



# 2008/10 Business Travellers Survey Report

Industry, Tourism and Investment  
Government of the Northwest Territories



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# Highlights

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- Overall, most business travellers to the NWT are male. The largest portion is aged 50 to 54.
- Canadian business travellers account for the vast majority of the NWT's business travel market. Most Canadian business travellers reside in Alberta, and notable portions of the market live in Ontario and British Columbia.
- The majority of business travellers to the Northwest Territories have a University or post-graduate education, and most claim an annual household income that exceeds \$120,000.
- The largest number of business travellers work in mining and government. Business travellers to the NWT are most commonly occupied in a professional or management position.
- Most business travellers to the NWT are repeat visitors. Yellowknife is the main business travel destination.
- The majority of business travellers visit the NWT alone. The average length of trip stay is relatively short compared to other travel markets (3.5 nights in the territory).
- Nearly half of the business travel market claimed to participate in a tourism activity on their NWT business trip. Popular travel activities include shopping, sightseeing and sampling northern cuisine. Business travellers indicate a significant level of interest in participating in other activities, including fishing.
- Business travellers spend most on accommodations, boat/vehicle rentals and arts and crafts.
- As a group, business travellers from both the mining industry and the government sector are similar in age, education level and income.
- The main demographic difference between these groups is that in general, mining industry members tend to be male, whereas government employees tend to be more representative of both genders.
- Members of both industries tend to have travelled to the NWT before on business and at the time of the survey, most stayed for a week or less in the territory.
- Although most business travellers in both industries had been in the North Slave Region, government workers tended to spend more time in other regions and communities, whereas mining industry members tended to go to mines.
- Rates of participation in tourism activities amongst government employees were almost twice as high as mining industry members. The only activities that mining industry members participated in more were fishing and photography. Government employees, in general, also have higher rates of interest in all activities with the exception of hunting and fishing. Higher rates of interest in fishing among mining industry members may explain their higher rates of participation.

# General Travel Characteristics

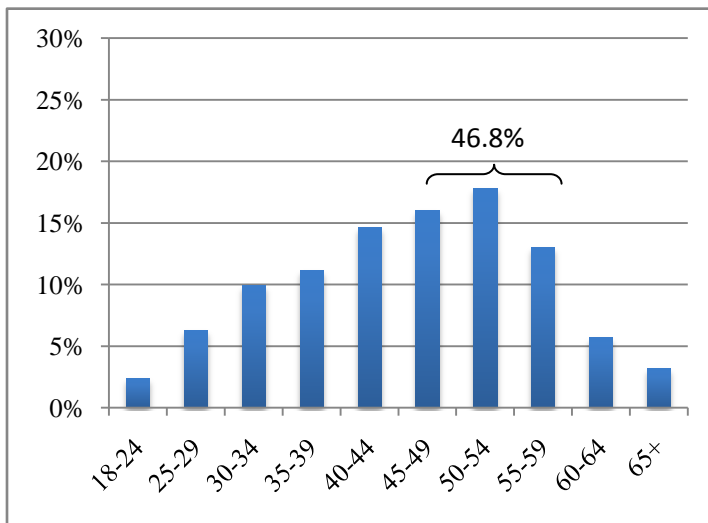
This report profiles business travellers to the Northwest Territories (NWT) using survey data collected between June 2008 and March 2010 from a total of 2,736 business travellers flying home from the Yellowknife Airport. This section of the report outlines general travel characteristics of business travellers to the NWT. The following report sections group business travellers to the NWT by their destination region and industry of employment to provide more in-depth analyses.

## Profile of Business Travellers to the NWT

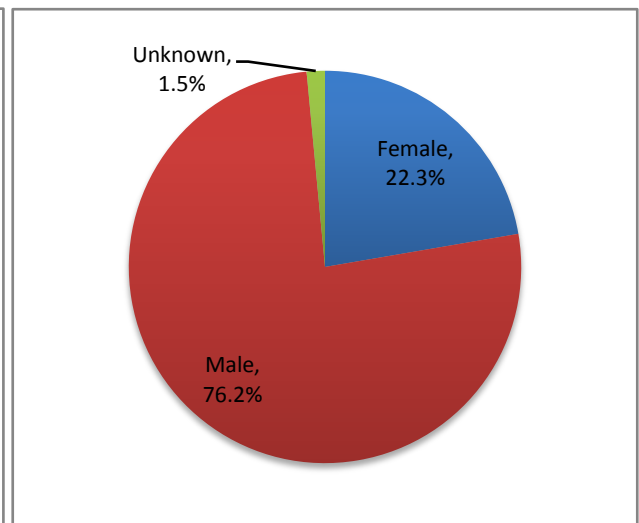
### Gender and Age

The majority of business travellers surveyed were male (76.2%) and almost half were between the ages of 45 and 59 (46.8%). Female business travellers to the NWT tended to be older than male business travellers (table 1).

**Figure 1: Age**



**Figure 2: Gender**



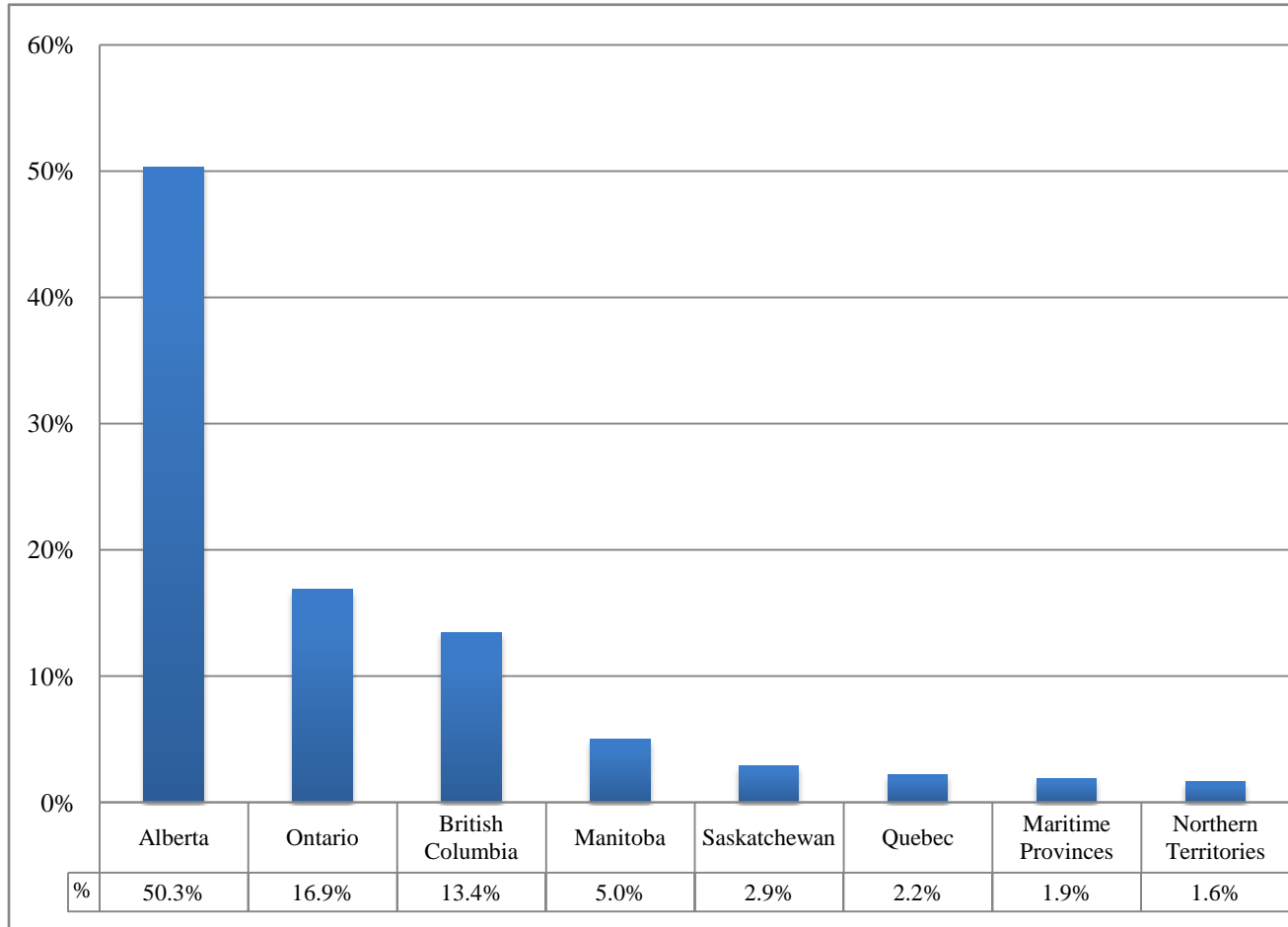
**Table 1: Age and Gender**

	18-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65+
Female	2.1%	5.0%	8.8%	10.9%	15.0%	16.3%	17.8%	13.8%	6.5%	3.8%
Male	3.7%	11.2%	13.4%	11.7%	13.2%	15.1%	18.0%	9.7%	3.2%	0.8%
Overall	2.4%	6.3%	9.9%	11.1%	14.6%	16.0%	17.8%	13.0%	5.7%	3.2%

## Visitor Origin

Almost all the business travellers surveyed were from Canada (94.2%) and over half of all Canadian business travellers were from Alberta (50.3%). Another sizeable section of Canadian business travellers were from Ontario (16.9%) and British Columbia (13.4%). A very small portion of business travellers came from the United States (3.3%) and nearly half of them were from the Western United States. A very small percentage of the overall population were overseas business travellers (2.5%) and Australia, England and Belgium were most commonly reported as their countries of residence.

