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THE TRAVEL INDUSTRY IN THE NORTHWEST TERRITORIES



1975

DEPARTMENT OF ECONOMIC DEVELOPMENT
DIVISION OF TOURISM
GOVERNMENT OF THE NORTHWEST TERRITORIES
YELLOWKNIFE, N.W.T.
X1A 2L9

THE TRAVEL INDUSTRY IN THE NORTHWEST TERRITORIES

1975

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Government of the Northwest Territories
Yellowknife, N.W.T.
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ACKNOWLEDGEMENTS

The Research and Tourism Divisions of the Department of Economic Development, Government of the Northwest Territories, would like to thank all those individuals, organizations and companies who contributed data to this annual report. Among the respondents to surveys were twenty-seven lodge operators, twelve outfitters, twenty-six hotel and motel managers, five airlines, eleven inclusive tour operators, two campground operators, three cruise ship operators and several government departments.

This report serves to chart the course of the travel industry in the Northwest Territories and acts as a planning tool for its future development. In this sense it is hoped that the respondents themselves will obtain benefits from the report which could not have been produced without their voluntary co-operation.

INTRODUCTION

This report is the eighth of its kind. In the past, the report has been a valuable source of information for a wide variety of users including agencies of governments, educational institutes, consultants, private industrial firms active in the North and the Northwest Territories travel industry personnel themselves.

The main thrust of the report is changing from gathering information only on non-resident, leisure travellers to gathering information about all aspects of the Northwest Territorial travel trade - demand, supply and impact. This change is necessary because it is recognized that it is the aggregate demand from residents and non-residents, and persons travelling on business and on pleasure, that determines the overall level of tourism, travel and outdoor recreation facilities required in the Northwest Territories.

The Northwest Territorial travel statistics remain inadequate in many areas, both in respect to coverage and accuracy. Steps are being taken to improve them, but we still do not have accurate information about the number of persons entering the Northwest Territories, their modes of travel, reasons for visiting or expenditures. Coverage is very incomplete in determining how well the demands of visitors are being met with the current supply of facilities, nor do we really understand the impact of people's visits on community economies.

Caution is necessary when reading the following statistics since the Northwest Territorial visitor is frequently counted several times, for example, by mode of arrival,

by type of accommodation and by activity in the Northwest Territories.

Sometimes too, it has proven impossible to differentiate between the demand of residents and non-residents. In such cases Northwest Territorial residents may be included in data counts with non-residents. This particularly applies to the transportation statistics in Section 4 and the hotel and motel statistics in Section 5.2.

With the possible exception of inclusive tours, it has not proven feasible to reconstruct the itineraries of travellers during their stay in the Northwest Territories. However, the principal travel/tourist region, as defined in the broadest terms, is undoubtedly the District of Mackenzie (the Northwest Territories mainland area west of 102° W longitude).

The highlights of the 1975 travel year are presented in the following section, with more detailed analysis thereafter. It should be emphasized that many of the surveys overlap and that double counting will occur unless the statistics are used in the context of their presentation.

2. NORTHWEST TERRITORIES TRAVEL INDUSTRY HIGHLIGHTS, 1975

In this report, the term traveller denotes any person journeying to and within the Northwest Territories, for any reason (business and leisure). A tourist is considered to be a particular type of traveller, namely one travelling for pleasure (e.g., vacation, sightseeing, visiting friends and relatives et al).

Highway Travel

The total number of travellers entering the Northwest Territories by road is not known. However, the number of non-resident leisure travellers (tourists) entering the Territories in 1975 has been estimated to be 11,900. This is 3.9% fewer than in 1974.

Travellers stopping at the 60th Parallel Information Centre are invited to sign a visitors book and answer a few, brief questions. From this survey, carried out between May 15th, and September 15th, in 1975, a profile of road tourists has been developed which is presented in Section 3.

Surveys conducted in 1971 ascertained that the average expenditure of each non-resident road traveller in the Northwest Territories was \$55.55. This figure has been updated with an inflation factor so that the average expenditure in 1975 is assumed to be \$95.00 per person. Total expenditures for non-resident, leisure travellers entering the Northwest Territories in 1975 are, therefore, estimated to be \$1.13 million.

Air Travel

The major commercial airlines serving the Northwest Territories from southern Canada and the Yukon reported carrying 74,500 passengers to the Northwest Territories in 1975. This is 3% fewer than in 1974, and has largely been attributed to a slow down in the search for oil and gas in the Mackenzie Delta and High Arctic. As a consequence of this slow down business traffic declined substantially. Tourist traffic on the other hand increased, in both absolute numbers and as a percentage of total traffic, helping offset the decline in business traffic (see Section 4).

Edmonton, Winnipeg and Montreal were the principal air gateways to the Northwest Territories in 1975, of which Edmonton was by far the single most important. Counting passenger originations, inter- and intra-airline transfers, Edmonton dispatched nearly 80% of the Northwest Territories bound air travellers. In terms of annual traffic increases, however, traffic through the Montreal gateway exhibited the largest increase in 1975.

The 74,500 travellers entering the Northwest Territories by air in 1975 probably generated 45 million passenger miles of air travel in the Northwest Territories and paid \$5.6 million to the airlines for the Northwest Territories segments of their journeys. 12.4% of air travellers were tourists, according to the airlines, and they probably paid some \$700,000. for their travel in the Northwest Territories.

Accommodation Surveys

Lodges:

It is estimated that the sport fishing and hunting lodges accommodated some 4,800 guests in 1975 who paid \$3.83 million for accommodation, food and other services. 20.3% of these guests were Canadian, 79.2% United States residents and the balance were from overseas.

Based on a sampling of fifteen lodges, providing 49% of lodge-nights, who responded in both 1974 and 1975, registered guests declined by 18.9% in 1975; gross revenues declined 5.4%; employment of Northwest Territorial residents declined 3.2%; salaries to Northwest Territorial residents declined 11.3%; and expenditures by lodge operators on food, liquor, aircraft charters and fishing/hunting equipment in the Northwest Territories declined by 40.5%. Reasons for this poor year are not known.

Hotels and Motels:

It is estimated that Territorial hotels and motels accommodated 227,400 guests in 1975 who paid \$15.5 million for accommodation, food and other services.

Based on a sampling of twelve hotels and motels responding in both 1974 and 1975, registered guests increased 30.4% in 1975, and gross revenues (accommodation, food and other) 31.6%. These increases are in sharp contrast to the results reported by sport fishing lodges in 1975. On the other hand, employment of Northwest Territorial residents in hotels and motels decreased by 38.1%; salaries to Northwest Territorial residents declined by 45.8%; and the value of food, liquor and other goods purchased by

hotels and motels in the Northwest Territories declined by 16.3%. These twelve hotels and motels provided 47% of the 1975 bed capacity.

90% of hotel and motel guests in 1975 were Canadian, and approximately one-third of these were Territorial residents. 7.5% of the guests were United States residents and the balance were from overseas. Hotel operators classified 16.8% of their guests as tourists, the majority (83.2%) being persons on business.

Outfitters:

Survey responses were received from fourteen of thirty-one sport fishing and big game outfitters. Discounting four responses for various reasons, ten outfitters reported that they had accommodated 230 guests - 56% of whom were Canadian residents, 43% United States residents and 1% from overseas.

Parks and Campgrounds:

The Territorial Government, through the Division of Tourism, operated thirty-one parks with camping and picnic facilities in 1975. Most of these facilities were open from May 15, to September 30, in 1975. 670 park permits were sold, 18% fewer than in 1974, at a charge of \$5. per party.

User surveys were conducted at three parks in the Yellowknife area in 1975. Comparing 1974 and 1975 survey results at Yellowknife park, there were nearly 20% fewer campers using the facilities in 1975. The reasons for this decline are not known.

In addition to the Territorial parks, two privately owned campgrounds were open in 1975 - one south of Hay River on Highway 2 and one on Broughton Island in the eastern Arctic. Since only one of the operators provided statistics, we are unable to provide and discuss the statistics of this operator, for reasons of confidentiality.

Cruise Ships:

Arctic Cruise Lines offered Mackenzie River cruises between Fort Providence and Inuvik, and three companies offered cruises on Great Slave Lake in 1975. Three of the four cruise ship operators responded to the survey. Together they carried 599 persons, earned some \$200,000 in gross revenues, employed seven Northwest Territorial residents and purchased \$61,400 of goods and services in the Northwest Territories.

Inclusive Tours:

Some 1,500 persons were accommodated on inclusive (package) tours to the Northwest Territories in 1975. This compares with 1,368 in 1974, 1,832 in 1973 and 1,500 in 1972. The average length of stay in the Northwest Territories for these tours in 1975 was 5.65 days. 86% of the tours were bound for communities or fishing lodges or wilderness areas in the District of Mackenzie, 14% for places in southern Baffin Island.

Handicraft Sales:

It is estimated that sales of handicrafts to resident and non-resident travellers in the Northwest Territories increased by 20 - 30% in 1975, to more than \$2.25 million. Such sales have an important, direct impact on community

economies, especially when the handicrafts are made and sold in the same community.

