



TOURISM BRITISH COLUMBIA
C A N A D A

RESEARCH SERVICES

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

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Executive Summary

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

1. To profile travelers who use the Hope VIC in terms of traveler and trip characteristics.
2. To measure the influence the Hope 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 Hope VIC and a reference site (Hunter Creek Rest Area). 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 travelers perceptions of the Hope area and British Columbia after their trip was complete.

- In July and August of 2002, 1,476 people were approached at the Hope VIC or Hunter Creek. Of those, 543 agreed to complete the interview but 173 were excluded because they were from the local area, resulting in 370 useable surveys.
- At the Hope VIC, 19% of travelers were from British Columbia, 34% were from other provinces in Canada, 22% were from the US and 26% were from Overseas. In contrast, a higher proportion of travelers at Hunter Creek were from British Columbia (42%) and fewer were from other Canadian provinces (20%), the US (20%), or Overseas (20%). This suggests that British Columbia residents are less likely than other travelers to visit a VIC.
- At the Hope VIC, the average party size was 2.7 people and 15% of travel parties had children. Those parties with children had, on average, 1.9 children traveling with them. The travel party size and the proportion of parties with children were similar at Hunter Creek. Those parties with children had, on average 2.1 children traveling with them.
- The majority of travelers at the Hope VIC were traveling for leisure purposes (83%) while fewer were traveling to visit friends and family (13%) or for business (5%). In contrast, more travelers at Hunter Creek were traveling to visit friends and family (31%) or for business (9%).
- Most travelers at both the Hope VIC and Hunter Creek were traveling in a car, truck or motorcycle (89%, 92% respectively). A higher proportion of RV's stopped at the Hope VIC than Hunter Creek.

- The proportion of travelers at the Hope VIC staying at a Resort/Hotel/Motel or Bed and Breakfast (44%) was slightly higher than those staying at a RV Park or Campground (41%) and only a small proportion of travelers were staying with Friends or Relatives (9%). This result differed from travelers at Hunter Creek. A higher proportion of travelers at Hunter Creek stayed at a Resort/Hotel/Motel or Bed and Breakfast (58%) or with Friends or Relatives (21%) than at the Hope VIC.
- The primary destination of travelers was similar between locations. The majority of travelers were headed somewhere within British Columbia (67% Hope VIC and 71% Hunter Creek). Just under half of travelers at the Hope VIC (47%) were traveling westbound within British Columbia (Fraser Valley, GVRD or Vancouver Island) while 43% of travelers at Hunter Creek were traveling westbound.
- Overall, travelers at the Hope VIC planned to spend an average of 21 days away from home and 13 days in British Columbia. A similar amount of time was spent away from home (20 days) by travelers at Hunter Creek but the time in British Columbia (9 days) was less than for those travelers at the Hope VIC.
- A large percentage of travelers at both locations used the internet (41% Hope VIC, 39% Hunter Creek), brochures and books (38% Hope VIC, 38% Hunter Creek) and word of mouth to plan their trip (34% Hope VIC, 25% Hunter Creek).
- The majority of travelers at both the Hope VIC and Hunter Creek were very flexible in the activities that they planned to participate in while in the Hope area. Fewer travelers at both locations were very flexible in the amount of time they could spend in the Hope area 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 Hope VIC spoke with a Counsellor (89%).
- An overwhelming majority (97%) of travelers responded that the VIC met or exceeded their expectations. Forty-five percent of travelers indicated that the VIC exceeded their expectations while 52% felt that the VIC met their expectations.
- On average, travelers at the Hope VIC spent \$178 per day and those at Hunter Creek spent \$190 per day.
- An estimated 12,553 parties that used the VIC in July and August of 2002 which is 23% more than the 10,226 parties that were recorded by the VIC as speaking with a Counsellor. In July and August, Hope VIC users expended almost \$950,000 in the Hope area and another \$28.4 million on their trip throughout the rest of the province.
- The Hope VIC had a positive impact on traveler behaviour. Over thirty percent (31%) of travelers at the Hope VIC indicated they learned about a new activity or destination at the VIC.

Twenty-one percent replied they would make another trip and 5% replied they would stay another night as a result of information obtained at the 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 Hope Visitor Info Centre.
Research Services, Tourism British Columbia

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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 Hope 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 Hope and District Chamber of Commerce (Hope VIC).

