



Arctic Development
Library

***Nwt Visitors Survey
Date of Report: 1989
Author: Acres International Limited
Catalogue Number: 11-2-9***

DRAFT

1994 NWT Visitor Center Survey

Statistical Tables

1994 Visitor Center Survey

Notes on Tables

This document is a summary of the tables that have been produced from the 1994 Visitor Center Survey. This survey was completed by the **NWT Bureau** of Statistics in cooperation with the Department of Economic Development & Tourism.

This survey was completed by a sample of visitors to visitor centers in **Yellowknife**, the 60th parallel, BlackStone, Cambridge Bay, Baker Lake and **Iqaluit**. Visitors were asked to complete the survey by visitor **center** staff. The forms, along with tallies of **all** visitors, were then forwarded by the visitor center staff to the Bureau of Statistics where data capture, editing and weighting was completed.

There are two sections included **in** this document. The first contains a series of tabulations from the main survey form **presented first**, by the visitor center where the form was completed and secondly, by the home residence of the visitor who responded to the survey.

The second section of the report presents tables that were completed **specifically** at each center on activities that the visitor either had been or planned to do while visiting the area. These tables are presented by the home residence of the visitor.

A copy of the survey questionnaire is provided at the front of each section for reference. A statistical report based on the tables provided here is being finalized and will be **available** for wider release later this spring.

If you have any questions about the 1994 Visitor Center Survey and its results please forward them to Robin Reilly or call the Bureau of Statistics at (403) 873-7147 we will try to provide a response as soon as possible.

Section 1

To Be Completed by the Visitor Center:

Visitor Center: _____

Date: _____

Northwest Territories

1994 Visitor Center Survey

As part of the ongoing effort to improve tourism in Northwest Territories, we would like to take a few moments to ask you some questions about your visit to Northwest Territories and to this Visitor Center. The information you provide is vital to us in order to plan for improvements and changes.

All responses will be kept confidential.

A. Background Information

1. In what community do you normally reside?

_____ Community

_____ Province/Territory/State

_____ Country (If Not Canada)

If a local resident → Go to Section C

If not a local resident → Continue with Section B

B. About Your Visit

2. Including yourself, how many persons in total are traveling in your group?

_____ Persons

3. What is the main form of transportation you used to travel to this part of Northwest Territories?

Air

Bus

Private Automobile

Other

Specify: _____

4. While traveling in Northwest Territories, where do you plan to stay?
(Mark as many as Apply).

Hotel/Motel parks/campground Friends/Relatives

Bed & Breakfast Other

Specify: _____

5. How many days in total do you expect to spend in this part of Northwest Territories?

_____ Days

6. Have you ever been to this part of Northwest Territories before?

Y e s No D o n ' t K n o w

7. Please indicate your main reasons for visiting this part of Northwest Territories.
(Mark as many as Apply).

Curiosity About this Part of the North Outdoor Activities such as Camping, canoeing or Fishing

Visit Family or Friends Historic/Cultural Sites

Business

Other:
specify:

8. How many days or weeks in total do you plan to be away from your home while on this trip?

_____ OR _____
Days weeks

9. To date, how many days or weeks have you been away from your home while on this trip?

_____ OR _____
Days Weeks

If a resident of Northwest Territories	→ Go to Section C
If not a resident of Northwest Territories	→ Continue with Question 10

10. What is the approximate total budget for the group you are traveling with for your trip and what is the total your group will spend while in the Northwest Territories?

Total Amount \$ _____ Amount In NWT \$ _____

11. For the amount that your group expects to spend while in Northwest Territories, what would you estimate your total expenses will be for each of the following items?

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

- **Arts & Crafts items** could include **paintings, carvings, beadwork, or birchbark baskets**. **Souvenir items** could include **T-shirts, posters, pins or buttons**.

C. About the Visitor Center

12. Where did you obtain information about Northwest Territories prior to coming to this Visitor Center? (Mark as many as Apply).

- By mail before** coming on this trip.
- By calling the 1-800 phone service.
- From other** sources since coming on this trip (eg. - at the **park**, library, other Visitor Centers).
- From other travelers since coming on this trip.
- Did not obtain any information prior to coming to this Visitor Center.
- Not Applicable (**NWT Resident**)

13. Which of the following best describes the changes in your original **plans** that may result from your visit to the Visitor **Center**?

	Increased	Decreased	Stayed the Same
a) The number of activities that were planned			<input type="checkbox"/>
b) The length of stay in Northwest Territories		0	<input type="checkbox"/>

14. Were you satisfied with the follow **features** of **this** Visitor Center?

	Very Satisfied	satisfied	Dissatisfied	Very Dissatisfied
a) The type of information available	<input checked="" type="checkbox"/>			<input type="checkbox"/>
b) The quality of information available				<input type="checkbox"/>
c) The exhibits& audio-visual displays		<input type="checkbox"/>		<input type="checkbox"/>
d) The pamphlets, brochures& maps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) The staff of the visitor center	<input type="checkbox"/>			<input type="checkbox"/>
f) I' rebuilding & indoor facilities	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
g) The outdoor facilities (e.g. trails, picnic area)		<input type="checkbox"/>		<input type="checkbox"/>

D. About the Visitor

15. **Are you male** or female?

Male

Female

16. Which of the following categories includes your age?

Less than 15 Years

15 to 24 Years

25 to 44 Years

45 to 59 Years

60 Years & Over

Not Provided

17. What is your highest level of schooling completed?

Less than Grade 8

Grade 8 to 11

High School Diploma

College/Trade Certificate

University Degree

Not Provided

18. Which of the following categories **describes** your total household income?
(In Canadian Dollars)

Less than \$40,000

\$40,000 to \$49,999

\$50,000 to \$59,999

\$60,000 to \$69,999

\$70,000 or More

Not Provided

**Group Size, by Non-Residents& Visitor Center
Northwest Territories, 1994**

	Northwest Territories	(%)	Yellowknife	(%)	60th Parallel	(%)	Blackstone	(%)	Cambridge Bay	(%)	Baker Lake	(%)	Iqaluit	(%)
All Persona	19,326	100	5,951	100	6,643	100	2,304	100	607	100	406	100	1,415	100
1-2 Persons	11,899	62	3,592	60	5,536	64	1,348	59	423	70	157	39	842	60
3-4 Persons	4,329	22	1,298	22	2,289	26	348	15	106	17	75	18	214	15
5-6 Persons	1,077	6	325	5	304	4	326	14	17	3	33	8	7	3 5
7-8 Persons	618	3	151	3	257	3	65	3	22	4	50	12	73	5
9-10 Persons	369	2	216	4	2	3 -	87	4	6	1	8	2	26	2
More than 10	744	4	325	5	140	2	22	1	33	" 5	75	18	149	11
Not Provided	290	2	43	1	93	1	109	5			6	2	3	6 3