Travel Enquiries:

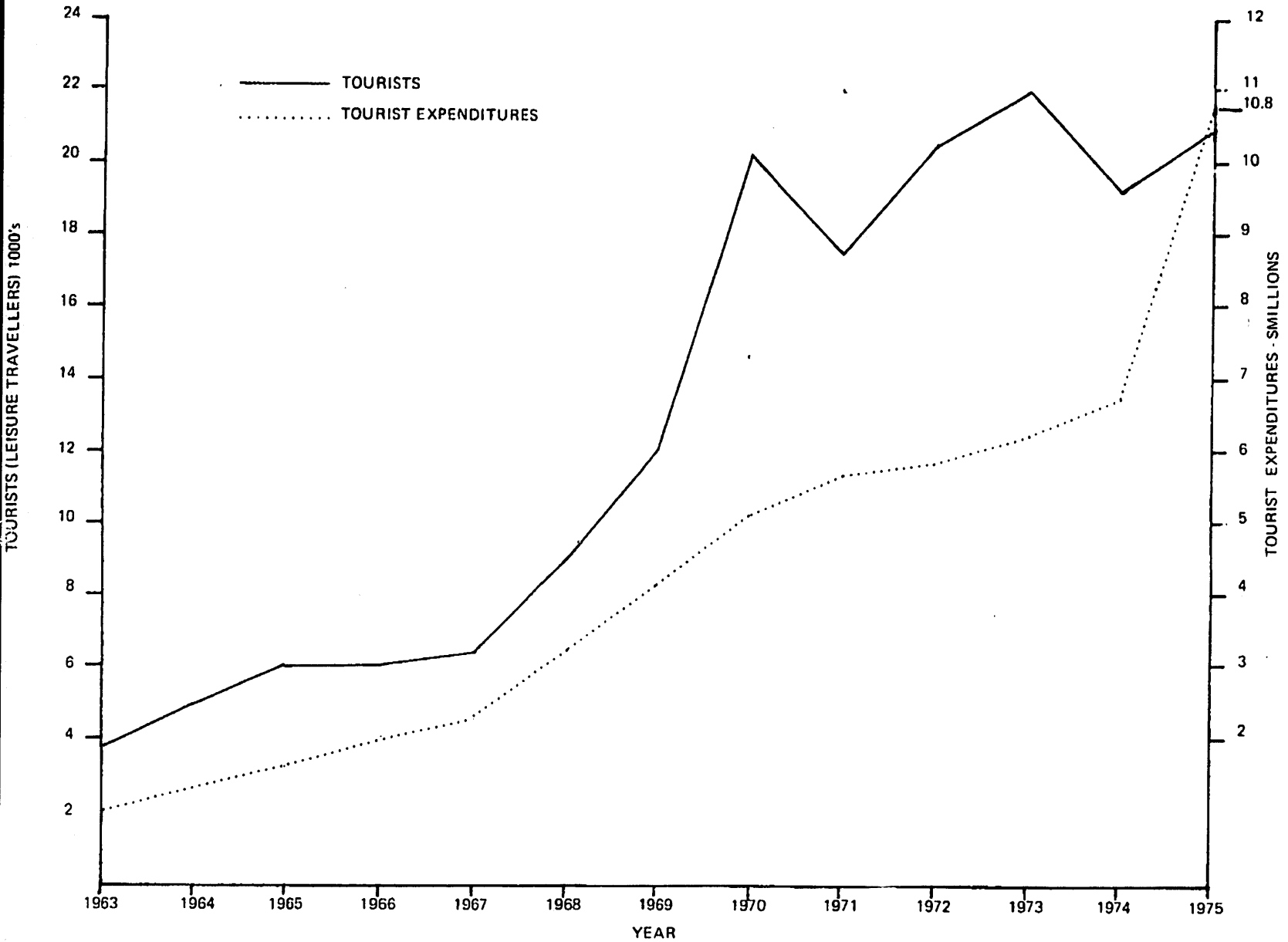
TravelArctic answered some 24,000 enquiries in 1975, 10% fewer than in 1974. The decrease is attributed to the 2½ month postal strike in 1975 and to a cut back in TravelArctic's promotion and advertising budget. More than 3,000 people made enquiries in person at the TravelArctic office in Yellowknife, with nearly one-half of these people visiting the office during the months of June, July and August.

Figure 2.1:

Figure 2.1 illustrates the long term growth of the non-resident, leisure traveller (tourist) segment of the Northwest Territories travel market. The general trend has been toward a growing number of tourists spending an increasing amount of money in the Northwest Territories. Extrapolating the number of tourists in Figure 2.1 might lead one to expect 26,000 tourist visitors to the Northwest Territories in 1975. In fact, the growth trend stalled in 1974 and the subsequent recovery in 1975 only reached 21,000.

Total expenditures on the other hand have followed a steady upward trend, increasing from \$6.75 million in 1974 to \$10.80 million in 1975. The increase is due partly to an increase of 2,000 tourists between 1974 and 1975; also, in part to the inflationary pressures in the economy.

FIGURE 2.1
GROWTH OF TOURISTS AND TOURIST EXPENDITURES
1963 - 1975



3. HIGHWAY TRAVEL

The Mackenzie Highway provided the only road means of access to the Northwest Territories in 1975. Mile 0 of the highway is at Grimshaw, Alberta, and the present terminus is Fort Simpson, Northwest Territories. A winter road has sometimes been opened north of Fort Simpson to serve communities in the Mackenzie Valley, however, an all weather extension of Route 1 is now under construction which is expected to terminate near Wrigley. Also under construction is the Dempster Highway which will link Inuvik (NWT) with Dawson City (Yukon).

There are several major arms from the present Mackenzie Highway system in the Northwest Territories. Highway 2 serves Hay River, Highway 3 serves Yellowknife, Highway 5 serves Fort Smith and Highway 6 serves Fort Resolution. There are also two major river crossings. The Mackenzie Highway crosses the Liard River near Fort Simpson and Highway 3 crosses the Mackenzie River near Fort Providence. Consequently traffic flows are interrupted on these routes during annual freeze-up (November to December) and break-up (April to May). Ferry services operate across the rivers during summer months, and ice bridges are prepared during winter months.

3.1 Vehicular Traffic Counts

Vehicular traffic counts have been conducted at various locations on the highway system, for various periods of time, in recent years. However, there is no annual consolidated count to measure the total vehicular traffic on the system or the number of persons entering the Northwest Territories by road. Summaries of past highway traffic

counts have been provided in previous reports. Current information can be obtained from the Chief of the Highways Division, Department of Public Works, Government of the Northwest Territories, Yellowknife.

Table 3.1 provides a summary of statistics collected on the Mackenzie and Liard ferries between 1971 and 1975. Operating seasons have varied in length from year to year causing some of the traffic fluctuations. Traffic on the Mackenzie ferry exhibited increases in the period 1971 to 1973 but have declined in successive years thereafter (reasons are not known). Traffic on the Liard ferry has escalated quite rapidly from 5,432 vehicles in 1972 to 10,698 vehicles in 1975. The increase last year was 9.9%, and can probably be attributed to the road construction projects north of Fort Simpson.

3.2 Visitor Registrations at the 60th Parallel Information Centre

During the summer months, road travellers inbound to or outbound from the Northwest Territories can stop at the 60th Parallel Information Centre for travel information, coffee and conversation. The Centre was open from May 15, to September 15, in 1975, and visitors were encouraged to sign a visitors book. The following tables provide a statistical summary of the data in the books. Since the response rate to page headings and questions in the book varied extensively, response rates have been noted at the bottom of each table.

Table 3.2

The visitor books at the 60th Parallel Information Centre

TABLE 3.1
N.W.T. FERRY OPERATIONS
1971-1975

| | <u>Mackenzie Ferry</u> | | | | |
|------------------------|------------------------|-------------|-------------|-------------|-------------|
| | <u>1971</u> | <u>1972</u> | <u>1973</u> | <u>1974</u> | <u>1975</u> |
| Start of Service | May 11 | May 29 | May 12 | May 18 | May 14 |
| Termination of Service | Dec 04 | Nov 17 | Nov 08 | Dec 10 | Nov 15 |
| Season (days) | 208 | 173 | 181 | 207 | 185 |
| Ferry Trips | N/A | 10,961 | 12,816 | 12,673 | 11,197 |
| Vehicles Carried: | | | | | |
| Private | 12,979 | 13,129 | 14,789 | 13,099 | 10,779 |
| Commercial | 5,036 | 4,998 | 5,802 | 6,389 | 7,113 |
| Buses | 193 | 210 | 207 | 205 | 201 |
| Others (incl. campers) | 908 | 1,013 | 1,245 | 1,036 | 1,217 |
| | 19,116 | 19,350 | 22,043 | 20,729 | 19,310 |
| Passengers Carried (2) | 57,348 | 58,050 | 66,129 | - | - |
| (3) | - | - | - | 55,151 | - |
| (4) | - | - | - | - | 51,364 |
| | | | | | |
| | <u>Liard Ferry</u> | | | | |
| Start of Service | May 22 | May 29 | May 11 | May 17 | May 11 |
| Termination of Service | Nov 01 | Oct 26 | Oct 31 | Nov 06 | Oct 28 |
| Season (days) | 164 | 150 | 174 | 174 | 170 |
| Ferry Trips | N/A | N/A | 6,710 | 8,867 | 10,325 |
| Vehicles Carried: | | | | | |
| Private | 719 | 2,860 | 2,292 | 4,741 | 4,255 |
| Commercial | 483 | 2,252 | 5,619 | 4,997 | 6,443 |
| Buses | 4 | NIL | NIL | NIL | NIL |
| Others (incl. campers) | 46 | 320 | 1,807 | NIL | NIL |
| | 1,252(1) | 5,432 | 9,718 | 9,738 | 10,698 |
| Passengers Carried (2) | 3,756 | 16,296 | 29,154 | - | - |
| (3) | - | - | - | 22,306 | 23,315 |

(Notes and Source on following page)

Table 3.1: Notes and Source

- Note: (1) For period June 25 to August 18 only.
(2) Average for three passengers per vehicle.
(3) Revised estimates based on actual surveys.
(4) Based on 1974 ratio of passengers per vehicle.

Source: Department of Public Works, Government of the Northwest Territories.

TABLE 3.2
REGISTRATIONS AT THE 60TH
PARALLEL INFORMATION CENTRE
1972-1975

| <u>YEAR</u> <u>(May-</u> <u>Sept)</u> | <u>REGISTRATIONS</u> <u>INCLUDING N.W.T.</u> <u>RESIDENTS</u> | | <u>REGISTRATIONS</u> <u>EXCLUDING N.W.T.</u> <u>RESIDENTS</u> | |
|---|---|--------------------|---|--------------------|
| | <u>Number</u> | <u>% Variation</u> | <u>Number</u> | <u>% Variation</u> |
| 1972 | Not Avail | - | 3,965 | - |
| 1973 | 4,479 | - | 3,890(1) | (1.9) |
| 1974 | 5,103 | 13.9 | 4,284(1) | 10.1 |
| 1975 | 5,536 | 8.5 | 4,416(1) | 3.1 |

Note: (1) Non-resident registrations constituted 87% of the total in 1973, 84% of the total in 1974, and 79.8% of the total in 1975.

