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***1994 Nwt Vistors Center Survey - Statistical
Tables***

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1993 NWT CAMPGROUND SURVEY - OVERALL
REPORT

11-2-8 Tourism
Statistics/Surveys

1993 NWT Campground User Survey

Overall Report

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MAP
GOES
HERE

Northwest Territories Campground User Survey

1.0 INTRODUCTION

During summer 1993 the Bureau of Statistics and the Department of Economic Development and Tourism undertook a survey of NWT campground use. The survey was completed for a sample of sites at territorial campgrounds between June 15 and September 6.

The survey included NWT parks in four areas: three parks along Ingraham Trail and near Yellowknife; three parks in the Inuvik area; five parks along Highways 1 and 7 (the Liard Highway Loop); and two parks near the towns of Hay River and Fort Smith (South Mackenzie).

The specific campgrounds surveyed in each area were as follows:

Ingraham Trail Area

Fred Henne Campground (82 sites)
Prelude Lake Campground (30 sites)
Reid Lake Campground (28 sites)

Liard Highway Loop

BlackStone Campground (19 sites)
Fort Providence Campground (32 sites)
Fort Simpson Campground (33 sites)
Saamba Deh Campground (8 sites)
Twin Falls Campground (18 sites)

Inuvik Area

Chuk Campground (38 sites)
Nitainilia Campground (24 sites)
Happy Valley Campground (30 sites)

South Mackenzie Area

Hay River Campground (22 sites)
Queen Elizabeth Campground (19 sites)

This report presents statistical highlights for the four areas surveyed providing information on the size of groups using campgrounds, the ages of persons camping, presence of children, duration of stay at campground, type of sleeping facilities used, previous use of campgrounds, home residence of campers, rating of campgrounds, and activities while using the camp grounds. For campground users from outside the Northwest Territories information is also provided on reasons for visiting the territory, length of stay in the NWT, and number of nights spent in campgrounds.

The results of this survey represent only a portion of total park use in Northwest Territories. Specifically, this survey does not capture all use of territorial parks since: (i) it does not include campers before the starting date for the survey of June 15 or after the survey was finished on September 6; (ii) only over night campground use is examined in this survey and it does not include recreational use of parks during the day; and (iii) only larger parks in the western NWT were included in the survey. Nevertheless, the survey does provide valuable insight into the levels and types of campground usage.

9. **While traveling in the Northwest Territories**, what would you estimate your total expenses **will be** for each of the following items'?

Food from Stores	\$ _____	Arts & Crafts	\$ _____
Food from Restaurants	\$ _____	Souvenirs	\$ _____
Gas/Fuel	\$ _____	Miscellaneous Items	\$ _____
Hotel Accommodation	\$ _____		

10. Was the availability of **parks** and campground **facilities** a **factor** in your decision to visit Northwest Territories'?

Yes No

11. Did you obtain any information about **NWT** parks before coming on this trip'?

Yes No

If Yes, where did you obtain information about Northwest Territories parks'?

<input type="checkbox"/> Visitor Centers	<input type="checkbox"/> Brochures
<input type="checkbox"/> Magazines	<input type="checkbox"/> Friends, Family or Other People
<input type="checkbox"/> TV or Radio	

12. Please rate the following features about the campground where you are currently staying.

	Good	Average	Poor	Not Applicable
Cleanliness of Grounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of Firewood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of Restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of Boat Launch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of Recreational Things to Do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Control of Noise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Control of Pets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for the Campground Fee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. What are the best features about this campground?

1. _____ 2. _____ 3. _____

14. What specific features should be improved in this campground?

1. _____ 2. _____ 3. _____

15. a) While staying at this campground were you involved in or do you plan to do any of the following activities? -

	Yes	No
Fishing	-	-
Hiking	-	-
Viewing Wildlife	-	-
Swimming	-	-
Boating	-	-

b) Were there any other major activities that you were involved in or plan to do while staying at this campground?

1. _____ 2. _____ 3. _____

16. Overall, how well has your stay in this park lived up to your expectations?

- Exceeded - Met Fell Short

17. At any other time this summer have you completed this questionnaire?

- Yes - No

If Yes, how many times have you completed this questionnaire including this time?!

* ***** *X*X***** Thank You for Your Time *****

2.0 CAMPGROUND SURVEY RESULTS

2.1 Highlights

Campsite Use

- The results of the summer 1993 campground survey are presented for the following areas: the **Ingraham Trail Area** (three parks); the **Inuvik Area** (three parks); the **Liard Highway Loop** (five parks); and the **South Mackenzie Area** (two parks). See Figure 1.
- An estimated 11,691 nights were spent by groups at territorial parks during summer 1993. This figure included 6,111 group nights for the **Ingraham Trail Area (52%)**; 2,757 for the **Inuvik Area (24%)**; 1,718 for the **Liard Highway Loop (15%)**, and 1,104 for the **South Mackenzie Area (9%)**.
- Non-residents **accounted for some 52 percent** of territorial park usage (6,086 group nights) while **NWT residents** accounted for 48 percent (5,605 group nights).

Figure 2
Group Nights by Area



Size of Group

- The size of groups camping at territorial parks varied by area, with groups at campsites averaging 3.3 persons for the **Ingraham Trail** and **Liard Highway Loop** Areas, 2.7 persons for the **South Mackenzie Area**, and 2.5 persons for the **Inuvik Area**. Groups of one or two persons accounted for 72 percent of nights spent in **Inuvik Area** campgrounds and 69 percent for the **South Mackenzie Area**. Corresponding figures for the **Liard Highway Loop** and **Ingraham Trail** Areas were 56 percent and 45 percent of group nights.
- Looking at residency, **NWT campers averaged 3.4 persons per site** while the average for non-residents was 2.7 persons. Further, groups of one or two persons accounted for 72 percent of group nights for non-residents compared to just 38 percent for residents.

