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REPORT ON TOURISM

NORTHWEST TERRITORIES

1970



TRAVELARCTIC

Division of Tourism

Department of Industry & Development

Government of the Northwest Territories

REPORT ON TOURISM
NORTHWEST TERRITORIES
1970

DEPARTMENT OF INDUSTRY AND DEVELOPMENT

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HIGHLIGHTS OF THE 1970 TOURISM SEASON

In 1970 the Northwest Territories experienced a healthy increase in the number of tourists. About 20,650 entered the N.W.T., 65% more than in 1969 and total expenditures by tourists amounted to \$5,163,000 an increase of 25% over 1969. There was a great increase in the number of Mackenzie Highway motorists and a considerable increase in the number of tourists entering the N.W.T. by air. The number of visitors to lodges and outfitters remained unchanged from 1969.

Besides the usual tourists (motorists, lodge visitors and airborne) there was an interesting variety of less conventional tourist types. The first (annual, it appears) Fly-In comprised 190 persons flying 64 personal aircraft to a rendezvous at Inuvik. Several parties canoed the length of the Coppermine River to the settlement of Coppermine. The first organized camper caravans visited several communities on the highway system.

The most determined tourist was a young man who assured TravelArctic staff in Yellowknife that he had travelled from his home in Toronto to Yellowknife entirely by pedal bicycle!

INTRODUCTION

Purpose:

This report provides a description of:

1. the growth in the tourism industry in the N.W.T. over the past few years;
2. the total tourism activity in the Northwest Territories in terms of number of tourists and their expenditures for the year 1970;
3. the summary descriptions of the various types of tourists to the N.W.T.

Background:

Information about the tourism activity in the N.W.T. has been collected over the past few years beginning with an intensive set of surveys in 1966. There was a very limited collection of information in 1967, an improved set of surveys in 1968; and 1969 was a year of intensive surveys. In 1970 surveys of airline passengers were intensive with the other types of tourists investigated in depth sufficient to provide only basic data of numbers of tourists and their expenditures.

Tourists to the N.W.T. can be classed as four types:

1. Mackenzie Highway motorists: those entering the N.W.T. by automobile, mainly for general touring;
2. Visitors to Lodges and Outfitters: those entering (mainly by air) for attendance at a sport fishing lodge, sport fishing outfitter or big game outfitter (often as part of a "package deal");
3. Airline Passengers - Scheduled & Special Charters: those entering independently by air (scheduled and non-lodge and non-outfitter charter) for general touring;
4. Others: those entering by other means such as private aircraft and ocean vessels.

The information on tourism in the N.W.T. as surveyed and reported in this and other reports is limited by the following bounds and definitions:

- (a) "Tourists" - A tourist (or tourist visitor) is defined as a person who enters the N.W.T. for reasons of pleasure (vacations) or personal affairs (e.g. to visit friends and relatives) but excluding those persons entering exclusively for business reasons. Persons combining business and pleasure (e.g. conventions) are considered as tourists.

Except for some consideration in the Survey of Lodges and Outfitters, residents of the N.W.T. are not included in surveys or reports.

- (b) "Tourist Season" - The tourist season is generally considered to be June 1st to September 30th and this period has at least two practical justifications:
- (i) the Mackenzie River ferry commences operation, after the spring ice breakup, in early June;
 - (ii) the period corresponds with sport fishing lodge and outfitter operations.

To include big game outfitter operations, the lodge and outfitter survey includes October (and to some degree November) also.

Methodology:

Information about the tourism activity in the N.W.T. was collected by way of a number of surveys (mail and personal interview) and the methods for each are described in Section B for the respective types of tourists.

The information in these surveys is largely additive or combinable to yield a description of the total tourism activity. This data on total findings is contained in Section A of this Report.

Detailed information about each type of tourists is given in the three respective parts of Section B.

Where possible, comparisons are made with the corresponding data as found in earlier years.

A. TOTAL TOURISM ACTIVITY

Growth of Tourism in the N.W.T. - 1959 to 1970

<u>Year</u>	<u>Number of Tourists</u>	<u>Tourist Expenditures</u>	<u>Number of Tourist Establishments</u>
1970	20,650	\$5,163,000	72
1969	12,380	\$4,112,000	69
1968	9,000	3,190,000	61
1967	6,500	2,100,000	51
1966	6,000	2,000,000	39
1965	6,000	1,500,000	23
1964	5,000	1,300,000	14
1963	3,500	1,000,000	10
1962	2,200	850,000	14
1961	1,300	600,000	10
1960	1,000	450,000	8
1959	600	350,000	4

NOTE: 1. 1959 to 1964 includes lodges and outfitters only. 1965 to 1970 includes lodges, outfitters, hotels and motels.

