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***Western Arctic Visitors Survey - Preliminary
Analysis***

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Results for Dawson County

11-2-7

North American Component		
	1992	1994
Canada	47.0%	59.2%
USA	36.0%	22.7%
Non-North American Component		
	1992	1994
Germany	40.7%	5.4%
Switzerland	20.3%	9.0%
England	11.9%	0.0%
Australia	6.8%	7.7%
France	5.1%	3.8%
Foreign #	59	78

Travel Influencers				
	1992	%	1994	%
Magazine Ad	5	5.3%	12	6.9%
Magazine Article	5	5.3%	64	37.0%
Movie / Television	6	6.3%	0	0.0%
other	23	24.2%	35	20.2%
Outdoor / Sports Show	2	2.1%	0	0.0%
Travel Agent	0	0.0%	12	6.9%
Visited Before	4	4.2%	0	0.0%
Word of Mouth	50	52.6%	50	28.9%
TOTAL	95	100.0%	173	100.0%

Advance Trip Planning

In 1992 with respect to advanced trip planning, 39% indicated 1-6 months and 19% indicated 7-12 months
 In 1994, the average advanced planning time for this Area was 6.5 months

① Blend in the tourist results

② activity with tourist results separately as well.

Western Arctic Visitor Survey 1992

Preliminary Analysis

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Western Arctic Visitor Survey 1992

Preliminary Analysis

1.0 Introduction

During the summer of 1992, visitors and potential visitors to the Western Arctic Region of the Northwest Territories were interviewed in order to meet the following general objectives:

- acquire data for incorporation into the design of two visitor centres;
- determine visitor demographics and travel patterns;
- identify opportunities for tourism initiatives;
- determine areas of visitor satisfaction and dissatisfaction with their experiences in the Western Arctic.

More specifically, surveys were conducted at the Dempster Delta Visitor Centre in Dawson and at the infocentre, in campgrounds, parks, and around the town site in Inuvik.

The surveys conducted at Dawson were in two parts. The first was undertaken by a surveyor and collected basic demographic information as well as information their knowledge and interest in the Western Arctic, and their reason for visiting the Centre. At the completion of this standard survey, visitors were given an envelope and asked not to open it for 24 hours. This envelope contained a two part questionnaire: one part for those who did travel the Dempster; one part for those who did not. The "DID NOT" questionnaire aimed at determining the reasons why the respondents had not chosen to travel up the Dempster. The "DID" survey was used to determine whether the material/information that they had received at the Visitor Centre had influenced their decision as well as providing information on activities, expenditures and experiences during their trip to Inuvik.

*Does +
the visitors?*

Visitors to Inuvik were surveyed to determine general demographics, activities, expenditures and experiences, as well as to provide data for comparison with the Dawson data.

144 surveys were initiated in Dawson of which seven individuals declined to participate for a refusal rate of five percent.

Of the two hundred and forty-three visitors who were asked to participate in the Inuvik survey, twenty-three (9.5%) declined to be interviewed.

1.1 Methodology

Criteria for survey subjects was the first person who approached who was apparently eighteen years of age or older. Surveyors were provided with a schedule of dates for surveys to be undertaken with a maximum number of surveys to be undertaken per day identified. This schedule was balanced to ensure that sampling of weekdays, weekends and holidays was proportional to the distribution of these days over the course of the summer season. Regrettably, a number of staff changes took place in Inuvik, and surveyors at Dawson were also responsible for providing travel counseling. As a result, the number of surveys undertaken fell short of the total number hoped for and there was some inconsistency in survey implementation. Nonetheless, there was considerable consistency in the results and we have concluded that the scheduling and staffing situations did not compromise the results in any significant way.

1.2 Report Format

There are four sections to the preliminary analysis in addition to this introduction. The final section is a series of tables and graphs summarizing the results of each question in each survey.

Sections Two and Three are summaries of the Dawson and Inuvik surveys, respectively, each organized according to the following formula:

- a) Who is the visitor?
- How old are they?
 - Where do they live?
 - What is their employment status?
 - What is their income?
 - What are their general interests?
- b) Information about this trip
- Why are they making this trip?
 - How long did they plan for this trip?
 - What sources did they use for planning?
 - How long is the trip planned for?
 - What form of transportation are they using?
 - Where are they staying?
 - What are their activities?
 - How much are they spending?
 - Why did they stop at the Visitor Centre? - Dawson Survey only
 - Why did they choose not to go up the Dempster? Dawson Survey only
 - Had they planned on the Dempster prior to stopping at the Visitor Centre? Dawson Survey only
- c) What are their thoughts about their experience?
- Did they have enough information?
 - If not, what is needed?
 - What options would have influenced the length of their stay?
 - What were their most satisfying experiences?
 - What were their least satisfying experiences?

Section Four compares visitors surveyed in Dawson to those surveyed in Inuvik in terms of these three categories.

1.3 Implications for Tourism Development

On the basis of a preliminary analysis, a number of implications for tourism development have been identified:

- . The **Dempster / Delta Visitor Centre in Dawson** has a very important effect on influencing visitors to drive the highway (32% changed their minds and travelled the **Dempster** after visiting the **Centre**).
- Most people are generally satisfied with their experience on the highway although poor road conditions in NWT may have an adverse effect on word of mouth promotion.
- A significant portion of visitors felt that their experiences in the communities were less **satisfying** than those on the highway.
- . The visitors to the **Dempster / Delta Visitor Centre in Dawson** are younger, more often traveling in cars than in RVS, and have a lesser income than those who make it to **Inuvik**.
- . All visitors to **Inuvik** identified lack of **information** (about a variety of subjects) as the largest factor **affecting** the length of time spent in the area. Other important factors were the perceived lack of access of arts and crafts, and availability of a secure compound for vehicles.
- . Little time was spent in the Western Arctic (the entire highway experience generally lasted less than 7 days) and most visitors spent less than \$21 per day on souvenirs or **gifts**.

2.0 DAWSON SURVEY SUMMARY

One hundred and forty-four surveys were initiated in Dawson; seven of those approached (5%) declined to participate. One hundred and five of the 137 Take-away surveys distributed were returned for a response rate of 76%.

2.1 WHO ARE THE TRAVELLERS

2.1.1 Visitor Demographics

The largest percentage of visitors who stopped in at the Dempster Delta Visitor Centre were Canadian citizens (46% of those surveyed); 36% were US; and 11% were offshore visitors - 7% (one large party) identified themselves simply as a group of Americans and Germans; these were categorized as US/Ger. If this group were assumed to have equal numbers of Americans and Germans, then the revised "Origins" table would be:

Canadians	46%
Americans	39.5%
Offshore	14.5%

75% of the visitors were employed; 15% were retired. Nine percent of the visitors were students, and 1% were unemployed.

Of these travelers, 30% were aged 41-60, and 35% were aged over 61, with those aged between 21 and 40 at 25%. The people traveling were a fairly well-educated group with 48% having completed college/university (21% of which have gone onto complete - or are in the process of completing graduate degrees). Eighteen percent have had some university/college experience.

The visitors interviewed in Dawson tended to be concentrated at the lower end of the income ranges. Two income groups (less than \$20,000 and \$30,000-\$39,000 per annum) accounted for 18% of the visitors surveyed each; those in the \$20 to 29,000 range were next at 15%; and those at \$50 to \$59,000 sat at 14%. Households with an income of greater than \$70,000 per annum accounted for 12% of total visitors surveyed.

Merriam
General
? (Latin?)

2.1.2 Interests

When asked where their interests lay, visitors gave as their most popular answer the same as has been recorded in most of North America - wildlife viewing. Eighty-eight percent of the visitors chose wildlife viewing as one of their main interests; with photography (74%) and native culture (70%) as the next highest interests when traveling. Seventy-nine percent of the travelers listed sightseeing as their main focus for the trip, with wilderness adventure coming second at 28%.

Seventy-four percent were not at all interested in hunting, while most other "non-interested" subjects (with the exception of powerboating and van/bus tours who also had strong negative interest reaction) were more evenly distributed in the ranges from "not at all" to "very" interested.

2.2 ABOUT THEIR TRIP

2.2.1 Planning to drive up the Dempster - why or why not

Prior to entering the visitor centre in Dawson, 40% of the 137 visitors had decided to travel up the Dempster or had already travelled up the Dempster. Subsequent to their visit, 28% did not travel up the highway and 32% changed their plans and DID travel up the Dempster. *2100%*

40
32
72 % !

Seventy-six percent of the reasons for not driving the Dempster involved the time commitment. Other significant responses included road conditions (12%) and had already travelled the highway in the past (12%). The major factors convincing people to change plans and head up the Dempster were: the visitor centre (39%) and word of mouth (40%). Of those who did not travel the Dempster, 73% said they would take the trip if they were traveling in the north again.

2.2.2 Time Planning and Traveling

At the time of the survey, most visitors had been traveling for seven days on a trip that was planned to last for about four weeks. Most travelers (39%) had planned their trip 1 to 6 months in advance; 23% had planned in less than one month.

The question regarding number of members traveling with the interviewee was mis-interpreted by a number of visitors, and while we have corrected many of the errors, there were a few who escaped. There were five bus tour groups that, for

the sake of creating a more reasonable representation, have been excluded from the sample for the purposes of statistical analysis. The table average number of people traveling with the interviewee was 1.5, (SD=2.3).

2.2.3 Information Collected and Used

Most visitors (80%) had found out about the Dempster Highway through promotional material. Word-of-mouth (15%), and other sources (20%) such as books, were other significant sources for the idea of traveling to the "North." Promotional materials included the Yukon and NWT vacation planners, the Milepost, AAA and CAA guide books, as well as a variety of maps. A number of visitors also used information gleaned verbally from fellow travelers who had just driven the Dempster -or who had driven the Highway in the past - about road conditions, what to expect along the way, and good places to stop.

2.2.4 Transportation

Visitors who were interviewed in Dawson used two main modes of transportation: 10% were driving their own RV, while 5870 drove their own automobile (cars, campers, vans). Other modes of transport included motorcycles, hitchhiking, bicycle, and bus. Of these visitors, 59% stated that they had planned to drive the Dempster prior to stopping in the visitor centre.

Only 4% of those surveyed in Dawson were on a bus tour.

2.2.5 Accommodation

Most travelers stayed in campgrounds (at 680A), followed by hotels (9%) and motels (8%).

2.2.6 Reason for stopping in the Visitors Centre

Sixty-three percent of the visitors stopped in order to acquire Dempster Highway information. Thirty-seven percent answered in the "other" category; 28% identified their reason for stopping as general curiosity ("visit").

Over 50% of respondents indicated that they had a familiarity with the history and/or location of the Dempster Highway, Inuvik, Tuktoyaktuk, Mackenzie Delta and the Beaufort Sea.

2.2.7 Expenses

Eighty-one percent of the travelers who drove the Dempster spent between \$0 - \$20 for accommodation. The largest daily expense was fuel: the largest percentage of visitors (39%) of visitors spent between \$41 to \$80.

Handy?
super trip

In terms of food, a number of visitors remarked that they had been warned by other travelers about the cost of food along the highway and in Inuvik and were told that if possible they should bring their own supplies with them for the trip. Perhaps as a result, 57% spent \$20 or less per day on food.

Sixty-six percent of the visitors spent less than \$21 on gifts and souvenirs. A few visitors did comment that visiting with some of the local carvers who were sitting outside their homes was a great experience, and that they did buy some work from these people directly.

low!

2.3 EXPERIENCES AND THOUGHTS

2.3.1 Information Missing

$$137 \times \frac{40}{100} = 55$$
$$137 \times \frac{32}{100} = 44 = \text{hand + plane to}$$

Of the 70 visitors surveyed who had travelled the Dempster, 75% believed that there was sufficient information available for trip planning. Of the 24% who thought that information was lacking, the most common informational requests were for specific visitor guides, detailed maps, and kilometre by kilometre guides.

2.3.2 What would have caused visitors to stay longer or take part in excursions

Many visitors who answered this question gave multiple responses, the most common one (34% of the total responses) being the request for more information in regards to costs, highlights, times and itineraries for tours and excursions that leave from the Inuvik area. Another significant percentage (28%) felt that there was insufficient access to local carvers and artists; 14% would have liked to see some security arrangement for their vehicles.

2.3.3 *Thoughts about their visit*

Forty-one percent of the visitors had only positive comments about their visit to the Western Arctic; 3% had only negative comments. The largest percentage (49%) had both positive and negative comments. The vast majority of positive comments related to natural features; negative comments mostly related to the road although a number related to services.

3.0 INUVIK SURVEY SUMMARY

Over the course of the summer, surveys were undertaken at the information centre, i, campgrounds, parks, and around the town site. Of the two hundred and forty-three visitors who were asked to participate in Inuvik survey, twenty-three (9%) declined to be interviewed.

3.1 WHO ARE THE TRAVELLERS

3.1.1 Visitor Demographics

Canadians were the largest percentage (47%) of travelers up the Dempster Hwy, followed by Americans (39%), and 14% were offshore visitors.

Fifty-seven percent of the visitors were employed: 42% of the visitors were retired; one percent were students, and only a fraction of a percent were unemployed. Of these travelers, 32% were aged 41-60 and 42% were aged over 61, with those aged between 21 and 40 at 19%.

The people traveling up the Dempster are a well-educated group with 49% having completed college/university (21% of which have gone on to complete - or are in the process of completing graduate degrees); 27% have had some university/college experience.

The largest percentage in any income bracket was 23% of the visitors with a household income of \$30,000-\$39,000. The next highest bracketed incomes (\$40-\$49,000 & \$50-\$59,000) were each represented by 15% of the visitors. Households with an income of greater than \$70,000 per annum accounted for 13% of the visitors.

3.1.2 Interests

When asked where their interests lay, visitor responses reflected the present trends for most of North America - wildlife viewing. Although visitors chose wildlife viewing as one of their main interests (900/0), touring was chosen as a greater interest (920/0). The next highest interest area was native culture at 86%. The significance of these choices and other areas of interest that are low in the element of physical exertion is that they are in direct correlation with the age distribution of travelers to in Inuvik and along the Dempster - 42% of these travelers are aged 61 and older, and 32% are in the range of 41 to 60 years of age.

On the reverse side, 80% were *not at all* interested in hunting, while most other non-interested subjects (with the exception of kayaking, 56%, and power boating,

64%) were quite evenly distributed in the ranges from 'not at all' to 'very' interested.

3.2 ABOUT THEIR TRIP

3.2.1 Time Planning and Traveling

The largest percentage of visitors (38%) are planned more than a year in advance. Very few people arrive into Inuvik with less than one month of planning (1.1%).

Most visitors are also traveling for extended periods of time; the trip up the Dempster is quite often only one segment of a planned journey. Four and eight week travel periods accounted for 18.3% of travelers equally; two week (17.8%) and three month (14.6%) are the next popular lengths in terms of total planned traveling time for their present journey. A few visitors had been traveling for extended periods of months and years; most of these people were retired travelers driving RV's. While a number of visitors were surveyed at an average of approximately 20 days into their trip, a good many still had substantial time left in their travel itineraries.

Of the total surveyed, 90% gave sightseeing as their main focus for their trip, with wilderness adventure mentioned second at 63%.

Our question about number of people traveling with the surveyed party was misinterpreted by a number of visitors, and while we tried to catch most of the errors, there were a few who escaped as well as a group of 38 who were not part of a bus tour who also created a problem in the statistics. With these anomalies removed, the average number of people traveling with the survey subject was 1.4 (SD=1.49).

3.2.2 Information Collected and Used

Most (85%) of the information that was collected and used for trip planning was promotional material e.g. Yukon and NWT vacation planners, the Milepost, AAA and CAA guide books, as well as a variety of maps. Twenty-five percent cited friends and relatives as sources for travel information and ideas.

When asked how visitors had found out about Inuvik and the Dempster Highway, 73% cited promotional material as information sources for the idea of traveling to the "North;" 17% cited the information received from the information centres (at least 2% from the Dawson Centre) caused them to decide to drive up the Dempster. Another 56% of the visitors also used information gleaned verbally from fellow travelers who had just driven the Dempster, or who had driven the

Highway in the past, in regards to road conditions, what to expect along the way and good places to stop.

3.2.3 *Transportation*

Visitors who were interviewed in Inuvik used three main modes of transportation: 41% were driving their own RV, 27% their own automobile (cars, campers, vans), and 19% flew into Inuvik. Other modes of transport included motorcycles, hitchhiking, bicycle, and bus.

Only 3% of the visitors surveyed in Inuvik were part of a bus tour.

Another point of note is that 59% of the travelers had planned to drive up the Dempster Highway and visit Inuvik before they arrived in the North, and 41% stated that they had not planned to drive up the Dempster prior to arriving in the North.

3.2.4 *Accommodation*

When looking at the mode of transportation statistics, it is obvious as to which type of accommodation is the most utilized: campgrounds at 68%, then hotels at 14%, and bed and breakfasts' at 8%.

Our question regarding how many days were being spent in Inuvik/Western Arctic reflected a design error in that the option "2 to 7 days" was unnecessarily large. We suspect - on the basis of personal observation and discussions with knowledgeable individuals - that a great majority of the people (probably 60% of the 830A) who answered "2 to 7 days" more than likely were including the time spent on the Dempster Highway, not just their time in Inuvik. A majority of visitors probably spent one to two nights in Inuvik and then began the return trip down the Dempster sometime the following day. It takes most visitors two full days of travel to reach Inuvik from the Klondike Highway junction, and the same amount of time for the way back down. The 11% who answered overnight, probably answered for their time spent in Inuvik, as that is where the survey was taking place.

3.2.5 *Activities*

Of the most popular activities and stops, Fort McPherson rated highest at 75%, with Arctic Red and Nitainlari Park at 33% and 32% respectively.

While in the Inuvik area, 42% of the visitors stated that they did or had planned to take a flightseeing tour of the Mackenzie Delta, and 73% made the trip to Tuktoyaktuk (it is possible that some of the visitors felt that the trip to Tuk

included the tour of the Delta.). Another popular excursion was boat cruises of the Mackenzie (280A) and the trip to Aklavik (170A).

In Inuvik, 48% of the visitors stayed at Happy Valley campground and 21% visited Chuk Park, as well as various other sites in the community.

3.2.6 Expenses

The many visitors who drove an RV or car/camper up the Dempster, and used campgrounds for accommodation spent an average expenditure of \$0-\$20 per day on accommodation. Those staying at hotels, motels, and Bed and Breakfast's spent from \$101 -\$300. The largest percentage (47.1%) of visitors spent between \$41 to \$80 per day for fuel for their vehicles.

A number of visitors remarked that they had been warned by other travelers about the cost of food along the highway and in Inuvik and were told that if possible they should bring their own supplies with them for the trip. Reflecting on this comment though, we found that the amount of money spent on food per day was fairly evenly distributed amongst three groups: 36.5% spent between \$0-\$20 for food; 35.6% spent \$41-\$80 per day on food; and 23.1% spent \$21-\$40 per day.

The largest percentage of visitors (43.7%) spent less than \$0-\$20 per day on souvenirs. There were a number of reasons cited: cost was the main one; others commented on what they perceived to be a limited selection. Of those who did purchase crafts/artwork, 27.7% spent between \$101-\$300. A few visitors did comment that visiting with some of the local carvers who were sitting outside their homes working, was a trip highlight and that they did buy some work from these people directly.

3.3 EXPERIENCES AND THOUGHTS

3.3.1 Information Missing

Of the 210 visitors who responded to this question, 86% believed that there was sufficient information available for trip planning. Of the twenty-nine visitors who thought that information was lacking, 67% believed that the existing information about the Dempster Highway was insufficient (37% requested general highway information, 17% felt signage was needed, and 13% felt that a kilometre by kilometre guide for the highway is greatly needed), while 20% felt that cultural information was inadequate.

3.3.2 *What would have caused visitors to stay longer or take part in incursions*

Many visitors who answered this question gave multiple responses, the most common one (48%/0 of the total responses) being the request for more information in regards to costs, highlights, times and itineraries for tours and excursions that leave from the **Inuvik** area, and access to outlying communities- Another significant percentage (27%/0) felt that there was insufficient access to local carvers and artists; and 15%/0 of the responses noted a lack of **cultural** activities such as drum dances, **craft** fairs, and cultural **centres** with on-going activities and information sources that would have encouraged visitors to stay longer in **Inuvik**.

3.3.3 *Thoughts about their visit*

This section of the survey has the greatest applicability for marketing. The questions dealt with the visitors' personal reflections on their experiences while on the highway and in the Western Arctic. Their thoughts ranged across a wide variety of subjects. Only five percent of those surveyed did not choose to make **any** comment. Travelers were asked to **identify** their most and least satisfying **experiences**. While 92% of the travelers had positive comments, **nearly half of** these had negative comments as well. **Overhalf of the** visitors (53%) had only positive comments; two percent had only negative comments.

The fact that 41% of those surveyed had negative comments is **important**. As might be expected, dust, mosquitoes, mechanical problems, distances between services, and general road conditions were frequently mentioned on the negative side of experiences. A surprising mention here was the concern felt by many that some local drivers were very discourteous in terms of driving too fast and using most of an already narrow road. Local communities were also mentioned in a negative tone, but only in the sense that a number of visitors were unsure if they were actually welcome in the community; or felt that there was a lack of services in the community. Wilderness was mentioned in the negative only because visitors did not see the wildlife they were expecting to see.

Of the responses on the positive side scenery, isolation, crossing the Arctic Circle, twenty-four hour daylight, wildlife, **local** people, and **Inuvik** were amongst the highlights. In terms of **Inuvik**, people most **often** mentioned the **colourful** nature of the town and the people who live there, as well as the pleasant surprise it was to find such **an** interesting place at the end of the road. **Inuvik's** drawbacks of course were the costs and lack of **services**, and everyday living expenses.

4.0 COMPARISON SUMMARY

In comparing the Dawson and Inuvik surveys, a number of obvious similarities are apparent coupled with a number of more subtle - but significant - differences,

4.1 WHO ARE THE VISITORS

4.1.1 Visitor Demographics

Place of origin for the surveys was virtually identical with Canadians accounting for 47%, Americans for 39% and Other Countries for 14%.

Significant differences, however, appear in the other demographic categories. The age of the Dawson participants is considerably younger than those in Inuvik. For example, 35% of the visitors in Dawson were retired as opposed to 42% of those in Inuvik.

In terms of occupation, 57% of those surveyed in Inuvik were employed as opposed to 75% in Dawson.

The Dawson survey contacted a significant number of visitors who had completed college/university and whose annual income was below \$19,999. The Dawson sample also displays a broader income distribution; Inuvik, by contrast, whose highest concentrations for annual income sit at the \$30,000 to \$39,999 and have completed college/university; and also those who are at the over \$70,000 mark and who are in the graduate degree area.

4.1.2 Interests

When looking at the ranges of interest in both the Dawson and Inuvik surveys, we observed that the Dawson participants had a more evenly distributed range of interests as opposed to the Inuvik participants who tended to be more extreme in their choices of activities they were interested in - although both were even in their opinions of wildlife viewing (very interested) and hunting (not at all interested). Two areas which were significantly different between the surveys were the interest in touring (92% in Inuvik vs 44% in Dawson) and sightseeing tours by plane (75% in Inuvik vs 32% in Dawson). As the Dawson participants are a younger group, this, we feel, does play a role in the level of interest in various activities.

4.2 ABOUT THEIR TRIP

4.2.1 Time Planning and Traveling

Both groups cited the same principal reasons for traveling to the North: sightseeing and wilderness adventure.

In terms of planned lengths of trips, the Dawson surveyees travelled - or planned to travel - for longer periods of time than the Inuvik participants; especially in time frames of less than four days (4% vs 1%), four week (24% vs 18%) and six week (17% vs 10%) periods, as well as extended periods of time such as twelve months (5% vs 0%).

In relation to days travelled at the point of participating in the survey, both the Dawson and Inuvik visitors were very similar in that most were in the early stages of their trips. Where the similarity stops however is in the time in advance planning. The Dawson participants by far are short-time frame planners of 1 to 6 months (39%) as opposed to the Inuvik participants of whom the largest percentage (38%) spent over 12 months planning their trips.

4.2.2 Information Used and Collected

For both groups of visitors the most common form of information used and collected prior to and during their trip was promotional material produced by the Yukon and NWT governments, as well as maps, CAA and AAA travel books, and the Milepost. Of the significant changes, the "other" section of information used was 20% in the Dawson survey as opposed to 6% in the Inuvik survey - most of this information was in the form of personal knowledge, school, and other books both fiction and non-fiction.

4.2.3 Transportation

In both of the surveys the most common forms of transportation were autos (cars, vans, campers) and RV's, but that is where the similarity ended. There was a significant change in the ratio of autos, RV's and planes between both surveys. The ratios are as follows:

Auto : 32% in Inuvik vs	67% in Dawson
RV : 42% in Inuvik vs	13% in Dawson
Plane: 19% in Inuvik vs	3% in Dawson

The ratios of those on an organized bus tour and those who had planned to drive the Dempster prior to arriving in the North were virtually the same.

4.2.4 Accommodation

Once again the ratios between the Inuvik and Dawson data was of similar distribution in both surveys in terms of accommodation. Campgrounds remained at 68%, but the percentage of hotel use lowered by 5% in the Dawson survey. Bed and Breakfast use was also lower in the Dawson survey -by 4% - as opposed to the Inuvik survey. Other forms of accommodation such as pullouts (4%) and motels (8%) were factors in the lower use of hotels and Bed and Breakfasts in the Dawson survey.

