

**Conseil de développement économique des Territoires
du Nord-Ouest
Quebec Travel conversion study 2008
Report
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Introduction

Northwest Territories (NWT) Tourism has a mission of marketing and promoting the NWT as a tourism destination. As part of its ongoing mission, NWT Tourism runs marketing campaigns using a number of different media and venues to attract visitors to the Northwest Territories. Media include print ads, special events, NWT Tourism's website, and travel consumer shows. A typical campaign year runs from October through September, with a concentrated effort occurring from January to April, the time of year when people seriously contemplate destinations for summer leisure travel.

Potential visitors to the NWT can contact NWT Tourism via several channels to request information about travel to the NWT: via the NWT Tourism's toll-free telephone line, email requests and information request cards from travel consumer shows (filled out by visitors to NWT travel booths at various consumer shows; cards are collected and returned to NWT Tourism by Tourism and Parks staff who attend the consumer shows).

When a request is made by a potential visitor, information is mailed out and a record of the inquiry is logged in a database. This record includes contact information (name, address and telephone number) as well as details on what kind of information was sent out.

Because this database contains contact information for potential visitors, a direct measure of visitation can be made by contacting a sample of inquirers from the database and inviting them to participate in a short survey designed to determine the effect of the travel information on their decision to visit the NWT, and ultimately, on their actual visitation to the NWT. The inquiry database is a very useful tool to support market research studies to gauge the impact of NWT Tourism's advertising and awareness campaigns.

Objectives

In 2009, on behalf of the Conseil de développement économique des Territoires du Nord-Ouest (CDÉTNO), NWT Tourism and the Department of Industry, Tourism and Investment commissioned **kisquared** to conduct a study to measure the effectiveness of its marketing campaigns. The *Quebec Travel Conversion Study 2008* is a follow-up to the NWT Travel Conversion Study conducted by **kisquared** in 2008. Specifically, the objective of the *Quebec Travel Conversion Study 2008* is to gauge the effectiveness of NWT Tourism in converting potential travellers (consumer show attendees in Quebec City and Montreal) into actual NWT travellers.

Methodology

The questionnaire used in the Quebec Travel Conversion Study 2008 was based on the one used in the NWT Travel Conversion Study 2008. The questionnaire is attached in *Appendix A: Survey questionnaire*.

Sample development

In order to be eligible to participate in the survey, inquirers must have requested the travel information at the Quebec NWT travel consumer shows in 2008 because they were considering taking a vacation to the NWT, and not for other reasons. Survey respondents were drawn from NWT Tourism’s database of inquirers who requested information about NWT tourism opportunities from April through July 2008.

Since the NWT Tourism’s database of inquirers was re-used for the Quebec NWT Travel Conversion Study 2008, **kisquared** cleaned the sample to exclude any ineligible contacts, contacts with an unavailable phone number and the contacts who had completed a survey during the NWT Travel Conversion Study 2008. The statistics, based on valid entries remaining after the sample was cleaned, are displayed in Figure 1.

Figure 1 SAMPLE STATISTICS AFTER CLEANING

Quebec travel consumer show	Tier 1 (answer machine, call return, language barrier and no answer)	Tier 2 (refusal)	Total
Quebec City RV Show	150	54	204
Montreal RV Show	27	5	32
Quebec City Hunting & Fishing Show	69	28	97

Data collection

Telephone survey is the only data collection method used for this study. CDÉTNO conducted a total of 193 telephone surveys between April 15 and April 22, 2008. A protocol of three call back attempts was implemented during fielding. CDÉTNO entered the collected data into a SPSS Data Entry Builder template supplied by **kisquared**.

Figure 2 on the next page summarizes final contact outcomes and also displays response rates and completion rates. In the end, a 44% completion rate was achieved.