2. In 1970 the licensed accommodation available to tourists consisted of the following types and numbers of establishments:

Sport Fishing Lodges	27
Sport Fishing Outfitters	12
Big Game Outfitters	9
Hotels	12
Motels	12

TOTAL 72

GROWTH OF TOURISM IN N.W.T. - 1959 TO 1970

X - Number of Tourists
O - Expenditure of Tourists

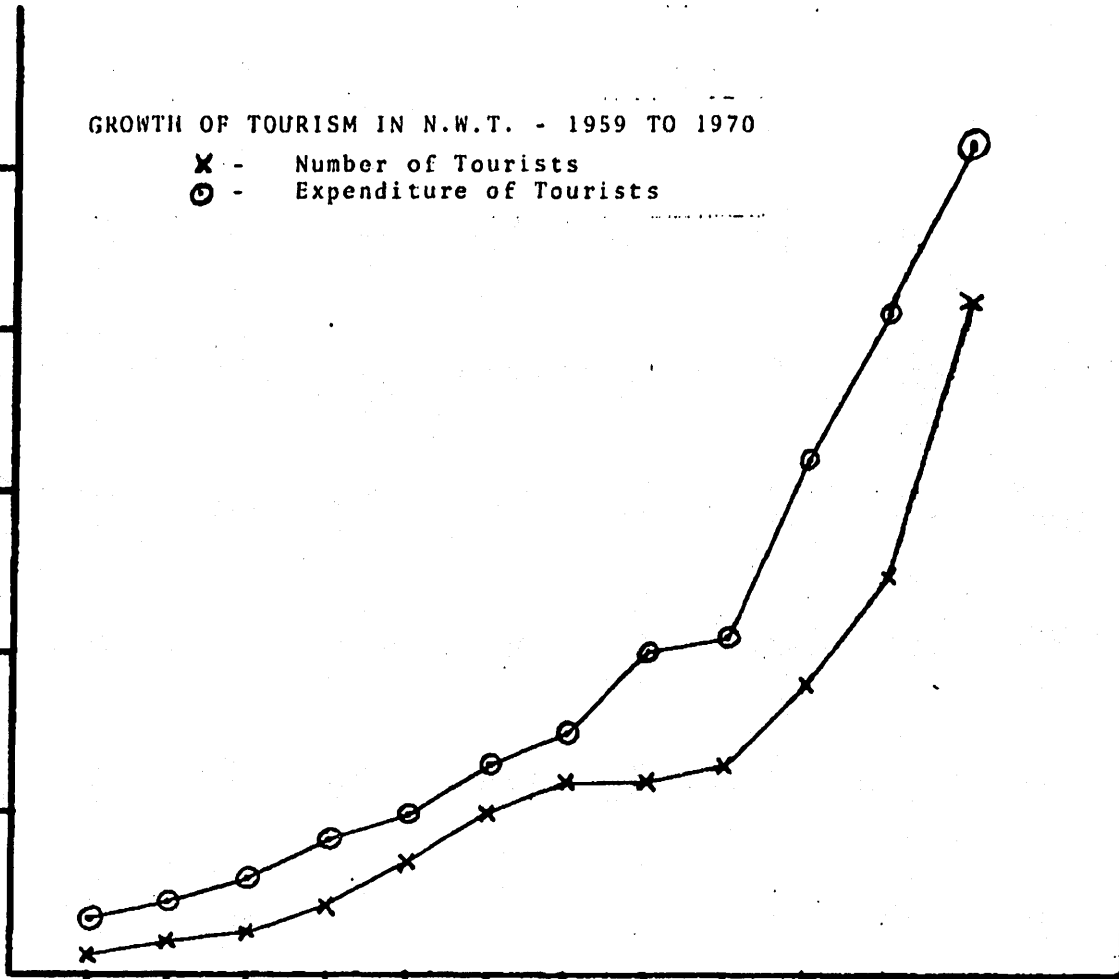
NUMBER OF TOURISTS

25,000
20,000
15,000
10,000
5,000

\$5 - M
\$4 - M
\$3 - M
\$2 - M
\$1 - Million

EXPENDITURE OF TOURISTS

1959 1960 1961 1962 1963 1964 1965 1966 1967 1968 1969 1970 1971
YEAR



NUMBER AND ORIGIN OF TOURIST VISITORS - 1970

Type of Tourist (Method of Entry into N.W.T.)	Number of Tourists		
	Canadian Residents	United States Residents	Total Persons
Highway	8,750	3,400	12,150
Lodges & Outfitters	520	3,480	4,000
Air - Scheduled - Special Charters	3,120	780	3,900
Others	300	300	600
TOTALS	12,690	7,960	20,650

NOTE: 1. For "others" and Lodge and Outfitter tourists data on the distribution between U.S. and Canada is estimated from 1969 findings. For Air and Highway tourists this data is available from 1970 surveys.

Tourist visitors classed as "Others" may include persons entering the N.W.T. by way of private aircraft or from ocean vessels and such persons would not be detected in surveys. This category includes 190 persons of the organized "Fly-In" of private aircraft in 1970.

TOURIST EXPENDITURE - 1970

Type of Tourist (Method of Entry into N.W.T.)	Expenditure		
	Canadian Residents	United States Residents	Total
Highway	\$ 552,000	\$ 214,000	\$ 766,000
Lodges & Outfitters	342,000	2,285,000	2,627,000
Air - Scheduled - Special Charters	1,200,000	300,000	1,500,000
Others	162,000	108,000	270,000
TOTALS	\$2,256,000	\$2,907,000	\$5,163,000
Mean Expenditure per person -	\$180	\$370	\$250

SUMMARY - PART 1

MACKENZIE HIGHWAY MOTORISTS

The 1970 surveys to determine the volume of motoring tourist visitors to the N.W.T. follow the pattern of past years. A survey station was located on the Mackenzie Highway at the N.W.T. - Alberta border (60th Parallel) to intercept northbound traffic. See Appendix A and B for details of methodology. The vehicles were categorized as follows:

1. all persons travelling only for business reasons and including commercial vehicles. These persons were not interviewed;
