

**Government of the Northwest Territories  
Department of Industry, Tourism and Investment  
2008 Trip Diary Study  
Final report  
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## Introduction

The Government of the Northwest Territories (GNWT), through the Department of Industry, Tourism and Investment (ITI), has a mission to provide quality programs and services to support economic prosperity and community self-reliance in the Northwest Territories (NWT). To further its mission, ITI retained **kisquared** to conduct the 2008 Trip Diary Telephone Survey. This annual survey captures information about visitor characteristics, trip characteristics, travel attitudes and spending patterns over a full range of visitors.

## Objectives

The primary objectives of the telephone survey are:

- To profile visitors to the Northwest Territories, specifically road travellers;
- To obtain and record detailed information on travellers to the Northwest Territories, including trip characteristics, spending patterns, travel attitudes and motivations, and demographic characteristics; and
- To obtain and record information on usage and utility of the 2008 Trip Diary.

## Methodology

**Figure 1 INTERCEPT POINT**

Intercept point	2006	2007	2008
60 <sup>th</sup> Parallel	51%	31%	31%
Dawson City	30%	52%	44%
Fort Simpson	3%	17%	3%
Deh Cho Passport	-	-	22%
Inuvik	10%	-	-
Fort Liard	2%	-	-
Sambaa Deh	1%	-	-
Blackstone	1%	-	-
Airports	1%	-	-
	100%	100%	100%

## Fielding

- **kisquared** began this survey by reviewing the 2007 Trip Diary questionnaire in close consultation with GNWT project personnel.
- In preparation for fielding the survey, GNWT project personnel sent **kisquared** a list of new contacts each week. The process was as follows:
  - GNWT sent the weekly contact list to the **kisquared** sample manager via email, with a read receipt and a figure representing *total contacts sent to date* in the email message. The sample manager then returned the read receipt and also replied with an email message confirming the *total contacts received to date*. This ensured that total contacts sent was equal to total contacts received and ensured that all contact information collected became part of the sample.
  - The sample manager removed unusable contacts from the sample before fielding. “Unusable contacts” were defined as numbers having too many / too few digits, or a number identical to a previously-received contact. The sample manager kept a tally of unusable contacts cleaned out of the database and reported these in the *Call Record Reports* submitted to the GNWT every two weeks throughout fielding.
- Senior **kisquared** interviewers were briefed to conduct all interviews. For each question involving dollar amounts and nights stayed, additional instructions to interviewers were included in the questionnaire if the response fell within parameters that required probing for validation. The parameters, which are specific to each question, are the same as those given in this report’s *Appendix B: Outlier report*. The instructions and parameters were designed to flag most outlier responses at the time the response is recorded. Interviewers were required to record how each outlier response was validated by the respondent; these notes were then entered into the data file and reviewed by an analyst.
  1. Following field trials (10 pre-test surveys), telephone interviews were completed with 745 individuals within three business days after their (estimated) date of return home. Call records were kept for all calls, including completed interviews, incomplete interviews, refusals, and out-of-scope calls. Updated call record summaries in table form were emailed to GNWT project personnel once every two weeks.
  2. A callback protocol of seven attempts per sample point was used throughout this project. **kisquared**’s experience with past trip diary studies has shown that this number of attempts would be needed to achieve the desired response rate.
  3. Telephone calls were made on weeknights and weekends, taking time zones into consideration.
  4. During fielding, respondents’ answers were recorded directly onto hard-copy questionnaires, and then entered using industry-standard software (SPSS Data Entry 4.0). Trained and experienced data entry operators keyed each survey’s data into two separate files. Both data files were then error-checked by electronically comparing them to each other. Any discrepancies in the data were automatically identified, and were resolved by the **kisquared** operators from the original hard-copy questionnaire.
  5. **kisquared** supervisors routinely verified 10% of all completed paper surveys. The maximum interviewer-to-supervisor ratio during any shift was 12:1. Interviewers were monitored 100% during briefing and at project outset for quality control.

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- The survey was also translated into German and telephone interviews were conducted with German-speaking travellers.
- Frequency and descriptive statistics were run and reported on where appropriate. Variables were then recoded, with categories collapsed or excluded in some cases (a necessary step for testing using *chi-square* analysis), and cross-tabulated with other variables, with those cross-tabulations tested for statistical significance. Where possible, each variable was cross-tabulated with each of the following variables:
  - Location (intercept points);
  - Number of nights in the NWT (Q2);
  - First-time NWT travellers (Q4);
  - Primary destination (Q5);
  - Region of origin (Q11);
  - Primary focus of the trip (Q13);
  - Travel party composition (Q9 and Q16);
  - Recall of "Spectacular Northwest Territories" tagline (Q43);
  - Education level (Q129); and
  - Household income (Q131).
- Where significant, cross-tabulation data has been discussed in the body of the report under the relevant sections. Respondent groups that have a bias toward or against certain responses are listed as such alongside each response variable.
- Factor analysis was run on a series of 23 questions, each measuring the importance of a particular destination attribute in a traveller's vacation destination decision. While factor analysis is sometimes used as a step in further modelling (e.g., through multiple regression), in this study it was used to meet the final objective listed under "Objectives" above. Further details of the factor analysis conducted for this report can be found in *Appendix C: Methodological notes regarding factor analysis*.

## Reporting

This report presents all relevant and significant findings revealed by the analyses described above. Where possible, visitor characteristics have been compared to those from the 2006 and 2007 trip diary reports. Where frequencies are reported, including in charts and tables, responses of *don't know* and *refusals* are excluded.

## Terminology

The following terms are used throughout this report:

- **Visitors** means all those represented in this study, namely, individuals who visited the NWT between May and October 2008, received a Trip Diary, and participated in a telephone interview about their recent trip to the NWT. The timing of the trip diary distribution extends slightly more into the shoulder season than in 2007, which targeted June to September visitors.
- **2008 visitors** refers to the same population as above, but is used when comparing this study's findings with 2007 study findings.

- **2007 visitors** means those who received an NWT Trip Diary and participated in a telephone interview about their 2007 trip to the NWT.
- Due to small numbers of outdoor adventurers (both guided and unguided), it was necessary to pool such visitors together for cross-tabulations. Members of this combined category are referred to as **outdoor adventurers** where cross-tabulations are reported. For the same reason, hunters and unguided fishers are included in the “other” category.
- **German-speaking visitors** (or **German speakers**) means visitors who speak German and currently reside in Germany, Switzerland or Austria (not necessarily their country of origin).
- **Intercept** refers to the location where the visitor received their Trip Diary.
- **VFR** is short for visiting friends and relatives.
- Where **expenditures** are reported, they represent expenditures exclusively for respondents to this study, and do not represent the expenditures of all visitors to the NWT.

This report consists of the following sections:

- *Introduction* (objectives, methodology, reporting);
- *Executive summary* (key findings);
- Study findings are presented in full under the following headings:
  - *Trip planning*;
  - *Advertising*;
  - *Trip characteristics*;
  - *Trip Diary usage*;
  - *Trip expenditures*; and
  - *Visitor profile*.
- *Appendix A: Call outcomes report*;
- *Appendix B: Outlier report*;
- *Appendix C: Methodological notes regarding factor analysis*;
- *Appendix D: Cross-tabulations of factor scores*; and
- *Appendix E: Survey marginals* (the raw questionnaire, with frequency data included for each question).

## Executive summary

The Government of the Northwest Territories (GNWT) Department of Industry, Tourism and Investment (ITI) retained **kisquared** to conduct the 2008 Trip Diary Study, including data capture, analysis and reporting. This annual survey – generated from interviews with NWT visitors who have received a trip diary at one of the 60<sup>th</sup> Parallel, Dawson City or Fort Simpson Visitor Centres or as a Deh Cho Passport recipient – captures information about visitor characteristics, trip characteristics, travel attitudes and spending patterns over a full range of visitors. This study follows up the Trip Diary study conducted in 2007; comparisons are presented where relevant.

### Who visits the NWT?

- Nearly two thirds of visitors travel in a party of two people, with most of those travelling as a couple. Travel in groups of more than four is relatively uncommon.
- Visitors to the NWT are mostly Canadian (76%) or American (18%). Visitors from the US tend to be drawn from west coast states. Two-thirds of visitors are aged over 50 and the male-female ratio is nearly even.
- Two thirds of visitors have a post-secondary degree, diploma or certificate. One in five have a university degree at the Masters or PhD level. One in every two visitors in 2008 is retired. Visitor household income is higher than in 2007; in 2008, most have income of \$70,000 or more and more than one third have income of \$90,000 or more.

### Why visit the NWT?

- Three quarters of visitors selected only the NWT and considered no others when they chose their destination. Those who considered competing destinations before choosing the NWT were most likely to consider Alaska, the Yukon or British Columbia.
- In choosing a vacation destination, the attributes visitors rate most important are outstanding scenery, viewing wildlife, and parks and wilderness areas. This is unchanged since 2007.
- The top reasons visitors give for visiting the NWT are: wilderness, isolation, the landscape or wildlife; general interest in the NWT; and having always wanted to visit.
- Just over half of all visitors report having seen or heard “Spectacular Northwest Territories” or “Purely Spectacular.” By comparison, 32% of visitors recalled “Look Up North” in 2007.

### When and how do visitors plan their trip?

- Most visitors start thinking about a trip to the NWT one year or less before taking the trip, with ten to twelve months the most common timeframe. Nearly two thirds make a firm decision within six months before going, with less than three months the most common timeframe.
- Visitors from Eastern Canada, the US and German-speaking Europe, those seeking outdoor adventure and the Deh Cho-destined tend to plan for a longer period, while those from Western Canada, VFR travellers and the South Slave-destined plan for a shorter period.

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- The most popular information sources used by visitors to plan their trip to the NWT include: the Internet (in general); maps; *The Milepost*; travel guides and books; and word of mouth. Travel agents, newspapers and television or radio stations are used by relatively few.

### Who are first-time and repeat visitors?

- This was a first visit to the NWT for 78% of visitors in 2008, up from 71% in 2007. Short-stay visitors and those from anywhere in North America other than the Prairie provinces are more likely first-time visitors.

### How and where do visitors travel in the NWT?

- The average length of trip to the NWT is 6.5 nights, about the same as in 2007. Two to four trip nights are most popular. Those tending to have longer stays: outdoor adventurers; those who have heard or seen “Spectacular”; Deh Cho Passport participants; repeat visitors; and those destined for the Deh Cho or South Slave.
- The most popular primary destinations in the NWT are Inuvik and Yellowknife, and the most popular secondary destinations are Hay River, Fort Providence, Fort Simpson and Yellowknife. Most visitors also visited regions outside the NWT on their trip, with British Columbia, Alberta and the Yukon the most popular of these.
- Most visitors travelled to their primary and secondary destinations by car or truck (owned). Only 1% of visitors reported arriving to the NWT by air. This is likely a result of the intercept methodology of this study.
- Government campgrounds are used by most visitors, for an average stay of close to six nights. Hotel or motel accommodations are used by one-third of visitors, the average stay being about three nights. While wilderness campers are small in numbers (4%), their stay is the longest – close to 9 nights on average.
- With an 84% usage rate, Visitor Information Centres are by far the most popular information source for visitors to the NWT, though the study’s intercept methodology has likely inflated this figure. However, outdoor adventurers are least likely to use Visitor information centres.

### What do visitors do when they visit?

- As in 2007, three quarters of visitors travel for general touring. Eight percent arrive to visit friends or relatives. German-speaking and American visitors are more likely to have a general touring trip focus, while Canadians, especially those from the Prairies, are more likely to be visiting friends and relatives. German-speaking visitors are less likely to focus on outdoor adventure.
- Sightseeing and photography are the most popular activities, followed by camping, buffalo viewing, museum visits, wildlife viewing, visiting historic sites and shopping. These are participated in by a majority of visitors.



- Some visitors wanted to participate in activities that were not available to them on their trip to the NWT, usually due to difficulty accessing the activity, the unavailability of the activity, bad weather or cost. Activities involving Tuktoyaktuk and Nahanni National Park were prominent among the missing activities noted.
- Seventeen percent of travel parties purchased at least one fishing license; this is close to the 16% recorded in 2007. Very few travel parties purchased more than two fishing licenses.
- Nearly half of visitors visited a Territorial or National Park during their trip. The most popular parks include Wood Buffalo National Park, Twin Falls Territorial Park, Lady Evelyn Falls Territorial Park and Fred Henne Territorial Park. The percentage who reported visiting Nahanni National Park declined from 22% to 9% from 2007 to 2008.
- Slightly more than half report having heard of the Deh Cho Travel Connection Loop; this is up by nearly twenty points since 2007. Of those who have heard of it, 63% have travelled it. Those who have heard of it but who have not travelled it tend to say it is too far out of the way or that they did not have time.
- Twenty-one percent of visitors participated in Aboriginal activities during their trip, which is down ten points from 2007. Participation usually consisted of watching dancing, participating in traditional events or ceremonies or meeting, talking with or eating with local Aboriginal people.

#### **Are visitors satisfied?**

- Visitors tend to be highly satisfied with the activities they participate in, with most garnering a greater than 4 out of 5 satisfaction score. Lowest scores were given for golfing, shopping, hunting and bird watching. Highest rated are photography, airplane and helicopter tours, guided vehicle tours, canoeing, guided walking tours, guided fishing and rafting.
- Visitors rate the quality of visitor centres, airports and hotels and motels and the value for money in campgrounds the highest. The price of arts and crafts is rated lowest, followed by roads and highways, the value for money in restaurants and the variety of tours. Airports and value for money in hotels and motels show an increase since 2007, while campground service and amenities and value for money show a decrease.
- Fifty-four percent of visitors can be considered NWT promoters, based on their willingness to recommend the NWT to others. Thirteen percent are detractors and 32% are passively satisfied. This gives the NWT a net promoter score of 41%, which is a relatively strong score that nevertheless allows room for growth to “world class” levels of 75%-plus.

#### **What do visitors spend their money on?**

- Most travel parties paid for groceries, fuel, dining, camping and souvenirs. Nearly one-half bought arts and crafts. Expenditures are largely consistent with those recorded in 2007; increases are noted in the following areas: bed and breakfasts, arts and crafts, tours, dining and fuel.

- Overseas visitors spend dramatically more on pre-paid packages than do North American visitors. Those intercepted at Fort Simpson and guided outdoor adventurers also pay more for pre-paid packages than other travellers. Guided outdoor adventurers also spend more than others on camping, tours and airfare.
- VFR travellers tend to spend little when travelling; however, they do tend to spend more than others on groceries and souvenirs.

### **What motivates different visitor groups?**

Factor analysis was undertaken to condense a series of destination attributes to better understand how they motivate visitors to the NWT in order to inform future research endeavours. An outline of this analysis is provided in Figure 2 below, and the findings are described in detail starting on page 16.

**Figure 2 SUMMARY OF FACTOR ANALYSIS**

Factor	Attribute concept measured	Variance explained by factor	Questions related to factor	Segments most driven by concept*	Variable that best represents factor*
1	Safe, urban and indoor activities	19.4%	Q95, 100, 101, 103-106 (all positive)	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel</li> <li>Destination: S. or N. Slave</li> <li>Origin: Canada</li> <li>Education: HS or less</li> </ul>	Q103 Interesting shopping (.590)
2	Hard outdoor adventure	11.4%	Q90, 91 (positive) Q105, 106 (negative)	<ul style="list-style-type: none"> <li>Age: 50 or under</li> <li>First NWT visit: No</li> <li>Trip focus: outdoor adv.</li> <li>Origin: not Prairie provinces</li> <li>Education: <math>\geq</math> Undergrad</li> </ul>	Q91 Personal challenges (.759)
3	Passive outdoor activity	5.7%	Q93, 94, 97 (all positive)	<ul style="list-style-type: none"> <li>Intercept: Dawson City</li> </ul>	Q93 Viewing wildlife (.790)
4	Self-guided travel	4.4%	Q88, 99-103 (all negative)	<ul style="list-style-type: none"> <li>Intercept: Deh Cho Passport</li> <li>Trip focus: General touring</li> <li>Recall "Spectacular": no</li> <li>Parks visitor: Yes</li> <li>Origin: US</li> </ul>	Q99 Package tours to destination (-.746)
5	Money is no object (in selecting destination)	3.6%	Q98, 108, 109 (all negative)	<ul style="list-style-type: none"> <li>Origin: US</li> <li>Education: Graduate</li> </ul>	Q109 Cost to get to destination (-.815)
6	All-weather experiences	3.1%	Q106-109 (all negative)	<ul style="list-style-type: none"> <li>Intercept: Dawson City</li> <li>Destination: Inuvik, Deh Cho</li> <li>Origin: US, German-spknng</li> <li>Trip focus: outdoor adv.</li> <li>Nights spent: &gt;10</li> <li>Education: <math>\geq</math> Undergrad.</li> </ul>	Q108 Reliable weather (-.875)
7	A culture-free visit	2.6%	Q88, 89, 91, 92, 95, 96 (all negative)	<ul style="list-style-type: none"> <li>Destination: North Slave</li> <li>Education: Some P-S or college/technical diploma</li> </ul>	Q89 Unique or different cultural groups (-.747)

Note: \*As determined by high factor scores.

## Trip planning

### Choosing a vacation destination

When travellers are considering which vacation destination to choose, they consider a variety of items. The mean importance attributed to each by visitors is provided in Figure 3. Visitors consider the following most important: outstanding scenery (4.71); viewing wildlife (4.44); parks and wilderness areas (4.39); and personal safety (4.27). Items considered least important include: exciting nightlife and entertainment (1.73) and luxury accommodations (1.80).

The mean importance attributed to each item closely matches that for 2007. Two items show a noted increase in importance from 2007 to 2008: having fun and being entertained (increase of .51 to 4.07) and cost to get to destination (increase of .21 to 3.56).

**Figure 3 IMPORTANCE OF ATTRIBUTES WHEN CHOOSING A VACATION DESTINATION**

Aspect	2007 mean	2008 mean
Outstanding scenery	4.76	4.71
Viewing wildlife	4.48	4.44
Parks and wilderness areas	4.34	4.39
Personal safety	4.18	4.27
High standards of cleanliness and hygiene	4.05	4.11
Having fun, being entertained	3.56	4.07
Learning opportunities	4.06	4.02
Meeting new people	4.03	3.95
Unique or different cultural groups	3.83	3.79
Relaxing break from work	3.56	3.72
Cost of accommodation and meals	3.45	3.62
Cost to get to destination	3.35	3.56
Physical adventure	3.31	3.27
Opportunity to purchase arts and crafts	3.08	3.13
Personal challenges	3.21	3.07
Reliable weather	2.83	2.92
Warm, sunny climate	2.73	2.91
Experiencing nature with a guide	2.72	2.64
Interesting shopping	2.51	2.62
Opportunities to take organized tours	2.70	2.61
Package tours to destination	2.14	2.16
Luxury accommodations	1.75	1.80
Exciting nightlife and entertainment	1.76	1.73

Note: Data from Q88 to Q110. Mean scores are based on a five point scale where one is “not at all important” and five is “extremely important”.

Attributes considered by visitors when choosing a vacation destination differ significantly by traveller characteristics; details are provided in Figure 4 below. The cross-tabulation table below shows the attributes in the left column, those visitor segments *more* likely to rate that attribute as important in the middle column, and those *less* likely to do so listed in the right column. For example, visitors from Eastern Canada are *more* likely to rate *Experiencing nature with a guide* as important, while those from British Columbia or the Yukon are *less* likely to rate this attribute as important in choosing a vacation destination. It is especially noteworthy that intercept and region of origin consistently play a role in importance ratings.

**Figure 4 INFLUENCES ON IMPORTANCE OF DESTINATION ATTRIBUTES**

Attribute	More likely to rate as important	Less likely to rate as important
Experiencing nature with a guide	<ul style="list-style-type: none"> <li>Origin: Eastern Canada</li> </ul>	<ul style="list-style-type: none"> <li>Origin: BC or YT</li> </ul>
Unique or different cultural groups	<ul style="list-style-type: none"> <li>Intercept: Dawson City</li> <li>Destination: Inuvik or Deh Cho</li> <li>Origin: US or German-speaking</li> <li>Education: University or graduate</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel</li> <li>Destination: North Slave</li> <li>Origin: Western Canada</li> <li>Education: Some technical college</li> </ul>
Physical adventure	<ul style="list-style-type: none"> <li>Intercept: Dawson City</li> <li>Trip focus: Outdoor adventure</li> <li>Stay: More than 10 nights</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel</li> <li>Stay: 7 to 10 nights</li> <li>Trip focus: VFR</li> </ul>
Personal challenges	<ul style="list-style-type: none"> <li>Destination: Deh Cho</li> <li>"Spectacular NWT": Have seen or heard</li> </ul>	<ul style="list-style-type: none"> <li>Destination: North Slave</li> </ul>
Learning opportunities	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel</li> <li>Origin: Eastern Canada or German-speaking</li> <li>Education: University or graduate</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dawson City</li> <li>Origin: BC or YT</li> <li>Education: Some technical college or university, or college or technical diploma or certificate</li> </ul>
Viewing wildlife	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dawson City</li> </ul>
Opportunity to purchase arts and crafts	<ul style="list-style-type: none"> <li>Origin: Eastern Canada or Prairie Provinces</li> </ul>	<ul style="list-style-type: none"> <li>Origin: US or German-speaking</li> </ul>
Cost of accommodations	<ul style="list-style-type: none"> <li>Trip focus: VFR</li> <li>Origin: Prairie Provinces</li> <li>Education: High school or less</li> </ul>	<ul style="list-style-type: none"> <li>Trip focus: Outdoor adventure</li> <li>Origin: US or German-speaking</li> <li>Education: Some technical college or university or graduate</li> </ul>
Package tours to destinations	<ul style="list-style-type: none"> <li>Travel party: Alone or family with children</li> <li>Origin: Prairie Provinces or German-speaking</li> </ul>	<ul style="list-style-type: none"> <li>Origin: US</li> </ul>
Exciting nightlife and entertainment	<ul style="list-style-type: none"> <li>Origin: Prairie Provinces</li> </ul>	<ul style="list-style-type: none"> <li>Origin: US or German-speaking</li> </ul>
Interesting shopping	<ul style="list-style-type: none"> <li>Destination: South Slave</li> <li>Origin: Prairie Provinces</li> </ul>	<ul style="list-style-type: none"> <li>Destination: Inuvik</li> <li>Origin: US or German-speaking</li> </ul>

Figure 4 continued...

Luxury accommodations	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel</li> <li>○ Destination: Inuvik or Deh Cho</li> <li>○ Income: \$70,000 to less than \$90,000</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: North Slave or South Slave</li> <li>○ Income: More than \$90,000</li> </ul>
Organized tours	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: South Slave</li> <li>○ Origin: Prairie Provinces</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Deh Cho</li> <li>○ Destination: Deh Cho</li> <li>○ Origin: US</li> </ul>
Having fun, being entertained	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel or Deh Cho</li> <li>○ Destination: Deh Cho, North Slave or South Slave</li> <li>○ Origin: Eastern Canada</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Inuvik</li> <li>○ Origin: German-speaking</li> </ul>
Personal safety	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel</li> <li>○ Destination: South Slave</li> <li>○ Origin: Prairie Provinces</li> <li>○ Education: High school or less, or some technical college or university</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Inuvik</li> <li>○ Origin: US or German-speaking</li> <li>○ Education: College or technical diploma or certificate, or graduate</li> </ul>
High standards of cleanliness and hygiene	<ul style="list-style-type: none"> <li>○ Destination: North Slave or South Slave</li> <li>○ Origin: Prairie Provinces</li> <li>○ Education: High school or less, or some post-secondary</li> <li>○ Income: Less than \$50,000</li> </ul>	<ul style="list-style-type: none"> <li>○ Destination: Inuvik or Deh Cho</li> <li>○ Origin: US or German-speaking</li> <li>○ Education: Undergraduate or higher</li> <li>○ Income: More than \$90,000</li> </ul>
Warm sunny climate	<ul style="list-style-type: none"> <li>○ Intercept: Deh Cho</li> <li>○ Destination: North Slave or South Slave</li> <li>○ Stay: 3 nights or less, or more than 10 days</li> <li>○ Origin: Prairie Provinces</li> <li>○ Education: High school or less</li> <li>○ Income: Less than \$50,000</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Deh Cho</li> <li>○ Stay: 4 to 10 days</li> <li>○ Origin: US or German-speaking</li> <li>○ Education: Graduate</li> <li>○ Income: More than \$90,000</li> </ul>
Reliable weather	<ul style="list-style-type: none"> <li>○ Intercept: Deh Cho</li> <li>○ Destination: North Slave or South Slave</li> <li>○ Origin: Western Canada</li> <li>○ Education: High school or less</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Inuvik or Deh Cho</li> <li>○ Origin: US or German-speaking</li> <li>○ Education: Graduate</li> </ul>
Cost to get to destination	<ul style="list-style-type: none"> <li>○ Education: High school or less</li> <li>○ Income: \$50,000 to less than \$70,000</li> </ul>	<ul style="list-style-type: none"> <li>○ Education: Graduate</li> <li>○ Income: More than \$90,000</li> </ul>
Relaxing break from work	<ul style="list-style-type: none"> <li>○ Stay: 7 to 10 nights</li> <li>○ Origin: Prairie Provinces or German-speaking</li> <li>○ Education: High school or less</li> </ul>	<ul style="list-style-type: none"> <li>○ Stay: More than 10 nights</li> <li>○ Origin: US</li> <li>○ Education: Graduate</li> </ul>

Note: VFR = visiting friends and relatives.

## Factor analysis: vacation destination motivators

**kisquared** measured the importance of 23 different attributes to respondents' choice of vacation destination. The resulting data were analyzed using factor analysis, which condensed the variables into seven conceptual groupings, otherwise known as factors. Further methodological notes are provided in the Introduction and in *Appendix C: Methodological notes regarding factor analysis*.

The seven factors (labels based on **kisquared**'s interpretation) are: *Safe, urban and indoor activities*; *Hard outdoor adventure*; *Passive outdoor activity*; *Self-guided travel*; *Money is no object*; *All-weather experiences*; and *A culture-free visit*. Details of each, including their relationship with the 23 destination attribute variables used to generate the analysis, are shown in Figure 5 on page 20 and are discussed below.

There is strong similarity between the 2008 factors and those revealed in the 2007 analysis, which produced the six factors of *Safe, urban and indoor activities*; *New and/or learning experiences*; *Hard outdoor adventure*; *Unguided adventure or travel*; *Money is no object*; and *All-weather experiences*. The difference between 2007 and 2008 is best summarized as a replacement of 2007's *New and/or learning experiences* factor with two for 2008: *Passive outdoor activity* and *A culture-free visit*.

### Factor 1: Safe, urban and indoor activities

The positive loadings – loadings are similar to and derived from correlations – of the seven variables identified with factor 1 (Interesting shopping; Opportunity to purchase arts and crafts; Luxury accommodations; Exciting nightlife and entertainment; High standards of cleanliness and hygiene; Having fun, Being entertained; and Personal safety) suggest that this factor represents activities that are typically safe, comfortable, urban and indoor.

The loadings are relatively low, ranging from .403 to .590, which means that none of the variables comes close to fully representing this “safe, urban, indoor” factor alone. Interesting shopping, which has the highest loading, comes closest to representing safe, urban and indoor activities on its own, meaning that interesting shopping would best represent safe, urban, indoor activities in future research.

The communality of the variables, meaning the degree to which variance in the variables is explained by each factor, ranges from .215 to .503. Variables at the lower end of this range are not very well explained by the model. The lowest communality is .215, for having fun, being entertained – wording which is deliberately broad and may have been understood differently by different respondents. Further research into this “safe, urban, indoor” concept in future is advised.

Cross-tabulations show that visitors going to South Slave have the highest average factor scores (i.e., are the most likely to place high importance on destinations with safe, urban and indoor activities), followed those going to North Slave. Intercept location also influences results, likely because different types of travellers can be found at different locales: 60<sup>th</sup> Parallel travellers have the highest “safe, urban, indoor” factor score, while Dawson City travellers have the lowest.

Those from Canadian Prairie provinces also have the highest factor scores, followed by those from Eastern Canada. By education, those with high school or less also have the highest factor scores.

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## **Factor 2: Hard outdoor adventure**

The two variables that show positive loadings on factor 3, Personal challenges and Physical adventure, suggest that the factor is a measure of hard outdoor adventure. This is confirmed as well by the negative loadings of Personal safety and High standards of cleanliness and hygiene, meaning that those who place high importance on personal challenges and physical adventure tend to place low importance on safety and cleanliness/hygiene.

The positive loadings of Personal challenges and Physical adventure, at .759 and .674, are relatively high, meaning that both of the variables are quite representative of this factor. Personal challenges, with a loading of .759, is the closest to representing the factor and would likely be suitable as a stand-in for hard outdoor adventure in future research.

The communalities range from .480 (cleanliness and hygiene) to .678 (personal challenges), which suggests that the variance in the latter is well explained by the seven factors.

A number of cross-tabulations show statistically significant differences between respondent segments in “hard outdoor adventure” factor scores:

- Primary trip focus: As would be expected, high factor scores for hard outdoor adventure are displayed among those seeking outdoor adventure; low factor scores are displayed by those visiting family and friends.
- Repeat visitors have somewhat high factor scores than first-time visitors.
- Age: A strong inverse correlation with age indicates that, as might be expected, hard outdoor adventure is most popular among those aged under 40, followed by those under 50.
- Region of origin: Those with German-speaking Europe or US origins have the highest factor scores, followed by those from eastern Canadian provinces. Those from Canadian Prairie provinces have the lowest factor scores.
- Education: Those with university degrees have high factor scores; those with some post-secondary education have the lowest, followed by those with high school or less.

## **Factor 3: Passive outdoor activity**

Three variables load positively on factor 3. All relate to the natural environment and two (Viewing wildlife and Outstanding scenery) imply a passive interaction with the natural environment. Loadings range from .544 to .790. The highest of these, Viewing wildlife, comes the closest to fully representing this factor alone.

The communalities are .341 (Parks and wilderness areas), .499 (Outstanding scenery) and .651 (Wildlife viewing). The first of these is not very well explained by the seven factors, perhaps because it may be broadly interpreted among respondents – parks and wilderness areas may provide a huge variety of activities and experiences. More specific parks and wilderness activities may be considered for inclusion in future surveys.

Cross-tabulations show that “passive outdoor activity” factor scores (the likelihood of such experiences being important to travel destination choice) vary significantly by intercept location, with Dawson City the highest and the 60<sup>th</sup> Parallel lowest.



#### **Factor 4: Self-guided travel**

Six variables all load negatively on factor 4. These are Package tours to destination, Opportunities to take organized tours, Experiencing nature with a guide, Luxury accommodations, Exciting nightlife and entertainment and Interesting shopping. All of these refer to services and experiences that are managed, guided or hosted by someone other than the traveller, which implies that factor 4 is a measure of self-guided travel.

Factor loadings range from -.456 (Interesting shopping) to -.746 (Package tours to destination). Of the five variables, Package tours would therefore be the best to stand as an inverse measure (given that it loads negatively on the factor) of self-guided travel in any future research.

The communality of package tours is also the highest, at .588, suggesting it is the most well-explained by the factors. Experiencing nature with a guide has the lowest communality, at .418, meaning it is the least well-explained by the factors. The gap between the most and least well-explained is not wide.

Cross-tabulations show “unguided adventure or travel” factor scores as the highest among those participating in the Deh Cho Passport program, those in the NWT for general touring or outdoor adventure, those who do not recall the “Spectacular” NWT campaign and visitors of National or Territorial Parks. Factor scores are highest among those who come from the US, followed by those who come from BC or the Yukon. Those from German-speaking Europe or Prairie province origins have the lowest factor scores, implying they are the least likely to be driven by self-guided travel.

#### **Factor 5: Money is no object**

Two cost-related variables show strong negative loadings on factor 5, indicating that it is a measure of travel or destination attributes in which costs do not represent a major barrier to travel. As a result, this factor has been labeled as Money is no object. Interestingly, Reliable weather also loads negatively, meaning that desire for low cost activities is correlated with desire for good weather.

Cost to get to destination (-.815) has a strongly negative loading, meaning that it could represent this factor well in future research (note: the negative loading suggests it represents the inverse of this factor). Cost to get to destination also has a relatively high communality, at .697.

The loading for Cost of accommodation and meals is also strongly negative, at -.766, while its communality stands at .598, meaning it represents the factor moderately well and is somewhat more poorly explained by all the factors in the model.

Cross-tabulations show high “money is no object” factor scores among US visitors. Those from Prairie provinces have the lowest factor scores, implying they are most price-sensitive. There is a significant relationship with education level, as well, with an increase in factor scores with greater education.

## Factor 6: All-weather experiences

Four variables show negative loadings on factor 6. Two show very strong negative loadings; these are Reliable weather (-.875) and Warm, sunny climate (-.850), which support the labelling of this factor as a measure of all-weather experiences. Two other variables, Cost to get to destination (-.424) and High standards of cleanliness and hygiene (-.456) have moderately negative loadings. The association between cost and weather was noted in the discussion under factor 5, while the association between all-weather experiences and lack of cleanliness/hygiene is logical.

The strongest negative loading, -.875 for Reliable weather, implies that Reliable weather stands as a good inverse measure of all-weather experiences and can reasonably be used as such in future research endeavours.

The communalities are relatively high for Reliable weather (.773) and Warm, sunny climate (.725), but relatively low for High standards of cleanliness (.480), meaning the latter is not very well explained by the seven factors.

A number of cross-tabulations show statistically significant differences between segments in “all-weather” factor scores:

- Intercept location: Dawson City is significantly above average in “all-weather” factor scores, while the 60<sup>th</sup> Parallel and the Deh Cho Passport Program fall below average. In other words, Dawson City travellers are *more* likely to seek all-weather experiences.
- Primary destination: Travellers to Inuvik and the Deh Cho display above average factor scores, while travellers to North Slave and South Slave display below average scores.
- Primary trip focus: VFR travellers display “all-weather” factor scores that are far below average. This is not surprising; those seeking to visit family or friends have little interest in exposing themselves to uncomfortable weather. Those seeking outdoor adventure have above average factor scores.
- Number of nights: Those staying more than ten nights have the highest factor scores, followed by those staying less than three nights. Those staying for three to ten nights have below average factor scores.
- Region of origin: Those from German-speaking Europe display factor scores that are far above average; visitors from the US are also above average. Those with the lowest factor scores – implying they are the most weather-averse – are those from Prairie provinces.
- Education: A positive relationship appears to exist between both education and “all-weather” factor scores. This suggests that the likelihood of seeking an all-weather experience increases with greater education.

## Factor 7: A culture-free visit

Six variables load negatively on factor 7. The strongest, Unique or different cultural groups, loads at -.747. Along with the other negative loadings, for Meeting new people, Learning opportunities, the Opportunity to purchase arts and crafts, Experiencing nature with a guide and Personal challenges, this negative loading suggests a variable that represents a resistance to experiencing culture and interacting with other people.

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Unique or different cultural groups, with its strongest loading, can be used to inversely represent this factor. The other variables, with loadings ranging from -.411 to -.598, are only somewhat effective as measures of this concept.

The communality for the variables loading on this factor range from low (.382, for Meeting new people) to high (.678, for Personal challenges, which loads on two factors). This suggests that the factor analysis model of seven factors explains to varying degrees the variance in these variables.

Cross-tabulations show that factor scores for a culture-free visit vary significantly by primary destination. Those going to North Slave have the highest factor scores on average (i.e., are most culture-averse), while those going to South Slave or the Deh Cho have below-average factor scores.

Education also plays a role, with those having some post-secondary education displaying the highest factor scores, followed by those with a college or technical diploma. The lowest factor scores – indicating those most interested in culture – are displayed by those with Masters degrees or PhDs.