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

1. To profile travelers who use the Hope VIC in terms of traveler and trip characteristics.
2. To measure the influence the Hope 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 Hope VIC and a reference site (Hunter Creek Rest Area). 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 travelers perceptions of the Hope area and British Columbia after their trip was complete.

One interviewer collected data between July 1 and August 31, 2002 at both the Hope VIC and the Hunter Creek Rest Area (Hunter Creek). The interviewer's schedule consisted of four days on and three days off. Interview days alternated between the VIC and Hunter Creek within each four-day work period. The interviewer spent a total of nine days in July and ten days in August at each location (see Appendix A for more details).

Potential respondents were randomly chosen as they exited the VIC and Hunter Creek. 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 local area (the Fraser Valley and Fraser Canyon) 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 Hope area and British Columbia,
- use of the VIC,
- trip flexibility,
- daily expenditures,
- perceived impacts of the VIC on the rest of their trip and,
- satisfaction with the VIC.

In addition, mailing addresses were also 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 65% response at the Hope VIC and a 72% response rate at Hunter Creek. The mailback questionnaire collected a variety of information including (Appendix B);

- length of stay in the Hope area and British Columbia,
- primary trip purpose,
- primary destination,
- primary accommodations,
- daily expenditures,
- the VICs impact on their trip,
- positive and negative images of the Hope area,
- the unique characteristics of the Hope area as a vacation destination,
- satisfaction with the VIC,
- satisfaction with the Hope area and British Columbia, and
- the likelihood of returning to the Hope area 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 Hope VIC, interview Hunter Creek, mailback Hope VIC and mailback Hunter Creek). 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.

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 Hope VIC and Hunter Creek. 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.

Results

In July and August of 2002, 1,476 people were approached at the Hope VIC or Hunter Creek. Of those, 543 agreed to complete the interview but 173 were excluded because they were from the local area, resulting in 370 useable surveys. Two-hundred and six (56%) of those interviews were conducted at the Hope VIC and 164 (44%) were conducted at Hunter Creek (Table 1).

Table 1. Travelers surveyed at the Hope VIC and Hunter Creek.

	Travelers Approached	Agreed to Interview	From Local Community ¹	Useable Traveler Surveys
Hope VIC	836	276	70	206 (55.7%)
Hunter Creek	640	267	103	164 (44.3%)
Total	1,476	543	173	370 (100.0%)

1. Residents live between the Fraser Valley and the Fraser Canyon. Fraser Valley means between Langley and Hope and Fraser Canyon means between Lytton and Hope.

Tourist Characteristics (Demographics)

At the Hope VIC, 19% of travelers were from British Columbia, 34% were from other provinces in Canada, 22% were from the US and 26% were from Overseas (Table 2). In contrast, a higher proportion of travelers at Hunter Creek were from British Columbia (42%) and fewer were from other Canadian provinces (20%), the US (20%), or Overseas (20%). This suggests that British Columbia residents are less likely than other travelers to visit a VIC.

At both the Hope VIC and Hunter Creek the majority of travelers from provinces outside of British Columbia originated from Alberta or Ontario. Fewer travelers were from Saskatchewan, Manitoba, Quebec, the Yukon Territory or New Brunswick (Figure 1). The majority of all travelers from the United States interviewed at the Hope VIC and Hunter Creek were from Washington or California (Figure 2). A slightly higher proportion of Overseas travelers at the Hope VIC were European (88%) than at Hunter Creek but more travelers at Hunter Creek were from Asia (28%) than at the Hope VIC (8%; Figure 3).

A higher percentage of males were interviewed at the Hope VIC (63%) than at Hunter Creek (48%; Table 2). In addition, the proportion of travelers under the age of 55 was higher at the Hope VIC (69%) than at Hunter Creek (59%). There were no significant differences in the education level of travelers between the Hope VIC and Hunter Creek. Almost half of travelers at both sites had at least a university degree (46% Hope VIC, 42% Hunter Creek). Also, income did not vary between the two interview sites. Forty-percent of travelers at the Hope VIC earned a household income of greater than \$65,000 per year and 35% of travelers at Hunter Creek earned a household income over \$65,000 per year.