Source: Visitor Books
60th Parallel Information Centre.

were signed by all types of travellers; Northwest Territorial residents and non-residents, business travellers and tourists. The signatures in the book, however, represent only a small proportion (the exact percentage is not known) of the total travellers using the Mackenzie highway.

A total of 5,536 visitors registered in 1975 which represents an 8.5% increase over 1974. 1,120 of these registrations were by Northwest Territorial residents, a 36.8% increase over 1974, and 4,416 by visitors to the Northwest Territories, only a 3.1% increase over 1974. 1975, therefore, would appear to be a low growth year for visitors to the Northwest Territories which reflects the national trend in the travel industry.

Table 3.3

This table shows the origins of non-resident road travellers. Almost identical numbers of Canadian and United States visitors registered at the Information Centre in 1975 as 1974, however, the number of overseas visitors almost doubled, increasing from 2.8% of the total in 1974 to 4.8% in 1975.

Table 3.4

Alberta continues to provide at least one-half of the road travellers to the Northwest Territories. This, of course, is not surprising since the only road access, the Mackenzie highway, originates at Grimshaw, Alberta. Driving times and distances from places in Alberta are much less than from other provinces or the Yukon Territory.

Together, the Prairie Provinces provided 68.6% of the 1975 Canadian registrations, an increase from 64.5% in 1974.

TABLE 3.3
ORIGINS OF NON-RESIDENT
ROAD TRAVELLERS
1972-1975

| | <u>REGISTRATIONS</u> | | | |
|----------|----------------------|--------------|--------------|--------------|
| | <u>1972</u> | <u>1973</u> | <u>1974</u> | <u>1975</u> |
| Canadian | 2,594 | 2,710 | 3,162 | 3,166 |
| U. S. A. | 1,297 | 1,029 | 1,001 | 1,038 |
| Overseas | <u>74</u> | <u>151</u> | <u>121</u> | <u>212</u> |
| | <u>3,965</u> | <u>3,890</u> | <u>4,284</u> | <u>4,416</u> |
| | <u>% TOTAL</u> | | | |
| Canadian | 65.4 | 69.7 | 73.8 | 71.7 |
| U. S. A. | 32.7 | 26.5 | 23.4 | 23.5 |
| Overseas | <u>1.9</u> | <u>3.8</u> | <u>2.8</u> | <u>4.8</u> |
| | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> |

Source: Visitor Books,
60th Parallel Information Centre.

TABLE 3.4
ORIGINS OF SOUTHERN CANADIAN
ROAD TRAVELLERS
1973-1975

| PROVINCE | % TOTAL | | | % VARIATION | |
|---------------------|--------------|--------------|--------------|-------------|------------|
| | 1973 | 1974 | 1975 | 1973-74(1) | 1974-75(1) |
| Alberta | 51.9 | 50.5 | 54.1 | 13.7 | 7.2 |
| British Columbia | 11.3 | 13.9 | 14.8 | 43.5 | 6.8 |
| Ontario | 14.8 | 14.4 | 11.9 | 13.7 | (17.5) |
| Saskatchewan | 11.1 | 8.8 | 10.6 | (7.0) | 19.6 |
| Manitoba | 4.2 | 5.2 | 3.9 | 43.0 | (25.2) |
| Maritimes | 1.8 | 2.6 | 1.7 | 62.0 | (32.1) |
| Quebec | 1.9 | 2.3 | 1.7 | 41.1 | (25.0) |
| Yukon | 0.3 | 0.3 | 0.2 | 25.0 | (40.0) |
| Unidentified | 2.7 | 2.0 | 1.1 | (13.5) | (42.2) |
| | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> | | |
| Total Registrations | <u>2,710</u> | <u>3,162</u> | <u>3,166</u> | <u>16.7</u> | <u>0.1</u> |
| <u>REGION</u> | | | | | |
| Prairies (2) | 67.2 | 64.5 | 68.6 | 12.1 | 6.3 |
| British Columbia | 11.3 | 13.9 | 14.8 | 43.5 | 6.8 |
| Ontario & Quebec | 16.7 | 16.7 | 13.6 | 16.8 | (18.6) |
| Maritimes (3) | 1.8 | 2.6 | 1.7 | 62.0 | (32.1) |
| Yukon | 0.3 | 0.3 | 0.2 | 25.0 | (40.0) |
| Unidentified | 2.7 | 2.0 | 1.1 | (13.5) | (42.2) |
| | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> | | |
| Total Registrations | <u>2,710</u> | <u>3,162</u> | <u>3,166</u> | <u>16.7</u> | <u>0.1</u> |

Notes: (1) The variation is positive (i.e., an increase) unless the figure is in brackets (decrease).
(2) Alberta, Saskatchewan, Manitoba.
(3) New Brunswick, Prince Edward Island, Newfoundland.

Source: Visitor Books,
60th Parallel Information Centre.

Saskatchewan registrations exhibited the largest annual increase (19.6%), followed by Alberta (7.2%), and British Columbia (6.8%). British Columbian registrations rose to 14.8% of the Canadian total, edging out Ontario for second place behind Alberta.

Table 3.5

United States Travellers

Registrations of United States visitors at the Information Centre seem to have leveled off at around the 1,000 total. However, fluctuations are occurring in origins, with Pacific region visitors declining for a third successive year and visitors from the East-North Central and Mountain regions climbing back to 1972 levels.

Overseas Travellers

Registrations by overseas visitors to the Northwest Territories showed a dramatic 75.2% increase in 1975. 88.2% of these visitors were from Western Europe, with West Germany, Switzerland, Great Britain and Denmark being the major sources. Visitors from as far away as Australia, New Zealand, South Africa, Zambia and the West Indies were also registered.

Table 3.6

45% of the 1975 road travellers stopping at the Information Centre were planning to see (or had seen) Yellowknife during their visit to the Northwest Territories and 21% were planning to see Hay River. These percentages are quite similar to previous years. In 1975, however, Pine Point was listed more frequently as a destination than before and moved into third place behind Hay River as a popular destination. It should be noted that when visitors listed more than one

TABLE 3.5
ORIGINS OF ROAD TRAVELLERS FROM
THE U.S.A. AND OVERSEAS
1973-1975

| <u>U.S.A. REGIONS</u> | <u>% TOTAL</u> | | | <u>% VARIATION</u> | |
|----------------------------|----------------|--------------|--------------|--------------------|-------------------|
| | <u>1973</u> | <u>1974</u> | <u>1975</u> | <u>1973-74(7)</u> | <u>1974-75(7)</u> |
| Pacific (1) | 34.9 | 31.8 | 26.4 | (11.4) | (13.8) |
| E.N. Central (2) | 10.8 | 19.4 | 18.9 | 74.8 | 1.0 |
| W.N. Central (3) | 18.9 | 15.3 | 18.1 | (21.1) | 22.9 |
| Mountain (4) | 15.8 | 8.9 | 16.4 | (45.4) | 91.0 |
| Mid-Atlantic (5) | 6.8 | 6.7 | 4.9 | (4.3) | (23.9) |
| All Other States | 12.8 | 17.9 | 15.3 | 36.4 | (11.7) |
| | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> | | |
| Total Registrations | <u>1,029</u> | <u>1,001</u> | <u>1,038</u> | <u>(2.7)</u> | <u>3.7</u> |
| <u>OVERSEAS REGION</u> | | | | | |
| Western Europe | 63.6 | 88.4 | 88.2(6) | 11.5 | 74.8 |
| Other Places | 37.4 | 11.6 | 11.8 | (74.6) | 78.6 |
| | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> | | |
| Total Registrations | <u>151</u> | <u>121</u> | <u>212</u> | <u>(19.9)</u> | <u>75.2</u> |

- Notes: (1) California, Washington, Oregon.
 (2) Iowa, Kansas, Minnesota, Missouri, Nebraska, North and South Dakota.
 (3) Arizona, Colorado, Idaho, Montana, New Mexico, Nevada, Utah, Wyoming.
 (4) Illinois, Indiana, Michigan, Ohio, Wisconsin.
 (5) New Jersey, New York, Pennsylvania.
 (6) Principal West European registrations:- West Germany (112), Switzerland (284), Great Britain (20), and Denmark (9).
 (7) The variation is positive (i.e., an increase) unless the figure is in brackets (decrease).

Source: Visitor Books,
60th Parallel Information Centre.

TABLE 3.6
N.W.T. DESTINATIONS FOR
ROAD TRAVELLERS
1973-1975

| <u>DESTINATION</u> | <u>RESPONSES</u> | | | <u>% TOTAL</u> | | |
|-------------------------------|------------------|--------------|--------------|----------------|--------------|--------------|
| | <u>1973</u> | <u>1974</u> | <u>1975</u> | <u>1973</u> | <u>1974</u> | <u>1975</u> |
| Yellowknife | 1,464 | 1,423 | 1,712 | 46.8 | 43.7 | 45.3 |
| Hay River | 482 | 653 | 807 | 15.4 | 20.0 | 21.4 |
| Pine Point | 88 | 169 | 251 | 2.8 | 5.2 | 6.6 |
| Fort Smith | 170 | 194 | 210 | 5.4 | 5.9 | 5.6 |
| Fort Simpson | 120 | 169 | 132 | 3.9 | 5.2 | 3.5 |
| Other Highway Destinations | 494 | 487 | 552 | 15.8 | 15.0 | 14.6 |
| Outside Highway System | 311 | 164 | 112 | 9.9 | 5.0 | 3.0 |
| | <u>3,129</u> | <u>3,259</u> | <u>3,776</u> | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> |

Note: The totals exclude N.W.T. residents. The response rates to this question are:- 80.4% (1973), 76.6% (1974), and 79.9% (1975). Some visitors listed more than one destination.

Source: Visitor Books
60th Parallel Information Centre.

destination, all their listed destinations were included in the analysis.

Table 3.7

The vast majority (89%) of the 1975 visitor book signers indicated they were travelling for pleasure, 9% indicated they were travelling on business and 2% indicated they were combining business and pleasure. Compared to previous years, the category "combining business and pleasure" has declined substantially, with an offset increase in the pleasure category. In the pleasure group, fishing and camping were listed much more frequently as reasons to visit the Northwest Territories than in previous years.