**Figure 5 FACTOR ANALYSIS: STRUCTURE MATRIX**

Variables measuring importance of attribute to traveller when choosing a vacation destination	Factor (labelled)							Communality ( $h^2$ )
	1	2	3	4	5	6	7	
	Safe, urban and indoor activities	Hard outdoor adventure	Passive outdoor activity	Self-guided travel	Money is no object	All-weather experiences	A culture-free visit	
Q103 Interesting shopping	.590			-.456				.503
Q95 Opportunity to purchase arts and crafts	.518						-.435	.431
Q100 Exciting nightlife and entertainment	.490			-.463				.475
Q104 Having fun, being entertained	.444							.215
Q91 Personal challenges		.759					-.411	.678
Q90 Physical adventure		.674						.538
Q105 Personal safety	.403	-.430						.469
Q93 Viewing wildlife			.790					.651
Q94 Outstanding scenery			.699					.499
Q97 Parks and wilderness areas			.544					.341
Q99 Package tours to destination				-.746				.588
Q102 Opportunities to take organized tours				-.661				.491
Q88 Experiencing nature with a guide				-.537			-.429	.418
Q101 Luxury accommodations	.493			-.523				.456
Q109 Cost to get to destination					-.815	-.424		.697
Q98 Cost of accommodation and meals					-.766			.598
Q110 Relaxing break from work								.147
Q108 Reliable weather					-.445	-.875		.773
Q107 Warm, sunny climate						-.850		.725
Q106 High standards of cleanliness and hygiene	.450	-.411				-.456		.480
Q89 Unique or different cultural groups							-.747	.583
Q96 Meeting new people							-.598	.382
Q92 Learning opportunities							-.594	.404

Note: Factor loadings are based on extraction through Principal Axis Factoring and Oblimin rotation with Kaiser Normalization ( $\Delta = 0.0$ ). Factor loadings greater than -0.4 and less than 0.4 are not shown. Bartlett's Test of Sphericity indicates statistical significance at the 95% level for the six factors involved.

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## Factor correlations

While the rotation method used for the factor analysis does not *force* the factors to be independent from each other, a correlation matrix of factors (Figure 6) shows them to be mostly independent from one another. There are three correlations of noteworthy strength, described as follows:

- There is a negative correlation (-.393) between *Safe, urban and indoor experiences* and *All-weather experiences*.
- There is a negative correlation (-.414) between *Passive outdoor activity* and *A culture-free visit*.
- There is a positive correlation (.459) between *Money is no object* and *All-weather experiences*.

**Figure 6 FACTOR CORRELATION MATRIX**

Factor	1	2	3	4	5	6	7
	Safe, urban and indoor activities	Hard outdoor adventure	Passive outdoor activity	Self-guided travel	Money is no object	All-weather experiences	A culture-free visit
1 Safe, urban and indoor activities	1.000	-.028	.036	-.182	-.252	-.393	-.151
2 Hard outdoor adventure	-.028	1.000	.122	-.043	.084	.160	-.239
3 Passive outdoor activity	.036	.122	1.000	-.080	-.177	-.082	-.414
4 Self-guided travel	-.182	-.043	-.080	1.000	.237	.251	.280
5 Money is no object	-.252	.084	-.177	.237	1.000	.459	.206
6 All-weather experiences	-.393	.160	-.082	.251	.459	1.000	.102
7 A culture-free visit	-.151	-.239	-.414	.280	.206	.102	1.000

## Cross-tabulations

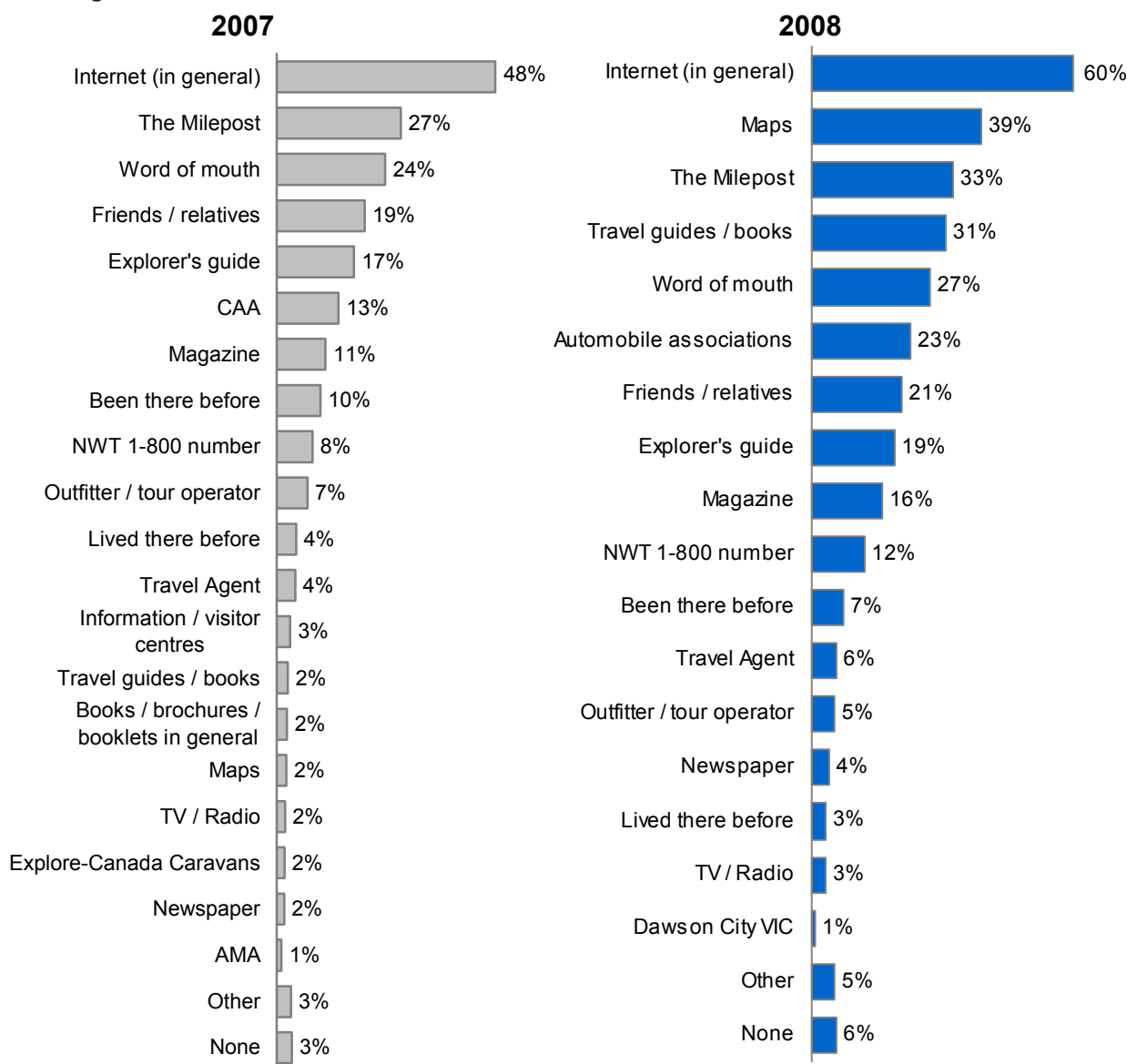
Cross-tabulations of factor scores with other variables were run and tested for statistical significance. Factor scores were coded into categories based on distance (in number of standard deviations) from the mean (See *Appendix D: Cross-tabulations of factor scores*).

## Information sources used during trip planning

Visitors use many information sources when planning their trip to the NWT. The information sources most often used include: the Internet (in general; 60%); maps (39%); The Milepost (33%); and travel guides and books (31%). Six percent did not use any information sources.

Compared to 2007, there is a noted increase in the use of the Internet and automobile associations. Magazines, The Milepost, the NWT's 1-800 number and word of mouth have also increased. Increases shown for travel guides and books, maps and The Milepost can be attributed to methodology, namely the reading of these responses as part of the question.

**Figure 7 SOURCES USED WHEN PLANNING TRIP**



**Note:** Data from Q19. Total exceeds 100% because multiple responses were accepted.

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Information sources used by visitors during trip planning differ significantly by traveller characteristics; details are provided in Figure 8 below.

**Figure 8 INFLUENCES ON INFORMATION SOURCES USED FOR PLANNING**

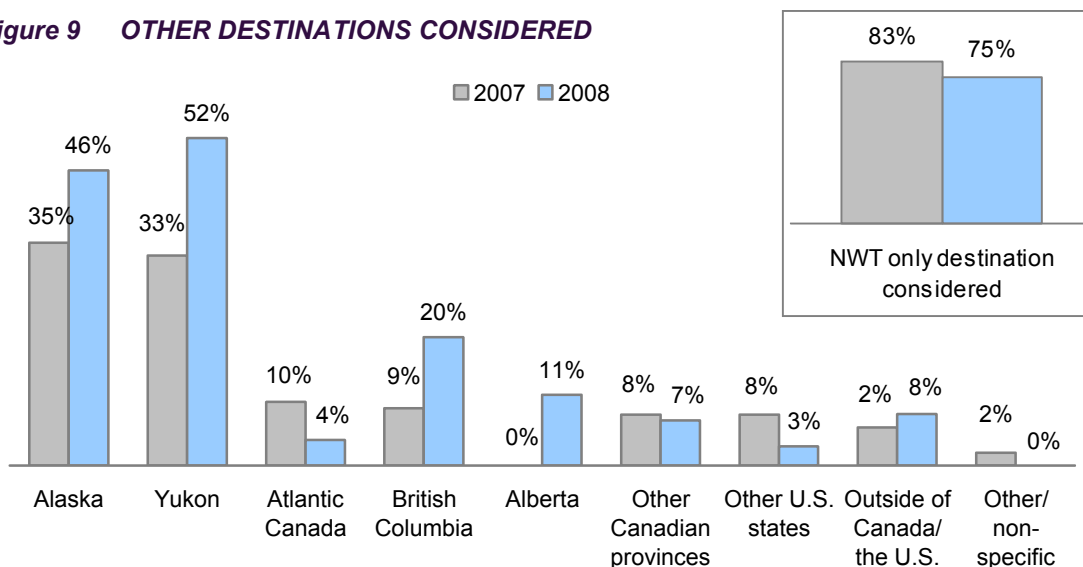
Info source	More likely to use this source	Less likely to use this source
Explorers Guide	o Spectacular NWT: have seen or heard	
Magazine	o Origin: German-speaking	
Word of mouth	o First-time visitors o Stay: 4 to 6 nights	o Repeat visitors o Stay: 7 nights or more
Friends / relatives	o Trip focus: VFR	
Internet (in general)	o Intercept: Dawson o Destination: Inuvik o Spectacular NWT: have seen or heard o Origin: Eastern Canada or German-speaking o Education: Graduate or higher	o Intercept: 60 <sup>th</sup> Parallel or Deh Cho o Destination: South Slave o Repeat visitors o Origin: Prairie Provinces o Education: High school or less
Automobile association	o Stay: 4 to 6 nights	o Stay: 7 nights or more
The Milepost	o Intercept: Dawson City o Destination: Inuvik o Trip focus: outdoor adventure o Origin: BC, YT or US	o Intercept: 60 <sup>th</sup> Parallel o Destination: Deh Cho or South Slave o Trip focus: VFR o Origin: Prairie Provinces, Eastern Canada or German-speaking
Maps	o Intercept: Deh Cho o Destination: North Slave o Stay: 4 to 6 nights o Income: Less than \$50,000	o Intercept: Dawson City o Destination: South Slave o Stay: 3 nights or less o Income: More than \$90,000
Travel guides / books	o Destination: Deh Cho o Origin: German-speaking o Education: College or technical diploma or certificate or graduate	o Destination: South Slave o Origin: Western Canada o Education: High school or less, or undergraduate

**Note:** VFR = visiting friends and relatives.

## Choosing the NWT

Three quarters (75%) of visitors stated that the NWT was the only destination they considered (see Figure 9 inset). This is down from 84% in 2007. Of those who considered competing destinations before choosing to visit the NWT (Figure 9), 52% considered the Yukon (up from 33% in 2007), 46% considered Alaska (up from 35% in 2007), 46% considered Alaska (up from 35%) and 20% considered British Columbia (up from 9%).

**Figure 9 OTHER DESTINATIONS CONSIDERED**



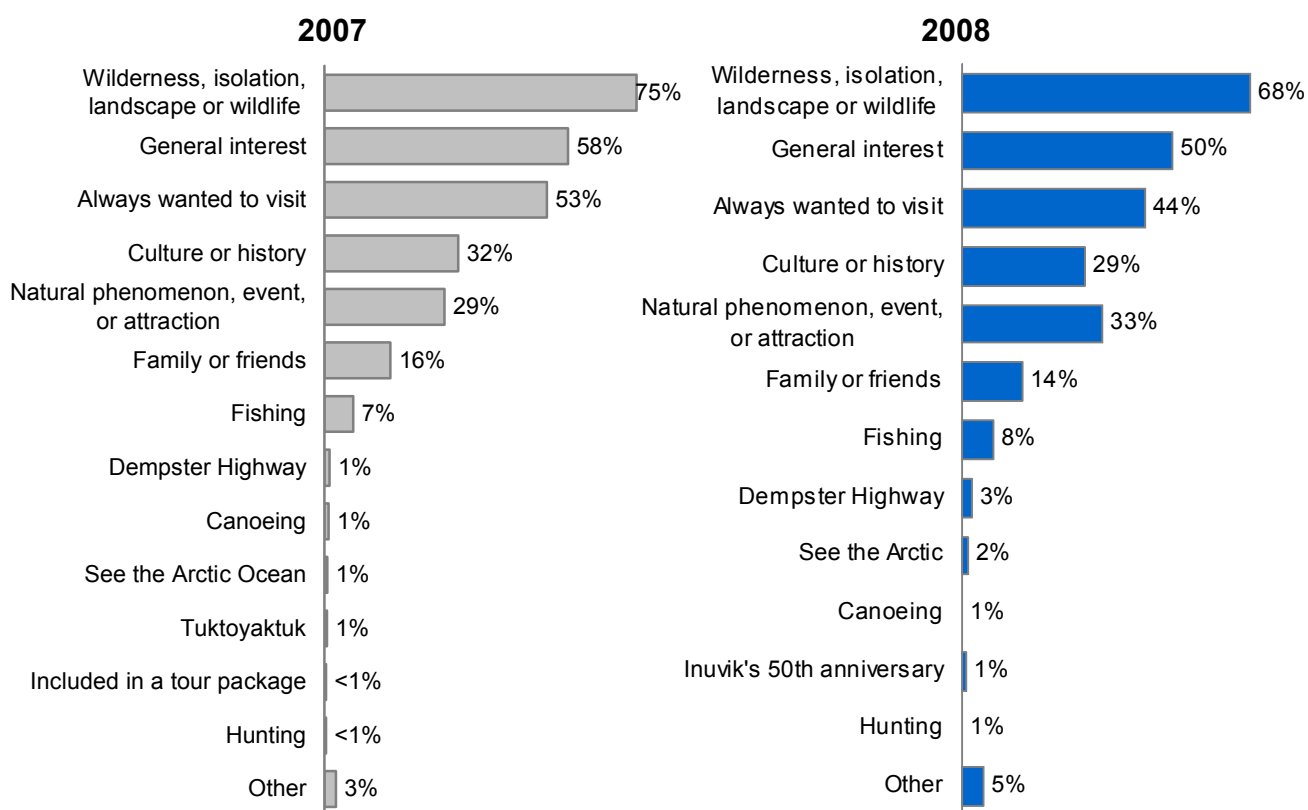
**Note:** Data from Q23. Base: only respondents who were considering other destinations (16.5% in 2007, 25% in 2008).

- Visitors with the following characteristics are *less* likely to consider Alaska:
  - Trip focus: VFR; and
  - Repeat visitors.



Wilderness, isolation, landscape or wildlife (68%) is by far the top reason that visitors come to the NWT. Visitors identified other top reasons for choosing to visit the NWT: general interest (50%); always wanted to visit (44%); culture or history (29%); and natural phenomenon, events or attractions (33%). Figure 10 shows all the reasons identified as “top three reasons” for visiting the NWT. Results for 2008 are similar to those in 2007.

**Figure 10 TOP THREE REASONS FOR VISITING THE NWT**



Note: Data from Q22. Total exceeds 100% because multiple responses were accepted.

Visitors' reasons for visiting the NWT differ significantly by traveller characteristics; details are provided in Figure 11 below.

**Figure 11 INFLUENCES ON TOP THREE REASONS TO VISIT NWT**

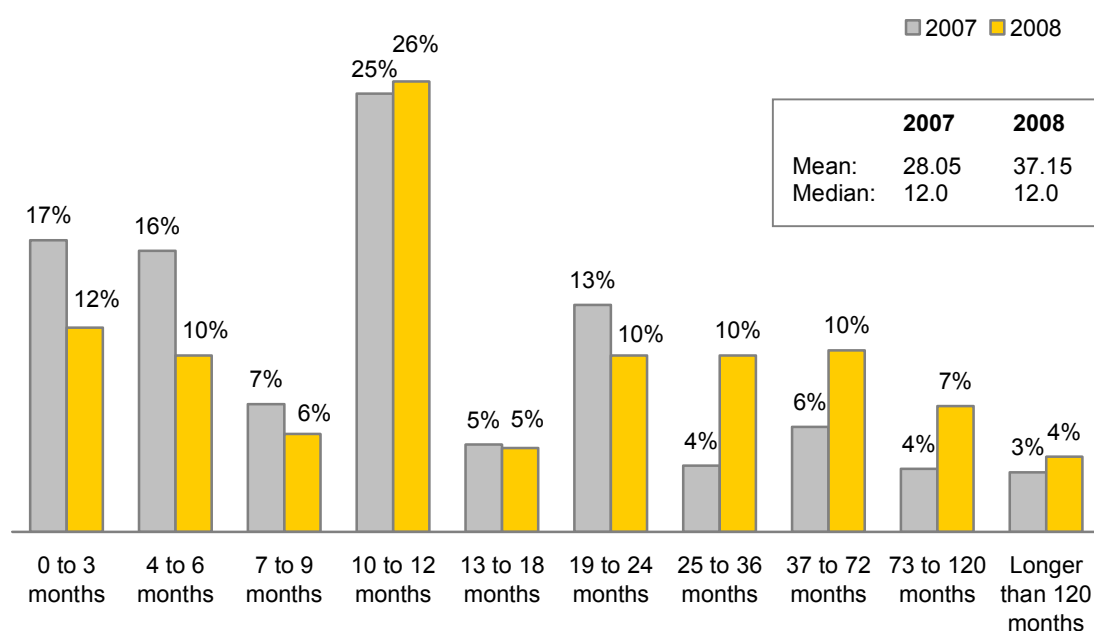
Top reasons	More likely to select this reason	Less likely to select this reason
General interest	<ul style="list-style-type: none"> <li>○ Trip focus: General touring</li> </ul>	<ul style="list-style-type: none"> <li>○ Trip focus: Outdoor adventure or VFR</li> </ul>
Fishing	<ul style="list-style-type: none"> <li>○ Destination: South Slave</li> <li>○ Trip focus: Outdoor adventure</li> <li>○ Stay: 7 nights or more</li> <li>○ Repeat visitors</li> </ul>	<ul style="list-style-type: none"> <li>○ Destination: Inuvik</li> <li>○ Trip focus: VFR</li> <li>○ Stay: 3 nights or less</li> </ul>
Wilderness, isolation, landscape or wildlife	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Inuvik or Deh Cho</li> <li>○ Trip focus: Outdoor adventure</li> <li>○ Origin: German-speaking</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel or Deh Cho</li> <li>○ Destination: North Slave or South Slave</li> <li>○ Trip focus: VFR</li> <li>○ Origin: Prairie Provinces</li> </ul>
Natural phenomenon, event or attraction	<ul style="list-style-type: none"> <li>○ Origin: German-speaking</li> </ul>	
Always wanted to visit	<ul style="list-style-type: none"> <li>○ Trip focus: General touring</li> <li>○ Stay: 3 nights or less</li> <li>○ First-time visitors</li> </ul>	<ul style="list-style-type: none"> <li>○ Trip focus: Outdoor adventure</li> <li>○ Stay: More than 3 nights</li> <li>○ Repeat visitors</li> </ul>
Culture and history	<ul style="list-style-type: none"> <li>○ Spectacular NWT: have heard or seen</li> <li>○ Origin: Eastern Canada</li> <li>○ Education: Graduate</li> </ul>	<ul style="list-style-type: none"> <li>○ Origin: Prairie Provinces or German-speaking</li> <li>○ Education: High school or less, or some technical college or university</li> </ul>
Family or friends	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel</li> <li>○ Destination: Deh Cho or South Slave</li> <li>○ Trip focus: VFR</li> <li>○ Stay: 7 to 10 nights</li> <li>○ Repeat visitors</li> <li>○ Origin: Prairie Provinces</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Inuvik</li> <li>○ Trip focus: Outdoor adventure or general touring</li> <li>○ Stay: 3 nights or less</li> <li>○ Origin: German-speaking</li> </ul>

**Note:** VFR = visiting friends and relatives.

## Time frame for planning trip

Most visitors (53%) first start thinking about travel to the NWT one year or less before taking the trip. This is down from the 65% reported in 2007. More than one in five (22%) started thinking about travel to the NWT more than three years before taking the trip. This is up from 13% in 2007.

**Figure 12 NUMBER OF MONTHS CONSIDERING THE NORTHWEST TERRITORIES AS A TRAVEL DESTINATION**

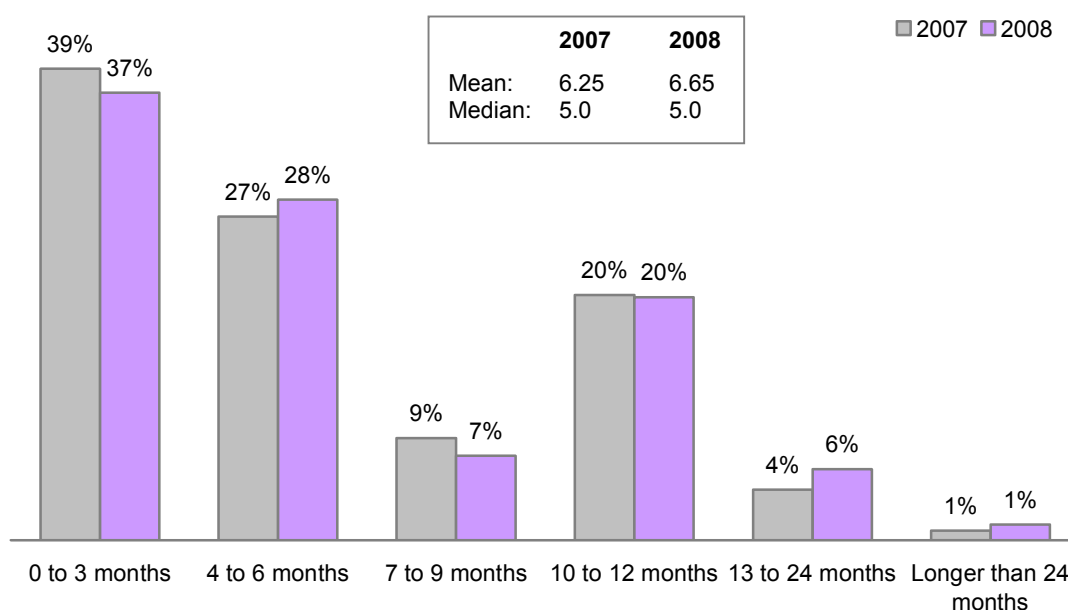


Note: Data from Q17. Based on an N size of 376.

- Cross-tabulations reveal that visitors with the following characteristics are *more* likely to think about travel to the NWT for a longer period of time:
  - Destination: Deh Cho;
  - Trip focus: outdoor adventure; and
  - Origin: Eastern Canada.
- Visitors with the following characteristics are *less* likely to think about travel to the NWT for a longer period:
  - Destination: South Slave;
  - Origin: BC or YT ; and
  - Trip focus: VFR.

As in 2007, nearly two thirds of visitors (65%) make a firm decision to travel to the NWT within six months of their departure date. Relatively few (7%) decide to take the trip more than a year in advance.

**Figure 13 MONTHS SINCE MAKING A FIRM DECISION TO TRAVEL TO THE NORTHWEST TERRITORIES**



Note: Data from Q18. This is based on an N size of 371.

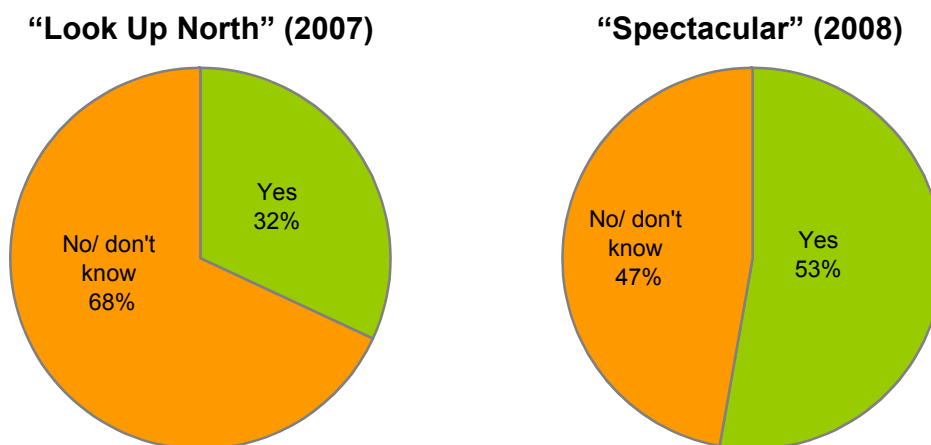
- Cross-tabulations reveal that visitors with the following characteristics are *more* likely to have made their decision to travel to the NWT further in advance:
  - Intercept: Dawson City;
  - Destination: Inuvik or Deh Cho
  - Trip focus: Outdoor adventure; and
  - Origin: US or German-speaking Europe.
- Visitors with the following characteristics are *less* likely to have made their decision to travel to the NWT further in advance:
  - Intercept: 60<sup>th</sup> Parallel
  - Destination: South Slave
  - Trip focus: VFR; and
  - Origin: Prairie Provinces.

## Advertising

### “Spectacular” campaign

Fifty-three percent of visitors report having heard or seen an ad with the phrase “Spectacular Northwest Territories” or “Purely Spectacular.” This is higher than the 32% who reported having seen or heard “Look Up North” in 2007.

**Figure 14 AIDED RECALL OF AD TAGLINES**



**Note:** Data from Q43.

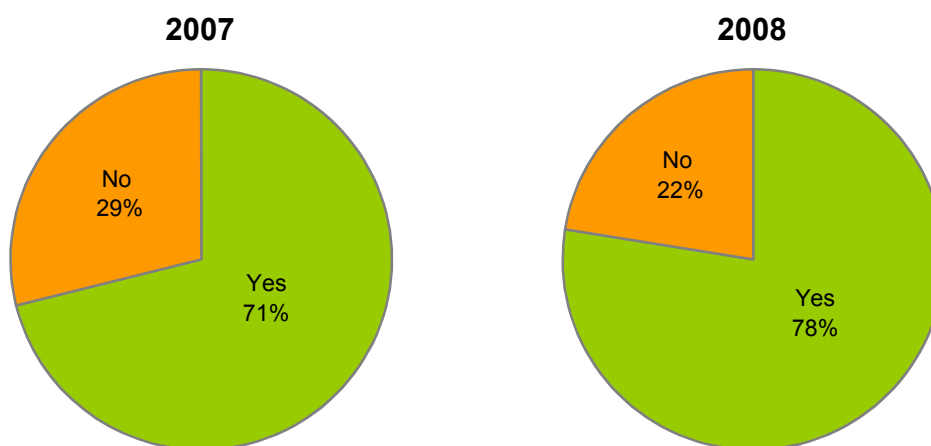
- Cross-tabulations show that visitors who spent seven nights or more in the Northwest Territories are *more* likely to have seen or heard an ad with “Spectacular Northwest Territories” in the past six months.
- Visitors who spent 3 nights or less are *less* likely to have seen or heard an ad with “Spectacular Northwest Territories” in the past six months.

## Trip characteristics

### First visit to NWT

The vast majority of visitors are first-time visitors to the NWT (78%). This is up from 71% in 2007.

**Figure 15 FIRST TRIP TO THE NWT?**

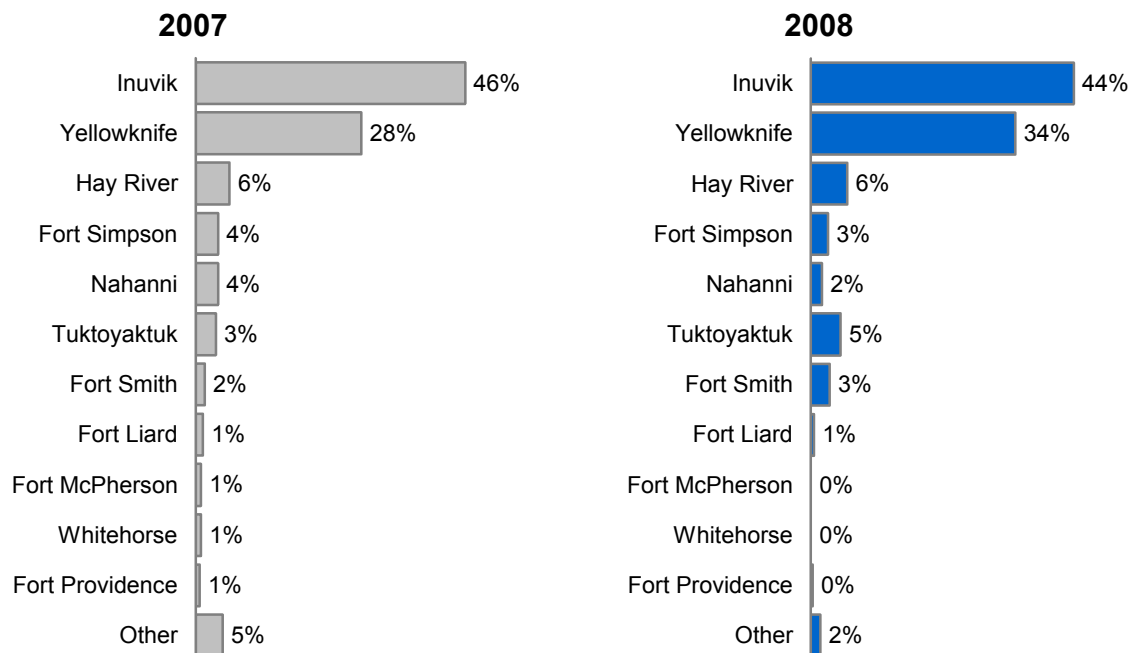


Note: Data from Q4.

- Cross-tabulations reveal that visitors with the following characteristics are *more* likely to be first time visitors to the NWT:
  - Intercept: Dawson City;
  - Stay: 3 nights or less; and
  - Origin: BC, YT, Eastern Canada or US.
- Visitors with the following characteristics are *less* likely to be first time visitors to the NWT:
  - Intercept: Deh Cho;
  - Stay: 7 to 10 nights; and
  - Origin: Prairie Provinces.

The primary community or location destination of visitors is shown in Figure 16. The most popular primary destinations are Inuvik (44%) and Yellowknife (34%).

**Figure 16 PRIMARY DESTINATION**



Note: Data from Q5.

Visitors' primary destinations in the NWT differ significantly by traveller characteristics; details are provided in Figure 17 below. It is noteworthy that intercept location, trip focus and length of stay consistently play a role in primary destination.

**Figure 17 INFLUENCES ON PRIMARY DESTINATION IN THE NWT**

Destination	More likely to select this destination	Less likely to select this destination
Inuvik	<ul style="list-style-type: none"> <li>Intercept: Dawson City</li> <li>Trip focus: General touring</li> <li>Stay: 3 nights or less</li> <li>Origin: BC, YT, Eastern Canada, US or German-speaking</li> <li>Education: Graduate</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel or Deh Cho</li> <li>Trip focus: Outdoor adventure, VFR</li> <li>Stay: 7 nights or more</li> <li>Origin: Canada Prairie Province</li> <li>Education: High school or less</li> </ul>
Deh Cho	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel or Deh Cho</li> <li>Trip focus: Outdoor adventure, VFR</li> <li>Stay: More than 10 nights</li> <li>Origin: Eastern Canada</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dawson City</li> <li>Trip focus: General touring</li> <li>Stay: 3 nights or less</li> </ul>
North Slave	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel or Deh Cho</li> <li>Trip focus: VFR</li> <li>Stay: more than 3 nights</li> <li>Origin: Canada Prairie Province</li> <li>Education: High school or less</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dawson City</li> <li>Stay: 3 nights or less</li> <li>Origin: German-speaking</li> <li>Education: Graduate</li> </ul>
South Slave	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel or Deh Cho</li> <li>Trip focus: VFR</li> <li>Stay: 7 to 10 nights</li> <li>Origin: Prairie Provinces</li> <li>Education: High school or less</li> <li>Education: Some technical college or university</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dawson City</li> <li>Trip focus: General touring</li> <li>Stay: 3 nights or less</li> <li>Origin: BC, YT or German-speaking</li> <li>Education: undergraduate or higher</li> </ul>

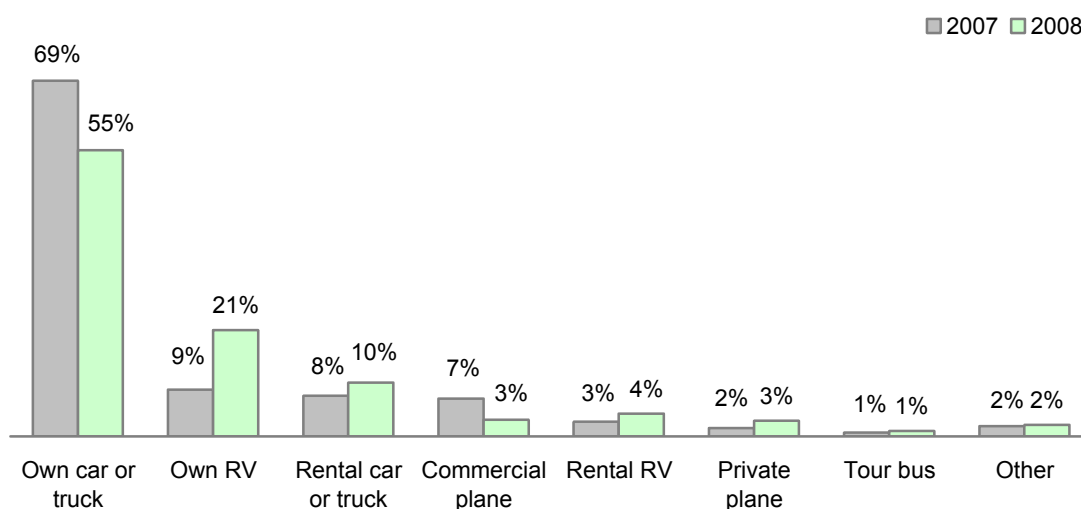
Note: VFR = visiting friends and relatives.



## Mode of transportation

When travelling to their primary destination, visitors mainly used private modes of transportation (see Figure 18). The most common were the visitors' own car or truck (55%; down from 69% in 2007) or own RV (21%; up from 9%). Rental car or truck (10%) or rental RV (4%), and commercial plane (3%) follow.

**Figure 18 MODE OF TRANSPORTATION TO PRIMARY DESTINATION**

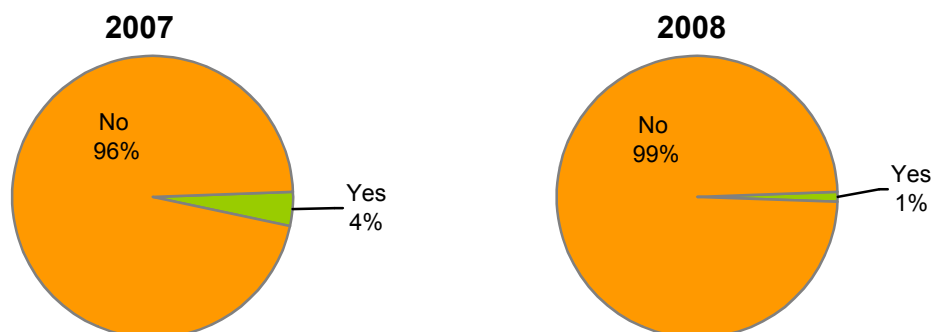


Note: Data from Q4.

A small number of visitors arrive to the NWT by air (1%). This low proportion of air travellers is a function of the intercept methodology, which is designed to target road travellers. In 2007, 4% reported arriving by air.

Of the few who arrived by air, landings were reported in Yellowknife, Inuvik and Tuktoyaktuk.