**Figure 3: Province/Territory of Origin of Canadian Business Travellers**



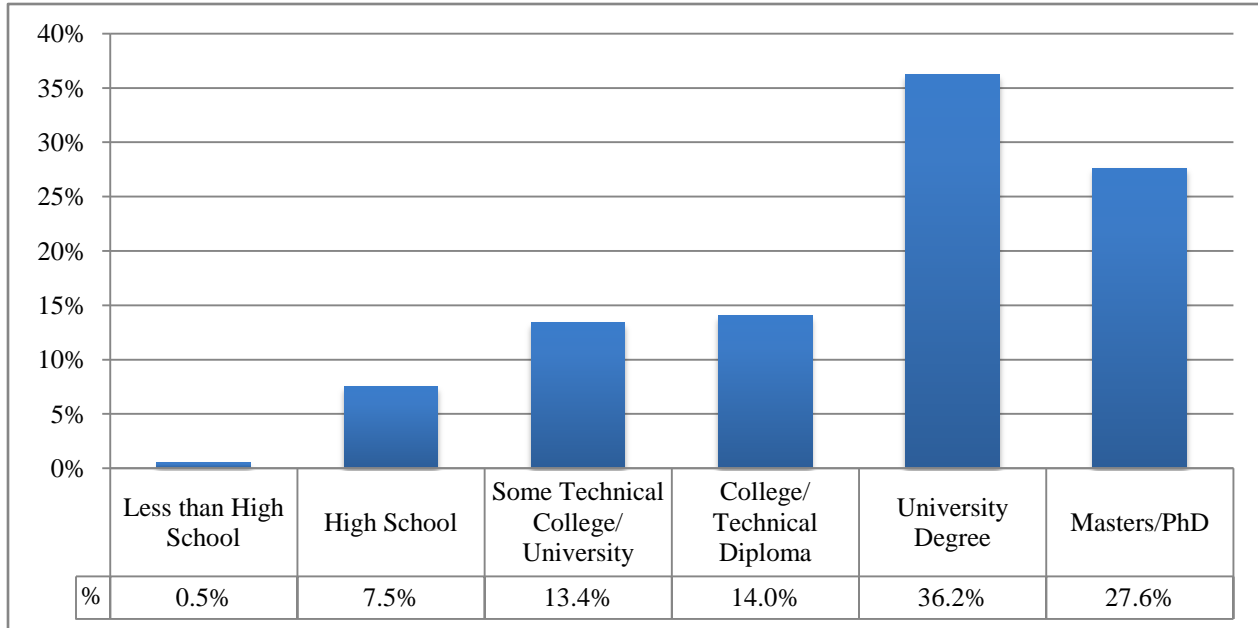
**Table 2: Country of Origin**

Country	%
Canada	94.2%
United States	3.3%
Overseas	2.2%
Unknown	0.3%

## Education

Respondents typically had at least one University degree; nearly 65% of travellers in our sample had a University degree or a Masters/PhD.

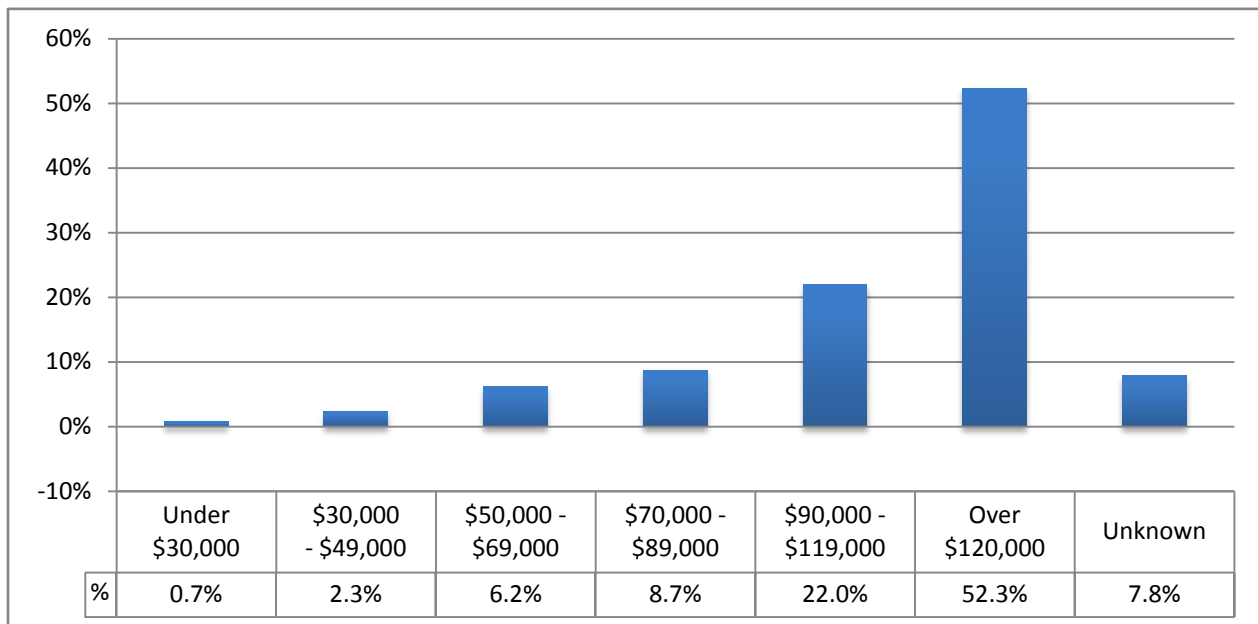
**Figure 4: Highest Level of Education Achieved**



## Income

The annual household incomes of respondents ranged from under \$30,000 to over \$120,000. Over half (52.3%) indicated incomes in the highest category of over \$120,000. However, 7.8% of respondents did not report their income.

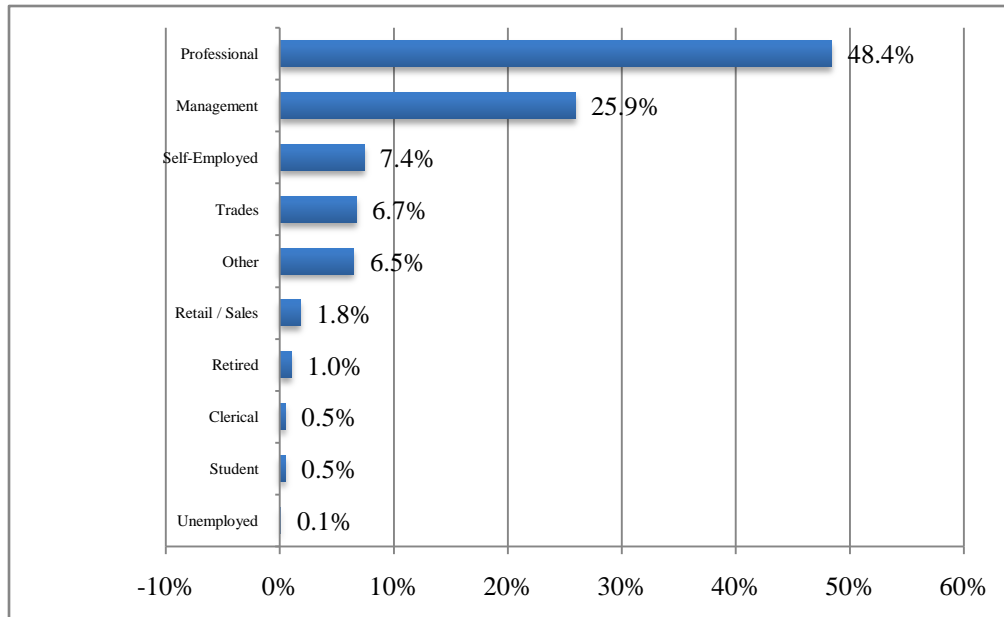
**Figure 5: Annual Household Income**



## Occupation

The most common occupation categories reported were: “professional” (48.4%) and “management” (25.9%). Fewer respondents indicated that they were self-employed (7.4%), a tradesperson (6.7%) or had an occupation in the “other” category (6.5%). Popular responses under this category were health care workers and education professionals.

**Figure 6: Occupation**



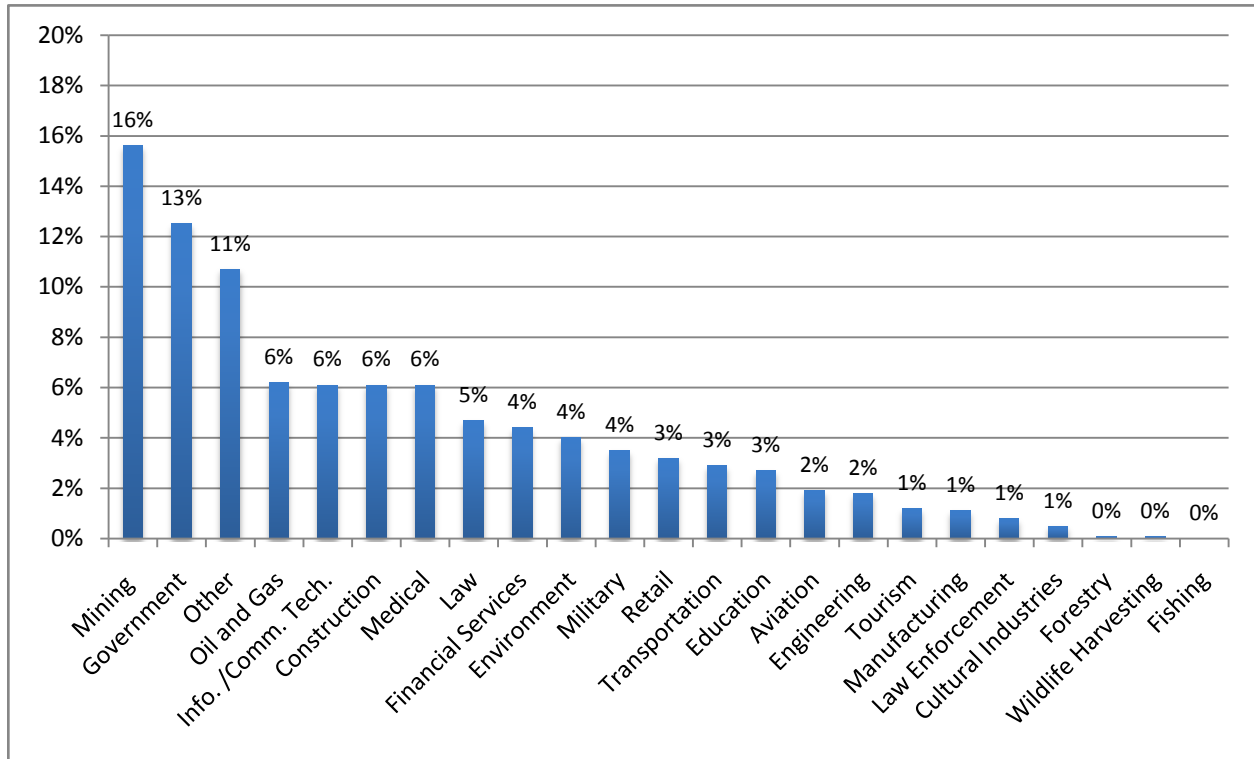
## Industry of Travellers

The business travellers surveyed represent a number of different industries. The largest portion of respondents worked in the Mineral Exploration and Mining Industry (15.6%). The second largest group worked in Government (12.5%).