**Group Size, by Non-Residents& Area
Northwest Territories, 1994**

	All Areas	(%)	NWT	(%)	Yukon & Western Provinces	(%)	Central Provinces	(%)	Atlantic Provinces	(%)	United States	(%)	Other Foreign Countries	(%)
All Persons	19,326	100	864	100	8,657	100	3,087	100	435	100	4,599	100	1,684	100
1-2 Persons	11,899	62	373	43	4,950	57	2,023	66	296	68	3,091	67	1,166	69
3-4 Persons	4,329	22	205	24	2,521	29	399	13	59	14	843	18	302	18
5-6 Persons	1,077	6	3	0 3	360	4	349	11	8	2	235	5	94	6
7-8 Persons	618	3	39	5	256	3	103	3	4	1	127	3	89	5
9-10 Persons	369	2	35	4	173	2			22	5	114	2	24	1
More than 10	744	4			331	4	200	6	16	4	188	4	8	-
Not Provided	290	2	181	21	67	1	12	-	30	7				

6009

Type of Transportation, by Non-Residents& Visitor Center
Northwest Territories, 1994

	Northwest Territories	(%)	Yellowknife	(%)	60th Parallel	(%)	Blackstone	(%)	Cambridge Bay	(%)	Baker Lake	(%)	Iqaluit	(%)
All Persons	19,326	100	5,951	100	8,643	100	2,304	100	607	100	406	100	1,415	100
Air	6,086	31	3,181	53	257	3	370	16	602	99	315	78	1,362	96
Automobile	9,253	48	1,926	32	6,284	73	1,044	45						
Bus	305	2	281	5	23	-								
Other	3,378	17	519	9	1,962	23	804	35	6	1	83	20	4	-
Not Provided	304	2	43	1	117	1	87	4			8	2	46	3

Type of Transportation, by Non-Residents& Area
Northwest Territories, 1994

	All Areas	(%)	NWT	(%)	Yukon & Western Provinces	(%)	Central Provinces	(%)	Atlantic Provinces	(%)	United States	(%)	Other Foreign Countries	(%)
All Persons	19,326	100	864	100	8,657	100	3,087	100	435	100	4,599	100	1,684	100
Air	6,086	31	251	29	1,897	22	1,702	55	270	62	1,238	27	729	43
Automobile	9,253	48	362	42	5,122	59	949	31	22	5	2,204	48	594	35
Bus	305	2			240	3							65	4
Other	3,378	17	65	8	1,352	16	416	13	113	26	1,158	25	274	16
Not Provided	304	2	185	21	47	1	20	1	30	7			22	1

00010

Type of Accommodation, by Non-Residents & Visitor Center
Northwest Territories, 1994

	Northwest Territories	(%)	Yellowknife	(%)	60th Parallel	(%)	Blackstone	(%)	Cambridge Bay	(%)	Baker Lake	(%)	Iqaluit	(%)
All Persons	19,326	100	5,951	100	8,643	100	2,304	100	607	100	406	100	1,415	100
Motel/Hotel	5,635	29	2,056	35	2,032	24	391	17	251	41	224	55	661	48
Parks/Campground	9,031	47	1,556	26	5,069	59	2,044	69	45	7	50	12	266	19
Friends/Relatives	4,770	25	1,861	31	2,266	26	152	7	167	28	41	10	282	20
Bed & Breakfast	1,102	6	496	8	374	4	87	4	22	4	8	2	113	8
Other	2,346	12	887	15	561	6	130	6	223	37	182	45	363	26
Not Provided	661	3	108	2	350	4	109	5	17	3			77	5

00011

Type of Accommodation, by Non-Residents & Area
Northwest Territories, 1994

	All Areas	(%)	NWT	(%)	Yukon & Western Provinces	(%)	Central Provinces	(%)	Atlantic Provinces	(%)	United States	(%)	Other Foreign Countries	(%)
All Persons	19,326	100	864	100	8,657	100	3,087	100	435	100	4,599	100	1,684	100
Motel/Hotel	5,635	29	288	33	2,246	26	1,055	34	61	14	1,553	34	431	26
Parks/Campground	9,031	47	209	24	3,578	41	1,368	44	139	32	2,850	62	666	53
Friends/Relatives	4,770	25	93	11	2,946	34	900	29	165	36	257	6	409	24
Bed & Breakfast	1,102	6	4	-	368	4	172	6	6	1	365	8	187	11
Other	2,346	12	100	12	820	9	398	13	104	24	850	18	73	4
Not Provided	661	3	316	37	197	2	20	1	30	7	60	2	18	1

Days in NWT, by Non-Residents & Visitor Center
Northwest Territories, 1994

	Northwest Territories	(%)	Yellowknife	(%)	60th Parallel	(%)	Blackstone	(%)	Cambridge Bay	(%)	Baker Lake	(%)	Iqaluit	(%)
All Persons	19,326	100	5,951	100	8,643	100	2,304	100	607	100	406	100	1,415	100
1-2 Days	1,993	10	584	10	864	10	348	15	11	2	17	4	169	12
3-4 Days	3,382	17	1,082	18	1,705	20	217	9	106	17	50	12	222	16
5-6 Days	3,331	17	1,082	18	1,705	20	239	10	69	15	66	16	149	11
7-8 Days	3,177	16	1,169	20	1,448	17	174	8	184	30	41	10	161	11
9-10 Days	1,844	10	606	10	641	10	217	9	50	8	25	6	105	7
10 or More Days	4,733	24	1,342	23	1,612	19	913	40	156	26	199	49	512	36
Not Provided	866	4	87	1	467	5	196	9	11	2	8	2	97	7

Days in NWT, by Non-Residents & Area
Northwest Territories, 1994

	All Areas	(%)	NWT	(%)	Yukon & Western Provinces	(%)	Central Provinces	(%)	Atlantic Provinces	(%)	United States	(%)	Other Foreign Countries	(%)
All Persons	19,326	100	864	100	8,657	100	3,087	100	435	100	4,599	100	1,684	100
1 - 2 Days	1,993	10	65	10	1,104	13	382	12	30	7	364	8	27	2
3-4 Days	3,382	17	136	16	1,662	19	512	17	4	1	754	16	314	19
5-6 Days	3,331	17	26	3	1,649	19	500	16	71	16	809	18	277	16
7-8 Days	3,177	16	31	4	1,571	18	587	19	57	13	584	13	347	21
9-10 Days	1,844	10	51	6	873	10	245	8	53	12	493	11	130	8
10 or More Days	4,733	24	150	17	1,563	18	788	26	183	42	1,468	32	581	35
Not Provided	866	4	364	44	235	3	73	2	38	9	127	3	8	-

00012

Previously Visited, by Non-Resident & Visitor Center
Northwest Territories, 1994

	Northwest Territories	(%)	Yellowknife	(%)	60th Parallel	(%)	BlackStone	(%)	Cambridge Bay	(%)	Baker Lake	(%)	Iqaluit	(%)
All Persons	19,326	100	5,951	100	8,643	100	2,304	100	607	100	406	100	1,415	100
Yes	5,230	27	1,450	24	2,686	31	326	14	226	36	116	29	423	30
No	14,047	73	4,479	75	5,933	69	1,978	66	379	62	290	71	967	70
Don't Know	49	-	2	2	23	-	-	-	-	-	-	-	4	-