2. non-N.W.T. residents travelling for pleasure:
 - (a) persons intending to camp. These parties were given a campground survey card (Appendix C) to fill in during their trip and asked to return it to Travel-Arctic;
 - (b) members of organized caravan tours. There were three such convoys visiting the N.W.T. and members of each were asked to complete a survey card (Appendix D) during the trip;
 - (c) other tourists. A few questions were asked on the spot. The daily tally sheet and on the spot questionnaire is illustrated as Appendix E;
 - (d) tourist bus passengers.

Number of Motoring Tourists

Independent Campers	6,760
Non-Campers	4,700
Caravan Campers	340
Bus Passengers	<u>350</u>
TOTAL	12,150

Note: An "independent camper" spent at least one night in an N.W.T. campground.

Origin of Motoring Tourists

<u>Area</u>	<u>Percentage of All Parties</u>	
Alberta	45.4	
remainder of Canada	26.8	
Total Canada		72.2
U.S.A.		27.3
<u>No Reply</u>		<u>0.5</u>
TOTAL		100.0%

(Base: All parties identified when passing through survey station:
1624 = 100.0%)

The Alberta percentage has increased considerably from the finding of 1969 and the U.S.A. percentage has decreased.

Expenditures

Expenditure was determined by survey for the independent campers only. However, since this group is the largest type of motoring tourist and since other types are similar, it is reasonable to estimate that all motorists have a similar expenditure pattern.

Independent Camper Findings

Number of parties surveyed	454
Expenditure - all parties, per trip	\$74,500
Mean Trip Length -	7.8 days
Mean Expenditure - per party, per trip	\$ 164
- per party, per day	\$ 21

The mean expenditure findings agree very closely with those found in other years for all motoring tourists.

Expenditure Findings for All Motoring Tourists

Number of Persons	12,150
Number of Parties	= $\frac{12,150}{2.6}$ = 4,670

Mean Expenditure per party per trip \$ 164

Total Expenditure = no parties x mean exp. per party per trip
= 4,670 x \$164 = \$766,000.

Party Size

Party size was determined by survey for independent campers only but as stated in the Expenditure section, data is applicable to all motoring tourists.