**Table 3: Top 10 Industries of Business Travellers**

Industry of Employment	% of Business Travellers
1. Mining	15.6%
2. Government	12.5%
3. "Other"	10.7%
4. Oil and Gas	6.2%
5. Information/Communication Technology	6.1%
6. Construction	6.1%
7. Medical	6.1%
8. Law	4.7%
9. Financial Services	4.4%
10. Environment	4.0%

**Figure 7: Industry of Business Travellers**

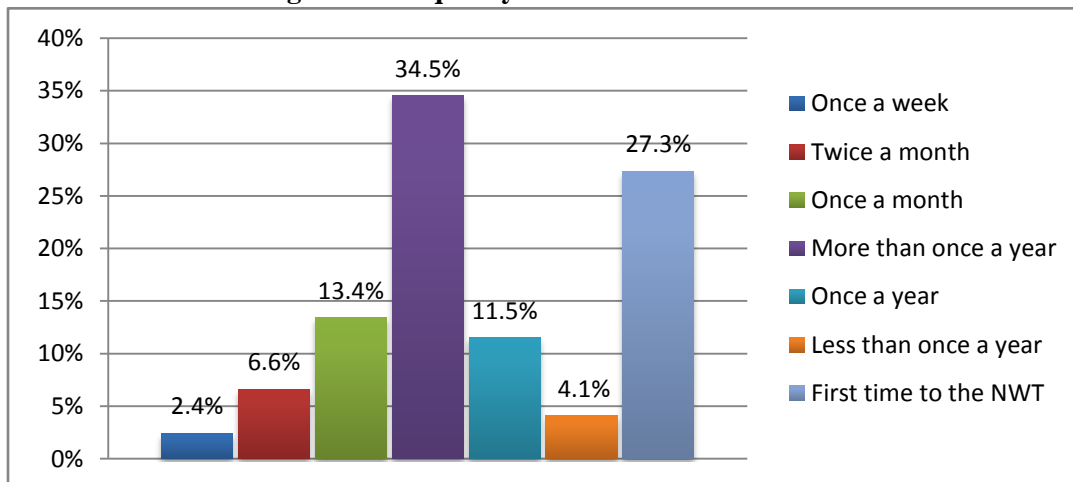


**Previous Business Travel to the Northwest Territories**

Most respondents (72.7%) had previously travelled to the NWT and for the majority (78.0%), it had been on business. While 20% indicated that they had travelled to the NWT before on both business and pleasure, very few reported travelling for pleasure only (0.9%).

The largest portion of business travellers return to the NWT on business more than once a year (34.5%) and small proportions return every week (2.4%), twice a month (6.6%) or once a month (13.4%).

**Figure 8: Frequency of NWT Business Travel**

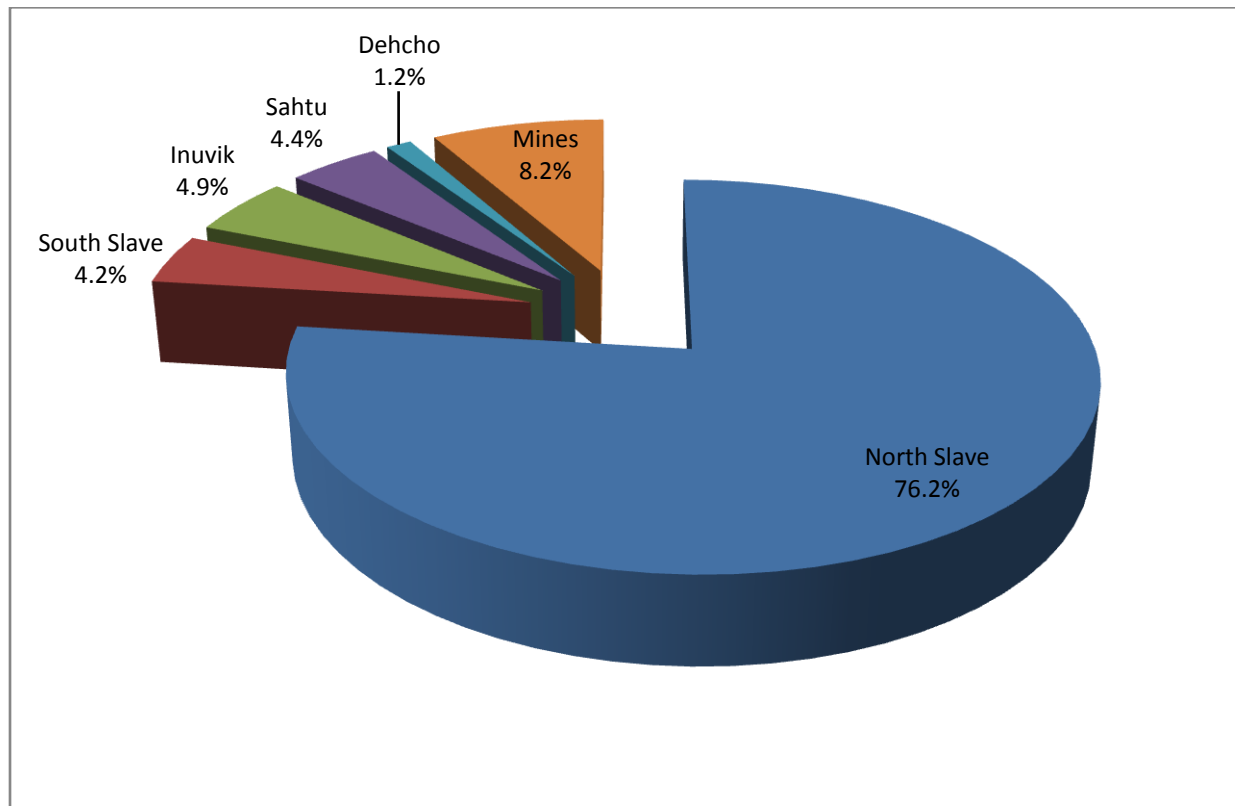


## Details of Current Trip

### Primary Destination

The majority of business travellers had been on business in the North Slave Region (76.2%) and 99.5% of them travelled to Yellowknife on business. In the Inuvik Region, 82.2% of business travellers travelled to Inuvik. In the Dehcho Region, Fort Simpson was the primary destination for 79.4% of business travellers. In the Sahtu, 75% of business travellers travelled to Norman Wells. In the South Slave, 54.7% of participants travelled to Hay River and 13% travelled to Fort Smith on business. Mines were the primary destination for 8.2% of business travellers to the NWT.

**Figure 9: Primary Destination by Region**



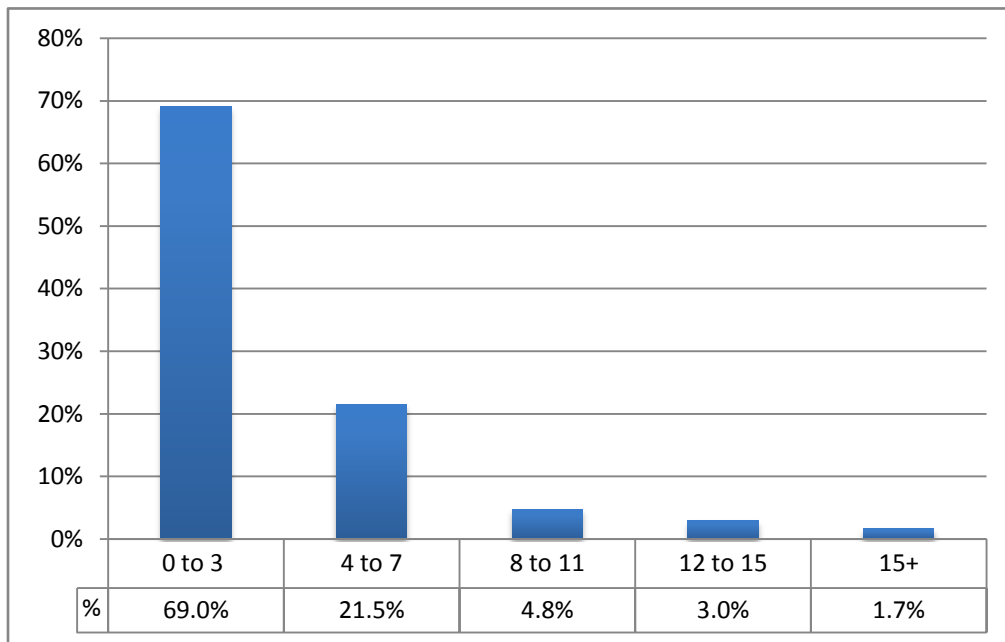
### Accompanying Travellers

Over half of the respondents travelled alone (55.9%). Those that travelled in a group were accompanied by coworkers 93% of the time. The average travel group size was 2.55. Travellers were rarely accompanied by family (3.5%) or friends (0.3%).

### Number of Nights Spent in the Northwest Territories

Business travellers stayed an average of 3.5 nights in the NWT, but most stayed between zero and three nights (69%). A small percentage stayed for over a week (9.5%). The regions where business travellers were most likely to stay over a week were: the Inuvik Region (24.4% of all travellers to the region), the Tlcho territory (21.0% of all travellers to the region), the Dehcho Region (20.6% of all travellers to the region) and the Sahtu Region (20.0% of all travellers to the region). Only 7.3% of travellers in the North Slave Region and 10.4% in the South Slave stayed in the NWT for over a week.

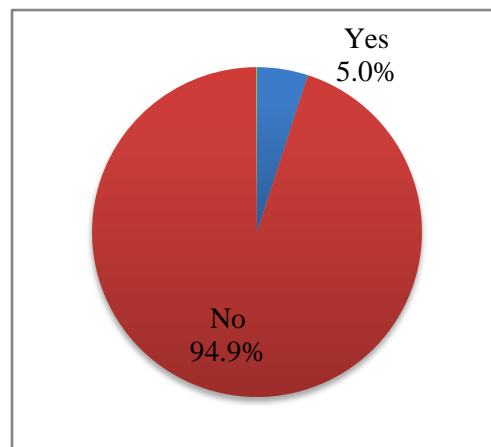
**Figure 10: Number of Nights Spent in the NWT**



### Prearranged Activities

A small portion (5%) of business travellers had planned to participate in a tourism activity before embarking on their trip.

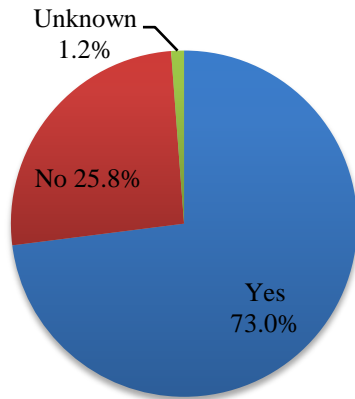
**Figure 11: Did you notice any promotional materials?**



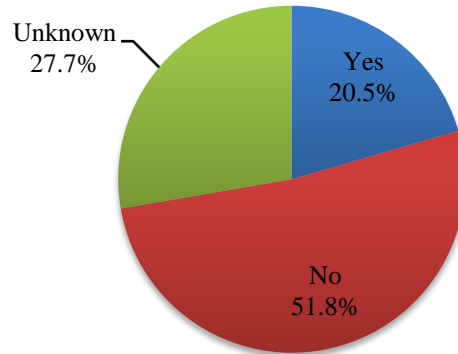
## Promotional Materials

Business travellers were also asked about the promotional materials that they saw and used while in the NWT. A large proportion (73%) of the respondents noticed brochures and promotional material for tourism activities, although only 20.5% noticed items in the shape of a wheel.

