



RESEARCH SERVICES

VALUE OF THE KELOWNA VISITOR INFO CENTRE STUDY RESULTS - FOR DISTRIBUTION

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Research Services
Tourism British Columbia
300-1803 Douglas St.
Box 9830 Stn. Prov. Gov't.
Victoria, British Columbia V8W 9W5
Web: www.tourism.bc.ca/research
Email: Research@tourism.bc.ca
Phone: 250-387-1567

Executive Summary

Due to increasing needs in communities around the province, Research Services, Tourism British Columbia has developed a methodology that Visitor Info Centres (VIC) can use to measure the impact of the VIC on traveler behaviour and to determine the economic impact of the VIC. The purpose of this study was to assess the impact of the Kelowna Visitor Info Centre. Specifically, the study objectives were:

1. To profile travelers who use the Kelowna VIC in terms of traveler and trip characteristics.
2. To measure the influence the Kelowna VIC has on the decision-making process of travelers in British Columbia: the influence the VIC has on the length of stay, expenditures, and selection of additional or alternative activities, attractions or destinations.

A two-location, two-stage survey design was used to examine the study objectives. Travelers were interviewed at two locations, the Kelowna VIC and a reference site (DWTN Kelowna). The purpose of the reference site was to obtain information from the typical traveler to the region and compare it to travelers at the VIC. In addition, travelers were studied during and after their trip. On-site interviews collected information from travelers during their trip and the mailback questionnaire collected information from travelers after their trip. The primary purpose of the mailback questionnaire was to compare mid-trip and complete trip perceptions of the VIC impacts on traveler behaviour and to understand traveler perceptions of the Okanagan Valley and British Columbia after their trip was complete.

- Between June and September of 2002, 1,681 people were approached at the Kelowna VIC or DWTN Kelowna. Of those, 1,311 agreed to complete the interview but 571 were excluded because they were from the local area, resulting in 740 useable surveys.
- At the Kelowna VIC, 26% of travelers were from British Columbia, 51% were from other provinces in Canada, 6% were from the US and 17% were from Overseas. Similarly, about 30% of travelers at DWTN Kelowna were from British Columbia, 45% were from other Canadian provinces 6% were from the US and 19% were from Overseas. This suggests in terms of origin, travelers at the Kelowna VIC are similar to those interviewed at DWTN Kelowna.
- At the Kelowna VIC, the average party size was 2.8 people and 31% of travel parties had children. Those parties with children had, on average, 4.5 people traveling with them. The travel party size and the proportion of parties with children were similar at DWTN Kelowna. However, those parties traveling without children were larger at DWTN Kelowna than at the Kelowna VIC.
- The majority of travelers at the Kelowna VIC were traveling for leisure purposes (83%) while fewer were traveling to visit friends and family (11%) or for business (5%). In contrast, more travelers at DWTN Kelowna were traveling to visit friends and family (21%) or for business (8%).
- Most travelers at both the Kelowna VIC and DWTN Kelowna were traveling in a car, truck or motorcycle (84%, 73% respectively). A higher proportion of RV's stopped at the Kelowna VIC than DWTN Kelowna. In addition, a higher proportion of travelers at DWTN Kelowna used a plane or bus to get to Kelowna than travelers at the Kelowna VIC.

- The proportion of travelers at the Kelowna VIC staying at a Resort/Hotel/Motel or Bed and Breakfast (40%) was similar to those staying at a RV Park or Campground (39%) and only a small proportion of travelers were staying with Friends or Relatives (11%). This result differed from travelers at DWTN Kelowna. A higher proportion of travelers at DWTN Kelowna stayed at a Resort/Hotel/Motel or Bed and Breakfast (47%) or with Friends or Relatives (24%) than at the Kelowna VIC. As a result, a smaller proportion of travelers at DWTN Kelowna stayed at a Campground or RV Park (19%) than at the Kelowna VIC.
- The primary destination of travelers differed slightly between locations. Almost 80% of travelers at DWTN Kelowna and 65% of travelers at the Kelowna VIC had a primary destination of Okanagan Valley. Similarly, a larger percentage of travelers at DWTN Kelowna (63%) had Kelowna as their primary destination than travelers at the Kelowna VIC (46%).
- Overall, travelers at the Kelowna VIC planned to spend an average of 24 days away from home, 14 days in British Columbia and seven days in the Okanagan Valley. A similar amount of time was spent away from home (23 days) or in British Columbia (18 days) by travelers interviewed at DWTN Kelowna. However, travelers at DWTN Kelowna indicated they planned to stay longer in the Okanagan Valley (12 days) than those at the Kelowna VIC (7 days).
- A large percentage of travelers at both locations used the Internet, word of mouth (friends, relatives etc.) and brochures and books to plan their trip.
- The majority of travelers at both the Kelowna VIC and DWTN Kelowna were very flexible in the activities that they planned to participate in while in the Okanagan Valley. Fewer travelers at both locations were very flexible in the amount of time they could spend in the Okanagan Valley and even fewer were very flexible in terms of the amount of time they planned to spend in British Columbia.
- The majority of travelers at the Kelowna VIC spoke with a Counsellor (91%).
- An overwhelming majority (99%) of travelers responded that the VIC met or exceeded their expectations. Twenty-eight percent of travelers indicated that the VIC exceeded their expectations while 70% felt that the VIC met their expectations. Just over one percent of all travelers felt that the VIC fell short of their expectations.
- On average, travelers at the Kelowna VIC spent \$160 per party per day and those at DWTN Kelowna spent \$154 per party per day.
- In the summer of 2002, Kelowna VIC users expended almost \$10.3 million in the Okanagan Valley and another \$10.5 million on their trip throughout the rest of the province.

- Over forty percent of travelers learned about new activities/places/attractions, 13% would stay at least on additional night and 34% would make another trip as a direct result of the information they obtained at the Kelowna VIC.¹

¹ Additional spending as a result of these findings was calculated and presented in the full study results. These estimates can be obtained from the Kelowna Visitor Info Centre.

Table of Contents

TABLE OF CONTENTS	IV
INTRODUCTION	1
METHODS	1
DATA COLLECTION	1
DATA ANALYSIS	3
RESULTS	4
TOURIST CHARACTERISTICS (DEMOGRAPHICS)	4
TRIP CHARACTERISTICS	7
TRIP PLANNING	9
TRIP FLEXIBILITY	10
TRAVELER ACTIVITIES	12
USE OF THE VIC	14
PERCEPTIONS OF THE OKANAGAN VALLEY AND BRITISH COLUMBIA	18
EXPENDITURES	22
IMPACT OF THE VIC ON TRAVELER BEHAVIOUR	23
CONCLUSIONS	27
LIMITATIONS	28
APPLICATIONS	29
APPENDICES	30
APPENDIX A-INTERVIEW SCHEDULE AND INTERVIEWS COMPLETED	31
APPENDIX B-QUESTIONNAIRES	33
APPENDIX C-RESPONSE BIAS TESTING	60
APPENDIX D-CALCULATION OF TOTAL VIC USE	65
APPENDIX E-ADDITIONAL VICS VISITED	67

Introduction

Visitor Info Centre Counsellors at British Columbia's 113 Visitor Info Centres (VICs) provided travel counselling and advice to over 1.5 million visitor parties in 2002. In addition, many more travelers used the VICs without actually speaking with a Counsellor. The use of the VICs provides communities with an opportunity to influence the activities and satisfaction of travelers, thus increasing the length of stay and the probability of a return visit to the community and British Columbia.

Due to increasing needs in communities around the province, Research Services, Tourism British Columbia has developed a methodology that Visitor Info Centres can use to measure the impact of the VIC on traveler behaviour and to determine the economic impact of the VIC. A pilot project was conducted in 2001 to test the methodology developed to measure such impacts. This study at the Kelowna VIC in the summer of 2002 was designed using the methodology developed in the 2001 pilot project. This project was a partnership between Tourism British Columbia and the Kelowna Chamber of Commerce (Kelowna VIC).

The purpose of this study was to assess the impact of the Kelowna Visitor Info Centre. Specifically, the study objectives were:

1. To profile travelers who use the Kelowna VIC in terms of traveler and trip characteristics.
2. To measure the influence the Kelowna VIC has on the decision-making process of travelers in British Columbia: the influence the VIC has on the length of stay, expenditures, and selection of additional or alternative activities, attractions or destinations.

Methods

Data Collection

A two-location, two-stage survey design was used to examine the study objectives. Travelers were interviewed at two locations, the Kelowna VIC and a reference site (downtown Kelowna-Waterfront Park). The purpose of the reference site was to obtain information from the typical traveler to the region and compare it to travelers at the VIC. In addition, travelers were studied during and after their trip. On-site interviews collected information from travelers during their trip and the mailback questionnaire collected information from travelers after their trip. The primary purpose of the mailback questionnaire was to compare mid-trip and complete trip perceptions of the VIC impacts on traveler behaviour and to understand traveler perceptions of the Okanagan Valley and British Columbia, after their trip was complete.

A team of four interviewers collected data between June 19 and September 13, 2002 at the Kelowna VIC, downtown Kelowna (DWTN Kelowna) and several other locations around the Okanagan Valley. In this report, data is presented for the Kelowna VIC and DWTN Kelowna. Each interviewer's schedule consisted of four day blocks of interviewing. Interview days at each study site were randomly selected from those four interview days. Interviewers were rotated between sites and there were two interviewers for most days at each site. Interviewers spent a total of three days in June, five days in July, six days in August and two days in September at the Kelowna VIC and two days in June,

four days in July, two days in August and one day in September at DWTN Kelowna interviewing tourists (see Appendix A for more details).

Potential respondents were randomly chosen as they exited the VIC and in DWTN Kelowna. Respondents were asked if they were willing to participate in the interview and were given a Super, Natural British Columbia™ refrigerator magnet for their time if they agreed to participate. Respondents were asked if they were residents from the Okanagan Valley (between Enderby and Osoyoos) and, if so, were eliminated from the remainder of the interview ensuring only travelers were interviewed. The interviewer used a hand-held palm pilot pre-programmed with interview questions (Entryware Software) to record all responses.

During the interview, questions were asked about (Appendix B);

- traveler demographics,
- trip-planning habits,
- primary trip purpose,
- primary destination,
- primary accommodations,
- mode of transportation,
- length of stay in the Okanagan Valley and British Columbia,
- use of the VIC,
- trip flexibility,
- daily expenditures,
- perceived impacts of the VIC on the rest of their trip **or** trip activities and,
- satisfaction with the VIC.

At the Kelowna VIC, in order to reduce respondent burden, in one component of the survey, interviewers alternated between two groups of questions. Half the travelers were asked about the activities they had planned to participate in while in the Okanagan Valley and the other half were asked about the impact that the VIC had on their trip. At downtown Kelowna all interviews asked about trip activities. In addition, mailing addresses were collected from those respondents in the interview that agreed to participate in the mailback questionnaire. A copy of British Columbia Magazine and a chance to win a digital camera were used as incentives to achieve a high participation rate in the mailback questionnaire.

Mailback questionnaires were sent out with a business reply envelope and a British Columbia Magazine in mid-October 2002. The first mailing was followed by a second reminder postcard and third mailing of just a questionnaire and business reply envelope. Responses were accepted until January 24, 2003. There was a 52% response from the Kelowna VIC and a 59% response rate from downtown Kelowna. The mailback questionnaire collected a variety of information including (see Kelowna VIC mailback questionnaire in Appendix B);

- length of stay in the Okanagan Valley and British Columbia,
- primary trip purpose,
- primary destination,
- primary accommodations,
- daily expenditures,
- the VIC's impact on their trip,
- positive and negative images of the Okanagan Valley,

- the unique characteristics of the Okanagan Valley as a vacation destination,
- satisfaction with the VIC,
- satisfaction with the Okanagan Valley and British Columbia, and
- the likelihood of returning to the Okanagan Valley and British Columbia.

Data Analysis

The study design produced four sets of data that are available for analysis - the interview and mailback questionnaires at each location (interview Kelowna VIC, interview DWTN Kelowna, mailback Kelowna VIC and mailback DWTN Kelowna). At both locations, the respondents and the responses could vary between the interview and mailback questionnaires. The respondents could differ because travelers could dropout of the study by not agreeing to complete the mailback questionnaires or by not completing the mailback questionnaire if they had agreed to complete it (which could cause non-response bias). Both instances could cause the mailback questionnaire results to be unrepresentative of travelers interviewed.

The responses to similar questions in the interview and mailback questionnaires could vary due to real differences in traveler behaviour (for example, a traveler may have perceived that the VIC had a different impact on their trip when they were interviewed compared to the responses on the mailback questionnaire). A series of significance tests were conducted to assess statistical significance of differences between the two data sets (Appendix C). Results of those tests and several other factors (sample size issues and results from other locations) indicated that the interview data was the better source of data when the same or similar questions were asked on both questionnaires. Mailback questionnaire responses were used only when the question was not previously asked in the interview and when sample sizes permitted. Therefore, all results presented in the remainder of this report are from the interview unless otherwise noted.

Where possible, all results are presented for both locations-the Kelowna VIC and DWTN Kelowna, where practical and when assumptions were met, significance tests were conducted to assess differences between the locations. All statistical tests used a 0.05 significance level.

These results are part of a larger study of cultural travelers in the Okanagan Valley. Detailed reports on cultural travelers as well as visitors to the Penticton VIC can be found under separate covers.

For more information on other reports, please contact:

Krista Morten
Senior Researcher
Tourism British Columbia
300-1803 Douglas St.
Victoria, BC
V8W 9W5
Phone: 250-356-2293
Fax: 250-356-8246
Email: Research@tourism.bc.ca

Results

Between June and September of 2002, 1,681 people were approached at the Kelowna VIC or DWTN Kelowna. Of those, 1,311 agreed to complete the interview but 571 were excluded because they were from the local area, resulting in 740 useable surveys. Three hundred and twenty six (44%) of those interviews were conducted at the Kelowna VIC and 414 (56%) were conducted at DWTN Kelowna (Table 1).

Table 1. Travelers surveyed at the Kelowna VIC and DWTN Kelowna.

	Travelers Approached	Agreed to Interview	From Local Community ¹	Useable Traveler Surveys (%)
Kelowna VIC	781	533	207	326 (44.1%)
DWTN Kelowna	900	778	364	414 (55.9%)
Total	1,681	1,311	571	740 (100.0%)

1. Residents living between Enderby and Osoyoos.

Tourist Characteristics (Demographics)

At the Kelowna VIC, 26% of travelers were from British Columbia, 51% were from other provinces in Canada, 6% were from the US and 17% were from Overseas (Table 2). Similarly, about 30% of travelers at DWTN Kelowna were from British Columbia, 45% were from other Canadian provinces 6% were from the US and 19% were from Overseas. This suggests in terms of origin, travelers at the Kelowna VIC are similar to those interviewed at DWTN Kelowna.

At both the Kelowna VIC and DWTN Kelowna the majority of travelers from provinces outside of British Columbia originated from Alberta. Fewer travelers were from Ontario, Quebec, Saskatchewan, Manitoba, New Brunswick, the Northwest Territories, Newfoundland, the Yukon Territory or Nova Scotia (Figure 1). The majority of travelers from the United States interviewed at the Kelowna VIC and DWTN Kelowna were from California or Washington (Figure 2). A slightly higher proportion of Overseas travelers at the Kelowna VIC were European (84%) than at DWTN Kelowna (78%) and similar proportion of travelers at the Kelowna VIC and DWTN Kelowna were from Asia (16%; Figure 3).

There was no significant difference in the gender, age or income of travelers interviewed at the Kelowna VIC and at DWTN Kelowna (Table 2). In contrast, there were differences in the level of education between travelers interviewed at the Kelowna VIC and DWTN Kelowna. The proportion of travelers with at least a university degree was higher at the Kelowna VIC (52%) than at DWTN Kelowna (40%).

At the Kelowna VIC, the average party size was 2.8 people and 31% of travel parties had children (Table 2). Those parties with children had, on average, 4.5 people traveling with them. The travel party size and the proportion of parties with children were similar at DWTN Kelowna. However, those parties traveling without children were larger at DWTN Kelowna than at the Kelowna VIC.

Table 2. Traveler demographics at the Kelowna VIC and DWTN Kelowna.

	Kelowna VIC		DWTN Kelowna	
	Number of Responses ¹	Percentage of Responses	Number of Responses ¹	Percentage of Responses
Origin				
British Columbia	81	26.0%	123	30.1%
US	19	6.1%	24	5.9%
Overseas	52	16.7%	77	18.9%
Other Canada	160	51.3%	184	45.1%
Gender				
Male	158	53.4%	188	50.0%
Female	138	46.6%	188	50.0%
Age				
Under 24 Years	33	11.1%	52	13.8%
25-34 Years	81	27.4%	87	23.1%
35-44 Years	63	21.3%	89	23.7%
45-54 Years	68	23.0%	85	22.6%
55-64 Years	37	12.5%	32	8.5%
65 Years or Older	14	4.7%	31	8.2%
Education^{*,2}				
Less Than High School	6	2.1%	10	2.7%
High School	37	12.7%	82	22.1%
SOME Technical, College or University	25	8.6%	38	10.2%
College of Technical Diploma	71	24.3%	91	24.5%
University Degree	125	42.8%	108	29.1%
Masters or a PhD Degree	28	9.6%	42	11.3%
Income³				
Less than \$25,000	27	9.2%	39	10.5%
\$25,000 to \$49,999	35	11.9%	44	11.8%
\$50,000 to \$64,999	40	13.6%	37	9.9%
\$65,000 to \$99,999	54	18.3%	79	21.2%
\$100,000 or More	65	22.0%	80	21.5%
Don't Know/No Response	74	25.1%	93	25.0%
Party Size				
Average Party Size-Total	312	2.8	408	3.3
Average Party Size-Parties without children*	205	2.3	261	3.2
Proportion with Children	296	30.7%	376	30.6%
Average Party Size-Parties with children	91	4.5	115	4.9

* Indicates there are statistical differences at the p=0.05 level between Kelowna VIC and DWTN Kelowna.

1. The total sample size n does not always equal the number of useable surveys presented in Table 1 because some respondents did not complete the full interview.
2. Don't Knows and No Responses were excluded from the statistical analysis.
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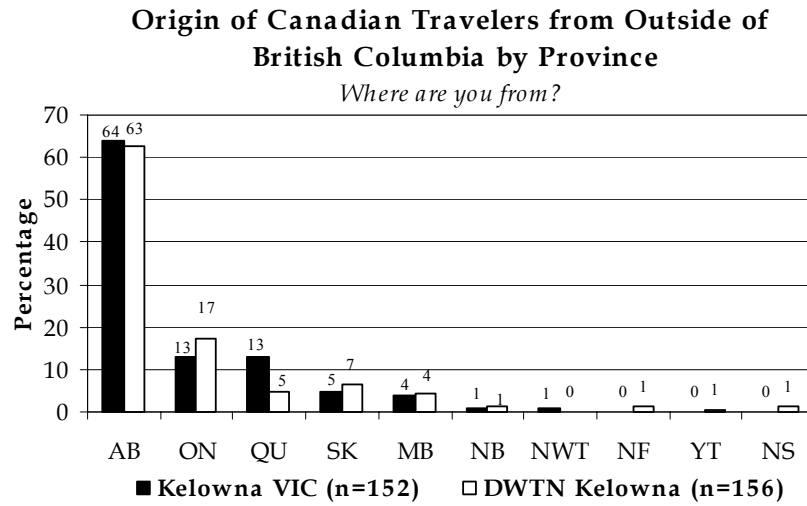


Figure 1. The percentage of travelers from provinces outside of British Columbia at the KelownaVIC and DWTN Kelowna.