**Figure 19 ARRIVALS BY AIR**



Note: Data from Q7.

## Accommodations

The majority of visitors stay in government campgrounds (59%; up from 55% in 2007) and hotels or motels (33%; unchanged). The longest visitor stays are experienced by those who are wilderness camping (mean of 8.9 and median of 6.0 nights; both down from 2007).

**Figure 20 TYPE OF ACCOMMODATIONS USED**

Type of Accommodation	2007				2008			
	Pct of all travellers	Mean nights*	Median nights*	N*	Pct of all travellers	Mean nights*	Median nights*	N*
Government campground	55%	6.15	4.0	409	59%	5.90	4.0	239
Hotel / motel	33%	2.93	2.0	245	33%	3.07	2.0	135
Bed and Breakfast	10%	3.25	2.0	73	10%	3.36	3.0	39
Home of friends or relatives	9%	7.59	6.0	64	10%	4.90	4.0	40
Wilderness camping	7%	10.56	10.0	55	4%	8.94	6.0	16
Roadside pullout	4%	2.85	2.0	33	8%	2.94	2.0	32
Outfitters lodge / camp	3%	4.40	3.5	20	1%	5.00	5.0	3
Cabin rental	1%	3.14	3.0	7	1%	2.75	3.0	4
Other	2%	4.33	2.5	18	4%	14.38	4.0	16
Did not stay overnight	1%	-	-	10	1%	-	-	2

**Note:** Data from Q3. Total exceeds 100% because multiple responses were accepted. \* Mean and median are calculated by using only those respondents who actually stayed in that type of accommodation.

Accommodation type differs significantly by traveller characteristics; details are provided in Figure 21 below.

**Figure 21 INFLUENCES ON ACCOMMODATION TYPES**

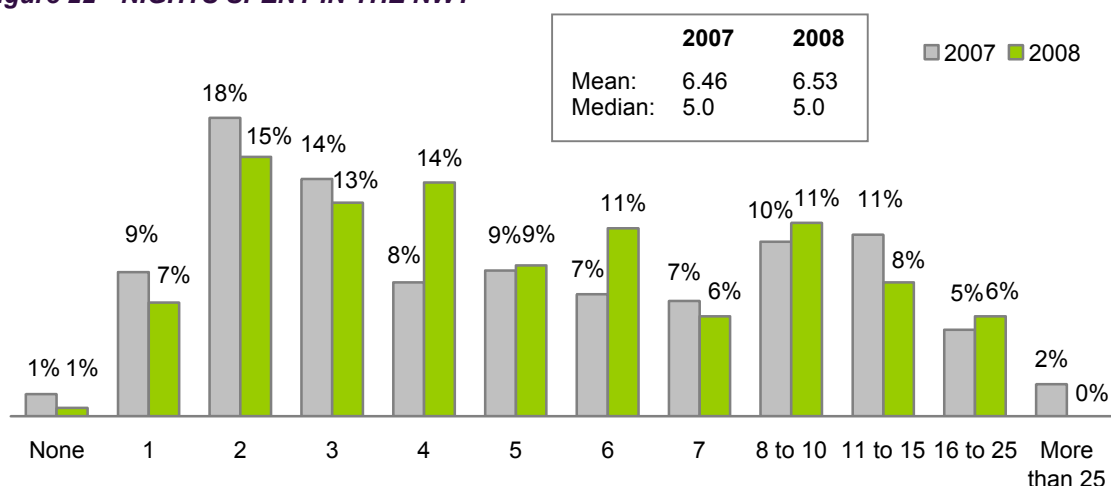
Accommodation	More likely to select this accommodation type	Less likely to select this accommodation type
Home of friends or relatives	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel</li> <li>○ Destination: Deh Cho or South slave</li> <li>○ Trip focus: VFR</li> <li>○ Stay: 7 to 10 nights</li> <li>○ Origin: Prairie Provinces</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Inuvik</li> <li>○ Trip focus: General touring</li> <li>○ Stay: 3 nights or less</li> <li>○ Origin: BC, YT, US or German-speaking</li> </ul>
Hotel or motel	<ul style="list-style-type: none"> <li>○ Stay: 3 nights or less</li> <li>○ Education: Undergraduate or higher</li> </ul>	<ul style="list-style-type: none"> <li>○ Stay: 7 nights or more</li> <li>○ Education: Less than undergraduate</li> </ul>
Government campground	<ul style="list-style-type: none"> <li>○ Intercept: Deh Cho</li> <li>○ Stay: More than 3 nights</li> <li>○ Travel party: Couple</li> <li>○ Origin: BC, YT or German-speaking</li> <li>○ Education: High school or less, or college/technical diploma</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel or Dawson City</li> <li>○ Trip focus: Outdoor adventure or VFR</li> <li>○ Stay: 3 nights or less</li> <li>○ Travel party: Families without children or with friend</li> <li>○ Origin: Eastern Canada or US</li> <li>○ Education: Undergraduate or higher</li> </ul>
Bed and breakfast	<ul style="list-style-type: none"> <li>○ Destination: Deh Cho</li> <li>○ Repeat visitors</li> </ul>	<ul style="list-style-type: none"> <li>○ Destination: South Slave</li> <li>○ First-time visitors</li> </ul>

**Note:** VFR = visiting friends and relatives.

## Length of trip

Visitors spend varying lengths of time in the NWT. A large number of travellers spend two to four (42%) nights, though about 25% spend eight or more nights. The average number of nights is 6.53, just above that reported in 2007.

**Figure 22 NIGHTS SPENT IN THE NWT**



Note: Data from Q2.

Cross-tabulations reveal that visitors with the following characteristics are *more* likely to have a longer stay in the NWT:

- Intercept: Deh Cho
- Repeat visitors;
- Destination: Deh Cho or South Slave
- Trip focus: outdoor adventure; and
- Spectacular: have seen or heard.

• Visitors with the following characteristics are *less* likely to have a longer stay in the NWT:

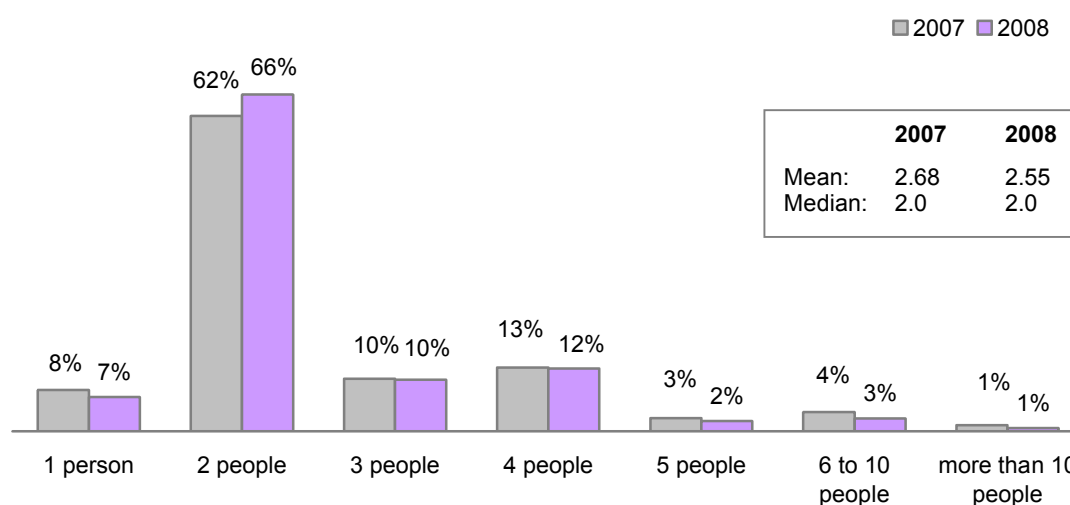
- Intercept: Dawson City;
- First-time visitors;
- Destination: Inuvik; and
- Trip focus: general touring.

## Travel party

### Party size

The majority of visitors travel in parties of two people (66%). Groups of one (7%), three (10%), or four (12%) are next most common. Compared to 2007, current results suggest a slight trend toward two person travel parties.

**Figure 23 NUMBER OF PEOPLE IN TRAVEL PARTY**



Note: Data from Q10.

- Cross-tabulations reveal that visitors with the following characteristics tend to have larger travel parties:
  - Trip focus: Outdoor adventure;
  - Travel party: Family (with or without children), or friends; and
  - Income: \$50,000 to less than \$70,000 or more than \$90,000.
- Visitors with the following characteristics are *less* likely to have larger travel parties:
  - Origin: US or German-speaking;
  - Travel party: Alone or couple;
  - Income: Less than \$50,000 or \$70,000 to less than \$90,000; and
  - Cross-tabulations reveal that American and German speaking visitors are *more* likely to have a general touring trip focus, while Canadians are *more* likely to have a focus on visiting friends and relatives (none of the American or German speaking visitors reported this as a trip focus). German speaking visitors are *less* likely to focus on outdoor adventure.

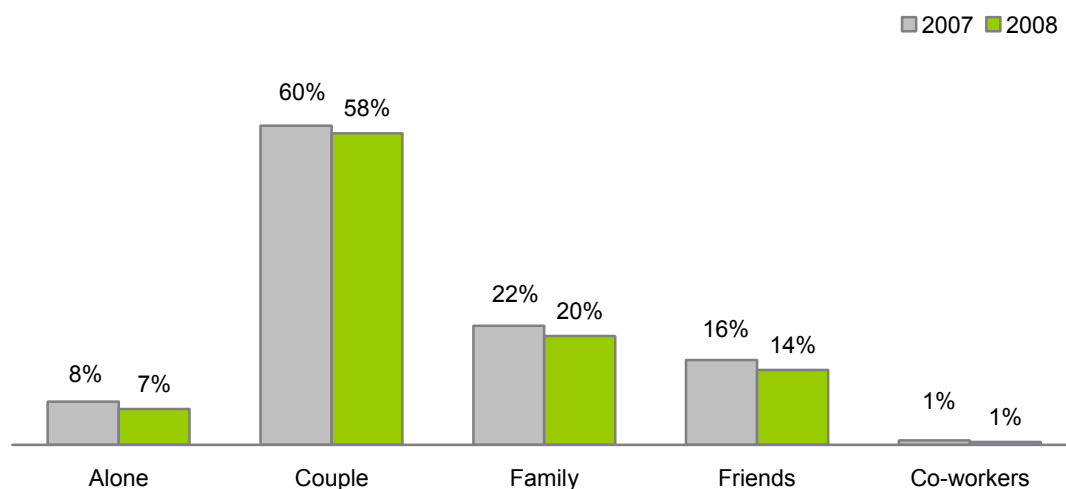
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## Party characteristics

The majority of visitors travel as a couple (58%), with groups of family members (20%) or friends (14%) are next most common. Seven percent travel alone and 1% travel with co-workers. Results closely mirror those for 2007; the slight decrease across all 2008 categories suggests less overlap across categories.

**Figure 24 TRAVEL PARTY COMPOSITION**



**Note:** Data from Q9. Total exceeds 100% because multiple responses were accepted.

## Secondary destinations

### Other places visited during this trip

In addition to their primary destination, visitors reported visiting secondary destinations. Those most commonly cited include Hay River (50%), Fort Providence (28%), Fort Simpson (26%) and Yellowknife (22%).

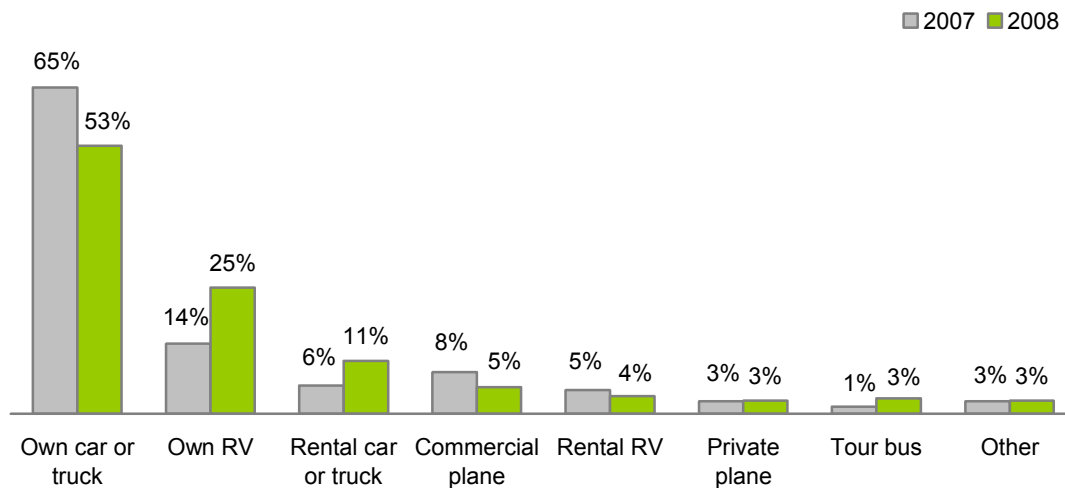
**Figure 25 SECONDARY DESTINATIONS**

Destination	2007	2008	Destination	2007	2008
Hay River	29%	50%	Kakisa	1%	2%
Fort Providence	23%	28%	Little Buffalo	0%	2%
Fort Simpson	34%	26%	Eagle Plains	2%	1%
Yellowknife	19%	22%	Alexandra Falls	1%	1%
Fort Smith	11%	15%	Nahanni National Park	1%	1%
Sambaa Deh Falls	11%	14%	Wood Buffalo	1%	1%
Fort Liard	11%	13%	Gwich'in	1%	1%
Lady Evelyn Falls	6%	12%	North Arm	1%	1%
Blackstone	7%	10%	Queen Elizabeth	1%	1%
Fort McPherson	9%	8%	Reid Lake	1%	1%
Louise Falls	5%	8%	Fred Henne	3%	<1%
60th Parallel	5%	8%	Nahanni Butte	1%	<1%
Twin Falls	4%	6%	Tsiigehtchic	1%	0%
Prelude Lake	1%	5%	Fort Resolution	1%	0%
Tuktoyaktuk	1%	4%	Happy Valley	1%	0%
Inuvik	14%	3%	Virginia Falls	1%	0%
Enterprise	3%	2%	Other	8%	3%
Nitainlaih	2%	2%			

**Note:** Data from Q5. Total exceeds 100% because multiple responses were accepted.

The modes of transportation used to reach secondary destinations are very similar to those reported for primary destinations. Visitors' own car or truck (53%) is most common, followed by own RV (25%) and rental car or truck (5%).

**Figure 26 MODE OF TRANSPORTATION TO SECONDARY DESTINATIONS**



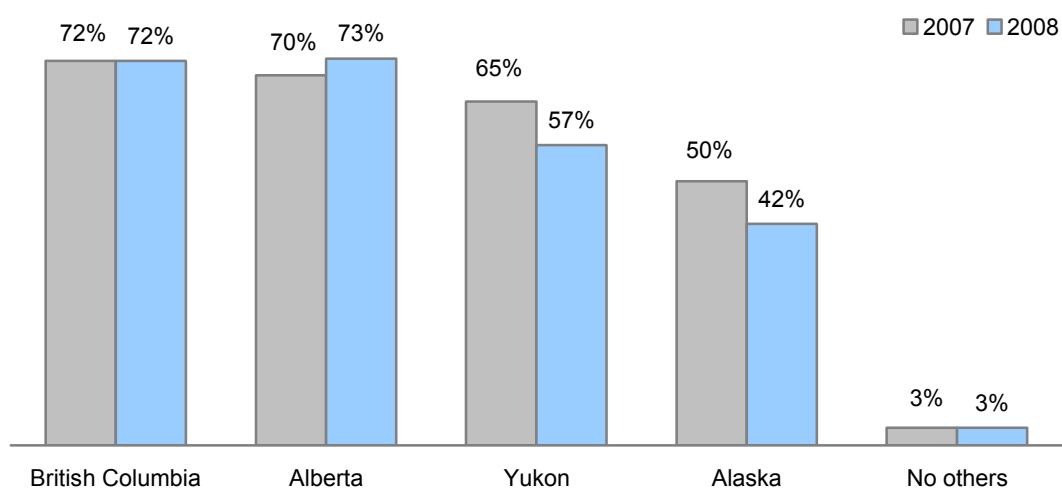
Note: Data from Q6.



## Additional vacation destinations

The majority of visitors also visited other destinations during the same trip in which they visited the NWT. Additional destinations include: Alberta (73%); British Columbia (72%); the Yukon (57%); and Alaska (42%). Alberta visits are slightly higher than in 2007, while Yukon and Alaska visits have decreased.

**Figure 27 OTHER DESTINATIONS VISITED ON THIS TRIP**



**Note:** Data from Q21. Total exceeds 100% because multiple responses were accepted.

Other destinations visited differ significantly by traveller characteristics; details are provided in Figure 28 below.

**Figure 28 INFLUENCES ON OTHER DESTINATIONS VISITED**

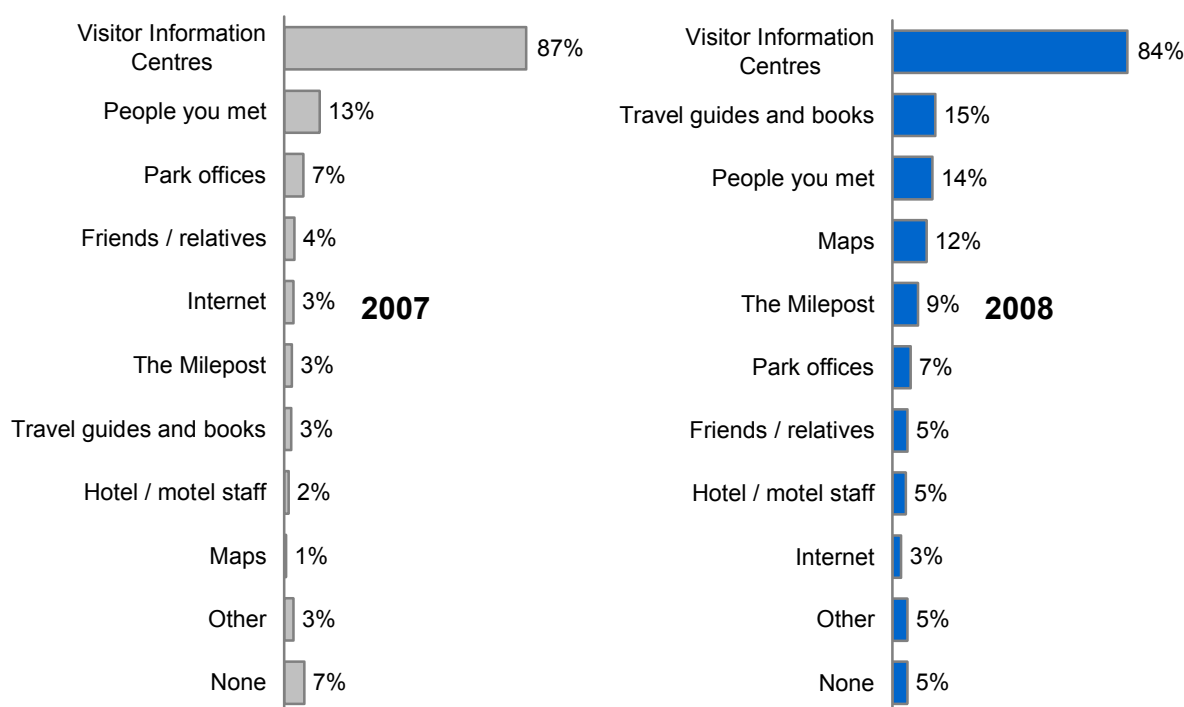
Destination	More likely to have visited	Less likely to have visited
Alberta	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel or Deh Cho</li> <li>○ Stay: 7 nights or more</li> <li>○ Spectacular NWT: Have heard or seen</li> <li>○ Origin: Prairie Provinces or Eastern Canada</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Stay: 3 nights or less</li> <li>○ Origin: German-speaking</li> </ul>
British Columbia	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Inuvik</li> <li>○ Trip focus: General touring</li> <li>○ Stay: More than 10 nights</li> <li>○ Travel party: Alone</li> <li>○ Origin: US or German-speaking</li> <li>○ Income: \$50,000 to less than \$90,000</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel</li> <li>○ Destination: North Slave or South Slave</li> <li>○ Trip focus: VFR</li> <li>○ Stay: 7 to 10 nights</li> <li>○ Travel party: Family or with friends</li> <li>○ Origin: Prairie Provinces</li> <li>○ Income: More than \$90,000</li> </ul>
Yukon	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Inuvik</li> <li>○ Trip focus: General touring</li> <li>○ Stay: 3 nights or less</li> <li>○ First-time visitors</li> <li>○ Origin: BC, YT, US or German-speaking</li> <li>○ Education: Some technical college or university, undergraduate or higher</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel or Deh Cho</li> <li>○ Destination: Deh Cho, North Slave or South Slave</li> <li>○ Trip focus: Outdoor adventure or VFR</li> <li>○ Stay: 7 nights or more</li> <li>○ Origin: Prairie Provinces</li> <li>○ Education: High school or less</li> </ul>
Alaska	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Inuvik</li> <li>○ Trip focus: General touring</li> <li>○ Stay: 3 nights or less</li> <li>○ Travel party: Alone or with friends</li> <li>○ Origin: US or German-speaking</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel or Deh Cho</li> <li>○ Destination: Deh Cho, North Slave or South Slave</li> <li>○ Trip focus: Outdoor adventure or VFR</li> <li>○ Stay: 7 nights or more</li> <li>○ Travel party: Family</li> <li>○ Origin: Prairie Provinces</li> </ul>

**Note:** VFR = visiting friends and relatives.

## Information sources used while in the NWT

While in the NWT, the vast majority of visitors used Visitor Information Centres (84%; down from 87% in 2007) for information. Visitors also used travel guides and books (15%), gathered information from other people they met (14%) and relied on maps (12%). Increases shown for travel guides and books, maps and *The Milepost* in 2008 can be attributed to methodology, namely the reading of these responses as part of the question. Figure 29 shows a comparison of the sources used in 2007 and 2008, while Figure 30 presents significant cross-tabulations.

**Figure 29 INFORMATION SOURCES USED WHILE IN THE NORTHWEST TERRITORIES**



**Note:** Data from Q20. Total exceeds 100% because multiple responses were accepted.

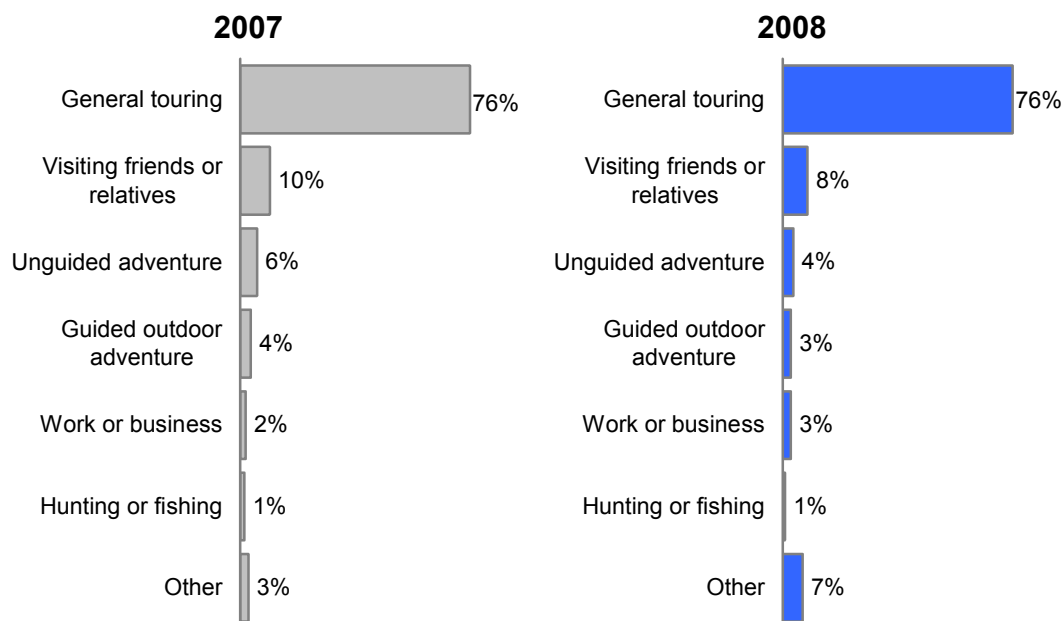
**Figure 30 INFLUENCES ON THE SOURCES OF INFORMATION USED WHILE TRAVELLING**

Attribute	More likely to use	Less likely to use
People you met	o Origin: German-speaking	o Repeat visitors
Visitor Information Centre	o Intercept: Deh Cho o Trip focus: General touring	o Intercept: 60 <sup>th</sup> Parallel o Trip focus: Outdoor adventure
Milepost	o Origin: US or German-speaking	o Origin: BC or YT
Maps	o Origin: German-speaking o Education: Some technical college or university, or college or technical diploma or certificate	o Origin: BC, YT or Prairie Provinces o Education: High school or less or undergraduate

## Activity participation and satisfaction

General touring (76%; unchanged since 2007) is the most common primary focus of a trip to the NWT. Other primary foci include: visiting friends or relatives (8%; down from 10%) and unguided adventure (4%; down from 6%). Only 2% of travellers visit the NWT primarily for work or business, and only 1% visit to hunt or fish.

**Figure 31 PRIMARY FOCUS OF TRIP TO THE NWT**



**Note:** Data from Q13.

- Cross-tabulations reveal that visitors who stay for seven nights or more and those Deh Cho-destined are more likely to have outdoor adventure as a focus. Those staying six nights or less and those from German-speaking Europe are less likely.
- Cross-tabulations also show that visitors with the following characteristics are more likely to have a general touring trip focus:
  - Intercept: Dawson City;
  - Destination: Inuvik;
  - Stay: 3 nights or less; and
  - Origin: US or German-speaking Europe.

- Visitors with the following characteristics are less likely to have a general touring trip focus:
  - Intercept: 60<sup>th</sup> Parallel;
  - Destination: Deh Cho;
  - Stay: 7 nights or more; and
  - Origin: Prairie Provinces.
- Visitors with the following characteristics are more likely to have a focus on visiting friends or relatives:
  - Intercept: 60th Parallel;
  - Destination: Deh Cho or South Slave;
  - Stay: 7 to 10 nights; and
  - Origin: Prairie Provinces.
- Visitors with the following characteristics are less likely to have a focus on visiting friends or relatives:
  - Intercept: Dawson City;
  - Destination: Inuvik;
  - Stay: 3 nights or less; and
  - Origin: US or German-speaking.

Activities participated in the most include sightseeing (87%; unchanged since 2007), photography (69%; down from 85%), camping (60%; down from 62%) and viewing buffalo (58%; up from 50%) and other wildlife (56%; down from 66%). Visitors report high satisfaction generally, with most scores above 4.0 on a five-point scale. Lowest scores were given for golfing (3.24; a decrease from 4.0), shopping (3.76; slightly decreased), hunting (3.80, though based on a low N size) and bird watching (3.90; slightly decreased).

**Figure 32 ACTIVITY PARTICIPATION**

Event	2007		2008	
	Participated	Satisfaction mean	Participated	Satisfaction mean
Sightseeing	87%	4.57	87%	4.54
Photography	85%	4.64	69%	4.64
Camping	62%	4.46	60%	4.37
Buffalo viewing	50%	4.63	58%	4.56
Museum visits	51%	4.45	56%	4.40
Wildlife viewing	66%	4.27	56%	4.16
Historic site visits	60%	4.41	55%	4.37
Shopping	61%	3.82	51%	3.76
Hiking	46%	4.42	44%	4.33
Bird watching	35%	3.95	34%	3.90
Unguided walking tour	29%	4.29	31%	4.32
Unguided vehicle tour	26%	4.51	25%	4.52
Cultural event	23%	4.44	20%	4.51
Airplane or helicopter tour	30%	4.81	17%	4.78
Guided vehicle tour	7%	4.58	16%	4.60
Unguided fishing	15%	4.06	16%	4.00
Boating	15%	4.54	13%	4.36
Swimming	11%	4.05	11%	4.49
Arts festival	10%	4.37	9%	4.49
Music festival	4%	4.23	8%	4.50
Canoeing	9%	4.52	7%	4.81
Guided walking tour	8%	4.43	6%	4.72
Viewing Northern Lights	5%	4.22	6%	4.26
Guided fishing	3%	4.36	5%	4.89
Biking	5%	4.28	5%	4.00
Golfing	3%	4.00	4%	3.24
Whitewater kayaking	1%	4.20	3%	4.55
Cruise	3%	4.48	3%	4.30
Hunting	1%	5.00	1%	3.80
Rafting	2%	4.55	<1%	5.00
Sailing	<1%	5.00	<1%	4.00

Note: Data from Q44–Q74. Mean scores based on a 5-point scale where 1 is “not very satisfied” and 5 is “very satisfied”.

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Visitors' activity participation differs significantly by traveller characteristics; details are provided in Figure 33 below.

**Figure 33 INFLUENCES ON ACTIVITY PARTICIPATION**

Activity	More likely to participate	Less likely to participate
Airplane or helicopter tour	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Inuvik or Deh Cho</li> <li>○ Trip Focus: Outdoor adventure</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel or Deh Cho</li> <li>○ Destination: North Slave, South Slave</li> <li>○ Trip focus: VFR</li> </ul>
Arts festival	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Inuvik</li> <li>○ Origin: Eastern Canada</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Deh Cho</li> <li>○ Destination: North Slave</li> <li>○ Origin: BC or YT</li> </ul>
Northern lights	<ul style="list-style-type: none"> <li>○ Destination: South Slave</li> <li>○ Trip focus: VFR</li> <li>○ Travel party: Families without children</li> </ul>	<ul style="list-style-type: none"> <li>○ Destination: Inuvik</li> <li>○ Trip focus: Outdoor adventure</li> <li>○ Travel party: Families with children</li> </ul>
Biking	<ul style="list-style-type: none"> <li>○ Income: More than \$90,000</li> </ul>	
Bird watching	<ul style="list-style-type: none"> <li>○ Origin: US or German-speaking</li> <li>○ Education: College or technical diploma or certificate, or graduate</li> </ul>	<ul style="list-style-type: none"> <li>○ Origin: Canada</li> <li>○ Education: High school or less, or some technical college or university</li> </ul>
Boating	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel</li> <li>○ Trip focus: Outdoor adventure or VFR</li> <li>○ Stay: More than 10 nights</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Deh Cho</li> <li>○ Trip focus: General touring</li> <li>○ Stay: 3 nights or less</li> </ul>
Buffalo viewing	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel or Deh Cho</li> <li>○ Destination: North Slave</li> <li>○ Trip focus: Outdoor adventure or VFR</li> <li>○ Stay: 7 nights or more</li> <li>○ Repeat visitors</li> <li>○ Origin: Prairie Provinces</li> <li>○ Education: High school or less</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Inuvik</li> <li>○ Stay: 3 nights or less</li> <li>○ Origin: US or German-speaking</li> <li>○ Education: Graduate</li> </ul>
Camping	<ul style="list-style-type: none"> <li>○ Intercept: Deh Cho</li> <li>○ Trip focus: General touring</li> <li>○ Stay: 7 nights or more</li> <li>○ Travel party: Alone or couple</li> <li>○ Origin: BC, YT or German-speaking</li> <li>○ Education: College or technical diploma or certificate</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Trip focus: VFR</li> <li>○ Stay: 3 nights or less</li> <li>○ Travel party: Families without children or with friends</li> <li>○ Origin: Eastern Canada</li> <li>○ Education: Undergraduate or higher</li> </ul>
Canoeing	<ul style="list-style-type: none"> <li>○ Destination: Deh Cho</li> <li>○ Trip focus: Outdoor adventure</li> <li>○ Stay: More than 10 nights</li> </ul>	<ul style="list-style-type: none"> <li>○ Destination: South Slave</li> <li>○ Trip focus: General touring</li> <li>○ Stay: 4 to 6 nights</li> </ul>
Guided fishing	<ul style="list-style-type: none"> <li>○ Intercept: Deh Cho</li> <li>○ Destination: South Slave</li> <li>○ Trip focus: Outdoor adventure or VFR</li> <li>○ Stay: 7 to 10 nights</li> </ul>	<ul style="list-style-type: none"> <li>○ Stay: 3 nights or less</li> </ul>

Figure 33, continued

Cultural event	<ul style="list-style-type: none"> <li>○ Stay: More than 10 nights</li> <li>○ Spectacular NWT: have heard or seen</li> </ul>	<ul style="list-style-type: none"> <li>○ Stay: 3 nights or less</li> </ul>
Unguided fishing	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel or Deh Cho</li> <li>○ Destination: North Slave, South Slave</li> <li>○ Stay: More than 10 nights</li> <li>○ Origin: BC or YT</li> <li>○ Education: High school or less</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Inuvik</li> <li>○ Stay: 3 nights or less</li> <li>○ Origin: US or German-speaking</li> <li>○ Education: Graudate</li> </ul>
Hiking	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel or Deh Cho</li> <li>○ Destination: Deh Cho or North Slave</li> <li>○ Stay: 7 nights or more</li> <li>○ Origin: German-speaking</li> <li>○ Education: College or technical diploma or certification</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Inuvik</li> <li>○ Stay: 3 nights or less</li> <li>○ Origin: BC or YT</li> <li>○ Education: Some technical college or university</li> </ul>
Historic site visits	<ul style="list-style-type: none"> <li>○ Stay: More than 10 nights</li> </ul>	<ul style="list-style-type: none"> <li>○ Stay: 3 nights or less</li> </ul>
Museum visit	<ul style="list-style-type: none"> <li>○ Destination: North Slave</li> <li>○ Stay: More than 10 nights</li> </ul>	<ul style="list-style-type: none"> <li>○ Destination: South Slave</li> <li>○ Stay: 3 nights or less</li> </ul>
Music festival	<ul style="list-style-type: none"> <li>○ Income: More than \$90,000</li> </ul>	<ul style="list-style-type: none"> <li>○</li> </ul>
Shopping	<ul style="list-style-type: none"> <li>○ Origin: Prairie Province or German-speaking</li> </ul>	<ul style="list-style-type: none"> <li>○ Origin: BC, YT or US</li> </ul>
Swimming	<ul style="list-style-type: none"> <li>○ Intercept: Fort Simpson</li> <li>○ Stay: 7 or more nights</li> <li>○ Destination: Deh Cho</li> <li>○ Trip focus: outdoor adventure</li> <li>○ Travel party: Families with children or with friends</li> </ul>	<ul style="list-style-type: none"> <li>○ Stay: 1 night or less</li> <li>○ Origin: US</li> </ul>
Guided walking tour	<ul style="list-style-type: none"> <li>○ Travel party: Families without children</li> <li>○ Origin: Eastern Canada</li> </ul>	<ul style="list-style-type: none"> <li>○ Travel Party: Alone</li> <li>○ Repeat visitors</li> <li>○ Origin: German-speaking</li> </ul>
Unguided walking tour	<ul style="list-style-type: none"> <li>○ Destination: North Slave</li> <li>○ Stay: 7 to 10 nights</li> <li>○ Origin: BC or YT</li> </ul>	<ul style="list-style-type: none"> <li>○ Destination: Deh Cho</li> <li>○ Stay: 3 nights or less</li> <li>○ Origin: German-speaking</li> </ul>
Guided vehicle tour	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Inuvik</li> <li>○ Origin: Eastern Canada</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel or Deh Cho</li> <li>○ Destination: Deh Cho, North Slave or South Slave</li> <li>○ Origin: Prairie Provinces or German-speaking</li> </ul>
Unguided vehicle tour		<ul style="list-style-type: none"> <li>○ Origin: German-speaking</li> </ul>
Wildlife viewing	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Inuvik or Deh Cho</li> <li>○ Origin: US or German-speaking</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Deh Cho</li> <li>○ Destination: North Slave or South Slave</li> <li>○ Origin: Western Canada</li> </ul>

Note: VFR = visiting friends and relatives.



Satisfaction with activities undertaken differs significantly by traveller characteristics; details are provided in Figure 34 below.

