 3-40 - Number of Visitor Nights by Origin

As Canadians account for the vast majority of travelers in the NWT, it is therefore logical that they also account for the majority of visitor nights. In fact, 85% of all visitor nights are spent by Canadians traveling in the NWT; Americans account for 10%, and overseas visitors 5%. It is interesting that overseas visitors stay almost as long as Canadians 9.6 versus 10.4 nights, respectively, while Americans stay an average of only 5.3 nights.

The regions which retain visitors for the longest stays are the Arctic Coast and Baffin Island. Keewatin and the Big River tend to have the shortest stays.

TABLE 3 - 40

NUMBER OF **NIGHTS PER ORIGIN**
(Weighted)

NIGHTS PER REGION	ORIGIN			
	CANADA	USA	OVERSEAS	TOTAL
BAFFIN				
NIGHTS	24,098	1,379	1,553	27,028
AVERAGE	17	8	13	
PERCENT	89.2%	5.1%	5.7%	
KEEWATIN				
NIGHTS	2,030	618	92	2,740
AVERAGE	8	8	4	
PERCENT	74.1%	22.6%	3.4%	
ARCTIC COAST				
NIGHTS	11,472	1,567	471	13,510
AVERAGE	17	10	12	
PERCENT	84.9%	11.6%	3.5%	
WESTERN ARCTIC				
NIGHTS	25,714	3,671	3,416	32,801
AVERAGE	10	4	7	
PERCENT	78.4%	11.2%	10.4%	
NORTHERN FRONTIER				
NIGHTS	90,031	9,672	2,996	102,699
AVERAGE	9	5	10	
PERCENT	87.7%	9.4%	2.9%	
BIG RIVER				
NIGHTS	25,888	4,728	2,413	33,059
AVERAGE	5	4	10	
PERCENT	78.4%	14.3%	7.3%	
TOTAL %	84.6%	10.2%	5.2%	100%
WEIGHTED AVERAGE # NIGHTS/PARTY	10.4	5.3	9.5	9.6

Table 3-41 - Type of Accommodation By Region

The weighted average length of stay in all types of accommodations is 9.4 nights per party trip. As in previous studies, the "other" accommodations proved to be the ones which supported the longest stays per trip at 14.2 nights. This is presumably accommodation which provides lodging for work related purposes. Homes appear to be the most common overall type of accommodation with 35% of all nights, and camping is second most frequent with 27% of nights.

Each region appears to have a type of accommodation which supplies the majority of lodging. Baffin is the only region in which hotels supply the highest number of nights. In Keewatin, Arctic Coast, Western Arctic and Big River camping is most frequent, while in the Northern Frontier private homes provide most of the accommodations.

The Baffin region consistently supports the longest stays for all accommodation types except camping and other, while the Arctic Coast generally has the longest average stays of 22 nights. This latter value is very high and is due to the long camping trips and long stays in "other" accommodations.

TABLE 3 - 41

TYPE OF ACCOMMODATION BY REGION
(Weighted)

	PRIMARY ZONE DESTINATION							
	BAFFIN	KEEWATIN	ARCTIC COAST	NORTHERN FRONTIER	WESTERN ARCTIC	BIG RIVER	TOTAL	%
NIGHTS IN HOTELS								
TOTAL	12396	479	1392	16925	6414	5207	42813	19.8
AVERAGE	16.0	2.7	5.6	4.3	6.4	4.3	5.8	
NIGHTS IN LODGES								
TOTAL	2226	320	301	7519	226	1980	12572	5.8
AVERAGE	14.3	6.4	6.4	11.8	5.2	10.9	11.3	
NIGHTS IN HOMES								
TOTAL	6643	370	1463	51507	5552	9442	74977	34.6
AVERAGE	14.9	6.5	9.6	11.4	11.2	7.5	10.8	
NIGHTS CAMPING								
TOTAL	4671	566	5547	22844	9267	14517	54712	26.5
AVERAGE	12.6	17.5	26.0	6.3	4.9	6.9	7.0	
NIGHTS IN OTHER ACCOMMODATIONS								
TOTAL	2779	218	5180	11481	6111	3040	28809	13.3
AVERAGE	10.0	25.5	26.8	12.3	11.3	11.3	14.2	
TOTAL	28715	1953	13883	110276	27570	34186	216583	100.0
WEIGHTED AVERAGE	14.5	10.9	22.0	9.4	9.4	7.3	9.4	

Table 3-42 - Type of Accommodation By Mode of Transport

The most common type of accommodation for air travelers are private homes (34%) and hotels (23%). The most common forms of accommodation for car travelers are camping (43%) and private homes (37%).

The fact that air travelers tend to stay longer than car travelers is again evident as shown by the average stay of 13.1 nights versus 5.9 nights, respectively.

It is interesting that while only 17% of all air visitor nights are spent camping, the average stay is quite long at 16.2 nights.

TABLE3-42

TYPE OF ACCOMMODATION BY MODE OF TRANSPORT
Weighted)

TYPES OF ACCOMMODATION	MODE OF TRANSPORT			
	BY AIR	%	BY CAR	%
HOTELS				
NIGHTS	32103	22[illegible]	10763	13.9
AVERAGE	6.5		4.3	
LODGES				
NIGHTS	10646	7.6	1926	2.5
AVERAGE	14.4		5.1	
HOMES				
NIGHTS	47135	33.7	28282	36.7
AVERAGE	13.8		8.0	
CAMPING	24019	17.2	33449	43.4
NIGHTS	16.2		4.9	
AVERAGE				
OTHER ACCOMMO-DATIONS				
NIGHTS	26088	18.6	2720	3.5
AVERAGE	16.8		5.8	
TOTAL	139991	100.0	77140	100.0
WEIGHTED AVERAGE	13.1		5.9	

Table 3-43 - Types of Accommodation by Origin of Visitors

Canadian and overseas visitors spend an average of 10 nights in the NWT per visit, whereas Americans spend an average of **only** 5 nights. Canadians **and** overseas visitors also spend most nights in private homes, 38% and 41%, respectively. Americans spend 64% of all nights camping and, at an average of 5.9 nights, they spend more time in camps than at any other type of accommodation.

TABLE 3 - 43

TYPES OF **ACCOMMODATION BY ORIGIN** OF VISITORS
(weighted)

ACCOMMODATION (nights)		ORIGIN OF VISITORS					
		CANADA	**%**	**U.S.A.**	**%**	OVERSEAS	%
HOTELS	Total	38141	20.6%	3679	16.8%	887	9 .4%
	Average	6.5		2.9		3.1	
LODGES	Total	10210	5.5	1946	8.9	416	4.4
	Average	15.5		5.1		5.7	
HOMES	Total	70203	37•9	1290	5.9	3891	41.4
	Average	11.1		3.7		16.8	
CAMPING	Total	39370	21.3	13949	63.5	3678	39.1
	Average	7.5		5.9		6.2	
OTHER	Total	27168	14.7	1083	4.9	532	5.7
	Average	15.8		4.6		8.7	
TOTALS		.85092	100.0	21947	100.0	9404	100.0
WEIGHTED AVERAGES		10.3		5.1		10.4	

Table 3-44 - Types of Accommodation by Origin and Purpose of Visit

Of all visitors who choose hotels for accommodation, most (75%) are Canadian business travelers, staying an average of 9 nights. Of all stays in lodges, the majority (66%) are spent by Canadian business travelers, staying an average of 35 nights: and 15% are spent by American pleasure travelers staying an average of 5 nights. of all nights spent in private homes, most (64%) are by Canadian pleasure visitors, staying an average of 9.1 nights. Of all those visitors camping, most (43%) are Canadian pleasure travelers, 26% are Canadian business travelers and 24% are American pleasure visitors. Finally, of all nights spent in other types of accommodation, 84% are spent by Canadian business travelers.

TABLE3 -44

TYPES OF ACCOMMODATION BY ORIGIN AND PURPOSE OF' VISIT (weighted)

ACCOMMODATION (nights)		CANADA		U.S.A.		OVERSEAS	
		Business	Pleasure	Business	Pleasure	Business	Pleasure
HOTELS	Total	31323	6697	360	3397	123	753
	Average	9.0	2.9	3.7	2.9	1.9	3.5
	%	73.6%	15.7%	0.8%	7.8%	0.3%	1.8%
LODGES	Total	8161	1913	50	1896	119	297
	Average	35.1	4.6	7.0	5.0	2.9	9.5
	%	65.6%	15.4%	0.4%	15.2%	1.0%	2.4%
HOMES	Total	21705	48239	54	1236	629	3262
	Average	21.2	9.1	1.7	3.9	26.8	15.7
	%	28.9%	64.2%	0.1%	1.6%	0.8%	4.3%
CAMPING	Total	14712	24489	81	13848	334	3344
	Average	21.2	5.4	4.8	5.9	10.3	6.0
	%	25.9%	43.1%	0.1%	24.4%	0.6%	5.9%
OTHER	Total	23859	3188	351	694	83	385
	Average	20.0	6.2	14.6	3.4	6.3	8.6
	%	83.5%	11.2%	1.2%	2.4%	0.3%	1.3%
TOTALS	Nights	99760	84526	896	20981	1288	8041
Weighted	Avgs	18.6	7.3	8.1	5.1	16.6	10.0

Table 3-45 and 3-45a - Tourism Expenditures by Region Visited

The following tables provide average and total projected tourism expenditures. All tables providing data on expenses indicate the amount spent per travel party.

A total of $53.7 million was spent by visitors to the NWT on various tourism expenditures, at an average of $2,362 per party.

The Northern Frontier captures the largest percentage of all tourism expenditures, for a total of almost $25 million, followed by the Big River ($12.6 million) and the Western Arctic ($87.3 million).

In the Arctic Coast, transportation, travel tours and other expenses, are all exceedingly high, relative to other regions. There are several very high expenses reported which dramatically affect averages. One respondent reported spending $40,000 and two others spent $15,000 each on transportation in the Arctic Coast. These high values may be due to aircraft rental or other unusual expenses, but certainly raise average expenditures significantly.

The 'Package Tour' expenditures are not included in regional totals, because it is assumed that these expenses were incurred outside of the NWT. However, it may be valid to ascribe a percentage of tour costs to regional and territorial totals. Tours within the Baffin region are the most expensive, followed by those to the Arctic Coast and Keewatin.

TABLE 3-45

AVERAGE TOURISM EXPENDITURES BY REGION VISITED
(Weighted) ($'s)

EXPENDITURES ($)	BAFFIN	KEEWATIN	ARCTIC COAST	NORTHERN FRONTIER	WESTERN ARCTIC	BIG RIVER	TOTALS
TRANSPORTATION A	816	821	2,517	334	436	689	528
MEALS A	313	267	762	206	191	146	216
ACCOMMODATIONS A	537	470	745	431	266	220	379
SOUVENIRS A	365	249	157	207	161	99	188
TOURS A	364	238	1,017	356	458	745	471
OTHER ITEMS A	181	875	1,126	525	589	757	581
TOTAL EXP'S A	2,576	2,920	6,324	2,059	2,101	2,656	2,362
PACKAGE TOURS A	3,153	2,876	2,994	1,499	1,949	1,263	1,927

TABLE 3-45a

TOTAL TOURISM EXPENDITURES BY REGION VISITED
(Weighted) ($000's)

EXPENDITURES ($)	BAFFIN	KEEWATIN	ARCTIC COAST	NORTHERN FRONTIER	WESTERN ARCTIC	BIG RIVER	TOTALS
TRANSPORTATION A	1,306	216	1,689	4,001	1,519	3,262	11,994
MEALS A	501	70	511	2,468	665	691	4,907
ACCOMMODATIONS A	860	124	500	5,163	927	1,042	8,615
SOUVENIRS A	584	65	105	2,480	561	469	4,265
TOURS A	583	63	682	4,265	1,596	3,528	10,716
OTHER ITEMS A	290	230	756	6,289	2,052	3,584	13,201
TOTAL EXP'S A	4,124	768	4,243	24,665	7,320	12,576	53,696
PACKAGE TOURS A	964	379	243	1,084	546	539	3,756

Table 3-46 - Tourism Expenditures by Mode of Transport

Both air and car travelers spend the largest proportion of their travel expenditures on transportation (29% and 13%, respectively). Air travelers, however spent an average of over 4 times what car passengers did on transportation, $954 versus $222. In fact, air travelers spend more than car travelers in all categories, and generally spend almost twice as much in total. In aggregate, air travelers spend more than car travelers even though they only represent about 40% of all visitors.

Travelers were asked about package tours purchased outside the NWT. The average package tour cost for air travelers is $2,388 and $918 for car visitors. A full 85% of all package tours involve air travel.