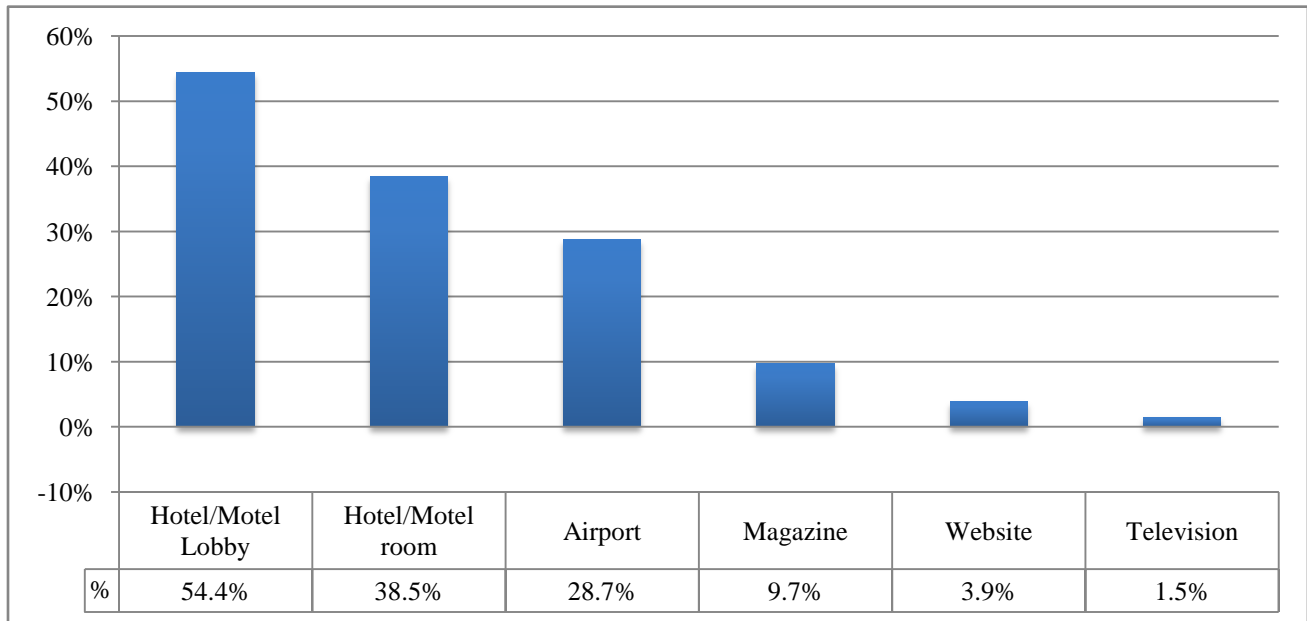
**Figure 12: Did you notice any promotional materials?**



**Figure 13: Did you notice any promotional materials in the shape of a wheel?**



**Figure 14: Where did you notice promotional materials?**

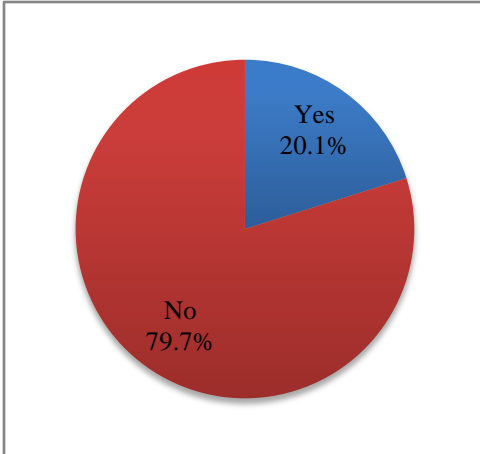


The most common places for these promotional materials to be noticed were: in the lobby of their hotel or motel (54.4%), in their hotel/motel room (38.5%) or at the airport (28.7%). Of those that noticed these promotional materials, 20.1% participated in an activity included in the promotional materials.

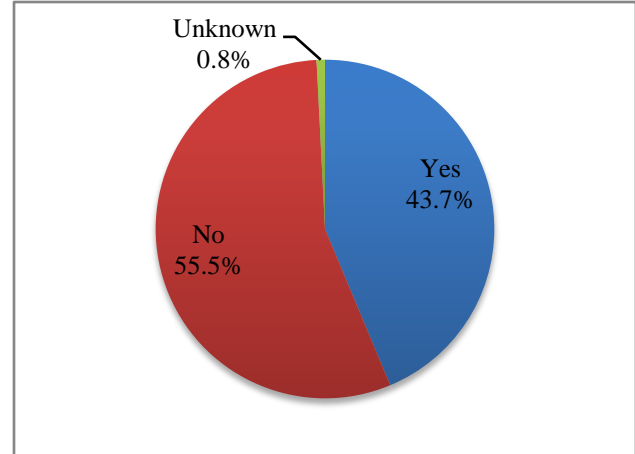
## Participation in Tourism Activities

Almost half of the respondents (43.7%) said that they participated in a tourism activity while on business in the NWT. Of those that did not participate, 89.9% reported that this was because they did not have any free time. Other considerations such as suitable activities, cost of activities and awareness of activities were only reported to be a factor affecting participation rates for a very small percentage of the population (4.5%).

**Figure 15: Did you participate in any activities promoted by materials?**



**Figure 16: Participation in Tourism Activities**



## Popular Activities

Among the respondents, 20.6% went shopping, 13.9% went sightseeing, 12% ate northern cuisine and 18.3% went on an unguided town tour. Although these activities were the most popular overall, certain activities were more common depending on the region of destination, the origin of the travellers and the industries to which they belonged. For these analyses, please refer to sections II (Analysis by Region) and III (Analysis by Industry) of this report.

## Participation and Interest in Future Tourism Activities

With the exception of historic site/museum visits, guided town tours and general sightseeing, rates of interest in tourism activities are higher than actual participation rates. Fishing is the tourism activity with the highest rate of interest; 35.6% of business travellers surveyed indicated that they would like to go fishing. Yet, only 2.3% actually went fishing on their trip. Likewise, 11.2% of travellers indicated that they were interested in aurora viewing, 11.1% were interested in hiking, 10.7% were interested in dog sledding and 6.4% were interested in wildlife viewing, but participation rates were less than 3.5% in all cases. There was also some interest in certain tourism activities where virtually no participation existed. There was interest in canoeing and kayaking (7.8%), music festivals (2%), and hunting (3.4%) but participation rates in each were less than 0.3%.

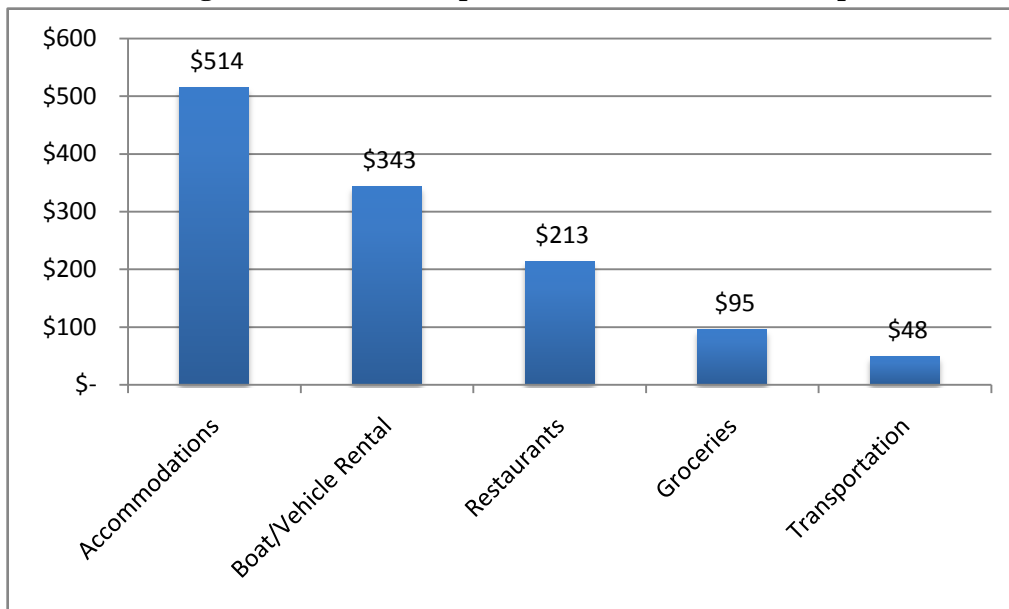
## Trip Expenditures

Spending by business travellers and their employers were organized into 10 different categories: accommodations, airfare, restaurants, groceries, entertainment, vehicle rental, transportation, arts and crafts, activities/tours and souvenirs. Airfare is not reported because expenditures did not always pertain to the NWT carriers specifically and the range of values was too great and diverse to apply to northern business travellers in general.

### Business Expenditures

In general, of those expenses reported as Business Expenditure and covered by the employer, the most commonly mentioned were accommodation, vehicle/boat rental, restaurants, groceries and transportation. Overall, business travellers spent an average of \$514 per person throughout their trip on accommodations, \$343 on boat and vehicle rentals, \$213 on restaurants, \$95 on groceries and \$48 on transportation. The average business traveller spent \$163 a night on accommodations, \$79 a day on restaurants and meals, \$110 a day on vehicle and boat rentals and \$14 dollars a day on groceries. Transportation was not calculated by day.

**Figure 17: Business Expenditures Per Person Per Trip**



### Outliers

Some responses were removed from analysis because they violated certain acceptable parameters. The following is an explanation of how outliers were identified and removed. No outliers were removed from transportation or vehicle/boat rental as all responses were within the acceptable range of possibilities.

**Accommodations:** Responses of less than \$50 a day and more than \$300 a day were removed from analysis. These parameters are based on the price of hotels by night in the NWT.

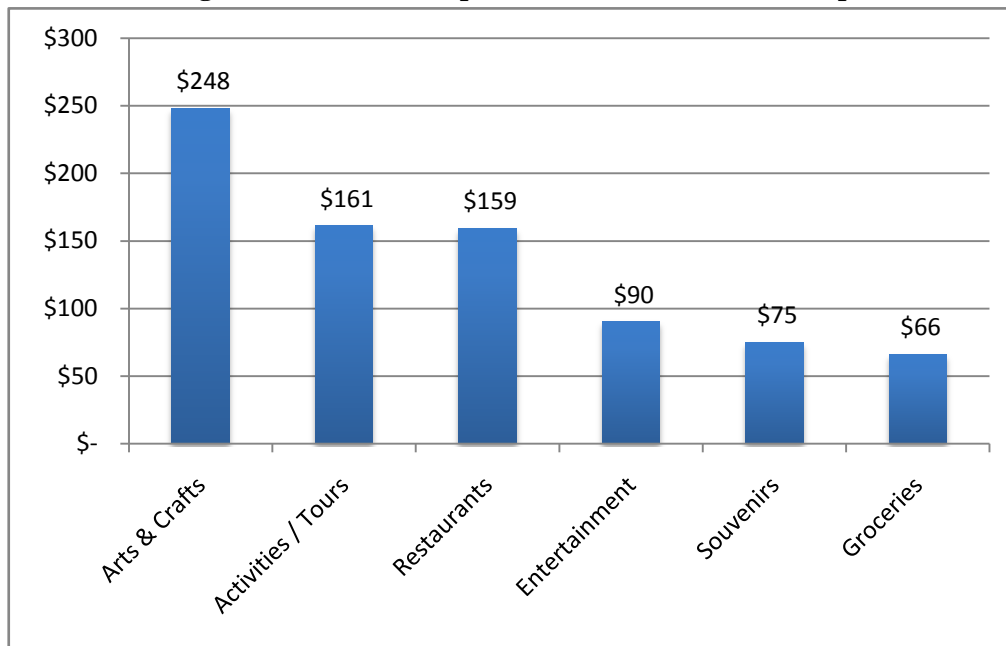
**Restaurants:** The only answers that were excluded were those that seemed to be estimates for a major conference that multiple respondents reported. Large sums were kept because of the possibility that they represented business dinners and/or catering to meetings.

