

1994 NWT Visitor Center Survey

Overall Results



Bureau of Statistics

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Visitor Center Survey**

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Definition of Visitors

- refers to persons who used a visitor center but were not residents of the community where the center is located.
- for counts of visitors the same person may be counted more than once due to multiple visits to the center.

Symbols

- zero or too small to be expressed
- ... not appropriate

1994 NWT Visitor Center Survey

— Overall Results —

Background

During summer 1994, the NWT Bureau of Statistics and the Department of Economic Development & Tourism undertook a survey of NWT visitor center use. The survey was completed for six visitor centers across the Northwest Territories between June 12 and September 5, 1994.

The six visitor centers included in the survey were the Northern Frontier Visitor Center in Yellowknife; the 60th Parallel Visitor Center at the Alberta border on the Mackenzie Highway; the Blackstone Visitor Center on the Liard Highway; the Arctic Coast Visitor Center in Cambridge Bay; the Akumalik Visitor Center in Baker Lake; and the Unikkaarvik Visitor Center in Iqaluit.

This report presents the statistical highlights of responses to the survey provided by visitors to the six centers. Information presented includes:

- counts of visitors and trip characteristics including group size, transportation mode, types of accommodation, days spent in the area, reasons for visiting, and sources of prior information about the area;
- visitor satisfaction with the features of the center and impact on travel plans;
- characteristics of visitors including age, sex, education level, and household income; and
- group counts and expenditures for visitors who were not NWT residents.

Highlights – General Questionnaire

Based on counts of the six visitor centers, there were 5,951 visitors to the Northern Frontier Center; 8,667 to the 60th Parallel Center; 2,391 to the Blackstone Park Center; 607 to the Arctic Coast Center; 406 to the Akumalik Center; and 1,415 to the Unikkaarvik Center during the survey period.

Persons travelling from outside the Northwest Territories accounted for 95% of visitors to the

six centers. The Yukon and Western provinces accounted for 44% of visitors; 24% were from the United States; 16% from the Central provinces (Ontario and Quebec); 9% from Other Foreign countries; and 2% from the Atlantic provinces.

Size of Groups

Most persons visiting the centers surveyed were travelling in groups of one or two persons, ranging from 39% of visitors at the Akumalik Visitor Center in Baker Lake to 64% of visitors at the 60th Parallel Visitor Center. Persons visiting in large groups (more than ten persons) were more frequent at the Akumalik Visitor Center and at the Unikkaarvik Visitor Center in Iqaluit—accounting for 18% and 11% of visitors respectively.

Mode of Transportation

With the exception of persons surveyed at the 60th Parallel and Blackstone Visitor Centers, air travel was the most common mode of transportation—representing 53% of visitors to the Northern Frontier Visitor Center in Yellowknife, 78% for the Akumalik Visitor Center in Baker Lake, 96% for the Unikkaarvik Visitor Center in Iqaluit, and 99% for the Arctic Coast Visitor Center in Cambridge Bay.

Private automobile was the primary mode of transportation for visitors to the 60th Parallel Visitor Center (73% of visitors) and for the Blackstone Park Visitor Center (45% of visitors). For the Northern Frontier Visitor Center, 32% of visitors travelled to the area by automobile.

Types of Accommodation

Visitors to the six centers were also asked the types of accommodation they were using while travelling in the Northwest Territories.

For persons surveyed at the Blackstone Park and 60th Parallel Visitor Centers, the most common answer was parks or campgrounds—85% and 58% of visitors respectively. Staying at motels and hotels predominated for those visiting the

Arctic Coast, Unikkaarvik and Akumalik Visitor Centers—from 41% to 55% of responses.

The proportion of visitors staying with family or friends was comparatively high for persons surveyed at the Northern Frontier, Arctic Coast and 60th Parallel Visitor Centers—ranging from 26% to 31% of respondents.

Days Travelling in the Area

There was considerable variation in the planned length of stay in the area for each of the visitor centers. Lengthy stays (more than ten days) were more prominent for the Akumalik, Blackstone and Unikkaarvik Visitor Centers.

Previous Visits to the Area

Most persons using the visitor centers had not previously visited the area—ranging from 62% of visitors to the Arctic Coast Visitor Center to 86% for the Blackstone Park Visitor Center. Persons from the Atlantic Provinces were most likely to have visited the area before (62%), followed by visitors from the Yukon and Western provinces (37%).

Reasons for Visiting the NWT

Curiosity about the area was reported as a reason for visiting the area by more than one-half of visitors to the Blackstone Park (58%), 60th Parallel (54%) and Northern Frontier (53%) Visitor Centers. Outdoor activities such as camping, canoeing or fishing were cited by 62% of visitors to the Blackstone Park Visitor Center—as well as by a substantial proportion of visitors to the 60th Parallel, Arctic Coast and Akumalik Visitor Centers.

Visiting family and friends was a frequent answer for the Northern Frontier and 60th Parallel Centers—33% and 28% of visitors respectively. Business reasons were cited by 43% of visitors to the Akumalik Visitor Center and 38% for the Unikkaarvik Visitor Center.

Visitors from the Yukon and Western provinces as well as from the Central provinces cited curiosity about the area, visiting family and friends, and outdoor activities as reasons for coming to the area. Visitors from the Atlantic provinces placed particular importance on visiting family and friends—and less on outdoor activities.

Two-thirds of persons from the United States referred to curiosity about the area and over one-half cited outdoor activities as reasons for visiting. Historical and cultural sites were mentioned by 28%. Persons from Other Foreign countries also emphasized curiosity about the area (67%) and outdoor activities (51%) in addition to visiting family and friends (22%).

Prior Information Sources

Visitors from outside the territory answered a question regarding their sources of information about the Northwest Territories prior to coming to the visitor center.

Mail was most frequently cited as a source of information before leaving on the trip. Visitors from the United States used this information source the most frequently (45%) and also reported the highest use of the 1-800 telephone service (28%).

For information obtained while on the trip, information sources such as parks, libraries and other visitor centers were cited, as were other travellers. About 20% of visitors stated they had not obtained information about the territory prior to visiting the center.

Impact on Travel Plans

Visitors to the Northern Frontier (51%) and 60th Parallel (47%) Visitor Centers were likely to increase the number of planned activities following their visit to the center. The increase in number of planned activities following a visit to the center was the least for visitors to the Akumalik Visitor Center (18%).

Compared to those surveyed in the eastern Arctic, visitors to the western Arctic were considerably more likely to increase their planned length of stay in the Northwest Territories as a result of using a visitor center. Based on home residence, visitors from the United States were the most likely to increase their stay in the territory after visiting a center (27%).

Satisfaction with Visitor Center

Visitors were asked if they were satisfied with various aspects of the center. Almost all visitors were satisfied or very satisfied with the visitor center information, features, staff and facilities.