At the Hope VIC, the average party size was 2.7 people and 15% of travel parties had children (Table 2). Those parties with children had, on average, 1.9 children traveling with them. The travel party size and the proportion of parties with children were similar at Hunter Creek. Those parties with children had, on average 2.1 children traveling with them.

Table 2. Traveler demographics at the Hope VIC and Hunter Creek.

	Hope VIC		Hunter Creek	
	Number of Responses ¹	Percentage of Responses	Number of Responses ¹	Percentage of Responses
Origin*				
British Columbia	39	18.9%	68	41.5%
Other Canada	69	33.5%	32	19.5%
US	45	21.8%	32	19.5%
Overseas	53	25.7%	32	19.5%
Gender*				
Male	124	63.3%	72	48.3%
Female	72	36.7%	77	51.7%
Age*				
Under 24 Years	2	1.0%	6	4.1%
25-34 Years	19	9.7%	13	8.8%
35-44 Years	46	23.5%	27	18.4%
45-54 Years	66	33.7%	41	27.9%
55-64 Years	32	16.3%	16	10.9%
65 Years or Older	31	15.8%	44	29.9%
Education²				
Less Than High School	1	0.5%	3	2.0%
High School	42	21.4%	30	20.4%
SOME Technical, College or University	14	7.1%	13	8.8%
College of Technical Diploma	48	24.5%	40	27.2%
University Degree	74	37.8%	39	26.5%
Masters or a PhD Degree	17	8.6%	22	15.0%
Income³				
Less than \$25,000	5	2.6%	1	0.7%
\$25,000 to \$49,999	24	12.2%	28	18.9%
\$50,000 to \$64,999	77	39.3%	51	34.5%
\$65,000 to \$99,999	47	24.0%	26	17.6%
\$100,000 or More	31	15.8%	25	16.9%
Don't Know/No Response	12	6.1%	17	11.5%
Party Size				
Average Party Size-Total	206	2.7	164	2.5
Average Party Size-Parties without children	166	2.4	124	2.1
Proportion with Children	196	15.3%	149	16.8%
Average Party Size with children	30	4.4	25	4.4

* Indicates there are statistical differences at the p=0.05 level between the Hope VIC and Hunter Creek.

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. For statistical testing, education groups were collapsed into University Degree and less and at least a University Degree. Don't Knows and No Responses were excluded from the analysis.
3. For statistical testing income groups were collapsed into < \$49,999, \$50,000-\$64,999, \$65,000 to \$99,999 and >\$100,000. Don't Knows and No Responses were excluded from the analysis.

Origin of Canadian Travelers from Outside of British Columbia by Province

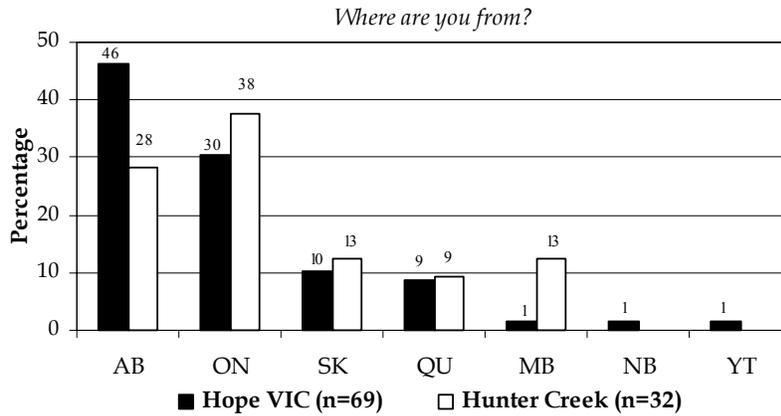


Figure 1. The percentage of travelers from provinces outside of British Columbia at the Hope VIC and Hunter Creek.

