

**Government of the Northwest Territories  
Department of Industry, Tourism and Investment  
2009 Trip Diary Study  
Final report  
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ki**squared**



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## Table of Contents

INTRODUCTION .....	3
Objectives .....	3
Methodology .....	3
Reporting .....	5
EXECUTIVE SUMMARY .....	7
TRIP PLANNING .....	12
Choosing a vacation destination .....	12
Factor analysis: Vacation destination motivators .....	15
Information sources used during trip planning .....	21
Choosing the NWT.....	23
Time frame for planning trip .....	26
ADVERTISING.....	28
“Spectacular” campaign .....	28
TRIP CHARACTERISTICS .....	29
First visit to NWT.....	29
Mode of transportation .....	32
Accommodations .....	34
Length of trip.....	37
Travel party .....	38
Secondary destinations.....	40
Information sources used while in the NWT.....	44
Activity participation and satisfaction .....	45
Participation in Aboriginal tourism activities and events.....	60
Tourism service, product and infrastructure ratings .....	62
How likely to recommend the Northwest Territories?.....	64
TRIP DIARY USAGE .....	66
TRIP EXPENDITURES .....	69
VISITOR PROFILE.....	85
APPENDIX A: CALL OUTCOMES REPORT .....	92
APPENDIX B: OUTLIER REPORT.....	93
APPENDIX C: METHODOLOGICAL NOTES REGARDING FACTOR ANALYSIS.....	97
APPENDIX D: CROSS-TABULATIONS OF FACTOR SCORES.....	99
APPENDIX E: SURVEY MARGINALS .....	113

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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 2009 Trip Diary Telephone Survey. This annual survey captures information about visitor characteristics, trip characteristics, travel attitudes and spending patterns for 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 2009 Trip Diary.

## Methodology

Figure 1 details the breakdown of surveys completed by each Trip Diary intercept point. As shown, the most frequently interviewed visitors in 2009 were Dempster Passport recipients, followed by those intercepted at Dawson City and the 60<sup>th</sup> Parallel.

**Figure 1 INTERCEPT POINT**

Intercept point	2006	2007	2008	2009
Dempster Passport	-	-	-	58%
60 <sup>th</sup> Parallel	51%	31%	31%	15%
Dawson City	30%	52%	44%	15%
Deh Cho Passport	-	-	22%	5%
Fort Simpson	3%	17%	3%	2%
Hay River	-	-	-	2%
Northern Frontiers Visitors Association (NFVA)	-	-	-	2%
Wood Buffalo / Fort Smith	-	-	-	1%
Inuvik	10%	-	-	-
Fort Liard	2%	-	-	-
Sambaa Deh	1%	-	-	-
Blackstone	1%	-	-	-
Airports	1%	-	-	-
	100%	100%	100%	100%

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## Fielding

- **kisquared** began this survey by reviewing the 2008 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 in preparation 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 528 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 five attempts per sample point was used throughout this project. **kisquared**’s experience with past trip diary studies has shown that this number of attempts is 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 **kisquared** operators from the original hard-copy questionnaire.
  5. **kisquared** supervisors routinely verified 5% of all completed paper surveys. The maximum interviewer-to-supervisor ratio during any shift was 12:1. Interviewers were fully monitored 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. Cross-tabulations were 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 record and analyze data on usage and utility of the 2009 Trip Diary. 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, 2007 and 2008 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** denotes all those represented in this study, namely, individuals who visited the NWT between July and October 2009, received a Trip Diary, and participated in a telephone interview about their recent trip to the NWT.
- **2009 visitors** refers to the same population as above, but is used when comparing this study's findings with 2008 or 2007 study findings.
- **2008 visitors** refers to those who received an NWT Trip Diary and participated in a telephone interview about their 2008 trip to the NWT.

- **2007 visitors** denotes 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 visitors from **German-speaking Europe**) refers to 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 an abbreviation 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 2009 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, Hay River, Wood Buffalo/Fort Smith or Fort Simpson Visitor Centres, the Northern Frontier Visitors Association (NFVA) or as a Deh Cho or Dempster 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 studies conducted in 2007 and 2008; comparisons are presented where relevant.

### Who visits the NWT?

- More than three fifths 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 (77%) or American (16%), as in previous years. 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 approximately even.
- More than two thirds of visitors have a post-secondary degree, diploma or certificate. Nearly one in five have a university degree at the Masters or PhD level. Nearly one in every two visitors in 2009 is retired. Visitor household income is higher than in 2008 but comparable to 2007; most have incomes of less than \$70,000, however just less than one third have incomes of \$90,000 or more.

### Why visit the NWT?

- Four fifths 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 have considered 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. These are also unchanged since 2007.
- Just over half of all visitors report having seen or heard “Spectacular Northwest Territories” or “Purely Spectacular.” By comparison, a similar proportion (53%) recalled the ad in 2008 and 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.

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- Visitors from BC or the Yukon, those travelling as a couple or as families without children and the Deh Cho-destined tend to plan for a longer period, while those from the US, Prairie provinces or German-speaking Europe, those that travel alone or as families with children and the North Slave or South Slave-destined plan for a shorter period.
- The most popular information sources used by visitors to plan their trip to the NWT include: the Internet (in general); travel guides and books; maps; *The Milepost*; and word of mouth. Travel trade shows, information / visitor centres, 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 74% of visitors in 2009, which is within the 71% to 78% range presented in the previous two years. General touring visitors and those from Eastern Canada, the US or German-speaking Europe 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 and 2008. Two to four trip nights are most popular, however many visitors take trips that last between 8 and 10 nights. Those tending to have longer stays include: those intercepted at the 60<sup>th</sup> Parallel; VFR visitors; those destined for the Deh Cho; and those with high school or less education.
- The most popular primary destinations in the NWT are Inuvik and Yellowknife, and the most popular secondary destinations are Fort Simpson, Hay River, Yellowknife and Fort Providence. Most visitors also visited regions outside the NWT on their trip, with the Yukon, British Columbia and Alberta the most popular of these.
- Most visitors travelled to their primary and secondary destinations by car or truck (owned). Only 3% of visitors reported arriving to the NWT by air. This is a reflection of the intercept methodology of this study.
- Government campgrounds are used by most visitors, for an average stay of more than six nights. Hotel or motel accommodations are used by nearly two fifths of visitors, the average stay being about three nights. While wilderness campers are small in numbers (2%), their stay is the longest – close to 9 nights on average.
- With an 81% usage rate (down from 87% and 84% in 2007 and 2008, respectively), 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, those from BC, the Yukon or the US are least likely to use Visitor Information Centres.

#### What do visitors do when they visit?

- Down slightly from 2007 and 2008, seven in ten visitors travel for general touring. Thirteen percent travel for unguided adventure and 9% arrive to visit friends or relatives. Visitors from Eastern Canada, BC, the Yukon or the US are more likely to have a general touring trip focus, while those from the Prairie provinces are more likely to be visiting friends and relatives. German-speaking visitors are more likely to focus on outdoor adventure.



- As in previous years, sightseeing and photography are the most popular activities, followed by wildlife viewing, camping, shopping, museum visits, historic site visits and unguided vehicle and walking tours. 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 the unavailability of the activity, bad weather, a lack of time or difficulty accessing the activity. Activities involving Tuktoyaktuk, nature activities (e.g., the Northern lights, fishing and wildlife viewing) and tours (e.g., boat trips, cruises and helicopter or flight tours) were prominent among the missing activities noted.
- Fifteen percent of travel parties purchased at least one fishing license; this is very similar to the 2007 and 2008 proportions. 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 Twin Falls Territorial Park, Fort Simpson Territorial Park, Fred Henne Territorial Park and Blackstone Territorial Park. The percentage who reported visiting Wood Buffalo National Park declined from 33% to 16% from 2008 to 2009.
- Roughly one third report having heard of the Deh Cho Travel Connection Loop; this is down by more than twenty points since 2008, but is comparable to 2007. Of those who have heard of it, 69% have travelled it. As in previous years, 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.
- Thirty percent of visitors participated in Aboriginal activities during their trip, which is up nine points from 2008 but similar to 2007. Participation usually consisted of watching or participating in Aboriginal or Northern games, participating in arts festivals, 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 all but five activities garnering a greater than 4 out of 5 satisfaction score. Lowest scores were given for hunting, sailing, unguided fishing, bird watching and camping. Highest rated are guided fishing, sightseeing, photography, airplane or helicopter tours, buffalo viewing, cultural events and canoeing.
- Visitors rate the quality of visitor centres, airports, service in hotels and motels and campground services, amenities and value for money the highest. As in previous years, 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. The value for money in hotels and motels continues to increase since 2007, while nearly all other aspects have increased moderately from 2008. Only airports and the value for money in campgrounds show a decrease from the previous year.
- Sixty-three percent of visitors can be considered NWT promoters, based on their willingness to recommend the NWT to others (up from 54% in 2008). Nine percent are detractors (an improvement from 13% in 2008) and 28% are passively satisfied. This gives the NWT a net promoter score of 54%, 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?

- As in 2007 and 2008, most travel parties paid for fuel, dining, groceries, camping and souvenirs. Roughly two fifths bought arts and crafts. Expenditures are largely consistent with those recorded in 2007 and 2008; one interesting exception is the proportion who spent money on activities and entertainment in 2009 (32%, up from 12% and 10% in 2007 and 2008, correspondingly).
- Overseas visitors spend dramatically more on pre-paid packages than do North American visitors, whereas North American visitors spend somewhat more on hotels, fuel and airfare within the NWT. Not surprisingly, guided outdoor adventurers also pay more for pre-paid packages, tours and airfare than other travellers.
- Those intercepted at Hay River tend to spend more on camping and fuel but have lower expenditures in other areas. Those intercepted at Dawson City spend more on arts and crafts and tours within the NWT.
- VFR travellers tend to spend little when travelling; however, they do tend to spend more than others on groceries, fuel 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 11.

**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	Guided adventure or travel	21.8%	Q88, 99-103, (all positive)	<ul style="list-style-type: none"> <li>Origin: German-speaking, Eastern Canada</li> <li>Education: HS or less</li> </ul>	Q102 Opportunities to take organized tours (.787)
2	Hard outdoor adventure	11.7%	Q90, 91, 97 (all positive)	<ul style="list-style-type: none"> <li>Travel party: Alone or families with children</li> <li>Age: 50 or under</li> <li>Origin: US</li> <li>Income: &gt;\$30,000</li> </ul>	Q90 Physical adventure (.843)
3	Passive outdoor activity	8.1%	Q93, 94, 97 (all positive)	<ul style="list-style-type: none"> <li>Origin: German-speaking</li> </ul>	Q93 Viewing wildlife (.630)
4	Reliable weather	6.8%	Q101, 107-109 (all positive)	<ul style="list-style-type: none"> <li>Age: Over 70</li> <li>Origin: Prairie provinces</li> <li>Education: HS or less</li> </ul>	Q99 Reliable weather (.902)
5	Dirt and danger	5.1%	Q103, 105-107 (all negative)	<ul style="list-style-type: none"> <li>Origin: US</li> <li>Age: Under 40</li> <li>Education: Graduate</li> </ul>	Q106 High standards of cleanliness and hygiene (-.827)
6	Cost savings	4.9%	Q98, 109 (all positive)	<ul style="list-style-type: none"> <li>Destination: South Slave, Deh Cho</li> <li>Origin: Prairie provinces</li> <li>Education: ≥ Some P-S</li> </ul>	Q108 Cost of accommodation and meals (.563)
7	A culture-free visit	4.6%	Q89, 92, 95, 96, 103 (all negative)		Q89 Meeting new people (-.619)

Note: \*As determined by high factor scores.

## Trip planning

### Choosing a vacation destination

When travellers choose a vacation destination, they consider a variety of attributes. The mean importance they attach to each of these attributes is provided in Figure 3. Visitors consider the following most important: outstanding scenery (4.73); viewing wildlife (4.47); parks and wilderness areas (4.36); and personal safety (4.18). Attributes considered least important include exciting nightlife and entertainment (1.94) and luxury accommodations (1.85).

The mean importance attached to each attribute closely matches that for 2007. One item shows a noted decrease in importance from 2008 to 2009: having fun and being entertained (decrease of .66 to 3.41).

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

Aspect	2007 mean	2008 mean	2009 mean
Outstanding scenery	4.76	4.71	4.73
Viewing wildlife	4.48	4.44	4.47
Parks and wilderness areas	4.34	4.39	4.36
Personal safety	4.18	4.27	4.18
Meeting new people	4.03	3.95	4.08
High standards of cleanliness and hygiene	4.05	4.11	4.06
Learning opportunities	4.06	4.02	4.06
Unique or different cultural groups	3.83	3.79	3.91
Relaxing break from work	3.56	3.72	3.63
Cost of accommodation and meals	3.45	3.62	3.61
Cost to get to destination	3.35	3.56	3.47
Physical adventure	3.31	3.27	3.45
Having fun, being entertained	3.56	4.07	3.41
Personal challenges	3.21	3.07	3.23
Opportunity to purchase arts and crafts	3.08	3.13	3.15
Reliable weather	2.83	2.92	2.86
Warm, sunny climate	2.73	2.91	2.77
Opportunities to take organized tours	2.70	2.61	2.71
Experiencing nature with a guide	2.72	2.64	2.69
Interesting shopping	2.51	2.62	2.60
Package tours to destination	2.14	2.16	2.24
Exciting nightlife and entertainment	1.76	1.73	1.94
Luxury accommodations	1.75	1.80	1.85

**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. The cross-tabulation table (Figure 4) 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 or German-speaking Europe are *more* likely to rate *Experiencing nature with a guide* as important, while those from the United States, British Columbia or the Yukon are *less* likely to rate this attribute as important in choosing a vacation destination. It is especially noteworthy that region of origin consistently plays 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
Parks and wilderness areas	<ul style="list-style-type: none"> <li>Travel party: Families with children</li> </ul>	<ul style="list-style-type: none"> <li>Travel party: Families without children</li> <li>Spectacular NWT: have not seen or heard</li> <li>Education: High school or less</li> </ul>
Personal safety	<ul style="list-style-type: none"> <li>Origin: Prairie provinces or German-speaking Europe</li> <li>Education: High school or less, or college/technical diploma or certificate</li> </ul>	<ul style="list-style-type: none"> <li>Travel party: Alone</li> <li>Origin: US</li> <li>Education: Graduate or higher</li> </ul>
Meeting new people	<ul style="list-style-type: none"> <li>Income: Under \$50,000</li> </ul>	<ul style="list-style-type: none"> <li>Income: Over \$90,000</li> </ul>
High standards of cleanliness and hygiene	<ul style="list-style-type: none"> <li>Origin: Prairie provinces</li> <li>Education: High school or less, or college/technical diploma or certificate</li> </ul>	<ul style="list-style-type: none"> <li>Travel party: Alone</li> <li>Origin: US or German-speaking Europe</li> <li>Education: Undergraduate or higher</li> </ul>
Relaxing break from work	<ul style="list-style-type: none"> <li>Intercept: Dempster Passport</li> <li>Origin: Prairie provinces or German-speaking Europe</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel or Dawson City</li> <li>Origin: US or Eastern Canada</li> </ul>
Cost of accommodations	<ul style="list-style-type: none"> <li>Trip focus: VFR</li> <li>Travel party: Alone or families with children</li> <li>Origin: Prairie provinces or Eastern Canada</li> <li>Income: Under \$30,000 or \$50,000 to less than \$70,000</li> </ul>	<ul style="list-style-type: none"> <li>Trip focus: Outdoor adventure</li> <li>Travel party: Couple or with friends</li> <li>Origin: BC and YT or German-speaking Europe</li> <li>Education: More than \$90,000</li> </ul>
Reliable weather	<ul style="list-style-type: none"> <li>Origin: Prairie provinces or Eastern Canada</li> <li>Education: High school or less</li> </ul>	<ul style="list-style-type: none"> <li>Origin: US</li> <li>Education: Graduate or some technical college/university</li> </ul>
Cost to get to destination	<ul style="list-style-type: none"> <li>Trip focus: VFR</li> <li>Education: High school or less</li> <li>Income: Less than \$30,000 or \$70,000 to less than \$90,000</li> </ul>	<ul style="list-style-type: none"> <li>Trip focus: Outdoor adventure</li> <li>Education: Graduate or higher</li> <li>Income: More than \$90,000</li> </ul>
Physical adventure	<ul style="list-style-type: none"> <li>Travel party: Alone or families with children</li> <li>Education: Undergraduate degree</li> </ul>	<ul style="list-style-type: none"> <li>Travel party: Couple or with friends</li> <li>Education: High school or less</li> </ul>

Figure 4 continued...

Attribute	More likely to rate as important	Less likely to rate as important
Having fun, being entertained	<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>Origin: Prairie provinces</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dempster Passport</li> <li>Destination: Inuvik</li> <li>Trip focus: Outdoor adventure</li> <li>Origin: German-speaking</li> </ul>
Personal challenges	<ul style="list-style-type: none"> <li>Travel party: Alone or families with children</li> <li>Origin: US or German-speaking Europe</li> </ul>	<ul style="list-style-type: none"> <li>Travel party: Families without children</li> <li>Origin: Eastern Canada</li> </ul>
Opportunity to purchase arts and crafts	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel</li> <li>Destination: Deh Cho or South Slave</li> <li>Origin: Prairie provinces or Eastern Canada</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dawson City or Dempster Passport</li> <li>Origin: US or German-speaking Europe</li> </ul>
Warm sunny climate	<ul style="list-style-type: none"> <li>Trip focus: VFR</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>Trip focus: Outdoor adventure</li> <li>Origin: US or German-speaking Europe</li> <li>Education: Graduate or some technical college/university</li> <li>Income: More than \$90,000</li> </ul>
Organized tours	<ul style="list-style-type: none"> <li>Origin: Prairie provinces, Eastern Canada or German-speaking Europe</li> </ul>	<ul style="list-style-type: none"> <li>Origin: US</li> </ul>
Experiencing nature with a guide	<ul style="list-style-type: none"> <li>Origin: Eastern Canada or German-speaking Europe</li> </ul>	<ul style="list-style-type: none"> <li>Origin: US, BC or YT</li> </ul>
Interesting shopping	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel</li> <li>Destination: Deh Cho or North Slave</li> <li>Origin: Prairie provinces</li> <li>Education: High school or less</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dempster Passport</li> <li>Destination: Inuvik</li> <li>Origin: German-speaking Europe, BC or YT</li> <li>Education: Undergraduate or higher</li> </ul>
Package tours to destinations	<ul style="list-style-type: none"> <li>Origin: Eastern Canada or German-speaking Europe</li> <li>Income: Under \$30,000</li> </ul>	<ul style="list-style-type: none"> <li>Origin: US</li> <li>Income: More than \$70,000</li> </ul>
Exciting nightlife and entertainment	<ul style="list-style-type: none"> <li>Education: High school or less</li> <li>Income: Under \$30,000</li> </ul>	<ul style="list-style-type: none"> <li>Education: Graduate or higher</li> <li>Income: More than \$70,000</li> </ul>
Luxury accommodations	<ul style="list-style-type: none"> <li>Education: High school or less</li> </ul>	<ul style="list-style-type: none"> <li>Education: Undergraduate or higher</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: *Guided adventure or travel*; *Hard outdoor adventure*; *Passive outdoor activity*; *Reliable weather*; *Dirt and danger*; *Cost savings*; 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 19 and are discussed below.

There is similarity between the 2009 factors and those revealed in the original 2007 analysis, which both produced the *Hard outdoor adventure* factor, as well as many other factors that remain very similar to the 2009 factors. In 2008, the 2007 factor *New and/or learning experiences* was replaced with two: *Passive outdoor activity* and *A culture-free visit*, both of which remain in the 2009 analysis. The 2009 data also replaces previous factors with new ones such as *Guided adventure or travel*, *Reliable weather*, *Dirt and danger* and *Cost savings*, as described below.

### Factor 1: Guided adventure or travel

The positive loadings – loadings similar to and derived from correlations – of the six variables identified with factor 1 (Interesting shopping; Luxury accommodations; Exciting nightlife and entertainment; Experiencing nature with a guide; Package tours to destination; and Opportunities to take organized tours) suggest that this factor represents activities that are typically comfortable, urban and guided.

The loadings range from .443 to .787, indicating the degree to which each variable fully represents this “guided adventure or travel” factor. Opportunities to take organized tours (.787) and Package tours to destination (.750) come closest to representing safe, urban and indoor activities, meaning that these two activities would best represent this concept in future research. Interesting shopping, which displays the lowest loading on this factor, also loads on two other factors.

The communality of the variables, meaning the degree to which variance in the variables is explained by each factor, ranges from .389 to .630. Variables at the lower end of this range are not very well explained by the model. The lowest communality is .389, for Experiencing nature with a guide.

Cross-tabulations show that those from the German-speaking Europe have the highest factor scores, followed by those from Eastern Canada. American visitors have the most negative factor scores for Guided adventure or travel, indicating that they are less likely to be represented by this group. By education, those with high school or less also have the highest factor scores.

## Factor 2: Hard outdoor adventure

The three variables that show positive loadings on factor 2, Personal challenges, Physical adventure and Parks and wilderness areas, suggest that the factor is a measure of hard outdoor adventure.

The positive loadings of Personal challenges and Physical adventure and Parks and wilderness areas, at .843 and .753, are relatively high, meaning that both of the variables are quite representative of this factor. The Parks and wilderness loading is on the lower end (.400), indicating that this variable is not as good a measure of factor 2. Physical adventure, with a loading of .843, 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 .317 (Parks and wilderness areas) to .747 (Physical adventure), 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:

- Travel party composition: The highest factor scores for hard outdoor adventure are displayed among those who travel alone, followed by those who travel as one or more families with children.
- 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 41 to 50.
- Region of origin: Those with US origins have by far the highest factor scores. Those from Canadian Prairie provinces have the lowest factor scores.
- Education: This factor is positively correlated with education; those with university degrees have higher factor scores, while those with high school or less or some post-secondary education have the lowest.
- Income: Those with incomes under \$30,000 have the moderately high “hard outdoor adventure” factor scores, while those with incomes from \$50,000 to less than \$70,000 have the lowest factor scores.

## 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 .421 to .630. The highest of these, Viewing wildlife, comes the closest to fully representing this factor alone.

The communalities are .317 (Parks and wilderness areas), .394 (Outstanding scenery) and .456 (Wildlife viewing). The first of these is the least 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 region of origin, with those from German-speaking Europe having the highest scores and those from the Canadian Prairie provinces having the lowest scores..

#### Factor 4: Reliable weather

Four variables load positively on factor 4. These are Reliable weather, Warm, sunny climate, Cost to get to destination and Luxury accommodations. All of these refer to travel conditions and comfort, which implies that factor 4 is a measure of fair-weather travel.

Factor loadings range from .408 (Luxury accommodations) to 0.902 (Reliable weather). Not surprisingly, of the four variables, Reliable weather stands the strongest as a measure of reliable weather travel in any future research.

The communality of Reliable weather is also the highest, at .819, suggesting it is the most well-explained by the factors. Cost to get to destination has the lowest communality, at .383, meaning it is relatively poorly explained by the factors.

Cross-tabulations show “reliable weather” factor scores as the highest among those over 70, those from the Canadian Prairie provinces and those with high school or less education. Those under 40, from the US or those who have a graduate degree have the lowest factor scores, implying they are the least likely to be negatively influenced by bad, unpredictable weather or uncomfortable travel conditions.

#### Factor 5: Dirt and danger

Three variables (Warm, sunny climate; High standards of cleanliness and hygiene; and Personal Safety) show strong negative loadings on factor 5, indicating that it is a measure of travel in which poor weather conditions, dirt and danger do not represent a major barrier to travel. As a result, this factor has been labeled as Dirt and danger. Interestingly, Interesting shopping also loads negatively, meaning that desire for good weather and safety is correlated with a desire for interesting shopping.

High standards of cleanliness and hygiene (-.827) and personal safety (-.797) have strongly negative loadings, meaning that these variables could represent this factor well in future research (note: the negative loadings suggest they represent the inverse of this factor). Communalities for the three variables with negative loadings, Warm, sunny climate (.721), High standards of cleanliness and hygiene (.691) and Personal safety (.656), are relatively high, indicating that differences in these variables represent the factor fairly well.

The loading for Interesting shopping is also negative, at -.445, while its communality stands at .471, meaning it represents the factor moderately well and is somewhat more poorly explained by all the factors in the model.

Cross-tabulations show high “dirt and danger” factor scores among US visitors, visitors under age 40 and those with graduate degrees. Those over age 60, from the Prairie provinces or with high school or less education have the lowest factor scores, implying they are most sensitive to travel conditions affecting hygiene and safety. Those who went through the Dempster Passport Program and those whose primary destination was Inuvik also have comparatively high factor scores.

#### Factor 6: Cost savings

Two variables show positive loadings on factor 6. These variables, Cost to get to destination (0.551) and Cost of accommodation and meals (.563) have moderately positive loadings, indicating that neither of the variables stand as good representatives of the factor on their own.

The communalities are relatively low for both Cost of accommodation and meals (.351) and Cost to get to destination (.383), meaning they are also not very well explained by the seven factors.

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

- Primary destination: Travellers to South Slave and Deh Cho display above-average factor scores.
- Region of origin: Those from the Canadian Prairie provinces display factor scores that are somewhat above average, while those from German-speaking Europe and the US have the lowest factor scores – implying they are the least price sensitive.
- Education: Those with at least some technical college education have above-average factor scores, whereas those with a graduate degree have the lowest “cost-savings” factor scores. This suggests that the likelihood of seeking a cost-effective trip decreases with greater education.

#### Factor 7: A culture-free visit

Five variables load negatively on factor 7. The strongest, Meeting new people, loads at -.619. Along with the other negative loadings, for Unique or different cultural groups, Learning opportunities, the Opportunity to purchase arts and crafts, and Interesting shopping, this negative loading suggests a variable that represents a resistance to experiencing culture and interacting with other people.

Meeting new people, with its strongest loading, can be used to inversely represent this factor. The other variables, with loadings ranging from -.468 to -.619, are only somewhat effective as measures of this concept.

The communality for the variables loading on this factor range from low (.360, for Learning opportunities) to moderate (.471, for Interesting shopping, which loads on two factors). This suggests that the factor analysis model of five factors explains to varying degrees the variance in these variables.

**Figure 5 FACTOR ANALYSIS: STRUCTURE MATRIX**

Variables measuring importance of attribute to traveller when choosing a vacation destination	Factor (labelled)							Communality (h <sup>2</sup> )
	1	2	3	4	5	6	7	
	Guided adventure or travel	Hard outdoor adventure	Passive outdoor activity	Reliable weather	Dirt and danger	Cost savings	A culture-free visit	
Q102 Opportunities to take organized tours	.787							.630
Q99 Package tours to destination	.750							.571
Q88 Experiencing nature with a guide	.597							.389
Q100 Exciting nightlife and entertainment	.582							.459
Q101 Luxury accommodations	.577			.408				.456
Q90 Physical adventure		.843						.747
Q91 Personal challenges		.753						.575
Q93 Viewing wildlife			.630					.456
Q94 Outstanding scenery			.577					.394
Q97 Parks and wilderness areas		.400	.421					.317
Q108 Reliable weather				.902				.819
Q107 Warm, sunny climate				.842	-.415			.721
Q106 High standards of cleanliness and hygiene					-.827			.691
Q105 Personal safety					-.797			.656
Q98 Cost of accommodation and meals						.563		.351
Q109 Cost to get to destination				.420		.551		.383
Q110 Relaxing break from work								.174
Q96 Meeting new people							-.619	.411
Q89 Unique or different cultural groups							-.592	.402
Q95 Opportunity to purchase arts and crafts							-.547	.403
Q92 Learning opportunities							-.502	.360
Q103 Interesting shopping	.443				-.445		-.468	.471
Q104 Having fun, being entertained								.282

Note: Factor loadings are based on extraction through Principal Axis Factoring and Oblimin rotation with Kaiser Normalization ( $\Lambda = 0.0$ ). 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 two correlations of noteworthy strength, described as follows:

- There is a negative correlation (-.422) between *Guided adventure or travel* and *A culture-free visit*.
- There is a negative correlation (-.395) between *Dirt and danger* and *Reliable weather*.

**Figure 6 FACTOR CORRELATION MATRIX**

Factor	1	2	3	4	5	6	7
	Guided adventure or travel	Hard outdoor adventure	Passive outdoor activity	Reliable weather	Dirt and danger	Cost savings	A culture-free visit
1 Guided adventure or travel	1.000	0.98	-0.68	.349	-.364	.191	-.422
2 Hard outdoor adventure	.098	1.000	.169	-.015	.045	.138	-.279
3 Passive outdoor activity	-.068	.169	1.000	-.060	-.018	.059	-.198
4 Reliable weather	.349	-.015	-.060	1.000	-.395	.305	-.135
5 Dirt and danger	-.364	.045	-.018	-.395	1.000	-.331	.302
6 Cost savings	.191	.138	.059	.305	-.331	1.000	-.155
7 A culture-free visit	-.422	-.279	-.198	-.135	.302	-.155	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; 58%); travel guides and books (33%); The Milepost (28%); and maps (28%). One percent did not use any information sources.

Compared to 2008, there is a noted decrease in the use of maps (down by 11 points) and automobile associations (nine points).

**Figure 7 SOURCES USED WHEN PLANNING TRIP**

Aspect	2007	2008	2009
Internet (general)	48%	60%	58%
Travel guides / books	2%	31%	33%
Maps	2%	39%	28%
The Milepost	27%	33%	28%
Word of mouth	24%	27%	24%
Friends or relatives	19%	21%	20%
Explorer's guide	17%	19%	18%
Magazine	11%	16%	16%
CAA / automobile associations	14%	23%	14%
NWT 1-800 number	8%	12%	9%
Been there before	10%	7%	8%
Outfitter / tour operator	7%	5%	7%
Lived there before	4%	3%	5%
Travel agent	4%	6%	4%
Newspaper	2%	4%	3%
TV / radio	2%	3%	3%
Information / visitor centres	3%	1%	1%
Travel trade shows	0%	0%	1%
Books / brochures / booklets (general)	2%	0%	0%
Explore-Canada Caravans	2%	0%	0%
Other	3%	5%	3%
None	3%	6%	1%

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

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
Internet (in general)	<ul style="list-style-type: none"> <li>Intercept: Dempster Passport</li> <li>Destination: Deh Cho</li> <li>Origin: German-speaking Europe</li> <li>Education: College/technical diploma or certificate or graduate or higher</li> <li>Income: \$70,000 to less than \$90,000</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel or Dawson City</li> <li>Destination: North Slave or South Slave</li> <li>Origin: Prairie provinces or Eastern Canada</li> <li>Education: High school or less</li> <li>Income: Less than \$70,000</li> </ul>
Travel guides / books	<ul style="list-style-type: none"> <li>Trip focus: Outdoor adventure</li> <li>Origin: German-speaking Europe</li> </ul>	<ul style="list-style-type: none"> <li>Trip focus: VFR</li> <li>Origin: Eastern Canada or US</li> </ul>
Maps	<ul style="list-style-type: none"> <li>Destination: South Slave</li> <li>Trip focus: Outdoor adventure</li> <li>Origin: German-speaking Europe</li> </ul>	<ul style="list-style-type: none"> <li>Destination: Deh Cho or North Slave</li> <li>Trip focus: General touring or VFR</li> <li>Origin: Eastern Canada, US or Prairie provinces</li> </ul>
The Milepost	<ul style="list-style-type: none"> <li>Trip focus: Outdoor adventure</li> <li>Origin: US or German-speaking Europe</li> </ul>	<ul style="list-style-type: none"> <li>Destination: North Slave or South Slave</li> <li>Trip focus: VFR</li> <li>Repeat visitors</li> <li>Origin: Prairie provinces or Eastern Canada</li> </ul>
Word of mouth	<ul style="list-style-type: none"> <li>Intercept: Dempster Passport</li> <li>Destination: Inuvik</li> <li>Origin: BC, YT or German-speaking Europe</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel</li> <li>Destination: North Slave</li> <li>Origin: Prairie provinces or Eastern Canada</li> </ul>
Friends / relatives	<ul style="list-style-type: none"> <li>Trip focus: VFR or outdoor adventure</li> <li>Origin: German-speaking Europe</li> </ul>	<ul style="list-style-type: none"> <li>Trip focus: General touring</li> <li>Origin: US</li> </ul>
Explorers Guide	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel or Dawson City</li> <li>Destination: South Slave</li> <li>Stay: 7 nights or more</li> <li>Travel party: Couple or family with children</li> <li>Education: Graduate or higher</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dempster Passport</li> <li>Destination: Deh Cho</li> <li>Stay: 3 nights or less</li> <li>Travel party: Family without children or with friends</li> <li>Education: High school or less</li> </ul>
Magazine	<ul style="list-style-type: none"> <li>Trip focus: Outdoor adventure</li> <li>Origin: German-speaking Europe</li> <li>Education: Some technical college / university or undergraduate degree</li> </ul>	<ul style="list-style-type: none"> <li>Trip focus: VFR</li> <li>Origin: Prairie provinces or US</li> <li>Education: High school or less</li> </ul>

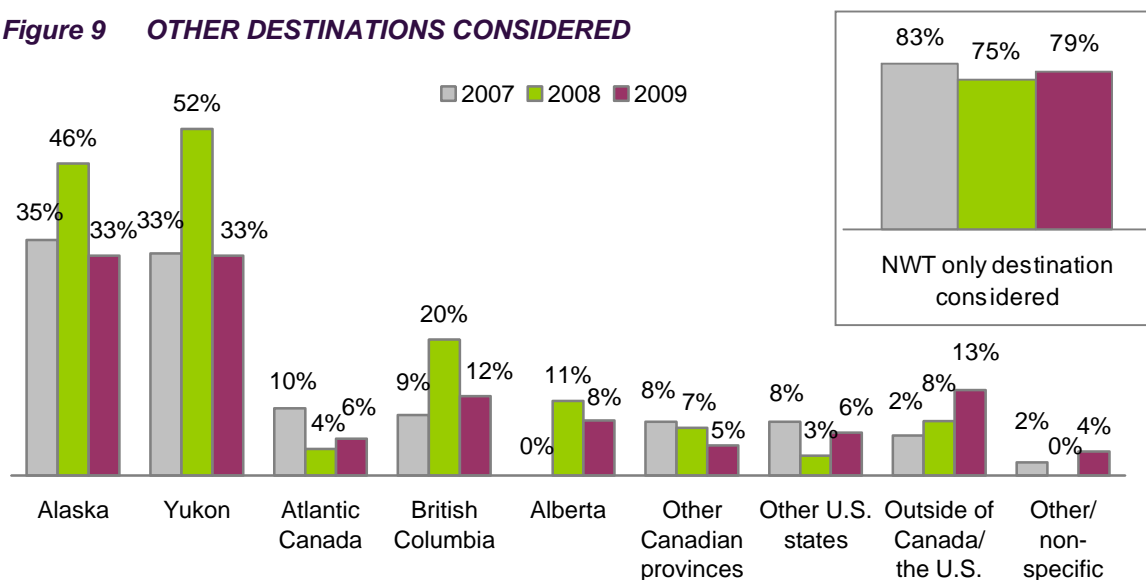
**Note: VFR = visiting friends and relatives.**

## Choosing the NWT

Four fifths (79%) of visitors stated that the NWT was the only destination they considered (see Figure 9 inset). This is down from 83% in 2007 but up from 75% in 2008. Of those who considered competing destinations before choosing to visit the NWT (Figure 9), one third considered the Yukon (33%, down from 52% in 2008) and Alaska (33%, down from 46% in 2008) and 12% considered British Columbia (down from 20%).