Visitor Characteristics

The most common age group for visitors was from 25 to 44 years of age. Men were considerably more likely than women to be respondents to the survey and most respondents were highly educated (university degree).

There was considerable variation in reported household income. Persons from households with high incomes (\$70,000 or more) were observed more frequently at visitor centers in the eastern Arctic and at the Blackstone Park Visitor Center. High household incomes were most frequently reported by visitors from the United States and from the Central provinces.

Expenditures by Non-NWT Residents

Visitors who were not residents of the Northwest Territories were asked how much their group was spending while travelling in the territory.

Average expenditures for groups visiting the eastern Arctic were considerably higher (at \$2,400 to \$3,900) compared to groups using visitor centers in the western Arctic (at \$900 to \$1,900).

Groups from the United States tended to spend somewhat more while visiting the Northwest Territories—an estimated average expenditure of \$1,900. The next highest spending level was for groups visiting from the Atlantic provinces which averaged \$1,600.

Highlights – Visitor Center Inserts

Each visitor center survey form included an insert specific to that center which asked questions regarding activities completed or planned.

Northern Frontier Visitor Center

Some 81% of visitors to the Northern Frontier Visitor Center made use of area walking trails or visited the museum or Legislative Assembly, while a total of 76% reported shopping for souvenirs or arts and crafts. A total of 48% boated or canoed, and 37% visited or stayed at parks. As well, an estimated 25% of visitors

purchased tourism services such as a tour of Yellowknife, chartering a small plane, or travelling to a fishing lodge.

60th Parallel Visitor Center

About one-half of visitors to the 60th Parallel Visitor Center planned to visit or stay at the Twin Falls Gorge Park or the Lady Evelyn Falls Park. Some 67% of the visitors to the center indicated that they would be visiting Hay River while 60% stated they were visiting Yellowknife.

Blackstone Park Visitor Center

Some 80% of the visitors to the Blackstone Park Visitor Center visited or stayed at a park in the area. Sightseeing on the Liard Highway ranked as the second most popular activity at 62%. An estimated 29% of visitors to the center canoed the Nahanni National Park while 15% shopped for arts and crafts in Fort Liard.

Arctic Coast Visitor Center

An estimated 71% of the Arctic Coast visitors purchased a tourism service—such as a day tour or staying at a hunting or fishing lodge—while a tour of Cambridge Bay was the most popular activity, at 75% of visitors. Some 54% of respondents shopped for arts and crafts while in the community.

Akumalik Visitor Center

Some 65% of the visitors to the Akumalik Visitor Center in Baker Lake purchased locally produced arts and crafts. A total of 59% visited historic sites in the area, while 29% of visitors travelled the Kazan or Thelon Rivers and 14% stayed at a hunting, fishing or naturalist lodge.

Unikkaarvik Visitor Center

Activities such as walking and hiking engaged about 74% of visitors to the Unikkaarvik Visitor Center while 65% visited the Iqaluit museum. Some 34% visited territorial parks, 18% went to the Auyuittuq National Park, and an estimated 6% of visitors travelled to a hunting or fishing lodge.

- Statistical Tables -
General Questionnaire

Table 1a Visitors, by Trip Characteristics and Visitor Center

	Northern Frontier		60th Parallel		Blackstone Park		Arctic Coast		Akumalik		Unikkaarvik	
	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)
Total Visitors	5,951	100	8,667	100	2,391	100	607	100	406	100	1,415	100
Group Size												
1 – 2 Persons	3,592	60	5,536	64	1,348	56	423	70	157	39	842	60
3 – 4 Persons	1,298	22	2,313	27	348	15	106	17	75	18	214	15
5 – 6 Persons	325	5	304	4	348	15	17	3	33	8	73	5
7 – 8 Persons	151	3	257	3	65	3	22	4	50	12	73	5
9 – 10 Persons	216	4	23	-	87	4	6	1	8	2	28	2
More than 10	325	5	140	2	22	1	33	5	75	18	149	11
Not Provided	43	1	93	1	174	7	-	-	8	2	36	3
Mode of Transportation												
Air	3,181	53	257	3	370	16	602	99	315	78	1,362	96
Automobile	1,926	32	6,307	73	1,044	44	-	-	-	-	-	-
Bus	281	5	23	-	-	-	-	-	-	-	-	-
Other	519	9	1,962	23	826	35	6	1	83	20	4	-
Not Provided	43	1	117	1	152	6	-	-	8	2	48	3
Type(s) of Accommodation												
Motel/Hotel	2,056	35	2,032	24	391	16	251	41	224	55	681	48
Parks/Campground	1,558	26	5,069	58	2,044	85	45	7	50	12	266	19
Friends/Relatives	1,861	31	2,266	26	152	6	167	28	41	10	282	20
Bed & Breakfast	498	8	374	4	87	4	22	4	8	2	113	8
Other	887	15	561	6	130	5	223	37	182	45	363	26
Not Provided	108	2	350	4	196	8	17	3	-	-	77	5
Days Travelling in Area												
1 – 2 Days	584	10	864	10	348	15	11	2	17	4	169	12
3 – 4 Days	1,082	18	1,705	20	217	9	106	17	50	12	222	16
5 – 6 Days	1,082	18	1,705	20	239	10	89	15	66	16	149	11
7 – 8 Days	1,169	20	1,448	17	174	7	184	30	41	10	161	11
9 – 10 Days	606	10	841	10	217	9	50	8	25	6	105	7
More than 10	1,342	23	1,612	19	913	38	156	26	199	49	512	36
Not Provided	87	1	491	6	283	12	11	2	8	2	97	7
Previously Visited Area												
Yes	1,450	24	2,686	31	326	14	228	38	116	29	423	30
No	4,479	75	5,957	69	2,065	86	379	62	290	71	987	70
Don't Know	22	-	23	-	-	-	-	-	-	-	4	-
Reason(s) for Visiting Area												
Curious about Area	3,138	53	4,719	54	1,391	58	223	37	132	33	423	30
Visit Family/Friends	1,948	33	2,429	28	174	7	128	21	17	4	197	14
Business	844	14	397	5	65	3	145	24	174	43	544	38
Outdoor Activities	1,710	29	3,551	41	1,478	62	245	40	149	37	318	22
Historic/Cultural Sites	1,169	20	1,869	22	457	19	84	14	66	16	185	13
Other	931	16	1,285	15	304	13	134	22	141	35	367	26
Not Provided	22	-	234	3	130	9	6	1	-	-	52	4
Prior Information Source(s)												
By Mail	1,601	27	2,383	27	848	35	156	26	116	29	286	20
1-800 Number	714	12	1,425	16	304	13	33	5	50	12	93	7
Other Sources	2,445	41	3,224	37	1,109	46	178	29	124	31	439	31
Other Travellers	1,428	24	1,775	20	522	22	162	27	132	33	407	29
No Information	1,255	21	1,962	23	435	18	95	16	75	18	322	23
Not Provided	303	5	864	10	109	5	84	14	33	8	145	10
N/A (NWT Resident)	130	2	420	5	370	15	67	11	91	22	137	10

