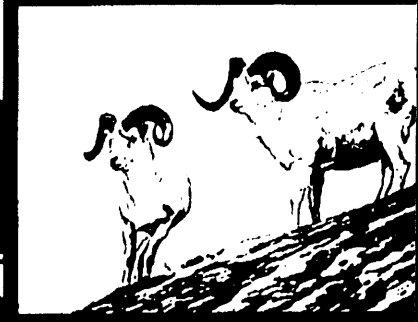


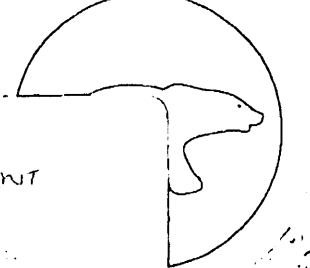
LEGISLATIVE ASSEMBLY OF THE
NORTHWEST TERRITORIES
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**EXPLORE
CANADA'S
ARCTIC**
NORTHWEST TERRITORIES



TABLED DOCUMENT
No. H-69
Tabled on June 11, 1973

THE
TRAVEL INDUSTRY
IN THE
NORTHWEST TERRITORIES

1972

* * * * *

DEPARTMENT OF INDUSTRY AND DEVELOPMENT

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GOVERNMENT OF THE NORTHWEST TERRITORIES

YELLOWKNIFE, N.W.T. XOE 1HO

MAY 1973

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1. INTRODUCTION

This report (1) is the fifth of its kind prepared by the Division of Tourism, Department of Industry & Development. The purpose of the report is to show the numbers and types of travellers entering the Northwest Territories, their modes of transportation, their utilization of hotels, motels, lodges and outfitters, their expenditures and the employment generated by travellers in the accommodation sector.

In the past, the report has been a valuable source of information for a wide variety of users including agencies of all levels of government, educational institutions, consultants and other private firms active in the North.

The aim of such a report must always be to provide accurate and consistent reporting. Each year, since 1968, research techniques have been refined and data inputs from both the public and private sectors of industry have shown definite quantitative and qualitative advances. As mentioned in the acknowledgements, the co-operation of both the public and private sectors of industry is a key part in the production of this report.

However, the format and coverage of the 1972 Report on Travel in the Northwest Territories is not entirely consistent with the 1971 Report on Tourism. The latter report proposed that, in future, the enumeration:

- 1) include all non-resident travellers (business, vacation and other types) since their aggregate demand determines the level of facilities and services.
- 2) survey the entire year, rather than the traditional tourist season from June 1st to September 30th.

These change-overs have been partially effected and it is hoped to bring the N.W.T. traveller surveys further into line with other Canadian travel data in subsequent reports. Non-resident travellers entering the Territories for pleasure (e.g. vacations), personal reasons (e.g. to visit friends and relatives) or combining business with leisure activities, however, are the principal subjects of this report.

(1) In previous years the title was Report on Tourism.

Generally speaking, the principal destinations of travellers entering the Northwest Territories are located in the Great Slave area or down the Mackenzie Valley Corridor. Alberta is the chief gateway for travellers to the Northwest Territories for both the air and ground modes of transportation. Plans formulated in 1972 in regard to highway and pipeline (or railway) construction would indicate that Alberta will continue to be the principal gateway for sometime to come.

With the possible exception of package tours, it has not proven possible to reconstruct the itineraries of travellers during their stay in the Territories. However, both this aspect and the motivations of travellers entering the Northwest Territories will receive further attention in future reports.

The highlights of the 1972 travel year are presented in the following section with the more detailed traffic analyses thereafter.

2. HIGHLIGHTS OF THE REPORT ON THE TRAVEL INDUSTRY IN THE N.W.T., 1972

The format and coverage of this report shows some important changes from the previous Reports on Tourism; in an effort to bring the N.W.T. traveller surveys closer into line with other Canadian travel data.

Non-resident, leisure travellers are the principal subjects of this report but available information about resident, leisure travellers and non-resident, business and leisure travellers is included in the report.

The total number of non-resident leisure travellers entering the Northwest Territories in 1972 is estimated to be 20,500. This represents a 15.8% increase over the 1971 total. Their total expenditures were at least \$5.8 million which represents a 5.5% increase over 1971.

Highway Travel:

11,200 non-resident, leisure travellers entered the Northwest Territories via the Mackenzie Highway in 1972 - a 24.4% increase over 1971 - and spent at least \$622,000.

The numbers of non-resident, leisure travellers visiting TravelArctic's information centre on the Alberta-N.W.T. border increased by 55% over 1971.

18,644 vehicles used the Mackenzie River ferry at Fort Providence in 1972 which represents a small decrease over 1971. Private vehicles constituted two-thirds of the total. 5,432 vehicles used the Liard River ferry near Fort Simpson - 53% were private vehicles.

Air Travel:

54,000 travellers entered the Northwest Territories on scheduled flights in 1972. The market shares for the principal air carriers were: Pacific Western Airlines (77.4%), Nordair (11.5%), International Jet Air (6.6%) and Transair (4.5%).

Equivalent information is not available for charter, corporate or private flights.

Non-resident, leisure travellers are estimated to total 4,700 in 1972; with associated expenditures of at least \$2.1 million. This represents a 20% increase over 1971.