° 0 ° 3

Previously Visited, by Non-Resident & Area
Northwest Territories, 1994

	All Areas	(%)	NWT	(%)	Yukon & Western Provinces	(%)	Central Provinces	(%)	Atlantic Provinces	(%)	United States	(%)	Other Foreign Countries	(%)
All Persons	19,326	100	864	100	6,657	100	3,067	100	435	100	4,599	100	1,684	100
Yes	5,230	27	335	39	3,172	37	551	16	269	62	722	16	161	11
No	14,047	73	526	61	5,462	63	2,536	82	166	36	3,677	64	1,461	66
Don't Know	49	-	4	-	23	-	-	-	-	-	-	-	22	1

Reasons for Visit, by Non-Resident& Visitor Center
Northwest Territories, 1994

	Northwest Territories	(%)	Yellowknife	(%)	60th Parallel	(%)	Blackstone	(%)	Cambridge Bay	(%)	Bakar Lake	(%)	Iqaluit	(%)
All Persons	19,326	100	5,951	100	8,643	100	2,304	100	607	100	406	100	1,415	100
Curiosity	10,026	52	3,138	53	4,719	55	1,391	60	223	37	132	33	423	30
Visit Family/Friends	4,893	25	1,948	33	2,429	28	174	8	128	21	17	4	197	14
Business	219	1	844	14	397	5	65	3	145	24	174	43	5	4 4 3 8
Outdoor Activities	7,451	39	1,710	29	3,551	41	1,478	64	245	40	149	37	318	22
Historic/Cultural Sites	3,829	20	1,169	20	1,869	22	457	20	84	14	66	16	185	13
Other	3,161	16	931	16	1,285	15	304	13	134	22	141	35	367	26
Not Provided	420	2	2	2	210	2	130	6	6	1			52	4

Reasons for Visit, by Non-Resident& Area
Northwest Territories, 1994

	All Areas	(%)	NWT	(%)	Yukon & Western Provinces	(%)	Central Provinces	(%)	Atlantic Provinces	(%)	United States	(%)	Other Foreign Countries	(%)
All Persons	19,326	100	864	100	8,657	100	3,087	100	435	100	4,599	100	1,684	100
Curiosity	10,026	52	122	14	4,108	47	1,462	47	151	35	3,060	67	1,123	67
Visit Family/Friends	4,893	25	72	8	3,161	37	916	30	175	40	190	4	378	22
Business	219	1	212	25	971	11	576	19	61	14	293	6	55	3
Outdoor Activities	7,451	39	148	17	2,653	31	1,236	40	75	17	2,492	54	865	51
Historic/Cultural Sites	3,829	20	53	6	1,539	18	657	21	43	10	1,282	28	255	15
Other	3,161	16	188	22	1,308	15	473	15	140	32	911	20	141	8
Not Provided	420	2	316	37	45	1	20	1	30	7	6	-	4	-

00014

Prior Information Obtained, by Visitor Center

Northwest Territories, 1994

	Northwest Territories	(%)	Yellowknife	(%)	60th Parallel	(%)	BlackStone	(%)	Cambridge Bay	(%)	Baker Lake	(%)	Iqaluit	(%)
All Persons	20,004	100	6,276	100	8,667	100	2,391	100	618	100	472	100	1,580	100
Mail	5,419	27	1,601	26	2,406	28	648	35	162	26	116	25	266	18
1-800 Number	2,619	13	714	11	1,425	16	304	13	33	5	50	11	93	6
Other Sources	7,691	38	2,445	39	3,270	36	1,196	50	164	30	132	28	463	29
Other Travelers	4,634	23	1,428	23	1,845	21	630	26	162	26	141	30	427	27
No Information	4,305	22	1,277	20	1,986	23	478	20	106	17	106	23	351	22
N/A - Resident	627	3	303	5	23	-	87	4	11	2	50	11	153	10
Not Provided	1,470	7	260	4	841	10	130	5	72	12	33	7	133	8

Prior Information Obtained, by Area

Northwest Territories, 1994

	All Areas	(%)	NWT	(%)	Yukon & Western Provinces	(%)	Central Provinces	(%)	Atlantic Provinces	(%)	United States	(%)	Other Foreign Countries	(%)
All Persons	20,004	100	1,542	100	8,657	100	3,067	100	435	100	4,599	100	1,664	100
Mail	5,419	27	29	2	1,772	20	1,044	34	60	18	2,060	45	434	26
1-600 Number	2,619	13			677	8	523	17	45	10	1,304	28	70	4
Other Sources	7,691	38	172	11	3,257	36	1,199	39	302	69	1,921	42	640	50
Other Travelers	4,634	23	207	13	2071	24	829	27	104	24	1042	23	380	23
No Information	4,305	22	161	10	2,038	24	657	21	87	20	1,001	22	361	21
N/A - Resident	627	3	627	41										
Not Provided	1,470	7	128	8	643	10	192	6	14	3	174	4	118	7

0015

Change in Plans, by Visitor Center
Northwest Territories, 1994

	Northwest Territories	(%)	Yellowknife	(%)	60th Parallel	(%)	Blackstone	(%)	Cambridge Bay	(%)	Baker Lake	(%)	Iqaluit	(%)
All Persons	20,004	100	6,276	100	8,667	100	2,391	100	616	100	472	100	1,580	100
No. of Activities														
Increased	9,020	45	3,246	52	4,111	47	604	34	195	32	63	18	560	37
Decreased	259	1	67	1	117	1	22	1	6	1			26	2
Same	7,946	40	2,251	36	3,037	35	1,196	60	373	60	348	74	742	47
Not Provided	2,779	14	692	11	1,402	16	370	15	45	7	41	9	230	15
Length of Stay														
Increased	3,546	18	909	14	1,729	20	717	30	33	5	17	4	141	9
Decreased	279	1	65	1	140	2	43	2	6	1	8	2	16	1
Same	12,681	64	4,479	71	5,046	56	1,304	55	529	86	397	64	1,124	71
Not Provided	3,298	16	822	13	1,752	20	326	14	50	8	50	11	298	19

Change in Plans, by Area
Northwest Territories, 1994

	All Areas	(%)	NWT	(%)	Yukon & Western Provinces	(%)	Central Provinces	(%)	Atlantic Provinces	(%)	United States	(%)	Other Foreign Countries	(%)
All Persons	20,004	100	1,542	100	6,657	100	3,087	100	435	100	4,599	100	1,664	100
No. of Activities														
Increased	9,020	45	566	37	3,985	46	1,163	38	197	45	2,305	50	784	47
Decreased	259	1	8	1	154	2	30	1	22	5			45	3
Same	7,946	40	601	39	3,256	36	1,456	47	185	43	1,767	39	660	39
Not Provided	2,779	14	367	24	1,262	15	419	14	31	7	507	11	194	12
Length of Stay														
Increased	3,546	18	265	17	1,322	15	336	11	66	16	1,256	27	297	18
Decreased	279	1	12	1	121	1	8	-	22	5	47	1	66	4
Same	12,661	64	769	50	5,664	65	2,308	75	266	66	2,776	60	1,076	64
Not Provided	3,298	16	496	32	1,550	18	435	14	57	13	519	11	242	14