As shown in Figure 9, 2009 results are closer to 2007 findings for the more frequently considered destinations, whereas visitors in 2008 tended to consider other travel destinations more often.

**Figure 9 OTHER DESTINATIONS CONSIDERED**



**Note:** Data from Q23. Based only on respondents who were considering other destinations (17% in 2007, 25% in 2008 and 21% in 2009). Total exceeds 100% because multiple responses were accepted.

Wilderness, isolation, landscape or wildlife (70%), considered as one, is by far the top reason why visitors come to the NWT. Other top reasons for choosing to visit the NWT include: general interest (61%, up 11 points from 2008); always wanted to visit (51%); culture or history (30%); and natural phenomenon, events or attractions (30%). Figure 10 shows all the reasons identified as “top three reasons” for visiting the NWT. Results for 2009 are similar to those in 2007 and 2008.

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

Aspect	2007	2008	2009
Wilderness, isolation, landscape or wildlife	75%	68%	70%
General interest	58%	50%	61%
Always wanted to visit	53%	44%	51%
Culture or history	32%	29%	30%
Natural phenomenon, event or attraction	29%	33%	30%
Family or friends	16%	14%	14%
Fishing	7%	8%	8%
Dempster Highway	1%	3%	1%
Experience the adventure	0%	0%	1%
See the Arctic / Arctic Ocean	1%	2%	1%
Tuktoyaktuk	1%	0%	0%
Canoeing	0%	1%	0%
Inuvik's 50 <sup>th</sup> anniversary	0%	1%	0%
Included in a tour package	<1%	0%	0%
Hunting	<1%	1%	1%
Other	3%	5%	5%

**Note: Data from Q22. Total exceeds 100% because up to three 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**

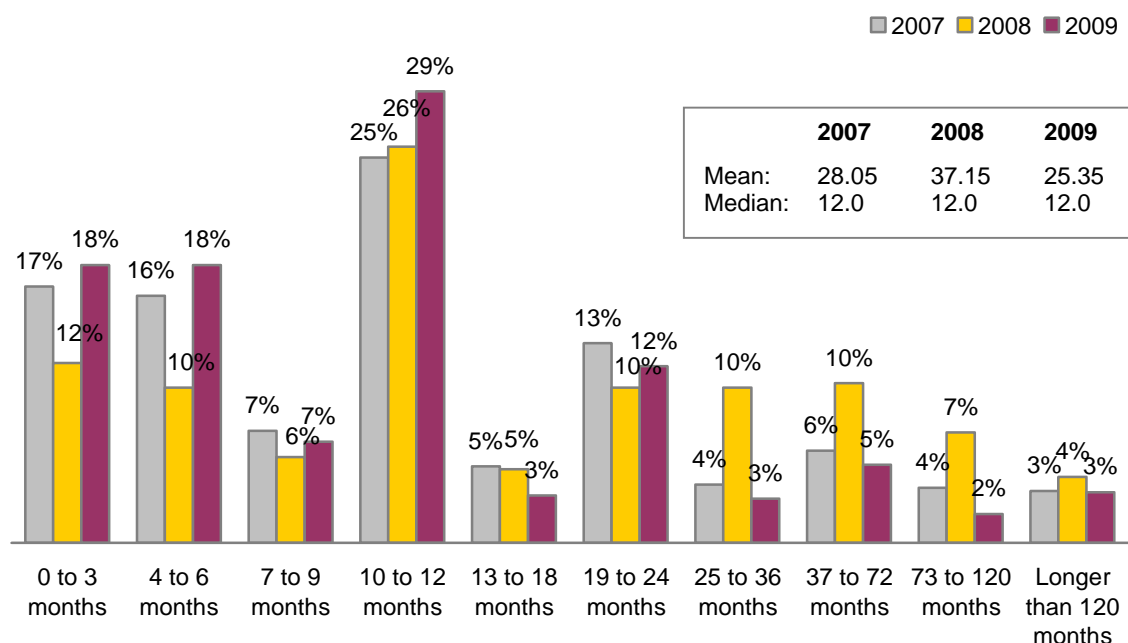
Top reasons	More likely to select this reason	Less likely to select this reason
Wilderness, isolation, landscape or wildlife	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Trip focus: Outdoor adventure</li> <li>○ Origin: German-speaking Europe or US</li> <li>○ Education: Graduate or higher</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel</li> <li>○ Destination: North Slave, South Slave or Deh Cho</li> <li>○ Trip focus: VFR</li> <li>○ Origin: Prairie provinces</li> <li>○ Education: High school or less</li> </ul>
General interest	<ul style="list-style-type: none"> <li>○ Trip focus: General touring</li> <li>○ Stay: 3 nights or less</li> <li>○ Origin: US</li> </ul>	<ul style="list-style-type: none"> <li>○ Trip focus: Outdoor adventure or VFR</li> <li>○ Stay: 7 nights or more</li> <li>○ Origin: German-speaking Europe</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: VFR</li> <li>○ Stay: 4 to 10 nights</li> <li>○ Repeat visitors</li> </ul>
Culture and history	<ul style="list-style-type: none"> <li>○ Repeat visitors</li> <li>○ Education: Graduate or higher</li> </ul>	<ul style="list-style-type: none"> <li>○ Education: High school or less, or some technical college / university</li> </ul>
Natural phenomenon, event or attraction	<ul style="list-style-type: none"> <li>○ Trip focus: Outdoor adventure</li> <li>○ Origin: German-speaking Europe</li> </ul>	<ul style="list-style-type: none"> <li>○ Trip focus: VFR</li> <li>○ Origin: Prairie provinces</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 nights or more</li> <li>○ Travel party: Family with children</li> <li>○ Repeat visitors</li> <li>○ Origin: Prairie provinces</li> <li>○ Income: \$70,000 to less than \$90,000</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City or Dempster Passport</li> <li>○ Destination: Inuvik</li> <li>○ Trip focus: Outdoor adventure or general touring</li> <li>○ Stay: 3 nights or less</li> <li>○ Travel party: Couple</li> <li>○ Origin: German-speaking Europe or US</li> <li>○ Income: \$30,000 to less than \$50,000 or more than \$90,000</li> </ul>

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

## Time frame for planning trip

Most visitors (72%) first start thinking about travelling to the NWT one year or less before taking the trip, an increase from the proportion reported in 2007 (65%) and 2008 (53%). One in ten (10%) started thinking about travel to the NWT more than three years before taking the trip. This is consistent with 2007 findings (13%), but down from 2008 (21%).

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

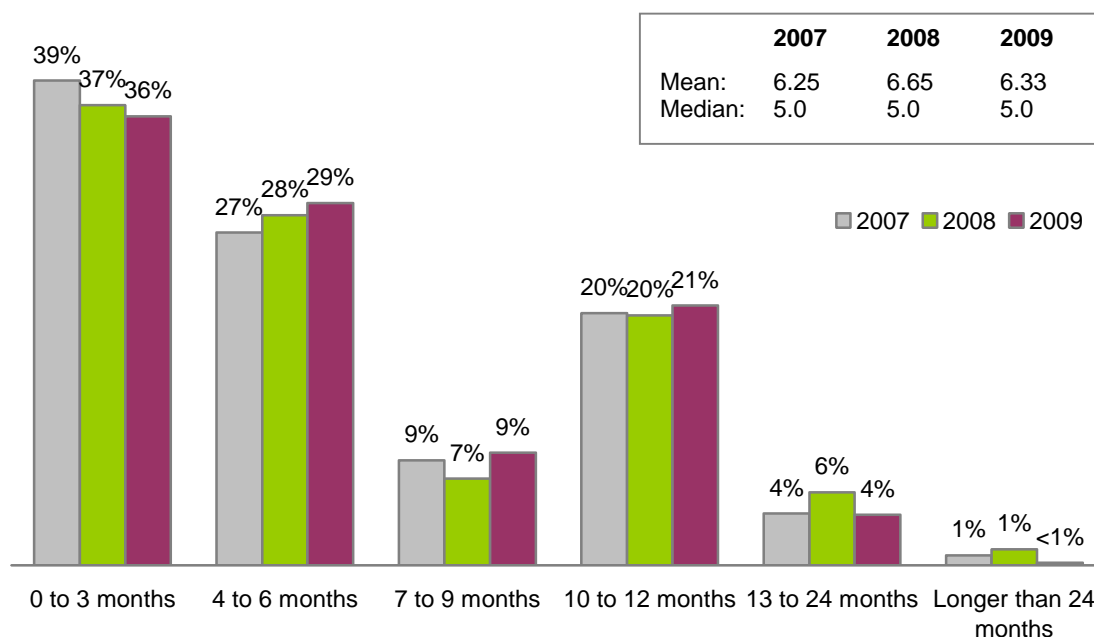


**Note:** Data from Q17. Based on an N size of 514.

- Cross-tabulations reveal that visitors with the following characteristics are likely to take a longer time planning their trip to the NWT:
  - Destination: Deh Cho;
  - Travel party: Couple or family without children; and
  - Origin: BC or YT.
- Visitors with the following characteristics are likely to take a shorter time planning their trip:
  - Destination: North Slave or South Slave;
  - Travel party: Alone or family with children ; and
  - Origin: German-speaking Europe, US or Prairie provinces.

As in 2007 and 2008, nearly two-thirds of visitors (65%) make a firm decision to travel to the NWT within six months of their departure date. Relatively few (4%) decide to take the trip more than a year in advance.

**Figure 13 MONTHS BETWEEN MAKING DECISION AND TRAVELLING TO NORTHWEST TERRITORIES**



**Note: Data from Q18. This is based on an N size of 515.**

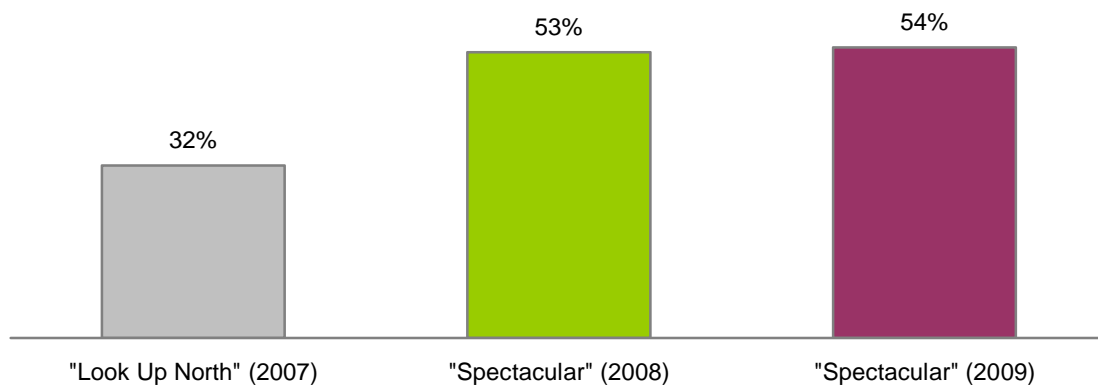
- Cross-tabulations reveal that visitors with the following characteristics are likely to have a longer interval between making their decision and travelling to the NWT:
  - Stay: 7 nights or more; and
  - Origin: Eastern Canada.
- Visitors with the following characteristics are likely to have a shorter interval between making their decision and travelling to the NWT:
  - Stay: 6 nights or less; and
  - Origin: US.

## Advertising

### “Spectacular” campaign

Fifty-four percent of visitors report having heard or seen an ad with the phrase “Spectacular Northwest Territories” or “Purely Spectacular.” This parallels the result for the same advertising campaign in 2008 (53%), and is considerably more than the proportion in 2007 who reported having seen or heard “Look Up North” (32%).

**Figure 14 AIDED RECALL OF AD TAGLINES**



**Note:** Data from Q43.

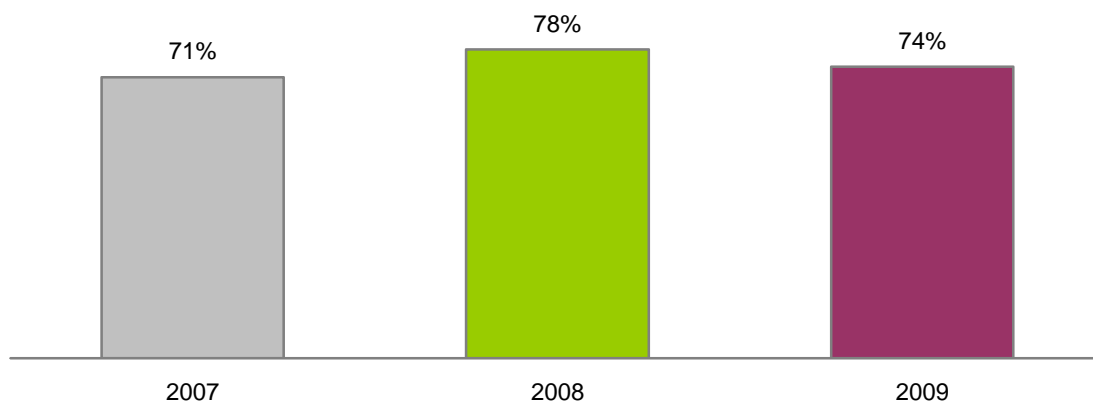
- Cross-tabulations show that visitors with the following characteristics are *more* likely to have seen or heard an ad with “Spectacular Northwest Territories” in the past six months:
  - Intercept: Dawson City;
  - Destination: Deh Cho or South Slave;
  - Trip focus: VFR;
  - Stay: More than 10 nights; and
  - Origin: Prairie provinces.
- Cross-tabulations show that visitors with the following characteristics are *less* likely to have seen or heard an ad with “Spectacular Northwest Territories” in the past six months:
  - Intercept: Dempster Passport;
  - Destination: Inuvik;
  - Trip focus: Outdoor adventure; and
  - Origin: US or German-speaking Europe.

## Trip characteristics

### First visit to NWT

For three quarters of visitors (74%), this trip was their first to the NWT – a slight decrease from 2008 (78%), but still higher than in 2007 (71%).

**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:
  - Trip focus: General touring; and
  - Origin: Eastern Canada, US or German-speaking Europe.
- Visitors with the following characteristics are *less* likely to be first-time visitors:
  - Trip focus: VFR; and
  - Origin: Prairie provinces.

The primary community or location destination of visitors is shown in Figure 16. The most popular primary destinations are Inuvik (69%) and Yellowknife (14%). Significant differences in primary destination this year, compared to 2008, may be due to a change in trip diary intercept points.

**Figure 16 PRIMARY DESTINATION**

Destination	2007	2008	2009
Inuvik	46%	44%	69%
Yellowknife	28%	34%	14%
Hay River	6%	6%	7%
Fort Simpson	4%	3%	2%
Fort McPherson	1%	0%	1%
Fort Providence	1%	<1%	1%
60 <sup>th</sup> Parallel	0%	0%	1%
Tuktoyaktuk	3%	5%	1%
Twin Falls	0%	0%	1%
Fort Smith	2%	3%	<1%
Fort Liard	1%	1%	<1%
Nahanni	4%	2%	<1%
Whitehorse	1%	0%	0%
Other	5%	2%	3%

**Note:** Data from Q5.

Visitors' primary destinations in the NWT differ significantly by traveller characteristics; these are shown in Figure 17 below. Intercept location, trip focus, and visitor origin consistently influence primary destination.

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

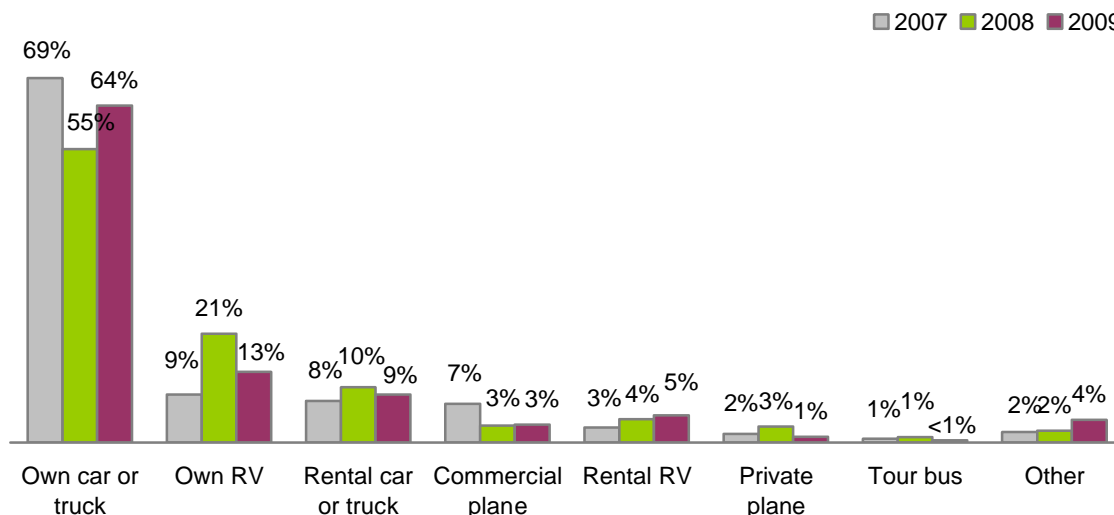
Destination	More likely to select this destination	Less likely to select this destination
Inuvik	<ul style="list-style-type: none"> <li>Intercept: Dawson City or Dempster Passport</li> <li>Trip focus: Outdoor adventure</li> <li>Stay: 3 nights or less</li> <li>Spectacular NWT: have not seen or heard</li> <li>Origin: US or German-speaking Europe</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel</li> <li>Trip focus: VFR</li> <li>Stay: 7 nights or more</li> <li>Spectacular NWT: have seen or heard</li> <li>Origin: Prairie provinces</li> </ul>
Deh Cho	<ul style="list-style-type: none"> <li>Trip focus: VFR</li> <li>Stay: More than 10 nights</li> <li>Origin: Eastern Canada</li> </ul>	
North Slave	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel</li> <li>Trip focus: VFR</li> <li>Stay: 7 nights or more</li> <li>Origin: Prairie provinces</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dempster Passport or Dawson City</li> <li>Trip focus: Outdoor adventure</li> <li>Stay: 3 nights or less</li> <li>Origin: German-speaking Europe, BC or YT</li> </ul>
South Slave	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel</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: Dempster Passport</li> <li>Trip focus: General touring</li> <li>Stay: 3 nights or less</li> <li>Origin: German-speaking Europe</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 / truck (64%; up from 55% in 2008 but still less than in 2007) or own RV (13%; down from 21% in 2008). Rental car / truck (9%), rental RV (5%), and commercial plane (3%) are the next most popular choices.

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



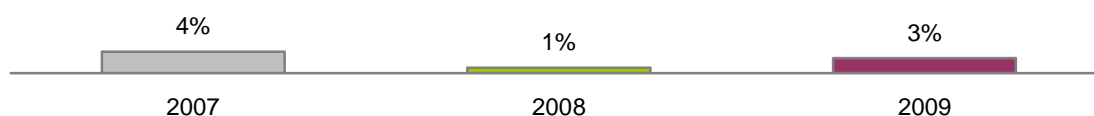
Note: Data from Q5.



A small number of visitors arrive in the NWT by air (3%). This small percentage of air travellers follows from the study's intercept methodology, which is aimed at road travellers. In 2007, 4% reported arriving by air, and in 2008 only 1% reported doing so.

Those respondents who arrived by air landed mainly in Yellowknife, Inuvik, Hay River, and Norman Wells.

**Figure 19 ARRIVALS BY AIR**



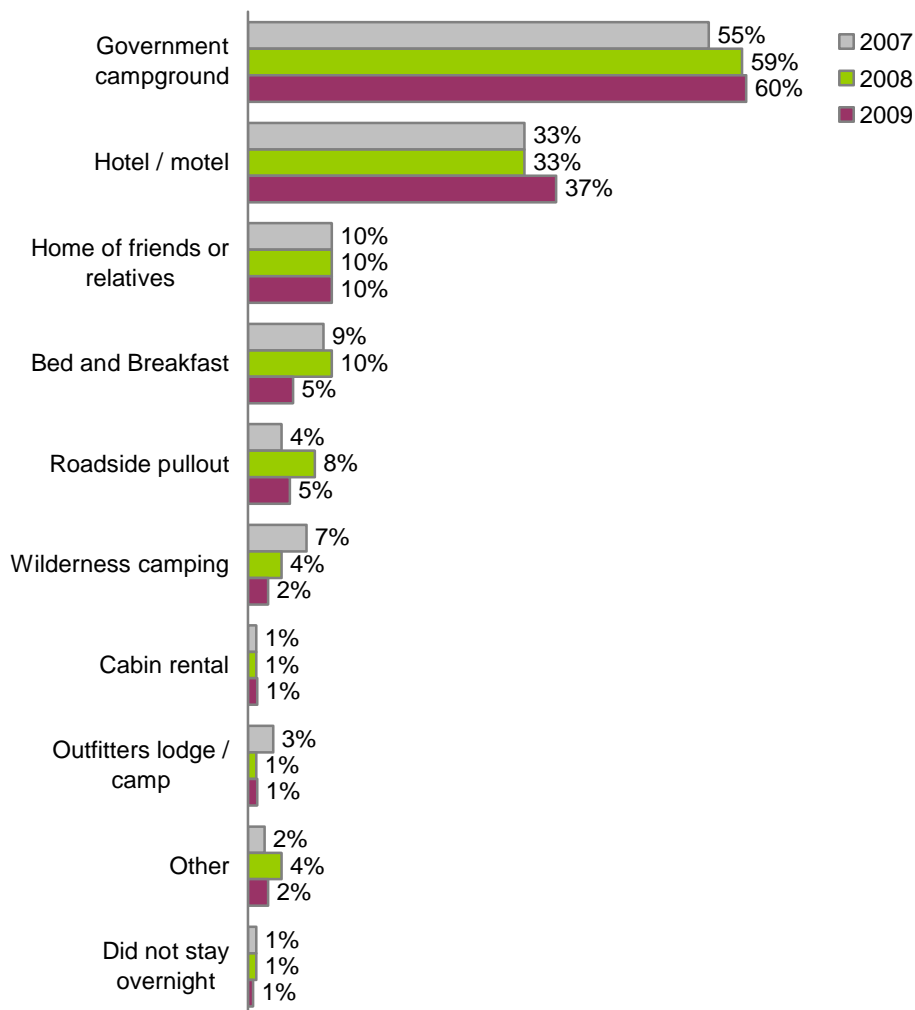
**Note:** Data from Q7.

- Cross-tabulations reveal that visitors with the following characteristics are *more* likely to arrive in the NWT by air:
  - Trip focus: VFR;
  - Stay: More than 10 nights;
  - Repeat visitors; and
  - Origin: Prairie provinces.

## Accommodations

Most visitors stay in government campgrounds (60%, consistent with 2008 findings), or hotels / motels (37%; an increase from 2007 and 2008). As shown in Figure 21 following, the longest stays are undertaken by visitors who are wilderness camping (mean of 8.62 nights, median of 5.0 nights; both down from 2007 and 2008).

**Figure 20 TYPE OF ACCOMMODATIONS USED**



Note: Data from Q3. Total exceeds 100% because multiple responses were accepted.

**Figure 21 TYPE OF ACCOMMODATIONS, WITH LENGTH OF VISIT**

Type of Accommodation	2007			2008			2009		
	Mean nights*	Median nights*	N*	Mean nights*	Median nights*	N*	Mean nights*	Median nights*	N*
Government campground	6.15	4.0	409	5.90	4.0	239	6.10	5.00	320
Hotel / motel	2.93	2.0	245	3.07	2.0	135	2.98	2.00	198
Bed and Breakfast	3.25	2.0	73	3.36	3.0	39	4.07	3.00	29
Home of friends or relatives	7.59	6.0	64	4.90	4.0	40	5.87	5.50	54
Wilderness camping	10.56	10.0	55	8.94	6.0	16	8.62	5.00	13
Roadside pullout	2.85	2.0	33	2.94	2.0	32	3.19	2.00	27
Outfitters lodge / camp	4.40	3.5	20	5.00	5.0	3	3.67	3.50	6
Cabin rental	3.14	3.0	7	2.75	3.0	4	2.50	2.50	6
Other	4.33	2.5	18	14.38	4.0	16	19.92	8.00	13
Did not stay overnight	-	-	10	-	-	2	-	-	3

**Note: Data from Q3. \* Mean and median are calculated by using only those respondents who actually stayed in that type of accommodation.**

Accommodation choice differs significantly by traveller characteristics; these are shown in Figure 22 below.

**Figure 22 INFLUENCES ON ACCOMMODATION CHOICES**

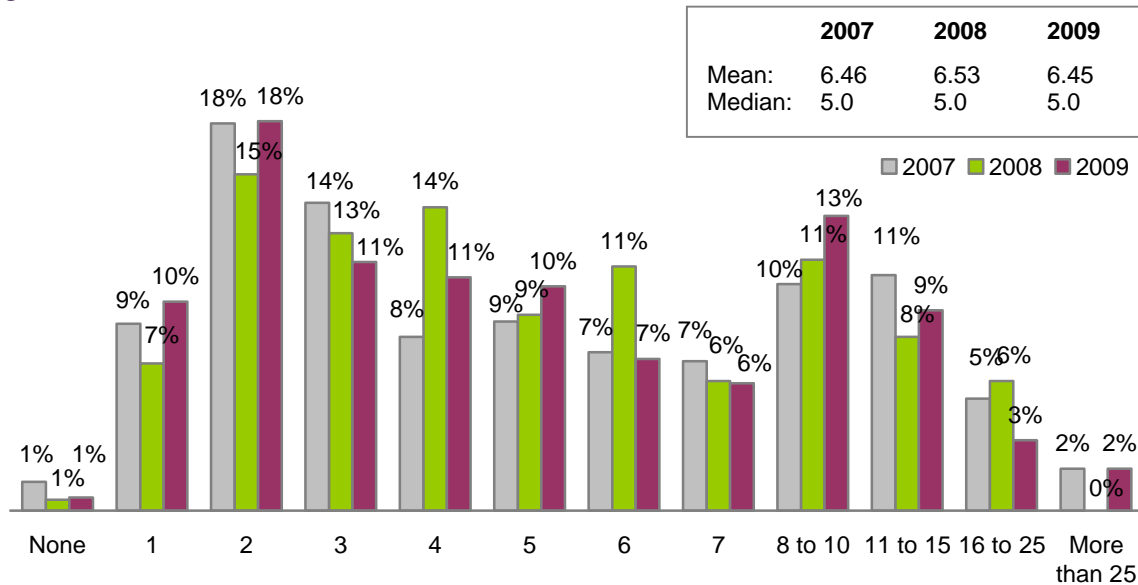
Accommodation	More likely to select this accommodation	Less likely to select this accommodation
Home of friends or relatives	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel</li> <li>○ Destination: Deh Cho or South slave</li> <li>○ Trip focus: VFR</li> <li>○ Stay: 7 to 10 nights</li> <li>○ Travel party: Alone or family with children</li> <li>○ Repeat visitors</li> <li>○ Origin: Prairie provinces</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Dempster Passport</li> <li>○ Destination: Inuvik</li> <li>○ Trip focus: General touring or outdoor adventure</li> <li>○ Stay: 3 nights or less</li> <li>○ Travel party: Couple</li> <li>○ Origin: BC, YT, US or German-speaking Europe</li> </ul>
Roadside pullout	<ul style="list-style-type: none"> <li>○ Origin: US</li> <li>○ Education: High school or less, or graduate or higher</li> </ul>	<ul style="list-style-type: none"> <li>○ Origin: Prairie provinces</li> <li>○ Education: Some post-secondary or college / technical diploma or certificate</li> </ul>
Wilderness camping	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Deh Cho</li> <li>○ Income: Less than \$30,000</li> </ul>	
Outfitters lodge / camp	<ul style="list-style-type: none"> <li>○ Origin: German-speaking Europe</li> <li>○ Education: Graduate or higher</li> </ul>	
Hotel or motel	<ul style="list-style-type: none"> <li>○ Stay: 3 nights or less</li> <li>○ Origin: Eastern Canada or US</li> </ul>	<ul style="list-style-type: none"> <li>○ Stay: 7 nights or more</li> <li>○ Origin: BC and YT</li> </ul>
Government campground	<ul style="list-style-type: none"> <li>○ Trip focus: General touring</li> <li>○ Stay: More than 3 nights</li> <li>○ Travel party: Alone or couple</li> <li>○ Origin: BC or YT</li> <li>○ Education: Undergraduate or higher</li> </ul>	<ul style="list-style-type: none"> <li>○ Trip focus: Outdoor adventure or VFR</li> <li>○ Stay: 3 nights or less</li> <li>○ Travel party: Families with or without children or with friends/co-workers</li> <li>○ Origin: Prairie provinces, Eastern Canada or German-speaking Europe</li> <li>○ Education: college/technical diploma or certificate</li> </ul>
Bed and breakfast	<ul style="list-style-type: none"> <li>○ Stay: More than 10 nights</li> <li>○ Education: Graduate or higher</li> </ul>	<ul style="list-style-type: none"> <li>○ Stay: 3 nights or less or 7 to 10 nights</li> <li>○ Education: Undergraduate degree</li> </ul>

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

## Length of trip

Visitors spend varying lengths of time in the NWT. Two fifths of travellers spend two to four nights (40%), though about 27% spend eight or more nights. The average number of nights is 6.45, slightly less than the 2008 average.

**Figure 23 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:

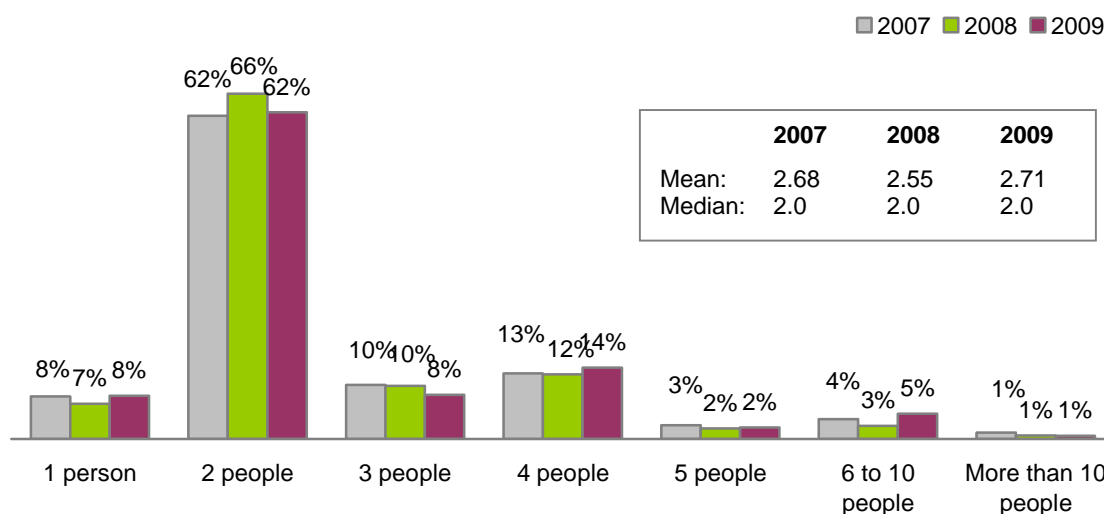
- Destination: Deh Cho
- Intercept point: 60<sup>th</sup> Parallel;
- Education: High school or less; and
- Trip focus: VFR.
- Visitors with the following characteristics are *less* likely to have a longer stay in the NWT:
  - Intercept: Dawson City;
  - Trip focus: General touring;
  - Destination: Inuvik; and
  - Education: Some technical college / university or college / technical diploma or certificate.