Inclusive Tours:

Participants in such tours are counted among the 4,700 air travellers since most of the tours entered the Northwest Territories by air. The available 1972 data indicates that the 1971 total of 1,500 persons on tours was reached once again, and probably surpassed.

Lodges and Outfitters Survey:

The survey responses⁽¹⁾ indicated that both registered guests and revenues⁽²⁾ increased substantially in 1972 - guests (4,573 in 1972) by 41% over 1971 and revenues (\$3.1 million in 1972) by 9.8%.

Several questions were new to the 1972 survey and they provided some interesting statistics. Only 10.8% of the registered guests were N.W.T. residents; the value of liquor and other goods purchased in the Northwest Territories exceeded \$425,000; one quarter of a million dollars was paid in wages and salaries to N.W.T. resident employees, and some 561 summer jobs were created of which 49% were filled by N.W.T. residents.

The length of operating seasons for lodges and outfitters varied as follows: 13.7% (open one month), 27.5% (two months), 35.3% (three months), 19.6% (four months) and 3.9% (greater than four months).

Hotels and Motels Survey:

This survey was conducted for the first time in 1972 and the response rate (71%) was much lower than that for the lodge and outfitters survey.

- (1) The statistics must be tempered with the knowledge that survey response rates (88% in 1972), questions and consistencies of answers vary from year to year.
- (2) Revenues from accommodation, food and transportation provided by N.W.T. operators.

Nevertheless, the available statistical data is quite revealing: More than 110,000 registered guests; gross revenues of \$4.9 million (accommodation, food and other services); some 600 jobs generated of which 59% are held by N.W.T. residents, and with associated wages and salaries of nearly \$900,000. Tourists or leisure travellers⁽¹⁾ constituted at least 15% of the registered guests but the vast majority were business and government travellers.

(1) These travellers are included in the highway or air travel counts.

3. HIGHWAY TRAVEL

The Mackenzie Highway system provides the only road means of access to the Northwest Territories. At the present time, the system has five major arms - linking Alberta with Fort Simpson, Yellowknife (via Route 3), Hay River (via Route 2), Fort Smith (via Route 5) and Fort Resolution (via Route 6). Fort Simpson is the terminus of the Mackenzie Highway, although a winter road is sometimes opened from Fort Simpson to communities in the Mackenzie Valley. There are also plans to extend the all-weather road from Fort Simpson to the Arctic Ocean, but the completion date is unknown.

3.1 Vehicular Traffic Counts

Vehicular traffic counts have been conducted at various locations, for varying periods of time, in recent years. However, there are no consolidated, annual traffic counts available. Fortunately, a detailed traffic count is maintained on the ferries carrying Route 3 over the Mackenzie River and the Mackenzie Highway over the Liard River.

If it can be assumed that most of the highway, leisure travellers to the Territories visit either Yellowknife and/or Fort Simpson, then these ferry counts include most of the highway leisure travellers.

Table 3.1 shows the vehicular traffic count on the Mackenzie ferry at Fort Providence for the period 1969 to 1972. The maximum number of vehicles carried (both directions) during those four years was 19,591 in 1970. There is no apparent steady growth trend: in fact the 1972 total of 18,644 vehicles represents a decrease from both the 1971 and 1970 totals.

Private vehicles constituted 59.7%, 67.8%, 67.9% and 66.3% respectively of the 1969-72 totals. Commercial vehicles, as might be expected, are fairly evenly distributed throughout the months between May and November when the ferry is in operation. The flow of private vehicles, on the other hand, tends to peak in July and August. In 1972, the July-August peak represented 50.3% of the total, private, vehicular traffic. In previous years the percentages were: 48.2% (1969), 45.5% (1970) and 42.7% (1971). The reason for the reversal of the downward trend in 1972 is unknown.

TABLE 3.1
VEHICULAR TRAFFIC COUNTS (NORTHBOUND & SOUTHBOUND)
MACKENZIE RIVER FERRY CROSSING AT FORT PROVIDENCE
1969-72

MONTH	1969		1970		1971		1972	
	Private	Commercial	Private	Commercial	Private	Commercial	Private	Commercial
May	223	118	800	288	1,264	451	220	96
June	1,631	1,137	2,195	1,174	2,108	989	1,956	1,058
July	2,321	1,144	3,394	1,193	2,894	1,099	3,264	1,249
Aug	2,244	1,075	2,641	1,075	2,643	1,128	2,959	1,044
Sept	1,573	1,198	2,159	1,060	2,009	938	2,237	1,162
Oct	1,277	1,313	1,600	1,132	1,691	942	1,600	1,380
Nov	195	398	486	394	341	529	133	286
Dec	-	-	-	-	29	61	-	-
TOTAL	9,464	6,383	13,275	6,316	12,979	6,137	12,369	6,275
GRAND TOTAL	15,847		19,591		19,116		18,644	

NOTES:

- 1) Ferry: First Trip Last Trip
 1969 May 25 Nov 15
 1970 May 21 Nov 17
 1971 May 11 Dec 4
 1972 May 29 Nov 17

- 2) Commercial vehicles include tractor-trailer, buses, cats, graders, (etc.).

SOURCE: Highway Division, Department of Public Works (N.W.T.)

