

**AN EXPLORATORY STUDY OF RECREATIONAL USE
OF FLY-IN FISHING LODGES AND OUTPOSTS
IN THE NORTHWEST TERRITORIES**

A Thesis

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in Partial Fulfillment of the Requirements
for the Degree of**

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by

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TABLE OF CONTENTS

LIST OF TABLES		v
LIST OF FIGURES		vi
 Chapter		
I. INTRODUCTION		1
1.1 Methodology		3
1.2 Literature Review		6
 II. RESULTS		 10
2.1 Party Make-up		11
2.2 Socio-Economic Characteristics of Visitors		19
2.3 Time: Length of Trip and Length of Visit		25
2.4 Transportation		36
2.5 Use and Evaluation of Facilities and Services		42
2.6 Number of Visits		53
2.7 Expenditure Patterns		70
2.8 Motivations		83
 III. CONCLUSIONS		 91
3.1 Summary		91
3.2 Suggestions for Future Research		96
3.3 Implications		97
 BIBLIOGRAPHY		 100
 APPENDIX I The Questionnaire		 104
 APPENDIX II Map		 109

LIST OF TABLES

Table	Page
1.1	5
2.1.1	11
2.1.2	14
2.1.3	14
2.1.4	16
2.2.1	17
2.2.2	20
2.2.3	21
2.2.4	22
2.3.1	23
2.3.2	24
2.3.3	26
2.3.4	27
2.3.5	31
2.3.6	32
2.3.7	33
2.4.1	35
2.4.2	36
2.4.3	37
2.4.4	38
2.5.1	41
2.5.2	42
2.5.3	43
2.5.4	44
2.5.5	45
2.6.1	51
2.6.2	53
2.6.3	54
2.6.4	54
2.6.5.1	56
2.6.5.2	57
2.6.5.3	57
2.6.5.4	58
2.6.5.5	58
2.6.5.6	59
2.6.5.7	59
2.6.5.8	60
2.6.5.9	60
2.6.5.10	61
2.6.6	61

Table	Page
2.6.7 Intention to Return to Same Lodge - by First Time, Repeat Visitors	62
2.6.8.1 Intention to Return to Same Lodge - by Accommodation Rating	63
2.6.8.2 Intention to Return to Same Lodge - by Meals Rating	63
2.6.8.3 Intention to Return to Same Lodge - by Operator's Attitude Rating	64
2.6.8.4 Intention to Return to Same Lodge - by Prices Paid Rating	64
2.6.8.5 Intention to Return to Same Lodge - by Guide Service Rating	65
2.6.8.6 Intention to Return to Same Lodge - by Boat Service Rating	65
2.6.8.7 Intention to Return to Same Lodge - by Motor Service Rating	66
2.6.8.8 Intention to Return to Same Lodge - by Equipment Provided Rating	66
2.6.8.9 Intention to Return to Same Lodge - by Fish Catch Rating	67
2.6.8.10 Intention to Return to Same Lodge - by Transportation Rating	67
2.7.1 Total Personal Expenditure	69
2.7.2 Expenditures of Visitors to Provinces	72
2.7.3 Total Personal Expenditure by Family Income	73
2.7.4 Total Personal Expenditure by Days Away From Home	74
2.7.5 Total Personal Expenditure by Nights at Lodge	75
2.7.6 Transportation Expenditures	76
2.7.7 Transportation Expenditures by Transportation Used	77
2.7.8 Accommodation Expenditure	78
2.7.9 Accommodation Expenditure by Accommodation Used	79
2.7.10 Services Expenditure	79
2.8.1 Reasons for Visit	81
2.8.2 Secondary Reason for Visit by Age	83
2.8.3 Secondary Reason for Visit by Family Income	84
2.8.4 Advantage of Fishing in the Northwest Territories	85
2.8.5 Activities Undertaken	86
2.8.6 How the Lodges Were Brought to Respondents' Attention.	87

LIST OF FIGURES

Figure		Page
2.1.1	Party Size Comparison	12
2.3.1	Mainichi Survey - Length of Travel	28
2.5.1	Accommodation Evaluation Comparison	47
2.5.2	Meals Evaluation Comparison	48
2.5.3	Lodge Operators' Attitude - Evaluation Comparison	49
2.5.4	Prices Evaluation Comparison	50

CHAPTER I

INTRODUCTION

Canada's northland has a vast array of indigenous resources which are conducive to recreation - clean lakes, fish, rugged terrain and wilderness. On the other hand, the far north is removed from concentrations of population and is generally accessible only by air transportation; the resulting high cost of travel limits the number of tourists. The small number of users, however, makes the north a unique and desirable recreational ground for those willing to pay the price.

This study undertakes an exploratory analysis of tourism in the Northwest Territories and represents the first formal survey of past-users of fly-in fishing lodges and outposts. Officials of Travelarctic in the Northwest Territories describe a lodge as either a single permanent building or two or more permanent buildings used for accommodation of guests and associated with a specific outdoor activity. They describe an outpost as a camp operated in conjunction with a tourist establishment in which guests of the main tourist establishment may be accommodated; it is remote from the base of operations

and is accessible by means other than a public highway.¹

Tourist expenditures in the Northwest Territories increased from \$350,000 in 1959 to \$4,112,000 in 1969, while the number of tourists expanded from 600 to 12,380 during the same time period. The number of lodges and outfitters increased from four in 1959 to fifty in 1969. Of the 1969 tourists, approximately 4,000 were registered with lodges and outfitters; these facilities accounted for \$2,922,000 of the \$4,112,000 tourist expenditures in 1969 (Division of Tourism, Government of the Northwest Territories, 1970, pp.3, 4 and 9).

Both the increasing number of travellers and the greater emphasis of influencing these travellers to visit a certain area, or take part in certain types of recreational activities, has led to an increasing awareness of the importance of research into this tourism. It is important for the operators of the lodges and outposts to get an overview of the characteristics of the travellers and the nature of the travel undertaken. With this information, the operators will be in a better position to adapt their facilities and services to the needs

1 The working definitions of lodge and outpost were provided by Travelarctic officials of the Government of the Northwest Territories. It was indicated that the working definitions were drawn from regulations used within the government in dealing with licencing and operation of tourist establishments in the Northwest Territories.

and desires of their customers and also to more accurately direct their promotional efforts. In addition the evaluation of the product and its price by the past users will assist the operators in their consideration of any changes to the product and will give them a general indication of the acceptability of associated price changes.

The study was financially supported by Travelarctic, Division of Tourism, Department of Industry and Development, Government of the Northwest Territories and by the Office of Tourism, Department of Industry, Trade and Commerce, Government of Canada. Both government bodies also participated by providing counsel and access to information which they have on file.

1.1 Methodology

A mail questionnaire was used because the wide geographic distribution of respondents both on site in the Northwest Territories and at their residence made interviews excessively expensive. The questionnaire consisted of items which were constructed to provide a broad range of data about the traveller and the type of travel undertaken. Specifically, data was collected concerning party make-up, socio-economic characteristics, length of trip, transportation used, facilities and services used, number of visits, expenditures, motivation to visit and promotion. To a large extent the questionnaire was structured to

duplicate items included in previous studies to provide accurate data for comparison. In addition, several areas were explored that were not included in any of the previous studies that were reviewed.

Close-ended questions were used as much as possible to provide for a minimum demand on the respondent and to simplify analysis.

The population of fly-in visitors to the Northwest Territories can be classified into four major categories according to the facilities utilized; outfitters, Great Bear Lake lodges, Great Slave Lake lodges, and other lodges. This distinction in types of enterprise has several justifications including type of fishing, price of trip, and facilities provided. For instance, a trip to a Great Bear Lake lodge is more expensive than a trip to an area of the Northwest Territories which is only one or two hours flying time from Yellowknife - transportation costs are greater and the cost of building and furnishing a lodge in the Great Bear Lake area is more expensive. Also, different species of fish are found in the more northern waters. On the other hand, accommodation costs are often less expensive at an outpost compared to other types of accommodation. The sample was stratified to ensure a proportionate representation from each visitor category.

The sample was selected from a list of 1970 fishing licences which was provided by the Department of Fisheries and Forestry, Government of Canada, Winnipeg office. Excluded from the sample frame were fishing licences with incomplete mailing addresses (approximately 10%).

TABLE 1.1

POPULATION AND SAMPLE

<u>Type of Enterprise</u>	<u>Population (number of visitors)</u>	<u>Population (number of visitors)</u>	<u>Percentage of Sample</u>
Outfitters	600	60	15
Lodges - G.B.L.	1,600	160	40
Lodges - G.S.L.	900	90	22.5
Lodges - Other	900	90	22.5
	<u>4,000</u>	<u>400</u>	<u>100.0</u>

Note: The information for this table was provided by Travelarctic.

1.2 Literature Review

Relatively few studies have been done which investigate tourism in Canada. Of those which have been done the vast majority were conducted by the federal and provincial governments. In general, these studies examined: 1) U.S. visitors to Canada; 2) movement of tourists between provinces and territories; 3) visitors to provincial and federal parks and specific geographic areas; and 4) users of various types of tourism facilities and events, such as Expo '67, and the Stratford Festival.

As mentioned earlier, no previous research has investigated fly-in fishing lodges and outposts in the Northwest Territories. Since approximately ninety percent of visitors to these facilities originate in the United States, numerous comparisons will be made between the results of the present study and the results of other studies which examine U.S. visitors to other parts of Canada.

For example, the Province of Ontario (1966) conducted a mail survey of American visitors who registered at Tourism Reception Centres to determine visitors' length of

stay, reasons for visiting Ontario, usage of services and facilities, and evaluation of these services and facilities. Klopchic (1968) requested every tenth visitor at the Ontario Tourism Reception Centres to complete a registration card which provided such information as party size, length of stay, number of visits, and reasons for visiting Ontario. In addition, Goeldner (1973) investigated travel trends in both the United States and Canada, relying on federal and provincial/state levels of government for most of his information. The Canadian Government Travel Bureau (1967) surveyed tourists in U.S. registered automobiles departing from Canada through southern border points to acquire information on trip destination, expenditures in Canada, selected topics on planning the trip, and various demographic characteristics of the visitors. Moreover, Newsweek Magazine (1970) commissioned a study by Trend to provide some indication of the travel characteristics of both its American subscribers and the general population of the United States. The results of the study were presented to the governments of several countries to assist them in deciding where they might place their tourism advertising.

Travelarctic (1969) conducted a study of visitors entering the Northwest Territories via the Mackenzie Highway. Numerous references are made to this study in order to identify the differences between visitors to fly-in fishing

fishing lodges and outposts and visitors to other areas of the Northwest Territories.

Since Japan may well be a potential market for fishing lodges and outposts in the Northwest Territories, a study conducted in 1970 by Mainichi Newspapers, Tokyo, is of considerable interest. The Mainichi (1970) study was undertaken "to learn the actual situation in regard to Japanese overseas travelers and actual conditions of aircraft utilization (p.4)." The sample was comprised of Japanese overseas travellers who departed from the Tokyo International Airport during a two-week period in April of 1970. Some appreciation of the market potential of Japanese overseas travellers may be gained from the following quotation:

Greeting the seventh year since the lifting of restrictions on overseas travel by the Japanese, it has become apparent that the era of mass travel is now with us. There are many factors involved in this development, such as the appearance of jumbo jets, increase in the amount of foreign currency permitted to be taken out by travelers, and application of bulk fares for travel to Europe. As a result, the number of Japanese overseas travelers has been increasing at an amazing rate of 30% per year (Mainichi, 1970, p.i).

Finally, the results from a variety of other pertinent

studies are compared to the results of the present study. these comparisons are incorporated into the text of the study for more convenient reference.

CHAPTER II

RESULTS

Four hundred questionnaires, together with self-addressed stamped return envelopes, were sent out in January, 1970.¹ Questionnaires were returned by 262 respondents, representing a rate of return of 65.5 percent. The good response rate may be attributed, at least in part, to the enthusiastic and interested nature of the people who had made the lengthy and expensive trip to the Northwest Territories. Their enthusiasm was also reflected in the strong response to the open-ended questions in the questionnaire.

The data acquired from the questionnaires was key-punched and analyzed by computer. Number and percentage distributions were calculated for the responses to each question. Responses were also cross tabulated to determine the occurrence of any two responses together. For example, the number of respondents who stated that their primary reason for the visit was fishing (234) was compared with the number of respondents who said that the most important advantage of fishing in the Northwest Territories was the size of the fish (115). The analysis showed that 108 respondents indicated that fishing was the primary reason for their visit and also stated that the size of the fish was the most important advantage of fishing in the Northwest Territories.

2.1 Party Make-Up

This study examined party make-up since this variable is an important part of an overview of the travellers. It is unfortunate that researchers in the field of tourism do not use uniform categories in the development and presentation of data. For example, researchers should be able to compare data in party make-up categories in previous studies with data in similar categories today to determine if patterns have changed significantly. The changing of categories from one study to the next may result in conclusions based on changes in categories rather than changes in actual behavior. A standardized method of categorizing party make-up, as well as other variables is needed (Stankey, 1970, p.88). The current study has attempted to use categories that relate to the predominate tourism studies in Canada. This study represents the first opportunity to compare the party make-up data on travellers visiting fly-in fishing lodges and outposts in the Northwest Territories to other Canadian tourism studies. In addition to the above objective, party make-up information will be useful to lodge operators when considering possible changes in lodge design and when developing promotional strategies.

1. Please refer to Appendix I for the cover letter and questionnaire.

A party can be defined as ". . . a group of people travelling together for which expenditures and decisions are handled largely in common (Western Council for Travel Research, 1963, p.11)." This section will examine party make-up to provide some insight into the market of past-users of fly-ing fishing lodges and outposts in the Northwest Territories.

Table 2.1.1 outlines the number of persons per party. The average party size was 7.5 persons. Parties of nine or more people were most frequent (26.0 percent), followed closely by parties of four (24.4 percent). Few parties were composed of only one person (3.1 percent), while parties of seven were even less common (2.7 percent).