Figure 2 QUEBEC CONVERSION STUDY CONTACT OUTCOMES

	Count
Total Sample	333
Sample not called	19
Total numbers attempted	314
Not in service	25
Fax	0
Business	0
Remaining: Total eligible numbers / emails (a)	289
Busy	6
Answering machines / no answer	90
Language barrier	0
Remaining: Total asked	193
Respondent refusal	30
Termination	0
Remaining: Co-operative contacts (b)	163
Disqualified	37
Completed interviews (c)	126
Overall response rate (b / a)	56%
Overall completion rate (c / a)	44%

Data analysis

Data analysis was conducted by **kisquared** as agreed with NWT Tourism. Prior to analyzing the data, it was cleaned to exclude ineligible and refused survey records. The remaining 126 records were merged with the 85 relevant records already collected in the NWT Travel Conversion study 2008. The overall margin of error (MOE) for this study is ± 4.81 at the 95% confidence level. The sample frame based on the merged records is displayed in Figure 3.

Frequency and descriptive statistics were run and are reported on where appropriate.

Both net conversion rates (the percentage of inquirers who had not made a firm decision to visit the NWT at the time of their inquiry, but ultimately did travel to the NWT) and gross conversion rate (the percentage of inquirers who *did* travel to the NWT) were calculated. The formulas used are shown on page 13.

Figure 3 SAMPLE FRAME

Travel consumer show	Population	Completes	MOE for the study at 95% confidence level
Quebec City RV Show	366	122	± 4.81
Quebec City Hunting & Fishing Show	196	61	
Montreal RV Show	70	28	
Total	632	211	

Figure 4 below provides gender and region data for the survey respondents.

Figure 4 RESPONDENT DEMOGRAPHICS

Demographics		%
Gen-der	Male	64%
	Female	36%
Resid-ence	Canada	99%
	United States	1%

Reporting

This report includes all relevant and significant findings revealed by the analyses described above. The questions related to the “Spectacular” campaign (Q6 and Q7) are not reported because the campaign was not used at the 2008 Quebec NWT travel consumer shows. However, the frequency of Q6 and Q7 are included in *Appendix B: Report frequencies*.

Terminology

To facilitate comprehension, the following terms are used to refer to those who made an inquiry for NWT information:

- “Inquirers” are all those represented in this study, namely those who requested NWT information at the Quebec NWT travel consumer shows in 2008.
- “Inquirers overall” are all those represented in the NWT Travel Conversion Study 2008, namely who requested NWT information through any inquiry path, or who indicated an intention to visit the NWT within two years.

Layout

This report consists of six sections:

- *Introduction* (objectives, methodology, reporting);
- *Executive summary* (key findings);
- *Survey findings* (Information requests, At-inquiry visit intentions, Effect of information on interest in NWT, Visitation, Reasons for not visiting, Future visit intentions);
- *Travel conversion* (estimates of inquirers who visited the NWT);
- *Appendix A: Survey questionnaire*; and
- *Appendix B: Report frequencies*.

Executive summary

On behalf of the Conseil de développement économique des Territoires du Nord-Ouest (CDÉTNO), NWT Tourism and the Department of Industry, Tourism and Investment commissioned **kisquared** to conduct a study to measure the effectiveness of its marketing at travel consumer shows in Quebec City and Montreal and, specifically, whether such marketing converted potential travellers into actual NWT visitors. The *Quebec Travel Conversion Study 2008* is a follow-up to NWT Travel Conversion Study conducted by **kisquared** in 2008.