## Travel party

### Party size

The majority of visitors travel in parties of two people (62%). Groups of one (8%), three (8%), or four (14%) are next most common. Compared to 2008, current results suggest a slight trend toward larger travel parties.

**Figure 24 NUMBER OF PEOPLE IN TRAVEL PARTY**



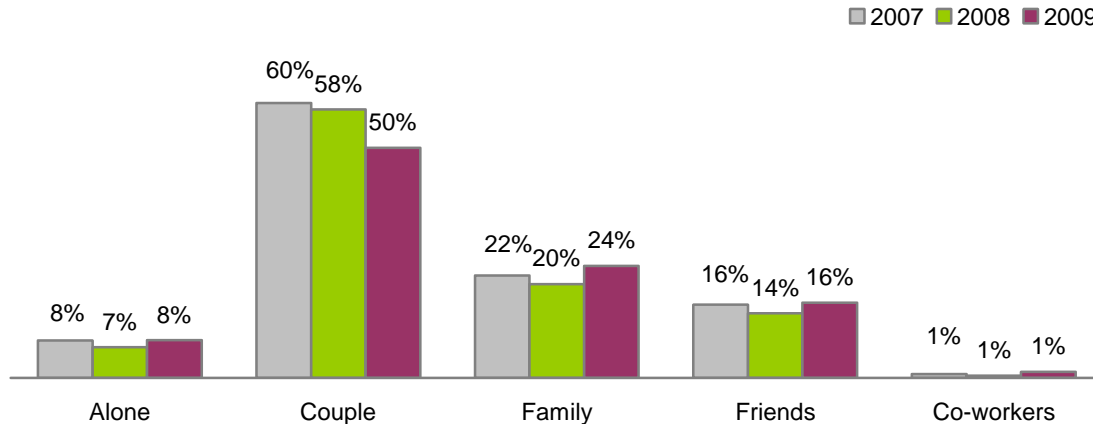
**Note:** Data from Q10.

- Cross-tabulations reveal that visitors with the following characteristics tend to have larger travel parties:
  - Travel party: Family (with or without children) or friends; and
  - Origin: Prairie provinces.
- Visitors with the following characteristics are *less* likely to have larger travel parties:
  - Travel party: Alone or couple; and
  - Origin: German-speaking.

## Party characteristics

One half of visitors travel as a couple (50%, down from 2008), with groups of family members (24%) or friends (16%) are next most common. Eight percent travel alone and 1% travel with co-workers, which is similar to previous years.

**Figure 25 TRAVEL PARTY COMPOSITION**



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

- Cross-tabulations reveal that visitors with the following characteristics are *more* likely to travel alone:
  - Trip focus: Outdoor adventure or VFR; and
  - Income: Less than \$50,000.
- Cross-tabulations reveal that visitors with incomes from \$50,000 to less than \$70,000 or over \$90,000 are *more* likely to travel as a couple.
- Cross-tabulations reveal that visitors with the following characteristics are *more* likely to travel as one or more families without children:
  - Trip focus: VFR; and
  - Income: Less than \$30,000.
- Cross-tabulations reveal that visitors with the following characteristics are *more* likely to travel as one or more families with children:
  - Trip focus: VFR; and
  - Income: More than \$90,000.
- Cross-tabulations reveal that visitors with the following characteristics are *more* likely to travel with friends or co-workers:
  - Trip focus: Outdoor adventure; and
  - Income: \$30,000 to less than \$50,000 or \$70,000 to less than \$90,000.

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## Secondary destinations

### Other places visited during this trip

In addition to their primary destination, visitors reported visiting secondary destinations. Those most commonly cited include Fort Simpson (33%), Hay River (30%), Yellowknife (21%) and Fort Providence (16%).

Significant increases (Fort Simpson) and decreases from 2008 (Hay River, Fort Providence, Fort Smith and Sambaa Deh Falls, for example) may be attributable to changes in trip diary intercept points.

**Figure 26 SECONDARY DESTINATIONS**

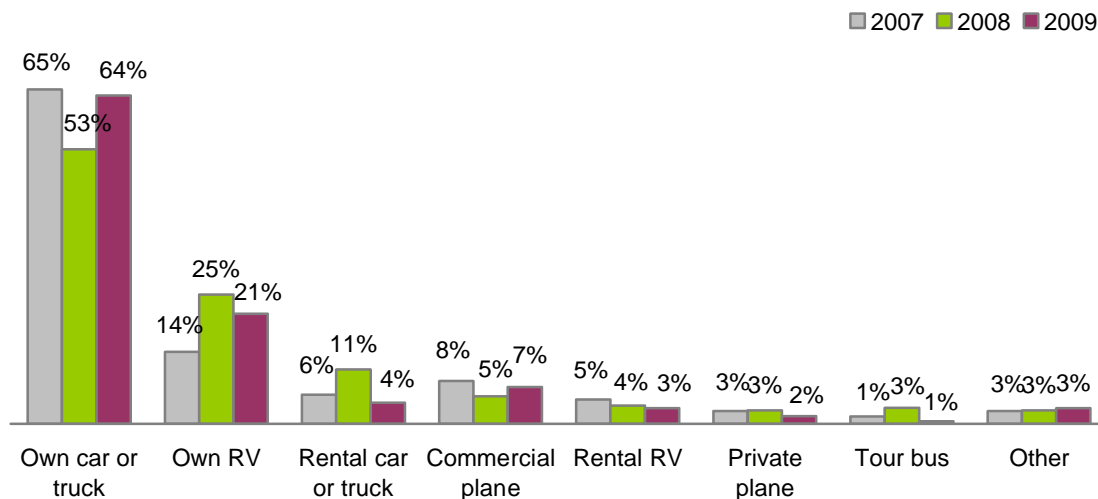
Destination	2007	2008	2009	Destination	2007	2008	2009
Fort Simpson	34%	26%	33%	Prelude Lake	1%	5%	2%
Hay River	29%	50%	30%	Queen Elizabeth	1%	1%	2%
Yellowknife	19%	22%	21%	Tuktoyaktuk	1%	4%	2%
Fort Providence	23%	28%	16%	Gwich'in	1%	1%	1%
Fort McPherson	9%	8%	11%	Happy Valley	1%	0%	1%
Fort Liard	11%	13%	10%	Jak	0%	0%	1%
Lady Evelyn Falls	6%	12%	10%	Kakisa	1%	2%	1%
Blackstone	7%	10%	8%	Nahanni National Park	1%	1%	1%
Fort Smith	11%	15%	8%	Reid Lake	1%	1%	1%
Inuvik	14%	3%	7%	Tsiigehtchic	1%	0%	1%
Twin Falls	4%	6%	7%	Tuktut Nogait National Park	0%	0%	1%
Sambaa Deh Falls	11%	14%	6%	Wood Buffalo	1%	1%	1%
60th Parallel	5%	8%	4%	Alexandra Falls	1%	1%	0%
Fred Henne	3%	<1%	4%	Eagle Plains	2%	1%	0%
Little Buffalo	0%	2%	3%	Nahanni Butte	1%	<1%	0%
Louise Falls	5%	8%	2%	North Arm	1%	1%	0%
Enterprise	3%	2%	2%	Virginia Falls	1%	0%	0%
Fort Resolution	1%	0%	2%	Other	8%	3%	5%
Nitainlaih	2%	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 (64%) is most common, followed by own RV (21%) and commercial plane (7%). The proportion who used a rental car or truck has decreased somewhat (from 11% in 2008 to 4%).

**Figure 27 MODE OF TRANSPORTATION TO SECONDARY DESTINATIONS**

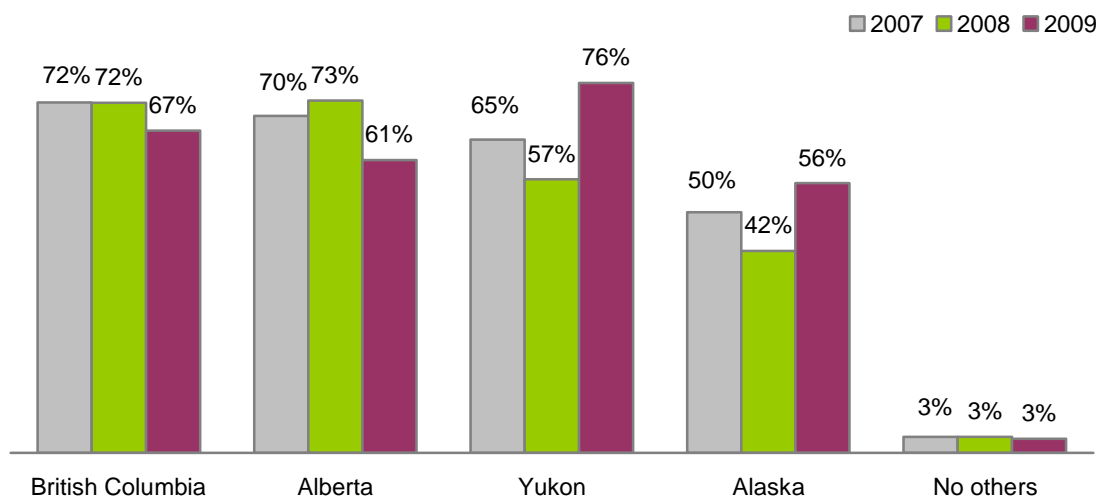


Note: Data from Q6.

## 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 (61%); British Columbia (67%); the Yukon (76%); and Alaska (56%). Yukon and Alaska visits are slightly higher than in 2008, while British Columbia and Alberta visits have decreased (possibly due to a change in intercept point sampling).

**Figure 28 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 29 below.

**Figure 29 INFLUENCES ON OTHER DESTINATIONS VISITED**

Destination	More likely to have visited	Less likely to have visited
Yukon	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City or Dempster Passport</li> <li>○ Destination: Inuvik</li> <li>○ Trip focus: General touring or outdoor adventure</li> <li>○ Stay: 3 nights or less</li> <li>○ Spectacular NWT: have not seen or heard</li> <li>○ Origin: BC, YT, Eastern Canada, US or German-speaking Europe</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel</li> <li>○ Destination: Deh Cho, North Slave or South Slave</li> <li>○ Trip focus: VFR</li> <li>○ Repeat visitors</li> <li>○ Stay: 7 nights or more</li> <li>○ Spectacular NWT: have seen or heard</li> <li>○ Origin: Prairie provinces</li> </ul>
British Columbia	<ul style="list-style-type: none"> <li>○ Trip focus: Outdoor adventure</li> <li>○ Travel party: Couple</li> <li>○ Origin: US, Eastern Canada or German-speaking Europe</li> </ul>	<ul style="list-style-type: none"> <li>○ Trip focus: VFR</li> <li>○ Travel party: Family without children or alone</li> <li>○ Origin: BC or YT</li> </ul>
Alberta	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel</li> <li>○ Destination: Deh Cho, North Slave or South Slave</li> <li>○ Stay: 7 nights or more</li> <li>○ Origin: Eastern Canada</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Dempster Passport</li> <li>○ Destination: Inuvik</li> <li>○ Stay: 6 nights or less</li> <li>○ Origin: German-speaking Europe, BC or YT</li> </ul>
Alaska	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City or Dempster Passport</li> <li>○ Destination: Inuvik</li> <li>○ Trip focus: General touring</li> <li>○ Stay: 3 nights or less</li> <li>○ Travel party: Alone</li> <li>○ First-time visitors</li> <li>○ Spectacular NWT: have not seen or heard</li> <li>○ Origin: US or Eastern Canada</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel</li> <li>○ Destination: Deh Cho, North Slave or South Slave</li> <li>○ Trip focus: VFR</li> <li>○ Stay: 7 nights or more</li> <li>○ Travel party: Family</li> <li>○ Repeat visitors</li> <li>○ Spectacular NWT: have seen or heard</li> <li>○ Origin: Prairie provinces, BC or YT</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 (81%; trending down from 2007) for information. Visitors also cited sources such as people they met on their trip (21%), Travel guides / books (19%) and maps (13%). Figure 30 shows a comparison of the sources used in 2007, 2008 and 2009, while Figure 31 presents significant cross-tabulations.

**Figure 30 INFORMATION SOURCES USED WHILE IN THE NORTHWEST TERRITORIES**

Aspect	2007	2008	2009
Visitor Information Centres	87%	84%	81%
People you met	13%	14%	21%
Travel guides / books	3%	15%	19%
Maps	1%	12%	13%
The Milepost	3%	9%	10%
Park offices	7%	7%	10%
Friends or relatives	4%	5%	7%
Hotel / motel staff	2%	5%	5%
Internet (general)	3%	3%	7%
Other	3%	5%	4%
Not applicable / none	7%	5%	4%

**Note:** Data from Q20. Total exceeds 100% because multiple responses were accepted. 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 31 INFLUENCES ON THE SOURCES OF INFORMATION USED WHILE TRAVELLING**

Attribute	More likely to use	Less likely to use
Visitor Information Centre	<ul style="list-style-type: none"> <li>Origin: Eastern Canada or German-speaking Europe</li> </ul>	<ul style="list-style-type: none"> <li>Origin: BC, YT or US</li> </ul>
People you met	<ul style="list-style-type: none"> <li>Trip focus: Outdoor adventure</li> <li>Origin: German-speaking Europe</li> </ul>	<ul style="list-style-type: none"> <li>Trip focus: General touring or VFR</li> <li>Origin: Prairie provinces or US</li> </ul>
Travel guides/books	<ul style="list-style-type: none"> <li>Intercept: Dempster Passport</li> <li>Trip focus: Outdoor adventure</li> <li>Origin: German-speaking Europe</li> <li>Education: Some technical college / university</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dawson City or 60<sup>th</sup> Parallel</li> <li>Trip focus: VFR</li> <li>Origin: Prairie provinces or US</li> <li>Education: High school or less</li> </ul>
Maps	<ul style="list-style-type: none"> <li>Intercept: Dempster Passport</li> <li>Trip focus: Outdoor adventure</li> <li>Spectacular NWT: have not seen or heard</li> <li>Origin: German-speaking Europe</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dawson City</li> <li>Trip focus: General touring or VFR</li> <li>Spectacular NWT: have seen or heard</li> <li>Origin: BC, YT or Prairie provinces</li> </ul>
The Milepost	<ul style="list-style-type: none"> <li>Trip focus: Outdoor adventure</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dawson City or Dempster Passport</li> <li>Destination: North Slave or South Slave</li> <li>Trip focus: VFR</li> </ul>
Parks offices	<ul style="list-style-type: none"> <li>Intercept: Dempster Passport</li> <li>Trip focus: Outdoor adventure</li> <li>Origin: German-speaking Europe</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dawson City</li> <li>Trip focus: VFR</li> <li>Origin: Prairie provinces</li> </ul>

Note: VFR = visiting friends and relatives.

## Activity participation and satisfaction

General touring (71%; down slightly from 2008) is the most common primary focus of a trip to the NWT. Other primary foci include: visiting friends or relatives (9%) and unguided adventure (13%; up nine points from 2008). Only 2% of travellers visit the NWT primarily for work or business, and only 1% visit to hunt or fish.

**Figure 32 PRIMARY FOCUS OF TRIP TO THE NWT**

Aspect	2007	2008	2009
General touring	76%	76%	71%
Unguided adventure	6%	4%	13%
Visiting friends or relatives	10%	8%	9%
Guided outdoor adventure	4%	3%	2%
Work or business	2%	3%	2%
Hunting or fishing	1%	1%	1%
Other	3%	7%	2%

Note: Data from Q13.

**Figure 33 INFLUENCES ON PRIMARY TRIP FOCUS IN THE NWT**

Trip focus	More likely to cite this trip focus	Less likely to cite this trip focus
General touring	<ul style="list-style-type: none"> <li>Destination: North Slave</li> <li>Stay: 3 nights or less</li> <li>Travel party: Couple or family without children</li> <li>Origin: Eastern Canada, US, BC or YT</li> <li>Education: High school or less or graduate or higher</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel</li> <li>Destination: South Slave or Deh Cho</li> <li>Stay: 7 to 10 nights</li> <li>Travel Party: Alone or family with children</li> <li>Repeat visitors</li> <li>Origin: German-speaking Europe</li> <li>Education: At least some technical college</li> </ul>
VFR	<ul style="list-style-type: none"> <li>Intercept: Dawson City</li> <li>Destination: Deh Cho, North Slave or South Slave</li> <li>Stay: 7 to 10 nights</li> <li>Travel party: Alone or family with children</li> <li>Origin: Prairie provinces</li> <li>Education: Some technical college / university</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dempster Passport</li> <li>Destination: Inuvik</li> <li>Stay: 3 nights or less</li> <li>Travel party: Couple</li> <li>Origin: US or German-speaking Europe</li> </ul>
Outdoor adventure	<ul style="list-style-type: none"> <li>Intercept: Dempster Passport</li> <li>Travel party: Alone or with friends</li> <li>Origin: German-speaking Europe</li> <li>Education: Some technical college/university</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dawson City</li> <li>Destination: North Slave</li> <li>Travel party: One or more families with out children</li> <li>Origin: Prairie provinces, BC or YT</li> <li>Education: High school or less</li> </ul>

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

Activities participated in the most include sightseeing (89%; unchanged since 2007 and 2008), photography (81%; up from 69%), camping (63%), viewing wildlife (70%; up from 56%) and shopping (64%; up from 51%). Visitors report high satisfaction generally, with most scores above 4.0 on a five-point scale. Lowest scores were given for shopping (3.79), hunting and sailing (3.00 and 3.33 respectively, though based on a low N size), unguided fishing (3.86, down somewhat from 2008) and bird watching (3.91).

**Figure 34 ACTIVITY PARTICIPATION**

Event	2007		2008		2009	
	Partici- pated	Satisfaction mean	Partici- pated	Satisfaction mean	Partici- pated	Satisfaction mean
Sightseeing	87%	4.57	87%	4.54	89%	4.62
Photography	85%	4.64	69%	4.64	81%	4.65
Wildlife viewing	66%	4.27	56%	4.16	70%	4.37
Camping	62%	4.46	60%	4.37	63%	4.36
Shopping	61%	3.82	51%	3.76	64%	3.79
Museum visits	51%	4.45	56%	4.40	59%	4.53
Historic site visits	60%	4.41	55%	4.37	59%	4.41
Unguided vehicle tour	26%	4.51	25%	4.52	53%	4.54
Unguided walking tour	29%	4.29	31%	4.32	50%	4.53
Hiking	46%	4.42	44%	4.33	46%	4.38
Bird watching	35%	3.95	34%	3.90	37%	3.91
Buffalo viewing	50%	4.63	58%	4.56	37%	4.65
Airplane or helicopter tour	30%	4.81	17%	4.78	31%	4.72
Cultural event	23%	4.44	20%	4.51	29%	4.60
Arts festival	10%	4.37	9%	4.49	20%	4.42
Boating	15%	4.54	13%	4.36	18%	4.56
Swimming	11%	4.05	11%	4.49	13%	4.44
Unguided fishing	15%	4.06	16%	4.00	12%	3.86
Guided walking tour	8%	4.43	6%	4.72	11%	4.57
Guided vehicle tour	7%	4.58	16%	4.60	10%	4.49
Music festival	4%	4.23	8%	4.50	10%	4.40
Viewing Northern Lights	5%	4.22	6%	4.26	7%	4.23
Biking	5%	4.28	5%	4.00	5%	4.12
Canoeing	9%	4.52	7%	4.81	5%	4.59
Cruise	3%	4.48	3%	4.30	4%	4.70
Golfing	3%	4.00	4%	3.24	2%	4.00
Guided fishing	3%	4.36	5%	4.89	2%	5.00
Whitewater kayaking	1%	4.20	3%	4.55	2%	4.42
Hunting	1%	5.00	1%	3.80	1%	3.00
Rafting	2%	4.55	<1%	5.00	1%	4.33
Sailing	<1%	5.00	<1%	4.00	1%	3.33

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

Visitors' activity participation differs significantly by traveller characteristics, as shown in Figure 35.

**Figure 35 INFLUENCES ON ACTIVITY PARTICIPATION**

Activity	More likely to participate	Less likely to participate
Arts festival	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Deh Cho</li> <li>○ Stay: 7 nights or more</li> <li>○ Education: Graduate or higher</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>○ Stay: 3 nights or less</li> <li>○ Repeat visitors</li> <li>○ Education: Some post-secondary or less</li> </ul>
Northern lights	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel</li> <li>○ Stay: 4 to 6 nights</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Stay: 3 nights or less</li> </ul>
Biking	<ul style="list-style-type: none"> <li>○ Origin: US</li> </ul>	
Bird watching	<ul style="list-style-type: none"> <li>○ Trip focus: Outdoor adventure</li> <li>○ Stay: 7 nights or more</li> <li>○ Origin: US or German-speaking Europe</li> </ul>	<ul style="list-style-type: none"> <li>○ Trip focus: VFR</li> <li>○ Stay: 3 nights or less</li> <li>○ Origin: Prairie provinces or Eastern Canada</li> </ul>
Boating	<ul style="list-style-type: none"> <li>○ Trip focus: Outdoor adventure or VFR</li> <li>○ Stay: More than 10 nights</li> </ul>	<ul style="list-style-type: none"> <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</li> <li>○ Destination: North Slave, South Slave or Deh Cho</li> <li>○ Trip focus: VFR</li> <li>○ Stay: 7 nights or more</li> <li>○ Spectacular NWT: have seen or heard</li> <li>○ Origin: Eastern Canada</li> <li>○ Education: Some technical college/university or less</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City or Dempster Passport</li> <li>○ Destination: Inuvik</li> <li>○ Trip focus: Outdoor adventure</li> <li>○ Stay: 3 nights or less</li> <li>○ Origin: US, BC, YT or German-speaking</li> <li>○ Education: Undergraduate degree or higher</li> </ul>
Camping	<ul style="list-style-type: none"> <li>○ Trip focus: General touring</li> <li>○ Stay: 4 nights or more</li> <li>○ Travel party: Alone or couple</li> <li>○ Origin: BC or YT</li> </ul>	<ul style="list-style-type: none"> <li>○ Trip focus: VFR</li> <li>○ Stay: 3 nights or less</li> <li>○ Travel party: Family or with friends</li> <li>○ Origin: German-speaking Europe, Eastern Canada or Prairie provinces</li> </ul>
Canoeing	<ul style="list-style-type: none"> <li>○ Destination: Deh Cho</li> <li>○ Trip focus: VFR</li> </ul>	
Cruise	<ul style="list-style-type: none"> <li>○ Stay: More than 10 nights</li> </ul>	
Cultural event	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Stay: More than 4 nights</li> <li>○ Education: Graduate or higher</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel</li> <li>○ Stay: 3 nights or less</li> <li>○ Repeat visitors</li> <li>○ Education: Some technical college or university or less</li> </ul>
Hunting	<ul style="list-style-type: none"> <li>○ Education: Some technical college or university</li> </ul>	
Guided walking tour		<ul style="list-style-type: none"> <li>○ Repeat visitors</li> </ul>



Figure 35, continued

Activity	More likely to participate	Less likely to participate
Hiking	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel</li> <li>○ Destination: Deh Cho</li> <li>○ Trip focus: Outdoor adventure</li> <li>○ Stay: 4 nights or more</li> <li>○ Spectacular NWT: have seen or heard</li> <li>○ Origin: German-speaking Europe</li> <li>○ Education: Undergraduate or higher</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: Eastern Canada</li> <li>○ Education: High school or less</li> </ul>
Historic site visits	<ul style="list-style-type: none"> <li>○ Destination: Deh Cho or North Slave</li> <li>○ Stay: More than 7 nights</li> </ul>	<ul style="list-style-type: none"> <li>○ Destination: South Slave</li> <li>○ Stay: 3 nights or less</li> <li>○ Spectacular NWT: have seen or heard</li> </ul>
Museum visit	<ul style="list-style-type: none"> <li>○ Destination: North Slave</li> <li>○ Stay: More than 7 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>○ Stay: More than 10 nights</li> <li>○ Origin: German-speaking Europe</li> <li>○ Income: \$30,000 to less than \$50,000</li> </ul>	<ul style="list-style-type: none"> <li>○ Stay: 3 nights or less</li> <li>○ Repeat visitors</li> <li>○ Income: Under \$30,000 or \$50,000 to less than \$70,000</li> </ul>
Photography	<ul style="list-style-type: none"> <li>○ Stay: 4 to 10 nights</li> <li>○ Travel party: Families without children</li> <li>○ Spectacular NWT: have seen or heard</li> </ul>	<ul style="list-style-type: none"> <li>○ Stay: 3 nights or less</li> <li>○ Travel party: With friends</li> <li>○ Spectacular NWT: have not seen or heard</li> </ul>
Shopping	<ul style="list-style-type: none"> <li>○ Stay: 4 nights or more</li> <li>○ Spectacular NWT: have seen or heard</li> <li>○ Origin: Eastern Canada or German-speaking Europe</li> <li>○ Income: \$30,000 to less than \$50,000</li> </ul>	<ul style="list-style-type: none"> <li>○ Stay: 3 nights or less</li> <li>○ Origin: US</li> <li>○ Income: Under \$30,000</li> </ul>
Unguided walking tour	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel</li> <li>○ Destination: North Slave or South Slave</li> <li>○ Stay: 7 to 10 nights</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>○ Spectacular NWT: have not seen or heard</li> </ul>
Guided vehicle tour	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Origin: Eastern Canada</li> </ul>	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel</li> <li>○ Origin: German-speaking Europe</li> </ul>
Unguided vehicle tour	<ul style="list-style-type: none"> <li>○ Origin: Eastern Canada</li> <li>○ Education: High school or less</li> </ul>	<ul style="list-style-type: none"> <li>○ Origin: German-speaking</li> <li>○ Education: Some technical college / university</li> </ul>
Whitewater kayaking	<ul style="list-style-type: none"> <li>○ Trip focus: Outdoor adventure</li> <li>○ Origin: German-speaking Europe</li> </ul>	
Wildlife viewing	<ul style="list-style-type: none"> <li>○ Destination: Deh Cho</li> <li>○ Stay: More than 7 nights</li> <li>○ Origin: US or German-speaking Europe</li> </ul>	<ul style="list-style-type: none"> <li>○ Destination: South Slave</li> <li>○ Stay: 3 nights or less</li> <li>○ Origin: Prairie provinces</li> </ul>

Note: VFR = visiting friends and relatives.

Satisfaction with activities undertaken differs significantly by traveller characteristics; details are provided in Figure 36 below.

**Figure 36 INFLUENCES ON ACTIVITY SATISFACTION**

Activity	More likely satisfied	Less likely satisfied
Camping	<ul style="list-style-type: none"> <li>Stay: More than 7 nights</li> <li>Travel party: Alone or families with children</li> </ul>	<ul style="list-style-type: none"> <li>Stay: 3 nights or less</li> <li>Travel party: With friends</li> </ul>
Shopping	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel</li> <li>Origin: Prairie provinces or Eastern Canada</li> </ul>	<ul style="list-style-type: none"> <li>Intercept: Dempster Passport</li> <li>Spectacular NWT: have not seen or heard</li> <li>Origin: BC, YT or German-speaking Europe</li> </ul>
Bird watching	<ul style="list-style-type: none"> <li>Income: Under \$50,000</li> </ul>	<ul style="list-style-type: none"> <li>Income: \$50,000 to less than \$90,000</li> </ul>
Viewing Northern Lights	<ul style="list-style-type: none"> <li>Travel party: Alone or couple</li> </ul>	<ul style="list-style-type: none"> <li>Travel party: Families without children</li> </ul>

Eight percent of visitors report participating in other activities (other than those listed in Figure 34). Figure 37 lists the activities reported. Activities tended to involve transportation or recreation (e.g., geocaching), the natural environment (e.g., fossil picking or identifying herbs) and urban or cultural activities or events (e.g., visiting churches or cemeteries). Not surprisingly, such “top of mind” activities also tend to generate high satisfaction.

**Figure 37 ACTIVITIES NOT PREVIOUSLY MENTIONED**

Category	Activity	Responses	Satisfaction
Transportation/ recreation	Went geocaching	3	5.00
	Building Inukshuks	1	5.00
	Home renovations	1	5.00
	Motorcycling	1	5.00
	Northern games	1	5.00
	Paddle Fest	1	5.00
	Partying	1	5.00
	Ran a half marathon	1	5.00
	Squash	1	5.00
	Flat water kayaking	1	4.00
	Ferry crossing	1	3.00
Natural environment	Bear chasing	1	5.00
	Diamond polishing	1	5.00
	Geology	1	5.00
	Identifying herbs	1	5.00
	Pelican feeding in rapids	1	5.00
	Fossil picking	2	4.50
Cultural/urban activities and festivals	Visited churches / cemetery	4	5.00
	Went on a greenhouse tour	4	5.00
	Visited a school or college	3	5.00
	Flea markets / farmers markets	2	5.00
	Cirque du Soleil	1	5.00
	Orientation in Inuvik	1	5.00
	The parliament in Yellowknife	1	5.00
	Tour of fur factory in Fort Providence	1	5.00
	Tour of shipyard	1	5.00
	Spoke / socialized with locals	2	4.50
	Natural history exploration	1	4.00
	Traditional games	1	4.00
	Visited a village	1	3.00

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

Nearly three-tenths of visitors (29%) stated there were activities they had to do that were not available; this is up from 16% of visitors who stated the same in 2008 but similar to 2007 (28%). Those missing activities are identified in Figure 38 below. A flight to Tuktoyaktuk (24%) and the Northern Lights (12%) were the most commonly cited missing activities.

**Figure 38 DESIRED ACTIVITIES NOT AVAILABLE**

Activity	2007	2008	2009
A flight to Tuktoyaktuk	19%	17%	24%
Northern Lights	4%	3%	12%
Boat trip / cruise tour in general	9%	3%	9%
Fishing	7%	7%	8%
Helicopter or flight tour in general	0%	5%	5%
Wildlife viewing	1%	2%	5%
A flight to Herschel Island	6%	0%	4%
Visiting igloo churches	5%	5%	4%
A flight to other places	3%	2%	3%
Aboriginal food / art / activities	2%	3%	3%
Arts and crafts	3%	0%	3%
Canoeing	1%	0%	3%
Hiking	1%	0%	3%
Music festival	1%	0%	3%
Shopping	5%	0%	3%
A trip in Tuktoyaktuk	10%	10%	2%
Cultural events	1%	2%	1%
Diamond tour	2%	5%	1%
Drive the Liard Trail	0%	5%	1%
Golfing	0%	0%	1%
Greenhouse tour	1%	2%	1%
Museum	2%	0%	1%
Regular / whitewater kayaking	1%	0%	1%
Renting a boat	2%	2%	1%
Swimming	0%	0%	1%
Visit Nahanni National Park	0%	7%	1%
A flight to Nahanni	6%	10%	0%
A plane tour of Mackenzie River	1%	0%	0%
A trip in Inuvik / drive to Inuvik	1%	2%	0%
Boat trip / cruise tour (on the Mackenzie Delta)	3%	3%	0%
Camping	1%	0%	0%
Guided tour	2%	0%	0%
Long term canoe trip	1%	0%	0%
Road trip in general	0%	2%	0%
Visit whale station or whale camping	1%	0%	0%
Other	7%	12%	7%

Note: Data from Q78. Based on an N size of 153.

Two fifths of the visitors who reported being unable to partake in activities they had hoped to do (41%) stated that it was because the activities were unavailable (see Figure 39). This is up from 22% who reported the same in 2008, however it is comparable to 2007. Fifteen percent cited bad weather as a reason for not participating; this is down slightly from 19% in 2008. Other common reasons include a lack of time (12%; up from 5%) and difficult-to-access activities (12%; down from 25%).