Age of Campers

- Overall, groups having at least one person 60 years of age or over accounted for 23 percent of campground use. This proportion varied substantially by area ranging from 11 percent of group nights in the **Ingraham Trail Area** to 44 percent for the **Inuvik Area**. Figures for the **Liard Highway Loop** and **South Mackenzie Area** were 29 percent and 36 percent of group nights respectively.

- For non-resident campers, some 40 percent of group nights were accounted for by groups with at least one person 60 years of age or over. By contrast, for NWT residents only 5 percent of groups included a person who was 60 years of age or older.

Presence of Children

- **Groups with children under 15 year of age occupied 34 percent of campsites overall. As was** observed for the age of campers. [his figure varied considerably by area. For the **Ingraham Trail Area**, some 50 percent of group nights were groups with children present. By comparison, for the **Inuvik Area** just 7 percent of group nights included children. In the **Liard Highway Loop** groups with children accounted for 27 percent of site use, while for the **South Mackenzie Area** the figure was 17 percent.
- Groups from the Northwest Territories were much more likely to include children, with 56 percent of sites having children present. For **non-territorial** campers the figure was 13 percent.

Nights in the Campground

- **Expected** length of stay in territorial campgrounds also varied considerably by area. For the **Ingraham Trail Area**, 29 percent of campground use was by groups expecting to stay more than ten nights. For other areas, most sites were occupied by groups expecting to stay just one or two nights — 70 percent for the **Inuvik Area**, 80 percent for the **South Mackenzie Area**, and 95 percent for the **Liard Highway Loop**.
- Shorter campground stays were more common for non-resident usage with groups at 41 percent of sites staying for only one night and 32 percent for two nights. The corresponding statistics for NWT campers were 18 percent of sites occupied by groups planning to stay for one night and 23 percent for two nights.

Sleeping Facilities

- In all areas, tents were the most common type of sleeping facility accounting for 39 percent of campsite use. Travel trailers were more prevalent than motor homes due to a particularly high rate of use in the **Ingraham Trail Area**. For all other areas, motor homes were more common at campsites than were travel trailers.
- Use of motor homes was much higher for campsites occupied by non-residents. Here, motor homes **accounted** for 19 percent of site use compared to 5 percent of group nights for campers from the **Northwest Territories**.

Previous Stays at the Campground

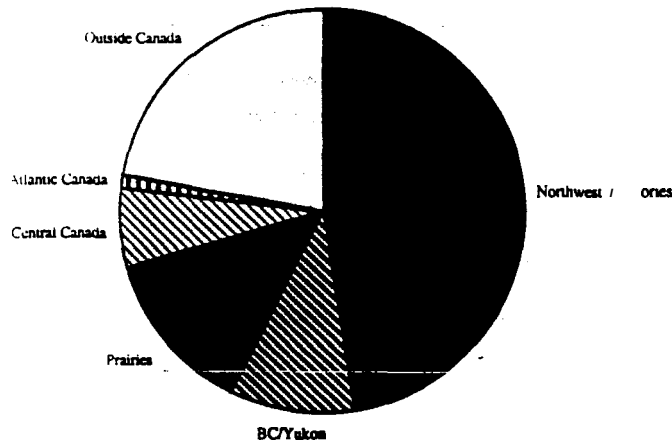
- **Campers at 81 percent of sites occupied by NWT residents had stayed** at the park before. By contrast, 90 percent of usage by non-territorial campers was by groups who had not stayed at the park.
- Previous stays were concentrated in the **Ingraham Trail Area (74%)** and were lowest for the **Inuvik Area (.2%)**. For the other two areas, some 15 percent of camping was by repeat users.

Residency of Campers

- Persons living outside the Northwest Territories accounted for 52 percent of campsite use at territorial parks.
- The proportion of campsite use due to non-residents varied considerably among the four areas surveyed, ranging from just 21 percent of group nights in the **Ingraham Trail Area** to a high of 95 percent for the **Inuvik Area**. Non-residents accounted for 79 percent of site use for the **Liard Highway Loop** and 76 percent for the **South Mackenzie Area**.

- Some 58 percent of campsite use by non-residents involved campers who lived elsewhere in **Canada**. These campers accounted for a total of 3,514 **group nights**, 30 percent of overall **usage**. The provinces accounting most for the use of territorial parks were Alberta (1,218 **group nights**), British Columbia (1,086 **group nights**), and Ontario (661 **group nights**).
- **Campers** from outside Canada stayed a total of 2,572 nights at territorial parks, some 22 percent of **total** campsite usage. The proportion of use by non-Canadian residents ranged from just 5 percent of nights in the **Ingraham** Trail Area to 50 percent for the **Inuvik** Area. Comparable figures for the South Mackenzie Area and the **Liard** highway Loop were 28 and 36 percent respectively.

Figure 3
Group Nights by Home Residence



Rating of Campground Features

- Overall, 89 percent of groups at campsites rated the value they received for the campground fee as “good.” Ten percent rated the value as “average” and just 1 percent as “poor.” The **proportion** rating value for fee as “good” ranged from 97 percent for the **Ingraham Trail** Area to 86 percent for the **Liard** Highway Loop, 79 percent for the **Inuvik** Area and 68 percent for the South Mackenzie Area.
- Campers from the *Northwest Territories* **evaluated** campgrounds somewhat more **favourably** than those who were non-residents. Some 95 percent of **campsites** with NWT residents rated the value received for the campground fee as “good” compared to 84 percent for non-residents.
- **Parks** facilities and features were also rated positively by users. Particularly high marks were received for the cleanliness of the grounds (93% of sites) and the availability of firewood (91% of sites). High ratings – 80% or more sites responding “good” – were also observed for the overall condition of facilities, control of noise and pets, and the condition of the boat launch. The lowest proportion of “good” responses (71% of group nights) was for number of recreational things to do.
- Non-resident campers tended to provide fewer “good” responses when rating specific features and facilities of the campground. Exceptions were control of pets, cleanliness of rest rooms, and condition of facilities.
- Two features rated much lower by non-residents were the number of recreational things to do — rated “good” by 51 percent of sites — and the condition of the boat launch which was rated as “good” by 56 percent. For NWT residents, the corresponding statistics were 86 and 88 percent of group nights respectively.