- **Receipt of information** – Nearly one third of inquirers (30%, compared to 9% of NWT inquirers overall) claimed they did not receive the information they requested from the NWT.
- **At-inquiry visit intentions** – Nearly three quarters of information requests (74%) are generated by inquirers likely to visit the NWT. Only 6% claimed they had already decided to visit the NWT at the time of inquiry, while over one fifth (21%) had little or no intention of visiting.
- **Effect of information** – Interest in visiting the NWT either somewhat or strongly increased for 72% of the inquirers. Thirteen percent of inquirers say the visitor information kits had no effect on their interest in visiting the NWT, while none report a negative effect.
- **2008 visitation** – Only 1% of inquirers who participated in the survey visited the NWT in 2008.
- **Visitation, last three years** – Two percent of inquirers who participated in the survey visited the NWT in the past three years.
- **Month of trip** – Of those inquirers who visited the NWT in 2008, all of them (two inquirers) visited the NWT in the month of July.
- **Reasons for not visiting** – Time (62%), financial reasons (26%) and distance (24%) are the most commonly cited reasons for not visiting.
- **Future visit intentions** – One half of inquirers (50%) are either likely or very likely to visit in future, while 8% will definitely visit. Slightly less than two fifths (39%) either have no plans to visit or are unlikely to visit the NWT.
- **Net conversion rate** – The net conversion rate – the percentage of inquirers who had not made a firm decision to visit the NWT at the time of their inquiry, but ultimately did travel to the NWT in 2008 – is 0% which is lower than the net conversion rate of those who requested the information at NWT travel consumer shows overall (3%) in 2008.
- **Gross conversion rate** – The gross conversion rate – the percentage of inquirers who did travel to the NWT in 2008 after the inquiry – is 1% which is lower than the gross conversion rate of those who requested the information at NWT travel consumer shows overall (7%) in 2008.

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Survey findings

Information requests

As shown in Figure 5, in 2008, nearly one third of inquirers (30%, compared to 9% of inquirers overall) claimed they did not receive the information they requested from the NWT.

Figure 5 WAS INFORMATION RECEIVED?

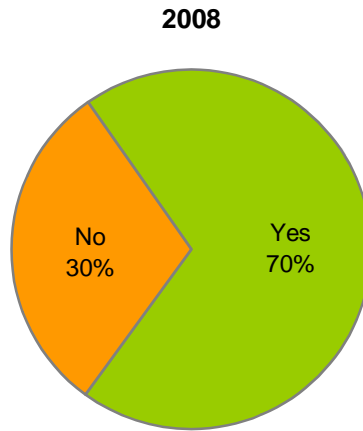


Figure 6 below displays the month in 2008 in which inquirers received the travel information they requested. In 2008, over three quarters (78%) of the information was received during May, June and July. Only 1% of the inquirers received information between October and December.

Figure 6 MONTH OF INFORMATION RECEIVED IN 2008

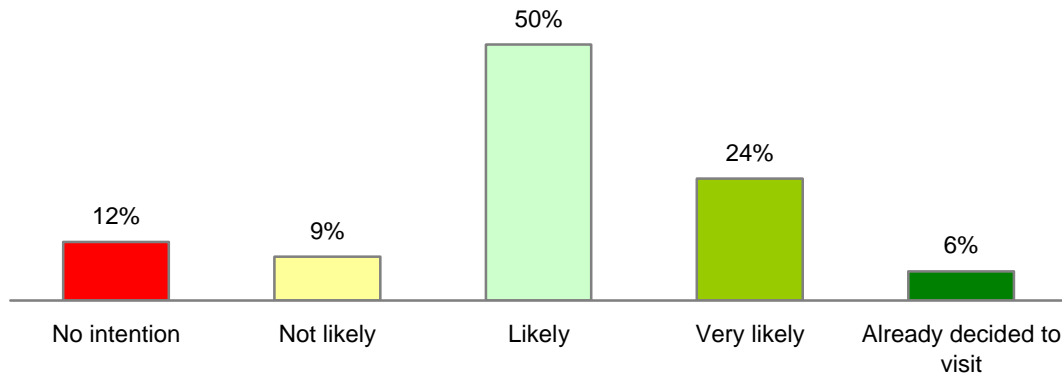
Month in 2008	%
January	0%
February	0%
March	3%
April	8%
May	44%
June	21%
July	13%
August	5%
September	6%
October	0%
November	1%
December	0%

Note: The total column percentages do not equal 100% due to rounding.

At-inquiry visit intentions

Nearly three quarters of information requests (74%) are generated by inquirers likely to visit the NWT (see Figure 7). Only 6% claimed that they had already decided to visit the NWT at the time of inquiry, while over one fifth (21%) had little or no intention of visiting.