**Groceries:** Responses of more than \$50 per person, per day were removed.

## Personal Expenditures

In general, of those expenses reported as Personal Expenditure and covered by the employee, the most commonly mentioned were restaurants, entertainment, arts and crafts, tours, souvenirs and groceries. Overall, respondents spent an average of \$248 on arts and crafts, \$161 on activities and tours, \$159 on restaurants, \$90 on entertainment, \$75 on souvenirs and \$66 on groceries over the course of their trip. The average business traveller spent \$32 a day on restaurants, and \$10 a day on groceries.

**Figure 18: Personal Expenditures Per Person Per Trip**



### *Outliers*

Some responses were removed from analysis because they violated certain acceptable parameters. The following is an explanation of how outliers were identified and removed. No outliers were removed from arts and crafts, activities and tours, or entertainment as all responses were within the acceptable range of possibilities.

**Restaurants:** Responses of more than \$120 a day were removed from analysis.

**Souvenirs:** Responses of more than \$500 per person were removed.

**Groceries:** Responses of more than \$50 per person, per day were removed.

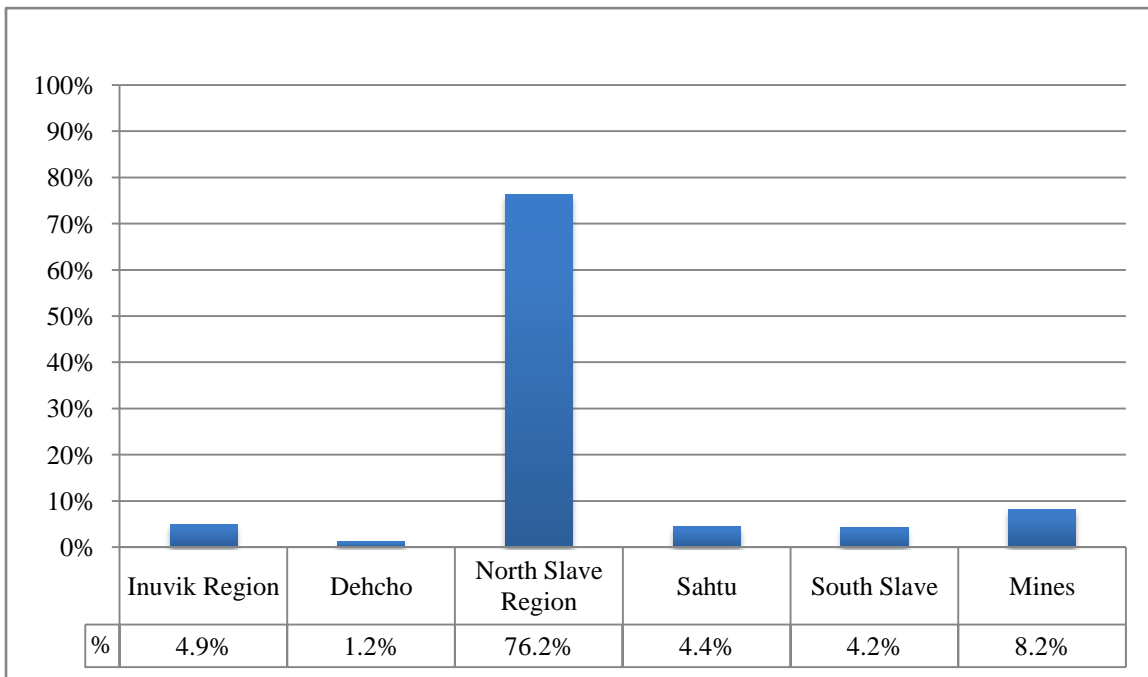
# Analysis by Region

*In this section, we compare the responses of business travellers that travelled to different regions. All business travellers surveyed were divided into different groups based on their destination region. Six regions are included in this analysis: Inuvik Region, Dehcho Region, Sahtu Region, South Slave Region, North Slave Region, and those who travelled to a mine anywhere in the Northwest Territories, which we have grouped separately due to their unique characteristics under the title Mines.*

*The purpose of this section is to highlight differences between groups of business people that travel to each region and provide information that will be valuable to tourism stakeholders in each region.*

A large majority of people surveyed travelled on business to the North Slave Region. In our sample, this group makes up 76.2% of all business travellers. Almost everyone travelling to the North Slave Region was on their way to Yellowknife (99.5%).

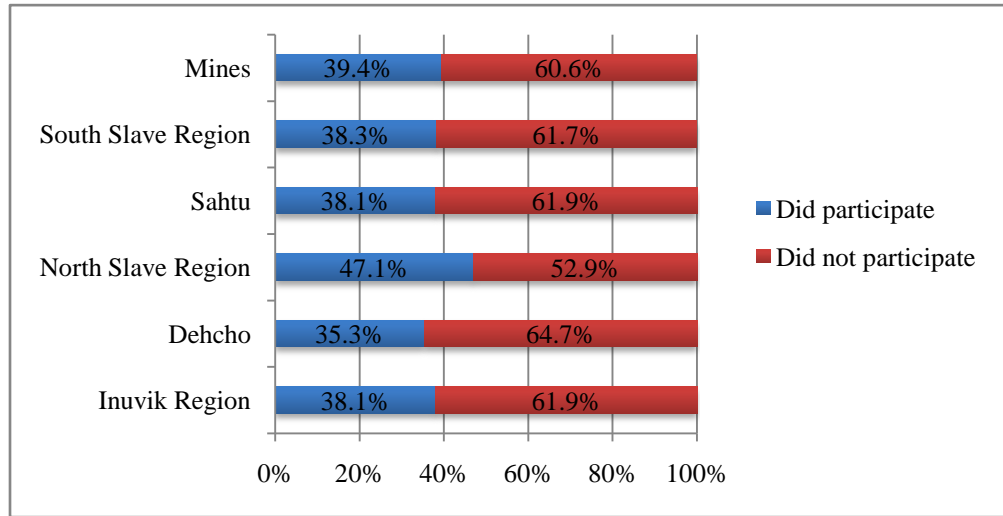
**Figure 1: Business Travellers by Region**



## Tourism Activities

In all regions, the rate of participation in a tourism activity was below 50% and almost no other reason for not participating was given other than a lack of free time. The highest rate of participation was 47.1% in the North Slave Region.

**Figure 2: Rate of Participation in Tourism Activity by Region**



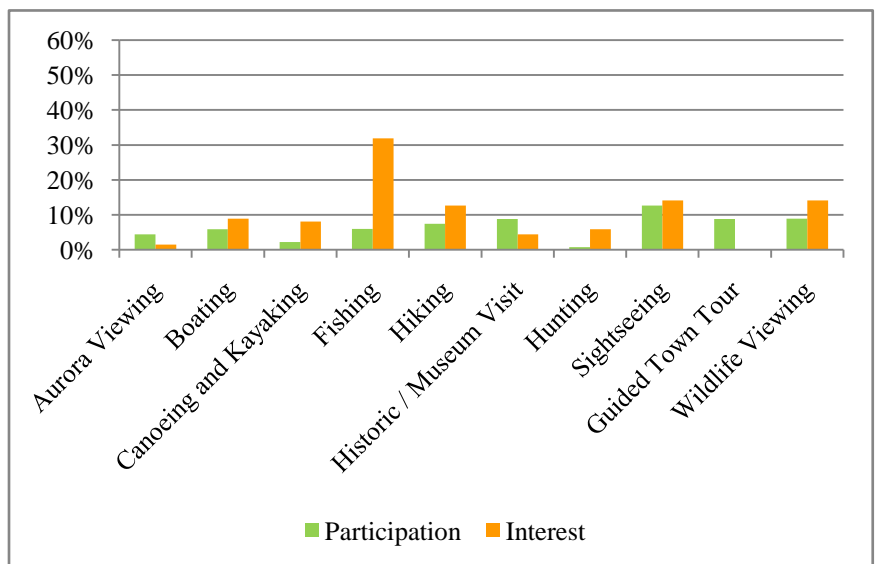
### Interest and Participation

Figures 3 to 9 compare rates of interest and participation in various tourism activities in each region. Participation rates (green) indicate what percentage of business travellers in each region participated in the specific tourism activity. Interest rates (orange) indicate what proportion of business travellers in each region specified an interest in participating in a given tourism activity in the future.

#### *Inuvik Region*

Business travellers in the Inuvik Region were most likely to participate in sightseeing (12.6%), wildlife viewing (8.9%), a guided town tour (8.8%) or historic site tours and museum visits (8.8%). Despite a significant amount of interest in fishing (31.9%), only 6% of visitors went fishing.

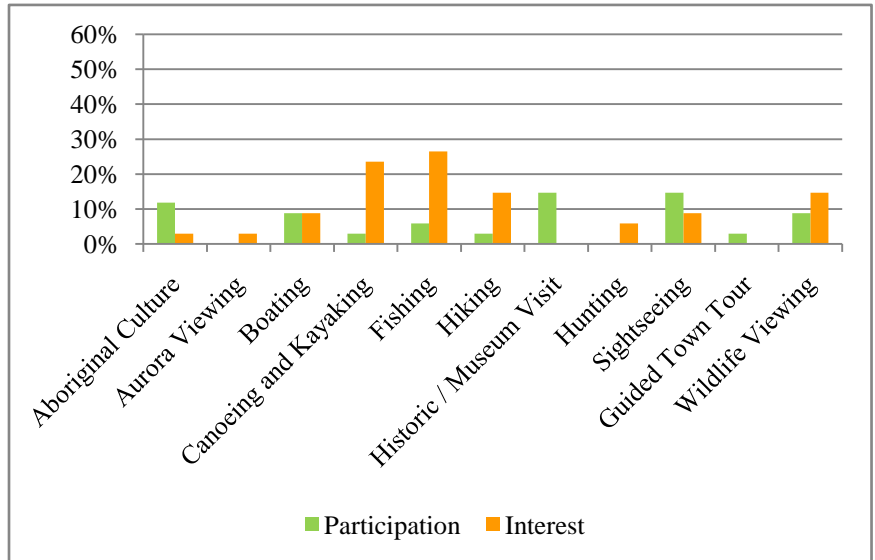
**Figure 3: Tourism Activities - Inuvik Region**