Table 1b Visitors, by Trip Characteristics and Home Residence

	Northwest Territories		Yukon & Western Provinces		Central Provinces		Atlantic Provinces		United States		Other Foreign Countries	
	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)
Total Visitors	975	100	8,657	100	3,087	100	435	100	4,599	100	1,684	100
Group Size												
1 – 2 Persons	373	38	4,950	57	2,023	66	296	68	3,091	67	1,166	69
3 – 4 Persons	229	23	2,521	29	399	13	59	14	843	18	302	18
5 – 6 Persons	52	5	360	4	349	11	8	2	235	5	94	6
7 – 8 Persons	39	4	256	3	103	3	4	1	127	3	89	5
9 – 10 Persons	35	4	173	2	-	-	22	5	114	2	24	1
More than 10	-	-	331	4	200	6	16	4	188	4	8	-
Not Provided	247	25	67	1	12	-	30	7	-	-	-	-
Mode of Transportation												
Air	251	26	1,897	22	1,702	55	270	62	1,238	27	729	43
Automobile	386	40	5,122	59	949	31	22	5	2,204	48	594	35
Bus	-	-	240	3	-	-	-	-	-	-	65	4
Other	87	9	1,352	16	416	13	113	26	1,158	25	274	16
Not Provided	251	26	47	1	20	1	30	7	-	-	22	1
Type(s) of Accommodation												
Motel/Hotel	288	30	2,246	26	1,055	34	61	14	1,553	34	431	26
Parks/Campground	209	21	3,578	41	1,368	44	139	32	2,850	62	886	53
Friends/Relatives	93	10	2,946	34	900	29	165	38	257	6	409	24
Bed & Breakfast	4	-	368	4	172	6	6	1	365	8	187	11
Other	100	10	820	9	398	13	104	24	850	18	73	4
Not Provided	426	44	197	2	20	1	30	7	80	2	18	1
Days Travelling in Area												
1 – 2 Days	85	9	1,104	13	382	12	30	7	364	8	27	2
3 – 4 Days	136	14	1,662	19	512	17	4	1	754	16	314	19
5 – 6 Days	26	3	1,649	19	500	16	71	16	809	18	277	16
7 – 8 Days	31	3	1,571	18	587	19	57	13	584	13	347	21
9 – 10 Days	51	5	873	10	245	8	53	12	493	11	130	8
More than 10	150	15	1,563	18	788	26	183	42	1,468	32	581	35
Not Provided	495	51	235	3	73	2	38	9	127	3	8	-
Previously Visited Area												
Yes	335	34	3,172	37	551	18	269	62	722	16	181	11
No	636	65	5,462	63	2,536	82	166	38	3,877	84	1,481	88
Don't Know	4	-	23	-	-	-	-	-	-	-	22	1
Reason(s) for Visiting Area												
Curious about Area	122	13	4,108	47	1,462	47	151	35	3,060	67	1,123	67
Visit Family/Friends	72	7	3,161	37	916	30	175	40	190	4	378	22
Business	212	22	971	11	576	19	61	14	293	6	55	3
Outdoor Activities	148	15	2,635	30	1,236	40	75	17	2,492	54	865	51
Historic/Cultural Sites	53	5	1,539	18	657	21	43	10	1,282	28	255	15
Other	188	19	1,308	15	473	15	140	32	911	20	141	8
Not Provided	426	44	45	1	20	1	30	7	6	-	4	-
Prior Information Source(s)												
By Mail	1,772	20	1,044	34	80	18	2,060	45	434	26
1-800 Number	677	8	523	17	45	10	1,304	28	70	4
Other Sources	3,257	38	1,199	39	302	69	1,921	42	840	50
Other Travellers	2,071	24	829	27	104	24	1,042	23	380	23
No Information	2,038	24	657	21	87	20	1,001	22	361	21
Not Provided	843	10	192	6	14	3	174	4	118	7
N/A (NWT Resident)	975	100

Table 2a Visitors, by Impact of Center on Plans, Satisfaction with Center and Visitor Center

	Northern Frontier		60th Parallel		Blackstone Park		Arctic Coast		Akumalik		Unikkaarvik	
	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)
Total Visitors	5,591	100	8,667	100	2,391	100	607	100	406	100	1,415	100
Impact on Plans ...												
No. of Activities												
Increased	3,051	51	4,111	47	804	34	189	31	75	18	492	35
Decreased	87	1	117	1	22	1	6	1	-	-	24	2
Same	2,186	37	3,037	35	1,196	50	368	61	315	78	705	50
Not Provided	628	11	1,402	16	370	15	45	7	17	4	193	14
Length of Stay												
Increased	844	14	1,729	20	717	30	28	5	17	4	101	7
Decreased	65	1	140	2	43	2	6	1	8	2	12	1
Same	4,350	73	5,046	58	1,304	55	524	86	364	90	1,048	74
Not Provided	692	12	1,752	20	326	14	50	8	17	4	254	18
Satisfaction With Visitor Center ...												
Type of Info. Available												
Very Satisfied	4,285	72	7,078	82	1,652	69	384	63	257	63	875	62
Satisfied	1,407	24	1,355	16	609	25	178	29	149	37	447	32
Dissatisfied	-	-	-	-	22	1	-	-	-	-	4	-
Not Provided	260	4	234	3	109	5	45	7	-	-	89	6
Quality of Information												
Very Satisfied	4,328	73	6,821	79	1,696	71	373	61	265	65	866	61
Satisfied	1,277	21	1,448	17	565	24	184	30	141	35	439	31
Dissatisfied	22	-	-	-	22	1	-	-	-	-	8	1
Not Provided	325	5	397	5	109	5	50	8	-	-	101	7
Exhibits & A.V. Displays												
Very Satisfied	3,203	54	4,368	50	1,544	65	290	48	199	49	891	63
Satisfied	1,666	28	2,126	25	565	23	178	29	166	41	375	27
Dissatisfied	22	-	-	-	22	1	6	1	-	-	12	1
Not Provided	1,060	18	2,172	25	261	11	134	22	41	10	137	10
Pamph., Broch. & Maps												
Very Satisfied	4,068	68	6,214	72	1,565	65	384	63	240	59	822	59
Satisfied	1,450	24	1,775	20	609	25	184	30	157	39	455	31
Dissatisfied	22	-	47	1	65	3	-	-	-	-	24	2
Not Provided	411	7	631	7	152	6	39	6	8	2	113	8
Staff of the Visitor Center												
Very Satisfied	4,956	83	7,919	91	2,174	91	479	79	298	73	1,007	72
Satisfied	671	11	514	6	109	5	95	16	91	22	306	21
Dissatisfied	22	-	-	-	22	1	-	-	-	-	-	-
Not Provided	303	5	234	3	87	4	33	5	17	4	101	7
Bldg. & Indoor Facilities												
Very Satisfied	4,285	72	6,728	78	2,174	91	423	70	232	57	983	69
Satisfied	1,277	21	1,402	16	130	5	128	21	149	37	310	22
Dissatisfied	-	-	-	-	22	1	-	-	-	-	16	1
Not Provided	390	7	537	6	65	3	56	9	25	6	105	7
Outdoor Facilities												
Very Satisfied	2,835	48	3,971	46	1,739	73	178	29	66	16	379	27
Satisfied	1,753	29	2,453	28	478	20	189	31	132	33	476	34
Dissatisfied	22	-	46	1	22	1	17	3	16	4	40	3
Not Provided	1,363	23	2,196	25	152	7	223	37	190	47	520	37

Note: The categories *dissatisfied* and *very dissatisfied* were combined due to the small number of responses.