Figure 7 AT-INQUIRY VISIT INTENTION

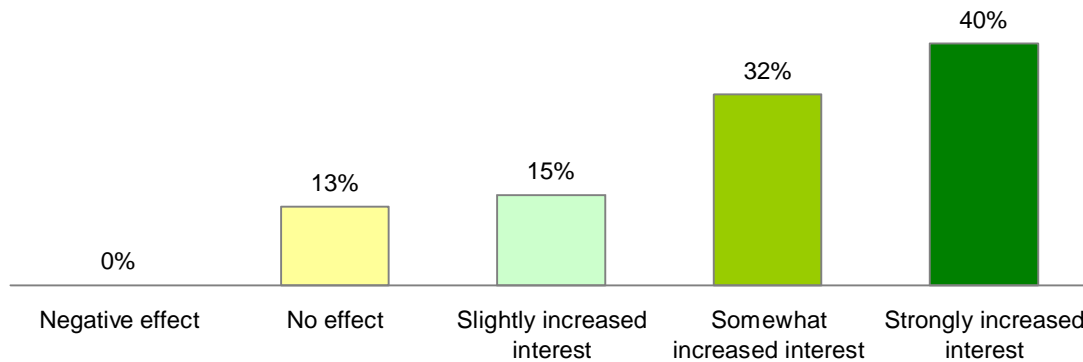


Note: The total percentage does not equal 100% due to rounding.

Effect of information on interest in NWT

As displayed in Figure 8 below, visitor information kits had a positive effect on inquirers' interest in visiting the NWT. Interest in visiting the NWT either somewhat or strongly increased for 72% of the inquirers. No inquirers report the visitor information kits having a negative effect, while 13% say it had no effect on their interest in visiting the NWT.

Figure 8 EFFECT OF INFORMATION ON INTEREST IN NWT

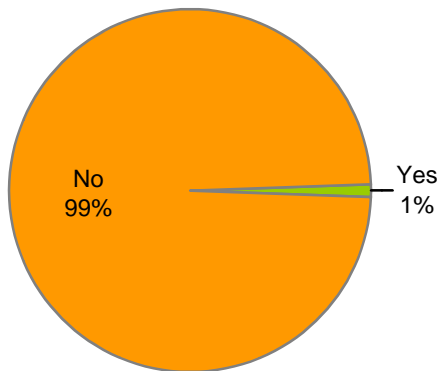


Visitation

2008 visitation

As presented in Figure 9, only 1% of inquirers who participated in the survey visited the NWT in 2008. Of those inquirers who visited the NWT in 2008, all of them (two inquirers) visited the NWT in July.

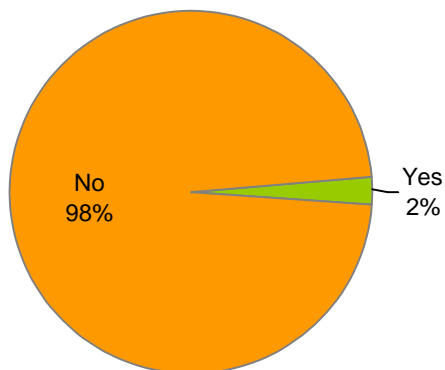
Figure 9 VISITED THE NWT IN 2008



Visitation in the last three years

Two percent of inquirers (five inquirers) who participated in the survey visited the NWT in the past three years (see Figure 10).

Figure 10 VISITED THE NWT IN LAST THREE YEARS



Reasons for not visiting

Non-visitors were asked why they did not visit the NWT in the past three years, with results presented in Figure 11. Time (62%), financial reasons (26%) and distance (24%) were the most commonly cited reasons for not visiting.