**Figure 4: Tourism Activities – Dehcho Region**

*Dehcho Region*

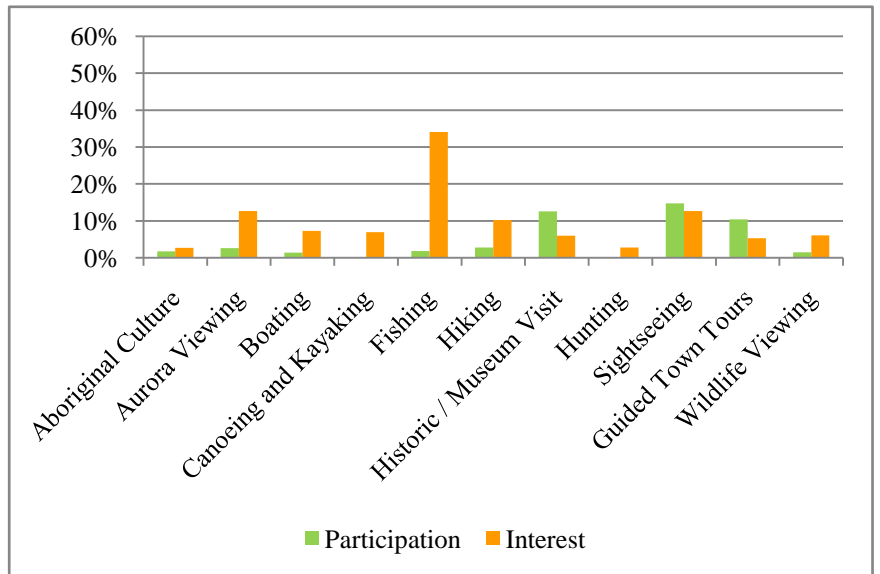
In the Dehcho Region there was a significant amount of interest in canoeing and kayaking, fishing, wildlife viewing and hiking but very few participated in these activities. The highest rates of participation were in historic/museum visits (14.7%), sightseeing (14.7%), and Aboriginal culture (11.8%), although these activities had lower rates of interest.



**Figure 5: Tourism Activities – North Slave Region**

*North Slave Region*

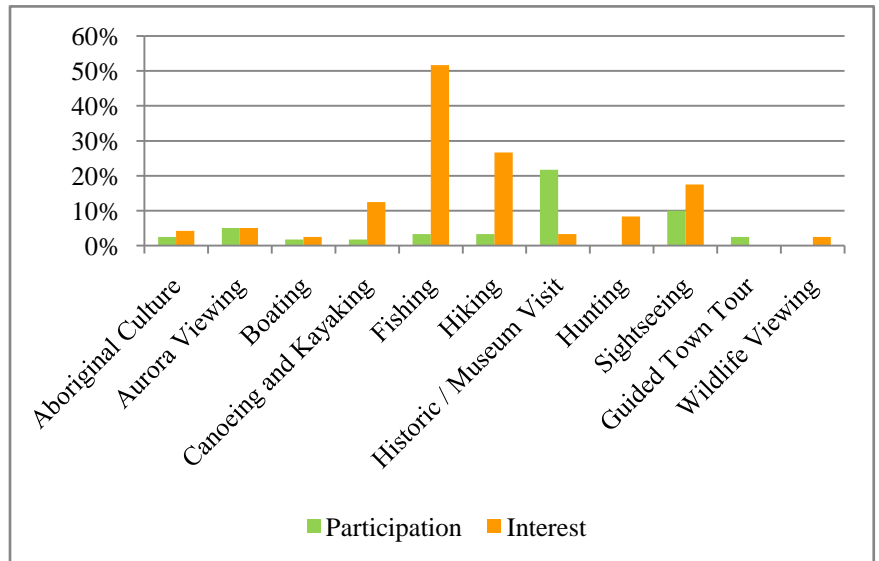
The only activities in the North Slave Region that had participation rates over 10% are historic site/museum visits (12.6%), guided town tours (10.4%) and sightseeing (14.7%). These were also the only activities that had interest rates lower than participation rates. In all other cases, there were less people participating in activities than there were interested. The greatest discrepancy between interest and participation was seen in fishing, where only 1.8% participated, despite an interest rate of 34.1%.



*Sahtu Region*

In the Sahtu Region the highest participation rates are in historic site and museum visiting (21.7%) and sightseeing (10%). Interest in historic site and museum visiting is lower than participation (3.3%), while interest in sightseeing is higher (17.5%). The discrepancy between interest and participation rates among business travellers in the Sahtu Region is large in some cases; only 1.7% of business travellers went canoeing or kayaking, yet 12.5% indicated an interest in doing so. Only 3.3% went fishing but 51.7% would like to go fishing on a future trip. Finally, the participation rate for hiking was 3.3%, while the interest in hiking was 26.7%.

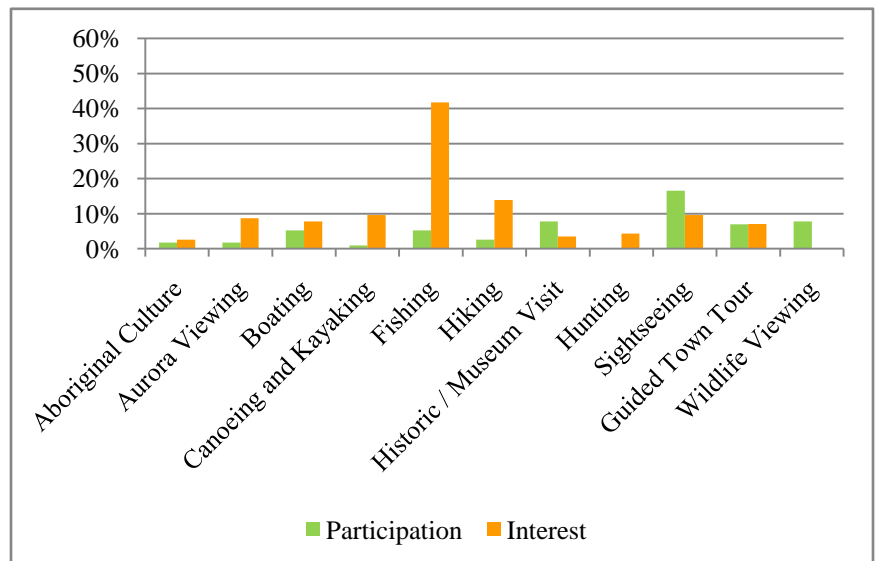
**Figure 6: Tourism Activities – Sahtu Region**



*South Slave Region*

In the South Slave Region participation for all activities was lower than interest rates with the exception of historic site/museum visits and sightseeing. Fishing had the highest amount of interest (41.7%), but only 5.2% of business travellers in the South Slave went fishing. Interest in canoeing and kayaking was nearly 10%, but only 0.9% participated.

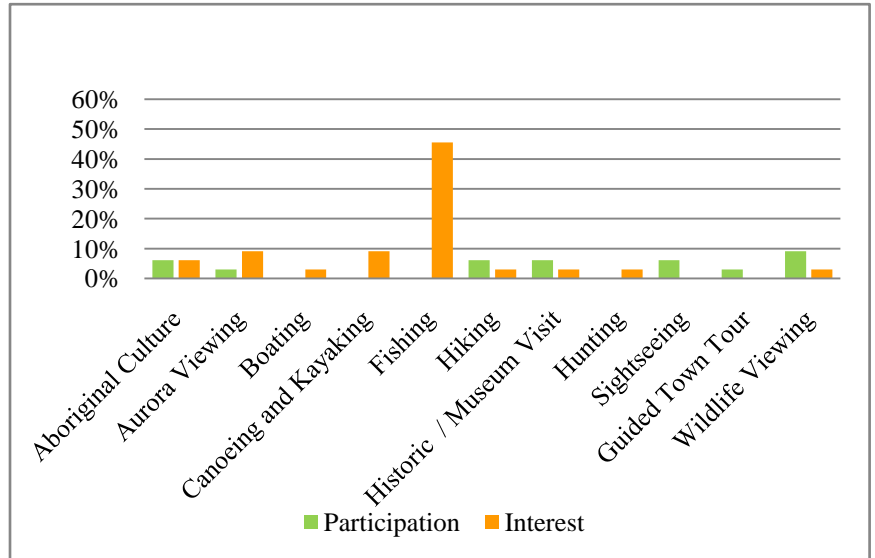
**Figure 7: Tourism Activities – South Slave Region**



*Mines*

There was not a lot of participation by respondents who's main destination was a mine; the highest participation rate was in wildlife viewing at 9.1%. However, there is a significant amount of interest in fishing among these business travellers; despite a participation rate of 0%, 45.5% of respondents said they would be interested in going fishing on a future trip.

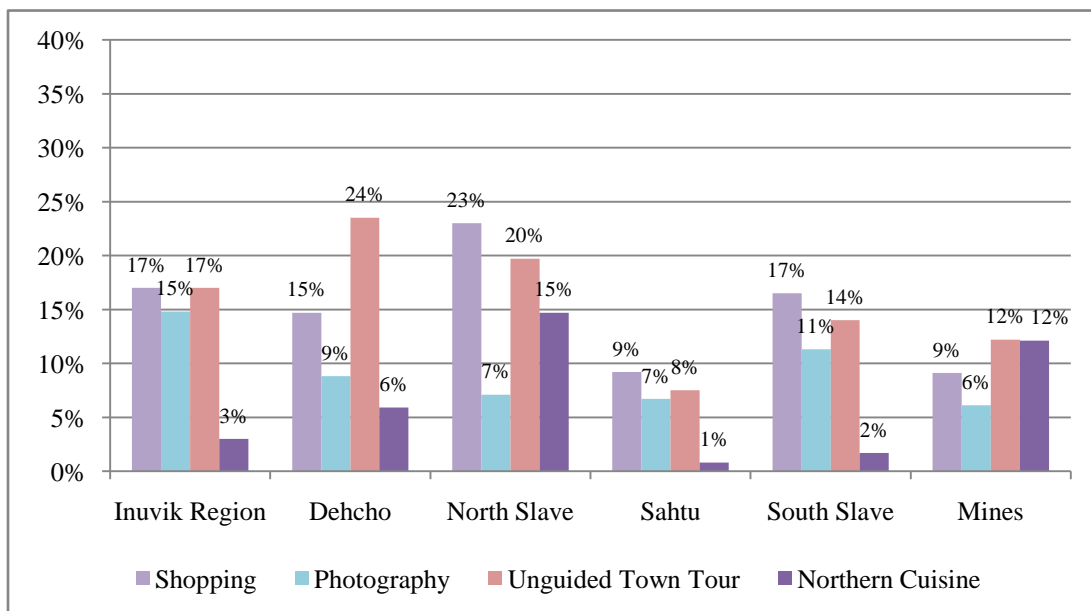
**Figure 8: Tourism Activities – Mines**



**Additional Activities**

Shopping was most common among business travellers in the North Slave (23%) and Inuvik Regions (17%). Business travellers to the Mines and Sahtu Region shopped the least of any group (9.1% and 9.2%, respectively). Photography was most common among business travellers in the Inuvik Region (14.8%) and South Slave Region (11.3%). More business travellers took unguided town tours in the Dehcho Region than anywhere else (23.5%); however it was also common among business travellers in the North Slave Region (19.7%) and Inuvik Region (17%). Experiencing northern cuisine was most common among visitors to the North Slave Region (14.7%) and business travellers visiting the Mines (12.1%).