00016

Quality of Features, by Visitor Center
Northwest Territories, 1994

	Northwest Territories	(%)	Yellowknife	(%)	60th Parallel	(%)	Blackstone	(%)	Cambridge Bay	(%)	Baker Lake	(%)	Iqaluit	(%)
All Persons	20,004	100	6,276	100	6,667	100	2,391	100	616	100	472	100	1,560	100
Type of information Available														
Very Satisfied	14,925	75	4,523	72	7,076	62	1,652	69	395	64	273	56	1,003	63
Satisfied	4,258	21	1,450	23	1,355	16	609	25	176	2e	190	40	476	30
Dissatisfied	12										e	2	4	
Very Dissatisfied	43		22				22	1						
Not Provided	765	4	281	4	234	3	109	5	45	7			97	6
Quality of Information Available														
Very satisfied	14,752	74	4,586	73	6,821	79	1,696	71	379	61	282	60	967	62
Satisfied	4,147	21	1,296	21	1,448	17	565	24	169	31	174	37	472	30
Dissatisfied	60		43	1	.						8	2	8	1
Very Dissatisfied	22						22	1		.	.			
Not Provided	1,023	5	346	6	397	5	109	5	50	8	6	2	113	7
Exhibits & Audio-Visual Displays														
Very Satisfied	10,796	54	3,376	54	4,368	50	1,544	65	290	47	215	46	1,003	63
Satisfied	5,259	26	1,774	28	2,126	25	565	24	184	30	199	42	411	26
Dissatisfied	69		43	1					6	1	6	2	12	1
Very Dissatisfied	22						22	1						
Not Provided	3,857	19	1,082	17	2,172	25	261	11	139	22	50	11	153	10
Pamphlets, Brochures & Maps														
Very satisfied	13,615	68	4,263	66	6,214	72	1,565	65	390	63	248	53	935	59
Satisfied	4,813	24	1,536	24	1,775	20	609	25	169	31	207	44	496	31
Dissatisfied	136	1	22		47	1	43	2					24	2
Very Dissatisfied	43		22				22	1			.			
Not Provided	1,396	7	433	7	631	7	152	6	39	6	17	4	125	e

(cont'd)

0017

Quality of Features, by Visitor Center (concluded)
Northwest Territories, 1994

	Northwest Territories	(%)	Yellowknife	(%)	60th Parallel	(%)	Blackstone	(%)	Cambridge Bay	(%)	Baker Lake	(%)	Iqaluit	(%)
Staff of the Visitor Center														
Very Satisfied	17,290	86	5,237	83	7,919	91	2,174	91	485	78	339	72	1,136	72
Satisfied	1,652	9	692	11	514	6	109	5	95	15	108	23	334	21
Dissatisfied														
Very Dissatisfied	43	-	2	2	-		22	1						
Not Provided	818	4	325	5	234	3	87	4	39	6	25	5	109	7
Building & Indoor Facilities														
Very Satisfied	15,237	76	4,544	72	8,728	76	2,174	91	434	70	240	51	1,116	71
Satisfied	3,475	17	1,298	21	1,402	16	130	5	128	21	162	39	334	21
Dissatisfied	24	-									8	2	16	1
Very Dissatisfied	2	2	-				22	1						
Not Provided	1,245	6	433	7	537	6	65	3	56	9	41	9	113	7
Outdoor Facilities														
Very Satisfied	9,477	47	3,073	49	3,971	46	1,739	73	184	30	75	16	435	28
Satisfied	5,598	28	1,774	28	2,453	28	478	20	195	32	166	35	532	34
Dissatisfied	131	1	2	2	23	-			17	3	25	5	44	3
Very Dissatisfied	57	-			23	-	22	1			8	2	4	-
Not Provided	4,740	24	1,407	22	2,188	25	152	6	223	36	199	42	564	36

00018

Quality of Features, by Area
Northwest Territories, 1994

	All Areas	(%)	NWT	(%)	Yukon & Western Provinces	(%)	Central Provinces	(%)	Atlantic Provinces	(%)	United States	(%)	other Foreign Countries	(%)
AJI Persons	20,004	100	1,542	100	6,857	100	3,087	100	435	100	4,599	100	1,664	100
Type of Information Available														
Very Satisfied	14,925	75	1,052	66	6,524	75	2,254	73	364	64	3,491	76	1,240	74
Satisfied	4,256	21	397	26	1,880	22	709	23	61	14	603	17	406	24
Dissatisfied	12		8	1			0						4	0
Very Dissatisfied	43		22	1			0				22	0		
Not Provided	765	4	63	4	252	3	124	4	10	2	264	6	32	2
Quality of Information Available														
Very satisfied	14,752	74	1,066	71	6,489	75	2,161	70	366	85	3,434	75	1,213	72
Satisfied	4,147	21	322	21	1,818	21	737	24	53	12	792	17	425	25
Dissatisfied	60		30	2	22								8	
Very Dissatisfied	22										22			
Not Provided	1,023	5	102	7	328	4	189	6	14	3	352	8	36	2
Exhibits & Audio-Visual Displays														
Very Satisfied	10,796	54	631	54	4,621	53	1,743	56	304	70	2,466	54	630	49
satisfied	5,259	26	516	34	2,336	27	679	22	49	11	1,108	24	567	34
Dissatisfied	69		30	2	27								12	1
Very Dissatisfied	22										22			
Not Provided	3,857	19	163	11	1,672	19	664	22	62	19	1,001	22	275	16
Pamphlets, Brochures & Maps														
Very Satisfied	13,615	66	913	59	6,015	69	2,107	66	299	69	3,181	69	1,100	65
satisfied	4,813	24	463	31	2,081	24	711	23	105	24	947	21	486	29
Dissatisfied	136	1	26	2	27						67	1	16	1
Very Dissatisfied	43				22						22			
Not Provided	1,396	7	120	8	512	6	268	9	31	7	363	6	81	5

(cont'd)

00019

Quality of Features, by Area (concluded)
Northwest Territories, 1994

	All Areas	(%)	NWT	(%)	Yukon & Western Provinces	(%)	Central Provinces	(%)	Atlantic Provinces	(%)	United States	(%)	Other Foreign Countries	(%)
All Persons	20,004	100	1,542	100	8,657	100	3,067	100	435	100	4,599	100	1,684	100
Staff of the Visitor Center														
Very Satisfied	17,280	88	1,257	6	7,516	3a	2,634	13	417	2	4,053	20	1,395	7
Satisfied	1,852	9	210	1	842	4	296	1	8		281	1	213	1
Dissatisfied														
Very Dissatisfied	43				22						22			
Not Provided	818	4	57		277	1	154	1	10		244	1	76	
Building & Indoor Facilities														
Very Satisfied	15,237	78	1,207	6	6,564	33	2304	12	384	2	3,536	18	1,262	6
Satisfied	3,475	17	241	1	1,588	8	530	3	57		703	4	358	2
Dissatisfied	24		12		4								8	
Very Dissatisfied	22										22			
Not Provided	1,245	8	82		504	3	252	1	14		33a	2	56	
Outdoor Facilities														
Very satisfied	9,477	47	809	4	4,261	21	1,410	7	183	1	2,178	11	635	3
Satisfied	5,598	28	436	2	2,321	12	765	4	140	1	1,258	6	679	3
Dissatisfied	131	1	52		41		12	-			6		20	
Very Dissatisfied	57		4								53			
Not Provided	4,740	24	241	1	2,034	10	800	4	112	1	1,104	6	350	2