4.3 EXPERIENCES AND THOUGHTS

4.3.1 Information Missing

In both the Inuvik and Dawson surveys participants were generally satisfied with the information available to travelers in the Western Arctic. The Inuvik visitors seemed to more impressed with the information they had collected along the way than the Dawson visitors - 86% vs 74% - and were not as concerned with the service information as the Dawson visitors were focusing more on cultural and general highway information.

4.3.2 What would have caused visitors to stay longer or takepart in excursions

Many visitors who answered this question gave multiple responses, the most common one (34% for Dawson; 48% for Inuvik) being the request for more information in regards to costs, highlights, times and itineraries for tours and excursions that leave from the Inuvik area. Another significant percentage (28%/27%) felt that there was insufficient access to local carvers and artists. Fourteen percent of visitors originating in Dawson would have liked to see some security arrangement for their vehicles; 15% of the Inuvik responses noted a lack of cultural activities such as drum dances, craft fairs, and cultural centres with on-going activities

4.3.3 *Thoughts about their visit*

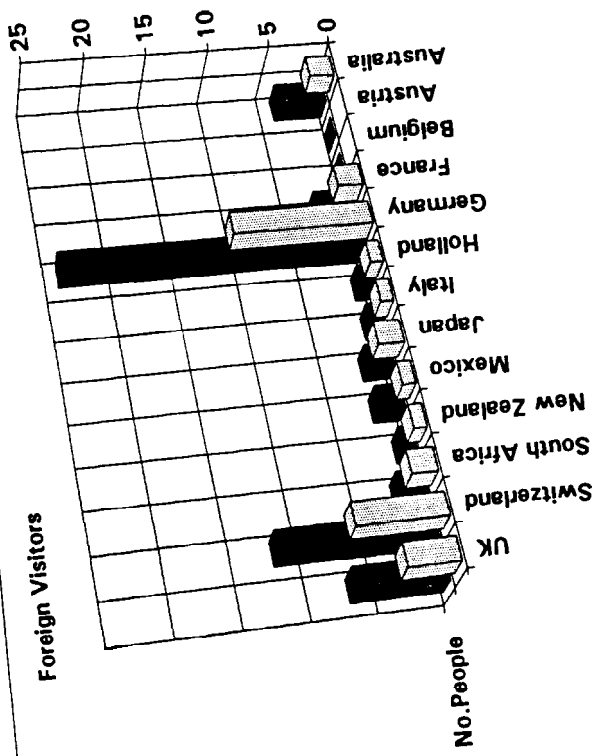
Approximately half of both surveyed groups had both positive and negative comments to *make* about their experience. In both cases the positive comments were most **often** related to the natural experience along the highway. Negative comments tended to focus on the road conditions (particularly in NWT) and on costs.

DAWSON SURVEY STATISTICS

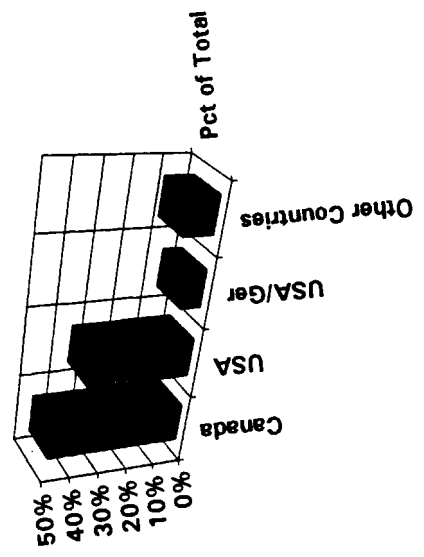
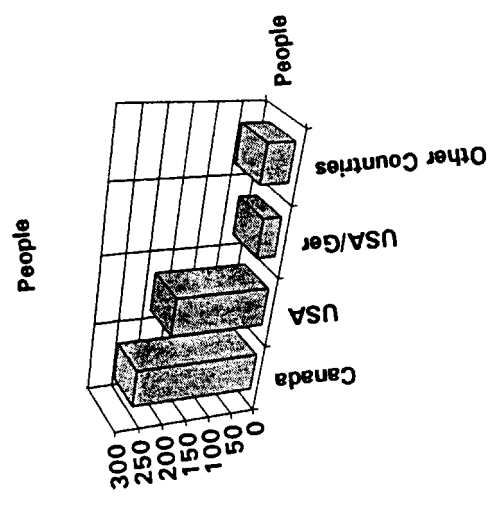
Dawson Survey Distribution of Population

Country	No. People	No. Groups
Australia	4	2
Austria	0	
Austria	0	
Belgium	3	2
France	24	11
Germany	1	1
Holland	1	1
Italy	2	2
Japan	2	1
Mexico	1	1
New Zealand	2	2
South Africa	12	7
Switzerland	7	4
UK	59	34
Total		1
US/Ger	39	

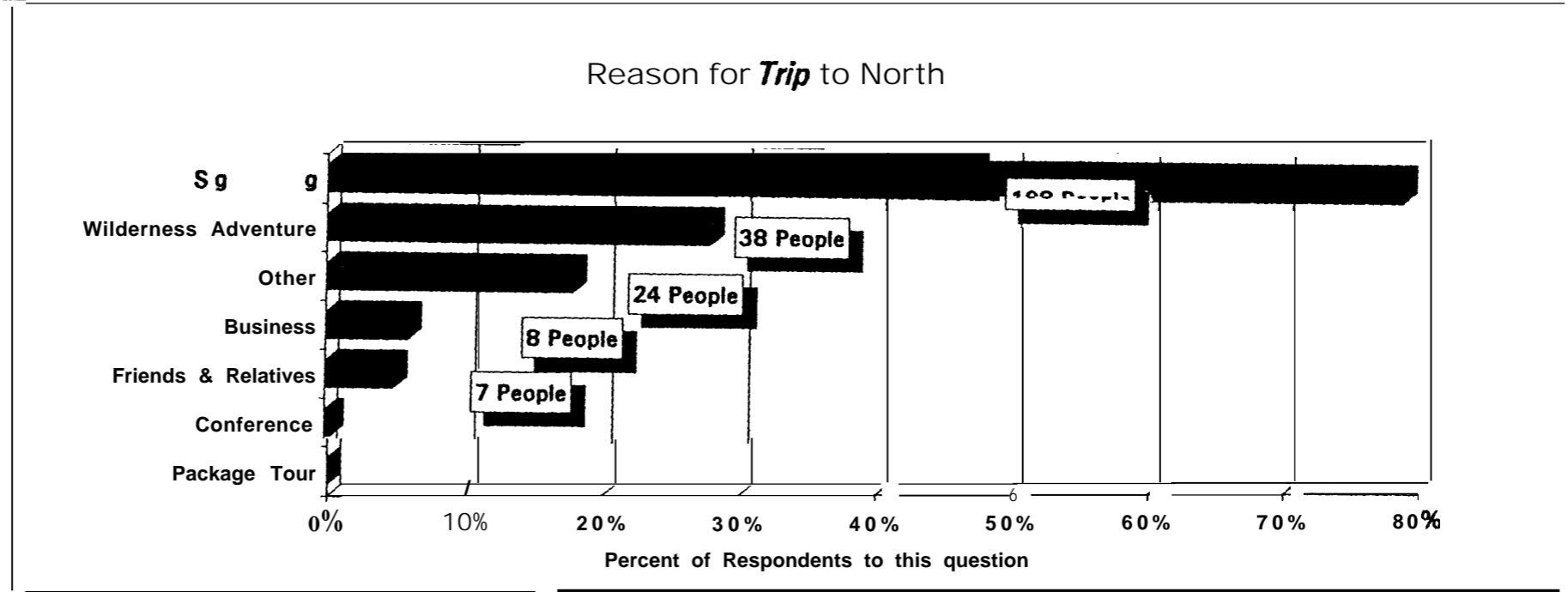
■ No. People
 □ No. Groups



Country	USA	USA/Ger	Other Countries
Canada	257	39	551
USA	196		
Pct. of Total	47%	7%	11%



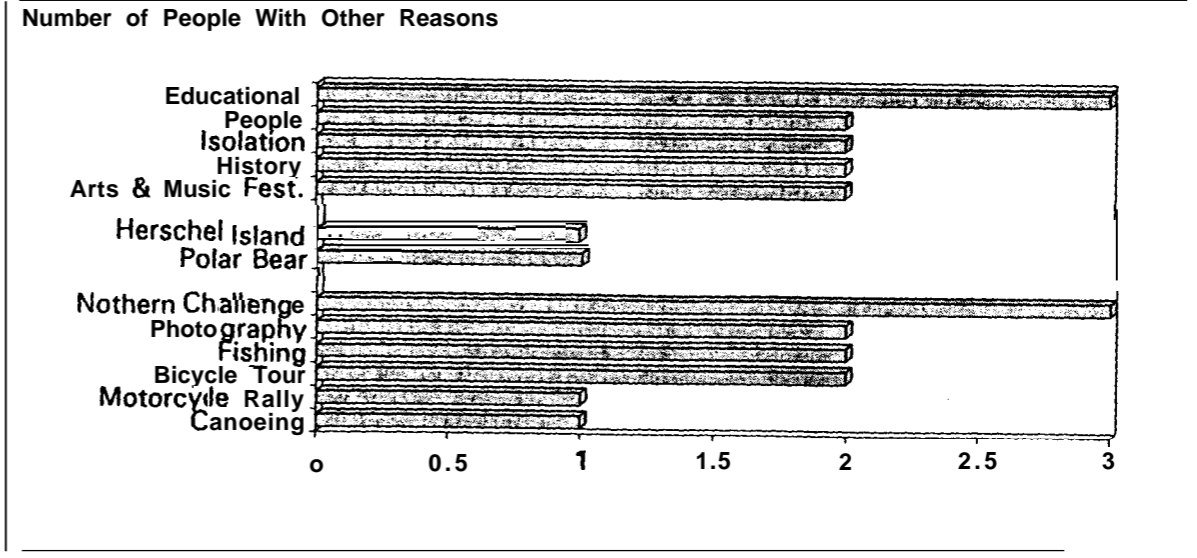
	Package Tour	Conference	Friends & Re	Business	Other	Wilderness Adv	Sightseeing
Pct of total	0%	0%	5%	6%	18%	28%	79%



- Canoeing 1
- Motorcycle Rally 1
- Bicycle Tour 2
- Fishing 2
- Photography 2
- Nothern Challenge 3

- Polar Bear 1
- Herschel Island 1

- Arts & Music Fest. 2
- History 2
- Isolation 2
- People 2
- Educational 3



Dawson Survey - Demographics

Occupation

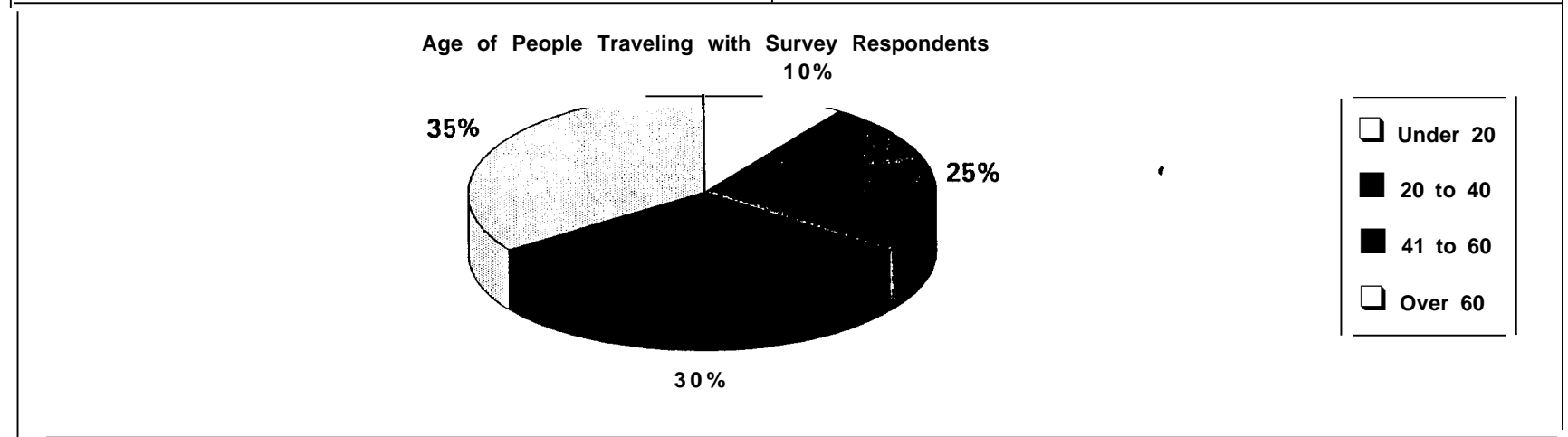
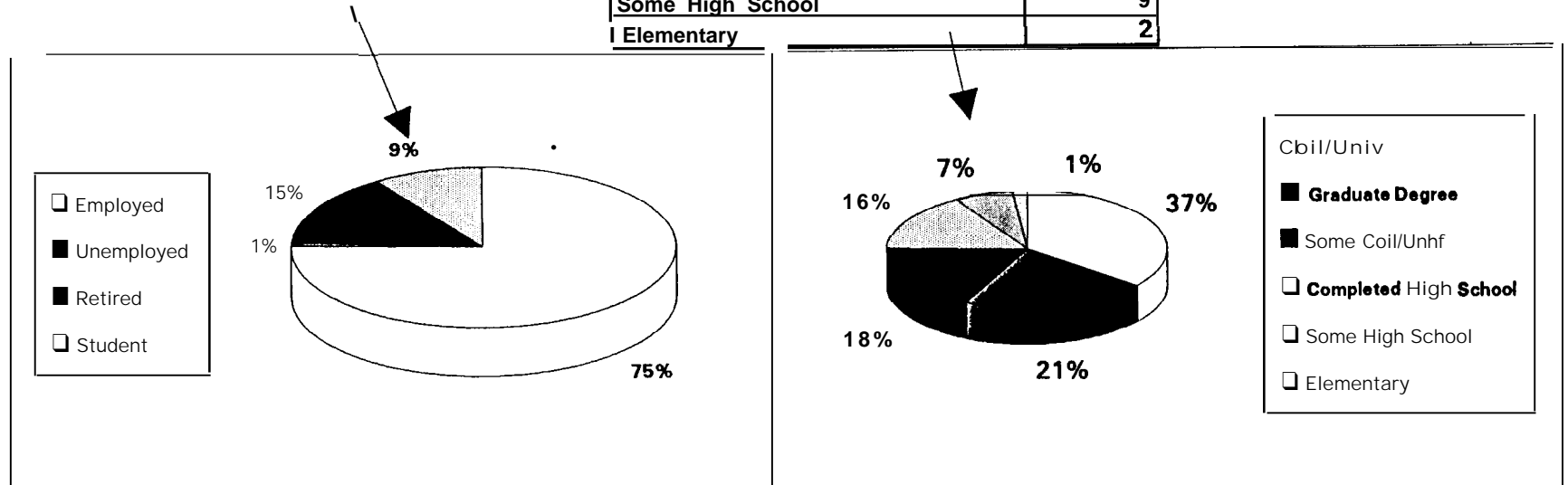
	Number
No. Q. Respondents	134
Employed	101
Unemployed	1
Retired	20
Student	12

Education

	Number
No. Q. Respondents	136
Coll/Univ	49
Graduate Degree	29
Some Coll/Univ	25
Completed High School	22
Some High School	9
Elementary	2

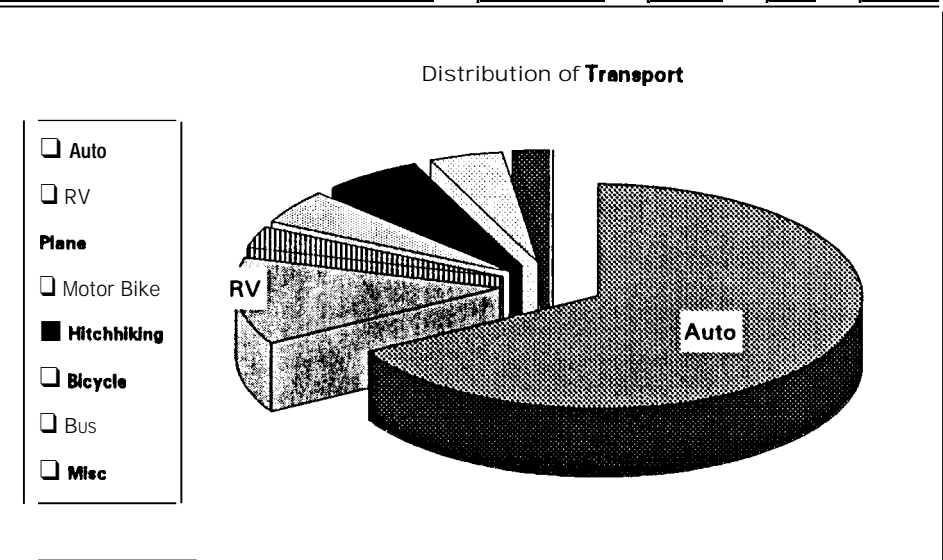
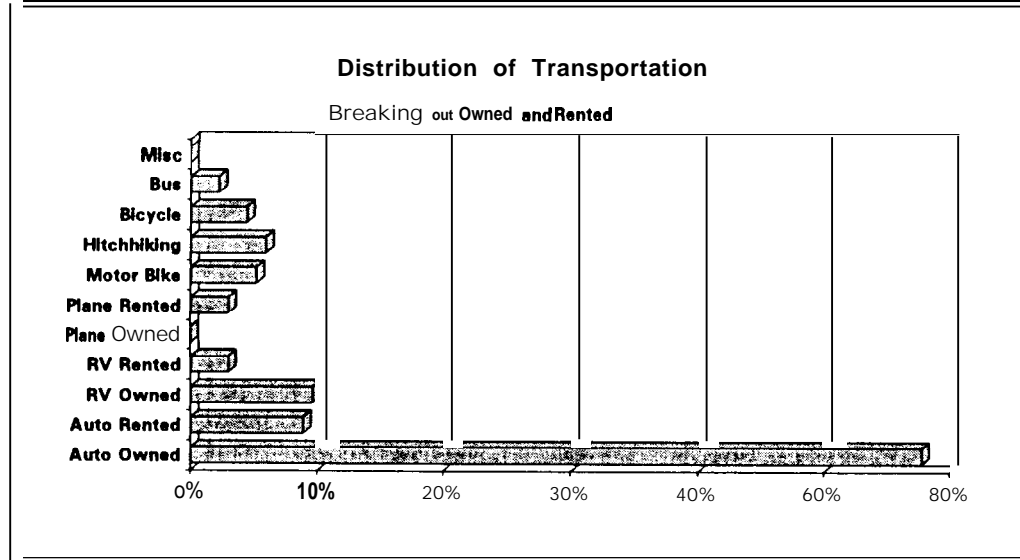
Age

	Number
Under 20	55
20 to 40	138
41 to 60	165
Over 60	187

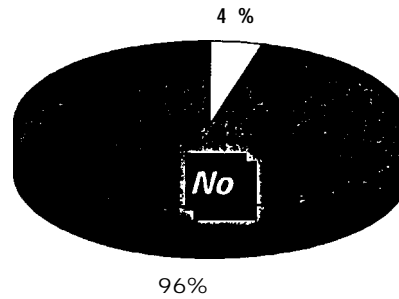


Dawson Survey - Transportation

	Auto		RV		Plane		Motor Bike	Hitchhiking	Bicycle	Bus	Misc
	Owned	Rented	Owned	Rented	Owned	Rented					
Number	78	12	13	4	0	4	7	8	6	3	0
Category Ratio	85%	15%	97%	3%	0%	100%					
Percent of Total	58%	9%	10%	3%	0%	3%	5%	6%	4%	2%	0%



Organized Bus Tour?



Planned to Drive Dempster

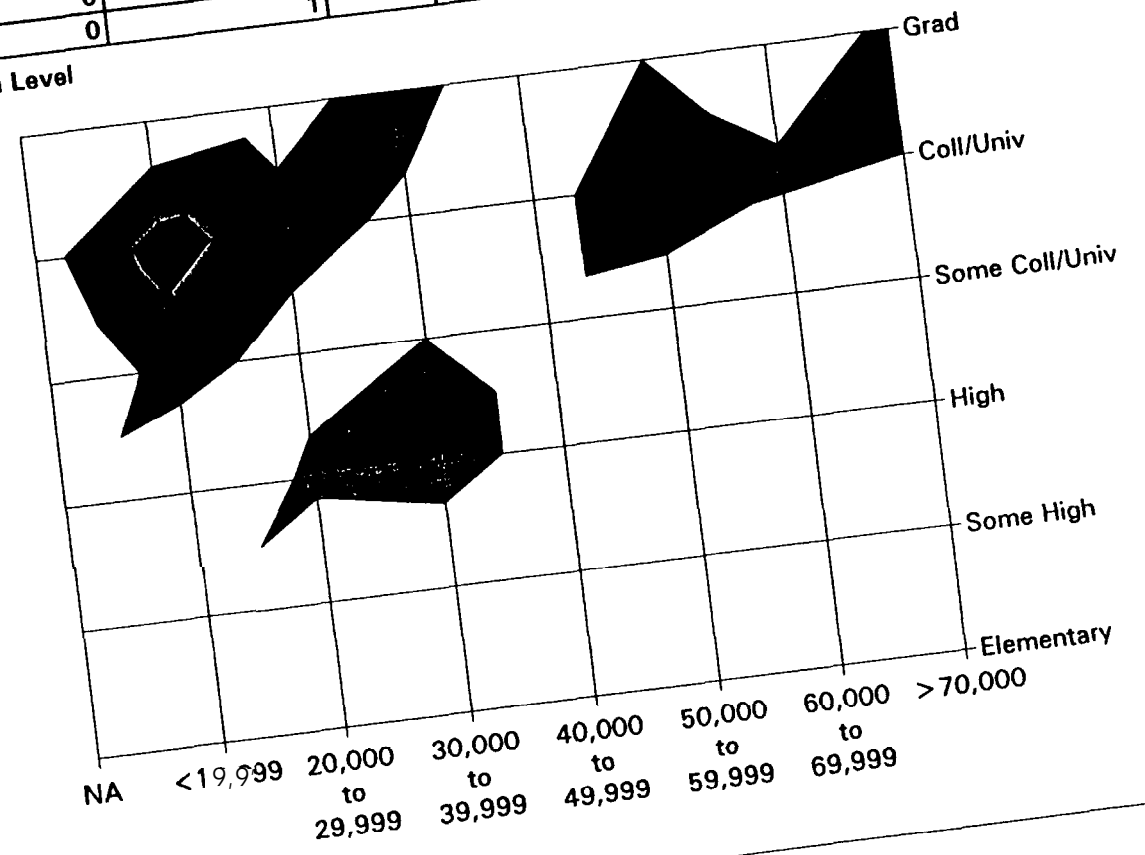
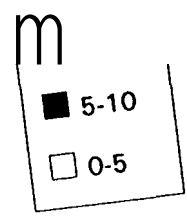


Dawson Survey - Respondent Salary Ranges

Income by Education	Education Level				Coll/Univ	Grad	Grand total
	Elementary	Some High	High	Some Coll/Univ			
NA	0	0	0	3	0	3	9
< 19,999	0	4	0	7	12	3	24
20,000 to 29,999	1	0	6	5	7	3	20
30,000 to 39,999	1	1	7	3	4	7	25
40,000 to 49,999	0	2	1	1	3	2	12
50,000 to 59,999	0	0	1	1	1	6	19
60,000 to 69,999	0	1	1	1	3	5	9
> 70,000	0	0	0	0	0	6	16

Distribution of Income by Education Level

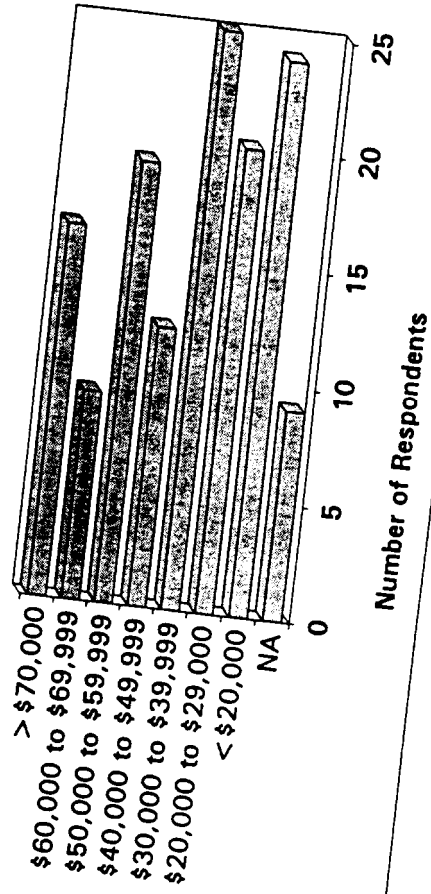
Number of People



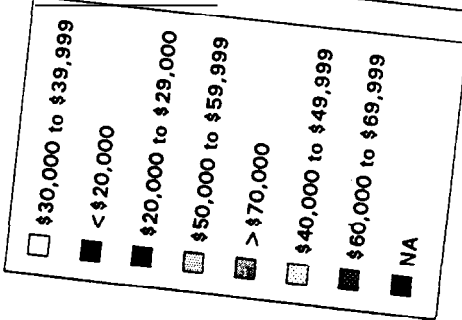
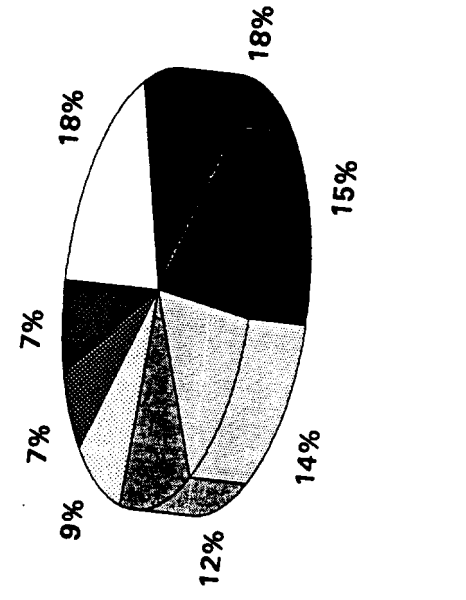
Dawson Survey - Responden Salary Ranges