Origin of U.S. Travelers by State

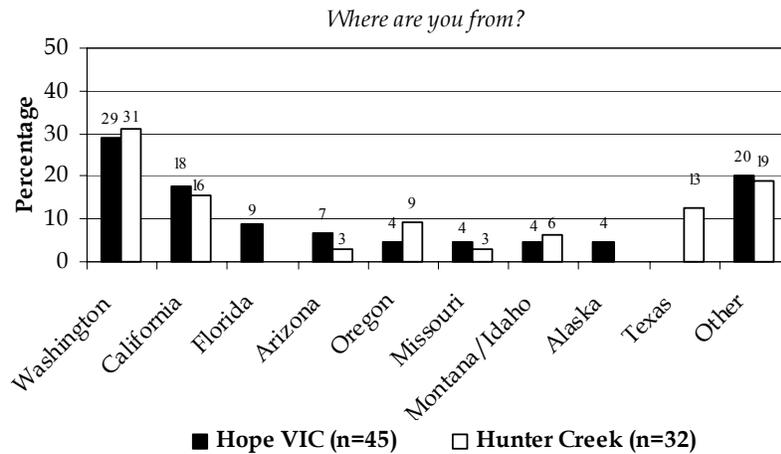


Figure 2. The percentage of US travelers from each state at the Hope VIC and Hunter Creek.

Origin of Overseas Travelers by Country

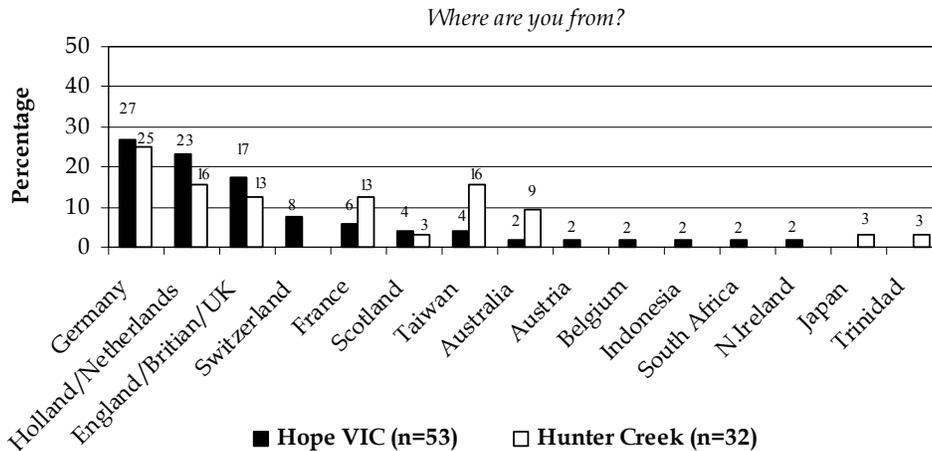


Figure 3. The percentage of travelers from each overseas country at the Hope VIC and Hunter Creek.

Trip Characteristics

The majority of travelers at the Hope VIC were traveling for leisure purposes (83%) while fewer were traveling to visit friends and family (13%) or for business (5%; Table 3). In contrast, more travelers at Hunter Creek were traveling to visit friends and family (31%) or for business (9%) which is most likely due to the high proportion of British Columbia residents.

Most travelers at both the Hope VIC and Hunter Creek were traveling in a car, truck or motorcycle (89%, 92% respectively; Table 3). A higher proportion of RVs stopped at the Hope VIC than Hunter Creek. In addition, a small proportion of travelers at Hunter Creek used a bus, a bike or 'other' modes of transportation. None of the travelers at the Hope VIC used a bus as the primary mode of transportation.

The proportion of travelers at the Hope VIC staying at a Resort/Hotel/Motel or Bed and Breakfast (44%) was slightly higher than those staying at a RV Park or Campground (41%) and only a small proportion of travelers were staying with Friends or Relatives (9%; Table 3). This result differed from travelers at Hunter Creek. A higher proportion of travelers at Hunter Creek stayed at a Resort/Hotel/Motel or Bed and Breakfast (58%) or with Friends or Relatives (21%) than at the Hope VIC. As a result, a smaller proportion of travelers at Hunter Creek stayed at a Campground or RV Park (17%) than at the Hope VIC.

Table 3. The primary trip purpose, mode of transportation and primary accommodations of travelers at the Hope VIC and Hunter Creek.