Table 3.8

Visitors to the Information Centre were asked whether they used TravelArctic literature to plan their trip to the Northwest Territories. A much higher percentage (73.8%) of visitors responded to this question in 1975, 44% indicating that they had indeed used TravelArctic literature.

Visitors were also encouraged to stop at the Information Centre on their outbound journey to discuss their experiences. Exit comments have been tabulated in Section B of Table 3.8. 1975 response rates are again higher than those in 1974. More than half of the comments were complimentary to the Northwest Territories (pleasant scenery, good camping and friendly people). A small group of persons (0.5%) experienced bad camping facilities; however, a very significant percentage (46.1%) commented on unfavourable road conditions. Poor road conditions in fact drew double the number of complaints than in 1974, many by persons who had indicated previously that they had otherwise enjoyed their visit to the Northwest Territories.

TABLE 3.7
 N.W.T. ROAD TRAVELLERS
 REASONS FOR VISITING THE N.W.T.
 1973-1975

| <u>REASON FOR VISIT</u> | <u>RESPONSES</u> | | | <u>% TOTAL</u> | | |
|--|------------------|-------------|-------------|----------------|-------------|-------------|
| | <u>1973</u> | <u>1974</u> | <u>1975</u> | <u>1973</u> | <u>1974</u> | <u>1975</u> |
| Pleasure: | | | | | | |
| a) Vacation | 1,468 | 1,539 | 2,109 | 41.7 | 47.3 | 54.9(3) |
| b) Friends/ Relations | 391 | 425 | 488 | 11.1 | 13.1 | 12.7 |
| c) Fishing | 213 | 148 | 349 | 6.1 | 4.5 | 9.1 |
| d) Sightseeing | 371 | 209 | 238 | 10.6 | 6.4 | 6.2 |
| e) Camping | 89 | 73 | 200 | 2.5 | 2.2 | 5.2 |
| f) Canoeing | 57 | 23 | 36 | 1.6 | 0.7 | 0.9 |
| Sub-total | 2,589 | 2,417 | 3,420 | 73.6 | 74.2 | 89.0 |
| Business (1) | 386 | 299 | 347 | 11.0 | 9.2 | 9.0 |
| Combination of Business and Pleasure | 542 | 539 | 75 | 15.4 | 16.6 | 2.0 |
| Total (2) | 3,517 | 3,255 | 3,842 | 100.0 | 100.0 | 100.0 |

- Notes: (1) Includes persons entering the N.W.T. to take up residency.
 (2) These totals exclude N.W.T. residents. The response rates to this question are:- 90.4% (1973), 76.0% (1974), and 87.0% (1975).
 (3) Includes 211 respondents who indicated a variety of reasons from a - f.

Source: Visitor Books,
 60th Parallel Information Centre.

TABLE 3.8
 N.W.T. ROAD TRAVELLERS
 USE OF TRAVEL ARCTIC LITERATURE
 AND
 EXIT COMMENTS
 1973-1975

| | <u>RESPONSES</u> | | | <u>% TOTAL</u> | | |
|---|------------------|--------------|--------------|----------------|--------------|--------------|
| | <u>1973</u> | <u>1974</u> | <u>1975</u> | <u>1973</u> | <u>1974</u> | <u>1975</u> |
| A. Use of Travel Arctic Literature to plan N.W.T. trip: | | | | | | |
| -Yes | 762 | 1,302 | 1,443 | 87.9 | 48.7 | 44.3 |
| -No | 105 | 1,371 | 1,815 | 12.1 | 51.3 | 55.7 |
| Total (1) | <u>867</u> | <u>2,673</u> | <u>3,258</u> | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> |
| B. Exit Comments about trip: | | | | | | |
| Pleasant scenery | 411 | 835 | 1,044 | 54.0 | 58.3 | 47.7 |
| Unfavourable roads | 299 | 482 | 1,011 | 39.3 | 33.6 | 46.1 |
| Friendly people | 20 | 45 | 100 | 2.6 | 3.1 | 4.6 |
| Good camping | 31 | 54 | 23 | 4.1 | 3.8 | 1.1 |
| Bad camping(3) | - | 17 | 13 | - | 1.2 | 0.5 |
| Total (2) | <u>761</u> | <u>1,433</u> | <u>2,191</u> | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> |

- Notes: (1) These totals exclude NWT residents. The response rates to the question are:- 22.3% (1973), 62.4% (1974), and 73.8% (1975).
 (2) These totals exclude NWT residents. The response rates to the question are:- 19.6% (1973), 33.5% (1974), and 49.6% (1975).
 (3) Comment not categorized in 1973.

Source: Visitor Books
 60th Parallel Information Centre.

3.3 Highway Travellers and Expenditures

The current, factual information about travellers on the Mackenzie Highway is not sufficient to consolidate the data presented in Sections 3.1 and 3.2 or to determine the total number of resident and non-resident, business and leisure travellers entering the Northwest Territories throughout the year.

This section of the report, therefore, attempts only to provide estimates of the number and expenditures of non-resident leisure travellers. A conservative estimate of the trend for such travel is indicated by the traffic variations on the Mackenzie and Liard ferries since more than half of the visitor book signers indicated they were planning to visit Fort Simpson and/or communities on Route 3 (Fort Providence, Rae and/or Yellowknife).

Non-resident, leisure, road travellers entering the Northwest Territories in 1974 were estimated to number 12,300. In 1975, passenger traffic on the Liard ferry increased by 4.5%, passenger traffic on the Mackenzie ferry declined by 6.9% for a combined net decline of 3.6%. Applying this 3.6% reduction to 12,300 yields an estimated total of 11,900 non-resident road travellers entering the Northwest Territories in 1975.

Surveys conducted in 1971 ascertained that the average expenditure of each non-resident road traveller in the Northwest Territories was \$55.55. This figure was updated with an inflation factor so that the average expenditure in 1975 is assumed to be \$95.00 per person. Total expenditures for non-resident, leisure, road travellers entering the Northwest Territories are estimated to be, therefore, \$1.13 million.

4. AIR TRAVEL

There are various tiers of commercial airlines serving the general public in the Northwest Territories. The primary tier is composed of three official regional carriers namely Nordair, Transair and Pacific Western Airlines. Nordair serves the eastern Arctic through Montreal, Transair serves the central Arctic through Winnipeg and Churchill while Pacific Western Airlines serves the western Arctic through Edmonton. Certain communities such as Resolute and Yellowknife were served by more than one regional carrier in 1975.

The second tier is composed of some two dozen airlines which offer a wide variety of inter- and intra-territorial services. Most of their operations in 1975 were charter operations. Their sizes varied from a one aircraft company to companies with multi-aircraft fleets. Northward Aviation was the only company in this tier offering scheduled services to places outside of the Northwest Territories in 1975.

The number of travellers entering the Northwest Territories by air in 1975 was 74,500, a decline of 3% from 1974 and the second successive decline. Oil and gas rig crews and all other persons travelling on company-owned aircraft are excluded from the above total. Such movements of personnel are regarded as confidential by the respective companies.

This decline in air traffic to the Northwest Territories can undoubtedly be related to the low levels of oil and gas exploration and development work in the Mackenzie Delta and High Arctic Islands in 1975.

Table 4.1 shows the aggregate totals for air travellers entering the Northwest Territories in the period 1973-75, the annual traffic variations and the principal traffic gateways.

Alberta is the principal gateway for air travellers bound for the Northwest Territories, and Edmonton is the single most important traffic originating centre in Alberta, counting passengers actually originating in the City plus airline transfers at Edmonton. The Alberta gateway originated 79.2% of the Northwest Territories bound air travellers in 1975, up 1.5% from 1974; however, the actual number of persons (59,045) is 1.1% less than in 1974. Pacific Western Airlines carried more than 90% of this traffic to destinations such as Fort Smith, Hay River, Yellowknife, Fort Simpson, Norman Wells, Inuvik, Cambridge Bay, and Resolute.

Montreal, the principal traffic originating centre in the Quebec gateway, registered the largest increase in Northwest Territories bound air travellers in 1975. Traffic bound for Frobisher Bay and south Baffin Island, Hall Beach and Resolute on Nordair increased by 17.4%. Nordair initiated direct jet services to Hall Beach in 1975 and to Strathcona Sound (when an ice strip of sufficient length and bearing strength was open) which undoubtedly contributed to traffic increases.

Traffic through the Manitoba gateways of Winnipeg and Churchill to Keewatin communities and Yellowknife declined for a second successive year, as did traffic from the Yukon to the Northwest Territories. The decrease through the Manitoba gateways was 25.5% and through the Yukon gateways 36.9%.

TABLE 4.1
AIR TRAFFIC TO THE N.W.T.
1973-1975

| | <u>1973</u> | <u>1974</u> | <u>1975</u> |
|--------------------------|--------------|--------------|--------------|
| Passengers (1) | 77,900 | 76,800 | 74,500 |
| Annual Vacation (%) | - | (1.4) | (3.0) |
| Gateways to NWT (%) (2): | | | |
| Alberta | 73.6 | 77.7 | 79.2 |
| Quebec | 8.8 | 9.3 | 11.2 |
| Manitoba | 13.2 | 9.9 | 7.5 |
| Yukon | 4.4 | 3.1 | 2.1 |
| | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> |

Notes: (1) Six respondents in 1973 and 1974 and five respondents in 1975.

(2) Principal Traffic Origins:-

Alberta - Calgary and Edmonton
Quebec - Montreal
Manitoba - Winnipeg and Churchill
Yukon - Whitehorse, Dawson City and Old Crow
(Fort Nelson, B. C., was included in 1974).

Source: Statistics from five airlines and estimates by the Research and Evaluation Division.

Combining data from the five respondents revealed that 87.6% of the Northwest Territories bound air travellers came for business reasons, 12.4% for leisure reasons (vacation, visiting friends and relatives, participation in sporting activities, et al); also that 41.5% of the air travellers were Northwest Territorial residents. One charter airline reported that of the non-N.W.T. residents, 50% were Canadian and 50% were United States residents.

The 74,500 travellers entering the Northwest Territories by air in 1975 probably generated 45 million passenger miles of air travel in the Northwest Territories, and paid \$5.6 million to the airlines for the Northwest Territorial segments of their journeys. 12.4% of these air travellers were tourists and they probably paid some \$700,000. dollars of their travel in the Northwest Territories.