Table 2b Visitors, by Impact of Center on Plans, Satisfaction with Center and Home Residence

	Northwest Territories		Yukon & Western Provinces		Central Provinces		Atlantic Provinces		United States		Other Foreign Countries	
	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)
Total Visitors	975	100	8,657	100	3,087	100	435	100	4,599	100	1,684	100
Impact on Plans ...												
No. of Activities												
Increased	269	28	3,985	46	1,183	38	197	45	2,305	50	784	47
Decreased	4	-	154	2	30	1	22	5	-	-	45	3
Same	461	47	3,256	38	1,456	47	185	43	1,787	39	660	39
Not Provided	241	25	1,262	15	419	14	31	7	507	11	194	12
Length of Stay												
Increased	154	16	1,322	15	336	11	68	16	1,258	27	297	18
Decreased	8	1	121	1	8	-	22	5	47	1	68	4
Same	524	54	5,664	65	2,308	75	288	66	2,776	60	1,076	64
Not Provided	288	29	1,550	18	435	14	57	13	519	11	242	14
Satisfaction With Visitor Center ...												
Type of Info. Available												
Very Satisfied	658	67	6,524	75	2,254	73	364	84	3,491	76	1,240	74
Satisfied	284	29	1,880	22	709	23	61	14	803	17	408	24
Dissatisfied	-	-	-	-	-	-	-	-	22	-	4	-
Not Provided	33	3	252	3	124	4	10	2	284	6	32	2
Quality of Information												
Very Satisfied	685	70	6,489	75	2,161	70	368	85	3,434	75	1,213	72
Satisfied	229	23	1,818	21	737	24	53	12	792	17	425	25
Dissatisfied	-	-	22	-	-	-	-	-	22	-	8	-
Not Provided	60	6	328	4	189	6	14	3	352	8	38	2
Exhibits & A.V. Displays												
Very Satisfied	529	54	4,621	53	1,743	56	304	70	2,468	54	830	49
Satisfied	335	34	2,338	27	679	22	49	11	1,108	24	567	34
Dissatisfied	-	-	27	-	-	-	-	-	22	-	12	1
Not Provided	111	11	1,672	19	664	22	82	19	1,001	22	275	16
Pamph., Broch. & Maps												
Very Satisfied	592	61	6,015	69	2,107	68	299	69	3,181	69	1,100	65
Satisfied	301	31	2,081	24	711	23	105	24	947	21	486	29
Dissatisfied	4	-	49	1	-	-	-	-	89	2	16	1
Not Provided	78	8	512	6	268	9	31	7	383	8	81	5
Staff of the Visitor Center												
Very Satisfied	818	84	7,516	87	2,634	85	417	96	4,053	88	1,395	83
Satisfied	143	15	842	10	298	10	8	2	281	6	213	13
Dissatisfied	-	-	22	1	-	-	-	-	22	-	-	-
Not Provided	14	1	277	3	154	5	10	2	244	5	76	5
Bldg. & Indoor Facilities												
Very Satisfied	794	81	6,564	76	2,304	75	364	84	3,536	77	1,262	75
Satisfied	162	17	1,586	18	530	17	57	13	703	15	358	21
Dissatisfied	4	-	4	-	-	-	-	-	22	-	8	-
Not Provided	14	1	504	6	252	8	14	3	338	7	56	3
Outdoor Facilities												
Very Satisfied	500	51	4,261	49	1,410	46	183	42	2,178	47	635	38
Satisfied	319	33	2,321	27	765	25	140	32	1,258	27	679	40
Dissatisfied	10	1	41	-	12	-	-	-	59	1	20	1
Not Provided	145	15	2,034	23	900	29	112	26	1,104	24	350	21

Note: The categories *dissatisfied* and *very dissatisfied* were combined due to the small number of responses.

Table 3a Visitors, by Visitor Characteristics and Visitor Center

	Northern Frontier		60th Parallel		Blackstone Park		Arctic Coast		Akumalik		Unikkaarvik	
	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)
Total Visitors	5,591	100	8,667	100	2,391	100	607	100	406	100	1,415	100
Age												
Less than 25 Years	563	9	467	5	87	4	39	6	41	10	145	10
25 – 44 Years	2,337	39	2,640	30	1,087	45	267	44	149	37	746	53
45 – 59 Years	1,407	24	2,313	27	783	33	189	31	166	41	351	25
60 Years & Over	1,385	23	2,873	33	391	17	56	9	50	12	109	8
Not Provided	260	4	374	4	43	2	56	9	-	-	64	5
Sex												
Male	3,138	53	4,882	56	1,500	63	384	63	298	73	834	59
Female	2,618	44	3,621	42	870	36	189	31	99	24	520	37
Not Provided	195	3	164	2	22	1	33	5	8	2	60	4
Highest Level of Schooling												
Less than Grade 8	43	1	164	2	43	2	-	-	-	-	-	-
Grade 8 – 11	541	9	1,051	12	261	11	22	4	33	8	64	5
High School Diploma	887	15	1,682	19	370	16	56	9	50	12	173	12
College/Trade Cert.	1,298	22	2,126	25	500	21	139	23	83	20	274	19
University Degree	2,662	45	3,084	36	1,130	47	323	53	224	55	806	57
Not Provided	519	9	561	6	87	4	67	11	17	4	97	7
Household Income												
Less than \$40,000	1,472	25	2,009	23	435	18	89	15	50	12	274	19
\$40,000 to \$49,999	909	15	1,425	16	261	11	61	10	33	8	197	14
\$50,000 to \$59,999	476	8	1,004	12	239	10	67	11	58	14	173	12
\$60,000 to \$69,999	519	9	864	10	152	6	45	7	41	10	145	10
\$70,000 or More	1,385	23	1,332	15	826	35	217	36	132	33	367	26
Not Provided	1,190	20	2,032	24	478	20	128	21	91	22	258	18