Best Features about Campground

- **Campers were** also asked an **open-ended** question about the best features of the campground. Responses to the question were classified into six **categories**: (i) proximity of the park to a town or lake; (ii) comments related to campsites specifically; (iii) answers **related** to the facilities **at the** campground as a **whole**; (iv) **overall** features of the **campground**; (v) **comments about the campground staff**; and (vi) **other** comments.
- **Items** mentioned most frequently as best features included responses about the campground generally such as **the** quiet, scenery and cleanliness (**53%** of **sites**). The second most frequent type of answer **related to campground** facilities such as the showers and the availability of firewood (42% of sites).
- There was considerable variability in the best features reported by area. For the **Ingraham Trail Area**, proximity of the campground to Yellowknife and lakes was most often referred to as a best feature (49% of sites). In the other areas, references to the facilities and features of the campground were most frequent. Campground staff were cited most often in the **Inuvik Area** (24% of sites).
- Comparing resident and non-resident campers, overall features of the campground were mentioned most often by both (55% and 52% of sites respectively). However, sites with **NWT** residents were more **likely** to mention proximity of the campground to towns or lakes (**49%**) while non-residents referred more often to the campground facilities (50%).

Features that Should Be Improved

- Campers were also asked an open-ended question about features of the campground that should be improved. Responses to the question were classified as follows: (i) improvements to existing features; (ii) additional features that were needed; (iii) answers relating to insects; and (iv) staff or administration.
- Improvements to existing features **and additional facilities** were **mentioned** most as **things that could** be improved (36 and 45 percent of group nights, respectively). Staff and administration improvements were mentioned by 17 percent of sites, with this response concentrated largely in **the Ingraham Trail Area** and among **NWT** residents.

Activities at the Campground

- Viewing wildlife and hiking were the most common activities by campers at territorial parks — reported for 73 percent and 61 percent of group nights respectively.
- Comparing camping areas, the **Ingraham Trail Area** had **the** highest participation rate for all activities except hiking — viewing the wildlife (**82%**), swimming (63%), fishing (**44%**), and boating (**37%**). Hiking was reported most often for the Liard Highway Loop (7270).
- For **NWT** residents, 61 percent of sites reported swimming compared to 12 percent for non-residents.

Other Activities Planned While at the Campground

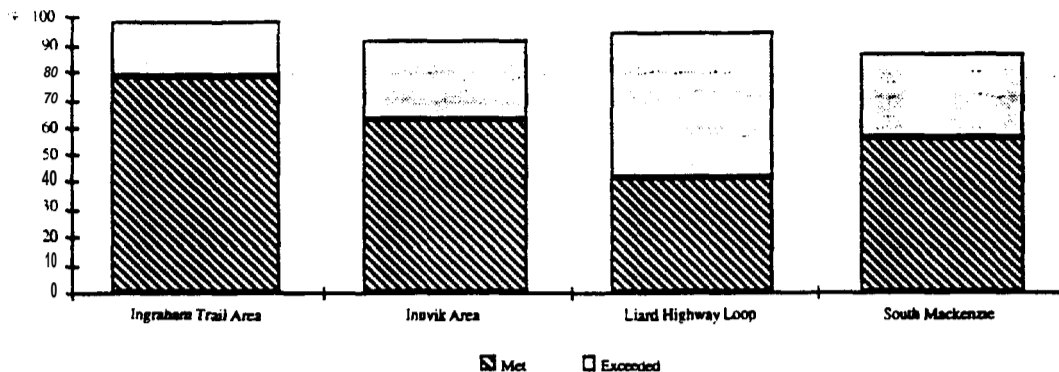
- The most frequent responses to the open-ended question on other activities referred to rest and relaxation, or to visiting and socializing. Responses of this sort were much more frequent for sites in the **Ingraham Trail Area** and for campers from the Northwest Territories. Non-residents were more likely to refer to items such as activities in town and sightseeing.

Parks Living Up to Expectations

- Overall, 95 percent of sites reported that their expectations about the park had been met or exceeded. Less than 1 percent stated that their stay at **the park** did not live up to expectations. Non-residents were more likely than **NWT** campers to report that their expectations had been exceeded (**39%** versus 16% of sites).
group nights

- Comparing **areas**, groups with expectations that had been met or exceeded accounted for 98 percent of campsite use for the **Ingraham Trail Area**, 95 percent for the **Liard Highway Loop**, 91 percent for the **Inuvik Area**, and 87 percent for the **South Mackenzie Area**.

Figure 4
Proportion Reporting Expectations Exceeded or Met, by Area



2.2 Highlights for Non-Resident Users of Territorial Parks

A series of **additional** questions were asked of campground users whose home residence was **outside the Northwest Territories**. These questions included the amount of time they expected to stay in the territory, expenditure patterns, and reasons for visiting.

Reasons for Visiting the Northwest Territories

- For non-resident users of territorial parks, an open-ended question was asked about the main reasons for visiting the Northwest Territories. Responses to this question were coded to seven categories: (i) **outdoor activities** such as fishing or canoeing; (ii) sightseeing; (iii) wanting to see the North; (iv) visiting **family** or friends; (v) **business/looking** for work; (vi) **cultural/historical**; (vii) **other reasons** including "vacation".
- Wanting to see the North and sightseeing were the two most common reasons reported by non-resident users of the campgrounds — **45 percent** and **43 percent** of group nights respectively.
- Reasons given for visiting the Northwest Territories varied somewhat **by area**. Wanting to see the North was the most frequent response for sites with non-resident campers in the **Ingraham Trail (43%)** and **Inuvik Areas (58%)** while sightseeing was mentioned **most often for the Liard Highway Loop (48%)** and the **South Mackenzie Area (45%)**.
- Among the other response categories, visiting **family or friends** was reported most frequently in the **Ingraham Trail Area (22%)** as was **business/looking for work (16%)**. Outdoor activities were reported more frequently for the **Liard Highway Loop (32%)** and **South Mackenzie Area (30%)**. Cultural or historical reasons were mentioned most often in the **Inuvik Area (13%)**.