TABLE 3 - 46

TOURISM EXPENDITURES BY MODE OF TRANSPORT
(Weighted)

EXPENDITURES ($)		BY AIR	%	BY CAR	%
TRANSPORTATION	Average	954	28.5	222	12.9
MEALS	Average	284	8.5	139	8.1
ACCOMMODATIONS	Average	507	15.2	254	14.8
SOUVENIRS	Average	244	7.3	159	9.3
LOCAL TOURS	Average	754	22.6	351	20.5
OTHER ITEMS	Average	600	17.9	590	34.4
TOTAL	Average	3343	100.0	1715	100.0
AGGREGATE TOTALS		29,850,000		23,846,000	

Table 3-47 - Tourism Expenditures by Origin and Purpose of Visit

Business travelers, for the most part, tend to spend substantially more money while traveling than pleasure visitors. This is especially true for transportation, meals and accommodations. In fact, approximately half of all money spent on those three items in the NWT is spent by Canadians on business. It is however, interesting that American business and pleasure travelers have similar total averages.

On the other hand, pleasure travelers tend to spend more money on souvenirs, tours and 'other' expenditures, than those on business. Canadian visitors on vacation buy 63% of all souvenirs and 53% of all local tours. The highest proportion of expenses generally goes towards transportation for all groups.

TABLE3-47

AVERAGE EXPENDITURES BY ORIGIN AND PURPOSE OF VISIT
(Weighted)

EXPENDITURES ($)	CANADA		U.S.A.		OVERSEAS	
	Business	Pleasure	Business	Pleasure	Business	Pleasure
TRANSPORTATION	1038	259	1276	413	2088	301
% of Total	53.0%	25.5%	1.6%	16.2%	1.1%	2.5%
MEALS	321	165	231	132	1041	137
% of Total	46.3%	39.6%	0.9%	8.9%	1.9%	2.4%
ACCOMMODATIONS	564	299	431	250	161	120
% of Total	53.0%	31.7%	1.2%	12.4%	0.2%	1.5%
SOUVENIRS	184	205	121	166	785	129
% of Total	18.4%	62.9%	0.2%	12.5%	2.8%	3.0%
TOURS	138	403	120	745	- -	240
% of Total	1*9%	52.7%	0.1%	42.2%	- -	3.2%
OTHER ITEMS	327	645	298	856	608	808
% of Total	10.6%	62.1%	0.2%	21.6%	0.8%	4.7%
TOTAL	2,482	1,976	2,477	2,562	4,683	1,535
PACKAGE TOURS	2015	1562	1500	2270	1700	2583
% of Total	18.8%	39.7%	0.3%	31.1%	1.8%	8.2%

Table 3-53 - Sources of Travel Information by Origin of Trip

When examining information sources by origin, 47% of Canadians obtained most of their travel information from friends. A total of 47% of Americans and 43% of overseas visitors got their information from tourism associations and TravelArctic. It is also interesting that friends supplied a large percentage of information to non-Canadian visitors.

TABLE 3-53

SOURCES OF TRAVEL INFORMATION BY ORIGIN OF TRIP
Weighted)

INFORMATION SOURCE	CANADA		U.S.A.		OVERSEAS	
	Parties	Percent	Parties	Percent	Parties	Percent
Friends	2,949	18.2%	447	12.9%	134	13.3%
NWT Friends	4,595	28.4	300	8.7	131	13.0
Other tour assoc'n	1,667	10.3	660	19.1	154	15.3
TravelArctic pub'n	1,294	8.0	528	15.2	132	13.1
TravelArctic	961	5.9	428	12.4	84	8.3
Other publication	526	3.3	214	6.2	61	6.1
Travel agent	539	3.3	117	3.4	88	8.7
Television	150	0.9	50	1.4	215	21.4
Other	3,483	21.5	720	20.8	8	0.8
TOTALS	16,164	100.0%	3,464	100.0%	1,007	100.0%

Other sources of information included previous trips, and information through employers or business associates. Both road and air travelers were likely to have been to the NWT on previous trips, however, air travelers were much more likely to learn about the NWT through their employers or colleagues. Air travelers were also more likely to head north without any previous research. The MilePost publication was Identified as a major source of information for visitors traveling by road.

Table 3-54 - Rating of Travel Information by Origin

It is notable that all information sources received very high average ratings from visitors of all origins. The lowest ratings were those provided by Americans regarding travel agents and also those given to television programs by overseas visitors. It is interesting that Americans, on the other hand, gave television programs the highest ratings.

TravelArctic sources are divided into 2 categories: publications and ads. This enables an assessment regarding how well these are received. All visitors, especially Americans, gave TravelArctic advertisements and information very high ratings.

TABLE3 -54

RATING OF TRAVEL INFORMATION BY ORIGIN OF VISITOR

(Actual)

INFORMATION SOURCE	AVERAGE RATINGS		
	CANADA	U.S.A.	OVERSEAS
Friends	4.2	4.2	4.3
NWT Friends	4.2	3.9	4.1
TravelArctic publication	4.3	4.4	4.2
TravelArctic ads	4.5	4.6	4.4
Travel agent	4.0	3.6	4.1
Other publication	4.4	4.3	4.7
Other tour assoc'n	4.4	4.3	4.3
Television	4.1	4.7	3.0
Other	4.1	4.4	4.0

Table 3-55 - Willingness to Return and Expectations

These data are presented in unweighed form. They represent the willingness of respondents to return to the NWT, and whether or not their expectations were met.

An overwhelming 95.1% of respondents stated that they would be willing to return to the NWT. Similarly, 96% of respondents stated that their expectations were either exceeded or met.

These data indicate a high degree of satisfaction with the respondents' visits to the Arctic.

TABLE3-55

WILLINGNESS TO **RETURN** AND EXPECTATIONS
(Actual)

QUESTION	RESPONSE	NO. PARTIES	PERCENT
Would you consider another trip to NWT?	Yes	1,882	95.1
	No	96	4.9
How well were your expectations met?	Exceeded	683	34.6
	Met	1,213	61.3
	Not Met	82	4.1

Note: Cross-tabultions by mode of transport, purpose of trip, destination region and origin of visitor revealed no significant variations in responses.

Table 3-56 - Most Interesting Travel Features

The question regarding the most interesting features of the NWT was 'open-ended' and, thus, elicited a wide array of responses. Some respondents mentioned more than one feature, they were, therefore, coded into two variables (first and second mention) which were later recoded into a 'multi-group response' variable. This means that the data indicate how many parties believe that specific feature is interesting, therefore the percentages total more than 100.

The responses were coded into 38 different categories, and weighted to represent all visitors to the NWT.

A total of 60.8% of all visitors believe the landscape and scenery of the Arctic is the most interesting feature. This feature is followed by the people (23.1%), the culture and architecture (13.7%), fishing and hunting (11.5%), and nature and the wilderness (8.7%). The rank order of these most features remains relatively constant regardless of whether the data are aggregate or crosstabulated by mode of transport, purpose or origin.

TABLE 3 - 56

MOST INTERESTING TRAVEL FEATURES
(Weighted)

	TRAVEL FEATURE	NO. PARTIES	% OF PARTIES
ENVIRONMENT	Landscape/Scenery	11,643	60.80
	Nature/Wilderness	1,672	8.7
	Open space/Peace	1,241	6.5
	Wildlife/Botany	1,186	6.2
	Clear Air/Clean Water	531	2.8
	Parks	236	1.2
	Coming of Spring	69	0.4
	Picnic Areas	54	0.3
	Environmental Sensitivity	108	0.6
	Mosquitoes	153	0.8
ACTIVITIES	Fishing/Hunting	2,193	11.5
	Hiking/Camping	190	1.0
	DogSledding	55	0.3
	Rafting/Canoeing	38	0.2
	Golfing	25	0.1
	Skidooing	4	--
CULTURE	People	4,432	23.1
	Culture/Architecture	2,617	13.7
	Atmosphere/Lifestyle	432	2.3
	Uniqueness	43	0.2
	Adventure	13	0.1
	Jamboree	24	0.1
TRANSPORTATION	Transportation System	250	1.3
	Tours	192	1.0
	Flights	97	0.5
	Drive	79	0.4
	Inuvik Airport	8	--
	Ferry Ride	8	--
EMPLOYMENT	Business/Job Opportunities	133	0.7
	Industry	122	0.6
	Medicine	8	--
ENTERTAINMENT	Food	69	0.4
	Bars	29	0.2
OTHER	No Sales Tax	20	0.1
	Numerous Brochures in French	13	0.1
	Baker Lake Cemetery	8	--
	Ice Break-Up	4	--
	Trap Lines	2	--

Table 3-57 - Summary of Improvements Most Frequently Cited by Visitors

These data are multiple responses to a general question, and represent how many visitors felt each item was important.

The most frequently-mentioned improvement was the need to pave roads and control road dust. This was mentioned more often by pleasure and car travelers in the Northern Frontier and Western Arctic, but was also a concern of other travelers. Other frequently-mentioned improvements included upgraded transportation facilities, improved restaurant and food services, and the reduction of prices.

These responses have been weighted to represent all visitors and are cross-tabulated by mode of transport, purpose of trip and origin of visitor. The most frequently-mentioned improvements of each group are summarized below, and the detailed tables presented in Appendix E.

TABLE 3 - 57

SUMMARY OF IMPROVEMENTS MOST FREQUENTLY CITED BY VISITORS
(Weighted)

AGGREGATE	
RANK ORDER	IMPROVEMENT
1	Improve/pave roads, reduce dust and gravel
2	Reduce prices
3	Improve transportation facilities and services
4	Provide more campgrounds
5	Clean-up litter/washrooms
6	Improve hotels

BY MODE OF TRANSPORT		
RANK ORDER	AIR	CAR
1	Reduce prices	Pave roads/reduce dust
2	Improve hotels	Provide more campgrounds
3	Improve transportation services	Improve transportation services
4	Pave roads/reduce dust	Clean-up litter/washrooms
5	Tourism education for staff	Control bugs
6	Improve communications	Reduce prices

BY ORIGIN			
RANK ORDER	CANADA	U.S.A.	OVERSEAS
1	Pave roads	Pave roads	Improve communications
2	Reduce prices	Reduce prices	More campgrounds
3	Improve transport	Improve transport	Reduce prices
4	More campgrounds	Improve communications	Pave roads
5	Clean-up Litter	Control bugs	Control bugs
6	Control bugs	More tours	Improve hotels

4.0 IMPLICATIONS OF THE ANALYSIS

The data collected in this survey provide some useful insights into the travel patterns of visitors to the NWT, particularly with respect to the following:

- Types of Travelers
- Trip Characteristics
- Levels of Satisfaction
- Most Interesting Features
- Most Needed Improvements

4.1 Types of Travelers

The NWT is physically, culturally, and ecologically diverse, and therefore, it attracts a diversified base of visitors, each with their own expectations, and reasons for traveling to the North. This makes it difficult to draw generalized conclusions about travelers at large, but travelers can be categorized based on their primary purpose of traveling, and origins.

Primary Purpose of Visit and Origins

The questionnaire specified five different purposes for visiting the NWT, namely: vacation, business, visiting friends and family, employment, and personal. Of all visitors to the NWT in 1989, approximately one-half were on vacation. Vacationing visitors are thus the single largest group of travelers, and while not homogeneous in terms of characteristics, they can be targeted, in terms of marketing strategies.

Vacationing visitors come from all parts of the globe, but the vast majority are Canadian and American. While there are about twice as many Canadian vacationers as American, almost 90% of all American visitors are on a vacation. On the other hand, Canadian travelers tend to have more diversified reasons for coming to the NWT, 40% are on vacation, 35% are working or on business, and 20% are visiting friends and relatives. This is not surprising, since Canadians are much more likely to have friends or relatives to visit, and have more reasons to travel in the NWT on business.

Overseas visitors are not as easily categorized as Canadians or Americans, because the sample size is much smaller, and they are a far more diverse group, emanating from literally dozens of countries. Of all overseas visitors, the largest proportion appear to come from the industrialized countries of Europe; Germany, Great Britain, Italy, and Switzerland. Australia and Japan may also represent promising target markets.

While the origins of overseas visitors are very diverse, the reason for traveling is almost universally for vacation purposes, as indicated by 95% of our sample. This means that while the marketing approach may vary from one country to another, the general message can be very similar.

Business travelers are important to the NWT as they tend to spend more money per day than vacationers and stay longer. Interestingly, many business travelers report that they obtained their travel information from their employers. This implies that efforts to encourage business travelers to extend their stay or to combine their trip with a pleasure segment should be focused on the business community, primarily in Canada.

4.2 Trip Characteristics

Three categories of trip characteristics stand out as requiring some additional elaboration, namely:

- mode of transport;
- destinations; and
- activities undertaken.

4.2.1 Mode of Transport

The mode of transport appears to be more heavily influenced by the purpose of the trip than it is by the visitor's origin, with only two exceptions. Visitors from all origins, except Quebec and Ontario, will be more likely to drive to the NWT than to fly. It may be surprising that even overseas travelers are more likely to drive to the NWT than to fly. Presumably, they would use rented cars, but it is not known where the point of rental is, though Edmonton would appear to be the most logical origin. It must, however, be pointed out that this result is largely dependent on the weighting of the data and the estimates of the total number of cars traveling out of the NWT at the Alberta border.

It is clear, however, that the mode of travel is predictable based on purpose of the trip. A total of about 90% of all business visitors will fly to the NWT regardless of origin. In fact, many cross-tabulations revealed very few differences between air and business travelers. Vacationers, on the other hand, tend to arrive by automobile 70% of the time.