**Figure 34 INFLUENCES ON ACTIVITY SATISFACTION**

Activity	More likely satisfied	Less likely satisfied
Airplane or helicopter tour	o Travel party: alone	
Bird watching	o Origin: Western Canada	o Origin: Eastern Canada, US or German-speaking
Unguided fishing	o Spectacular NWT: have heard or seen	
Historic site visits	o Stay: 2 nights	o Origin: German-speaking

Five percent of visitors report participating in other activities (other than those listed in Figure 32). Figure 35 lists the activities reported. Activities tended to involve transportation (e.g., quadding, dog sledding), the natural environment (e.g., waterfalls) and urban or cultural activities or events. Not surprisingly, such “top of mind” activities also tend to generate high satisfaction.

**Figure 35 ACTIVITIES NOT PREVIOUSLY MENTIONED**

Category	Activity	Responses	Satisfaction
Transportation/ recreation	Went motorcycling	1	5.00
	Went quadding / rode an ATV (x3)	3	4.00
	Went dog sledding	1	5.00
	Went berry picking	1	5.00
	Went snowshoeing	1	5.00
Natural environment	Saw the Arctic Ocean	1	5.00
	Visited waterfalls (x3)	3	5.00
	Saw different types of flowers	1	5.00
Cultural/urban activities and festivals	Saw an air show	1	5.00
	Participated in Canada Day celebrations	1	4.00
	Attended a community barbecue	1	5.00
	Met Inuvik's Mayor	1	5.00
	Visited the Northwest Territories Legislative Assembly	1	5.00
	Participated in Inuvik's 50 <sup>th</sup> anniversary celebration	1	5.00
	Went dancing / jigging	1	5.00
	Visited a fish market in Hay River	1	5.00
	Visited churches	1	5.00

Note: Data from Q75. Where there is more than one response, the satisfaction score shown is a mean.

Sixteen percent of visitors stated there were activities they had to do that were not available; this is down from 28% of visitors who stated the same in 2007. Those missing activities are identified in Figure 36 below. Activities involving Tuktoyaktuk (17% for a flight to there and 10% for a trip once there) and Nahanni National Park (10% for a flight to there and 7% for a visit there) were prominent among the missing activities noted.

**Figure 36 DESIRED ACTIVITIES NOT AVAILABLE**

Activity	2007 frequency	2008 frequency
A flight to Tuktoyaktuk	19%	17%
A trip in Tuktoyaktuk	10%	10%
A flight to Nahanni	6%	10%
Fishing	7%	7%
Visit Nahanni National Park	0%	7%
Visiting igloo churches	5%	5%
Diamond tour	2%	5%
Helicopter or flight tour in general	0%	5%
Drive the Liard Trail	0%	5%
Boat trip / cruise tour in general	9%	3%
Northern lights	4%	3%
Boat trip / cruise tour (on the Mackenzie Delta)	3%	3%
Aboriginal food / art / activities	2%	3%
A flight to other places	3%	2%
Renting a boat	2%	2%
A trip in Inuvik / drive to Inuvik	1%	2%
Wildlife viewing	1%	2%
Cultural events	1%	2%
Greenhouse tour	1%	2%
Road trip in general	0%	2%
A flight to Herschel Island	6%	0%
Shopping	5%	0%
Arts and crafts	3%	0%
Guided tour	2%	0%
Museum	2%	0%
A plane tour of Mackenzie River	1%	0%
Long term canoe trip	1%	0%
Regular / whitewater kayaking	1%	0%
Canoeing	1%	0%
Hiking	1%	0%
Visitor centres	1%	0%
Music festival	1%	0%
Visit whale station or whale camping	1%	0%
Visiting food storages	1%	0%
Camping	1%	0%
Other	5%	12%

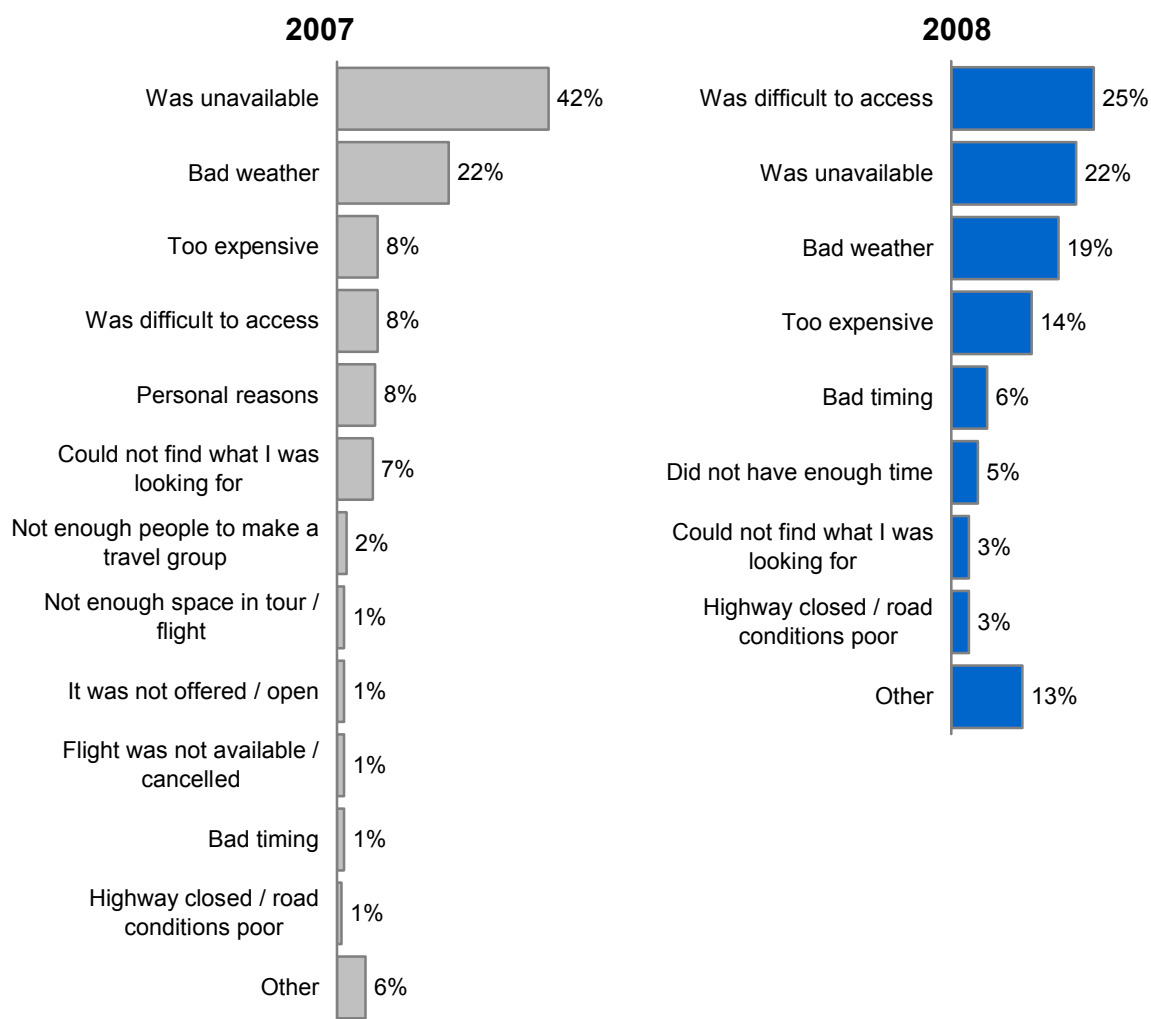
Note: Data from Q78. Based on an N size of 60.

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One quarter (25%) of the visitors who reported being unable to partake in activities they had hoped to do stated that it was because the activities were difficult to access (see Figure 37). This is up from 8% who reported the same in 2007. Twenty-two percent stated only that the activities were unavailable; this is down from 42% in 2007. Other common reasons include bad weather (19%; down from 22%) and cost (14%; up from 8%).

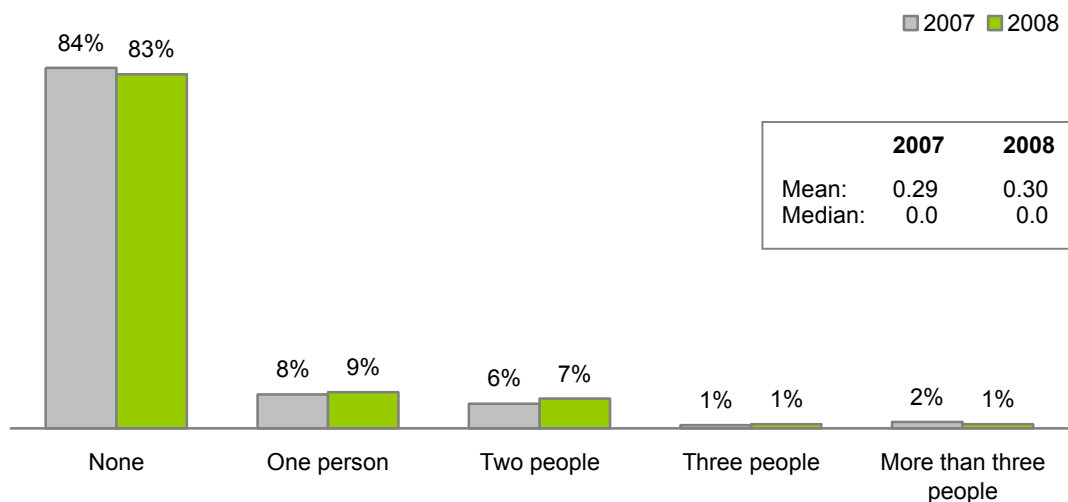
**Figure 37 REASONS FOR NOT PARTICIPATING IN ACTIVITIES**



Note: Data from Q79. Based on an N size of 64.

Figure 38 shows the number of fishing licenses purchased per travel party. Seventeen percent of travel parties made at least one NWT fishing license purchase; nearly the same as the 16% reported in 2007. One license (9%) and two license (7%) purchases were relatively common. The average number of licenses per party is .30, almost the same as the .29 recorded in 2007.

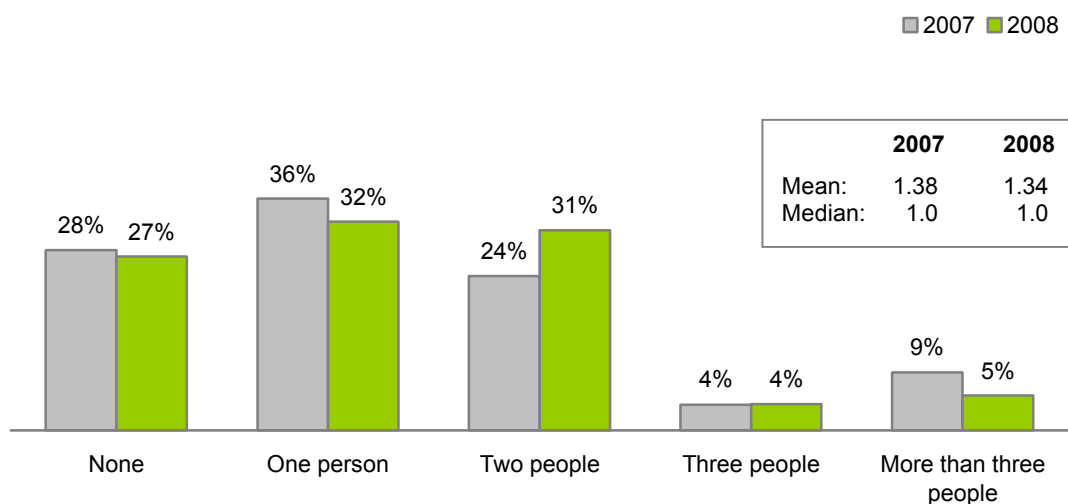
**Figure 38 FISHING LICENSES PURCHASED PER TRAVEL PARTY**



Note: Data from Q82.

The number of fishing licenses purchased by travel parties who said they fished while in the NWT is shown in Figure 39. Interestingly, 27% reported purchasing no fishing licenses, while 32% purchased one and 31% purchased two. Results are similar to those reported in 2007.

**Figure 39 FISHING LICENSES PURCHASED PER TRAVEL PARTY, ANGLERS ONLY**

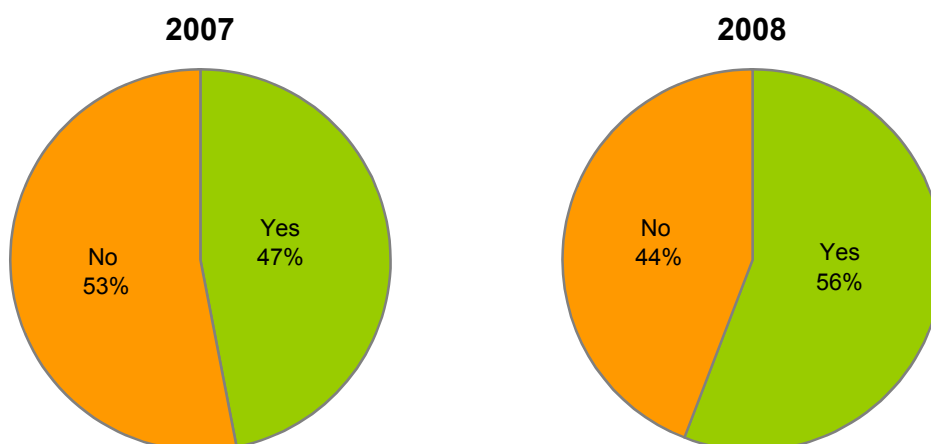


Note: Data from Q55, 56 and 82. Based on an N size of 74.

Fifty-six percent of visitors visited a Territorial or National park while in the NWT; this is up from 47% in 2007 (see Figure 40).

Figure 41 shows the specific parks that were visited. They include Wood Buffalo National Park (33%; up from 20% in 2007), Twin Falls Territorial Park (21%; up from 14%) and Lady Evelyn Falls Territorial Park (14%; down from 20%). The reported visitation at Nahanni National Park dropped from 22% in 2007 to 9% in 2008.

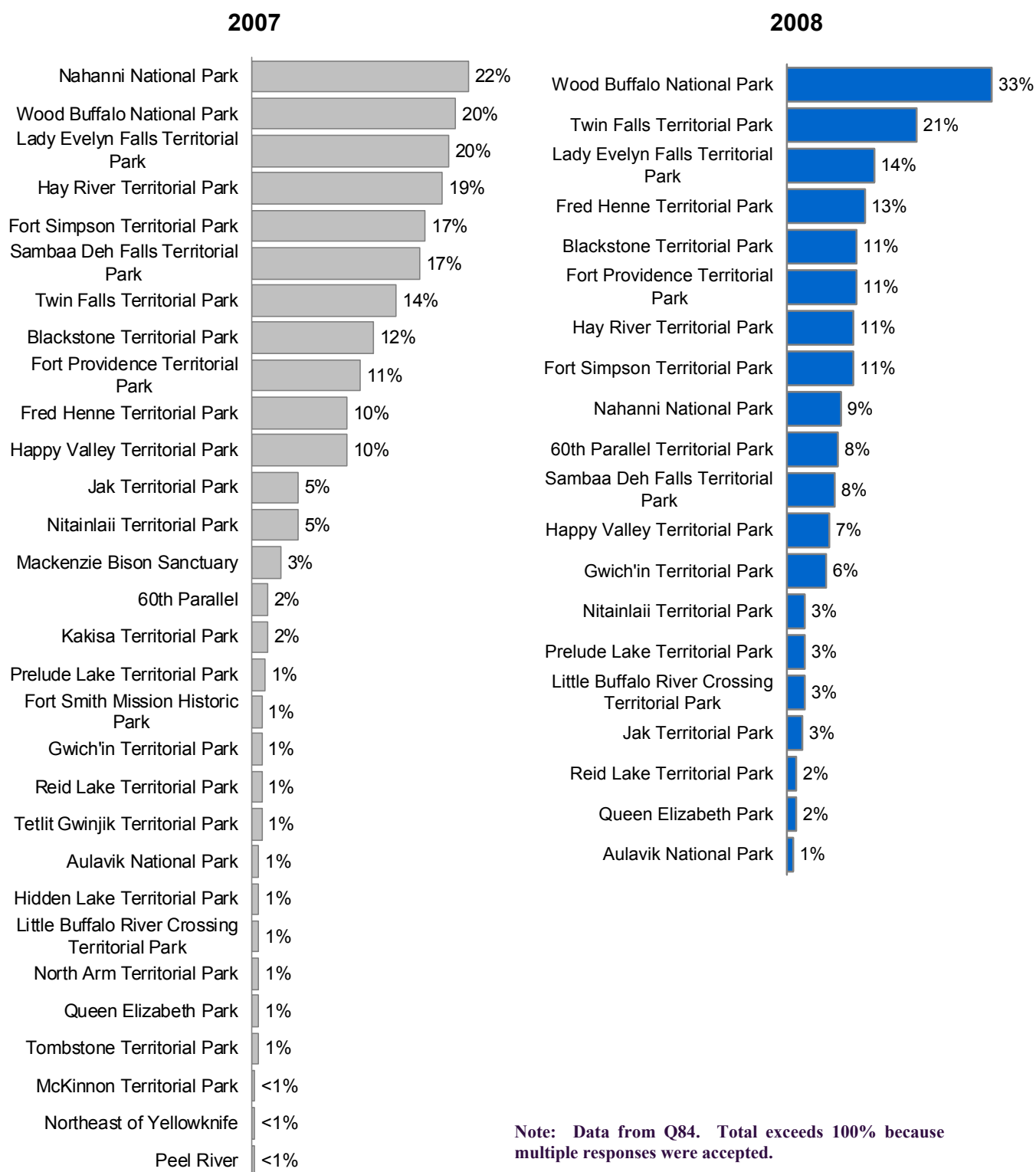
**Figure 40 VISITED TERRITORIAL OR NATIONAL PARK WITHIN THE NWT**



Note: Data from Q83.

- Cross-tabulations reveal that visitors with the following characteristics are *more* likely to visit a Territorial or National park while in the NWT:
  - Intercept: 60<sup>th</sup> Parallel or Deh Cho;
  - Destination: Deh Cho, South Slave or North Slave;
  - Stay: 3 nights or more; and
  - Spectacular NWT: have seen or heard.
- Visitors with the following characteristics are *less* likely to visit a Territorial or National park while in the NWT:
  - Intercept: Dawson City;
  - Destination: Inuvik; and
  - Stay: 3 nights or less.

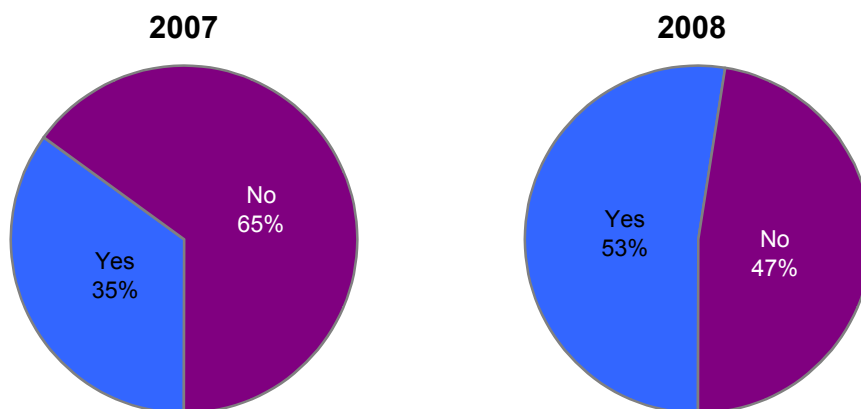
**Figure 41 TERRITORIAL OR NATIONAL PARK VISITED**



Note: Data from Q84. Total exceeds 100% because multiple responses were accepted.

Over half of the visitors (53%) report having heard of the Deh Cho Travel Connection Loop (See Figure 42). This is an increase from 35% in 2007. Of those who have heard of the Deh Cho Travel Connection Loop, 63% have travelled the loop, which is down from 70% in 2007 (See Figure 43).

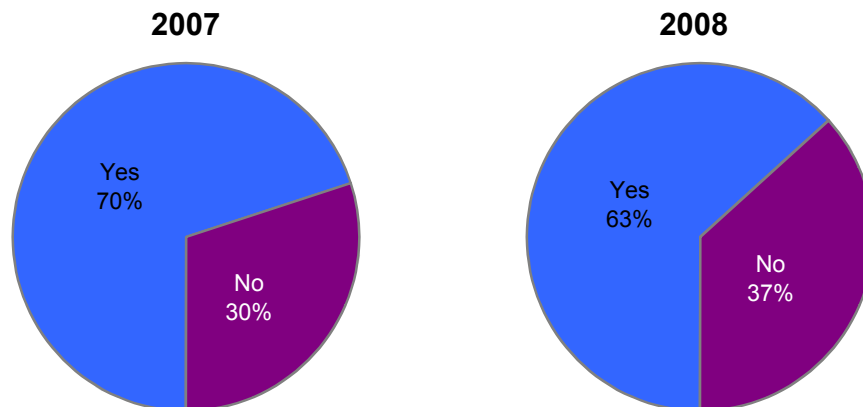
**Figure 42 HEARD OF THE DEH CHO TRAVEL CONNECTION LOOP?**



Note: Data from Q85.

- Visitors with the following characteristics are *more* likely to have heard of the Deh Cho Travel Connection Loop:
  - Intercept: 60<sup>th</sup> Parallel or Deh Cho;
  - Destination: Deh Cho and North Slave
  - Stay: 7 or more nights; and
  - Spectacular: have seen or heard.
- Visitors with the following characteristics are *less* likely to have heard of the Deh Cho Travel Connection Loop:
  - Intercept: Dawson City;
  - Destination: Inuvik; and
  - Stay: 3 nights or less.

**Figure 43 TRAVELLED THE DEH CHO TRAVEL CONNECTION LOOP?**



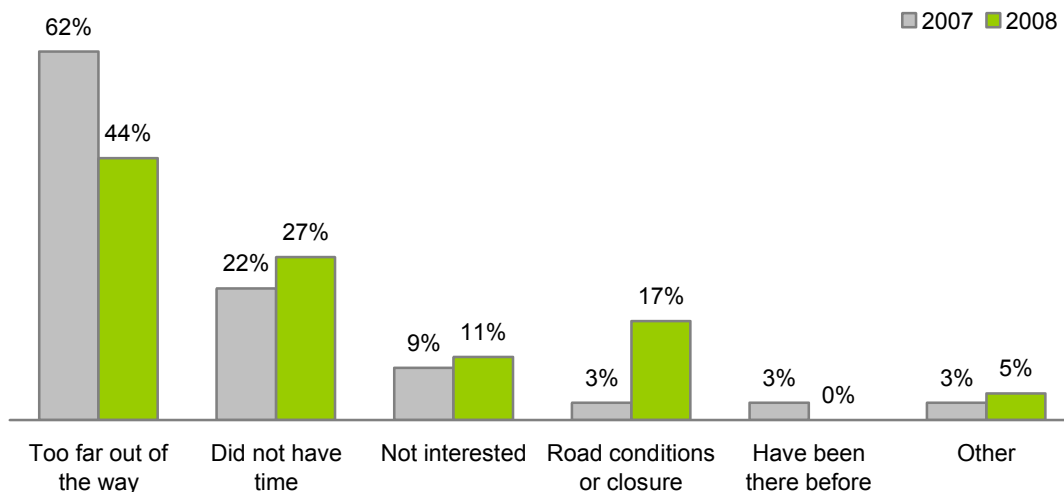
Note: Data from Q86. Based on an N size of 202.

- Visitors with the following characteristics are *more* likely to have travelled along the Deh Cho Travel Connection Loop:
  - Intercept: 60<sup>th</sup> Parallel or Deh Cho;
  - Destination: Deh Cho or North Slave; and
  - Stay: 7 nights or more.
- Visitors with the following characteristics are *less* likely to have travelled along the Deh Cho Travel Connection Loop:
  - Intercept: Dawson City;
  - Destination: Inuvik; and
  - Stay: 3 nights or less.



Of those visitors who have heard of the Deh Cho Travel Connection Loop but who did not travel along the loop, the most common reason for not travelling along the loop is that it is too far out of the way (44%; down from 62% in 2007). Twenty-seven percent report that they did not have the time, up from 22% in 2007. Seventeen percent reported poor road conditions or a road closure (up from 3%) and 11% said they were not interested (up from 9%).

**Figure 44 REASONS FOR NOT TRAVELLING THE DEH CHO TRAVEL CONNECTION LOOP**

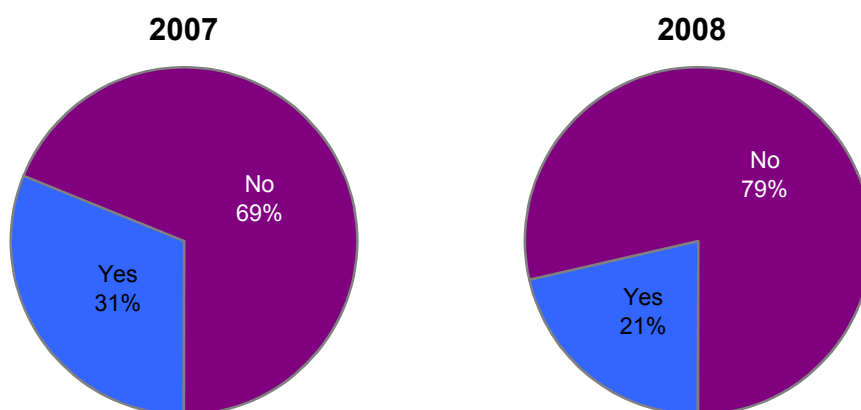


Note: Data from Q87. Based on an N size of 66.

## Participation in Aboriginal tourism activities and events

About one in five (21%) NWT visitors participate in Aboriginal activities (see Figure 45). This is less than the 31% who reported the same in 2007. Figure 46 shows the activities in which visitors reported participating. Those most often mentioned include watching dancing or drum dancing (22%), participating in traditional events or ceremonies (15%) and meeting, talking or eating with locals (13%).

**Figure 45 PARTICIPATION IN ABORIGINAL ACTIVITIES**



Note: Data from Q80.

- Visitors with the following characteristics are *more* likely to have participated in Aboriginal events or activities or visited Aboriginal sites while in the NWT:
  - Stay: 7 nights or more; and
  - Spectacular NWT: have seen or heard.
- Visitors who spend three nights or less in the Northwest Territories are *less* likely to have participated in Aboriginal events or activities or visited Aboriginal sites while in the NWT.

**Figure 46 ABORIGINAL ACTIVITIES PARTICIPATED IN**

	2007	2008
Drum dancing / watched locals dancing	9%	22%
Participated in traditional events / ceremonies	7%	15%
Met, talked, or had meal with locals	13%	13%
Experienced the Aboriginal / Mackenzie / Native Days	7%	7%
Visited Fort Simpson Papal Site	0%	6%
Tours in McPherson / Tuktoyaktuk / Tsiigehtchic / Aklavik	13%	5%
Went to a church	4%	5%
Learned or watched dry fish technique	0%	5%
Went to a museum	3%	4%
Had a guided tour by locals	2%	4%
Watched or learned hide tanning	0%	4%
Participated in jigging	0%	4%
Participated in Inuvik's 50 <sup>th</sup> Anniversary celebrations	0%	4%
Visited cemeteries or memorials	3%	2%
Watched locals singing	1%	2%
Participated in art festivals	12%	1%
Visited native / cultural / visitor centres	8%	1%
Received a demonstration on tufting / crafting	7%	1%
Went to art or craft exhibits / galleries / stores	5%	1%
Received a presentation	4%	1%
Visited interpretive centre	3%	1%
Visited local villages	3%	1%
Listened to locals telling stories about culture / history	2%	1%
Visited Nahanni Butte	2%	0%
Saw the pingos	1%	0%
Played blanket toss	1%	0%
Went to a green house	1%	0%
Other	7%	9%
Cannot remember / do not know	0%	1%

**Note:** Data from Q81. Total exceeds 100% because multiple responses were accepted.

## Tourism service, product and infrastructure ratings

Figure 47 shows 14 different services or service aspects experienced by visitors, along with the percentage of visitors who participated in or experienced each service and, for those who participated, the average quality rating given for the service. Ratings are based on a five-point scale where one is “not very satisfied” and five is “very satisfied.” This represents a change in the scale from 2007, when the scale anchors were “very poor” and “excellent.”

Visitors to the NWT rate their satisfaction with the visitor centres, airports and the value for money of campgrounds the highest. Lowest rated are roads and highways and the price of arts and crafts. Notable satisfaction improvements since 2007 include airports and value for money in hotels and motels. Noted decreases are in value for money in campgrounds and campground service and amenities.

Participation rates in 2008 are very similar to those recorded in 2007. All or nearly all visitors participate in services common to almost any Northwest Territories experience, such as signs and roads and highways. Visitor centres have a 94% participation rate, though this may be a function of trip diary distribution at visitor centres. Restaurants and arts and crafts have participation rates of about 80%. Campgrounds have a participation rate of just over 60%, hotels and motels and tours are at just over 40% and airports are at 23%.

**Figure 47 SATISFACTION WITH SERVICES IN THE NORTHWEST TERRITORIES**

Service aspect	2007		2008	
	Participation	Mean	Participation	Mean
Visitor centres	100%	4.60	94%	4.61
Airports	31%	4.23	23%	4.36
Value for money in campgrounds	59%	4.38	61%	4.26
Campground service and amenities	60%	4.25	62%	4.09
Service in hotels and motels	38%	4.07	41%	4.06
Signage	98%	4.03	100%	3.94
Restaurant service	80%	3.91	80%	3.84
Cleanliness of towns	99%	3.83	98%	3.83
The selection of arts and crafts	74%	3.78	78%	3.77
Value for your money in hotels and motels	38%	3.55	41%	3.70
Variety of tours	49%	3.66	41%	3.65
Value for money at restaurants	80%	3.61	80%	3.62
Roads and highways	99%	3.56	100%	3.59
The price of arts and crafts	71%	3.34	77%	3.26

**Note:** Data from Q111–Q124. Mean scores are based on a 5-point scale where one is “very poor” and five is “excellent”.

Tourism service, product and infrastructure ratings differ significantly by traveller characteristics; details are provided in Figure 48 below.

**Figure 48 INFLUENCES ON SERVICE, PRODUCT AND INFRASTRUCTURE RATINGS**

Service, product or infrastructure	More likely to rate as excellent	Less likely to rate as excellent
Value for money in hotels and motels		<ul style="list-style-type: none"> <li>Stay: More than 10 nights</li> </ul>
Value for money in campgrounds	<ul style="list-style-type: none"> <li>Stay: 7 nights or more</li> </ul>	<ul style="list-style-type: none"> <li>Stay: 3 nights or less</li> </ul>
Restaurant service	<ul style="list-style-type: none"> <li>Destination: North Slave or South Slave</li> <li>Origin: Prairie Provinces or Eastern Canada</li> <li>Education: High school or less</li> </ul>	<ul style="list-style-type: none"> <li>Destination: Deh Cho</li> <li>Origin: German-speaking</li> <li>Education: Some technical college or university, or undergraduate</li> </ul>
Value for money at restaurants	<ul style="list-style-type: none"> <li>Intercept: Deh Cho</li> <li>First-time visitors</li> <li>Origin: Prairie Provinces or Eastern Canada</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel</li> <li>Repeat visitors</li> <li>Origin: US or German-speaking</li> </ul>
Selection of arts and crafts	<ul style="list-style-type: none"> <li>Destination: South Slave</li> <li>Trip focus: VFR</li> <li>Origin: Prairie Provinces or US</li> <li>Education: High school or less</li> <li>Income: Less than \$70,000</li> </ul>	<ul style="list-style-type: none"> <li>Destination: Deh Cho</li> <li>Origin: German-speaking</li> <li>Education: Graduate</li> <li>Income: More than \$90,000</li> </ul>
Price of arts and crafts	<ul style="list-style-type: none"> <li>Origin: Prairie Provinces or Eastern Canada</li> </ul>	<ul style="list-style-type: none"> <li>Origin: BC, YT or German-speaking</li> </ul>
Roads and highways	<ul style="list-style-type: none"> <li>Repeat visitors</li> </ul>	<ul style="list-style-type: none"> <li>First-time visitors</li> </ul>
Variety of tours	<ul style="list-style-type: none"> <li>Travel party: Alone or as families</li> </ul>	<ul style="list-style-type: none"> <li>Travel party: Couple</li> </ul>

Note: VFR = visiting friends and relatives.

## How likely to recommend the Northwest Territories?

The net promoter score, or NPS, is a performance metric that measures satisfaction and loyalty. The NPS is based on the answer to one question: “How are likely are you to recommend [subject] to a friend or colleague?” Starting in 2008, visitors were asked how likely they are to recommend the Northwest Territories as a vacation destination to a friend or colleague.

The NPS is calculated based on an eleven-point response scale where 0 represents “extremely unlikely to recommend” and 10 represents “extremely likely to recommend.” Responses are then categorized as follows:

- 0-6 – “Detractors” (extremely unlikely to recommend);
- 7-8 – “Passively satisfied”; and
- 9-10 – “Promoters” (extremely likely to recommend).

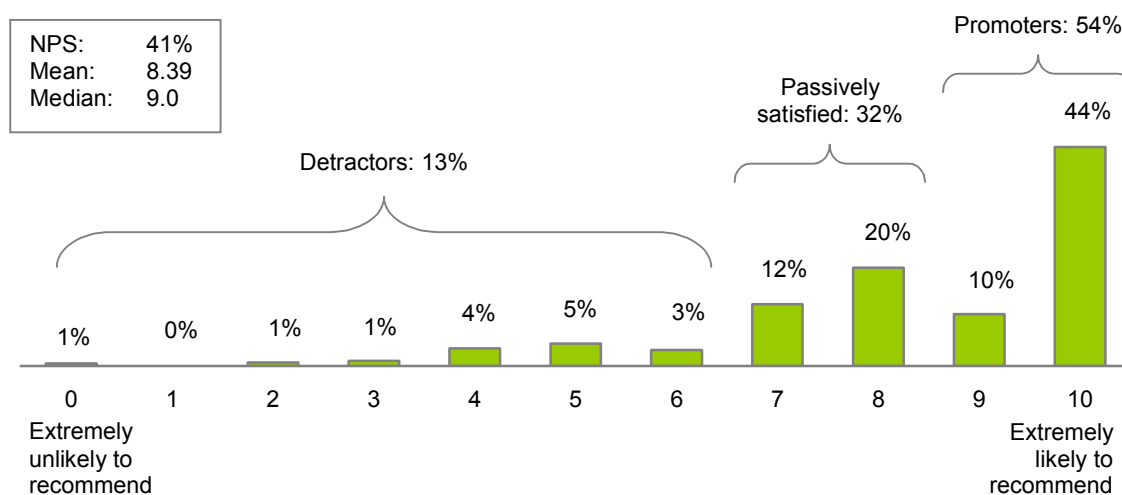
The NPS is calculated by subtracting the percentage of detractors from the percentage of promoters. In the corporate world, the best companies have an NPS of 50% to 80%, with those having NPSs of greater than 75% referred to as having “world class” scores.

The net promoter score is an excellent growth predictor. Promoters become unpaid members of the marketing team. Recommendations from loyal customers validate the subject’s own marketing efforts thus increasing its marketing effectiveness.

The NWT’s NPS is shown in Figure 49. Most visitors (54%) are promoters, while 32% are passively satisfied and 13% are detractors. This yields an NPS of 41% – a relatively strong score that nevertheless allows room for growth to “world class” levels.

Cross-tabulations indicate that visitors who were intercepted at Dawson City are *more* likely to recommend the Northwest Territories to their friends or colleagues as a tourism destination.

**Figure 49 HOW LIKELY TO RECOMMEND THE NWT AS A VACATION DESTINATION?**



Note: Data from Q127. Question was not asked in 2007.