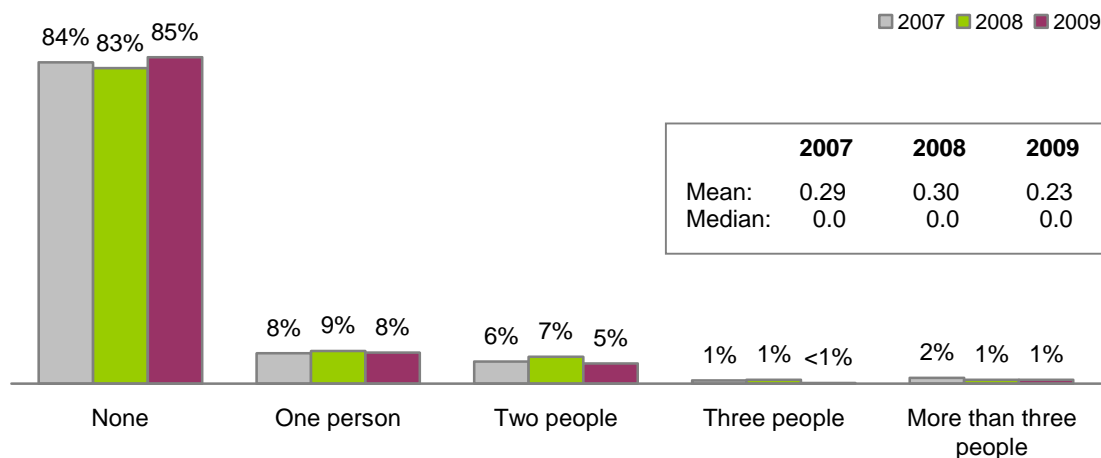
**Figure 39 REASONS FOR NOT PARTICIPATING IN ACTIVITIES**

Activity	2007	2008	2009
Was unavailable	42%	22%	41%
Bad weather	22%	19%	15%
Did not have enough time	0%	5%	12%
Was difficult to access	8%	25%	12%
Too expensive	8%	14%	9%
Bad timing	1%	6%	3%
Bugs	0%	0%	3%
Could not find what I was looking for	7%	3%	3%
Flight was not available / cancelled	1%	0%	0%
Highway closed / road conditions poor	1%	3%	0%
It was not offered / open	1%	0%	0%
Personal reasons	8%	0%	0%
Not enough people to make a travel group	2%	0%	0%
Not enough space in tour / flight	1%	0%	0%
Other	6%	13%	7%

**Note: Data from Q79. Based on an N size of 153.**

Figure 40 shows the number of fishing licenses purchased per travel party. Fifteen percent of travel parties made at least one NWT fishing license purchase; nearly the same as the 16% and 17% levels reported in 2007 and 2008, correspondingly. One license (8%) and two license purchases (5%) were relatively common. The average number of licenses per party is .23, down somewhat from the 0.29 and 0.30 levels recorded in 2007 and 2008, respectively.

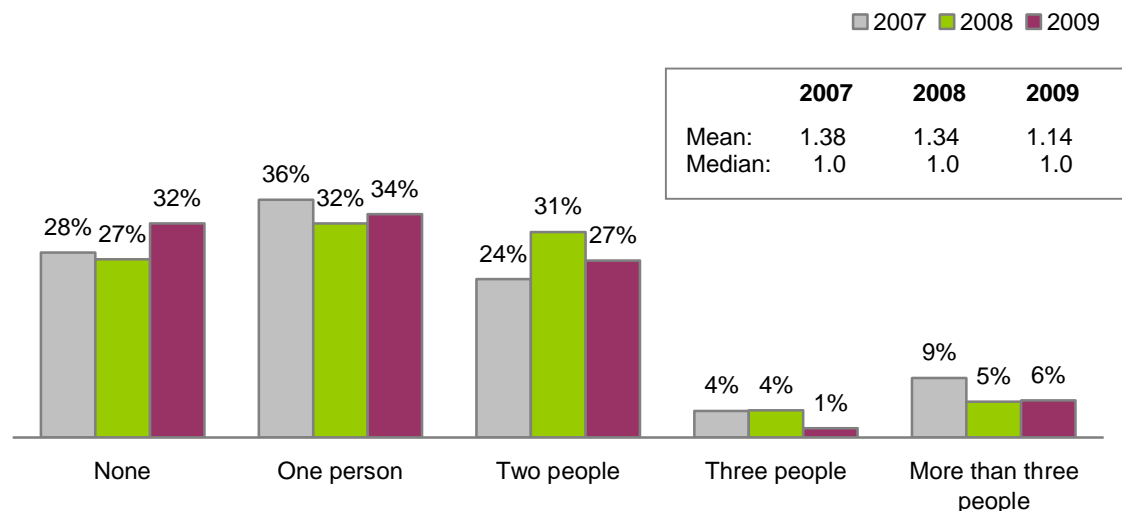
**Figure 40 FISHING LICENSES PURCHASED PER TRAVEL PARTY**



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 41. Interestingly, 32% reported purchasing no fishing licenses, while 34% purchased one and 27% purchased two. Results are down somewhat those reported in 2007 and 2008.

**Figure 41 FISHING LICENSES PURCHASED PER TRAVEL PARTY, ANGLERS ONLY**

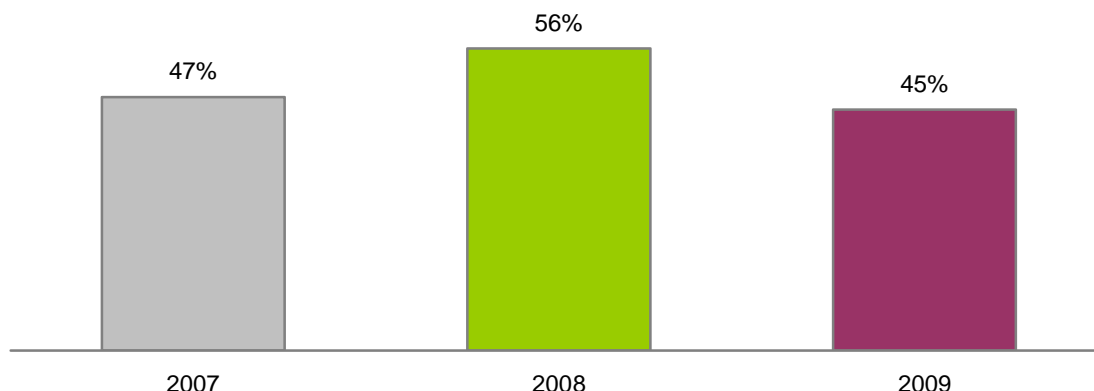


Note: Data from Q55, 56 and 82. Based on an N size of 71.

Less than one-half of visitors (45%) visited a Territorial or National park while in the NWT; this is down eleven points from 2008 (56% - see Figure 42).

Figure 43 shows the specific parks that were visited. They include Twin Falls Territorial Park (24%; up from 21%), Fort Simpson Territorial Park (21%, up from 11%), Fred Henne Territorial Park (18%, up from 13%) and Blackstone Territorial Park (17%; up from 11%). The reported visitation at Wood Buffalo National Park dropped from 33% in 2008 to 16% in 2009.

**Figure 42 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;
  - Destination: Deh Cho, South Slave or North Slave;
  - Stay: 7 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: Dempster Passport;
  - Destination: Inuvik;
  - Trip focus: Outdoor adventure;
  - Stay: 3 nights or less; and
  - Spectacular NWT: have not seen or heard.

**Figure 43 TERRITORIAL OR NATIONAL PARK VISITED**

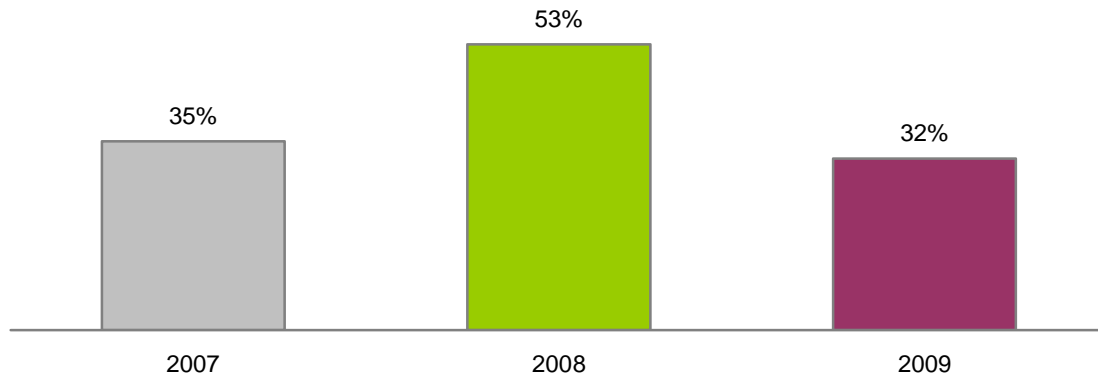
Aspect	2007	2008	2009
Twin Falls Territorial Park	14%	21%	24%
Fort Simpson Territorial Park	17%	11%	21%
Fred Henne Territorial Park	10%	13%	18%
Blackstone Territorial Park	12%	11%	17%
Wood Buffalo National Park	20%	33%	16%
Hay River Territorial Park	19%	11%	15%
Happy Valley Territorial Park	10%	7%	14%
60 <sup>th</sup> Parallel Territorial Park	2%	8%	12%
Fort Providence Territorial Park	11%	11%	12%
Lady Evelyn Falls Territorial Park	20%	14%	12%
Nahanni National Park	22%	9%	10%
Sambaa Deh Falls Territorial Park	17%	8%	10%
Gwich'in Territorial Park	1%	6%	8%
Jak Territorial Park	5%	3%	4%
Nitainlaii Territorial Park	5%	3%	4%
Little Buffalo River Crossing Territorial Park	1%	3%	3%
Prelude Lake Territorial Park	1%	3%	3%
Aulavik National Park	1%	1%	2%
Queen Elizabeth Park	1%	2%	1%
Reid Lake Territorial Park	1%	2%	1%
Fort Smith Mission Historic Park	1%	0%	0%
Hidden Lake Territorial Park	1%	0%	0%
Kakisa Territorial Park	2%	0%	0%
Mackenzie Bison Sanctuary	3%	0%	0%
McKinnon Territorial Park	<1%	0%	0%
North Arm Territorial Park	1%	0%	0%
Northeast of Yellowknife	<1%	0%	0%
Peel River	<1%	0%	0%
Tetlit Gwinjik Territorial Park	1%	0%	0%
Tombstone Territorial Park	1%	0%	0%

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



Roughly one-third of visitors (32%) report having heard of the Deh Cho Travel Connection Loop (see Figure 44). This is a significant decrease from 53% in 2008, however it is comparable to 2007 (35%). Of those who have heard of the Deh Cho Travel Connection Loop, 69% have travelled the loop, which is up from 63% in 2008 (see Figure 45).

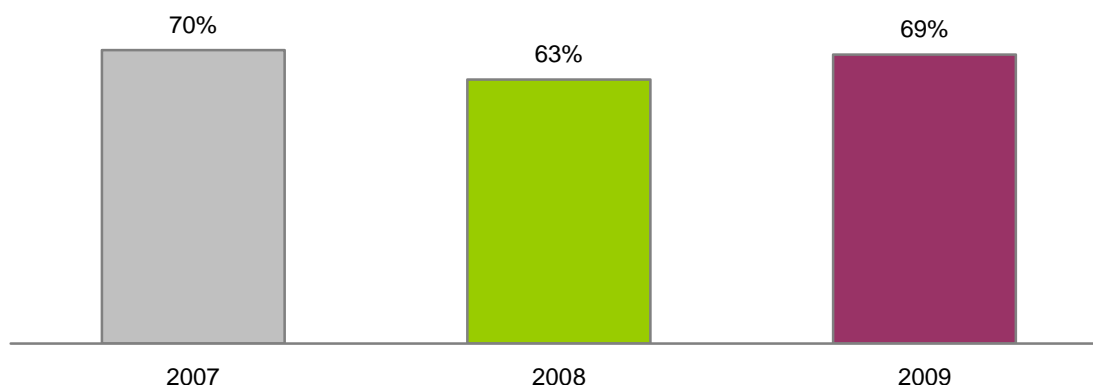
**Figure 44 HEARD OF THE DEH CHO TRAVEL CONNECTION LOOP?**



**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;
  - Destination: Deh Cho, South Slave and North Slave;
  - Stay: More than 10 nights;
  - Travel party: Couple;
  - Repeat visitors;
  - Spectacular NWT: have seen or heard; and
  - Education: Some technical college/university or undergraduate degree.
- Visitors with the following characteristics are *less* likely to have heard of the Deh Cho Travel Connection Loop:
  - Intercept: Dempster Passport;
  - Destination: Inuvik;
  - Stay: 3 nights or less;
  - Travel party: With friends;
  - Spectacular NWT: have not seen or heard; and
  - Education: High school or less

**Figure 45 TRAVELLED THE DEH CHO TRAVEL CONNECTION LOOP?**

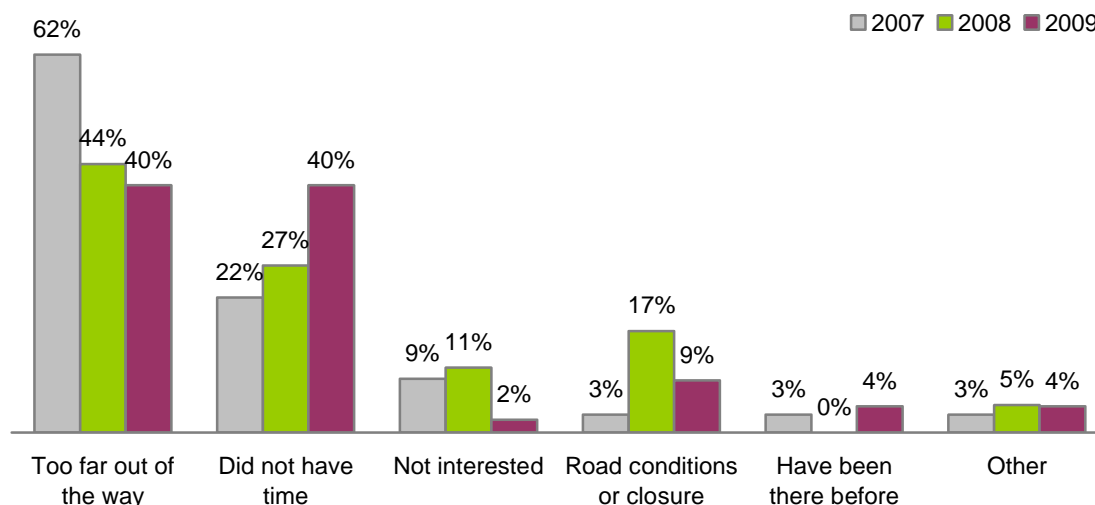


**Note: Data from Q86. Based on an N size of 164.**

- Visitors with the following characteristics are *more* likely to have travelled along the Deh Cho Travel Connection Loop:
  - Intercept: 60<sup>th</sup> Parallel;
  - Destination: Deh Cho, South Slave or North Slave;
  - Stay: 7 nights or more; and
  - Origin: Eastern Canada or Prairie provinces.
- Visitors with the following characteristics are *less* likely to have travelled along the Deh Cho Travel Connection Loop:
  - Intercept: Dawson City or Dempster Passport;
  - Destination: Inuvik;
  - Stay: 3 nights or less;
  - Spectacular NWT: have not seen or heard; and
  - Origin: BC, YT or German-speaking Europe.

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 are that it is too far out of the way (40%; down from 62% in 2007 and 44% in 2008) and that they did not have time (40%, up from 22% in 2007 and 27% in 2008). Nine percent reported poor road conditions or a road closure (down from 17% the previous year) and 2% said they were not interested (down from both 2007 and 2008).

**Figure 46 REASONS FOR NOT TRAVELLING THE DEH CHO TRAVEL CONNECTION LOOP**

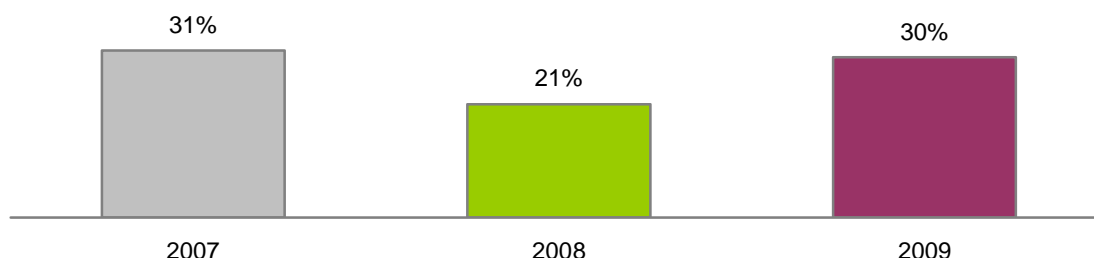


**Note:** Data from Q87. Based on an N size of 47.

## Participation in Aboriginal tourism activities and events

Three out of ten NWT visitors (30%) participate in Aboriginal tourism activities (see Figure 47). This is an increase from the 21% in 2008 who reported participating, but similar to the share who did so in 2007 (31%). Figure 48 following lists the activities in which visitors participated. Most often mentioned: participating in arts festivals (18%); watching OR participating in Aboriginal/Northern games (13%); and tours in McPherson, Tuktoyaktuk, Tsiigehtchic or Aklavik (9%).

**Figure 47 PARTICIPATION IN ABORIGINAL TOURISM ACTIVITIES**



**Note:** Data from Q80.

- Visitors with the following characteristics are *more* likely to have participated in Aboriginal events/activities or visited Aboriginal sites while in the NWT:
  - Intercept: Dawson City;
  - Stay: 4 to 6 nights or more than 10 nights; and
  - Education: Undergraduate degree or higher.
- Visitors with the following characteristics are *less* likely to have participated in Aboriginal events/activities or visited Aboriginal sites:
  - Intercept: 60<sup>th</sup> Parallel;
  - Stay: 3 nights or less; and
  - Education: High school or less.

**Figure 48 ABORIGINAL ACTIVITIES PARTICIPATED IN BY VISITORS**

	2007	2008	2009
Participated in art festivals	12%	1%	18%
Watched or participated in Aboriginal/Northern games	0%	0%	13%
Tours in McPherson/Tuktoyaktuk/Tsiigehtchic/Aklavik	13%	5%	9%
Met, talked, or had meal with locals	13%	13%	7%
Visited local villages	3%	1%	6%
Drum dancing / watched locals dancing	9%	22%	4%
Listened to locals telling stories about culture/history	2%	1%	4%
Visited native/cultural/visitor centres	8%	1%	4%
Went to a museum	3%	4%	4%
Went to art or craft exhibits/galleries/stores	5%	1%	4%
Participated in traditional events/ceremonies	7%	15%	3%
Visited cemeteries or memorials	3%	2%	2%
Celebrated Canada Day with locals	0%	0%	1%
Experienced the Aboriginal/Mackenzie/Native Days	7%	7%	1%
Had a guided tour by locals	2%	4%	1%
Learned or watched dry fish technique	0%	5%	1%
Played blanket toss	1%	0%	1%
Received a demonstration on tufting/crafting	7%	1%	1%
Visited the ice house	0%	0%	1%
Visited Twin Falls	0%	0%	1%
Watched locals singing	1%	2%	1%
Went to a church	4%	5%	1%
Went to a green house	1%	0%	1%
Participated in Inuvik's 50 <sup>th</sup> Anniversary celebrations	0%	4%	0%
Participated in jigging	0%	4%	0%
Received a presentation	4%	1%	0%
Saw the pingos	1%	0%	0%
Visited Fort Simpson Papal Site	0%	6%	0%
Visited interpretive centre	3%	1%	0%
Visited Nahanni Butte	2%	0%	0%
Watched or learned hide tanning	0%	4%	0%
Other	7%	9%	11%
Cannot remember / do not know	0%	1%	0%

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

## Tourism service, product and infrastructure ratings

Figure 49 shows 14 tourism services or service aspects experienced by visitors, along with the percentage of visitors who participated in or experienced each, and from those who did so, the average satisfaction rating they gave. Ratings are based on a five-point scale where one is “not very satisfied” and five is “very satisfied.” In the 2007 study scale, the scale anchors were “very poor” and “excellent.”

Visitors to the NWT gave highest satisfaction scores to visitor centres, airports, service in campgrounds/hotels/motels, and value for money in campgrounds. Lowest scores went to roads and highways, and the price of arts and crafts. Noteworthy satisfaction improvements since 2008 include: service as well as value for money in hotels and motels; variety of tours; value for money at restaurants; the price of arts and crafts; and roads and highways. Satisfaction with airports has declined noticeably.

Participation rates in 2009 are very similar to those recorded in 2008. All or nearly all visitors participate in services common to almost any NWT experience, such as signage, towns, and roads and highways. Visitor centres have a 95% participation rate, but this may be due to trip diary distribution at visitor centres. About 80% of visitors experience restaurant service, and selection of arts and crafts. Campgrounds have a participation rate of just over 60%, hotels and motels and tours have slightly over 40% participation, and airports have 39% (up 16 points from 2008).

**Figure 49 SATISFACTION WITH SERVICES IN NORTHWEST TERRITORIES**

Service aspect	2007		2008		2009	
	Participation	Mean	Participation	Mean	Participation	Mean
Visitor centres	100%	4.60	94%	4.61	95%	4.69
Airports	31%	4.23	23%	4.36	39%	4.25
Campground service and amenities	60%	4.25	62%	4.09	62%	4.18
Value for money in campgrounds	59%	4.38	61%	4.26	62%	4.18
Service in hotels and motels	38%	4.07	41%	4.06	42%	4.18
Signage	98%	4.03	100%	3.94	99%	4.12
Value for your money in hotels and motels	38%	3.55	41%	3.70	42%	3.99
Restaurant service	80%	3.91	80%	3.84	80%	3.91
Cleanliness of towns	99%	3.83	98%	3.83	99%	3.85
The selection of arts and crafts	74%	3.78	78%	3.77	80%	3.83
Variety of tours	49%	3.66	41%	3.65	48%	3.84
Value for money at restaurants	80%	3.61	80%	3.62	80%	3.76
Roads and highways	99%	3.56	100%	3.59	100%	3.70
The price of arts and crafts	71%	3.34	77%	3.26	79%	3.48

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

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Tourism service, product and infrastructure ratings differ significantly by traveller characteristics; these are shown in Figure 50 below.

**Figure 50 INFLUENCES ON SERVICE, PRODUCT AND INFRASTRUCTURE RATINGS**

Service, product or infrastructure	More likely to rate as excellent	Less likely to rate as excellent
Service in hotels and motels	o Stay: 4 to 6 nights	
Signage	o Origin: Eastern Canada	o Origin: German-speaking Europe or US
Restaurant service	o Origin: Prairie provinces	o Origin: BC or YT
Cleanliness of towns	o Stay: 7 to 10 nights o Income: Under \$30,000	o Stay: More than 10 nights o Income: \$50,000 to less than \$70,000
Selection of arts and crafts	o Origin: Prairie provinces or Eastern Canada	o Origin: German-speaking Europe or US
Variety of tours	o Education: High school or less o Income: Under \$30,000	o Education: Graduate degree or higher o Income: \$70,000 to less than \$90,000
Value for money at restaurants	o Origin: Prairie provinces, Eastern Canada or German-speaking Europe	o Origin: BC, YT or US
Roads and highways	o Income: Under \$30,000	o Income: \$70,000 or more
Price of arts and crafts	o Origin: Eastern Canada	o Origin: German-speaking Europe or US

**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 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:

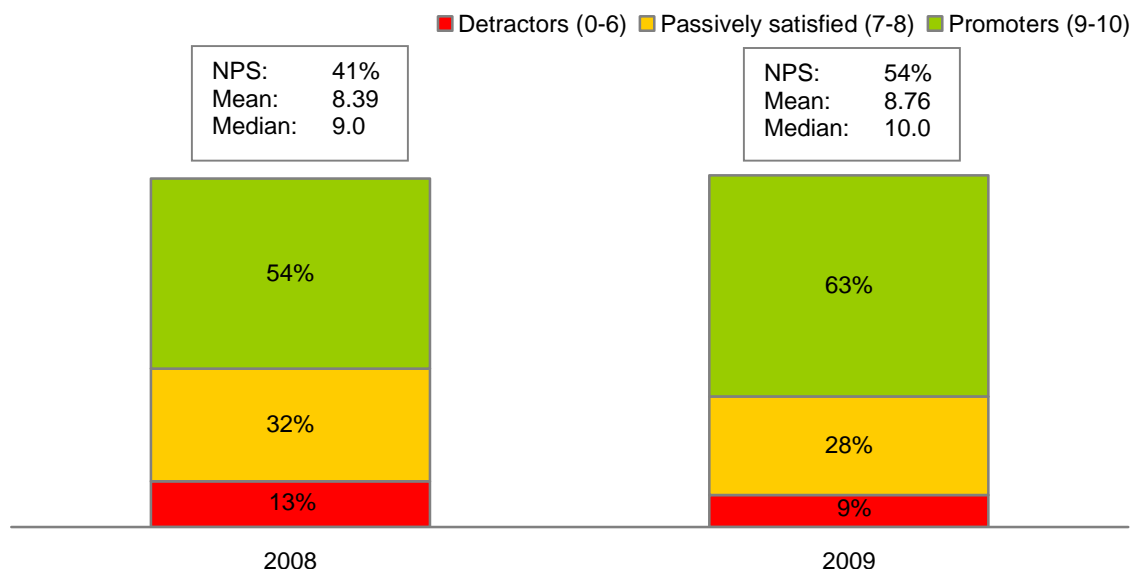
- 0-6 – “Detractors” (unlikely to recommend);
- 7-8 – “Passively satisfied”; and
- 9-10 – “Promoters” (extremely likely to recommend).

The NPS is calculated by subtracting the percentage of detractors from the percentage of promoters. In the corporate environment, the best companies have an NPS of 50% to 80%; NPSs over 75% are referred to as “world class” scores.

The NPS is an excellent growth predictor. Promoters become, in effect, unpaid members of the marketing team. Recommendations from loyal customers reciprocate the subject’s own marketing efforts, thus increasing marketing effectiveness.

The NWT’s NPS is shown in Figure 51. A high proportion of visitors in 2009 are promoters (63%), 28% are passively satisfied, and only 9% are detractors. This yields an NPS of 54% – a strong score that nevertheless has room for improvement to “world class”.

**Figure 51 HOW LIKELY TO RECOMMEND NWT AS VACATION DESTINATION?**



Note: Data from Q127. Question was introduced in 2008.

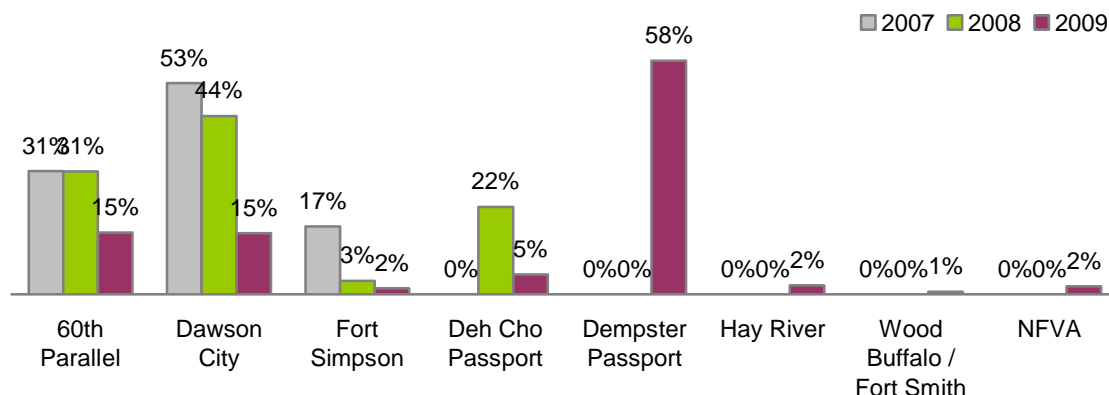


- Cross-tabulations reveal that visitors with the following characteristics are significantly *more* likely to have a higher NPS:
  - Stay: 4 to 6 nights;
  - Travel party: Alone;
  - Repeat visitors;
  - Origin: Prairie provinces; and
  - Income: \$70,000 to less than \$90,000.
- Cross-tabulations reveal that visitors with the following characteristics are *less* likely to have a higher NPS:
  - Stay: More than 10 nights;
  - Travel party: With friends;
  - Origin: US or German-speaking Europe; and
  - Income: Less than \$30,000.

## Trip Diary usage

Figure 52 shows that Dempster Passport participants constitute the majority of all visitors (58%). Fifteen percent each got their Trip Diary booklet at Dawson City or at the 60<sup>th</sup> Parallel; 5% are Deh Cho Passport participants. Figure 53 following summarizes the profile of visitors intercepted at each of the intercept points over the past three years.

**Figure 52 LOCATION**



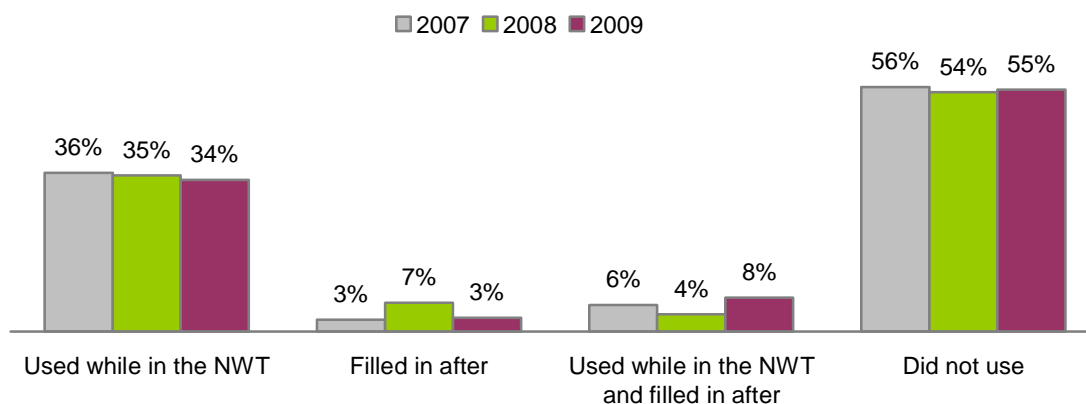
**Figure 53 VISITOR PROFILES BY INTERCEPT POINT**

	60 <sup>th</sup> Parallel	Dawson City	Dempster Passport
Destination	o Deh Cho, North Slave or South Slave	o Inuvik	o Deh Cho or North Slave
Trip focus	o VFR	o General touring	o Outdoor adventure
Stay	o 4 nights or more	o 3 nights or less	o More than 10 nights
Spectacular NWT			o Do not recall
Origin	o Prairie provinces or Eastern Canada	o Eastern Canada or US	o BC, YT, US or German-speaking Europe
Education	o Some technical college/university or less	o Graduate degree or higher	

Note: VFR = visiting friends and relatives.

As Figure 54 shows, over half of visitors (55%) did not use their Trip Diary booklet. Visitors who did use the booklet tend to use it while in the NWT (34%), rather than filling it in afterward (3%). These results resemble those for 2007 and 2008.

**Figure 54 TRIP DIARY USAGE**



**Note:** Data from Q125.

- Visitors that do not recall hearing or seeing a “Spectacular NWT” advertisement are less likely to have used the Trip Diary.

The vast majority of visitors (81%) say that no improvements are needed for the Trip Diary booklet (see Figure 55); this finding falls within the range from 2007 (78%) and 2008 (88%). Some visitors did suggest improvements, such as adding more pages or more space, receiving the trip diaries before entering the NWT, having both kilometers and miles in the trip diary, and including a list of attractions/sites in the NWT.