Table 3b Visitors, by Visitor Characteristics and Home Residence

	Northwest Territories		Yukon & Western Provinces		Central Provinces		Atlantic Provinces		United States		Other Foreign Countries	
	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)
Total Visitors	975	100	8,657	100	3,087	100	435	100	4,599	100	1,684	100
Age												
Less than 25 Years	112	11	519	6	323	10	60	14	121	3	208	12
25 – 44 Years	580	59	3,271	38	1,174	38	131	30	1,139	25	931	55
45 – 59 Years	186	19	2,432	28	951	31	67	15	1,282	28	290	17
60 Years & Over	70	7	2,065	24	496	16	139	32	1,872	41	222	13
Not Provided	26	3	370	4	144	5	39	9	185	4	34	2
Sex												
Male	705	72	4,143	48	1,759	57	295	68	3,097	67	1,037	62
Female	266	27	4,341	50	1,238	40	130	30	1,317	29	625	37
Not Provided	4	-	172	2	89	3	10	2	185	4	22	1
Highest Level of Schooling												
Less than Grade 8	-	-	117	1	67	2	-	-	45	1	22	1
Grade 8 – 11	106	7	1,214	14	270	9	114	26	145	3	124	7
High School Diploma	149	17	1,689	20	455	15	83	19	595	13	247	15
College/Trade Cert.	290	28	2,497	29	364	12	116	27	896	19	257	15
University Degree	398	44	2,601	30	1,657	54	95	22	2,627	57	851	51
Not Provided	31	3	540	6	275	9	27	6	291	6	183	11
Household Income												
Less than \$40,000	99	10	2,100	24	619	20	171	39	892	19	447	27
\$40,000 to \$49,999	116	12	1,326	15	427	14	61	14	712	15	244	14
\$50,000 to \$59,999	140	14	1,077	12	161	5	69	16	445	10	126	7
\$60,000 to \$69,999	144	15	809	9	289	9	14	3	402	9	109	6
\$70,000 or More	397	41	1,361	16	811	26	27	6	1,326	29	337	20
Not Provided	80	8	1,984	23	779	25	92	21	822	18	421	25

Table 4a Non-NWT Resident Groups, by Expenditures and Visitor Center

	Northern Frontier		60th Parallel		Blackstone Park		Arctic Coast		Akumalik		Unikkaarvik	
	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)
Total Groups	2,854	100	3,996	100	935	100	313	100	116	100	681	100
Amount Spent in NWT												
Less than \$250	300	11	702	18	124	13	38	12	2	2	68	10
\$250 to \$499	333	12	366	9	134	14	17	5	8	7	44	6
\$500 to \$749	394	14	556	14	130	14	24	8	10	9	49	7
\$750 to \$999	185	6	240	6	27	3	12	4	-	-	39	6
\$1,000 to \$1,249	260	9	282	7	65	7	25	8	1	1	47	7
\$1,250 to \$1,499	69	2	43	1	22	2	3	1	3	3	15	2
\$1,500 to \$2,999	351	12	182	5	167	18	43	14	21	18	86	13
\$3,000 & Over	217	8	125	3	92	10	85	27	35	30	78	11
Not Provided	745	26	1,500	38	174	19	67	21	37	32	257	38
Average (\$)	1,454	...	889	...	1,863	...	2,935	...	3,943	...	2,366	...
Median (\$)	800	...	500	...	700	...	1,500	...	2,000	...	1,000	...

Table 4b Non-NWT Resident Groups, by Expenditures and Home Residence

	Yukon & Western Provinces		Central Provinces		Atlantic Provinces		United States		Other Foreign Countries	
	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)
Total Groups	4,021	100	1,538	100	260	100	2,252	100	824	100
Amount Spent in NWT										
Less than \$250	757	19	137	9	34	13	206	9	101	12
\$250 to \$499	458	11	95	6	-	-	280	12	69	8
\$500 to \$749	421	10	221	14	58	22	366	16	96	12
\$750 to \$999	240	6	95	6	2	1	135	6	30	4
\$1,000 to \$1,249	304	8	108	7	8	3	187	8	73	9
\$1,250 to \$1,499	46	1	42	3	-	-	60	3	6	1
\$1,500 to \$2,999	239	6	220	14	12	5	262	12	117	14
\$3,000 & Over	207	5	89	6	33	13	272	12	32	4
Not Provided	1,350	34	531	35	113	43	483	21	301	37
Average (\$)	1,181	...	1,350	...	1,601	...	1,870	...	1,308	...
Median (\$)	500	...	800	...	700	...	800	...	600	...

- Statistical Tables -
Visitor Center Inserts

Visitors to the Northern Frontier Visitor Center, by Activities and Home Residence

	Total		Yukon & Northwest Territories		Western Provinces		Central Provinces		Atlantic Provinces		United States		Other Foreign Countries	
	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)
Total Visitors	5,591	100	65	100	2,813	100	1,039	100	173	100	1,298	100	563	100
Boating/Canoeing	2,878	48	22	34	1,255	45	498	48	87	50	541	42	476	85
Great Slave Lake	2,164	36	22	34	844	30	454	44	87	50	368	28	390	69
Other Lakes	1,428	24	22	34	541	19	238	23	22	13	346	27	260	46
Visiting or Staying at Parks	2,207	37	43	66	1,017	36	411	40	87	50	433	33	216	38
Fred Henne	1,666	28	-	-	822	29	303	29	65	38	346	27	130	23
Prelude/Reid Lakes	1,277	22	43	66	649	23	238	23	43	25	173	13	130	23
Sightseeing on Ingraham Trail	2,315	39	22	34	1,233	44	346	33	65	38	368	28	281	50
Walking & Visiting	4,826	81	43	66	2,380	85	866	83	151	87	844	65	541	96
Cameron Falls/Ingraham Tr. Ramparts	2,229	37	22	34	1,060	38	498	48	108	62	260	20	281	50
Frame Lake Trails/Old Town	3,333	56	-	-	1,688	60	498	48	87	50	541	42	519	92
Museum/Legislative Assembly	4,263	72	43	66	2,164	77	779	75	151	87	649	50	476	85
Purchasing Tourism Services	1,515	25	22	34	541	19	325	31	43	25	411	32	173	31
Yellowknife Tour by Vehicle	866	15	22	34	325	12	195	19	43	25	130	10	151	27
Travelling to a Fly-In Fishing Lodge	303	5	-	-	108	4	43	4	-	-	108	8	43	8
Chartering a Small Plane	671	11	-	-	195	7	151	15	-	-	216	17	108	19
Shopping for Souvenirs/Arts & Crafts	4,501	76	22	34	2,337	83	801	77	130	75	801	62	411	73