<u>Year</u>	<u>Mean Party Size</u>
1970	2.6
1969	2.8
1968	3.8 *
1966	2.95

NOTE: Because of the survey method used in 1968, the party-size data is not reliable.

It appears that the number of persons in each tourist party is declining with each year.

Type of Camping Equipment Used

- independent campers only.

<u>Type of Equipment</u>	<u>Percentage of Parties</u>
Tent on Ground	28.1
Tent Trailer	10.7
Travel Trailer (independent from automobile)	14.8
Camper Van or Truck Camper	40.5
Other	3.7
Not Reported	2.2
<hr/>	
TOTAL	100.0%

NOTES: 1. "Other" comprises persons who camped overnight but used an automobile only.

2. Base: 454 returned survey cards = 100.0%.

Visitor Reception Centre

Introduction and Method

The Visitor Reception Centre is located on the Mackenzie Highway at the Northwest Territories - Alberta border (60° North). The Centre is operated by the Division of Tourism for the reception of visiting motorists and the dissemination of Northwest Territories tourism information. In 1970 the Centre operated seven days each week from early morning until the late evening during the period May 16 to September 29 inclusive. During 1969 the Centre operated from June 2 to September 15 inclusively morning to night.

The information for this report was found in the guest registration book of the Centre and the data is not likely truly representative of the tourist visitors entering the Northwest Territories. Persons signing the registration book, stopped voluntarily, signed voluntarily, may have entered the Northwest Territories for a number of reasons (pleasure, business, personal), may have signed once or twice (incoming and/or outgoing trips) and in many cases were N.W.T. residents. The results of a more carefully controlled sample of tourist motorists (pleasure travel only) may be found earlier in this report.

In the tabulation of the number of visitors to the Centre, the party size was assumed from signatures as follows:

Mr. & Mrs. Smith & Family	= 4 persons
A.B. Smith & Family	= 4 persons
The Smiths	= 4 persons
Mrs. Smith & Family	= 3 persons
A.B. Smith	= 1 person

This is the system used in the 1969 tabulation.

Findings

In 1970 4,521 persons signed the registration book compared to 2,207 persons in 1969. Because of the different time periods of operation of the Centre, the numbers are not validly comparable. An approximate analysis for validly comparable time periods indicates a 93.% increase in the number of persons signing the book in 1970 compared to 1969. This data supports the finding of the survey station which also recorded a 93.% increase in the number of tourists.

The flow of persons followed a time pattern similar to 1969 with the largest influx of persons to the Centre occurring during the weeks starting July 6 and July 20.

SUMMARY - PART 2

VISITORS TO LODGES AND OUTFITTERS

Introduction:

As part of the program to monitor tourism volumes, the lodge and outfitters (sport fishing and big game) industry of the N.W.T. was investigated. It was required to determine for the 1970 season the number of guests in attendance, the gross receipts of the operations, the charter fees paid by guests (independent of lodge and outfitter charges) and the cost of transportation to and from the N.W.T. that was paid for by guests.

Method:

A mail survey of the sport fishing lodges and outfitters requested information about the four requirements listed above. The questionnaire card is shown as Appendix F. Details of the response are shown in Appendix G.

Findings:

The table gives the findings for lodge and outfitter season, generally June 1st to September 30th, with some extension to account for some operations of the big game outfitters. Some comparisons with earlier years are given:

<u>Number of Operations</u> <u>Licensed & Functional</u>	<u>1970</u>	<u>1969</u>	<u>1968</u>	<u>1966</u>
- lodges	27	22		
- outfitters (sport fishing)	10	12		
- outfitters (big game)	9	8		
- total	46	42		
 <u>Number of Guests</u>				
- lodges	2,911	3,377		
- outfitters (sport fishing)	900	614		
- outfitters (big game)	186	154		
- total	3,997	4,150	3,500	2,402
 <u>Gross Receipts</u>	 \$2,057,000	 \$2,651,300		
 <u>Charter Fees:</u>	 \$ 295,000	 \$ 144,400		
 <u>Transportation to and from N.W.T.</u>	 \$ 274,905	 \$ 126,000		
 Total Gross Revenue to N.W.T.	 \$2,627,000	 \$2,922,000	 \$2,473,000	 \$1,586,000