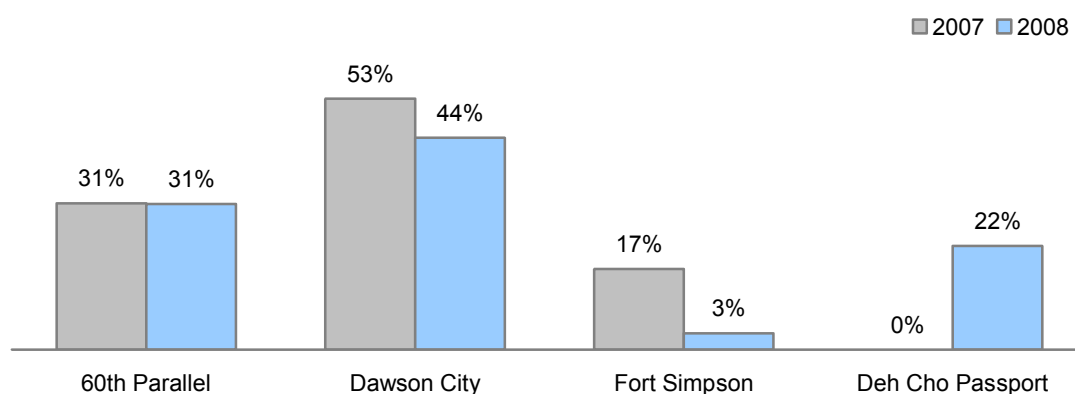
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## Trip Diary usage

Figure 50 shows that nearly half of all visitors (44%) received their Trip Diary booklet at Dawson City, and nearly one-third received the booklet at the 60<sup>th</sup> Parallel (31%). Deh Cho Passport participants represent 22% of respondent visitors. Figure 51 provides a profile summary of visitors intercepted at each of three points (the fourth, Fort Simpson, has too small a sample size for a profile to be generated).

**Figure 50 LOCATION**



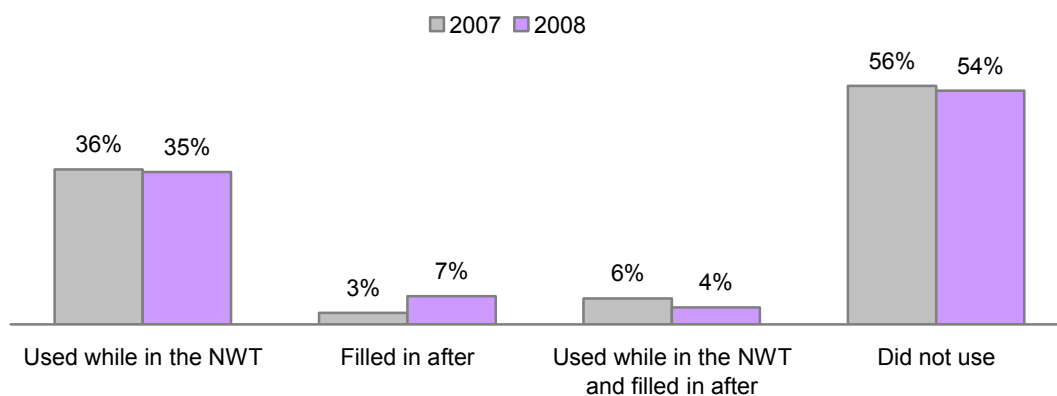
**Figure 51 VISITOR PROFILES BY INTERCEPT POINT**

	60 <sup>th</sup> Parallel	Dawson City	Deh Cho Passport
Destination	○ North Slave or South Slave	○ Inuvik	○ Deh Cho or North Slave
Trip focus	○ VFR	○ General touring	○ Outdoor adventure
Stay	○ 4 o 10 nights	○ 3 nights or less	○ More than 10 nights
First-time visitation	○ Repeat visitors	○ First-time visitors	○ Repeat visitors
Origin	○ Prairie Provinces	○ US or German-speaking	○ Prairie Provinces
Education	○ High school or less, or some technical college or university	○ Undergraduate or higher	○ High school or less, or college or technical diploma or certificate

Note: VFR = visiting friends and relatives.

As Figure 52 shows, over half of visitors (54%) did not use their Trip Diary booklet. Visitors who did use the booklet tend to use it while in the NWT (35%), rather than filling it in afterward (7%). Results are similar to those for 2007.

**Figure 52 TRIP DIARY USAGE**



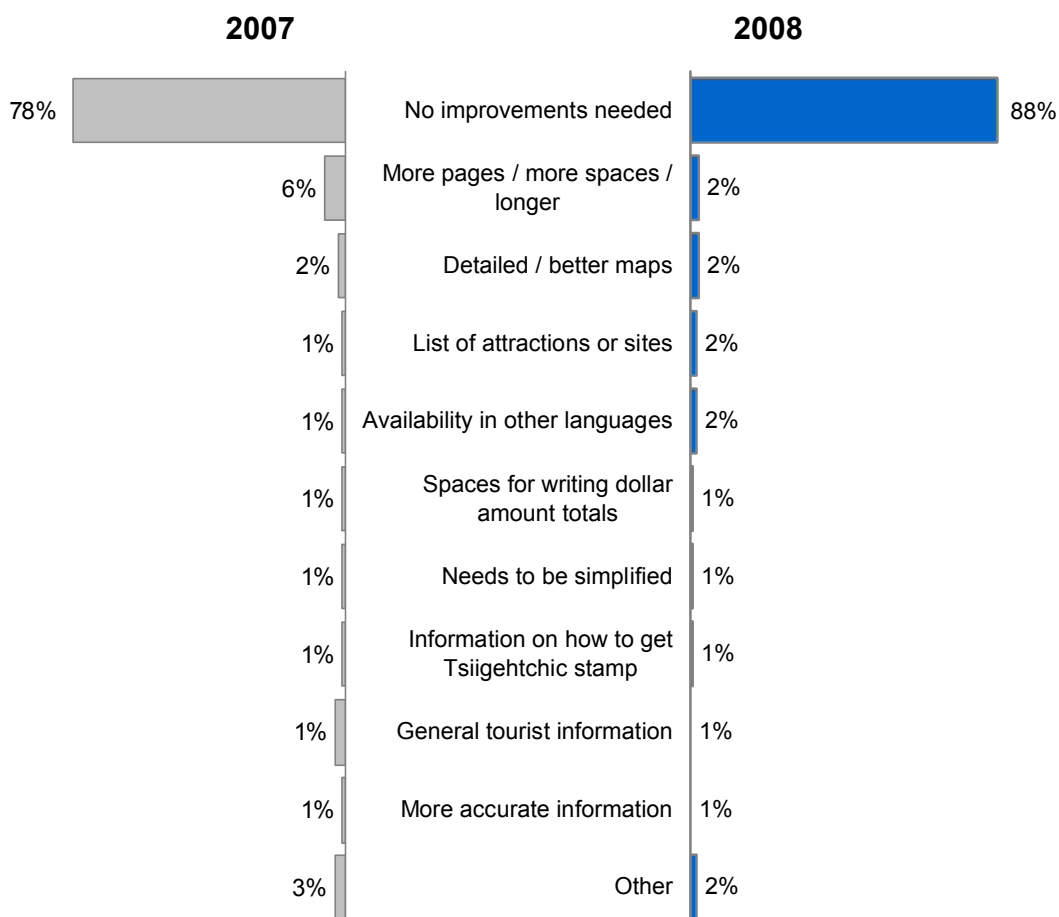
**Note:** Data from Q125.

- Visitors with the following characteristics are who *more* likely to have used the Trip Diary:
  - Intercept: Dawson City;
  - Destination: Inuvik; and
  - Stay: 3 nights or less.
- Visitors with the following characteristics are *less* likely to have used the Trip Diary:
  - Intercept: Deh Cho;
  - Destination: South Slave; and
  - Stay: 7 nights or more.



The vast majority of visitors (88%) say that no improvements are needed for the Trip Diary booklet (see Figure 53); this is up from 78% in 2007. Some visitors did recommend improvements such as adding more pages or more space, providing better or more detailed maps and listing sites or attractions.

**Figure 53 CHANGES RECOMMENDED FOR TRIP DIARY**



Note: Data from Q126.

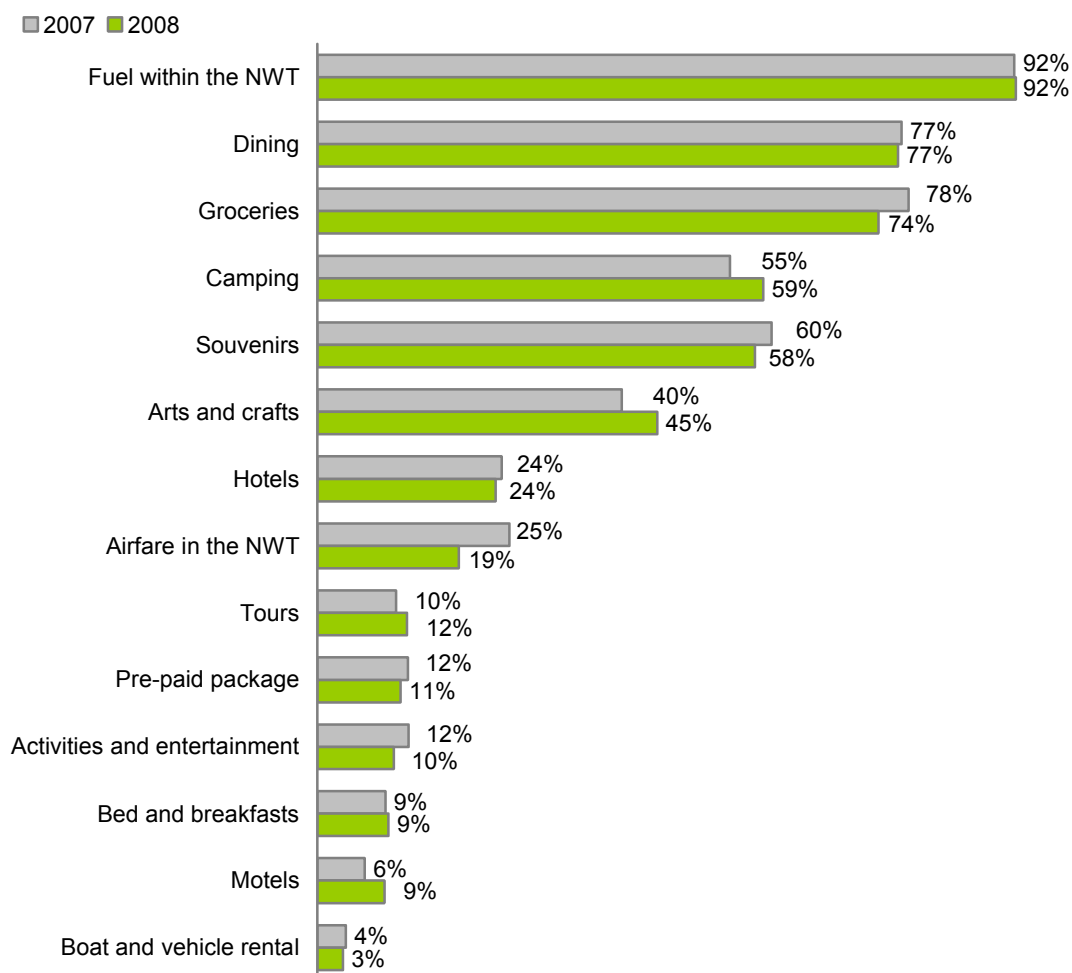
## Trip expenditures

Visitor spending in the NWT is categorized under three headings: (1) pre-paid package expenses; (2) cost of getting to the NWT; and (3) spending while in the NWT (see Figure 71 through Figure 73 for spending breakdowns). Expenditures reported are those for this study's respondents only and do not represent the expenditures of all visitors to the NWT.

All dollar amounts in this report are reported in Canadian dollars. Where visitors reported trip expenditures in US dollars, such expenditures were converted into Canadian dollars using the monthly exchange rate quoted on the Bank of Canada website. The visitors' return date in the sample was used to determine the appropriate monthly exchange rate.

Figure 54 shows types of expenditures that were recorded in this study and the share of travel parties whose members made such expenditures. For example, 92% of travel parties reported spending money on fuel in the NWT. Noteworthy is the consistency between 2007 and 2008.

**Figure 54 TRAVEL PARTIES WITH EXPENDITURE TYPES**



Note: Data from Q28 to Q40.

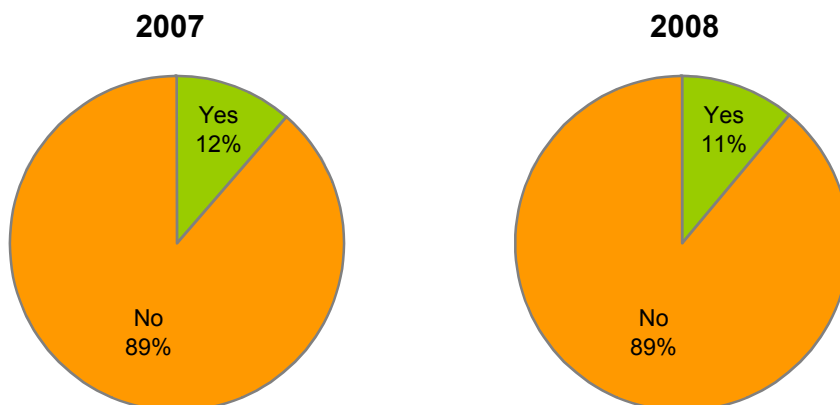
kisquared



## Pre-paid package costs

As shown in Figure 54 and Figure 55, 11% of visitors interviewed purchased a pre-paid package for their trip to the NWT.

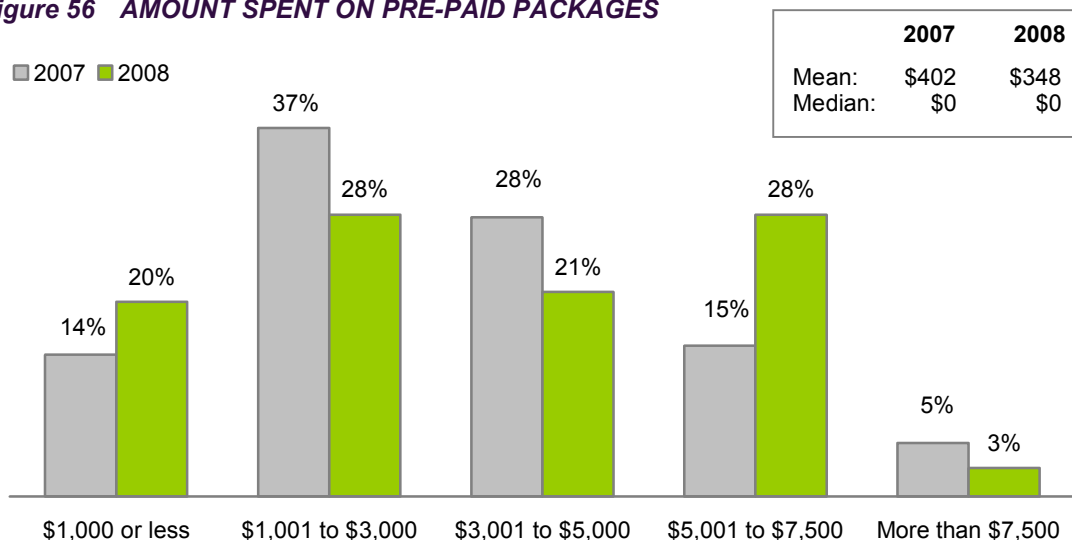
**Figure 55 PURCHASED A PRE-PAID PACKAGE**



Note: Data from Q25.

The per-visitor expenditure of pre-paid packages is shown in Figure 56. Twenty-eight percent spent from \$5,001 to \$7,500, which is nearly double that reported in 2007. The per-visitor mean is down slightly, from \$402 to \$348.

**Figure 56 AMOUNT SPENT ON PRE-PAID PACKAGES**

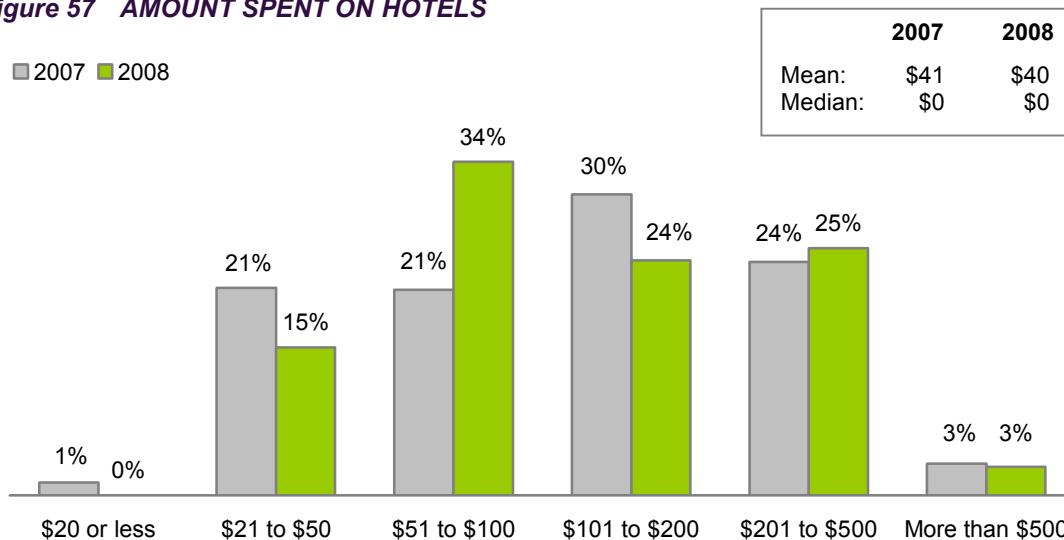


Note: Data from Q25. N=41. Dollars figures are per visitor per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

## Spend

Figure 57 shows a breakdown of the amounts spent per visitor per trip for hotel accommodation. The total spend recorded is \$39,900; the average is \$40.

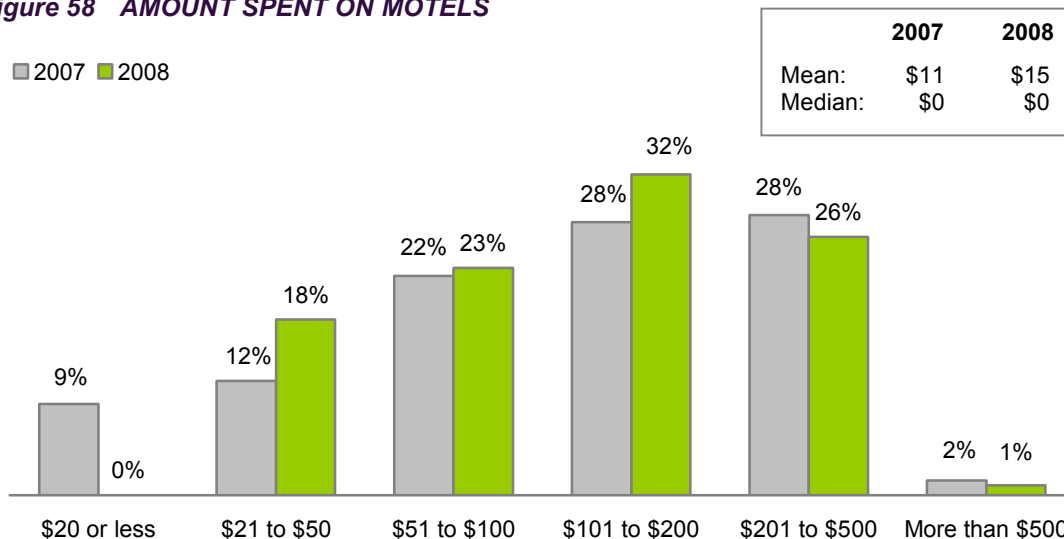
**Figure 57 AMOUNT SPENT ON HOTELS**



Note: Data from Q28. N=93. Dollars figures are per visitor per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Figure 58 shows a breakdown of the amounts spent per visitor per trip for motel accommodation. The total spend recorded is \$15,200; the average is \$15.

**Figure 58 AMOUNT SPENT ON MOTELS**



Note: Data from Q29. N=35. Dollars figures are per visitor per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

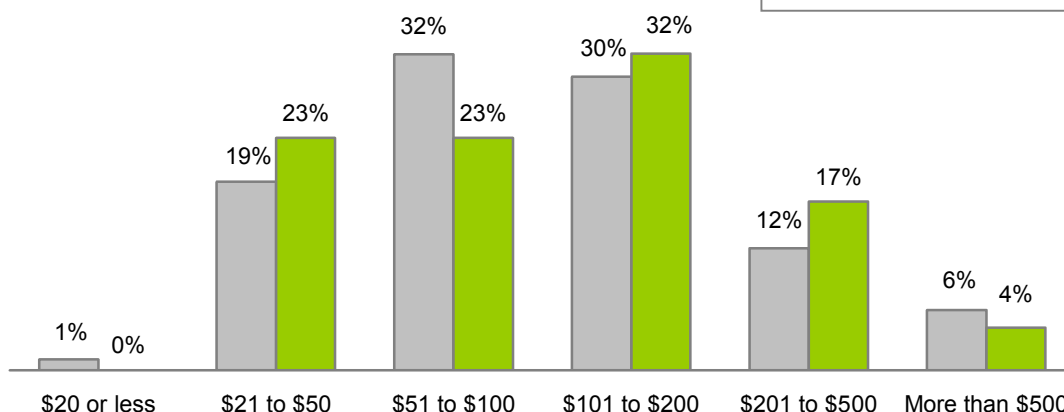
kisquared



Visitors' bed-and-breakfast accommodation expenditures are summarized in Figure 59. A total spend of \$20,800 was recorded. The average per visitor is \$20.

**Figure 59 AMOUNT SPENT ON BED-AND-BREAKFASTS**

■ 2007 ■ 2008



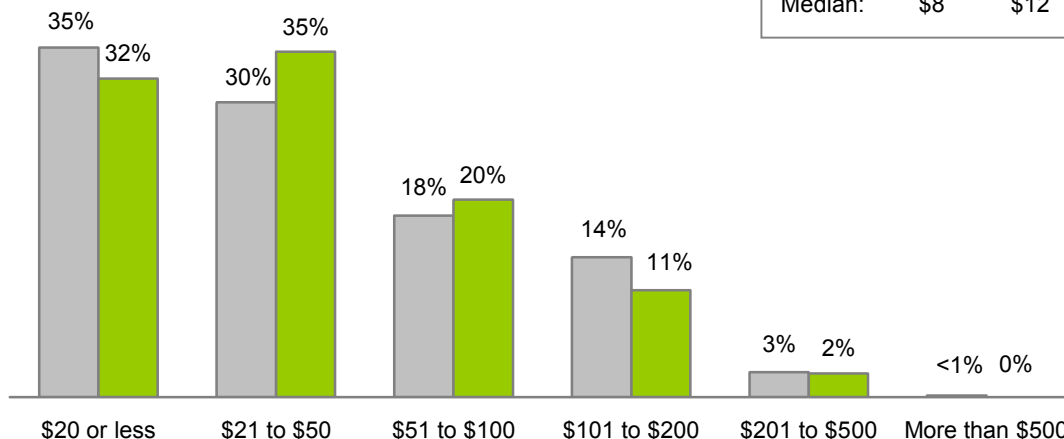
	2007	2008
Mean:	\$14	\$20
Median:	\$0	\$0

Note: Data from Q30. N=38. Dollars figures are per visitor per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Most visitors went camping, resulting in a total recorded spend of \$29,500. The average per-visitor spend equals \$30 per visitor.

**Figure 60 AMOUNT SPENT ON CAMPING**

■ 2007 ■ 2008

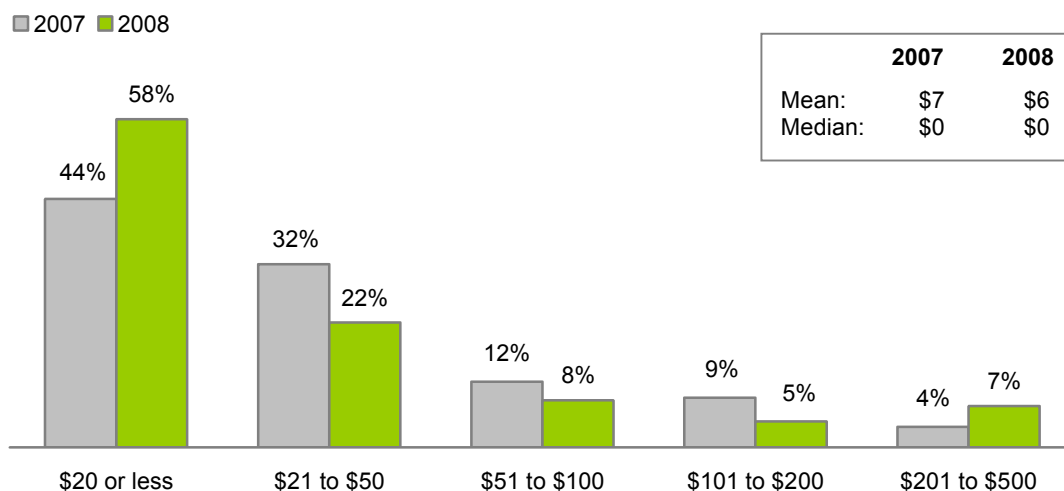


	2007	2008
Mean:	\$30	\$30
Median:	\$8	\$12

Note: Data from Q31. N=233. Dollars figures are per visitor per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Relatively small amounts are spent on activities and entertainment. Per-visitor spend is summarized in Figure 61. With an average visitor spend of \$6, the recorded spend totals less than \$5,600.

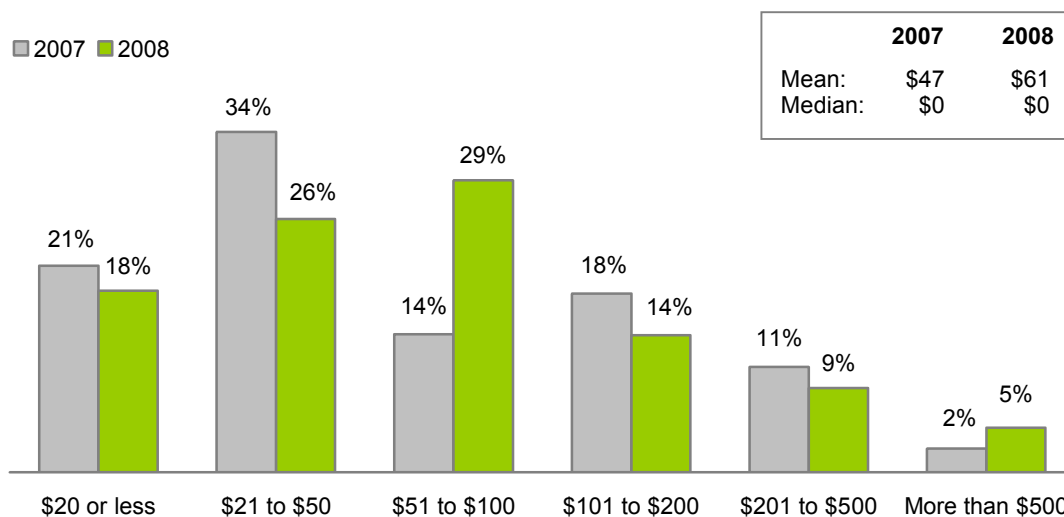
**Figure 61 AMOUNT SPENT ON ACTIVITIES AND ENTERTAINMENT**



Note: Data from Q32. N=41. Dollars figures are per visitor per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Per-visitor spend on arts and crafts is shown in Figure 62. The total equals \$61,500; the average is \$61 per visitor.

**Figure 62 AMOUNT SPENT ON ARTS AND CRAFTS**



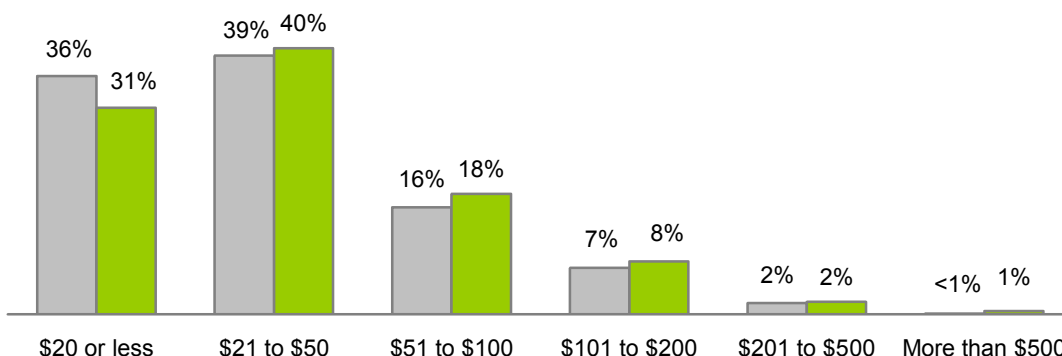
Note: Data from Q33. N=179. Dollars figures are per visitor per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Per-visitor souvenir expenditure is shown in Figure 63. Visitors spent an average of \$31 each, for a total recorded amount of \$31,000.

**Figure 63 AMOUNT SPENT ON SOUVENIRS**

■ 2007 ■ 2008

	2007	2008
Mean:	\$29	\$31
Median:	\$10	\$10



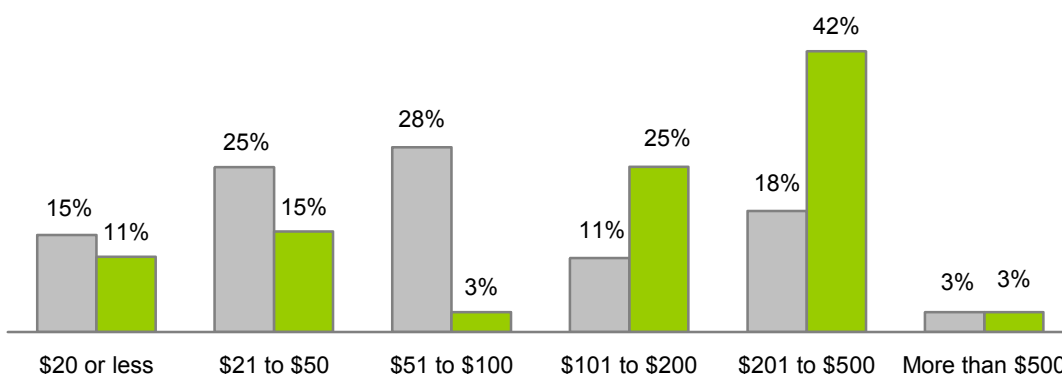
Note: Data from Q34. N=231. Dollars figures are per visitor per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Figure 64 shows the per-visitor amount spent on tours. Data for 2008 shows a dramatic increase in tour expenditures compared to 2007. This may be a result of the participation of Deh Cho Passport contestants. The relatively low N size may also be a factor. The total spent on tours is \$27,900 with an average spend of \$27.

**Figure 64 AMOUNT SPENT ON TOURS**

■ 2007 ■ 2008

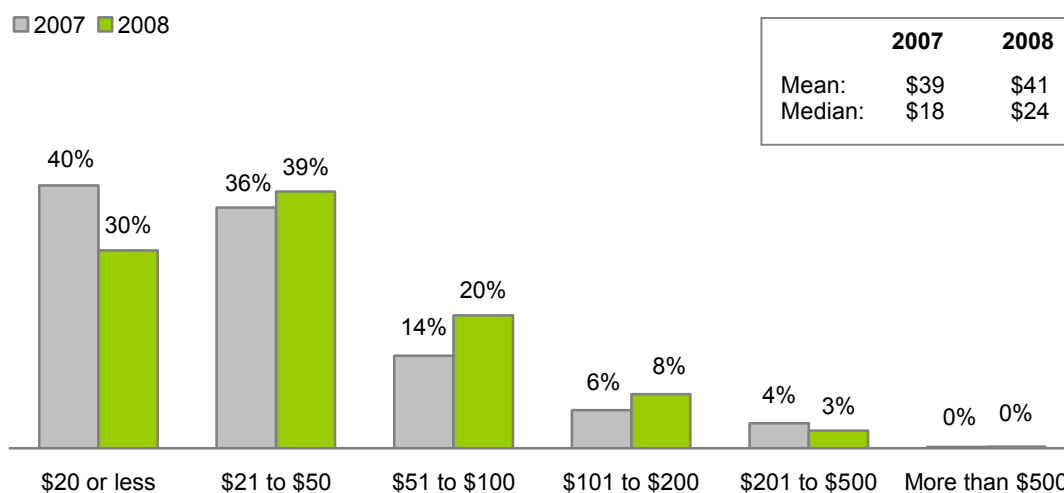
	2007	2008
Mean:	\$13	\$27
Median:	\$0	\$0



Note: Data from Q35. N=47. Dollars figures are per visitor per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

The amount spent per visitor on groceries is shown below; more than two thirds (69%) of visitors spent an average of \$50 or less on groceries. The average is \$41; the total spent is \$39,800.

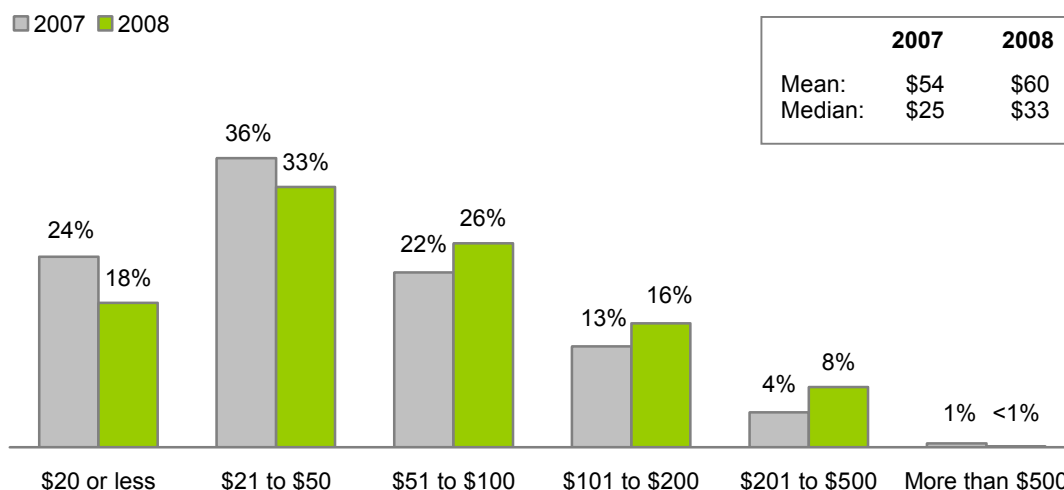
**Figure 65 AMOUNT SPENT ON GROCERIES**



Note: Data from Q36. N=290. Dollars figures are per visitor per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Per-visitor dining expenditures are shown in Figure 66. While about half (51%) of visitors spent \$50 or less, this is a smaller share that did so than in 2007. Spending totals \$58,300, with the average spend totaling \$60 per visitor.

**Figure 66 AMOUNT SPENT ON DINING**

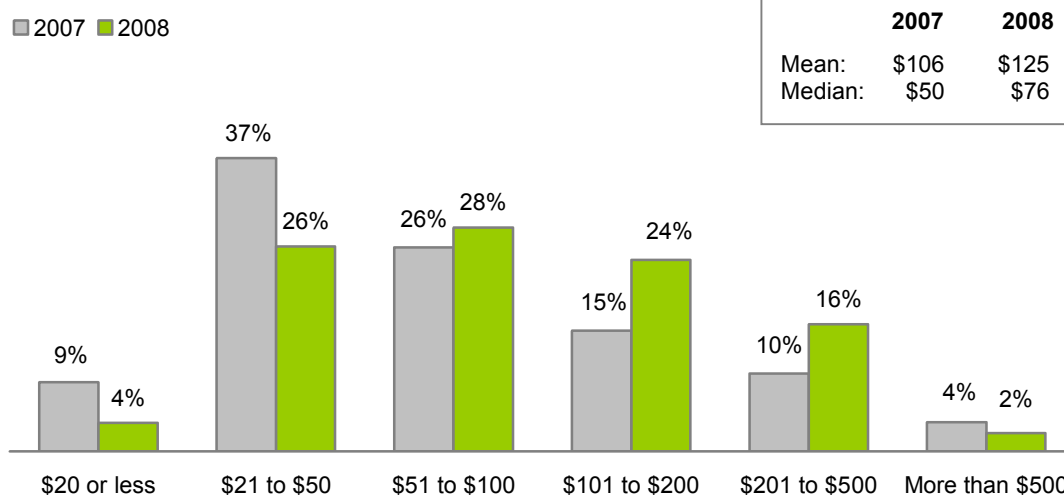


Note: Data from Q38. N=301. Dollars figures are per visitor per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.



Fuel expenditures are up in 2008, which is consistent with higher fuel prices that year. In total, 70% spent more than \$50 in the NWT, up from 55% in 2007. The total spend is \$118,000, while the average is \$125.