Length of Stay in the Northwest Territories

- On average, non-resident groups using territorial campgrounds expected to stay **9.8 nights** in the Northwest Territories. This value varied considerably by area.

- The average expected stay in the Northwest Territories reported for the **Ingraham Trail Area** was **17.5** nights (reflecting the **fact** that some campground users were **using the parks** for more than recreation). By comparison, in the **Inuvik Area** the average expected stay was 5.7 nights, with 60 percent of groups at campsites expecting their stay in **the territory** to be less than **five** days.

The average expected stay in the Northwest Territories for non-resident groups at campsites in the **Liard Highway Loop** was 10.4 nights, while for the **South Mackenzie Area** the average was 10.3 nights.

Nights Spent in Campgrounds

- Groups at 73 percent of sites with **non-territorial** campers expected to spend all **nights** in the Northwest Territories at **campgrounds**. **Only, 12 percent** of such groups indicated that they were expecting to stay less than half the nights in campgrounds.

Availability of Parks as a Factor in Decision to Visit Northwest Territories

- Overall, some 44 percent of sites with non-resident groups indicated that the **availability** of parks and campground facilities was a **factor** in their decision to come to the **Northwest Territories**. **Availability** was a somewhat more important for the South Mackenzie Area and the **Liard Highway Loop**.

Information Obtained Prior to Visiting NWT

- Among non-resident users of **NWT parks**, **some 70 percent** of sites reported that they had obtained **information** about territorial parks **prior to visiting the Northwest Territories**. This statistic did not vary significantly by area except for the **Inuvik Area** which was somewhat higher at 75 percent of group nights.

Where was information Obtained From

- For groups that had **obtained information before visiting Northwest Territories**, the most commonly reported sources were **visitor centers (63%) and brochures (62%)**.
- The least common source for information about **NWT parks** was the radio or television, reported for only **6 percent** of group nights.

Section 2.3

1993 Campground User Survey

Overall Tabulations

4 Including yourself how many persons in total are staying in your group

	By Area				
	All Areas (n)	Ingraham Trail (%)	Inuvik Area (%)	Highway Loop (%)	South Mackenzie (%)
Total Group Nights	11,691	100	2,757	1,718	1,104
1 Person	1,314	11	302	120	196
2 Persons	5,179	44	1,693	848	563
3 - 4 Persons	3,211	27	453	448	203
5 - 6 Persons	1,365	12	101	179	77
7 - 8 Persons	184	2	17	45	16
9 - 10 Persons	120	1	17	37	4
More than 10 Persons	162	1	50	29	30
Not Provided	156	1	126	13	17

	By Residence		
	Total (%)	Campers From NWT (%)	Campers from Outside NWT (%)
Total Group Nights	11,691	100	6,086
1 Person	1,314	10	737
2 Persons	5,179	28	3,624
3 - 4 Persons	3,211	38	1,106
5 - 6 Persons	1,365	17	389
7 - 8 Persons	184	2	78
9 - 10 Persons	120	1	62
More than 10 Persons	162	2	75
Not Provided	156	3	9

2. Could you provide a count of persons in your group in each of the following age categories?

By Area

	All Arms (%)	Ingraham Trail (%)	Inuvik Area (%)	Liard Highway Loop (%)	South Mackenzie (%)
Total Group Nights	11,691 100	6,111 100(x)	2,757 100(M)	1,719 100	1,104 100
Children	3,917 34	3,054 50	201 7	470 27	192 17
No Children	7,774 66	3,057 50	2,556 93	1,249 73	912 83
Total Group Nights	11,691 100	6,111 100	2,757 100	1,719 100	1,104 100
Persons 60 Yrs. & Over	2,737 23	815 13	1,207 44	494 29	392 36
No Persons 60 Yrs. & Over	8,954 77	5,466 89	1,551 56	1,225 71	712 64

By Residence

	Total (%)	Campers From NWT (%)	Campers From outside NWT (%)
Total Group Nights	11,691 100	5,605 100	6,086 100
Children	3,917 34	3,118 56	799 13
No Children	7,774 66	2,487 44	5,287 87
Total Group Nights	11,691 100	5,605 100	6,086 100
Persons 60 Yrs. & Over	2,737 23	305 5	2,430 40
No Persons 60 Yrs. & Over	8,954 77	5,298 95	3,655 60

3. How many nights in total are you expecting to stay at this campground?

By Area

	All Areas (%)		Ingraham Trail (%)		Inuvik Area (%)		Liard Highway Loop (%)		South Mackenzie (%)	
Total Group Nights	11,691	100	6,111	100	2,757	100	1,718	100	1,104	100
1- 2 Nights	6,763	58	2,323	38	1,927	70	1,633	95	879	80
3 - 4 Nights	2,005	17	1,295	21	536	19	61	4	112	10
5-6 Nights	238	2	160	3	50	2			27	2
7-8 Nights	284	2	208	3	50	2	5	-	20	2
9-10 Nights	154	1	137	2	17	1			.	.
More than 10 Nights	1804	15	1788	29	.	.			16	1
Not Provided	445	4	199	3	176	6	19	1	50	5

By Residence

	Total (%)		Campers From NWT (%)		Campers From Outside NWT (%)	
Total Group Nights	11,691	100	5,615	100	6,086	100
1 or 2 Nights	6,762	58	2,331	41	4,431	73
3-4 Nights	2,005	17	939	17	1,065	17
5-6 Nights	238	2	80	1	158	3
7 - 8 Nights	284	2	155	3	129	2
9-10 Nights	154	1	111	2	44	1
More than 10 Nights	1,804	15	1,645	29	159	3
Not Provided	445	4	345	6	99	2