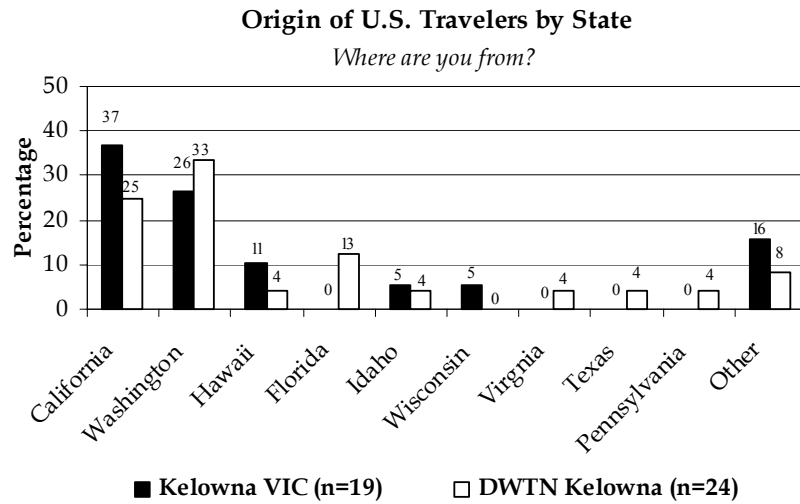


Figure 2. The percentage of US travelers from each state at the KelownaVIC and DWTN Kelowna.

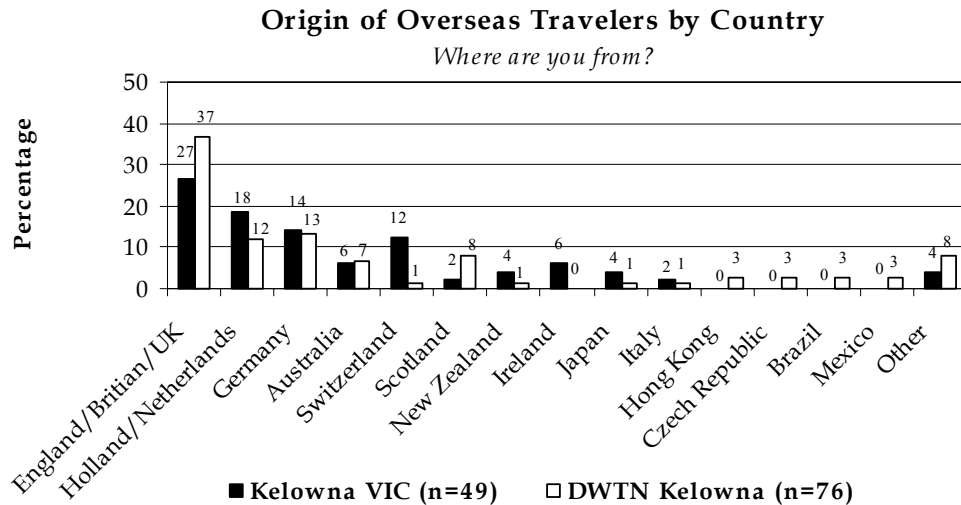


Figure 3. The percentage of travelers from each overseas country at the Kelowna VIC and DWTN Kelowna.

Trip Characteristics

The majority of travelers at the Kelowna VIC were traveling for leisure purposes (83%) while fewer were traveling to visit friends and family (11%) or for business (5%; Table 3). In contrast, more travelers at DWTN Kelowna were traveling to visit friends and family (21%) or for business (8%) which is most likely due to the slightly higher proportion of British Columbia residents.

Most travelers at both the Kelowna VIC and DWTN Kelowna were traveling in a car, truck or motorcycle (84%, 73% respectively; Table 3). A higher proportion of RVs stopped at the Kelowna VIC than DWTN Kelowna. In addition, a higher proportion of travelers at DWTN Kelowna used a plane or bus to get to Kelowna than travelers at the Kelowna VIC. Almost all travelers that arrived at the Okanagan Valley by plane used the Kelowna airport.

The proportion of travelers at the Kelowna VIC staying at a Resort/Hotel/Motel or Bed and Breakfast (40%) was similar to those staying at a RV Park or Campground (39%) and only a small proportion of travelers were staying with Friends or Relatives (11%; Table 3). This result differed from travelers at DWTN Kelowna. A higher proportion of travelers at DWTN Kelowna stayed at a Resort/Hotel/Motel or Bed and Breakfast (47%) or with Friends or Relatives (24%) than at the Kelowna VIC. As a result, a smaller proportion of travelers at DWTN Kelowna stayed at a Campground or RV Park (19%) than at the Kelowna VIC.

Table 3. The primary trip purpose, mode of transportation and primary accommodations of travelers at the Kelowna VIC and DWTN Kelowna.

	Percentage of Responses	
	Kelowna VIC	DWTN Kelowna
Primary Trip Purpose*		
Leisure	82.7%	67.6%
Visiting Friends & Family	10.9%	21.1%
Work/Business Activity	5.1%	8.4%
Other ¹	1.3%	2.9%
Mode of Transportation*		
Car/Truck/Motorcycle	84.0%	73.0%
RV	8.3%	3.7%
Bus	3.2%	11.1%
Airplane ²	4.2%	12.0%
Other ³	0.3%	0.2%
Primary Accommodations*		
Resort/Hotel/Motel/B&B	39.9%	46.5%
Campground/RV Park	38.9%	18.7%
Friends OR Relatives	10.5%	24.3%
Other ⁴	10.8%	10.4%

*Indicates there are statistical differences at the $p=0.05$ level between the Kelowna VIC and DWTN Kelowna.

1. Other primary trip purpose included moving and medical reasons.

2. Almost all used the Kelowna airport (92% at the Kelowna VIC and 94% at DWTN Kelowna). 8% at the Kelowna VIC and 4% at DWTN Kelowna used the Penticton airport.

3. Other transportation included transport truck and bike.

4. Other primary accommodation included; none (returning today), whatever is available, hostel, condos, dude ranches and personal cabin.

The primary destination of travelers differed slightly between locations. Almost 80% of travelers at DWTN Kelowna and 65% of travelers at the Kelowna VIC had a primary destination of Okanagan Valley (Figure 4). Similarly, a larger percentage of travelers at DWTN Kelowna (63%) had Kelowna as their primary destination than travelers at the Kelowna VIC (46%). A small proportion of travelers at both locations had a primary destination outside of British Columbia (11% Kelowna VIC and 8% DWTN Kelowna).

Of the 24% of travelers at the Kelowna VIC that were traveling to other destinations within British Columbia, the majority were traveling to the Vancouver, Coast and Mountains (58%), Vancouver Island (15%) or the BC Rockies (3%) tourism regions. Almost twenty percent (18%) did not have a primary destination but were traveling all over the province. A similar pattern existed for travelers at DWTN Kelowna. Most were headed towards the Vancouver, Coast and Mountains (50%), Vancouver Island (15%), or the BC Rockies (15%) tourism regions while 15% had no specific destination.

Travelers at the Kelowna VIC had a variety of destinations outside of British Columbia including; A Canada wide tour (45%), Alberta (39%), Washington (3%), New York (3%) or Manitoba (3%). At DWTN Kelowna travelers with destinations outside of British Columbia were going to Alberta (45%), Canada wide tour (38%), Alaska (10%), Ontario (3%), and Washington (3%).

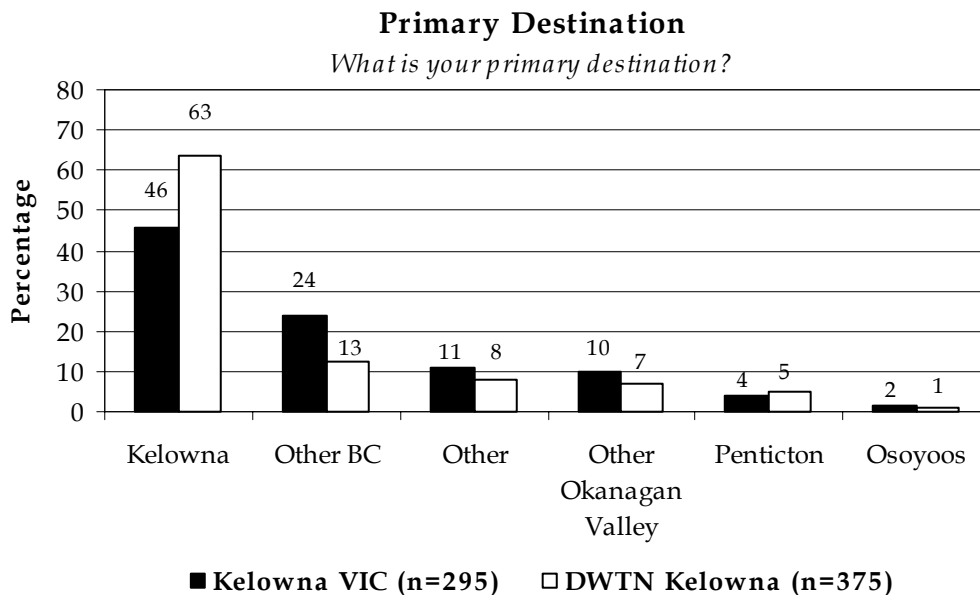


Figure 4. The primary destination of travelers at the Kelowna VIC and DWTN Kelowna.

On the mailback questionnaire, respondents were asked if this was their first trip to the Okanagan Valley. A larger proportion of travelers interviewed at the Kelowna VIC indicated this was their first trip (46%, n=99) compared to travelers interviewed at DWTN Kelowna (31%, n=153).

Overall, travelers at the Kelowna VIC planned to spend an average of 24 days away from home, 14 days in British Columbia and seven days in the Okanagan Valley. A similar amount of time was spent away from home (23 days) or in British Columbia (18 days) by travelers interviewed at DWTN Kelowna. However, travelers at DWTN Kelowna indicated they planned to stay longer in the Okanagan Valley (12 days) than those at the Kelowna VIC (7 days). Less than one percent of travelers at both locations indicated they would not spend any time in the Okanagan Valley. At both locations,

those travelers from Overseas spent more time away from home and in British Columbia than those travelers from the US, other provinces in Canada and travelers from British Columbia (Figures 5, 6).

Average Days Spent Away from Home and In British Columbia by Travelers at the Kelowna VIC

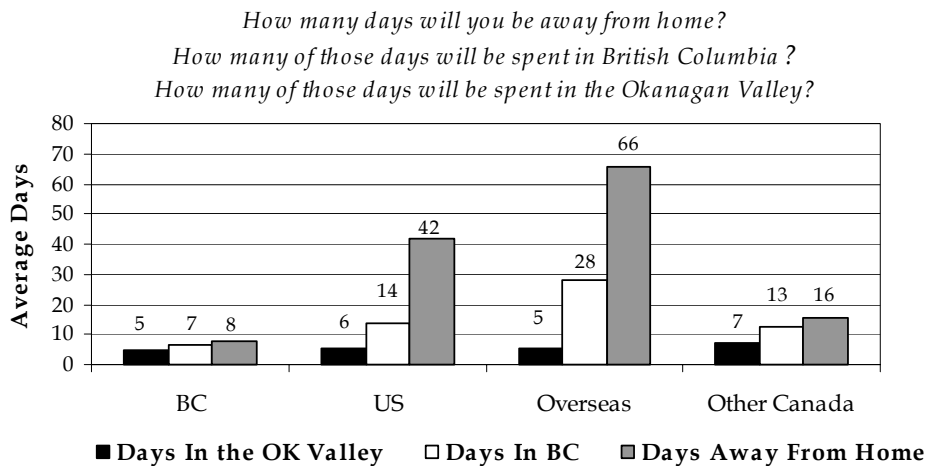


Figure 5. The average number of days spent away from home and in British Columbia by traveler origin at the Kelowna VIC (n=312). 5% of Overseas travelers indicated they were away from home for more than 100 days to raise the mean to 66 days.

Average Days Spent Away from Home and In British Columbia by Travelers at Downtown Kelowna

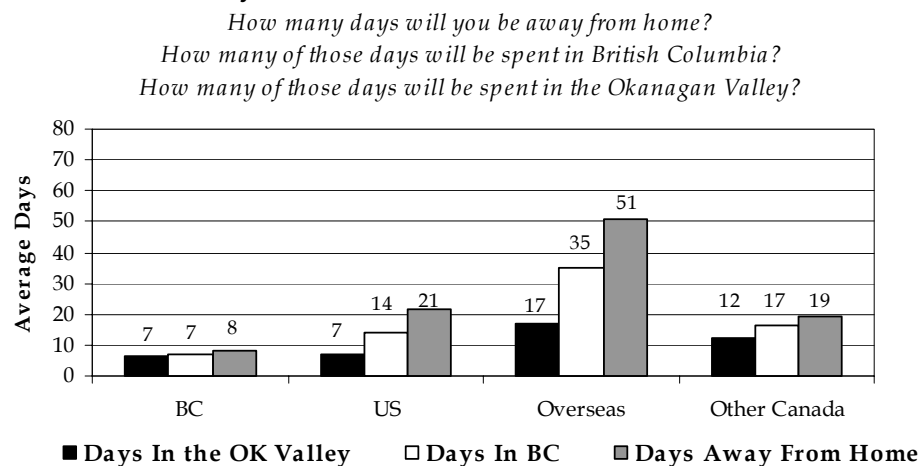


Figure 6. The average number of days spent away from home and in British Columbia by traveler origin at DWTN Kelowna (n=408). 4% of Overseas travelers indicated they were away from home for more than 100 days to raise the mean to 51 days.

Trip Planning

Trip planning horizons were similar between travelers at the Kelowna VIC and DWTN Kelowna (Table 4). The majority of travelers spent time planning for their trip 3-8 weeks in advance (29% Kelowna VIC and 32% DWTN Kelowna) followed by 13+ weeks in advance for planning (30% Kelowna VIC and 26% DWTN Kelowna). Fewer travelers planned their trip less than one week in advance.

Table 4. Trip planning horizons for travelers at the Kelowna VIC and DWTN Kelowna.

Trip Planning Horizons	Percentage of Respondents	
	Kelowna VIC (n=295)	DWTN Kelowna (n=376)
During The Trip	2.4%	0.5%
Day of Departure	1.4%	1.9%
1-6 Days	10.8%	10.9%
1-2 Weeks	15.3%	15.2%
3-8 Weeks	29.8%	32.4%
9-12 Weeks	10.5%	12.8%
13+ Weeks	29.8%	26.3%
Total	100.0%	100.0%

A large percentage of travelers at both locations used the internet, word of mouth (friends, relatives etc.) and brochures and books to plan their trip (Figure 7). Fewer travelers used travel agents/airlines, VICs, the toll-free Tourism British Columbia phone number, advertising, tour operators/tourism businesses or media coverage to plan their trip within British Columbia. A higher proportion of travelers at DWTN Kelowna planned their trip using word of mouth from friends and relatives than travelers at the Kelowna VIC. Also, fewer travelers at DWTN Kelowna used VICs as a source of information than those travelers that had stopped at the Kelowna VIC.

Percentage of Travelers Using Each Information Source

What information sources did you use to plan your trip?

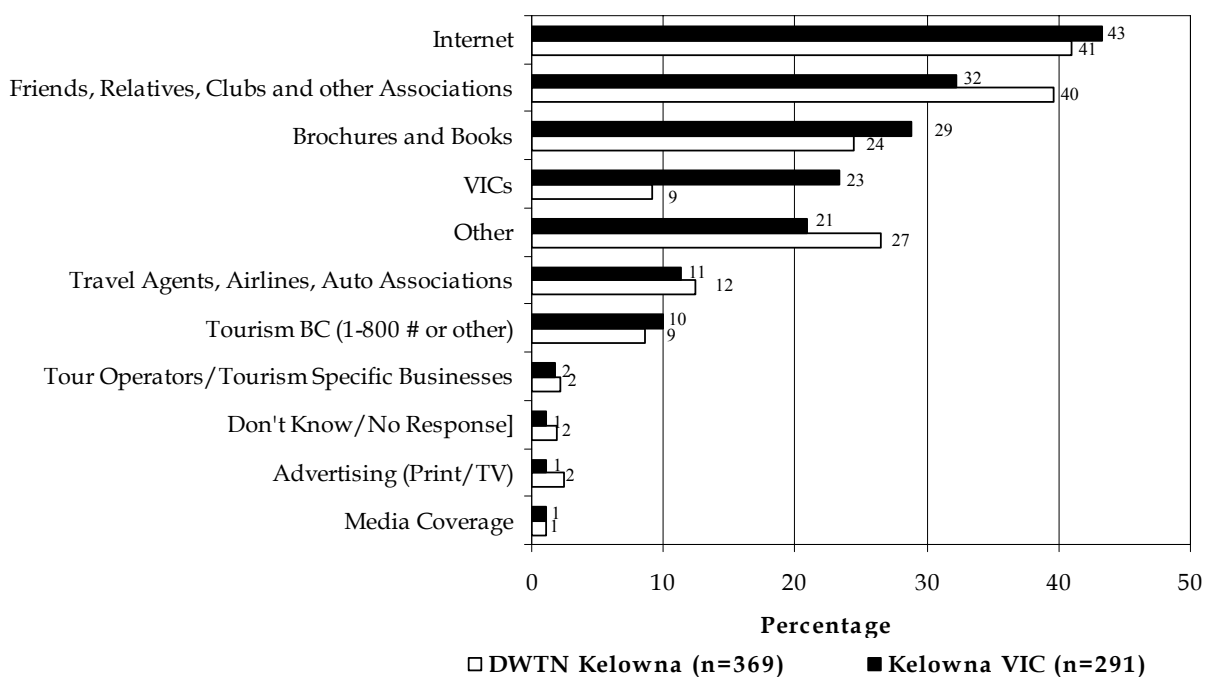


Figure 7. The percentages of travelers using each information source for trip planning at the Kelowna VIC and DWTN Kelowna.

Trip Flexibility

Travelers that planned to spend some time in the Okanagan Valley were asked about their flexibility in terms of the activities they would participate in, the amount of time they could spend in the Okanagan Valley and the amount of time they could spend in British Columbia (Figure 8, 9, 10). The

vast majority of travelers at both the Kelowna VIC and DWTN Kelowna were very flexible in the activities that they planned to participate in while in the Okanagan Valley. About half of travelers at both locations were very flexible in the amount of time they could spend in the Okanagan Valley and about 40% were very flexible in terms of the amount of time they planned to spend in British Columbia. These results indicated travelers at both locations were similar with their trip flexibility in terms of activities, time in the Okanagan Valley and time in British Columbia.