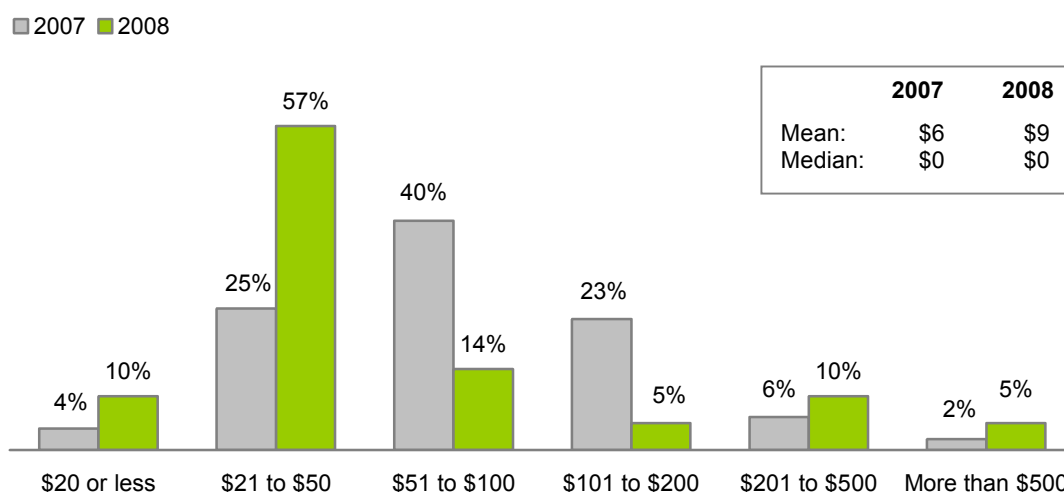
**Figure 67 AMOUNT SPENT ON FUEL WITHIN NWT**



Note: Data from Q37. N=352. Dollars figures are per visitor per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Boat and vehicle rental expenditures are up in 2008, as shown in Figure 68. The increase may not be representative of NWT visitors in general, given the low sample size of 14 for this question. The total reported expenditure is \$8,700; with an average of \$9.00 per visitor.

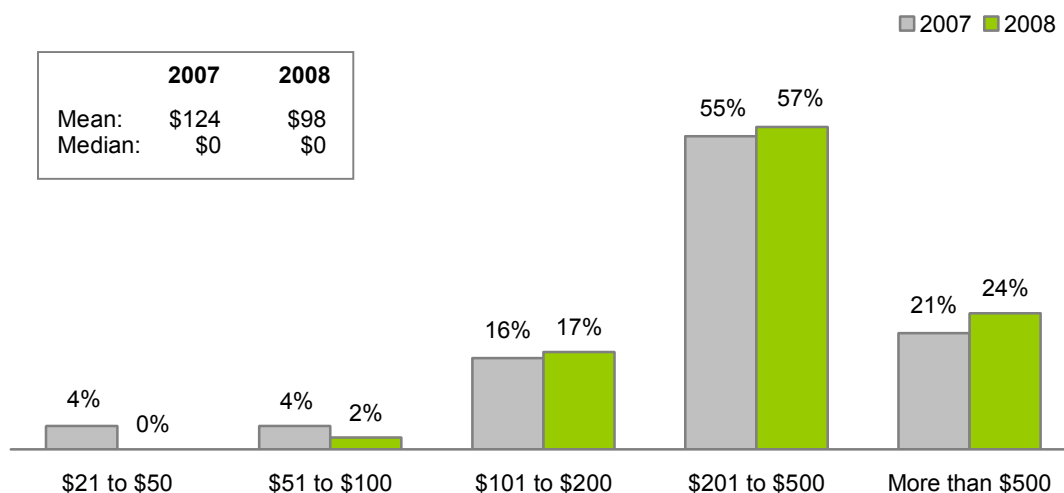
**Figure 68 AMOUNT SPENT ON BOAT AND VEHICLE RENTAL**



Note: Data from Q39. N=14. Dollars figures are per visitor per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Per-visitor airfare expenditures are nearly identical to those reported in 2007, as Figure 69 shows. Most visitors (57%) spent from \$201 to \$500 each, for a total spend of \$98,700. The average, which includes those who spent \$0, equals \$98 per visitor.

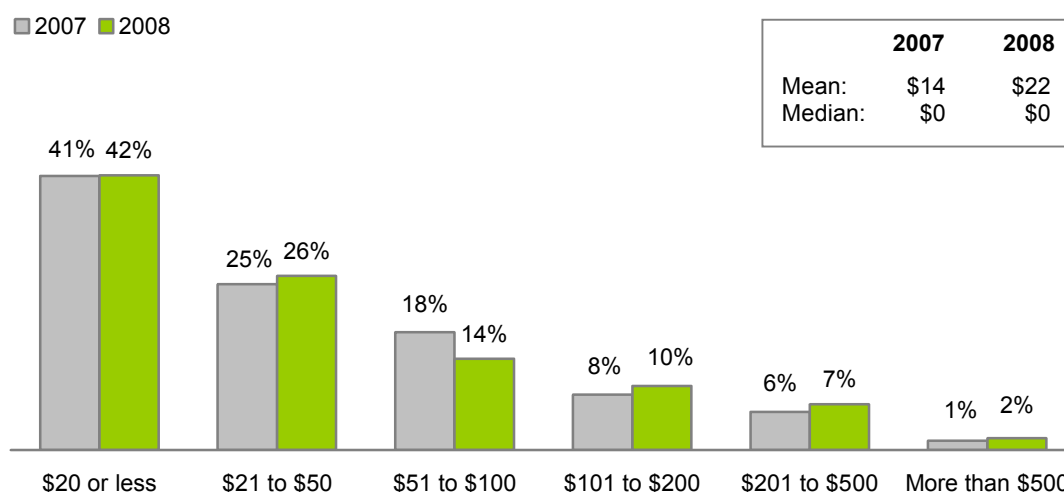
**Figure 69 AMOUNT SPENT ON AIRFARE WITHIN NWT**



Note: Data from Q40. N=75. Dollars figures are per visitor per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Other per-visitor expenditures are shown below. Forty-two percent of visitors spent \$20 or less, which is almost the same as in 2007. The total spend equals \$22,200; the average is \$22 per visitor.

**Figure 70 AMOUNT SPENT ON OTHER EXPENDITURES**



Note: Data from Q41. N=96. Dollars figures are per visitor per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Figure 71 below illustrates differences in spending between North American and overseas visitors. A noteworthy difference is in pre-paid package spend, which averages nearly \$5,550 for each overseas visitor, compared to only \$135 for the average North American visitor. Most other expenses for which there is comparable data show North Americans spending more on a per-visitor average than those from overseas.

**Figure 71 PER-VISITOR EXPENDITURES BY VISITOR ORIGIN**

Expenditure		North American visitors		Overseas visitors		All visitors		
		N	Mean spend	N	Mean spend	N	Mean spend	Total spend
Pre-paid package cost		955	\$135.46	45	\$5,453.50	1,000	\$347.87	\$347,873
In NWT	Hotels	953	\$41.47	44	-	997	\$40.02	\$39,900
	Motels	953	\$15.84	44	-	997	\$15.24	\$15,195
	Bed and Breakfast	967	\$21.48	49	-	1,016	\$20.45	\$20,772
	Camping	930	\$30.81	47	\$12.50	977	\$30.19	\$29,495
	Entertainment	967	\$5.81	47	-	1,014	\$5.58	\$5,656
	Arts and Crafts	957	\$63.43	47	-	1,004	\$61.30	\$61,542
	Souvenirs	954	\$31.28	47	\$25.00	1,001	\$30.94	\$30,975
	Tours	967	\$28.74	47	-	1,014	\$27.49	\$27,876
	Groceries	927	\$41.05	45	\$40.00	972	\$40.97	\$39,819
	Fuel	894	\$128.28	47	\$75.00	941	\$125.43	\$118,033
	Dining	925	\$61.65	47	\$25.00	972	\$60.02	\$58,340
	Vehicle / boat rental	969	\$9.02	47	-	1,016	\$8.60	\$8,739
	Airfare	961	\$99.76	47	-	1,008	\$97.93	\$98,709
	Other	967	\$22.75	45	-	1,012	\$21.91	\$22,174

Note: N is the number of visitors represented.

Figure 72 illustrates differences in expenditures by visitors based on differing trip focus. Notable differences can be summarized as follows:

- Pre-paid package costs are much higher among guided outdoor adventure visitors;
- With the exception of camping, those visiting the NWT for unguided outdoor adventure tend to spend more on hotels but less on other accommodations than those with other trip foci;
- Guided outdoor adventure visitors tend to spend about double on camping than what those coming for unguided outdoor adventure or general touring spend;
- VFR travellers spend more than other travellers only when it comes to groceries and souvenirs;
- Guided outdoor adventurers spend more on tours and airfare; and
- Those arriving for outdoor adventure, whether guided or unguided, spend more on boat and vehicle rentals than do other travellers.

**Figure 72 AVERAGE PER-VISITOR EXPEDITURES BY TRIP FOCUS**

Expenditure		Guided outdoor adventurer		Unguided outdoor adventurer		General touring		Visiting friends and relatives	
		N	Mean spend	N	Mean spend	N	Mean spend	N	Mean spend
Pre-paid package cost		31	\$1,258.06	39	\$757.56	748	\$331.10	89	-
In NWT	Hotels	29	\$4.76	51	\$68.38	748	\$37.42	89	\$15.93
	Motels	29	\$13.09	51	\$3.14	748	\$18.81	89	-
	Bed and Breakfast	33	\$56.36	51	\$2.94	748	\$10.74	89	\$12.08
	Camping	33	\$66.10	38	\$33.84	748	\$30.31	85	\$11.48
	Entertainment	33	-	51	\$5.88	748	\$6.13	89	\$1.01
	Arts and Crafts	33	\$98.67	51	\$99.65	748	\$59.21	89	\$42.71
	Souvenirs	33	\$23.33	51	\$25.59	748	\$29.80	89	\$53.96
	Tours	31	\$64.52	51	\$17.65	748	\$30.54	89	\$10.22
	Groceries	33	\$47.86	39	\$35.88	748	\$37.26	89	\$50.48
	Fuel	27	\$120.49	37	\$104.40	748	\$126.64	77	\$104.53
	Dining	33	\$80.80	39	\$74.33	748	\$57.62	87	\$54.02
	Vehicle / boat rental	33	\$10.54	51	\$11.76	748	\$1.95	89	\$1.12
	Airfare	33	\$690.62	49	\$93.88	748	\$68.79	84	\$67.36
	Other	33	-	51	\$16.59	748	\$15.53	89	\$13.37

Note: N is the number of visitors represented.

Figure 73 illustrates differences in expenditures by visitors based on intercept point. Notable differences can be summarized as follows:

- While fewer in number, visitors intercepted at Fort Simpson tend to spend a greater amount on pre-paid packages;
- Visitors intercepted at Fort Simpson tend to spend more than average on hotels and bed and breakfasts than others, while Deh Cho Passport participants spend the most on camping;
- Compared to others, visitors intercepted at Fort Simpson spend the most on entertainment, arts and crafts, tours, groceries, boat and vehicle rentals, airfare and other expenditures;
- Deh Cho Passport participants and visitors intercepted Fort Simpson tend to spend the most on fuel, while those intercepted at the 60<sup>th</sup> Parallel tend to spend the least;
- Those intercepted at the 60<sup>th</sup> Parallel tend to spend the most on dining, while those intercepted at Dawson City tend to spend the least.

**Figure 73 AVERAGE PER-VISITOR EXPENDITURES BY INTERCEPT**

Expenditure		60 <sup>th</sup> Parallel		Dawson City		Fort Simpson		Deh Cho Passport	
		N	Mean spend	N	Mean spend	N	Mean spend	N	Mean spend
Pre-paid package cost		331	\$297.64	437	\$411.63	28	\$1,107.39	204	\$188.56
In NWT	Hotels	321	\$37.67	436	\$38.77	28	\$103.49	212	\$37.76
	Motels	321	\$18.98	436	\$12.69	28	\$9.29	212	\$15.60
	Bed and Breakfast	333	\$12.03	439	\$11.32	28	\$340.00	216	\$10.53
	Camping	328	\$30.15	425	\$16.77	26	\$42.69	198	\$57.42
	Entertainment	333	\$2.95	437	\$7.23	28	\$10.71	216	\$5.61
	Arts and Crafts	328	\$51.69	434	\$65.53	28	\$91.79	214	\$63.44
	Souvenirs	329	\$37.25	433	\$26.48	28	\$20.00	211	\$31.73
	Tours	333	\$12.69	437	\$45.01	28	\$103.57	216	\$5.00
	Groceries	328	\$39.65	423	\$30.22	28	\$104.97	193	\$57.46
	Fuel	309	\$137.13	418	\$86.96	28	\$182.81	186	\$183.83
	Dining	317	\$80.66	427	\$41.42	28	\$73.68	200	\$65.10
	Vehicle / boat rental	333	\$5.20	439	\$4.57	28	\$178.57	216	-
	Airfare	331	\$114.60	439	\$93.77	28	\$397.07	210	\$40.45
	Other	333	\$10.72	435	\$12.69	28	\$275.21	216	\$24.90

Note: N is the number of visitors represented.

Expenditures differ significantly by traveller characteristics; details are shown in Figure 74 below.

**Figure 74 INFLUENCES ON EXPENDITURES PER VISITOR PER TRIP**

Expenditure	Tend to spend more	Tend to spend less
Hotels	<ul style="list-style-type: none"> <li>Repeat visitors</li> </ul>	<ul style="list-style-type: none"> <li>Destination: South Slave</li> <li>Trip focus: VFR</li> <li>First-time visitors</li> </ul>
Camping	<ul style="list-style-type: none"> <li>Intercept: Deh Cho</li> <li>Destination: Deh Cho</li> <li>Trip focus: Outdoor adventure</li> <li>First-time visitors</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dawson City</li> <li>Destination: Inuvik</li> <li>Trip focus: VFR</li> <li>Repeat Visitors</li> </ul>
Arts and crafts	<ul style="list-style-type: none"> <li>Trip focus: Outdoor adventure</li> <li>Repeat visitors</li> <li>Education: Graduate</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel</li> <li>Destination: South Slave</li> <li>Trip focus: VFR</li> <li>First-time visitors</li> </ul>
Souvenirs	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel</li> <li>Destination: North Slave</li> <li>Trip focus: VFR</li> <li>Travel party: With friend</li> <li>Education: High school or less</li> <li>Income: More than \$90,000</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dawson City</li> <li>Destination: South Slave</li> <li>Travel party: Families with children</li> <li>Origin: US or German-speaking</li> <li>Education: Some technical college or university</li> <li>Income: \$50,000 to \$70,000</li> </ul>
Groceries	<ul style="list-style-type: none"> <li>Intercept: Deh Cho</li> <li>Destination: South Slave</li> <li>Repeat visitors</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dawson City</li> <li>Destination: Inuvik</li> <li>Travel party: Families or with friends</li> <li>Education: Undergraduate</li> <li>Income: \$50,000 to \$70,000</li> </ul>
Fuel	<ul style="list-style-type: none"> <li>Intercept: Deh Cho</li> <li>Destination: North Slave</li> <li>Travel party: Alone</li> <li>Origin: Prairie Provinces or US</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dawson City</li> <li>Destination: Inuvik</li> <li>Travel party: With friends</li> </ul>
Dining	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel</li> <li>Destination: North Slave</li> <li>Travel party: Alone</li> <li>Repeat visitors</li> <li>Origin: Prairie Provinces or Eastern Canada</li> <li>Education: Undergraduate or higher</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dawson City</li> <li>Destination: Inuvik or South Slave</li> <li>Travel party: Families with children</li> <li>Origin: German-speaking</li> </ul>

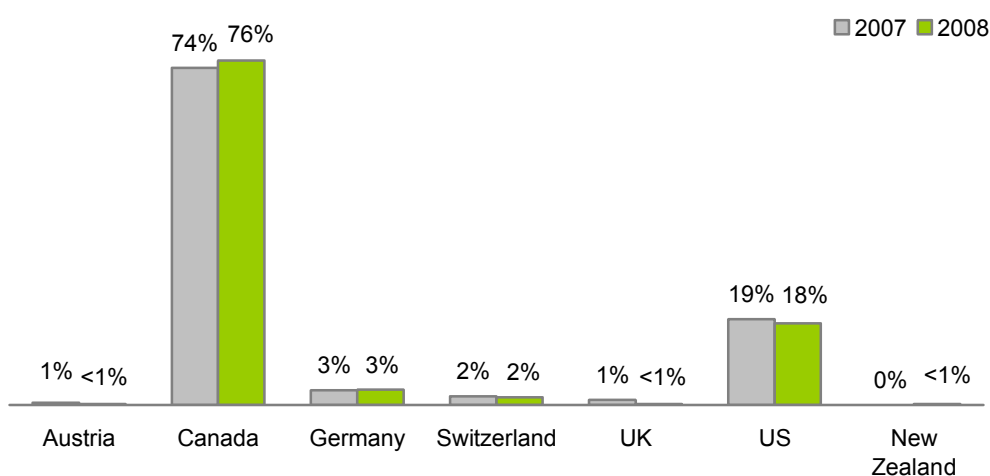
Note: VFR = visiting friends and relatives.

## Visitor profile

### Country

As in 2007, three out of four visitors to the NWT are from Canada (76% in 2008). The next largest group comes from the US (18%) and the rest are from European countries (6%) and New Zealand (<1%).

**Figure 75 COUNTRY OF ORIGIN**



Note: Data from Q11.

## Province, territory or state

Residents of Alberta, British Columbia and Ontario together account for 71% of North American visitors to the NWT in 2008. The top four US sources are all west coast states: Washington, Alaska, California and Oregon.

**Figure 76 PROVINCE OR STATE OF ORIGIN**

Province / State	2007	2008	Province / State	2007	2008
Alberta	22%	28%	South Dakota	<1%	1%
British Columbia	24%	28%	Prince Edward Island	-	1%
Ontario	20%	14%	New Mexico	1%	<1%
Saskatchewan	5%	5%	Nova Scotia	1%	<1%
Quebec	3%	3%	Alabama	<1%	<1%
Washington	2%	3%	Iowa	<1%	<1%
California	3%	1%	Wisconsin	<1%	<1%
Alaska	2%	1%	Ohio	<1%	<1%
Manitoba	2%	1%	Newfoundland and Labrador	<1%	<1%
Oregon	1%	1%	Oklahoma	<1%	<1%
Idaho	1%	1%	Massachusetts	<1%	<1%
Colorado	1%	1%	Wyoming	<1%	<1%
Illinois	1%	1%	Nevada	0%	<1%
Minnesota	1%	1%	New Hampshire	0	<1%
Michigan	1%	1%	Delaware	0	<1%
New Brunswick	1%	1%	Northwest Territories	1%	0%
New York	1%	1%	Indiana	<1%	0%
Pennsylvania	1%	1%	Georgia	<1%	0%
Virginia	1%	1%	South Carolina	<1%	0%
Yukon	1%	1%	West Virginia	<1%	0%
Florida	<1%	1%	Louisiana	<1%	0%
Texas	<1%	1%	Tennessee	<1%	0%
Utah	<1%	1%	Missouri	<1%	0%
Arizona	<1%	1%	North Carolina	<1%	0%
Montana	<1%	1%	Nunavut	0	0%

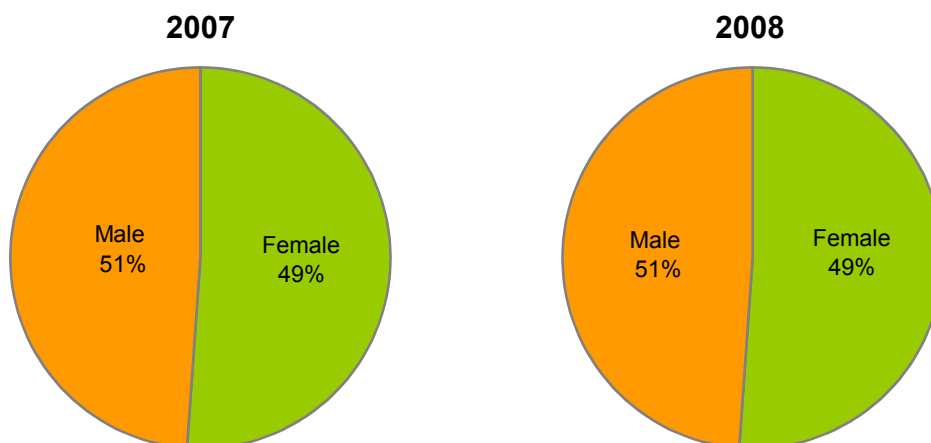
Note: Data from Q11.



## Gender

A slight majority (51%) of visitors are male. This is the same as in 2007 (see Figure 77).

**Figure 77 GENDER OF VISITORS**

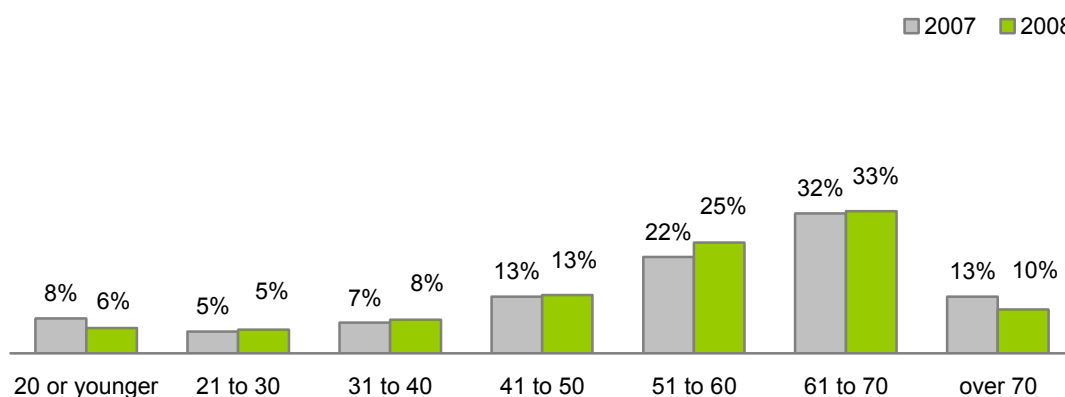


Note: Data from Q16. Based on a profile of all visitors in respondent's travel party.

## Age

The likelihood of travelling to the NWT appears to increase with age, as Figure 78 shows. As in 2007, approximately two-thirds of visitors are over 50 years in age. About one in five are 20 years or younger.

**Figure 78 AGE**

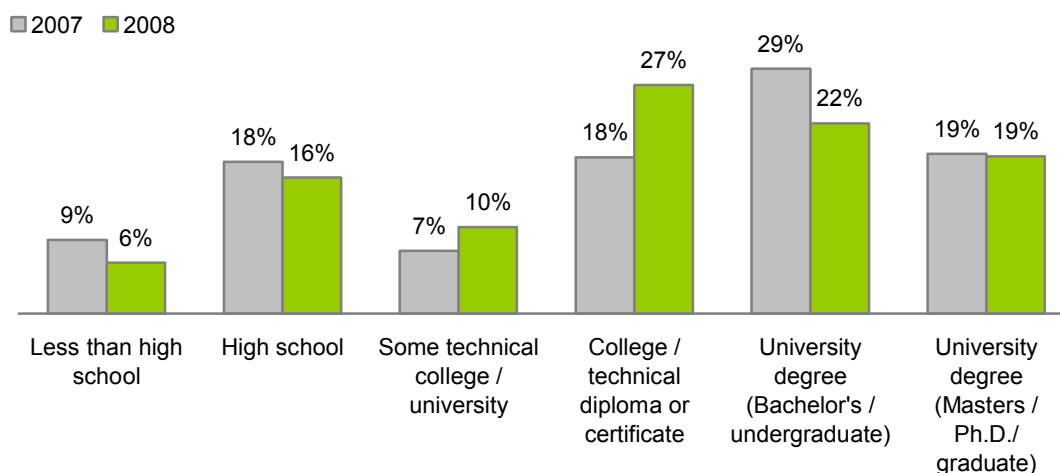


Note: Data from Q16. Based on a profile of all visitors in respondent's travel party.

## Education

Most visitors to the NWT (78%) have at least some post-secondary education, with more than one fifth (22%) having an undergraduate degree and slightly less than one fifth (19%) with a graduate degree. A comparison of 2007 and 2008 is shown in Figure 79. Education levels of visitors are similar to 2007 findings, though an increase in college graduates is apparent.

**Figure 79 LEVEL OF EDUCATION**



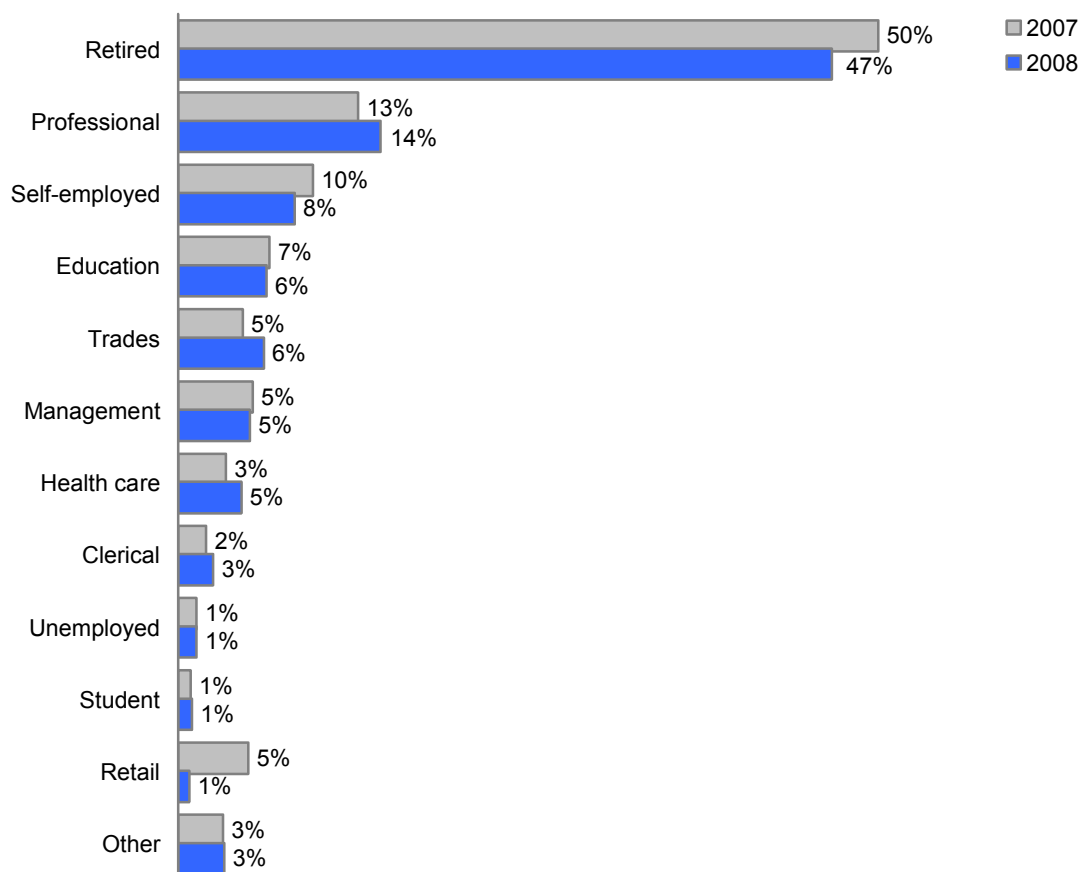
**Note: Data from Q129.**

- Cross-tabulations reveal that American visitors are relatively *more* likely and Canadian visitors are *less* likely to have graduate-level education. German-speaking visitors tend to have less than high school, or a college or technical school diploma/certificate, and are correspondingly *less* likely to have a high school diploma or a university undergraduate degree.

## Occupation

As Figure 80 shows, nearly half (47%) of all visitors to the NWT are retired. Among those still in the workforce, the top employment categories are professional (14%), self-employed (8%), education (6%) and trades (6%). (See).

**Figure 80 CURRENT OCCUPATION**

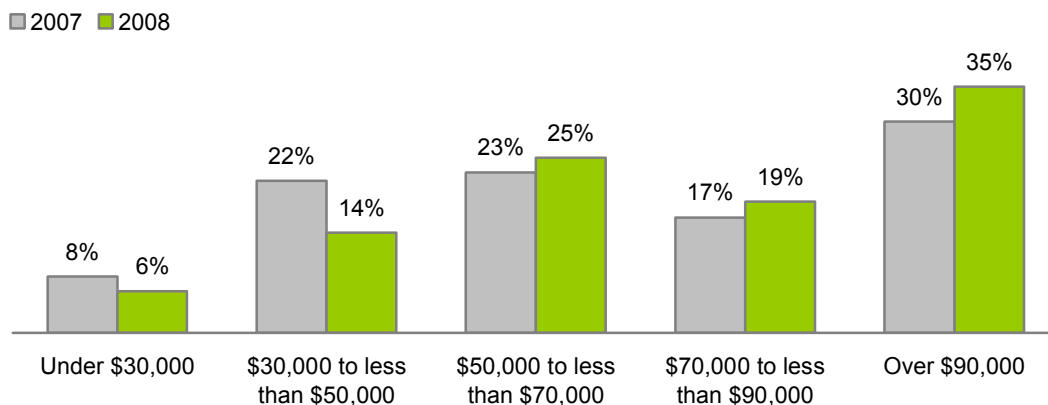


**Note: Data from Q130.**

## Household income

Figure 81 provides annual household income data for visitors. More than one third (35%) have incomes over \$90,000. One in five (20%) have an income below \$50,000 per year. Visitor incomes have trended upward since 2007.

**Figure 81 ANNUAL HOUSEHOLD INCOME**



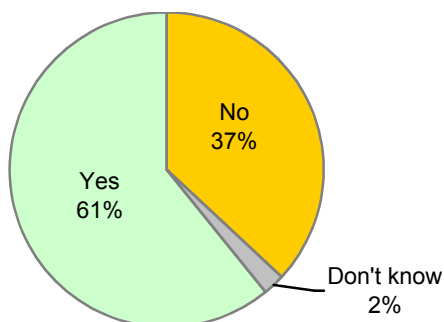
Note: Data from Q131.

- Cross-tabulations reveal that German-speaking visitors are *more* likely to have an annual household income of over \$90,000 and *less* likely to have an income of under \$50,000. American visitors tend to have an annual household income between \$50,000 and \$70,000, and are *less* likely to have an annual household income of less than \$50,000.

## Participation in future research

As Figure 82 shows, 61% of respondents report that they would be interested in attending focus group sessions or other participating in other types of research in future.

**Figure 82 INTEREST IN PARTICIPATION IN FUTURE RESEARCH**



Note: Data from Q128.

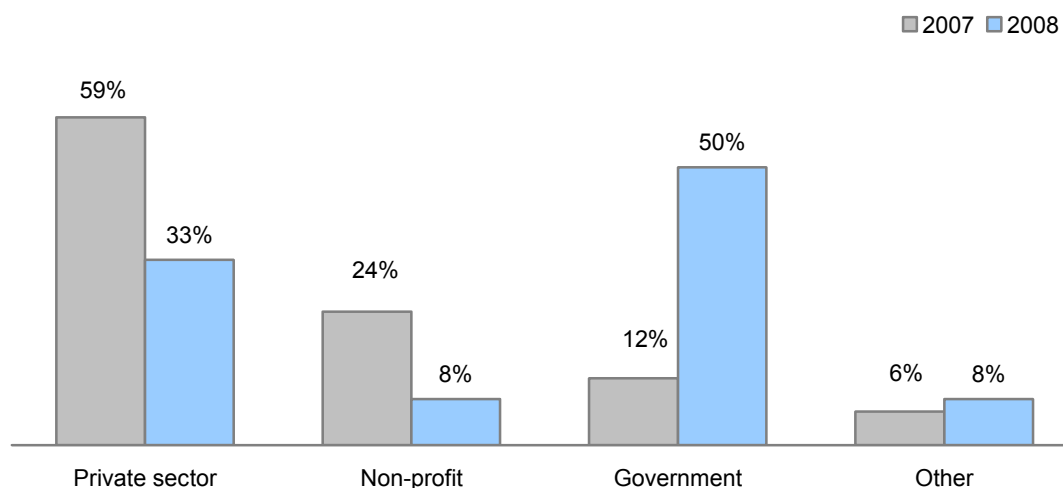
kisquared



## Business traveller characteristics

Of those who visit the NWT primarily for work or business, half (50%) work in government and one third (33%) work in the private sector. See Figure 83; note that these data are based on a small sample size.

**Figure 83 TYPE OF BUSINESS TRAVEL**



**Note:** Data from Q14. Based on an N size of 16 (2007) and 12 (2008).

Business travellers to the NWT come from a variety of different industries. Those reported in the 2007 and 2008 studies are listed below in Figure 84.

**Figure 84 INDUSTRY**

2007 industries	2008 industries
Transportation (x4)	Transportation
Cultural industries (x3)	Oil and gas
Information and communication technologies (x2)	Farming
Forestry	Forestry
Tourism	Tourism
Technical/trades	Technical/trades
Retail services	
Other (x3)	Other (x6)

**Note:** Data from Q15. Based on an N size of 16 (2007) and 12 (2008).

## Appendix A: Call outcomes report

### Final call outcomes

		North America				Overseas				
		60th Parallel	Dawson City	Fort Simpson	Dehcho Passport	60th Parallel	Dawson City	Fort Simpson	Dehcho Passport	Total
Contacts not reached	Not yet called	0	0	0	0	0	0	0	0	0
	Answering machine	16	13	2	10	2	6	0	0	49
	Call return	0	2	0	2	0	0	0	0	4
	No answer	4	2	0	12	1	5	0	0	24
	Busy	2	2	0	1	0	0	0	0	5
Contacts no longer eligible	Not in service	3	12	0	2	0	5	0	0	22
	Refused	7	4	0	9	2	1	0	2	25
	Terminate during interview	3	2	0	0	0	0	0	0	5
	Language barrier	1	1	0	1	0	0	0	0	3
	Duplicate number	4	3	2	66	0	0	0	0	75
	Didn't go to NWT	0	30	0	5	0	3	0	0	38
	Sample error (wrong number provided)	7	14	1	6	2	4	0	0	34
	Lives in NWT and was not touring within NWT	4	3	1	6	0	0	0	0	14
	Overseas numbers not to be called	-	-	-	-	3	22	2	2	29
Total number of contacts to date		172	260	18	217	13	67	2	7	756
Contacts not reached		22	19	2	25	3	11	0	0	82
Contacts no longer eligible		29	69	4	95	7	35	2	4	245
Contacts not yet returned home		2	6	0	11	0	4	0	0	23
<b>Complete</b>		<b>119</b>	<b>166</b>	<b>12</b>	<b>86</b>	<b>3</b>	<b>17</b>	<b>0</b>	<b>3</b>	<b>406</b>

## Appendix B: Outlier report

Senior **kisquared** interviewers were briefed to conduct all interviews. For each question that involved dollar amounts and nights stayed, there were additional instructions in the questionnaire for the interviewers to follow if the response fell within parameters that required probing for validation. The interviewers recorded how each outlier response was validated by the respondent, and these explanations were then entered into our new SPSS Data Entry 4.0 program. This program contains automatic data cleaning and calculating abilities – such as advanced math formulas and complex logic statements based on an infinite amount of variables – and are automatically run every time a survey is entered.

In addition to programming acceptable value parameters to flag possible outlier values for every open-ended numerical variable at the point of entry, the following outlier calculations were also programmed into the data entry form and processed automatically after each survey was entered. Responses that were flagged for investigation during data entry were returned to the supervisor or interviewer for immediate validation. An explanation of how each flagged response was validated was then entered into a text field at the end of each record in the data file.