4.2.2 Primary Destinations

The Northern Frontier is the most common destination for most visitors regardless of origin, except for Quebecers who tend to travel to Baffin, and Yukon residents who prefer Big River. The Western Arctic and Big

River regions are generally equally popular, followed by Baffin, Arctic Coast and Keewatin. The most common communities in rank order are: Yellowknife, Inuvik, Hay River, Iqaluit, Fort Providence, Fort Smith, Fort Simpson, Norman Wells, Tuktoyaktuk, Fort Rae, and Cambridge Bay. Together, these 11 communities are the primary destinations of almost 85% of all visitors. Almost 50% of all visitors will travel to Yellowknife as the primary community destination.

If the objective is to distribute tourists to other regions and communities, then efforts should be made to promote the more remote communities as tourism destinations. While there are many visitors who list more remote locations such as Thubin Lake, Kakisa or Snowdrift as primary destinations, they are a small minority. It is evident that tourists want some facilities, accommodations, and other amenities while on holiday. It must be kept in mind that this survey did not capture the tourists who travel to remote fly-in lodges, camps and other destinations. This information may be most easily obtained from the operators of such facilities or from charter operators.

4.2.3 Primary Activities

The survey gathered information about activities in two different ways. Firstly, it elicited responses about primary activities, and secondly, it asked about participation in a list of activities.

In aggregate, the most common primary activities are touring, visiting friends and relatives, business, fishing and camping. The most common general activities are touring, visiting historic sites, shopping, visiting friends and relatives, fishing, camping and hiking. However, it is most useful to examine these primary and secondary activities by purpose and origin.

The most common primary activities for pleasure travelers are touring, visiting friends, fishing, camping and canoeing. It is interesting to note that most visitors also did some shopping, and almost half visited historic sites. Therefore, it appears that many travelers avail themselves of opportunities to participate in spontaneous activities as they arise.

There was a trend among business travelers to include pleasure activities as part of their trip. The three most common primary activities for business visitors are private or government business and conferences, but the next most common one is fishing. Therefore it is evident that many business travelers take the time to squeeze in some fishing while they are in the North.

It is also useful to examine the most common primary activities by origin of visitor. The most common activities (in rank order) for Canadians are visiting friends, touring, business and fishing. For Americans the most common ones are touring, fishing, camping and canoeing. Overseas visitors prefer touring, visiting friends, camping and hiking. This implies that efforts focused on encouraging Americans to come to NWT should emphasize the outdoor activities of fishing, camping and canoeing or kayaking. Similarly, overseas efforts should focus on camping or hiking.

4.3 Levels of Satisfaction

The survey asked respondents several questions which provide useful insights into the degree of satisfaction with their visit to the NWT. Approximately 95% of all visitors indicated a willingness to return to the NWT and had their pre-trip expectations met or exceeded. These responses in themselves indicate a very high degree of satisfaction with the travel experience. However, in addition to these questions, the visitors rated facilities in their primary destinations. These ratings were then cross-tabulated by region, community and purpose of visit to obtain ratings for hotels, restaurants, transportation facilities, shopping and tours in both general and specific destinations.

In the vast majority of cases, the ratings were very satisfactory. In fact, in regional destinations, all facilities in all regions received ratings which indicate reasonable satisfaction. The lowest overall ratinga were indicated for shopping in Keewatin and Big River. However, it is interesting that business travelers are universally more critical than their pleasure oriented counter-parts, as business visitors gave lower ratings in all categories.

When the ratings are cross-tabulated by community, similar results are achieved with six notable exceptions. The following communities received unsatisfactory ratings for some services and/or amenities:

- tours in Fort Providence and Norman Wells;
- shopping in Hay River, Fort Smith and Rankin Inlet; and
- transportation service in Fort Providence (perhaps dissatisfaction with the ferry).

The communities which received especially high ratings should also be noted:

- hotels in Fort Providence and Rankin Inlet;
- restaurants in Inuvik;
- transportation, tours and shopping in Tuktoyaktuk; and
- tours in Fort Simpson.

4.4 Most Interesting Features

According to visitors, the most interesting features of the NWT are the landscape and the people. These two features are mentioned most frequently by virtually all groups of respondents. This is consistent with previous studies, and is also universal for all regions. In Baffin, Northern Frontier and the Western Arctic, the third most popular feature is the culture and architecture. In Keewatin and the Arctic Coast the wildlife is the third most commonly mentioned feature, and in

Big River it's fishing, which also runs a close fourth in the Northern Frontier. When examining these features by place of origin, the landscape and people are again mentioned most frequently by Canadians and Americans. Overseas visitors mentioned landscape and wilderness most frequently. The third most popular features are: architecture for Canadians, fishing for Americans and the people for overseas visitors.

These findings appear to imply that the current strategy of supplying posters featuring the landscape, wilderness and the people is appropriate.

4.5 Most Needed Improvements

When comparing the responses received in this year's survey with those of previous years, it is obvious that some improvements have been implemented. Notably, previous surveys mentioned items such as improving communications, improving hotels and cleaning up litter as important changes. This time, the most commonly mentioned are recommendations for paving roads and reducing dust and gravel, reducing prices, improving transportation facilities and providing more campgrounds. While there are some variations based on mode of transport, destination Region and origin of visitor, these general improvements appear to be desired by the majority of visitors.

4.6 Recommendations

Overall levels of satisfaction are very high for all travelers to the NWT though visitors traveling for pleasure purposes were generally more satisfied with their experience than those traveling on business. This is likely related to business travelers' expectations for convenience and levels of service comparable to destinations in southern Canada. While satisfaction is high, there is room for improvement in some areas. Based on the foregoing analysis and on comments provided by respondents, the following recommendations are advanced.

1) Many tourists will come to the NWT by reed. It is still the preferred mode of transport for flexibility, ability to carry equipment and supplies and reduced costs. The most commonly mentioned improvement is to pave the reeds and reduce airborne dust and gravel. Where paving is not possible, more frequent dust control measures would be desirable.

2) Responses in this survey imply that improvements to facilities, hotels and restaurants have been made recently. However, many visitors are still complaining of high prices. This is not uncommon, tourists always want lower prices. However, due to the seasonal nature of travel in the NWT, the long distances from sources of supply and climate, high prices are inevitable in the North. Nevertheless, operators should be made aware that higher prices will affect repeat visitation, snd efforts should be made to keep prices reasonable. Visitors should be informed at the outset that prices are higher than in the south, and they should be told the reasons.

3) Many regions of the NWT depend completely on air travel for access to the region. Therefore airports, and ancillary services and facilities provide a very important first impression for many visitors. This impression should be as positive as possible, and efforts should be made to improve airport terminal areas.

Supporting transportation services, such as mini-buses, taxis and car rental availability should be enhanced, to the extent that the overall impression and reliability is improved. Other improvements include scheduling flights for easier connections, ensuring that notice of canceled flights is given as soon as possible and alternative arrangements suggested, and making general improvements in the transportation facilities which cater to tourists.

4) Because vehicle travel is also very important to the NWT, many visitors intend on camping while visiting. In fact, many American and overseas visitors come to the NWT expressly to go camping. To this end, it may be appropriate to increase the number of campsites and campgrounds which are available even near those communities not accessible by road.

5) A continuing effort to improve the general appearance of many communities is still appropriate, even though it is obvious that improvements have been made recently. Visitors suggested that these improvements should take the form of reducing litter, construction debris, etc.

5.0 CRITIQUE OF METHODOLOGY

5.0 CRITIQUE OF METHODOLOGY

In conducting this study the collection of data was more successful than it has been in previous similar efforts. This can partially be attributed to the assistance and involvement of the visitor and travel associations throughout the NWT. Because of their assistance, we achieved a reasonable sample size in all locations, and exceptional samples in Yellowknife, Ft. Providence, Inuvik, Ft. McPherson and Iqaluit.

5.1 Survey Design

The questionnaire used in this survey was a refinement of the one used in the Baffin Region in 1988. The changes which were made enabled the conduct of a more detailed series of analyses. However, a few additional refinements appear to be in order.

- The forms still do not adequately deal with tour groups. While modifications to improve this aspect were incorporated, it is difficult to ensure that the surveyors get responses from personal travel parties only, not large travel groups. This is a methodology improvement which is difficult to enforce.

- The questionnaire should still be shortened if possible. This can be accomplished by combining questions and by asking more 'open--ended' questions. Regarding questions about primary and secondary activities, sources of information, length of stay and ratings of facilities in various locations, it was obvious that the response rate for questions at the end of the survey was less than that for questions at the beginning. This was likely because people were becoming impatient or had to rush to catch the plane.

- Information regarding mode of travel, primary and secondary destination, should be explicitly gathered. Assumptions were made regarding mode of travel rather than asking the visitor. For example, highway surveyors only contacted those vehicles with out-of-territory plates. This may have resulted in under sampling of visitors traveling with NWT residents or utilizing vehicles rented in the NUT.

- The questions which rated facilities in all regions visited should be eliminated. Very few responses were received and no analysis was possible due to the high non-response rate.

5.2 Survey Delivery

The delivery of the surveys was quite successful due to an ongoing presence and involvement of the travel and visitor associations. If possible, other survey locations should be planned such that similar involvement from a local group can be elicited. This year Acres followed its recommendations from previous surveys regarding the interviewing and hiring of surveyors. The result was promising in most regions.

As a next effort, tour operators, remote lodges, outfitters, guides and other local people involved in expeditions or tours, should perhaps be surveyed. These individuals will provide different information than the tourists themselves, however, useful data can still be gathered. An incentive to assist may also be required since these people are quite busy and may be unwilling to cooperate without it. Care must also be taken to avoid asking questions which the operators may see as sensitive or confidential.

5*3 Statistical Reliability of Sample

The statistical reliability of the sample is very good. The surveyors met 665 flights, representing about one-third of all flights out of the NWT during the survey period. It was anticipated that we could capture 25% of all visitors but because of the abundance of local travelers and refusals, a 10.1% capture rate[1] was achieved. Table 5-1 details the data which were assembled from the Flight Passenger Counts and Daily Tally Sheets. A total of 10,612 visitors were approached, and over 5000 visitors are represented in the survey. Further analysis revealed that

---

1) Capture rate = $\frac{\text{Parties Represented (Air \& Road)}}{\text{Projected Parties (Air \& Road)}} \times 100$

$$= \frac{1{,}591 + 699}{10{,}877 + 11{,}803} \times 100 = \frac{2{,}290}{22{,}680} = 10.1\%$$

the majority of those not interviewed were local residents. While precise data regarding the breakdown between visitor and local travelers is unavailable, information from Daily Tally Sheets and the above data lead us to estimate that 50% of travelers are visitors from outside the Region and 50% are local travelers.

TABLE 5-1

CAPTURE RATES *

	AIR	CAR
Flights/Cars Met	665	1,834
Projected Total Flights/Cars	1,916	13,906
Projected Total Passengers Met	17,876	5,135
Visitors Interviewed	3,323	1,953
Parties Represented	1,591	699
Residents Approached/Counted	7,106	5,533
Visitors Approached/Counted	5,001	5,611
Projected Average/Flight/Car	27	2.8
Projected Parties	10,877	11,803
Capture Rate	14.6%	5.9%
TOTAL CAPTURE RATE	10.1% of all visitors	

* These data are from the tally sheets and flight passenger counts.

Based on the preceding data, it is possible to establish the statistical reliability of the sample. At a 95% confidence level, the standard error of the estimate is 1.3%. This measure of statistical reliability applies only when the data is considered as a whole, for questions which all respondents answered. When subsets of the data are considered, the statistical significance declines.

5*4 Conclusion

We feel that this survey represents a major improvement of past efforts. The process is rapidly being refined as we learn from past experiences and gain additional insight into the travel patterns of tourists in the NWT.

The high level of satisfaction attained by travelers to the NWT is gratifying to see. It is clear that progress has been made in better informing travelers of the nature and characteristics of the NWT before they arrive. This helps in forming well placed and appropriate expectations which can then be met or exceeded.

The NWT has a unique appeal to a different type of traveler and while there is room for improvement of services and facilities, it is clearly important to most tourists that the North retain its own special character, lifestyle and appeal. In the effort to promote additional tourism, care must be taken to protect this unique character, while still offering the tourists the type of facilities which will increase satisfaction and stimulate repeat business.

APPENDIX A

Survey Questionnaire

NWT VISITOR SURVEY

INTRODUCTION. This questionnaire Is designed to be completed by visitors who are leaving the Northwest Territories. If you are a NWT resident. or are not leaving the region you need not **complete** this form.

The purpose of this survey is to enable the Government of Northwest Territories to better serve visitors. Your assistance is greatly appreciated.