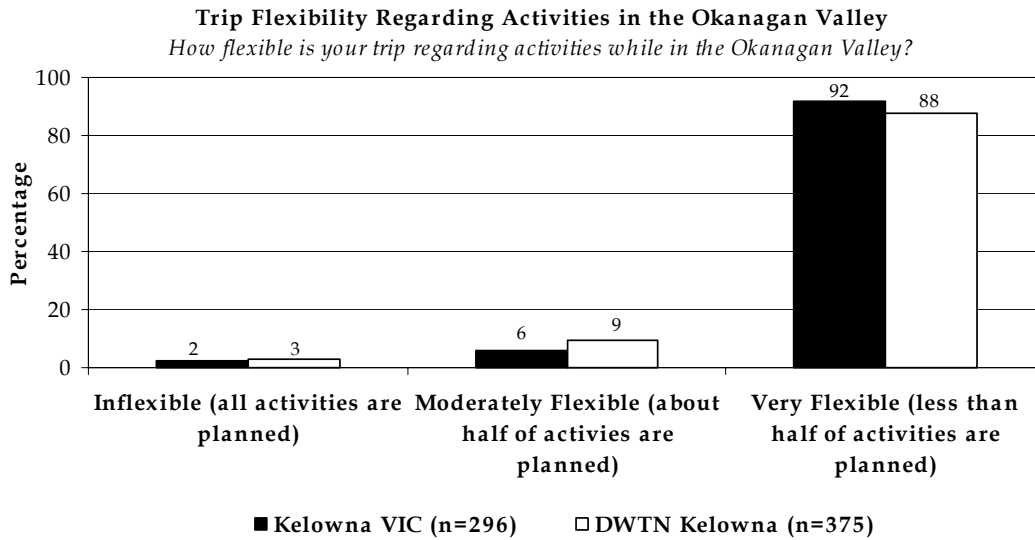


Figure 8. Travelers rating of trip flexibility regarding activities in the Okanagan Valley for travelers at the Kelowna VIC and DWTN Kelowna.

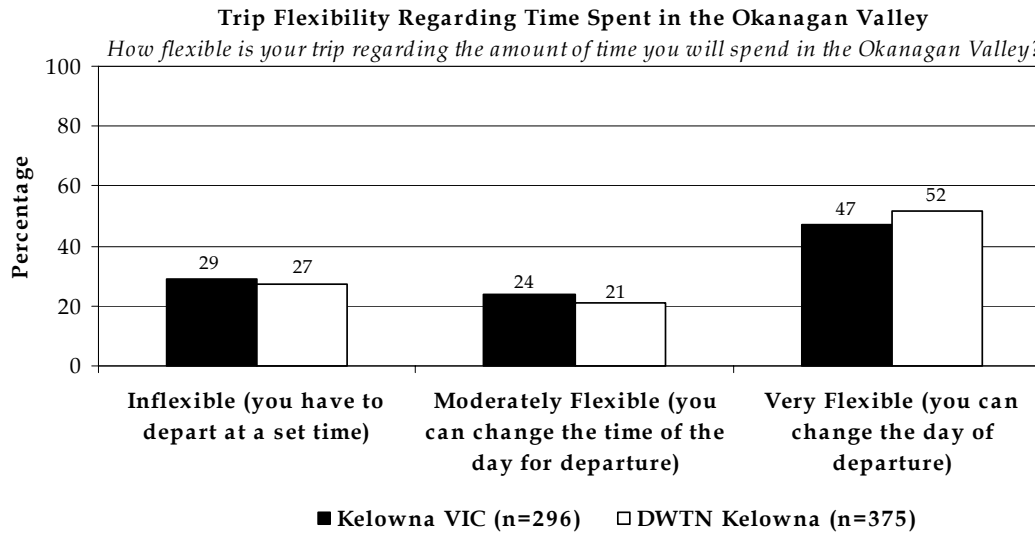


Figure 9. Travelers rating of trip flexibility regarding the time spent in the Okanagan Valley for travelers at the Kelowna VIC and DWTN Kelowna.

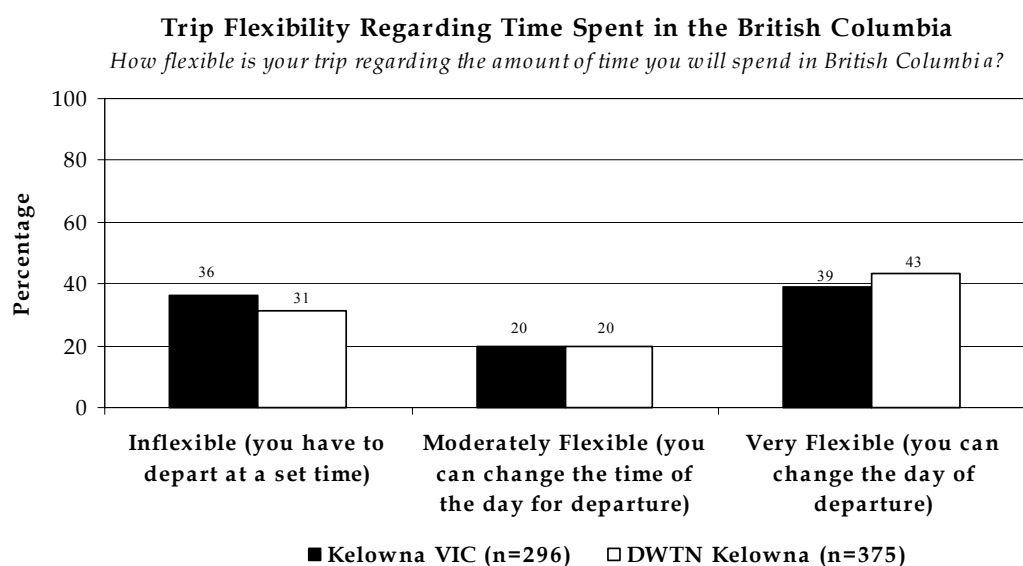


Figure 10. Travelers rating of trip flexibility regarding the time spent in British Columbia for travelers at the Kelowna VIC and DWTN Kelowna.

Traveler Activities

If travelers indicated they would spend some time in the Okanagan Valley they were asked about their primary activity (Table 5). Most indicated they would spend time at the beach (22% Kelowna VIC, 31% DWTN Kelowna), sightsee (19% Kelowna VIC, 14% DWTN Kelowna), relax (14% Kelowna VIC, 17% DWTN Kelowna), visit a winery (9% Kelowna VIC, 3% DWTN Kelowna) or hike/walk (8% Kelowna VIC, 11% DWTN Kelowna). Fewer travelers at both locations indicated they would golf, cycle, camp, pick/eat fruit or visit. More travelers at the Kelowna VIC indicated they would sightsee or visit a winery or golf than travelers at DWTN Kelowna. In contrast, more travelers at DWTN Kelowna indicated they would visit the beach, relax or hike/walk.

Table 5. The top ten primary activities of travelers at the Kelowna VIC and DWTN Kelowna.

Primary Activity ¹	Percentage of Responses	
	Kelowna VIC (n=376)	DWTN Kelowna (n=291)
Beach/Sunbathing/Swimming	21.6%	31.4%
Sightseeing	18.6%	14.4%
Relaxing	13.7%	17.0%
Wine/Wineries	9.3%	2.9%
Hiking/Walking	7.9%	11.2%
Golfing	6.2%	2.4%
Biking/Cycling	4.1%	1.6%
Camping	3.8%	0.8%
Fruit Picking/Fruit	2.7%	0.8%
Visiting	2.4%	3.5%

1. Other activities included: Fishing, Shopping, Enjoying Nature/Scenery, Soccer, Eating/Drinking, Outdoor Activities/Recreation, Boating, Children/Family Activities, Car Show, Wakeboarding

In addition, travelers were asked if they had participated in or planned to participate in fifteen specific activities (participation rate). Specific activity participation rates of travelers were similar between locations (Figures 11, 12). The top five activity participation rates were similar for both sites and included participating in nature based activities, swim/other water based activities, visiting a

farm/farmers market/orchard/food processor, visiting a winery or shopping. The participation rate only varied between locations for one activity, which was participating in a special dining experience (fine dining, local cuisine). Travelers at the Kelowna VIC were less likely (34%) than those in DWTN Kelowna (49%) to indicate they participated in a special dining experience.

Only those travelers that indicated they would participate in a particular activity were asked how important that activity was in planning their current trip. The importance of planning activities followed a similar pattern at both locations. A large proportion of travelers at both locations indicated that participating in nature-based activities, swimming/other water based activities, visiting a farms/farmers markers/orchard/food processor or visiting a winery were important or very important in planning their trip. These four activities also had high participation rates. These four activities are primarily what draw travelers to the Okanagan Valley. In contrast, a high percentage of travelers indicated they would shop during their trip but fewer indicated it was important or very important to planning their trip.

In general, the remaining ten activities had medium and low participation rates (< 50% would participate) but a medium level of importance in planning (> 30% indicated it was important or very important in planning their trip (Figure 11, 12). At both locations visiting a museum had a mid-level participation rate but fewer indicated it was important or very important in planning their trip. This result indicates that travelers are likely to visit a museum on their trip to the Okanagan Valley but for most travelers the museum is not what attracts them to the Okanagan Valley.

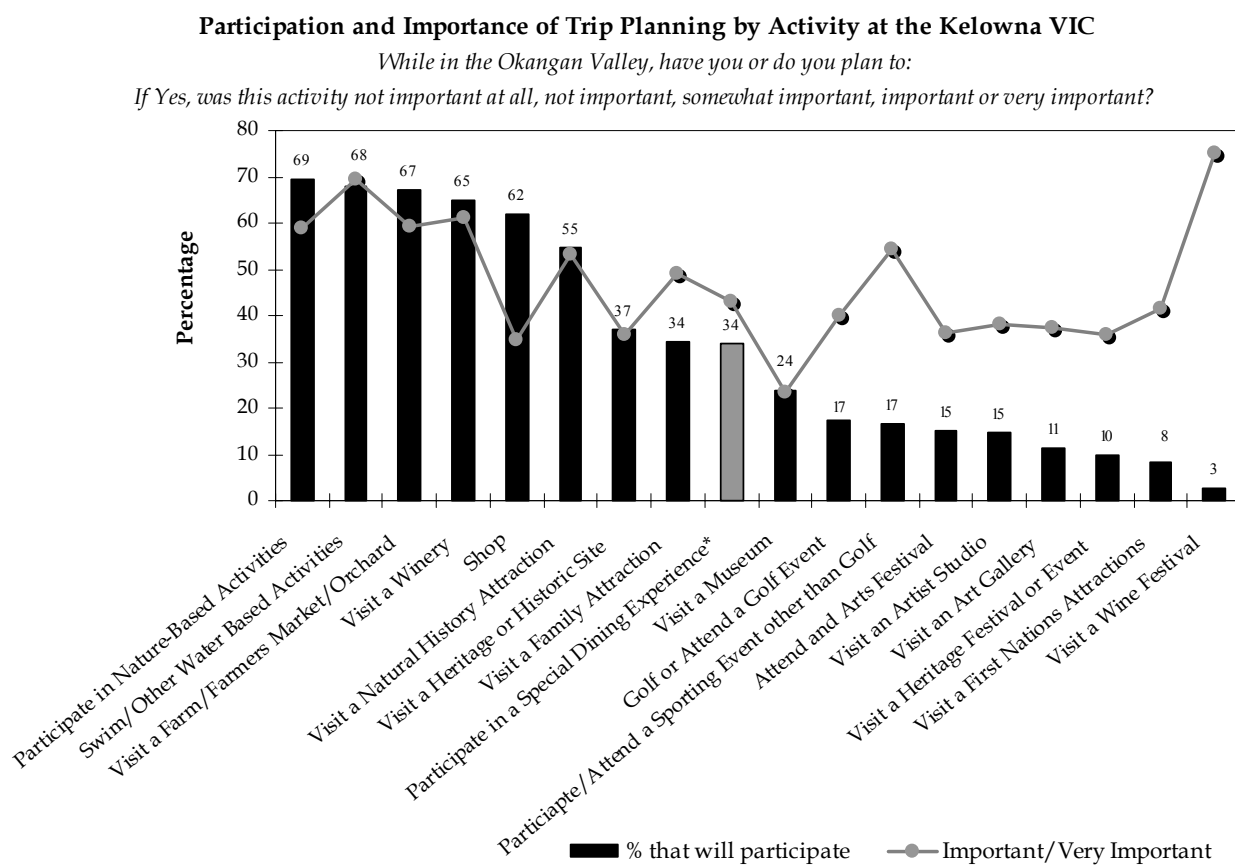


Figure 11. The activities travelers planned to participate in while in the Okanagan Valley (bars) and their importance to planning the current trip (line) at the Kelowna VIC.

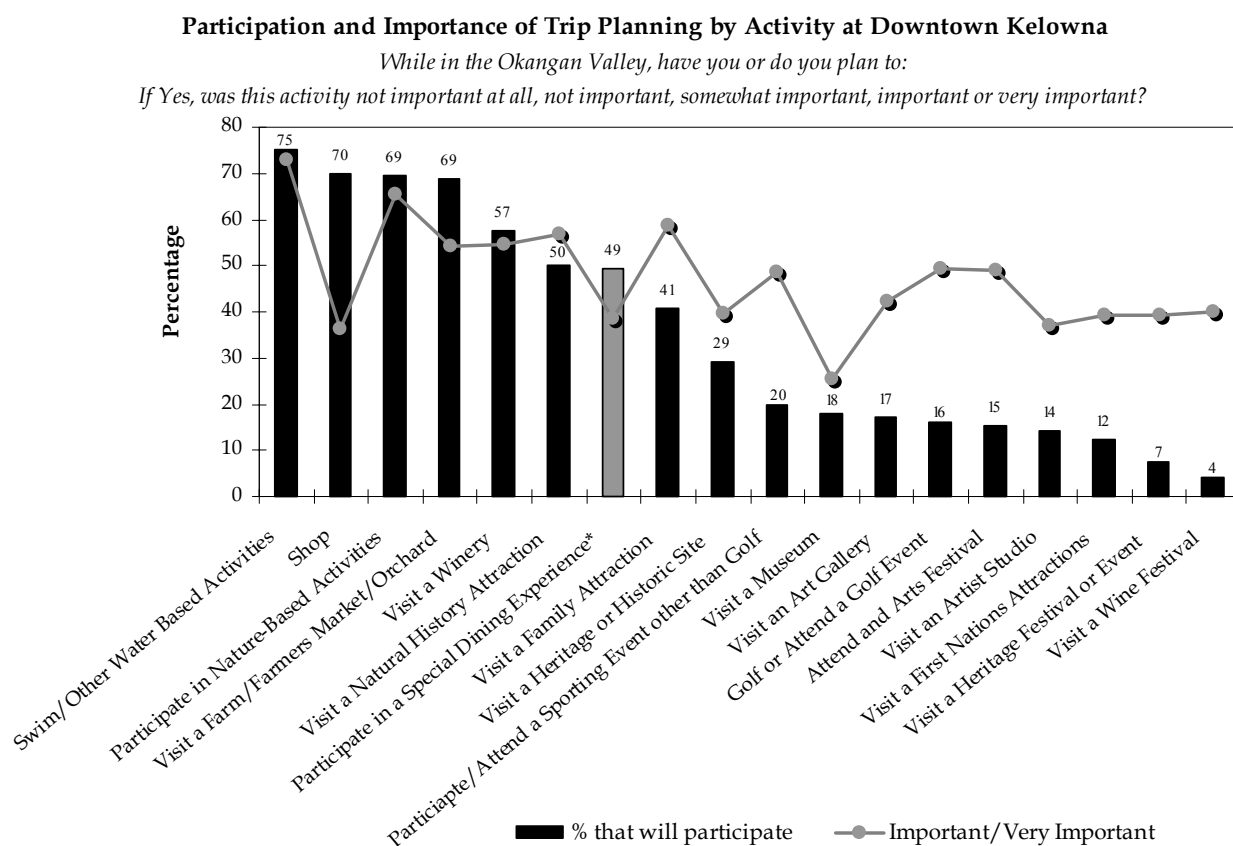


Figure 12. The activities travelers planned to participate in while in the Okanagan Valley (bars) and their importance to planning the current trip (line) at DWTN Kelowna.

Use of the VIC

This section summarizes data from travelers who were interviewed at the Kelowna VIC. Travelers stopped at the Kelowna VIC to obtain attractions information (52%), a map (32%), accommodations information (22%), other information (22%; shopping, hiking, wine information and the bus schedule) and route information (19%; Figure 13). Fewer travelers said they stopped to use the washrooms (3%), to obtain event information (3%), to obtain refreshments (1%) or to take a break from driving (1%).

Respondents were also asked what type of information they obtained at the VIC (Figure 14). Results here are similar to the reasons why they stopped. More than half of travelers interviewed indicated they stopped to obtain attractions information (63%) and a map (51%). Fewer travelers obtained accommodation/campground information (27%), route information (24%), other information (16%; real estate, shopping and dining info), event information (7%) or nothing (1%).

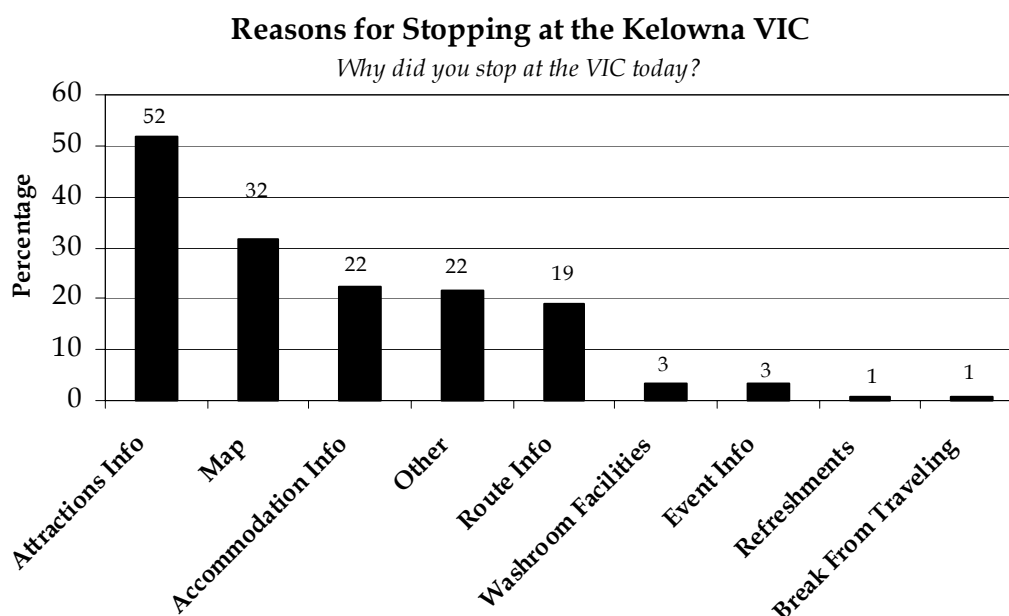


Figure 13. The reasons why travelers stopped at the Kelowna VIC (n=235). The total number of responses exceeds 100% because respondents could give more than one reply.