TABLE 2.1.1

DISTRIBUTION OF PARTIES BY PARTY SIZE

<u>Number of Persons</u>	<u>Number of Parties</u>	<u>Percentage of Parties</u>
One	8	3.1
Two	32	12.2
Three	17	6.5
Four	64	24.4
Five	9	3.4
Six	41	15.6
Seven	7	2.7
Eight	16	6.1
Nine or more	88	26.0
	<u>262</u>	<u>100.0</u>

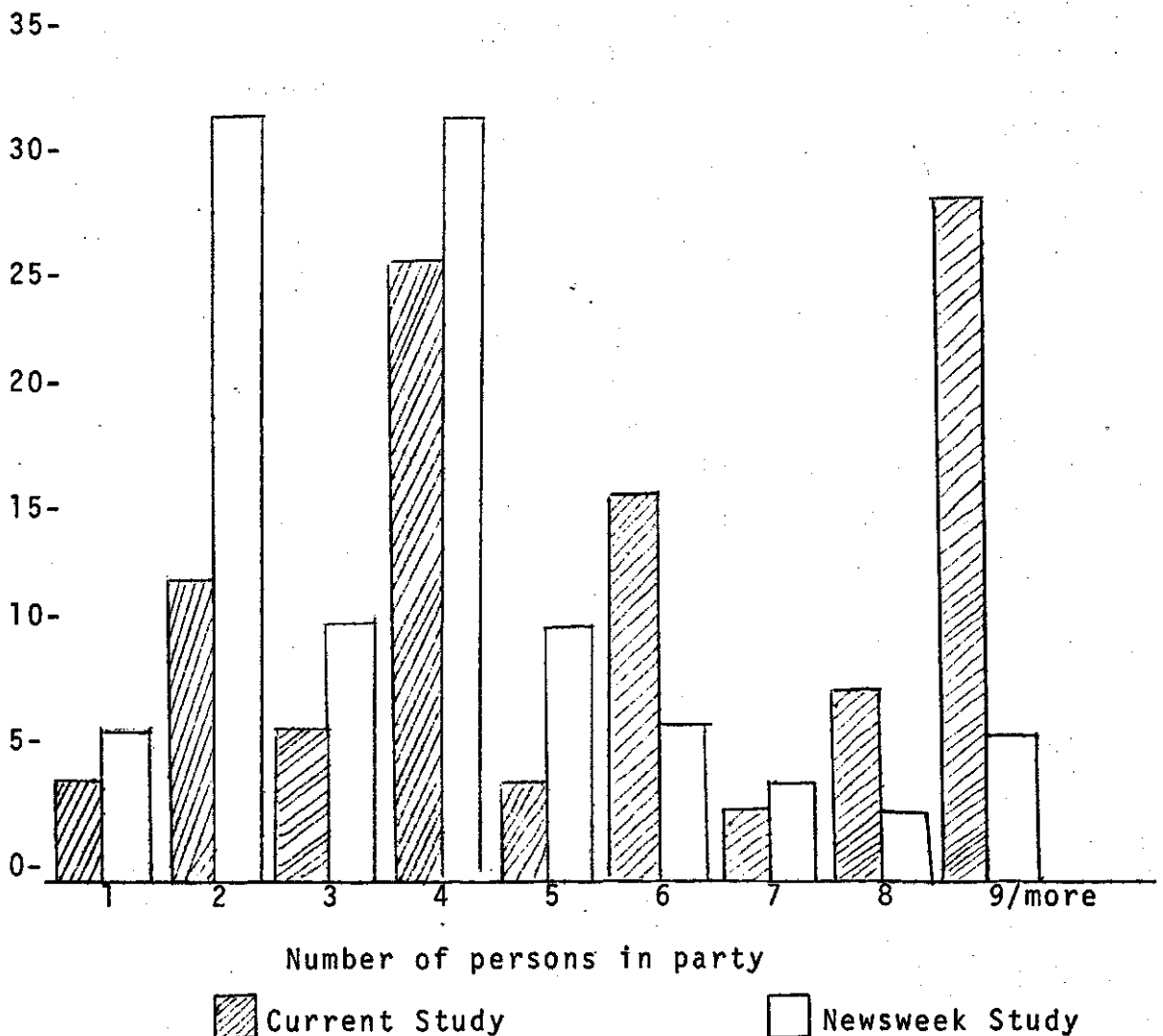
Figure 2.1.1 compares the results of this study with the data obtained in a survey by Newsweek magazine (1970, Table 16). The Newsweek survey investigated the number of persons per travel party of those members of the United States population who had travelled to Canada. The results obtained in the two studies are generally similar. However, fly-in visitors to the Northwest Territories had a much higher tendency to travel in groups of nine or more. It can be concluded from the latter result that fishing at fly-in lodges and outposts in the Northwest Territories is more attractive to large groups than most other types of

Canadian tourist attractions. Information obtained from open-ended questions indicated that some respondents were members of a travelling party sponsored by a company of which they were either employees or customers.

Design criteria of new or remodelled facilities should recognize the need to accommodate large groups. In addition special promotional efforts might well be aimed at the large group market in the future.

Figure 2.1.1

A Comparison of Party Size:
Current Study of Visitors to Lodges and Outposts
in the Northwest Territories versus a Survey
by Newsweek of the United States Population



For purposes of comparison, it is interesting to note the results obtained in some other studies. Klopchic (1970, p.5) found that the average party size of U.S. visitors who travelled to Northern Ontario primarily for fishing or hunting was 3.3 persons, while the Canadian Government Travel Bureau (1967, p.31) reports that the average party size of U.S. visitors to Canada was 3.06 persons.

Moreover, the highest incidence of party size of U.S. residents travelling to the Northwest Territories via the MacKenzie Highway was 2 persons - making up 51 percent of the total (Travelarctic, 1969, p.19). In a study of outdoor recreation at Pennsylvania State Park Campgrounds, Thelan (1968, Table x) found that the highest frequency of party size was 4-5 persons (48.1 percent), second highest was 6 or more persons (32.5 percent), while 1-3 persons was third highest (19.3 percent).

Table 2.1.2 shows the percentage of parties which contained adult men, adult women, teenagers and children.² There is an obviously high incidence of adult males present in the party composition of travellers to fly-in fishing lodges and outposts in the Northwest Territories.

2 Please refer to Question 3 of the questionnaire in Appendix I

TABLE 2.1.2

PERCENTAGE OF PARTIES CONTAINING ADULT MEN,
ADULT FEMALES, TEENAGERS AND CHILDREN

	<u>Percent</u>
Adult Men	99.2
Adult Women	14.9
Teenagers	6.1
Children	1.1

Tables 2.1.3 and 2.1.4 provide additional information regarding the age and sex composition of the parties. Table 2.1.3 confirms the high incidence of males, while Table 2.1.4 verifies the low incidence of females, teenagers and children.

TABLE 2.1.3

DISTRIBUTION OF PARTIES BY NUMBER
OF ADULT MALES PRESENT

<u>Number of Adult Males</u>	<u>Number of Parties</u>	<u>Percentage of Parties</u>
None	2	0.8
1 - 5	133	50.8
6 - 10	77	29.4
11 - 15	20	7.6
16 - 20	21	8.0
21 - 25	4	1.5
26 - 30	4	1.5
31 - 35	1	0.4
	<u>262</u>	<u>100.0</u>

Travelarctic (1969, p.13) found that visitors entering the Northwest Territories via the MacKenzie Highway in 1969 had a different party make-up than the 1970 visitors to fly-in fishing lodges and outposts in the Northwest Territories.

Although the MacKenzie Highway study reported a greater proportion of males than females (60.2 percent to 39.8 percent), males made up an even more substantial proportion of the 1970 fly-in visitors. Furthermore, the MacKenzie Highway study found the travel parties to be composed of 74.5 percent adults, 8.7 percent teenagers, and 16.8 percent children - this incidence of teenagers and children is substantially larger than that found in the parties travelling to the fishing lodges and outposts.³

3 It should be noted that in this study, adults are defined as those persons 18 years or more; teenagers as those persons 13-17 years old, and children as those persons 12 years old or less. The MacKenzie Highway Study defined adults as those persons over age 19, teenagers as those persons aged 13-19, and children as those persons under age 13. There is, therefore, some overlap between our respective definitions of adults and teenagers.

TABLE 2.1.4

DISTRIBUTION OF PARTIES BY AGE
AND SEX OF PARTY MEMBERS

<u>Number of Adult Females in Party</u>	<u>Number of Parties</u>	<u>Percentage of Parties</u>
None	233	85.1
1 - 2	21	8.0
3 - 4	10	3.8
5 - 6	8	3.1
<u>Number of Teenagers in Party</u>		
None	246	93.9
1 - 2	15	5.7
3 - 4	1	0.4
<u>Number of Children in Party</u>		
None	259	98.9
1 - 2	3	1.1

2.2 Socio-Economic Characteristics of Visitors

This section will present various socio-economic characteristics of the 1970 visitors to fly-in fishing lodges and outposts.¹ The reasons for examining these characteristics are the same as those discussed in the previous section on party make-up. Comparisons will be made to socio-economic information reported in other studies to add perspective to the understanding of the users of fishing facilities in the Northwest Territories.

Table 2.2.1 outlines the age distribution of the respondents. The most frequent age group was between 50 and 64 years of age (47.7 percent). By combining this age group with the second most frequent group (between 35 and 49 years) it was found that 75.6 percent of the respondents were between 35 and 64 years of age. Approximately 60 percent were over 50 years of age.

TABLE 2.2.1

AGE DISTRIBUTION OF 1970 VISITORS TO FLY-IN FISHING LODGES AND OUTPOSTS IN THE NORTHWEST TERRITORIES

<u>Age</u>	<u>Number</u>	<u>Percent</u>
Under 20 years old	2	0.8
Between 20 and 34 years	24	9.2
Between 35 and 49 years	73	27.9
Between 50 and 64 years	125	47.9
65 years and over	34	13.0
Did not state	4	1.5
Totals	262	100.0

1 Please refer to questions 17 to 20 of the questionnaire in Appendix I.

Comparing the above results to data reported by other investigators, the respondents in this study are generally older than tourists travelling to other areas. For example, Klopchic (1968, Table xxxvii) discovered that the average age of U.S. visitors to Ontario was 41.3 years; overall, these visitors were approximately 10 to 15 years younger than the 1970 visitors to the Northwest Territories. In addition, Newsweek (1970, Table 43) found that 76 percent of the United States population that had travelled to Canada were under 50 years of age, compared to 37.9 percent of the respondents in the present study. Furthermore, Mainichi (1970, p.5) states that 82 percent of Japanese overseas travellers were under 50 years of age, while the most frequent age group was between 30 to 34 years (36.6 percent).

Table 2.2.2 describes the make-up of the sample according to occupation.¹ The most common occupational category was owners or managers in the manufacturing and construction business (24.4 percent), while the second most common was the professional category (17.2 percent). A considerable portion of the total sample (40.8 percent) was represented by the

1 Occupation was determined by utilizing an open-ended question. Please turn to question 18 in Appendix I for further reference.

three categories of owners and managers (categories 2, 3 and 4). Three other categories deserve mention - sales personnel (13.4 percent), trades and farmers/ranchers (9.9 percent), and retired with no indication of former occupation (7.6 percent).

In a speech to the Northern Ontario Tourist Outfitters Association in November of 1970, Dr. Peter Klopchic (1970, p.4) stated that almost half of the United States visitors to Northern Ontario are employed in the skilled and unskilled labour occupations. This is a much higher incidence of that occupational grouping than was evident in the present study.

Of the 1967 U.S. visitors to Canada (Canadian Government Travel Bureau, 1967, p.30), 59 percent were from sales and clerical, and skilled and unskilled labour categories. The present study had only 28.6 percent of respondents that could be classified into comparable categories. On the other hand, 58 percent of the present sample are represented by the combined professional and owners and managers categories, whereas the 1967 U.S. visitors to Canada survey found only 30 percent that could be classified into equivalent categories.

TABLE 2.2.2

OCCUPATION DISTRIBUTION OF 1970 VISITORS
TO FLY-IN FISHING LODGES AND OUTPOSTS
IN THE NORTHWEST TERRITORIES

	<u>Number</u>	<u>Percent</u>
1. Professional: legal, medical, educators, P.Eng., etc.	45	17.2
2. Owners or Managers: manufacturing, construction, etc.	64	24.4
3. Owners or Managers: investment and consulting	15	5.7
4. Owners or Managers: retail and service	28	10.7
5. Sales Personnel:	35	13.4
6. Technicians and Clerical:	14	5.3
7. Trades and Farmers/Ranchers:	26	9.9
8. Housewives:	6	2.3
9. Retired: (no indication of former occupation)	20	7.6
Did not state:	9	3.4
Totals	<u>262</u>	<u>100.0</u>

The distribution of visitors to fly-in fishing lodges and outposts by level of education appears in the first column of Table 2.2.3. The second column represents the results obtained in the 1967 U.S. visitors to Canada survey (Canadian Government Travel Bureau, 1967, p.30).

Table 2.2.3 shows that respondents in the present study had a higher average level of formal education than 1967 U.S.

visitors to Canada. Unfortunately, comparisons are difficult to make in this area due to the lack of conformity in the categorization of education levels in tourism research. However, it was found that a greater percentage of the present sample had attended or completed college or university than respondents in most other tourism studies.

TABLE 2.2.3

EDUCATION DISTRIBUTION

	<u>1970 Visitors to Fly-In Fishing Lodges and Outposts in the Northwest Territories</u>	<u>Results¹ from 1967 Survey of U.S. Visitors to Canada</u>
	<u>Percent</u>	<u>Percent</u>
Public, grade or grammar school	3.8	9.0
Part high or technical school	6.9	14.0
Completed high or technical school	15.3	35.0
Some college or university	26.7	12.0
Completed college or university	25.2	19.0
Post graduate studies	19.8	11.0
Did not state	2.3	0.0
Totals	<u>100.0</u>	<u>100.0</u>

¹ Canadian Government Travel Bureau, 1967, p.30. There may be some minor overlap between categories as a slightly different format was used in asking the question in the respective studies.

Furthermore, the family income of the present sample was well above that reported for respondents in other tourist studies. Future studies of fly-in fishing lodges in the North should consider adding two or three income categories above the \$25,000 and over category to obtain a better appreciation of visitors' income level.

Table 2.2.4 reveals that 57.3 percent of the respondents stated that their family income was \$25,000 or over, while 80 percent indicated that their income was \$15,000 or greater. In comparison, 1967 U.S. visitors to Ontario had an average income of \$10,210, with only 11.74 percent of these visitors reporting an income over \$15,000 (Klopchic, 1968, Table xxxviii). Moreover, U.S. visitors to Northern Ontario had an average annual family income of \$11,670 (Klopchic, 1970, p.4).

TABLE 2.2.4

FAMILY INCOME DISTRIBUTION OF 1970 VISITORS
TO FLY-IN FISHING LODGES AND OUTPOSTS
IN THE NORTHWEST TERRITORIES

	<u>Number</u>	<u>Percent</u>
Under \$5,000	2	0.8
\$5,000 to \$7,499	2	0.8
\$7,500 to \$9,999	6	2.3
\$10,000 to \$14,999	29	11.1
\$15,000 to \$19,999	27	10.3
\$20,000 to \$24,999	33	12.6
\$25,000 and over	150	57.3
Did not state	13	5.0
Totals	<u>262</u>	<u>100.0</u>

2.3 Time: Length of Trip and Length of Visit

Time was considered from two vantage points in the present study - information was obtained relating to the number of days which the respondents were away from home, and the length of time which they spent at a lodge or out-post.¹ Information relating to length of trip and length of visit is useful to the operators in the design of charter packages, as well as being valuable baseline data for comparison to other studies.

Table 2.3.1 shows that 72.9 percent of the sample were away from home between eight and fourteen days. Relatively few respondents (6.1 percent) were away from home for 15 or more days.

TABLE 2.3.1

DAYS AWAY FROM HOME		
<u>Number of Days Away From Home</u>	<u>Number of Respondent Parties</u>	<u>Percent</u>
4 - 7	55	21.0
8 - 14	191	72.9
15 - 21	13	5.0
More than 21	3	1.1
Totals	262	100.0

1 Please refer to questions 1 and 4 of the questionnaire in Appendix I

Table 2.3.2 reveals that 80.5 percent of the sample spent two to four nights at a lodge or outpost.

TABLE 2.3.2

TIME SPENT AT LODGE OR OUTPOST		
<u>Length of Time Spent at Lodge or Outpost</u>	<u>Number of Respondent Parties</u>	<u>Percent</u>
Not applicable	1	0.4
Less than one day	1	0.4
1 night	42	16.0
2 - 4 nights	211	80.5
5 - 10 nights	1	0.4
Totals	262	100.0

As previously mentioned, approximately 90 percent of the visitors to fly-in fishing lodges and outposts in the Northwest Territories are from the United States.¹ Consequently, it is interesting to compare the travel characteristics of visitors to these facilities to that of U.S. visitors to other parts of Canada.

1 Fisheries officials of the Government of Canada confirm this proportion in information obtained from fishing licence sales and registration. Travelarctic officials from the Northwest Territories have also confirmed the proportion from a variety of sources. 88.2 percent of respondents were from the United States.

Table 2.3.3 outlines the length of time spent in various parts of Canada by U.S. visitors, including both Newsweek's subscribers and members of the general population of the United States (Newsweek, 1970, Table 15). Compared to the data obtained in the present study, the results of Newsweek's study suggests a greater percentage of visitors who spent relatively short periods of time in Canada (7 days or less).¹ Destination points close to the Canada-United States border undoubtedly account for part of the shorter "length of visit" results in Newsweek's study. On the other hand, the percentage of visitors staying beyond two weeks is quite small in both studies.

1 It should be noted that a direct comparison between the two studies is not possible; Newsweek's study reports "length of time spent in Canada", while the present study deals with "days away from home".