Income

NA	134
< \$20,000	9
\$20,000 to \$29,000	24
\$30,000 to \$39,999	20
\$40,000 to \$49,999	25
\$50,000 to \$59,999	12
\$60,000 to \$69,999	19
> \$70,000	9
Income Range	16

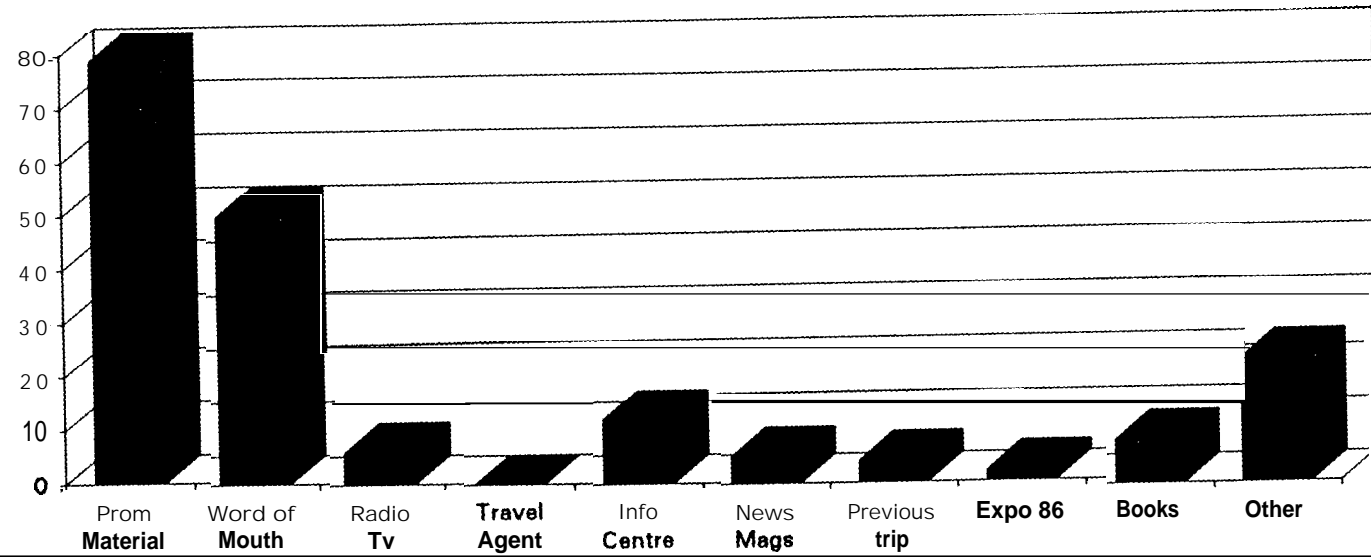


Percentage of Respondents by Salary Groupings

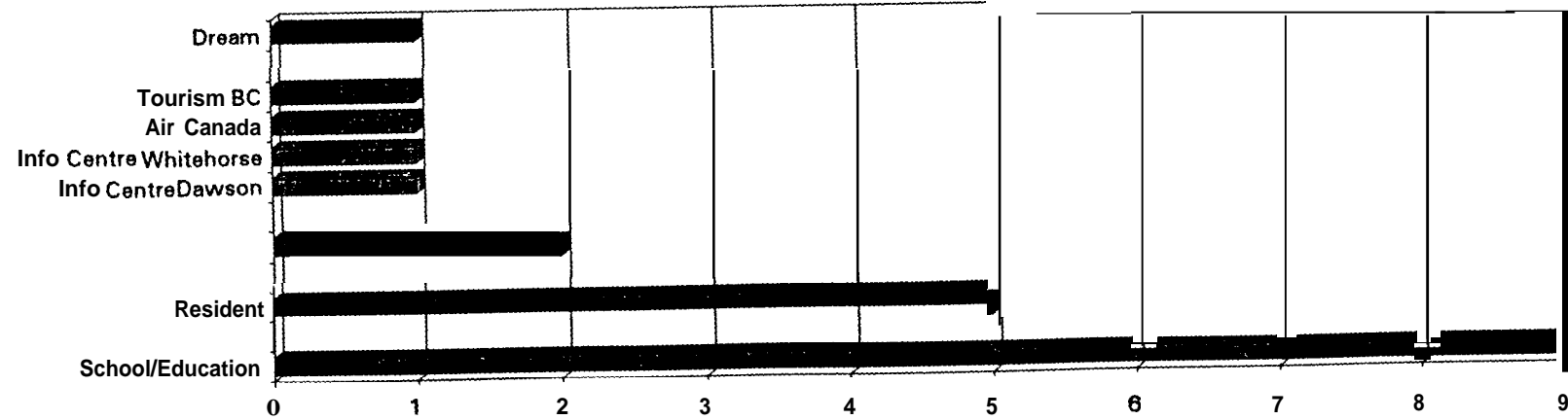


Dawson Survey How Did You Find Out About the North?

	Prom Material	Word of Mouth	Radio Tv	Travel Agent	Info Cent	News Mags	Previous trip	Expo 86	Books	Other
espondents	79	50	6	0	12	5	4	2	8	23
ct of Respondents	58%	36%	4%	0%	9%	4%	3%	1%	6%	1770

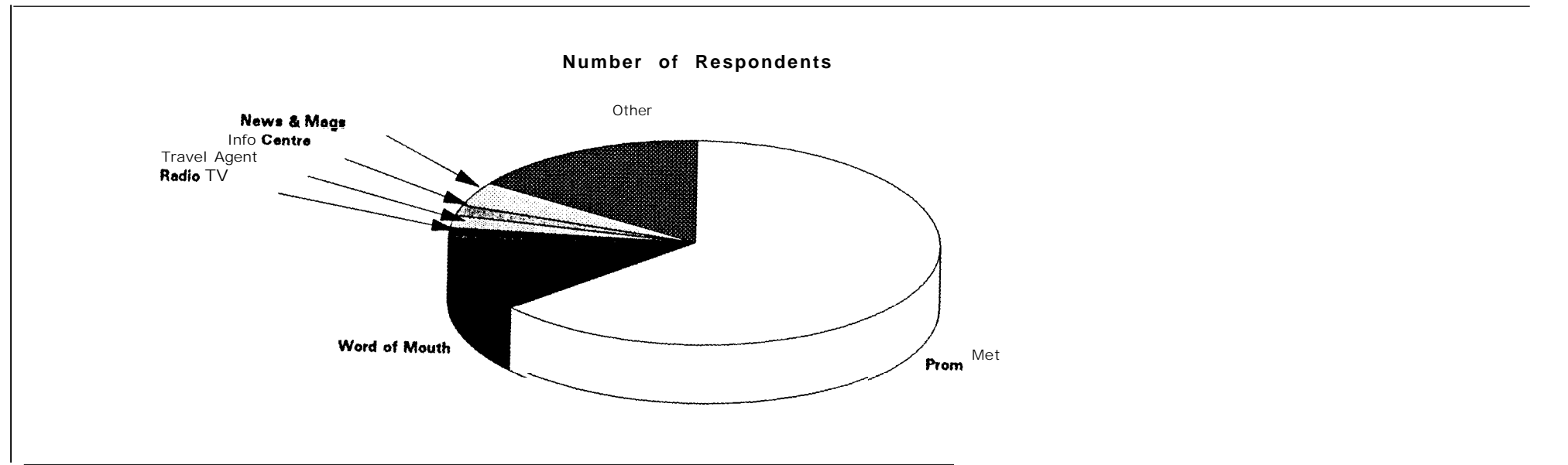


Other Comments re: Sources of Information



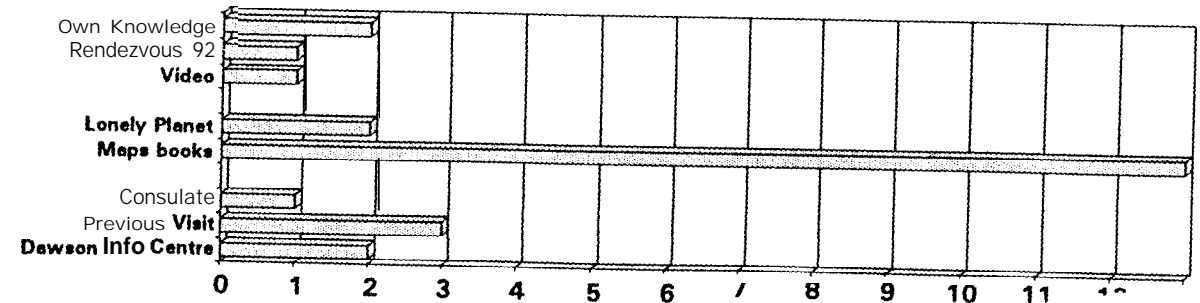
Dawson Survey - Type of Information Used Prior *to* Leaving Home

	Prom Mat	Word of Mouth	Radio TV	Travel Agent	Info Centre	News & Mags	Other
Number of Respondents	110	21	2	3	3	7	2
PCT of Total Resp.	80%	15%	1%	2%	2%	5%	2%



Other	Number
Dawson Info Centre	2
Previous Visit	3
Consulate	1
Maps books	13
Lonely Planet	2
Video	1
rendezvous 92	1
Own Knowledge	2

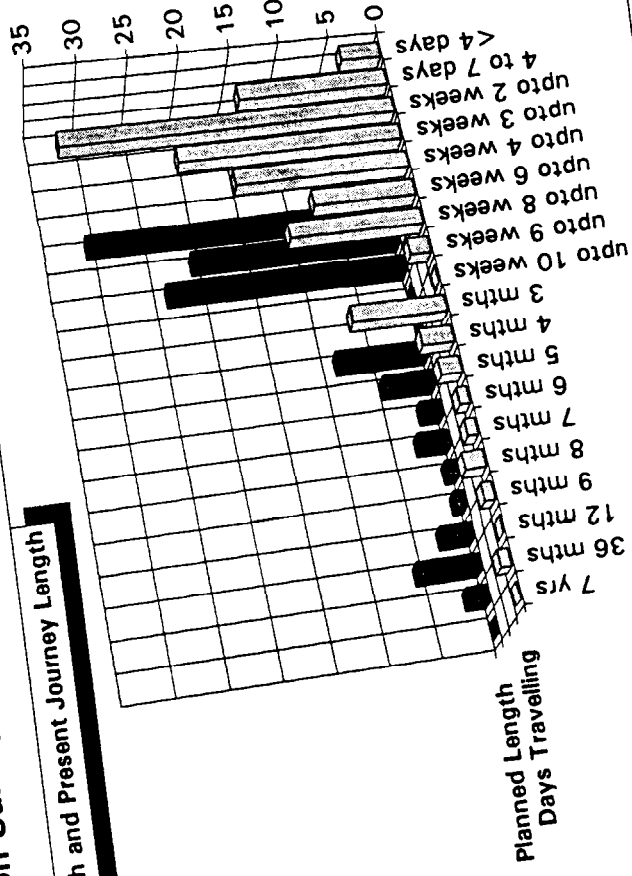
Some Other Information Sources



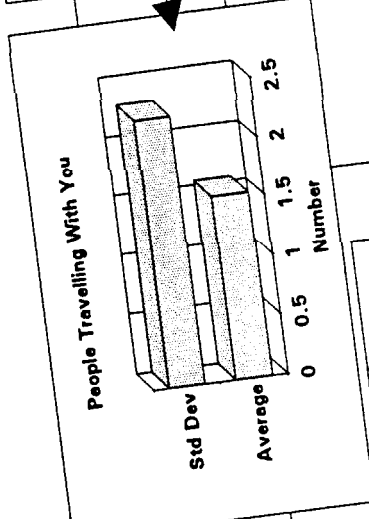
Dawson Survey

Planned Length and Present Journey Length

Planned Length	Days Travelling	Number of Respondents
< 4 days	4	5
4 to 7 days	15	4
upto 2 weeks	33	10
upto 3 weeks	22	0
upto 4 weeks	17	31
upto 6 weeks	10	21
upto 8 weeks	13	24
upto 10 weeks	2	0
3 mths	0	0
4 mths	9	9
5 mths	3	5
6 mths	2	2
7 mths	1	3
8 mths	1	6
9 mths	2	2
12 mths	0	0
36 mths	0	0
7 yrs	127	136
Respondents		127

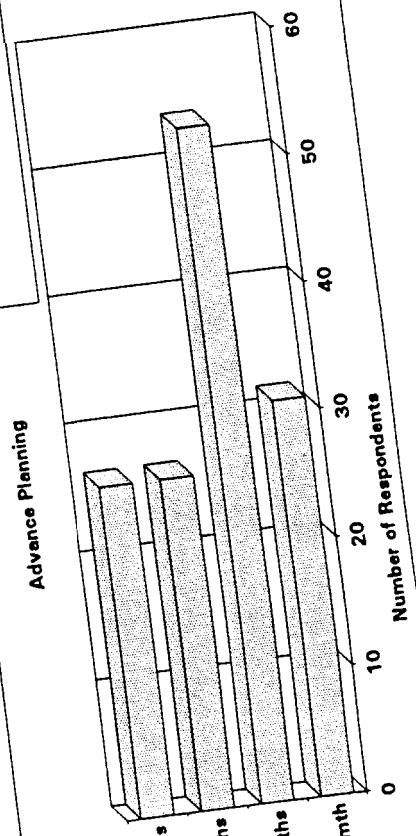


Note: These numbers do not include 5 bus tours totalling 221 people. If these were included, the Std.Dev would be 8.4 and the Average would be 3.1

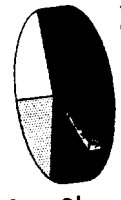


< 1 mth
1 to 6 mths
7 to 12 mths
> 12 mths

Advance Planning
31
53
26
26



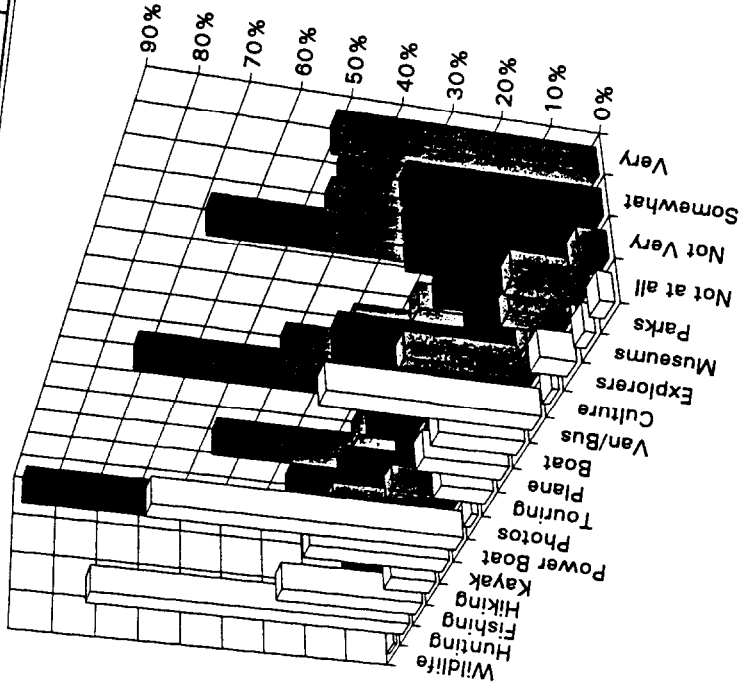
Advance Planning
> 12 mths 19%
< 1 mth 23%
7 to 12 mths 39%
1 to 6 mths 19%



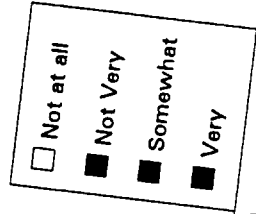
Dawson Survey - Areas of Interest

	Wildlife	Huntin	Fishing	Hiking	Kayak	Power Boat	Photos	Touring	Plane	Sightseeing			Native Culture	Explorers	Museums	Parks
										Boat	Van/Bus	Culture				
Not at all	1	99	45	14	43	90	2	15	24	23	56	2	10	3	4	
Not Very	1	12	17	10	35	20	2	18	19	28	35	8	17	21	8	
Somewhat	14	12	35	44	31	16	30	40	46	48	16	31	42	47	52	
Very	120	10	36	67	26	4	100	57	41	26	18	95	63	64	70	
No. Responded	136	133	137	135	135	130	135	130	130	125	125	138	132	133	134	

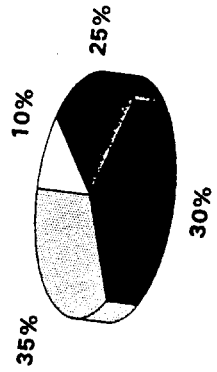
	Wildlife	Huntin	Fishing	Hiking	Kayak	Power Boat	Photos	Touring	Plane	Boat	Van/Bus	Native Culture	Explorers	Museums	Parks
Not Very	1%	9%	12%	7%	26%	15%	1%	14%	15%	22%	28%	6%	13%	16%	6%
Somewhat	10%	9%	26%	33%	23%	12%	22%	31%	35%	38%	13%	23%	32%	35%	39%
Very	88%	8%	26%	50%	19%	3%	74%	44%	32%	21%	14%	70%	48%	48%	52%
No. Responded	99%	97%	100%	99%	99%	95%	99%	95%	95%	91%	91%	99%	96%	97%	98%



Percentage

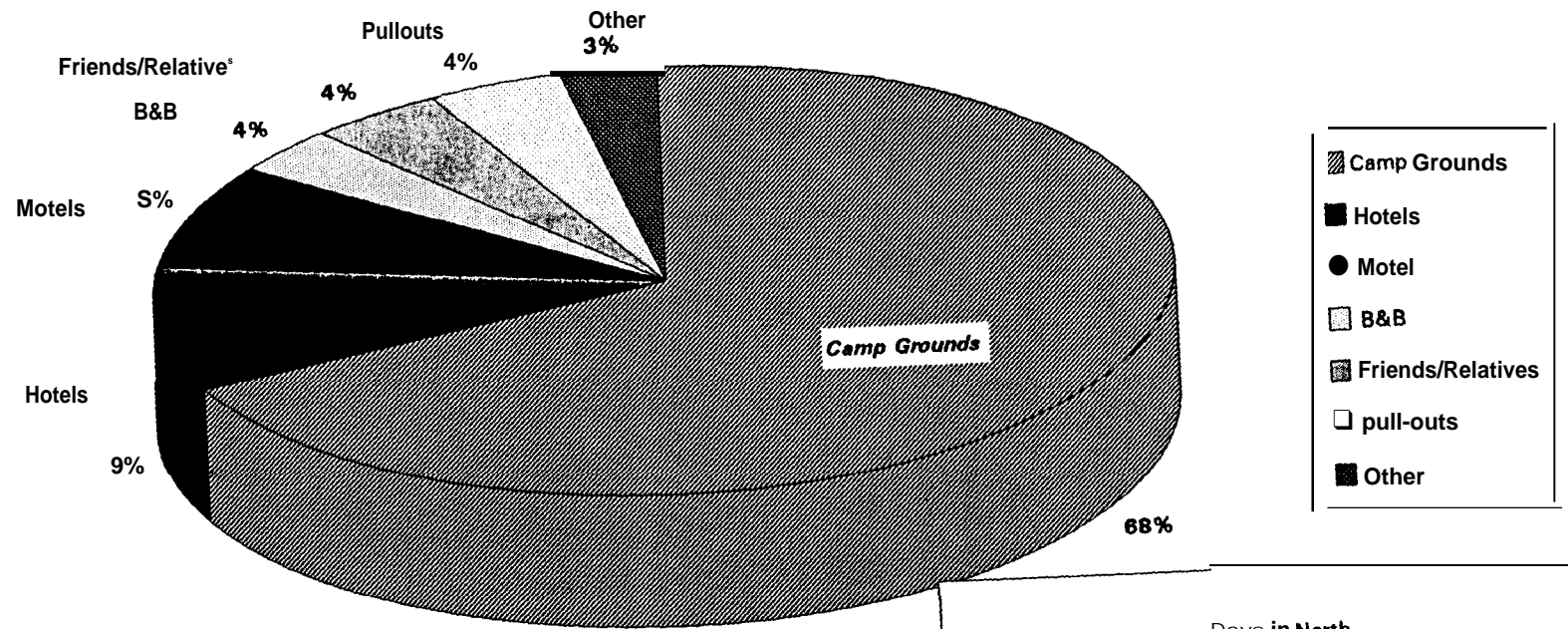


Age Distribution



Dawson Survey - Types of Accommodation Used & Days Spent in North

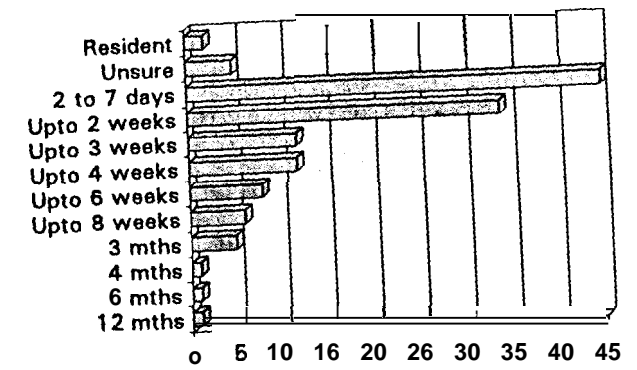
A accommodation	Camp Grounds	Hotels	Motel	B & B	Friends/Relatives	pull-outs	Other
Number of Responses	1161	18	13	6	7	7	5
Pct of Tot. Responses to this Question	68%	9%	8%	4%	4%	4%	3%



Days in North

	Responses	Pct
Resident	2	2%
Unsure	5	4%
2 to 7 days	45	34%
Upto 2 weeks	34	26%
Upto 3 weeks	12	9%
Upto 4 weeks	12	9%
Upto 6 weeks	8	6%
Upto 8 weeks	6	5%
3 mths	5	4%
4 mths	1	1%
6 mths	1	1%
12 mths	1	1%
Total	132	100%

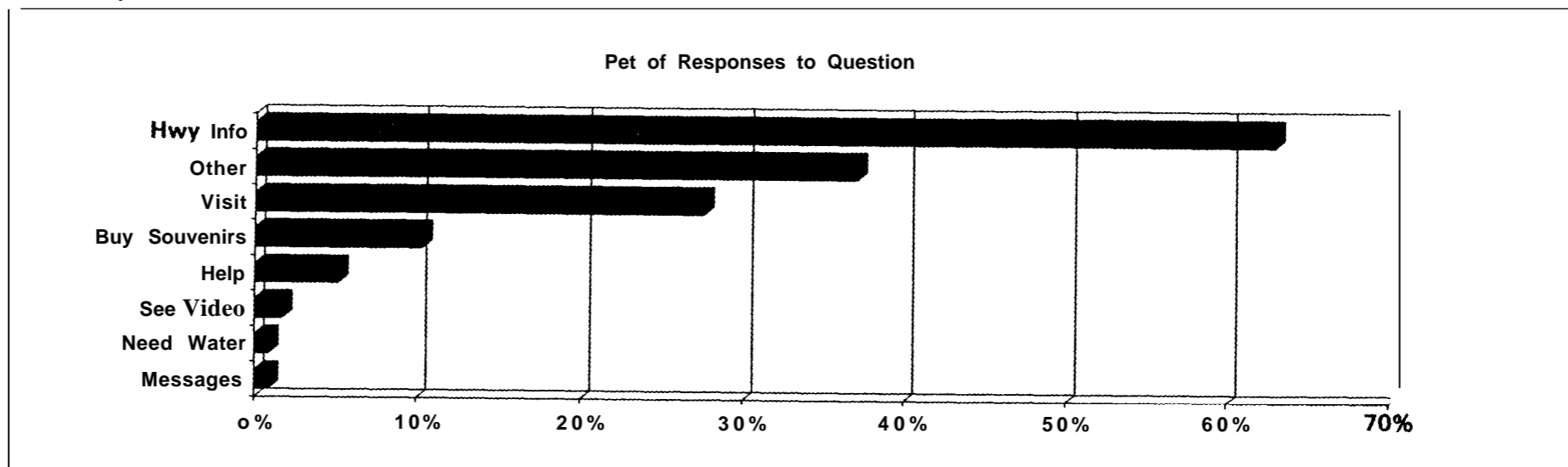
Days in North



Dawson Survey - Why Did You Visit This Visitor Centre

	Visit	Buy Souvenirs	See Video	Need Water	Messages	Help	Hwy Info	Other
Response	32	12	2	1	1	6	73	43
Pct of Responses to Question	28%	10%	2%	1%	1%	5%	63%	37%