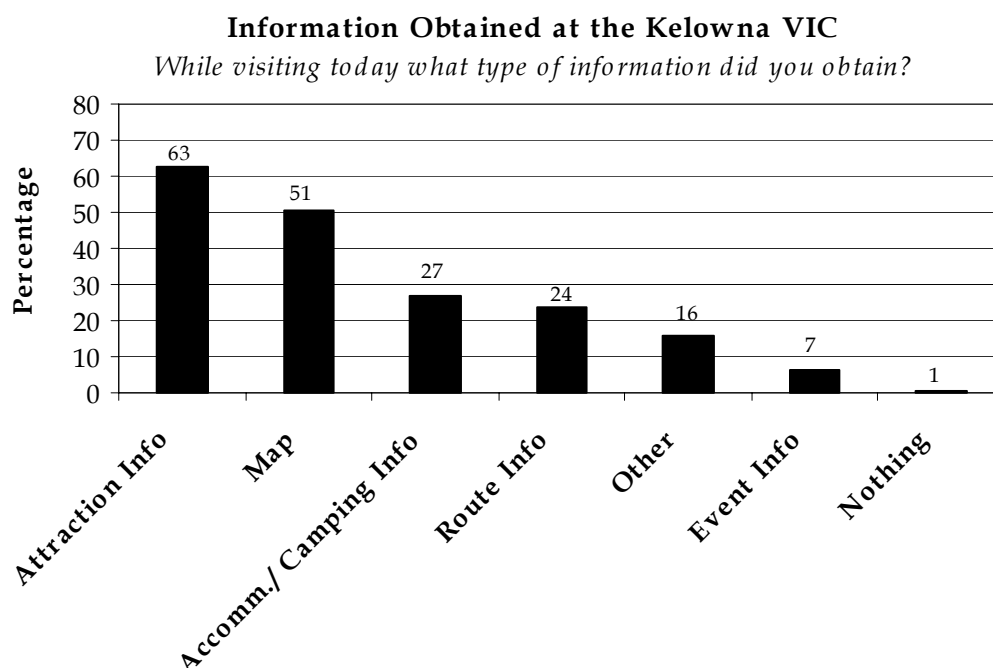


Figure 14. The information obtained by travelers at the Kelowna VIC. The totals do not equal 100% because respondents could give more than one reply (n=284).

The majority of travelers at the Kelowna VIC spoke with a Counsellor (91%; Table 6). Almost all travelers from other provinces in Canada spoke to a Counsellor (93%), slightly fewer travelers from the US (88%), or Overseas (85%) spoke with a Counsellor. Ninety percent of travelers from British Columbia spoke with a Counsellor.

Table 6. The percentage of travelers that spoke with a Counsellor at the Kelowna VIC by traveler origin.

Traveler Origin	Percentage that Spoke with a Counsellor ¹	
	Yes (n=138)	No (n=14)
British Columbia	90.2%	9.8%
US	87.5%	12.5%
Overseas	85.2%	14.8%
Other Canada	93.4%	6.6%
Total	90.8%	9.2%

1. Sample sizes in the 'No' category were not sufficient to test statistically.

Counsellors at the Kelowna VIC record the number of parties that they speak with throughout each day. This number was divided by the proportion of travelers that responded that they had spoke with a Counsellor on a daily basis to determine an estimate of 9,165 parties that used the Kelowna VIC (excluding locals). This estimate (9,165 between June 15 and September 15, 2002) is approximately 7.6% more than the 8,521 parties that the VIC staff recorded as speaking with a Counsellor.

Travelers were asked, *"Overall, how well did the VIC meet your expectations?"* An overwhelming majority (99%) of travelers responded that the VIC met or exceeded their expectations (Table 7). Twenty-eight percent of travelers indicated that the VIC exceeded their expectations while 70% felt that the VIC met their expectations. Just over one percent of all travelers felt that the VIC fell short of their expectations.

A higher proportion of travelers from the US felt that the VIC exceeded their expectations. Twenty-four percent of travelers from British Columbia replied that the VIC exceeded their expectations whereas 50% from the US, 26% from Overseas and 29% from other provinces in Canada replied that the VIC exceeded their expectations. Thirty-one percent of travelers that spoke with a Counsellor replied that the VIC exceeded their expectations whereas none of travelers that did not speak with a Counsellor thought the VIC exceeded their expectations. A similar proportion of travelers traveling for leisure and visiting friends and family replied that the VIC exceeded their expectations. Business travelers were not asked this question.

Table 7. The proportion of travelers whose expectations were met by the Kelowna VIC by traveler origin, those that did or did not speak with a Counsellor and primary trip purpose.

	Percentage of Travelers that Felt the Kelowna VIC Exceeded, Met or Fell Short of Their Expectations		
	Fell Short (n=2)	Met (n=107)	Exceeded (n=43)
Overall	1.3%	70.4%	28.3%
Origin			
British Columbia	2.4%	73.2%	24.4%
US	12.5%	37.5%	50.0%
Overseas	0.0%	74.1%	25.9%
Other Canada	0.0%	71.1%	28.9%
Spoke with a Counsellor			
Yes	0.7%	68.1%	31.2%
No	7.1%	92.9%	0.0%
Primary Trip Purpose			
Leisure	1.5%	70.4%	28.1%
Visiting Friends & Family	0.0%	66.7%	33.3%

Travelers at the Kelowna VIC were also asked why the VIC fell short, exceeded or met their expectations. Of a total of 294 comments, only four respondents had negative comments. Most positive comments were about good information, helpful staff and friendly people or other (efficient staff, good French speakers and took time with each person; Figure 15). Fewer comments were about the good access, cleanliness and the nice building or area. The four negative comments were all different and included, poor parking, the VIC was difficult to access, poor signage and not enough maps.

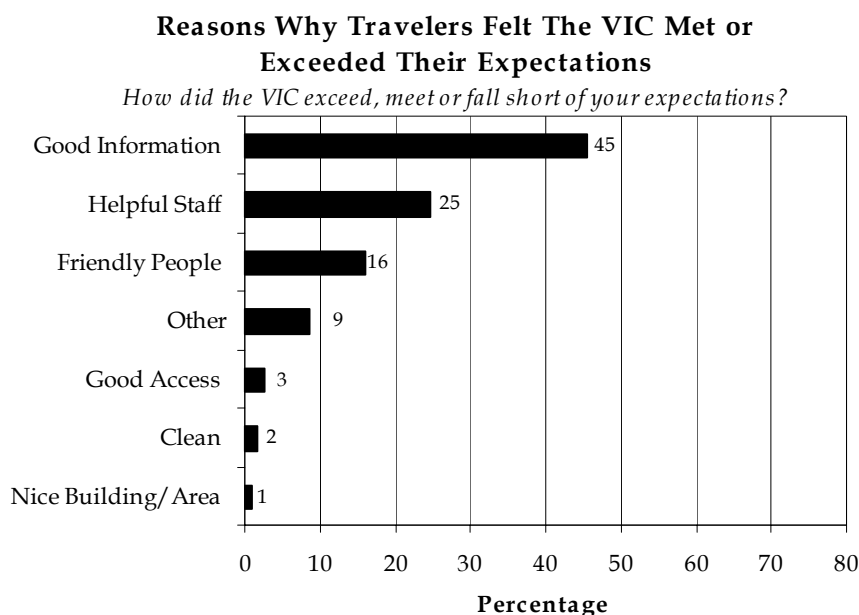


Figure 15. The reasons why travelers felt the Kelowna VIC met or exceeded their expectations.

In the mailback questionnaire, travelers at DWTN Kelowna were asked if they visited any other VICs in the Okanagan Valley. Of the 149 travelers that responded, 36 (24%) replied they visited another

VIC. Most visited Kelowna (52%), Vernon (10%), several-not specific (7%), Oliver, Westbank, Okanagan Connector and Penticton (3% each) or VICs outside of the Okanagan Valley (17%). Those that did not visit the Kelowna VIC were asked, *"Why didn't you visit a Visitor Info Centre in the Okanagan Valley?"* One hundred and seven travelers responded to this question. Almost half responded they had other information sources (48%) or had prior knowledge (40%), four percent replied they could not find it and three percent were just passing through. Fewer travelers didn't know there was one, used another VIC or did not have time (2% each).

Travelers at the Kelowna VIC were asked if they had visited any other VICs in British Columbia. Almost half of respondents from the Kelowna VIC replied they stopped at another VIC (46%) in British Columbia. Six percent of travelers at the Kelowna VIC (6%) replied they had only visited one VIC, three percent replied they visited two VICs and two percent they replied they visited three VICs. The locations of the other VICs visited were diverse. A list is included in Appendix E.

Perceptions of the Okanagan Valley and British Columbia

In the mailback questionnaire, travelers were asked *"What positive and/or negative images come to mind when you think of the Okanagan Valley as a vacation destination?"* Positive and negative image questions were asked to obtain an understanding of what travelers perceive the Okanagan Valley to be doing right and what the Okanagan Valley can work on in terms of attracting and keeping travelers in the area. Positive images were similar between locations. High proportions of positive images at both locations were the good climate and the beautiful landscape/scenery (Figure 16). Other positive images at both locations were the variety of things to do, the friendly/helpful people, the wineries, the orchards, and beach/water activities. Other positive images mentioned at both locations include the overall atmosphere, the outdoor activities and golf.

The negative images that came to mind in the Okanagan Valley were the amount of traffic, the crowded nature, the poor weather (hot or raining) and the cost (Figure 17). Few respondents at both locations indicated that the poor access, crowded campgrounds, sales tax, expensive gas and expensive accommodation were negative images of the Okanagan Valley. More respondents at DWTN Kelowna replied that there was too much traffic than at the Kelowna VIC.

Ten Most Frequent Positive Images of the Okanagan Valley

What positive images come to mind when you think of the Okanagan Valley as a vacation destination?

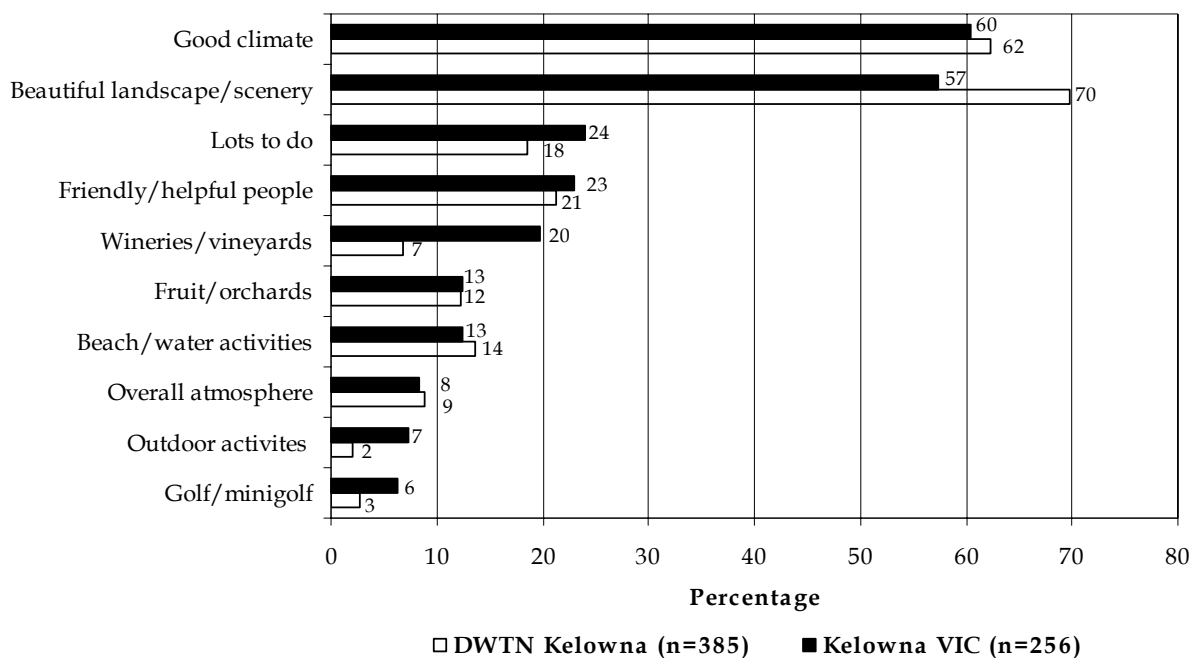


Figure 16. The most frequent positive image respondents had of the Okanagan Valley. At the Kelowna VIC, 96 travelers replied with 256 images while at DWTN Kelowna 146 travelers replied with 385 images.

Ten Most Frequent Negative Images of the Okanagan Valley

What negative images come to mind when you think of the Okanagan Valley as a vacation destination?

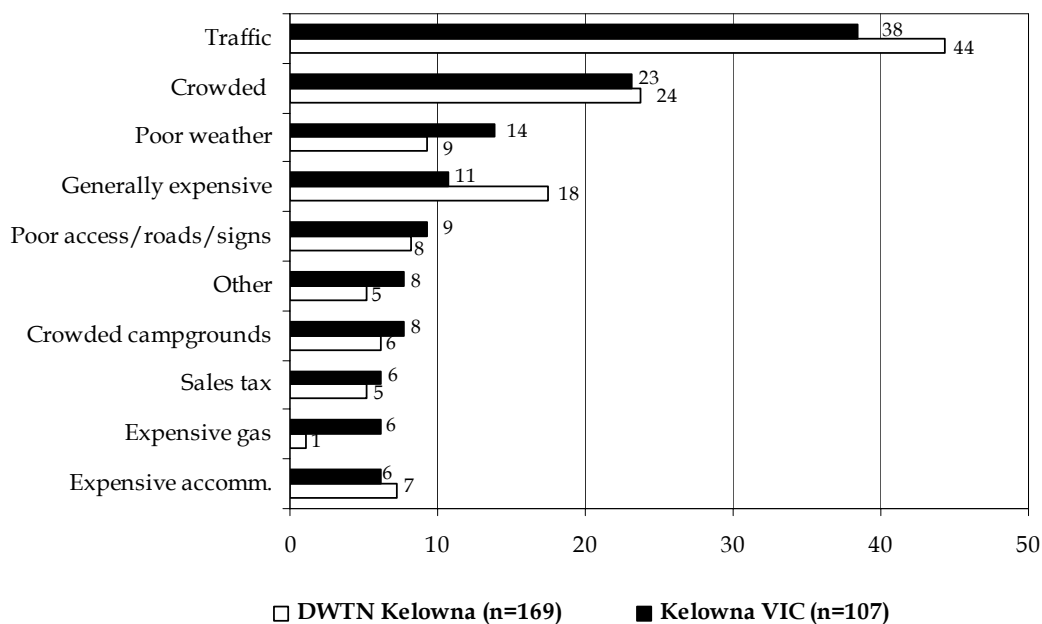


Figure 17. The most frequent negative images travelers had of the Okanagan Valley. At the Kelowna VIC, 65 travelers responded with 169 images while at DWTN Kelowna, 97 travelers replied with 107 images.

In addition to asking about the positive and negative images of the Okanagan Valley, travelers were asked about the unique characteristics of the Okanagan Valley as a vacation destination on the mailback questionnaire. Unique characteristics of the Okanagan Valley can be used to attract more travelers to the area. By far the most frequent response was the beautiful landscape/scenery in the area (Figure 18). This was followed by the vineyards, the good weather, the beach/water activities and the orchards. Fewer travelers indicated that variety of activities, the friendly/helpful people, golf, other outdoor activities, the proximity to home and the Kettle Valley Railway were unique characteristics of the Okanagan as a vacation destination.

More travelers that were interviewed at the Kelowna VIC indicated that wineries/vineyards were unique characteristics than travelers at DWTN Kelowna. In contrast, more travelers at DWTN Kelowna replied that the fruit/orchards were unique characteristics of the Okanagan Valley. It appears that travelers at both DWTN Kelowna and the Kelowna VIC indicated that agricultural tourism (wineries or orchards) was a unique characteristic of the Okanagan Valley as vacation destination.

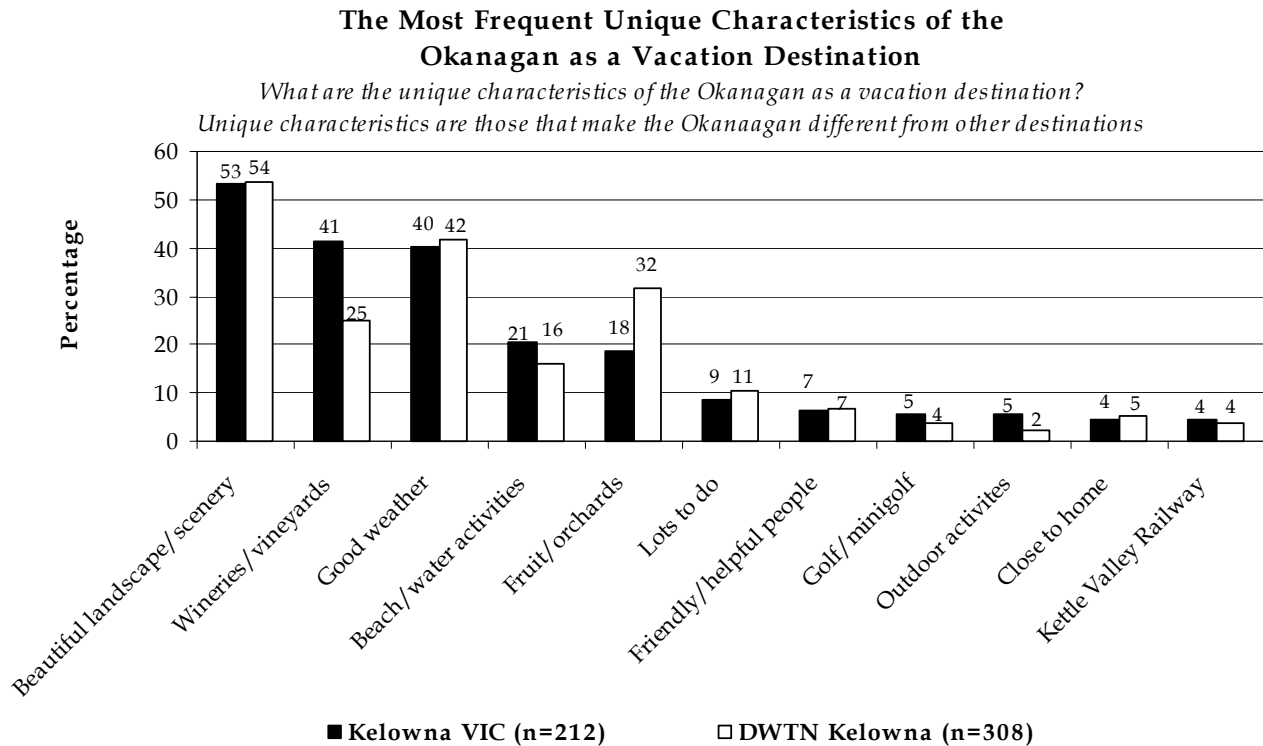


Figure 18. The most frequent unique characteristics of the Okanagan Valley. At the Kelowna VIC 92 respondents had 212 unique characteristics while at DWTN Kelowna 132 respondents replied with 308 unique characteristics.

In the mailback questionnaire, travelers were asked about their satisfaction with the Okanagan Valley and the province of British Columbia (Figures 19, 20). The majority of travelers interviewed at both the Kelowna VIC and DWTN Kelowna were 'very satisfied' with their trip to the Okanagan Valley. Fewer travelers were 'somewhat satisfied' or 'neither satisfied or dissatisfied' with their trip to the Okanagan Valley. In contrast, almost all travelers were 'very satisfied' with their trip to British Columbia. A higher proportion of respondents at both locations were more satisfied with their trip to British Columbia as a whole than their trip to the Okanagan Valley. Results from both questions indicate that there were no large differences in trip satisfaction between locations.