Table 3.2 shows the 1972 vehicular traffic count (both directions) on the Liard River ferry near Fort Simpson. Previous years' counts are not available. The total number of vehicles in 1972 was 5,432 which represents 29.1% of the vehicles crossing on the Mackenzie River ferry.

There is a significantly higher percentage of commercial vehicles using the Liard ferry (47.3%) than is the case with the Mackenzie ferry (33.7%), although the absolute count is 2.4 times higher on the Mackenzie ferry than the Liard ferry. The relative difference is due both to Yellowknife's higher population, and therefore the higher number of private vehicles, and to the relative attractiveness of Yellowknife for Territorial visitors.

Table 3.2 also indicates that the peak travel months on the Liard ferry differ from those on the Mackenzie ferry. The peak months on the Liard ferry for private vehicles were July (24.4% of all private vehicles) and September (22.9%); the peak month for commercial vehicles was August with 24.3% of all commercial vehicles.

3.2 Visitor Registrations at the 60th Parallel Information Centre

Leisure travellers to the Northwest Territories are invited to sign a visitors book at the 60th Parallel information centre; and to add their comments about their journey upon their return southward. Excluding entries made by returning N.W.T. residents, 2,062 signatures were collected at the information centre between June 1 and September 24, 1972. This represents a 35% increase over 1971.

The staff at the information centre noted the number of visitors per signature with the result that 2,062 signatures corresponded to 3,965 visitors in 1972; that is approximately a 55% increase over the 1971 total. To this total of 3,965 visitors can be added the leisure travellers on buses (150-200)⁽¹⁾ and those that did not wish to sign the visitor's book.⁽²⁾

- (1) Division of Tourism estimate based on discussions with Greyhound Bus Lines.
- (2) A ratio of 2.7:1 was used in the 1971 Report on Tourism to estimate the total number of highway tourists from the number of tourists stopping at the 60th Parallel information centre.

TABLE 3.2
VEHICULAR TRAFFIC COUNT (WESTBOUND & EASTBOUND)
LIARD RIVER FERRY CROSSING NEAR FORT SIMPSON

1972

<u>Month</u>	<u>Private</u>	<u>Commercial</u>
May	6	16
June	509	528
July	698	425
Aug	523	625
Sept	655	579
Oct	469	399
TOTAL	2,860	2,572
GRAND TOTAL	5,432	

NOTES:

- 1) Ferry: First trip May 29
Last trip Oct 26
- 2) Commercial vehicles include tractor-trailers, buses (no service in 1972), cats, graders, etc.

SOURCE: Highway Division, Department of Public Works
(N.W.T.)

Part of the 35% increase in signatures and the 55% increase in visitors associated with those signatures can be attributed to real growths in highway travellers and expenditures. On the other hand, part of the increases may be attributed to variations in techniques used by the staff at the information centre in 1972 and the staff at the centre in 1971. It is not possible to be more specific.

Table 3.3 shows that nearly two-thirds of the motorists came from southern Canada and most of the remaining third from the United States. Only 2% of the motorists came from outside of North America. More than half of the visitors signing the book were Albertans (see Table 3.4) while Alberta, Saskatchewan and Manitoba together provided 71.2% of the Canadian visitors. However, it is significant to note that Ontario provided 13.6% of all Canadian visitors; and British Columbia 12.3%.

California was a major source for visitors from the United States, accounting for 16.7% of the United States total (see Table 3.5). The three Pacific states of California, Oregon and Washington together supplied 28.3% of the United States leisure travellers followed by the East-North Central states with 20.7% and the Mountain states with 13.9%.

The majority of the travellers to the Northwest Territories from outside of North America came from Europe, however, persons from Africa, Australia and New Zealand were also represented.

3.3 Highway Travellers and Expenditures

The current, factual information about highway travellers entering the Northwest Territories is not sufficient to consolidate the sets of data presented in Section 3.1 and 3.2; to determine the total numbers of resident and non-resident business and leisure travellers.

From the point of view of this report, the vehicular traffic destined for Yellowknife and immediate places, and Fort Simpson is adequately surveyed for seven months of the year because of the accounting systems maintained on the ferries operating across the Mackenzie River at Fort Providence and the Liard River near Fort Simpson. There does remain the problem of determining the volume of winter traffic using the respective ice bridges.

TABLE 3.3
VISITOR REGISTRATIONS - MACKENZIE HIGHWAY⁽¹⁾
1972

<u>Area</u>	<u>Registrations</u>		<u>Visitors</u> ⁽²⁾	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
Canada	1,311	63.6	2,594	65.4
U.S.A.	705	34.2	1,297	32.7
Other Countries	46	2.2	74	1.9
	<u>2,062</u>	<u>100.0</u>	<u>3,965</u>	<u>100.0</u>

NOTES:

- 1) Excluding N.W.T. residents.
- 2) Visitors per registration noted by staff at Information Centre.

SOURCE: Visitors books, 60th Parallel Information Centre (open June 1 - September 24 for 15 hours each day.)