4. What type of sleeping facilities is your group using while staying at this campground?

By Area

	All Areas (%)	Ingraham Trail (%)	Inuvik Area (%)	Liard Highway Loop (%)	South Mackenzie (%)
Total Group Nights	11,691 100	6,111 100	2,757 100	1,718 100	1,104 100
Motorhome	1,451 12	461 8	419 15	349 20	222 20
Travel Trailer	2,062 18	1,593 26	134 5	200 12	135 12
Tent	4,605 39	2,508 41	955 35	717 42	424 38
Fifth Wheel	980 8	682 11	184 7	56 3	59 5
Tent Trailer	720 6	545 9	84 3	88 5	4 -
Van	942 8	187 3	503 18	122 7	130 12
Other	1,728 15	860 14	486 18	246 14	136 12

By Residence

	Total (%)	Campers From NWT (%)	Campers From outside NWT (%)
Total Group Nights	11,691 100	5,615 100	6,086 100
Motor Home	1,451 12	303 5	1,148 11
Fifth Wheel	980 8	543 10	437 7
Travel Trailer	2,062 18	1,467 26	596 10
Tent Trailer	720 6	489 9	232 4
Tent	4,605 39	2,470 44	2,135 35
Van	942 8	91 2	851 14
Other	1,728 15	728 13	1,000 16

5. Have you ever stayed at this campground before?

By Area

	All Areas (%)	Ingraham Trail (%)	Inuvik Area (%)	Liard Highway Loop (%)	South Mackenzie (%)
Total Group Nights	11,691 100	6,111 100	2,757 100	1,718 100	1,104 100
Yes	5,028 43	4,540 74	67 2	252 15	169 15
No	6,581 56	1,571 26	2,657 96	1,435 84	918 83

By Residence

	Total (%)	Campers From NWT (%)	Campers From Outside NWT (%)
Total Group Nights	11,691 100	5,605 100	6,086 100
Yes	5,028 43	4,515 81	512 8
No	6,581 56	1,076 19	5,505 90
Don't Know	82 1	13 -	69 1

6. In what community do you normally reside?

By Area

	All Areas (%)	Ingraham Trail (%)	Inuvik Area (%)	Liard Highway Loop (%)	South Mackenzie (%)
Total Group Nights	11,691 100%	6,111 100	2,757 100	1,719 100	1,104 100
Northwest Territories	5,606 48	4,843 79	126 5	367 21	269 24
(Outside NWT)	6,086 52	1,267 21	2,631 95	1,353 79	836 76
Atlantic Canada	51 -	9 -	34 1		8 1
Quebec	106 1	27 -	50 2	21 1	8 1
Ontario	661 6	236 4	268 10	106 6	51 5
Manitoba	117 1	27 -	50 2	32 2	8 1
Saskatchewan	200 2	107 2	34 1	48 3	12 1
Alberta	1,218 10	304 5	201 1	470 27	243 22
British Columbia	1,086 9	241 4	553 20	190 11	102 9
Yukon	75 1		67 2		8 1
Outside Canada	2,572 22	316 5	1,374 50	486 28	396 36

12. Please rate the following features about the campground where you are currently staying?

By Area

	All Areas (%)		Ingraham Trail (%)		Inuvik Area (%)		Liard Highway Loop (%)		South Mackenzie (%)		
Total Group Nights	11,691		6,111		2,757		1,718		1,104		
Cleanliness of Grounds											
Good	10,554	93	5,729	94	2,279	89	1,629	96	917	94	
Average	714	6	311	5	285	11	63	4	55	6	
Poor	44	-	44	1	-	-	-	-	-	-	
Not Provided	371		27		193		19		133		
Availability of Firewood											
Good	9,437	91	5,389	93	1,592	80	1,623	97	833	92	
Average	674	7	257	4	302	15	43	3	73	8	
Poor	238	2	146	3	84	4	8	-	-	-	
Not Provided	609		119		310		16		163		
Not Applicable	734		201		469		29		35		
Condition of Facilities											
Good	9,125	87	4,640	86	2,112	85	1,543	93	830	90	
Average	1,216	12	651	12	385	15	104	6	76	8	
Poor	142	1	119	2	-	-	11	1	12	1	
Not Provided	572		93		260		48		171		
Not Applicable	636		607				13		16		
Cleanliness of Restrooms											
Good	10,622	85	4,467	83	1,944	82	1,426	90	785	92	
Average	1,302	13	731	14	369	16	146	9	56	7	
Poor	272	3	181	3	67	3	16	1	8	1	
Not Provided	735		129		294		96		216		

Note: For this table the percent values do not include Not Provided or Not Applicable.

By Area (cont'd.)

	All Areas (%)	Ingraham Trail (%)	Inuvik Area (%)	Liard Highway Loop (%)	South Mackenzie (%)
Total Group Nights	11,691	6,111	2,751	1,711	1,104
Condition of Boat Launch					
Good	1,583 80	1,372 88	84 33	64 63	64 89
Average	223 11	89 6	101 40	26 26	8 11
Poor	179 9	102 7	67 27	11 11	-
Not Provided	2,138	2 3 9	8 9 7	3 6 3	639
Not Applicable	7,567	4,309	1,609	1,255	393
Number of Recreational Things 10 Do					
Good	5,515 71	4,302 87	419 27	574 58	220 61
Average	1,872 24	518 11	821 53	410 41	123 31
Poor	428 5	102 2	302 20	5 1	20 6
Not Provided	1,428	45	562	223	599
Not Applicable	2,447	1,145	654	506	143
Control of Noise					
Good	8,924 85	5,202 88	1,642 71	1,509 94	571 87
Average	1,203 11	468	570 24	82 5	85 13
Poor	397 4	266 4	117 5	11 1	4 1
Not Provided	91 1	53	361	6 9	428
Not Applicable	256	124	67	48	16
Control of Pets					
Good	8,763 87	5,070 84	1,777 86	1,395 95	521 96
Average	754 7	403 7	251 12	80 5	20 4
Poor	581 6	531 9	50 2	-	-
Not Provided	1,092	18	444	130	500
Not Applicable	501	89	235	114	64
Value for Campground Fees					
Good	9,982 89	5,906 97	2,061 79	1,411 86	603 68
Average	1,149 10	142 2	520 20	202 12	286 32
Poor	89 1	18	34 1	37 2	-
Not Provided	434	18	143	59	215
Not Applicable	37	27	-	11	-

Note: For this table the percent values do not include Not Provided or Not Applicable.

