



2013 Trip Diary Phone Survey Findings

The 2013 Trip Diary Phone Survey contacted visitors to NWT that received a Trip Diary, Deh Cho Travel Connection Passport, or Dempster Highway Passport in 2013. The survey is conducted each year and collects information on trip planning, satisfaction, the types of people visiting NWT, and the activities that they enjoy.

Trip Planning

Visitors spend one week in NWT, on average, and Yellowknife is most commonly their primary destination. Return visitors stayed in NWT longer than first time visitors. Visitors usually travelled in groups of two (often with their spouse). Most road visitors used a car or truck. One in every three visitors travelled in an RV. The internet was used to plan most visitors' trips. Very few visitors attended RV shows. When planning their trip, Yukon and Alaska were other destinations that visitors considered. Overall, 39% of visitors watched Arctic Air. Arctic Air was influential in the choice to travel to NWT for 7% of visitors in 2013.

Visitors were very satisfied with their trip; 87% of visitors plan on returning to NWT.

What activities do visitors enjoy?

The most popular activities in 2013 were sightseeing, museum visits, and wildlife visits. Visitors preferred unguided activities over guided activities. All visitors who stated that "guided outdoor adventure" or "natural phenomena, events, and attractions" were their primary reason for choosing NWT were satisfied with those activities. Visitors also enjoyed wilderness viewing, unguided adventure, guided fishing, and cultural activities.

In 2013, NWT became the "Aurora Capital of the World". Visitors that came to NWT for the Northern Lights and other natural phenomena were very satisfied with the activity.

Deh Cho Travel Connection Loop

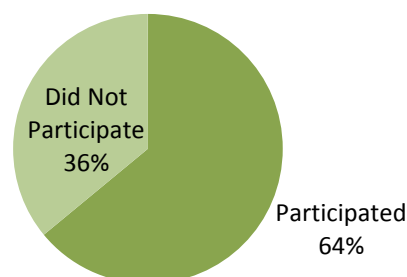
In 2013, 51% of visitors travelled the Deh Cho travel connection loop. This was the lowest percentage since 2006. The three most common reasons for not travelling the Deh Cho loop were that:

- It was too far out of the way;
- They didn't know about the loop; or

Aboriginal Tourism

More visitors participated in Aboriginal tourism in 2013 than any previous year. The most common Aboriginal tourism activities in 2013 were visiting a cultural centre, museum, art gallery, or historic site. Aboriginal tourism activities were more available and easier to find in 2013.

Aboriginal Tourism in 2013



Visitors were more likely to participate in Aboriginal tourism if they were from Canada, if they were going to Yellowknife or Inuvik, if they had completed higher levels of education, or if their main reason to travel was “general interest” or “always wanted to visit”.

Dempster Highway

In 2013, 12% of respondents received their trip diary or passport at the Dempster Highway intercept point. Dempster Highway travelers reported the highest overall satisfaction of respondents from any intercept point. Dempster Highway travellers were highly educated, more likely than average to come from the USA, and more likely to be male.

Spending Patterns

In 2013, visitors spent an average of \$662 per person, per trip. This was a slight decrease from average spending in 2012. Visitors spent more on bed and breakfasts, camping, tours, and boat and vehicle rentals in 2013 than previous years. Visitors spent less on prepaid packages, festivals and events, activities and entertainment, arts and crafts, groceries, alcohol, dining and airfare within NWT than previous years.

Visitor Groups

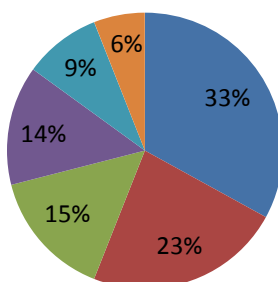
The following types of visitors came to NWT in 2013:

- Outdoor Adventurers : Enjoy extreme adventure and adventure tours;
- Comfort Seekers: Search for the comforts of home and are not limited by cost;
- Cultural Connoisseurs: Participate in Aboriginal and cultural activities;
- Roaming Retirees: Seek quiet and safe Northern adventure at low-cost;
- Social Sightseers: Look for luxury while visiting family and friends; and
- Wilderness Wanderers: Desire a relaxing break from work in the wilderness, without a guide.

Visitor groups in 2013 were slightly different than those identified in 2012. Two groups (Outdoor Adventurers and Roaming Retirees) stayed the same, while the rest changed enough to justify renaming the group. Business travellers were 2% of visitors in 2013. The majority of business travellers added extra days to their business trip for leisure tourism and tended to travel on their own and prefer activities without a guide.

2013 Visitor Groups

■ Outdoor Adventurers
 ■ Comfort Seekers
 ■ Cultural Connoisseurs
■ Roaming Retirees
 ■ Social Sightseers
 ■ Wilderness Wanderers



Outdoor Adventurers

Outdoor Adventurers are interested in extreme challenges and participating in activities without a guide. Outdoor Adventurers are more likely than average to be American. Outdoor Adventurers were most likely to state that general touring was their primary reason for choosing NWT. This group is similar to the 2012 group but differs in average age, preference for cleanliness, and willingness to participate in organized tours.

Of the visitor groups, Outdoor Adventurers tend to spend the most on their trips and activities.

Comfort Seekers

Comfort Seekers are seeking comfort, but not luxury, and are mostly interested in participating in safe activities that are not guided. They tend to be well educated and are often employed as professionals or managers. This group tends to have above average annual incomes. In 2012, this group was called “home-grown comfort seekers” but 2013 members of this group were more likely than average to come from the USA or other international locations.

Cultural Connoisseurs

Cultural Connoisseurs are interested in an educational vacation to learn about culture and history. Connoisseurs begin planning their trip significantly further in advance than any other group of visitors. Cultural Connoisseurs are more likely than average to be international travellers. They tend to have graduate or post-graduate educations and professional/managerial jobs. Cultural Connoisseurs are most similar to the “Avid Learner” segment identified in 2012, though they differ in trip planning habits, interest in physical challenges, and country of origin.

In 2013, Cultural Connoisseurs were the most likely of any visitor group to participate in Aboriginal tourism.

Roaming Retirees

Roaming Retirees tend to prefer cultural activities and unguided activities. They prefer quiet activities such as walking tours, sightseeing, and photography, and are not interested in social activities such as nightlife, festivals, or sporting events. Roaming Retirees are more likely than average to be from Canada. They are often retired; thus, cost is an important factor when choosing activities. Roaming Retirees tend to travel in groups of two (57%) or four (21%). This suggests that they are often couples who travel with family or with other couples

In 2013, Roaming Retirees were more likely to be return visitors than any other visitor group.

Social Sightseers

Social Sightseers enjoy luxury accommodations, organized tours, tour packages, and vacation packages. Sunny and reliable weather is important to them. On average, Social Sightseers travel in groups of four. Social Sightseers are more likely than average to come from Canada, and often are visiting family and friends. Social Sightseers are most similar to the “sociable thrift-seekers” segment identified in 2012, though they differ in primary reasons for travel and interest in physical challenges and extreme adventure.

Wilderness Wanderers

Wilderness Wanderers prefer unguided activities and tend to have shorter trips to NWT than the other groups. Wilderness Wanderers are more likely than average to work in trades or as professionals or to be self-employed. In 2013, Wilderness Wanderers were more likely than average to be from Canada. Wilderness Wanderers are most similar to the “Conservative Independent” segment identified in 2012, though they differ in trip motivators, trip planning habits, and likelihood to return.

Wilderness Wanderers tend to spend less time planning their trip than the other visitor groups.