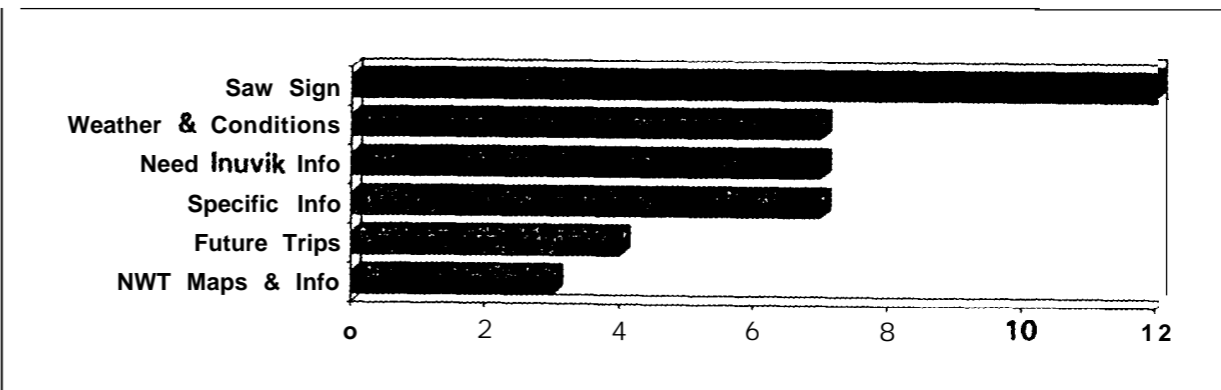
Total Responses 116



Other Reasons

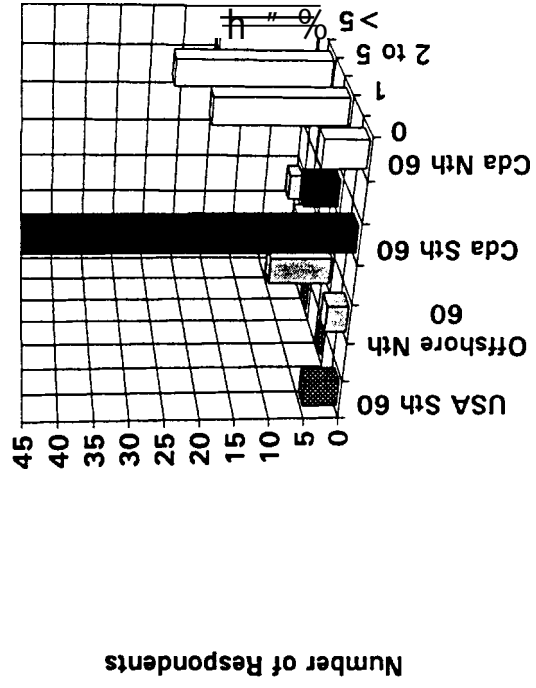
Saw Sign	12
Weather & Conditions	7
Needed Inuvik Info	7
Specific Info	7
Future Trips	4
NWT Maps & Info	3

- Specific Comments
- Western Arctic, NWT
- Tombstone information
- Tour Times, Dates
- Tours out of Inuvik
- Hike & Paddle info
- Northern Lights info
- History

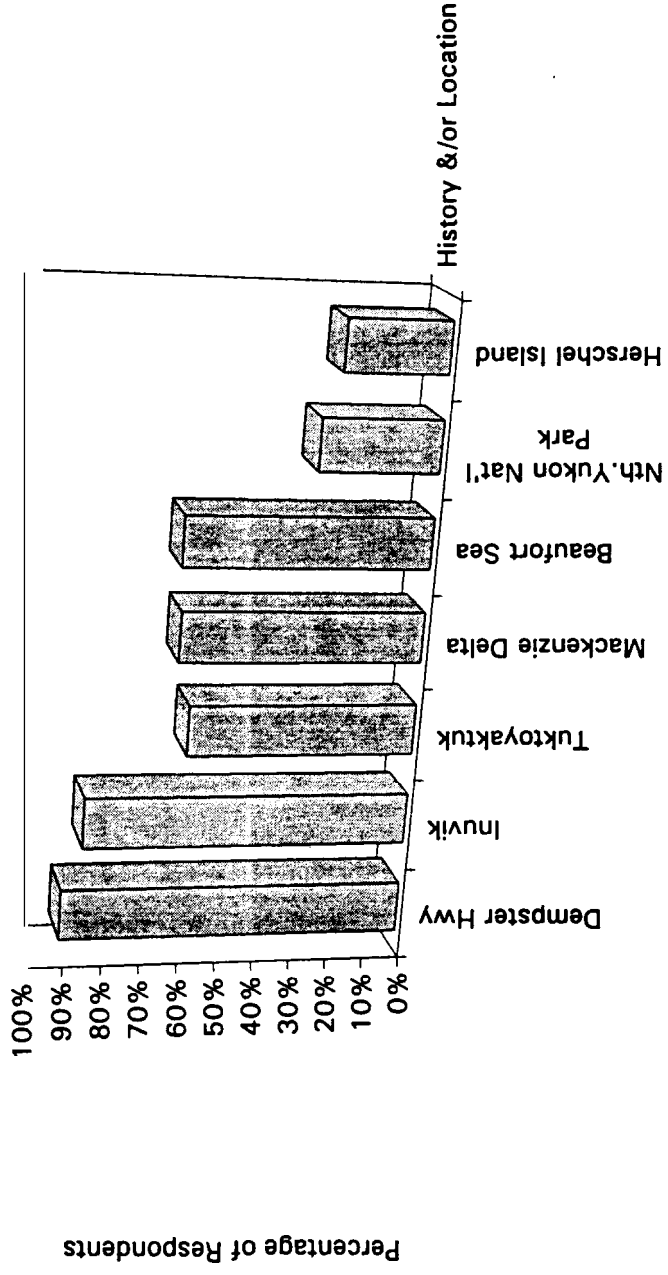


Dawson Survey- How Far Travelled North and Number of Times

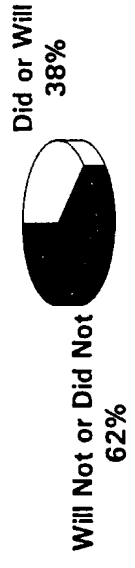
How Far North	Number of Times					Grand total
	0	1	2 to 5	>5		
Cda Nth 60	6	19	23	15		63
Cda Sth 60	45	5	0	0		50
Offshore Nth 60	3	9	3	2		17
USA Sth 60	5	0	0	0		5
Grand total	59	33	26	17		135



Dawson Survey - Familiarity with History and/or Local Culture



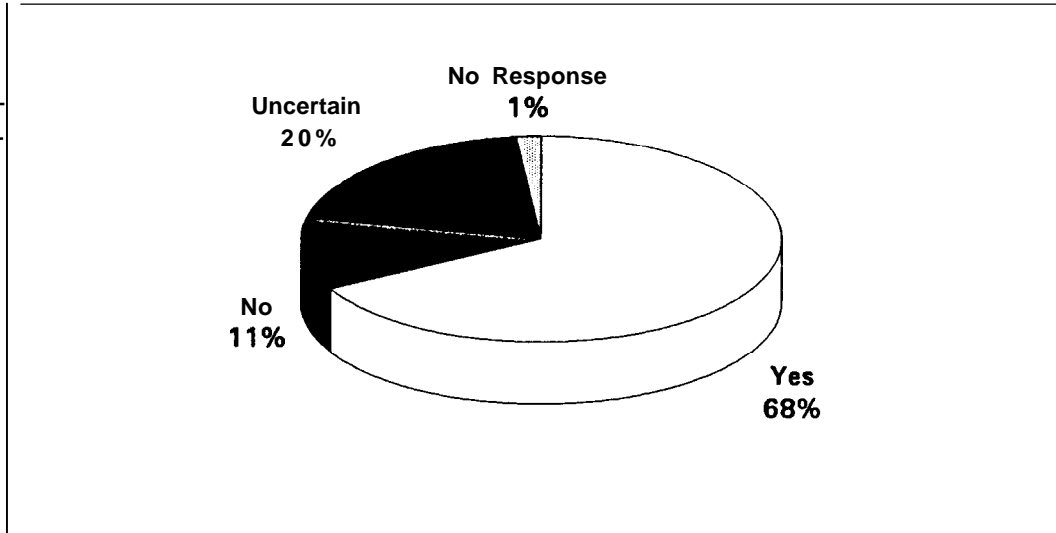
Travel Dempster



DAWSON TAKEAWAY SURVEY STATISTICS

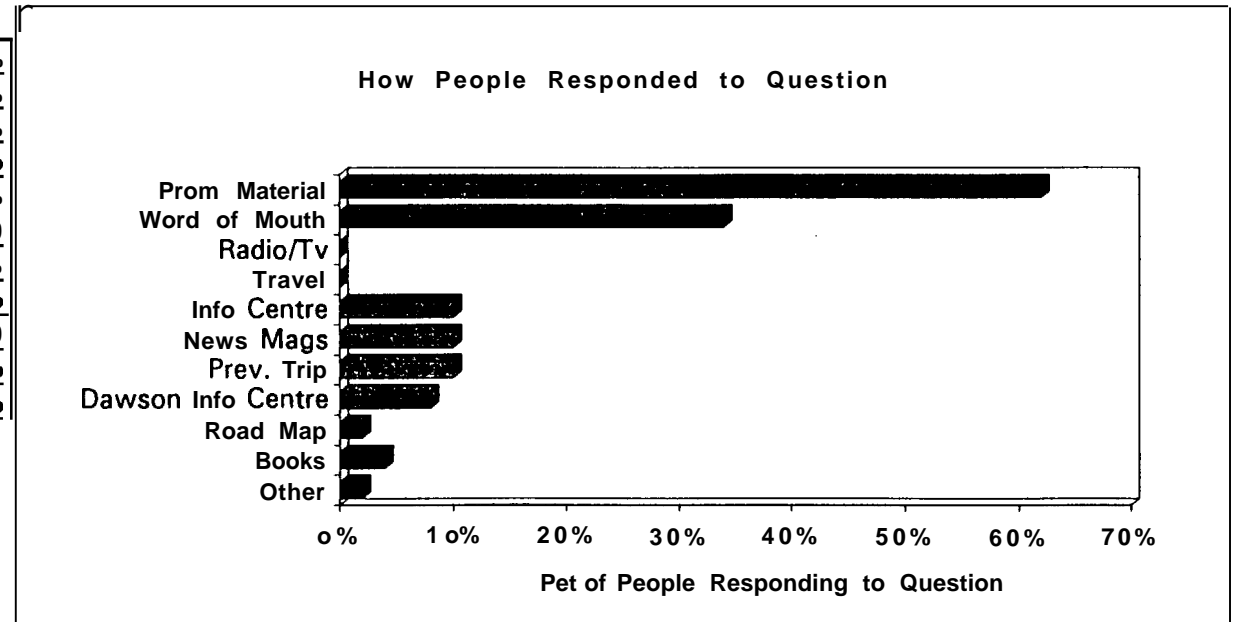
Takeaway Survey - Prior Plans - Those That **Travelled** The **Dempster**

Prior Plan to Drive	
Yes	47
No	£
Uncertain	14
No Response	1



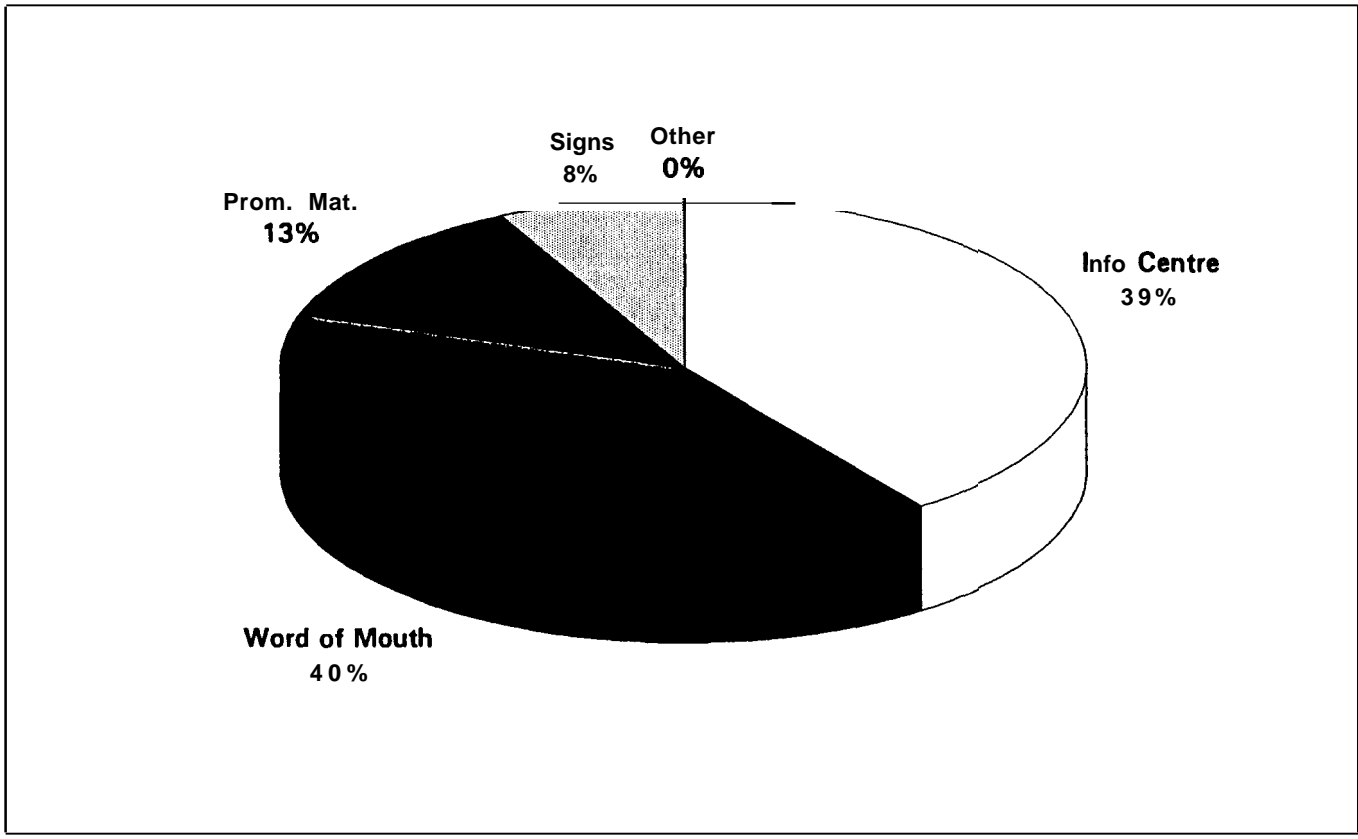
Where Did You Discover **Dempster** Info?

Prom Material	31	62%
Word of Mouth	17	34%
Radio/Tv	0	0%
Travel	0	0%
Info Centre	5	10%
News Mags	5	10%
Prev. Trip	5	10%
Dawson Info Cent	4	8%
Road Map	1	2%
Books	2	4%
Other	1	2%
Respondents	50	



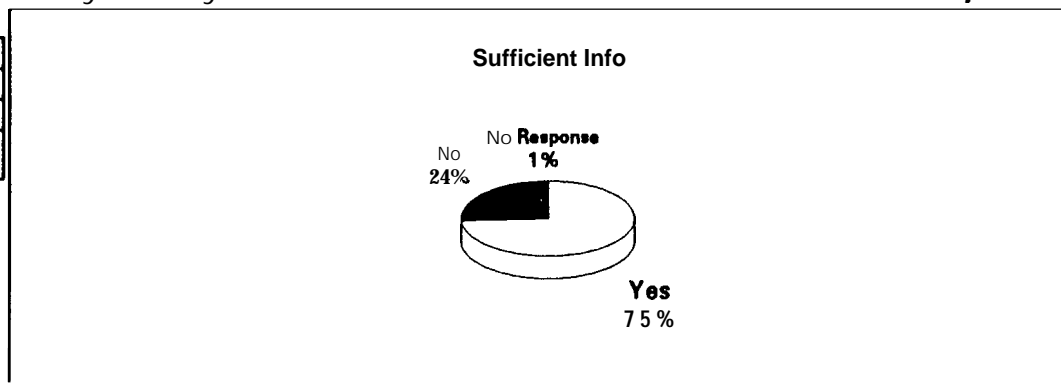
Takeaway Survey - **What** Changed **Mind** - Those that Drove **Dempster**

Info Centre	16
Word of Mouth	16
Prom. Mat.	5
Signs	3
Other	0

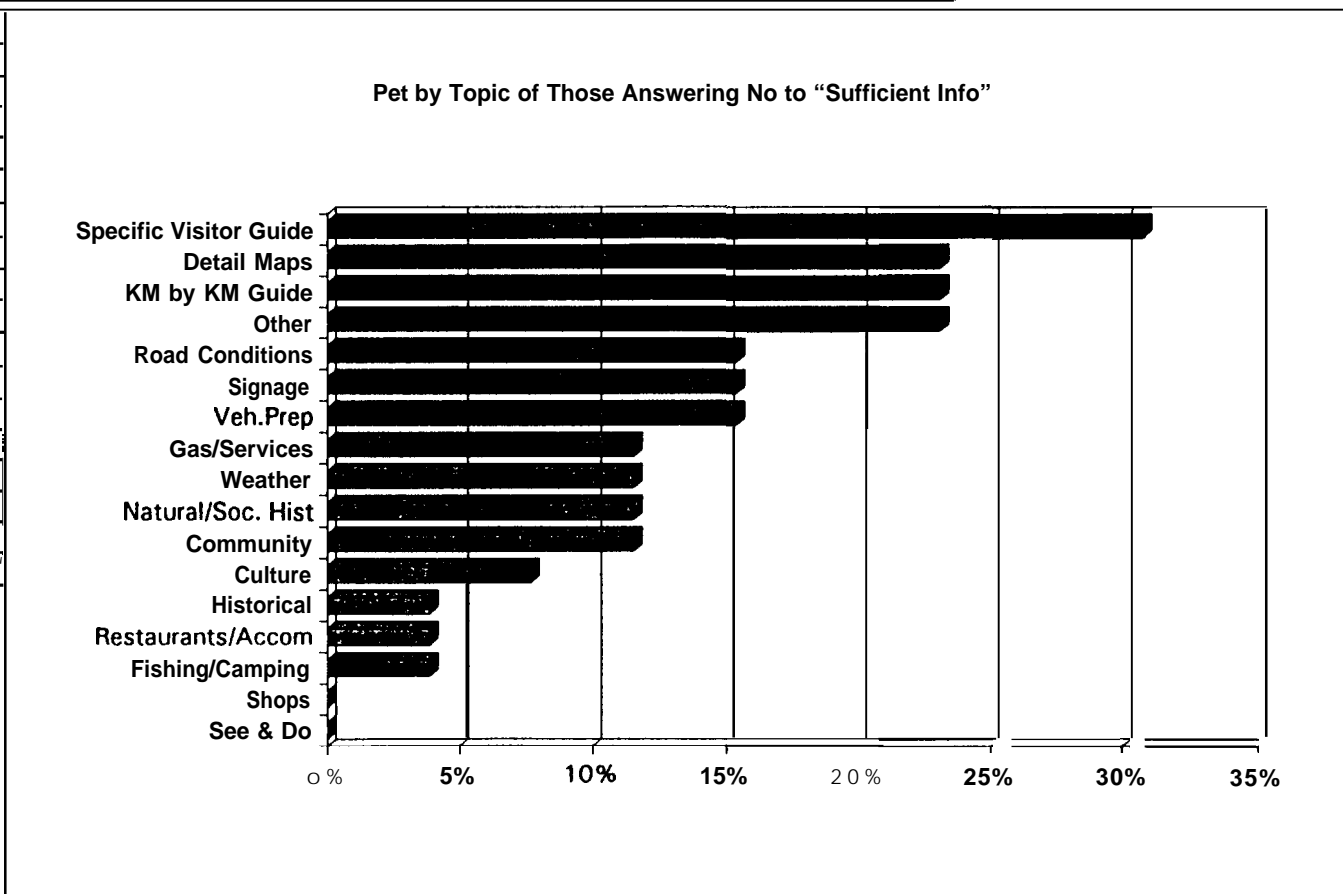


Takeaway Survey - **Sufficient** Info - Those That **Travelled** The **Dempster**

	Sufficient Info
Yes	52
No	17
No Response	1



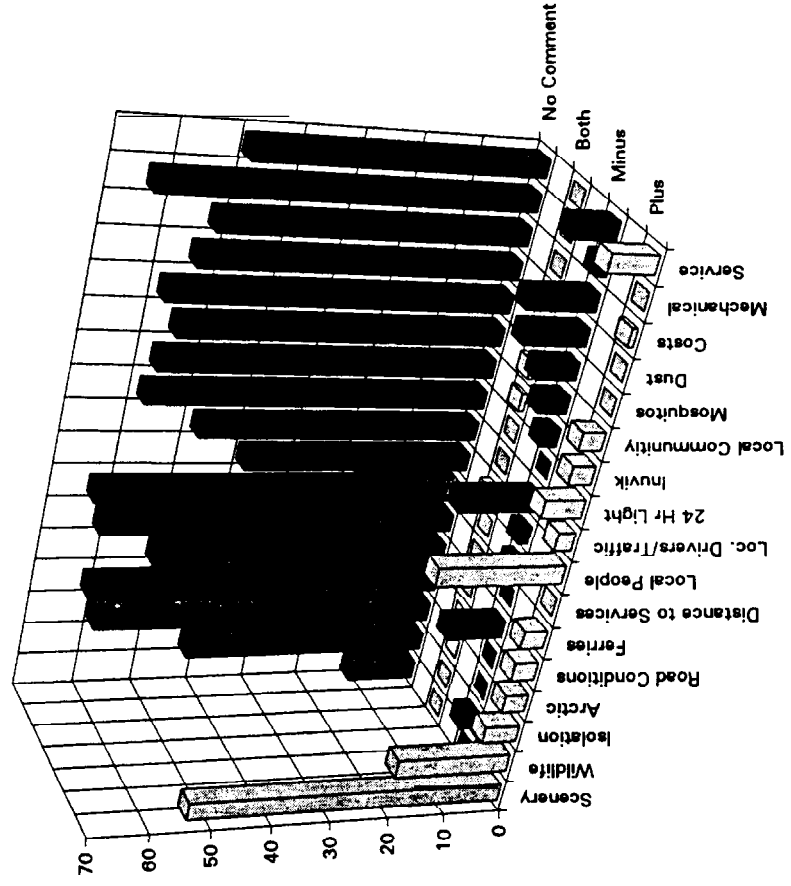
	Responses	Pet
Specific Visitor Guide	8	31%
Detail Maps	6	23%
KM by KM Guide	6	23%
Other	6	23%
Road Conditions	4	15%
Signage	4	15%
Veh.Prepare	4	15%
Gas/Services	3	12%
Weather	3	12%
Natural/Soc. Hist	3	12%
Community	3	12%
Culture	2	8%
Historical	1	4%
Restaurants/Accom	1	4%
Fishing/Camping	1	4%
Shops	0	0%
Sea & Do	0	0%



Takeaway Survey - Positive and Negative Responses by Topic (for those driving Dempster)

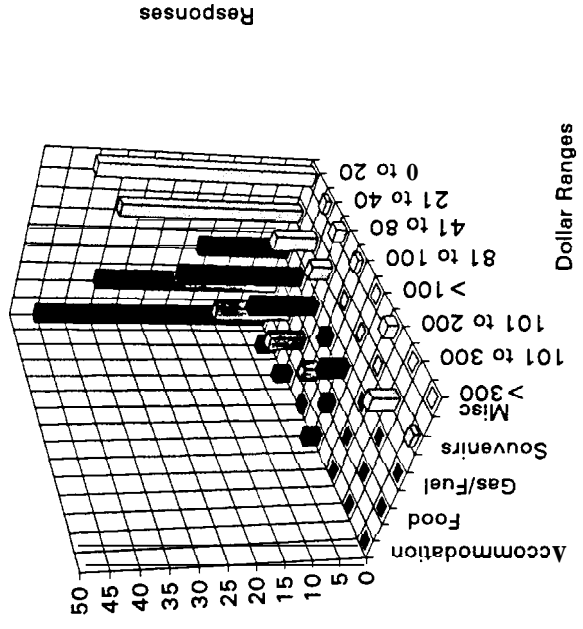
	Scenery	Wildlife	Isolation	Arctic	Road Conditions	Ferries	Distance to Services	Local People
Plus	54	20	6	4	4	4	0	22
Minus	0	3	0	0	0	10	0	2
Both	0	0	0	0	0	0	0	2
No Comment	12	43	60	62	62	62	64	40

	24 Hr Light	Inuvik	Local Community	Mosquitos	Dust	Costs	Mechanical	Service
Plus	3	7	4	4	0	0	1	8
Minus	14	0	3	5	7	11	12	8
Both	0	0	1	1	0	0	0	0
No Comment	49	59	58	56	59	55	53	64