TABLE 2.3.3

LENGTH OF TIME SPENT IN CANADA

Base: Those Visiting Canada	Subscribers		General Population	
	Wave I (96) %	Wave II (82) %	Wave I (63) %	Wave II (64) %
1 or 2 days	18	19	17	19
3 or 4 days	18	23	17	17
5 or 6 days	6	2	5	3
1 week	20	23	26	29
8 - 13 days	5	2	3	3
2 weeks	9	23	19	23
Over 2 weeks - 1 month	8	5	8	3
Over 1 month - 2 months	-	-	-	-
Over 2 months - 3 months	1	-	-	-
Over 3 months - 6 months	-	1	2	-
Over 6 months	1	-	-	-
Don't know/No answer	14	2	3	3

NOTE: Wave I and Wave II were two separate survey samples done at different times.

Table 2.3.4 shows the time spent away from home by visitors to the Stratford Festival Theatre in Stratford, Ontario (Klopchic, 1966, Table I). It can be seen that visitors to another type of tourism such as the Stratford Festival Theatre spent significantly less time away from home compared to visitors to fly-in fishing lodges and outposts in the Northwest Territories. Almost 85 percent of the visitors to Stratford were away from home for seven days or less, while about 79 percent of the visitors to the fishing lodges were away from home for more than seven days.

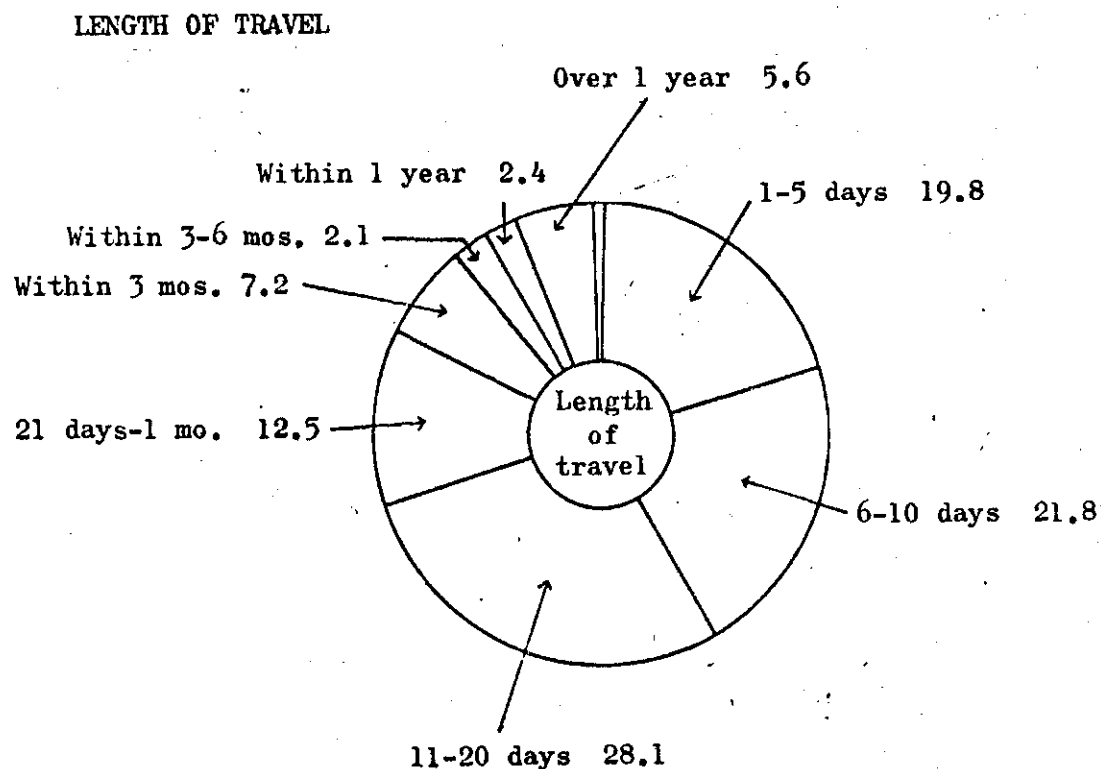
TABLE 2.3.4

TIME AWAY FROM HOME
ON TRIP TO STRATFORD, 1966

<u>Days Away From Home</u>	<u>Percent</u>
Half day	7.02
1 day	13.07
2 - 3 days	40.93
4 - 7 days	23.18
8 - 14 days	9.14
15 - 22 days	3.16
23 - 30 days	1.38
More than 30 days	1.67
	<hr/> 100.00

Length of travel was also reported in the "4th Survey on Japanese Overseas Air Travelers" (Mainichi, 1970, p.16). Figure 2.3.1 outlines the length of travel information obtained in the survey. The most common travel time was 11 - 20 days (28.1 percent), while travel time of 21 days or longer was reported by 29.8 percent of the sample. Those respondents who indicated a travel time of 11 days or longer (57.9 percent) probably represent the Japanese tourists who travelled a sufficient length of time to include a trip to a fly-in fishing lodge or outpost in the Northwest Territories. Using length of travel as an indicator, it can be concluded that Japanese overseas travellers represent a substantial potential market for these facilities.

Figure 2.3.1



Numerous studies of tourism in Canada have investigated the relationship between travel characteristics and socio-economic characteristics of the travellers (Lazarowich, 1967, pp.17-21; Travelarctic, 1969; Klopchic, 1966; Klopchic, 1968, pp.55-61). Table 2.3.5 summarizes the relationship between level of income and time spent away from home by respondents in the present study. For example, 111 respondents were away from home for eight to fourteen days and also had a 1970 family income of \$25,000 or more.

Income does not appear to be related to days away from home since the distribution of days away from home in the various income categories is similar to the distribution in the total sample. For example, 73.8 percent of the respondents with a family income of \$25,000 or more were away from home for eight to fourteen days, compared to 72.9 percent of the total sample.

Table 2.3.6 shows the relationship between occupation and time spent away from home. For instance, 44 respondents were away from home for eight to fourteen days and were also owners or managers: Manufacturing, construction, etc. (occupational category number two). Furthermore, Table 2.3.7 outlines the percentage distribution of time spent away from home within occupational categories.

As was the case with level of income, occupation does not appear to be related to days away from home since the distribution of days away from home in the various occupational categories is similar to the distribution in the total sample. However, this conclusion must be made with caution due to the large number of occupational categories, which results in a small number of respondents in certain categories thereby rendering difficult accurate distribution description.

TABLE 2.3.5

(ROW) How Many Days Away From Home?
(COLUMN) Family Income In 1970?

	Less than \$15,000		\$15,000 - 24,999.		\$25,000 or More		Totals
	N.A.	% Distribution in income category	% Distribution within income category	% Distribution within income category	% Distribution within income category	Totals	
4 - 7 (%)	1 (0.4)	7 (2.8)	16 (6.1)	31 (11.8)	55 (21.0)		
8 - 14 (%)	11 (4.2)	27 (10.3)	42 (16.1)	111 (42.4)	191 (72.9)		
15 - 21 (%)	1 (0.4)	3 (1.1)	2 (0.8)	7 (2.7)	13 (5.0)		
More than 21 (%)	0 (0.0)	2 (0.8)	0 (0.0)	1 (0.4)	3 (1.1)		
Totals (%)	13 (5.0)	39 (15.0)	60 (22.9)	150 (57.3)	262 (100.0)		

TABLE 2.3.6

DISTRIBUTION OF DAYS AWAY FROM HOME BY OCCUPATION

Number of Days Away From Home	Occupation	Did Not State	Did State									Totals
			1*	2	3	4	5	6	7	8	9	
4 - 7		1	8	16	3	7	8	3	5	1	3	55
8 - 14		7	35	44	11	19	24	11	20	4	16	191
15 - 21		0	1	4	0	2	3	0	1	1	1	13
More than 21		1	1	0	1	0	0	0	0	0	0	3
Totals		9	45	64	15	28	35	14	26	6	20	262

* Note: Please refer to Table 2.2.2 for a listing of the categorization of occupations.

- 1. Professional: legal, medical educators, P. Eng., etc.
- 2. Owners or Managers: Manufacturing, construction, etc.
- 3. Owners or Managers: investment and consulting retail and service
- 4. Owners or Managers: Did Not state
- 5. Sales Personnel:
- 6. Technicians and Clerical:
- 7. Trades and Farmers/Ranchers:
- 8. Housewives:
- 9. Retired: (No indication of former occupation)

TABLE 2.3.7

PERCENTAGE DISTRIBUTION OF TIME SPENT AWAY FROM HOME WITHIN OCCUPATIONAL CATEGORIES

Number of Days Away From Home	Occupation									Totals
	1*	2	3	4	5	6	7	8	9	
4 - 7	18.0	25.0	19.3	24.3	23.1	20.8	19.2	17.4	14.4	21.0
8 - 14	77.4	68.9	73.7	68.2	68.7	79.2	76.8	65.2	80.3	72.9
15 - 21	2.3	6.1	0.0	7.5	8.2	0.0	4.0	17.4	5.3	5.0
More than 21	2.3	0.0	7.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

* Note: Please refer to Table 2.2.2 for a listing of the categorization of occupations.

- 1. Professional: legal, medical, educators, P. Eng. etc.
- 2. Owners or Managers: Manufacturing, construction, etc.
- 3. Owners or Managers: investment and consulting retail and service
- 4. Owners or Managers: Did Not State
- 5. Sales personnel:
- 6. Technicians and Clerical:
- 7. Trades and Farmers/Ranchers:
- 8. Housewives:
- 9. Retired: (No indication of former occupation)

2.4 Transportation

In a thesis on tourist outfitters' camps in Northern Ontario, Taylor (1962) made reference to the attributes of fishing and hunting lodges that were accessible only by air:

The fishing and hunting potentials are superb for those who are willing to pay for the privilege. ... As a general group, those [camps] utilizing air access have been the most admired, described, and profitable of all outfitters' camps in Northern Ontario. They have become a mecca for the true sportsman (real or imagined), and by catering to them have proven to be very successful financially, more so than any other type of outfitter's camp (p.85).

The seclusion of the fly-in fishing lodges and outposts in the Northwest Territories is even more dramatic than the camps in Northern Ontario. The camps referred to by Taylor (1962) were forty to one hundred miles from roads. Few lodges in the Northwest Territories are that close to roads.

While this remoteness adds much value to the lodges and outposts, it also provides a complex problem - the problem of how to get the market to the product.

This exploratory study approached the matter of transportation in only a general way. Respondents were asked to indicate the types of transportation which they utilized and to provide

a general evaluation of transportation.¹

Table 2.4.1 summarizes the types of transportation used by the visitors to the lodges and outposts in the Northwest Territories. A large group of respondents (46.2 percent) stated that they used scheduled airlines, 43.1 percent indicated they utilized chartered aircraft that carried over eight passengers, and 41.6 percent denoted travelling by automobile. Lower incident rates were reported for special fly-in pontoon planes, private planes, and chartered aircraft that carried eight or fewer passengers. Very few visitors (3.4 percent) travelled by bus, while no one reported using a train.

TABLE 2.4.1

TYPES OF TRANSPORTATION USED
BETWEEN LEAVING HOME AND RETURNING HOME

	<u>Number of Respondents</u>	<u>Percent</u>
Automobile	109	41.6
Bus	9	3.4
Railroad	0	0.0
Scheduled airline	121	46.2
Chartered airplane (8 passengers or less)	54	20.6
Chartered airplane (over 8 passengers)	113	43.1
Private airplance	71	27.1
Special fly-in pontoon plane	90	34.4

¹ Please refer to question 16 and the last part of question 12 in Appendix 1.

Tables 2.4.2 and 2.4.3 provide some idea of the combinations of types of transportation which were utilized. It is interesting to note the relatively high incidence of respondents using both scheduled airlines and chartered aircraft that carry greater than eight passengers. To go one step further, one can observe a fairly high occurrence of usage of an automobile with both scheduled airlines and chartered airplanes carrying more than eight passengers.¹

TABLE 2.4.2
OCCURRENCE OF RESPONDENTS
USING ANY TWO TYPES OF TRANSPORTATION

	Automobile	Bus	Railroad	Scheduled Airline	Chartered Airplane (8 or -8)	Chartered Airplane (+8)	Private Airplane	Special Fly-In Pontoon Plane
Automobile	//	4	0	51	18	56	16	53
Bus	4	//	0	3	4	3	0	2
Railroad	0	0	//	0	0	0	0	0
Scheduled airline	51	3	0	//	20	80	10	37
Chart. airplane (8 or -8)	18	4	0	20	//	5	4	20
Chart. airplane (+8)	56	3	0	80	5	//	13	27
Private airplane	16	0	0	10	4	13	//	25
Spec. pontoon plane	53	0	0	37	20	27	25	//

¹ Types of transportation used are controlled to some extent by transportation 'packages' offered by some lodges and outposts.

TABLE 2.4.3

PERCENTAGE OCCURRENCE OF RESPONDENTS
USING ANY TWO TYPES OF TRANSPORTATION

	Automobile	Bus	Scheduled Airline	Chartered Airplane (8 or -8)	Chartered Airplane (+8)	Private Airplane	Special Fly-In Pontoon Plane
Automobile	///	3.6	46.8	16.6	51.4	14.7	48.6
Bus		///	9 respondents used bus				
Scheduled airline	42.2	2.4	///	16.5	66.0	8.2	30.5
Chart.airplane (8 or -8)	33.5	7.3	36.9	///	9.2	7.3	36.9
Chart.airplane (+8)	49.7	2.6	70.8	4.4	///	11.6	23.9
Private airplane	22.5	0.0	14.0	5.5	18.5	///	35.1
Spec. pontoon plane	58.7	2.3	41.0	22.1	29.9	27.6	///

HOW TO READ TABLE. EXAMPLE: Of the 109 respondents who indicated that they had travelled by automobile, 51 (i.e. 46.8 percent) specified that they had also used a scheduled airline. EXAMPLE: Of the 121 respondents who utilized a scheduled airline, 51 (i.e. 42.2 percent) stated that they had also travelled by automobile.

Table 2.4.4 compares the respondents' general evaluation of transportation with types of transportation used. No clear trends can be established from the data.

TABLE 2.4.4

EVALUATION OF TRANSPORTATION

<u>Types of Transportation Used</u>	<u>General Transportation Rating</u>				<u>Did Not State</u>
	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	
Automobile	41.3	36.8	12.0	6.5	3.6
Scheduled airline	38.7	45.5	10.0	1.7	4.1
Chart. airplane (8 or -8)	42.7	33.5	7.3	7.3	9.2
Chart. airplane (+8)	35.5	44.3	12.3	4.4	3.5
Private plane	28.0	29.5	10.0	4.1	28.0
Spec.fly-in pontoon plane	44.5	34.3	15.4	3.2	2.3

NOTE: Respondents did not rate each type of transportation. They rated transportation generally as per the last item in question 12 of the questionnaire (please refer to Appendix I). This table represents the occurrence of the rating to those respondents that indicated they used a particular type of transportation. For example: Of those respondents that said they used a scheduled airline - 38.7 percent said their rating of transportation used was excellent. The bus and railroad categories were not included in this table because of low response in these categories.

As mentioned, this study has dealt with the matter of transportation in only a general way. It is difficult to get a complete picture of the transportation links used by visitors to remote areas in Northern Canada. Nonetheless, it is evident from this study that the pattern of 'automobile-scheduled airline-chartered airplane' played an important part in the transportation patterns of the respondents. However, further research is needed to explore the complex origin-destination-origin transportation links of visitors to fly-in fishing lodges and outposts in the Northwest Territories, and to determine visitors' satisfaction with particular modes of transportation.