Figure 11 REASONS FOR NOT VISITING THE NWT

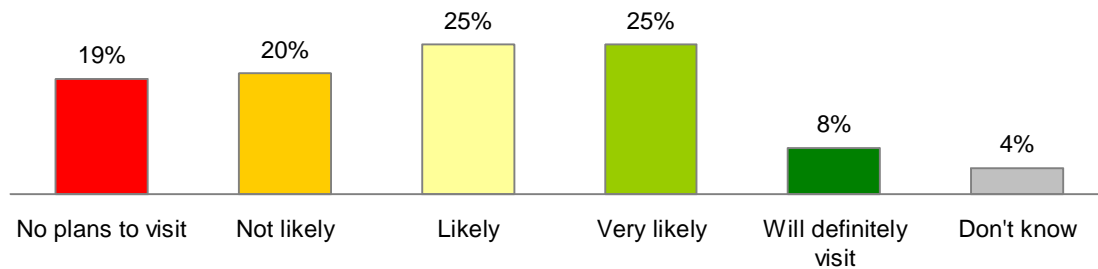
Reason	%
Time	62%
Financial	26%
Distance	24%
Medical	6%
Personal family problems	5%
Went other places / made other travel commitments / had other plans	3%
Will visit in the future / still planning a trip to NWT	3%
Had no travel companions	1%
Did not receive travel information needed for trip planning / travel information came in too late	1%
Other	4%

Note: Percentages exceed 100% because multiple responses were accepted.

Future visit intentions

Figure 12 indicates inquirers' likelihood to visit the NWT in the next two years. One half of inquirers (50%) are either likely or very likely to visit, while 8% will definitely visit. Slightly less than two fifths (39%) have no plans to visit or are unlikely to visit the NWT.

Figure 12 LIKELIHOOD OF VISITING THE NWT IN NEXT TWO YEARS



Note: The total percentage does not equal 100% due to rounding.

Travel conversion

A central objective of this study is to measure travel conversion. Traditionally, two measures have been calculated: the **gross conversion rate** (the percentage of inquirers who *did* travel to the NWT) and the **net conversion rate** (the percentage of inquirers who had not made a firm decision to visit the NWT at the time of their inquiry, but ultimately did travel to the NWT). Net conversion rates are calculated to provide a more precise measure of travel information effectiveness, based on the assumption that the travel information is likely to have little effect on those who have already made a firm decision to travel to the NWT.

The gross and net conversion rates are displayed in Figure 13. The gross conversion rate is 1% in 2008. In other words, of those who requested the travel information at the Quebec NWT travel consumer shows, 1% did visit after the inquiry. It is lower than the gross conversion rate of those who requested the information at NWT travel consumer shows overall (7%) in 2008.

The net conversion rate is 0%. In other words, of those who had not already made a firm decision to visit the NWT, none of them did visit after requesting the travel information at the Quebec NWT travel consumer shows. It is lower than the net conversion rate of those who requested the information at NWT travel consumer shows overall (3%) in 2008.

Figure 13 2008 GROSS AND NET CONVERSION RATE

	Did Visit in 2008 (Conversion rate)	Did Not Visit in 2008	Total
Gross	1%	99%	100%
	2	205	207
Net	0%	100%	100%
	0	195	195

Note: Responses of “Don’t know / refused” have been excluded from the calculation of the gross and net conversion rate.

The formula used to calculate the gross conversion rate for 2008 respondents is shown below.

$$\left(\frac{\text{Q9 "Visited the NWT in 2008"}}{\text{Q3 N} - \text{Q3 "Don't know / refused"} - \text{Q9 "Don't know / refused"}} \right) * 100$$

$$\left(\frac{2}{211 - 2 - 2} \right) * 100 = \frac{2 * 100}{207} = 1.0$$

The formula used to calculate the net conversion rate for 2008 respondents is shown below.