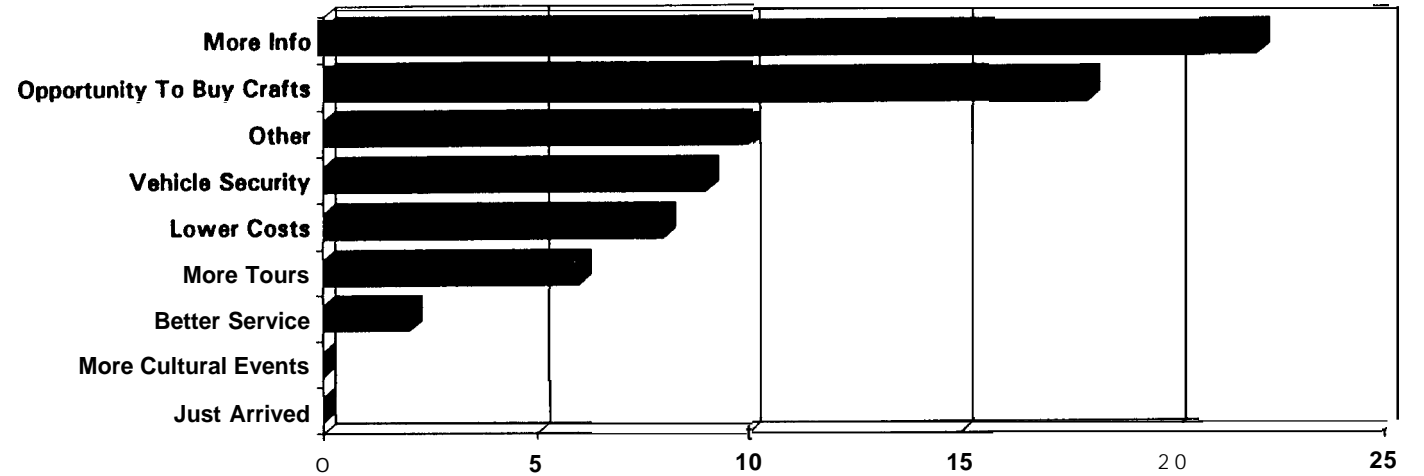
Takeaway Survey - Those That Travelled Up the Dempster

	Accommodation	Food	Gas/Fuel	Souvenirs	Misc	Total
0 to 20	46	36	18	35	41	75
21 to 40	4	15	24	8	1	26
41 to 80	3	7	13	4	2	17
81 to 100	1	3	2	0	1	3
> 100	3	2	5	0	0	2
101 to 200	0	0	0	0	2	1
101 to 300	0	0	0	5	0	1
> 300	0	0	0	1	0	1
Total	57	63	62	53	47	126



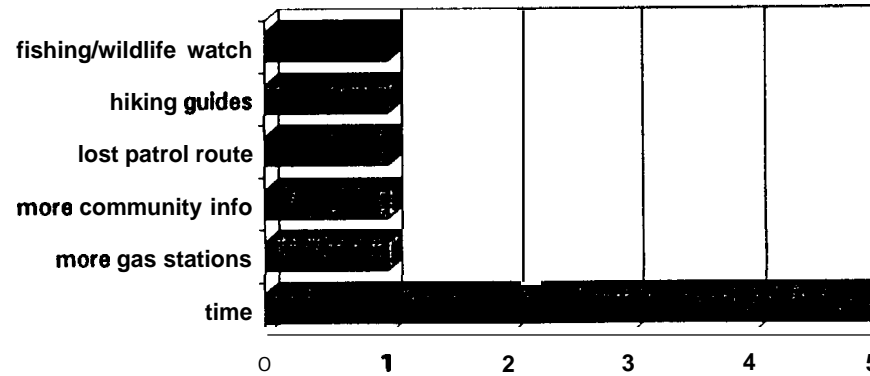
Takeaway Survey - **Motivators** for Participation in Longer Excursions From **Inuvik**

More Info	22
Opportunity To Buy Crafts	18
Other	10
Vehicle Security	9
Lower Costs	8
More Tours	6
Better Service	2
More Cultural Events	0
Just Arrived	0



Other Comments

fishing/wildlife watch	1
hiking guides	1
lost patrol route	1
more community info	1
more gas stations	1
time	5

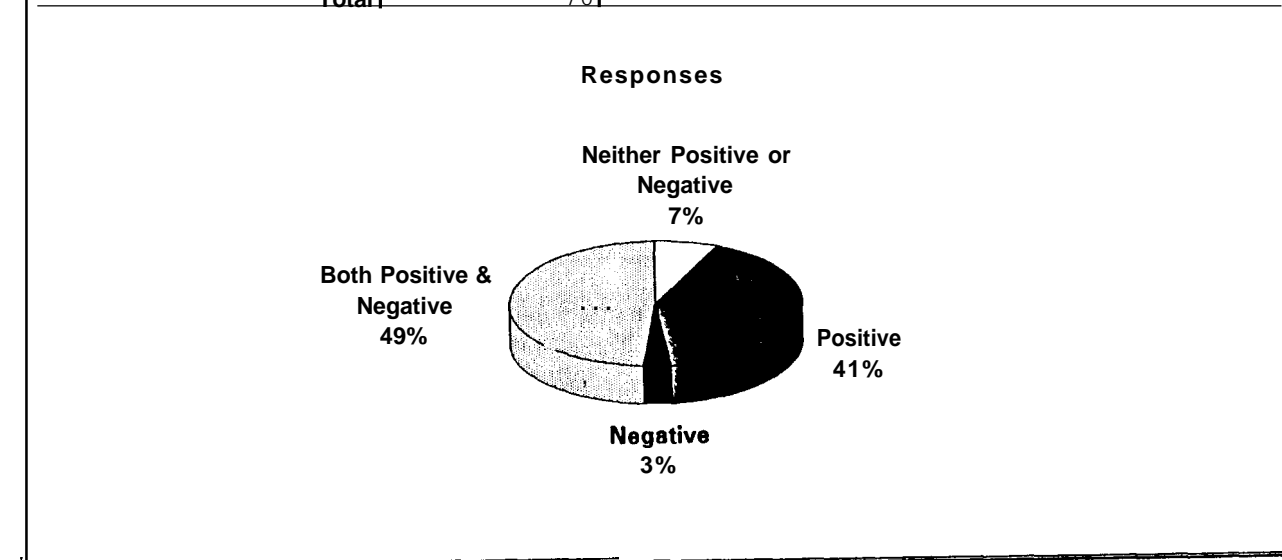


Takeaway Survey - Free-form Responses

(s) sorted alphabetically on the Positive's, showing related Negative's

Positive	Negative
1st 100 miles	
arctic circle	fe of people
ate caribou	
august colors	
autumn color	low rv's
bears, horses	
beautiful	ack of signage
beautiful	at tire, engineerck
campgrounds	
camping, own schedule	
CBC, VC in Dawson	
challenge, excitement	ooking tour
colorful tundra	
colors of fall, diversity	nud&eagleplains
crossing into NWT	agle plains
fantastic road	
fantastic, new friends	
fishing,	
fishing, hiking	lat tire
fishing, vastness	wet roads
flora&berries	
fox, bear, incredible	
grizzly & cub, vast	cracked glass
grizzly & cubs, all the help	4flats on rental
grizzly, different	ehicle service
Herschel Rangers	ost camera
hiking, free events	oad arctic red-Inuv
hiking, grizzly&cubs	t Mac, lack art
incredible	NWT road
last frontier	
local culture	
lots to do	.wo flats
mac river&delta, geo	unfair \$ crafts
manpower	amp fees Inuvik
mountains, horses	v's&big trucks
neverending view	oss of culture
no flats, fantastic	

	Responses	Pct
Neither Positive or Negative	5	7%
Positive	29	41%
Negative	2	3%
Both Positive & Negative	34	49%
Total	70	



Positive	Negative
Ogiivies, tombstones	agle plains
openess, trip to Tuk	slid off road
outstanding	
peace, quiet, auroras	Hitchhikers
photography	
quiet, camps, trip Tuk	
remoteness	
Richardson area	
Richardson's flora	ack of signage
Richardson incredible	arbage bears
Richardsons, color	
see caribou on hwy.	
spectacular	
talk to 3 exchiefs, beaufort	

Positive	Negative
talk to natives	Ft. McPherson
tombstone	flat
tombstone,	winds,
trip to Tuk,	very long drive
trip to Tuk, hiking	
trip to Tuk, vast	
triptoTuk, tundra, flora	
unspoiled	Ft Mac not welcome
unspoiled, untouristy	lack of pub trans
vastness, remoteness	bad weather
vistas, people	Eagle Plains people
wolf, ICC cool MC	
	too many rv's, drunks
	gumbo mud

Takeaway Survey - Visitors' Comments & Suggestions- Those That *Travelled Dempster.*

Positive Comments

Centre in **Dawson** is good idea
centre in **Dawson** is valuable resource info
cook at eagle plains was very nice
Dawson staff very helpful
lots to do, and campgrounds good condition
staff at **Dawson** & Ft McPherson are needed-did a good job

Keep it Unspoiled

too many people destroy feeling of "untouched north"
keep north untouched
keep road in present condition, do not bring more white development
don't pave the dermpster-leave everything as is now

Better Information

excursions closed when told they were open, realistic information
Dempster guide provided at junction, update guide with detail, signage
Dawson centre should carry Inuvik guide
specific hiking info from gov't-ie, tombstone range
video clips on knowledge network
want more detailed maps
more info at Dawson Yk centre, stock kmxkm at nwt centre
more info at Inuvik centre
wrote twice to WAVA no info received
need info at Dempster junction
Need good accurate info at centres

Feel Welcome

crafts should be sold in infocentre, mgr opened store after closed for us
did not feel welcome in small communities
open craft shop in Arctic Red

costs

cost of services too high
need competition in business
distorted price-quality ratio: locals taking advantage of visitors

Roads & **Signage**

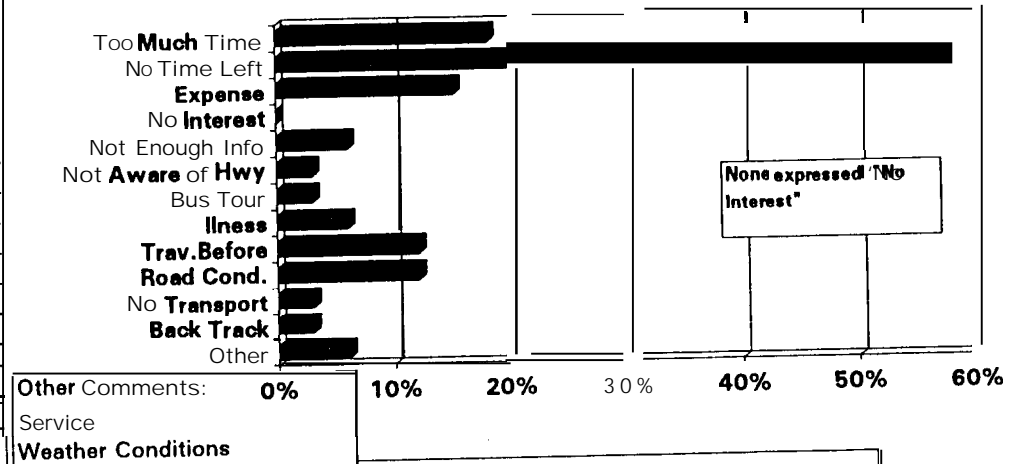
post sign of 1st service at Eagle Plains, push rv's over cliff
post signs when spreading calcium chloride
mandatory pullouts for slow vehicles
improve road conditions
hwy patrol, more services along hwy
info received was deceiving in regards to road conditions-got stuck

Services & Campgrounds

more campgrounds & auto services
more pulloffs and rest areas
showers at Ft McPherson
water tank at Rock River campground needs replenishing
water tap at engineer creek campground
no water at eagle plains, small stove at arctic red
overzealous campground attendant pushed us out of site too early
24 hour services
better service for self-contained, initiatives to stay longer-freebees
campground closed early, car-rental facilities
employ mosquito larvicide program like in Yukon

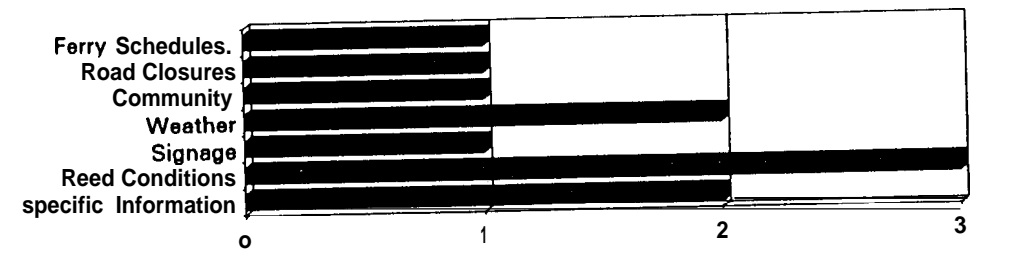
Takeaway - Those That Did Not Travel Up **Dempster**

	Number Deterred	Percent
Too Much Time	6	18%
No Time Left	19	58%
Expense	5	15%
No Interest	0	0%
Not Enough Info	2	6%
Not Aware of Hwy	1	3%
Bus Tour	1	3%
Illness	2	6%
Trav. Before	4	12%
Road Cond.	4	12%
No Transport	1	3%
Back Track	1	3%
Other	2	6%
Reepended	33	100%



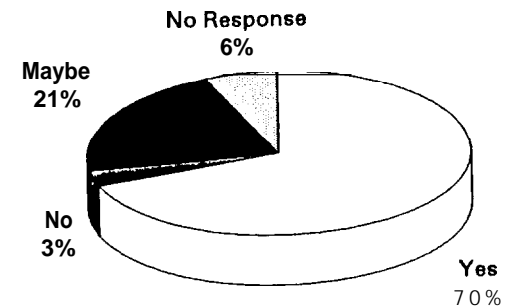
Responses of those deterred by Leak of **Information**:

Specific Information	2
Road Condition	3
Signage	1
Weather	2
Community	1
Road Closures	1
Ferry Schedules.	1



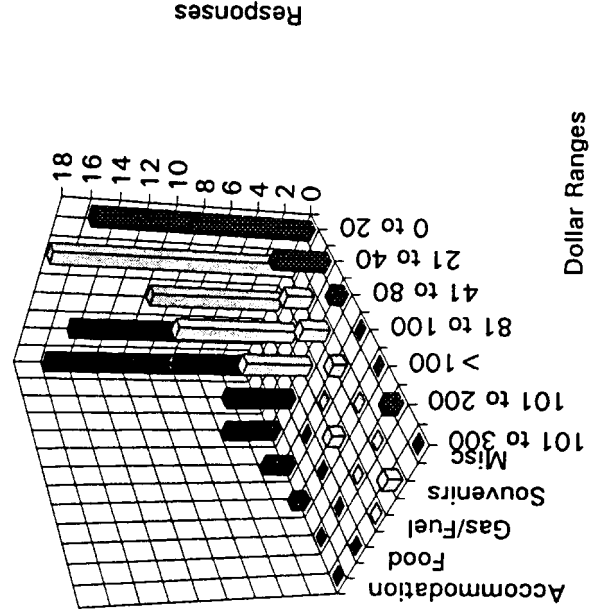
If you were to travel North again, would you take the time to travel the **Dempster** to **Inuvik**?

Yes	23
No	1
Maybe	7
No Response	2



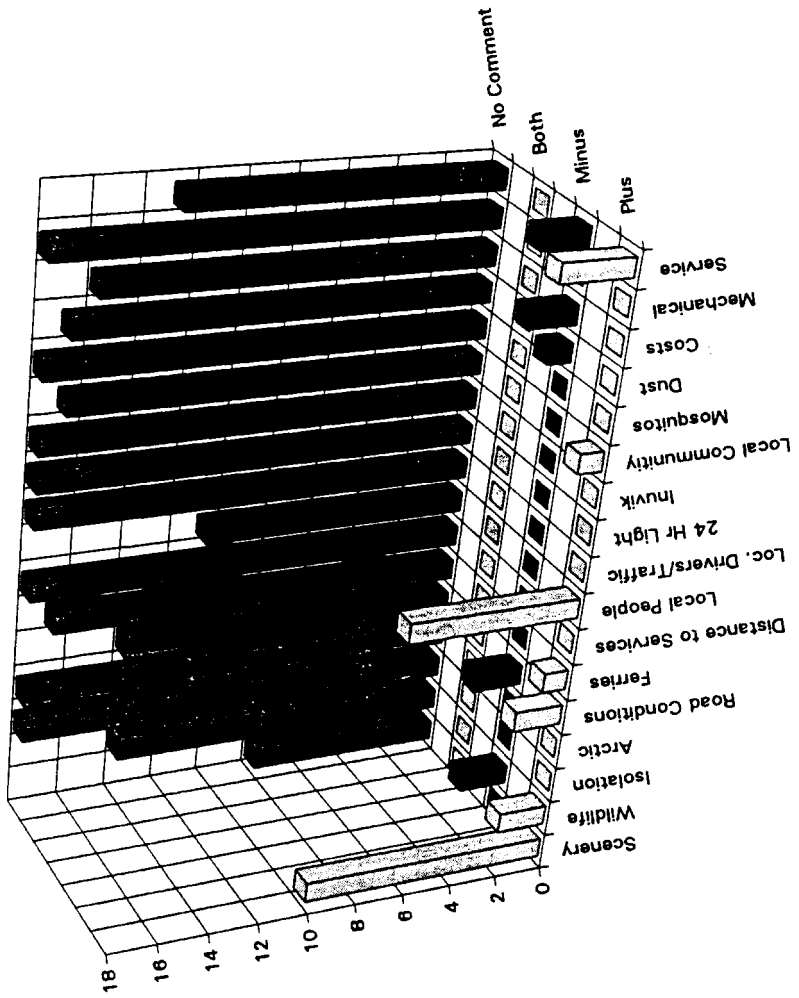
Takeaway - Those That Did Not Travel Up the Demnster

	Accommodation	Food	Gas/Fuel	Souvenirs	Misc	Total
0 to 20	16	15	10	18	16	75
21 to 40	3	8	9	2	4	26
41 to 80	4	5	5	2	1	17
81 to 100	2	0	0	1	0	3
> 100	1	0	1	0	0	2
101 to 200	0	0	0	0	1	1
101 to 300	0	0	0	1	0	1
Total	26	28	25	24	22	125



Takeaway Survey - Positive and Negative Responses by Topic (those NOT driving Dempster)

	Scenery	Wildlife	Isolation	Arctic	Road Conditions	Ferries	Distance to Services	Local People
Scenery	10	2	0	0	2	1	0	7
Wildlife	0	2	0	0	2	0	0	0
Isolation	0	0	0	0	0	0	0	0
Arctic	0	0	0	0	14	17	18	11
Road Conditions	8	14	18	18	0	0	0	0
Ferries	0	0	0	0	0	0	0	0
Distance to Services	0	0	0	0	0	0	0	0
Local People	0	0	0	0	0	0	0	0
Local Drivers/Traffic	0	0	0	0	0	0	0	0
24 Hr Light	0	0	0	0	0	0	0	0
Local Community	0	0	0	0	0	0	0	0
Inuvik	0	0	0	0	0	0	0	0
Mosquitos	0	0	0	0	0	0	0	0
Dust	0	0	0	0	0	0	0	0
Costs	0	0	0	0	0	0	0	0
Mechanical	0	0	0	0	0	0	0	0
Service	0	0	0	0	0	0	0	0
Plus	0	0	0	0	0	0	0	0
Minus	0	0	0	0	0	0	0	0
Both	0	0	0	0	0	0	0	0
No Comment	18	18	18	18	17	18	16	18



Other Positive Comments

Captivating

Drove in 1988-great **trip!!**

Still like last frontier

Centre is very helpful

Enjoyed video at **Dawson VC**

Good in **focentre** information and services

Info good - survey good from a marketing point of view

Visitor centre in **Dawson** good idea

Other Suggestions and Comments

Businesses not open on Sundays in **Inuvik**

Campground at Tombstone **last** year was very **awful;centre** not open

Campgrounds too underdeveloped, no showers

Did not want to take new **motorhome** up, costs to **bus/fly** too much

Road should be paved, services every **50km**

Should have info regarding breakup and freeze along the rivers

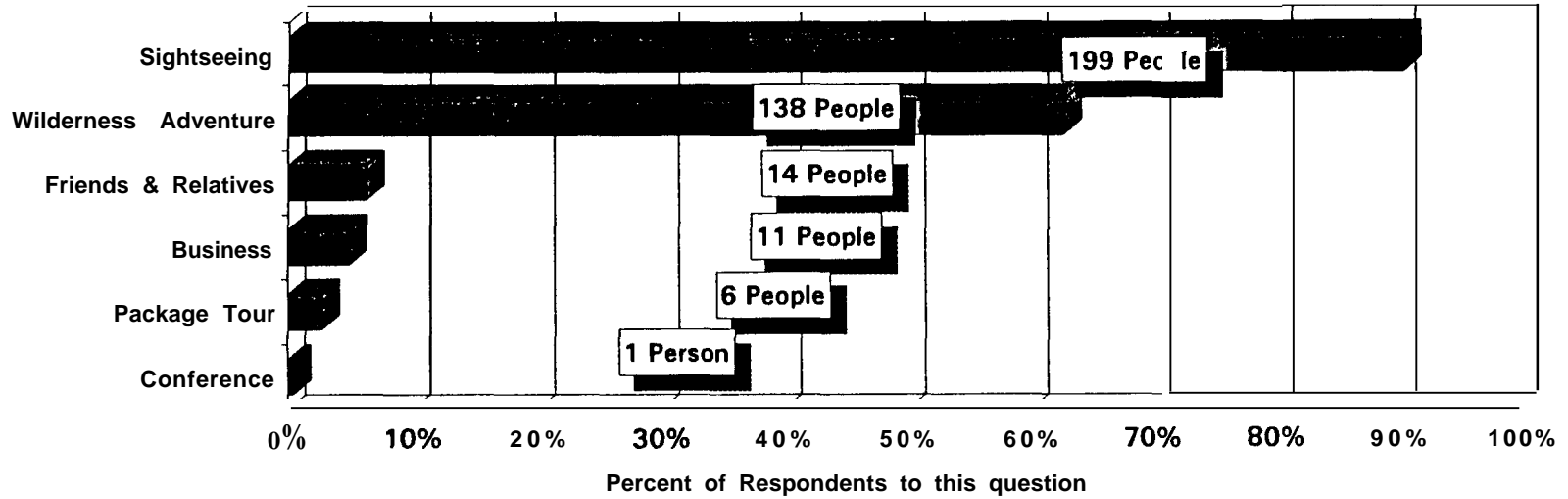
Was not **properly** prepared

INUVIK SURVEY STATISTICS

Inuvik Survey

	Conference	Package Tour	Business	Friends & Relatives	Wilderness Adventure	Sightseeing
Pct of total	0%	3%	5%	6%	63%	90%

Reason for NWT Trip

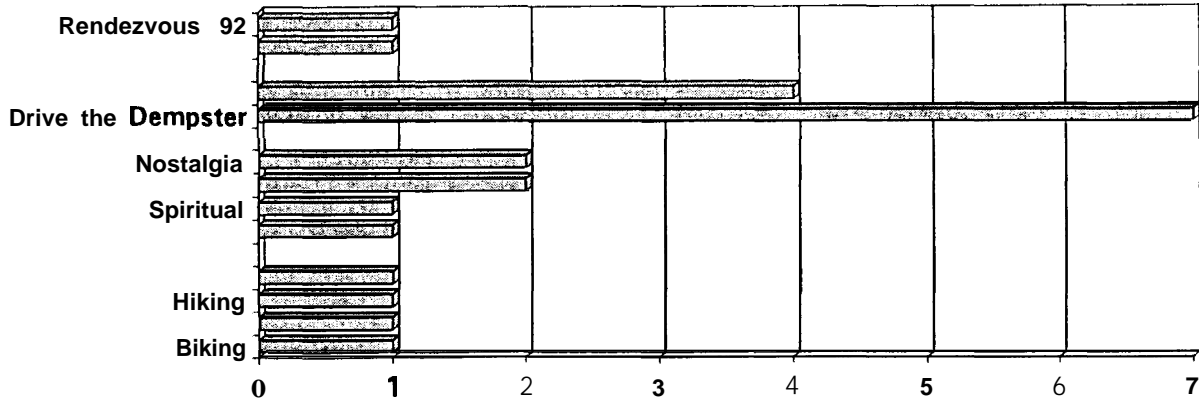


Biking	1
Bird Watching	1
Hiking	1
Rafting Firth	1

Drive the Dempster	7
Visit North	4

Lion's Club	1
Rendezvous 92	1

Number of People with Additional Reasons

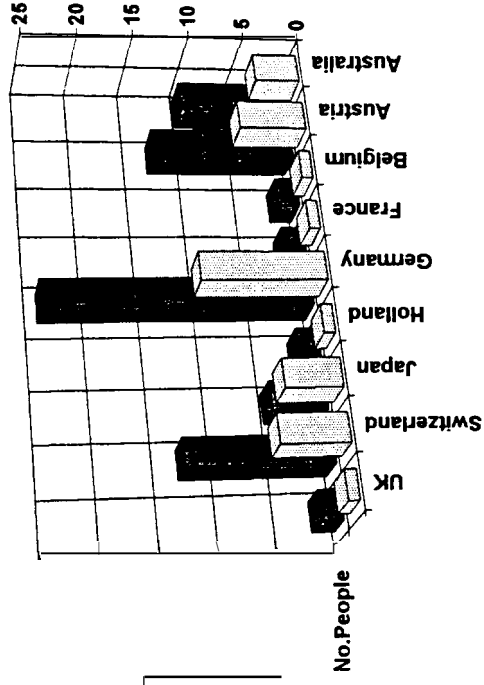


Distribution of Population

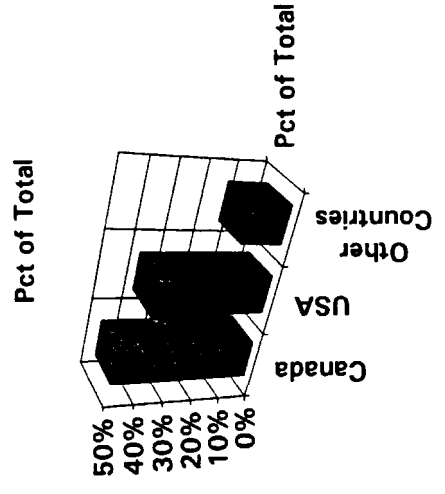
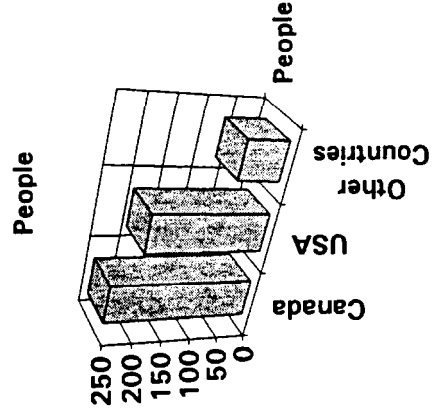
Country	No. People	No. Groups
Australia	10	4
Austria	14	5
Belgium	4	1
France	2	1
Germany	24	11
Holland	2	1
Switzerland	4	2
UK	2	1
Total	73	36