2.5 Use and Evaluation of Facilities and Services

A better understanding of recreational behaviour can be achieved by considering tourists' use and evaluation of facilities and services. Consequently, the respondents were asked to indicate the specific facilities and services which were provided by the fly-in fishing lodges and outposts and to evaluate these facilities and services. ¹

First, Table 2.5.1 outlines the various facilities and services which were provided by the lodges and outposts. In reference to accommodation, 178 visitors (67.9 percent) indicated that they had stayed in a lodge, 66 visitors (25.2 percent) specified that they had stayed in a cabin, and only 29 visitors (11.1 percent) stated that they had used tent accommodation. ²

¹ Please refer to the questionnaire in Appendix I

² It should be noted that the respondents were asked to specify the types of accommodation which were provided by the lodge or outpost where they stayed, rather than the types of accommodation which they utilized. However, assuming that every respondent stayed in at least one type of accommodation, it seems reasonable to equate types of accommodation provided with types of accommodation utilized. In the results, 262 respondents supplied a total of 273 responses in reference to types of accommodation. Thus, assuming that each respondent stayed in at least one type of accommodation, 11 additional responses must be considered. In fact, 9 of the respondents made comments on their questionnaires clearly indicating that they had stayed in two different types of accommodation during their trip. Thus, since only two of 273 responses represent a possible discrepancy, it seems reasonable to equate types of accommodation provided with types of accommodation utilized. Finally, it is suggested that future research ask respondents to indicate the types of accommodation in which they stayed rather than the types of accommodation which are provided in order to avoid possible misunderstandings.

As indicated in Table 2.5.1, the majority of the lodges and outposts provided meals (88.2 percent), boats (96.6 percent), guide services (83.2 percent) and bedding (85.9 percent), while relatively few of the lodges and outposts provided liquor (28.6 percent) or fishing equipment (13.4 percent).

TABLE 2.5.1

Which of the following services were provided by the lodge or outpost where you stayed?
Check those that apply to you.

	<u>Number</u>	<u>Percent</u>
Accommodation: Lodge	178	67.9
Cabin	66	25.2
Tent	29	11.1
Meals: Were Provided	231	88.2
Made Your Own	32	12.2
Liquor: Was Provided	75	28.6
Provided Your Own	159	60.7
Did Not Consume Any	32	12.2
Boat	253	96.6
Guide Service	218	83.2
Fishing Equipment: Was Provided	35	13.4
Provided Your Own	219	83.6
Bedding: Was Provided	225	85.9
Provided Your Own	30	11.5

The type of accommodation used would appear to vary with both the age and family income of the respondents. Table 2.5.2 shows a direct relationship between older age and increased use of lodge accommodation. For instance, 76.2 percent of those

respondents 65 years of age and over stayed in a lodge, compared to only 37.0 percent of those less than 35 years of age. On the other hand, 33.7 percent of the sample less than 35 years of age used a cabin, whereas only 17.7 percent of those 65 years and over utilized cabin accommodation.

Similarly, Table 2.5.3 reveals a direct relationship between higher family income and increased use of lodge accommodation.

TABLE 2.5.2

USE OF ACCOMMODATION: LODGE, CABIN, TENT -
BY AGE GROUP

	<u>Less than 35 years</u>	<u>35-49 Years</u>	<u>50-64 Years</u>	<u>65 years and over</u>
Lodge	37.0	69.0	70.4	76.2
Cabin	33.7	28.7	24.1	17.7
Tent	29.3	9.7	10.5	6.2
Totals:	100.0	108.3	105.0	100.1

Note:

A small number of respondents said they had used more than one type of accommodation.

TABLE 2.5.3

USE OF ACCOMMODATION: LODGE, CABIN, TENT -
BY INCOME CATEGORY

	Percent		
	<u>Less than \$15,000</u>	<u>\$15-25,000</u>	<u>Over \$25,000</u>
Lodge	51.3	65.0	74.7
Cabin	43.6	28.3	18.0
Tent	<u>17.9</u>	<u>11.7</u>	<u>9.3</u>
Totals:	112.8	105.0	102.0

Note:

A small number of respondents said they had used more than one type of accommodation.

As well as indicating the specific facilities and services which were provided by the lodges and outposts, the respondents were requested to evaluate these facilities and services as being either excellent, good, fair, or poor.

The highest incidence of excellent ratings were given to "attitude of lodge operators towards visitors" (62.2 percent), fishing catch (58.8 percent), and accommodation (55.0 percent). On the other hand, "prices paid" and guide services were rated least favourably by the respondents (Table 2.5.4).

TABLE 2.5.4

EVALUATION OF FACILITIES AND SERVICES

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Not Applicable</u>	<u>Totals</u>
Accommodation	55.0	32.8	9.2	1.5	1.5	100.0
Meals Provided	42.0	40.0	6.5	2.7	8.8	100.0
Attitude of Lodge Operators to Visitors	62.2	25.2	6.1	4.2	2.3	100.0
Prices Paid	13.6	42.0	26.0	5.0	13.4	100.0
Guide Service	23.3	38.5	18.3	6.9	13.0	100.0
Boat Service	33.2	45.8	13.7	3.1	4.2	100.0
Motor Service	31.7	35.4	11.1	4.6	17.2	100.0
Equipment Provided	17.6	26.0	8.0	1.1	47.3	100.0
Your Fishing Catch	58.8	24.4	10.7	5.0	1.1	100.0

Those visitors who utilized lodges gave a more favourable rating to accommodation than those who utilized cabins and tents. Table 2.5.5 shows that 66.1 percent of those respondents who stayed in lodges gave accommodation an excellent rating, compared to only 37.7 percent of those who stayed in cabins and 30.7 percent of those who stayed in tents. The reverse relationship is evident when examining the 'fair' rating. A higher percentage of those respondents who stayed in cabins (13.5 percent) and tents (24.3 percent) gave accommodation this lower rating than those who utilized lodges (4.6 percent).

TABLE 2.5.5

ACCOMMODATION EVALUATION BY THOSE
THAT USED LODGE, CABIN, TENT

	Percent					Totals
	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Not Applicable</u>	
Lodge	66.1	28.1	4.6	0.6	0.6	100.0
Cabin	37.7	44.0	13.5	3.2	1.6	100.0
Tent	30.7	41.4	24.3	3.6	0.0	100.0
Overall	55.0	32.8	9.2	1.5	1.5	100.0

As noted earlier in this section, consideration of tourists' evaluation of facilities and services will contribute to a better understanding of recreational behaviour. Unfortunately, very few studies have examined this important aspect of tourism research. However, evaluation ratings of facilities and services were obtained in a study of United States visitors to Ontario (Province of Ontario, 1966, pp. 12-13). In this survey, a mailed questionnaire was sent to a sample of United States visitors who had registered in 1966 with the Province of Ontario Tourism Reception Centres.¹ The 1966 U.S. Tourist Survey provides an interesting comparison to the present study since about 90 percent

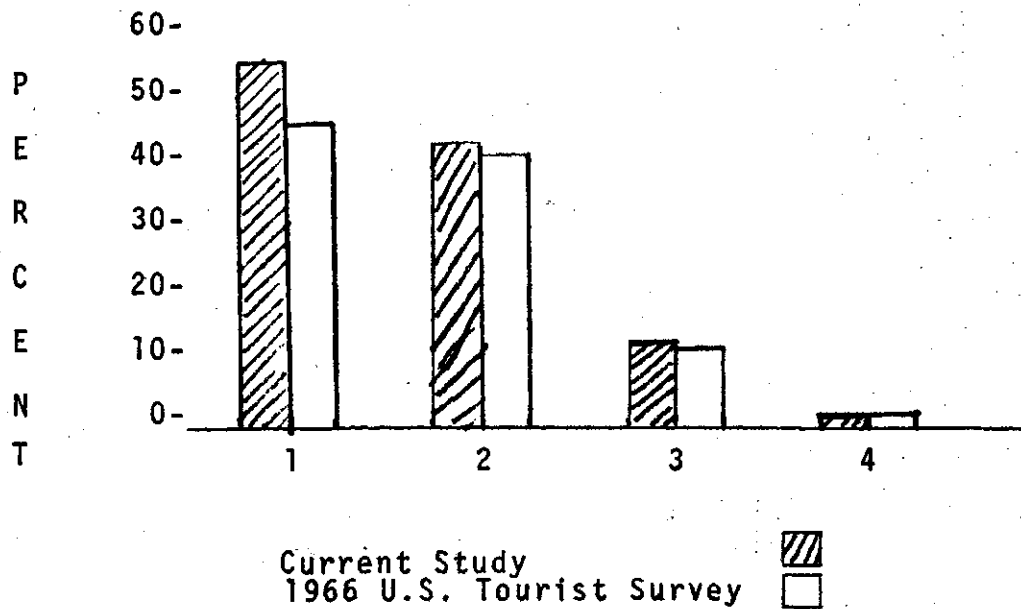
¹ In the remainder of this section, the Ontario Study will be referred to as the 1966 U.S. Tourist Survey

of the 1970 visitors to fly-in fishing lodges and outposts in the Northwest Territories originated in the United States. Figures 2.5.1 through 2.5.4. compare the evaluation ratings of the two studies. Examining accommodation, meals, courtesy (operator attitude) and prices respectively.

First, Figure 2.5.1 shows that accommodation received a slightly more favourable rating in the present study compared to the 1966 U.S. Tourist Survey, while meals were given similar ratings in both studies (Figure 2.5.2). In addition, Figure 2.5.3 indicates that the rating given to "attitude of lodge operators towards visitors" in the present study was slightly lower than the rating given to courtesy in the 1966 U.S. Tourist Survey. Finally, while prices were not given a high rating in either study, they received a less favourable rating from visitors to the lodges and outposts in the Northwest Territories than from respondents in the 1966 U.S. Tourist Survey. Undoubtedly, the question of prices is one that should be examined in greater detail in any further research studies pertaining to the Northwest Territories.