Based on the 2007 Trip Diaries findings, these responses were flagged for further validation:

- **Amount spent on hotels and motels while in the NWT** – responses of less than \$20/person/night spent at hotels and motels or more than \$150/person/night spent at hotels and motels.
- **Amount spent on bed and breakfasts while in the NWT** – responses of less than \$20/person/night spent at a bed and breakfast or more than \$200/person/night spent at a bed and breakfast.
- **Amount spent on camping while in the NWT** – responses of more than \$50/night.
- **Amount spent on activities and entertainment while in the NWT** – responses of more than \$150/day.
- **Amount spent on arts and crafts while in the NWT** – responses of more than \$500/person.
- **Amount spent on souvenirs while in the NWT** – responses of more than \$500/person.
- **Amount spent on tours while in the NWT** – responses of more than \$150/person/day.
- **Amount spent on groceries while in the NWT** – responses of more than \$50/person/day.
- **Amount spent on fuel while in the NWT** – responses of more than \$75/day.
- **Amount spent on dining while in the NWT** – responses of more than \$100/per person/day.
- **Amount spent on boat and vehicle rentals while in the NWT** – responses of more than \$150/day.
- **Amount spent on airfare within the NWT** – responses of more than \$250/person/day.

## Outlier findings

A total of 53 outlier values based on the above parameters were checked. A breakdown and explanation of each question, case by case, follows.

The following questions have introductions used when speaking to respondents visiting the NWT for leisure purposes. Business visitors were asked the same questions in the form of “Including personal and employer expenses, how much did you spend on your trip on...”

**Q28/29. Aside from any pre-paid package costs, how much did you and your travel party spend on your trip on hotels and motels within the Northwest Territories? PROBE IF OUTSIDE \$20-\$150 PER PERSON PER NIGHT**

Survey number	Amount per person per night	Validation from respondent
105	\$213	That's just what the price was
308	\$170	That's just what the price was

**Q30. Aside from any pre-paid package costs, how much did you and your travel party spend on your trip on bed and breakfasts within the Northwest Territories? PROBE IF OUTSIDE \$20-\$200 PER PERSON PER NIGHT**

Survey number	Amount per person per night	Validation from respondent
85	\$290	We spent four weeks in bed and breakfast.
154	\$15	Amount confirmed by respondent

**Q31. Aside from any pre-paid package costs, how much did you and your travel party spend on your trip on camping within the Northwest Territories? PROBE IF MORE THAN \$50 PER NIGHT**

Survey number	Amount per night	Validation from respondent
80	\$85	Amount confirmed by respondent



**Q33. Aside from any pre-paid package costs, how much did you and your travel party spend on your trip on arts and crafts like carvings and prints within the Northwest Territories? PROBE IF MORE THAN \$500 PER PERSON**

Survey number	Amount per person	Validation from respondent
39	\$2,000	Purchased an expensive original painting by a famous local artist
297	\$1,263	Purchased two wall hangings
144	\$1,250	Purchased some large carvings and glass statues
32	\$1,233	Purchased a large soapstone carving
117	\$900	Purchased a large carving
132	\$750	Purchased a large carving and a couple of prints
10	\$733	Purchased a custom carving

**Q34. Aside from any pre-paid package costs, how much did you and your travel party spend on your trip on souvenirs within the Northwest Territories? PROBE IF MORE THAN \$500 PER PERSON**

Survey number	Amount per person	Validation from respondent
190	\$667	Purchased jackets, moccasins and many other goods.

**Q37. Aside from any pre-paid package costs, how much did you and your travel party spend on your trip on fuel within the Northwest Territories? PROBE IF MORE THAN \$75 PER DAY**

Survey number	Amount per day	Validation from respondent
20	\$200	We were driving an RV; and we drove all the way to Inuvik
106	\$175	We were driving a large truck and towing a large camper
9	\$133	We were driving an RV
94	\$125	We were driving a truck; and we did a lot of touring
96	\$120	We were driving a truck' and we did a lot of touring
69	\$120	We did a lot of driving
185	\$120	We drove an RV
103	\$112	We were driving a truck; and we did a lot of touring
350	\$109	We drove an RV and filled it up 3 times
133	\$105	We filled up three times
63	\$105	We did a lot of driving on Dempster, Liard, and McKenzie Highway
162	\$105	We were driving an RV

**Note:** There were 28 other outlier responses falling within the \$76 to \$100 range with similar explanations of driving RVs and large trucks.

## Appendix C: Methodological notes regarding factor analysis

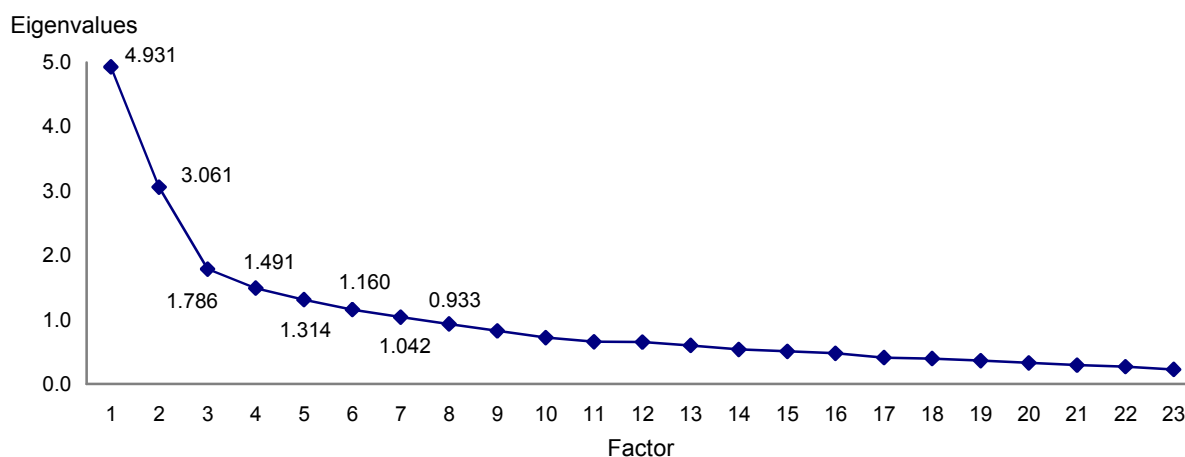
The researcher's selection of the preferable factor analysis method for a particular analysis is dictated by the study's objectives. For this study, **kisquared** selected an oblique rotation method – where the factors generated by the analysis are allowed to be correlated to one another – because it tends to represent the objective reality in the data better than orthogonal methods do.

Although an oblique solution may be more challenging to interpret than others because of inter-correlation between factors or multi-vocal items (variables that load on multiple factors), this outcome is a result of the “natural” complexity that exists in the data (i.e., as the concepts represented by factors may be correlated in reality, imposing an orthogonal solution may yield a less than ideal outcome).

To summarize, the factor analysis presented in this report has the following attributes:

- Extraction method: Principal axis factoring.
- Rotation method: Oblimin with Kaiser normalization (delta = 0.0).
- Significance tested through Bartlett's Test of Sphericity (95% confidence interval).
- Factors selected: 7 (based on eigenvalues greater than 1.0 and confirmed by visual inspection of the scree plot; the seventh factor accounts for a initial variance of 4.5% – see data in Figure 85 and Figure 86).
- Only one of the 23 variables, Q110 Relaxing break from work, does not load on any of the factors (by greater than 0.4 or less than -0.4). It has a communality of .147, indicating that is not at all well-explained by the seven factors. Excluding this variable from the analysis has no appreciable effect on loadings or communalities, and so it remains included.

**Figure 85 SCREE PLOT**



Note: Only the first eight eigenvalues are labeled. Only one “break point,” at 1.786, is observed.

**kisquared**



**Figure 86 TOTAL VARIANCE EXPLAINED**

Factor	Initial eigenvalues			Extraction sums of squared loadings			RSSL*
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	4.931	21.4	21.4	4.461	19.4	19.4	2.071
2	3.061	13.3	34.8	2.612	11.4	30.7	1.759
3	1.786	7.8	42.5	1.322	5.7	36.5	2.177
4	1.491	6.5	49.0	1.007	4.4	40.9	2.458
5	1.314	5.7	54.7	.825	3.6	44.5	2.574
6	1.160	5.0	59.8	.720	3.1	47.6	2.867
7	1.42	4.5	64.3	.593	2.6	50.2	2.579
8	.933	4.1	68.3				
9	.827	3.6	71.9				
10	.720	3.1	75.1				
11	.660	2.9	77.9				
12	.655	2.8	80.8				
13	.601	2.6	83.4				
14	.536	2.3	85.7				
15	.508	2.2	87.9				
16	.479	2.1	90.0				
17	.414	1.8	91.8				
18	.395	1.7	93.5				
19	.361	1.6	95.1				
20	.331	1.4	96.5				
21	.296	1.3	97.8				
22	.270	1.2	99.0				
23	.229	1.0	100.0				

Note: N = 368. Extraction Method: Principal Axis Factoring. (\*)RSSL = Rotation Sums of Squared Loadings. Correlations between factors mean that sums of squared loadings cannot be added to obtain a total variance.

## Appendix D: Cross-tabulations of factor scores

Cross-tabulations of factor scores with other variables were run and tested for statistical significance. Factor scores were coded into categories based on distance (in number of standard deviations) from the mean. Significant relationships, determined through chi-square testing, are shown in bold.

		Factor score 1:"Safe, urban and indoor activities"							
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater	Total N	Mean	Median
TOTAL		11.4%	15.2%	45.4%	16.3%	11.7%	368	.00	-.1
Q0. Intercept point	60th Parallel	6.4%	9.1%	46.4%	20.0%	18.2%	110	.24	.2
	Dawson City	17.9%	18.5%	42.0%	14.2%	7.4%	162	-.19	-.2
	Deh Cho Passport program	3.7%	18.3%	48.8%	17.1%	12.2%	82	.11	.1
Q5. Primary destination	Inuvik	19.2%	18.0%	42.5%	13.2%	7.2%	167	-.23	-.3
	Deh Cho	10.0%	15.0%	50.0%	20.0%	5.0%	20	-.02	.3
	North Slave	4.2%	13.3%	48.3%	19.2%	15.0%	120	.19	.1
	South Slave	2.9%	11.8%	35.3%	23.5%	26.5%	34	.42	.4
Q13. Primary focus of the trip	Outdoor adventure (eco-tourism)	8.7%	13.0%	60.9%	8.7%	8.7%	23	.02	.0
	General touring	12.5%	16.2%	46.5%	15.5%	9.2%	271	-.08	-.1
	VFR	3.2%	3.2%	38.7%	25.8%	29.0%	31	.54	.6
	Other tourism related focus	11.5%	15.4%	42.3%	19.2%	11.5%	26	.08	.0
Q2. Number of nights in the NWT	Less than 3 nights	11.6%	17.1%	41.1%	20.9%	9.3%	129	-.01	.0
	4 to 6 nights	10.6%	11.4%	50.4%	14.6%	13.0%	123	.04	-.1
	7 to 10 nights	14.5%	12.9%	45.2%	12.9%	14.5%	62	.01	.1
	More than 10 nights	9.3%	22.2%	44.4%	13.0%	11.1%	54	-.06	-.2
Q9and16. Travel party composition	Alone	12.5%	20.8%	45.8%	12.5%	8.3%	24	-.10	-.1
	As a couple	15.4%	12.6%	45.8%	17.3%	8.9%	214	-.06	-.1
	As one or more families without children	6.3%	18.8%	43.8%	14.6%	16.7%	48	.09	-.1
	As one or more families with children	3.4%	13.8%	37.9%	20.7%	24.1%	29	.34	.3
	With friends	3.8%	20.8%	49.1%	13.2%	13.2%	53	.02	-.1
Q4. First-time NWT travellers	First-time visitors	12.2%	15.0%	47.0%	15.0%	10.8%	287	-.04	-.1
	Repeat visitors	8.6%	16.0%	39.5%	21.0%	14.8%	81	.13	.2
Q43. Recall of "Spectacular NWT" phrase	Yes	10.1%	15.6%	42.7%	18.6%	13.1%	199	.07	.1
	No	11.4%	14.4%	46.2%	15.9%	12.1%	132	.00	.0
Q83. National or territories parks visitation	Yes	8.4%	11.6%	48.9%	16.3%	14.7%	190	.11	.0
	No	11.6%	18.5%	43.2%	17.1%	9.6%	146	-.04	-.1

ki squared



		Factor score 1: "Safe, urban and indoor activities"					Total N	Mean	Median
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater			
TOTAL		11.4%	15.2%	45.4%	16.3%	11.7%	368	.00	-.1
Age	Under 40	12.2%	18.4%	40.8%	6.1%	22.4%	49	.05	-.1
	41 to 50	20.8%	16.7%	29.2%	18.8%	14.6%	48	-.12	-.1
	51 to 60	12.9%	14.0%	45.2%	17.2%	10.8%	93	-.01	-.1
	61 to 70	5.0%	14.4%	54.7%	17.3%	8.6%	139	.05	.0
	Over 70	17.2%	13.8%	37.9%	20.7%	10.3%	29	-.06	-.2
Q11. Region of origin	BC and YT	7.3%	16.7%	46.9%	17.7%	11.5%	96	.03	.0
	Prairie provinces (MB, SK and AB)	4.2%	10.2%	48.3%	21.2%	16.1%	118	.28	.3
	Eastern provinces (east of MB)	6.3%	21.9%	39.1%	15.6%	17.2%	64	.17	.2
	US	13.2%	17.6%	54.4%	11.8%	2.9%	68	-.24	-.2
	German-speaking	81.0%	9.5%	9.5%	.0%	.0%	21	-1.41	-1.4
Q129. Education level	High school or less	1.3%	10.3%	48.7%	17.9%	21.8%	78	.38	.3
	Some technical college / university	7.9%	10.5%	50.0%	18.4%	13.2%	38	.16	.1
	College / technical diploma or certificate	12.4%	14.4%	46.4%	17.5%	9.3%	97	-.10	-.2
	University degree (Bachelor's / undergraduate)	16.7%	19.0%	38.1%	16.7%	9.5%	84	-.10	-.1
	University degree (Masters / Ph.D. / graduate)	14.9%	20.9%	47.8%	10.4%	6.0%	67	-.24	-.3
Q131. Household income	Under \$50,000	5.3%	14.0%	47.4%	14.0%	19.3%	57	.20	.1
	\$50,000 to less than \$70,000	5.3%	15.8%	59.2%	14.5%	5.3%	76	-.04	-.1
	\$70,000 to less than \$90,000	13.6%	18.6%	49.2%	10.2%	8.5%	59	-.14	-.1
	Over \$90,000	11.6%	15.2%	42.9%	17.9%	12.5%	112	.05	-.1

		Factor score 2: "Hard outdoor adventure"					Total N	Mean	Median
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater			
TOTAL		15.2%	14.7%	43.2%	15.2%	11.7%	368	.00	.0
Q0. Intercept point	60th Parallel	20.9%	16.4%	44.5%	11.8%	6.4%	110	-.19	-.3
	Dawson City	10.5%	14.8%	42.6%	17.9%	14.2%	162	.13	.2
	Deh Cho Passport program	15.9%	14.6%	41.5%	14.6%	13.4%	82	.02	.0
Q5. Primary destination	Inuvik	11.4%	15.0%	41.9%	17.4%	14.4%	167	.11	.1
	Deh Cho	10.0%	5.0%	40.0%	20.0%	25.0%	20	.38	.4
	North Slave	22.5%	14.2%	45.8%	10.0%	7.5%	120	-.18	-.2
	South Slave	8.8%	20.6%	47.1%	14.7%	8.8%	34	-.08	-.2
Q13. Primary focus of the trip	Outdoor adventure (eco-tourism)	.0%	13.0%	30.4%	26.1%	30.4%	23	.64	.7
	General touring	17.0%	13.3%	45.0%	16.2%	8.5%	271	-.05	.0
	VFR	16.1%	22.6%	45.2%	6.5%	9.7%	31	-.23	-.4
	Other tourism related focus	11.5%	23.1%	30.8%	7.7%	26.9%	26	.09	.0
Q2. Number of nights in the NWT	Less than 3 nights	13.2%	15.5%	45.7%	14.0%	11.6%	129	.01	.0
	4 to 6 nights	13.8%	16.3%	39.8%	17.9%	12.2%	123	.05	.0
	7 to 10 nights	21.0%	12.9%	45.2%	11.3%	9.7%	62	-.14	-.2
	More than 10 nights	16.7%	11.1%	42.6%	16.7%	13.0%	54	.01	.2
Q9and16. Travel party composition	Alone	.0%	20.8%	29.2%	29.2%	20.8%	24	.47	.5
	As a couple	19.6%	13.6%	42.5%	14.5%	9.8%	214	-.09	.0
	As one or more families without children	10.4%	18.8%	50.0%	12.5%	8.3%	48	-.07	-.1
	As one or more families with children	6.9%	10.3%	48.3%	17.2%	17.2%	29	.23	.2
	With friends	13.2%	15.1%	43.4%	13.2%	15.1%	53	.07	.2
Q4. First-time NWT travellers	First-time visitors	17.8%	12.9%	41.5%	15.0%	12.9%	287	-.01	.0
	Repeat visitors	6.2%	21.0%	49.4%	16.0%	7.4%	81	.04	.0
Q43. Recall of "Spectacular NWT" phrase	Yes	11.6%	12.1%	47.7%	15.6%	13.1%	199	.09	.1
	No	18.9%	18.9%	37.9%	14.4%	9.8%	132	-.11	-.2
Q83. National or territories parks visitation	Yes	15.3%	14.2%	41.1%	16.3%	13.2%	190	.01	.0
	No	13.7%	17.8%	43.8%	15.1%	9.6%	146	-.02	.0
Age	Under 40	6.1%	2.0%	44.9%	28.6%	18.4%	49	.44	.4
	41 to 50	10.4%	4.2%	54.2%	12.5%	18.8%	48	.28	.2
	51 to 60	15.1%	20.4%	48.4%	11.8%	4.3%	93	-.19	-.2
	61 to 70	18.0%	18.7%	38.1%	13.7%	11.5%	139	-.09	-.1
	Over 70	31.0%	13.8%	34.5%	3.4%	17.2%	29	-.28	-.4

		Factor score 2:"Hard outdoor adventure"					Total N	Mean	Median
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater			
TOTAL		15.2%	14.7%	43.2%	15.2%	11.7%	368	.00	.0
Q11. Region of origin	BC and YT	17.7%	15.6%	35.4%	16.7%	14.6%	96	-.01	.0
	Prairie provinces (MB, SK and AB)	19.5%	13.6%	53.4%	11.0%	2.5%	118	-.22	-.2
	Eastern provinces(east of MB)	7.8%	18.8%	40.6%	18.8%	14.1%	64	.14	.2
	US	14.7%	13.2%	35.3%	16.2%	20.6%	68	.20	.2
	German-speaking	4.8%	9.5%	52.4%	19.0%	14.3%	21	.24	.1
	High school or less	24.4%	17.9%	34.6%	14.1%	9.0%	78	-.23	-.3
Q129. Education level	Some technical college / university	26.3%	23.7%	31.6%	15.8%	2.6%	38	-.38	-.5
	College / technical diploma or certificate	13.4%	12.4%	49.5%	14.4%	10.3%	97	.00	.0
	University degree (Bachelor's / undergraduate)	10.7%	13.1%	45.2%	16.7%	14.3%	84	.18	.2
	University degree (Masters / Ph.D./ graduate)	7.5%	10.4%	49.3%	13.4%	19.4%	67	.24	.1
	Under \$50,000	29.8%	10.5%	29.8%	17.5%	12.3%	57	-.15	-.2
Q131. Household income	\$50,000 to less than \$70,000	18.4%	18.4%	38.2%	14.5%	10.5%	76	-.10	-.1
	\$70,000 to less than \$90,000	13.6%	13.6%	44.1%	13.6%	15.3%	59	.06	.2
	Over \$90,000	8.0%	10.7%	49.1%	18.8%	13.4%	112	.19	.2



		Factor score 3: "Passive outdoor activity"					Total N	Mean	Median
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater			
TOTAL		12.8%	11.1%	38.3%	35.1%	2.7%	368	.00	.3
Q0. Intercept point	60th Parallel	20.0%	11.8%	37.3%	29.1%	1.8%	110	-.23	.0
	Dawson City	8.0%	9.9%	41.4%	39.5%	1.2%	162	.13	.4
	Deh Cho Passport program	14.6%	13.4%	30.5%	35.4%	6.1%	82	.00	.3
Q5. Primary destination	Inuvik	9.0%	9.6%	43.1%	36.5%	1.8%	167	.10	.3
	Deh Cho	5.0%	20.0%	25.0%	35.0%	15.0%	20	.17	.5
	North Slave	18.3%	13.3%	33.3%	34.2%	.8%	120	-.18	.1
	South Slave	20.6%	5.9%	35.3%	32.4%	5.9%	34	-.04	.2
Q13. Primary focus of the trip	Outdoor adventure (eco-tourism)	.0%	4.3%	34.8%	52.2%	8.7%	23	.51	.7
	General touring	13.3%	8.9%	40.6%	35.1%	2.2%	271	.01	.3
	VFR	12.9%	19.4%	22.6%	38.7%	6.5%	31	-.10	-.2
	Other tourism related focus	19.2%	15.4%	38.5%	26.9%	.0%	26	-.18	.1
Q2. Number of nights in the NWT	Less than 3 nights	10.9%	10.1%	38.8%	38.0%	2.3%	129	.06	.4
	4 to 6 nights	13.0%	11.4%	44.7%	29.3%	1.6%	123	-.06	.3
	7 to 10 nights	17.7%	11.3%	30.6%	35.5%	4.8%	62	-.05	.2
	More than 10 nights	11.1%	13.0%	31.5%	40.7%	3.7%	54	.05	.2
Q9and16. Travel party composition	Alone	8.3%	12.5%	41.7%	37.5%	.0%	24	.01	.2
	As a couple	11.7%	9.8%	37.9%	37.4%	3.3%	214	.07	.4
	As one or more families without children	16.7%	12.5%	33.3%	37.5%	.0%	48	-.11	.1
	As one or more families with children	20.7%	10.3%	31.0%	31.0%	6.9%	29	-.11	.2
	With friends	11.3%	15.1%	47.2%	24.5%	1.9%	53	-.12	.0
Q4. First-time NWT travellers	First-time visitors	12.2%	12.2%	38.0%	35.9%	1.7%	287	.01	.3
	Repeat visitors	14.8%	7.4%	39.5%	32.1%	6.2%	81	-.04	.3
Q43. Recall of "Spectacular NWT" phrase	Yes	13.1%	10.6%	38.7%	35.2%	2.5%	199	-.01	.3
	No	13.6%	12.1%	34.8%	36.4%	3.0%	132	.02	.4
Q83. National or territories parks visitation	Yes	12.1%	8.9%	41.6%	34.2%	3.2%	190	.03	.2
	No	14.4%	14.4%	33.6%	35.6%	2.1%	146	-.07	.3
Age	Under 40	6.1%	14.3%	53.1%	24.5%	2.0%	49	-.02	.1
	41 to 50	14.6%	14.6%	27.1%	37.5%	6.3%	48	.03	.4
	51 to 60	12.9%	10.8%	39.8%	33.3%	3.2%	93	.00	.3
	61 to 70	15.1%	10.1%	38.1%	35.3%	1.4%	139	-.05	.2
	Over 70	10.3%	10.3%	31.0%	44.8%	3.4%	29	.13	.4

		Factor score 3: "Passive outdoor activity"					Total N	Mean	Median
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater			
TOTAL		12.8%	11.1%	38.3%	35.1%	2.7%	368	.00	.3
Q11. Region of origin	BC and YT	13.5%	10.4%	43.8%	29.2%	3.1%	96	.02	.3
	Prairie provinces (MB, SK and AB)	18.6%	12.7%	35.6%	28.8%	4.2%	118	-.23	-.1
	Eastern provinces (east of MB)	9.4%	12.5%	35.9%	39.1%	3.1%	64	.06	.3
	US	8.8%	8.8%	30.9%	51.5%	.0%	68	.21	.5
	German-speaking	.0%	9.5%	61.9%	28.6%	.0%	21	.28	.4
	High school or less	15.4%	7.7%	30.8%	42.3%	3.8%	78	.07	.4
Q129. Education level	Some technical college / university	18.4%	15.8%	36.8%	28.9%	.0%	38	-.27	-.1
	College / technical diploma or certificate	13.4%	11.3%	42.3%	32.0%	1.0%	97	-.03	.3
	University degree (Bachelor's / undergraduate)	8.3%	13.1%	39.3%	35.7%	3.6%	84	.02	.2
	University degree (Masters / Ph.D. / graduate)	11.9%	10.4%	40.3%	34.3%	3.0%	67	.06	.3
Q131. Household income	Under \$50,000	17.5%	8.8%	38.6%	33.3%	1.8%	57	-.12	.2
	\$50,000 to less than \$70,000	10.5%	10.5%	44.7%	30.3%	3.9%	76	-.01	.2
	\$70,000 to less than \$90,000	11.9%	11.9%	33.9%	39.0%	3.4%	59	.07	.4
	Over \$90,000	16.1%	14.3%	34.8%	33.0%	1.8%	112	-.11	.1

		Factor score 4: "Self-guided travel"					Total N	Mean	Median
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater			
TOTAL		13.6%	14.4%	39.1%	20.7%	12.2%	368	.00	.0
Q0. Intercept point	60th Parallel	18.2%	17.3%	28.2%	21.8%	14.5%	110	-.07	.0
	Dawson City	10.5%	16.7%	48.8%	17.3%	6.8%	162	-.06	.0
	Deh Cho Passport program	14.6%	6.1%	35.4%	26.8%	17.1%	82	.16	.3
Q5. Primary destination	Inuvik	11.4%	16.2%	47.9%	17.4%	7.2%	167	-.07	-.1
	Deh Cho	5.0%	20.0%	30.0%	30.0%	15.0%	20	.23	.3
	North Slave	15.8%	10.8%	35.0%	20.8%	17.5%	120	.05	.1
	South Slave	20.6%	20.6%	26.5%	17.6%	14.7%	34	-.17	-.1
Q13. Primary focus of the trip	Outdoor adventure (eco-tourism)	21.7%	13.0%	26.1%	4.3%	34.8%	23	.01	.0
	General touring	11.4%	12.9%	42.8%	21.4%	11.4%	271	.05	.1
	VFR	32.3%	12.9%	16.1%	29.0%	9.7%	31	-.27	-.2
	Other tourism related focus	11.5%	26.9%	30.8%	19.2%	11.5%	26	-.14	-.3
Q2. Number of nights in the NWT	Less than 3 nights	12.4%	13.2%	48.1%	18.6%	7.8%	129	-.06	.0
	4 to 6 nights	17.9%	17.1%	34.1%	21.1%	9.8%	123	-.12	-.1
	7 to 10 nights	12.9%	12.9%	33.9%	25.8%	14.5%	62	.09	.1
	More than 10 nights	7.4%	13.0%	35.2%	18.5%	25.9%	54	.32	.4
Q9and16. Travel party composition	Alone	20.8%	12.5%	20.8%	33.3%	12.5%	24	-.02	.4
	As a couple	11.7%	12.1%	43.5%	19.2%	13.6%	214	.05	.0
	As one or more families without children	18.8%	12.5%	37.5%	22.9%	8.3%	48	-.08	.1
	As one or more families with children	17.2%	20.7%	41.4%	13.8%	6.9%	29	-.14	-.1
	With friends	11.3%	22.6%	30.2%	22.6%	13.2%	53	-.02	-.1
Q4. First-time NWT travellers	First-time visitors	13.6%	15.0%	40.8%	18.5%	12.2%	287	-.01	.0
	Repeat visitors	13.6%	12.3%	33.3%	28.4%	12.3%	81	.04	.1
Q43. Recall of "Spectacular NWT" phrase	Yes	14.1%	18.1%	39.2%	16.6%	12.1%	199	-.03	.0
	No	15.9%	9.8%	33.3%	28.0%	12.9%	132	.02	.2
Q83. National or territories parks visitation	Yes	16.8%	14.2%	33.2%	20.5%	15.3%	190	.00	.0
	No	11.6%	15.1%	46.6%	19.9%	6.8%	146	-.06	.0
Age	Under 40	10.2%	16.3%	44.9%	20.4%	8.2%	49	-.04	-.1
	41 to 50	14.6%	14.6%	52.1%	14.6%	4.2%	48	-.15	-.1
	51 to 60	12.9%	16.1%	34.4%	20.4%	16.1%	93	.03	.0
	61 to 70	14.4%	12.9%	36.7%	23.7%	12.2%	139	.03	.1
	Over 70	20.7%	13.8%	34.5%	13.8%	17.2%	29	-.12	-.1

		Factor score 4: "Self-guided travel"					Total N	Mean	Median
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater			
TOTAL		13.6%	14.4%	39.1%	20.7%	12.2%	368	.00	.0
Q11. Region of origin	BC and YT	8.3%	20.8%	36.5%	18.8%	15.6%	96	.09	.1
	Prairie provinces (MB, SK and AB)	19.5%	16.1%	32.2%	22.0%	10.2%	118	-.17	-.2
	Eastern provinces (east of MB)	20.3%	7.8%	45.3%	18.8%	7.8%	64	-.08	.1
	US	8.8%	7.4%	38.2%	27.9%	17.6%	68	.30	.3
	German-speaking	.0%	19.0%	76.2%	4.8%	.0%	21	-.23	-.2
Q129. Education level	High school or less	19.2%	14.1%	35.9%	19.2%	11.5%	78	-.16	-.1
	Some technical college / university	15.8%	7.9%	34.2%	26.3%	15.8%	38	.07	.4
	College / technical diploma or certificate	12.4%	18.6%	39.2%	18.6%	11.3%	97	-.03	.0
	University degree (Bachelor's / undergraduate)	9.5%	10.7%	44.0%	25.0%	10.7%	84	.12	.2
	University degree (Masters / Ph.D. / graduate)	13.4%	14.9%	38.8%	17.9%	14.9%	67	.07	.1
Q131. Household income	Under \$50,000	12.3%	10.5%	38.6%	26.3%	12.3%	57	.05	.1
	\$50,000 to less than \$70,000	11.8%	15.8%	28.9%	26.3%	17.1%	76	.10	.3
	\$70,000 to less than \$90,000	13.6%	11.9%	42.4%	18.6%	13.6%	59	.10	.1
	Over \$90,000	15.2%	17.0%	41.1%	17.9%	8.9%	112	-.10	-.1

		Factor score 5:"Money is no object"					Total N	Mean	Median
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater			
TOTAL		14.9%	17.7%	38.3%	15.5%	13.6%	368	.00	.0
Q0. Intercept point	60th Parallel	21.8%	18.2%	37.3%	10.9%	11.8%	110	-.17	-.2
	Dawson City	11.1%	13.0%	42.6%	18.5%	14.8%	162	.13	.1
	Deh Cho Passport program	14.6%	23.2%	32.9%	13.4%	15.9%	82	.00	-.1
Q5. Primary destination	Inuvik	11.4%	11.4%	41.9%	18.0%	17.4%	167	.18	.1
	Deh Cho	25.0%	15.0%	30.0%	15.0%	15.0%	20	-.11	-.3
	North Slave	15.8%	18.3%	39.2%	16.7%	10.0%	120	-.08	-.1
	South Slave	29.4%	26.5%	29.4%	8.8%	5.9%	34	-.47	-.7
Q13. Primary focus of the trip	Outdoor adventure (eco-tourism)	8.7%	13.0%	43.5%	17.4%	17.4%	23	.25	.2
	General touring	12.5%	17.7%	40.2%	16.6%	12.9%	271	.03	.0
	VFR	32.3%	19.4%	35.5%	6.5%	6.5%	31	-.44	-.6
	Other tourism related focus	26.9%	15.4%	19.2%	11.5%	26.9%	26	.02	-.2
Q2. Number of nights in the NWT	Less than 3 nights	9.3%	20.9%	41.9%	15.5%	12.4%	129	.05	.0
	4 to 6 nights	19.5%	13.0%	34.1%	17.1%	16.3%	123	-.02	.0
	7 to 10 nights	17.7%	22.6%	35.5%	11.3%	12.9%	62	-.09	-.2
	More than 10 nights	14.8%	14.8%	42.6%	16.7%	11.1%	54	.03	.1
Q9and16. Travel party composition	Alone	20.8%	4.2%	37.5%	16.7%	20.8%	24	.24	.3
	As a couple	13.1%	18.7%	41.1%	14.5%	12.6%	214	-.02	.0
	As one or more families without children	10.4%	27.1%	35.4%	18.8%	8.3%	48	-.05	-.1
	As one or more families with children	27.6%	6.9%	31.0%	6.9%	27.6%	29	.08	.1
	With friends	17.0%	17.0%	34.0%	20.8%	11.3%	53	-.03	-.1
Q4. First-time NWT travellers	First-time visitors	15.0%	15.7%	38.7%	15.3%	15.3%	287	.05	.0
	Repeat visitors	14.8%	24.7%	37.0%	16.0%	7.4%	81	-.16	-.2
Q43. Recall of "Spectacular NWT" phrase	Yes	15.1%	15.1%	38.7%	16.6%	14.6%	199	.05	.0
	No	14.4%	22.7%	37.9%	12.1%	12.9%	132	-.08	-.2
Q83. National or territories parks visitation	Yes	16.8%	20.0%	38.4%	13.2%	11.6%	190	-.10	-.1
	No	13.0%	13.7%	39.0%	18.5%	15.8%	146	.12	.1
Age	Under 40	14.3%	16.3%	44.9%	14.3%	10.2%	49	-.06	-.1
	41 to 50	16.7%	18.8%	33.3%	14.6%	16.7%	48	.04	.0
	51 to 60	16.1%	18.3%	39.8%	16.1%	9.7%	93	-.05	.0
	61 to 70	14.4%	18.0%	35.3%	17.3%	15.1%	139	.03	.1
	Over 70	17.2%	17.2%	37.9%	10.3%	17.2%	29	-.06	-.1

		Factor score 5: "Money is no object"					Total N	Mean	Median
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater			
TOTAL		14.9%	17.7%	38.3%	15.5%	13.6%	368	.00	.0
Q11. Region of origin	BC and YT	13.5%	13.5%	41.7%	13.5%	17.7%	96	.09	.1
	Prairie provinces (MB, SK and AB)	22.9%	22.0%	36.4%	10.2%	8.5%	118	-.25	-.3
	Eastern provinces (east of MB)	14.1%	18.8%	40.6%	15.6%	10.9%	64	-.03	.0
	US	8.8%	14.7%	29.4%	25.0%	22.1%	68	.33	.4
	German-speaking	.0%	14.3%	57.1%	23.8%	4.8%	21	.09	.0
	High school or less	33.3%	16.7%	37.2%	9.0%	3.8%	78	-.44	-.5
Q129. Education level	Some technical college / university	18.4%	7.9%	39.5%	23.7%	10.5%	38	.04	.4
	College / technical diploma or certificate	14.4%	22.7%	35.1%	13.4%	14.4%	97	.00	.0
	University degree (Bachelor's / undergraduate)	3.6%	22.6%	42.9%	14.3%	16.7%	84	.11	.0
	University degree (Masters / Ph.D. / graduate)	4.5%	11.9%	37.3%	23.9%	22.4%	67	.39	.4
	Under \$50,000	17.5%	15.8%	43.9%	12.3%	10.5%	57	-.07	-.1
Q131. Household income	\$50,000 to less than \$70,000	19.7%	17.1%	35.5%	18.4%	9.2%	76	-.11	-.2
	\$70,000 to less than \$90,000	10.2%	11.9%	45.8%	22.0%	10.2%	59	.12	.2
	Over \$90,000	8.0%	17.0%	38.4%	17.9%	18.8%	112	.19	.1