12. Please indicate the following features about the campground where you are currently staying.

By Residence	Total	(%)	Campers From NWT	(%)	Campers From Outside NWT	(%)
Total Group Nights	11,691	..	5,605	..	6,086	..
Cleanliness of Grounds						
Good	10,554	93	5,168	95	5,386	91
Average	714	6	221	4	493	8
Poor	44	-	27	-	18	-
Not Provided	371	..	181	..	190	..
Not Applicable	8	..	8	..	-	..
Availability of Firewood						
Good	9,437	91	4,856	92	4,581	91
Average	674	7	290	5	384	8
Poor	238	2	154	3	84	2
Not Provided	609	..	262	..	346	..
Not Applicable	734	..	44	..	690	..
Condition of Facilities						
Good	9,125	87	4,357	86	4,768	88
Average	1,216	12	572	11	644	12
Poor	142	1	111	2	31	1
Not Provided	572	..	168	..	404	..
Not Applicable	636	..	397	..	239	..
Cleanliness of Restrooms						
Good	8,622	85	4,042	83	4,580	86
Average	1,302	13	677	14	625	12
Poor	272	3	172	4	100	2
Not Provided	734	..	312	..	422	..
Not Applicable	760	..	402	..	359	..

Note: For this table the percent values do not include Not Provided or Not Applicable.

By Residence (cont'd.)

	Total	(%)	Campers From NWT	(%)	Campers From Outside NWT	(%)
Total Group Nights	11,691	..	5,605	..	6,086	..
Condition of Boat Launch						
Good	1,583	80	1,294	88	290	56
Average	223	11	71	5	153	29
Poor	179	9	102	7	78	15
Not Provided	2,138	..	562	..	1,576	..
Not Applicable	7,567	..	3,577	..	3,990	..
Number of to Do						
Good	5,515	71	3,795	86	1,719	51
Average	1,872	24	518	12	1,354	40
Poor	428	5	102	2	327	10
Not Provided	1,428	..	372	..	1,056	..
Not Applicable	2,447	..	818	..	1,629	..
Control of Noise						
Good	8,924	85	4,593	89	4,331	81
Average	1,203	11	414	8	789	15
Poor	397	4	155	3	243	5
Not Provided	911	..	331	..	580	..
Not Applicable	256	..	112	..	143	..
Control of Pets						
Good	8,763	87	4,313	83	4,445	91
Average	754	7	366	7	388	8
Poor	581	6	513	10	68	1
Not Provided	1,092	..	310	..	782	..
Not Applicable	501	..	99	..	402	..
Value for Campground Fees						
Good	9,982	89	5,111	95	4,871	84
Average	1,149	10	253	5	896	15
Poor	89	1	34	1	55	1
Not Provided	434	..	190	..	244	..
Not Applicable	37	..	18	..	20	..

Note: For this table the percent values do not include Not Provided or Not Applicable.

13. What are the best features about this campground?

By Area

	All Areas (%)	Ingraham Trail (%)	Inuvik Area (%)	Liard Highway Loop (%)	South Mackenzie (%)
Total Group Nights	11,691 100	6,111 100	2,757 100	1,718 100	1,101 11111
Proximity to Town-Lake	4,416 38	2,982 49	654 24	661 38	119 11
Features of Campsites	3,164 27	2,119 35	268 10	515 30	262 24
Features of Facilities	4,875 42	2,106 34	1,625 59	547 32	597 54
Overall Campground	6,237 53	3,292 54	1,459 53	1,035 60	433 41
Campground Staff	1,932 17	845 14	653 24	289 17	141 13
Other	1,814 16	1,081 18	386 14	263 15	85 8

By Residence

	Total (%)	Campers From NWT (%)	Campers From Outside NWT (%)
Total Group Nights	11,691 100	5,605 100	6,086 100
Proximity to Town-Lake	4,416 38	2,735 49	1,679 28
Features of Campsites	3,164 27	1,662 30	1,503 25
Features of Facilities	4,875 42	1,859 33	3,016 50
Overall Campground	6,237 53	3,080 55	3,158 52
Campground Staff	1,932 17	804 14	1,130 19
Other	1,814 16	851 15	963 16

14. What specific features should be improved in this campground?

By Area

Area (%)	Total Group Nights				Improvements to Existing Features	Additions Needed	Bugs	Staff Administration
	All Areas (%)	Ingraham Trail (%)	Inovik Area (%)	Lizard Highway Loop (%)				
100	11,691	6,111	2,757	1,718	4,262	5,209	1,998	17
	36	3,051	838	235	45	3,120	1,022	10
	45	51	1,274	46	522	522	74	4
	9	607	251	9	531	522	111	8
	17	1,612	202	7	746	522	141	4
	1,998	1,022	1,253	74	1,523	2,587	43	8
	1,022	9	491	4	531	2,587	89	8
	45	51	1,274	30	43	2,587	296	27
	36	3,051	838	11	138	2,587	138	13
	11,691	6,111	2,757	1,718	1,111	1,111	1,111	100

By Residence

Total (%)	Total Group Nights				Improvements to Existing Features	Additions Needed	Bugs	Staff Administration
	Total (%)	From NWT (%)	From NWT (%)	Campers From Outside NWT (%)				
100	11,691	100	100	6,086	4,262	5,209	1,998	17
	36	4,262	36	25	45	5,209	1,022	9
	45	5,209	45	43	47	2,622	491	9
	9	1,022	9	9	43	2,587	531	9
	17	1,998	17	12	746	2,587	746	12

15. a) While staying at this campground were you involved in or plan to do any of the following activities?