1. Date: ________________

2. Survey Location ________________________ Flight # ____________(If applicable)

3. How many people are in your travel party _________. (ONLY **ONE PERSON FROM EACH** PARTY **SHOULD COMPLETE THIS FORM.)**

4. How many separate households are in your travel party?

____

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)

Ontario	______	Maritimes	______
Quebec	______	Yukon	______
Manitoba	______	Other (specify)	
Saskatchewan	______	____________	
Alberta	______	____________	
British Columbia	______	____________	

6. What was the primary purpose of your trip to the NWT? [Read List and Check **one only**]

Business	Vacation	Personal	Visiting Family/Friends
Employment	Other	(SPECIFY) ____________	

7. which activities did You participate in while In the NWT? (READ LIST)

	YES	NO		YES	NO
a. Government Business			k. Canoeing/Kayaking/Rafting		
b. Private Business			l. Sailing		
c. Conference/Seminar			m. Nature Study		
d. Research			n. Camping		
e. General Touring			o. Fishing		
f. Visiting Friends/Relatives			p. Hunting		
g. Shopping for Crafts			q. Other (specify) ______		
h. Attending Festivals, Local Events					
i. Visiting Museums, Historic Sites					
j. Hiking/Climbing/Backpacking					

Which one of the previously mentioned activities formed the primary basis for your trip? (Identify by letter)

____

8. What was the primary destination of your trip within the NWT Region?

Community ______________________ Zone ______________________
(Show map if necessary)

9. How many nights did you spend in each of the following travel zones? (Show Map):

Baffin ______ Western Arctic ______ Region
Keewatin ______ Northern Frontier ______
Arctic Coast ______ Big River ______

10. During your stay in the NWT, how many nights did you spend in each of the following types of accommodation?

Hotels/Motels ______
Lodges ______
Private Houses ______
Camping ______
Other ______________________ ______

11. Excluding airfare to and from the NWT approximately how much did you and your travel party spend within the NWT on:

Transportation Within NWT $______ Souvenirs $______
Meals $______ Tours $______
Accommodation $______ Other $______

120 If your trip was bought as a 'package' what was the cost per person. S______ (Cdn)

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

______ times

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

______, ______
month year

15. Would you consider another visit to the NWT?

YES NO If no, why?

16. How did actual experiences during your visit compare with pre-trip expectations of the NWT?

Expectations Exceeded Expectations Met Expectations Not Met

17 On a five point rating scale (5 being excel lent and 1 being poor), how would you rate tourist facilities and services in areas you visited?

	Hotels	Restaurants	Transportation	Shopping	Tours
Primary Destination	______	______	______	______	______
Other Destinations (Please Specify)					
______	______	______	______	______	______
______	______	______	______	______	______
______	______	______	______	______	______
______	______	______	______	______	______
______	______	______	______	______	______

18. How would you rate travel brochures and other tourist Information on the NWT?

Excellent   Good   Satisfactory   Unsatisfactory   Poor

19. Please indicate where you got most of your information regarding the NWT? [CHECK ONE ONLY]

Friends/Relatives who had Visited the Region

Friends/Relatives who Live In the Region

Articles/Advertisements n Magazines/newspapers

- TravelArctic Ad/Article

- other Ad/Article

Travel Agent

TravelArctic

Other Tourism Association

Television Program

Other (specify) ______

20. How likely do you think you would be to recommend visiting the NWT to your family and friends?

Very Likely

Fairly Likely

Not Very Likely

Not at all Likely

Don't Know

21. What would you say are the most Interesting features of the NWT?

22. Do You have any particular comments about Your trip or recommendations regarding improvements to facilities and services?

23. Would You please provide an Indication of your family's total yearly Income?

Less than $20,000

$20,001 to $30,000

$30,001 to $40,000

$40,001 to $50,000

over $50,000

24. How many males and females of each age group are In your travel party.

	Under 20	20 to 30	31 to 40	41 to 55	over 55
Male					
Female					

APPENDIX **B**

Survey Schedule

SEPTEMBER INTERVIEW SCHEDULE
YELLOWKNIFE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2 CP660 17: 15 AC1952 19: 15 CP695 20: 20
3	4	5 CP660 17:25 AC1954 19:15	6 CP636 08:30 AC1954 09:30	7 1 .	8 CP636 08:30 AC1954 09:30 CP628 12:05 F7863 13:50	,3 CP636 08:30 AC1954 09:30
10 CP695 16:10 AC1952 17:30 CP660 19:55	11 CP660 17:25 AC1952 19: 15	12	13	14 CP636 08: 3(3 AC1954 09:30 CP628 12:05	15 F7863 13:50 AC1956 14:30	16

AUGUST I NTERVI EWSCHEDULE
YELLOWKNIFE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2 CP660 17:15 AC1952 19:15 CP695 21:20	3 CP628 12:05 AC1956 14:30 CP660 17:25	4	5
6	7	8 CP660 17:25 AC1954 19:15	9 CP636 08:30 AC1954 09:30	10	11 CP636 08:30 AC1954 09:30 CP628 12:05 F7863 13:50	12 CP636 08:30 AC1954 09:30
13 CP695 16:10 AC1952 17:30 CP660 19:55	14 CP660 17:25 AC1952 19:15	15	16	17 CP636 08:30 AC1954 09:30 CP628 12:05	18 F7863 13:50 AC1956 14:30	19
29	21	22 CP636 08:30 AC1954 09:30 CP628 12:05	23 CP628 12:05 AC1956 14:30	24 CP660 17:25 AC1952 19:15	25	26 CP660 17:25 AC1952 19:15 CP695 20:20
27 AC1954 09:30	28 AC1954 09:30 CP628 12:05 AC1956 14:30	29	30	31 CP628 12:05 AC1956 14:30 CP660 17:25		

JULY INTERVIEW SCHEDULE
YELLOWKNIFE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 CP660 17:25 AC1952 19:15 CP695 20:20
2 AC1954 09:30	3 AC1954 09:30 CP628 12:05 AC1956 14:30	4	5 CP660 17:15 AC1952 19:15 CP695 21:20	6 CP628 12:05 AC1956 14:30 CP660 17:25	7	8
9	10	11 CP660 17:25 AC1954 19:15	12 CP636 08:30 AC1954 09:30	13	14 CP636 08:30 AC1954 09:30 CP628 12:05 F7863 13:50	15 CP636 08:30 AC1954 09:30
16 CP695 16:10 AC1952 17:30 CP660 19:55	17 CP660 17:25 AC1952 19:15	18	19	20 CP636 08:30 AC1954 09:30 CP628 12:05	21 F7863 13:50 AC1956 14:30	22
23	24	25 CP636 08:30 AC1954 09:30 CP628 12:05	26 CP628 12:05 AC1956 14:30	27 CP660 17:25 AC1952 19:15	28	29 CP660 17:25 AC1952 19:15 CP695 20:20
30 AC1954 09:30	31 AC1954 09:30 CP628 12:05 AC1956 14:30					

JUNE INTERVIEW SCHEDULE
YELLOWKNIFE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 CP636 08:30 AC1954 09:30	2	3 CP660 17:25 AC1952 19:15 CP695 20:20
4 AC1954 09:30	5 AC1954 09:30 CP628 12:05 AC1956 14:30	6	7 CP660 17:15 AC1952 19:15 C: P695 21 : 20	8 CP628 12:05 AC1956 14:30 CP660 17 : 25	9	10
11	12	13 CP660 17: 25 AC1954 19: 15	14 CP636 08: 30 AC1954 09:30	15	16 CP636 08 : 30 AC1 '354 09: 30 CP628 1 2: 05 F7863 1 3 : 50	17 CP636 08 : 30 AC1 954 09: 30
18 CP695 16: 10 AC1952 1 7 : 30 CP660 19: 55	19 CP660 17: 25 AC1952 19: 15	20	21	22 CP636 08: 30 AC1954 09:30 CP628 12: 05	23 F7863 13 : 50 AC1956 14:30	24
25	26	27 CP636 08: 30 AC 1 '354 09 : 30 CP628 12: 05	28 CP628 1 2 : 05 AC 1956 14: 30	29 CP660 1 7: 25 AC 1952 19: 15	30	

MAY INTERVIEW SCHEDULE
YELLOWKNIFE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
14	15	16 CP636 08:30 AC1954 09:30 CP628 12:05	17 CP628 12:05 AC1956 14:30	18	19 CP660 17:25 AC 1952 19:15	20 CP636 08:30 AC1954 09:30 CP628 12:05
21 CP695 16:10 AC 1952 17:30 CP660 1'3:55	22 CP636 08:30 AC1954 09:30	23	24	25 CP660 17:25 AC1 952 19:15	26 CP628 12:05 F7863 13:50 AC 1956 14:30	27
28	29	30 CP628 12:05 AC1956 14:30	31 C: P660 17:25 AC1 952 19:15 CP695 21:20			

SEPTEMBER INTERVIEW SCHEDULE
RANKIN INLET

SUN UV A	MONDA A	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6 CP852 11:25 CP860 11:45	7 AC1963 14:50 CP856 15:25	8 CP852 11:25 CP866 12:30 AC1963 14:50	9
10 AC1963 21:00	11 AC1952 17:30 CP860 18:00 CP854 20:00	12 CP860 11:45 AC1963 14:50 CP856 15:25	13	14	15	16

AUGUST INTERVIEW SCHEDULE
RANKIN INLET

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 CF860 11:45 AC1963 14:50 CF856 15:25	2	3	4	5
6	7	8	9 CF852 11:25 CF860 1[illegible]:45	10 AC1963 14:50 CF856 15:25	11 CF852 11:25 CF866 12:30 AC1963 14:50	
13 AC1963 21:00	14 AC1952 17:30 CF860 18:00 CF854 20:00	15 CF860 11:45 AC1963 14:50 CF856 15:25	16	17	18	
29	21	22	23 CF854 20:00 CF866 20:45	24 CF860 11:45 AC1963 14:50 CF856 15:25	25 CF860 1[illegible]:00 CF854 20:[illegible]	
27 AC1963 2 :00	28 CF852 11:25 CF866 12:30 AC1952 17:30	29 CF860 11:45 AC1963 14:50 CF856 15:25	30	31		

JULYINTERV I EW SCHEDULE
RANK I N I NL ET

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 AC1963 21:00	3 CP852 11:25 CP866 12:30 AC1952 17:30	4 CP860 11:45 AC1963 14:50 CP856 15:25	5	6	7	8
9	10	11	12 CP852 11:25 CP860 11:45	13 AC1963 14:50 CP856 15:25	14 CP852 11:25 CP866 12:30 AC1963 14:50	15
16 AC1963 21:00	17 AC1952 17:30 CP860 18:00 CP854 20:00	18 CP860 11:45 AC1963 14:50 CP856 15:25	19	20	21	22
23	24	25	26 CP854 20:00 CP866 20:45	27 CP860 11:45 AC1963 14:50 CP856 15:25	28 CP860 18:00 CP854 20:00	29
30 AC1963 21:00	31 CP852 11:25 CP866 12:30 AC1952 17:30					

JUNE INTERVIEW SCHEDULE
RANKIN INLET

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 CP860 11:45 AC1963 14:50 CP856 15:25	2 CP860 18:00 CP854 20:00	3
4 AC1963 21:00	5 CP852 11:25 CP866 12:30 AC1952 17:30	6 CP860 11:45 AC1963 14:50 CP856 15:25	7	8	9	10
11	12	13	14 CP852 11:25 CP860 11:45	15 AC1963 14:50 CP856 15:25	16 CP852 11:25 CP866 12:30 AC1963 14:50	17
18 AC1963 21:00	19 AC1952 17:30 CP860 18:00 CP854 20:00	20 CP860 11:45 AC1963 14:50 CP856 15:25	21	22	23	24
25	26	27	28 CP854 20:00 CP866 20:45	29 CP860 11:45 AC1963 14:50 CP856 15:25	30 CP860 18:00 CP854 20:00	

MAYINTERVIEW SCHEDULE
RANK IN INLET

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
14	15	16	17 CP852 11:25 CP860 11:45	18 AC1963 14:50 CP856 15:25	19 CP852 11:25 CP866 12:30 AC1963 14:50	20
21 AC1963 21:00	22 AC1952 17:30 CP860 18:00 CP854 20:00	23 CP860 11:45 AC1963 14:50 CP856 15:25	24	25	26	27
28	29	30	31 CP854 20:00 CP866 20:45			

SEPTEMBER INTERVIEW SCHEDULE
CAMBRIDGE BAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 AC1952 16:45	2
3 CP695 14:05	4	5	6 AC1952 16:45 CP695 19:30	7	8 AC1952 16:45	9
10 CP695 14:05	11	12	13 AC1952 16:45 CP695 19:30	14	15 AC1952 16:45	16

AUGUST INTERVIEW SCHEDULE
CAMBRIDGE BAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2 AC1952 16:45 CP695 19:30	3	4 AC1952 16:45	5
6 CP695 14:05	7	8	9 AC1952 16:45 CP695 19:30	10	11 AC1952 16:45	12
13 CP695 14:05	14	15	16 AC1952 16:45 CP695 19:30	17	18 AC1952 16:45	19
29 CP695 14:05	21	22	23 AC1952 16:45 CP695 19:30	24	25 AC1952 16:45	26
27 CP695 14:	28	29	30 AC1952 16:45 CP695 19:30	31		