5. ACCOMMODATION SURVEYS

Survey forms have been sent to sport fishing lodges, sport fishing outfitters and big game outfitters for the past nine years. The first hotel and motel survey was conducted in 1972; a new, separate campground section was introduced in the 1973 annual report and an expanded cruise lines survey was introduced in the 1974 report. All these survey results have been compiled in previous annual reports. In 1975 the survey forms included questions about advertising expenditures and placement of advertising dollars for the first time.

5.1 Lodges

Survey forms were sent to forty-two lodges, outpost and tent camp operators in 1975. Twenty-five positive replies were received, plus one from an operator stating that he did not open in 1975 plus another stated that he was a new owner and did not have the 1975 statistics. However, the 25 respondents form a good cross-section of this industry sector since all sizes of operations, from locations across the Northwest Territories are represented in the returns. The respondents also constituted the majority of operators in respect of the fact they provided 72% of the bed capacity of this sector in 1975.

Table 5.1 summarizes the data received from the twenty-five respondents. 79.2% of their 3,479 guests came from the United States which contrasts sharply with the low percentage of United States residents accommodated in hotels and motels in the Northwest Territories (see Table 5.2).

TABLE 5.1
N.W.T. LODGE SURVEY
1975

| | <u>NUMBER OF RESPONSES</u> | <u>TOTAL</u> | <u>% TOTAL</u> |
|--|--------------------------------|-------------------|--------------------|
| Number and Origin of Guests: | | | |
| N.W.T. | 25 | 136 | 3.9 |
| Other Locations in Canada | 25 | 569 | 16.4 |
| U. S. A. | 25 | 2,755 | 79.2 |
| Overseas | 25 | <u>19</u> | <u>0.5</u> |
| Total | | <u>3,479</u> | <u>100.0</u> |
| Average Length of Stay per Guest at Lodges, Outposts and Tent Camps: | | | |
| | 24 | One Week | - |
| Revenues from Accommodation, Food and Equipment | | | |
| | 24 | \$2,773,100 | - |
| Employees: | | | |
| Permanent N.W.T. Residents | 24 | 210 | 45.5 |
| Non-N.W.T. Residents | 24 | <u>252</u> | <u>54.5</u> |
| Total | | <u>462</u> | <u>100.0</u> |
| Wages and Salaries Paid to Permanent N.W.T. Residents | | | |
| | 22 | \$208,400 | - |
| Value of Goods and Services Purchased in the N.W.T.: | | | |
| Food | 11 | \$ 73,100 | 11.7 |
| Liquor | 11 | 51,150 | 8.2 |
| Aircraft Charters | 16 | 269,900 | 43.3 |
| Gasoline | 16 | 158,500 | 25.4 |
| Fishing/Hunting Equipment | 6 | 11,450 | 1.8 |
| Other Items | 12 | <u>59,800</u> | <u>9.6</u> |
| Total | | <u>\$623,900.</u> | <u>100.0</u> |
| Advertising Expenditures | | | |
| | 20 | \$176,800 | - |
| Length of Operating Season: | | | |
| Less than 30 days | NIL | - | NIL |
| 30 - 59 days | 7 | - | 28.0 |
| 60 - 89 days | 13 | - | 52.0 |
| 90 days and over | <u>5</u> | - | <u>20.0</u> |
| Total | <u>25</u> | | <u>100.0</u> |

Source: 1975 Survey by Research & Evaluation Division

The 1975 percentage for United States visitors is ten percentage points higher than in 1974. Canadians constituted 20.3% of lodge guests, of which one-fifth were Northwest Territorial residents. The balance of guests (0.5%) were from overseas. All these guests can be classified as bona fide tourists.

Twenty-four respondents earned some \$2.77 million from the provision of accommodation, food and equipment. This represents an average revenue per guest of \$797, \$119 higher than 1974. Employment opportunities were generated for 210 Northerners who earned \$208,400 in salaries and wages (both statistics are similar to those in 1974). The respondents also contributed to the Territorial economy by purchasing more than \$600,000 worth of goods and services in the Northwest Territories. Length of operating seasons, shown in the last section of the table, are very similar to those of previous years. As might be expected, operating seasons were shorter the further one travelled north and east from the Great Slave Lake area.

A new question was inserted in the 1975 survey form requesting information on advertising expenditures and the placement of advertisements. Twenty lodge operators reported spending \$176,800 or \$8,800 per capita. This latter amount contrasts sharply with the \$5,400 per capita spent by hotel and motel operators (see Section 5.2). It is difficult to generalise but lodge operators appeared to place their advertising dollars in the following way: - (1) brochures (2) magazines (3) sportshows (4) newspapers. This also contrasts with results in the hotel and motel survey.

Based on a sampling of fifteen lodges, providing 49% of lodge-nights, that responded in both 1974 and 1975,

registered guests declined by 18.9% in 1975; gross revenues declined 5.4%; employment of Northwest Territorial residents declined 3.2%; salaries to Northwest Territorial residents declined 11.3%; and expenditures by lodge operators on food, liquor, aircraft charters and fishing/hunting equipment in the Northwest Territories declined by 40.5%. Reasons for this poor year are not known.

As indicated earlier, the overall importance of this sector has not been fully represented by the data provided so far. Therefore, estimates of the number of guests accommodated by all 42 lodges, with their revenues, have been projected. The returns indicated that 3,479 guests were accommodated in 72% of the bed capacity offered by this industry sector. The remaining 28%, therefore, could have accommodated a further 1,300 guests, for a grand total of 4,800 guests.

Applying the previously calculated average revenue of \$797. per person, gross revenues to the lodge operators in 1975 are estimated to be \$3.83 million.

5.2 Hotels and Motels

There was a small increase (approximately 7%) in the number of beds supplied by hotels and motels in 1975. The distribution of beds remains concentrated in the District of Mackenzie which possesses 83.1% of the bed capacity. Baffin Island possesses 6.8% of the bed capacity followed by the Keewatin District (5.1%) and the District of Franklin, excluding Baffin Island (5.0%). On a community basis, Yellowknife possesses 31% of the capacity followed by Inuvik (17%), Hay River (14%), Fort Smith (5%), Frobisher Bay (4%) and the balance of twenty-seven communities (29%).

TABLE 5.2
N.W.T. HOTELS AND MOTELS SURVEY
1975

| | <u>NUMBER OF RESPONSES</u> | <u>TOTAL</u> | <u>% TOTAL</u> |
|---|--------------------------------|---------------------|--------------------|
| Number and Origin of Guests: | | | |
| N.W.T. | 26 | 47,814 | 30.0 |
| Other Locations in Canada | 26 | 95,570 | 60.0 |
| U.S.A. | 26 | 11,940 | 7.5 |
| Overseas | 26 | <u>3,855</u> | <u>2.5</u> |
| Total | | <u>159,179</u> | <u>100.0</u> |
| Types of Guests: | | | |
| Tourists | 26 | 26,751 | 16.8 |
| Business and Government | 26 | <u>132,428</u> | <u>83.2</u> |
| Total | | <u>159,179</u> | <u>100.0</u> |
| Average Length of Stay per Guest (days) | 26 | 4.8 | - |
| Revenues: | | | |
| Accommodation | 26 | \$4,196,400 | 38.8 |
| Food and Other Services | 15 | <u>6,618,600</u> | <u>61.2</u> |
| Total | | <u>\$10,815,000</u> | <u>100.0</u> |
| Employees: | | | |
| Permanent N.W.T. Residents | 26 | 851 | 45.3 |
| Non-N.W.T. Residents | 26 | <u>1,029</u> | <u>54.7</u> |
| Total | | <u>1,880</u> | <u>100.0</u> |
| Wages and Salaries Paid to Permanent N.W.T. Residents | 23 | \$1,194,600 | - |
| Value of Food, Liquor and Other Goods Purchased in the N.W.T. | 19 | \$2,074,249 | - |
| Advertising Expenditures | 14 | \$75,700 | - |

Source: 1975 Survey by Research & Evaluation Division.

Twenty-six of the forty-five hotels and motels responded to the 1975 survey form. The 26 respondents constitute a fair cross-section of this industry sector since most sizes of hotels and motels, from large and small communities across the Northwest Territories, are represented in the returns. Together, the 26 respondents provided 70% of the bed capacity of this sector in 1975.

Table 5.2 summarizes the data received from the 26 respondents. 90% of their 159,179 guests were Canadians, and approximately one-third of these were Northwest Territorial residents. 7.5% of the guests were from the United States and 2.5% from overseas. Tourists or leisure travellers constituted 16.8% of the guests which represents a two percentage point increase over 1974. The majority of guests, however, were travelling for business reasons.

Twenty-six respondents earned \$10.8 million from the provision of accommodation, food and other services which represents an average revenue of \$68 per guest, an increase of \$3 per guest over 1974. Turnover in employees is high in this sector. Twenty-six respondents employed 1,880 persons, 45% of whom were permanent Northwest Territorial residents (a much lower percentage than 1974). These Northwest Territorial residents received in excess of \$1.2 million in salaries and wages, \$600,000 less than in 1974. Hotels and motels also contributed to the Territorial economy by purchasing food, liquor and other goods in the Northwest Territories (nineteen respondents purchased \$2.1 million of goods in the NWT).

A new question was included in the 1975 survey form requesting information on advertising expenditures and placement of advertisements. Fourteen respondents

indicated they spent \$75,700 which represents less than 1% of their gross revenues from accommodation, food and other services. The order of media for placing their advertising dollars appears to be: - (1) newspapers (2) brochures (3) magazines (4) other media (e.g. travel guides). The advertisements are directed towards eastern Canada, western Canada and central United States.

Based on a sampling of twelve hotels and motels responding in both 1974 and 1975, registered guests increased 30.4% in 1975, and gross revenues (accommodation, food and other) increased 31.6%. These increases are in sharp contrast to the poor results reported by sport fishing lodges in 1975. On the other hand, employment of Northwest Territorial residents in hotels and motels decreased by 38.1%, salaries to Northwest Territorial residents declined by 45.8% and the value of food, liquor and other goods purchased by hotels and motels in the Northwest Territories declined by 16.3%. These twelve hotels and motels provided 47% of the 1975 bed capacity.