00020

Total Days Away from Home, by Non-Resident & Visitor Center
Northwest Territories, 1994

	Northwest Territories	(%)	Yellowknife	(%)	60th Parallel	(%)	Blackstone	(%)	Cambridge Bay	(%)	Baker Lake	(%)	Iqaluit	(%)
All Persons	19,326	100	5,951	100	8,643	100	2,304	100	607	100	406	100	1,415	100
Less than 5 Days	1,355	7	390	7	654	8	22	1	50	8	50	12	189	13
5-9 Days	3,141	16	1,385	23	1,238	14	22	1	173	29	58	14	266	19
10-14 Days	4,206	22	1,623	27	1,775	21	217	9	173	29	108	27	310	22
15-19 Days	1,065	6	433	7	420	5	130	6	17	3			85	6
20-24 Days	2,090	11	476	8	864	10	522	23	61	10	33	8	133	9
25-29 Days	1,712	9	368	6	818	9	413	18	28	5	33	6	52	4
More than 30	4,820	25	1,190	20	2,266	26	870	38	100	16	116	29	276	20
Not Provided	917	5	87	1	607	7	109	5	6	1	8	2	101	7

Total Days Away from Home, by Non-Resident & Area
Northwest Territories, 1994

	All Areas	(%)	NWT	(%)	Yukon & Western Provinces	(%)	Central Provinces	(%)	Atlantic Provinces	(%)	United States	(%)	Other Foreign Countries	(%)
All Persons	19,326	100	864	100	8,657	100	3,067	100	435	100	4,599	100	1,684	100
Less than 5 Days	1,355	7	97	11	926	11	302	10	4	1	22	-	4	-
5-9 Days	3,145	16	55	6	2,086	24	506	16	30	7	369	8	94	6
10-14 Days	4,210	22	104	12	2,824	33	358	12	55	13	771	17	95	6
15-19 Days	1,089	6	49	6	487	6	184	5	47	11	240	5	99	6
20-24 Days	2,090	11	53	6	872	10	433	14	.		556	12	175	10
25-29 Days	1,712	9	69	6	453	5	441	14	27	6	469	10	253	15
More than 30	278	1	57	7	795	9	805	26	184	42	2,093	46	885	53
Not Provided	1,583	8	379	44	215	2	79	3	87	20	80	2	78	5

00021

Change in Plans, by Visitor Center
Northwest Territories, 1994

	Northwest Territories	(%)	Yellowknife	(%)	60th Parallel	(%)	Blackstone	(%)	Cambridge Bay	(%)	Baker Lake	(%)	Iqaluit	(%)
All Persons	20,004	100	6,276	100	8,667	100	2,391	100	618	100	472	100	1,560	100
No. of Activities														
Increased	9,020	45	3,246	52	4,111	47	804	34	195	32	83	18	560	37
Decreased	259	1	87	1	117	1	22	1	6	1			28	2
Same	7,946	40	2,251	36	3,037	35	1,196	50	373	60	348	74	742	47
Not Provided	2,779	14	692	11	1,402	16	370	15	45	7	41	9	230	15
Length of Stay														
Increased	3,546	18	909	14	1,729	20	717	30	33	5	17	4	141	9
Decreased	279	1	65	1	140	2	43	2	6	1	8	2	16	1
Same	12,661	64	4,479	71	5,046	58	1,304	55	529	86	397	84	1,124	71
Not Provided	3,298	16	622	13	1,752	20	326	14	50	8	50	11	298	19

Change in Plans, by Area
Northwest Territories, 1994

	All Areas	(%)	NWT	(%)	Yukon & Western Provinces	(%)	Central Provinces	(%)	Atlantic Provinces	(%)	United States	(%)	Other Foreign Countries	(%)
All Persons	20,004	100	1,542	100	8,657	100	3,087	100	435	100	4,599	100	1,664	100
No. of Activities														
Increased	9,020	45	566	37	3,985	46	1,163	36	197	45	2,305	50	764	47
Decreased	259	1	8	1	154	2	30	1	22	5			45	3
Same	7,946	40	601	39	3,256	36	1,456	47	185	43	1,767	39	660	39
Not Provided	2,779	14	367	24	1,262	15	419	14	31	7	507	11	194	12
Length of Stay														
Increased	3,546	18	265	17	1,322	15	336	11	68	16	1,256	27	297	18
Decreased	279	1	12	1	121	1	8	-	22	5	47	1	66	4
Same	12,681	64	769	50	5,664	65	2,308	75	288	66	2,776	60	1,076	64
Not Provided	3,298	16	496	32	1,550	18	435	14	57	13	519	11	242	14

00022

Age, by Visitor Center
Northwest Territories, 1994

	Northwest Territories	(%)	Yellowknife	(%)	60th Parallel	(%)	Blackstone	(%)	C a m b r i d g e Bay	(%)	Baker Lake	(%)	Iqaluit	(%)
All Persons	20,004	100	6,276	100	8,667	100	2,391	100	618	100	472	100	1,580	100
Less than 15 Years	213	1	65	1	117	1	22	1	6	1			4	-
15-24 Years	1,293	6	628	10	350	4	65	3	39	6	41	9	169	11
25-44 Years	7,567	38	2,510	40	2,640	30	1,087	45	273	44	207	44	850	54
45-59 Years	5,216	26	1,407	22	2,313	27	783	33	189	31	166	35	359	23
60 Years & Over	4,876	24	1,385	22	2,873	33	391	16	56	9	58	12	113	7
Not Provided	839	4	281	4	374	4	43	2	5	6	9		85	5

00°23

Age, by Area
Northwest Territories, 1994

	All Areas	(%)	NWT	(%)	Yukon & Western Provinces	(%)	Central Provinces	(%)	Atlantic Provinces	(%)	United States	(%)	Other Foreign Countries	(%)	
All Persons	20,004	100	1,542	100	8,657	100	3,087	100	435	100	4,599	100	1,684	100	
Less than 15 Years	213	1			78	1	67	2	22	5	47	1			
15-24 Years	1,293	6	276	18	441	5	256	8	38	9	74	2	206	12	
25-44 Years	7,567	38	921	60	3,271	38	1,174	38	131	30	1,139	25	931	55	
45-59 Years	5,216	26	194	13	2,432	28	951	31	67	15	1,282	28	290	17	
60 Years & Over	4,876	24	82	5	2,065	24	496	16	139	32	1,872	41	222	13	
Not Provided	839	4	6	8	4	370	4	144	5	39	9	185	4	34	2