JULY INTERVIEW SCHEDULE
CAMBRIDGE BAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 CP695 14:05	3	4	5 AC1952 16:45 CP695 19:30	6	7 AC1952 16:45	8
9 CP695 14: 05	10	11	12 AC1952 16:45 CP695 19:30	13	14 AC1952 16:45	15
16 12 P695 14:05	17	18	19 AC1952 16:45 CP695 19:30	20	21 AC1952 16 45	22
23 CP695 14:05	24	25	26 AC1952 16:45 CP695 19:30	27	28 AC1952 16:45	29
30 C: P695 14:05	31					

JUNE INTERVIEW SCHEDULE
CAMBRIDGE BAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2 AC1952 16:45	3
4 I;P695 14:05	5	6	7 AC1952 16:45 CP695 19:30	8	9	10
11 P695 14:05	12	13	14 AC1952 16:45 CP695 19:30	15	16 AC1952 16:45	17
18 CP695 14:05	19	20	21 AC1952 16:45 CP695 19:30	22	23 AC1952 16:45	24
25 CP695 14:05	26	27	28 AC1952 16:45 CP695 19:30	29	30 AC1952 16:45	

MAY INTERVIEW SCHEDULE
CAMBRIDGE BAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
14 CP695 14:05	15	16	17 AC1952 16:45 CP695 19:30	18	19 AC1952 16:45	20
21 CP695 14:05	22	23	24 AC1952 16:45 CP695 19:30	25	26 AC1952 16:45	27
28 CP695 14:05	29	30	31 AC1952 16:45 CP695 19:30			

SEPTEMBER INTERVIEW SCHEDULE
MACKENZIE HIGHWAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 09:00 - 17:00	2 09:00 - 17:00
3	4 14:00 - 22:00	5 14:00 - 22:00	6 14:00 - 22:00	7	8	9
10	11	12	13 12:00 - 20:00	14 12:00 - 20:00	15 12:00 - 20:00	16

AUGUST INTERVIEW SCHEDULE
MACKENZIE HIGHWAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 12:00 - 20:00	2 12:00 - 20:00	3	4	5
6	7	8	9 09:00 - 17:00	10 09:00 - 17:00	11 09:00 - 17:00	12
13 14:00 - 22:00	14 14:00 - 22:00	15 14:00 - 22:00	16	17	18	1'3
29	21	22 12:00 - 20:00	23 12:00 - 20:00	24 12:00 - 20:00	25	26
27	28	29	30	31 09:00 - 17:00		

JULY I NTERV I EW SCHEDULE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FR I DAY	SATURDAY
						1
2	3	4	5 14:00 - 22:00	6 14:00 - 22:00	7 14:00 - 22:00	8
9 12:00 - 20:00	10 12:00 - 20:00	11 12:00 - 20:00	12	13	14	15
16	17	18 09:00 - 17:00	19 09:00 - 17:00	20 09:00 - 17:00	21	22
23	24	25	26	27 14:00 - 22:00	28 14:00 - 22:00	29 14:00 - 22:00
30	31 12:00 - 20:00					

JUNE INTERVIEW SCHEDULE
MACKENZIE HIGHWAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 12:00 - 20:00	2 12:00 - 20:00	3
4	5	6 09:00 - 17:00	7 09:00 - 17:00	8 09:00 - 17:00	9	10
11 14:00 - 22:00	12 14:00 - 22:00	13 14:00 - 22:00	14	15	16	17
18	19	20	21	22 12:00 - 20:00	23 12:00 - 20:00	24 12:00 - 20:00
25	26 09:00 - 17:00	27 09:00 - 17:00	28 09:00 - 17:00	29	30	

MAY INTERVIEW SCHEDULE
MACKENZIE HIGHWAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
14	15	16 09:00 - 17:00	17 09:00 - 17:00	18	19	20 14:00 - 22:00
21 14:00 - 22:00	22 14:00 - 22:00	23 14:00 - 22:00	24	25	26	27
28	29	30	31 12:00 - 20:00			

SEPTEMBER INTERVIEW SCHEDULE
IQALUIT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5 F7861 13:40 CP840 15:55	6	7	8 CP840 12:00 IF-7(361 13:40 CP821 19:25	9 CP840 16:00 lCF"771 18:05
10	11 C P840 15:35 AC 1952 16:15 tC:F'771 18:25	12	13 F7861 13:40 CP840 16:20	14 lF7E3f31 13:40 CP840 15:50	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

AUGUST INTERVIEW SCHEDULE
IQALUIT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2 F7861 13:40 CP840 16:20	3 F7861 13:40 CP840 15:50	4	5
6	7	8 F7861 13:40 CP840 15:55	9	10	11 CP840 12:00 F7861 13:40 CP821 19:25	12 F7863 13:40 CP840 16:00
13	14 CP840 15:35 AC1952 16:15 CP771 18:25	15	16 F7861 13:40 CP840 16:20	17 F7861 13:40 CP840 15:50	18	19
29	21 	22 F7861 13:40 CP840 15:55	23	24	25 CP840 12:00 F7861 13:40 CP821 19:25	26 F7863 13:40 CP840 16:00
27	28 CP840 15:35 AC1952 16:15 CP771 18:25	29	30 F7861 13:40 CP840 16:20	31 F7861 13:40 CP840 15:50		

JULY INTERVIEW SCHEDULE
IQALUIT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 F7863 13:40 CP840 16:00
2	3 CP840 15:35 AC1952 16:15 CP771 18:25	4	5 F7861 13:40 CP840 16:20	6 F7861 13:40 CP840 15:50	7	8
9	10	11 F7861 13:40 CP840 15:55	12	13	14 CP840 12:00 F7861 13:40 CP821 19:25	15 F7863 13:40 CP840 16:00
16	17 CP840 15:35 AC1952 16:15 CP771 18:25	18	19 F7861 13:40 CP840 16:20	20 F7861 13:40 CP840 15:50	21	22
23	24	25 F7861 13:40 CP840 15:55	26	27	28 CP840 12:00 F7861 13:40 CP821 19:25	29 F7863 13:40 CP840 16:00
30	31 CP840 15:35 AC1952 16:15 CP771 18:25					

JUNE INTERVIEW SCHEDULE
IQALUIT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2 CP840 12:00 F7861 13:40 CP821 19:25	3 CP840 16:00 CP771 18:05
4	5 CP840 15:35 AC1952 16:15 CP771 18:25	6	7 F7861 13:40 CP840 16:20	8 F7861 13:40 CP840 15:50	9	10
11	12	13 F7861 13:40 CP840 15:55	14	15	16 CP840 12:00 F7861 13:40 CP821 19:25	17 CP840 16:00 CP771 18:05
18	19 CP840 15:35 AC1952 16:15 CP771 18:25	20	21 F7861 13:40 CP840 16:20	22 F7861 13:40 CP840 15:50	23	24
25	26	27 F7861 13:40 CP840 15:55	28	29	30 CP840 12:00 F7861 13:40 CP821 19:25	

MAY INTERVIEW SCHEDULE
IQALUIT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
14	15	16 F7861 13:40 CP840 15:55	17	18	19 CP840 12:00 F7861 13:40 CP821 19:25	20 CP840 16:00 CP771 18:05
21	22 CP840 15:35 AC1952 16:15 CP771 18:25	23	24 F7861 13:40 CP840 16:20	25 F7861 13:40 CP840 15:50	26	27
28	29	30 F7861 13:40 CP840 15:55	31			

SEPTEMBER INTERVIEW SCHEDULE
FORT SMITH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 CP628 13:55	2 CP628 13:55
3	4 CP628 13:55	5	6 CP628 13:55	7 CP628 13:55	8 CP628 13:55	9
10	11 CP628 13:55	12 CP628 13:55	13	14 CP628 13:55	15	16 CP628 13:55

AUGUST INTERVIEW SCHEDULE
FORT SMITH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 CP628 13:55	2	3 CP628 13:55	4	5 CP628 13:55
6	7	8 CP628 13:55	9 CP628 13:55	10	11 CP628 13:55	12 CP628 13:55
13	14 CP628 13:55	15	16 CP628 13:55	17 CP628 13:55	18 CP628 13:55	19
29	21 CP628 13:55	22 CP628 13:55	23	24 CP628 13:55	25	26 CP628 13:55
27	28	29 CP628 13:55	30 CP628 13:55	31		

JULY INTERVIEW SCHEDULE
FORT SMITH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 CP628 3:55
2	3 CP628 13:55	4	5 CP628 13:55	6 CP628 13:55	7 CP628 13:55	8
9	10 CP628 13:55	11 CP628 13:55	12	13 CP628 13:55	14	15 CP628 13:55
16	17	18 CP628 13:55	19 CP628 13:55	20	21 CP628 13:55	22 CP628 13:55
23	24 CP628 13:55	25	26 CP628 .3:55	27 CP628 13:55	28 CP628 13:55	29
30	31 CP628 13:55					

JUNE INTERVIEW SCHEDULE
FORT **SMITH**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 CP628 13:55	2	3 CP628 13:55
4	5	6 CP628 13:55	7 CP628 13:55	8	9 CP628 13:55	10 CP628 13:55
11	12 CP628 13:55	13	14 CP628 13:55	15 CP628 13:55	16 CP628 13:55	17
18	19 CP628 13:55	20 CP628 13:55	21	22 CP628 13:55	23	24 CP628 13:55
25	26	27 CP628 13:55	28 CP628 13:55	29	30 CP628 13:55	

MAY INTERVIEW SCHEDULE
FORT SMITH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
14	15	16 CP628 13:55	17 CP628 13:55	18	19 CP628 13:55	20 CP628 13:55
21	22 CP628 13:55	23	24 CP628 13:55	25 CP628 13:55	26 CP628 13:55	27
28	29 CP628 13:55	30 CP628 13:55	31			

SEPTEMBER INTERVIEW SCHEDULE
FORT PROVIDENCE FERRY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 09:00 - 17:00	2
3 14:00 - 22:00	4 14:00 - 22:00	5 14:00 - 22:00	6	7	8	9
10	11	12 12:00 - 20:00	13 12:00 - 20:00	14 12:00 - 20:00	15	16

AUGUST INTERVIEW SCHEDULE
FORT PROVIDENCE FERRY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 12:00 - 20:00	2	3	4	5
6	7	8 09:00 - 17:00	9 09:00 - 17:00	10 (:)9:00 - 17:00	11	12
13	14	15	16	17 14:00 - &L?,00	18 14:00 - 22:ґ''	19 14:00 - 22:00
29	21 12:00 - 20:00	22 12:00 - 20:00	23 12:00 - 20:00	24	25	26
27	28	2'3	30 09:00 - 17:00	31 (:)9:00 - 17:00		

JULY INTERVIEW SCHEDULE
FORT PROVIDENCE FERRY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4 14:00 - 22:00	5 14:00 - 22:00	6 14: 00 - 22:00	7	8
9	10	11	12	13 12:00 - 20:00	14 12: 00 - 20:00	15 12: 00 - 20 : 00
16	17 09:00 - 17: 00	18 09:00 - 17: 00	19 09:00 - 17: 00	20	21	22
23	24	25	26 14:00 - 22: 00	27 14: 00 - 22 : 00	28 14 : 00 - 22 : 00	29
30 12: 00 - 20 : 00	31 12: 00 - 20 : 00					

JUNE INTERVIEW SCHEDULE
FORT PROVIDENCE FERRY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 12:00 - 20:00	2	3
4	5	6	7	8 09:00 - 17:00	9 09:00 - 17:00	10 09:00 - 17:00
11	12 14:00 - 22:00	13 14:00 - 22:00	14 14:00 - 22:00	15	16	17
18	19	20	21 12:00 - 20:00	22 12:00 - 20:00	23 12:00 - 20:00	24
25 09:00 - 17:00	26 09:00 - 17:00	27 09:00 - 17:00	28	29	30	

MAY INTERVIEW SCHEDULE
FORT PROV I DENCE FERRY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FR I DAY	SATURDAY
14	15	16	17 09: 00 - 17:00	18 09: 00 - 17:00	1'3 09 :00 - 17:00	20
21 14: 00 - 22:00	22 14: 00 - 22: 00	23 14:00 - 22 : 00	24	25	26	27
28	29	30 12: 00 - 20:00	31 12: 00 - 20:00			

SEPTEMBER INTERVIEW SCHEDULE
NORMAN WELLS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 CP660 15:45	2 CP660 15:45
3	4 CP660 15:45	5 CP660 15:45	6	7	8 CP660 15:45	9 CP660 15:45
10 CP660 18:15	11 CP660 15:45	12	13 CP660 15:45	14 CP660 15:45	15	16

AUGUSTINTERVIEW SCHEDULE
NORMAN WELLS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 CP660 15:45	2	3	4 CP660 15:45	5 CP660 15:45
6	7 CP660 15:45	8 CP660 15:45	9	10	11 CP660 15:45	12 CP660 15:45
13 CP660 18:15	14 CP660 15:45	15	16 CP660 15:45	17 CP660 15:45	18	19
20	21 CP660 15:45	22	23 CP660 15:45	24 CP660 15:45	25 CP660 15:45	26
27 C P660 18:15	28	29 C P660 15:45	30	31		