TABLE 3.4
ORIGINS OF CANADIAN ROAD TRAVELLERS
IN THE N.W.T.
1972

<u>Province</u>	<u>Visitors</u>	<u>% Total</u>
Alberta	1,406	54.2
Ontario	352	13.6
Saskatchewan	336	13.0
British Columbia	320	12.3
Manitoba	104	4.0
Other Canadians	76	2.9
TOTAL	<u>2,594</u>	<u>100.0</u>

<u>Region</u>	<u>Visitors</u>	<u>% Total</u>
Prairies (1)	1,846	71.2
Ontario & Quebec	384	14.8
British Columbia	320	12.3
Atlantic (2)	26	1.0
Unknown Origin	18	0.7
	<u>2,594</u>	<u>100.0</u>

NOTES:

- (1) Alberta, Saskatchewan & Manitoba
 (2) New Brunswick, Prince Edward Island
 & Newfoundland

SOURCE: Visitors books at 60th Parallel Information Centre

TABLE 3.5
ORIGINS OF ROAD TRAVELLERS FROM THE U.S.A.
IN THE N.W.T.
1972

<u>State</u>	<u>Visitors</u>	<u>% Total</u>
California	217	16.7
Washington	107	8.2
Minnesota	95	7.3
Michigan	82	6.3
New York	59	4.6
Colorado	59	4.6
Illinois	620	47.8
TOTAL	<u>1,297</u>	<u>100.0</u>

<u>Region</u>	<u>Visitors</u>	<u>% Total</u>
Pacific (1)	367	28.3
E.N. Central (2)	268	20.7
Mountain (3)	180	13.9
W.N. Central (4)	173	13.3
Middle Atlantic (5)	110	8.5
Other Regions	199	15.3
	<u>1,297</u>	<u>100.0</u>

NOTES:

- (1) California, Washington & Oregon
- (2) Illinois, Indiana, Michigan, Ohio & Wisconsin
- (3) Arizona, Colorado, Idaho, Montana, New Mexico, Nevada, Utah & Wyoming
- (4) Iowa, Kansas, Minnesota, Missouri, Nebraska, North & South Dakota
- (5) New Jersey, New York & Pennsylvania

SOURCE: Visitors books at 60th Parallel Information Centre

The major problems, however, relate to the determination of travellers entering the Territories bound for Hay River and destinations along Routes 5 and 6. The number of assumptions required, based on existing data, to estimate such traveller flows are so numerous that the end results would be extremely suspect.

Therefore, this report attempts only to provide estimates of the number, and expenditures of, non-resident, leisure travellers entering the Northwest Territories. The enumeration procedure is the same as the one used in the 1971 Report on Tourism.

As indicated in Section 3.2, 3,965 non-resident, leisure travellers visited the 60th Parallel information centre between June 1 and September 24, 1972. To these travellers can be added 175 bus passengers⁽¹⁾ and some 7,060 other travellers⁽²⁾ that did not stop at the information centre. The grand total non-resident, leisure travellers is thus estimated to be 11,200 which represents an increase of 24.4% over 1971.

Applying the 1971 average expenditure of motoring tourists (i.e. \$55.55) to the 1972 non-resident, leisure travellers yields gross expenditures of \$622,200. This also represents a gain of 24.4% over 1971 since a constant multiplier (\$55.55) is used in the calculation. The average expenditure per traveller would appear to be a low estimate for 1972; and it must also be remembered that resident leisure travellers as well as resident and non-resident business travellers also make expenditures that contribute to the economy of the Northwest Territories.

(1) The mean value of the Division of Tourism estimate.

(2) $7060 = [(3965 + 175) \times 2.705] - 3965.$

4. AIR TRAVEL

Air travellers can be broadly subdivided into those that travel on commercial airlines and those that travel on corporate and private aircraft. The former travellers constitute the majority entering the Northwest Territories and are of major concern for this report.

There are various tiers of commercial airlines serving the Northwest Territories. The primary tier is composed of the three, official regional carriers - Nordair, which serves the eastern Arctic through Montreal; Transair, which serves the central Arctic through Churchill and Pacific Western Airlines, which serves the western Arctic through Edmonton. There is some overlapping of the regional carriers' route structures but, for the most part, the regional carriers provide scheduled services from southern Canada to designated(1) areas in the Northwest Territories.

The second tier of airlines is composed of those airlines that operate within the Northwest Territories and other provinces. They are not usually allowed to compete with the regional carriers serving the southern Canada-N.W.T. market, except in the case of charter groups. This group includes some two dozen airlines varying from one-aircraft companies to companies with multi-aircraft fleets. These airlines sometimes offer scheduled services but the majority of their operations are charter operations.

International Jet Air Ltd. which operates a scheduled service from Whitehorse to Inuvik cannot technically be described as a regional air carrier. It is really part of the second tier. However, since it is performing a role similar to that of a regional air carrier, the airline has been included with the official regional carriers in the following section.

4.1 Passengers Carried by Regional Air Carriers

The task of determining the numbers of air travellers entering the Northwest Territories is somewhat simplified because the regional carriers offer the majority of the seat-miles between southern Canada and the Northwest Territories on their scheduled services and, therefore, carry most of the passengers travelling on these routes.

(1) Designated by the Air Transport Committee of the Canadian Transport Commission.

Pacific Western Airlines carried 41,725, or 77.4%, of the air travellers entering the Northwest Territories on scheduled flights in 1972. Table 4.1 shows the monthly breakdown for these travellers who all passed through the Edmonton gateway. The peak travel month was August (i.e. 12.4% of the annual total). The four months of June, July, August and September together accounted for 43.4% of the annual traffic.