Annual estimates of guests, and their expenditures, for all forty-five hotels and motels have been produced in a similar way to the total sector estimates in section 5.1. The returns indicated that 159,179 guests were accommodated in 70% of the bed capacity offered by this industry sector. The remaining 30%, therefore, could have accommodated a further 68,200 guests, for a grand total of 227,400 guests. Applying the previously calculated average revenue of \$68 per guest, gross revenues to the hotel and motel operators in 1975 are estimated to be \$15.5 million.

One statistic that is not known, however, is how many individual persons are represented in these totals since visitors

and residents travelling in the Northwest Territories generally stayed at more than one hotel on their trips.

5.3 Outfitters

Survey forms were sent to thirty-one sport fishing and big game outfitters in 1975. The nine big game outfitters are located in the Mackenzie Mountains. Most of the sport fishing outfitters are located in the Great Slave Lake area, the Mackenzie Valley and its tributaries; three, however, are located north of the tree line namely at Rankin Inlet, Frobisher Bay and Pangnirtung.

Fourteen outfitters replied, two of whom stated they completed cruise ship survey forms in preference to outfitter forms (some cruise ship operators hold outfitter licenses) and two more who stated they did not operate in 1975 or had no guests.

Table 5.3 summarizes the data received from ten outfitters. 55.7% of their 230 guests were Canadian, 43.0% United States residents, and 1.3% came from overseas. The most significant change from 1974 is the relative increase in United States visitors (43% in 1975 versus 25% in 1974); however, the sample in 1975 (230 guests) is much smaller than 1974 (814 guests) and this may partly explain the difference. The majority of visitors probably rented outfitter services for up to one week. Persons setting out on wilderness excursions (e.g., canoeing down the Nahanni or Coppermine rivers) would naturally rent outfitter services for much longer, perhaps several weeks.

Gross revenues for nine outfitters from the provision of

TABLE 5.3
N.W.T. OUTFITTERS SURVEY
1975

| | <u>NUMBER OF RESPONSES</u> | <u>TOTAL</u> | <u>% TOTAL</u> |
|--|--------------------------------|--------------|--------------------|
| Number and Origin of Guests: | | | |
| N.W.T. | 10 | 77 | 33.5 |
| Other Locations in Canada | 10 | 51 | 22.2 |
| U.S.A. | 10 | 99 | 43.0 |
| Overseas | 10 | <u>3</u> | <u>1.3</u> |
| Total | | <u>230</u> | <u>100.0</u> |
| Revenues from Accommodations, Food and Equipment | | | |
| | 9 | \$99,537 | - |
| Employees: | | | |
| Permanent N.W.T. Residents | 10 | 11 | 50.0 |
| Non-N.W.T. Residents | 10 | <u>11</u> | <u>50.0</u> |
| Total | | <u>22</u> | <u>100.0</u> |
| Wages and Salaries Paid to Permanent N.W.T. Residents | | | |
| | 9 | \$7,910 | - |
| Value of Goods and Services Purchased in the N.W.T. | | | |
| | 10 | \$21,916 | - |
| Advertising Expenditures | | | |
| | 6 | \$10,900 | - |
| Length of Operating Season: | | | |
| Less than 30 days | 2 | - | 20.0 |
| 31 - 59 days | 1 | - | 10.0 |
| 60 - 89 days | 3 | - | 30.0 |
| 90 days and over | <u>4</u> | - | <u>40.0</u> |
| Total | <u>10</u> | | <u>100.0</u> |

Source: 1975 Survey by Research & Evaluation Division.

accommodation, food and equipment was \$99,537. The respondents employed 22 persons, 50% of whom were permanent Northwest Territorial residents. These residents received \$7,910 in wages or \$719 per person (\$200 lower than in 1974). The outfitters purchased \$16,500 of food, liquor and fishing or hunting equipment and spent \$5,400 on aircraft charters. 70% of the operators remained open for longer than two months.

A new question on the 1975 survey related to advertising expenditures and the placement of advertisements. Six respondents spent a total of \$10,900 on advertising or \$1,816 per capita (less per capita than both lodge and hotel operators). Most of the respondents placed first priority on producing a brochure, and second priority on advertising in magazines. Newspapers, sportshows or other forms of advertising were not considered important.

There is insufficient data to project estimates of total guests accommodated by this sector and the gross revenues of outfitters that could be considered reasonably accurate. It is apparent, however, that outfitter services will be increasing in demand as more and more Northwest Territorial residents and non-residents want to explore "off the beaten track" locations.

5.4 Parks and Campgrounds

The Territorial Government, through the Division of Tourism, operated thirty-one Territorial Parks with camping and picnic facilities in 1975. Most of these facilities are located on the Mackenzie Highway system, others are located in the Mackenzie Delta and Baffin Region. These parks were open

from May 15th, to September 30th, in 1975, and a \$5. fee was levied for their use. 670 permits were sold in 1975, 18% fewer than in 1974, for total revenues of \$3,350. In addition to the Territorial Government Parks, two privately operated campgrounds were open in 1975 - one south of Hay River on highway 2; the other at Broughton Island in the eastern Arctic.

5.4.1. Territorial Parks

User surveys were conducted at three Territorial parks in the Yellowknife area in 1975, namely at Yellowknife Park, Prelude Lake Park (18 miles east of Yellowknife) and Reid Lake Park (40 miles east of Yellowknife). These surveys were not as comprehensive as the ones which were conducted in 1974. The results are presented in Table 5.4 and Figure 5.1

Table 5.4 shows camper nights and party nights spent at each of the three parks as well as the respective average party sizes. Yellowknife was the most utilized facility (63.7% of the camper nights) followed by Prelude Lake (30.5%) and Reid Lake (5.8%). The number of persons per party varied from 3.73 at Reid Lake to 3.04 at Yellowknife.

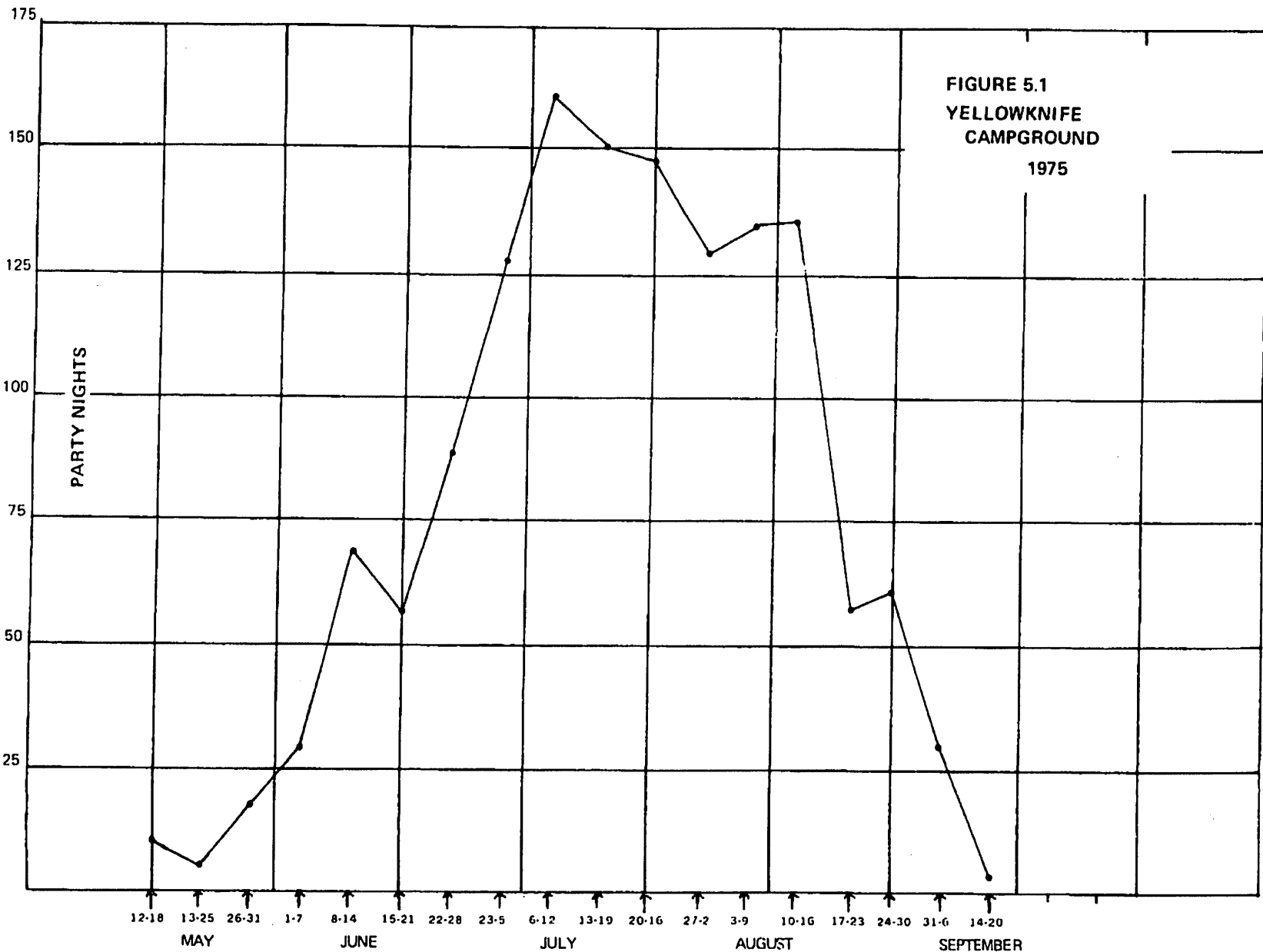
Comparable data for 1974 was available only for Yellowknife Park. Average party sizes in 1974 and 1975 are almost identical; however, the number of party nights declined by 19.9%, from 1,747 in 1974, to 1,400 in 1975. Specific reasons for the decline are not known.