FIGURE 2.5.1

ACCOMMODATION EVALUATION
CURRENT STUDY COMPARED TO 1966 U.S. TOURIST SURVEY

Current Study

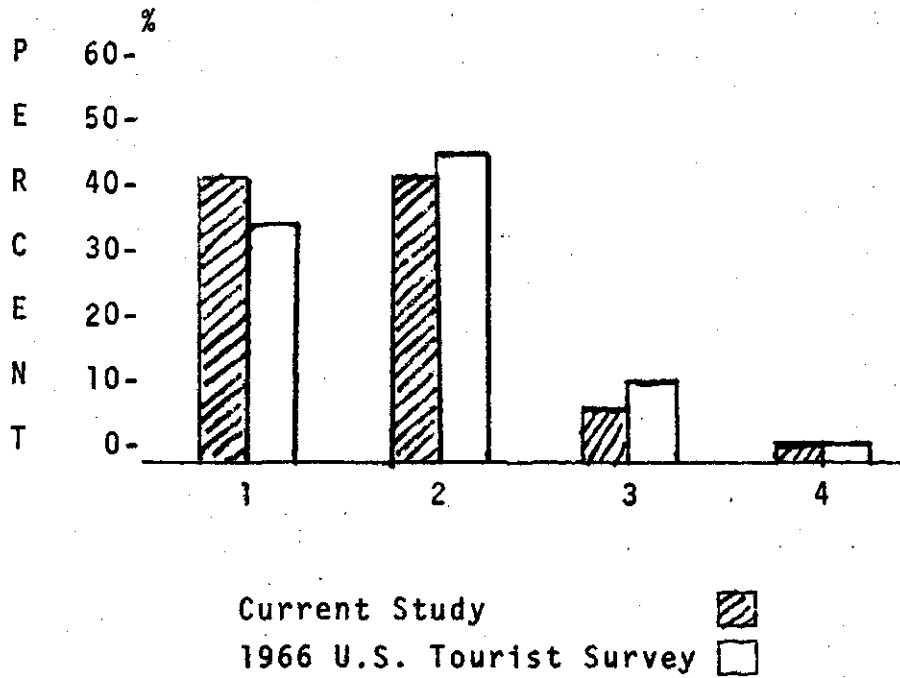
1. Excellent
2. Good
3. Fair
4. Poor

1966 U.S. Tourist Study

1. Very good
2. Good
3. Acceptable
4. Poor

FIGURE 2.5.2

MEALS EVALUATION
CURRENT STUDY COMPARED TO 1966 U.S. TOURIST SURVEY

Current Study

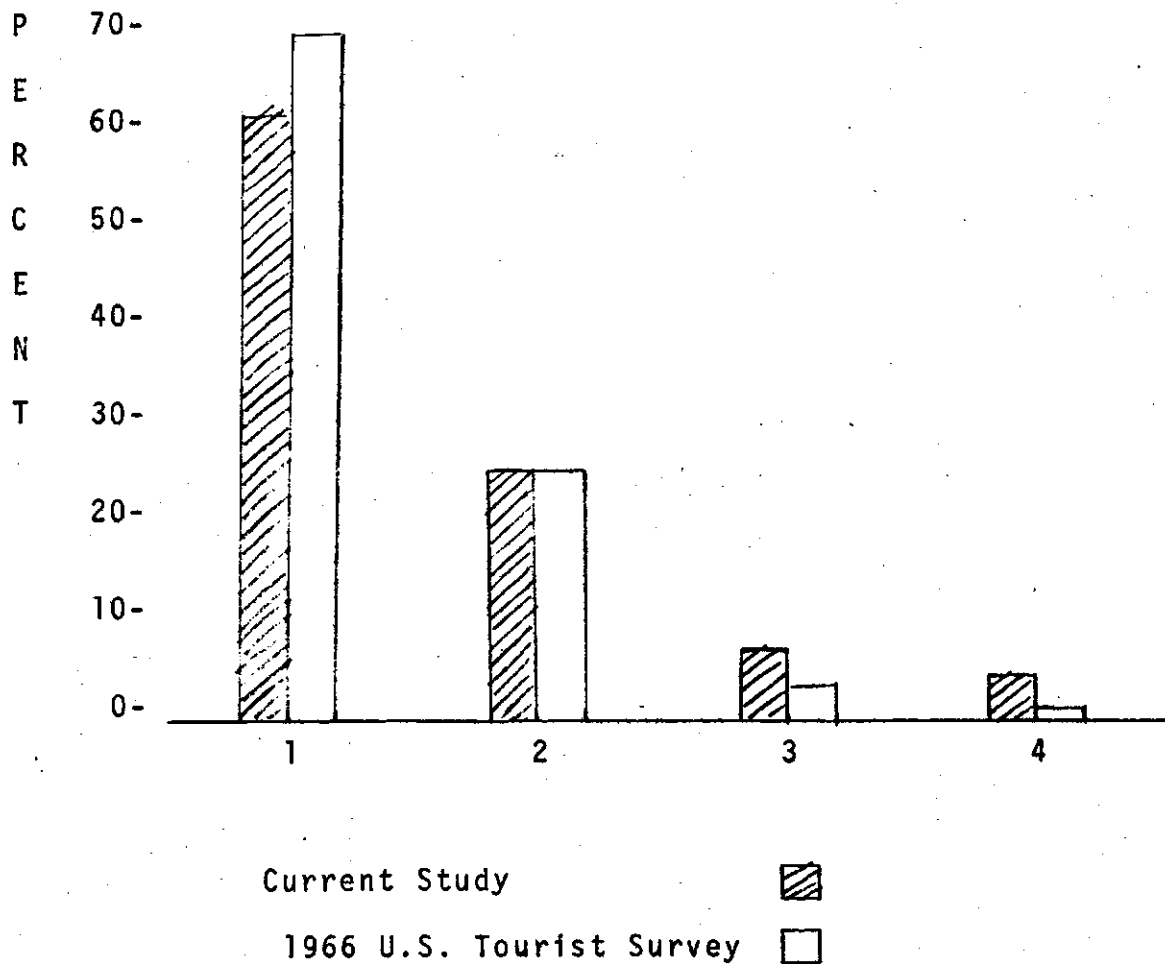
1. Excellent
2. Good
3. Fair
4. Poor

1966 U.S. Tourist Survey

1. Very good
2. Good
3. Acceptable
4. Poor

FIGURE 2.5.3

ATTITUDE OF LODGE OPERATORS TOWARDS VISITORS
CURRENT STUDY COMPARED TO COURTESY RATING IN
U.S. TOURIST SURVEY OF 1966

Current Study

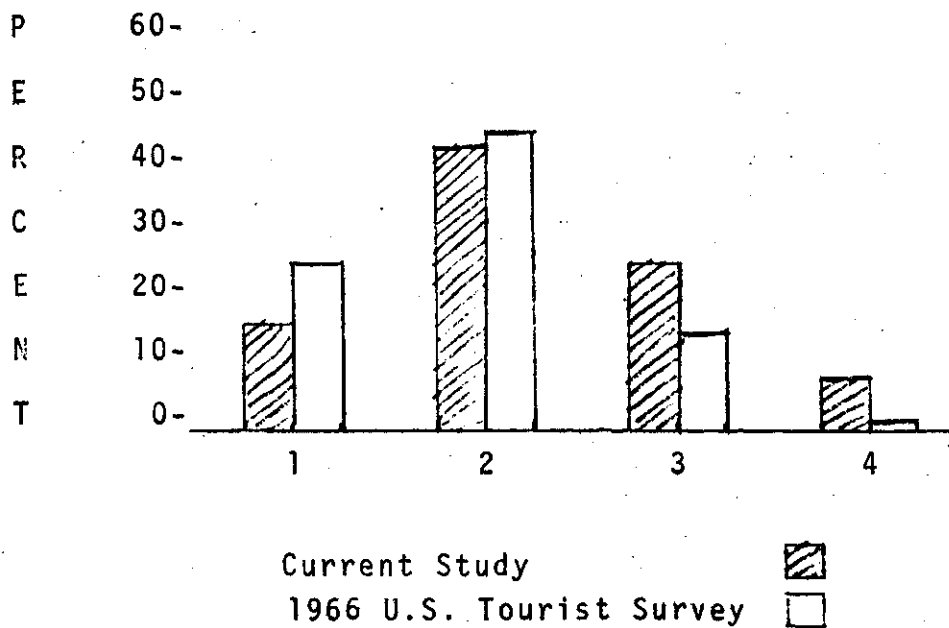
1. Excellent
2. Good
3. Fair
4. Poor

U.S. Tourist Survey, 1966

1. Very good
2. Good
3. Acceptable
4. Poor

FIGURE 2.5.4

PRICES
CURRENT STUDY COMPARED TO THE 1966 U.S. TOURIST SURVEY

Current Study

1. Excellent
2. Good
3. Fair
4. Poor

1966 U.S. Tourist Survey

1. Very good
2. Good
3. Acceptable
4. Poor

2.6 Number of Visits

Table 2.6.1 illustrates the number of times that respondents in the present study had visited fly-in fishing lodges in the north. The data in Table 2.6.1 depicts that 32.1 per cent of the sample were first-time visitors to the area.

In the tourism industry, the accepted ratio of first-time to repeat visitors for a geographical unit ... is 30:70. That is to say that, in general, in order to progress, a tourist area should attract an approximate 30 percent of new visitors every year (Klopchic, 1968, p.14).

Thus, in terms of the growth objectives of the tourist industry, fishing lodges in the Northwest Territories are attracting the accepted proportion of first-time visitors. On the other hand, since the uniqueness of these fly-in fishing lodges relies to a large extent on the relatively small number of users, the operators of these facilities must determine whether the growth objectives of the tourist industry as a whole are beneficial to their own facilities.

TABLE 2.6.1
NUMBER OF VISITS
TO FLY-IN FISHING LODGES IN THE NORTH

<u>Number of Visits</u>	<u>Number of Respondents</u>	<u>Percentage of Respondents</u>
Once	84	32.1
Twice	41	15.6
Three Times	29	11.1
Four Times	13	5.0
Five or More Times	90	34.4
Did not Answer	5	1.9
Totals	<u>262</u>	<u>100.0</u>

Research in Canadian leisure and tourism makes frequent reference to the ratio of first-time to repeat visitors. For example, the Canadian Government Travel Bureau (1967, Table 16) found that 23 percent of U.S. visitors to Canada were making their first trip to this country. In 1966, on the other hand, it was discovered that only 8.55 percent of U.S. campers to Ontario were first-time visitors, whereas 55.17 percent of the campers had visited Ontario more than twelve times (Klopchic, 1966a, p.21). In addition, the Government of the Northwest Territories studied the willingness of travellers on the Mackenzie Highway to make a return trip to the area - 64 percent of the sample expressed a desire to make a repeat visit (Travel-arctic, 1969, p.47).

Table 2.6.2 outlines the first-visit, repeat-visit percentages by age group of the visitors to the fly-in fishing lodges. The information in Table 2.6.2 shows that the likelihood of a repeat visit increases with the age of the respondent. That is, the first-visit, repeat-visit ratio in the 20-34 years of age group is 54.2:45.8, whereas the ratio in the 50-64 years of age group is 30.4:69.6. A similar relationship between age and repeat visits was reported by Klopchic (1968, Table II) in his study of U.S. visitors to Ontario.

TABLE 2.6.2

DISTRIBUTION OF FIRST VISITS, REPEAT VISITS
TO FLY-IN FISHING LODGES IN THE NORTH
BY AGE GROUP

<u>Age Group</u>		<u>First Visit</u>	<u>Repeat Visit</u>	<u>Did Not State</u>	<u>Totals</u>
Under 20 years	Number	1	1	-	2
	Percent	50.0	50.0	-	100%
20 - 34 years	Number	13	11	-	24
	Percent	54.2	45.8	-	100%
35 - 49 years	Number	25	47	1	73
	Percent	34.2	64.4	1.2	100%
50 - 64 years	Number	38	87	-	125
	Percent	30.4	69.6	-	100%
65 years and over	Number	7	27	-	34
	Percent	20.6	79.4	-	100%
Did not state	Number	-	-	4	4
	Percent	-	-	100	100%
Totals	Number	84	173	5	262
	Percent	32.1%	66.1%	1.8%	100%

Table 2.6.3 depicts the intention of the respondents to revisit a lodge or outpost in the Northwest Territories. The vast majority (90.8 percent) of the sample indicated that they were extremely, very, or fairly likely to revisit a lodge or outpost sometime in the future. Similar results regarding the likelihood of another visit are reported by Klopchic (1968, Table xxvii) in his Ontario study of U.S. visitors.

TABLE 2.6.3

INTENTION TO REVISIT A LODGE OR OUTPOST
IN THE NORTHWEST TERRITORIES

<u>Expressed Intention</u>	<u>Number of Respondent Parties</u>	<u>Percentage of Parties</u>
Extremely likely	126	48.1
Very likely	65	24.8
Fairly likely	47	17.9
Not very likely	19	7.3
Not at all likely	1	0.4
Did not answer	4	1.5
	262	100.0

Visitors' intention to revisit the Northwest Territories varies according to the past travel experience of the visitors. Table 2.6.4 shows the intention to revisit of first-time and repeat visitors. As was the case with U.S. visitors to Ontario (Klopchic, 1968, Table XXX), there is a higher incidence of intent to revisit among repeat visitors.

TABLE 2.6.4

INTENTION TO REVISIT
BY FIRST-TIME AND BY REPEAT VISITORS

	<u>Percentage of Respondents</u>	
	<u>First-Time Visitors</u>	<u>Repeat Visitors</u>
Extremely likely	33.3	56.6
Very likely	29.7	23.1
Fairly likely	26.4	14.4
Not very likely	10.6	5.3
Not at all likely	0.0	0.6
	100.0	100.0

In the review of leisure and tourism research, no prior work was found that compared visitors' intention to revisit with their evaluation or rating of the facilities and services used during their current visit. This type of comparison would prove extremely valuable to those involved in the industry for a performance indicator on service and as an indicator of performance in facility design. This kind of data is also valuable in the development of tourism research. Consequently, extensive comparisons between these two variables will be made in the present study.

Table 2.6.5.1 to 2.6.5.10 represent comparisons made from the data obtained from question 12 and the first part of question 15 of the questionnaire.¹ The ten tables provide a percentage distribution of the ratings of ten facilities or services according to the likelihood of another visit.² For example, Table 2.6.5.1 reveals that only 4.9 percent of those respondents who gave accommodation an 'excellent' rating indicated that they were 'not very likely' to return for another visit. On the other hand, 49 percent of those respondents who gave a 'poor' rating to accommodation specified that they were 'not very likely' to visit again.

1 See Appendix I

2 Due to the large number of categories in each table there were a small number of responses to occurrence combinations. The reader should, therefore, observe trends and be cautious reaching conclusions based on any specified ratio.

An examination of the ten tables ¹ discloses a fairly pronounced trend: the better the rating of facilities and services, the greater the likelihood of a repeat visit; and, the poorer the rating of facilities and services, the lower the likelihood of a repeat visit.

TABLE 2.6.5.1

15A HOW LIKELY ARE YOU TO VISIT A LODGE OR OUTPOST
IN THE NORTHWEST TERRITORIES AGAIN? - BY

12.1 ACCOMMODATION RATING

	<u>Did Not State</u>	<u>Ex-tremely Likely</u>	<u>Very Likely</u>	<u>Fairly Likely</u>	<u>Not Very Likely</u>	<u>Not At All Likely</u>	<u>Totals</u>
Excellent	2.0	48.5	23.7	20.2	4.9	0.7	100.0%
Good	0.0	51.2	25.3	14.0	9.5	0.0	100.0%
Fair	0.0	45.7	29.3	16.3	8.7	0.0	100.0%
Poor	0.0	0.0	25.5	25.5	49.0	0.0	100.0%

¹ There is a table set up for each facility or service that received a rating in question 12.

TABLE 2.6.5.2

15A HOW LIKELY ARE YOU TO VISIT A LODGE OR OUTPOST
IN THE NORTHWEST TERRITORIES AGAIN? - BY

12.2 MEALS RATING

	<u>Did Not State</u>	<u>Ex-tremely Likely</u>	<u>Very Likely</u>	<u>Fairly Likely</u>	<u>Not Very Likely</u>	<u>Not At All Likely</u>	<u>Totals</u>
Excellent	2.6	47.1	26.7	18.1	5.5	0.0	100.0%
Good	0.0	44.7	25.8	20.0	8.5	1.0	100.0%
Fair	0.0	42.5	23.7	16.9	16.9	0.0	100.0%
Poor	0.0	14.8	29.7	40.7	14.8	0.0	100.0%

TABLE 2.6.5.3

15A HOW LIKELY ARE YOU TO VISIT A LODGE OR OUTPOST
IN THE NORTHWEST TERRITORIES AGAIN? - BY

12.3 OPERATORS ATTITUDE RATING

	<u>Did Not State</u>	<u>Ex-tremely Likely</u>	<u>Very Likely</u>	<u>Fairly Likely</u>	<u>Not Very Likely</u>	<u>Not At All Likely</u>	<u>Totals</u>
Excellent	1.8	52.3	22.0	17.8	6.1	0.0	100.0%
Good	0.0	42.5	25.8	22.6	7.5	1.6	100.0%
Fair	0.0	49.8	37.0	6.6	6.6	0.0	100.0%
Poor	0.0	45.3	26.2	9.5	19.0	0.0	100.0%

TABLE 2.6.5.4

15A HOW LIKELY ARE YOU TO VISIT A LODGE OR OUTPOST
IN THE NORTHWEST TERRITORIES AGAIN? - BY

12.4 PRICES PAID RATING

	<u>Did Not State</u>	<u>Ex- tremely Likely</u>	<u>Very Likely</u>	<u>Fairly Likely</u>	<u>Not Very Likely</u>	<u>Not At All Likely</u>	<u>Totals</u>
Excellent	0.0	58.4	16.8	13.9	10.9	0.0	100.0%
Good	2.6	57.4	16.4	20.0	3.6	0.0	100.0%
Fair	0.0	38.1	39.6	15.0	7.3	0.0	100.0%
Poor	0.0	30.0	30.0	16.0	16.0	8.0	100.0%

TABLE 2.6.5.5

15A HOW LIKELY ARE YOU TO VISIT A LODGE OR OUTPOST.
IN THE NORTHWEST TERRITORIES AGAIN? - BY

12.5 GUIDE SERVICE RATING

	<u>Did Not State</u>	<u>Ex- tremely Likely</u>	<u>Very Likely</u>	<u>Fairly Likely</u>	<u>Not Very Likely</u>	<u>Not At All Likely</u>	<u>Totals</u>
Excellent	3.4	54.1	24.5	13.3	4.7	0.0	100.0%
Good	0.0	43.6	29.7	19.7	7.0	0.0	100.0%
Fair	2.2	37.4	20.5	27.3	12.6	0.0	100.0%
Poor	0.0	33.3	33.3	15.9	11.7	5.8	100.0%

TABLE 2.6.5.6

15A HOW LIKELY ARE YOU TO VISIT A LODGE OR OUTPOST
IN THE NORTHWEST TERRITORIES AGAIN? - BY

12.6 BOAT SERVICE RATING

	<u>Did Not State</u>	<u>Ex-tremely Likely</u>	<u>Very Likely</u>	<u>Fairly Likely</u>	<u>Not Very Likely</u>	<u>Not At All Likely</u>	<u>Totals</u>
Excellent	2.4	53.9	24.1	13.9	5.7	0.0	100.0%
Good	0.0	42.4	29.3	19.2	8.3	0.8	100.0%
Fair	2.9	53.3	8.0	24.9	10.9	0.0	100.0%
Poor	0.0	61.3	25.8	12.9	0.0	0.0	100.0%

TABLE 2.6.5.7

15A HOW LIKELY ARE YOU TO VISIT A LODGE OR OUTPOST
IN THE NORTHWEST TERRITORIES AGAIN? - BY

12.7 MOTOR SERVICE RATING

	<u>Did Not State</u>	<u>Ex-tremely Likely</u>	<u>Very Likely</u>	<u>Fairly Likely</u>	<u>Not Very Likely</u>	<u>Not At All Likely</u>	<u>Totals</u>
Excellent	2.5	53.0	26.2	14.5	2.5	1.3	100.0%
Good	0.0	48.5	25.6	18.3	7.6	0.0	100.0%
Fair	3.6	47.8	20.7	20.7	7.2	0.0	100.0%
Poor	0.0	66.0	17.0	17.0	0.0	0.0	100.0%

TABLE 2.6.5.8

15A HOW LIKELY ARE YOU TO VISIT A LODGE OR OUTPOST
IN THE NORTHWEST TERRITORIES AGAIN? - BY

12.8 EQUIPMENT PROVIDED RATING

	<u>Did Not State</u>	<u>Ex- tremely Likely</u>	<u>Very Likely</u>	<u>Fairly Likely</u>	<u>Not Very Likely</u>	<u>Not At All Likely</u>	<u>Totals</u>
Excellent	4.5	52.1	23.6	15.3	4.5	0.0	100.0%
Good	0.0	42.6	35.4	16.2	5.8	0.0	100.0%
Fair	5.0	42.8	19.2	19.2	13.8	0.0	100.0%
Poor	0.0	0.0	0.0	0.0	0.0	0.0	100.0%

TABLE 2.6.5.9

15A HOW LIKELY ARE YOU TO VISIT A LODGE OR OUTPOST
IN THE NORTHWEST TERRITORIES AGAIN? - BY

12.9 FISHING CATCH RATING

	<u>Did Not State</u>	<u>Ex- tremely Likely</u>	<u>Very Likely</u>	<u>Fairly Likely</u>	<u>Not Very Likely</u>	<u>Not At All Likely</u>	<u>Totals</u>
Excellent	1.4	51.3	27.2	16.2	3.9	0.0	100.0%
Good	1.6	40.4	20.4	25.0	12.6	0.0	100.0%
Fair	0.0	53.3	21.5	14.0	7.5	3.7	100.0%
Poor	0.0	46.0	22.0	16.0	16.0	0.0	100.0%

TABLE 2.6.5.10

15A HOW LIKELY ARE YOU TO VISIT A LODGE OR OUTPOST
IN THE NORTHWEST TERRITORIES AGAIN? - BY

12.10 TRANSPORTATION RATING

	<u>Did Not State</u>	<u>Ex- tremely Likely</u>	<u>Very Likely</u>	<u>Fairly Likely</u>	<u>Not Very Likely</u>	<u>Not At All Likely</u>	<u>Totals</u>
Excellent	2.1	58.7	20.1	15.1	4.0	0.0	100.0%
Good	0.0	44.4	24.2	22.0	9.4	0.0	100.0%
Fair	0.0	25.3	43.0	14.0	14.0	3.7	100.0%
Poor	0.0	39.5	39.5	10.5	10.5	0.0	100.0%

As well as examining visitors' intention to revisit a lodge or outpost in the Northwest Territories, the present study also looked at the visitors' intention of returning to the same lodge if they revisited the area. Table 2.6.6 indicates that nearly 60 percent of the respondents would stay at the same lodge if they returned to the Northwest Territories.