Pacific Western Airlines estimated that the composition of passengers during those four peak months was as follows:

Returning residents 50%; industry and government personnel 40% and leisure travellers 10%. (P.W.A. were not able to estimate the percentage of leisure travellers during the balance of the year).

The principal destinations of the 41,725 air travellers are presented in Table 4.2. Yellowknife was the principal destination with 37.1% of the traffic followed by Inuvik (23.6%) and Hay River (17.3%).

Moving eastward across the country, Transair carried 2,424, or 4.5%, of the air travellers entering the Northwest Territories on scheduled flights in 1972. Table 4.3 shows the monthly breakdown for these travellers who all passed through the Churchill gateway. As with Pacific Western Airlines, Transair's peak travel month was August (i.e. 14.3% of the annual traffic). The three major traffic months were June, July and August which contributed 38.7% of the annual total.

The Transair data revealed an interesting fact that the peaks for north and southbound travel differed slightly; the former being in August and the latter in September. There were no estimates provided, however, for the percentage of leisure traveller's using Transair's services.

Table 4.4 shows the principal destinations for the air travellers flying with Transair. Rankin Inlet (31.2% of the travellers), Baker Lake (23.4%) and Eskimo Point (21.0%) were the principal destinations which together accounted for 75.6% of Transair's traffic from Churchill.

Nordair carried 6,175 passengers on scheduled flights to the Northwest Territories in 1972 (11.5% of the total). The monthly analysis is presented in Table 4.5. The peak travelling month was August (16.6% of the annual traffic); July, August and September together accounted for nearly 44% of the annual total.

TABLE 4.1
MONTHLY AIR TRAFFIC
EDMONTON TO THE N.W.T.

1972

<u>Month</u>	<u>Passengers</u>	<u>% Total</u>
January	1,718	4.1
February	2,542	6.1
March	3,135	7.5
April	2,970	7.1
May	3,532	8.5
June	4,032	9.7
July	4,735	11.3
August	5,171	12.4
September	4,161	10.0
October	3,566	8.5
November	3,383	8.1
December	2,780	6.7
TOTAL	<u>41,725</u>	<u>100.0</u>

SOURCE: Pacific Western Airlines

TABLE 4.2
AIR TRAFFIC
EDMONTON TO PRINCIPAL DESTINATIONS IN THE N.W.T.
1972

<u>Destination</u>	<u>Passengers</u>	<u>% Total</u>
Fort Smith	3,079	7.4
Hay River	7,224	17.3
Yellowknife	15,477	37.1
Norman Wells	2,560	6.1
Inuvik	9,824	23.6
Fort Simpson	1,033	2.5
Cambridge Bay	722	1.7
Resolute Bay	1,806	4.3
TOTAL	<u>41,725</u>	<u>100.0</u>

SOURCE: Pacific Western Airlines

TABLE 4.3
MONTHLY AIR TRAFFIC
CHURCHILL TO THE N.W.T.
1972

<u>Month</u>	<u>Passengers</u>	<u>% Total</u>
January	94	3.9
February	118	4.9
March	158	6.5
April	146	6.0
May	189	7.8
June	274	11.3
July	317	13.1
August	346	14.3
September	213	8.8
October	199	8.2
November	197	8.1
December	173	7.1
TOTAL	2,424	100.0

SOURCE: Transair

TABLE 4.4
AIR TRAFFIC
CHURCHILL TO PRINCIPAL DESTINATIONS IN THE N.W.T.
1972

<u>Destination</u>	<u>Passengers</u>	<u>% Total</u>
Eskimo Point	509	21.0
Whale Cove	77	3.2
Rankin Inlet	757	31.2
Chesterfield Inlet	143	5.9
Baker Lake	568	23.4
Coral Harbour	264	10.9
Repulse Bay	106	4.4
TOTAL	2,424	100.0

SOURCE: Transair

TABLE 4.5
MONTHLY AIR TRAFFIC
MONTREAL TO THE N.W.T.
1972

<u>Month</u>	<u>Passengers</u>	<u>% Total</u>
January	400	6.5
February	247	4.0
March	321	5.2
April	346	5.6
May	612	9.9
June	582	9.4
July	741	12.0
August	1,023	16.6
September	942	15.3
October	403	6.5
November	292	4.7
December	266	4.3
TOTAL	<u>6,175</u>	<u>100.0</u>

SOURCE: Nordair

Montreal and Toronto were the principal originating cities for these travellers. Frobisher Bay was the principal destination in the Territories; although Pangnirtung, Clearwater Fjord and the Penny Ice Cap region were the favourite destinations for leisure travellers.

Nordair estimated that the airline carried 450 tourists, or leisure travellers, on its northern routes between June 1 and August 31 (i.e. the summer season). This represents 19.1% of the traffic for those three months or 7.3% of the total annual traffic.

The leisure traveller percentage was even higher in the case of the route to Pangnirtung. Nordair estimated that 65% of the 356 passengers carried from Frobisher Bay to Pangnirtung during the June 1-August 31 period were tourists.