- Notes:
1. "Gross receipts of lodges and outfitters" includes transportation when it is part of a package deal.
 2. "Charter fees" includes that paid for by guests separately from and in addition to, transportation included in package deals. These extra charters are for side trips, often from lodges to the Arctic coast for char fishing.
 3. "Transportation into and out of the N.W.T." includes that paid for by guests but not included in package deals. This revenue was paid mainly to airlines flying to and from the Northwest Territories and southern centres such as Edmonton. It was felt that one half this transportation revenue was a reasonable figure to attribute to the Northwest Territories economy and the 1970 figure given (\$274,905) is one half of that actually spent by tourism visitors (\$549,810).
 4. In 1969 there were 50 licensed operations but several were not functional.

SUMMARY - PART 3

AIRLINE PASSENGERS - SCHEDULED & SPECIAL CHARTERS

Introduction:

This report is concerned with scheduled and special charter tourist air activity. The Northwest Territories is served by four airlines operating scheduled flights from points outside the N.W.T. to points within the N.W.T.

Background:

In 1966 a survey of persons entering the N.W.T. by way of Pacific Western Airlines was conducted at Edmonton Industrial Airport for a five week period. Combined with a mail questionnaire to all scheduled carriers to the N.W.T., this survey yielded an estimate of the number of tourists entering the N.W.T. by scheduled airlines. In 1968 a limited mail questionnaire directed to the carriers was employed to obtain this information. In 1969 a survey was conducted in Edmonton with P.W.A. during August and September.

Purpose and Scope:

Scheduled and special charter tourist air activity is concerned with tourists who enter the Northwest Territories by way of scheduled airline flights or special (usually large) charter flights. Excluded from this report are tourist entries to the N.W.T. that are destined to lodges or outfitters as part of package deals. Persons entering the N.W.T. as part of such packages are counted in a survey of lodges and outfitters and all aspects of their visits are compiled in the Report on Lodges and Outfitters. The tourists to be enumerated in this section of the report will be separate from those visiting lodges and outfitters and those visiting the N.W.T. by road. The number of scheduled air and special air charter passengers will be additive to the number of lodge and outfitter tourists and the number of highway tourists to yield a total tourist volume.

The main purpose of this project was to obtain an estimate of the volume of scheduled and special charter tourist air activity as described. Additionally, it was to obtain a measure of the tourist expenditure as a contribution to total tourist expenditures in the N.W.T. and to determine some characteristics of the tourists and some aspects of their trips.

Main Findings

<u>Year</u>	<u>Number of Tourists</u>	<u>Expenditures</u>
1970	3,900	\$1,500,000
1969	1,730	\$ 780,000
1968	700	\$ 407,000
1967	500	\$ 177,000

Methodology:

The airlines with scheduled airline service from points outside the Northwest Territories to points within the N.W.T. were surveyed by mail and asked to provide information on:

The number of tourists entering the N.W.T. by each of scheduled flights and charter flights (not connected with lodges or outfitters);

Alternately (b) the number of passengers entering the N.W.T. by scheduled and charter flights with an estimate of the percentage composed of "tourists".

The time period of interest is June 1st to September 30th, the period consistent with other tourism surveys and the N.W.T. tourism season for reporting purposes.

There are four scheduled airlines bringing visitors into the N.W.T.:

1. Pacific Western Airlines serving the Mackenzie District and the Arctic Islands from Edmonton;
2. Transair serving the Keewatin District from Churchill, Manitoba;
3. Nordair serving the Eastern Arctic from Montreal;
4. Great Northern Airways serving Inuvik and Sachs Harbour from the Yukon.

In connection with the report on scheduled and special charter tourist air activity, two surveys of scheduled air passengers were conducted.

The main purpose of these surveys was to determine:

1. The percentage of all scheduled airline passengers entering the N.W.T. who were tourists; and
2. Some characteristics of the tourist trips.

The surveys were carried out for seven day periods, one period in the mid-month of June, July, August and September at Industrial Airport, Edmonton for P.W.A. operations and Churchill, Manitoba, for Transair operations. All N.W.T. bound flights for those periods for the two airlines were surveyed.