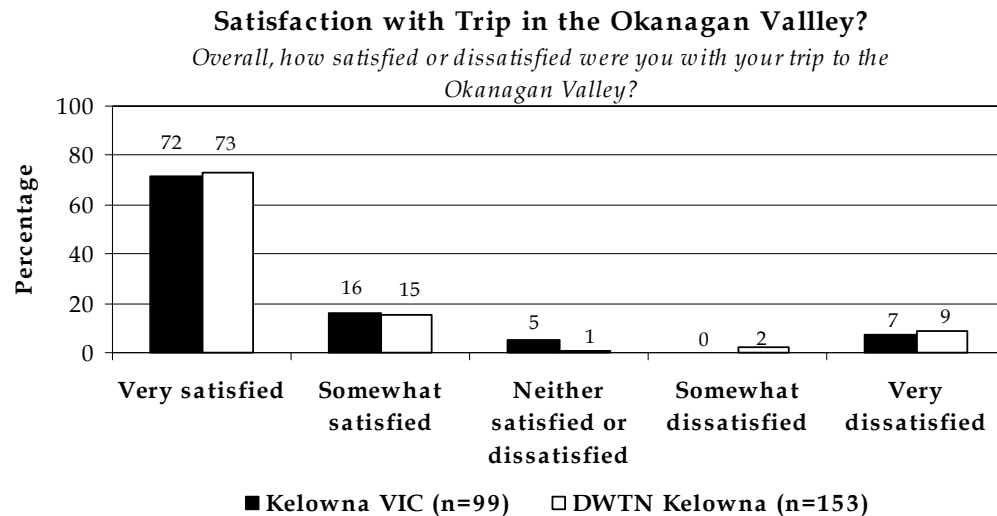


Figure 19. The Okanagan Valley trip satisfaction for travelers at the Kelowna VIC and DWTN Kelowna. Travelers that responded they 'Don't Know' were excluded from this analysis.

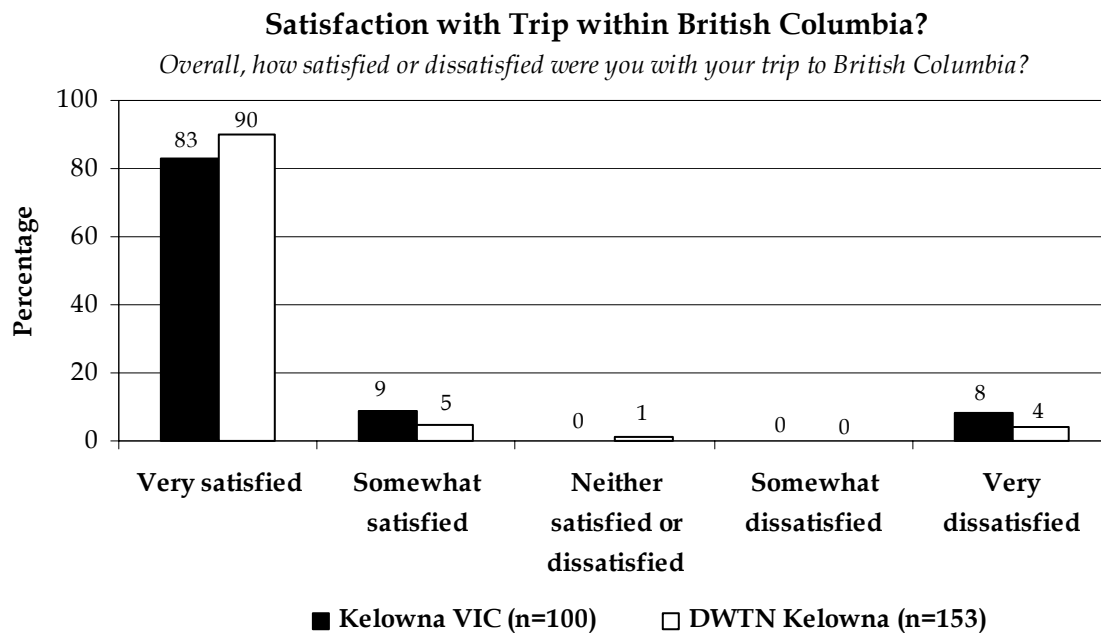


Figure 20. The British Columbia wide trip satisfaction for travelers at the Kelowna VIC and DWTN Kelowna. Travelers that responded they 'Don't Know' were excluded from this analysis.

Travelers were also asked about their likelihood of returning to the Okanagan Valley and the province of British Columbia (Figure 21, 22). Just over a 60% of travelers interviewed at both the Kelowna VIC and DWTN Kelowna indicated they were 'very likely' to take another trip to the Okanagan Valley. A slightly larger proportion of travelers at both locations indicated they were 'very likely' to take another trip to or within British Columbia.

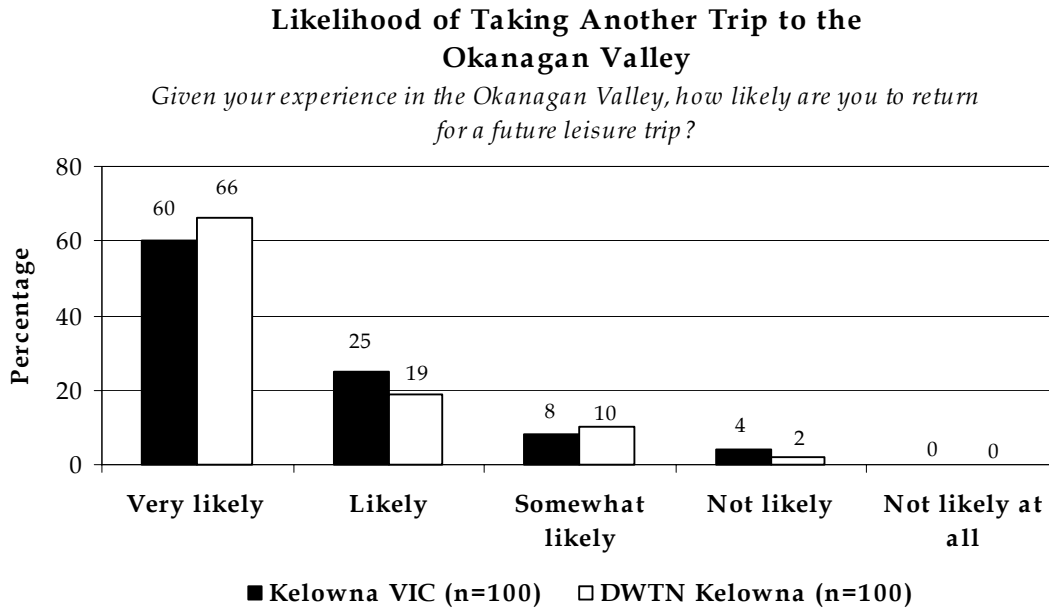


Figure 21. The likelihood of travelers taking another trip to the Okanagan Valley at the Kelowna VIC and DWTN Kelowna. Travelers that responded they 'Don't Know' were excluded from this analysis.

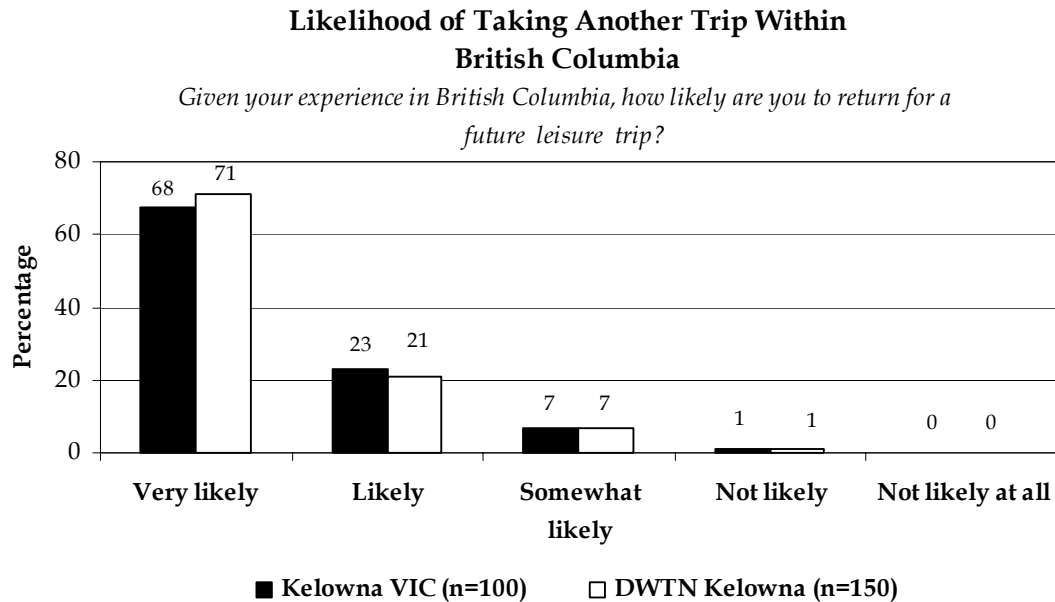


Figure 22. The likelihood of travelers taking another trip to British Columbia at the Kelowna VIC and DWTN Kelowna. Travelers that responded they 'Don't Know' were excluded from this analysis.

Expenditures

Travelers were asked, "In Canadian Dollars, what were your travel party's total expenditures *yesterday*, including accommodations?" Travelers at the Kelowna VIC and DWTN Kelowna were similar in their expenditures. On average, travelers at the Kelowna VIC spent \$160 and those at DWTN Kelowna spent \$154 per day (Table 8). At both locations, on average, there were no differences in expenditures between origin categories.

Table 8. The average daily expenditures of travelers at the Kelowna VIC and DWTN Kelowna.

\$ CDN Daily Expenditures	Average Per Party Daily Expenditure	
	Kelowna VIC (n=262) ¹	DWTN Kelowna (n=340) ²
British Columbia	\$149.95	\$150.73
US	\$152.37	\$215.24
Overseas	\$147.26	\$153.88
Other Canada	\$170.66	\$147.96
Total³	\$160.48	\$154.10

1. 6.8% (20) travelers began trip today and therefore did not have responses, 0.7% (2) DK/NR.

2. 3.5% (13) travelers began trip today and therefore did not have responses, 2.1% (8) DK/NR.

3. There is no statistical difference in the mean between the Kelowna VIC and DWTN Kelowna.

The top and bottom 2% of responses were trimmed to ensure an accurate mean daily expenditure.

In the summer of 2002, Kelowna VIC users expended over \$10.3 million in the Okanagan Valley and another \$10.5 million on their trip throughout the rest of the province (Table 9). These figures do not represent the economic impact of the VIC but the expenditures of travelers in the Okanagan Valley and the rest of the province while on the trip when we encountered them at the VIC.

Table 9. The expenditures estimate of travelers at the Kelowna VIC.

June 15-September 15, 2002	Kelowna VIC
Estimated Total VIC parties between June 15 and Sept. 15 2002	9,165
Average Daily Expenditures	\$160
Estimate Total Expenditures in the Okanagan Valley by VIC Users	\$10,296,043
Estimate Total Expenditures Outside of the Okanagan Valley by VIC Users	\$10,501,964
Estimate Total Expenditures in British Columbia by VIC Users	\$20,798,006

Impact of the VIC on Traveler Behaviour

Travelers were asked four questions to gauge how the VIC impacted their trip. They were:

1. *While at the centre today, did you learn about any activities, places or attractions that you were not previously aware of?*
2. *What were those activities and when will you participate in them? On this trip or on a future trip?*
3. *On this trip do you feel you will stay an extra night or nights in British Columbia as a result of stopping at the VIC?*
4. *Do you think you will make another trip in British Columbia in the future as a result of the information you obtained at this VIC?*

The Kelowna VIC had a positive impact on traveler behaviour. Over forty percent (41%) of travelers at the Kelowna VIC indicated they learned about a new activity or destination at the VIC (Figure 23). Thirty-four percent replied they would make another trip and 13% replied they would stay another night as a result of information obtained at the VIC. Travelers indicated they would participate in most new activities on the current trip (84%) while fewer indicated they would not participate in the new activity or destination (16%) and 10% didn't know if they would participate in the new activity or not (the sum of the percentages equal more than 100% because some travelers indicated they learned about multiple new activities).

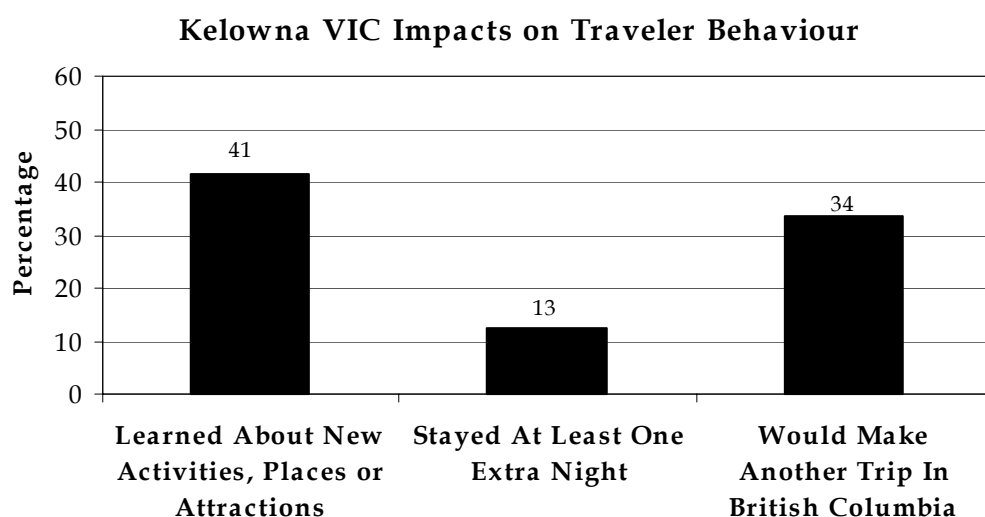


Figure 23. The percentage of travelers (n=195) at the Kelowna VIC that learned about new activities, places or attractions, stayed at least one extra night or would make another trip to British Columbia as a direct result of the Kelowna VIC.

A number of trip and traveler characteristics could influence the impact of the VIC on traveler behaviour. Characteristics like traveler origin, speaking with a VIC Counsellor, primary trip purpose, flexibility in activities participated in while in the Okanagan Valley, flexibility in the time spent in the Okanagan Valley or the time spent in British Columbia were examined to understand if they influenced the impact the Kelowna VIC had on traveler behaviour (Table 10). Unexpectedly, the impacts of the Kelowna VIC on traveler behaviour did not vary by origin of traveler. Research at other VICs has shown there was a larger impact on travelers from outside of British Columbia.

Travelers that spoke with a VIC Counsellor were more likely to be influenced by the information they received. A higher proportion of travelers that spoke with a VIC Counsellor learned about new activities and would take another trip to British Columbia as a direct result of information they obtained at the Kelowna VIC. Primary trip purpose did not significantly influence how the Kelowna VIC impacted travelers. Those travelers that were more flexible in their time in the Okanagan Valley were more likely to stay an extra night as a result of the information obtained at the Kelowna VIC.

Table 10. The impact of the Kelowna VIC on traveler behaviour by traveler origin, travelers that did and did not speak with a Counsellor, primary trip purpose and flexibility.

	Percentage of Travelers That:		
	Learned About New Activities, Places or Attraction ²	Would Stay an Extra Night or Nights ³	Would Make Another Trip ⁴
Origin⁵			
British Columbia	36.6%	14.6%	36.6%
US	50.0%	12.5%	37.5%
Overseas	22.2%	11.1%	29.6%
Other Canada	50.0%	11.8%	32.9%
Spoke With A Counsellor			
Yes	44.9%	13.8%	34.8%
No	7.1%	0.0%	21.4%
Primary Trip Purpose¹			
Leisure	41.4%	13.5%	36.1%
Visiting Friends & Family	35.7%	7.1%	14.3%
Flexibility with Activities			
Inflexible (all activities are planned)	33.3%	0.0%	0.0%
Moderately Flexible (about half of activities are planned)	36.4%	9.1%	36.4%
Very Flexible (less than half of activities are planned)	42.0%	13.0%	34.1%
Time Flexibility in the Okanagan Valley			
Inflexible (you have to depart at a set time)	52.3%	0.0%	29.5%
Moderately Flexible (you can change the time of the day for departure)	43.6%	12.8%	33.3%
Very Flexible (you can change the day of departure)	32.4%	20.6%	35.3%
Time Flexibility in British Columbia			
Inflexible (you have to depart at a set time)	47.5%	5.1%	33.9%
Moderately Flexible (you can change the time of the day for departure)	36.7%	6.7%	30.0%
Very Flexible (you can change the day of departure)	37.7%	24.5%	32.1%

1. Business travelers were not asked these impact questions.
2. Statistically different at the 0.05 level for origin and spoke with a VIC Counsellor. Sample size issues did not permit statistical testing of primary trip purpose and flexibility with activities.
3. Statistically different at the 0.05 level for time flexibility in the Okanagan Valley. Sample size issues did not permit statistical testing of spoke with a Counsellor, primary trip purpose and flexibility with activities.
4. Sample size issues did not permit statistical testing of spoke with a Counsellor, primary trip purpose and flexibility with activities.
5. To meet sample size assumptions, origin categories were combined to living within or outside of British Columbia.

Travelers at the Kelowna VIC learned about a wide range of new activities (Table 11). Of all new activities, the highest percentage of travelers learned about the wineries, lakeshore activities/beaches, the Kettle Valley Railway and Parks Alive. Fewer travelers learned about hiking/walking trails, Canada Day Activities, orchard tours and the train tour. A smaller percentage of travelers learned about the Desert Centre and rafting/floating the canal between Okanagan and Skaha Lakes. The majority of travelers indicated they would participate in the new activity/places/attractions. Almost all (98%) replied they would participate on the current trip while two percent replied they would not participate in the new activity. Only two percent of the respondents replied they would participate in

that new activity on a future trip. A third of travelers that learned about new activities indicated they would spend extra time in the Okanagan Valley to participate in those new activities.

Table 11. The proportion of travelers that learned about each new activity, the proportion that would participate in that new activity, when they would participate in those activities, the proportion of travelers that would spend extra time in the Okanagan Valley to do that activity and the average number of extra hours spent participating in that activity.

Top Ten New Activities That Travelers Learned About ⁴	% Of All New Activities (n=78)	% That Will Participate	Timeline For Participation (Percentage of Total for each) ²			% That Will Spend Extra Time ²	Average Hrs. Spent On Each Activity ^{2,3}
			Sometime on this trip	On a future trip	Unsure		
Wineries/Wine Tours	22.6	90.0%	100%	0%	0%	22.2%	8.3
Lakeshore Activities/Beaches	12.9	93.3%	100%	0%	0%	57.1%	6.5
Kettle Valley Railway	9.7	90.0%	89%	11%	0%	25.0%	5.0
Parks Alive	9.7	87.5%	100%	0%	0%	0.0%	
Walking/Hiking Trails	8.1	83.3%	100%	0%	0%	0.0%	
Canada Day Activities	6.5	75.0%	100%	0%	0%	0.0%	
Orchard Tours	6.5	100.0%	100%	0%	0%	57.1%	3.8
Train/Rail Tour	6.5	71.4%	100%	0%	0%	60.0%	18.7
Desert Centre	4.8	75.0%	100%	0%	0%	0.0%	
Rafting/Floating	4.8	50.0%	100%	0%	0%	0.0%	
All Activities	NA	83.2%	98.0%	2.0%	0.0%	32.0%¹	

1. 7.2% were unsure and 60.8% of travelers would not spend extra time.