TABLE 2.6.6

INTENTION TO RETURN TO THE SAME LODGE

	<u>Number of Respondent Parties</u>	<u>Percent</u>
Yes	156	59.5
No	84	32.1
Not applicable	15	5.7
Did not answer	7	2.7
	<u>262</u>	<u>100.0</u>

Table 2.6.7 shows the intention of first-time visitors and repeat visitors to visit the same lodge again. Whereas Table 2.6.4 displayed a greater incidence of intent to revisit a lodge or outpost in the Northwest Territories by repeat visitors, Table 2.6.7 reveals a higher percentage of first-time visitors intending to visit the same lodge again.

TABLE 2.6.7

INTENTION TO VISIT SAME LODGE AGAIN
BY FIRST-TIME AND BY REPEAT VISITORS

In Percent of Respondents

	<u>First-Time Visitors</u>	<u>Repeat Visitors</u>
Yes	66.7	57.5
No	23.8	36.6
Not applicable	9.5	4.1
Did not state	0.0	1.8
	<u>100.0</u>	<u>100.0</u>

As mentioned previously, valuable comparisons can be made between visitors' intention to revisit a geographical area and their evaluation of the facilities and services used during their current visit. Similar valuable comparisons can be made between visitors' intention to revisit the same lodge or outpost and their evaluation of facilities and services. Tables 2.6.8.1 to 2.6.8.10 represent these latter comparisons. An examination of the tables reveals the following trend - the poorer the ratings of facilities and services, the lower the likelihood of a visitor returning to the same lodge or outpost if he revisits the area.

TABLE 2.6.8.1

15B LIKELY TO RETURN TO THE SAME LODGE -
12.1 BY ACCOMMODATION RATING

	<u>Did Not State</u>	<u>Yes</u>	<u>No</u>	<u>Not Applicable</u>	<u>Totals</u>
Excellent	4.2	66.7	22.2	6.9	100.0%
Good	0.0	45.4	50.0	4.6	100.0%
Fair	0.0	75.0	25.0	0.0	100.0%
Poor	0.0	26.7	73.3	0.0	100.0%

TABLE 2.6.8.2

15B LIKELY TO RETURN TO THE SAME LODGE -
12.2 BY MEALS RATING

	<u>Did Not State</u>	<u>Yes</u>	<u>No</u>	<u>Not Applicable</u>	<u>Totals</u>
Excellent	4.2	71.0	16.5	8.0	100.0%
Good	0.9	52.4	42.0	4.7	100.0%
Fair	0.0	35.4	64.6	0.0	100.0%
Poor	0.0	29.6	70.4	0.0	100.0%

TABLE 2.6.8.3

15B LIKELY TO RETURN TO THE SAME LODGE -
 12.3 BY OPERATOR'S ATTITUDE RATING

	<u>Did Not State</u>	<u>Yes</u>	<u>No</u>	<u>Not Applicable</u>	<u>Totals</u>
Excellent	3.0	71.3	19.6	6.1	100.0%
Good	1.6	50.0	44.0	4.4	100.0%
Fair	0.0	31.1	68.9	0.0	100.0%
Poor	0.0	0.0	100.0	0.0	100.0%

TABLE 2.6.8.4

15B LIKELY TO RETURN TO THE SAME LODGE -
 12.4 BY PRICES PAID RATING

	<u>Did Not State</u>	<u>Yes</u>	<u>No</u>	<u>Not Applicable</u>	<u>Totals</u>
Excellent	0.0	75.2	22.0	2.8	100.0%
Good	3.6	58.3	32.6	5.5	100.0%
Fair	1.5	57.8	36.7	4.2	100.0%
Poor	0.0	38.0	62.0	0.0	100.0%

TABLE 2.6.8.5

15B LIKELY TO RETURN TO THE SAME LODGE
12.5 BY GUIDE SERVICE RATING

	<u>Did Not State</u>	<u>Yes</u>	<u>No</u>	<u>Not Applicable</u>	<u>Totals</u>
Excellent	4.7	63.9	27.9	3.5	100.0%
Good	1.0	68.3	23.7	7.0	100.0%
Fair	4.4	45.9	41.5	8.2	100.0%
Poor	0.0	27.5	72.5	0.0	100.0%

TABLE 2.6.8.6

15B LIKELY TO RETURN TO THE SAME LODGE -
12.6 BY BOAT SERVICE RATING

	<u>Did Not State</u>	<u>Yes</u>	<u>No</u>	<u>Not Applicable</u>	<u>Totals</u>
Excellent	3.3	71.1	22.3	3.3	100.0%
Good	0.8	60.9	30.9	7.4	100.0%
Fair	2.7	47.3	47.3	2.7	100.0%
Poor	0.0	12.9	87.1	0.0	100.0%

TABLE 2.6.8.7

15B LIKELY TO RETURN TO THE SAME LODGE -
 12.7 BY MOTOR SERVICE RATING

	<u>Did Not State</u>	<u>Yes</u>	<u>No</u>	<u>Not Applicable</u>	<u>Totals</u>
Excellent	4.7	66.3	26.5	2.5	100.0%
Good	1.1	60.1	30.1	8.7	100.0%
Fair	3.6	45.0	51.4	0.0	100.0%
Poor	0.0	23.9	67.4	8.7	100.0%

TABLE 2.6.8.8

15B LIKELY TO RETURN TO THE SAME LODGE -
 12.8 BY EQUIPMENT PROVIDED RATING

	<u>Did Not State</u>	<u>Yes</u>	<u>No</u>	<u>Not Applicable</u>	<u>Totals</u>
Excellent	4.6	67.4	21.7	6.3	100.0%
Good	1.5	63.1	28.1	7.3	100.0%
Fair	5.0	47.5	47.5	0.0	100.0%
Poor	0.0	36.4	72.7	0.0	100.0%

TABLE 2.6.8.9

15B LIKELY TO RETURN TO SAME LODGE -
12.9 BY FISHING CATCH RATING

	<u>Did Not State</u>	<u>Yes</u>	<u>No</u>	<u>Not Applicable</u>	<u>Totals</u>
Excellent	2.6	63.5	28.6	5.3	100.0%
Good	3.3	65.6	25.0	6.1	100.0%
Fair	0.0	39.3	57.0	3.7	100.0%
Poor	0.0	30.0	62.0	8.0	100.0%

TABLE 2.6.8.10

15B LIKELY TO RETURN TO THE SAME LODGE (C) -
12.10 BY TRANSPORTATION RATING (R)

	<u>Did Not State</u>	<u>Yes</u>	<u>No</u>	<u>Not Applicable</u>	<u>Totals</u>
Excellent	5.0	66.7	23.3	5.0	100.0%
Good	0.0	63.1	28.4	8.5	100.0%
Fair	0.0	46.7	53.3	0.0	100.0%
Poor	0.0	10.5	89.5	0.0	100.0%

2.7 Expenditure Patterns

An important measure of the economic significance of tourism is provided by data on tourist expenditures. Goeldner, Diche and Sletta (1973) point out that:

Obviously, the greater the number of tourists, the longer the average visit, and the better developed the local tourist facilities, the greater will be the total tourist expenditure. Other factors influencing the level of tourist expenditures might include the specific type of tourist facilities, the type and income level of ... visitors attracted, and the duration of the tourist season (p.42).

In relation to the above quotation, it is worth mentioning comments made by a large number of respondents in the present study. The respondents expressed a strong desire that the fishing lodges and outposts in the Northwest Territories be allowed to retain their wilderness characteristics. They did not want to see large numbers of tourists visiting the area for fear that the increasing numbers would change the nature of the unique setting that now exists. At some point, as the number of tourists grows, total tourist expenditures may actually decline as visitors would no longer have the same incentive to pay premium prices. Taylor (1962, p.43), in his study on fishing and hunting lodges in Northern Ontario, noted that rates reflected a premium on remoteness.

This section will present an outline of personal expenditures by the respondents in the present study, including total personal expenditures by level of family income, accommodation

expenditures by type of accommodation used, and transportation expenditures by types of transportation used. Furthermore, total personal expenditures will be related to both time away from home and time spent at a lodge or outpost.

Table 2.7.1 shows the total personal expenditures incurred by the visitors to the fly-in fishing lodges and outposts.¹ The most common category of personal expenditures was between \$751 and \$1,000 (27.1 percent of respondents), while the second most common category was between \$1,001 and \$1,250 (22.1 percent). The average total personal expenditures were approximately \$961.

TABLE 2.7.1

TOTAL PERSONAL EXPENDITURE ON THE TRIP

<u>Total Personal Expenditure</u>	<u>Number</u>	<u>Percent</u>
\$ 1 - 250	8	3.1
\$ 251 - 500	33	12.6
\$ 501 - 750	37	14.1
\$ 751 - 1000	71	27.1
\$ 1001 - 1250	58	22.1
\$ 1251 - 1500	24	9.2
Greater than \$1500	14	5.3
Did not state	17	6.5
Totals	262	100.0

Average total personal expenditure was \$961.

¹ It should be noted in Appendix I that expenditure categories were not provided for in the format of the questionnaire. See questions 5 and 6.

Note re Table 2.7.1:

A high number of persons indicated that their visit to a Northwest Territories lodge was a "package deal" and did not break down their expenditures. The total expenditure would best reflect an accurate response.

It is difficult to make comparisons amongst studies regarding the personal expenditures of tourists. First,

... determination of the amount of expenditures on the part of visitors to an area represents one of the most important objectives of the survey, even though it is one of the most difficult items to measure with the desired degree of accuracy. This difficulty arises because the respondent is usually requested to report his expenditures over a specified period of time on the basis of memory.

Where the period of time is relatively short, the respondent can be expected to remember most of the principle expenditures, although some minor items may be overlooked. With a longer period of time, there will be more inclination to forget the actual expenditures, with the result that faulty estimates may be given and many smaller items will be overlooked entirely.

There will usually be more of a tendency to underestimate the expenditures than to overestimate them, and the degree of error may be expected to increase with the length of time covered by the estimate (The Committee on Research Methods of the Western Council for Travel Research, 1963, p.14).

In addition to the difficulties referred to in the above quotation, there exists inconsistencies amongst studies in the development and presentation of expenditure data - that is, categorization of the data is done in many different ways.

In spite of these obstacles, it can be concluded that the average total personal expenditures of visitors to the fly-in fishing lodges and outposts in the Northwest Territories are much higher than the average total personal expenditures reported in the majority of tourism studies. For example, the average expenditure of United States visitors entering Canada in 1971 was \$30.70, comprised of an average expenditure of \$23.70 by those travelling by automobile and \$111.60 by those travelling by other modes of transportation (Statistics Canada, 1971, p.68). Moreover, Table 2.7.2 reveals that the average total expenditures of visitors to the various regions of Canada were substantially less than the personal expenditures of respondents in the present study (Goeldner, Dicke and Sletta, 1973, p.5).

Total personal expenditures of visitors to the fly-in fishing lodges and outposts in the Northwest Territories varied with the level of family income. Table 2.7.3 shows a direct relationship between higher family income and increased personal expenditures. For example, 39.8 percent of the respondents with a family income greater than \$25,000 spent over \$1,000, compared to only 25.7 percent of those with a family income of less than \$15,000. In addition, 69.0 percent of the respondents with a family income of less than \$15,000 spent \$1,000 or less, compared to 52.9 percent of those with a family income greater than \$25,000.

TABLE 2.7.2

AVERAGE TOTAL EXPENDITURES OF VISITORS IN PROVINCE

Province	Source	Per Person		Per Party		Date of Data
		Per Day	Per Visit	Per Day	Per Visit	
Alberta	221	\$10.25	\$52.29	\$29.30	\$149.46	1971
British Columbia	222	6.42	28.89	21.20	91.10	1963
Manitoba	223	13.82	30.56	N.A.	N.A.	1971
New Brunswick	224	8.05	14.50	18.32	38.03	1971
Newfoundland	225	6.19	83.60	N.A.	N.A.	1969
N. W. Territories	263	N.A.	N.A.	N.A.	164.00	1970
Nova Scotia	226	12.99	48.69	32.18	121.74	1971
Ontario	227	8.72	26.36	26.89	81.19	1971
Prince Edward Island	252	8.46	40.62	27.08	130.00	1969
Quebec ^a	228	N.A.	33.74	N.A.	110.00	1967
Saskatchewan ^b	253	8.57	69.42	25.71	208.25	1969
Yukon	261	N.A.	N.A.	32.63	N.A.	1966

^aEstimates based on U. S. automobile visitors only.

^bEstimates.

(Goeldner, Dicke and Sletta, 1973)

TABLE 2.7.3

TOTAL PERSONAL EXPENDITURE BY FAMILY INCOME

<u>Total Personal Expenditure</u>	<u>Percent Distribution Within Income Category</u>		
	<u>Less than \$15,000</u>	<u>\$15,000- 25,000</u>	<u>Greater than \$25,000</u>
\$ 1 - 250	2.6	1.7	3.3
\$ 251 - 500	33.3	11.4	8.0
\$ 501 - 750	12.7	20.2	12.8
\$ 751 - 1000	20.4	28.6	28.8
\$ 1001 - 1250	15.1	23.3	23.9
\$ 1251 - 1500	2.6	11.4	10.0
Greater than \$1500	8.0	1.7	5.9
Did not state	<u>5.3</u>	<u>1.7</u>	<u>7.3</u>
Totals	100.0	100.0	100.0

Table 2.7.4 indicates a not unexpected direct relationship between higher personal expenditures and increased time away from home. For example, 72.8 percent of those respondents who were away from home for 8 to 14 days spent over \$750, compared to only 29.1 percent of those who were away from home for 4 to 7 days. On the other hand, 49.1 percent of those visitors who were away from home for 4 to 7 days spent \$750 or less, whereas only 25.1 percent of those who were away from home for 8 to 14 days spent \$750 or less.

Similarly, Table 2.7.5 reveals a direct relationship between higher personal expenditures and increased length of stay at a lodge or outpost.

TABLE 2.7.4
TOTAL PERSONAL EXPENDITURE BY DAYS AWAY FROM HOME

Total Personal Expenditure	P e r c e n t		
	4 - 7 days	8 - 14 days	15 - 21 days
\$ 1 - 250	5.5	2.6	0.0
\$ 251 - 500	25.4	8.9	7.7
\$ 501 - 750	18.2	13.6	7.7
\$ 751 - 1000	16.4	29.3	46.1
\$ 1001 - 1250	9.1	27.2	7.7
\$ 1251 - 1500	3.6	10.5	15.4
Greater than \$1500	0.0	5.8	15.4
Did not state	21.8	2.1	0.0
Totals	100.0	100.0	100.0

Note: There were only 13 visitors away from home for 15 - 21 days. The columns for 4 - 7 days and 8 - 14 days should be looked at to determine whether there is any relationship between total personal expenditure and days away from home. Read table by example: 29.3 percent of respondents away from home for 8 - 14 days made a total personal expenditure of \$751 - 1000.

TABLE 2.7.5

TOTAL PERSONAL EXPENDITURE BY NIGHTS AT LODGE

Total Personal Expenditure	P e r c e n t		
	1 Night	2 - 4 Nights	5 - 10 Nights
\$ 1 - 250	11.9	1.4	0.0
\$ 251 - 500	33.3	8.1	14.3
\$ 501 - 750	23.7	12.8	0.0
\$ 751 - 1000	4.8	32.6	0.0
\$ 1001 - 1250	2.4	25.6	42.8
\$ 1251 - 1500	4.8	10.0	14.3
Greater than \$1500	2.4	5.7	14.3
Did not state	16.7	3.8	14.3
Totals	100.0	100.0	100.0

Note: There were only 7 visitors that spent 5 - 10 nights at the lodge. The columns for 1 night and 2 - 4 nights should be looked at to determine whether there is any relationship between total personal expenditure and time spent at the lodge.