Visitors to the 60th Parallel Visitor Center, by Activities and Home Residence

	Total		Northwest Territories		Yukon & Western Provinces		Central Provinces		Atlantic Provinces		United States		Other Foreign Countries	
	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)
Total Visitors	8,667	100	304	100	4,672	100	818	100	117	100	2,196	100	561	100
Visiting or Staying at ...														
Twin Falls Gorge Park	4,228	49	47	15	2,289	49	514	63	-	-	1,121	51	257	46
Lady Evelyn Falls Park	4,088	47	23	8	2,266	49	444	54	23	20	1,168	53	164	29
Visiting ...														
Yellowknife Area	5,233	60	-	-	2,686	57	607	74	117	100	1,472	67	350	62
Staying at a Park	2,827	33	-	-	1,098	24	327	40	70	60	1,191	54	140	25
Hay River Area	5,840	67	-	-	2,850	61	607	74	117	100	1,845	84	397	71
Staying at a Park	2,803	32	-	-	1,332	29	280	34	47	40	958	44	187	33
Fort Smith Area	2,336	27	23	8	911	19	280	34	47	40	818	37	257	46
Staying at a Park	1,261	15	-	-	467	10	140	17	23	20	561	26	70	12
Visiting Wood Buffalo Park	1,472	17	23	8	467	10	210	26	47	40	561	26	164	29
Fort Simpson Area	2,219	26	23	8	748	16	210	26	23	20	1,098	50	117	21
Staying at a Park	1,215	14	-	-	467	10	140	17	23	20	561	26	23	4
Visiting Nahanni Park	607	7	-	-	187	4	93	11	-	-	280	13	47	8

Visitors to the Blackstone Park Visitor Center, by Activities and Home Residence

	Total		Northwest Territories		Yukon & Western Provinces		Central Provinces		Atlantic Provinces		United States		Other Foreign Countries	
	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)
Total Visitors	2,391	100	370	100	565	100	413	100	43	100	674	100	326	100
Canoeing Nahanni National Park	696	29	109	29	109	19	239	58	22	51	174	26	43	13
Hiking the Ram Plateau	43	2	-	-	22	4	-	-	-	-	22	3	-	-
Visiting or Staying at Parks	1,913	80	304	82	500	88	326	79	43	100	478	71	261	80
Blackstone Park	1,631	68	283	76	413	73	304	74	43	100	348	52	239	73
Sambaa Deh Falls Park	457	19	87	24	43	8	87	21	-	-	196	29	43	13
Fort Simpson Park	522	22	65	18	239	42	43	10	-	-	152	23	22	7
Sightseeing on Liard Highway	1,478	62	239	65	435	77	130	31	43	100	435	65	196	60
Driving to Wrigley	65	3	-	-	22	4	-	-	-	-	22	3	22	7
Purchasing Tourism Services	370	15	87	24	109	19	65	16	-	-	65	10	43	13
Day Flights into Virginia Falls	217	9	43	12	87	15	43	10	-	-	-	-	43	13
Staying at Hunting/Fishing Lodge	87	4	22	6	-	-	22	5	-	-	43	6	-	-
Boating on Liard/Mackenzie Rivers	130	5	65	18	22	4	-	-	-	-	43	6	-	-
Shopping in Ft. Liard for Arts & Crafts	870	36	109	29	326	58	65	16	-	-	283	42	87	27

Visitors to the Arctic Coast Visitor Center, by Activities and Home Residence

	Total		Northwest Territories		Yukon & Western Provinces		Central Provinces		Atlantic Provinces		United States		Other Foreign Countries	
	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)
Total Visitors	607	100	45	100	245	100	106	100	17	100	150	100	45	100
Visiting Mt. Pelly	323	53	17	38	178	73	56	53	6	35	33	22	33	73
Touring Cambridge Bay	457	75	22	49	217	89	89	84	17	100	78	52	33	73
Hunting or Fishing in Area	206	34	11	24	95	39	39	37	6	35	56	37	-	-
Purchasing Tourism Services	429	71	17	38	178	73	84	79	6	35	111	74	33	73
Day Tour to Historic Site	234	39	11	24	117	48	50	47	-	-	28	19	28	62
Day Tour to View Wildlife	284	47	17	38	150	61	61	58	-	-	33	22	22	49
Staying at Hunting/Fishing Lodge	123	20	-	-	17	7	22	21	6	35	78	52	-	-
Shopping for Arts & Crafts	329	54	28	62	145	59	50	47	17	100	67	45	22	49

Visitors to the Akumalik Visitor Center, by Activities and Home Residence

	Total		Northwest Territories		Yukon & Western Provinces		Central Provinces		Atlantic Provinces		United States		Other Foreign Countries	
	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)
Total Visitors	406	100	91	100	116	100	83	100	-	-	99	100	17	100
Visiting Historic Sites	240	59	50	55	66	57	41	49	-	-	66	67	17	100
Fishing on Baker Lake	33	8	8	9	25	22	-	-	-	-	-	-	-	-
Traveling Kazan/Thelon River	116	29	-	-	25	22	33	40	-	-	50	51	8	47
Canoeing	83	20	-	-	8	7	25	30	-	-	41	41	8	47
Boating	50	12	-	-	17	15	17	20	-	-	8	8	8	47
Hunting/Fishing/Naturalist Lodge	58	14	-	-	25	22	17	20	-	-	17	17	-	-
Shopping for Arts & Crafts	265	65	25	27	75	65	58	70	-	-	91	92	17	100

Visitors to the Unikkaarvik Visitor Center, by Activities and Home Residence

	Total		Northwest Territories		Yukon & Western Provinces		Central Provinces		Atlantic Provinces		United States		Other Foreign Countries	
	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)	(no.)	(%)
Total Visitors	1,415	100	101	100	246	100	629	100	85	100	181	100	173	100
Walking & Hiking	1,052	74	69	68	210	85	492	78	56	66	125	69	101	58
Walking Tour of Iqaluit	1,028	73	64	63	210	85	480	76	52	61	125	69	97	56
Apex Trail	343	24	20	20	93	38	133	21	24	28	32	18	40	23
Itijjagial Trail to Lake Harbour	56	4	-	-	28	11	16	3	4	5	-	-	8	5
Tarr Inlet Trail	121	9	8	8	24	10	40	6	12	14	16	9	20	12
Visiting Iqaluit Museum	919	65	69	68	181	74	359	57	69	81	129	71	113	65
Visiting Territorial Parks	484	34	12	12	113	46	214	34	24	28	64	35	56	32
Sylvia Grinnel Park	383	27	12	12	77	31	173	28	16	19	56	31	48	28
Qaummarviit Historic Park	137	10	4	4	32	13	56	9	12	14	16	9	16	9
Katannilik Park	101	7	-	-	44	18	32	5	8	9	4	2	12	7
Kekerten Historic Park	52	4	-	-	20	8	12	2	8	9	-	-	12	7
Visiting Auyuittuq National Park	258	18	-	-	52	21	93	15	8	9	32	18	73	42
Staying at Hunting/Fishing Lodge	81	6	4	4	16	7	28	4	4	5	8	4	20	12

Appendix A

Methodology

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List of Visitor Centers

Methodology

Survey Organization

The 1994 NWT Visitor Center Survey questionnaire and inserts were developed by the NWT Bureau of Statistics and the Department of Economic Development & Tourism.