**Figure 55 CHANGES RECOMMENDED FOR TRIP DIARY**

	2007	2008	2009
More pages / more spaces / longer	6%	2%	8%
Receive trip diaries before entering the NWT	0%	0%	4%
Have both kilometers and miles in the trip diary	0%	0%	2%
List of attractions or sites	1%	2%	1%
Availability in other languages	1%	2%	0%
General tourist information	1%	1%	0%
Information on how to get Tsiigehtchic stamp	1%	1%	0%
More accurate information	1%	1%	0%
More detailed / better maps	2%	2%	0%
Needs to be simplified	1%	1%	0%
Spaces for writing dollar amount totals	1%	1%	0%
Other	3%	2%	4%
No improvements needed	78%	88%	81%

**Note: Data from Q126.**

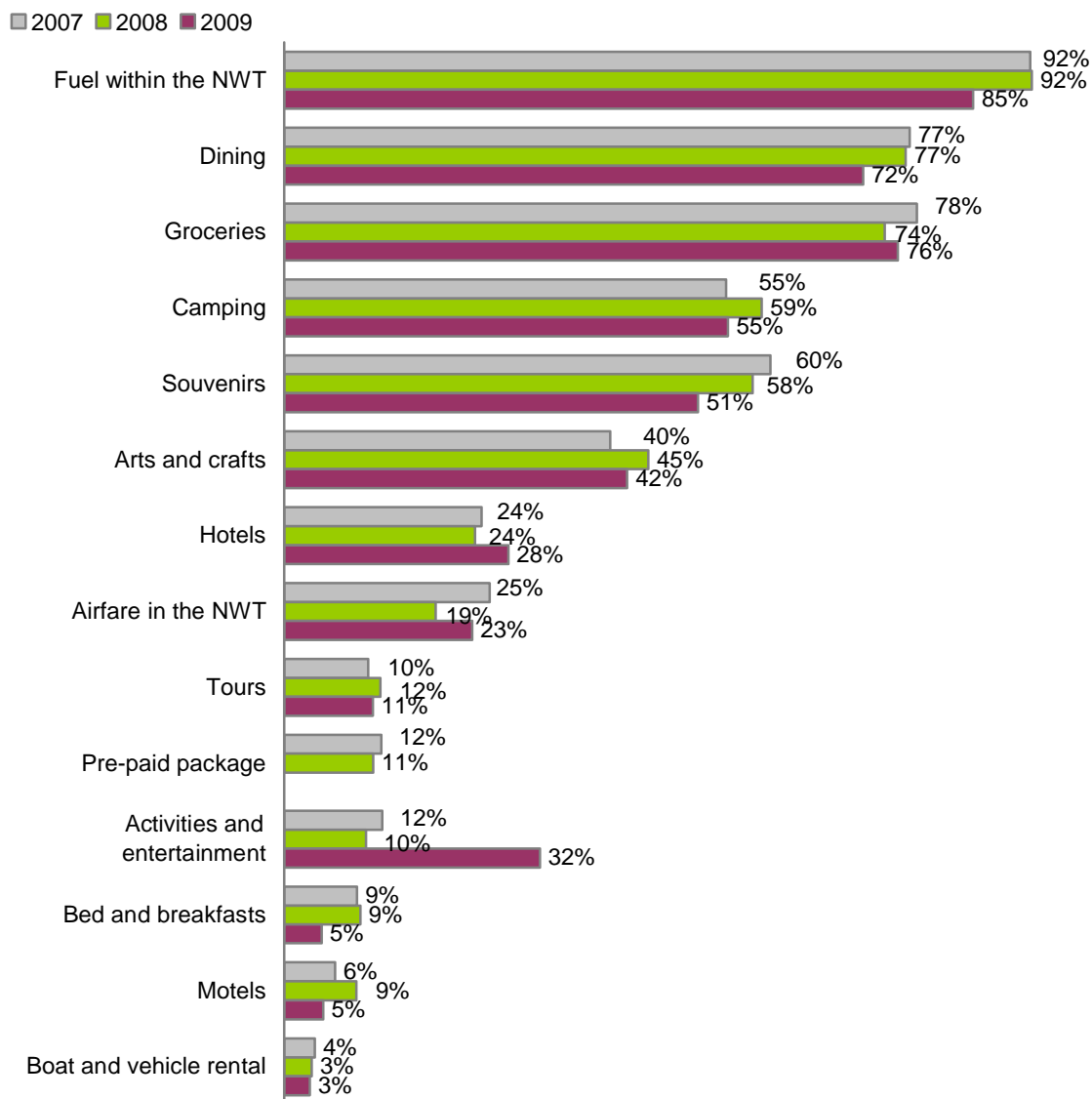
## Trip expenditures

Visitor spending in the NWT is grouped under three headings: (1) pre-paid package expenses; (2) cost of getting to the NWT; and (3) spending while in the NWT (see Figure 73 through Figure 75 for spending breakdowns). Expenditures reported are for this study's respondents only, and do not represent 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 56 shows types of expenditures that were recorded in this study, and the share of travel parties whose members made such expenditures. For example, 85% of travel parties reported spending money on fuel in the NWT (down from 92% in both 2007 and 2008). The increase in those who spent money on activities and entertainment in 2009 is noteworthy.

**Figure 56 TRAVEL PARTIES WITH EXPENDITURE TYPES**

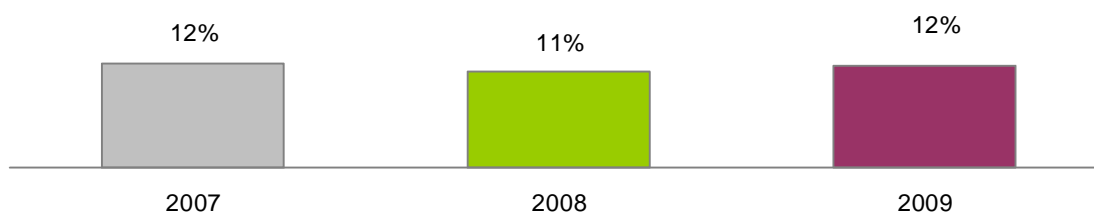


Note: Data from Q28 to Q40.

## Pre-paid package costs

As shown in Figure 56, 12% of visitors interviewed purchased a pre-paid package for their trip to the NWT.

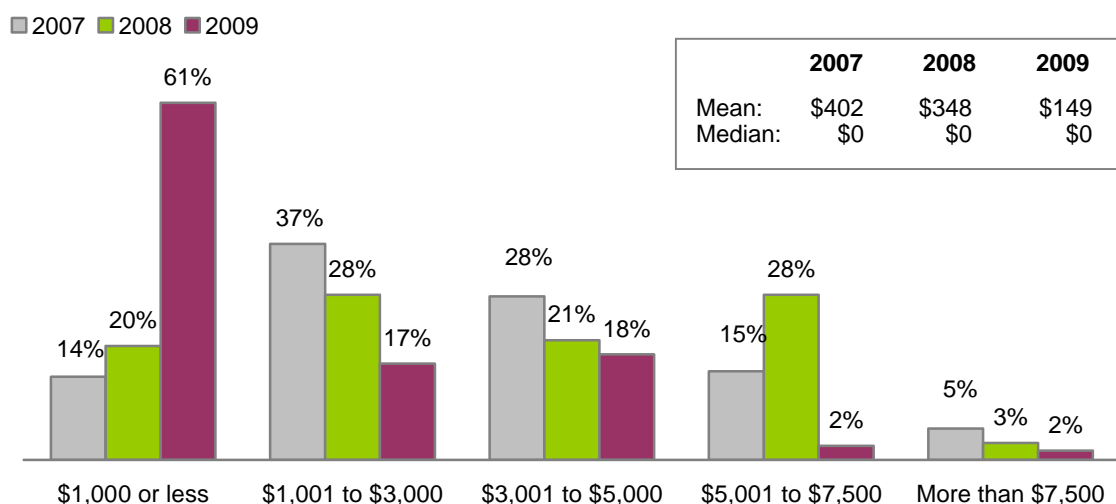
**Figure 57 PURCHASED PRE-PAID PACKAGE**



Note: Data from Q26.

Per-visitor spending on pre-paid packages is shown in Figure 58. Only 4% spent more than \$5,000, which is a sharp decrease from both 2007 (20%) and 2008 (31%). The per-visitor mean of \$149 in 2009 is less than half what it was in 2008 (\$348).

**Figure 58 AMOUNT SPENT ON PRE-PAID PACKAGES**

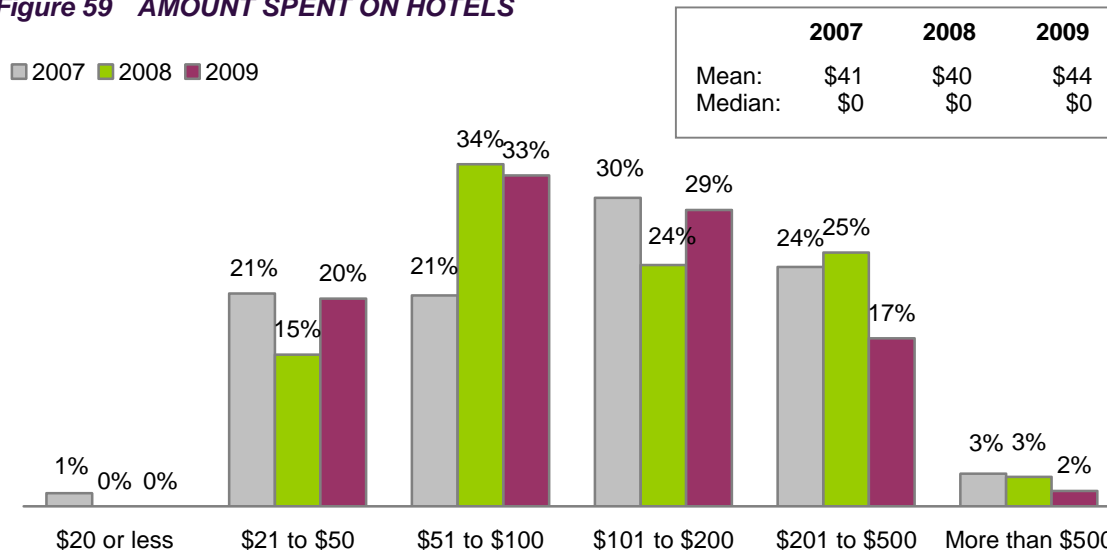


Note: Data from Q27. N=48. Dollars figures are per visitor per trip. Those who report spending \$0 are included in the median and median calculations, but are omitted from the bar chart.

## Spending

Figure 59 shows a breakdown of amounts spent per visitor per trip for hotel accommodation. The total expenditure recorded is \$58,700; the average per visitor is \$44, a slight increase from previous years.

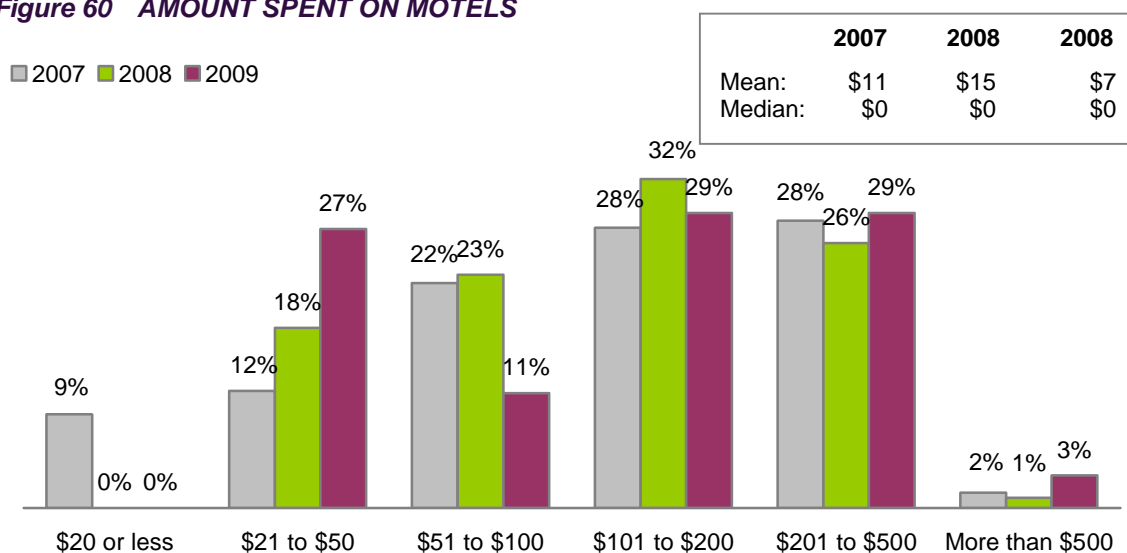
**Figure 59 AMOUNT SPENT ON HOTELS**



Note: Data from Q28. N=149. Dollars figures are per visitor per trip. Those who report spending \$0 are included in the median and median calculations, but are omitted from the bar chart.

Figure 60 shows a breakdown of amounts spent per visitor per trip for motel accommodation. The total expenditure recorded is \$9,700; the average is \$7.

**Figure 60 AMOUNT SPENT ON MOTELS**



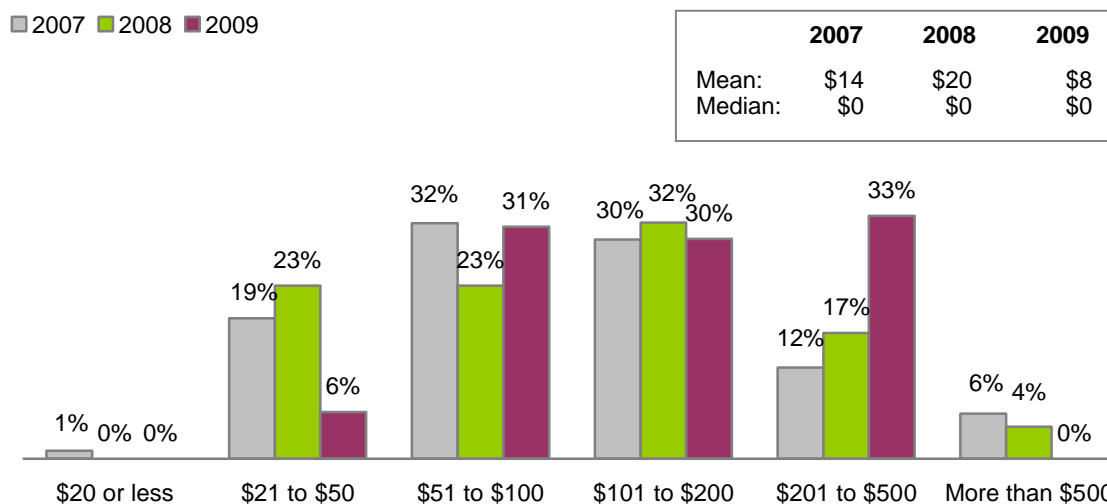
Note: Data from Q29. N=26. Dollars figures are per visitor per trip. Those who report spending \$0 are included in the median and median calculations, but are omitted from the bar chart.

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Visitors' bed-and-breakfast accommodation expenditures are summarized in Figure 61. A total expenditure of \$10,200 was recorded. The average per visitor is \$8, which is considerably below the averages recorded in 2007 and 2008 (the relatively small N-size for this question may explain the anomaly).

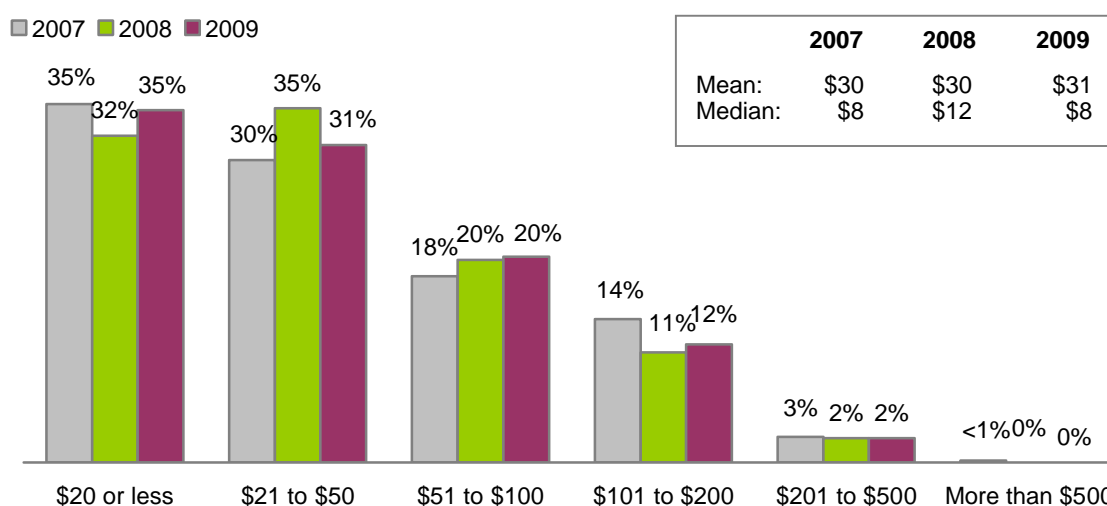
**Figure 61 AMOUNT SPENT ON BED-AND-BREAKFASTS**



Note: Data from Q30. N=25. Dollars figures are per visitor per trip. Those who report spending \$0 are included in the median and median calculations, but are omitted from the bar chart.

As in previous years, most visitors went camping, yielding a total recorded expenditure of \$40,300. Average per-visitor spending has remained consistent from year to year, at \$31.

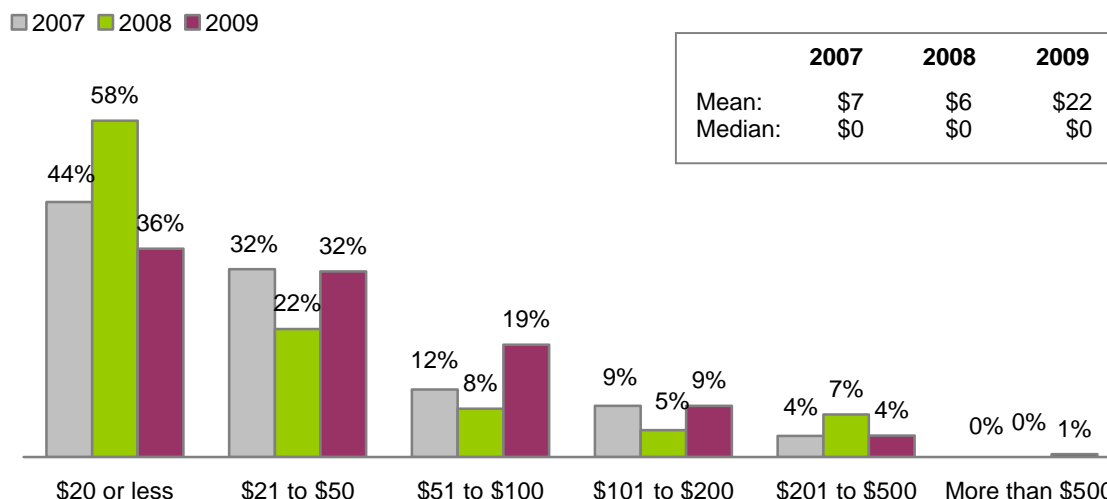
**Figure 62 AMOUNT SPENT ON CAMPING**



Note: Data from Q31. N=295. Dollars figures are per visitor per trip. Those who report spending \$0 are included in the median and median calculations, but are omitted from the bar chart.

Relatively small amounts are spent per visitor on activities and entertainment. Per-visitor spending is summarized in Figure 63. With an average visitor expenditure of \$22 (up significantly from the previous two years), the total recorded is just over \$29,000.

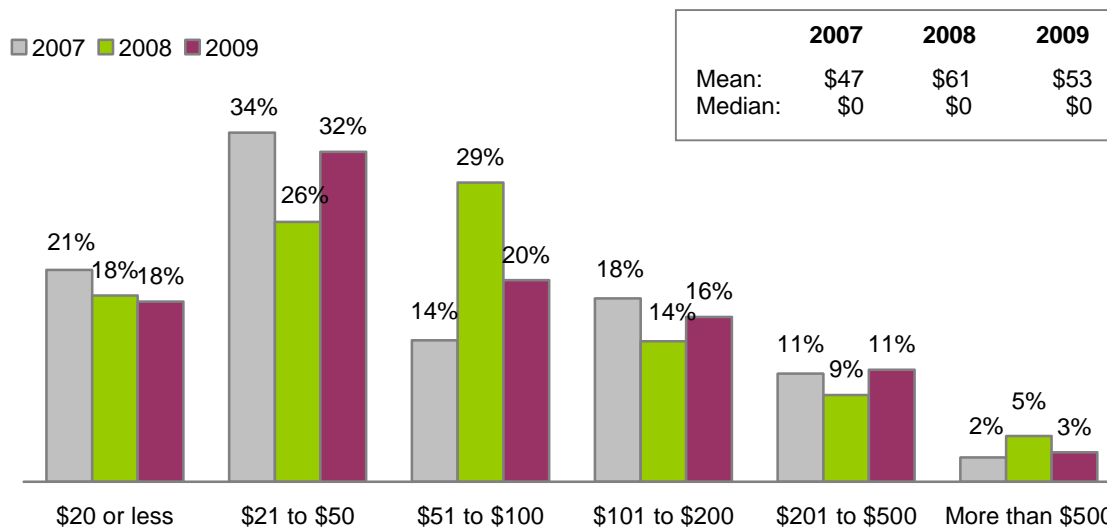
**Figure 63 AMOUNT SPENT ON ACTIVITIES AND ENTERTAINMENT**



Note: Data from Q32. N=170. Dollars figures are per visitor per trip. Those who report spending \$0 are included in the median and median calculations, but are omitted from the bar chart.

Per-visitor spending on arts and crafts is shown in Figure 64. The total equals \$71,500; the average is \$53 per visitor, which falls between the extremes found in 2007 (\$47) and 2008 (\$61).

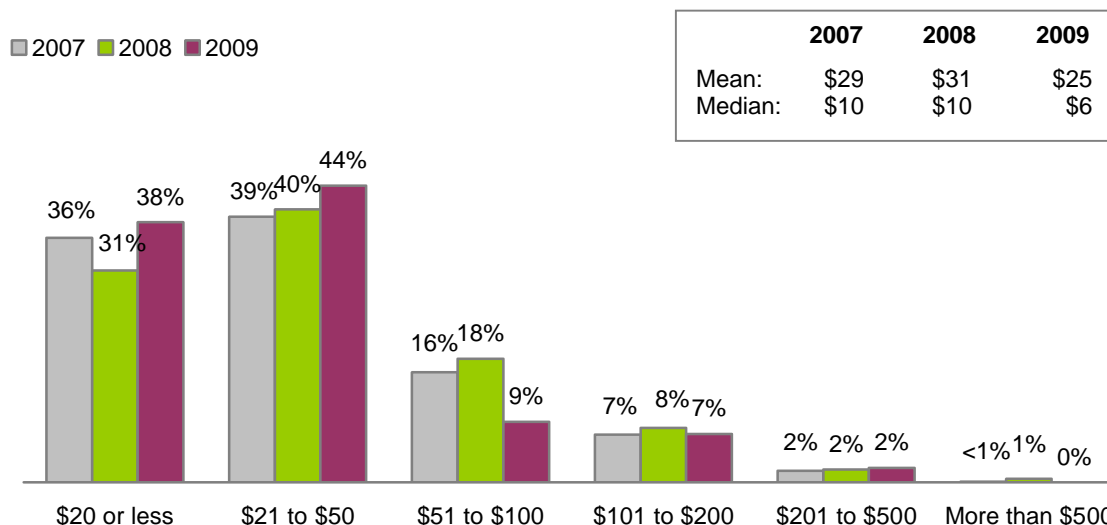
**Figure 64 AMOUNT SPENT ON ARTS AND CRAFTS**



Note: Data from Q33. N=228. 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 65. Visitors spent an average of \$25 each (a decrease from 2007 and 2008), for a total recorded amount of \$33,100.

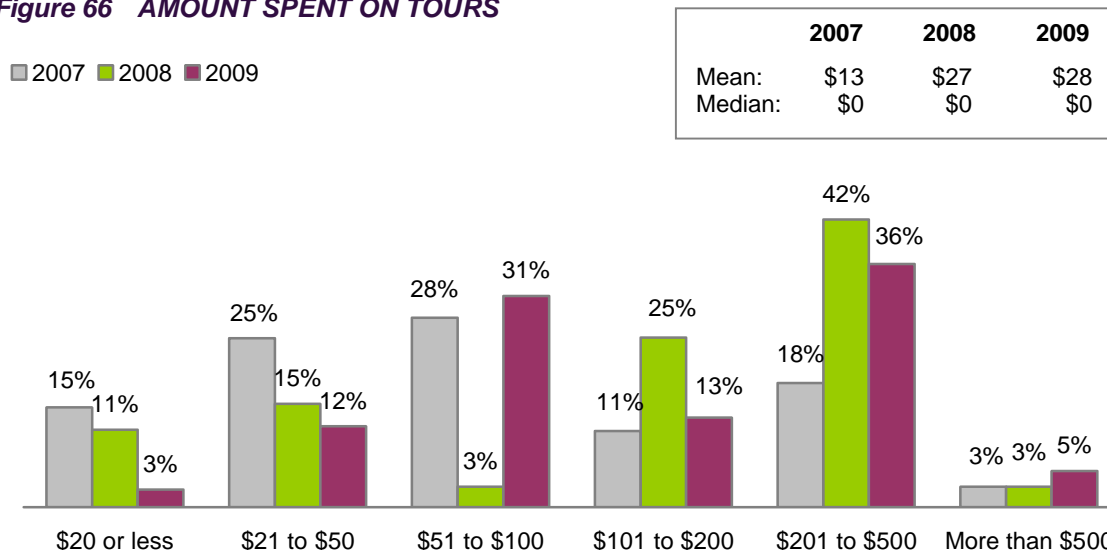
**Figure 65 AMOUNT SPENT ON SOUVENIRS**



Note: Data from Q34. N=275. Dollars figures are per visitor per trip. Those who report spending \$0 are included in the median and median calculations, but are omitted from the bar chart.

Figure 66 shows the per-visitor amount spent on tours. Average spending data for 2009 is comparable to 2008; however, the breakdown of spending is different: for example, 31% spent from \$51 to \$100 on tours in 2009, as compared to only 3% in 2008. The relatively small N size may be a factor in the fluctuating level of tour expenditure from year to year. The total spent on tours in 2009 is \$37,700, the average per-visitor being \$28.

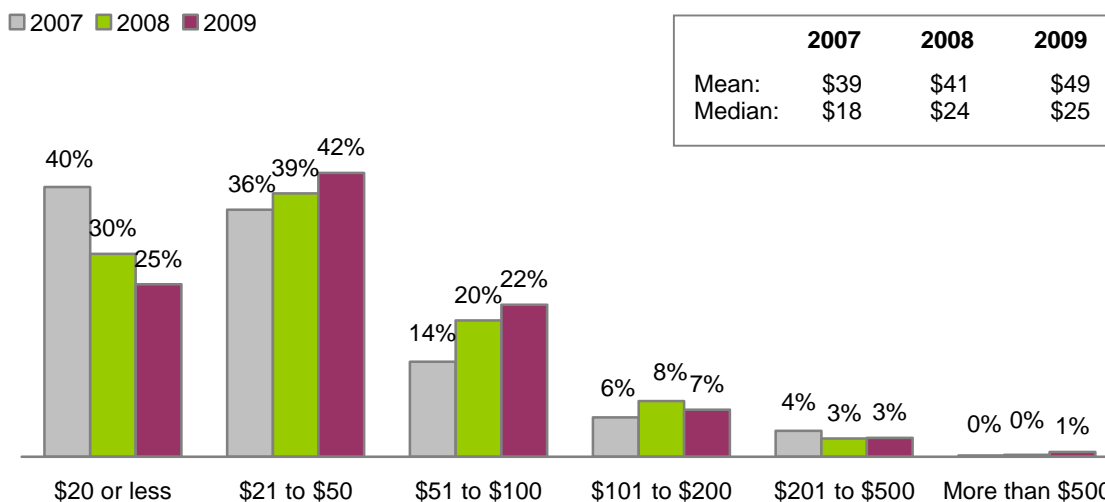
**Figure 66 AMOUNT SPENT ON TOURS**



Note: Data from Q35. N=59. Dollars figures are per visitor per trip. Those who report spending \$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; roughly two-thirds (67%) of visitors spent an average of \$50 or less on groceries, which is a decrease in the proportion who spent this amount from both 2007 and 2008. This results in a higher average expenditure of \$49. The total spent in 2009 is \$63,100.

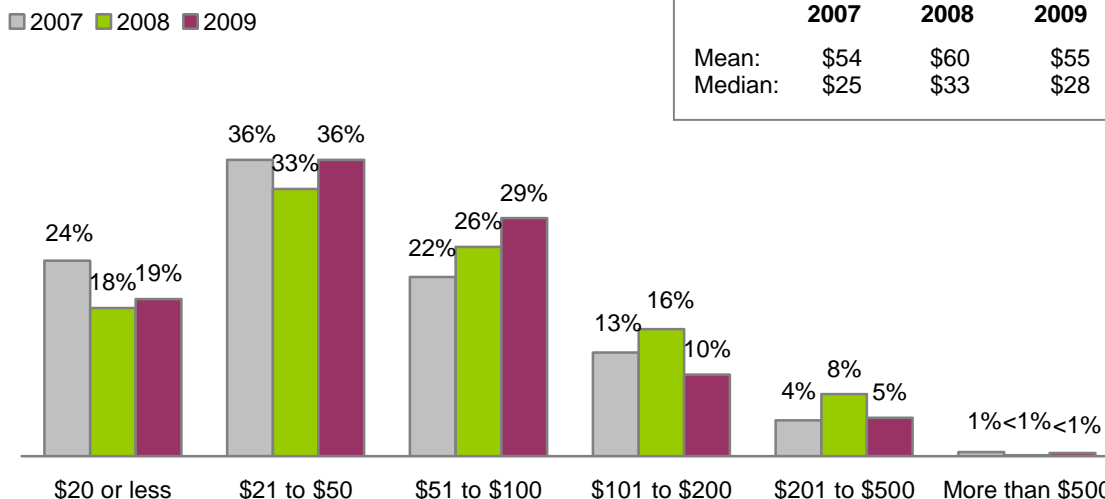
**Figure 67 AMOUNT SPENT ON GROCERIES**



Note: Data from Q36. N=408. Dollars figures are per visitor per trip. Those who report spending \$0 are included in the median and median calculations, but are omitted from the bar chart.

Per-visitor dining expenditures are shown in Figure 68. More than half (55%) of visitors spent \$50 or less, which is a slightly larger share than did so than in 2008. Spending totals \$72,600, with the average expenditure being \$55 per visitor.

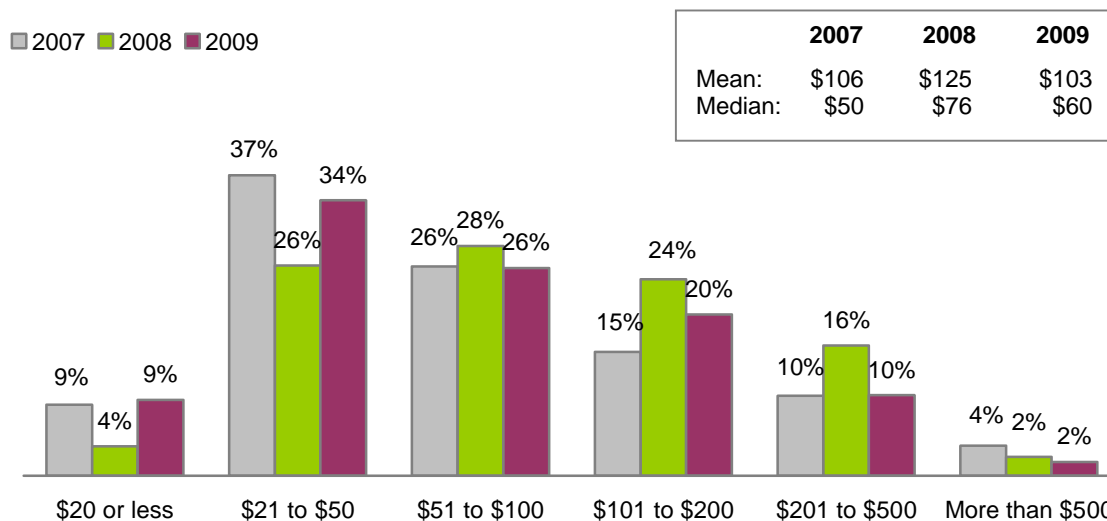
**Figure 68 AMOUNT SPENT ON DINING**



Note: Data from Q38. N=385. Dollars figures are per visitor per trip. Those who report spending \$0 are included in the median and median calculations, but are omitted from the bar chart.

Fuel expenditures are down in 2009 (similar to 2007 levels), after higher fuel prices in 2008 resulted in higher average fuel spending. In total, 58% spent more than \$50 in the NWT, which is in the range presented in 2007 and 2008 (55% to 70%). The total amount spent is \$125,400, and the average per visitor is \$103.

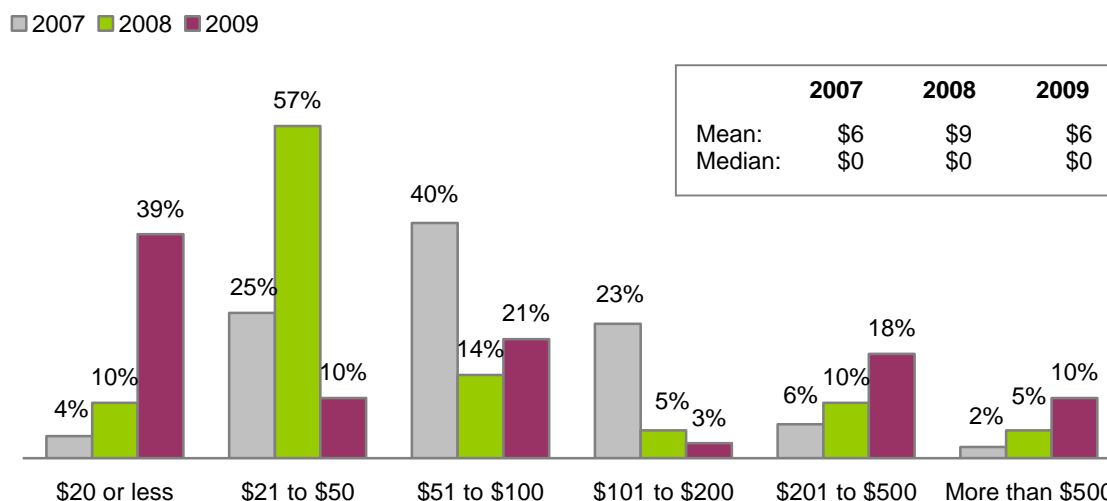
**Figure 69 AMOUNT SPENT ON FUEL WITHIN NWT**



Note: Data from Q37. N=458. Dollars figures are per visitor per trip. Those who report spending \$0 are included in the median and median calculations, but are omitted from the bar chart.

Boat and vehicle rental spending is down from 2008 this year, as shown in Figure 70. The decrease may not be representative of NWT visitors in general, in view of the low N size for this question. The total reported expenditure is \$8,200, with an average of \$6 per visitor.