JULY INTERVIEW SCHEDULE
NORMAN WELLS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 CP660 18:15	3 CP660 15:45	4	5	6	7 CP660 15:45	8 CP660 15:45
9	10 CP660 15:45	11 C P660 15:45	12	13	14 CP660 15:45	15 CP660 15:45
16 CP660 18:15	17 CP660 15:45	18	19 CP660 15:45	20 CP660 15:45	21	22
23	24 CP660 15:45	25	26 CP660 15:45	27 CP660 15:45	28 CP660 15:45	29
30 CP660 18:15	31					

JUNE INTERVIEW SCHEDULE
NORMAN WELLS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 CP660 15:45	2 CP660 15:45	3
4 C P660 18:15	5	6 C P660 15:45	7	8	9 CP660 15:45	10 CP660 15:45
11	12 CP660 15:45	13 CP660 15:45	14	15	16 CP660 15:45	17 CP660 15:45
18 II: P660 18: 15	19 CP660 15:45	20	21 CP660 15:45	22 CP660 15:45	23	24
25	26 CP660 15: 45	27	28 CP660 15:45	29 CP660 15:45	30 CP660 15:45	

MAY INTERVIEW SCHEDULE
NORMAN WELLS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
14	15 CP660 15:45	16 CP660 15:45	17	18	19 CP660 15:45	20 CP660 15:45
21 CP660 18:15	22 CP660 15:45	23	24 CP660 15:45	25 CP660 15:45	26	27
28	29 CP660 15:45	30	31 CP660 15:45			

SEPTEMBER INTERVIEW SCHEDULE

INUVIK

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7 AC1954 07:30 AA910 13:20 CP660 14:25	8 AC1954 07:30 AA912 12:30 CP660 14:25	9 CP660 14:25
10 CP660 16: 55	11 AC 1954 07: 30 AA910 13: 20 CP660 14: 25	12 AC 1954 (:)7: 30 AA912 12 : 30 CP660 14: 25	13	14	15	16

AUGUST 'NTERV I EW SCHEDULE
I NUV I K

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 AC1954 07: 30 AA912 1 2: 30 CP660 14: 25	2	3	4	5
6	7	8	9	10 AC1954 07:30 AA910 13:20 CP660 14:25	11 AC1954 07:30 AA912 12:30 CP660 14:25	12 CP660 14:25
13 CP660 16:55	14 AC1954 07:30 AA910 13:20 CP660 14:25	15 AC1954 07:30 AA912 12:30 CP660 14:25	16	17	18	19
29	21	22 AC1954 07:30 AA912 12:30 CP660 14:25	23 AC1954 07:30 CP660 14:25	24 AA910 13:20	25	26 AC1954 07:30
27 CP660 16:55	28 AC1954 07:30 AA910 13:20 CP660 14:25	29 AC1954 07:30 AA912 12:30 CP660 14:25	30	31		

JULY INTERVIEW SCHEDULE
INUVIK

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 AC1954 07:30
2 12P660 16:55	3 AC1954 07:30 AA910 13:20 CP660 14:25	4 AC1954 07:30 AA912 12:30 CP660 14:25	5	6	7	8
9	10	11	12	13 AC 11354 07:30 AA910 13:20 CP660 14:25	14 AC1954 07:30 AA912 12:30 CP660 14:25	15 CP660 14:25
16 CP660 16:55	17 AC1954 07:30 IAA910 13:20 CP660 14:25	18 AC1 954 07:30 AA912 12:30 CP660 14:25	19	20	21	22
23	24 IAA'310 13:20	25 AC 1 '354 07:30 IAA'312 12:30 CP660 14:25	26 AC 1954 07:30 CP660 14:25	27	28	29 AC1954 07:30
30 12P660 16:55	31 AC 1 954 07:30 IAA'310 13:20 CP660 14:25					

JUNE INTERVIEW SCHEDULE
INUVIK

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3 AC1954 07:30
4 CP660 16:55	5 AC1954 07:30 AA'31 0 13:20 CP660 14:25	6 AC1954 07:30 AA912 12:30 CP660 14.25	7	8	9	10
11	12	13	14	15 AC1954 07:30 AA91 0 13:20 CP660 14:25	16 AC 354 07:30 AA912 12:30 CP660 14:25	17 CP660 14:25
18 CP660 16:55	1"3 AC 1954 07:30 AA'310 13:20 CP660 14:25	20 AC 1954 (:)7:30 AA912 12:30 CP660 14:25	21	22	23	24
25	26	27 AC1 954 07:30 AA912 12:30 CP660 14:25	28 AC1954 07:30 CP660 14:25	29 AA910 13:20	30	

MAY INTERVIEW SCHEDULE

INUVIK

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
14	15	16	17	18 AC1954 07:30 CP660 14:25	19 AC1954 07:30 CP660 14:25	20 CP660 14:25
21 CP660 16:55	22 AC1954 07:30 CP660 14:25	23 AC1954 07:30 CP660 14:25	24	25	26	27
28	29	30 AC1954 07:30 CP660 14: 25	31 AC1954 07:30 CP660 14:25			

SEPTEMBER INTERVIEW SCHEDULE
HAY RIVER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 CP628 13:00	2 CP628 13:00
3	4 CP628 13:00	5	6 CP628 13:00	7 CP628 13:00	8 CP628 13:00	9
10	11 CP628 13:00	12 CP628 13:00	13	14 CP628 13:00	15	16 CP628 13:00

AUGUSTI N-l ERVIEW SCHEDULE
HAY RIVER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 CP628 13:00	2	3 CP628 13:00	4	5 CP628 13:00
6	7	8 CP628 13:00	9 CP628 13:00	10	11 CP628 13:00	12 CP628 13:00
13	14 CP628 13:00	15	16 CP628 13:00	17 CP628 13:00	18 CP628 13:00	19
29	21 CP628 13:00	22 CP628 13:00	23	24 CP628 13:00	25	26 CP628 13:00
27	28	29 CP628 13:00	30 CP628 13:00	31		

JULY INTERVIEW SCHEDULE
HAY RIVER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 CP628 13:00
2	3 CP628 13:00	4	5 CP628 13:00	6 CP628 13:00	7 CP628 13:00	8
9	10 CP628 13:00	11 CP628 13:00	12	13 CP628 13:00	14	15 CP628 13:00
16	17	18 CP628 13:00	19 CP628 13:00	20	21 CP628 13:00	22 CP628 13:00
23	24 CP628 13:00	25	26 CP628 13:00	27 CP628 13:00	28 CP628 13:00	29
30	31 CP628 13:00					

JUNE INTERVIEW SCHEDULE
HAY RIVER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 CP628 13:00	2	3 CP628 13:00
4	5	6 CP628 13:00	7 CP628 13:00	8	9 CP628 13:00	10 CP628 13:00
11	12 CP628 13:00	13	14 CP628 13:00	15 CP628 13:00	16 CP628 13:00	17
18	19 CP628 13:00	20 CP628 13:00	21	22 CP628 13:00	23	24 CP628 13:00
25	26	27 CP628 13:00	28 CP628 13:00	29	30 CP628 13:00	

MAY INTERVIEW SCHEDULE
HAY RIVER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
14	15	16 CP628 13:00	17 CP628 13:00	18	19 CP628 13:00	20 CP628 13:00
21	22 CP628 13:00	23	24 CP628 13:00	25 CP628 13:00	26 CP628 13:00	27
28	29 CP628 13:00	30 CP628 13:00	31			

SEPTEMBER INTERVIEW SCHEDULE
FORT SIMPSON FERRY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16

AUGUST INTERVIEW SCHEDULE
FORT SIMPSON FERRY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 12: 00 - 18:00	2 12:00 - 18:0 (>	3 14:00 - 20:00	4	5 10: 00 - 16:00 IS IMPSON AIR 11 : 00
6 10:(-)(-) - 16:00	7 14:00 - 20:00	8	9 10:00 – 16:0 0 SIMPSON AIR 11:00	1i) 10: 00 - 16: 00 [SIMPSON AIR 11:00	11 10:00 - 16:00 SIMPSON AIR 11:00	12
13	14	15 09: 00 - 15: 00 SIMPSON AIR 11:00	16 09:00 - 15:00 SIMPSON AIR 11:00	17 114:00 - 20:00	18	19 16:00 - 20:00
20	21 12:00 - 18: 00	22	23 12:00 - 18:00	24 12:00 – 18: 00	25	26
27 12:00 - 16:00	28 II C): 00 - 15:00 SIMPSON AIR 11:00	29 10:00 - 15:00 SIMPSON AIR 11:00	30	31		

JULY INTERVIEW SCHEDULE
FORT SIMPSON FERRY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 12:00 - 18:00	3 15:00 - 21:00	4	5	6 10:00 - 16:00 IS IMPSON AIR 11:00	7 10:00 - 16:00 IS IMPSON AIR 11:00	8 14:00 - 20:00
9	10	11 10:00 - 18:00 IS IMPSON AIR 11:00	12 14:00 - 20:00	13 14:00 - 20:00	14	15
16 12:00 - 18:00	17 09:00 - 15:00 IS IMPSON AIR 11:00	18 09:00 - 13:00	19 10:00 - 16:00 SIMPSON AIR 11:00	20	21	22 12:00 - 18:00
23	24 10:00 - 16:00 IS IMPSON A If? 11:00	25 10:00 - 16:00	26 09:00 - 15:00	27	28 09:00 - 15:00 IS IMPSON AIR 11:00	29
30	31					

JUNE INTERVIEW SCHEDULE
FORT SIMPSON FERRY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 09:00 - 15:00	2 09:00 - 15:00	3 11:00 - 19:00
4	5 11:00 - 17:00	6 11:00 - 17:00	7	8 10:00 - 16:00	9 14:00 - 20:00	10
11 12:00 - 18:00	12	13 09:00 - 14:00	14 14:00 - 20:00	15 14:00 - 20:00	16	17
18	19 10:00 - 17:00	20 10:00 - 17:00	21 12:00 - 18:00	22	23	24 16:00 - 21:00
25	26	27	28 10:00 - 14:00 IS IMPSON AIR 11:00	29 10:00 - 14:00 IS IMPSON AIR 11:00	30	

MAY INTERVIEW SCHEDULE
FORT SIMPSON FERRY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29 09:00 - 18:00	30 09:00 - 13:00	31 10:00 - 16:00			

SEPTEMBER INTERVIEW SCHEDULE
PEEL E: IVER FERRY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6 09:00 - 17:00	7 09:00 - 17:00	8 09:00 - 17:00	9
10 14:00 - 22:00	11 14:00 - 22:00	12 14:00 - 22:00	13	14	15	16

AUGUST INTERVIEW SCHEDULE
F'EEL R I VER FERRY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2 14:(:)13 - 22:00	3 14:00 - 22:00	4 14:00 - 22:00	5
6 12:00 - 20:00	7 12:00 - 20:00	8 12:00 - 20:00	9	10	11	12
13	14	15 09:00 - 17:00	16 09:00 - 17:00	17 09:00 - 17:00	18	19
29	21	22	23	24 14:00 - 22:00	25 14:00 - 22:00	26 14:00 - 22,00
27	28 12:00 - 20:00	29 12:00 - 20:00	30 12:00 - 20:00	31		

JULY INTERVIEW SCHEDULE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 09:00 - 17:00	3 09:00 - 17:00	4 09:00 - 17:00	5	6	7	8
9	10	11 14:00 - 22:00	12 14:00 - 22:00	13 14:00 - 22:00	14	15
16	17	18	19	20 12:00 - 20:00	21 12:00 - 20:00	22 12:00 - 20:00
23	24 09:00 - 17:00	25 09:00 - 17:00	26 09:00 - 17:00	27	28	29
30	31					

JUNE INTERVIEW SCHEDULE

F'EEL 121 VER FERRY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FR I DAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	113	14	15 09:00 - 17:00	16 09:00 - 17:00	17 09:00 - 17:00
18	19 14:00 - 22:00	20 14:00 - 22:00	21 14:00 - 22:00	22	23	24
25	26	27	28 12:00 - 20 :00	29 12:00 - 20:00	30 12:00 - 20:00	

MAY INTERVIEW SCHEDULE
FEEL RIVER FERRY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

APPENDIX C

Weighting Factor Calculations

APPENDIX 'C'

WEIGHTING FACTORS

	AIR TRAVEL SURVEY LOCATIONS								
	CAM-BRIDGE	FORT SMITH	HAY RIVER	INUVIK	IQALUIT	NORMAN WELLS	RANKIN INLET	YELLOW-KNIFE	TOTAL
TOTAL FLIGHTS	72	90	108	180	306	104	336	720	1,916
FLIGHTS MET	69	70	58	101	89	42	58	178	665
PAX COUNTS	1,309	1,465	1,408	2,686	2,473	1,243	542	6,750	17,876
TOTAL PASSENGERS	1,366	1,884	2,622	4,787	8,503	3,078	3,140	27,303	52,682
VISITORS APPROACHED	433	531	463	690	377	369	71	2,067	5,001
RESIDENTS APPROACHED	739	753	565	1,189	531	699	259	2,371	7,106
VISITORS SURVEYED	354	374	387	465	440	263	95	1,010	3,388
WEIGHTING FACTOR	1.426	2.083	3.051	3.780	8.023	4.043	7.111	12.591	
EXPECTED VISITORS	505	779	1,181	1,758	3,530	1,063	676	12,717	21,761