As mentioned previously, International Jet Air Ltd. has been included in this section because the airline is performing a role similar to that of a regional carrier. The Division of Tourism estimates that some 3,600⁽¹⁾ air travellers may have entered the Northwest Territories through the Whitehorse gateway in 1972 via International Jet Air. The percentage of the 3,600 travellers that are leisure travellers is not known.

4.2 Other Air Travellers

Statistical data about the number of air travellers carried on charter flights, in corporate aircraft (e.g. employees of oil companies) and in private aircraft are scarce or non-existent.

Some of the travellers arriving in the Northwest Territories on charter flights enter into the discussions on inclusive tours in Section 5 and the lodges and outfitters in Section 6. The unknown factor, however, is the percentage relationship between the air travellers discussed in Section 5 and 6 and the total number of travellers entering the Northwest Territories on charter flights: Nor has it proven possible to estimate the number of travellers on either corporate or private aircraft.

(1) Seats/aircraft (28) x average load factor (50%)
x annual operations (5 days/week x 52 weeks from
Whitehorse to Inuvik).

4.3 Air Travellers and Expenditures

A simplified approach has once again been adopted to estimate the number of leisure air travellers and their expenditures since there are major gaps in the existing air travel data. There is no information available in regard to the average expenditures of business travellers and so they are excluded from the discussions in this section.

An important first step was to calculate the annual variations between the 1971 and 1972 summer season traffic (June 1-September 30) of the regional carriers, based on data in the preceding tables and the 1971 Report on Tourism⁽¹⁾. It was determined that Pacific Western Airlines' traffic increased by 28.8% while both Transair's and Nordair's traffic declined (2.0% and 8.2% respectively). The overall net gain for the three carriers was 19.9%.

Assuming that relationships described in the 1971 Report on Tourism⁽¹⁾ are valid for 1972, the number of 1972 leisure travellers carried on both scheduled and charter flights is estimated to be 4,700⁽²⁾.

This is what is meant by the simplified approach referred to earlier in the section. The 1972 leisure travellers may be slightly underestimated since International Jet Air appeared to carry more passengers on the Whitehorse-Inuvik route in 1972 than its predecessor did in 1971. This fact is not fully recognized using the above procedure but further factual data are not available.

In 1971 3,900 air tourists spent an average of \$450 per person for a total of \$1.75 million. Applying the same average expenditure to the 4,700 leisure travellers in 1972 yields a total expenditure of \$2.1 million (20% increase over 1971).

(1) Pages 14 and 15.

(2) 1971 leisure travellers on scheduled flights (3,000) x 1971-72 annual increase (19.9%) x 1971 ratio of total travellers to those on scheduled flights (1.3:1).

5. INCLUSIVE TOURS

This section deals with tours which offer group transportation rates and other services including lodging, meals and entertainment; in particular general landscape tours, special purpose tours and the post convention tours. Inclusive tours offered by the sport fishing and big game lodges and outfitters constitute a very important segment of the whole inclusive tour business in the Northwest Territories; however, they are described in detail in Section 6.

Most of these tours entered the Northwest Territories by air and, therefore, have already been included in the analyses in Section 4; either as travellers on scheduled flights or travellers on charter flights.

Table 5.1 shows the types of groups carried by Pacific Western Airlines, Transair and Nordair as well as some typical itineraries and lengths of stay. Some of the groups were more business oriented than leisure oriented, but were included in the table on the assumption that a portion of their activities were leisure oriented.

The table is by no means complete. Arctic Cruise Lines, for example, offered 14 trips (north and southbound), each one of seven days duration, between Hay River and Tuktoyaktuk on the Mackenzie River 1972. Altogether, the Norweta carried 145 passengers in 1972 which represents a 15% increase over 1971.

Information about the following groups was not collected in time to include in this report. Nomad Group Tours (several), Horizon Holiday Tours (several), Clare Burt Travel Tours (several) as well as a number of other groups⁽¹⁾.

The 1971 Report on Tourism reported that 1,426 persons participated in such inclusive tours in 1971. The available data indicates that the same level or better was achieved in 1972. The Division of Tourism informally surveyed the hotels and motels in Yellowknife, an important stopover point for inclusive tours, and learned that approximately 100 tour groups passed through the city in 1972, of which 30% could be classified under the leisure traveller category. Since the average size of the groups listed in Table 5.1 is 49.6 persons, the 30 groups passing through Yellowknife could easily have included 1,500 persons.

(1) For tours and itineraries, see Explorers Guide 1972.

TABLE 5.1
INCLUSIVE TOURS & ITINERARIES
1972

<u>Months</u>	<u>Name of Group or Tour Operator</u>	<u>Route</u>	<u>Number of Persons</u>	<u>Trip Length in Days</u>
Jan	Arctic Rovers	Not available	117	3
March	Arctic Rovers	Not available	117	3
March	Yellowknife Curling Assoc.	Not available	117	3
April	Westminster Band	Vancouver-Whitehorse- Resolute-Cambridge Bay- Yellowknife-Hay River- Vancouver	75	4
May	Kerrisdale School	Not available	80	4
May	Gordon Securities	Montreal-Winnipeg- Resolute-Inuvik- Fairbanks-Inuvik-Calgary	65	3
May	Tenneco V.I.P.	Calgary-Rae Pt.-Resolute -King Christian Island- Calgary	65	2
June	Alberta Wheat Pool	Not available	80	7
June	PanArctic V.I.P.	Calgary-Rae Pt.-Yellow- knife-Inuvik-Rae Pt.- Eureka-Resolute-Frobisher Bay-Calgary	65	N/A
June	Yellowknife Fastball	Not available	117	N/A
July	Royal Astronomical Society	Calgary-Inuvik-Calgary	65	N/A
July	Corbett's Sports Shop	Frobisher-Panqirtung- Frobisher	15	4
July	(Private Group)	Frobisher-Clearwater Fjord-Frobisher	3	4
August	Corbett's Sports Shop	Frobisher-Panqirtung- Frobisher	15	3