2. Caution is warranted in interpreting these results because sample sizes are low.

3. These times were used to calculate the additional economic impacts of the Kelowna VIC.

Conclusions

1. Travelers that stop at the Kelowna VIC differ somewhat from the typical traveler intercepted in downtown Kelowna. Relative to travelers at DWTN Kelowna, those at the Kelowna VIC are more likely to be:
 - A university graduate
 - Traveling for leisure and not visiting friends and family
 - Traveling by car/truck/motorcycle or RV and not by plane or bus
 - Staying at a campground or RV park and less likely to be staying at friends and relatives
 - Traveling to a destination outside of the Okanagan Valley
 - Spending less time on their trip in the Okanagan Valley (12 days vs. 7 days)
 - First time visitors to the Okanagan Valley
 - Be in smaller parties if they don't have children

Travelers at the Kelowna VIC were similar to travelers at DWTN Kelowna in their:

- Origin
 - Age
 - Gender
 - Income
 - Party size if they have children
 - Expenditures
 - Trip planning horizons
 - Flexibility in activities, flexibility in time spent in the Okanagan Valley, flexibility in time spent in British Columbia
 - Activities (except fine dining)
2. The profile of travelers at the Kelowna VIC can be applied in several different ways.
 1. To ensure that the current information provided to VIC users reflects the needs of travelers using the VIC. For example, is there enough information at the Kelowna VIC about campground locations and activities for campers?
 2. To design a marketing plan to attract travelers who do not currently use the VIC. For example, a plan could be designed to attract travelers arriving by plane or a bus to visit the VIC.
 3. The profile of travelers at the Kelowna VIC and at DWTN Kelowna can be used for business planning and management of new and existing tourism businesses in the Okanagan Valley. The data presented here provides details of the type of clients new tourism businesses in the Okanagan Valley can expect.
 4. The majority of travelers at the Kelowna VIC spoke with a VIC Counsellor (91%). The vast majority of travelers had their expectations met or exceeded when they stopped at the Kelowna VIC because useful information was provided and there were friendly people and helpful staff.
 5. Overall, the majority of travelers at both locations (65% Kelowna VIC, 80% DWTN Kelowna) had the Okanagan Valley as their primary destination on their current trip. Travelers indicated that unique characteristics of the Okanagan Valley as a vacation destination were the beautiful

landscape/scenery followed by the wineries/vineyards, good weather, beach/water activities and the fruit/orchards. These characteristics should continue to be used in marketing efforts to attract travelers to the Okanagan Valley.

6. The Kelowna VIC had a positive impact on traveler behaviour. Over forty percent of travelers learned about new activities/places/attractions, 13% would stay at least on additional night and 34% would make another trip as a direct result of the information they obtained at the Kelowna VIC. Repeat visits are important for generating long term tourism income for the Okanagan Valley and British Columbia as a whole. Future research should be conducted to determine what percentage of travelers who said they would return actually return as a result of the information obtained.
7. Travelers who spoke with a VIC Counsellor were more likely to be influenced by the information they received. Travelers that spoke with a Counsellor were more likely to learn about new activities/places/attractions, extend their stay and make another trip as a result of information they obtained at the VIC. This finding highlights the importance of having a Counsellor available at all times to help travelers.

Limitations

1. These results are representative of travelers who stopped at the Kelowna VIC or DWTN Kelowna between June 15 and September 15 of 2002. The results do not represent the impact of the Kelowna VIC for the whole year. Applying these results to the remaining months in the year could overestimate the impact of the VIC because the study was completed during the peak tourism period. In addition, trip and traveler characteristics of visitors at other times of the year could differ from those interviewed.
2. These results are representative of the impact the Kelowna VIC had on travelers from outside of the Okanagan Valley during their trip. This study did not explore the impacts of the Kelowna VIC had on travelers calling or emailing for information prior to their visit to Kelowna. In addition, it did not describe the benefits that local residents receive from the Kelowna VIC or the benefits of locals collecting information for their non-resident guests.
3. Results from similar studies at other VICs have differed substantially from those presented here and therefore the results presented here cannot be applied to other Visitor Info Centres.
4. Results presented here do not represent the full range of analysis that can be completed with the data collected. Please contact Krista Morten, Research Services Tourism British Columbia for more information on obtaining custom reports using this data. For example, a profile of travelers visiting friends and family versus those that were traveling for leisure could be developed.

Applications

An estimate of 9,165 parties visited the Kelowna VIC between June 15 and September 15 of 2002. A number of percentages have been produced in the pages of this report that can be applied to the total number of parties.

Example

If the user of this report wanted to know how many parties that used the Kelowna VIC came in a RV the following calculation could be done.

9,165 parties * 0.083 = 761 parties with RVs used the Kelowna VIC between June 15 and September 15 of 2002.

Appendices

Appendix A-Interviewer schedule and interviews completed

Appendix B-Questionnaires

Appendix C-Response bias testing

Appendix D-Calculation of total VIC use

Appendix E-Additional VICs visited

Appendix A-Interview Schedule and Interviews Completed

Table A1. The days that interviews were conducted and number of interviews conducted at the Kelowna VIC and DWTN Kelowna during the study period.

	Kelowna VIC		DT Kelowna	
	Agree to Interview-YES	Tourists	Agree to Interview-YES	Tourists
19-Jun	13	9		
20-Jun			45	29
24-Jun			93	42
25-Jun	79	16	36	13
30-Jun				
Total June	92	25	174	84
1-Jul	42	29		
2-Jul				
7-Jul	40	21		
8-Jul			75	42
12-Jul	29	22	77	39
13-Jul				
18-Jul	34	22		
24-Jul			83	45
27-Jul	42	36		
30-Jul			43	26
Total July	187	130	278	152
1-Aug	48	27		
7-Aug	43	32		
13-Aug			75	43
14-Aug	36	21		
19-Aug	27	18		
21-Aug			56	34
24-Aug	29	23		
25-Aug	23	18		
29-Aug			66	47
Total Aug.	206	139	197	124
7-Sep	15	11		
13-Sep	33	21		
9-Sep			40	33
11-Sep			89	21
Total Sept.	48	32	129	54
Grand Total	533	326	778	414

Appendix B-Questionnaires

Appendix B-Interview Questions (Kelowna VIC)

Good morning / afternoon / evening. My name is _____, and I'm conducting a survey on behalf of Tourism BC. We want to ask you about your trip to the Okanagan Valley and the role of the Kelowna Visitor Info Centre in your trip. Can I please speak with someone in your party that is knowledgeable about your trip planning and expenditures?

Would you have ten or fifteen minutes to answer some questions? If you participate, we would like to give you a complimentary SuperNatural BC refrigerator magnet for your time.

☐ YES ☐ NO Are you sure? You will receive a complementary refrigerator magnet for completing the interview? **Thank you.**

Are you a resident of the Okanagan Valley? By Okanagan Valley we mean between Enderby and Osoyoos

☐ NO ☐ YES Thanks for agreeing to participate, in this study we are only interested in those that are travelling through.

Are you part of an organized tour group?

☐ NO ☐ YES

Where are you from? **Prov.** _____ **State** _____ **Country (Overseas)** _____

If Canada or US, what is your postal code? _____

To start with we have a few questions about your current trip.

What is the **primary** purpose of your trip to British Columbia? Is it for Leisure, Visiting Friends and Family or Business?

☐ LEISURE ☐ VISIT FRIENDS & FAMILY ☐ WORK/BUSINESS ACTIVITY ☐ OTHER _____

What is your primary destination? _____

How did you get to the Okanagan Valley? Was it by

☐ CAR/TRUCK ☐ RV ☐ BUS ☐ AIRPLANE Which airport did you use? ☐ OTHER _____
☐ PENTICTON ☐ KELOWNA ☐ KAMLOOPS
☐ OTHER _____

What day did you leave your residence on this trip? ____/____ month/day

When did you enter British Columbia? ____/____ month/day (**do not ask if from B.C.**)

What day do you plan to return to your residence? ____/____ month/day

To confirm, you will be gone for a total of ____ days (**include day left and day returning**)

How many of those days will be spent travelling in British Columbia? _____ days

How many of those days will be spent in the Okanagan Valley? _____ days

If WORK/BUSINESS what is the likelihood that you will return for leisure?

☐ NOT LIKELY AT ALL ☐ NOT LIKELY ☐ SOMEWHAT LIKELY ☐ LIKELY ☐ VERY LIKELY ☐ DK/NR

If NOT LIKELY AT ALL or NOT LIKELY why not? _____ ☐ DK/NR

If SOMEWHAT LIKELY, LIKELY or VERY LIKELY why? _____ ☐ DK/NR

That completes the interview for business travellers. Thank-You For Participating!!

Which of the following best describes your **primary** (most often used) type of accommodation? Is it a

☐ RESORT/HOTEL/MOTEL/B&B ☐ CAMPGROUND/RV ☐ FRIENDS OR RELATIVES ☐ OTHER _____

In Canadian dollars, what were your travel party's total expenditures yesterday, including accommodation?

\$ _____ ☐ BEGAN TRIP TODAY ☐ DK/NR

How flexible is your trip regarding the activities you will participate in while in the Okanagan Valley? Is it

☐ INFLEXIBLE (all activities are planned) ☐ MODERATELY FLEXIBLE (about half of activities are planned) ☐ VERY FLEXIBLE (less than half of activities are planned) ☐ DK/NR

How flexible is your trip regarding the amount of time you will spend in the Okanagan Valley? Is it

☐ INFLEXIBLE (You have to depart at a set time) ☐ MODERATELY FLEXIBLE (You can change the time of the day for departure) ☐ VERY FLEXIBLE (You can change the day of departure) ☐ DK/NR

How flexible is your trip regarding the amount of time you will spend in the BC? Is it

☐ INFLEXIBLE (You have to depart at a set time) ☐ MODERATELY FLEXIBLE (You can change the time of the day for departure) ☐ VERY FLEXIBLE (You can change the day of departure) ☐ DK/NR

Now we would like to ask you about activities you plan to or have already participated in on this trip, while in the Okanagan Valley.

While in the Okanagan Valley, have you or do you plan to: <i>(Circle your response)</i>			If YES, Was this activity NOT IMPORTANT AT ALL, NOT IMPORTANT, SOMEWHAT IMPORTANT, IMPORTANT or VERY IMPORTANT?					
	NO	YES	NOT IMPORTANT AT ALL	NOT IMPORTANT	SOMEWHAT IMPORTANT	IMPORTANT	VERY IMPORTANT	DK/ NR
Participate in a Special Dining Experience (fine dining, local cuisine)			1	2	3	4	5	9
Golf or Attend a Golf Event			1	2	3	4	5	9
Swim/Other Water-based Activities (water-skiing, windsurfing, boating)			1	2	3	4	5	9
Visit a Natural History Attraction (scenic landscape, garden, natural resource interpretation site)			1	2	3	4	5	9
Participate in Nature-Based Activities (wildlife viewing, hunting or fishing, walking, hiking or cycling or visiting a regional or provincial park)			1	2	3	4	5	9
Participate in or Attend a Sporting Event other than Golf			1	2	3	4	5	9
Shop			1	2	3	4	5	9
Attend an Arts Festival or Event (theatre, dance performance, musical concert, film festival or a poetry or literary reading)			1	2	3	4	5	9
Visit a Heritage Festival or Event			1	2	3	4	5	9
Visit a First Nations Attraction			1	2	3	4	5	9
Visit a Heritage or Historic Site			1	2	3	4	5	9
Visit a Museum			1	2	3	4	5	9
Visit a Family Attraction (Waterslides, Miniature Golf, etc.)			1	2	3	4	5	9
Visit a Wine Festival			1	2	3	4	5	9
Visit a Winery			1	2	3	4	5	9
Visit an Art Gallery			1	2	3	4	5	9
Visit an Artist Studio			1	2	3	4	5	9
Visit a Farm, Farmers Market, Orchard or Food Processor			1	2	3	4	5	9

What is your primary leisure activity while in the Okanagan Valley? _____ ☐ NONE ☐ DK/NR

Overall, how important were Arts and Culture activities in planning this trip to the Okanagan Valley? Were they:

☐ NOT IMPORTANT AT ALL ☐ NOT IMPORTANT ☐ SOMEWHAT IMPORTANT ☐ IMPORTANT ☐ VERY IMPORTANT ☐ DK/NR

How far in advance did you plan your trip?

☐ DURING THE TRIP ☐ DAY OF DEPARTURE ☐ 1-6 DAYS ☐ 1-2 WEEKS ☐ 3-8 WEEKS ☐ 9-12 WEEKS ☐ 13 WEEKS+ ☐ DK/NR

What information sources did you use to plan your trip? **Do not prompt, check all that apply**

☐ INTERNET ☐ TRAVEL AGENTS, AIRLINES, AUTO ASSOCIATIONS ☐ BROCHURES AND BOOKS ☐ VICs ☐ TOURISM BC 1-800 # OR OTHER ☐ DK/NR

☐ MEDIA COVERAGE ☐ FRIENDS, RELATIVES, CLUBS AND OTHER ASSOCIATIONS ☐ TOUR OPERATORS/TOURISM SPECIFIC BUSINESSES ☐ ADVERTISING (PRINT/TV) ☐ OTHER _____

Now, I'd like to ask you a few questions about your use of the Kelowna Visitor Info Centre.

What was your reason for stopping at the Info Centre today? **(Do not prompt-check all that apply)**

- ☐ TO OBTAIN A MAP
 ☐ TO USE THE CENTRE'S WASHROOM FACILITIES
☐ TO OBTAIN ROUTE INFORMATION
 ☐ TO TAKE A BREAK FROM TRAVELING AND GET OUT OF OUR VEHICLE
☐ TO OBTAIN ATTRACTION INFORMATION
 ☐ TO OBTAIN EVENT INFORMATION
☐ TO OBTAIN ACCOMMODATION INFORMATION
 ☐ OTHER _____
☐ TO OBTAIN REFRESHMENTS
 ☐ OTHER _____

While visiting today, what type of information did you obtain? **(Do not prompt-check all that apply)**

- ☐ NOTHING
 ☐ EVENT INFORMATION
☐ MAP
 ☐ DK/NR
☐ ROUTE INFORMATION
 ☐ OTHER _____
☐ ATTRACTION INFORMATION
 ☐ OTHER _____
☐ ACCOMMODATION (INCLUDING CAMPGROUND) INFORMATION
 ☐ OTHER _____

While visiting today, did you speak with a Visitor Information Counsellor?

- ☐ NO
 ☐ YES
 ☐ DK/NR

Did you purchase anything in the VIC?

- ☐ NO
 ☐ YES
 ☐ DK/NR

While at the Centre today, did you learn about any activities, places or attractions that you were previously not aware of?

- ☐ NO
 ☐ YES
 ☐ DK/NR

If YES, What were those activities, places or attractions? <i>Record activity.</i>	Will you participate in them?	IF YES, Will it be sometime on this trip or on a future trip?	IF SOMETIME ON THIS TRIP Will you stay extra time to complete this activity?	If YES, how many additional hours?
1. _____	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DK/NR	<input type="checkbox"/> SOMETIME ON THIS TRIP <input type="checkbox"/> ON A FUTURE TRIP <input type="checkbox"/> UNSURE <input type="checkbox"/> DK/NR	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DK/NR	_____ hr
2. _____	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DK/NR	<input type="checkbox"/> SOMETIME ON THIS TRIP <input type="checkbox"/> ON A FUTURE TRIP <input type="checkbox"/> UNSURE <input type="checkbox"/> DK/NR	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DK/NR	_____ hr
3. _____	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DK/NR	<input type="checkbox"/> SOMETIME ON THIS TRIP <input type="checkbox"/> ON A FUTURE TRIP <input type="checkbox"/> UNSURE <input type="checkbox"/> DK/NR	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DK/NR	_____ hr

Overall, will you extend this trip in British Columbia by staying an extra night or nights as a result of the information obtained at the Kelowna Visitor Info Centre?

- ☐ NO
 ☐ YES If yes, how many nights _____
 ☐ DK/NR

Will you make another trip in British Columbia in the future as a result of the information you obtained at the Kelowna Visitor Info Centre?

- ☐ NO
 ☐ YES
 ☐ DK/NR

Overall, how well did the Kelowna Visitor Info Centre live up to your original expectations? Did it EXCEED, MEET OR FALL SHORT of your expectations?

- ☐ FELL SHORT
 ☐ MET
 ☐ EXCEEDED
 ☐ DK/NR

How did the VIC exceed, meet, or fall short of your expectations? (*Don't prompt, check all that apply.*)

POSITIVE

- ☐ HELPFUL STAFF
☐ GOOD INFORMATION
☐ FRIENDLY PEOPLE
☐ GOOD ACCESS
☐ NICE BUILDING/AREA
☐ CLEAN
☐ OTHER _____
☐ OTHER _____

NEGATIVE

- ☐ POOR SIGNAGE
☐ POOR WASHROOMS
☐ POOR PARKING
☐ IMPROVE OUTSIDE AREA
☐ OTHER _____
☐ OTHER _____
☐ DK/NR

Now, I'd like to ask you a few more questions about yourself

Including yourself, how many people are in your travel party today? How many are children under 18 and how many are adults?

_____ Adult(s) _____ Child(ren) (under 18) = _____ Total

In which of the following age category are you?

- ☐ A. UNDER 24 YEARS
☐ B. 25-34 YEARS
☐ C. 35-44 YEARS
☐ D. 45-54 YEARS
☐ E. 55-64 YEARS
☐ F. 65 YEARS OR OLDER
☐ G. DK/NR

What is the highest level of education that you have completed?

- ☐ A. LESS THAN HIGH SCHOOL
☐ B. HIGH SCHOOL
☐ C. SOME TECHNICAL COLLEGE OR UNIVERSITY
☐ D. COLLEGE OR TECHNICAL DIPLOMA
☐ E. UNIVERSITY DEGREE
☐ F. MASTERS/PHD DEGREE
☐ G. OTHER _____
☐ H. DK/NR

Before taxes, in Canadian dollars, what is your approximate annual household income?

- ☐ A. LESS THAN \$25,000
☐ B. \$25,000 to \$44,999
☐ C. \$45,000 to \$64,999
☐ D. \$65,000 to \$99,999
☐ E. \$100,000 PLUS
☐ F. DK/NR

Gender of respondent (*Record, don't ask*)

- ☐ MALE ☐ FEMALE

As a follow-up to this interview, we would like to contact you after your trip to inquire how the Visitor Info Centre influenced the rest of your trip in British Columbia. Participation would involve completing one short questionnaire that will be mailed to you. In exchange, we are pleased to offer you one free edition of British Columbia Magazine and a chance to win a digital camera. All contact information will be kept confidential and only used for this study. Would you like to participate?

- ☐ NO ☐ YES

If **YES**-can I get your name and mailing address?

Name:
Mailing Address:
City:
Country:
Postal Code (<i>If Outside North America</i>) :

Thank-You For Participating!!

Appendix B-Interview Questions (DWTN Kelowna)

Good morning / afternoon / evening. My name is _____, and I'm conducting a survey on behalf of Tourism BC. We are studying habits of travellers in BC. Can I please speak with someone in your party that is knowledgeable about your trip planning and expenditures?

Would you have ten or fifteen minutes to answer some questions? If you participate, we would like to give you a complimentary SuperNatural BC refrigerator magnet for your time.

☐ YES ☐ NO Are you sure? You will receive a complementary refrigerator magnet for completing the interview? **Thank you.**

Are you a resident of the Okanagan Valley? By Okanagan Valley we mean between Enderby and Osoyoos

☐ NO ☐ YES Thanks for agreeing to participate, in this study we are only interested in those that are travelling through.

Are you part of an organized tour group?

☐ NO ☐ YES

Where are you from? **Prov.** _____ **State** _____ **Country (Overseas)** _____

If Canada or US, what is your postal code? _____

To start with we have a few questions about your current trip.

What is the **primary** purpose of your trip to British Columbia? Is it for Leisure, Visiting Friends and Family or Business?