	CAR TRAVEL SURVEY LOCATIONS				
	FORT PROVIDENCE	FORT SIMPSON	FORT McPHERSON	60th PARALLEL	TOTAL
NON-RESIDENT CARS	539	163	485	817	2,004
CARS SURVEYED	241	120	229	112	702
TOTAL VISITOR CARS	3,339	715	1,873	6,003	11,930
RESIDENT CARS	1,295	398	164	119	1,976
WEIGHTING FACTOR	13.85	5.96	8.18	53.60	

APPENDIX D

Community Destinations

DEST PRIMARY COMMUNITY DESTINATION

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	YELLOWKN	10773	47.2	47.2	47.2
	INUVIK	2470	10.8	10.8	58.0
	HAY R	1532	6.7	6.7	64.7
	IQALUIT	908	4.0	4.0	68.7
	FT.PROV	704	3.1	3.1	71.8
	FT.SMITH	680	3.0	3.0	74.7
	FT.SIMPS	509	2.2	2.2	77.0
	NORMAN U	409	1.8	1.8	78.8
	60TH PAR	388	1.7	1.7	80.5
	TUKTOY	356	1.6	1.6	82.0
	FT.RAE	266	1.2	1.2	83.2
	CAMBRIDG	220	1.0	1.0	84.1
	NAHANNI	184	.8	.8	84.9
	MACKENZI	170	.7	.7	85.7
	PANGNIRT	168	.7	.7	86.4
	RANKIN I	158	.7	.7	87.1
	WOOD BUF	137	.6	.6	87.7
	COLOMAC	126	.6	.6	88.3
	KAKISA	95	.4	.4	88.7
	LIARD R	94	.4	.4	89.1
	FT.MCPHE	86	.4	.4	89.5
	BATHURST	84	.4	.4	89.8
	FT.RESOL	82	.4	.4	90.2
	COPPERMI	79	.3	.3	90.5
	GT.BEAR	76	.3	.3	90.9
	.	75	.3	.3	91.2
	POND I	72	.3	.3	91.5
	ENTERPRI	71	.3	.3	91.8
	SNOWDRIF	63	.3	.3	92.1
	IGLOOLIK	56	.2	.2	92.4
	HALL B	54	.2	.2	92.6
	FT.RELIA	54	.2	.2	92.8
	SPENCE B	52	.2	.2	93.1
	COURAGEO	50	.2	.2	93.3
	GEORGE L	50	.2	.2	93.5
	NEPTUNE	50	.2	.2	93.7
	POINT L	50	.2	.2	93.9
	CLYDE R	48	.2	.2	94.1
	EDZO	39	.2	.2	94.3
	L.L.MART	38	.2	.2	94.5
	LUPIN M	38	.2	.2	94.6
	FT.FRANK	37	.2	.2	94.8
	RESOLUTE	37	.2	.2	95.0
	WAGER B	36	.2	.2	95.1
	BAFFIN I	35	.2	.2	95.3
	ARCTIC O	33	.1	.1	95.4
	GT.SLAVE	32	.1	.1	95.6
	BROUGHTO	32	.1	.1	55.7
	CAPE DOR	32	.1	.1	95.8
	ARCTIC B	30	.1	.1	96.0
	ELLESMER	29	.1	.1	96.1
	BARREN	27	.1	.1	96.2
	INDIN L	25	.1	.1	96.3
	STEVES L	25	.1	.1	96.4
	WHITEFIS	25	.1	.1	96.6
	BRABANT	24	.1	.1	96.7
	NANISIVI	24	.1	.1	96.8
	PELLY B	22	.1	.1	96.9
	NONACH L	18	.1	.1	96.9
	PINE P	18	.1	.1	97.0

EST PRIMARY COMMUNITY DESTINATION

BREVOORT	16	.1	.1	97.1
CAPE DYE	16	.1	.1	97.2
FT.CHIMO	16	.1	.1	97.2
GREENLAN	16	.1	.1	97.3
HORTON R	16	.1	.1	97.4
THUBIN L	15	.1	.1	97.4
GJOA H	15	.1	.1	97.5
CHESTERF	14	.1	.1	97.6
REPULSE	14	.1	.1	97.6
SACHS H	14	.1	.1	97.7
MINN I	14	.1	.1	97.8
SPRUCE G	14	.1	.1	97.8
STAGG L	14	.1	.1	97.9
BACK R	13	.1	.1	97.9
BEAULIEA	13	.1	.1	98.0
BLUEFISH	13	.1	.1	98.0
ELLIS R	13	.1	.1	98.1
GORDON L	13	.1	.1	98.1
HARDING	13	.1	.1	98.2
HEARNE L	13	.1	.1	98.3
KAM L	13	.1	.1	98.3
LAKE PRO	13	.1	.1	98.4
MCKAY L	13	.1	.1	98.4
MCKINLEY	13	.1	.1	98.5
POLARIS	13	.1	.1	98.5
SALMTA	13	.1	.1	98.6
STEPHANI	13	.1	.1	98.6
TUNDRA M	13	.1	.1	98.7
TURNER L	13	.1	.1	98.8
WATTA L	13	.1	.1	98.8
COLVILLE	12	.1	.1	98.9
MOUNTAIN	12	.1	.1	98.9
TROUT L	12	.1	.1	99.0
RUTLEDGE	11	.0	.0	99.0
GRISE F	11	.0	.0	99.1
ANDREW L	10	.0	.0	99.1
BANKS I	10	.0	.0	99.2
HIGH ARC	9	.0	.0	99.2
AKLAVIK	8	.0	.0	99.2
KITTIGAZ	8	.0	.0	99.3
FT.GOOD	8	.0	.0	99.3
CHARLES	8	.0	.0	99.3
COATS IS	8	.0	.0	99.4
DEw LINE	8	.0	.0	99.4
EUEKA	8	.0	.0	99.4
LAKE H	8	.0	.0	99.5
ROWLEY I	8	.0	.0	99.5
RAE PT	7	.0	.0	99.5
FERGUSON	7	.0	.0	99.6
PILOT L	6	.0	.0	99.6
FT.LIARD	6	.0	.0	99.6
GARRY I	6	.0	.0	99.7
VIRGINIA	6	.0	.0	99.7
B CHIMO	4	.0	.0	99.7
SCHAEFER	4	.0	.0	99.7
THELON L	4	.0	.0	99.7
FT.NORMA	4	.0	.0	99.7
GANA RIV	4	.0	.0	99.8
GOOD HOP	4	.0	.0	99.8
MACK.MTS	4	.0	.0	99.8
ARCTIC R	4	.0	.0	99.8
HERSCHEL	4	.0	.0	99.8
PEEL R	4	.0	.0	99.9
RENDEVOU	4	.0	.0	99.9

EST PRIMARY COMMUNITY DESTINATION

SHEEP CR	4	.0	.0	99.9
TALTSO B	3	.0	.0	99.9
BENTHORN	3	.0	.0	99.9
CHAR LAK	3	.0	.0	99.9
ALBERTA	2	.0	.0	99.9
BOCQUENE	2	.0	.0	99.9
DESKATAW	2	.0	.0	100.0
FT.FITZG	2	.0	.0	100.0
NORTHERN	2	.0	.0	100.0
CAMERON	1	.0	.0	100.0
HOPE BAY	1	.0	.0	100.0
ICE IS	1	.0	.0	100.0
KUUJJUA	1	.0	.0	100.0
VICTORIA	1	.0	.0	100.0
TOTAL	22837	100.0	100.0	

Valid Cases 22837 Missing Cases 0

APPENDIX E

Most Important Improvements

MOST IMPORTANT IMPROVEMENTS

	Parties	Percent
IMPROVEMENTS		
IMPROVE COMMUNICATIONS/Information	595	5.7%
IMPROVE HOTELS/SERVICES/FACILITIES	695	15.6%
GENERAL POSITIVE COMMENT	816	7.8%
NEED MORE/BETTER FACILITIES	267	2.5%
IMPROVE Transportation FACILITIES/SERVICE	1024	9.8%
IMPROVE ROADS/PAVE/DUST CONTROL	3518	33.6%
TOURISM EDUCATION FOR STAFF	47	.4%
CLEAN-UP LITTER/TOILETS	711	6.8%
MORE CRAFT SHOPS	137	1.3%
IMPROVE FOOD/RESTAURANTS	254	2.4%
REDUCE PRICES	1229	11.7%
FACILITIES SHOULD KEEp LONGER HOURS	179	1.7%
NEED CRAFT SHOP Advertisements	15	.1%
GREATER AVAILABILITY OF NATIVE FOOD	7	.1%
RESTAURANTS/Facilities Too SMOKEY	7	.1%
NEED HIGHWAY SIGNS REGARDING FERRY SHUT-DOWNS	3	.0%
NEED FULL SERVICE CAMPGROUNDS/MORE CAMPGROUNDs	751	7.2%
MORE PARKS	74	.7%
BETTER LAUNDRY FACILITIES	4	.0%
BUILD ROAD TO ACCESS TuNDRA	6	.1%
TOURIST INFORMATION BOOTHS/ROAD SIGNS	242	2.3%
BETTER T.V. RADIO STATIONS	7	.1%
TOO MANY MODERN Influences	51	.5%
TOO MANY ALCOHOL PROBLEMS	19	.2%
IMPROVE CUSTOMER SERVICE	183	1.7%
MORE NATIVE PRODUCTS/FOOD	61	.6%
SHOULD ADVERTISE OUTSIDE OF NWT	46	.4%
LODGES NEED FREEZERS/SCALES	17	.2%
NEED BUG CONTROL	465	4.4%
IMPROVE GOLF COURSE	43	.4%
IMPROVE WHEELCHAIR ACCESSIBILITY	13	.1%
IMPROVE AIRPORT SECURITY	25	.2%
NEED BICYCLE RENTALS	25	.2%
ADVISE TOURISTS OF SUNBURN POTENTIAL	34	.3%
NEED BED & BREAKFASTS/HOSTELS	9	.1%
NEED MORE HISTORICAL INFORMATION	8	.1%
SHOULD HAVE LODGING INSPECTIONS	8	.1%
NEED MORE SOUVENIRS/POSTCARDS	144	1.4%
GREATER SELECTION OF PRODUCTS	25	.2%
IMPROVE/MORE TOURS	307	2.9%

(continued)

MOST IMPORTANT IMPROVEMENTS

	Parties	Percent
IMPROVE LOCAL ENVIRONMENTAL AWARENESS	38	.4%
STRONGER MUNICIPAL ENFORCEMENT	83	.8%
EMPLOY LOCAL PEOPLE AS TOUR GUIDES	21	.2%
NEED CAMP EQUIPMENT RENTALS	13	.1%
IMROVE DRIVER EDUCATION	107	1.0%
IMPROVE FIRE PROTECTION	13	.1%
BETTER/MORE DRINKING WATER	72	.7%
MORE VEHICLE RENTALS	21	.2%
BETTER FAMILY ENTERTAINMENT	3	.0%
IMPROVE Merchandise DISPLAY	1	.0%
REFUND BOTTLES	54	.5%
KEEP TO SCHEDULES	62	.6%
BETTER EVENING ENTERTAINMENT	11	.1%
NEED WILDLIFE MUSEUM	8	.1%
MORE PROpANE suppLIERS	8	.1%
NEED SIDEWALKS	4	.0%
Total	10484	100.0%