Gender, by Visitor Center
Northwest Territories, 1994

	Northwest Territories	(%)	Yellowknife	(%)	60th Parallel	(%)	Blackstone	(%)	Cambridge Bay	(%)	Baker Lake	(%)	Iqaluit	(%)
All Persons	20,004	100	6,276	100	6,667	100	2,391	100	618	100	472	100	1,560	100
Male	10932	55	3289	52	4742	55	1476	62	306	50	296	63	618	52
Female	7762	39	2705	43	3434	40	846	35	156	25	108	23	532	34
Not Provided	1289	6	281	4	491	6	65	3	156	25	66	14	230	15

00024

Gender, by Area
Northwest Territories, 1994

	All Areas	(%)	NWT	(%)	Yukon & Western Provinces	(%)	Central Provinces	(%)	Atlantic Provinces	(%)	United States	(%)	Other Foreign Countries	(%)
All Persons	20,004	100	1,542	100	8,657	100	3,087	100	435	100	4,599	100	1,684	100
Male	10932	55	959	62	3983	46	1663	54	289	66	3006	65	1029	61
Female	7782	39	488	32	4174	48	1159	38	130	30	1230	27	602	36
Not Provided	1289	6	95	6	500	6	265	9	15	3	361	8	53	3

Highest Level of Schooling, by Visitor Center
Northwest Territories, 1994

	Northwest Territories	(%)	Yellowknife	(%)	60th Parallel	(%)	Blackstone	(%)	Cambridge Bay	(%)	Baker Lake	(%)	Iqaluit	(%)	
All Persons	20,004	100	6,276	100	8,667	100	2,391	100	618	100	472	100	1,580	100	
Less than Grade 8	263	1	43	1	164	2	43	2			8	2	4	-	
Grade 6-11	2,038	10	541	9	1,051	12	261	11	2	2	4	66	14	97	6
HighSchool Diploma	3,338	17	974	16	1,682	19	370	15	61	10	50	11	202	13	
College/Trade Certificate	4,542	23	1,363	22	2,126	25	500	21	139	22	91	19	322	20	
University Degree	6,434	42	2,813	45	3,084	36	1,130	47	329	53	232	49	846	54	
Not Provided	1,389	7	541	9	561	6	87	4	67	11	25	5	109	7	

Highest Level of Schooling, by Area
Northwest Territories, 1994

	All Areas	(%)	NWT	(%)	Yukon & Western Provinces	(%)	Central Provinces	(%)	Atlantic Provinces	(%)	United States	(%)	Other Foreign Countries	(%)
All Persons	20,004	100	1,542	100	6,657	100	3,087	100	435	100	4,599	100	1,684	100
Less than Grade 8	263	1	12	1	117	1	67	2			45	1	22	1
Grade 6-11	2,038	10	172	11	1,214	14	270	9	114	26	145	3	124	7
HighSchool Diploma	3,338	17	269	17	1,689	20	455	15	83	19	595	13	247	15
College/Trade Certificate	4,542	23	412	27	2,497	29	384	12	116	27	896	19	257	15
University Degree	8,434	42	603	39	2,601	30	1,657	54	95	22	2,627	57	851	51
Not Provided	1,389	7	73	5	540	6	275	9	27	6	291	6	183	11

00025

Household Income, by Visitor Center
Northwest Territories, 1994

	Northwest Territories	(%)	Yellowknife	(%)	60th Parallel	(%)	Blackstone	(%)	Cambridge Bay	(%)	Baker Lake	(%)	Iqaluit	(%)
All Persons	20,004	100	6,276	100	8,667	100	2,391	100	618	100	472	100	1,580	100
Less than \$40,000	4,451	22	1,558	25	2,009	23	435	18	89	14	66	14	294	19
\$40,000 to \$49,999	2,966	15	952	15	1,425	16	261	11	81	10	33	7	234	15
\$50,000 to \$59,999	2,077	10	498	8	1,004	12	239	10	72	12	66	14	197	12
\$60,000 to \$69,999	1,622	9	563	9	864	10	152	6	45	7	41	9	157	10
\$70,000 or More	4,369	22	1,450	23	1,332	15	826	35	217	35	141	30	403	26
Not Provided	4,318	22	1,255	20	2,032	23	478	20	134	22	124	26	294	19

Household Income, by Area
Northwest Territories, 1994

	All Areas	(%)	NWT	(%)	Yukon & Western Provinces	(%)	Central Provinces	(%)	Atlantic Provinces	(%)	United States	(%)	Other Foreign Countries	(%)
All Persons	20,004	100	1,542	100	8,657	100	3,087	100	435	100	4,599	100	1,684	100
Less than \$40,000	4,451	22	222	14	2,100	24	619	20	171	39	892	19	447	27
\$40,000 to \$49,999	2,966	15	196	13	1,326	15	427	14	61	14	712	15	244	14
\$50,000 to \$59,999	2,077	10	200	13	1,077	12	161	5	69	16	445	10	126	7
\$60,000 to \$69,999	1,822	9	199	13	609	9	289	9	14	3	402	9	109	6
\$70,000 or More	4,369	22	506	23	1,361	16	811	26	27	6	1,326	29	337	20
Not Provided	4,318	22	220	14	1,964	23	779	25	92	21	822	18	421	25

00026

Section 2

Northwest Territories
1994 Visitor Center Survey
Yellowknife

This **section** of the **questionnaire** asks some **specific** questions about your planned activities while in the **Yellowknife area**. Please **place** this portion of the **questionnaire** inside the general questionnaire and return them to the Visitor Center staff before leaving the Visitor Center.

All responses will be kept confidential.

I. Which of the following activities have you or do you plan on doing while visiting the **Yellowknife** area? (Mark as many as apply.)