Funding for the survey was provided in part by the Department of Economic Development & Tourism.

Visitor Center Selection

There were approximately fourteen visitor centers operating in the Northwest Territories during Summer 1994. A list of visitor centers is provided on page 24.

The six visitor centers included in the survey provide a representation of the various regions of the Northwest Territories. The following chart indicates the visitor centers selected and their locations.

Visitor Center	Location
Northern Frontier	Yellowknife
60th Parallel Highway	Mackenzie
Blackstone Park	Liard Highway
Arctic Coast	Cambridge Bay
Akumalik	Baker Lake
Unikkaarvik	Iqaluit

Survey Operations

Survey operations at the six visitor centers were coordinated by the Department of Economic Development & Tourism.

Staff at each visitor center maintained counts of visitors, distributed survey forms, and collected the completed forms from visitors.

A general questionnaire and an insert specific to the visitor center were handed out for completion by visitors. A copy of the general questionnaire and inserts are provided in Appendix B.

Sampling Procedures

Target sampling rates varied according to visitor center: 1 in 10 visitors for the Northern Frontier and 60th Parallel Visitor Centers and 1 in 3 visitors for the Blackstone Park, Arctic Coast, Akumalik and Unikkaarvik Visitor Centers.

Sampling rates were based on expected visitor traffic during the survey period and the need to produce statistically reliable estimates for the six visitor centers.

Only visitors fifteen years of age or older were to be included in the survey.

Questionnaires Received

A total of 1,260 completed forms were received, 275 from the Northern Frontier Visitor Center; 370 from the 60th Parallel Center; 106 from the Blackstone Park Center; 109 from the Arctic Coast Center; 49 from the Akumalik Center; and 351 from the Unikkaarvik Center.

Results for the Akumalik Visitor Center should be used with caution due to the small sample size.

Data Entry & Processing

Prior to data entry, each questionnaire was reviewed by Bureau of Statistics staff and obvious corrections were made.

Data entry was completed using a *4th Dimension* database developed by the Bureau of Statistics. Computer-assisted edits were also completed following data entry to identify data entry errors and logical inconsistencies among responses.

The statistical file and statistical tables presented in this report were prepared using *SPSS* (Statistical Package for the Social Sciences).

Sample Weighting

Weighting of the statistical file was based on the counts of visitors provided by each visitor center.

List of Visitor Centers

Western Arctic

- Northwest Territories Center
– Dawson City, Yukon
- Western Arctic Regional Center – Inuvik
(under construction 1994/95)
- Village of Fort Simpson Center
– Fort Simpson
- Blackstone Park Center
– Blackstone Park
- 60th Parallel Center – Alberta Border
- Lady Evelyn Falls Center
– Lady Evelyn Falls
- Fort Smith Center – Fort Smith
- Hay River Center – Hay River
- Northern Frontier Center – Yellowknife

Eastern Arctic

- Angmarlik Center – Pangnirtung
- Unikkaarvik Center – Iqaluit
- Katannillik Park Center – Lake Harbour
(under construction 1995/96)
- Nature Center – Pond Inlet
(under construction 1995/96)
- Keewatin Regional Center
– Rankin Inlet
- Akumalik Center – Baker Lake
- Margaret Aniksak Center – Arviat
- Arctic Coast Center – Cambridge Bay

Appendix B

General Questionnaire

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Visitor Center Inserts

To Be Completed by the Visitor Center:

Visitor Center: _____

Date: _____

Northwest Territories

1994 Visitor Center Survey

As part of the ongoing effort to improve tourism in Northwest Territories, we would like to take a few moments to ask you some questions about your visit to Northwest Territories and to this Visitor Center. The information you provide is vital to us in order to plan for improvements and changes.

All responses will be kept confidential.

A. Background Information

1. In what community do you normally reside?

_____ Community

_____ Province/Territory/State

_____ Country (If Not Canada)

If a local resident → Go to Section C

If not a local resident → Continue with Section B

B. About Your Visit

2. Including yourself, how many persons in total are traveling in your group?

_____ Persons

3. What is the main form of transportation you used to travel to this part of Northwest Territories?

Air

Bus

Private Automobile

Other

Specify: _____

4. While traveling in Northwest Territories, where do you plan to stay?
(Mark as many as Apply).

- Hotel/Motel Parks/Campground Friends/Relatives
 Bed & Breakfast Other

Specify: _____

5. How many days in total do you expect to spend in this part of Northwest Territories?

_____ Days

6. Have you ever been to this part of Northwest Territories before?

- Yes No Don't Know

7. Please indicate your main reasons for visiting this part of Northwest Territories.
(Mark as many as Apply).

- Curiosity About this Part of the North Outdoor Activities such as Camping, Canoeing or Fishing
 Visit Family or Friends Historic/Cultural Sites
 Business Other:

Specify:

8. How many days or weeks in total do you plan to be away from your home while on this trip?

_____ OR _____
Days Weeks

9. To date, how many days or weeks have you been away from your home while on this trip?

_____ OR _____
Days Weeks

If a resident of Northwest Territories	→ Go to Section C
If not a resident of Northwest Territories	→ Continue with Question 10

10. What is the approximate total budget for the group you are traveling with for your trip and what is the total your group will spend while in the Northwest Territories?

Total Amount \$ _____ Amount In NWT \$ _____

11. For the amount that your group expects to spend while in Northwest Territories, what would you estimate your total expenses will be for each of the following items?

	Expected Total
Food from Stores	\$ _____
Food from Restaurants	\$ _____
Gas/Fuel	\$ _____
Hotel Accommodation	\$ _____
Arts & Crafts *	\$ _____
Souvenirs *	\$ _____
Miscellaneous Items	\$ _____

* Arts & Crafts items could include paintings, carvings, beadwork, or birchbark baskets. Souvenir items could include T-shirts, posters, pins or buttons.

C. About the Visitor Center

12. Where did you obtain information about Northwest Territories prior to coming to this Visitor Center? (Mark as many as Apply).

- By mail before coming on this trip.
- By calling the 1-800 phone service.
- From other sources since coming on this trip (eg. - at the park, library, other Visitor Centers).
- From other travellers since coming on this trip.
- Did not obtain any information prior to coming to this Visitor Center.
- Not Applicable (NWT Resident)

13. Which of the following best describes the changes in your original plans that may result from your visit to the Visitor Center?

	Increased	Decreased	Stayed the Same
a) The number of activities that were planned	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) The length of stay in Northwest Territories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Were you satisfied with the follow features of this Visitor Center?