	Percentage of Responses	
	Hope VIC	Hunter Creek
Primary Trip Purpose*		
Leisure	82.5%	57.3%
Visiting Friends & Family	12.6%	31.1%
Work/Business Activity	4.9%	9.1%
Other ¹	0.0%	2.4%
Mode of Transportation		
Car/Truck/Motorcycle	89.3%	91.5%
RV	8.7%	3.0%
Bus	0.0%	3.0%
Bicycle	1.9%	1.2%
Other ²	0.0%	1.2%
Primary Accommodations*		
Resort/Hotel/Motel/B&B	43.9%	57.7%
Campground/RV Park	41.3%	17.4%
Friends OR Relatives	9.2%	20.8%
Other ³	5.6%	4.0%

*Indicates there are statistical differences at the p=0.05 level between the Hope VIC and Hunter Creek.

1. Other primary trip purpose included moving and was excluded from this analysis.

2. Other transportation included moving vans.

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

The primary destination of travelers was similar between locations. The majority of travelers were headed somewhere within British Columbia (67% Hope VIC and 71% Hunter Creek; Figure 4). Just

under half of travelers at the Hope VIC (47%) were traveling westbound within British Columbia (Fraser Valley, GVRD or Vancouver Island) while 43% of travelers at Hunter Creek were traveling westbound. A small percentage of travelers at both locations were going to Hope (5% Hope VIC and 2% Hunter Creek). The primary destination of about a third of travelers was outside of British Columbia (33% Hope VIC and 29% Hunter Creek).

Of the 15% of travelers at the Hope VIC that were traveling to the interior of British Columbia (eastbound) 45% were going to the Thompson Okanagan Tourism Region, 29% were going to the British Columbia Rockies, 16% weren't specific or were on a province-wide tour, 7% were going to Northern British Columbia and 2% were going to the Cariboo Chilcotin Coast. A similar distribution of travelers existed at Hunter Creek. Of those that were head eastbound, 62% were going to the Thompson Okanagan, 24% were going to the British Columbia Rockies, 10% were on a province-wide tour and 2% were going to Northern British Columbia or the Cariboo Chilcotin Coast.

Thirty-three percent of travelers at the Hope VIC and 29% of travelers at Hunter Creek had primary destinations that were outside of British Columbia. Travelers at the Hope VIC had a variety of destinations; Canada wide tour (39%) Alberta (32%) and Alaska (15%). A smaller proportion was headed to Saskatchewan, Nevada, Newfoundland, Oregon, Ontario, Washington or the Northwest Territories. At Hunter Creek travelers with destinations outside of British Columbia were going to Alberta (50%), Alaska (13%), Canada wide tour (15%), Ontario (10%), and Manitoba, Newfoundland, Washington and Wisconsin.

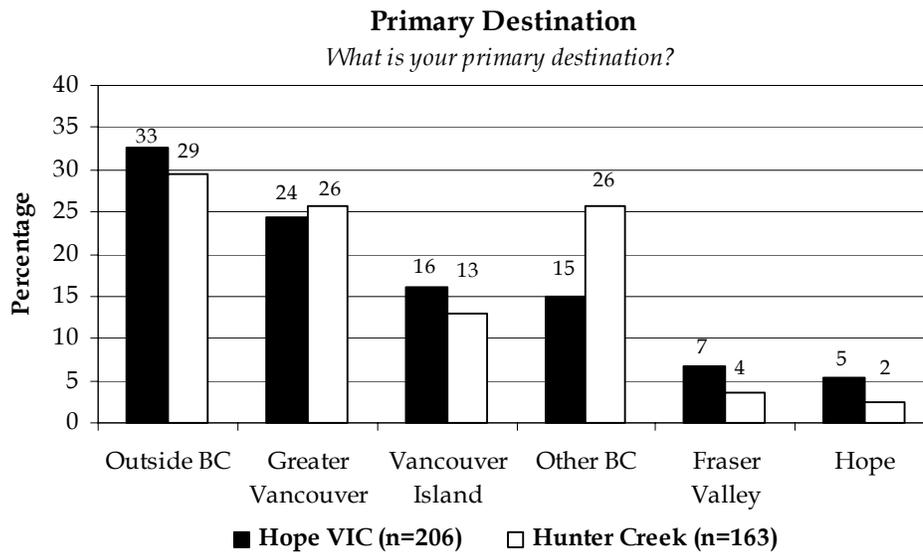


Figure 4. The primary destination of travelers at the Hope VIC and Hunter Creek.