Figure 5.1 illustrates the distribution of party nights at Yellowknife Park from mid-May to mid-September. The peak, weekly average was registered July 6 - 12. This

TABLE 5.4
 YELLOWKNIFE AREA PARKS,
 CAMPGROUND OCCUPANCIES
 1975

| <u>PARK</u> | <u>CAMPER NIGHTS</u> | | <u>AVERAGE PARTY SIZE (PERSONS)</u> | <u>PARTY NIGHTS</u> | |
|--------------|----------------------|----------|---|---------------------|----------|
| | <u>Number</u> | <u>%</u> | | <u>Number</u> | <u>%</u> |
| Yellowknife | 4,262 | 63.7 | 3.04 | 1,400 | 65.6 |
| Prelude Lake | 2,043 | 30.5 | 3.25 | 629 | 29.5 |
| Reid Lake | 391 | 5.8 | 3.73 | 105 | 4.9 |
| Total | 6,696 | 100.0 | 3.14 | 2,134 | 100.0 |

Source: Division of Tourism.



peak correlates with 1974 when the peak weekend usage was determined to be July 5 - 8.

For further information, contact the Territorial Parks Officer, Division of Tourism, Department of Economic Development, Government of the Northwest Territories, Yellowknife, N.W.T., X1A 2L9.

5.4.2. Private Campgrounds

The form shown as Table 5.5 was sent to two private campground operators in 1975, one near Hay River; the other on Broughton Island. Only one operator replied. For reasons of confidentiality of data, therefore, we are unable to discuss that operator's information.

5.5 Cruise Ships

Survey forms were sent to four cruise ship operators in 1975, three operating from Yellowknife on Great Slave Lake and one offering cruises on the Mackenzie River between Fort Providence and Tuktoyaktuk. Three operators replied and their statistics are summarized in Table 5.6.

Arctic Cruise Lines' "Norweta" made five northbound trips from Fort Providence and five southbound trips from Inuvik in 1975, six fewer trips than in 1974. Passengers were bussed between Hay River and Fort Providence. Each trip lasted eight days.

Three companies offered cruises on Great Slave Lake in 1975, namely North Cruise Charter Service, N.W.T. Wilderness

TABLE 5.5

N.W.T. CAMPGROUND SURVEY
1975

**The responses are treated as CONFIDENTIAL information.

1. Number of registered guests or vehicles in 1975.
(Please specify guests or vehicles) _____

2. Number of guests or vehicles who were:
(Please specify guests or vehicles)

Canadian - N.W.T. residents _____

Canadian - Non-N.W.T. residents _____

U.S.A. _____

Other _____

3. Gross revenues from provision of accommodation,
food and equipment. _____

4. Number of employees who were:

N.W.T. residents _____

Non-N.W.T. residents _____

5. Estimated value of wages and salaries paid
to N.W.T. resident employees. _____

6. Estimated value of goods and services purchased
in the N.W.T. by Campground Operator for :-

a) the maintenance of the Campground _____

b) the enjoyment of registered campers _____

7. What were your opening and closing dates? _____

TABLE 5.6
CRUISE SHIP SURVEY
1975

| | <u>RESPONDENTS</u> | <u>NUMBERS</u> | <u>%</u> |
|---|----------------------|-----------------|--------------|
| Number of Cruises North of 60° | 3 | 110 | - |
| Average Length of Each Cruise North of 60° | (see following page) | | |
| Origins of Passengers:- | | | |
| N.W.T. | 2 | 110 | 18.4 |
| Other Locations in Canada | 2 | 389 | 65.0 |
| U.S.A. | 2 | 84 | 14.0 |
| Other | 2 | 16 | 2.6 |
| Total | | <u>599</u> | <u>100.0</u> |
| Gross Revenues from Provision of Transportation, Accommodation, Food and Other Services | 3 | \$198,500 | - |
| Number of Employees, full or part time, who were:- | | | |
| N.W.T. Residents | 3 | 7 | 63.6 |
| Non-N.W.T. Residents | 3 | 4 | 36.4 |
| Total | | <u>11</u> | <u>100.0</u> |
| Estimated Value of Wages and Salaries paid to N.W.T. Resident Employees | 3 | \$60,000 | |
| Estimated Value of Goods and Services purchased in 1975: | | | |
| Food | 3 | \$14,850 | 24.2 |
| Liquor | 3 | 6,260 | 10.2 |
| Aircraft Charters | 3 | 3,860 | 6.3 |
| Fishing/Hunting Equipment | 3 | 500 | 0.8 |
| Gasoline | 3 | 16,620 | 27.1 |
| Other | 3 | 19,330 | 31.4 |
| Total | | <u>\$61,420</u> | <u>100.0</u> |

Source: 1975 Survey by Research & Evaluation Division.

TABLE 5.7
CRUISE SHIP ITINERARIES
1975

| | <u>CARRIERS</u> | |
|--|--|--|
| Itinerary for each Cruise: | Arctic Cruise Lines | Great Slave Lake Operators |
| Origin: | Hay River | Yellowknife |
| En Route stopping places: | Fort Providence Fort Simpson Wrigley Fort Good Hope Arctic Red River Aklavik Tuktoyaktuk | Yellowknife Bay and Great Slave Lake |
| Destination: | Inuvik or (vice versa) | Yellowknife |
| Average Length of each cruise North of 60°: | Eight days | Three hours |

Source: 1975 Survey by Research & Evaluation Division.

Cruiselines and Hero Holdings with the M.V. Nauti Gal III. Most of their guests were visitors to the Northwest Territories on inclusive tours. The average length of a cruise was three hours, usually down Yellowknife Bay and along the islands on the eastern shore of Great Slave Lake. Some long distance cruises ventured as far as Taltheilei Narrows in the East Arm of Great Slave Lake.

The three respondents provided 110 cruises, carried 599 passengers and generated revenues of nearly \$200,000. 83.4% of the passengers were Canadian (compared to only 19.2% in 1974), 14.0% were United States residents (compared to 77.7% in 1974) and 2.6% were from overseas. The respondents employed eleven people, seven of whom were permanent Northwest Territorial residents and these residents received a total of \$60,000 in remunerations. The amount spent by the respondents on food, liquor, aircraft charters, fishing/hunting equipment, gasoline and other miscellaneous items was in excess of \$61,000.

Cruise ship services such as these mentioned above help increase the attractiveness of the Northwest Territories to prospective visitors. The market potential is promising, if somewhat slow in developing. An increase in the supply of such services, at various locations across the Northwest Territories, can probably be expected in the years ahead, to the benefit of the whole travel trade.

6. INCLUSIVE TOURS

The tours referred to in this section are those which offered group transportation rates and other services including lodging, meals and entertainment to tourists. Persons on such tours have already been counted once in Section 4 and probably again in several sub-sections of Section 5.

Eighteen operators of tours to the Northwest Territories, open to the public at large, were contacted. Eleven replied, four of whom stated that they had insufficient interest shown in their tours and so their tours were cancelled. Pacific Western Airlines offered tours in conjunction with Northwest Territories, southern Canadian and United States travel agencies and, therefore, some consolidation of the same data received from different sources was necessary.

Information was also gathered on tours by two private groups, one conducted by members of the National Association of Co-operative Administrators and one by students and staff from Seneca Community College in Toronto. No doubt there are many other private groups unaccounted for!

Table 6.1 summarises the statistics obtained from the surveys. The number of tours may be overstated since the figure includes some estimates. The number of persons (1,512), however, is based solely on reported figures and this total represents a 10.5% increase over the 1974 total. The number of persons participating on inclusive tours in previous years has been as follows - 1,368 (1974), 1,832 (1973) and 1,500 (1972).

TABLE 6.1
INCLUSIVE TOURS
1975

| <u>DISTRICT</u> | <u>TOURS</u> | <u>PERSONS</u> | <u>AVE. LENGTH OF STAY IN NWT (DAYS)</u> | <u>ORIGIN OF TOURIST</u> | | |
|-----------------|--------------|----------------|--|--------------------------|------------|--------------|
| | | | | <u>CAN.</u> | <u>USA</u> | <u>OTHER</u> |
| Mackenzie | 91 | 1,402 | 5.54 | 895 | 488 | 19 |
| Eastern Arctic | 15 | 110 | 7.00 | 55 | 33 | 22 |
| TOTAL | <u>106</u> | <u>1,512</u> | <u>5.65</u> | <u>950</u> | <u>521</u> | <u>41</u> |

Source: Eleven Tour Operators and Two Private Tours.

The majority of tours (86%) and tourists (93%) in 1975 were bound for locations in the District of Mackenzie. The reasons for such tours were many and varied. General sightseeing tours frequently visited communities on the highway system, then communities in the Mackenzie Delta. Passengers on the Arctic Cruise Lines saw most communities and attractions on the Mackenzie River between its source and mouth. Fishing tours were generally destined for lodges in the Great Slave Lake and Great Bear Lake areas; wilderness and canoeing tours oriented towards the Nahanni and Coppermine rivers, and Bathurst Inlet.

The balance of the tours and tourists visited the eastern Arctic and specifically places such as Frobisher Bay, Pangnirtung, Clearwater Fiord and Broughton Island. The usual objectives were general sightseeing and char fishing.

The average length of stay for tours in the District of Mackenzie was 5.54 days (compared to 5.29 days in 1974), and for those in the eastern Arctic 7.00 days (compared to only 2.13 days in 1974). 63% of the total participants were Canadian (compared to 42% in 1974), 34% were United States residents (compared to 50% in 1974) and the balance came from overseas.

Certainly such tours enable persons with modest to medium financial resources to visit this exciting part of Canada. Inclusive tour traffic might be expected to grow further with the addition of accomodation facilities and tourist attractions in the years ahead.

7. HANDICRAFTS

Sales of handicrafts to resident and non-resident travellers in the Northwest Territories are becoming an important element of gross Northwest Territories tourist expenditures. In 1974, the sales of carvings, coats, wall hangings, bead work and other Territorial crafts topped \$1.75 million. The growth in 1975 is estimated at 20 - 30%, with sales about \$2.25 million. The principal sales outlets are private and Government craft shops, and co-operatives. The proportion of sales revenues returned to the producer vis a vis the retail outlet varied according to the craft item. On some items the producer received up to 70% of the sale amount. A more usual percentage is between 50 and 70%.