All flights were directly from Edmonton and Churchill to a point in the N.W.T. so that there was no possibility of a passenger loss or gain between Edmonton or Churchill and the N.W.T. Each person (or party) was interviewed, as he waited in the check-in line, to determine his reason for travel; pleasure, personal or business and additional information. All passengers were thus classed as tourists and non-tourists. (The classification of a person as a "tourist" (definition on page 1) was difficult in some cases as motives were mixed. Businessmen combined pleasure with business, some persons were on "working holidays" or touring while searching for employment. Such combined purposes were interpreted liberally and these persons were classed as tourists). From the counter personnel the number of passengers boarding each flight was determined and thus a percentage of all passengers that were classed as "tourists" was calculated. From P.W.A. and Transair records, the number of passengers entering the N.W.T. during each of the months of June, July, August and September was obtained and using the "percentage tourist" figure, the total number of tourists was calculated. Nordair supplied data for their scheduled and charter passenger entries into the N.W.T. Expenditure is based on an estimated figure of \$400 per person.

SUMMARY OF METHODOLOGY

Scheduled & Special Charter Flight Tourist Activity

<u>Airline</u>	<u>Scheduled Flights</u>	<u>Special Charter Flights</u>	<u>Method Used to "Determine % Tourist"</u>
P.W.A.	data available	estimate (no data)	Edmonton Airport Survey
Transair	data available	estimate (no data)	Churchill Airport Survey
G.N.A.	estimate (no data)	estimate (no data)	NOT applicable
Nordair	data available	data available	estimate by Nordair

FINDINGS - PACIFIC WESTERN AIRLINE OPERATIONS

<u>Month</u>	<u>No. of Passengers</u>	<u>% of Passengers that were Tourists</u>	<u>No. of Tourists</u>
June	3,892	20.7	804
July	3,360	18.1	608
August	3,810	11.9	455
<u>September</u>	<u>2,632</u>	<u>6.6</u>	<u>172</u>
TOTAL	13,684	14.8 (mean)	2,039

FINDINGS - TRANSAIR OPERATIONS

<u>Month</u>	<u>No. of Passengers</u>	<u>% of Passengers that were Tourists</u>	<u>No. of Tourists</u>
June	295	13.0	38
July	389	10.5	41
August	297	9.8	29
<u>September</u>	<u>199</u>	<u>1.9</u>	<u>4</u>
TOTAL	1,180	9.5 (mean)	112

FINDINGS - Total Number of Tourists Carried into the N.W.T. by Airlines

<u>Airline</u>	<u>Scheduled Flights</u>	<u>Special Charter Flights</u>	<u>Total</u>
P.W.A.	2,039	800	2,839
Transair	112	200	312
Nordair	530	107	637
<u>G.N.A.</u>	<u>100</u>	<u>25</u>	<u>125</u>
TOTALS	2,781	1,132	3,913

NOTE: The P.W.A. special charter flights include pleasure tours by a group of Vancouver businessmen and classes of teenage school children.

DESTINATIONS & AREAS VISITED - P.W.A.

<u>Areas</u>	<u>Percentage of Persons</u>
Yellowknife	46.7
Hay River	21.8
Fort Smith	15.2
Inuvik	12.2
Cambridge Bay	10.8
Norman Wells	6.2
<u>Others</u>	<u>22.1</u>
TOTALS	135.0%

- Notes: 1. The total percentage is greater than 100. because some parties stated more than one area of visitation. The intention was to determine major areas of interest and therefore multiple answers per party are held to be valid and the areas are at least in a listing of relative interest.
2. "Others" include a few mentions each of the following areas: Radium, Nahanni River, Hood River, Coppermine, Fort McPherson, Fort Resolution, Arctic Red River, Resolute Bay, Pine Point, Fort Providence, Pine Lake (Alta.), Baffin Island, Camsell River, Tuktoyaktuk, Gjoa Haven, Fort Simpson, Arctic Islands.

TRIP LENGTH - P.W.A.

The mean trip length for scheduled P.W.A. airline tourists was found to be 23.2 days, a period considerably longer than that for other types of tourists. Reported intended trip lengths ranged from one day to one year with the most often quoted period being one week (99 persons).

TRIP PURPOSE - P.W.A.

<u>Purpose</u>	<u>Percentage of All Persons</u>
Visit Friends & Relatives	49.9
General Touring	32.9
Fishing	13.1
<u>No Reply</u>	<u>4.1</u>
TOTAL	100.0%

The three categories of Purpose are not mutually exclusive but the intention was to determine the chief type of activity of the tourists. Facility use, motive and approximate expenditure are indicated. It is likely that the large group visiting friends and relatives made little use of hotels or restaurants in the N.W.T.