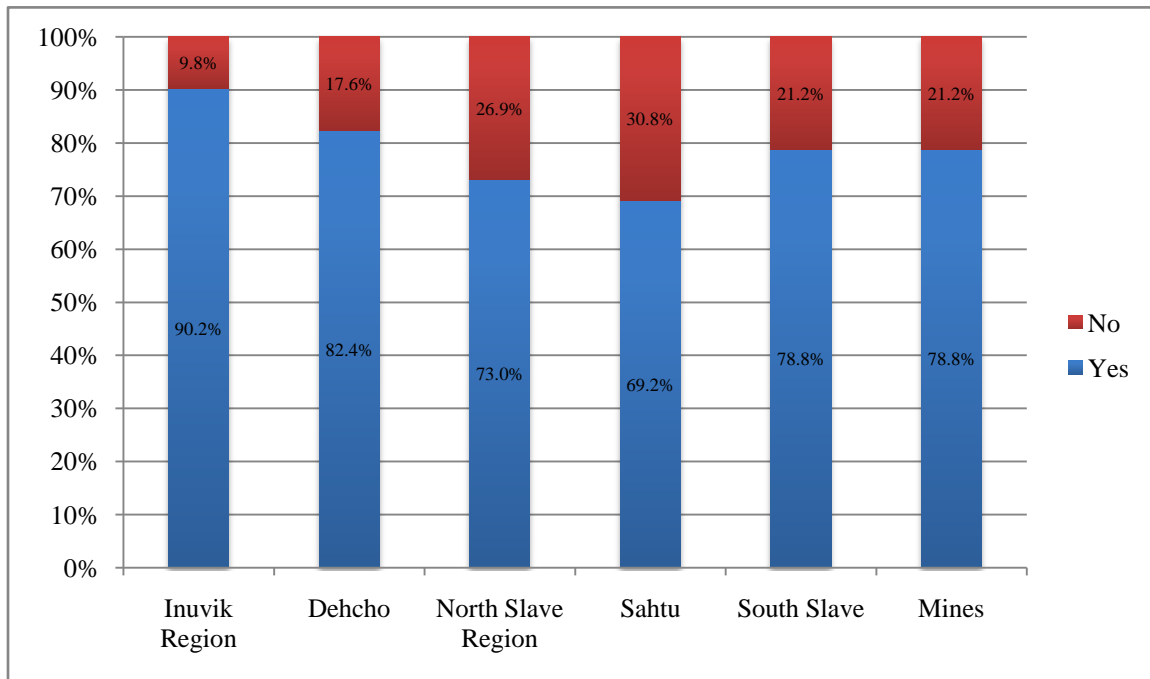
**Figure 9: Additional Tourism Activities by Region**



## Promotional Materials

Most business travellers in all regions noticed promotional materials. The Inuvik Region travellers reported that they saw promotional materials the most often (90.2% of the time).

**Figure 10: Promotional Materials by Region**

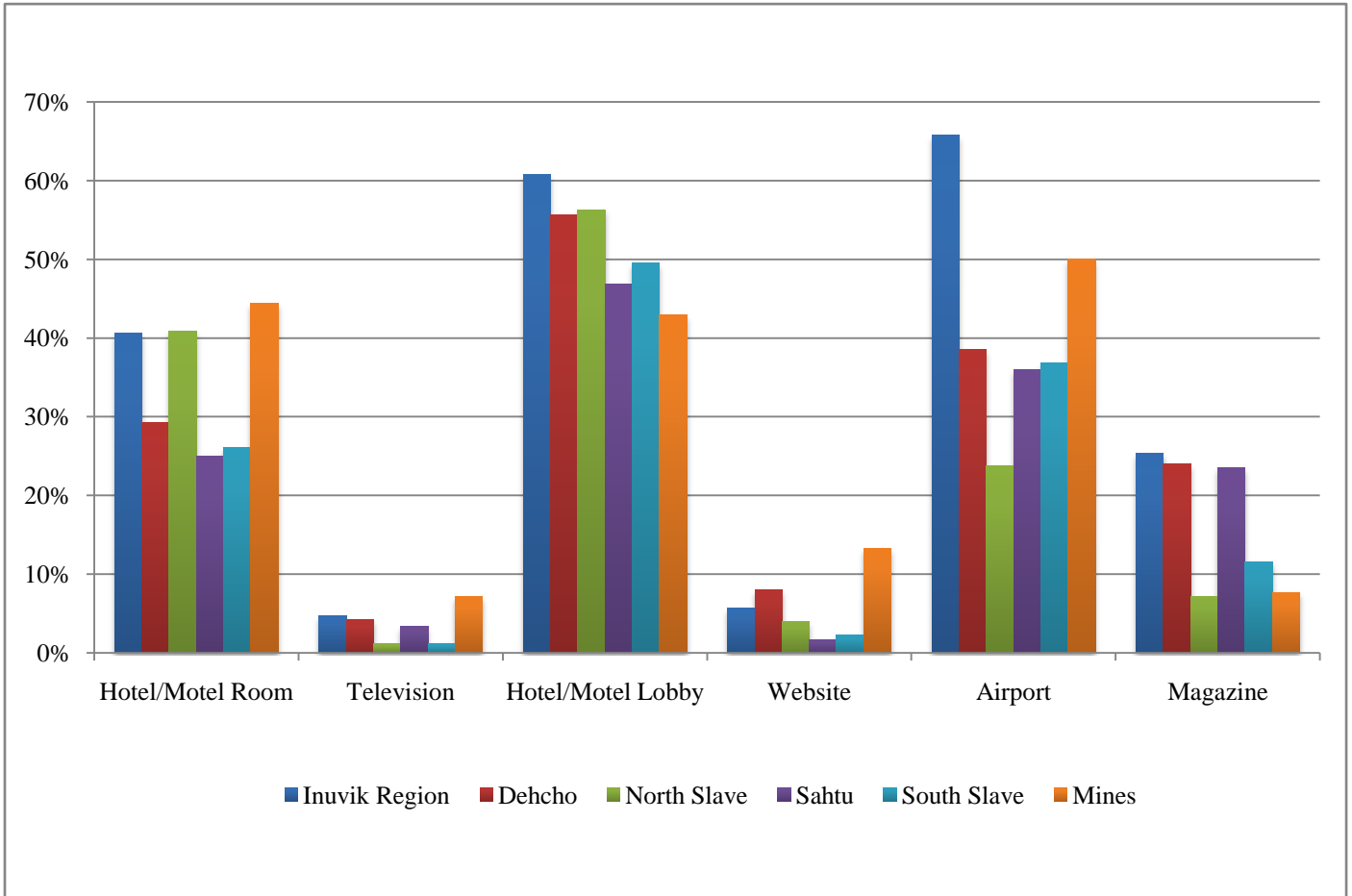


However, less than 25% of the business travellers to any region participated in a tourism activity that they read about in a promotional item. The highest occurrences where business travellers participated in a tourism activity that was promoted in a promotional item were in the North Slave (22.3%) and the Inuvik Regions (18.6%). No one from the Mines and very few from any other region participated in a tourism activity that they read about in a promotional item.

The most common places for promotional materials to be noticed in every region were: in a hotel/motel room, the hotel/motel lobby or at the airport. Promotional materials in magazines are most often recognized in the Inuvik, Dehcho and Sahtu Regions.

It was less common for business travellers to notice promotional materials in a hotel/motel room in the Sahtu Region (25%) than in other regions (average of 34.4%). Visitors to the Mines noticed promotional materials in a hotel/motel lobby less than visitors from other regions; on average, 51.9% of visitors to these regions saw a promotional item in a hotel/motel lobby, but only 42.9% of visitors to the Mines did. Business travellers who travelled to the North Slave Region were the least likely to spot promotional materials in the airport; only 23.7% reported seeing a promotional item there which is almost half of the inter-group average of 41.8%.

**Figure 11: Where Promotional Materials were noticed in each Region**

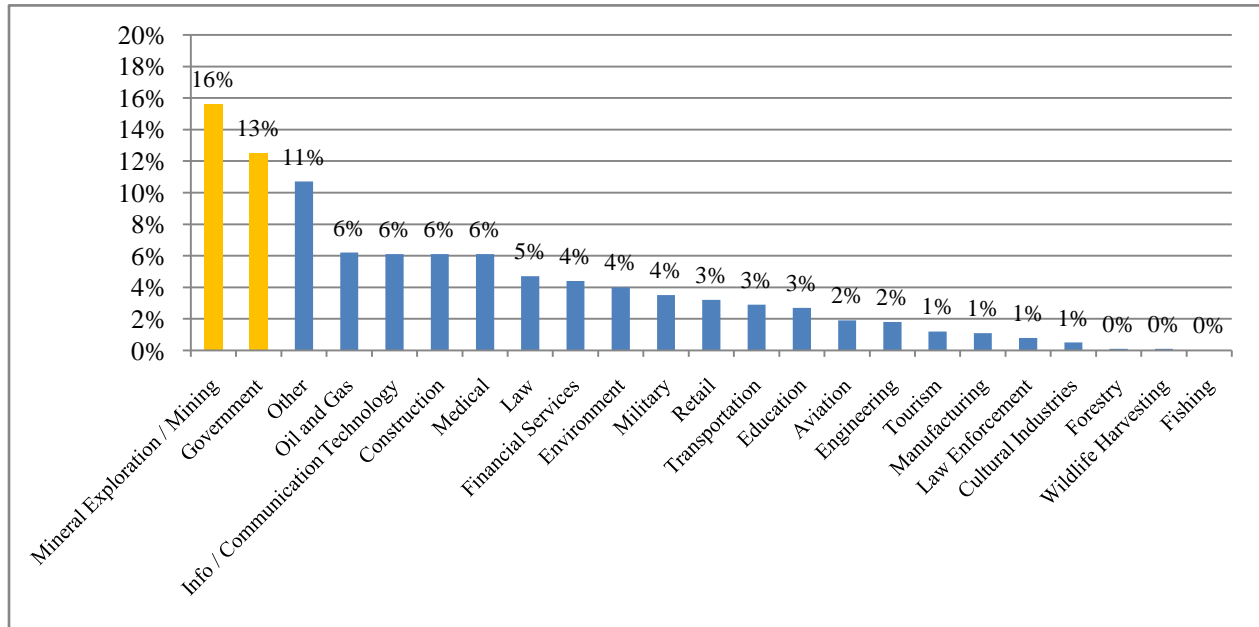


# Analysis by Industry

In this section, business travellers from the Mineral Exploration/Mining Industry and Government employees are compared as they are the two largest groups of business travellers that visit the NWT each year. As it is possible that certain differences exist between the travel desires, expectations and behaviours of business travellers in different industries, this section aims to demonstrate those differences.

In grouping business travellers by industry, we were able to gain a sense of the proportion of the business traveller population from each industry. Figure 1 shows the diversity of this population. The industries with the greatest number of business travellers were the mineral exploration/mining industry and government as they account for 15.6% and 12.5%, respectively.