8. TRENDS IN TRAVEL ENQUIRIES

The Division of Tourism, operating under its trade name, TravelArctic, answered 24,000 enquiries in 1975, down 10% from the total number answered in 1974. The decrease in enquiries can be related to a number of factors. Probably the most important was the Canadian postal strike in the late fall. The usual number of enquiries during the mid-October-November-early December period is in the neighbourhood of 2,000, which would have raised the 1975 total number to the level of 1974.

A second factor which probably affected their total number of enquiries was a cutback in advertising and promotion expenditures. During 1975 no media advertising was carried out and attendance at promotional shows was limited to one in Toronto.

Canadians continue to account for the majority of enquiries, 60% of the 1975 total. Within Canada the largest number of enquiries came from Ontario, Quebec and Alberta.

The number of enquiries from the United States also remains high, with 37.5% of the total coming from all American states including Hawaii. The largest number of enquiries are from the states of California, Pennsylvania, Michigan, Ohio and Washington.

The remaining 2.5% of their enquiries came from around the world, with the highest number from Germany.

There was an increase in the number of requests for canoeing information, with nearly 250 serious canoeists seeking infor-

mation on Northwest Territorial routes. This increase has prompted TravelArctic to produce a new booklet entitled Canoe Canada's Arctic.

More than 3,000 people made enquiries in person at the TravelArctic office in Yellowknife, and nearly one-half of these people visited the office during June, July and August.

During 1975 TravelArctic also filled more than 800 requests for bulk shipments of promotional material.

Although the Northwest Territories is becoming better known in general, there continues to be a certain amount of confusion between us and the Yukon Territory. Also, many people are not yet aware of the Mackenzie Highway, or other facilities available to travellers. Better identification of the Northwest Territories as a travel destination will be a main objective of promotional efforts in the upcoming year.

PUBLICATIONS OF THE DIVISION OF TOURISM

Canoe Canada's Arctic

Explore Canada's Arctic (Pictorial Guide)

Explorers Guide, Canada's Arctic, 1976

Official Travel Map, Canada's Arctic, Northwest Territories

Overview Study of Tourism and Outdoor Recreation in the
Northwest Territories (two volumes; price \$40.00)

Report on the Travel Industry in the Northwest Territories
(The annual statistical report of the Division of Tourism)

THE TRAVEL INDUSTRY IN THE NORTHWEST TERRITORIES

1975

Summary of the Annual Report

Prepared by:

The Research and Evaluation Division

for:

The Division of Tourism
Department of Economic Development
Government of the Northwest Territories
Yellowknife, N.W.T.

~~XIA-219~~

May 1976

NORTHWEST TERRITORIES TRAVEL INDUSTRY HIGHLIGHTS,
1975

In this report, the term traveller denotes any person journeying to and within the Northwest Territories, for any reason (business and leisure). A tourist is considered to be a particular type of traveller, namely one travelling for pleasure (e.g., vacation, sightseeing, visiting friends and relatives et al).

Highway Travel

The total number of travellers entering the Northwest Territories by road is not known. However, the number of non-resident leisure travellers (tourists) entering the Territories in 1975 has been estimated to be 11,900. This is 3.9% fewer than in 1974.

Travellers stopping at the 60th Parallel Information Centre are invited to sign a visitors book and answer a few, brief questions. From this survey, carried out between May 15th, and September 15th, in 1975, a profile of road tourists has been developed which is presented in Section 3.

Surveys conducted in 1971 ascertained that the average expenditure of each non-resident road traveller in the Northwest Territories was \$55.55. This figure has been updated with an inflation factor so that the average expenditure in 1975 is assumed to be \$95.00 per person. Total expenditures for non-resident, leisure travellers entering the Northwest Territories in 1975 are, therefore, estimated to be \$1.13 million.

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1) UCPIB CIGI ΔοΔΗΓΑΡΑΔΑΝ 40.5 > 5% Γ.
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L4DIPIG.

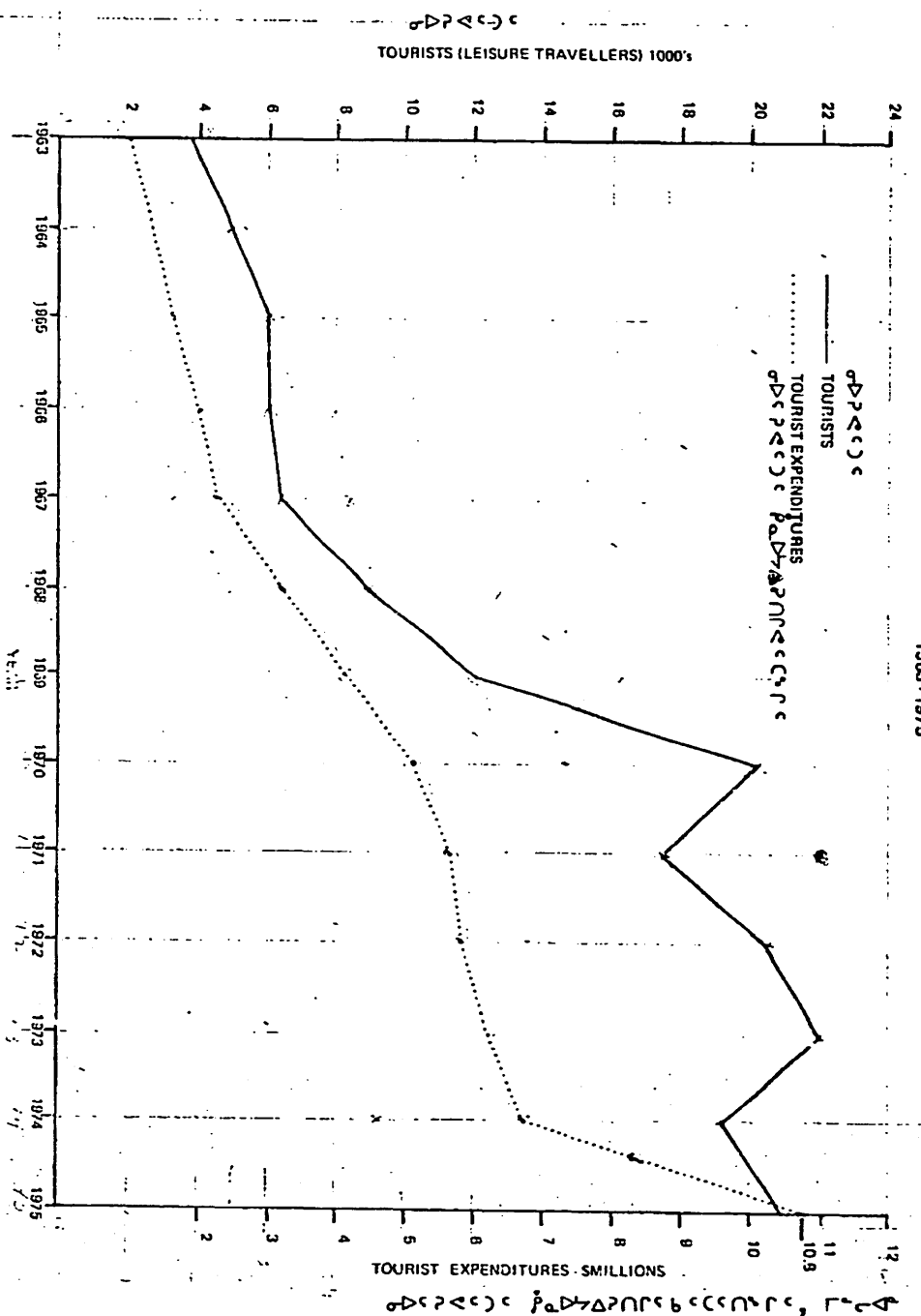
ΠοCIGI (CIGI)

ΣεΠΔΓ ΠοCIGI ΔοΒΙΓΑΡΑΔΑΔΙΓ
227,400-σ 1975-Γ ΔΡΑΔΑΝ #15.5 Γ-Δ
CIGIΓ, σIP ΔL ΔIP.

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1974-Γ 1975-Γ, ΔοΒΙΓΑΡΑΔΑΔΙΓ ΔΓΔΑΔΑΔΙΓ
30.4 > 5% σ 1975-ΓΑΔΑ, ΔL ΔΑΔΙΓ
ΔΑΔΑΔΙΓ (CIGI, σIP ΔL ΔIP) ΔΓΔΑΔΑΔΙΓ
ΔΑΔΑΔΙΓ 31.6 > 5% Γ. ΣεΠΔΓ ΔΒΑΔΑΔΙΓ
ΔοΔΗΓΑΡΑΔΑΔΙΓ ΠοCIGI 38.1 > 5% Γ;
ΔΑΔΑΔΙΓ ΔCIGI ΣεΠΔΓ ΔοΔΗΓΑΡΑΔΑΔΙΓ
ΑΝ 45.8 > 5% Γ; ΔL ΔΑΡΑΔΑΔΙΓ σIP;
ΔΓΔΑΔΑ, ΔL ΔIP ΔΑΔΑΔΙΓ ΔCIGI
ΣεΠΔΓ ΠοCIGI ΔΑΔΑΔΙΓ 16.3 > 5% Γ. CIGI
12 ΠοCIGI 47 > 5% - ΔΑΔΑΔΙΓ ΔοΒΙΓΑΡΑΔΑΔΙΓ 1975
ΓΑΔΑ.

90 > 5% ΠοCIGI 1975-ΓΑΔΑ ΔΑΔΑΔΑΔΙΓ
ΔΑΔΑ, ΔL ΔΑΔΑΔΙΓ ΣεΠΔΓ ΔCIGI 7.5 > 5%
ΔΓΔΑΔΑΔΙΓ ΔL ΔΑΔΑΔΙΓ CIGI ΔΑΔΑΔΑΔΙΓ
ΠοCIGI ΔΑΔΑΔΙΓ 16.8 > 5% σ ΔΑΔΑΔΙΓ
- ΔΑΔΑ, ΔΓΔΑΔΑ ΔΒΑΔΑΔΙΓ (83.2 > 5%)

GROWTH OF TOURISTS AND TOURIST EXPENDITURES
1963 - 1975



TOURISTS (LEISURE TRAVELLERS) 1000's

TOURIST EXPENDITURES - MILLIONS

TOURISTS
TOURIST EXPENDITURES