MOST IMPORTANT IMPROVEMENTS

	MODE OF TRANSPORT			
	AIR		CAR	
	Parties	Percent	Parties	Percent
IMPROVEMENTS				
IMPROVE COMMUNICATIONS/Information	368	3.5%	227	2.2%
IMPROVE HOTELS/SERVICES/Facilities	593	5.7%	102	1.0%
GENERAL POSITIVE COMMENT	389	3.7%	427	4.1%
NEED MORE/BETTER Facilities	132	1.3%	135	1.3%
IMPROVE TRANSPORTATION FACILITIES/SERVICE	480	4.6%	544	5.2%
IMPROVE ROADS/PAVE/DUST CONTROL	464	4.4%	3054	29.1%
TOURISM EDUCATION FOR STAFF	33	.3%	14	.1%
CLEAN-UP LITTER/TOILETS	358	3.4%	354	3.4%
MORE CRAFT SHOPS	21	.2%	115	1.1%
IMPROVE FOOD/RESTAURANTS	249	2.4%	6	.1%
REDUCE PRICES	886	8.5%	343	3.3%
FACILITIES SHOULD KEEP LONGER HOURS	94	.9%	85	.8%
NEED CRAFT SHOP ADVERTISEMENTS	15	.1%		
GREATER AVAILABILITY OF NATIVE FOOD	7	.1%		
RESTAURANTS/FACILITIES TOO SMOKEY	7	.1%		
NEED HIGHWAY SIGNS REGARDING FERRY SHUT-DOWNS	3	.0%		
NEED FULL SERVICE CAMPGROUNDS/MORE CAMPGROUNDS	57	.5%	694	6.6%
MORE PARKS	21	.2%	54	.5%
BETTER LAUNDRY FACILITIES	4	.0%		
BUILD ROAD To ACCESS TUNDRA	6	.1%		
TOURIST INFORMATION BOOTHS/ROAD SIGNS	144	1.4%	98	.9%
BETTER T.V. RADIO STATIONS	7	.1%		
TOO MANY MODERN INFLUENCES	37	.4%	14	.1%
TOO MANY ALCOHOL PROBLEMS	19	.2%		
IMPROVE CUSTOMER SERVICE	99	.9%	84	.8%
MORE NATIVE PRODUCTS/FOOD	47	.4%	14	.1%
SHOULD ADVERTISE OUTSIDE OF NWT	26	.2%	20	.2%
LODGES NEED FREEZERS/SCALES	17	.2%		
NEED BUG CONTROL	85	.8%	380	3.6%
IMPROVE GOLF COURSE	43	.4%		
IMPROVE WHEELCHAIR ACCESSIBILITY	13	.1%		
IMPROVE AIRPORT SECURITY	25	.2%		
NEED BICYCLE RENTALS	25	.2%		
ADVISE TOURISTS OF SUNBURN POTENTIAL	14	.1%	20	.2%
NEED BED & BREAKFASTS/HOSTELS	9	.1%		
NEED MORE Historical INFORMATION	8	.1%		

(continued)

	MODE OF TRANSPORT			
	AIR		CAR	
	Parties	Percent	Parties	Per cent
SHOULD HAVE LODGING INSPECTIONS	8	.1%		
NEED MORE SOUVENIRS/POSTCARDS	76	.7%	67	.6%
GREATER SELECTION OF PRODUCTS	5	.0%	20	.2%
IMPROVE/MORE TOURS	114	1.1%	193	1.8%
IMPROVE LOCAL ENVIRONMENTAL AWARENESS	38	.4%		
STRONGER MUNICIPAL ENFORCEMENT	25	.2%	58	.6%
EMPLOY LOCAL PEOPLE AS TOUR GUIDES	21	.2%		
NEED CAMP EQUIPMENT RENTALS	13	.1%		
IMROVE DRIVER EDUCATION			107	1.0%
IMPROVE FIRE PROTECTION	13	.1%		
BETTER/MORE DRINKING WATER			72	.7%
MORE VEHICLE RENTALS	21	.2%		
BETTER FAMILY ENTERTAINMENT	3	.0%		
IMPROVE Merchandise DISPLAY	1	.0%		
REFUND BOTTLES			54	.5%
KEEP TO SCHEDULES	8	.1%	54	.5%
BETTER EVENING ENTERTAINMENT	11	.1%		
NEED WILDLIFE MUSEUM			8	.1%
MORE PROPANE SUPPLIERS			8	.1%
NEED SIDEWALKS	4	.0%		
Total	4356	41.5%	6128	58.5%

MOST IMPORTANT IMPROVEMENTS.

	PRIMARY PURPOSE OF VISIT			
	BUSINESS		PLEASURE	
	Parties	Percent	Parties	Percent
IMPROVEMENTS				
IMPROVE Communications/ INFORMATION	152	1.5%	442	4.2%
IMPROVE HOTELS/SERVICES /FACILITIES	490	4.7%	204	2.0%
GENERAL POSITIVE COMMENT	246	2.4%	570	5.4%
NEED MORE/BETTER FACILITIES	99	.9%	168	1.6%
IMPROVE TRANSPORTATION FACILITIES/SERV ICE	322	3.1%	701	6.7%
IMPROVE ROADS/PAVE/DUsT CONTROL	432	4.1%	3086	29.5%
TOURISM EDUCATION FOR STAFF	29	.3%	18	.2%
CLEAN-UP LITTER/TOILETS	200	1.9%	511	4.9%
MORE CRAFT SHOPS	14	.1%	122	1.2%
IMPROVE FOOD/RESTAURANT s	173	1.7%	82	.8%
REDUCE pRIcEs	530	5.1%	686	6.6%
FACILITIES SHOULD KEEP LONGER HOURS	29	.3%	150	1.42
NEED CRAFT SHOP ADVERTISEMENTS	7	.1%	8	.1%
GREATER AVAILABILITY OF NATIVE FOOD	7	.1%		
RESTAURANTS/FACILI TIES TOO SMOKEY	7	.1%		
NEED HIGHWAY SIGNS: REGARDING FERRY SHUT-DOWNS	3	.0%		
NEED FULL SERVICE CAMPGROUNDS/MOR E CAMPGROUNDs	57	.5%	694	6.6%
MORE PARKS			74	.7%
BETTER LAUNDRY FACILITIES	4	.0%		
BUILD ROAD TO ACCESS TUNDRA	2	.0%	4	.0%
TOURIST INFORMATION BOOTHS/ROAD SIGNS	105	1.0%	138	1.3%

(continued)

	PRIMARY PURPOSE OF VISIT			
	BUSINESS		PLEASURE	
	Parties	Percent	Parties	Percent
BETTER T.V. RADIO STATIONS	4	.0%	3	.0%
TOO MANY MODERN INFLUENCES	25	.2%	26	.2%
TOO MANY ALCOHOL PROBLEMS	8	.1%	12	.1%
IMPROVE CUSTOMER SERVICE	80	.8%	103	1.0%
MORE NATIVE PRODUCTS/FOOD	16	.2%	45	.4%
SHOULD ADVERTISE OUTSIDE OF NWT	14	.1%	32	.3%
LODGES NEED FREEZERS/SCALES			17	.2%
NEED BUG CONTROL	33	.3%	424	4.1%
IMPROVE GOLF COURSE	16	.1%	27	.3%
IMPROVE WHEELCHAIR ACCESSIBILITY			13	.1%
IMPROVE AIRPORT SECURITY	25	.2%		
NEED BICYCLE RENTALS	25	.2%		
ADVISE TOURISTS OF SUNBURN POTENTIAL			34	.3%
NEED BED & BREAKFASTS/HOSTELS			9	.1%
NEED MORE HISTORICAL INFORMATION	8	.1%		
SHOULD HAVE LODGING INSPECTIONS	8	.1%		
NEED MORE SOUVENIRS/POSTCARDS	3	.0%	141	1.3%
GREATER SELECTION OF PRODUCTS	4	.0%	21	.2%
IMPROVE/MORE TOURS	49	.5%	250	2.4%
IMPROVE LOCAL ENVIRONMENTAL AWARENESS	25	.2%	13	.1%
STRONGER MUNICIPAL ENFORCEMENT	25	.2%	58	.6%
EMPLOY LOCAL PEOPLE AS TOUR GUIDES	13	.1%	8	.1%
NEED CAMP EQUIPMENT RENTALS			13	.1%

(continued)

MOST IMPORTANT IMPROVEMENTS.

	PRIMARY PURPOSE OF VISIT			
	BUSINESS		PLEASURE	
	Parties	Percent	Parties	Percent
IMPROVE DRIVER EDUCATION			107	1.0%
IMPROVE FIRE PROTECTION	13	.1%		
BETTER/MORE DRINKING WATER	14	.1%	58	.6%
MORE VEHICLE RENTALS	18	.2%	3	.0%
BETTER FAMILY ENTERTAINMENT			3	.0%
IMPROVE MERCHANDISE DISPLAY			1	.0%
REFUND BOTTLES			54	.5%
KEEP To SCHEDULES	8	.1%	54	.5%
BETTER EVENING ENTERTAINMENT	4	.0%	8	.1%
NEED WILDLIFE MUSEUM			8	.1%
MORE PROPANE SUPPLIERS	8	.1%		
NEED SIDEWALKS			4	.0%
Total	2826	27.0%	7636	73.0%

	ORIGIN OF VISITORS					
	CANADA		USA		OVERSEAS	
	Parties	Percent	Parties	Percent	Parties	Percent
IMPROVEMENTS						
IMPROVE COMMUNICATIONS/~ INFORMATION	351	3.4%	131	1.3%	113	1.1%
IMPROVE HOTELS/SERVICES /FACILITIES	606	5.8%	61	.6%	28	.3%
GENERAL POSITIVE cOMMENT	729	7.0%	66	.6%	21	.2%
NEED MORE/BETTER FACILITIES	226	2.2%	28	.3%	13	.1%
IMPROVE TRANSPORTATION FACILITIES/SERVICE	825	7.9%	179	1.7%	4	.0%
IMPROVE ROADS/PAVE/DUST CONTROL	2456	23.5%	1019	9.8%	43	.4%
TOURISM EDUCATION FOR STAFF	33	.3%	8	.1%	6	.1%
CLEAN-UP LITTER/TOILETS	618	5.9%	73	.7%	20	.2%
MORE CRAFT SHOPS	83	.8%	54	.5%		
IMPROVE FOOD/RESTAURANTs	245	2.3%	5	.1%	4	.0%
REDUCE PRICES	930	8.9%	249	2.4%	51	.5%
FACILITIES SHOULD KEEP LONGER HOURS	159	1.5%	14	.1%	6	.1%
NEED CRAFT SHOP ADVERTISEMENTS	15	.1%				
GREATER AVAILABILITY OF NATIVE FOOD	7	.1%				
RESTAURANTS/FACILITIES TOO SMOKEY	7	.1%				
NEED HIGHWAY SIGNS: REGARDING FERRY: SHUT-DOWNS	3	.0%				
NEED FULL SERVICE CAMPGROUNDS/MORE CAMPGROUNDS	625	6.0%	56	.5%	70	.7%
MORE pARKs	66	.6%			8	.1%
BETTER LAUNDRY FACILITIES	4	.0%				
BUILD ROAD TO ACCESS TUNDRA	4	.0%			2	.0%
TOURIST INFORMATION BOOTHS/ROAD SIGNS	165	1.6%	36	.3%	33	.3%

(continued.)

MOST IMPORTANT IMPROVEMENTS

	ORIGIN OF VISITORS					
	CANADA		USA		OVERSEAS	
	Parties	Percent	Parties	Percent	Parties	Percent
BETTER T.V. RADIO STATIONS	5	.0%	1	.0%		
TOO MANY MODERN INFLUENCES	37	.4%	14	.1%		
TOO MANY ALCOHOL PROBLEMS	8	.1%			12	.1%
IMPROVE CUSTOMER SERVICE	157	1.5%	24	.2%	2	.0%
MORE NATIVE PRODUCTS/FOOD	42	.4%	19	.2%		
SHOULD ADVERTISE OUTSIDE OF NWT	28	.3%	8	.1%	10	.1%
LODGES NEED FREEZERS/SCALES;	2	.0%	15	.1%		
NEED BUG CONTROL	352	3.4%	77	.7%	36	.3%
IMPROVE GOLF COURSE	43	.4%				
IMPROVE WHEELCHAIR ACCESSIBILITY	13	.1%				
IMPROVE AIRPORT SECURITY	25	.2%				
NEED BICYCLE RENTALS	25	.2%				
ADVISE TOURISTS OF SUNBURN POTENTIAL	20	.2%	14	.1%		
NEED BED & BREAKFASTS/HOSTELS	1	.0%	8	.1%		
NEED MORE HISTORICAL INFORMATION	8	.1%				
SHOULD HAVE LODGING INSPECTIONS	8	.1%				
NEED MORE SOUVENIRS/POSTCARDS	117	1.1%	26	.3%		
GREATER SELECTION OF PRODUCTS	25	.2%				
IMPROVE/MORE TOURS	199	1.9%	74	.7%	12	.1%
IMPROVE LOCAL ENVIRONMENTAL AWARENESS	38	.4%				
STRONGER MUNICIPAL ENFORCEMENT	47	.5%	36	.3%		
EMPLOY LOCAL PEOPLE AS TOUR GUIDES	21	.2%				
NEED CAMP EQUIPMENT RENTALS			13	.1%		

(continued)

MOST IMPORTANT IMPROVEMENTS

	ORIGIN OF VISITORS					
	CANADA		USA		OVERSEAS	
	Parties	Percent	Parties	Percent	Parties	Percent
IMPROVE DRIVER EDUCATION	54	.5%	54	.5%		
IMPROVE FIRE PROTECTION	13	.1%				
BETTER/MORE DRINKING WATER	64	.6%	8	.1%		
MORE VEHICLE RENTALS	21	.2%				
BETTER FAMILY ENTERTAINMENT	3	.0%				
IMPROVE MERCHANDISE DISPLAY	1	.0%				
REFUND BOTTLES	54	.5%				
KEEP TO SCHEDULES	62	.6%				
BETTER EVENING ENTERTAINMENT	11	.1%				
NEED WILDLIFE MUSEUM			8	.1%		
MORE PROPANE SUPPLIERS	8	.1%				
NEED SIDEWALKS	4	.0%				
Total	8120	77.8%	1941	18.6%	377	3.6%