Boating on Great Slave Lake

Boating or canoeing on other lakes

Visiting or staying at Fred Henne Park

Visiting or staying at Prelude Lake or Reid Lake

Staying at a fly-in fishing lodge

Walking into the Cameron Falls or the Ramparts on the **Ingraham** Trail

c1 **Chartering a local** tour of **Yellowknife** by vehicle

Chartering a small plane for sightseeing or to go to a remote area or site

Walking the Frame Lake Trails or through historic Old Town

Visiting the Museum or New Legislative Assembly

Sightseeing on the **Ingraham** Trail

Shopping for souvenirs or arts& crafts

other

Specify: _____

Please Return the Completed Questionnaire to the **Staff** of the Visitor Center

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

00028

Visitors to the Yellowknife Visitor Center, by Activities & Home Residence
 Visitor Center Survey, 1994

	An Visitors	(%)	Northwest Territories	(Y.)	Yukon & Western Provinces	(Y.)	Central Provinces	(%)	Atlantic Provinces	(%)	United States	(%)	Other Foreign Countries	(%)
All Visitors	6,276	100	390	100	2,813	100	1,039	100	173	100	1,298	100	63	100
Boating on Great Slave Lake	2,359	36	216	55	644	30	454	44	87	60	366	28	390	69
Boating or Canoeing on Other Lakes	1,623	26	216	65	641	19	236	23	22	13	346	27	260	46
Visiting or staying at Frad Henne Park	1,774	26	108	2a	622	29	303	29	6s	38	346	27	130	23
Visiting or Staying at prelude Lake or Raid Lake	1,426	23	185	60	649	23	236	23	43	25	173	13	130	23
Slaying at a Fly-In Fishing Lodge	346	6	43	11	108	4	43	4	0	0	106	8	43	8
Walking into Cameron Falls or the Ramparts on Ingraham Trail	2,402	36	195	60	1,060	36	496	46	106	62	260	20	281	50
Chartering a Local Tour of Yellowknife by Vehicle	866	14	22	6	326	12	185	19	43	25	130	10	151	27
Chartering a Small Plane for Sightseeing or to Visit a Remote Site	714	11	43	11	195	7	151	15	0	0	216	17	106	19
Walking the Frame Lake Trails or through Old Town	3,506	56	173	44	1,666	60	496	48	87	60	541	42	519	92
Visiting the Museum or Legislative Assembly	4,436	71	216	55	2,164	77	779	75	151	87	649	50	476	65
Sightseeing on the Ingraham Trail	2,532	40	236	61	1,233	44	346	33	66	38	366	28	281	50
Shopping for Souvenirs or Arts & crafts	4,566	73	106	26	2,337	63	80	77	130	75	601	62	411	73

00029

Northwest Territories
1994 Visitor Center Survey
60th Parallel

This section of the questionnaire asks some specific questions about your planned activities while in the 60th Parallel area. Please place this portion of the questionnaire inside the general **questionnaire** and return them to the Visitor Center staff before leaving the Visitor Center.

All responses will be kept confidential.

1. Which of the following activities have you done or do you plan on doing while visiting the Northwest Territories? (Mark as many as apply.)

- Visiting **or** staying **at the** Twin Falls Gorge Territorial Park
- Visiting or staying at the Lady Evelyn Falls Territorial Park

Visiting **the Yellowknife Area**

- Staying **at a** Territorial **Park/Campground**
- Notstaying **at a** Territorial park/Campground

Visiting **the** Hay River Area

- Staying **at a** Territorial Park/Campground
- Not staying at a** Territorial **Park/Campground**

Visiting the Fort Smith Area

- Staying **at a** Territorial **Park/Campground**
- Not staying at a** Territorial **Park/Campground**
- Visiting **the Wood** Buffalo **National** Park

Visiting the Fort Simpson Area

- Staying at a Territorial **Park/Campground**
- Not staying at a Territorial **Park/Campground**
- Visiting the **Nahanni** National Park

other

Specify: _____

Please Return the Completed Questionnaire to the Staff of the Visitor center

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

Visitors to the 60th Parallel Visitor Center, by Activities and Home Residence
 Visitor Center Survey, 1994

	All	Northwest	Yukon & Western Provinces	Central Provinces	Atlantic Provinces	United States	Other Foreign Countries	(%)						
All Visitors	8,667	100	304	100	4,672	100	818	100	2,196	100	561	100	350	62
Visiting or Staying at Twin Falls George Park	4,228	49	47	15	2,289	49	514	63	-	-	1,121	51	257	46
Visiting or Staying at Lady Evelyn Falls Park	4,088	47	23	8	2,266	49	444	54	23	20	1,168	53	164	29
Visiting the Yellowknife Area Staying at a Park	5,233	60	-	-	2,686	57	607	74	117	100	1,472	67	350	62
Visiting the Hay River Area Staying at a Park	2,827	33	-	-	1,098	24	327	40	70	60	1,191	54	140	25
Visiting the Fort Smith Area Staying at a Park	5,840	67	23	8	2,850	61	607	74	117	100	1,845	84	397	71
Visiting Wood Buffalo Park	2,803	32	-	-	1,332	29	290	34	47	40	958	44	187	33
Visiting the Fort Simpson Area Staying at a Park	2,336	27	23	8	911	19	280	34	47	40	818	37	257	46
Visiting the Fort Simpson Area Staying at a Park	1,261	15	-	-	467	10	140	17	23	20	561	26	70	12
Visiting the Fort Simpson Area Staying at a Park	1,472	17	23	8	467	10	210	26	47	40	561	26	164	29
Visiting the Fort Simpson Area Staying at a Park	2,219	26	23	8	748	16	210	26	23	20	1,098	50	117	21
Visiting the Fort Simpson Area Staying at a Park	1,215	14	-	-	467	10	140	17	23	20	561	26	23	4
Visiting the Fort Simpson Area Staying at a Park	60	14	-	-	407	4	93	11	-	-	280	13	47	8

00031

Northwest Territories
1994 Visitor Center Survey
Blackstone Campground

This section of the questionnaire asks some specific questions **about** your planned activities while in the **Blackstone** Campground area. Please place this portion of the **questionnaire** inside the general questionnaire and return them to the Visitor Center staff before leaving the Visitor Center.

All responses will be kept confidential.

1. Which of the following activities have you done or do you plan on doing while visiting **the Blackstone** Campground area? (Mark **as many** as apply.)

Canoeing through Nahanni National Park

Day flights into Virginia Falls

Camping in **Blackstone** Park

Sightseeing on the **Liard** Highway

Hiking on the Ram Plateau

Staying at a local hunting/fishing lodge

Visiting or staying at **Sambaa** Deh Falls **Territorial Park**

Visiting or staying at Fort Simpson Territorial Park

Visiting Fort **Liard** to purchase arts& crafts

Boat tour on the **Liard** or Mackenzie Rivers

Driving to Wrigley

Other

Specify: _____

Please Return the Completed Questionnaire to the Staff of the Visitor Center

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

00032

Visitors to the **Blackstone Visitor Center**, by **Activities and Home Residence**
Visitor Center Survey, 1994

	All Visitors	(%)	Northwest Territories	(%)	Yukon & Western Provinces	(%)	Central Provinces	(%)	Atlantic Provinces	(%)	United States	(%)	Other Foreign Countries	(%)
All Visitors	2,391	100	370	100	565	100	413	100	43	100	674	100	326	100
Canoeing through Nahanni National Park	626	29	109	26	109	19	232	66	22	51	174	26	43	13
Day Flights into Virginia Falls	217	e	43	12	87	15	43	10					43	13
Camping in Blackstone Park	1,631	66	283	76	413	73	304	74	4s	100	34s	62	232	73
Sightseeing on the Liard Highway	1,476	62	232	65	435	77	130	31	43	100	435	65	198	60
Hiking on the Run Plateau	43	2			22	4					22	3		
Staying at W Hunting or Fishing Lodge	87	4	22	6			22	5			43	6		
Vigor Staying at Sembea Deh Frills Park	457	19	87	24	43	8	87	21			196	23	43	13
Visiting or Staying at Fort -	522	22	65	18	239	42	43	10			152	23	22	7
Visiting Fort Liard to Purchase Arts & Crafts	870	36	109	22	326	56	65	16			263	42	87	27
ScatTour on the Liard or Mackenzie River	130	5	65	18	22	4					43	6		
Driving to Wrigley	65	3			22	4					22	3	22	7

00033

Northwest Territories
1994 Visitor Center Survey
Cambridge Bay

This section of the questionnaire asks some specific questions about your planned activities while in the Cambridge Bay area. Please place this portion of the questionnaire inside the general questionnaire and return them to the Visitor Center staff before leaving the Visitor Center.