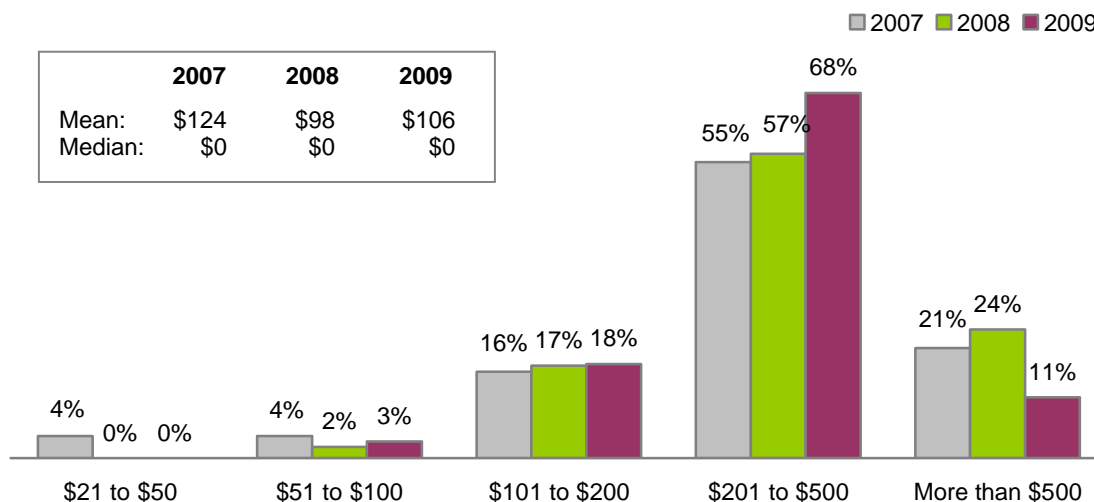
**Figure 70 AMOUNT SPENT ON BOAT AND VEHICLE RENTAL**



Note: Data from Q39. N=17. Dollars figures are per visitor per trip. Those who report spending \$0 are included in the median and median calculations, but are omitted from the bar chart.

Per-visitor airfare expenditures are similar to 2007 and 2008; however, a higher proportion in 2009 spent from \$201 to \$500 on airfare within the NWT, as Figure 71 shows. Most visitors (68%) spent from \$201 to \$500 each, for a total expenditure of \$142,100. The average is \$106 per visitor (up slightly from 2008).

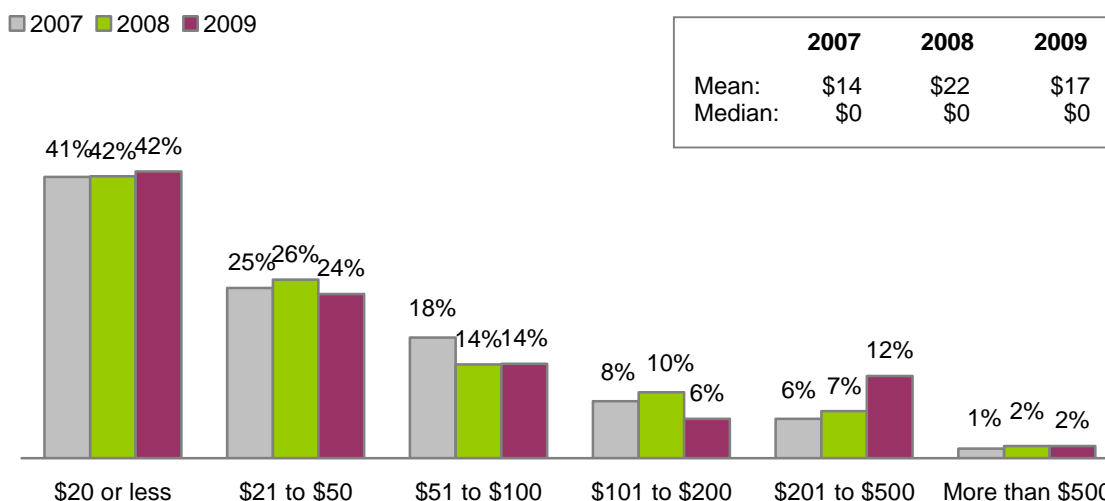
**Figure 71 AMOUNT SPENT ON AIRFARE WITHIN NWT**



Note: Data from Q40. N=125. 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 nearly identical to 2007 and 2008. The total expenditure is \$22,600; the average is \$17 per visitor, which falls within the range reported over the previous two years.

**Figure 72 AMOUNT SPENT ON OTHER EXPENDITURES**



Note: Data from Q41. N=91. Dollars figures are per visitor per trip. Those who report spending \$0 are included in the median and median calculations, but are omitted from the bar chart.

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Figure 73 below illustrates differences in spending between North American and overseas visitors. One noticeable difference is in pre-paid package spending, which averages nearly \$1,200 for each overseas visitor, compared to \$76 for the average North American visitor. Other noteworthy differences between the two groups include:

- North American visitors spend more on fuel and airfare within the NWT than overseas visitors;
- Overseas visitors spend roughly twice as much as North American visitors on boat or vehicle rental, and motels; and
- North American visitors typically spend more on items such as tours, arts and crafts, camping, and hotels.

**Figure 73 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		1236	\$76.04	87	\$1193.10	1323	\$149.49	\$197,782
In NWT	Hotels	1246	\$45.55	88	\$21.59	1334	\$43.97	\$58,660
	Motels	1244	\$6.79	86	\$14.53	1330	\$7.29	\$9,698
	Bed and Breakfast	1271	\$7.50	87	\$8.05	1358	\$7.53	\$10,229
	Camping	1220	\$31.32	93	\$22.66	1313	\$30.70	\$40,314
	Entertainment	1258	\$20.68	85	\$35.24	1343	\$21.61	\$29,017
	Arts and Crafts	1253	\$53.81	88	\$46.76	1341	\$53.35	\$71,542
	Souvenirs	1247	\$24.84	86	\$24.53	1333	\$24.82	\$33,082
	Tours	1269	\$28.44	88	\$18.52	1357	\$27.79	\$37,714
	Groceries	1212	\$48.87	80	\$48.00	1292	\$48.82	\$63,073
	Fuel	1141	\$105.32	78	\$67.63	1219	\$102.91	\$125,447
	Dining	1250	\$54.04	76	\$65.86	1326	\$54.72	\$72,556
	Vehicle / boat rental	1270	\$5.72	86	\$10.46	1356	\$6.02	\$8,169
	Airfare	1258	\$107.69	85	\$77.65	1343	\$105.79	\$142,071
	Other	1255	\$17.26	70	\$13.43	1325	\$17.06	\$22,604

Note: N is the number of visitors who said they spent money on each type of expenditure.

Figure 74 illustrates differences in expenditures by visitors based on differing trip focus. Important differences can be summarized as follows:

- Pre-paid package costs are much higher among guided outdoor adventure visitors;
- Except for camping, those visiting the NWT for general touring tend to spend more on hotels but less on other accommodations than those with another trip focus;
- Guided outdoor adventure visitors tend to spend the most on pre-paid packages, tours and airfare, whereas general touring visitors spend the most on hotels, camping and fuel;
- VFR travellers spend more than other travellers only when it comes to groceries, bed and breakfasts, and souvenirs;
- Unguided outdoor adventurers out-spend other travellers only on dining; and
- Those arriving for unguided outdoor adventure spend slightly more on boat and vehicle rentals than do other travellers.

**Figure 74 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		24	\$1575.00	150	\$428.00	975	\$84.66	131	\$69.16
In NWT	Hotels	28	\$16.43	151	\$35.98	980	\$46.33	119	\$23.75
	Motels	28	-	141	\$8.23	984	\$6.06	119	\$21.66
	Bed and Breakfast	28	-	156	\$3.59	990	\$7.32	125	\$13.76
	Camping	26	\$27.82	148	\$22.30	955	\$34.97	129	\$8.60
	Entertainment	28	\$24.24	140	\$19.71	988	\$20.63	131	\$25.95
	Arts and Crafts	28	\$75.71	143	\$39.30	980	\$52.35	131	\$44.73
	Souvenirs	28	\$10.36	145	\$25.54	972	\$22.98	129	\$29.73
	Tours	28	\$183.76	149	\$43.22	992	\$22.51	131	\$16.79
	Groceries	28	\$34.16	142	\$37.52	940	\$45.48	123	\$69.77
	Fuel	26	\$69.16	134	\$67.33	880	\$112.08	122	\$91.28
	Dining	28	\$24.70	134	\$60.39	981	\$51.46	125	\$57.80
	Vehicle / boat rental	28	\$5.36	149	\$9.99	991	\$3.49	131	\$4.89
	Airfare	28	\$117.86	146	\$43.84	984	\$91.25	129	\$75.67
	Other	28	\$12.60	129	\$45.07	978	\$11.88	131	\$25.34

Note: N is the number of visitors who said they spent money on each type of expenditure.



Figure 75 illustrates differences in expenditures by visitors based on intercept point. Notable differences can be summarized as follows:

- Dempster Passport recipients tend to spend the most on pre-paid packages, followed by those intercepted at Dawson City and the 60<sup>th</sup> Parallel;
- Visitors intercepted at the NFVA tend to spend more than average on entertainment, groceries, fuel and dining, whereas those intercepted at Dawson City tend to have lower than average expenditures in these areas;
- Compared to others, visitors intercepted at the 60<sup>th</sup> Parallel spend more on airfare and souvenirs, and less on tours;
- Those intercepted at NFVA and Hay River tend to spend the most on fuel, while Dempster Passport recipients tend to spend the least;
- Those intercepted at Dempster Passport tend to spend less than others on dining, groceries, camping, and motels, whereas they spend the most on hotels.

**Figure 75 AVERAGE PER-VISITOR EXPENDITURES BY INTERCEPT POINT**

Expenditure		60 <sup>th</sup> Parallel		Dawson City		DC Passport		Dempster Passport		Hay River		NFVA	
		N	Mean spend	N	Mean spend	N	Mean spend	N	Mean spend	N	Mean spend	N	Mean spend
Pre-paid package cost		204	\$151.34	193	\$158.96	81	\$31.60	759	\$173.70	27	\$35.19	22	-
In NWT	Hotels	203	\$48.28	198	\$50.32	82	\$27.47	764	\$40.22	27	\$20.37	23	\$50.87
	Motels	203	\$12.86	196	\$8.93	82	\$15.95	762	\$4.64	27	\$4.44	23	\$6.52
	Bed and Breakfast	208	\$8.29	194	\$9.90	82	\$5.49	787	\$7.70	27	\$2.78	23	-
	Camping	204	\$40.31	195	\$22.46	78	\$35.38	750	\$27.47	27	\$70.33	22	\$74.91
	Entertainment	206	\$17.74	196	\$17.38	78	\$19.49	780	\$24.00	23	\$2.17	23	\$61.74
	Arts and Crafts	210	\$46.60	198	\$99.20	80	\$35.56	766	\$45.90	27	\$34.26	23	\$41.30
	Souvenirs	202	\$32.80	198	\$21.84	82	\$27.38	766	\$24.22	25	\$31.52	23	\$13.04
	Tours	210	\$10.33	196	\$85.79	82	\$2.44	782	\$18.36	27	-	23	\$33.70
	Groceries	206	\$61.60	192	\$44.07	78	\$44.55	729	\$43.69	27	\$47.93	23	\$100.00
	Fuel	198	\$106.83	188	\$101.31	67	\$123.00	681	\$92.65	27	\$178.81	23	\$182.61
	Dining	203	\$67.66	198	\$66.54	78	\$47.06	760	\$47.55	27	\$48.33	23	\$92.17
	Vehicle / boat rental	210	\$9.19	198	-	82	\$1.22	779	\$6.94	27	\$25.52	23	\$1.74
	Airfare	208	\$164.76	196	\$37.60	81	\$70.86	771	\$110.04	27	\$25.93	23	\$152.17
	Other	210	\$16.24	198	\$24.94	82	\$0.67	748	\$9.23	27	\$197.04	23	\$7.83

Note: N is the number of visitors who said they spent money on each type of expenditure.

Expenditures differ significantly by traveller characteristics; these are shown in Figure 76 below.

**Figure 76 INFLUENCES ON EXPENDITURES PER VISITOR PER TRIP**

Expenditure	Tend to spend more	Tend to spend less
Hotels	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Destination: Deh Cho or North Slave</li> <li>○ Stay: 10 or more nights</li> <li>○ Travel party: Alone or families without children</li> <li>○ Origin: Prairie provinces</li> <li>○ Education: College/technical diploma or certificate or graduate degree</li> <li>○ Income: \$30,000 to less than \$50,000 or more than \$90,000</li> </ul>	<ul style="list-style-type: none"> <li>○ Destination: South Slave</li> <li>○ Stay: 7 to 10 nights</li> <li>○ Travel party: Friends</li> <li>○ Origin: BC, YT or German-speaking Europe</li> <li>○ Education: Some technical college / university or less</li> <li>○ Income: Less than \$30,000 or \$50,000 to less than \$70,000</li> </ul>
Camping	<ul style="list-style-type: none"> <li>○ Intercept: 60<sup>th</sup> Parallel</li> <li>○ Destination: North Slave</li> <li>○ Stay: 7 nights or more</li> <li>○ Travel party: Alone or couple</li> <li>○ Income: \$30,000 to less than \$50,000</li> </ul>	<ul style="list-style-type: none"> <li>○ Trip focus: VFR</li> <li>○ Stay: 3 nights or less</li> <li>○ Travel party: Family</li> <li>○ Origin: Eastern Canada</li> </ul>
Activities and entertainment	<ul style="list-style-type: none"> <li>○ Destination: Deh Cho or North Slave</li> <li>○ Stay: More than 10 nights</li> <li>○ Travel party: Alone or couple</li> <li>○ Origin: US or German-speaking Europe</li> <li>○ Education: College/technical diploma or certificate</li> <li>○ Income: \$30,000 to less than \$50,000</li> </ul>	<ul style="list-style-type: none"> <li>○ Destination: South Slave</li> <li>○ Stay: 3 nights or less</li> <li>○ Travel party: Families with children</li> <li>○ Education: Some technical college / university</li> <li>○ Income: Less than \$30,000</li> </ul>
Arts and crafts	<ul style="list-style-type: none"> <li>○ Intercept: Dawson City</li> <li>○ Travel party: Alone or couple</li> <li>○ Education: College/technical diploma or certificate or graduate degree</li> <li>○ Income: \$70,000 or more</li> </ul>	<ul style="list-style-type: none"> <li>○ Travel party: Family</li> <li>○ Education: High school or less</li> <li>○ Income: less than \$50,000</li> </ul>
Souvenirs	<ul style="list-style-type: none"> <li>○ Destination: Deh Cho</li> <li>○ Stay: More than 10 nights</li> <li>○ Travel party: Alone</li> </ul>	<ul style="list-style-type: none"> <li>○ Stay: 3 nights or less</li> <li>○ Education: Undergraduate degree</li> </ul>
Groceries	<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>○ Stay: 7 or more nights</li> <li>○ Travel party: Alone or couple</li> <li>○ Repeat visitors</li> </ul>	<ul style="list-style-type: none"> <li>○ Trip focus: outdoor adventure</li> <li>○ Stay in NWT: 6 nights or less</li> <li>○ Travel party: Families without children or with friends</li> <li>○ Spectacular NWT: have not seen or heard</li> <li>○ Education: Undergraduate degree</li> </ul>

Figure 76, continued

Expenditure	Tend to spend more	Tend to spend less
Fuel	<ul style="list-style-type: none"> <li>Destination: Deh Cho or North Slave</li> <li>Stay: 7 nights or more</li> <li>Travel party: Alone or couple</li> <li>Spectacular NWT: have seen or heard</li> <li>Origin: US</li> <li>Income: \$30,000 to less than \$50,000</li> </ul>	<ul style="list-style-type: none"> <li>Trip focus: Outdoor adventure</li> <li>Stay: 3 nights or less</li> <li>Travel party: Families with children or with friends</li> <li>Origin: German-speaking Europe</li> </ul>
Dining	<ul style="list-style-type: none"> <li>Intercept: 60<sup>th</sup> Parallel or Dawson City</li> <li>Destination: Deh Cho or North Slave</li> <li>Stay: More than 10 nights</li> <li>Travel party: Alone or couple</li> </ul>	<ul style="list-style-type: none"> <li>Destination: Inuvik</li> <li>Stay: 3 nights or less</li> <li>Travel party: Families with children</li> <li>Spectacular NWT: have not seen or heard</li> <li>Origin: BC or YT</li> <li>Education: Undergraduate degree</li> <li>Income: Less than \$30,000</li> </ul>

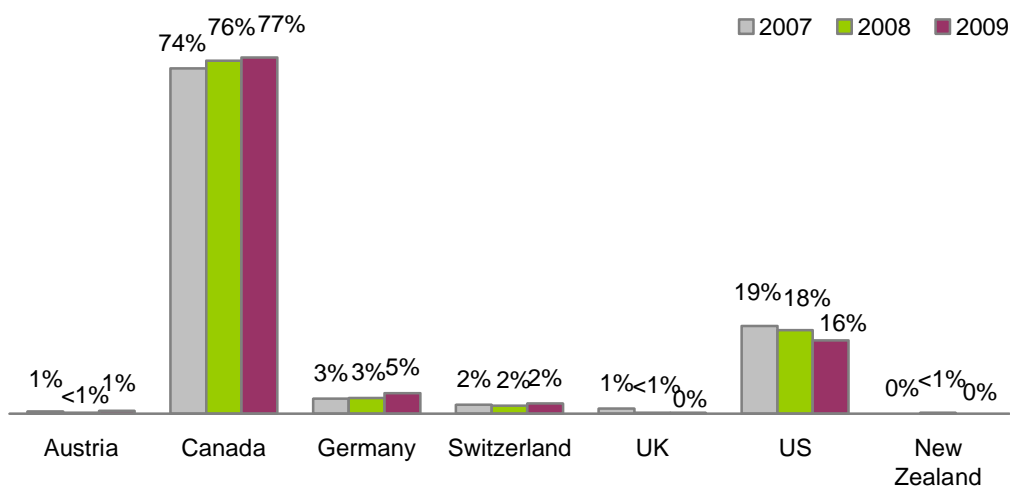
Note: VFR = visiting friends and relatives.

## Visitor profile

### Country

As in 2008, three out of four visitors to the NWT are from Canada (77% in 2009). The next largest group comes from the US (16%) and the rest are from European countries (8%).

**Figure 77 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 2009. The top three US sources are all west coast states: California, Alaska and Washington.

**Figure 78 PROVINCE OR STATE OF ORIGIN**

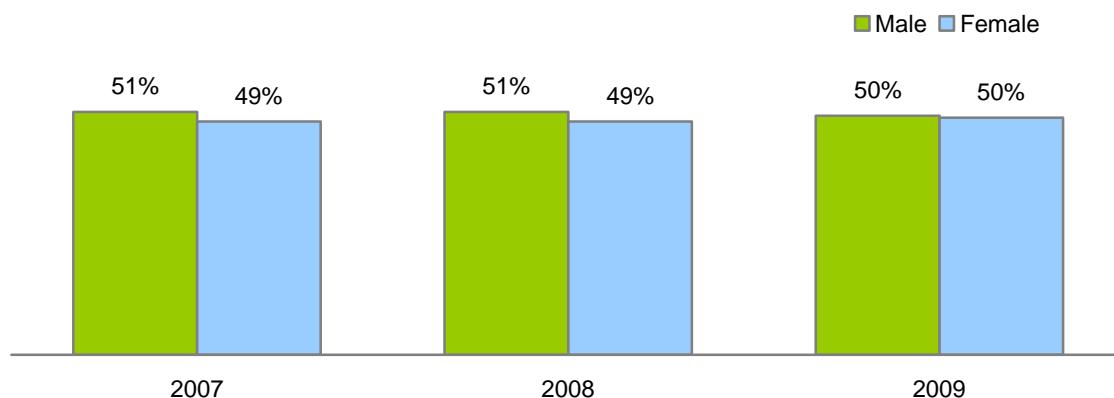
Province / State	2007	2008	2009	Province / State	2007	2008	2009
British Columbia	24%	28%	27%	Nevada	0%	<1%	<1%
Alberta	22%	28%	25%	New York	1%	1%	<1%
Ontario	20%	14%	19%	Newfoundland and Labrador	<1%	<1%	<1%
Manitoba	2%	1%	4%	North Carolina	<1%	0%	<1%
Saskatchewan	5%	5%	4%	Ohio	<1%	<1%	<1%
California	3%	1%	3%	Oklahoma	<1%	<1%	<1%
Alaska	2%	1%	2%	Pennsylvania	1%	1%	<1%
Quebec	3%	3%	2%	South Dakota	<1%	1%	<1%
Washington	2%	3%	2%	Tennessee	<1%	0%	<1%
Florida	<1%	1%	1%	Utah	<1%	1%	<1%
Louisiana	<1%	0%	1%	Virginia	1%	1%	<1%
New Brunswick	1%	1%	1%	Wisconsin	<1%	<1%	<1%
Nova Scotia	1%	<1%	1%	Delaware	0%	<1%	0%
Oregon	1%	1%	1%	Idaho	1%	1%	0%
Texas	<1%	1%	1%	Indiana	<1%	0%	0%
Yukon	1%	1%	1%	Iowa	<1%	<1%	0%
Alabama	<1%	<1%	<1%	Massachusetts	<1%	<1%	0%
Arizona	<1%	1%	<1%	Montana	<1%	1%	0%
Colorado	1%	1%	<1%	New Hampshire	0%	<1%	0%
Georgia	<1%	0%	<1%	New Mexico	1%	<1%	0%
Illinois	1%	1%	<1%	Northwest Territories	1%	0%	1%
Kansas	0%	0%	<1%	Prince Edward Island	0%	1%	0%
Michigan	1%	1%	<1%	South Carolina	<1%	0%	0%
Minnesota	1%	1%	<1%	West Virginia	<1%	0%	0%
Missouri	<1%	0%	<1%	Wyoming	<1%	<1%	0%

Note: Data from Q11.

## Gender

As in previous years, roughly one half of visitors are male (see Figure 79).

**Figure 79 GENDER OF VISITORS**

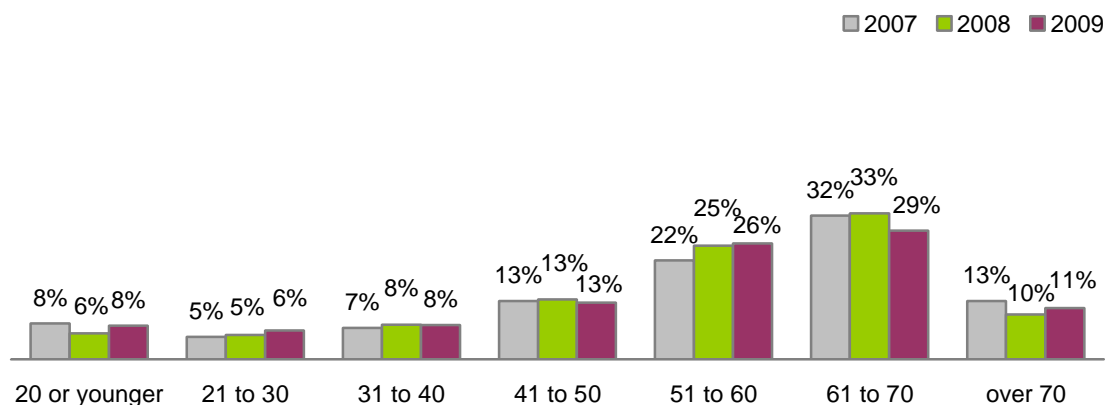


Note: Data from Q16. Based on a profile of all visitors in respondent's travel party.

## Age

The likelihood of travelling to the NWT appears to increase with age (up to 70), as Figure 80 shows. As in previous years, approximately two thirds of visitors are over 50 years in age. Fewer than one in ten are 20 years old or younger (8%).

**Figure 80 AGE**

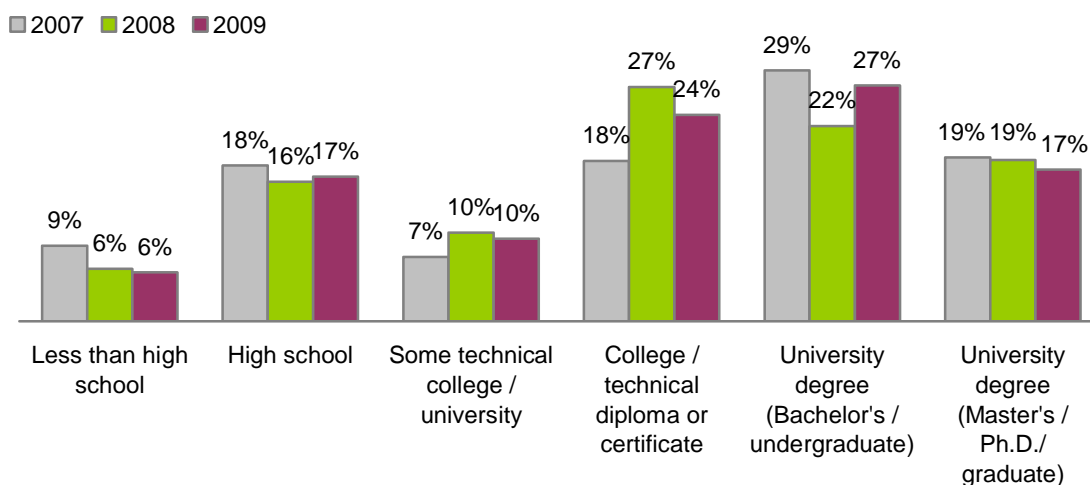


Note: Data from Q16. Based on a profile of all visitors in respondent's travel party.

## Education

Most visitors to the NWT (78%) have at least some post-secondary education, with more than one quarter (27%) having an undergraduate degree and slightly less than one fifth (17%) with a graduate degree. A comparison to 2007 and 2008 is shown in Figure 81. Education levels of visitors are very similar to 2008 findings.

**Figure 81 LEVEL OF EDUCATION**



**Note:** Data from Q129.

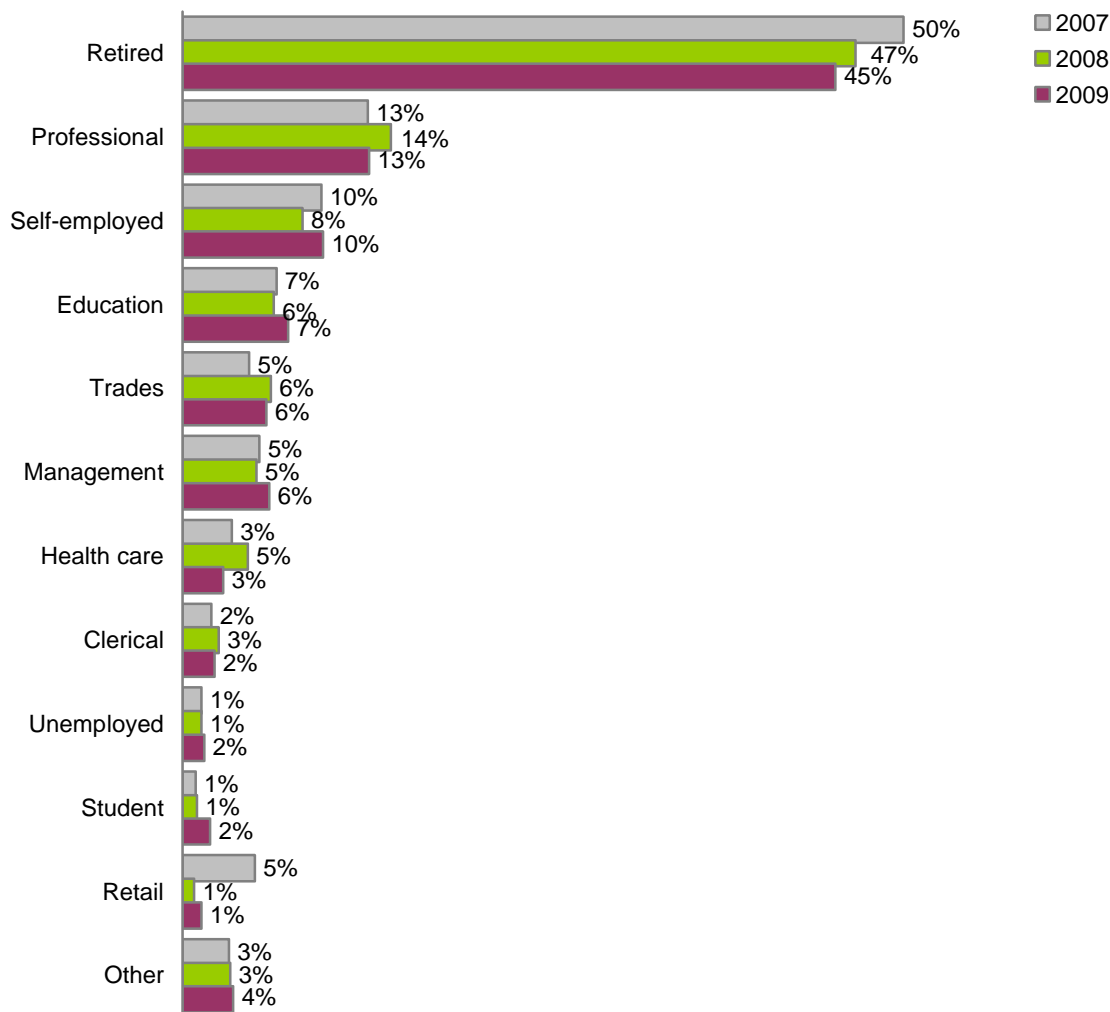
- Cross-tabulations reveal that visitors from the US are relatively *more* likely to have graduate-level education, whereas those from BC, YT and Eastern Canada are more likely to have an undergraduate degree. German-speaking visitors tend to have some college or technical school education.



## Occupation

As Figure 82 shows, nearly half (45%) of all visitors to the NWT are retired, though this proportion has decreased slightly from 2007 and 2008. Among those still in the workforce, the top employment categories are professional (13%), self-employed (10%), education (7%), management (6%) and trades (6%).

**Figure 82 CURRENT OCCUPATION**

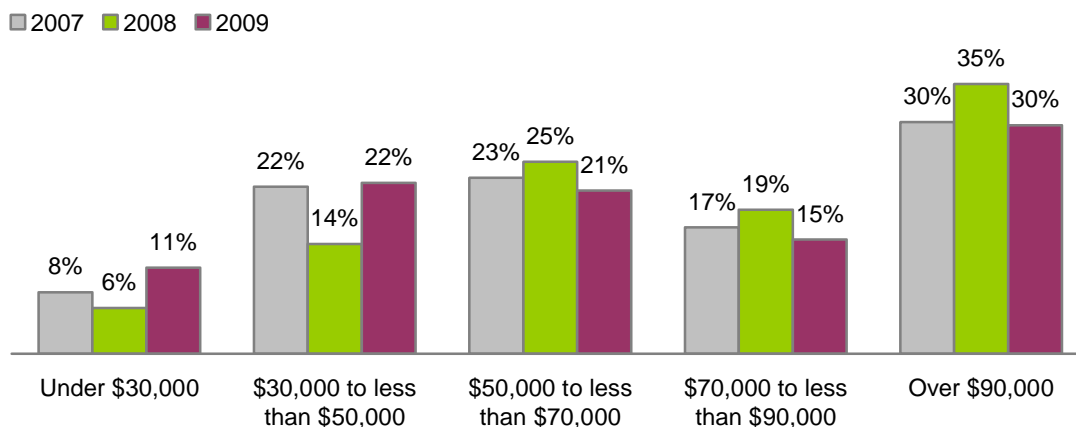


Note: Data from Q130.

## Household income

Figure 83 provides annual household income data for visitors. Nearly one third (30%) have incomes over \$90,000, which is down five points from 2008. One in five has an income from \$30,000 to less than \$50,000 (22%) or from \$50,000 to less than \$70,000 per year (21%). Visitor incomes have trended downward since 2008 but are similar to 2007.

**Figure 83 ANNUAL HOUSEHOLD INCOME**



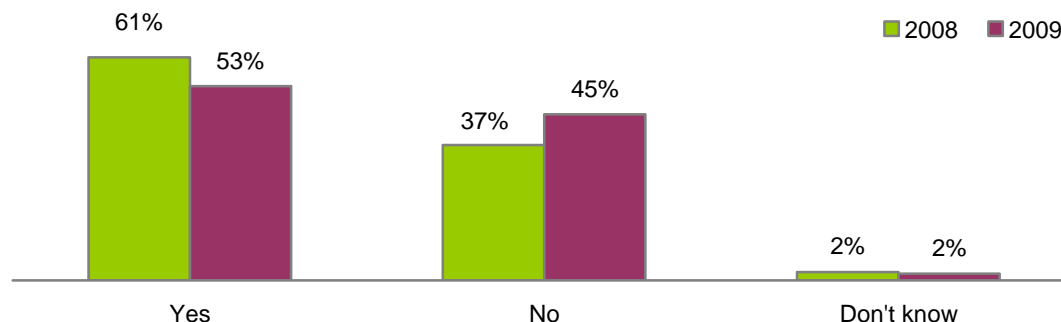
Note: Data from Q131.

- Cross-tabulations reveal that German-speaking visitors are *more* likely to have an annual household income of over \$90,000 or under \$30,000. American visitors are *more* likely to have an annual household income of more than \$90,000.

## Participation in future research

As Figure 84 shows, 53% of respondents report they would be interested in attending focus group sessions or participating in other types of research in future.

**Figure 84 INTEREST IN FUTURE RESEARCH PARTICIPATION**



Note: Data from Q128.