Canada/USA	38	1
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Foreign Visitors



	Canada	USA	Other Countries	
People	1	245	201	73
Pct. of Total	1	47%	39%	14%



Inuvik Survey

Occupation

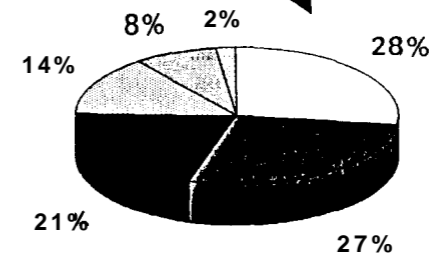
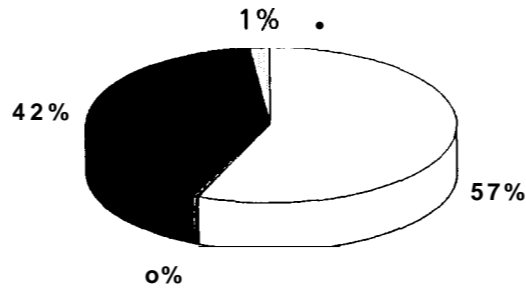
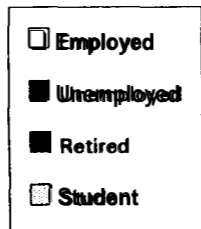
	Number
No. Q. Respondents	213
Employed	121
Unemployed	1
Retired	89
Student	3

Education

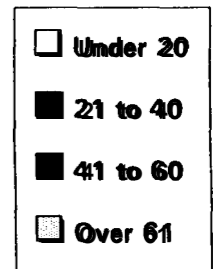
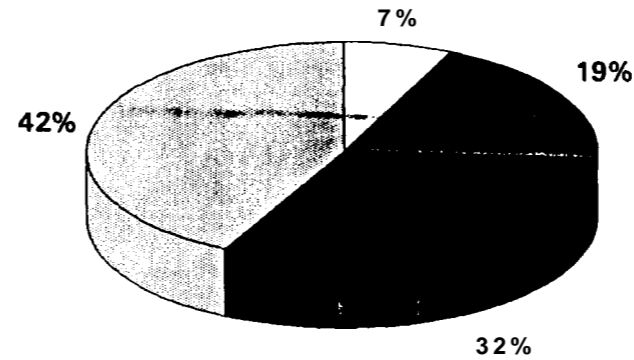
	Number
No. Q. Respondents	215
College/University	59
Some University/College	59
Graduate Degree	45
Completed High School	30
Some High School	18
Elementary	4

Age

	Number
Under 20	44
21 to 40	118
41 to 60	195
Over 61	258



Age of People Traveling with Survey Respondents

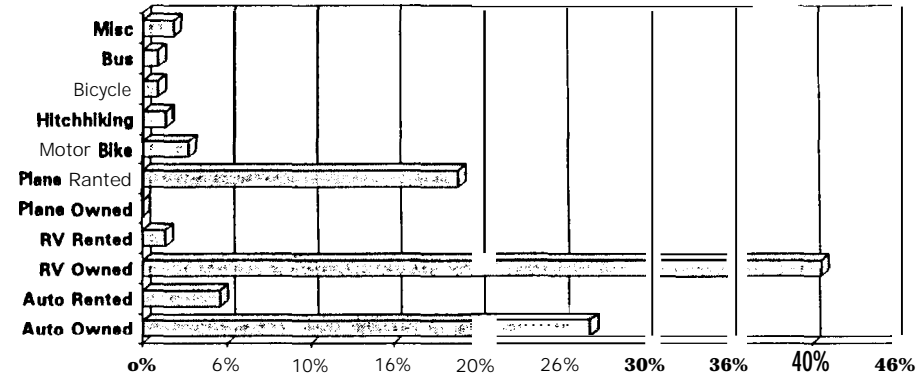


Inuvik Survey - Transportation

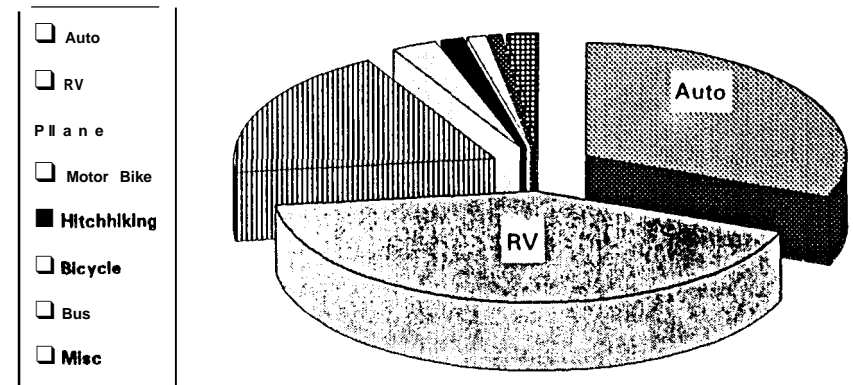
	Auto		RV		Platte		Motor Bike	Hitchhiking	Bicycle	Bus	Misc
	Owned	Rented	Owned	Rented	Owned	Rented					
Number	58	10	88	3	0	41	6	3	2	2	4
Category Ratio	85%	15%	97%	3%	0%	100%	40%	3%	2%	2%	4%
Percent of Total	27%	5%	41%	1%	0%	19%	3%	1%	1%	1%	2%

Distribution of Transportation

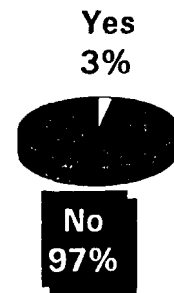
Breaking OUT Owned and Rented



Distribution of Transport



Organized Bus Tour?

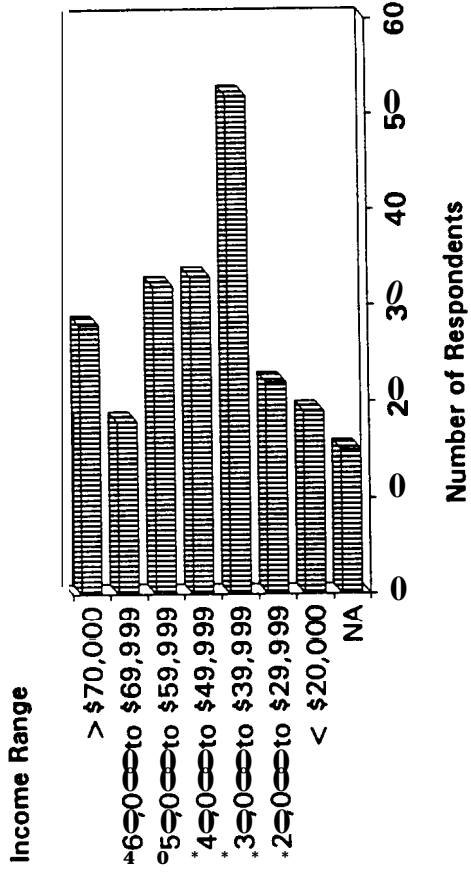


Planned to Drive Dempster

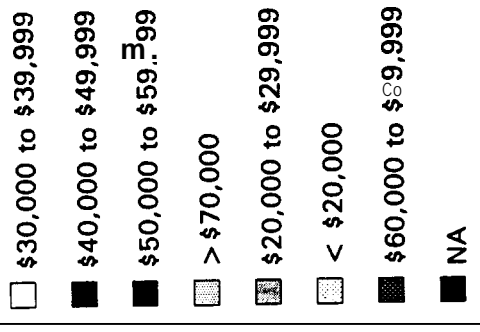
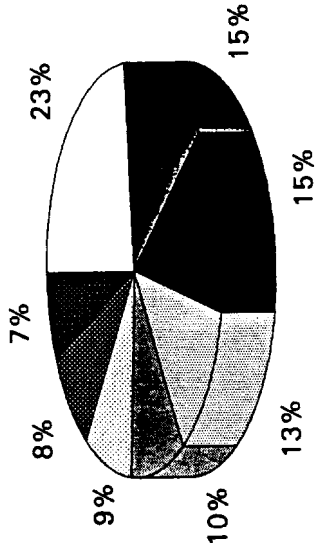


Income

No. Q. Respondents	Z19
NA	15
< \$20,000	19
\$20,000 to \$29,999	22
\$30,000 to \$39,999	52
\$40,000 to \$49,999	33
\$50,000 to \$59,999	32
\$60,000 to \$69,999	18
> \$70,000	28



Percentage of Respondents by Salary Groupings



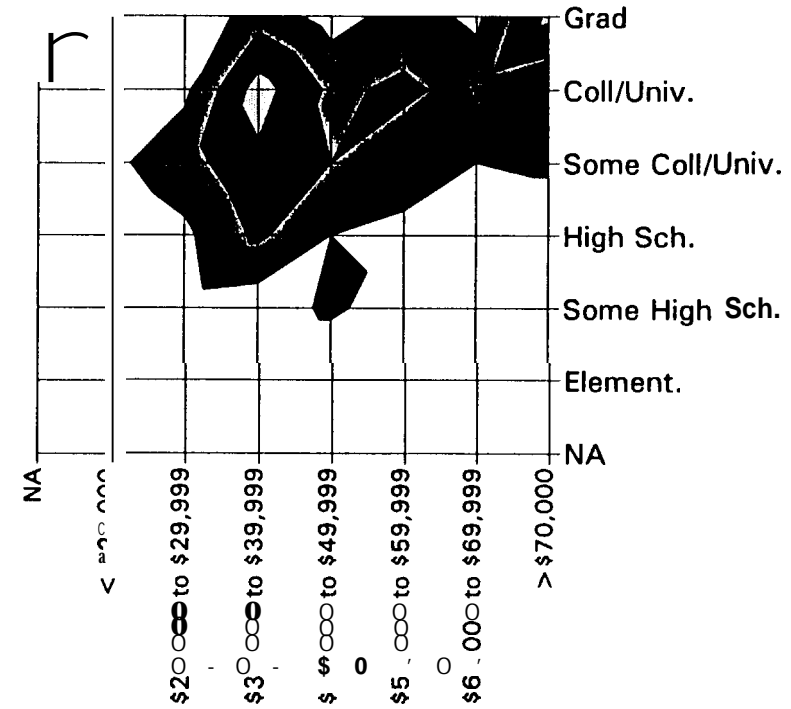
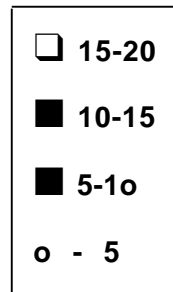
Inuvik Survey

Income by Education

	NA	Element.	Some High Sc	High Sch.	Some Coll/U	Coll/Univ.	Grad
NA	2	0	1	3	5	2	2
< \$20,000	0	2	4	1	4	3	5
20,000 to \$29,999	2	1	3	4	8	4	0
30,000 to \$39,999	0	0	2	11	14	17	8
40,000 to \$49,999	0	0	6	5	10	9	3
50,000 to \$59,999	0	1	2	4	7	11	7
60,000 to \$69,999	0	0	0	1	5	8	4
> \$70,000	0	0	0	1	6	5	16

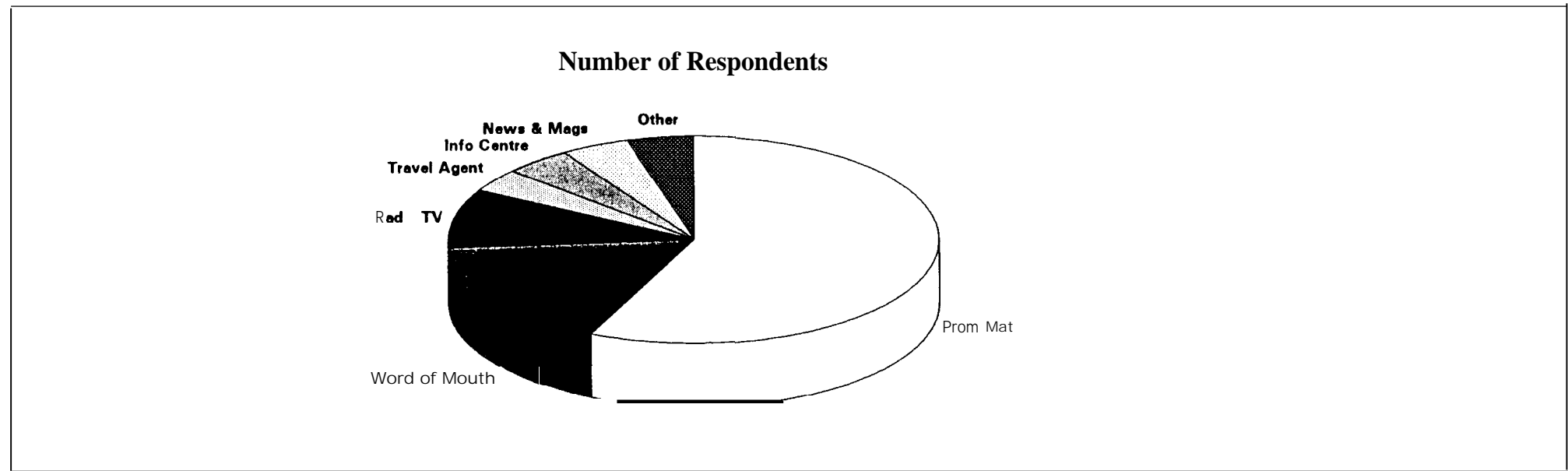
distribution of Income by Education Level

Number of People

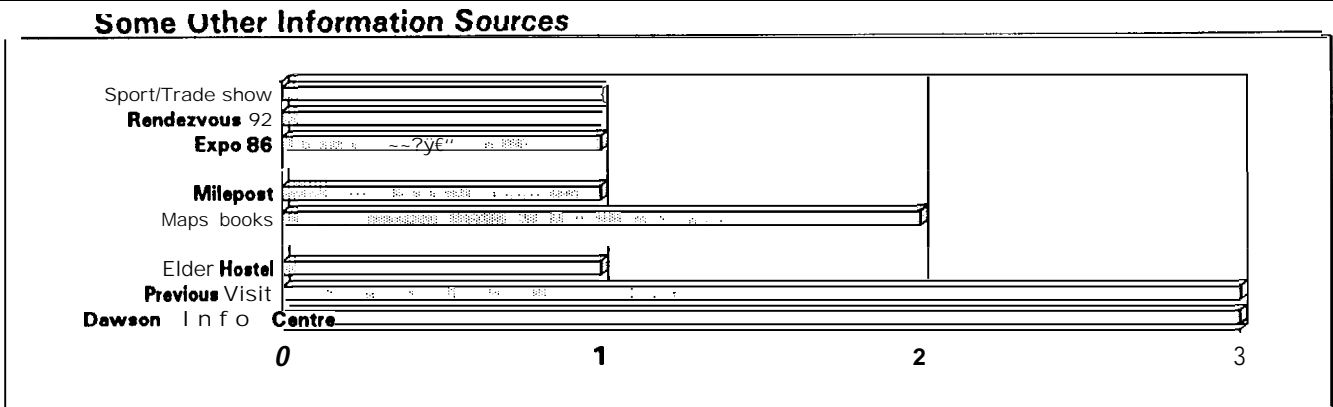


Inuvik survey - Type of Information Used Prior to Leaving Home

	Prom Mat	Word of Mouth	Radio TV	Travel Agent	Info Centre	News & Mags	Other
Number of Respondents	187	56	30	12	14	15	14
PCT of Total Resp.	85%	25%	14%	5%	6%	7%	6%

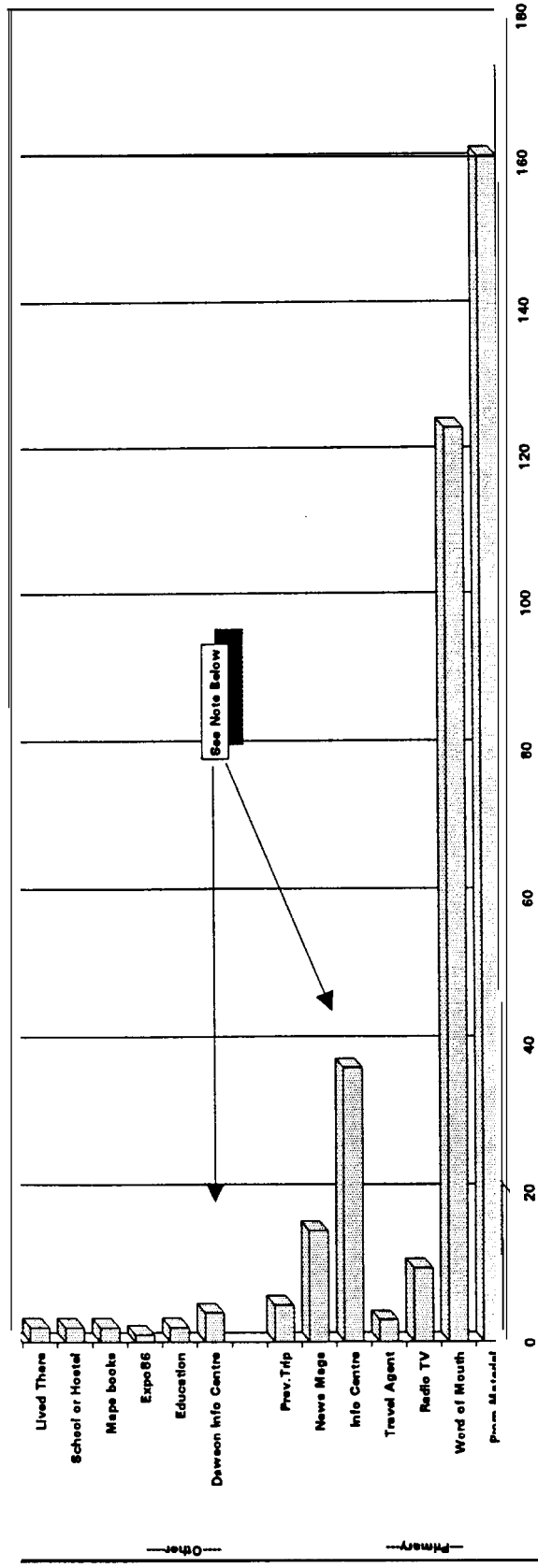


Other	Number
Dawson Info Centre	3
Previous Visit	3
Eider Hostel	1
Maps books	2
Milepost	1
Expo 86	1
Rendezvous 92	1
Sport/Trade show	1



Inuvik Survey - Sources of Dempster & Inuvik Information

	Prom Material	Word of Mouth	Radio TV	Travel Agent	Info Centre	News Mags	Prev. Trip	Dawson Info Centre	Education	Maps Books	Sch.
Other	1	73%	8%	1%	17%	1%	4%	2%	1%	1%	1%
Primary											

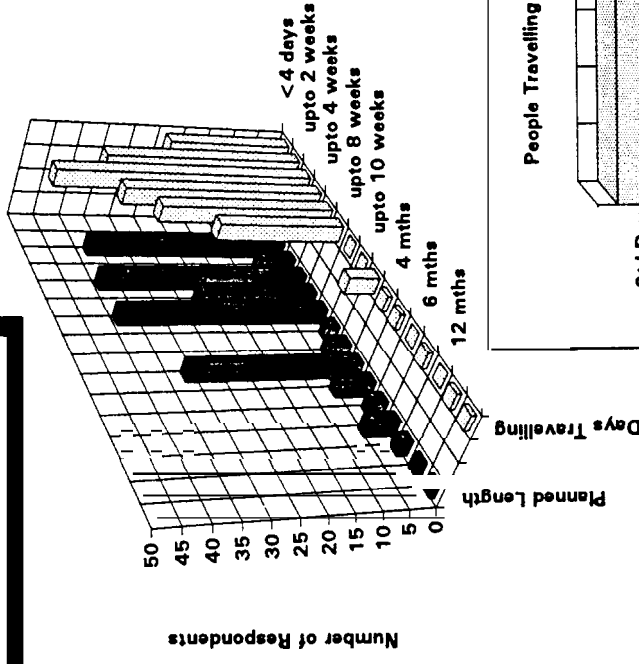


Note: The respondents indicating the "Dawson Info. Centre" also responded to the Primary category "Info. Centre"

Inuvik Survey

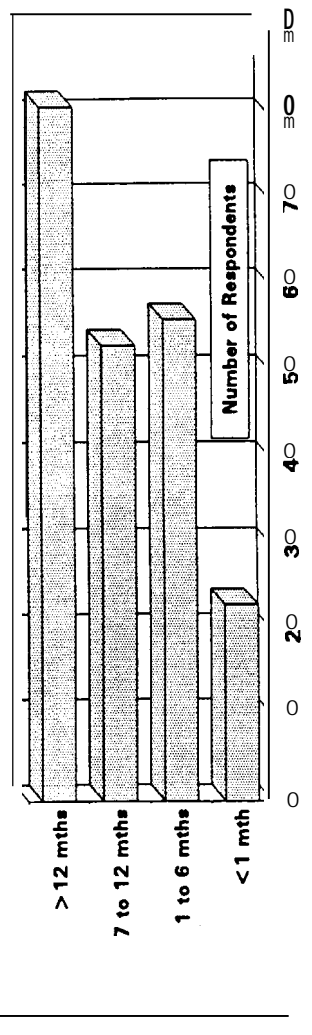
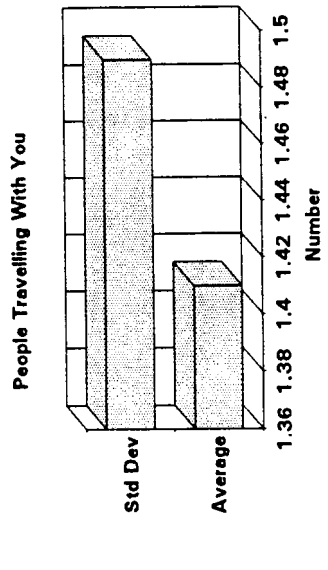
Planned Length and Present Journey Length

Planned Length	Days Travelling	Number of Respondents
< 4 days	24	0
upto 2 weeks	38	0
upto 4 weeks	49	0
upto 6 weeks	38	0
upto 8 weeks	33	0
upto 10 weeks	24	0
upto 12 weeks	0	0
upto 14 weeks	0	0
upto 16 weeks	0	0
upto 18 weeks	0	0
upto 20 weeks	0	0
upto 22 weeks	0	0
upto 24 weeks	0	0
upto 26 weeks	0	0
upto 28 weeks	0	0
upto 30 weeks	0	0
upto 32 weeks	0	0
upto 34 weeks	0	0
upto 36 weeks	0	0
upto 38 weeks	0	0
upto 40 weeks	0	0
upto 42 weeks	0	0
upto 44 weeks	0	0
upto 46 weeks	0	0
upto 48 weeks	0	0
upto 50 weeks	0	0
upto 52 weeks	0	0
7 yrs	1	1
Respondents	220	217