$$\left(\frac{\text{For those who had not decided to visit, Q9 "Visited the NWT in 2008"}}{\text{Q3 N} - \text{Q3 "I had already decided to visit"} - \text{Q3 "Don't know / refused"} - \text{Q9 "Don't know / refused"}} \right) * 100$$

$$\left(\frac{0}{211 - 12 - 2 - 2} \right) * 100 = \frac{0 * 100}{195} = 0.0$$

Appendix A: Survey questionnaire

INTERVIEWER: _____ # _____

PHONE: (____) - _____ - _____ CODE: _____

COUNTRY: Canada 1 United States 2

TYPE: _____

ANSWERING MACHINE MESSAGE

Hello, this is _____ calling from **kisquared** on behalf of Northwest Territories Tourism. Our records show that in _____ you or someone in your household requested information about traveling in the Northwest Territories. I am calling in response to that request, and I would appreciate it if you could return my call toll-free at **1-888-950-8002**. Please quote Code # _____ when you return our call. Let me assure you I am conducting research only, on behalf of Northwest Territories Tourism, and this is not a sales call. I look forward to speaking with you soon. Again, the number is **1-888-950-8002**. Thanks.

May I speak with _____? **ARRANGE CB IF UNAVAILABLE. IF PERSON IS NO LONGER IN HOUSEHOLD ASK IF THERE IS A NUMBER WE CAN REACH THEM AT. IF NO, THANK AND TERMINATE I2.**

Hello, this is _____ calling from **kisquared** to conduct a short survey on behalf of Northwest Territories Tourism. Sometime in **(MONTH AND YEAR FROM SAMPLE SHEET)** you requested information on traveling in the Northwest Territories. Are you willing to take part in this two-minute survey? **IF NO OR DON'T KNOW / REFUSED, ASK Q8 THEN TERMINATE. RECORD THIS AS "R YES" IF RESPONDENT DID VISIT NWT WITHIN THE LAST THREE YEARS, RECORD AS "R NO" IF NOT. IF THEY WON'T ANSWER ANY QUESTIONS AT ALL, CODE AS "R". IF YES,** We guarantee any information that you provide will be kept completely confidential; no information from this survey that can identify you will be given or sold to any firm or business.

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Q1 Do you remember requesting this information?

- Yes1
- No.....0
- Not sure / don't remember9

IF NO OR NOT SURE/DON'T REMEMBER, ASK IF SOMEONE ELSE COULD HAVE REQUESTED INFORMATION. IF NO, ASK Q8 THEN TERMINATE.

- **RECORD AS “R YES” IF RESPONDENT DID VISIT NWT WITHIN THE LAST THREE YEARS.**
- **RECORD AS “R NO” IF NOT.**
- **IF THEY WON'T ANSWER ANY QUESTIONS AT ALL, CODE AS “R”.**

Q2 Did you request the information because . . . **READ LIST**

- You were considering a vacation to the Northwest Territories 1
- Or, was it some other reason.....0 **TERMINATE I4**
- Don't know / refused 9 **TERMINATE I4**

Q3 At the time you requested the information, which of the following choices best describes your intention of visiting the Northwest Territories? **READ LIST**

- I had no intention 1
- It was not likely..... 2
- It was likely..... 3
- It was very likely..... 4
- I had already decided to visit 5
- Don't remember / dk / refused 9

Q4 Can you please tell me when you received the information you requested from the NWT? **IF RESPONDENT SAYS DON'T KNOW, SAY...My records tell me that you requested the information on (MONTH AND YEAR FROM SAMPLE SHEET). Can you please try and estimate when you think you may have received it? IF RESPONDENT IS STILL UNSURE, SAY, Do you think you received it within a month of requesting it, within 2 months of requesting it, or was it more than 2 months? IF LATER THAN TWO MONTHS ASK ... Can you please just give me a ballpark month when you think you received it?**

- ____ ____ (MM) / ____ ____ (YY)
- Did not receive information7777 **GO TO Q6**
- I really couldn't say / can't remember8888 **GO TO Q6**
- Refused9999 **GO TO Q6**

I would like to ask you some questions that will help Northwest Territories Tourism measure the effectiveness of this information.

Q5 How did this information affect your interest in visiting the Northwest Territories?