ORIGIN (RESIDENCE) OF TOURISTS PASSENGERS - P.W.A.

<u>Area</u>	<u>Percentage of All Tourists</u>
Alberta	36.1
Ontario	17.2
British Columbia	10.6
Quebec	5.3
Saskatchewan	4.4
Manitoba	2.3
New Brunswick	2.3
remainder of Canada	2.1
Total - Canada	80.3
California	5.8
Michigan	2.3
Montana	1.1
remainder of U.S.A.	5.5
other countries	1.8
<u>No Reply</u>	<u>3.2</u>
TOTAL	100.0%

FINDINGS - Transair

The small number of tourists interviewed (23) does not allow reliable expansion to the estimated total (112) nor is a strict classification for the various trip characteristics meaningful. Simple descriptions of the 23 persons are given.

ORIGIN (RESIDENCE) OF TOURIST PASSENGERS - Transair

<u>Area,</u>	<u>Number of Persons</u>
Manitoba	6
Ontario	5
British Columbia	3
Michigan	2
Quebec	1
Others (Europe)	2
<u>No Reply</u>	<u>4</u>
TOTAL	23 persons

PARTY SIZE - Transair

There were eight tourist parties of two persons, 4 of one person and one of three persons, thereby totalling 23 persons.

TRIP LENGTH - Transair

<u>Time Period</u>	<u>Number of Persons</u>
1 day	4
2 days	1
2 weeks	8
3 weeks	1
2 months	4
3 months	3
<u>No Reply</u>	<u>2</u>
TOTAL	23

TRIP PURPOSE - Transair

Most (15) of the twenty-three persons intended to stay with friends and relatives while 4 planned to camp and 4 planned general touring.

A P P E N D I C E S

APPENDIX A

Details of Highway Survey Methodology

The survey station operated seven days weekly from June 4 to September 14 from 8:00 a.m. to 5:00 p.m. and 6:00 p.m. to 10:00 p.m. (or darkness, which occurred about 8:00 p.m. by August 31).

The survey was not a census of visitors as parties were not checked during the hours the survey was not operating and on two days it was not in operation. Also many parties did not stop or refused to stop at the station.

In order to calculate the total tourism volume for June, July, August and September, corrections were applied to account for traffic during the non-surveyed hours of each day, for the non-surveyed days in June and September, and for parties entering the N.W.T. by scheduled bus service. Daily corrections employed a "capture-recapture" technique whereby weekly samples of non-N.W.T. licence plates were taken on Yellowknife streets during July and August. Forty percent of these, after allowance for business and commercial vehicles, had been identified at the survey station and the visitor count at the station was corrected accordingly.

The volume for the remainder of September was obtained by extrapolation of the weekly tourist counts obtained at the survey station and from the pattern of tourist signature records at the Visitor Reception Centre. The Centre operated from May 15 to September 30 at the Northwest Territories - Alberta border.

Buses were not required to stop at the survey station and no information is available regarding the total number of passengers carried or the percentage that was composed of tourists. An estimated of one (1) party per day is made for a total of 120 parties (336 persons) for June, July, August and September.

APPENDIX B

Motoring Tourists - Base Figures Used in Calculations

<u>Party Residence</u>	<u>Parties Identified When Passing Through Station</u>	<u>Parties Identified When Passing Through Station</u>	<u>Parties Sampled in Campground Survey</u>	<u>Parties Returning Survey Card</u>
Alberta	737	45.4	-	-
remainder of Canada	436	26.8	-	-
Total Canada	1173	72.2	226	50
U.S.A.	443	27.3	184	41
No Address Given	8	0.5	44	9
TOTAL	1624	100.0%	991	100%

WELCOME TO THE NORTHWEST TERRITORIES

Since you are planning to camp while visiting please supply some information about your experiences with N.W.T. campgrounds. This information will aid in the planning of a better campground system.

This card may be returned to the survey station or Reception Centre at the N.W.T. border or mailed using the accompanying stamped envelope.

- Type of equipment: tent on ground tent trailer
(please check one) travel trailer Camper van or truck camper
- Campgrounds used: For campgrounds used indicate number of nights and comments about facilities.