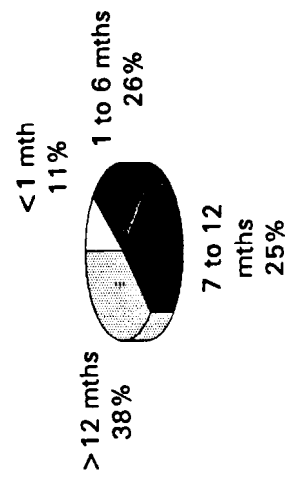


Advance Planning

< 1 mth	23
1 to 6 mths	56
7 to 12 mths	53
> 12 mths	81



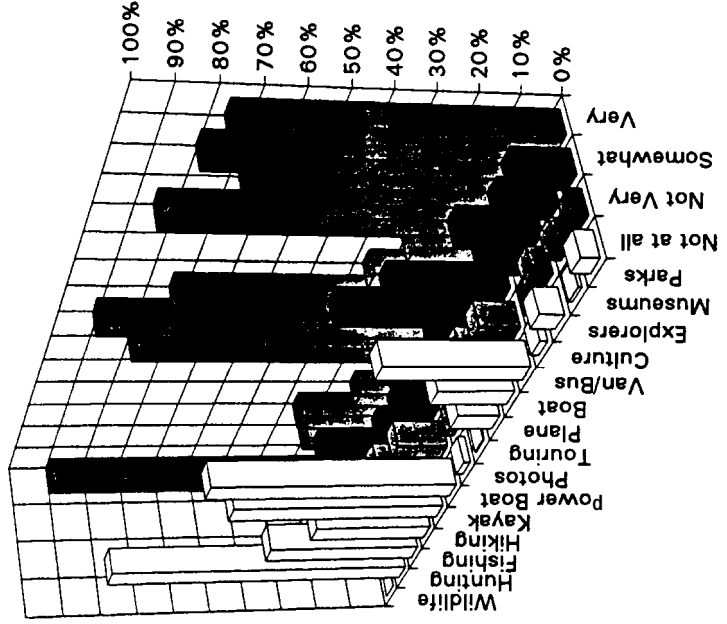
Advance Planning



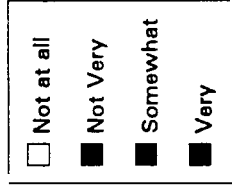
Inuvik Survey - Areas of Interest

	Wildlife		Hunting		Fishing		Hiking		Kayak		Power Boat		Photos		Touring		Sightseeing			Native		Visiting	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Plane	Boat	Van/Bus	Culture	Museums	Parks	
Not at all	0	173	87	32	66	120	138	4	1	23	42	79	4	13	10								
Not Very	1	15	32	31	34	29	5	7	4	25	3	11	8	7									
Somewhat	20	43	54	26	24	32	9	26	85	22	43	30	31										
Very	18	16	53	62	35	23	177	201	162	62	48	185	147	165									
No. Responded	219	215	213	215	214	218	218	215	214	215	214	214	214	213									

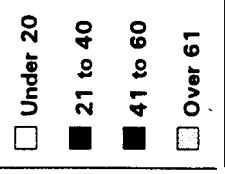
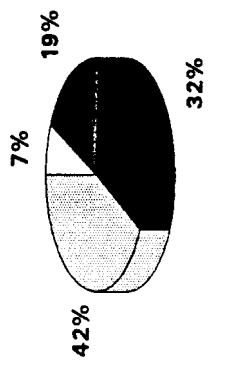
	Wildlife		Hunting		Fishing		Hiking		Kayak		Power Boat		Photos		Touring		Sightseeing			Native		Visiting	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Plane	Boat	Van/Bus	Culture	Museums	Parks	
Not at all	0	80%	40%	31%	56%	64%	2%	0%	11%	20%	37%	2%	0%	3%	2%	11%	20%	37%	2%	6%	1%	5%	
Not Very	7	15%	15%	16%	14%	11%	2%	3%	2%	12%	11%	1%	3%	2%	1%	11%	12%	11%	1%	5%	4%	3%	
Somewhat	9	20%	20%	25%	11%	15%	4%	12%	40%	30%	10%	15%	4%	12%	40%	30%	10%	22%	20%	14%	15%		
Very	7	25%	25%	29%	16%	11%	81%	92%	75%	29%	22%	86%	92%	99%	97%	98%	86%	22%	69%	81%	77%		
No. Responded	100%	98%	100%	97%	98%	97%	99%	99%	98%	97%	98%	97%	99%	99%	97%	98%	97%	98%	97%	97%	98%	97%	



Percentage

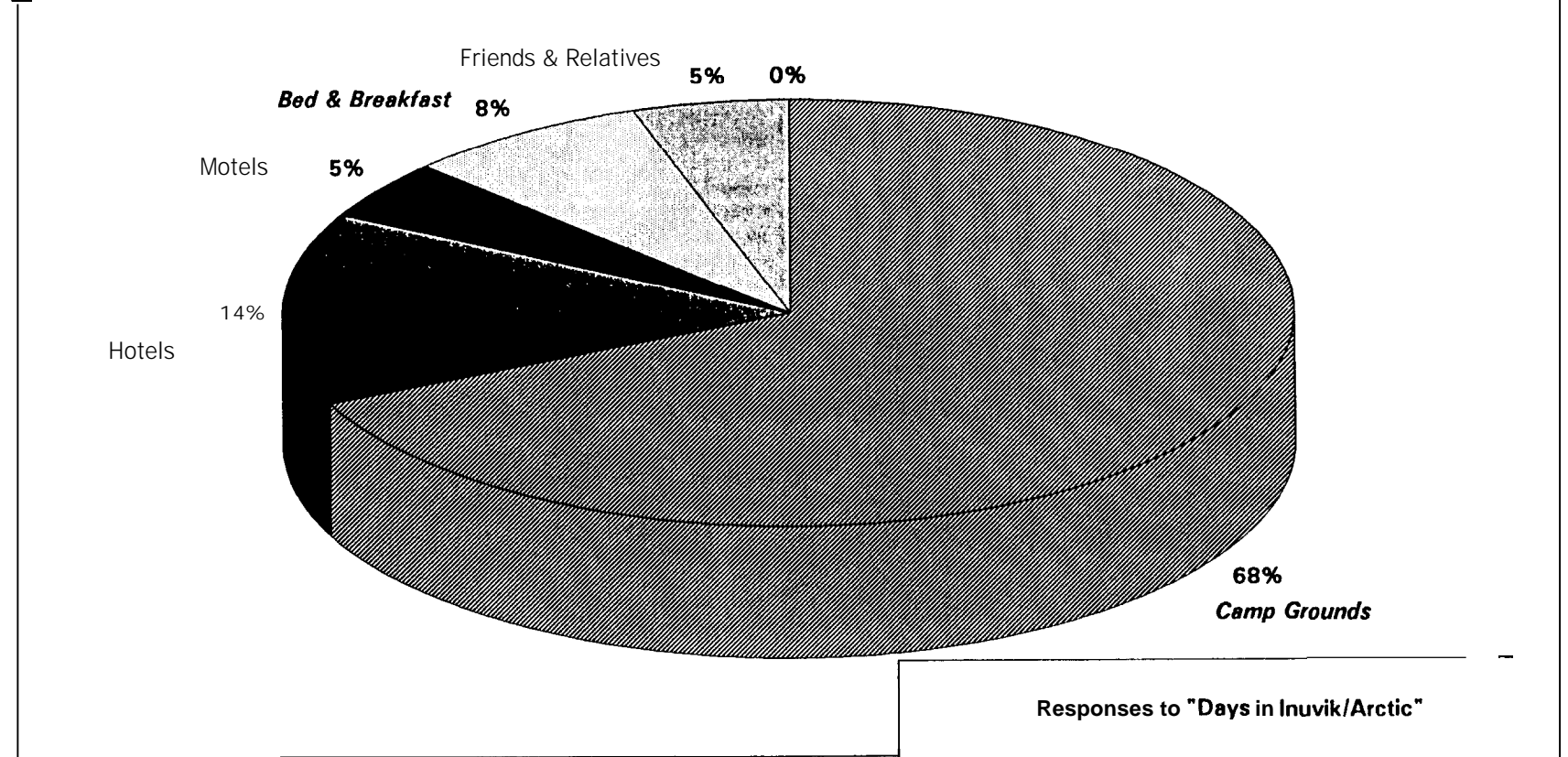


Age Distribution



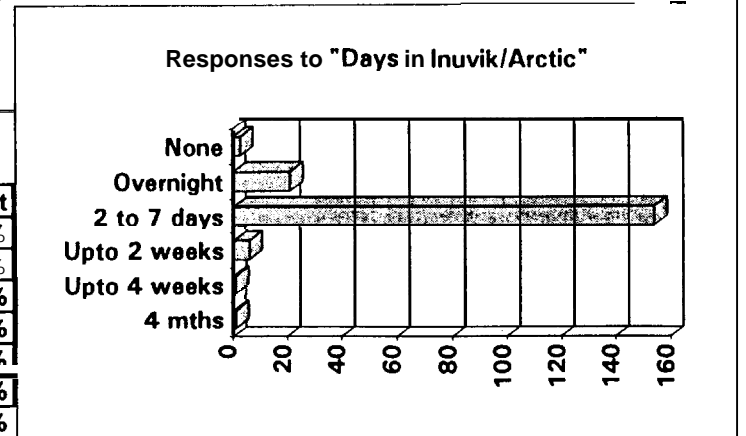
Inuvik Survey - Types of Accommodation Used & Days Spent in *Inuvik/Arctic*

Accommodation	Camp Grounds	Hotels	Motel	B&B	Friends/Relatives	Pull-Outs	Other
Number of Responses	151	32	10	17	11	0	0
Pct of Tot. Responses to this Question	68%	14%	5%	8%	5%	0%	0%



Days in *Inuvik/Arctic*

	Responses	Pct
None	3	2%
Overnight	21	11%
2 to 7 days	154	83%
Upto 2 weeks	6	3%
Upto 4 weeks	1	1%
4 mths	1	1%
Total	186	100%



Inuvik Survey - Participation in Activities

	Percent of	
	Yes	Respondents
Visit Fort MacPherson	168	75%
Visit Arctic Red River	73	33%
Boat Cruises on Mackenzie River	62	28%
Flight Seeing Mackenzie Delta	93	42%
Visit Tuktoyaktuk	161	73%
Visit Sachs Harbour on Banks Island	3	1%
Visit Herschel Island Territorial Park	10	5%
Visit Northern Yukon National Park	5	2%
Visit Aklavik	37	17%
Visit Paulatuk	2	1%
Nitainili Park	70	32%
Chuk Park	48	21%
Happy Valley Camp Ground	108	48%
Yellowknife	1	0%
Horton River	1	0%
Firth River	1	0%
Hiking	1	0%
Alaska	0	0%
Cultural Event	0	0%
Fort Smith	1	0%
Tombstone	0	0%
Eagle Plains	1	0%
Just Arrived	1	0%
Inuvik	0	0%

Other Comments from surveys:

- Arctic Ocean
- Drive Dawson/Tombstone
- Drive Dempeter
- Midway Music Festival
- Nat'l wildlife refuge Alaska
- Ogilvy Mountains

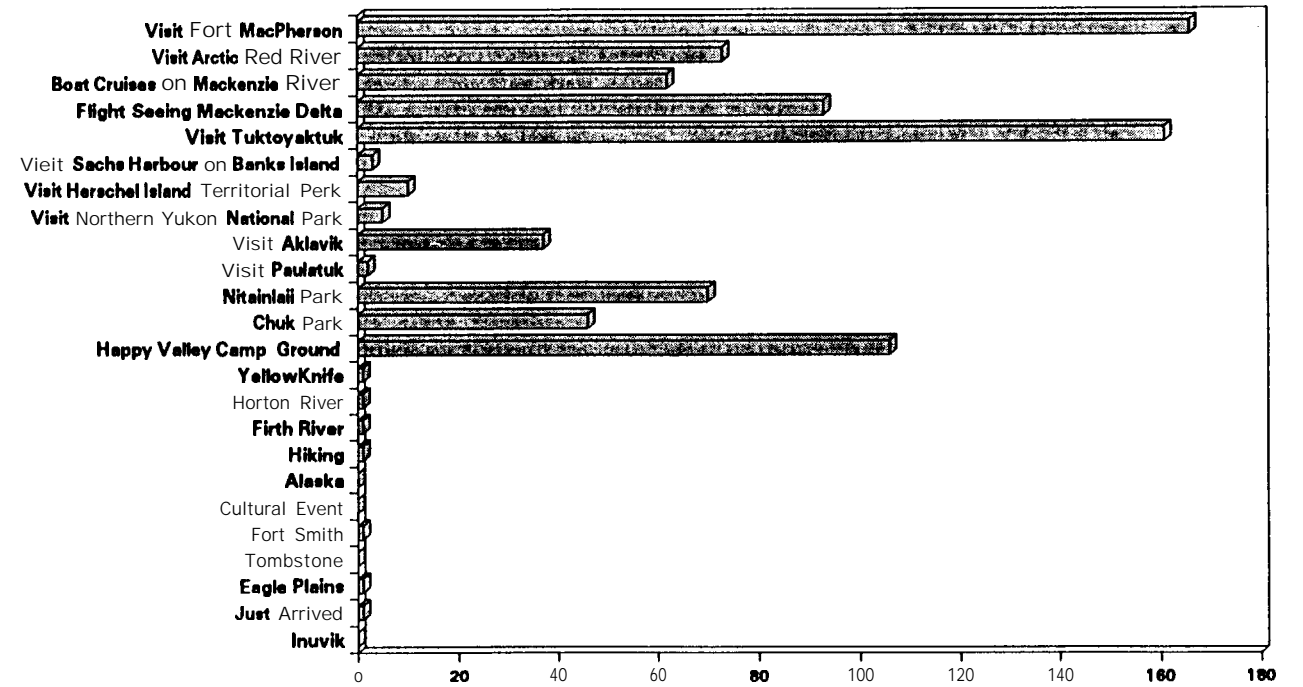
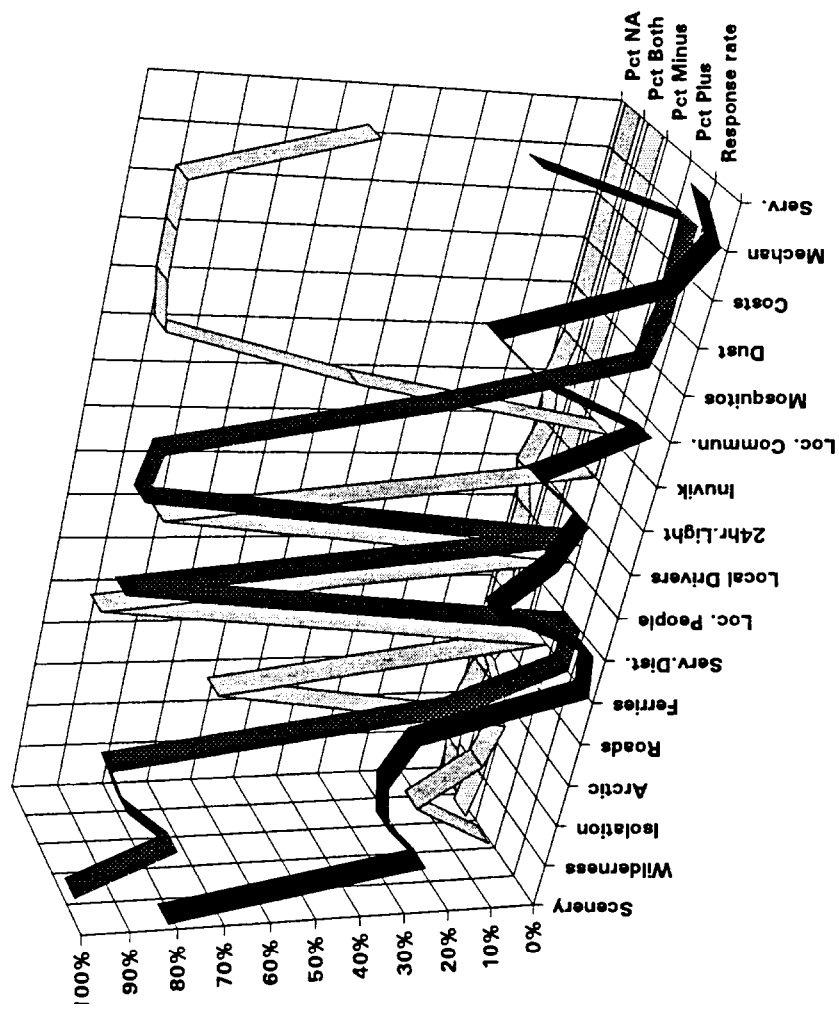


Chart data		Scenery	Wilderness	Isolation	Arctic	Roads	Ferries	Serv. Dist.	Loc. People	Local Drivers	24hr. Light	Inuvik	Loc. Commun.	Mosquitos	Dust	Costs	Mechan	Serv.
Response rate	81%	27%	38%	40%	35%	0%	2%	26%	15%	11%	25%	3%	28%	41%	7%	0%	6%	
Pct Plus	98%	78%	90%	95%	23%	0%	0%	100%	6%	100%	98%	43%	2%	0%	0%	0%	36%	
Pct Minus	1%	20%	7%	5%	72%	0%	100%	0%	91%	0%	0%	57%	98%	100%	100%	100%	64%	
Pct Both	2%	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Pct NA	0%	2%	2%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	
Respondents	179	59	83	88	78	0	4	57	34	25	54	7	62	91	15	1	14	
Number Plus	175	46	75	84	18	0	0	57	2	25	53	3	1	0	0	0	5	
Number Minus	1	12	6	4	56	0	4	0	31	0	0	4	61	91	15	1	9	
Number Both	3	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	
Number NA	0	1	2	0	0	0	0	0	0	1	0	0	0	0	0	0	0	

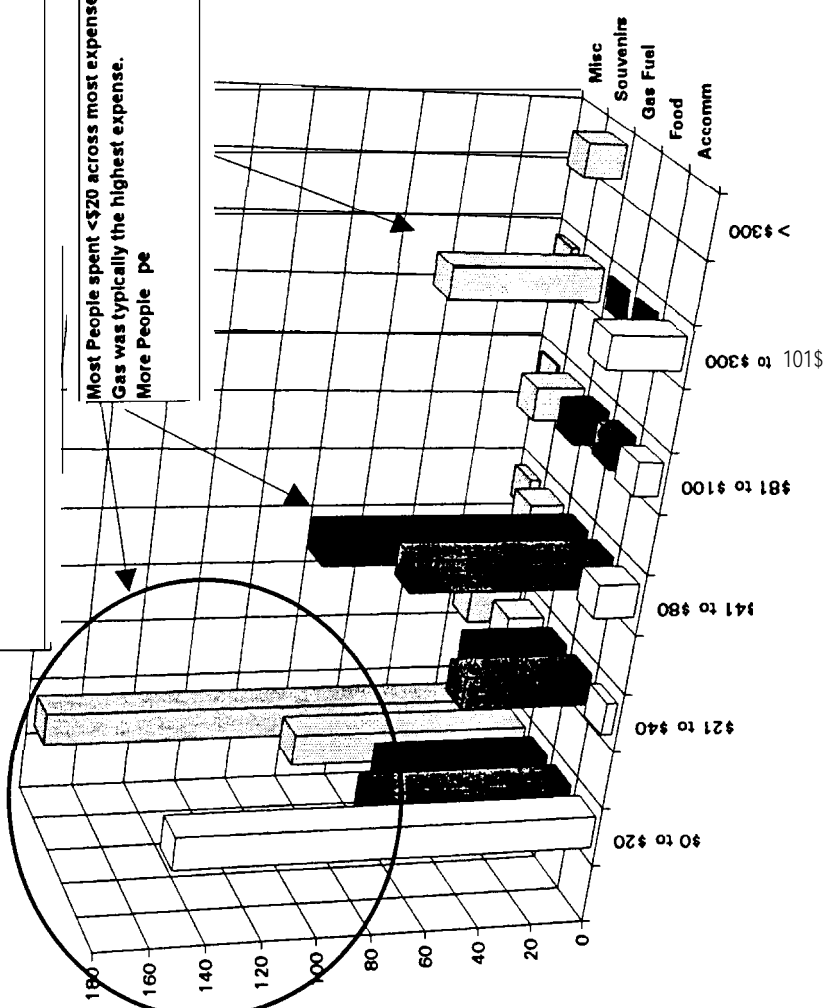
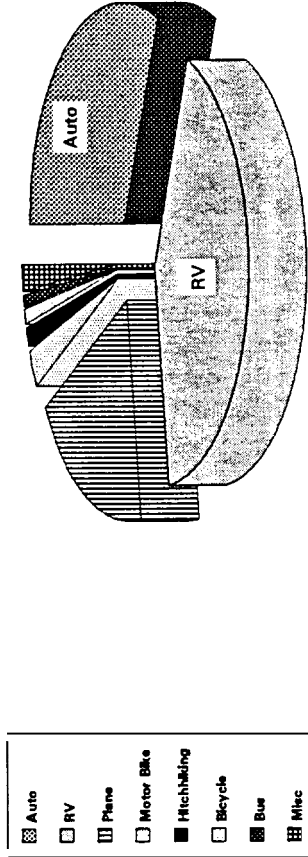
Positive and Negative Responses



Inuvik *Distribution of Expenses*

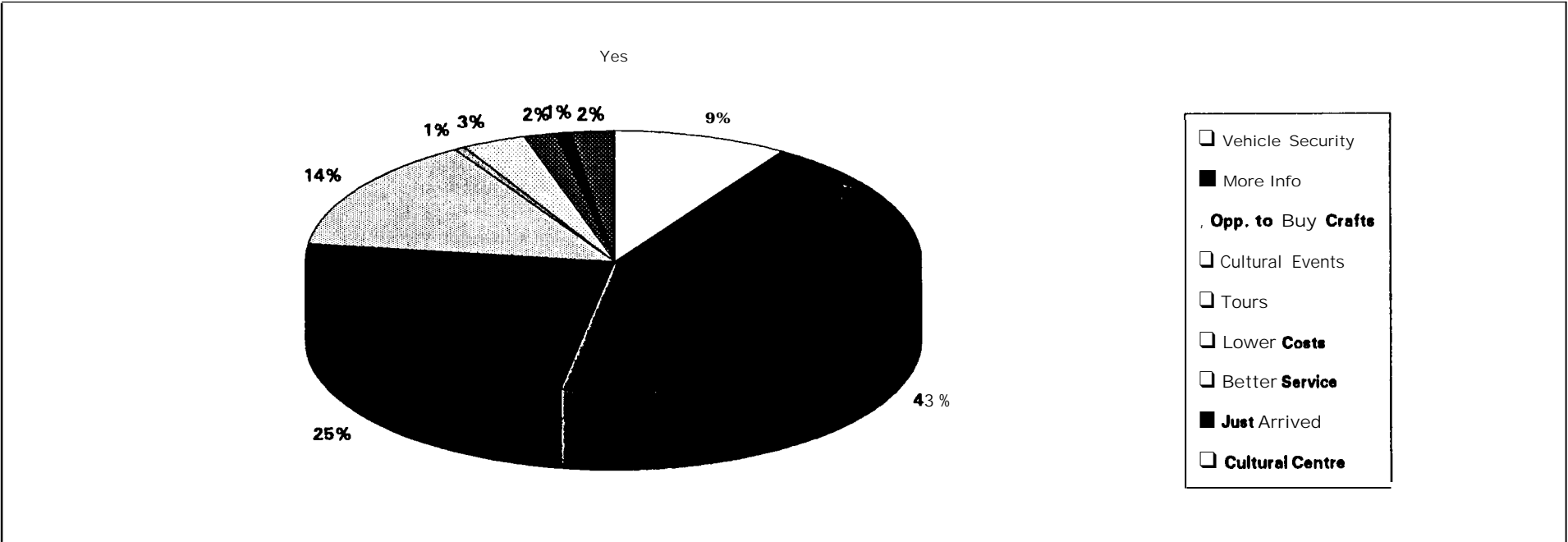
	Accomm	Food	Gas	fuel	Souvenire	Misc
\$0 to \$20	154	76	62	90	178	
\$21 to \$40	4	48	35	14	20	
\$41 to \$80	15	74	98	13	4	
\$81 to \$100	9	8	12	18	1	
\$101 to \$300	27	2	1	57	3	
> \$300				14		

Distribution of Transport

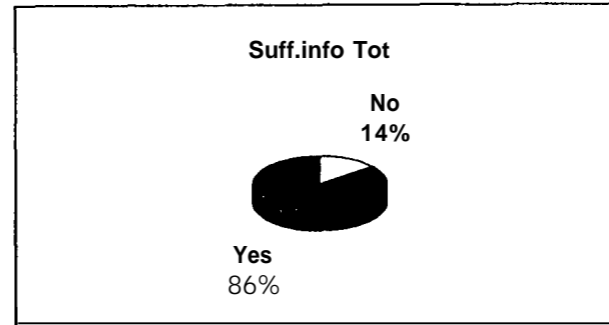


Would any of the following options have caused you to participate in full day, overnight or longer excursions from Inuvik?