On the mailback questionnaire, respondents were asked if this was their first trip to the Hope Area. A larger proportion of travelers interviewed at the Hope VIC indicated this was their first trip (62%, n=69) compared to travelers interviewed at Hunter Creek (29%, n=56)

Overall, travelers at the Hope VIC planned to spend an average of 21 days away from home and 13 days in British Columbia (Figure 5). A similar amount of time was spent away from home (20 days) by travelers at Hunter Creek but the time in British Columbia (9 days) was less than for those

travelers at the Hope VIC (Figure 6). 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.

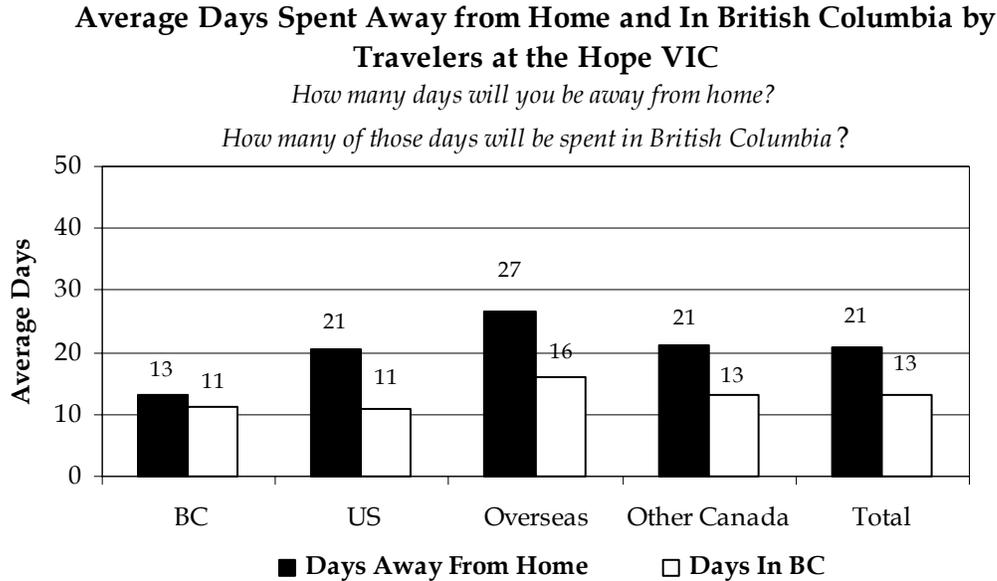


Figure 5. The average number of days spent away from home and in British Columbia by traveler origin at the Hope VIC (n=198).

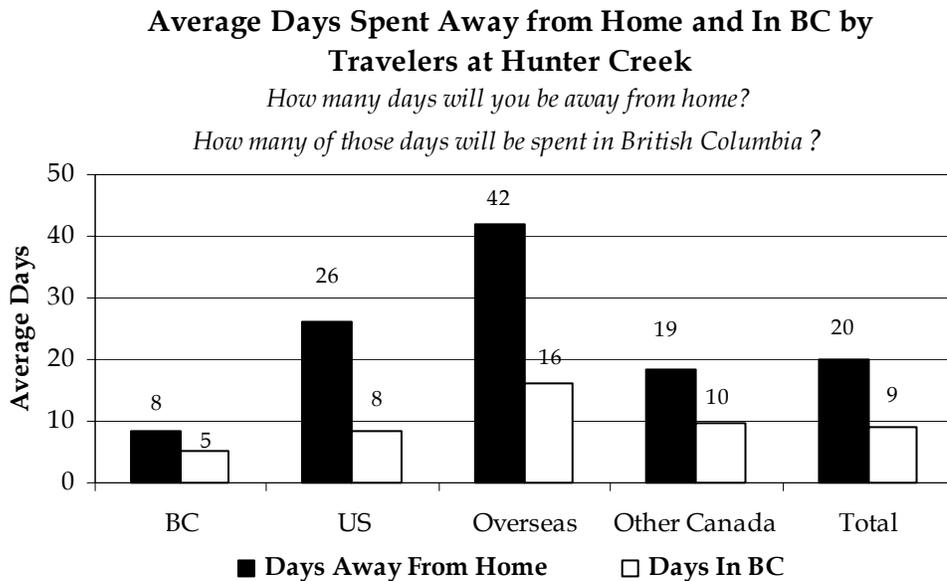


Figure 6. The average number of days spent away from home and in British Columbia by traveler origin at Hunter Creek (n=157).