**Figure 1: Industry of Employment of Business Travellers**



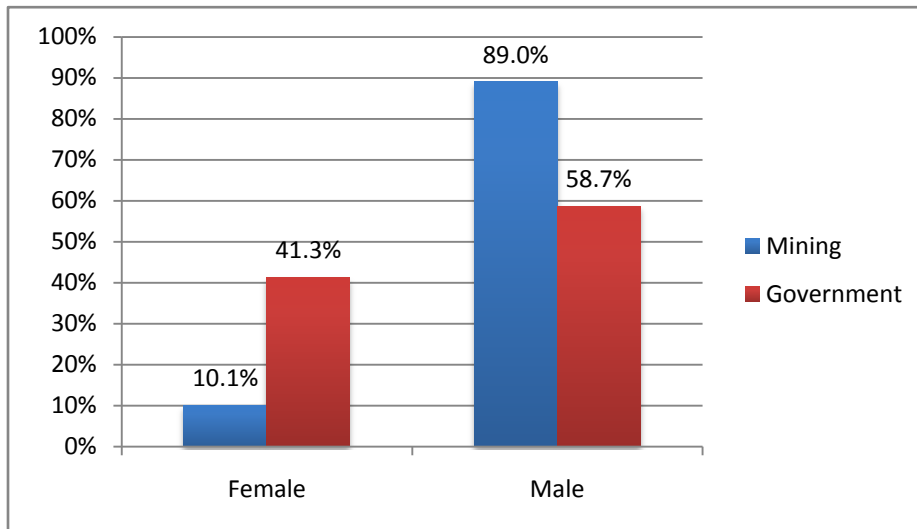
## Demographic Information

Between these industries, there was little difference between the education levels and annual household incomes of business travellers – 68.3% of business travellers within the mining industry and 75.3% of business travellers within the government had a University degree, master’s degree or PhD. In terms of income, most respondents fell into the higher categories – 74.3% of business travellers within the mining industry and 76.8% of those within the government reported incomes of over \$90,000 a year.

The age range profiles of business travellers within the mining industry and government were also similar. Approximately half of both populations were between the age of 40 and 54. However, there were

significant differences between the gender of the travellers. Mining industry members were predominantly male (89%), whereas women made up a large portion of the government employees (41.3%).

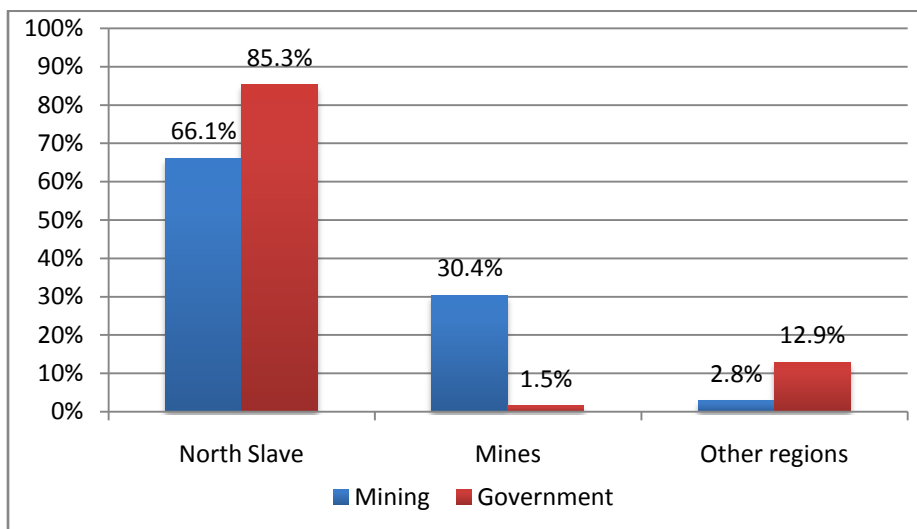
**Figure 2: Gender by Industry**



### Business Travel in the NWT

In general, mining industry members tended to travel exclusively to Yellowknife and mines on business. Government employees were more likely to travel to other regions in the NWT as well as Yellowknife, but not the mines.

**Figure 3: Primary Destination by Industry**



Both business travellers in the mining industry and the government were likely to have travelled to the NWT before (over 75% in both industries) and in both cases, most business travellers (over 85 %) in both industries stayed for under a week.

## Participation in Tourism Activities

A significant difference between these populations was their rate of participation in tourism activities. In Figure 4, participation trends are almost inverted between the two industries. Mining industry members participated significantly less than government employees (35.4% and 62%, respectively) in tourism activities.

**Figure 4: Participation in Tourism Activities by Industry**

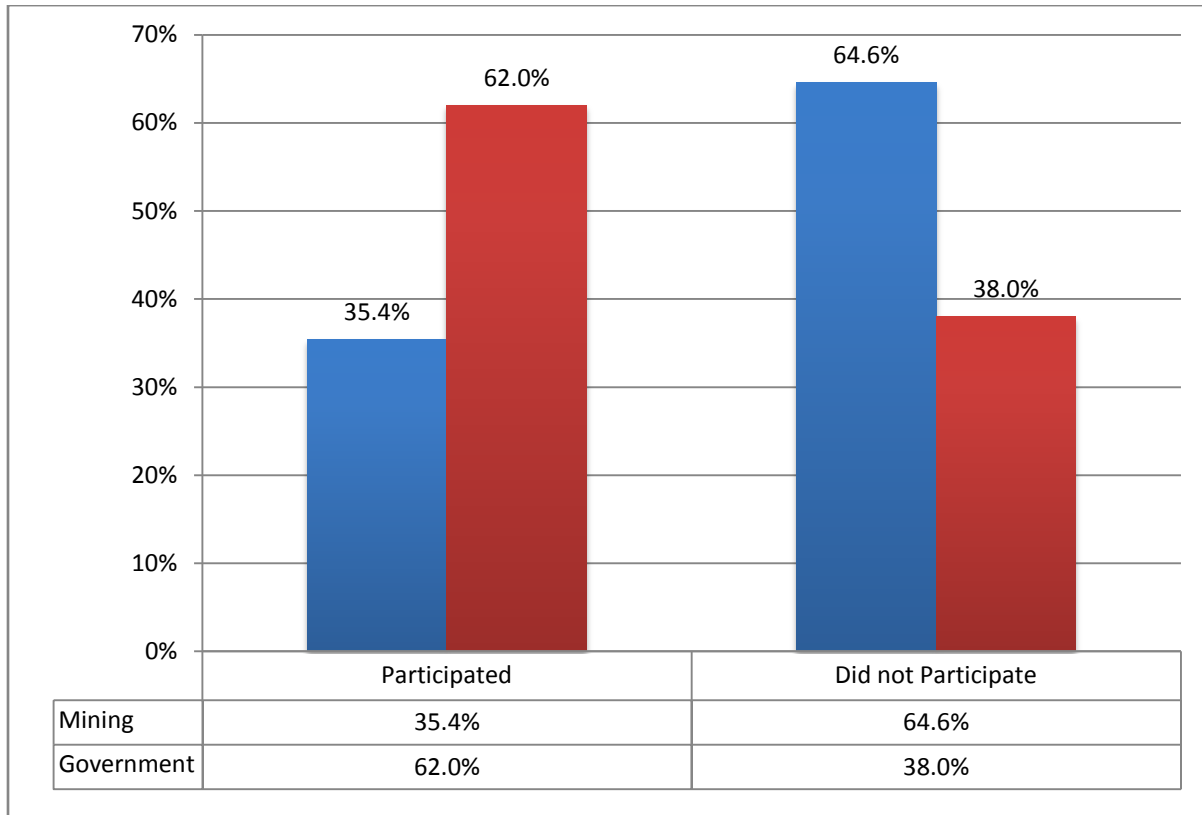
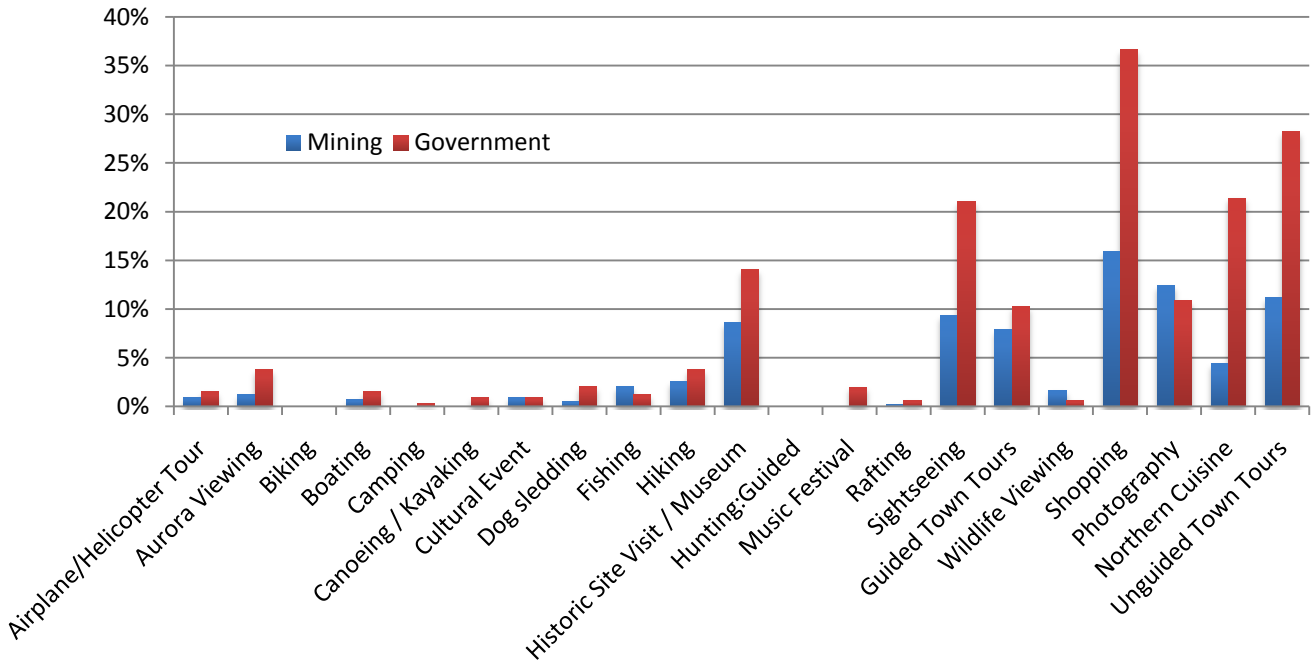


Figure 5 shows the difference in participation rates amongst specific activities. In general, government employees participated more in almost every activity than mining industry members, with the exclusion of photography and fishing.

These differences may be accounted for by the levels of interests between these two groups in participating in tourism activities (Figure 6). Government employees also show higher rates of interest in participating in specific tourism activities than mining industry employees, with the exceptions of fishing and hunting. Likewise, these higher rates of interest for fishing among mining employees may account for higher rates of participation.

**Figure 5: Participation in Tourism Activities by Industry**



**Figure 6: Interest in Tourism Activities by Industry**