All responses will be kept confidential.

1. Which of the **following** activities have you done or do you plan on doing while visiting the Cambridge Bay area? (Mark as **many** as apply.)

Visit Mt. **Pelly**

- Take a day tour to a historic site

Take a &y tour to view wildlife

Tour of the town of Cambridge Bay

- Stay at a local **hunting/fishing** lodge

Hunt or **fish** in the Cambridge Bay area

Purchase arts & crafts while visiting Cambridge Bay

Other

Specify: _____

Please Return the Completed Questionnaire to the Staff of the Visitor Center

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

00034

Visitors to the Cambridge Bay Visitor Center, by Activities and Home Residence
 Visitor Center Survey, 1994

	An Visitors	Northwest (%) Territories	Yukon & Western (%) Provinces	Central (%) Provinces	Atlantic (%) Provinces	United States (%)	Other Foreign Countries (%)								
AH Visitors	618	100	56	100	245	100	106	100	17	100	150	100	45	100	
Visit Mt. Pelly	329	53	22	39	178	73	56	53	6	35	33	22	33	73	
Take a Day Tour to a Historic Site	245	40	22	39	117	46	50	47			28	19	28	62	
Take a Day Tour to View Wildlife	290	47	22	39	150	61	61	58			33	22	22	49	
Tour the Town Of Cambridge Bay	466	76	33	59	217	89	89	64	17	100	78	52	33	73	
Stay at a Local Hunting or Fishing Lodge	123	20			17	7	22	21	6	35	78	52			
Hunter Fish in the Cambridge Bay Area	217	35	22	39	95	39	39	37	6	35	56	37			
Purchase Arts & Crafts while in Cambridge Bay	340	55	39	70	145	59	50	47	17	100	67	45	"	22	49

00035

Northwest Territories
1994 Visitor Center Survey
Baker Lake

This section of the questionnaire asks some specific questions about Your planned activities while in the Baker Lake area. Please place this portion of the questionnaire inside the general questionnaire and return them to the Visitor Center staff before leaving the Visitor Center.

All responses will be kept **confidential**.

1. Which of the following activities have you done or do you plan on doing while visiting the Baker Lake area? (Mark as many as apply.)

Travel the **Kazan** or the **Thelon** River by canoe

Travel the **Kazan** or the **Thelon** River by guided motorboat

Purchasing locally produced arts & crafts

Visiting historic sites

Travel to **local fishing/hunting/naturalist** lodges

Fishing on Baker Lake

Other

Specify: _____

Please Return the Completed Questionnaire to the Staff of the Visitor Center

x*** Thank You for Your Time *****

Visitors to the Baker Lake Visitor Center, by Activities and Home Residence
 Visitor Center Survey, 1994

	An Visitors	Northwest (%) Territories	Yukon & Western (%) Provinces	Central (%) Provinces	Atlantic (%) Provinces	United states (%)	Other Foreign Countries (%)						
An visitors	472	100	157	100	116	100	83	100	99	100	17	100	
Travel the Kazan River or Thelon River by Canoe	83	18	.	8	7	25	30	.	41	41	8	47	
Travel the Kazan River or Thelon River by Boat	50	11	.	17	15	17	20	.	8	8	8	47	
Purchase Locally Produced Arts & Crafts	265	56	25	16	75	65	58	70	.	91	92	17	100
Vist Historic Sites	240	51	50	32	66	57	41	49	66	67	17	100	
stay at a Local Hunting, Fishing or Naturalist Lodge	58	12			25	22	17	20	17	17	.		
Fish on Baker Lake	33	7	8	5	25	22			.		.		

00037

Northwest Territories
1994 Visitor Center Survey
Iqaluit

This section of the questionnaire asks some **specific** questions about your planned activities while in **Iqaluit** and the **Baffin** area. Please place this portion of the questionnaire inside the general questionnaire and return them to the Visitor Center staff before leaving the Visitor Center.

All responses will be kept **confidential**.

1. Which of the following activities have you done or do you plan on doing while visiting the **Iqaluit** area? (Mark as many as apply.)

Taking a walking tour of **Iqaluit**

Visit the **Qaummarviit** Territorial Historic Park

Visit the Kekerton Territorial Historic Park

Visit the **Katannilik** Territorial Park near Lake **Harbour**

Visit the Sylvia **Grinnel** Territorial Park

Hike the **Itijjagiq** Trail to Lake **Harbour**

Visit the Auyittuq National Park

Walk the Tarr Inlet Trail

Visit the museum in **Iqaluit**

Traveling to a **hunting/fishing** lodge

Walk the Apex Trail

Other

Specify: _____

Please Return the Completed Questionnaire to the Staff of the Visitor Center

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

00038

Visitors to the Iqaluit Visitor Center, by Activities and Home Residence
 Visitor Center Survey, 1994

	All Visitors	Northwest Territories (%)	Yukon & Western Provinces (%)	Central Provinces (%)	Atlantic Provinces (%)	United States (%)	Other Foreign Countries (%)							
All Visitors	1,580	100	266	100	246	100	629	100	85	100	181	100	173	100
Taking Walking Tour of Iqaluit	1,108	70	145	55	210	65	480	76	52	61	125	69	97	56
Visit the Qaummarvut Territorial Historic Park	197	12	64	24	32	13	56	9	12	14	16	9	16	9
Visit the Kekerton Territorial Historic Park	73	5	20	8	20	8	12	2	8	9	-	-	12	7
Visit the Katannilik Territorial Park	125	8	24	9	44	18	32	5	8	9	4	2	12	7
Visit the Sylvia Grinnel Territorial Park	459	29	89	33	77	31	173	28	16	19	56	31	48	28
Hike the Itijagiaq Trail to Lake Harbour	64	4	8	3	28	11	16	3	4	5	-	-	8	5
Visit the Auyittuq National Park	290	18	32	12	52	21	93	15	8	9	32	18	73	42
Walk the Tarr Inlet Trail	157	10	44	17	24	10	40	6	12	14	16	9	20	12
Visit the Museum in Iqaluit	999	63	149	56	181	74	359	57	69	81	129	71	113	65
Travel to a Hunting or Fishing Lodge	101	6	24	9	16	7	28	4	4	5	8	4	20	12
Walk the Apax Trail	391	25	69	26	93	38	133	21	24	26	32	18	40	23

0 0 9
 @)