Did it ... **READ LIST**

- Have a negative effect?.....1
- Have no effect?2
- Slightly increase your interest?.....3
- Somewhat increase your interest?.....4
- Or did it strongly increase your interest?.....6
- Don't remember / dk / refused.....9

Q6 In the past several months, have you seen or heard an ad with the word, "Spectacular", in it, promoting tourism for the Northwest Territories?

- Yes1
- No.....2 **GO TO Q8**
- Don't know / refused9 **GO TO Q8**

Q7 Where do you recall seeing or hearing this advertising with the word, "Spectacular" in it? **PROBE** Any other place? **PROBE** Any others? **PROBE CIRCLE ALL THAT APPLY**

- Television.....1
- Print.....2
- Website3
- Other4
- Can't recall where.....5
- Refused9

Q8 Have you visited the Northwest Territories in the last three years?

- Yes1
- No.....2 **GO TO Q10**
- Don't remember / dk / refused.....9 **GO TO Q10**

Q9 In what year and month did you visit the Northwest Territories? **CIRCLE YEAR AND MONTH TRIP STARTED FOR UP TO A TOTAL OF 3 MOST RECENT TRIPS**

- | | | | | | |
|------------|-------------|----------|----------|----------|----------|
| 2006.....1 | month __ __ | Jan - 01 | Apr - 04 | Jul - 07 | Oct - 10 |
| 2007.....2 | month __ __ | Feb - 02 | May - 05 | Aug - 08 | Nov - 11 |
| 2008.....3 | month __ __ | Mar - 03 | Jun - 06 | Sep - 09 | Dec - 12 |

GO TO Q11



Q10 What were your reasons for not visiting the Northwest Territories? **CIRCLE ALL THAT APPLY** Any others? **ACCEPT UP TO THREE OTHER MENTIONS**

- Medical1
- Financial.....2
- Distance.....3
- Time4
- Other (specify _____) ..5
- Don't know / refused / don't remember.....9

Q11 How likely are you to visit the Northwest Territories in the next two years? Will you definitely visit, would you say you are very likely to visit, likely to visit, are you not likely to visit, or do you have no plans to visit the Northwest Territories in the next two years?

- No plans to visit1
- Not likely2
- Likely to visit3
- Very likely to visit4
- Will definitely visit5
- Don't know6
- Refused9

Q12 Would you be willing to participate in similar types of research again in future?

- Yes1
- No.....2 **GO TO END**
- Don't know ./ refused9 **GO TO END**

Q13 Do you have a personal email address that we may use to contact you again for future research? **IF YES RECORD AND READ BACK. IF NO, WRITE "NO"**

GENDER: Male 1 Female2

I'd like to thank you for taking the time to participate in this survey.

Appendix B: Report frequencies

Data collection method

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online	2	.9	.9	.9
	Telephone	83	39.3	39.3	40.3
	Telephone by CDETNO	126	59.7	59.7	100.0
	Total	211	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	135	64.0	64.0	64.0
	Female	76	36.0	36.0	100.0
	Total	211	100.0	100.0	

Country

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Canada	210	99.5	99.5	99.5
	United States	1	.5	.5	100.0
	Total	211	100.0	100.0	

Q1. Do you remember requesting this information?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	211	100.0	100.0	100.0

Q2. Did you request this information because...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	You were considering a vacation to the Northwest Territories	211	100.0	100.0	100.0

Q3. At the time you requested the information, which of the following choices best describes your intention of visiting the Northwest Territories?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I had no intention	24	11.4	11.5	11.5
	It was not likely	18	8.5	8.6	20.1
	It was likely	105	49.8	50.2	70.3
	It was very likely	50	23.7	23.9	94.3
	I had already decided to visit	12	5.7	5.7	100.0
	Total	209	99.1	100.0	
Missing	Do not remember/DK/refused	2	.9		
Total		211	100.0		