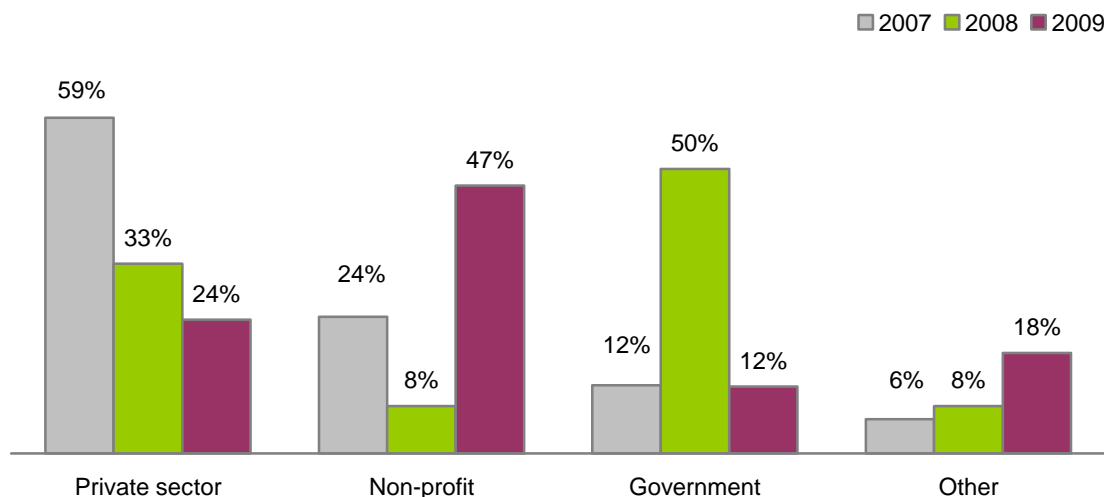
kisquared



## Business traveller characteristics

Of those who visit the NWT primarily for work or business, one quarter (24%) work in the private sector and one half (47%) work in the non-profit sector (see Figure 85 – note that these data are based on a small sample size).

**Figure 85 TYPE OF BUSINESS TRAVEL**



Note: Data from Q14. Based on N-sizes of 16 (2007), 12 (2008) and 17 (2009).

Business travellers to the NWT come from a variety of different industries. Those reported in the 2007, 2008 and 2009 studies are listed below in Figure 86.

**Figure 86 INDUSTRY**

2007 industries	2008 industries	2009 industries
Transportation (x4)	Transportation	Transportation
Cultural industries (x3)	Oil and gas	Financial services
Information and communication technologies (x2)	Farming	Information and communication technologies
Forestry	Forestry	Construction
Tourism	Tourism	Tourism
Technical/trades	Technical/trades	Technical/trades
Retail services		Government services
Other (x3)	Other (x6)	Other (x9)

Note: Data from Q15. Based on N-sizes of 16 (2007), 12 (2008) and 17 (2009).

## Appendix A: Call outcomes report

		North America								Overseas								Total
		60th Parallel	Dawson City	Fort Simpson	Deh Cho Passport	Dempster Passport	Hay River	Wood Buff. / F.S.	Northern Frontier	60th Parallel	Dawson City	Fort Simpson	Deh Cho Passport	Dempster Passport	Hay River	Wood Buff. / F.S.	Northern Frontier	
Contacts in field	Not yet called	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Answering machine	0	3	0	15	22	0	0	0	0	0	0	0	0	0	0	0	40
	Call return	0	0	0	3	5	0	0	0	0	0	0	0	0	0	0	0	8
	No answer	1	0	0	3	3	0	0	0	0	0	0	0	0	0	0	0	7
	Busy	0	0	0	1	3	0	0	0	0	0	0	0	0	0	0	0	4
Contacts no longer eligible	Maximum number of calls attempted	25	9	4	6	24	4	0	1	1	3	0	0	8	0	0	0	85
	Not in service	8	3	0	4	22	1	0	0	0	1	0	0	6	0	0	0	45
	Refused	7	3	0	6	22	0	1	0	0	1	0	0	2	0	0	0	42
	Terminate	5	1	0	2	7	0	1	0	0	0	0	0	0	0	0	0	16
	Language barrier	2	1	0	1	14	1	0	0	0	0	0	0	1	0	0	0	20
	Duplicate number	6	3	1	19	10	2	0	0	0	5	0	0	0	0	0	0	46
	Didn't go to NWT	0	6	0	5	1	0	0	1	0	1	0	0	0	0	0	0	14
	Sample error (wrong # provided)	1	4	0	3	13	0	1	0	1	0	0	0	0	0	0	0	23
	Lives in NWT	1	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	3
	Overseas numbers not to be called	-	-	-	-	-	-	-	-	1	1	0	0	67	0	1	0	70
Total contacts		145	116	13	102	506	20	7	13	6	16	0	0	122	1	1	0	1068
Contacts in field		1	3	0	22	33	0	0	0	0	0	0	0	0	0	0	0	59
Contacts no longer eligible		55	31	5	46	114	8	3	2	3	12	0	0	84	0	1	0	364
Not returned home		8	0	0	7	85	0	1	0	1	4	0	0	0	1	0	0	107
<b>Complete</b>		<b>81</b>	<b>82</b>	<b>8</b>	<b>27</b>	<b>274</b>	<b>12</b>	<b>3</b>	<b>11</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>38</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>538</b>

ki squared



## 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 2009 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 74 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
109	\$416	He said it was expensive and confirmed that was what was spent according to bank statement.
237	\$216	They booked a suite at the Explorer Hotel.
513	\$200	It is a very expensive hotel in Inuvik.
160	\$12	They used a gift card they had to pay for part of the accommodation cost.
21	\$0	Included in the prepaid package.
151	\$0	Included in the prepaid package.
201	\$0	Included in the prepaid package.
234	\$0	Included in the prepaid package.
398	\$0	The hotels sponsored our stay because I was travelling with solar car tour.
446	\$0	Included in the prepaid package.
483	\$0	Included in the prepaid package.
488	\$0	Included in the prepaid package.
515	\$0	Included in the prepaid package.
517	\$0	Included in the prepaid package.

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
376	\$80	Amount confirmed by respondent.
101	\$60	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
300	\$3,000	Purchased a hat, knife, polar bear carving, and wolf painting.
444	\$1,750	Purchased two sculptures.
116	\$1,000	Purchased three carvings in soapstone and ivory.
3	\$750	Amount confirmed by respondent.
30	\$750	Amount confirmed by respondent.
124	\$750	Purchased expensive soapstone art.
140	\$650	Purchased bear soapstone carving.
16	\$625	Amount confirmed by respondent.
232	\$541	Amount confirmed by respondent.

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
130	\$200	They drove a lot and were pulling a lot of weight.
436	\$200	They have two trucks pulling a trailer.
377	\$150	They drove a truck with a trailer.
532	\$150	They filled up the gas tank in both Inuvik and Fort McPherson, with cost of \$150 for each.
364	\$133	They drove big truck with a big camper - both heavy. They drove around a lot.
408	\$133	Amount confirmed by respondent.
195	\$125	Amount confirmed by respondent.
254	\$125	They filled up the gas tank in Fort McPherson and in Inuvik on the way back; it was very expensive.
3	\$117	They drove big truck and trailer.
116	\$111	They drove a large motor home with poor gas economy.

**Note:** There were 37 other outlier responses falling within the \$76 to \$100 range with similar explanations of driving RVs and large trucks.

Q39. Aside from any pre-paid package costs, how much did you and your travel party spend on your trip on airfare within the Northwest Territories? **PROBE IF MORE THAN \$75 PER DAY**

Survey number	Amount per night	Validation from respondent
109	\$3,429	He chartered a plane for two people to take him to all three destinations and back to Yellowknife.
76	\$458	They flew from Norman Wells to Yellowknife and Yellowknife to Fort Simpson.



## 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.

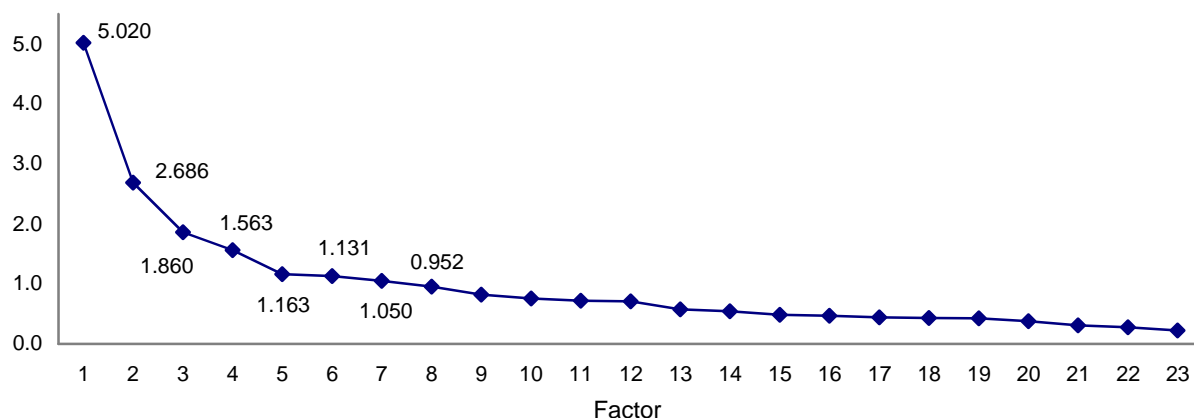
Although an oblique solution may be more challenging to interpret than others because of inter-correlation between factors or multi-vocal items (variables that load on multiple factors), this outcome is a result of the “natural” complexity that exists in the data (i.e., as the concepts represented by 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 4.6% – see data in Figure 87 and Figure 88).
- Only two of the 23 variables, Q110 Relaxing break from work and Q104 Having fun, being entertained, do not load on any of the factors (by greater than 0.4 or less than -0.4). They have communalities of -.072 and -.359, respectively, indicating that both are not at all well-explained by the seven factors. Nevertheless, excluding these variables from the analysis has no appreciable effect on loadings or communalities, so they remain included.

**Figure 87 SCREE PLOT**

Eigenvalues



Note: Only the first eight eigenvalues are labeled. Two “break points”, at 1.860 and 1.163, are observed.

**kisquared**



**Figure 88 TOTAL VARIANCE EXPLAINED**

Factor	Initial eigenvalues			Extraction sums of squared loadings			RSSL *
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	5.020	21.8	21.8	4.536	19.7	19.7	3.250
2	2.686	11.7	33.5	2.226	9.7	29.4	1.918
3	1.860	8.1	41.6	1.371	6.0	35.4	1.392
4	1.563	6.8	48.4	1.131	4.9	40.3	2.645
5	1.163	5.1	53.4	.714	3.1	43.4	2.737
6	1.131	4.9	58.4	.592	2.6	46.0	1.682
7	1.050	4.6	62.9	.550	2.4	48.3	2.579
8	.952	4.1	67.1				
9	.820	3.6	70.6				
10	.758	3.3	73.9				
11	.721	3.1	77.1				
12	.707	3.1	80.1				
13	.573	2.5	82.6				
14	.546	2.4	85.0				
15	.487	2.1	87.1				
16	.470	2.0	89.2				
17	.442	1.9	91.1				
18	.432	1.9	93.0				
19	.429	1.9	94.8				
20	.378	1.6	96.5				
21	.311	1.4	97.8				
22	.277	1.2	99.0				
23	.223	1.0	100.0				

Note: N = 463. 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: "Guided adventure or travel"					Total N	Mean	Median
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater			
TOTAL		16.4%	15.6%	38.4%	15.1%	14.5%	463	.00	-.1
Q0. Intercept point	60th Parallel	14.7%	14.7%	40.0%	16.0%	14.7%	75	.05	.1
	Dawson City	17.7%	10.1%	45.6%	15.2%	11.4%	79	-.05	.0
	Deh Cho Passport program	16.5%	17.3%	37.3%	13.7%	15.3%	255	-.01	-.1
Q5. Primary destination	Inuvik	16.7%	16.7%	31.5%	20.4%	14.8%	54	.04	.1
	Deh Cho	17.4%	15.3%	38.3%	14.6%	14.3%	321	-.03	-.1
	North Slave	12.5%	12.5%	31.3%	18.8%	25.0%	16	.25	.2
	South Slave	12.5%	15.3%	34.7%	19.4%	18.1%	72	.19	.3
Q13. Primary focus of the trip	Outdoor adventure (eco-tourism)	18.4%	16.3%	44.9%	12.2%	8.2%	49	-.14	-.1
	General touring	14.5%	13.2%	44.7%	10.5%	17.1%	76	.00	-.1
	VFR	18.6%	16.4%	35.2%	15.4%	14.5%	318	-.03	-.1
	Other tourism related focus	7.1%	16.7%	42.9%	19.0%	14.3%	42	.15	.0
Q2. Number of nights in the NWT	Less than 3 nights	9.1%	9.1%	54.5%	27.3%	.0%	11	.04	.1
	4 to 6 nights	17.7%	17.2%	38.7%	12.9%	13.4%	186	-.07	-.1
	7 to 10 nights	16.2%	16.2%	36.9%	16.9%	13.8%	130	.00	.0
	More than 10 nights	14.0%	16.3%	34.9%	19.8%	15.1%	86	.08	.1
Q9and16. Travel party composition	Alone	16.4%	8.2%	45.9%	11.5%	18.0%	61	.10	.2
	As a couple	15.0%	25.0%	25.0%	12.5%	22.5%	40	.09	-.2
	As one or more families without children	19.9%	14.3%	38.5%	15.6%	11.7%	231	-.08	-.1
	As one or more families with children	12.3%	20.0%	38.5%	10.8%	18.5%	65	.04	-.1
	With friends	15.2%	15.2%	39.1%	17.4%	13.0%	46	.09	.0
	First-time visitors	11.3%	11.3%	43.8%	17.5%	16.3%	80	.11	.1
Q4. First-time NWT travellers	Repeat visitors	15.7%	15.1%	39.2%	14.8%	15.1%	337	.02	.0
	First-time visitors	11.3%	11.3%	43.8%	17.5%	16.3%	80	.11	.1
Q43. Recall of "Spectacular NWT" phrase	Yes	18.4%	16.8%	36.8%	15.2%	12.8%	125	-.06	-.1
	No	15.6%	15.6%	37.7%	18.0%	13.1%	244	.01	.0
Q83. National or territories parks visitation	Yes	16.9%	16.9%	40.3%	11.4%	14.4%	201	-.04	-.2
	No	17.3%	11.9%	40.5%	16.2%	14.1%	185	.01	.0

		Factor score 1:"Guided adventure or travel"							
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater	Total N	Mean	Median
TOTAL		16.4%	15.6%	38.4%	15.1%	14.5%	463	.00	-.1
Age	Under 40	18.4%	23.7%	36.8%	10.5%	10.5%	76	-.21	-.4
	41 to 50	16.7%	14.8%	38.9%	16.7%	13.0%	54	-.04	.0
	51 to 60	16.9%	17.7%	40.0%	16.9%	8.5%	130	-.06	-.2
	61 to 70	14.9%	11.5%	39.2%	15.5%	18.9%	148	.09	.1
	Over 70	17.1%	5.7%	42.9%	17.1%	17.1%	35	.15	.3
Q11. Region of origin	BC and YT	17.4%	19.0%	37.2%	18.2%	8.3%	121	-.08	-.1
	Prairie provinces (MB, SK and AB)	13.7%	15.8%	38.8%	16.5%	15.1%	139	.05	.0
	Eastern provinces (east of MB)	12.9%	16.1%	33.3%	12.9%	24.7%	93	.18	.0
	US	29.6%	15.5%	40.8%	5.6%	8.5%	71	-.35	-.5
	German-speaking	5.3%	2.6%	50.0%	23.7%	18.4%	38	.33	.3
Q129. Education level	High school or less	15.4%	11.0%	30.8%	12.1%	30.8%	91	.29	.2
	Some technical college / university	16.3%	18.4%	32.7%	18.4%	14.3%	49	-.03	.1
	College / technical diploma or certificate	11.8%	11.8%	40.9%	19.1%	16.4%	110	.13	.1
	University degree (Bachelor's / undergraduate)	18.8%	18.8%	44.5%	10.9%	7.0%	128	-.17	-.2
	University degree (Masters / Ph.D./ graduate)	19.3%	19.3%	37.3%	18.1%	6.0%	83	-.20	-.3
Q131. Household income	Under \$50,000	17.9%	5.1%	43.6%	15.4%	17.9%	39	.10	.1
	\$50,000 to less than \$70,000	15.5%	17.9%	31.0%	11.9%	23.8%	84	.12	.0
	\$70,000 to less than \$90,000	16.0%	21.0%	38.3%	9.9%	14.8%	81	-.03	-.1
	Over \$90,000	19.3%	15.8%	36.8%	14.0%	14.0%	57	-.08	-.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		14.5%	12.3%	42.3%	15.6%	15.3%	463	.00	.1	
Q0. Intercept point	60th Parallel	16.0%	14.7%	40.0%	17.3%	12.0%	75	-.10	.0	
	Dawson City	19.0%	12.7%	41.8%	15.2%	11.4%	79	-.12	.0	
	Deh Cho Passport program	12.2%	12.9%	41.2%	15.3%	18.4%	255	.07	.2	
Q5. Primary destination	Inuvik	16.7%	5.6%	51.9%	14.8%	11.1%	54	-.01	.1	
	Deh Cho	12.8%	11.8%	43.9%	14.6%	16.8%	321	.05	.1	
	North Slave	12.5%	12.5%	31.3%	6.3%	37.5%	16	.20	.0	
	South Slave	18.1%	12.5%	41.7%	20.8%	6.9%	72	-.14	.0	
Q13. Primary focus of the trip	Outdoor adventure (eco-tourism)	18.4%	12.2%	38.8%	18.4%	12.2%	49	-.06	.1	
	General touring	7.9%	10.5%	44.7%	15.8%	21.1%	76	.23	.2	
	VFR	15.7%	13.5%	42.1%	14.8%	13.8%	318	-.06	.0	
	Other tourism related focus	16.7%	7.1%	42.9%	14.3%	19.0%	42	.04	.1	
Q2. Number of nights in the NWT	Less than 3 nights	9.1%	18.2%	54.5%	9.1%	9.1%	11	-.07	-.3	
	4 to 6 nights	17.2%	15.6%	40.3%	11.8%	15.1%	186	-.09	.0	
	7 to 10 nights	13.1%	8.5%	47.7%	19.2%	11.5%	130	.05	.1	
	More than 10 nights	9.3%	10.5%	45.3%	17.4%	17.4%	86	.08	.1	
Q9and16. Travel party composition	Alone	16.4%	13.1%	32.8%	16.4%	21.3%	61	.06	.3	
	As a couple	2.5%	2.5%	37.5%	25.0%	32.5%	40	.54	.6	
	As one or more families without children	17.3%	16.0%	42.4%	12.6%	11.7%	231	-.15	-.1	
	As one or more families with children	13.8%	9.2%	46.2%	23.1%	7.7%	65	.02	.1	
	With friends	8.7%	10.9%	43.5%	17.4%	19.6%	46	.26	.3	
Q4. First-time NWT travellers	First-time visitors	16.3%	10.0%	41.3%	12.5%	20.0%	80	-.02	.0	
	Repeat visitors	14.2%	11.6%	43.0%	16.3%	14.8%	337	.00	.1	
Q43. Recall of "Spectacular NWT" phrase	Yes	15.2%	13.6%	40.8%	13.6%	16.8%	125	-.01	.1	
	No	14.8%	12.7%	41.8%	14.8%	16.0%	244	.01	.1	
Q83. National or territories parks visitation	Yes	14.4%	12.4%	42.3%	16.4%	14.4%	201	-.02	.1	
	No	14.6%	9.7%	45.9%	16.8%	13.0%	185	-.01	.0	
Age	Under 40	14.5%	14.1%	39.2%	15.9%	16.3%	227	-.01	.1	
	41 to 50	2.6%	15.8%	38.2%	25.0%	18.4%	76	.32	.4	
	51 to 60	9.3%	5.6%	40.7%	22.2%	22.2%	54	.30	.4	
	61 to 70	15.4%	9.2%	49.2%	7.7%	18.5%	130	.02	.2	
	Over 70	18.2%	14.9%	41.2%	14.9%	10.8%	148	-.17	-.2	

		Factor score 2:"Hard outdoor adventure"							
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater	Total N	Mean	Median
TOTAL		14.5%	12.3%	42.3%	15.6%	15.3%	463	.00	.1
Q11. Region of origin	BC and YT	10.7%	13.2%	49.6%	13.2%	13.2%	121	.06	.1
	Prairie provinces (MB, SK and AB)	18.7%	13.7%	39.6%	16.5%	11.5%	139	-.15	-.1
	Eastern provinces (east of MB)	14.0%	11.8%	46.2%	16.1%	11.8%	93	-.06	.0
	US	15.5%	8.5%	22.5%	19.7%	33.8%	71	.31	.6
	German-speaking	10.5%	13.2%	55.3%	10.5%	10.5%	38	-.05	.0
	High school or less	25.3%	13.2%	41.8%	12.1%	7.7%	91	-.36	-.4
Q129. Education level	Some technical college / university	10.2%	22.4%	42.9%	8.2%	16.3%	49	.01	.1
	College / technical diploma or certificate	13.6%	12.7%	37.3%	17.3%	19.1%	110	.05	.1
	University degree (Bachelor's / undergraduate)	13.3%	7.0%	46.1%	16.4%	17.2%	128	.10	.2
	University degree (Masters / Ph.D./ graduate)	8.4%	13.3%	44.6%	19.3%	14.5%	83	.15	.2
Q131. Household income	Under \$50,000	15.4%	10.3%	28.2%	20.5%	25.6%	39	.20	.5
	\$50,000 to less than \$70,000	15.5%	14.3%	38.1%	22.6%	9.5%	84	-.05	.0
	\$70,000 to less than \$90,000	18.5%	9.9%	51.9%	8.6%	11.1%	81	-.16	.0
	Over \$90,000	10.5%	19.3%	31.6%	22.8%	15.8%	57	.05	.0

		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		10.6%	13.2%	46.0%	24.2%	6.0%	463	.00	.1
Q0. Intercept point	60th Parallel	20.0%	10.7%	45.3%	18.7%	5.3%	75	-.15	.2
	Dawson City	3.8%	16.5%	49.4%	25.3%	5.1%	79	.09	.1
	Deh Cho Passport program	9.8%	12.5%	45.1%	25.1%	7.5%	255	.03	.1
Q5. Primary destination	Inuvik	11.1%	14.8%	46.3%	25.9%	1.9%	54	-.04	.2
	Deh Cho	8.1%	14.0%	45.8%	24.9%	7.2%	321	.05	.1
	North Slave	18.8%	6.3%	56.3%	18.8%	.0%	16	-.21	.0
	South Slave	19.4%	9.7%	45.8%	22.2%	2.8%	72	-.18	.2
Q13. Primary focus of the trip	Outdoor adventure (eco-tourism)	12.2%	14.3%	40.8%	26.5%	6.1%	49	.04	.2
	General touring	9.2%	5.3%	44.7%	30.3%	10.5%	76	.17	.3
	VFR	10.4%	13.8%	47.2%	23.6%	5.0%	318	.00	.1
	Other tourism related focus	11.9%	16.7%	40.5%	26.2%	4.8%	42	-.06	.2
Q2. Number of nights in the NWT	Less than 3 nights	.0%	18.2%	54.5%	27.3%	.0%	11	.02	-.1
	4 to 6 nights	11.8%	12.9%	48.9%	21.5%	4.8%	186	-.06	.0
	7 to 10 nights	6.9%	14.6%	47.7%	23.8%	6.9%	130	.08	.2
	More than 10 nights	10.5%	11.6%	43.0%	29.1%	5.8%	86	.05	.3
Q9and16. Travel party composition	Alone	14.8%	13.1%	37.7%	26.2%	8.2%	61	-.07	.2
	As a couple	12.5%	12.5%	50.0%	15.0%	10.0%	40	-.08	-.1
	As one or more families without children	8.7%	12.1%	45.9%	27.3%	6.1%	231	.08	.2
	As one or more families with children	10.8%	10.8%	53.8%	16.9%	7.7%	65	-.07	.0
	With friends	6.5%	21.7%	34.8%	34.8%	2.2%	46	.08	.2
Q4. First-time NWT travellers	First-time visitors	17.5%	13.8%	43.8%	20.0%	5.0%	80	-.19	-.1
	Repeat visitors	10.4%	13.4%	45.4%	24.6%	6.2%	337	.02	.1
Q43. Recall of "Spectacular NWT" phrase	Yes	11.2%	12.8%	47.2%	23.2%	5.6%	125	-.04	.2
	No	8.6%	13.5%	46.7%	25.4%	5.7%	244	.05	.2
Q83. National or territories parks visitation	Yes	12.9%	12.9%	44.8%	22.9%	6.5%	201	-.06	.1
	No	10.8%	14.1%	47.0%	22.7%	5.4%	185	.00	.1
Age	Under 40	9.3%	10.1%	46.7%	26.4%	7.5%	227	.07	.2
	41 to 50	17.1%	13.2%	53.9%	10.5%	5.3%	76	-.25	-.1
	51 to 60	9.3%	14.8%	38.9%	31.5%	5.6%	54	.09	.2
	61 to 70	7.7%	13.8%	43.8%	29.2%	5.4%	130	.11	.3
	Over 70	8.1%	14.2%	45.9%	24.3%	7.4%	148	.06	.2

		Factor score 3:"Passive outdoor activity"							
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater	Total N	Mean	Median
TOTAL		10.6%	13.2%	46.0%	24.2%	6.0%	463	.00	.1
Q11. Region of origin	BC and YT	9.1%	19.0%	37.2%	29.8%	5.0%	121	.02	.1
	Prairie provinces (MB, SK and AB)	13.7%	16.5%	46.8%	19.4%	3.6%	139	-.16	.0
	Eastern provinces(east of MB)	9.7%	5.4%	52.7%	25.8%	6.5%	93	.12	.3
	US	9.9%	12.7%	52.1%	21.1%	4.2%	71	.00	.1
	German-speaking	7.9%	2.6%	42.1%	26.3%	21.1%	38	.25	.3
Q129. Education level	High school or less	17.6%	15.4%	46.2%	16.5%	4.4%	91	-.28	-.1
	Some technical college / university	10.2%	8.2%	46.9%	30.6%	4.1%	49	.08	.3
	College / technical diploma or certificate	8.2%	12.7%	54.5%	20.0%	4.5%	110	.02	.1
	University degree (Bachelor's / undergraduate)	10.2%	14.8%	41.4%	25.8%	7.8%	128	.04	.2
	University degree (Masters / Ph.D./ graduate)	6.0%	12.0%	42.2%	31.3%	8.4%	83	.19	.3
Q131. Household income	Under \$50,000	5.1%	15.4%	48.7%	23.1%	7.7%	39	.09	.1
	\$50,000 to less than \$70,000	13.1%	7.1%	47.6%	27.4%	4.8%	84	.01	.3
	\$70,000 to less than \$90,000	11.1%	19.8%	43.2%	19.8%	6.2%	81	-.11	.0
	Over \$90,000	10.5%	12.3%	47.4%	19.3%	10.5%	57	.06	.1



		Factor score 4:"Reliable weather"							Total N	Mean	Median
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater					
TOTAL		15.8%	16.0%	42.1%	10.4%	15.8%	463	.00	.1		
Q0. Intercept point	60th Parallel	6.7%	18.7%	42.7%	12.0%	20.0%	75	.23	.2		
	Dawson City	16.5%	11.4%	46.8%	6.3%	19.0%	79	.00	.1		
	Deh Cho Passport program	18.8%	16.9%	41.6%	10.6%	12.2%	255	-.10	.1		
Q5. Primary destination	Inuvik	13.0%	14.8%	37.0%	13.0%	22.2%	54	.13	.2		
	Deh Cho	18.1%	15.3%	43.9%	10.0%	12.8%	321	-.08	.1		
	North Slave	12.5%	25.0%	31.3%	6.3%	25.0%	16	.01	-.1		
	South Slave	9.7%	20.8%	38.9%	11.1%	19.4%	72	.14	.2		
Q13. Primary focus of the trip	Outdoor adventure (eco-tourism)	8.2%	10.2%	38.8%	14.3%	28.6%	49	.38	.3		
	General touring	21.1%	13.2%	47.4%	9.2%	9.2%	76	-.16	.1		
	VFR	16.0%	17.0%	41.2%	10.1%	15.7%	318	-.02	.1		
	Other tourism related focus	7.1%	11.9%	38.1%	19.0%	23.8%	42	.34	.3		
Q2. Number of nights in the NWT	Less than 3 nights	9.1%	18.2%	54.5%	.0%	18.2%	11	-.01	.0		
	4 to 6 nights	16.1%	12.4%	46.8%	11.8%	12.9%	186	-.02	.1		
	7 to 10 nights	20.0%	14.6%	32.3%	11.5%	21.5%	130	.03	.2		
	More than 10 nights	11.6%	17.4%	50.0%	8.1%	12.8%	86	.02	.2		
Q9and16. Travel party composition	Alone	11.5%	27.9%	37.7%	6.6%	16.4%	61	-.02	.1		
	As a couple	17.5%	27.5%	35.0%	5.0%	15.0%	40	-.17	-.2		
	As one or more families without children	15.6%	16.9%	41.1%	10.4%	16.0%	231	.01	.1		
	As one or more families with children	21.5%	12.3%	50.8%	3.1%	12.3%	65	-.20	-.1		
	With friends	17.4%	13.0%	32.6%	17.4%	19.6%	46	.13	.2		
Q4. First-time NWT travellers	First-time visitors	8.8%	12.5%	47.5%	15.0%	16.3%	80	.17	.2		
	Repeat visitors	14.8%	18.1%	40.4%	11.3%	15.4%	337	.00	.1		
Q43. Recall of "Spectacular NWT" phrase	Yes	18.4%	10.4%	46.4%	8.0%	16.8%	125	.00	.1		
	No	17.6%	18.4%	41.8%	8.6%	13.5%	244	-.09	.1		
Q83. National or territories parks visitation	Yes	14.4%	13.9%	41.3%	11.4%	18.9%	201	.09	.2		
	No	15.7%	20.0%	43.2%	8.1%	13.0%	185	-.09	.1		
Age	Under 40	16.7%	13.2%	40.1%	12.3%	17.6%	227	.05	.1		
	41 to 50	19.7%	25.0%	36.8%	14.5%	3.9%	76	-.29	-.3		
	51 to 60	27.8%	11.1%	40.7%	3.7%	16.7%	54	-.16	.1		
	61 to 70	14.6%	15.4%	46.2%	10.8%	13.1%	130	-.03	.1		
	Over 70	13.5%	13.5%	41.2%	9.5%	22.3%	148	.15	.2		

		Factor score 4:"Reliable weather"					Total N	Mean	Median
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater			
TOTAL		15.8%	16.0%	42.1%	10.4%	15.8%	463	.00	.1
Q11. Region of origin	BC and YT	19.0%	14.0%	42.1%	10.7%	14.0%	121	-.09	.1
	Prairie provinces (MB, SK and AB)	8.6%	11.5%	45.3%	12.9%	21.6%	139	.25	.2
	Eastern provinces(east of MB)	16.1%	18.3%	35.5%	8.6%	21.5%	93	.05	.1
	US	19.7%	23.9%	46.5%	5.6%	4.2%	71	-.31	-.1
	German-speaking	23.7%	18.4%	36.8%	13.2%	7.9%	38	-.22	.1
	High school or less	6.6%	15.4%	34.1%	11.0%	33.0%	91	.42	.3
Q129. Education level	Some technical college / university	20.4%	16.3%	36.7%	16.3%	10.2%	49	-.08	.2
	College / technical diploma or certificate	13.6%	17.3%	44.5%	9.1%	15.5%	110	.04	.2
	University degree (Bachelor's / undergraduate)	21.1%	14.8%	39.8%	11.7%	12.5%	128	-.14	.1
	University degree (Masters / Ph.D./ graduate)	18.1%	15.7%	54.2%	6.0%	6.0%	83	-.25	-.1
	Under \$50,000	20.5%	7.7%	30.8%	15.4%	25.6%	39	.19	.3
Q131. Household income	\$50,000 to less than \$70,000	14.3%	17.9%	35.7%	11.9%	20.2%	84	.10	.2
	\$70,000 to less than \$90,000	13.6%	25.9%	43.2%	6.2%	11.1%	81	-.17	.0
	Over \$90,000	12.3%	14.0%	42.1%	15.8%	15.8%	57	.13	.2