CONTINUED

TABLE 5.1

August	Minnesota Historical Society	Frobisher-Lake Harbour-Frobisher	16	1
August	(Private Group)	Frobisher-Clearwater Fjord	7	1
August	International Geographic Society	Frobisher-Lake Harbour-Frobisher	10	1
August	(Private Group)	Pangnirtung-Summit Lake	3	14
Oct	Duke of Marlborough & Edinburgh School	Churchill-Rankin Inlet-Churchill	20	N/A
Nov	Drill Arctic V.I.P.	Calgary-Resolute-Depot Pt.-Resolute-Calgary	65	2
Dec	Northwest Territorial Teachers	Edmonton-Fort Smith-Edmonton	117	3
<u>OTHERS:</u>				
	Groups from Boston, Pittsburgh, Milan and Grenoble	Frobisher-Penny Ice Cap Region of Baffin Island	30	10-25

SOURCE: Pacific Western Airlines, Nordair and Transair.
(Excludes groups regularly carried to two lodges).

6. ACCOMMODATION SURVEYS

Information about the operations of sport fishing lodges, sport fishing outfitters and big game outfitters has been gathered and compiled into reports for several years. For the first time, similar information was gathered from the hotels and motels in 1972. It is the voluntary co-operation of the respective owners and operators that has made the collection of such information possible.

6.1 Lodges and Outfitters Survey

The area distribution of lodges, tent-camps, cabins and outfitters⁽¹⁾ is shown in Table 6.1 in terms of beds and bed nights offered during the 1972 summer season. The Northwest Territories has been subdivided into three geographic areas. The majority of the beds (73.3%) and bed nights (77.8%) were offered in the western Northwest Territories followed by the central and eastern areas.

Great Bear Lake is the single most important geographic area both in terms of beds (37.2% of the N.W.T. total) and bed nights (29.8% of the N.W.T. total). However, it is interesting to note how the percentage share of bed nights is much lower than that for beds, reflecting the shortness of the visitor season in the Great Bear Lake area.

Table 6.2 presents a summary of the information obtained from the survey forms. The response rate⁽²⁾ was 88% although some of the questions were not answered and others were not answered consistently. The table indicates both the number of replies to each question and the respective totals.

It is difficult to compare years when the compositions and consistencies of responses vary, nevertheless, it would appear that both guests and gross revenues⁽³⁾ increased between 1971 and 1972 (41.1% and 9.8% respectively according to the data).

- (1) The number of outfitters is mentioned in Table 6.1 but no estimates are available of the amount of accommodation equipment they provided.
- (2) Number of forms returned as percentage of number of forms distributed.
- (3) Based on answers to questions 3 and 4 plus 50% of total in question 5 (same assumption as used in the 1971 Report on Tourism).

TABLE 6.1
AREA DISTRIBUTION OF LODGES AND OUTFITTERS

1972

<u>Area</u>	<u>Beds</u>		<u>Bed Nights</u>	
	<u>No.</u>	<u>% Total</u>	<u>No.</u>	<u>% Total</u>
<u>Western N.W.T. (1)</u>				
Great Slave Lake (2)	176	21.4	12,818	23.3
Yellowknife Area (3)	63	7.7	5,821	10.6
Great Bear Lake (4)	306	37.2	16,352	29.8
Inuvik Area (5)	30	3.6	6,350	11.6
Others (6)	28	3.4	1,400	2.5
Sub Total	603	73.3	42,741	77.8
<u>Central N.W.T. (7)</u>				
North (8)	80	9.7	4,224	7.7
Central (9)	66	8.0	4,010	7.3
South (10)	46	5.6	3,454	6.3
Sub Total	192	23.3	11,688	21.3
<u>Eastern N.W.T. (11)</u>				
	28	3.4	508	0.9
GRAND TOTAL	823	100.0	54,937	100.0

CONTINUED

TABLE 6.1

NOTES:

	<u>Area Limits</u>	<u>Lodges</u>	<u>Tent Camps</u>	<u>Outfitters</u>	<u>Others</u>
(1)	Longitude 110°W to Yukon border	-	-	-	-
(2)	Shoreline locations	6	-	3	-
(3)	Within 100 mile radius of Yellowknife	4	1	1	-
(4)	Shoreline locations	5	-	-	-
(5)	Within 100 mile radius of Inuvik, and includ- ing Colville Lake	1	1	1	Cabin
(6)	All remaining areas	1	-	15	Cabin & Cruise Ship
(7)	Longitudes 75°W to 110°W, excluding east arm of Great Slave Lake	-	-	-	-
(8)	North of Latitude 66°N	2	-	-	-
(9)	Latitudes 63°N to 66°N	2	1	-	-
(10)	South of Latitude 63°N	2	2	-	-
(11)	East of Longitude 75°N	1	1	-	-
		---	---	---	---
		24	6	20	3
		---	---	---	---

SOURCE: 1972 Explorer's Guide and 1972 lodge and outfitter survey forms.