By Area

	All Areas (%)	Ingraham Trail (%)	Inuvik Area (%)	Liard Highway Loop (%)	South Mackenzie (%)
Total Group Nights	11,691 100	6,111 100	2,757 100	1,718 100	1,104 100
Fishing	3,593 31	2,691 44	402 15	324 19	176 16
Hiking	7,087 61	4,210 69	1,173 43	1,238 72	465 42
View Wildlife	8,570 73	5,013 82	1,760 64	1,131 66	666 60
Swimming	4,143 35	3,862 63	50 2	123 7	108 10
Boating	2,770 24	2,232 37	419 15	32 2	87 8
Not Provided	542 5	27 -	227 8	66 4	222 20

By Residence

	Total (%)	Campers From NWT (%)	Campers From Outside NWT (%)
Total Group Nights	11,691 100	5,605 100	6,086 100
Fishing	3,593 31	2,148 38	1,445 24
Hiking	7,087 61	3,631 65	3,456 57
View Wildlife	8,570 73	4,212 75	4,358 72
Swimming	4,143 35	3,461 61	743 12
Boating	2,770 24	1,839 33	931 15
Not Provided	542 5	280 5	262 4

15. b) Were there any other major activities that you were involved in while staying at this campground?

By Area

	All Areas (%)	Ingraham Trail (%)	Inuvik Area (%)	Liard Highway Loop (%)	South Mackenzie (%)
Total Group Nights	11,691 100	6,111 100	2,757 100	1,718 100	1,111 100
Outdoor Activities	2,009 17	1,459 24	352 13	98 6	101 9
Activities in Town	1,316 11	794 13	436 16	24 1	62 6
Going somewhere else	1,054 9	80 1	889 32	26 2	60 5
Rest-Relaxation	3,944 34	3,699 61	84 3	85 5	76 7
Sightseeing	864 7	286 5	453 16	27 2	99 9
Visiting-Socializing	2,630 22	2,472 40	117 4	21 1	20 2
Business	723 6	639 10	17 1	27 2	41 4

By Residence

	Total (%)	Campers From NWT (%)	Campers From Outside NWT (%)
Total Group Nights	11,691 100	5,605 100	6,086 100
Outdoor Activities	2,009 17	1,170 21	840 14
Activities in Town	1,316 11	185 3	1,131 19
Going somewhere else	1,054 9	58 1	997 16
Rest-Relaxation	3,944 34	3,576 64	367 6
Sightseeing	864 7	22	842 14
Visiting-Socializing	2,630 22	2,141 38	489 8
Business	723 6	489 9	234 4

4c Overall how well has your stay in Inis Park lived up to your expectations.

By Area

	All Areas	Ingraham Trail (%)	Inuvik Area (%)	Highway Loop (%)	South Mackenzie (%)
Total Group Nights	11,691	6,111	2,757	718	1,104
Exceeded	3,276	1,226	804	903	343
Met	7,849	4,779	1,726	725	619
Fell Short	43	18	17	8	-
Not Provided	523	89	210	83	142

By Residence

	Total	(%)	Campers From NWT	(%)	Campers From Outside NWT	(%)
Total Group Nights	11,691	100	5,605	100	6,086	100
Exceeded	3,276	28	891	16	2,385	39
Met	7,849	67	4,472	80	3,377	55
Fell Short	43	-	26	-	17	-
Not Provided	523	4	216	4	307	5

Section 2.4

1993 Campground User Survey

*Non-Resident Users of
Territorial Parks*

7. Please list your main reasons for visiting Northwest Territories.

	All Areas (%)	Ingraham Trail (%)	Inuvik Area (%)	Liard Highway Loop (%)	South Mackenzie (%)
Total Group Nights	6,086 100	1,268 100	2,631 100	1,351 100	835 100
Recreation-Activities	1,497 25	259 20	554 21	431 32	252 30
Sightseeing-Scenery	2,646 43	352 28	1,274 48	644 48	376 45
Curiosity-See the North	2,714 45	548 43	1,525 58	322 24	317 38
Visiting-See Family	630 10	278 22	101 4	158 12	94 11
Business-Looking for Work	355 6	197 16	50 2	52 4	55 7
Cultural-Historical	592 10	90 7	335 13	100 7	67 8
Other Incl. "Vacation"	2,150 35	254 20	1,173 45	500 37	224 27

8. a) How many nights in total do you expect to spend in Northwest Territories?

	All Areas	(%)	Ingraham Trail	(%)	Inuvik Area	(%)	Liard Highway Loop	(%)	South Mackenzie	(%)
Total Group Nights	6,086	100	1,268	100	2,631	100	1,351	100	835	100
1 - 2 Nights	897	15	27	2	687	26	132	10	51	6
3 - 4 Nights	1,308	21	107	8	905	34	174	13	122	15
5-6 Nights	918	15	179	14	402	15	195	14	141	17
7-8 Nights	736	12	206	16	168	6	238	18	125	15
9 - 10 Nights	676	11	116	9	201	8	238	18	122	15
11-12 Nights	175	3	45	4	17	1	74	5	39	5
13 - 14 Nights	396	7	134	11	67	3	100	7	94	11
15 or More Nights	856	14	392	31	168	6	179	13	118	14
Not Provided	124	2	63	5	17	1	21	2	24	3

8. b) Of these, how many nights in total do you expect to spend in campgrounds?