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
a) The type of information available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) The quality of information available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) The exhibits & audio-visual displays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) The pamphlets, brochures & maps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) The staff of the visitor center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) The building & indoor facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) The outdoor facilities (e.g. trails, picnic area)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D. About the Visitor

15. Are you male or female?

- Male Female

16. Which of the following categories includes your age?

- Less than 15 Years 15 to 24 Years 25 to 44 Years
 45 to 59 Years 60 Years & Over Not Provided

17. What is your highest level of schooling completed?

- Less than Grade 8 Grade 8 to 11 High School Diploma
 College/Trade Certificate University Degree Not Provided

18. Which of the following categories describes your total household income?
(In Canadian Dollars)

- Less than \$40,000 \$40,000 to \$49,999 \$50,000 to \$59,999
 \$60,000 to \$69,999 \$70,000 or More Not Provided

Northwest Territories 1994 Visitor Center Survey

Yellowknife

This section of the questionnaire asks some specific questions about your planned activities while in the Yellowknife area. Please place this portion of the questionnaire inside the general questionnaire and return them to the Visitor Center staff before leaving the Visitor Center.

All responses will be kept confidential.

1. Which of the following activities have you or do you plan on doing while visiting the Yellowknife area? (Mark as many as apply.)

- Boating on Great Slave Lake
- Boating or canoeing on other lakes
- Visiting or staying at Fred Henne Park
- Visiting or staying at Prelude Lake or Reid Lake
- Staying at a fly-in fishing lodge
- Walking into the Cameron Falls or the Ramparts on the Ingraham Trail
- Chartering a local tour of Yellowknife by vehicle
- Chartering a small plane for sightseeing or to go to a remote area or site
- Walking the Frame Lake Trails or through historic Old Town
- Visiting the Museum or New Legislative Assembly
- Sightseeing on the Ingraham Trail
- Shopping for souvenirs or arts & crafts
- Other

Specify: _____

Please Return the Completed Questionnaire to the Staff of the Visitor Center

***** Thank You for Your Time *****

Northwest Territories 1994 Visitor Center Survey

60th Parallel

This section of the questionnaire asks some specific questions about your planned activities while in the 60th Parallel area. Please place this portion of the questionnaire inside the general questionnaire and return them to the Visitor Center staff before leaving the Visitor Center.

All responses will be kept confidential.

1. Which of the following activities have you done or do you plan on doing while visiting the Northwest Territories? (Mark as many as apply.)

- Visiting or staying at the Twin Falls Gorge Territorial Park
- Visiting or staying at the Lady Evelyn Falls Territorial Park
- Visiting the Yellowknife Area
 - Staying at a Territorial Park/Campground
 - Not staying at a Territorial Park/Campground
- Visiting the Hay River Area
 - Staying at a Territorial Park/Campground
 - Not staying at a Territorial Park/Campground
- Visiting the Fort Smith Area
 - Staying at a Territorial Park/Campground
 - Not staying at a Territorial Park/Campground
 - Visiting the Wood Buffalo National Park
- Visiting the Fort Simpson Area
 - Staying at a Territorial Park/Campground
 - Not staying at a Territorial Park/Campground
 - Visiting the Nahanni National Park
- Other
Specify: _____

Please Return the Completed Questionnaire to the Staff of the Visitor Center

***** Thank You for Your Time *****

***Northwest Territories
1994 Visitor Center Survey
Blackstone Campground***

This section of the questionnaire asks some specific questions about your planned activities while in the Blackstone Campground area. Please place this portion of the questionnaire inside the general questionnaire and return them to the Visitor Center staff before leaving the Visitor Center.

All responses will be kept confidential.

1. Which of the following activities have you done or do you plan on doing while visiting the Blackstone Campground area? (Mark as many as apply.)

- Canoeing through Nahanni National Park
- Day flights into Virginia Falls
- Camping in Blackstone Park
- Sightseeing on the Liard Highway
- Hiking on the Ram Plateau
- Staying at a local hunting/fishing lodge
- Visiting or staying at Sambaa Deh Falls Territorial Park
- Visiting or staying at Fort Simpson Territorial Park
- Visiting Fort Liard to purchase arts & crafts
- Boat tour on the Liard or Mackenzie Rivers
- Driving to Wrigley
- Other

Specify: _____

Please Return the Completed Questionnaire to the Staff of the Visitor Center

***** Thank You for Your Time *****

Northwest Territories
1994 Visitor Center Survey
Cambridge Bay

This section of the questionnaire asks some specific questions about your planned activities while in the Cambridge Bay area. Please place this portion of the questionnaire inside the general questionnaire and return them to the Visitor Center staff before leaving the Visitor Center.

All responses will be kept confidential.

1. Which of the following activities have you done or do you plan on doing while visiting the Cambridge Bay area? (Mark as many as apply.)

- Visit Mt. Pelly
- Take a day tour to a historic site
- Take a day tour to view wildlife
- Tour of the town of Cambridge Bay
- Stay at a local hunting/fishing lodge
- Hunt or fish in the Cambridge Bay area
- Purchase arts & crafts while visiting Cambridge Bay
- Other

Specify: _____

Please Return the Completed Questionnaire to the Staff of the Visitor Center

***** Thank You for Your Time *****

Northwest Territories 1994 Visitor Center Survey

Baker Lake

This section of the questionnaire asks some specific questions about your planned activities while in the Baker Lake area. Please place this portion of the questionnaire inside the general questionnaire and return them to the Visitor Center staff before leaving the Visitor Center.

All responses will be kept confidential.

1. Which of the following activities have you done or do you plan on doing while visiting the Baker Lake area? (Mark as many as apply.)

- Travel the Kazan or the Thelon River by canoe
- Travel the Kazan or the Thelon River by guided motor boat
- Purchasing locally produced arts & crafts
- Visiting historic sites
- Travel to local fishing/hunting/naturalist lodges
- Fishing on Baker Lake
- Other

Specify: _____

Please Return the Completed Questionnaire to the Staff of the Visitor Center

***** Thank You for Your Time *****

Northwest Territories 1994 Visitor Center Survey

Iqaluit

This section of the questionnaire asks some specific questions about your planned activities while in Iqaluit and the Baffin area. Please place this portion of the questionnaire inside the general questionnaire and return them to the Visitor Center staff before leaving the Visitor Center.

All responses will be kept confidential.

1. Which of the following activities have you done or do you plan on doing while visiting the Iqaluit area? (Mark as many as apply.)

- Taking a walking tour of Iqaluit
- Visit the Qaummarviit Territorial Historic Park
- Visit the Kekerton Territorial Historic Park
- Visit the Katannilik Territorial Park near Lake Harbour
- Visit the Sylvia Grinnel Territorial Park
- Hike the Itijjagiq Trail to Lake Harbour
- Visit the Auyittuq National Park
- Walk the Tarr Inlet Trail
- Visit the museum in Iqaluit
- Traveling to a hunting/fishing lodge
- Walk the Apex Trail
- Other

Specify: _____

Please Return the Completed Questionnaire to the Staff of the Visitor Center

***** Thank You for Your Time *****

For further information contact:

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