TABLE 6.2
N.W.T. LODGES AND OUTFITTERS SURVEY
1972

<u>Questions</u>	<u>Replies</u>	
	<u>No. (1)</u>	<u>Totals</u>
1. Number of registered guests in 1972.	51	4,573
2. Number of guests who were N.W.T. residents.	47	493
3. Gross revenue including transportation when part of a package deal.	47	\$2,602,800
4. Estimated 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.	41	\$185,630
5. Estimated transportation costs of guests from their point of departure outside the Territories and return, not included in package deals.	35	\$650,280
6. Estimated value of all other goods, excluding liquor, purchased in the N.W.T.	43	\$369,535
7. Estimated value of liquor purchased in the N.W.T.	40	\$55,789
8. Estimated total value of wages and salaries paid to N.W.T. resident employees.	49	\$251,618
9. Number of employees who were:		
N.W.T. residents	51	274
Non-N.W.T. residents	51	287
10. What were your opening and closing dates.		
	7	1 month
	14	2 months
	18	3 months
	10	4 months
	2	Greater than 4 months

(1) Excludes two forms returned from lodges that did not operate in 1972.

Questions 2, 6, 7, 8, 9 and 10 were new to the 1972 survey, and they provided some interesting statistics. Only 10.8% of the registered guests were N.W.T. residents; the value of liquor and other goods purchased in the Northwest Territories exceeded \$425,000; one quarter of a million dollars was paid in wages and salaries to N.W.T. resident employees, and some 561 summer jobs were created of which 49% were filled by N.W.T. residents.

The responses to question 10 show the lengths of the operating seasons for lodges and outfitters. The respective percentages are 13.7% (one month), 27.5% (two months), 35.3% (three months), 19.6% (four months) and 3.9% (greater than four months).

6.2 Hotels and Motels Survey

The area distribution of hotels and motels, in terms of beds and bed nights offered, is shown in Table 6.3. The percentage shares for beds and bed nights are almost identical because most hotels and motels operate the year round. Also because of this fact, the number of bed nights offered by hotels and motels is 9.5 times the number offered by lodges, tent camps and cabins; even though the respective ratio of beds is only 1.75:1.

As in the case of the lodges, the vast majority (89%) of hotel and motel beds and bed nights are offered in the western area of the Northwest Territories followed by the eastern N.W.T. (largely because of the size of the Frobisher Inn) and the central N.W.T.

Table 6.4 presents a summary of the information obtained from the surveys, with the number of replies to each question. The response rate was 71% which is much lower than the survey of lodges and outfitters. Unfortunately some of the large hotels and motels are included in the 29% non-responses.

Nevertheless, the available statistical data is quite revealing: More than 110,000 registered guests; gross revenues of \$4.9 million (accommodation, food and other services); some 600 jobs generated of which 59% are held by N.W.T. residents, and with associated wages and salaries of nearly \$900,000. Tourists or leisure travellers constituted at least 15% of the registered guests but the vast majority were business and government travellers.

TABLE 6.3
DISTRIBUTION OF HOTELS AND MOTELS

1972

<u>Location</u>	Number of Hotels & Motels	<u>Beds</u>		<u>Bed Nights</u>	
		<u>No.</u>	<u>% Total</u>	<u>No.</u>	<u>% Total</u>
<u>Western N.W.T. (1)</u>					
Yellowknife	4	405	28.2	147,825	28.3
Inuvik	2	284	19.8	103,660	19.9
Hay River	3	191	13.3	69,715	13.3
Others	11	402	28.0	144,426	27.7
Sub Total	20	1,282	89.3	465,626	89.2
<u>Central N.W.T. (1)</u>					
	1	34	2.4	12,410	2.4
<u>Eastern N.W.T. (1)</u>					
	2	120	8.4	43,800	8.4
GRAND TOTAL	23	1,436	100.0	521,836	100.0

NOTE: (1) Same areas as in Table 6.1.

SOURCE: 1972 Explorer's Guide.

TABLE 6.4
N.W.T. HOTELS AND MOTELS SURVEY
1972

<u>Questions</u>	<u>Replies</u>	
	<u>No. (1)</u>	<u>Totals</u>
1. Number of registered guests in 1972.	15	110,712
2. Gross revenue - accommodations.	16	\$1,917,975
3. Gross revenue - food and other services.	14	\$3,038,500
4. Percentage of guests classed as:		
(a) Tourists	16	15%
(b) Business and Government travellers	16	67%
(c) Others	16	18%
5. Number of employees who were:		
N.W.T. Residents	16	349
Non-N.W.T. Residents	16	245
6. Estimated total value of wages and salaries paid to N.W.T. resident employees.	16	\$873,870

(1) Excludes one form returned from a hotel that did not operate in 1972.

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INVITATION TO ADVENTURE

OFFICIAL TRAVEL MAP, CANADA'S ARCTIC,
NORTHWEST TERRITORIES

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