☐ LEISURE ☐ VISIT FRIENDS & FAMILY ☐ WORK/BUSINESS ACTIVITY ☐ OTHER _____

What is your primary destination? _____

How did you get to the Okanagan Valley? Was it by

☐ CAR/TRUCK ☐ RV ☐ BUS ☐ AIRPLANE Which airport did you use? ☐ OTHER _____
☐ PENTICTON ☐ KELOWNA ☐ KAMLOOPS
☐ OTHER _____

What day did you leave your residence on this trip? ____/____ month/day

When did you enter British Columbia? ____/____ month/day (**do not ask if from B.C.**)

What day do you plan to return to your residence? ____/____ month/day

To confirm, you will be gone for a total of ____ days (**include day left and day returning**)

How many of those days will be spent travelling in British Columbia? _____ days

How many of those days will be spent in the Okanagan Valley? _____ days

If WORK/BUSINESS what is the likelihood that you will return for leisure?

☐ NOT LIKELY AT ALL ☐ NOT LIKELY ☐ SOMEWHAT LIKELY ☐ LIKELY ☐ VERY LIKELY ☐ DK/NR

If NOT LIKELY AT ALL or NOT LIKELY why not? _____ ☐ DK/NR

If SOMEWHAT LIKELY, LIKELY or VERY LIKELY why? _____ ☐ DK/NR

That completes the interview for business travellers. Thank-You for Participating!!

Which of the following best describes your **primary** (most often used) type of accommodation? Is it a

☐ RESORT/HOTEL/MOTEL/B&B ☐ CAMPGROUND/RV ☐ FRIENDS OR RELATIVES ☐ OTHER _____

In Canadian dollars, what were your travel party's total expenditures yesterday, including accommodation?

\$_____ ☐ BEGAN TRIP TODAY ☐ DK/NR

How flexible is your trip regarding the activities you will participate in while in the Okanagan Valley? Is it

☐ INFLEXIBLE (all activities are planned) ☐ MODERATELY FLEXIBLE (about half of activities are planned) ☐ VERY FLEXIBLE (less than half of activities are planned) ☐ DK/NR

How flexible is your trip regarding the amount of time you will spend in the Okanagan Valley? Is it

☐ INFLEXIBLE (You have to depart at a set time) ☐ MODERATELY FLEXIBLE (You can change the time of the day for departure) ☐ VERY FLEXIBLE (You can change the day of departure) ☐ DK/NR

How flexible is your trip regarding the amount of time you will spend in the BC? Is it

☐ INFLEXIBLE (You have to depart at a set time) ☐ MODERATELY FLEXIBLE (You can change the time of the day for departure) ☐ VERY FLEXIBLE (You can change the day of departure) ☐ DK/NR

Now we would like to ask you about activities you plan to or have already participated in on this trip, while in the Okanagan Valley.

While in the Okanagan Valley, have you or do you plan to: (Circle your response)			If YES, Was this activity NOT IMPORTANT AT ALL, NOT IMPORTANT, SOMEWHAT IMPORTANT, IMPORTANT or VERY IMPORTANT?					
	NO	YES	NOT IMPORTANT AT ALL	NOT IMPORTANT	SOMEWHAT IMPORTANT	IMPORTANT	VERY IMPORTANT	DK/NR
Participate in a Special Dining Experience (fine dining, local cuisine)			1	2	3	4	5	9
Golf or Attend a Golf Event			1	2	3	4	5	9
Swim/Other Water-based Activities (water-skiing, windsurfing, boating)			1	2	3	4	5	9
Visit a Natural History Attraction (scenic landscape, garden, natural resource interpretation site)			1	2	3	4	5	9
Participate in Nature-Based Activities (wildlife viewing, hunting or fishing, walking, hiking or cycling or visiting a regional or provincial park)			1	2	3	4	5	9
Participate in or Attend a Sporting Event other than Golf			1	2	3	4	5	9
Shop			1	2	3	4	5	9
Attend an Arts Festival or Event (theatre, dance performance, musical concert, film festival or a poetry or literary reading)			1	2	3	4	5	9
Visit a Heritage Festival or Event			1	2	3	4	5	9
Visit a First Nations Attraction			1	2	3	4	5	9
Visit a Heritage or Historic Site			1	2	3	4	5	9
Visit a Museum			1	2	3	4	5	9
Visit a Family Attraction (Waterslides, Miniature Golf, etc.)			1	2	3	4	5	9
Visit a Wine Festival			1	2	3	4	5	9
Visit a Winery			1	2	3	4	5	9
Visit an Art Gallery			1	2	3	4	5	9
Visit an Artist Studio			1	2	3	4	5	9
Visit a Farm, Farmers Market, Orchard or Food Processor			1	2	3	4	5	9

What is your primary leisure activity while in the Okanagan Valley? _____ ☐ NONE ☐ DK/NR

Overall, how important were Arts and Culture activities in planning this trip to the Okanagan Valley? Were they:

☐ NOT IMPORTANT AT ALL ☐ NOT IMPORTANT ☐ SOMEWHAT IMPORTANT ☐ IMPORTANT ☐ VERY IMPORTANT ☐ DK/NR

How far in advance did you plan your trip?

☐ DURING THE TRIP ☐ DAY OF DEPARTURE ☐ 1-6 DAYS ☐ 1-2 WEEKS ☐ 3-8 WEEKS ☐ 9-12 WEEKS ☐ 13 WEEKS+ ☐ DK/NR

What information sources did you use to plan your trip? **Do not prompt, check all that apply**

☐ INTERNET ☐ TRAVEL AGENTS, AIRLINES, AUTO ASSOCIATIONS ☐ BROCHURES AND BOOKS ☐ VICs ☐ TOURISM BC 1-800 # OR OTHER ☐ DK/NR

☐ MEDIA COVERAGE ☐ FRIENDS, RELATIVES, CLUBS AND OTHER ASSOCIATIONS ☐ TOUR OPERATORS/TOURISM SPECIFIC BUSINESSES ☐ ADVERTISING (PRINT/TV) ☐ OTHER _____

Now, I'd like to ask you a few more questions about yourself

Including yourself, how many people are in your travel party today? How many are children under 18 and how many are adults?

_____ Adult(s) _____ Child(ren) (under 18) = _____ Total

In which of the following age category are you?

- | | |
|--|---|
| <input type="checkbox"/> A. UNDER 24 YEARS | <input type="checkbox"/> E. 55-64 YEARS |
| <input type="checkbox"/> B. 25-34 YEARS | <input type="checkbox"/> F. 65 YEARS OR OLDER |
| <input type="checkbox"/> C. 35-44 YEARS | <input type="checkbox"/> G. DK/NR |
| <input type="checkbox"/> D. 45-54 YEARS | |

What is the highest level of education that you have completed?

- | | |
|--|--|
| <input type="checkbox"/> A. LESS THAN HIGH SCHOOL | <input type="checkbox"/> E. UNIVERSITY DEGREE |
| <input type="checkbox"/> B. HIGH SCHOOL | <input type="checkbox"/> F. MASTERS/PHD DEGREE |
| <input type="checkbox"/> C. SOME TECHNICAL COLLEGE OR UNIVERSITY | <input type="checkbox"/> G. OTHER _____ |
| <input type="checkbox"/> D. COLLEGE OR TECHNICAL DIPLOMA | <input type="checkbox"/> H. DK/NR |

Before taxes, in Canadian dollars, what is your approximate annual household income?

- | | |
|--|--|
| <input type="checkbox"/> A. LESS THAN \$25,000 | <input type="checkbox"/> D. \$65,000 to \$99,999 |
| <input type="checkbox"/> B. \$25,000 to \$44,999 | <input type="checkbox"/> E. \$100,000 PLUS |
| <input type="checkbox"/> C. \$45,000 to \$64,999 | <input type="checkbox"/> F. DK/NR |

Gender of respondent (**Record, don't ask**)

- ☐ MALE ☐ FEMALE

As a follow-up to this interview, we would like to contact you after you get home to inquire about the remainder of your trip. Participation would involve completing one short questionnaire that will be mailed to you. In exchange, we are pleased to offer you one free edition of British Columbia Magazine and a chance to win a digital camera. All contact information will be kept confidential and only used for this study. Would you like to participate?

- ☐ NO ☐ YES

If **YES**-can I get your name and mailing address?

Name:
Mailing Address:
City:
Country:
Postal Code (<i>If Outside North America</i>) :

Thank-You For Participating!!

Appendix B-Mailback Questionnaire (Kelowna VIC)

The Kelowna Visitor Info Centre

Did it change your trip?



**SUPER, NATURAL
BRITISH COLUMBIA™**

**Visitor Info
CENTRE**

Please return your completed questionnaire in the enclosed envelope to:

**Tourism British Columbia
Research Services
Box 9830, Stn Prov. Gov't, 300-1803 Douglas St.
Victoria, BC Canada V8W 9W5**



Section 1 – This first section asks questions about characteristics of your trip within British Columbia. Please answer all of the following questions in regard to the trip that we encountered you at the Kelowna Visitor Info Centre.

1. How many days did you spend away from home on the trip that we encountered you on? *Fill in the most appropriate response.*

_____ DAY(S) AWAY FROM HOME

2. How many of those days were spent in British Columbia? If you are from British Columbia and you spent your whole vacation within the province, this reply should equal your reply to question 1. *Fill in the most appropriate response.*

_____ DAY(S) IN BRITISH COLUMBIA

3. How many of those days were spent in the Okanagan Valley? By the Okanagan Valley, we mean from Enderby at the north end to Osoyoos at the south end. *Fill in the most appropriate response.*

_____ DAY(S) IN THE OKANAGAN VALLEY

4. What was the primary purpose of your trip in British Columbia? *Circle the most appropriate response.*

- A. LEISURE
B. VISIT FRIENDS AND FAMILY
C. WORK OR BUSINESS ACTIVITY
D. OTHER (*Specify*) _____

- 5a. Was your primary destination within the Okanagan Valley? *Circle the most appropriate response.*

- A. YES → What was your primary destination within the Okanagan Valley? _____
B. NO → What was your primary destination? _____ *Go to Q5c.*
C. DON'T KNOW

- 5b. Did you consider any other destinations when planning your trip to the Okanagan Valley? *Circle the most appropriate response.*

- A. YES → Where? (*Specify*) _____
B. NO _____
C. DON'T KNOW _____

- 5c. Why did you decide to come to the Okanagan Valley? *Fill in the most appropriate response.*

6. Was this your first trip to the Okanagan Valley? *Circle the most appropriate response.*

- A. YES
B. NO → How many trips have you previously made? (*Specify*) _____ trips
C. DON'T KNOW

7. Which of the following best describes your **primary** (most often used) type of accommodation while in British Columbia? *Circle the most appropriate response.*
- A. RESORT / HOTEL / MOTEL / BED AND BREAKFAST
 - B. CAMPGROUND/RV PARK
 - C. FRIENDS OR RELATIVES
 - D. OTHER (*Specify*) _____
8. We encountered you at the Kelowna Visitor Info Centre, on that trip did you visit any other Visitor Info Centres in British Columbia? *Circle the most appropriate response.*
- A. YES → Where? (*Specify*) 1. _____
 - B. NO 2. _____
 - C. DON'T KNOW 3. _____

Section 2 – This section asks questions about your daily expenditures while in British Columbia.

9. On the trip we encountered you, what do you estimate was your travel party's average **DAILY** expenditure while in British Columbia? *Fill in the appropriate amount in Canadian dollars.*

\$ _____ CANADIAN DOLLARS

10. Approximately what percentage of your average daily expenditure (24 hr. period) in British Columbia was attributable to each of the following categories: *Fill in the appropriate proportion.*

_____ %	ACCOMMODATION
_____ %	TRANSPORTATION
_____ %	FOOD AND BEVERAGE
_____ %	SHOPPING
_____ %	ATTRACTIONS
_____ %	OUTDOOR RECREATION
_____ %	OTHER ENTERTAINMENT
_____ %	OTHER (<i>Specify</i>) _____
= 100%	

Section 3 – This section asks questions about the impact of the Kelowna Visitor Info Centre on your trip.

11. Overall, did you extend your trip within British Columbia by staying an extra night or nights as a result of the information obtained at the Kelowna Visitor Info Centre? *Circle the most appropriate response.*
- A. YES → How many additional nights did you spend? (*Specify*) _____ nights
 - B. NO
 - C. DON'T KNOW

12a. We want to know about any new activities, attractions, events or destinations that you learned about at the Kelowna Visitor Info Centre. On the trip where we interviewed you, did you participate in any additional activities, attractions, events or destinations as a result of the information you received at the Kelowna Visitor Info Centre? *Circle the most appropriate response.*

- A. YES —————→ Go to Q12b and then 12c
 B. NO —————→ Go to Q13
 C. DON'T KNOW —————→ Go to Q13

12b. What were those additional attractions, events or destinations that you learned about at the Kelowna Visitor Info Centre? *Please list up to three (3) activities.*

Activity 1 _____
 Activity 2 _____
 Activity 3 _____

12c. For each activity listed above please complete the questions in the table below.

Activity	Did you lengthen your stay to participate in this activity? <i>Circle YES or NO</i>	If YES, how much additional time did you take for this activity? <i>Fill in the appropriate amount of time in hours or days.</i>
1	A. NO —————→ Go to Activity 2 B. YES —————→	————→ _____ HOURS OR _____ DAYS
2	A. NO —————→ Go to Activity 3 B. YES —————→	————→ _____ HOURS OR _____ DAYS
3	A. NO —————→ Go to Q13 B. YES —————→	————→ _____ HOURS OR _____ DAYS

13. Will you take another trip to or within British Columbia as a result of the information that you obtained at the Kelowna Visitor Info Centre? *Circle the most appropriate response.*

- A. YES
 B. NO
 C. DON'T KNOW

14. How useful was the information that you received at the Kelowna Visitor Info Centre? *Circle the most appropriate response.*

- A. NOT USEFUL AT ALL
 B. NOT USEFUL
 C. SOMEWHAT USEFUL
 D. USEFUL
 E. VERY USEFUL
 F. DID NOT RECEIVE ANY INFORMATION
 G. DON'T KNOW

15. Overall, how well did the Kelowna Visitor Info Centre live up to your original expectations? *Circle the most appropriate response.*
- A. FELL SHORT
 - B. MET
 - C. EXCEEDED
 - D. DON'T KNOW
16. Given your experience at the Kelowna Visitor Info Centre, how likely are you to visit other Visitor Info Centres within British Columbia? *Circle the appropriate response.*
- A. NOT LIKELY AT ALL
 - B. NOT LIKELY
 - C. SOMEWHAT LIKELY
 - D. LIKELY
 - E. VERY LIKELY
 - F. DON'T KNOW

Section 4 – This section asks questions about the Okanagan Valley (between Enderby and Osoyoos) as a vacation destination.

17. What positive and/or negative images come to mind when you think of the **Okanagan Valley** as a vacation destination? *Please list up to three positive and three negative images.*

Positive	Negative
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

18. What are the unique characteristics of the **Okanagan Valley** as a vacation destination? Unique characteristics are those that make the Okanagan Valley different from other destinations. *Please fill in up to three unique characteristics.*

1. _____
2. _____
3. _____

19. Overall, how satisfied or dissatisfied were you with your trip to the **Okanagan Valley**? *Circle the appropriate response.*
- A. VERY DISSATISFIED
 - B. SOMEWHAT DISSATISFIED
 - C. NEITHER SATISFIED OR DISSATISFIED
 - D. SOMEWHAT SATISFIED
 - E. VERY SATISFIED
 - F. DON'T KNOW

20. Given your experience in the **Okanagan Valley**, how likely are you to return for a future leisure trip? *Circle the appropriate response.*
- A. NOT LIKELY AT ALL
 - B. NOT LIKELY
 - C. SOMEWHAT LIKELY
 - D. LIKELY
 - E. VERY LIKELY
 - F. DON'T KNOW
21. How important are arts and cultural activities or events in deciding the likelihood of returning to the **Okanagan Valley** on a leisure trip? *Circle the appropriate response.*
- A. NOT IMPORTANT AT ALL
 - B. NOT IMPORTANT
 - C. SOMEWHAT IMPORTANT
 - D. IMPORTANT
 - E. VERY IMPORTANT
 - F. DON'T KNOW

Section 5 – This section asks questions about British Columbia as a vacation destination.

22. Overall, how satisfied or dissatisfied were you with your trip in **British Columbia**? *Circle the appropriate response.*
- A. VERY DISSATISFIED
 - B. SOMEWHAT DISSATISFIED
 - C. NEITHER SATISFIED OR DISSATISFIED
 - D. SOMEWHAT SATISFIED
 - E. VERY SATISFIED
 - F. DON'T KNOW
23. Are you a resident of British Columbia?
- A. YES → Go to Q26
 - B. NO → Go to Q24
24. Given your experience in **British Columbia**, how likely are you to return for a future vacation? *Circle the appropriate response.*
- A. NOT LIKELY AT ALL
 - B. NOT LIKELY
 - C. SOMEWHAT LIKELY
 - D. LIKELY
 - E. VERY LIKELY
 - F. DON'T KNOW

25. How important are arts and cultural activities or events in deciding to return to **British Columbia** on a vacation? *Circle the appropriate response.*

- A. NOT IMPORTANT AT ALL

B. NOT IMPORTANT

C. SOMEWHAT IMPORTANT

D. IMPORTANT

E. VERY IMPORTANT

F. DON'T KNOW
-
- Go to Q28

26. Given your experience traveling in **British Columbia** on this trip, are you more or less likely to take another vacation within British Columbia? *Circle the appropriate response.*

- A. MUCH LESS LIKELY
- B. LESS LIKELY
- C. NEITHER MORE OR LESS LIKELY
- D. MORE LIKELY
- E. MUCH MORE LIKELY
- F. DON'T KNOW

27. How important are arts and cultural activities or events in deciding to take another vacation within **British Columbia**? *Circle the appropriate response.*

- A. NOT IMPORTANT AT ALL
- B. NOT IMPORTANT
- C. SOMEWHAT IMPORTANT
- D. IMPORTANT
- E. VERY IMPORTANT
- F. DON'T KNOW

28. Who was in your travel party when you stopped at the Kelowna Visitor Info Centre? Please indicate their relationship to you, age and gender. Please start with yourself. *Fill in the appropriate response.*

Who? (e.g wife, husband, son, daughter, parent, friend)	Age (in years)	Gender (M=Male, F=Female)
1 Myself		
2		
3		
4		
5		

29. Is there anything else you would like to tell us about your experience at the Kelowna Visitor Info Centre? Any comments you have will help improve service at all Visitor Info Centres.

Thank you for your help.

**For your chance to win a digital camera,
please return your completed questionnaire in the enclosed envelope to
Tourism British Columbia Research Services
Box 9830, Stn Prov Gov't, 300- 1803 Douglas St.
Victoria, BC Canada V8W 9W5**

Appendix B-Mailback Questionnaire (DWTN Kelowna)

Your trip in British Columbia:

What was your experience?



Please return your completed questionnaire in the enclosed envelope to:

**Tourism British Columbia
Research Services
Box 9830, Stn Prov Gov't, 300-1803 Douglas St.
Victoria, BC Canada V8W 9W5**

Section 1 – This first section asks questions about characteristics of your trip within British Columbia. Please answer all of the following questions in regard to the trip that we encountered you at in the Okanagan Valley.