Read table by example: 32.6 percent of those respondents spending 2 - 4 nights at the lodge made a total personal expenditure of \$751 - 1,000.

As previously mentioned, accuracy of recollection is a major problem in retrospective construction of personal expenditures; however, recollection of principle expenditures is more accurate than recollection of minor expenditures. With this caution in mind, the principle expenditures of the visitors to the fly-in fishing lodges and outposts.

Transportation expenditures are presented in Table 2.7.6. The average transportation expenditures incurred were \$307; 51.9 percent of the sample stated that their transportation expenditures were between \$101 and \$400.

TABLE 2.7.6

TRANSPORTATION EXPENDITURES PER PERSON

<u>Transportation Expenditure</u>	<u>Number</u>	<u>Percent</u>
\$ 1 - 100	22	8.4
\$ 101 - 200	49	18.7
\$ 201 - 300	52	19.8
\$ 301 - 400	35	13.4
\$ 401 - 500	13	5.0
\$ 501 - 600	6	2.3
Greater than \$600	11	4.2
Did not state	74	28.2
Totals	262	100.0

Average transportation expense was \$307.23

Moreover, Table 2.7.7 relates transportation expenditures to the types of transportation used by the respondents. For example, 26.4 percent of those visitors who used a scheduled airline reported that their transportation expenditures were between \$201 and \$300. No definite trend can be observed relating transportation expenditures to the modes of transportation utilized by the sample.

TABLE 2.7.7

TRANSPORTATION EXPENDITURE BY TRANSPORTATION USED

	Automobile	Scheduled Airline	Chartered Airplane (8 or -8)	Chartered Airplane (+8)	Private Airplane	Pontoon Airplane
\$1-100	13.8	1.0	9.3	4.4	8.5	7.8
\$101-200	19.3	25.5	13.0	21.2	18.3	13.3
\$201-300	16.5	26.4	7.4	27.4	18.3	16.7
\$301-400	14.7	15.7	16.7	12.4	8.5	12.2
\$401-500	7.3	4.1	7.4	6.2	4.2	7.8
\$501-600	1.0	1.7	3.7	1.8	4.2	2.2
Greater than 600	4.6	5.0	7.4	3.5	4.2	5.6
Did not state	22.8	20.6	35.1	23.1	33.8	34.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0

Note: Respondents were asked to indicate the types of transportation used; i.e., they could have indicated more than one type. Bus and railroad were not included in this table due to the small number of respondents using them.

The average personal expenditures for accommodation were \$559, with 43.2 percent of the respondents reporting expenditures between \$451 and \$900. Only 3.8 percent of the sample incurred accommodation expenditures greater than \$900, while 27.2 percent spent less than \$451 on accommodation (Table 2.7.8).

TABLE 2.7.8
ACCOMMODATION EXPENDITURE PER PERSON

<u>Accommodation Expenditure</u>	<u>Number</u>	<u>Percent</u>
\$ 1 - 150	24	9.2
\$ 151 - 300	39	14.9
\$ 301 - 450	8	3.1
\$ 451 - 600	30	11.5
\$ 601 - 750	30	11.5
\$ 751 - 900	53	20.2
Greater than \$900	10	3.8
Did not state	68	26.0
Totals	262	100.0

Average accommodation expense was \$559.78

In general, visitors paid more for lodge accommodation than for either cabin or tent accommodation (Table 2.7.9). For instance, 35.3 percent of the respondents spent more than \$750 for lodge accommodation, whereas no one spent this amount for cabin or tent accommodation. On the other hand, 57.6 percent and 41.4 percent of the respondents spent \$450 or less for cabin and tent accommodation respectively; only 16.9 percent of the sample spent \$450 or less for lodge accommodation. ¹

¹ One should note that a large number (34.5 percent) of those using tent accommodation did not state their accommodation expenditure.

TABLE 2.7.9

ACCOMMODATION EXPENDITURE BY ACCOMMODATION USED

<u>Accommodation Expenditure</u>	<u>Percent</u>		
	<u>Lodge</u>	<u>Cabin</u>	<u>Tent</u>
\$ 1 - 150	5.1	16.7	13.8
\$ 151 - 300	10.1	34.9	24.2
\$ 301 - 450	1.7	6.0	3.4
\$ 451 - 600	9.6	12.1	20.7
\$ 601 - 750	14.0	9.1	3.4
\$ 751 - 900	29.7	0.0	0.0
Greater than \$900	5.6	0.0	0.0
Did not state	24.2	21.2	34.5
Totals	100.0	100.0	100.0

The average personal expenditures for services were \$146 (Table 2.7.10). However, it should be noted that 52.3 percent of the respondents did not state separate expenditures for services. At many lodges and outposts, services are included in a package deal.

TABLE 2.7.10

SERVICES EXPENDITURE PER PERSON

<u>Services Expenditure</u>	<u>Number</u>	<u>Percent</u>
\$ 1 - 50	33	12.6
\$ 51 - 100	43	16.4
\$ 101 - 150	14	5.3
\$ 151 - 200	19	7.3
Greater than \$200	16	6.1
Did not state	137	52.3
Totals	262	100.0

Average services expenditure was \$146.92

Finally, respondents specified that they spent an average of \$135.50 per person on items other than accommodation, transportation and services. A wide variety of items were included in these miscellaneous expenditures, such as souvenirs, fishing tackle, liquor, food, fish mounting, tips, clothing and licence fees.

In summary, the average total personal expenditures of the visitors to the fly-in fishing lodges and outposts were approximately \$961. The principle items of expenditure were accommodation (\$559 per person) and transportation (\$307 per person).

2.8 Motivation

What motivates people to visit specific tourist areas has long been a matter of interest to those involved in tourism research. This section documents the motives and preferences of the visitors to the fly-in fishing lodges and outposts in the Northwest Territories.

Table 2.8.1 reveals that fishing was the primary reason for the trip for the vast majority of the respondents (89.3 percent), while the second most common primary reason (business) was cited by only 3.8 percent of the respondents.

TABLE 2.8.1

PRIMARY AND SECONDARY REASONS FOR THIS VISIT
TO THE NORTHWEST TERRITORIES

	<u>Primary Reason</u>		<u>Secondary Reason</u>	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
Fishing	234	89.3	31	11.8
Business	10	3.8	10	3.8
To 'get away'	2	0.8	64	24.4
To see the scenery	7	2.7	78	29.8
Other	6	2.3	11	4.2
Did not state	3	1.1	68	26.0
Totals	262	100.0	262	100.0

A cross-tabulation of the primary reasons for the visit with other variables was not undertaken due to the fact that only 28 respondents reported a primary reason other than fishing. Nonetheless, the data does indicate two general tendencies - first-time visitors cited a primary reason other than fishing approximately 15 percent of the time, compared to 10.7 percent of the total sample. Secondly, roughly 25 percent of the Canadian visitors reported that business was the primary reason for their trip, compared to only 3.8 percent of the total sample.

Other research has shown that fishing is often an important motive for a visit to various regions of Canada, although not as predominant a reason as found in the present study. For example, fishing was the main attraction for many tourists (24.6 percent) entering the Northwest Territories in 1969 via the MacKenzie Highway. "Curiosity", however, was the most frequent reason for the trip - it was reported by 31.8 percent of the visitors. Fishing was the second most frequent reason for the trip, while "long standing desire to see the North" ranked third (20.1 percent). As in the present study, Canadians revealed a greater tendency than Americans (14.1 percent to 8.8 percent) to be visiting the Northwest Territories on business (Travelarctic, 1969, p.32).

In addition, Hirsch (1970, p.30) reports that 49.3 percent of the visitors to the Dauphin, Manitoba tourist area stated that fishing was one of their motives for the trip. Moreover, Newsweek (1970, Table 41) discovered that 36 percent of U. S.

visitors to Canada expressed an interest in hunting and fishing.

Table 2.8.1 also outlines the respondents' secondary reasons for visiting fly-in fishing lodges and outposts in the Northwest Territories. The two most frequent secondary reasons for the trip were "to see the scenery" (29.8 percent), and "to get away" (24.4 percent).

Tables 2.8.2 and 2.8.3 show the percentage distribution of secondary reasons for the visit by age categories and level of family income respectively. The tables reveal that "to get away" was the most frequent secondary reason for visitors aged 20 - 34, while "to see the scenery" was the most frequent secondary reason for all other age categories. Furthermore, "to see the scenery" was the most frequent secondary reason for all levels of family income.

TABLE 2.8.2

SECONDARY REASON FOR THIS VISIT
BY AGE CATEGORY

	<u>20 to 34 Years</u>	<u>35 to 49 Years</u>	<u>50 to 64 Years</u>	<u>65 and Older</u>
Fishing	12.5	15.1	10.4	11.8
Business	8.3	5.5	3.2	0.0
To get away	41.7	27.4	21.6	14.7
To see the scenery	25.0	30.1	33.6	23.5
Other	0.0	5.5	4.8	0.0
Did not state	12.5	16.4	26.4	50.0
Totals	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

TABLE 2.8.3

SECONDARY REASON FOR VISIT
BY FAMILY INCOME

	<u>Less than \$15,000</u>	<u>\$15,000 -25,000</u>	<u>Greater than \$25,000</u>
Fishing	10.3	20.0	10.0
Business	2.6	1.7	4.0
To get away	17.9	20.0	27.3
To see the scenery	43.6	26.6	28.7
Other	5.1	1.7	4.0
Did not state	<u>20.5</u>	<u>30.0</u>	<u>26.0</u>
Totals	100.0	100.0	100.0

Visitors to the fly-in fishing lodges and outposts were also asked to specify the most important advantage of fishing in the Northwest Territories as compared to other areas. Table 2.8.4 reveals that 43.9 percent of the respondents felt that the "size of the fish" was the most important advantage, while others indicated that either "ease of catching fish" (23.3 percent) or the "species of fish" (19.1 percent) was the most important advantage. In addition, 8.4 percent of the visitors cited reasons other than those which were listed in the questionnaire - these respondents mentioned advantages such as the beautiful surroundings, the scarcity of other fishermen, the abundance of good fishing action and trophy fishing. A few respondents indicated that they could not select the most important advantage of fishing in the Northwest Territories; rather, they stated that it was "the greatest all round fresh water fishing."

TABLE 2.8.4

MOST IMPORTANT ADVANTAGE
OF FISHING IN THE NORTHWEST TERRITORIES
AS COMPARED TO OTHER AREAS

	<u>Number</u>	<u>Percent</u>
Size of fish	115	43.9
Ease of catching fish	61	23.3
Cold water qualities of the fish	10	3.8
Species of fish in the waters	50	19.1
Other	22	8.4
Did not state	4	1.5
Totals	<u>262</u>	<u>100.0</u>

A variety of outdoor recreational activities was undertaken by the visitors during their stay at a lodge or outpost (Table 2.8.5). The predominant form of recreational activity was fishing (97.7 percent of the respondents had participated in fishing), while exploring had the second highest frequency of participation (26.7 percent of the respondents). On the other hand, only 6.1 percent of the visitors indicated that they had engaged in business activities during their trip. Table 2.8.5 reveals that 9.9 percent of the respondents had participated in activities other than those which were listed in the questionnaire. These respondents pursued a variety of activities, such as photography, nature study, and visiting Indian and Eskimo villages.

TABLE 2.8.5

ACTIVITIES UNDERTAKEN AT THE LODGE OR OUTPOST
ON THIS TRIP

	<u>Number</u>	<u>Percent</u>
Fishing	256	97.7
Hunting	3	1.1
Exploring	70	26.7
Prospecting	3	1.1
Business	16	6.1
Other	26	9.9

Note: The respondent could choose more than one activity. The percent column represents the total number of respondents in each case. For example: 256 of the 262 respondents did some fishing while visiting the lodge or outpost on their trip.

Through advertising and reputation, the Northwest Territories are known for their attractive recreational opportunities. This fact is "common knowledge", but is not documented as to the actual sources of the knowledge. In order to gain some insight into this aspect of the recreation market, the respondents were asked to specify how the lodges in the North were first brought to their attention. ¹ Table 2.8.6 shows that 39.3 percent of the respondents first found out about the

¹ Please refer to question 13 of the questionnaire in Appendix I.

lodges by word of mouth, 13.7 percent through family or friends, 13.0 percent from advertisements, 10.7 percent through business contacts, and 9.9 percent from a sportsman show.

TABLE 2.8.6

HOW THE LODGES IN THE NORTH
WERE BROUGHT TO THE ATTENTION
OF THE RESPONDENT

	<u>Number</u>	<u>Percent</u>
Word of mouth	103	39.3
Advertisements	34	13.0
Brochures	7	2.7
Sportsman show	26	9.9
News media	3	1.1
Family or friends	36	13.7
Business contacts	28	10.7
Television or radio	0	0.0
Other	17	6.5
Did not state	8	3.1
	<hr/>	<hr/>
Totals	262	100.0

As previously mentioned, the data in Table 2.8.6 was obtained by asking the respondents how the lodges in the North were first brought to their attention. The format of this question was structured to be consistent with the format used in a number of other studies. Unfortunately, it later became obvious that the format of the question is not a good one and

it is recommended that it not be used in any follow-up studies. The prime concern with the format is the potential that it presents for an overlap between categories. For example, "advertisements" and "news media" are not mutually exclusive categories. It is difficult for the respondent to choose the appropriate response if more than one category seems to answer the question. As a result, the reliability of the data is doubtful.

CHAPTER III

CONCLUSIONS

3.1 Summary

The objective of this thesis was to conduct an exploratory study of the recreational use of fly-in fishing lodges and outposts in the Northwest Territories. To accomplish this objective, a mailed questionnaire was sent to a sample of visitors who stayed at the lodges and outposts in 1970. This section provides a brief summary of the results which were obtained from 262 respondents.

3.1.1 Party Make-up

An analysis of the number of persons per party revealed that recreational fishing in the Northwest Territories draws larger groups than most other types of Canadian tourist attractions. In the present study, the average party size was 7.5 persons, while parties of nine or more people were most frequent (26.0 percent). Moreover, there was a high incidence of adult males present in the party composition, and a low incidence of females, teenagers and children.

3.1.2 Socio-Economic Characteristics of Visitors

The visitors to the lodges and outposts in the Northwest Territories are generally older than tourists travelling to other areas. The results showed that 47.7 percent of the respondents were between 50 and 64 years of age.

The most common occupational category reported was owners or managers in the manufacturing and construction business (24.4 percent of the sample), while the second most common was the professional category (17.2 percent). A considerable portion of the visitors (40.8 percent) are represented by the three different categories of owners and managers (manufacturing and construction, investment and consulting, and retail and service).

Respondents in the present study had a higher than average level of formal education than respondents in most other tourism studies; 71.7 percent of the sample indicated that they had attended or completed college or university.

Furthermore, the family income of the respondents was very high compared to the income levels reported in other tourist studies - 80.2 percent of the sample stated that their family income was \$15,000 or over, while 57.3 percent indicated that their family income was \$25,000 or more.

3.1.3 Length of Trip and Length of Visit

Data was obtained relating to the number of days which the respondents were away from home, and the length of time which they spent at a lodge or outpost. The most frequent period of time spent away from home was between eight and fourteen days (72.9 percent of the sample), while the most frequent length of time spent at a lodge or outpost was between two and four nights (80.5 percent of the sample). Analysis of the data revealed that both family income and occupation were not related to days away from home - the distribution of days away from home in the various income and occupational categories was similar to the distribution in the total sample.