		Factor score 6:"All-weather experiences"					Total N	Mean	Median
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater			
TOTAL		15.5%	13.9%	37.5%	18.2%	14.9%	368	.00	.0
Q0. Intercept point	60th Parallel	17.3%	16.4%	43.6%	11.8%	10.9%	110	-.15	-.1
	Dawson City	8.6%	13.0%	35.8%	23.5%	19.1%	162	.21	.3
	Deh Cho Passport program	25.6%	13.4%	35.4%	15.9%	9.8%	82	-.25	-.2
Q5. Primary destination	Inuvik	9.0%	12.6%	34.7%	24.6%	19.2%	167	.22	.3
	Deh Cho	15.0%	5.0%	35.0%	10.0%	35.0%	20	.33	.3
	North Slave	20.0%	15.0%	40.0%	17.5%	7.5%	120	-.21	-.2
	South Slave	26.5%	14.7%	44.1%	2.9%	11.8%	34	-.38	-.2
Q13. Primary focus of the trip	Outdoor adventure (eco-tourism)	8.7%	13.0%	34.8%	30.4%	13.0%	23	.21	.5
	General touring	12.9%	15.1%	38.4%	18.5%	15.1%	271	.03	.0
	VFR	32.3%	3.2%	48.4%	6.5%	9.7%	31	-.39	-.3
	Other tourism related focus	26.9%	15.4%	15.4%	23.1%	19.2%	26	-.04	.2
Q2. Number of nights in the NWT	Less than 3 nights	12.4%	16.3%	29.5%	24.8%	17.1%	129	.10	.1
	4 to 6 nights	16.3%	13.8%	45.5%	12.2%	12.2%	123	-.10	.0
	7 to 10 nights	24.2%	12.9%	38.7%	16.1%	8.1%	62	-.19	-.1
	More than 10 nights	11.1%	9.3%	37.0%	18.5%	24.1%	54	.21	.1
Q9and16. Travel party composition	Alone	16.7%	4.2%	37.5%	12.5%	29.2%	24	.25	.2
	As a couple	17.3%	14.5%	37.4%	18.7%	12.1%	214	-.09	-.1
	As one or more families without children	12.5%	12.5%	43.8%	18.8%	12.5%	48	.05	.0
	As one or more families with children	13.8%	10.3%	34.5%	27.6%	13.8%	29	.13	.1
	With friends	11.3%	18.9%	34.0%	13.2%	22.6%	53	.12	.3
Q4. First-time NWT travellers	First-time visitors	15.3%	12.9%	37.6%	18.5%	15.7%	287	.02	.0
	Repeat visitors	16.0%	17.3%	37.0%	17.3%	12.3%	81	-.08	-.1
Q43. Recall of "Spectacular NWT" phrase	Yes	15.1%	13.1%	36.2%	19.6%	16.1%	199	.04	.0
	No	18.9%	15.9%	37.9%	15.9%	11.4%	132	-.15	-.2
Q83. National or territories parks visitation	Yes	17.4%	16.8%	38.9%	13.2%	13.7%	190	-.11	-.1
	No	13.7%	12.3%	34.2%	23.3%	16.4%	146	.10	.1
Age	Under 40	6.1%	14.3%	38.8%	18.4%	22.4%	49	.26	.4
	41 to 50	18.8%	4.2%	31.3%	27.1%	18.8%	48	.18	.4
	51 to 60	18.3%	14.0%	37.6%	19.4%	10.8%	93	-.10	-.2
	61 to 70	15.1%	15.1%	39.6%	13.7%	16.5%	139	-.02	.0
	Over 70	24.1%	20.7%	31.0%	17.2%	6.9%	29	-.38	-.2

		Factor score 6:"All-weather experiences"					Total N	Mean	Median
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater			
TOTAL		15.5%	13.9%	37.5%	18.2%	14.9%	368	.00	.0
Q11. Region of origin	BC and YT	14.6%	16.7%	41.7%	17.7%	9.4%	96	-.11	-.1
	Prairie provinces (MB, SK and AB)	20.3%	16.9%	44.1%	10.2%	8.5%	118	-.25	-.1
	Eastern provinces(east of MB)	18.8%	14.1%	31.3%	18.8%	17.2%	64	-.05	-.1
	US	10.3%	7.4%	30.9%	25.0%	26.5%	68	.38	.6
	German-speaking	.0%	4.8%	23.8%	42.9%	28.6%	21	.73	.8
	High school or less	28.2%	17.9%	44.9%	5.1%	3.8%	78	-.53	-.4
Q129. Education level	Some technical college / university	15.8%	10.5%	52.6%	10.5%	10.5%	38	-.10	.0
	College / technical diploma or certificate	13.4%	13.4%	38.1%	18.6%	16.5%	97	.09	.1
	University degree (Bachelor's / undergraduate)	11.9%	14.3%	31.0%	27.4%	15.5%	84	.13	.4
	University degree (Masters / Ph.D./ graduate)	6.0%	11.9%	28.4%	26.9%	26.9%	67	.40	.7
	Under \$50,000	26.3%	17.5%	33.3%	14.0%	8.8%	57	-.33	-.3
Q131. Household income	\$50,000 to less than \$70,000	15.8%	15.8%	36.8%	19.7%	11.8%	76	-.07	-.1
	\$70,000 to less than \$90,000	15.3%	15.3%	39.0%	16.9%	13.6%	59	.00	.0
	Over \$90,000	9.8%	9.8%	41.1%	20.5%	18.8%	112	.21	.3



		Factor score 7: "A culture-free visit"					Total N	Mean	Median
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater			
TOTAL		12.2%	17.4%	44.3%	13.6%	12.5%	368	.00	-.1
Q0. Intercept point	60th Parallel	11.8%	11.8%	41.8%	16.4%	18.2%	110	.13	.0
	Dawson City	11.7%	22.2%	45.7%	13.0%	7.4%	162	-.11	-.2
	Deh Cho Passport program	14.6%	15.9%	42.7%	11.0%	15.9%	82	.03	.1
Q5. Primary destination	Inuvik	11.4%	22.2%	45.5%	12.0%	9.0%	167	-.08	-.1
	Deh Cho	25.0%	20.0%	45.0%	5.0%	5.0%	20	-.41	-.5
	North Slave	9.2%	10.0%	43.3%	18.3%	19.2%	120	.24	.2
	South Slave	20.6%	11.8%	47.1%	11.8%	8.8%	34	-.20	-.3
Q13. Primary focus of the trip	Outdoor adventure (eco-tourism)	21.7%	30.4%	34.8%	4.3%	8.7%	23	-.31	-.6
	General touring	11.1%	16.6%	43.9%	15.5%	12.9%	271	.05	.0
	VFR	25.8%	9.7%	35.5%	19.4%	9.7%	31	-.18	-.3
	Other tourism related focus	3.8%	15.4%	61.5%	3.8%	15.4%	26	.08	-.1
Q2. Number of nights in the NWT	Less than 3 nights	12.4%	17.8%	42.6%	17.1%	10.1%	129	.00	-.1
	4 to 6 nights	12.2%	17.1%	45.5%	13.0%	12.2%	123	-.03	-.2
	7 to 10 nights	14.5%	11.3%	46.8%	11.3%	16.1%	62	.08	.0
	More than 10 nights	9.3%	24.1%	42.6%	9.3%	14.8%	54	-.02	-.2
Q9and16. Travel party composition	Alone	29.2%	16.7%	29.2%	16.7%	8.3%	24	-.28	-.4
	As a couple	10.7%	17.8%	43.5%	14.5%	13.6%	214	.04	.0
	As one or more families without children	10.4%	20.8%	43.8%	12.5%	12.5%	48	-.01	-.2
	As one or more families with children	13.8%	10.3%	51.7%	17.2%	6.9%	29	-.03	-.2
	With friends	11.3%	17.0%	50.9%	7.5%	13.2%	53	-.02	.0
	First-time visitors	12.5%	16.7%	45.3%	13.2%	12.2%	287	.01	-.1
Q4. First-time NWT travellers	Repeat visitors	11.1%	19.8%	40.7%	14.8%	13.6%	81	-.02	-.1
Q43. Recall of "Spectacular NWT" phrase	Yes	13.6%	19.6%	43.7%	12.6%	10.6%	199	-.07	-.1
	No	11.4%	16.7%	40.2%	14.4%	17.4%	132	.08	-.1
Q83. National or territories parks visitation	Yes	14.2%	15.8%	44.7%	13.2%	12.1%	190	-.04	-.1
	No	11.0%	19.9%	41.8%	14.4%	13.0%	146	.01	-.1
Age	Under 40	12.2%	12.2%	53.1%	10.2%	12.2%	49	.02	.0
	41 to 50	22.9%	16.7%	50.0%	8.3%	2.1%	48	-.29	-.2
	51 to 60	9.7%	15.1%	43.0%	11.8%	20.4%	93	.16	.1
	61 to 70	10.8%	21.6%	41.7%	15.8%	10.1%	139	-.05	-.2
	Over 70	10.3%	13.8%	41.4%	17.2%	17.2%	29	.12	.0

		Factor score 7: "A culture-free visit"					Total N	Mean	Median
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater			
TOTAL		12.2%	17.4%	44.3%	13.6%	12.5%	368	.00	-.1
Q11. Region of origin	BC and YT	11.5%	13.5%	42.7%	12.5%	19.8%	96	.15	.0
	Prairie provinces (MB, SK and AB)	10.2%	14.4%	44.9%	16.1%	14.4%	118	.09	-.1
	Eastern provinces (east of MB)	17.2%	23.4%	40.6%	14.1%	4.7%	64	-.23	-.2
	US	14.7%	23.5%	41.2%	11.8%	8.8%	68	-.13	-.3
	German-speaking	4.8%	14.3%	66.7%	9.5%	4.8%	21	-.04	-.1
	High school or less	14.1%	17.9%	39.7%	19.2%	9.0%	78	-.08	-.1
Q129. Education level	Some technical college / university	13.2%	7.9%	31.6%	15.8%	31.6%	38	.41	.3
	College / technical diploma or certificate	10.3%	15.5%	44.3%	13.4%	16.5%	97	.13	.1
	University degree (Bachelor's / undergraduate)	15.5%	11.9%	50.0%	15.5%	7.1%	84	-.05	.0
	University degree (Masters / Ph.D./ graduate)	7.5%	32.8%	47.8%	4.5%	7.5%	67	-.23	-.3
Q131. Household income	Under \$50,000	15.8%	15.8%	38.6%	17.5%	12.3%	57	.02	.0
	\$50,000 to less than \$70,000	17.1%	13.2%	34.2%	19.7%	15.8%	76	.08	.1
	\$70,000 to less than \$90,000	10.2%	23.7%	45.8%	11.9%	8.5%	59	-.07	-.1
	Over \$90,000	8.0%	17.9%	50.0%	9.8%	14.3%	112	.04	-.2

## Appendix E: Survey marginals

N = 406

ID CODE: \_\_\_\_\_ SURVEY # \_\_\_\_\_  
 INTERVIEWER: \_\_\_\_\_ PHONE: ( \_\_\_\_\_ ) - \_\_\_\_\_ - \_\_\_\_\_  
 LOCATION: 60<sup>th</sup> Parallel..... 31% Dawson City ..... 44% Fort Simpson..... 3%  
 DC Passport ..... 22%

**VOICE MAIL MESSAGE** Hello, my name is \_\_\_\_\_ and I'm calling on behalf of Northwest Territories Tourism. A number of days ago while in the Territories, you were given a trip diary, a Passport, or both. At that time you agreed to an interview about your trip once you returned home. Please don't worry about not having completed your diary if you haven't done so. I would like to ask you some general questions about your trip. If you could please return my call, toll free, at 1-888-950-8002 and ask to speak to \_\_\_\_\_ I would greatly appreciate it. I look forward to talking to you soon. And again my toll free number is 1-888-950-8002.

Hello. May I please speak with \_\_\_\_\_? My name is \_\_\_\_\_ and I'm calling on behalf of Northwest Territories Tourism. You will recall receiving a trip diary, a Passport or both from a Northwest Territories Tourism staff person. If you received a trip diary, you were asked to keep track of where you went and what you did during your trip. The questions I'm about to ask you are very similar to those you may have answered. **IF RESPONDENT OFFERS TO GET THEIR DIARY, GIVE THEM TIME TO DO THAT. IF RESPONDENT SAYS THEY DID NOT COMPLETE THE DIARY SAY ...** No problem at all. The questions I am about to ask you are more general in nature, so it really isn't important for you to have filled in the diary. Do you have a few minutes to conduct that interview now? **IF NO...** When would be a good time to call you back? **ARRANGE CALLBACK**

Just before we begin I want to let you know that the Northwest Territories Government will use this information to help plan tourism services, and to calculate the importance of tourism to their economy. I also want to assure you that all of your answers will only be reported as a group and that your anonymity is guaranteed. I would like to inform you that this call may be monitored for quality assurance purposes.

Q1 Before we begin, are you a resident of the Northwest Territories? **IF RESPONDENT IS UNSURE, ASK...** If you were to file an income tax return, would you file in the Northwest Territories?

Yes ..... 0% **TERMINATE**  
 No..... 100%  
 Don't know / refused ..... 0% **TERMINATE**

kisquared



Q2 In total, how many nights did you spend in the Northwest Territories?

Mean: 6.53

None .....	1%
1 night .....	7%
2 nights.....	15%
3 nights.....	13%
4 nights.....	14%
5 nights.....	9%
6 nights.....	11%
7 nights.....	6%
8 to 10 nights.....	11%
11 to 15 nights.....	8%
16 to 25 nights.....	6%
Longer than 25 nights .....	<1%

Q3 Please tell me what type of accommodations you used on your trip and how many nights you stayed at each. **CIRCLE ALL THAT APPLY. ENSURE TOTAL IS EQUAL TO Q2. ENTER 999 DK/REF**

	Mean
Government Campground.....	59% 5.89
Hotel / motel .....	33% 3.06
Bed and Breakfast.....	10% 3.36
Home of friends or relatives .....	10% 4.90
Roadside pullout .....	8% 2.94
Wilderness camping.....	4% 8.94
Cabin rental .....	1% 2.75
Outfitters lodge / camp.....	1% 5.00
Other .....	4% 14.38
Did not stay overnight.....	1%
Don't know / refused .....	<1%

Q4 Was this your first trip to the Northwest Territories?

Yes .....	78%
No.....	22%
Don't know / refused .....	0%

Q5 And what was your primary community or location destination? **ENTER NAME**  
And what mode of transportation did you use to travel there? **USE CODED LIST**

Destination 1: \_\_\_\_\_

- Q6 Did you travel and stay overnight anywhere else while in the Northwest Territories? **IF NO, ENTER “NO” AND GO TO Q7. IF YES ...** And where was that? And what mode of transportation did you use to travel there? **USE CODED LIST.** Are there any other destinations? Any others?

Destination 2: \_\_\_\_\_ -- --  
 Destination 3: \_\_\_\_\_ -- --  
 Destination 4: \_\_\_\_\_ -- --  
 Destination 5: \_\_\_\_\_ -- --  
 Destination 6: \_\_\_\_\_ -- --  
 Destination 7: \_\_\_\_\_ -- --

- Q7 Did you fly to the Northwest Territories?

Yes ..... 1%  
 No..... 99% **GO TO Q9**  
 Don't know / refused ..... 0% **GO TO Q9**

- Q8 And where did your airplane land in the Northwest Territories? **USE LIST**

- Q9 Were you traveling... **READ LIST, CIRCLE ALL THAT APPLY**

As a couple..... 58%  
 As a family..... 20%  
 With friends ..... 14%  
 Alone..... 7%  
 Or with co-workers? ..... 1%  
 Don't know / refused ..... 0%

- Q10 Including yourself, how many people were you traveling with?

Mean: 2.55

1 person..... 7%  
 2 people..... 66%  
 3 people..... 10%  
 4 people..... 12%  
 5 people..... 2%  
 6 to 10 people..... 3%  
 More than 10 people ..... 1%

Q11 Can you please tell me the city and state or province that you live in? **ENTER 88 IF RESPONDENT RESIDES OUTSIDE NORTH AMERICA**

City: \_\_\_\_\_

State/Province: \_\_\_\_

Country: \_\_\_\_\_

Q12 In what year were you born? 19 \_\_\_\_ **ENTER 99 DK/REF**

Q13 What was the **primary** focus of your trip to the Northwest Territories? **IF “FISHING,” OR “OUTDOOR ADVENTURE OR ECO-TOURISM,” THEN ASK...** And was that guided or unguided?

General touring .....	75%	<b>GO TO Q16</b>
Visiting friends or relatives.....	8%	<b>GO TO Q16</b>
Guided outdoor adventure (eco-tourism).....	3%	<b>GO TO Q16</b>
Unguided adventure (eco-tourism) .....	3%	<b>GO TO Q16</b>
Fulfilling a contract / working .....	2%	
Attending a conference .....	1%	
Unguided fishing.....	1%	<b>GO TO Q16</b>
Hunting .....	<1%	<b>GO TO Q16</b>
Other .....	6%	
Don't know / refused .....	1%	<b>GO TO Q16</b>

#### Business travel

Q14 What was your business travel related to... **READ LIST (N = 37)**

Private sector? .....	11%	
Non-profit?.....	3%	
Or, was it government business? .....	16%	
Other .....	3%	
Not on business travel.....	68%	<b>GO TO Q16</b>
Don't know / refused .....	0%	

Q15 What industry or sector are you associated with? **(N = 12)**

Transportation.....	8%
Forestry .....	8%
Oil and gas .....	8%
Tourism.....	8%
Farming.....	8%
Technical / trades .....	8%
Other .....	50%

**GO TO Q24**

ki squared



## Leisure travel

- Q16 I'm going to ask you some questions about the people who were in your travel party. Please tell me the age and gender of each person in your travel party, **not** including yourself. **ENTER 99 DK/REF** Was there anyone else? Anyone else? (N = 394)

Male .....	52%
Female.....	48%
20 or younger .....	12%
21 to 30 .....	7%
31 to 40 .....	5%
41 to 50 .....	13%
51 to 60 .....	25%
61 to 70 .....	29%
Older than 70.....	10%

- Q17 How many months ago did you start thinking about traveling to the Northwest Territories? \_\_\_\_ **ENTER 999 DK/REF** (N = 394)

Mean: 37.15

0 to 3 months.....	11%
4 to 6 months.....	10%
7 to 9 months.....	5%
10 to 12 months.....	25%
13 to 18 months.....	5%
19 to 24 months.....	10%
25 to 36 months.....	10%
37 to 72 months.....	10%
73 to 120 months.....	7%
Longer than 120 months .....	4%
Don't know / refused .....	5%

- Q18 And how many months ago did you make a firm decision to travel to the Northwest Territories? \_\_\_\_ **ENTER 99 DK/REF** (N = 394)

Mean: 6.65

0 to 3 months.....	35%
4 to 6 months.....	27%
7 to 9 months.....	7%
10 to 12 months.....	19%
13 to 24 months.....	6%
Longer than 24 months .....	1%
Don't know / refused .....	6%

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Q19 Which of the following sources did you use when planning your trip to the Northwest Territories? **READ LIST AND CIRCLE ALL THAT APPLY** (N = 394)

General internet.....	59%	Newspaper .....	4%
Maps.....	39%	Lived there before.....	3%
The Milepost .....	32%	TV / Radio .....	3%
Travel guides / books .....	31%	Dawson City Visitor	
Word of Mouth.....	27%	Information Centre .....	1%
Automobile associations .....	22%	Nothing .....	6%
Friends / Relatives.....	20%	Other .....	5%
Explorers Guide .....	19%	Been there before.....	7%
Magazine.....	16%	Don't know / refused .....	2%
NWT 1-800 Number .....	12%		
Travel Agent.....	6%		
Outfitter / Tour Operator.....	5%		

Q20 While in the Northwest Territories, what sources did you use for information during your trip? **CIRCLE ALL THAT APPLY** (N = 394)

Visitor Information Centres .....	84%
Travel guides / books .....	15%
People you met.....	14%
Maps.....	12%
The Milepost .....	9%
Park offices .....	7%
Hotel / motel staff .....	5%
Friends / relatives.....	5%
Internet .....	3%
Other .....	5%
Did not use any sources .....	1%
Not applicable .....	5%
Don't know / refused .....	1%

Q21 Did you spend part of your trip in any of the following destinations? **READ LIST, CIRCLE ALL THAT APPLY** (N = 394)

Alberta.....	73%
British Columbia.....	72%
Yukon.....	56%
or, Alaska? .....	42%
None of the above .....	3%
Don't know / refused .....	<1%



- Q22 Now I will read you a list of reasons why some people have chosen to visit the Northwest Territories. Please select the *top three reasons* why you chose to visit.

**READ LIST. PROBE UP TO 3 (N = 394)**

Wilderness, isolation, landscape or wildlife ...	68%
General interest .....	50%
Always wanted to visit.....	43%
Natural phenomenon, event or attraction.....	33%
Culture or history .....	29%
Family or friends.....	14%
Fishing.....	8%
Driving on the Dempster Highway .....	3%
Seeing the Arctic.....	2%
Hunting .....	1%
Inuvik's 50 <sup>th</sup> anniversary .....	1%
Canoeing in the Nahanni National Park.....	1%
Other .....	5%
Don't know / refused .....	<1%

- Q23 Even though you chose the Northwest Territories this time, was there some other destination that you were also considering other than the Northwest Territories?  
**IF NO, ENTER "NO"; IF YES, ASK...** And what was that destination?

**GO TO Q26**

- Q24 **FOR BUSINESS TRAVELLERS ONLY** Other than your business travel expenses, did you have any pre-paid package tour or vacation costs for this trip? (N = 12)

Yes .....	8%
No.....	92% <b>GO TO Q28</b>

- Q25 And what was the total cost of the pre-paid package for you? (N = 1)

Mean: \$1400.00

- Q26 **FOR LEISURE TRAVELLERS ONLY** Did you and your travel party have any pre-paid package tour or vacation costs for this trip? (N = 394)

Yes .....	11%
No.....	89% <b>GO TO Q28</b>

Q27 And what was the total cost of this pre-paid package for you and your travel party? (N = 19)

Mean: \$5905.54

**INTRO FOR BUSINESS** – Including personal and employer expenses, how much did *you* spend on your trip on each of the following *within* the Northwest Territories?

**INTRO FOR LEISURE** - Aside from any pre-paid package costs, how much did *you and your travel party* spend on the following items *within* the Northwest Territories? **IF OUTSIDE OF LIMITS PROBE. 99,999 for DK/REF OR 0 IF NONE**

	Mean
Q28 Hotels.....	\$ 39.71
Q29 Motels.....	\$ 12.92
Q30 Bed and breakfasts .....	\$ 20.14
Q31 Camping .....	\$ 29.00
Q32 Activities / Entertainment.....	\$ 5.56
Q33 Arts and crafts like carvings and prints .....	\$ 85.21
Q34 Souvenirs like t-shirts and mugs .....	\$ 33.18
Q35 Tours.....	\$ 58.97
Q36 Buying groceries.....	\$ 39.11
Q37 Fuel within the NWT.....	\$ 115.95
Q38 Dining.....	\$ 57.31
Q39 Boat and vehicle rental .....	\$ 8.58
Q40 Airfare within the NWT .....	\$ 89.35

Q41 **BUSINESS** - Are there any other expenditures *you* incurred while traveling *within* the Northwest Territories that we have not yet asked you about?

**LEISURE** - Are there any other expenditures *you and your travel party* incurred while traveling *within* the Northwest Territories that we have not yet asked about?

**ENTER 99,999 DK/REF OR 00000 IF NO SPEND. IF YES...** And what was the total dollar amount of those?

Mean: \$21.78

Q42 For these expenditures you just provided, were those in Canadian or US dollars?

Canadian dollars..... 91%  
US dollars..... 9%  
British pounds ..... <1%

### Trip characteristics

Q43 Have you seen or heard an ad with the phrase, “Spectacular Northwest Territories” or “Purely Spectacular,” promoting tourism for the Northwest Territories?

Yes ..... 53%  
No..... 37%  
Don’t know / refused ..... 11%

### Trip activities

Now, using a scale of 1 to 5 where 1 is not very satisfied and 5 is very satisfied, please rate how satisfied you feel about each of the following activities. If you or your party did not participate in an activity, please let me know. **ROTATE**

<b>SERIES A</b>		Not very satisfied				Very satisfied		NP	DK/Ref
Q44	Airplane or helicopter tour	0%	0%	1%	3%	22%	73%	<1%	
Q45	Arts festival	<1%	0%	1%	2%	6%	91%	<1%	
Q46	Viewing Northern Lights	<1%	0%	1%	1%	3%	94%	<1%	
Q47	Biking	0%	1%	1%	2%	2%	95%	1%	
Q48	Bird watching	1%	1%	10%	10%	11%	66%	<1%	
Q49	Boating	1%	1%	1%	3%	8%	86%	1%	
Q50	Buffalo viewing	0%	2%	4%	11%	41%	42%	1%	
Q51	Camping	1%	1%	6%	20%	32%	40%	<1%	
Q52	Canoeing	0%	0%	<1%	1%	5%	93%	<1%	
Q53	Cruise	0%	0%	1%	1%	1%	97%	<1%	
Q54	Cultural event	0%	<1%	1%	7%	12%	80%	<1%	
Q55	Guided fishing	0%	0%	0%	1%	4%	95%	<1%	
Q56	Unguided fishing	1%	1%	3%	3%	7%	84%	1%	
Q57	Hiking	0%	1%	6%	15%	22%	56%	1%	

## SERIES B

SERIES B		Not very satisfied				Very satisfied	NP	DK/ Ref
Q58	Using the same scale again, where 1 is not very satisfied and 5 is very satisfied, how do you feel about historic site visits	0%	1%	7%	16%	28%	45%	3%
Q59	Hunting	0%	<1%	<1%	<1%	1%	99%	<1%
Q60	Museum visit	<1%	<1%	6%	19%	30%	44%	<1%
Q61	Music festival	0%	0%	1%	1%	5%	92%	<1%
Q62	Photography	0%	0%	3%	18%	47%	31%	1%
Q63	Rafting	0%	0%	0%	0%	1%	99%	<1%
Q64	Sailing	0%	0%	<1%	0%	<1%	99%	<1%
Q65	Shopping	1%	4%	15%	19%	13%	49%	1%
Q66	Sightseeing	<1%	<1%	7%	24%	55%	13%	1%
Q67	Swimming	0%	0%	1%	3%	7%	89%	<1%
Q68	Guided walking tour	0%	0%	0%	2%	4%	94%	<1%
Q69	Unguided walking tour	0%	1%	3%	11%	16%	68%	<1%
Q70	Guided vehicle tour	0%	<1%	1%	4%	10%	84%	<1%
Q71	Unguided vehicle tour	0%	0%	2%	8%	15%	75%	<1%
Q72	Whitewater kayaking	0%	0%	1%	<1%	2%	97%	<1%
Q73	Wildlife viewing	1%	4%	9%	13%	29%	43%	1%
Q74	Golfing	0%	2%	1%	1%	1%	95%	1%

Q75 Are there any other activities I did not mention that you participated in while in the Northwest Territories? **IF YES** ... and what was that activity?

Yes (specify \_\_\_\_\_) ..... 5%

No ..... 94% **GO TO Q77**

Don't know / refused ..... 1% **GO TO Q77**

Q76 And using the same scale where 1 is not very satisfied and 5 is very satisfied, how do you feel about that activity? (N = 21)

Mean: 4.76

Not very satisfied (1) ..... 0%

..... 5%

..... 0%

..... 10%

Very satisfied (5)..... 86%

Don't know / refused ..... 0%

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- Q77 Were there any activities that you had hoped to do but were not available?
- |                            |     |                  |
|----------------------------|-----|------------------|
| Yes .....                  | 16% |                  |
| No.....                    | 84% | <b>GO TO Q80</b> |
| Don't know / refused ..... | <1% | <b>GO TO Q80</b> |

- Q78 What were those missing activities? **PROBE** Anything else? Any others?
- 

- Q79 Why were you unable to do those activities? **CIRCLE ALL THAT APPLY**  
(N = 64)

Was difficult to access .....	25%
Was unavailable .....	22%
Bad weather .....	19%
Too expensive .....	14%
Bad timing.....	6%
Did not have enough time .....	5%
Could not find what I was looking for .....	3%
Highway was closed .....	3%
Other (specify _____) .....	13%
Don't know / refused .....	0%

- Q80 Did you participate in any Aboriginal events or activities, or visit any specific Aboriginal sites while in the Northwest Territories?

Yes .....	21%	
No.....	77%	<b>GO TO Q82</b>
Don't know/ refused .....	2%	<b>GO TO Q82</b>

- Q81 What Aboriginal activities did you participate in? **PROBE** Anything else? Any others?
- 
-

Q82 How many people in your party purchased an NWT fishing license?

Mean: 0.30

None ..... 82%  
1 person ..... 8%  
2 people ..... 7%  
3 people ..... 1%  
More than 3 people ..... 1%  
Don't know / refused ..... 1%

Q83 Did you visit a Territorial or National Park while in the Northwest Territories?

Yes ..... 51%  
No ..... 40% **GO TO Q85**  
Don't know / refused ..... 9% **GO TO Q85**

Q84 Which parks did you visit? Any other parks? Any others? **ENTER CODE**

**PARK:** \_\_\_\_ **PARK:** \_\_\_\_

**PARK:** \_\_\_\_ **PARK:** \_\_\_\_

Q85 Have you heard of the Deh Cho (**DAY CHO – RHYMES WITH LOW**) Travel Connection Loop?

Yes ..... 52%  
No ..... 47% **GO TO Q88**  
Don't know / refused ..... 2% **GO TO Q88**

Q86 Did you travel along the Deh Cho (**DAY CHO – RHYMES WITH LOW**) Travel Connection Loop? (**N = 210**)

Yes ..... 61% **GO TO Q88**  
No ..... 35%  
Don't know / refused ..... 4% **GO TO Q88**

Q87 Why didn't you travel the Loop? **CIRCLE ALL THAT APPLY (N = 74)**

Too far out of our way ..... 39%  
Did not have time ..... 24%  
Road was closed ..... 11%  
Not interested ..... 10%  
Road condition was poor ..... 4%  
Other (specify \_\_\_\_\_) ..... 4%  
Don't know / refused ..... 11%

Now I would like to ask you a series of questions about things that travellers may consider when choosing a vacation destination. For each one, please tell me how important it is to you using a scale of 1 to 5 where 1 is not at all important and 5 is very important. **ROTATE**

<b>SERIES C</b>		Not at all important			Extremely important		DK/ Ref
Q88	Experiencing nature with a guide	23%	25%	27%	15%	10%	1%
Q89	Unique or different cultural groups	4%	8%	24%	34%	30%	1%
Q90	Physical adventure	8%	17%	33%	22%	19%	1%
Q91	Personal challenges	11%	22%	32%	19%	16%	1%
Q92	Learning opportunities	2%	4%	21%	32%	40%	1%
Q93	Viewing wildlife	1%	2%	10%	27%	60%	<1%
Q94	Outstanding scenery	0%	<1%	4%	20%	75%	<1%
Q95	Opportunity to purchase arts and crafts	9%	20%	34%	20%	16%	<1%
Q96	Meeting new people	3%	7%	20%	33%	37%	<1%
Q97	Parks and wilderness areas	1%	2%	12%	30%	56%	<1%
Q98	Cost of accommodation and meals	6%	9%	31%	26%	28%	1%

<b>SERIES D</b>		Not at all important			Extremely important		DK/ Ref
Q99	And again, using a scale of 1 to 5 where 1 is not at all important and 5 is very important, how important are package tours to a destination	40%	23%	22%	7%	6%	1%
Q100	Exciting nightlife and entertainment	53%	28%	13%	3%	2%	<1%
Q101	Luxury accommodations	53%	25%	15%	5%	2%	<1%
Q102	Opportunities to take organized tours	21%	27%	29%	16%	6%	1%
Q103	Interesting shopping	20%	27%	31%	15%	7%	<1%
Q104	Having fun, being entertained	6%	8%	12%	18%	55%	1%
Q105	Personal safety	1%	4%	17%	23%	54%	1%
Q106	High standards of cleanliness and hygiene	1%	5%	20%	26%	47%	<1%
Q107	Warm, sunny climate	14%	22%	36%	14%	13%	1%
Q108	Reliable weather	13%	24%	33%	18%	11%	1%
Q109	Cost to get to destination	6%	8%	33%	28%	24%	1%
Q110	Relaxing break from work	16%	5%	12%	18%	42%	7%

Now, using a scale of 1 to 5 where 1 is not very satisfied and 5 is very satisfied please rate how satisfied you were with each of the following services. If you or your party did not experience this service while in the Northwest Territories, please let me know.

**ROTATE**

<b>SERIES E</b>		Not very satisfied			Very satisfied		N.E.	DK/ Ref
Q111	Service in hotels, motels and bed and breakfasts	1%	2%	7%	17%	15%	59%	<1%
Q112	Value for your money in hotels, motels and bed and breakfasts	2%	3%	11%	15%	10%	58%	1%
Q113	Campground service and amenities	1%	3%	9%	26%	23%	37%	<1%
Q114	Value for money in campgrounds	1%	1%	9%	20%	30%	39%	1%
Q115	Restaurant service	2%	6%	18%	32%	22%	20%	1%
Q116	Value for money at restaurants	3%	7%	23%	31%	16%	20%	1%
Q117	The selection of arts and crafts	2%	5%	21%	28%	20%	21%	1%
Q118	The price of arts and crafts	5%	10%	27%	24%	8%	22%	3%

And using the same scale of 1 to 5 where 1 is not very satisfied and 5 is very satisfied please rate how satisfied you were with each of the following services. If you or your party did not experience this service while in the Northwest Territories, please let me know. **CIRCLE 8 IF NO PARTICIPATION. ROTATE**

<b>SERIES F</b>		Not very satisfied			Very satisfied		NE	DK/ Ref
Q119	Signage	2%	4%	22%	41%	30%	1%	<1%
Q120	Roads and highways	6%	9%	25%	40%	19%	1%	<1%
Q121	Airports	0%	1%	1%	11%	11%	76%	<1%
Q122	Visitor centres	1%	1%	4%	22%	66%	6%	0%
Q123	Variety of tours	1%	5%	10%	15%	9%	58%	2%
Q124	Cleanliness of towns	1%	2%	29%	45%	19%	2%	1%

Q125 Did you use the trip diary while in the NWT, fill it in after, did you do both, or did you not use it at all? **IF YES, ASK – WAS THAT WHILE IN THE NWT, AFTER OR BOTH?**

Yes, used while in the NWT ..... 34%  
 Yes, filled in after ..... 6%  
 Yes, used while and filled in after ..... 4%  
 No..... 52%  
 Don't know / refused ..... 5%

**GO TO Q127**  
**GO TO Q127**



Q126 Are there changes to the trip diary that could make it more useful to you and others? **PROBE** Anything else? Anything else?

Q127 This time using a scale of 0 to 10 where 0 is *extremely unlikely* and 10 is *extremely likely*, how likely is it that you will recommend the Northwest Territories, as a vacation destination, to a friend or colleague?

Net Promoter Score: 41%

Extremely unlikely to recommend (0) .....	1%	<b>GO TO Q129</b>
(1).....	0%	<b>GO TO Q129</b>
(2).....	1%	<b>GO TO Q129</b>
(3).....	1%	<b>GO TO Q129</b>
(4).....	3%	<b>GO TO Q129</b>
(5).....	4%	<b>GO TO Q129</b>
(6).....	3%	<b>GO TO Q129</b>
(7).....	12%	<b>GO TO Q129</b>
(8).....	20%	
(9).....	10%	
Extremely likely to recommend (10) .....	44%	
Don't know / refused .....	1%	

Q128 Occasionally, we conduct group meetings or follow-up research for Northwest Territories Tourism to discuss various topics. Are you interested in participating in such meetings or research in future? (**N = 302**)

Yes .....	61%
No.....	37%
Don't know .....	2%
Refused .....	<1%

## Demographics

Q129 And, finally, a few questions for our tabulations. What is highest education level you have achieved?

Less than high school .....	6%
High school.....	16%
Some technical college / university .....	10%
College / technical diploma or certificate.....	27%
University degree (Bachelor's / undergraduate) ...	22%
University degree (Masters / Ph.D./ graduate) .....	18%
Don't know / refused .....	1%

Q130 Which category **best** describes your current occupation? **READ LIST**

Retired.....	45%
Professional.....	14%
Self-employed .....	8%
Education .....	6%
Trades.....	6%
Management.....	5%
Health care .....	4%
Clerical.....	3%
Retail .....	1%
Student .....	1%
Or unemployed?.....	1%
Other (specify .....) .....	3%
Don't know/ refused .....	3%

Q131 In which range is your approximate annual household income? **READ LIST**

Is it under \$30,000 .....	5%
\$30,000 to less than \$50,000.....	12%
\$50,000 to less than \$70,000.....	21%
\$70,000 to less than \$90,000.....	16%
Over \$90,000.....	29%
Don't know / refused .....	18%

## RECORD GENDER

Male .....	47%
Female.....	53%

Thank you for taking time to complete this survey and help in our effort to further understand and improve the tourism industry in the Northwest Territories.