1. How many days did you spend away from home on the trip that we encountered you on? *Fill in the most appropriate response.*

_____ DAY(S) AWAY FROM HOME

2. How many of those days were spent in British Columbia? If you are from British Columbia and you spent your whole vacation within the province, this reply should equal your reply to question 1. *Fill in the most appropriate response.*

_____ DAY(S) IN BRITISH COLUMBIA

3. How many of those days were spent in the Okanagan Valley? By the Okanagan Valley, we mean from Enderby at the north end to Osoyoos at the south end. *Fill in the most appropriate response.*

_____ DAY(S) IN THE OKANAGAN VALLEY

4. What was the primary purpose of your trip in British Columbia? *Circle the most appropriate response.*

- A. LEISURE
- B. VISIT FRIENDS AND FAMILY
- C. WORK OR BUSINESS ACTIVITY
- D. OTHER (*Specify*) _____

- 5a. Was your primary destination within the Okanagan Valley? *Circle the most appropriate response.*

- A. YES → What was your primary destination within the Okanagan Valley? _____
- B. NO → What was your primary destination? _____ *Go to Q5c.*
- C. DON'T KNOW

- 5b. Did you consider any other destinations when planning your trip to the Okanagan Valley ? *Circle the most appropriate response.*

- A. YES → Where? (*Specify*) _____
- B. NO _____
- C. DON'T KNOW _____

- 5c. Why did you decide to come to the Okanagan Valley? *Fill in the most appropriate response.*

6. Was this your first trip to the Okanagan Valley? *Circle the most appropriate response.*

- A. YES
- B. NO → How many trips have you previously made? (*Specify*) _____ trips
- C. DON'T KNOW

7. Which of the following best describes your **primary** (most often used) type of accommodation while in British Columbia? *Circle the most appropriate response.*

- A. RESORT / HOTEL / MOTEL / BED AND BREAKFAST
- B. CAMPGROUND/RV PARK
- C. FRIENDS OR RELATIVES
- D. OTHER (Specify) _____

Section 2 – This section asks questions about your daily expenditures while in British Columbia.

8. On the trip we encountered you, what do you estimate was your travel party's average **DAILY** expenditure while in British Columbia? *Fill in the appropriate amount in Canadian dollars.*

\$ _____ CANADIAN DOLLARS

9. Approximately what percentage of your average daily expenditure (24 hr. period) in British Columbia was attributable to each of the following categories: *Fill in the appropriate proportion.*

_____ %	ACCOMMODATION
_____ %	TRANSPORTATION
_____ %	FOOD AND BEVERAGE
_____ %	SHOPPING
_____ %	ATTRACTIONS
_____ %	OUTDOOR RECREATION
_____ %	OTHER ENTERTAINMENT
_____ %	OTHER (Specify) _____
= 100%	

Section 3 – This section asks questions about the use of Visitor Info Centres while in the Okanagan Valley.

10. Did you visit a Visitor Info Centre in the Okanagan Valley?

- | | | | |
|-----------------|------------------|----------|-----------|
| A. YES → | Where? (Specify) | 1. _____ | Go to Q11 |
| B. NO → | Go to Q14 | 2. _____ | |
| C. DON'T KNOW → | Go to Q14 | 3. _____ | |

11. How useful was the information that you received at that Visitor Info Centre (evaluate the first Visitor Info Center you listed in question 10)? *Circle the most appropriate response.*

- A. NOT USEFUL AT ALL
- B. NOT USEFUL
- C. SOMEWHAT USEFUL
- D. USEFUL
- E. VERY USEFUL
- F. DID NOT RECEIVE ANY INFORMATION
- G. DON'T KNOW

12. Overall, how well did that Visitor Info Centre live up to your original expectations? *Circle the most appropriate response.*

- A. FELL SHORT
- B. MET
- C. EXCEEDED
- D. DON'T KNOW

13. Why didn't you visit a Visitor Info Centre in the Okanagan Valley? *Please fill in the appropriate response.*

Section 4 – This section asks questions about the Okanagan Valley (between Enderby and Osoyoos) as a vacation destination.

14. What positive and/or negative images come to mind when you think of the **Okanagan Valley** as a vacation destination? *Please list up to three positive and three negative images.*

Positive	Negative
1. <hr/>	1. <hr/>
2. <hr/>	2. <hr/>
3. <hr/>	3. <hr/>

15. What are the unique characteristics of the **Okanagan Valley** as a vacation destination? Unique characteristics are those that make the Okanagan Valley different from other destinations. *Please fill in up to three unique characteristics.*

1.

2.

3.

16. Overall, how satisfied or dissatisfied were you with your trip to the **Okanagan Valley**? *Circle the appropriate response.*

- A. VERY DISSATISFIED
- B. SOMEWHAT DISSATISFIED
- C. NEITHER SATISFIED OR DISSATISFIED
- D. SOMEWHAT SATISFIED
- E. VERY SATISFIED
- F. DON'T KNOW

17. Given your experience in the **Okanagan Valley**, how likely are you to return for a future leisure trip? *Circle the appropriate response.*
- A. NOT LIKELY AT ALL
 - B. NOT LIKELY
 - C. SOMEWHAT LIKELY
 - D. LIKELY
 - E. VERY LIKELY
 - F. DON'T KNOW
18. How important are **arts and cultural activities** or events in deciding the likelihood of returning to the Okanagan Valley on a leisure trip? *Circle the appropriate response.*
- A. NOT IMPORTANT AT ALL
 - B. NOT IMPORTANT
 - C. SOMEWHAT IMPORTANT
 - D. IMPORTANT
 - E. VERY IMPORTANT
 - F. DON'T KNOW

Section 5 – This section asks questions about British Columbia as a vacation destination.

19. Overall, how satisfied or dissatisfied were you with your trip in **British Columbia**? *Circle the appropriate response.*
- A. VERY DISSATISFIED
 - B. SOMEWHAT DISSATISFIED
 - C. NEITHER SATISFIED OR DISSATISFIED
 - D. SOMEWHAT SATISFIED
 - E. VERY SATISFIED
 - F. DON'T KNOW
20. Are you a resident of British Columbia?
- A. YES —————> Go to Q23
 - B. NO —————> Go to Q21
 - C. DON'T KNOW
21. Given your experience in **British Columbia**, how likely are you to return for a future vacation? *Circle the appropriate response.*
- A. NOT LIKELY AT ALL
 - B. NOT LIKELY
 - C. SOMEWHAT LIKELY
 - D. LIKELY
 - E. VERY LIKELY
 - F. DON'T KNOW

22. How important are arts and cultural activities or events in deciding to return to **British Columbia** on a vacation? *Circle the appropriate response.*

- A. NOT IMPORTANT AT ALL

B. NOT IMPORTANT

C. SOMEWHAT IMPORTANT

D. IMPORTANT

E. VERY IMPORTANT

F. DON'T KNOW
- Go to O25

23. Given your experience traveling in **British Columbia** on this trip, are you more or less likely to take another vacation within British Columbia? *Circle the appropriate response.*

- A. MUCH LESS LIKELY
- B. LESS LIKELY
- C. NEITHER MORE OR LESS LIKELY
- D. MORE LIKELY
- E. MUCH MORE LIKELY
- F. DON'T KNOW

24. How important are arts and cultural activities or events in deciding to take another vacation within **British Columbia**? *Circle the appropriate response.*

- A. NOT IMPORTANT AT ALL
- B. NOT IMPORTANT
- C. SOMEWHAT IMPORTANT
- D. IMPORTANT
- E. VERY IMPORTANT
- F. DON'T KNOW

25. Who was in your travel party when we interviewed you? Please indicate their relationship to you, age and gender. Please start with yourself. *Fill in the appropriate response.*

Who? (e.g wife, husband, son, daughter, parent, friend)	Age (in years)	Gender (M=Male, F=Female)
1 Myself		
2		
3		
4		
5		

26. Is there anything else you would like to tell us about your experience while in the **Okanagan Valley**?

Thank you for your help.

For your chance to win a digital camera,
please return your completed questionnaire in the enclosed envelope to

Tourism British Columbia Research Services
Box 9830, Stn Prov Gov't, 300- 1803 Douglas St.
Victoria, BC Canada V8W 9W5

Appendix C-Response Bias Testing

Response Bias Testing

Methods

The study design produced four sets of data that are available for analysis - the interview and mailback questionnaires at each location (interview Kelowna VIC, interview DWTN Kelowna mailback Kelowna VIC and mailback DWTN Kelowna). At both locations, the respondents and the responses could vary between the interview and mailback questionnaires. The respondents could differ because travelers could drop out of the study by not agreeing to complete the mailback questionnaires or by not completing the mailback questionnaire if they had agreed to complete it. Both instances could cause the mailback questionnaire results to be unrepresentative of travelers interviewed (non-response bias).

A series of tests were conducted to assess the mailback questionnaires' representativeness or, in other words, if the mailback questionnaire results portray the actual population of travelers interviewed.

Representativeness was assessed by:

1. Comparing demographics, trip and traveler characteristics between those that agreed and did not agree to complete the mailback questionnaire at both locations (Tables A2, A3).
2. Comparing demographics, trip and traveler characteristics between those that responded and those that did not respond to the mailback questionnaire at both locations (of those that agreed; (Tables A2, A3).

Responses to similar questions in the interview and mailback questionnaires could vary due to real differences in traveler behaviour (for example, a traveler may have perceived that the VIC had a different impact on their trip when they were interviewed compared to the responses on the mailback questionnaire). Therefore a series of questions were asked in the same way on both the interview and mailback questionnaire. Differences between responses to the two questionnaires were assessed by comparing responses to key questions that were asked in both the interview and on the mailback questionnaire (Table A4).

Results

Differences in Respondents that Agreed or Did Not Agree to Mailback

- At the Kelowna VIC, there were very few differences in those respondents that agreed to participate in the mailback questionnaire and those that did not agree to participate in the mailback questionnaire (residence category was the only significant difference). At the Kelowna VIC 71% of BC residents, 80% of US residents 59% of OVS residents and 75% of residents from other places in Canada agreed to participate in the mailback questionnaire.
- The proportion of OVS residents that agreed to the mailback is lower than the other residence categories (statistically significant).
- No differences existed between respondents at DWTN Kelowna (residence, gender, income and days in British Columbia).

Differences in Respondents that Returned/Did Not Return the Mailback Questionnaire

- No non-response bias issues with residence or gender at either location.
- There was a statistically significant difference at both locations in the age category. Young respondents were less likely to respond to the survey than older respondents.

- At the Kelowna VIC there were no differences in length of stay in BC between those that responded to the mailback and those that did not respond to the mailback (14.1 days, 13.5 days respectively). However, at DWTN Kelowna those that responded to the mailback questionnaire were on average, on shorter trips to BC than those that did not respond to the questionnaire (11.1 days, 20.3 days respectively).
- At both the Kelowna VIC and DWTN Kelowna there was no difference in daily expenditures between those that responded to the mailback questionnaire and those that did not respond to the mailback questionnaire.

Differences in Interview/Mailback Responses

- At both locations, mailback respondents were less likely to indicate they were traveling with children. At the Kelowna VIC 30% indicated they had children in their travel party whereas on the mailback questionnaire only 8% indicated they had children in their travel party. At DWTN Kelowna, 31% indicated they had children in their travel party whereas on the mailback questionnaire only 11% indicated they had children in their travel party. Respondents were less likely to count their children traveling with them on the mailback questionnaire. In addition, these differences resulted in travelers reporting a smaller party size on the mailback questionnaire than in the interview.
- There was no difference in the number of parties that indicated they learned about new activities, places or destinations and those that indicated they would extend their stay between the interview and mailback questionnaire.
- There was a difference in the number of parties that replied they would take another trip to BC as a direct result of the information they obtained at the Kelowna VIC. In the interview, 34% indicated they would take another trip to/within BC whereas on the mailback questionnaire 44% indicated they would take another trip to/within BC. An important note is in the interview only 8% replied they 'Didn't Know' whereas in the mailback questionnaire 31% replied they 'Didn't Know'.
- There was a difference in the respondents' expectations between the mailback and the interview. Fewer agreed that the Kelowna VIC exceeded their expectations in the mailback questionnaire than the interview.

Conclusions

- Overall, very few differences existed between those that agreed to participate in the mailback questionnaire and those that did not agree to participate in the mailback questionnaire.
- Mailback responses are generally representative of the population that was interviewed.
- Only one difference existed in the interview and mailback questionnaire responses for the VIC impact questions. A slightly higher proportion of respondents in the mailback questionnaire indicated they would take another trip to British Columbia.
- Due to the above factors and to be conservative, the interview data was used to summarise the impact of the Kelowna VIC had on travelers. Mailback questionnaire responses were used only when the question was not asked in the interview.
- These results are consistent with similar research conducted by Research Services at other VICs in British Columbia.

Table A2. A summary of the comparisons between those that agreed to the mailback questionnaire and those that did not, those that did and did not respond to the mailback questionnaire and between the interview and mailback responses for the Kelowna VIC.

Kelowna VIC	✓ Mark Indicates a Statistical Difference		
	Agreed to Mailback ¹	Mailback Responses (Non-Response Bias)	Interview/Mailback Responses
Residence Category	✓	N	-
Gender	N	N	-
Age	N	✓	-
Party Size	N	N	✓
Parties With Children	N	N	✓
Income	N	N	-
Education	N	N	-
Met Expectations	N	N	✓
Days Away from Home	N	N	N
Days in BC	N	N	N
Daily Expenditure ²	N	N	N
Learn About New Activities	N	N	N
Overall Extend Trip ³	N	N	N
Overall, Take Another Trip To/In BC	N	N	✓

1. Represents only people that agreed to participate in the mailback questionnaire.

2. Expenditures comparisons only included those that could answer the question in the interview. Those that started their trip today and those that did not answer the question were excluded.

3. ND probably due to the sample size issue. As 33% of those that agreed they would extend their trip responded to the mailback (n=15 total yes and no) whereas 60% of those that said their trip would not be extended replied to the mailback questionnaire.

Table A3. A summary of the comparisons between those that agreed to the mailback questionnaire and those that did not, those that did and did not respond to the mailback questionnaire and between the interview and mailback responses for DWTN Kelowna.

DWTN Kelowna	✓ Mark Indicates a Statistical Difference		
	Agreed to Mailback	Non-Response	Interview/Mailback Responses
Residence Category	N	N	-
Gender	N	N	-
Age	N	✓	-
Party Size	N	N	✓
Parties With Children	N	N	✓
Income	N	N	-
Education	N	N	-
Days Away from Home	N	✓	N
Days in BC	N	✓	N
Daily Expenditure	N	N	N

Table A4. A summary of differences in data between the interview and mailback questionnaire at both the Kelowna VIC and DWTN Kelowna.

Location	Concept/Questions	Trip Characteristics Results		Statistically Different? ³
		Interview (n)	Mailback (n)	
Kelowna VIC¹	Mean Days Away From Home	23.3	20.6	No
	Mean Days In BC	14.1	11.2	No
	Primary Purpose-Leisure (%)	85.1	79.0	No
	Primary Purpose-VFR (%)	11.1	11.0	
	Primary Purpose-Other (%)	3.7	8.0	
	Primary Accommodations-Hotel (%)	39.9	52.2	No ²
	Primary Accommodations -Campground (%)	38.9	36.0	
	Primary Accommodations -Friends & Rel. (%)	10.5	7.0	
	Primary Accommodations -Other (%)	10.8	5.0	
	Mean Daily Expenditures	\$185.23	\$208.17	No
	VIC Live Up To Expectations-Fell Short (%)	1.3	4.0	Yes ²
	VIC Live Up To Expectations-Met (%)	70.4	55.6	
	VIC Live Up To Expectations-Exceeded (%)	28.3	40.4	
	VIC Live Up To Expectations-DK/NR (%)	0.0	2.0	
	Party Size	2.9	1.6	Yes
	Parties with Children	30.7	8.4	Yes
	Learn About New Activities	41.4	47.4	No
	Overall Extend Trip	12.5	12.0	No
	Overall, Take Another Trip to/within BC	33.6	43.9	Yes
Downtown	Mean Days Away From Home	15.0	14.8	No
Kelowna¹	Mean Days In BC	11.3	11.1	No
	Primary Purpose-Leisure (%)	70.4	59.7	Yes
	Primary Purpose-VFR (%)	21.9	30.5	
	Primary Purpose-Other (%)	7.7	9.7	
	Primary Accommodations-Hotel (%)	46.5	51.3	Yes
	Primary Accommodations -Campground (%)	18.7	17.5	
	Primary Accommodations -Friends & Rel. (%)	24.3	27.9	
	Primary Accommodations -Other (%)	10.4	3.2	
	Mean Daily Expenditures	\$155.83	\$208.29	No
	Party Size	3.7	1.8	Yes
	Parties with Children	30.6	13.6	Yes

1. A paired-samples t-test was used to compare the expenditures between the interview and the mailback. Only those respondents that answered both the interview and mailback expenditure questions were used. The means in this table are not only those that had a paired response.
2. Travelers responding 'Don't Know' were excluded from statistical test to meet sample size requirements.
3. Paired sample t-tests were run on variables with ratio level data (mean days from home, mean days in BC, mean daily expenditures and party size) and these results are displayed. Correlation coefficients tests were also run on those variables with ratio level data. In all cases the result was significant implying correlation for all variables except for the mean daily expenditures at the Kelowna VIC.

Appendix D-Calculation of Total VIC Use

Calculation of total parties that use the Kelowna VIC

1. A proportion of parties that spoke with a Counsellor on each day of the study period was obtained.
2. The number of parties counted by VIC Counsellors was obtained for that day (daily party counts).
3. The daily party count was divided by the percentage of parties that replied they spoke with a Counsellor to obtain the estimated total daily parties.
4. The estimated total daily parties was averaged for each month and multiplied by the number of days in each month (estimated total monthly parties).
5. The estimated total monthly parties for June (1/2), July, August and September (1/2) was summed to get obtain total parties.

Table A5. The proportion of parties interviewed that spoke with a Counsellor, VIC counts of parties counselled and the estimated total daily parties and estimated total monthly parties.

Date	Spoke with a Counsellor	Kelowna VIC Daily Party Counts¹	Estimated Total Daily Parties	Estimated Total Monthly Parties
June 19	100.0	60	60	1,007
June 25	88.9	66	74	
June Total		63.00	67.13	
July 1	92.9	99	107	3,319
July 7	100	68	68	
July 13	100	116	116	
July 18	87.5	110	126	
July 27	88.2	105	119	
July Total		99.60	107.07	
August 1	83.3	105	126	3,404
August 7	87.5	137	157	
August 14	100	98	98	
August 19	85.7	113	132	
August 24	85.7	75	88	
August 25	100	59	59	
August Total		97.83	109.82	
September 7	75	64	85	1,435
September 13	87.5	88	101	
September Total		76.00	95.68	
Grand Total				9,165

1. Excludes local parties.

Appendix E-Additional VICs Visited

Table A6. Locations of VICs that travelers stopped at in addition to the Kelowna VIC.

VIC	Number of Responses
1 north of Kelowna	1
Abbotsford	1
Armstrong	1
Banff	1
Chilliwack	1
Clearwater	1
Delta	1
Duncan	1
Fernie	1
Golden	1
Grand Forks	1
Harrison	1
Hope	1
Kamloops	5
Keremeos	1
Lake Louise	1
Merritt	3
Midway	1
Mission	1
Mt Robson	2
Nakusp	1
Nanaimo	1
Nelson	2
Oliver	2
On Trans Can 1 (highway)	1
Osoyoos	3
Peachland	1
Penticton	4
Port Alberni	1
Revelstoke	1
Revelstoke	3
Sicamous	2
Sidney	2
Tofino	2
Trail	1
Vancouver	8
Vernon	4
Victoria	8
Wells Grey Park	1
Westbank	1
Whistler	1