3.1.4 Transportation

Respondents were asked to specify the types of transportation which they utilized during their trip, and to provide a general evaluation of transportation. It is evident from the data analysis that the pattern of 'automobile-scheduled airline-chartered airplane' played an important part in the transportation patterns of the visitors. In addition, the results showed that the majority of the respondents rated transportation as being either excellent or good. However, no direct relationship was found between the respondents' general evaluation of transportation and types of transportation used.

3.1.5 Expenditure Patterns

The average total personal expenditures (approximately \$961) of the visitors to the fly-in fishing lodges and outposts in the Northwest Territories are much higher than the average total personal expenditures reported in the majority of tourism studies. The principle items of expenditure were accommodation (\$559 per person) and transportation (\$307 per person). Furthermore, the results indicated a direct relationship between higher personal expenditures and (a) higher family income, (b) increased time away from home, and (c) increased length of stay at a lodge or outpost. In regards to particular items of expenditure, it was found that the respondents generally paid more for lodge accommodation than for either cabin or tent accommodation. On the other hand, no definite relationship could be established between transportation expenditures and different combinations of types of transportation utilized by the sample.

3.1.6 Motivation

The findings showed that fishing was the predominant primary reason for the visit for the vast majority of the respondents (89.3 percent), while "to see the scenery" (29.8 percent) and "to get away" (24.4 percent) were the most common secondary reasons for the trip. When respondents were asked to specify the most important advantage of fishing in the Northwest Territories as compared to other areas, the most frequent reply was the "size of the fish" (43.9 percent).

Personal and business contacts, rather than formal advertising, were largely responsible for first bringing the lodges and outposts to the attention of the respondents - 39.3 percent of the sample first found out about the facilities by word of mouth, 13.7 percent through family or friends, and 10.7 percent through business contacts.

3.1.7 Facilities and Services

The respondents were asked to indicate the specific facilities and services which were provided by the lodges and outposts, and to evaluate these facilities and services as being either excellent, good, fair or poor. The majority of the lodges and outposts provided meals (88.2 percent), boats (96.6 percent), guide services (83.2 percent) and bedding (85.9 percent). In contrast, relatively few of the lodges and outposts provided liquor (28.6 percent) or fishing equipment (13.4 percent).

Moreover, the results revealed that lodge accommodation was used more frequently than either cabin or tent accommodation - 67.9 percent of the visitors stayed in a lodge, while only 25.2 percent stayed in a cabin and 11.1 percent used tent accommodation. A direct relationship was found between increased use of lodge accommodation and both older age and higher family income of the respondents.

All of the facilities and services were favourably evaluated by the respondents, with the exception of guide services and

prices paid. The highest incidence of excellent ratings were given to "attitude of lodge operators towards visitors" (62.2 percent), fishing catch (58.8 percent), and accommodation (55.0 percent). It should be noted, however, that visitors who stayed in lodges gave a more favourable rating to accommodation than those who utilized cabins and tents.

3.2 Suggestions for Future Research

As mentioned previously, this thesis was an explanatory study of tourism relating to fly-in fishing lodges and outposts in the Northwest Territories. The study represents the first formal survey of past-users of these facilities.

Future research could add to the body of knowledge of recreational fishing in the Northwest Territories by studying in greater detail each of the variables related to this activity - such as party make-up, socio-economic characteristics of the tourists, length of trip, transportation used, facilities and services used, number of visits, expenditures, and motivation. In particular, the remoteness of the fishing lodges and outposts in the Northwest Territories results in complex transportation patterns of tourists. It is recommended that future studies should investigate in greater detail the complex origin-destination-origin transportation links utilized by the visitors. Further investigation is also required to determine visitors' satisfaction with particular modes of transportation.

Finally, the respective governments of Canada and the Northwest Territories should study the potential advantages (and disadvantages) of greater diversification of the market for this tourism to other foreign countries, such as Japan.

3.3 Recommendations

On the basis of the results obtained in this study certain recommendations can be made. As mentioned previously, design criteria of new or remodelled facilities should recognize the need to accommodate tourists travelling in large groups. In addition, the results indicate that efforts should be made to improve the guide services offered to visitors. First, guide services received the second lowest rating in the respondents' evaluation of services and facilities (only "prices paid" was rated lower). Secondly, the following unedited responses to the open-ended questions in the questionnaire provided examples of the dissatisfaction expressed about guide services:

Guides should not be 18-19 years old high school students - they should be trained Indians and Eskimos.

I think it might be a good idea to impress the guides that their customers are on a once in a lifetime trip and their help makes a big difference.

Canadian government guide schools are great but more emphasis should be placed on all hired guides attending.

The above data indicates that the appropriate authorities

(some combination of the governments of Canada and the Northwest Territories and the operators of the lodges) should further develop the formal programs presently offered to train manpower for guide services.

As noted above, "prices paid" received the lowest rating in the respondents' evaluation of services and facilities. Obviously, the remoteness of the fly-in fishing lodges and outposts in the Northwest Territories results in high costs to the operator and these costs are passed on to the visitor. Every effort should be made to explain to the visitor for the reasons for the prices being charged. Notwithstanding the high cost of operation, it would be useful for the government of the Northwest Territories to develop a program to monitor trends in prices associated with the tourist trade to fly-in fishing lodges and outposts. Such a program would enable the government to identify deviations from generally acceptable price levels and to initiate appropriate corrective action.

In regards to promotional programs, this study provides evidence that two strategies may be effective. First, consideration should be given to presenting the visitors to the lodges and outposts with some type of memento related to "local lore". This suggestion is made because personal and business contacts were a major factor in bringing this tourism to the attention of visitors. The appearance of such a memento on the fireplace mantel or office desk could provide the means for opening a conversation about the trip. Secondly, operators of these facilities should consider place-

ing advertising in manufacturing and construction trade journals. This suggestion is based on the predominance of "manufacturing and construction" in the occupational categories.

Finally, although some growth in the tourist trade to fly-in fishing lodges and outposts is probably desirable, it should be noted that past users of these facilities emphasized the value of the natural resources of the area. The following unedited comments illustrate some of the concerns of the visitors:

The land is beautiful and should be saved at all costs.

All efforts to keep the North free of litter. . . are justified. Mostly the North is still lonely, wild and clean. This gives it special appeal.

The Northwest Territories must 'progress' but if you can preserve the feeling of wilderness and vastness - that will be its best asset.

The above quotes illustrate the fact that Canada's north-land is a unique and desirable recreational area. It is strongly recommended that the government of the Northwest Territories make every effort to implement and administer a program to restrict the number of tourist facilities in any part of the Northwest Territories to prevent overcrowding of an area or degeneration of the resources. A controlled program of growth will help to ensure that the wilderness attributes to the North are preserved and that the resources of the area remain conducive to recreational use.

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APPENDIX I



UNIVERSITY OF SASKATCHEWAN

SASKATOON, CANADA

COLLEGE OF COMMERCE

As you know, tourism is in its infancy in the Northwest Territories but it will undoubtedly grow in the coming years. Naturally the operators of lodges and outposts in the area hope to avoid the many mistakes that have been made in the other parts of the world that have experienced increasing tourism. In this regard, they are most anxious to have your ideas - as you are one of the few people that have experienced this tourism. The enclosed questionnaire is designed to solicit your frank opinions - both favourable and unfavourable - on your recent trip to Canada's Northland.

Please be assured that the survey is not designed to delve into your personal or private life. There is no need "or reason" for you to sign the questionnaire. Please use the enclosed stamped, self addressed return envelope.

Thank you in advance for your time and valued assistance.

Sincerely yours,
Dale Clark

Graduate Student
in Business

Study sponsored by:

Travelarctic - of the Government of the Northwest Territories;
Department of Tourism - Government of Canada.

SURVEY OF 1970 VISITORS TO FISHING LODGES AND OUTPOSTS IN THE
NORTHWEST TERRITORIES

1. On your trip to the Northwest Territories, how many days were you away from home?

- | | |
|--|---|
| 1. 3 days or less <input type="checkbox"/> | 4. 15 days - 3 wks <input type="checkbox"/> |
| 2. 4 - 7 days <input type="checkbox"/> | 5. more than 3 wks <input type="checkbox"/> |
| 3. 8 days - 2 wks <input type="checkbox"/> | |

(1)

2. In total how many persons were in your party on that last trip?

- | | |
|---|---|
| 1. One person <input type="checkbox"/> | 5. five persons <input type="checkbox"/> |
| 2. two persons <input type="checkbox"/> | 6. six persons <input type="checkbox"/> |
| 3. three persons <input type="checkbox"/> | 7. seven persons <input type="checkbox"/> |
| 4. four persons <input type="checkbox"/> | 8. eight persons <input type="checkbox"/> |
| nine or more persons <input type="checkbox"/> | |

(2)

3. How many of these persons were - (PLEASE WRITE IN NUMBER OF PERSONS IN EACH CATEGORY)

number

- | | | |
|--------------------------------|-------|--------|
| Adult men (18 years or more) | _____ | (3-4) |
| Adult women (18 years or more) | _____ | (5-6) |
| Teenagers (13-17 yrs old) | _____ | (7-8) |
| Children (12 yrs old or less) | _____ | (9-10) |

4. How much time did you and your party spend at the lodge or outpost on this trip?

- | | |
|---|--|
| 1. Less than 1 day <input type="checkbox"/> | 4. Stayed 5-10 nights <input type="checkbox"/> |
| 2. Stayed 1 night <input type="checkbox"/> | 5. Stayed more than 10 nights <input type="checkbox"/> |
| 3. Stayed 2-4 nights <input type="checkbox"/> | |

(11)

5. What was the approximate total expenditure made by you personally on the trip?

(12-15)

\$ _____

....over

6. Would you please indicate your approximate expenditure on this trip for EACH of the following categories:

Transportation	\$ _____	(16-19)
Accommodation	\$ _____	(20-23)
Services	\$ _____	(24-27)
Other	\$ _____	(28-31)
Please specify _____		

7. What was your primary reason for this visit to the Northwest Territories? (PLEASE CHECK UNDER THE LEFT COLUMN IN QUESTION 8)

8. What was your secondary reason for visiting this lodge? (PLEASE CHECK UNDER THE RIGHT COLUMN BELOW)

	Primary reason for visit (check one only)	Secondary reason for visit (check one only)
1. Fishing	<input type="checkbox"/>	<input type="checkbox"/>
2. Business	<input type="checkbox"/>	<input type="checkbox"/>
3. To "get away"	<input type="checkbox"/> (32)	<input type="checkbox"/> (33)
4. To see the scenery	<input type="checkbox"/>	<input type="checkbox"/>
Other reasons (please write in) _____		

9. What do you see as being the most important advantage of fishing in the Northwest Territories as compared to other places?

(check one only)

1. Size of the fish	<input type="checkbox"/>
2. Ease of catching fish	<input type="checkbox"/>
3. Cold water qualities of the fish	<input type="checkbox"/> (34)
4. The species of fish in the waters	<input type="checkbox"/>
5. None of these	<input type="checkbox"/>
Other (please write in) _____	

10. What activities did you undertake while visiting the lodge or outpost on this trip?

1. Fishing	<input type="checkbox"/> (35)	4. Prospecting	<input type="checkbox"/> (38)
2. Hunting	<input type="checkbox"/> (36)	5. Business	<input type="checkbox"/> (39)
3. Exploring	<input type="checkbox"/> (37)	Other (please write in) _____	

11. Which of the following services were provided by the lodge or outpost where you stayed? Check those that apply to you.

- 1. Accommodation:
 - Lodge (41)
 - Cabin (42)
 - Tent (43)
- 2. Meals:
 - were provided (44)
 - made your own (45)
- 3. Liquor:
 - was provided (46)
 - provided your own (47)
 - did not consume any (48)
- 4. Boat (49)
- 5. Guide Service (50)
- 6. Fishing equipment:
 - was provided (51)
 - provided your own (52)
- 7. Bedding:
 - was provided (53)
 - provided your own (54)

12. How would you rate each of the following on your last visit to the Northwest Territories, if applicable?

	1	2	3	4	Not	
	Excellent	Good	Fair	Poor	Applicable	
Accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(55)
The meals provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(56)
Attitude of lodge operators towards visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(57)
Prices paid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(58)
Guide service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(59)
Boat service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(60)
Motor Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(61)
Provided equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(62)
Your fishing catch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(63)
Transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(64)

13. How were the lodges in the North first brought to your attention?

- | | | | |
|-------------------|--------------------------|------------------------|--------------------------|
| 1. Word of mouth | <input type="checkbox"/> | 5. News media | <input type="checkbox"/> |
| 2. Advertisements | <input type="checkbox"/> | 6. Family or friends | <input type="checkbox"/> |
| 3. Brochures | <input type="checkbox"/> | 7. Business contacts | <input type="checkbox"/> |
| 4. Sportsman show | <input type="checkbox"/> | 8. Television or radio | <input type="checkbox"/> |

(65)

Others (please write in) _____

14. How many times have you been to fly-in fishing lodges in the north?

- | | | | |
|--------------------|--------------------------|-------------|--------------------------|
| Once | <input type="checkbox"/> | Three times | <input type="checkbox"/> |
| Twice | <input type="checkbox"/> | Four times | <input type="checkbox"/> |
| Five or more times | <input type="checkbox"/> | | |

(66)

15. How likely are you to visit a lodge or outpost in the Northwest Territories again?

- | | | | |
|------------------|--------------------------|-------------------|--------------------------|
| Extremely likely | <input type="checkbox"/> | Not very likely | <input type="checkbox"/> |
| Very likely | <input type="checkbox"/> | Not at all likely | <input type="checkbox"/> |
| Fairly likely | <input type="checkbox"/> | | |

Would you plan to return to the same lodge?

Yes

No (please specify reason) _____

(68)

Not applicable

16. Please (X) the types of transportation you used on this trip between leaving home and returning home.

- | | | | | | |
|----------------------|--------------------------|------|---|--------------------------|------|
| 1. Automobile | <input type="checkbox"/> | (69) | 5. Chartered airplane
(8 passengers or less) | <input type="checkbox"/> | (73) |
| 2. Bus | <input type="checkbox"/> | (70) | 6. Chartered airplane
(over 8 passengers) | <input type="checkbox"/> | (74) |
| 3. Railroad | <input type="checkbox"/> | (71) | 7. Private airplane | <input type="checkbox"/> | (75) |
| 4. Scheduled airline | <input type="checkbox"/> | (72) | 8. Special fly-in pontoon plane | <input type="checkbox"/> | (76) |

17. Into which of the following age groups do you fall?

- | | | | |
|------------------------------|--------------------------|----------------------|--------------------------|
| 1. Under 20 years old | <input type="checkbox"/> | 5. 65 years and over | <input type="checkbox"/> |
| 2. Between 20 and 34 yrs old | <input type="checkbox"/> | | |
| 3. Between 35 and 49 yrs old | <input type="checkbox"/> | | |
| 4. Between 50 and 64 yrs old | <input type="checkbox"/> | | |

(77)

18. What is your occupation?

Type of work: _____

(78)

Type of company (or employer): _____

19. Would you please indicate below the amount of education you have had?

- 1. Public, grade or grammar school
- 2. Part high or technical school
- 3. Completed high or technical school
- 4. Some college or university
- 5. Completed college or university
- 6. Post graduate studies

(79)

20. What do you estimate was your total family income during 1970?

- 1. Under \$5,000
- 2. \$5,000 to \$7,499
- 3. \$7,500 to \$9,999
- 4. \$10,000 to \$14,999
- 5. \$15,000 to \$19,999
- 6. \$20,000 to \$24,999
- 7. \$25,000 and over

(80)

Is there anything more about your trip that you liked or disliked?

From your experience in the North, what suggestions might you have for improvements?

APPENDIX II

SCALE 1:15,840,000 OR ONE INCH TO 250 MILES
MILES 100 50 0 100 200 300 400 500
KILOMETRES 100 0 100 200 300 400 500 600 700 800

Federal Capital●..... Provincial Capital●.....
Railways- - - - -

DEPARTMENT OF
ENERGY, MINES AND RESOURCES
SURVEYS AND MAPPING BRANCH
1970