	All Areas	(%)	Ingraham Trail	(%)	Inuvik Area	(%)	Liard Highway Loop	(%)	South Mackenzie	(%)
Total Group Nights	6,086	100	1,268	100	2,631	100	1,351	100	835	100
1 - 2 Nights	1,404	23	45	4	1,039	39	238	18	82	10
3 - 4 Nights	1,474	24	143	11	905	34	269	20	157	19
5-6 Nights	819	13	206	16	218	8	243	18	153	18
7-8 Nights	655	11	188	15	151	6	195	14	122	15
9 - 10 Nights	565	9	116	9	184	7	158	12	106	13
11-12 Nights	133	2	27	2	-	-	63	5	43	5
13 - 14 Nights	299	5	143	11	34	1	63	5	59	7
15 or More Nights	554	9	338	27	50	2	95	7	71	9
Not Provided	182	3	63	5	50	2	26	2	43	5

10. Was the availability of parks and campgrounds a factor in your decision to visit Northwest Territories?

	All Areas (%)	Ingraham Trail (%)	Inuvik Area (%)	Liard Highway Loop (%)	South Mackenzie (%)
Total Group Nights	6,086 100	1,268 100	2,631 100	1,351 100	835 100
Yes	2,668 44	481 38	1,123 43	660 49	404 48
No	3,320 55	769 61	1,458 55	665 49	427 51
Not Provided	98 2	18 1	50 2	26 2	4 -

11. Did you obtain any information about NWT parks before coming on the trip?

	All Areas (%)	Ingraham Trail (%)	Inuvik Arm (%)	Liard Highway Loop (%)	South Mackenzie (%)
Group Nights	6,086 100	1,268 100	2,631 100	1,351 100	535 100
Yes	4,232 70	830 65	1,961 75	892 66	549 66
No	1,739 29	384 30	637 24	444 33	274 33
Not Provided	115 2	54 4	34 1	16 1	12 1

11. a) If Yes, where did you obtain information about Northwest Territories parks?

	All Areas (%)	Ingraham Trail (%)	Inuvik Arm (%)	Liard Highway Loop (%)	South Mackenzie (%)
Group Nights (Obtaining Information)	4,232 100	830 100	1,961 100	892 100	549 100
Visitor Centre	2,674 63	540 65	1,223 62	597 67	314 57
Brochure	2,639 62	379 46	1,492 76	502 56	267 49
Magazine	1,045 25	98 12	536 27	253 28	157 29
Friends-Family	1,213 29	188 23	637 32	243 27	145 26
TV-Radio	249 6	9 1	184 9	32 4	24 4

Appendix A

1993 Campground User Survey

Methodology

Methodology

Survey Organization

- The 1993 NWT Campground User Survey questionnaire was developed by the Bureau of Statistics in consultation with the Department of Economic Development & Tourism.
- **Funding** for survey operations was provided in part by the Department of Economic Development & Tourism.
- Survey operations were coordinated by the Bureau of Statistics. In the case of the **Ingraham Trail** Area, interviewers were provided by the Bureau of Statistics. In other areas, **staff** of the campgrounds completed the survey of behalf of the Bureau of Statistics.
- **All questionnaires were interviewer administered.**
- A copy of the **questionnaire is provided in Appendix B.**

Sampling Procedures

- Sampling procedures were developed based on the need to produce statistically reliable estimates for parks in the four **areas.**
- Sampling rates were 1 in 10 for the **Ingraham** Trail area, 1 in 3 for the **Inuvik** area, and 1 in 2 for the Liard Highway Loop and the South Mackenzie area.
- Specific campsites chosen to be included in the survey were selected by systematic random sampling based on daily tally sheets completed by the interviewers.

Data Entry & Processing

- Each questionnaire was reviewed upon receipt and any obvious corrections made. Data entry was completed using a **4thDimension data base developed by the Bureau of Statistics.** Statistical tables were prepared using the Statistical Package for the Social Sciences (SPSS).
- Following data entry, computer assisted edits were performed to check for data entry errors and logical consistency among responses.

Questionnaires Received and Sample Weighting

- **Questionnaires for some 1,120 groups were included** in the statistical file used for the campground user survey report. Weighting of the statistical file was based on the number of **group** nights by area.

Appendix B

1993 Campground User Survey

Questionnaire

*1993 NWT Campground
User Survey*

Overall Report

*Bureau of Statistics
Government of the Northwest territories
August 1994*

Northwest Territories 1993 Campground User Survey

As part of the ongoing effort to improve the park system in Northwest Territories, we would like to take a few moments to ask you some questions about your visit to this territorial park. The information you provide is vital to us in order to improve our parks.

All responses will be kept confidential.

Park or Facility: _____

Surveyor: _____

Date: _____
 Day Month Year

i. including yourself. how many persons in total are staying in your group?

_____ Persons

2. Could you provide a count of the number of persons staying in your group that are in each of the following age categories?"

Less than 5 Years	_____	25 to 44 Years	_____
5 to 14 Years	_____	45 to 59 Years	_____
15 to 24 Years	_____	60 Years and Over	_____

3. How many nights in total are you expecting to spend at this campground'?

_____ Nights

4. What type of sleeping facilities is your group using while staying at this campground"?
(Read categories and mark as many as apply.)

- Motor Home
- Travel Trader
- Tent
- Other:
- Fifth Wheel
- Tent Trailer
- Van

Specify: _____

5. Have you ever stayed at this campground before"?

- Yes
- No
- Don't Know

6. In what community do you normally reside?

Community	Province/Territory/State	Country (If Not Canada)
-----------	--------------------------	-------------------------

If resident of Northwest Territories → Go To Question 11
If not a resident of Northwest Territories → Continue with Question 7

7. Please list your main reasons for visiting Northwest Territories.

- i. _____
- 2. _____
- 3. _____

8.2) How many nights in total do you expect to spend in Northwest Territories'?

_____ Nights

b) Of these, how many nights do you expect to spend in campgrounds'?

_____ Nights