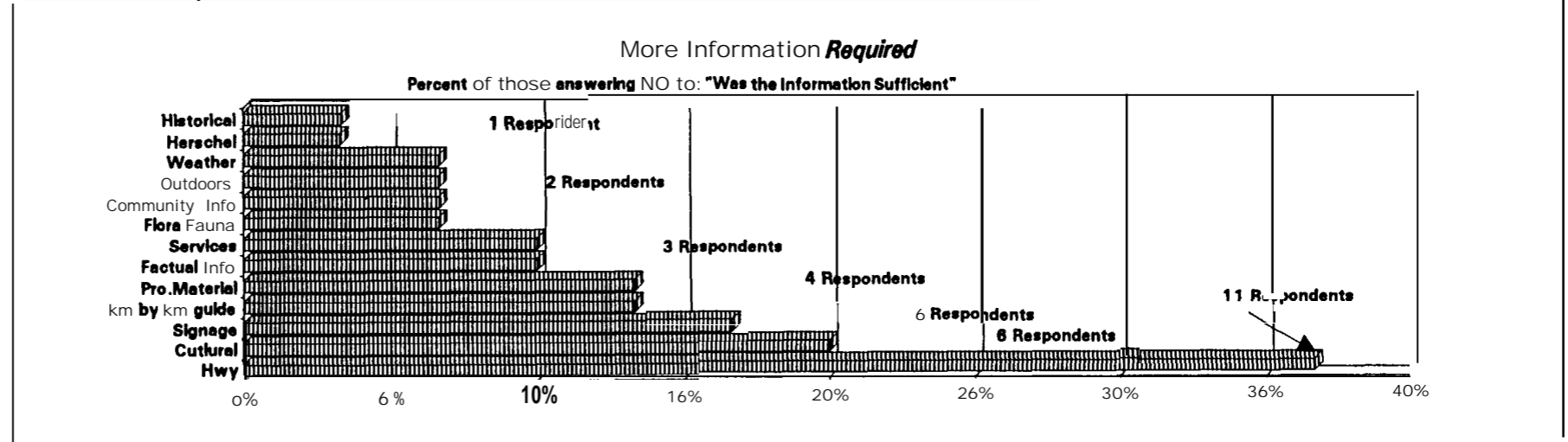
	Vehicle Security	More Info	Opp. to Buy Crofts	Cultural Events	Tours	Lower Costs	Better Service	Just Arrived	Cultural Centre
Yes	23	106	60	34	2	8	4	2	5
Pct of Respondents	10%	48%	27%	15%	1%	4%	2%	1%	2%



	Suff.info Tot	Pct
No	20	14%
Yes	180	86%
Total Responded	210	95%



	Hwy	Cultural	Signage	km by km guide	Pro.Material	Factual Info	Services	Flora Fauna	Community Info	Outdoors	Weather	Herschel	Historical
More Info	11	6	5	4	4	3	3	2	2	2	2	1	1
% of Answered No	37%	20%	17%	13%	13%	10%	10%	7%	7%	7%	7%	3%	3%



INSTRUCTIONS FOR SURVEYORS

SAMPLE DAWSON SURVEY

SAMPLE DAWSON TAKEAWAY SURVEY

SAMPLE INUVIK SURVEY

INSTRUCTIONS FOR SURVEYORS
WESTERN ARCTIC VISITOR SURVEY

Dress:

Do not wear casual clothing (e.g. jeans, t-shirts). Clothing should be shirts/blouses and good pants or skirt. Visitors must be comfortable being approached rather than feel that some-one is asking them for a handout!

Preparation:

Prior to beginning the surveys ensure that you have an adequate supply of survey forms and - in the case of the Dawson surveyor - adequate numbers of **followup** forms, both for bus travelers and others. The **followup** forms should be easily accessible.

Procedures:

Place a blank survey form on the clipboard and complete the first three questions.

Approach the first person entering the centre who is apparently over the age of 18.

Do not coach interviewees for answers.

Give the interviewees time to think about their answers - it's not a race!

If they decline to answer a certain question, proceed to the next question.

Follow the instructions on the survey form. Note that the portion containing age, financial and educational questions should be completed by the interviewee themselves. Simply hand them the survey form and the pen. (In Dawson, this would be a good time to get the followup questionnaire ready).

When the survey is finished, place the completed form in a secure area (office, etc.).

For Dawson Surveys ONLY:

If the interviewee has already travelled the Dempster Highway, be sure to complete the questions located immediately before the background information portion of the basic survey.

If the interviewee is a bus **traveller**, give them the envelope with the BUS questionnaire in it. BEFORE giving it to **them**, note on the bus interview form, the number of the survey. Be sure to ask them not to examine the questionnaire for 24 hours.

If the interviewee is not a bus **traveller**, give them the envelope with the OTHER questionnaire in it. BEFORE giving it to them, note on the interview form, the number of the survey. Be sure to ask them not to examine the questionnaire for 24 hours.

Followup:

At the end of each week, forward the completed surveys to the address below. A petty cash of \$50 will be provided for this - any additional costs incurred will be reimbursed.

Do not hesitate to call Harry or Shannon COLLECT if any problems or questions arise.

Send completed forms to:

Bufo Incorporated
Box 91332
West Vancouver, B.C.
V7V 3N9

Questions, call:

Harry Parsons or Shannon Macey
604-926-8717 Collect

Survey of Visitors in Inuvik

Surveyor Name: Corey Wainman

Date: 11. 14. /92

Number: 239

Notes to Surveyor:

Criteria for selecting the next person to be interviewed is - the first person entering the **centre** apparently over 18 years of age.

1) Would you mind answering a few questions about your trip to the NWT? This survey will take about 8 minutes. (Circle whether male or female)

MALE

FEMALE

(If the person says no, thank them anyway, write "refused" across the survey form and place it with the completed interviews. If they give a reason e.g. "sorry, no time", note that on the sheet as well)

2) What is the purpose of your trip to the NWT?
(check as many as apply but circle primary reason)

Sightseeing — Visit Friends/Relatives v Business — Conference — Package Tour —
Wilderness Adventure — Other (specify) _____

3) Where has your journey started from? EDMONTON

4) What is your destination from this point?

Returning down the Dempster

Tuktoyaktuk

Arctic ocean

Herschel Island

Beaufort Sea

Mackenzie Delta

Aklavik

Banks Island

Paulatuk

other (please specify) EDMONTON

5) How long have you been traveling on your present journey? 1 DAY

6) How long is your trip planned for in total?

under 4 days — 4 to 7 days up to 2 weeks — 3 to 4 weeks —

Longer (specify) _____ Moving —

7) Are you traveling **with an organized bus tour**? (If yes proceed to questions 31 to 46 at back of survey)

(Circle One)

YES

NO

8) How many people are travelling with you? 1

If part of an RV Caravan, how many RVS? N/A

9) How many in your party are residents of:

Yukon _____
NWT _____
other Canada (province?) British
us (state?) _____
Elsewhere (country?) _____

10) How far in advance did you plan this trip?

< 1 month 1 -6 months — 7 months to 1 year — more than 1 year _____

11) What is the purpose of your trip to Inuvik?

(check as many as apply but circle primary reason)

Sightseeing — Visit Friends/Relatives Business — Conference — Package Tour —

Wilderness Adventure — other _____

12) What type of information have you Used/gathered for this trip prior to leaving home?
(maps, vacation planners, visitors guides, other)

JUST WORD from resident

13) Do you think **that** there is **sufficient** information available about the Northwest Territories, particularly the **Dempster Hwy**?

Circle one

YES

NO

14) Are **there** types of information you would like to **see** available for visitors?

Detailed Maps — -- Specific **Visitors** Guide — Historical Information —

Gas Stops/Service Stations — Restaurants/Overnight **Accommodation** — Shops —

Things to See and Do — other _____

15) How did you travel to **Inuvik**? Is it owned or rented?

(Indicate with an "O" or "R" whether it is owned or rented)

Auto —

RV —

Airplane ✓

Bus Tour —

other _____

16) Had you planned to drive the **Dempster Highway** and visit **Inuvik** before arriving in the North?

Circle One

YES

NO
G

17) How did you find out about the **Dempster Highway** and **Inuvik**?

Visitor **Centre** in Dawson — Travel Guides — Friends — Road Map —

Other N/A

18) Was the information you received **sufficient** for you to prepare for your trip up to **Inuvik**?

Circle One

YES

NO

18B) If no what would you have liked to received?

19) If driving, what words would you use to describe your trip up the **Dempster Highway**?
(write down exact words in order / stop after 5 and proceed to next question)

20) What aspect **appealed** most to you about the drive up the **Dempster**?

Scenery — **Wildlife** — Isolation — Arctic Circle —

Other _____

21) What **aspect** was least appealing to you?

Isolation — Arctic **Circle** — Scenery — Wildlife —

Other _____

22) How many days do you anticipate spending in **Inuvik** and the Western Arctic?

Overnight — 2 to 7 days up to 2 weeks — Longer (specify) _____

23) What type of accommodation are you using?

Campgrounds — Hotel — Motel — Bed & Breakfast — Friends/Relatives

other _____

24) Please **describe** your interest in the **following** activities.

	Not at all Interested	Not very interested	somewhat Interested	Very Interested
Wildlife Viewing	_____	_____	_____	_____
Hunting	_____	_____	_____	_____
Fishing	_____	_____	_____	_____
Hiking	_____	_____	_____	_____
Kayaking/canoeing	_____	_____	_____	_____
Powerboating	_____	_____	_____	_____
Photography	_____	_____	_____	<input checked="" type="checkbox"/>
Touring	_____	_____	_____	_____

Sightseeing **Tours** by:

Plane/Helicopter	_____	_____	_____	_____
Boat	_____	_____	_____	_____
Van/bus	_____	_____	_____	_____
Native Culture	_____	_____	_____	_____
Explorers	_____	_____	_____	_____
Museums	_____	_____	_____	_____
visiting Parks	_____	_____	_____	_____

2s) **Did you, or do you plan to participate in any of the following activities available along the Dempster Highway or from Inuvik?**

- ___ Visit Fort McPherson
- ___ Visit Arctic Red River
- ___ Boat cruises on the Mackenzie River
- ___ Flightseeing tours of the Mackenzie Delta
- ___ Visited Tuktoyaktuk
- ___ Visited Sachs **Harbour** on Banks Island
- ___ Visited **Herschel** Island Territorial Park
- ___ Visited Northern Yukon National Park
- ___ Visited **Aklavik**
- ___ Visited **Paulatuk**
- ___ **Nitainlaii** Park
- ___ Chuk Park
- ___ Happy Valley Campground
- ___ other (please specify)_____
- _____

26) **Would any of the following options have caused you to participate in full day, overnight or longer excursions from Inuvik?**

- ___ security compound for vehicle
- ___ More extensive **information** on what would be seen on these excursions
- ___ **improved opportunities** to purchase crafts from artisans
- ___ other (please specify)_____
- _____

27) What have been some of your most satisfying experiences while traveling along the Dempster Highway or in Inuvik?

28) What were your least satisfying experiences while traveling up the Dempster Highway or in Inuvik?

29) What has been your average expenditure per day on the following while traveling along the Dempster and in Inuvik?

Accommodation \$ _____ Food \$ _____ Gas/Fuel \$ _____

Souvenirs \$ _____ Miscellaneous Items \$ _____

30) Background information: (Present *sheet to visitor and let them complete themselves*)

a) what is your occupation?

RETIRED.

b) Level of education?

Elementary School
Some High School
Completed High School ✓
Some University/College ✓
Completed College/University
Graduate Degree _____

c) How many of each age grouping are in your party - don't forget to include yourself?

0 - 20 — 21 - 40 41 - 60 61 + 2

d) What is the annual income in your household?

below 19,999 — 20,000-29,999 — 30,000-39,999 —
40,000-49,999 .-50,000 - 59,999 — -60,000-69,999 —
above **70,000** —

QUESTIONS FOR VISITORS ON BUS TOURS

31) How many are in your immediate party? 2

32) What type of bus tour are you on?

Wilderness Adventure — History Related —
Part of a cruise package — Photo Safari — Kayak/canoe —

other _____

33) How, or in what kind of literature did you discover about the tour package to the Yukon territory and the Dempster Highway?

Travel Magazine — Friends — **Yukon/NWT** Travel Guide _____
Newspaper — *Travel Guide — Magazine (please name) _____

Other (please specify) _____

34) Where is your tour taking you?

35) How long is your tour? _____

36) What aspect appealed most to you about the drive up the Dempster?

Scenery — **Wildlife** — Isolation — Arctic Circle —

Other _____

37) What aspect was least appealing to you?

Isolation — Arctic Circle — Scenery — Wildlife —

other _____

38) Would you be interested in coming back and traveling in the Northwest Territories **again**, but on your own? .

(Circle One) *YES* NO MAYBE

39) What have been some of your most satisfying experiences while traveling along the **Dempster Highway** or in **Inuvik**?

40) What were your least satisfying experiences while **travelling** up the **Dempster Highway** or in **Inuvik**?

41) Please describe your interest in the following activities

	Not at all Interested	Not very interested	Somewhat Interested	very Interested
Wildlife Viewing	_____	_____	_____	_____
Hunting	_____	_____	_____	_____
Fishing	_____	_____	_____	_____
Hiking	_____	_____	_____	_____
Kayaking/canoeing	_____	_____	_____	_____
Powerboating	_____	_____	_____	_____
Photography	_____	_____	_____	_____
Touring	_____	_____	_____	_____
Sightseeing Tours by:				
Plane/Helicopter	_____	_____	_____	_____
Boat	_____	_____	_____	_____
van/bus	_____	_____	_____	_____
Native Culture	_____	_____	_____	_____
Explorers	_____	_____	_____	_____
Museums	_____	_____	_____	_____

42) What sort of transportation brought you to meet with your tour?

Airplane — Own Auto — cruise ship — Ferry —
 Bus _____ other —

43) Was the information you received prior to joining the tour enough to prepare you for what to expect while traveling in the **Northwest** Territories?

(circle one) Yes No

44) If no, what information do you feel is lacking?

45) **Background information:**

a) **What is your occupation?**

b) **Level of education?**

Elementary S c h o o l

Some High School

Completed High School _____

Some **University/College** _____

Completed College/University _____

Graduate Degree _____

c) **How many of each age grouping are in your party - include yourself?**

0 - 20 21-40 — 41 - 60 61 + _____

d) **What is the annual income in your household?**

below 19,999 _____	20,000-29,999 _____	30,000-39,999 _____
40,000-49,999 _____	50,000-59,999 _____	60,000-69,999 _____
above 70,000 _____		

46) **Are there any other comments or suggestions which you would like to pass onto help us improve our services for visitors?**

Survey of Visitors to the Western Arctic Visitor Centre in Dawson City

Surveyor Name: ANN WARD

Date: Feb. 0 1 1992

Number: # 16

Notes to Surveyor:

Criteria for selecting the next person to be interviewed is - the first person entering the centre apparently over 18 years of age.

1) Would you mind answering a few questions about your trip to the North? This survey will take about 8 minutes. (Circle whether male or female)

MALE

FEMALE

(If the person says no, thank them anyway, write "refused" across the survey form and place it with the completed interviews. If they give a reason e.g. "sorry, no time", note that on the sheet as well)

2) What is the purpose of your trip to the North? (check as many as apply but circle primary reason)

Sightseeing Visit Friends/Relatives Business Conference Package Tour

Wilderness Adventure other (specify) _____

3) Where has your journey started from? PORT COQUITLAM B.C.

4) What is- or was-your destination? ARCTIC CIRCLE

5) How long have you been traveling on your present journey? 3 WEEKS

6) How long is your trip planned for in total?

Under 4 days 4 to 7 days up to 2 weeks 3 to 4 weeks

Longer (specify) NONE Moving

7) What are your expectations for your trip?

TO SEE AN MA

8) What is the furthest northern point you have travelled to previously?

Place PRINCE RUPERT Province/Territory/Country: B.C.

9) How many times have you visited the North? (i.e. Alaska or north of 60 degrees)

0 1 _____ 2 5 more than 5 _____

10) What motivated you to choose the North as a travel destination?

My HUSBAND

11) How did you find out about the North and what it had to offer?

Friends — Travel Literature Visitor Centres — Other (specify) _____

12) Are you traveling with an organized bus tour?

(If NO proceed to next question; if YES, then proceed to question 28 and give them the follow-up survey)

Circle One YES NO

13) How many people are traveling with you? 2

If part of an RV Caravan, how many RVS? NO

14) How many in your party are residents of:

Yukon _____
NWT _____
other Canada (province?) BC
us (state?) _____
Elsewhere (country?) _____

15) Are you familiar with the history and/or location of the following: (circle* yes or no only)

The Dempster Highway	YES	<input checked="" type="radio"/> NO
Inuvik	YES	<input checked="" type="radio"/> NO
Tuktoyaktuk	YES	<input checked="" type="radio"/> NO
The Mackenzie Delta	YES	<input checked="" type="radio"/> NO
The Beaufort Sea	YES	<input checked="" type="radio"/> NO
Northern Yukon National Park	YES	<input checked="" type="radio"/> NO
Herschel Island	YES	<input checked="" type="radio"/> NO

If you would like to receive a small gift in appreciation for participating in this survey, and additional information on the Western Arctic and the rest of Canada's Northwest Territories, please enter your name and address below:

Name: Mr + Mrs. Robert Kemmerer

Street/Apt #: 1205 Church Ave.

City: Santa Martin

Province/State: CA.

Country: USA

ZIP/Postal Code: 95046

IMPORTANT NOTE: The information requested is collected on behalf of the Government of the Northwest Territories Department of Economic Development and Tourism. It is collected *solely* for the purpose of determining visitor travel patterns, interests, and degree of satisfaction. Names and addresses **will not** be made available to any other individual, agency or business. A summary of this **survey** is available upon request from:

Bufo Incorporated
Box 91332
West Vancouver, B.C.
Canada V7V 3N9

If you **HAVE** decided to travel the **Dempster Highway**, please answer the following questions and drop off this survey in the mail using the enclosed postage paid envelope. If you have decided not to drive to **Inuvik afterall**, please complete the survey as best you can, and mail it prior to leaving the Yukon or Northwest Territories.

1) **Was driving the Dempster Highway in your traveling plans prior to your stop in Dawson? “.**

(Circle one) YES NO UNCERTAIN

2) **If yes, where (i.e. type of publication, word of mouth) did you discover the information about the Dempster Highway?**

3) **What was it in the information that caused you to decide to drive the Dempster Highway?**

4) **If you hadn't planned to drive the Dempster Highway prior to Dawson, what changed your mind in deciding to travel the Dempster Highway?**

— **Information** provided in the visitor **centre** where this survey was distributed

___ **Attracted** by sign at **Dempster** Highway junction (aroused curiosity)

___ **Information from** other sources (**please specify**) _____

5) **Are you planning to drive the Highway to Inuvik?**

(Circle one) YES NO UNCERTAIN

5) If NO:

a) How far are you traveling up the Highway before returning south?

1.5 airbanks Alaska

b) Why have you decided not to drive to Inuvik?

We are traveling with a caravan
and do not have time

6) What areas of personal interest convinced you to make the trip? Please indicate by number - 1 is the most important factor, 2 would be the second most important factor, etc.. Leave blank if not a factor at all.

Interest in the history of the area?

Interest in the landscapes and wildlife?

Curiosity and adventure?

General interest - did not know of the Highway's existence prior to stopping in Dawson, and had the time to explore the area.

Wanted to cross the Arctic Circle

Wanted to learn more about aboriginal peoples

Wanted to see the Arctic

Wanted to see the Arctic Ocean

Other (please specify) _____

7) Did you participate in any of the following activities available along the Dempster Highway or from Inuvik?

— Visited Fort McPherson

— Visited Arctic Red River

— Boat cruises on the Mackenzie River

— **Flightseeing** tours of the Mackenzie Delta

— Visited **Tuktoyaktuk**

— Visited Sachs **Harbour** on Banks Island

— Visited Herschel Island Territorial Park

— Visited Northern Yukon National Park

— Visited **Aklavik**

— Visited Paulatuk

— other (please specify) _____

8) **Would any of the following options have caused you to participate in full day, overnight or longer excursions from Inuvik?**

security compound for vehicle

More extensive information on what would be seen on these excursions

increased opportunities to purchase crafts from the artisans

organized packaged tours to the coast

other (please specify) _____

9) **What have been some of your most satisfying experiences whilst traveling along the Dempster Highway or in Inuvik?**

10) **What were your least satisfying experiences while traveling up the Dempster Highway or in Inuvik?**

11) What has been your average expenditure per day on the following while traveling along the **Dempster** and in **Inuvik**?

Accommodation \$_____ Food \$_____ Gas/Fuel \$_____

Souvenirs \$_____ Miscellaneous Items \$_____

12) Did you feel that the travel information available to you **was sufficient to** your needs whilst driving the **Dempster Highway**?

(Circle one) YES NO UNCERTAIN

13) If no, what type of travel information do you feel was lacking?

14) Are there any other comments or suggestions which you would like to pass onto help us improve our services for visitors?

Once again we would like to thank you for taking the time to answer this survey. We hope that your journey has been a pleasant one and that you plan to visit us again in the future.

If you would like to receive a small gift in appreciation for participating in this survey, and additional information on the Western Arctic and the rest of Canada's Northwest Territories, please enter your name and address below:

Name: _____

Street/Apt #: _____

City: _____

Province/State: _____

Country: _____

ZIP/Postal Code: _____

IMPORTANT NOTE: The information requested is collected on behalf of the Government of the Northwest Territories Department of Economic Development and Tourism. It is collected **solely** for the purpose of determining visitor travel patterns, interests, and degree of satisfaction. Names and addresses will **not** be made available to any other individual, agency **or** business. A summary of this **survey** is available upon request from:

Bufo Incorporated
Box 91332
West Vancouver, B.C.
Canada V7V 3N9

✓ #9

SURVEY FOR TRAVELLERS WHO HAVE VISITED THE DAWSON CENTRE

We would like to thank you for **taking the time** to complete **this** survey for us. Your information and opinions are vital to us in order that we can **improve on your, and future visitors**, experiences in the Northwest Territories and along **the Dempster** Highway. When you answer these questions we would appreciate as much honesty and candor as possible, keeping in mind that your answers and remarks will be kept confidential.

If you have decided NOT to travel the Dempster Highway, please answer the following 5 questions, and drop the survey into a mailbox on your way out of the North.

If you HAVE decided to drive the Dempster Highway, or are on a bus tour please answer the questions beginning on page 4.

1) **What factors deterred you from driving the Dempster Highway?**

The drive would take too much time

Travel time allotted for the complete trip does not permit the extra time needed to travel the **Dempster** Highway

The added expense of traveling up to **Inuvik** is too much

The drive and the Western Arctic does not interest me strongly enough

Could not find enough information about the **Dempster** Highway to **feel** comfortable driving it

Was not aware of the highway's existence

Other (please specify) _____

2) If lack of information deterred you from traveling the **Dempster**, what information you would like to see in order to make a more informed decision?

3) If you were to travel to the north again would you make the time to travel the **Dempster Highway up to Inuvik?**

(Circle one)

YES

NO

UNCERTAIN

4) What has been your average expenditure per day on the following while traveling in the North?

Accommodation \$ 15⁰⁰

Food \$ 20⁰⁰

Gas/Fuel \$ 20⁰⁰

Souvenirs \$ 10⁰⁰

Miscellaneous Items \$ 25⁰⁰

5) Are there any other comments you would like to make in regards to this survey, and your experience in traveling through the north?

Once again we would like to thank you for taking the time to answer this survey. We hope that your journey has been a pleasant one and that you plan to visit us again in the future.

15B) Have you travelled up the Dempster Highway on this trip?

(if YES, ask Dempster Questions - see attached sheet -prior to Background info questions)

Circle One

YES

NO

16) If YES, how did you hear about the Dempster Hwy?

17) Have you considered traveling up the Dempster Hwy to Inuvik?

Circle One

YES

NO

18) How far in advance did you plan this trip?

> 1 month — 1 -6 months — 7 months to 1 year — more than 1 year ✓

19) What type of information have you used/gathered for this trip prior to leaving home?
(maps, vacation planners, visitors guides, other)

FRIENDS TOURIST BOOKS

20) Do you think that there is sufficient information available about the Northwest Territories, particularly the Dempster Hwy?

Circle One

YES

NO

21) Are there types of information you would like to see available for visitors? THE CENTER IS GOOD

‘ Detailed Maps — specific Visitors Guide — Historical Information — Gas Stops/Service Stations —
Restaurants/Overnight Accommodation — Shops — Things to See and Do —

22) What is your reason for stopping in this visitor centre?

BECAUSE THEY STOPPED IN DAWSON BEFORE HEADING UP TO INUVIK.

23) How many days do you anticipate spending in the North?

Overnight — 2 to 7 days Up to 2 weeks — Longer (specify _____)

24) What sort of transportation are you using? Is it **owned** or rented?
(Indicate with an "O" or "R" whether it is owned, or rented)

RV — Auto — Camper/truck Motorcycle — Other _____

25) What type of accommodation are you planning to utilize?
(check as many as apply)

Campgrounds Hotel — Motel — Bed & Breakfast — Friends/Relatives
 other _____

26) Please describe your interest in the following activities

	Not at all Interested	Not very interested	Somewhat Interested	very Interested
Wildlife Viewing	_____	_____	_____	<u>1 /</u>
Hunting	<u>1</u>	_____	_____	_____
Fishing	<u>1</u>	_____	_____	_____
Hiking	<u>1</u>	_____	_____	_____
Kayaking/Canoeing	<u>1</u>	_____	_____	_____
Powerboating	_____	_____	_____	_____
Photography	_____	_____	<u>1</u>	_____
Touring	_____	_____	<u>1</u>	_____
Sightseeing Tours by:				
Plane/Helicopter	_____	_____	_____	<u>1</u>
Boat	_____	_____	_____	<u>1</u>
Van/bus	_____	_____	_____	<u>1</u>
Native Culture	_____	_____	_____	<u>1</u>
Explorers	_____	_____	<u>1</u>	_____
Museums	_____	_____	_____	<u>1</u>
Visiting Parks	_____	_____	_____	_____

27) **BACKGROUND INFORMATION** - (Present sheet to visitor and let them complete themselves.)

a) What is your occupation? Retired

b) Level of education?

Elementary School _____

Some High School _____

Completed High School _____

Some University/College _____

Completed College/University _____

Graduate **Degree** _____

c) How many of each age grouping are in your party? Don't forget to include yourself!

under 20 — 21 - 40 41-60 2 60+ _____

d) What is the annual income in your household?

under 19,000 20,000-29,999 — 30,000-39,999 —

40,000-49,999 - 50,000-59,999 — @,000 -69,999 —

above 70,000 —