		Factor score 5: "Dirt and danger"					Total N	Mean	Median
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater			
TOTAL		10.2%	26.6%	35.9%	13.6%	13.8%	463	.00	-.1
Q0. Intercept point	60th Parallel	14.7%	36.0%	26.7%	9.3%	13.3%	75	-.18	-.6
	Dawson City	13.9%	27.8%	26.6%	12.7%	19.0%	79	.06	-.2
	Deh Cho Passport program	5.9%	21.6%	43.5%	15.3%	13.7%	255	.09	.0
Q5. Primary destination	Inuvik	18.5%	35.2%	25.9%	13.0%	7.4%	54	-.28	-.6
	Deh Cho	7.2%	23.7%	39.6%	14.3%	15.3%	321	.10	.0
	North Slave	31.3%	6.3%	37.5%	6.3%	18.8%	16	-.11	-.4
	South Slave	11.1%	40.3%	27.8%	9.7%	11.1%	72	-.21	-.6
Q13. Primary focus of the trip	Outdoor adventure (eco-tourism)	22.4%	32.7%	24.5%	12.2%	8.2%	49	-.32	-.7
	General touring	3.9%	21.1%	40.8%	17.1%	17.1%	76	.19	.0
	VFR	9.7%	27.0%	35.8%	13.8%	13.5%	318	-.02	-.2
	Other tourism related focus	23.8%	26.2%	31.0%	9.5%	9.5%	42	-.19	-.5
Q2. Number of nights in the NWT	Less than 3 nights	9.1%	45.5%	18.2%	9.1%	18.2%	11	-.04	-.6
	4 to 6 nights	8.6%	27.4%	37.6%	12.4%	14.0%	186	.01	-.1
	7 to 10 nights	10.8%	23.1%	36.2%	16.2%	13.8%	130	.05	.0
	More than 10 nights	14.0%	32.6%	29.1%	11.6%	12.8%	86	-.18	-.5
Q9and16. Travel party composition	Alone	8.2%	23.0%	39.3%	14.8%	14.8%	61	.11	.1
	As a couple	5.0%	25.0%	37.5%	7.5%	25.0%	40	.20	.0
	As one or more families without children	11.3%	27.7%	35.5%	13.0%	12.6%	231	-.05	-.2
	As one or more families with children	9.2%	24.6%	33.8%	18.5%	13.8%	65	.05	.1
	With friends	10.9%	23.9%	41.3%	17.4%	6.5%	46	-.13	-.2
Q4. First-time NWT travellers	First-time visitors	10.0%	27.5%	35.0%	11.3%	16.3%	80	.05	-.1
	Repeat visitors	11.0%	26.1%	35.0%	13.1%	14.8%	337	.00	-.1
Q43. Recall of "Spectacular NWT" phrase	Yes	8.0%	28.0%	37.6%	15.2%	11.2%	125	.00	-.1
	No	11.9%	27.0%	36.5%	11.1%	13.5%	244	-.04	-.2
Q83. National or territories parks visitation	Yes	9.0%	24.9%	35.3%	16.4%	14.4%	201	.04	-.1
	No	11.9%	24.9%	38.4%	13.0%	11.9%	185	-.07	-.2
Age	Under 40	8.8%	28.2%	32.2%	15.4%	15.4%	227	.06	-.1
	41 to 50	6.6%	18.4%	34.2%	11.8%	28.9%	76	.38	.2
	51 to 60	7.4%	16.7%	46.3%	18.5%	11.1%	54	.06	.1
	61 to 70	13.1%	25.4%	33.1%	16.2%	12.3%	130	.01	-.1
	Over 70	10.8%	32.4%	33.1%	12.8%	10.8%	148	-.13	-.4

		Factor score 5:"Dirt and danger"							
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater	Total N	Mean	Median
TOTAL		10.2%	26.6%	35.9%	13.6%	13.8%	463	.00	-.1
Q11. Region of origin	BC and YT	8.3%	21.5%	40.5%	16.5%	13.2%	121	.12	.1
	Prairie provinces (MB, SK and AB)	14.4%	30.9%	34.5%	9.4%	10.8%	139	-.19	-.4
	Eastern provinces(east of MB)	14.0%	33.3%	28.0%	11.8%	12.9%	93	-.17	-.4
	US	4.2%	25.4%	32.4%	12.7%	25.4%	71	.31	.2
	German-speaking	2.6%	13.2%	50.0%	26.3%	7.9%	38	.17	.1
	High school or less	23.1%	34.1%	27.5%	9.9%	5.5%	91	-.37	-.6
Q129. Education level	Some technical college / university	8.2%	20.4%	51.0%	12.2%	8.2%	49	-.01	-.1
	College / technical diploma or certificate	12.7%	35.5%	37.3%	6.4%	8.2%	110	-.26	-.5
	University degree (Bachelor's / undergraduate)	1.6%	27.3%	35.2%	17.2%	18.8%	128	.18	.1
	University degree (Masters / Ph.D./ graduate)	7.2%	9.6%	34.9%	21.7%	26.5%	83	.47	.5
	Under \$50,000	12.8%	38.5%	23.1%	7.7%	17.9%	39	.01	-.5
Q131. Household income	\$50,000 to less than \$70,000	13.1%	23.8%	34.5%	19.0%	9.5%	84	-.06	-.1
	\$70,000 to less than \$90,000	12.3%	21.0%	38.3%	14.8%	13.6%	81	.02	-.1
	Over \$90,000	12.3%	22.8%	36.8%	8.8%	19.3%	57	.08	.0

		Factor score 6: "Cost savings"					Total N	Mean	Median
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater			
TOTAL		9.9%	16.6%	47.5%	15.8%	10.2%	463	.00	.0
Q0. Intercept point	60th Parallel	12.0%	12.0%	44.0%	16.0%	16.0%	75	.05	.1
	Dawson City	15.2%	19.0%	43.0%	15.2%	7.6%	79	-.15	-.2
	Deh Cho Passport program	8.6%	18.8%	50.2%	13.7%	8.6%	255	-.02	.0
Q5. Primary destination	Inuvik	5.6%	9.3%	46.3%	25.9%	13.0%	54	.27	.3
	Deh Cho	10.0%	18.7%	49.5%	13.4%	8.4%	321	-.05	-.1
	North Slave	.0%	18.8%	43.8%	25.0%	12.5%	16	.17	.3
	South Slave	15.3%	8.3%	43.1%	23.6%	9.7%	72	.00	.1
Q13. Primary focus of the trip	Outdoor adventure (eco-tourism)	6.1%	10.2%	44.9%	16.3%	22.4%	49	.32	.3
	General touring	14.5%	19.7%	48.7%	7.9%	9.2%	76	-.18	-.2
	VFR	8.8%	17.3%	48.1%	15.7%	10.1%	318	.01	.0
	Other tourism related focus	7.1%	7.1%	45.2%	28.6%	11.9%	42	.24	.4
Q2. Number of nights in the NWT	Less than 3 nights	18.2%	27.3%	45.5%	.0%	9.1%	11	-.33	-.3
	4 to 6 nights	8.6%	16.7%	50.0%	14.5%	10.2%	186	.02	.0
	7 to 10 nights	6.9%	20.0%	46.9%	18.5%	7.7%	130	.02	.1
	More than 10 nights	11.6%	11.6%	47.7%	16.3%	12.8%	86	.07	.2
Q9and16. Travel party composition	Alone	18.0%	16.4%	41.0%	13.1%	11.5%	61	-.20	-.3
	As a couple	7.5%	20.0%	45.0%	20.0%	7.5%	40	-.03	-.1
	As one or more families without children	12.6%	19.0%	41.6%	14.3%	12.6%	231	-.04	.0
	As one or more families with children	9.2%	16.9%	53.8%	12.3%	7.7%	65	-.06	-.1
	With friends	2.2%	4.3%	56.5%	30.4%	6.5%	46	.31	.3
Q4. First-time NWT travellers	First-time visitors	8.8%	15.0%	56.3%	11.3%	8.8%	80	-.02	.0
	Repeat visitors	10.4%	16.0%	47.5%	16.0%	10.1%	337	.00	.0
Q43. Recall of "Spectacular NWT" phrase	Yes	8.8%	18.4%	48.0%	15.2%	9.6%	125	-.01	.1
	No	8.6%	16.4%	45.9%	18.0%	11.1%	244	.04	.1
Q83. National or territories parks visitation	Yes	11.9%	15.9%	48.8%	13.4%	10.0%	201	-.02	.0
	No	11.9%	17.8%	42.2%	17.3%	10.8%	185	-.01	.0
Age	Under 40	9.3%	15.4%	51.5%	14.1%	9.7%	227	.00	.0
	41 to 50	6.6%	13.2%	50.0%	22.4%	7.9%	76	.12	.1
	51 to 60	3.7%	13.0%	53.7%	22.2%	7.4%	54	.10	.1
	61 to 70	8.5%	20.0%	44.6%	15.4%	11.5%	130	.07	.1
	Over 70	14.9%	15.5%	47.3%	10.8%	11.5%	148	-.13	-.1

		Factor score 6:"Cost savings"					Total N	Mean	Median
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater			
TOTAL		9.9%	16.6%	47.5%	15.8%	10.2%	463	.00	.0
Q11. Region of origin	BC and YT	7.4%	19.0%	55.4%	7.4%	10.7%	121	.01	.0
	Prairie provinces (MB, SK and AB)	10.1%	12.9%	39.6%	25.9%	11.5%	139	.13	.3
	Eastern provinces (east of MB)	14.0%	11.8%	43.0%	18.3%	12.9%	93	.01	.0
	US	5.6%	21.1%	54.9%	12.7%	5.6%	71	-.13	-.2
	German-speaking	15.8%	23.7%	50.0%	5.3%	5.3%	38	-.27	-.3
	High school or less	15.4%	14.3%	37.4%	14.3%	18.7%	91	.04	.1
Q129. Education level	Some technical college / university	4.1%	10.2%	59.2%	16.3%	10.2%	49	.11	.1
	College / technical diploma or certificate	6.4%	16.4%	45.5%	20.0%	11.8%	110	.11	.1
	University degree (Bachelor's / undergraduate)	8.6%	14.8%	54.7%	14.8%	7.0%	128	.00	.1
	University degree (Masters / Ph.D./ graduate)	14.5%	25.3%	43.4%	13.3%	3.6%	83	-.24	-.2
Q131. Household income	Under \$50,000	5.1%	12.8%	48.7%	17.9%	15.4%	39	.17	.1
	\$50,000 to less than \$70,000	11.9%	15.5%	41.7%	21.4%	9.5%	84	.00	.1
	\$70,000 to less than \$90,000	12.3%	14.8%	49.4%	13.6%	9.9%	81	-.01	.1
	Over \$90,000	1.8%	12.3%	59.6%	15.8%	10.5%	57	.19	.2

		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		11.9%	16.4%	46.0%	13.8%	11.9%	463	.00	-.1
Q0. Intercept point	60th Parallel	16.0%	14.7%	38.7%	18.7%	12.0%	75	.05	.0
	Dawson City	7.6%	15.2%	49.4%	16.5%	11.4%	79	.06	-.1
	Deh Cho Passport program	11.4%	15.3%	48.2%	13.3%	11.8%	255	.03	.0
Q5. Primary destination	Inuvik	14.8%	25.9%	40.7%	5.6%	13.0%	54	-.27	-.4
	Deh Cho	9.3%	15.3%	50.2%	14.0%	11.2%	321	.04	.0
	North Slave	31.3%	18.8%	12.5%	12.5%	25.0%	16	-.11	-.6
	South Slave	16.7%	19.4%	37.5%	16.7%	9.7%	72	-.14	-.2
Q13. Primary focus of the trip	Outdoor adventure (eco-tourism)	16.3%	18.4%	42.9%	8.2%	14.3%	49	-.06	-.2
	General touring	15.8%	13.2%	51.3%	7.9%	11.8%	76	-.07	-.1
	VFR	10.7%	15.7%	46.2%	14.8%	12.6%	318	.04	.0
	Other tourism related focus	14.3%	19.0%	42.9%	14.3%	9.5%	42	-.10	-.2
Q2. Number of nights in the NWT	Less than 3 nights	18.2%	27.3%	36.4%	18.2%	.0%	11	-.32	-.3
	4 to 6 nights	9.1%	12.9%	46.2%	18.3%	13.4%	186	.11	.0
	7 to 10 nights	12.3%	18.5%	47.7%	10.8%	10.8%	130	-.02	-.1
	More than 10 nights	16.3%	18.6%	46.5%	8.1%	10.5%	86	-.18	-.2
Q9and16. Travel party composition	Alone	13.1%	19.7%	41.0%	14.8%	11.5%	61	-.03	-.1
	As a couple	10.0%	27.5%	37.5%	12.5%	12.5%	40	-.06	-.2
	As one or more families without children	12.1%	14.7%	46.8%	13.9%	12.6%	231	.02	-.1
	As one or more families with children	13.8%	12.3%	43.1%	15.4%	15.4%	65	.08	.1
	With friends	10.9%	17.4%	47.8%	15.2%	8.7%	46	-.05	-.1
Q4. First-time NWT travellers	First-time visitors	11.3%	17.5%	50.0%	12.5%	8.8%	80	-.06	-.2
	Repeat visitors	11.3%	15.7%	48.4%	12.5%	12.2%	337	-.01	-.1
Q43. Recall of "Spectacular NWT" phrase	Yes	13.6%	18.4%	39.2%	17.6%	11.2%	125	.02	-.1
	No	13.1%	17.2%	46.7%	13.5%	9.4%	244	-.08	-.1
Q83. National or territories parks visitation	Yes	10.0%	15.4%	44.8%	14.9%	14.9%	201	.10	.1
	No	11.4%	16.2%	44.3%	16.8%	11.4%	185	-.01	.0
Age	Under 40	12.3%	16.7%	46.3%	12.3%	12.3%	227	-.01	-.1
	41 to 50	5.3%	17.1%	44.7%	18.4%	14.5%	76	.15	.0
	51 to 60	5.6%	24.1%	50.0%	7.4%	13.0%	54	.03	.0
	61 to 70	15.4%	13.8%	43.8%	16.2%	10.8%	130	-.01	.0
	Over 70	13.5%	13.5%	50.7%	11.5%	10.8%	148	-.05	-.2

		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		11.9%	16.4%	46.0%	13.8%	11.9%	463	.00	-.1
Q11. Region of origin	BC and YT	9.1%	14.0%	53.7%	13.2%	9.9%	121	.00	-.1
	Prairie provinces (MB, SK and AB)	14.4%	20.9%	37.4%	15.8%	11.5%	139	-.05	-.1
	Eastern provinces (east of MB)	15.1%	18.3%	44.1%	12.9%	9.7%	93	-.08	-.2
	US	8.5%	9.9%	50.7%	14.1%	16.9%	71	.16	.1
	German-speaking	10.5%	15.8%	50.0%	10.5%	13.2%	38	.01	.0
Q129. Education level	High school or less	15.4%	17.6%	41.8%	9.9%	15.4%	91	-.03	-.2
	Some technical college / university	20.4%	18.4%	38.8%	18.4%	4.1%	49	-.17	-.2
	College / technical diploma or certificate	13.6%	18.2%	45.5%	13.6%	9.1%	110	-.11	-.2
	University degree (Bachelor's / undergraduate)	7.0%	14.1%	49.2%	14.8%	14.8%	128	.12	.1
	University degree (Masters / Ph.D. / graduate)	8.4%	15.7%	50.6%	14.5%	10.8%	83	.07	.0
Q131. Household income	Under \$50,000	10.3%	28.2%	43.6%	2.6%	15.4%	39	-.08	-.3
	\$50,000 to less than \$70,000	15.5%	19.0%	40.5%	13.1%	11.9%	84	-.12	-.3
	\$70,000 to less than \$90,000	13.6%	17.3%	34.6%	19.8%	14.8%	81	.08	.1
	Over \$90,000	10.5%	19.3%	50.9%	10.5%	8.8%	57	-.04	.0



## Appendix E: Survey marginals

**N = 538**

LOCATION: 60<sup>th</sup> Parallel..... 15% Dawson City..... 15% Fort Simpson..... 2%  
Deh Cho Passport .. 5% Dempster Passport 58% Hay River..... 2%  
Wood Buffalo / Fort Smith..... 1% NFVA ..... 2%

**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 ..... 100%  
No..... 0%



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

**Mean: 6.45 nights**

None.....	1%
1 night .....	10%
2 nights.....	18%
3 nights.....	11%
4 nights.....	11%
5 nights.....	10%
6 nights.....	7%
7 nights.....	6%
8 to 10 nights.....	13%
11 to 15 nights.....	9%
16 to 25 nights.....	3%
Longer than 25 nights .....	2%

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.**

	Mean
Government Campground.....	60% 6.10
Hotel / motel .....	37% 2.98
Home of friends or relatives .....	10% 5.87
Bed and Breakfast .....	5% 4.07
Roadside pullout .....	5% 3.19
Wilderness camping.....	2% 8.62
Cabin rental .....	1% 2.50
Outfitters lodge / camp.....	1% 3.67
Other .....	2% 19.92
Did not stay overnight.....	1%

Q4 Was this your first trip to the Northwest Territories?

Yes .....	74%
No.....	26%
Don't know / refused .....	<1%

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 ..... 3%  
 No..... 97%

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..... 50%  
 As a family ..... 24%  
 With friends ..... 16%  
 Alone..... 8%  
 Or with co-workers? ..... 1%  
 Don't know / refused ..... <1%

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

**Mean: 2.71 people**

1 person ..... 8%  
 2 people ..... 62%  
 3 people ..... 8%  
 4 people ..... 14%  
 5 people ..... 2%  
 6 to 10 people ..... 5%  
 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 .....	71%	<b>GO TO Q16</b>
Unguided adventure (eco-tourism) .....	13%	<b>GO TO Q16</b>
Visiting friends or relatives .....	9%	<b>GO TO Q16</b>
Guided outdoor adventure (eco-tourism) .....	2%	<b>GO TO Q16</b>
Fulfilling a contract / working .....	2%	
Guided fishing .....	1%	<b>GO TO Q16</b>
Attending a meeting .....	<1%	
Unguided fishing .....	<1%	<b>GO TO Q16</b>
Other .....	2%	

## Business travel

Q14 What was your business travel related to... (N=25)

Non-profit? .....	32%	
Private sector? .....	16%	
Or, was it government business? .....	8%	
Other .....	12%	
Not on business travel .....	32%	<b>GO TO Q16</b>

Q15 What industry or sector are you associated with? (N =17)

Government services .....	12%	Transportation .....	6%
Construction .....	6%	Tourism .....	6%
Financial services .....	6%	Technical / trades .....	6%
Information and communication technologies (ICT / IT) .....	6%	Other .....	53%

**GO TO Q24**

## 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=521)

Male .....	51%
Female.....	49%
20 or younger .....	8%
21 to 30 .....	6%
31 to 40 .....	8%
41 to 50 .....	13%
51 to 60 .....	26%
61 to 70 .....	29%
Older than 70.....	11%

Q17 How many months ago did you start thinking about traveling to the Northwest Territories? \_ \_ \_ (N=521)

**Mean: 25.35 months**

0 to 3 months.....	18%
4 to 6 months.....	18%
7 to 9 months.....	7%
10 to 12 months.....	29%
13 to 18 months.....	3%
19 to 24 months.....	11%
25 to 36 months.....	3%
37 to 72 months.....	5%
73 to 120 months.....	2%
Longer than 120 months .....	3%
Don't know / refused .....	1%

Q18 And how many months ago did you make a firm decision to travel to the Northwest Territories? \_ \_ \_ (N=521)

**Mean: 6.33**

0 to 3 months.....	36%
4 to 6 months.....	29%
7 to 9 months.....	9%
10 to 12 months.....	21%
13 to 24 months.....	4%
Longer than 24 months .....	<1%
Don't know / refused .....	1%

Q19 Which of the following sources did you use when planning your trip to the Northwest Territories? **CIRCLE ALL THAT APPLY (N=521)**

General internet.....	56%	Outfitter / Tour Operator .....	7%
Travel guides / books .....	32%	Lived there before.....	5%
Maps.....	27%	Travel Agent .....	4%
The Milepost .....	27%	Newspaper .....	3%
Word of Mouth.....	23%	TV / Radio .....	3%
Friends / Relatives.....	19%	Travel trade shows.....	1%
Explorers Guide .....	18%	Travel information centre .....	1%
Magazine .....	16%	Dawson City VIC .....	<1%
Automobile associations .....	13%	None.....	1%
Been there before .....	8%	Other .....	3%
NWT 1-800 Number .....	8%	Don't know / refused .....	2%

Q20 While in the Northwest Territories, what sources did you use for information during your trip? **CIRCLE ALL THAT APPLY (N =521)**

Visitor Information Centres .....	80%
People you met.....	21%
Travel guides / books .....	19%
Maps.....	13%
Park offices .....	10%
The Milepost .....	10%
Friends / relatives.....	7%
Internet .....	7%
Hotel / motel staff .....	5%
Not applicable .....	4%
Other .....	4%
Don't know / refused .....	1%

Q21 Did you spend part of your trip in any of the following destinations? **CIRCLE ALL THAT APPLY (N =521)**

Yukon.....	76%
British Columbia.....	67%
Alberta.....	61%
or, Alaska? .....	56%
None of the above .....	3%

- 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 =521)**

Wilderness, isolation, landscape or wildlife	70%
General interest .....	61%
Always wanted to visit.....	51%
Natural phenomenon, event or attraction.....	30%
Culture or history .....	30%
Family or friends.....	14%
Fishing.....	8%
Dempster highway .....	1%
Hunting .....	1%
Experience the adventure.....	1%
See the arctic .....	1%
Other .....	5%

- 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=18)**

Yes .....	6%
No.....	94% <b>GO TO Q28</b>

- Q25 And what was the total cost of the pre-paid package for you? **(N = 1)**  
Mean: \$2,000.00 ..... **GO TO Q28**

- Q26 **FOR LEISURE TRAVELLERS ONLY** Did you and your travel party have any pre-paid package tour or vacation costs for this trip? **(N=521)**

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 = 48)**

Mean: \$4,118.92

**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.**

	Mean
Q28 Hotels.....	\$117.84
Q29 Motels .....	\$18.27
Q30 Bed and breakfasts .....	\$19.04
Q31 Camping .....	\$78.05
Q32 Activities / Entertainment.....	\$54.80
Q33 Arts and crafts like carvings and prints .....	\$134.68
Q34 Souvenirs like t-shirts and mugs .....	\$64.72
Q35 Tours.....	\$76.21
Q36 Buying groceries.....	\$121.24
Q37 Fuel within the NWT.....	\$256.73
Q38 Dining .....	\$138.36
Q39 Boat and vehicle rental .....	\$15.38
Q40 Airfare within the NWT .....	\$279.45

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?  
**IF YES...** And what was the total dollar amount of those?

Mean: \$43.37

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

Canadian dollars..... 95%

US dollars..... 5%



## 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 ..... 52%  
No..... 44%  
Don’t know / refused ..... 4%

## 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.

SERIES A		Not very satisfied			Very satisfied		NP	DK/Ref
Q44	Airplane or helicopter tour	0%	<1%	1%	6%	24%	69%	0%
Q45	Arts festival	0%	<1%	2%	6%	11%	81%	0%
Q46	Viewing Northern Lights	0%	1%	1%	1%	4%	94%	0%
Q47	Biking	0%	<1%	1%	2%	2%	95%	0%
Q48	Bird watching	<1%	2%	11%	12%	12%	63%	0%
Q49	Boating	0%	0%	1%	6%	12%	82%	0%
Q50	Buffalo viewing	1%	<1%	2%	6%	28%	63%	0%
Q51	Camping	<1%	2%	7%	19%	34%	37%	<1%
Q52	Canoeing	0%	<1%	<1%	1%	4%	95%	0%
Q53	Cruise	0%	0%	<1%	1%	3%	96%	0%
Q54	Cultural event	0%	0%	2%	8%	19%	70%	<1%
Q55	Guided fishing	0%	0%	0%	0%	2%	98%	0%
Q56	Unguided fishing	1%	1%	2%	2%	6%	88%	0%
Q57	Hiking	0%	1%	6%	15%	24%	55%	0%

## SERIES B

SERIES B		Not very satisfied				Very satisfied	NP	DK/ Ref
Q58	Historic site visits	0%	1%	7%	18%	33%	40%	2%
Q59	Hunting	1%	0%	0%	<1%	<1%	99%	<1%
Q60	Museum visit	<1%	<1%	4%	17%	37%	41%	1%
Q61	Music festival	0%	<1%	1%	3%	5%	90%	<1%
Q62	Photography	<1%	<1%	4%	19%	58%	19%	<1%
Q63	Rafting	0%	0%	<1%	0%	1%	99%	0%
Q64	Sailing	0%	<1%	<1%	0%	<1%	99%	0%
Q65	Shopping	1%	5%	17%	23%	17%	36%	<1%
Q66	Sightseeing	<1%	<1%	4%	24%	60%	11%	<1%
Q67	Swimming	0%	1%	2%	3%	8%	87%	<1%
Q68	Guided walking tour	<1%	0%	1%	2%	8%	89%	0%
Q69	Unguided walking tour	0%	0%	4%	16%	30%	50%	0%
Q70	Guided vehicle tour	<1%	0%	1%	3%	6%	90%	0%
Q71	Unguided vehicle tour (n=537)	0%	0%	4%	16%	33%	47%	<1%
Q72	Whitewater kayaking	0%	0%	<1%	1%	1%	98%	0%
Q73	Wildlife viewing	1%	3%	8%	16%	42%	30%	<1%
Q74	Golfing	0%	<1%	<1%	<1%	1%	98%	0%

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

Yes (specify \_\_\_\_\_) ..... 8%

No..... 92%

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

**GO TO Q77**

**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=44)

Not very satisfied ..... 0%

..... 0%

..... 5%

..... 11%

Very satisfied ..... 84%

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

- Q77 Were there any activities that you had hoped to do but were not available?
- |                            |     |                  |
|----------------------------|-----|------------------|
| Yes .....                  | 28% |                  |
| No.....                    | 71% | <b>GO TO Q80</b> |
| Don't know / refused ..... | <1% | <b>GO TO Q80</b> |

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

- Q79 Why were you unable to do those activities? **CIRCLE ALL THAT APPLY**  
(N = 153)

Was unavailable .....	41%
Bad weather .....	15%
Did not have enough time .....	12%
Was difficult to access .....	12%
Too expensive .....	9%
Could not find what I was looking for .....	3%
Bad timing.....	3%
Bugs .....	3%
Other .....	7%

- Q80 Did you participate in any Aboriginal events or activities, or visit any specific Aboriginal sites while in the Northwest Territories?
- |                           |     |                  |
|---------------------------|-----|------------------|
| Yes .....                 | 30% |                  |
| No.....                   | 70% | <b>GO TO Q82</b> |
| Don't know/ refused ..... | <1% | <b>GO TO Q82</b> |

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

- Q82 How many people in your party purchased an NWT fishing license? (N=505)

**Mean: 0.23**

None.....	85%
1 person.....	8%
2 people.....	5%
3 people.....	<1%
More than 3 people .....	1%

- Q83 Did you visit a Territorial or National Park while in the Northwest Territories?
- |                            |     |                  |
|----------------------------|-----|------------------|
| Yes .....                  | 40% |                  |
| No.....                    | 49% | <b>GO TO Q85</b> |
| Don't know / refused ..... | 11% | <b>GO TO Q85</b> |
- Q84 Which parks did you visit? Any other parks? Any others? **ENTER CODE**
- |                    |                    |
|--------------------|--------------------|
| <b>PARK:</b> __ __ | <b>PARK:</b> __ __ |
| <b>PARK:</b> __ __ | <b>PARK:</b> __ __ |
- Q85 Have you heard of the Deh Cho Travel Connection Loop?
- |                            |     |                  |
|----------------------------|-----|------------------|
| Yes .....                  | 32% |                  |
| No.....                    | 68% | <b>GO TO Q88</b> |
| Don't know / refused ..... | <1% | <b>GO TO Q88</b> |
- Q86 Did you travel along the Deh Cho Travel Connection Loop? (N=171)
- |                            |     |                  |
|----------------------------|-----|------------------|
| Yes .....                  | 66% | <b>GO TO Q88</b> |
| No.....                    | 30% |                  |
| Don't know / refused ..... | 4%  | <b>GO TO Q88</b> |
- Q87 Why didn't you travel the Loop? **CIRCLE ALL THAT APPLY** (N=51)
- |                                 |     |
|---------------------------------|-----|
| Too far out of our way .....    | 37% |
| Did not have time.....          | 37% |
| Road condition or closure ..... | 8%  |
| I have been there before.....   | 4%  |
| Not interested.....             | 2%  |
| Other .....                     | 4%  |
| Don't know / refused .....      | 8%  |

Now I would like to ask you a series of questions about things that travelers 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.

<b>SERIES C</b>		<b>Not at all important</b>			<b>Extremely important</b>		<b>DK/ Ref</b>
Q88	Experiencing nature with a guide	22%	22%	29%	15%	10%	2%
Q89	Unique or different cultural groups	3%	6%	21%	35%	34%	1%
Q90	Physical adventure	7%	13%	28%	29%	21%	1%
Q91	Personal challenges	11%	16%	30%	25%	17%	2%
Q92	Learning opportunities	3%	5%	15%	35%	41%	<1%
Q93	Viewing wildlife	1%	1%	10%	26%	62%	<1%
Q94	Outstanding scenery	1%	<1%	3%	18%	78%	0%
Q95	Opportunity to purchase arts and crafts	9%	19%	36%	20%	16%	<1%
Q96	Meeting new people	2%	5%	20%	32%	42%	0%
Q97	Parks and wilderness areas	<1%	4%	11%	30%	55%	<1%
Q98	Cost of accommodation and meals	4%	11%	32%	26%	26%	1%

And again, using a scale of 1 to 5 where 1 is not at all important and 5 is very important, how important are

<b>SERIES D</b>		<b>Not at all important</b>			<b>Extremely important</b>		<b>DK/ Ref</b>
Q99	Package tours to a destination	38%	23%	22%	11%	6%	1%
Q100	Exciting nightlife and entertainment	45%	28%	18%	5%	3%	0%
Q101	Luxury accommodations	49%	27%	15%	5%	3%	<1%
Q102	Opportunities to take organized tours	20%	20%	34%	19%	6%	1%
Q103	Interesting shopping	23%	25%	29%	17%	7%	<1%
Q104	Having fun, being entertained	10%	16%	26%	22%	28%	0%
Q105	Personal safety	3%	6%	15%	26%	51%	0%
Q106	High standards of cleanliness and hygiene	3%	5%	18%	31%	43%	1%
Q107	Warm, sunny climate	18%	21%	37%	12%	11%	1%
Q108	Reliable weather	14%	20%	40%	16%	9%	1%
Q109	Cost to get to destination	6%	10%	35%	28%	21%	<1%
Q110	Relaxing break from work	17%	5%	13%	18%	39%	8%

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.

<b>SERIES E</b>		Not very satisfied				Very satisfied		N.E.	DK/Ref
Q111	Service in hotels, motels and bed and breakfasts	<1%	2%	6%	15%	19%	58%	0%	
Q112	Value for your money in hotels, motels and bed and breakfasts	1%	3%	8%	15%	16%	58%	<1%	
Q113	Campground service and amenities	<1%	3%	8%	23%	27%	38%	1%	
Q114	Value for money in campgrounds	<1%	2%	10%	21%	27%	38%	1%	
Q115	Restaurant service	1%	4%	19%	32%	23%	20%	<1%	
Q116	Value for money at restaurants	1%	6%	23%	30%	19%	20%	1%	
Q117	The selection of arts and crafts	1%	5%	21%	29%	22%	20%	1%	
Q118	The price of arts and crafts	3%	7%	29%	26%	12%	21%	2%	

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.

<b>SERIES F</b>		Not very satisfied				Very satisfied		NE	DK/Ref
Q119	Signage	2%	3%	15%	39%	39%	2%	1%	
Q120	Roads and highways	3%	8%	27%	37%	23%	<1%	1%	
Q121	Airports	<1%	<1%	6%	16%	16%	61%	1%	
Q122	Visitor centres	0%	1%	3%	20%	70%	5%	<1%	
Q123	Variety of tours	1%	2%	12%	20%	12%	50%	2%	
Q124	Cleanliness of towns	1%	6%	24%	44%	24%	1%	<1%	

**IF LOCATION = 08 OR 09 (DEH CHO OR DEMPSTER PASSPORTS), GO TO Q127**

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?  
(N=199)

No.....	54%	<b>GO TO Q127</b>
Yes, used while in the NWT .....	34%	
Yes, used while and filled in after .....	8%	
Yes, filled in after .....	3%	
Don't know / refused .....	2%	<b>GO TO Q127</b>

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

Detractors (0-6).....	9%
Passively satisfied (7-8) .....	28%
Promoters (9-10) .....	63%
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=450)

Yes .....	53%
No.....	45%
Don't know / Refused .....	2%

## Demographics

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

Less than high school.....	6%
High school .....	17%
Some technical college / university .....	10%
College / technical diploma or certificate .....	24%
University degree (Bachelor's / undergraduate) .....	27%
University degree (Masters / Ph.D./ graduate).....	17%
Don't know / refused .....	1%

Q130 Which category *best* describes your current occupation?

Retired.....	45%
Professional.....	13%
Self-employed.....	10%
Education .....	7%
Management.....	6%
Trades.....	6%
Health care .....	3%
Clerical.....	2%
Student .....	2%
Retail.....	1%
Unemployed.....	3%
Other .....	4%
Don't know/ refused .....	<1%

Q131 In which range is your approximate annual household income?

Is it under \$30,000 .....	9%
\$30,000 to less than \$50,000.....	18%
\$50,000 to less than \$70,000.....	17%
\$70,000 to less than \$90,000.....	12%
Over \$90,000.....	24%
Don't know / refused .....	19%

## RECORD GENDER

Male .....	50%
Female.....	50%

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.