Name	Hwy	Nights	Comments
60th Parallel	1		
Alexandra Falls	1		
Louise Falls	1		
Escarpment Creek	1		
Hay River	2		
Dawson Landing	6		
Little Buffalo Falls	5		
Fort Smith	5		
Lady Edith Falls	1		
Hart Lake Tower	1		
Hart Lake	1		
Lady Evelyn Falls	1		
Kakisa Bridge	1		
Dory Point	3		
Mack. Cross. North	3		
Caen Lake	3		
Great Slave Lake	3		
Boundary Creek	3		
Long Lake (Yellowknife)	3		
Prosperous Lake	4		
Pontoon Lake	4		
Prelude Lake	4		
Fort Simpson	1		
PLEASE TURN OVER			

Date:

Code:

Licence

Number:

3. For the campground system as a whole would you please rate the following facilities

Facility	Rating		Comments
	Adequate	Inadequate	
Firewood supply			
Water Supply			
Toilet Facilities			
Size of campsite			
Garbage facilities			

4. Were the campgrounds clean and tidy? : yes no
5. What improvements or changes would you like to see in N.W.T. campgrounds?
6. What additional facilities would you like to see in N.W.T. campgrounds?
7. If charges were made for campground use what fees would you be willing to pay?
 -per night \$ _____
 -per season for all campgrounds \$ _____
8. Name:
 Address:
9. Number of persons in party:
10. Total expenditure in N.W.T.: \$
11. Number of days spent in N.W.T.:

PLEASE RETURN THIS CARD TO TRAVELARCTIC,
 YELLOWKNIFE, N.W.T.

THANK YOU FOR YOUR CO-OPERATION

WELCOME TO THE NORTHWEST TERRITORIES

You are a member of one of the first camper caravans to visit the N.W.T. TravelArctic which has co-ordinated the arrangements for this tour is anxious to find out your opinion of this caravan tour so that planning may be aided for tours in years ahead. Please supply some information about your experiences.

This sheet may be returned to the TravelArctic Reception Centre at the N.W.T. border or may be mailed using the accompanying stamped envelope.

1. Please rate the camping facilities provided.

Facility	Rating		Comments
	Adequate	Inadequate	
Water Supply			
Sewage Disposal			
Cookout Fire-places & tables			

2. What campground layout do you prefer?

Individual campsite per vehicle

Group camping area

3. What campground location do you prefer?

Within a community

Removed from a community

4. What is your opinion of the size of the tour?

Too few vehicles

Correct number of vehicles

Too many vehicles

5. Was the tour scheduled for the correct length of time?

Yes

No → Ideal length is days.

6. Was the package of information provided adequate?

Yes

No → Comments:

7. Do you have any suggestions for changes or improvements of the facilities and services provided in the N.W.T. for your caravan tour?
8. Were there any especially likeable areas, communities or activities on this tour?
9. How did this tour compare with previous ones you may have taken?
- Better
- Same
- Poorer
10. Number of persons in your party
11. Total expenditure in N.W.T. \$
12. Do you have any further comments or suggestions you would like to make about this tour or your vacation in the N.W.T.?

PLEASE RETURN THIS SHEET TO: TRAVELARCTIC,
YELLOWKNIFE, N.W.T.

THANK YOU FOR YOUR CO-OPERATION

APPENDIX F

Questionnaire Card

Lodge and Outfitter Survey

N.W.T. LODGES AND OUTFITTERS SURVEY 1970

1. How many registered paying guests did you have in 1970?
2. Indicate your gross revenue from registered guests and include transportation when it is part of a "package deal".
3. Estimate the total value of charters of N.W.T. based aircraft contracted and paid for by guests but NOT included in the gross revenue figure above.
4. Estimate the transportation costs of guests from their point of departure outside the Territories, and return, not included in "package deals".

Please return to: TRAVELARCTIC,
YELLOWKNIFE, N.W.T.

APPENDIX G

Response Rate

Lodge and Outfitter Survey

	<u>Number of Operations Licensed and Surveyed</u>	<u>Number of Questionnaires Returned</u>
Sport Fishing Lodges	27	22
Sport Fishing Outfitters	10	6
Big Game Outfitters	9	7
Total	46	35

$$\text{Response rate} = \frac{35}{46} \times 100 = 76\%$$

Based on the reported gross receipts, the questionnaires returned represented 89.% of the business transacted by the lodge and outfitter industry.