Q4. Please tell me when you received the information you requested about the Northwest Territories?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2007 May	1	.5	.6	.6
	2008 March	3	1.4	1.9	2.5
	2008 April	9	4.3	5.7	8.2
	2008 May	48	22.7	30.4	38.6
	2008 June	23	10.9	14.6	53.2
	2008 July	14	6.6	8.9	62.0
	2008 August	5	2.4	3.2	65.2
	2008 September	6	2.8	3.8	69.0
	2008 November	1	.5	.6	69.6
	Did not receive information	48	22.7	30.4	100.0
	Total	158	74.9	100.0	
Missing	I really couldn't say / can't remember	53	25.1		
Total		211	100.0		

Month in 2008

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2008 March	3	1.4	2.8	2.8
	2008 April	9	4.3	8.3	11.0
	2008 May	48	22.7	44.0	55.0
	2008 June	23	10.9	21.1	76.1
	2008 July	14	6.6	12.8	89.0
	2008 August	5	2.4	4.6	93.6
	2008 September	6	2.8	5.5	99.1
	2008 November	1	.5	.9	100.0
	Total	109	51.7	100.0	
Missing	System	102	48.3		
Total		211	100.0		

Q5. How did this information affect your interest in visiting the Northwest Territories?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Have no effect	14	6.6	13.1	13.1
	Slightly increase your interest	16	7.6	15.0	28.0
	Somewhat increase your interest	34	16.1	31.8	59.8
	Strongly increase your interest	43	20.4	40.2	100.0
	Total	107	50.7	100.0	
Missing	Don't remember / DK / refused	3	1.4		
	System	101	47.9		
	Total	104	49.3		
Total		211	100.0		

Q6. In the past several months, have you seen or heard an ad with the word, "Spectacular", in it, promoting tourism for the Northwest Territories?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	9.5	9.8	9.8
	No	185	87.7	90.2	100.0
	Total	205	97.2	100.0	
Missing	Do not know / refused	6	2.8		
Total		211	100.0		

		Count	Column N %	Responses
Q7. Where do you recall seeing or hearing this advertising with the word, "Spectacular" in it?	Television	2	15.4%	
	Print	6	46.2%	
	Website	3	23.1%	
	Other	4	30.8%	
	Can't recall where	1	7.7%	
Total		13		16

Q8. Have you visited the Northwest Territories in the last three years?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	2.4	2.4	2.4
	No	206	97.6	97.6	100.0
	Total	211	100.0	100.0	

Q9. Visited the NWT in 2008?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	.9	1.0	1.0
	No	207	98.1	99.0	100.0
	Total	209	99.1	100.0	
Missing	System	2	.9		
Total		211	100.0		

		Count	Column N %	Responses
Q9. In what month did you travel to the Northwest Territories in 2008?	July	2	100.0%	
	Total	2		2

		Count	Column N %	Responses
Q10. What were your reasons for not visiting the Northwest Territories?	Medical	11	5.5%	
	Financial	53	26.4%	
	Distance	48	23.9%	
	Time	124	61.7%	
	Other	8	4.0%	
	Personal family problem	10	5.0%	
	Did not receive travel information needed for trip planning / travel information came in too late	1	.5%	
	Had no travel companions	2	1.0%	
	Will visit in future / still planning a trip to the NWT	5	2.5%	
	Went to other places / made other travel commitment / had other plans	6	3.0%	
	Total	201		268

Q11. How likely are you to visit the Northwest Territories in the next two years?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No plans to visit	40	19.0	19.0	19.0
	Not likely	42	19.9	19.9	38.9
	Likely to visit	52	24.6	24.6	63.5
	Very likely to visit	52	24.6	24.6	88.2
	Will definitely visit	16	7.6	7.6	95.7
	Do not know	9	4.3	4.3	100.0
	Total	211	100.0	100.0	

			Visited the NWT in 2008?	
			Yes	No
Q3. At the time you requested the information, which of the following choices best describes your intention of visiting the Northwest Territories?	Had made a firm decision to visit the NWT	Count	2	10
		Column N %	100.0%	4.9%
	Had not	Count	0	195
		Column N %	.0%	95.1%
TOTAL		Count	2	205
		Column N %	100.0%	100.0%