A higher proportion of travelers at the Hope VIC (29%) indicated they were planning to spend some time in Hope than those travelers at Hunter Creek (14%; Figure 7). At the Hope VIC, 8% of travelers planned to stay one night, 5% planned to stay two nights and 7% planned to stay three or more

nights. A smaller percentage of travelers at Hunter Creek stayed for one night (5%), two nights (2%) or three or more nights (2%) than travelers at the Hope VIC.

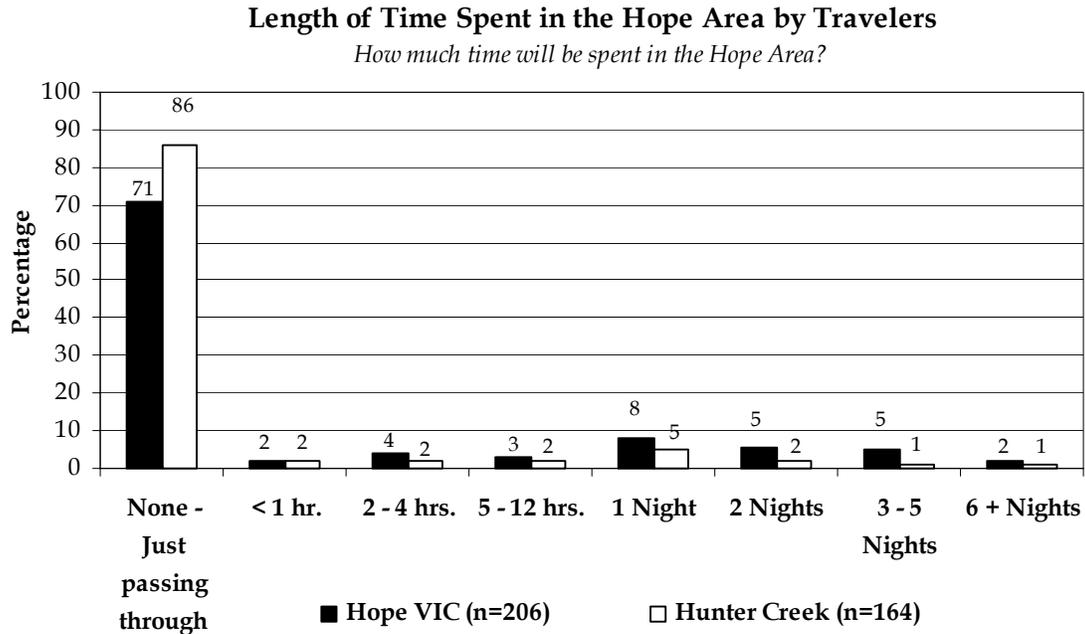


Figure 7. The length of stay (in the Hope area) of travelers at the Hope VIC and Hunter Creek.

If travelers indicated they would spend some time in the Hope Area they were asked about their primary activity (Table 4). Most indicated they would sightsee (20% Hope VIC, 17% Hunter Creek), hike/walk (18% Hope VIC, 22% Hunter Creek), relax (10% Hope VIC, 6% Hunter Creek), or visit the Hells Gate attraction (8% Hope VIC, 28% Hunter Creek). Travelers at the Hope VIC indicate they would view the carvings in town (12%) but no travelers at Hunter Creek indicated they would view the carvings.

Table 4. The top eleven primary activities of travelers at the Hope VIC and Hunter Creek.

Primary Activity	Percentage of Responses	
	Hope VIC (n=51)	Hunter Creek (n=18)
Sightseeing	19.6%	16.7%
Hiking/Walking	17.6%	22.2%
Othello Tunnels	11.8%	11.1%
Carvings	11.8%	0.0%
Relaxing	9.8%	5.6%
Hells Gate	7.8%	27.8%
Camping	5.9%	0.0%
Refreshments/Food	3.9%	0.0%
Rambo	3.9%	0.0%
Visiting	3.9%	11.1%
Golfing	2.0%	11.1%
Total	100.0%	100.0%

1. Other activities mentioned less often included; the slide, shopping, concert, fishing, quading/4x4, rafting and cycling.

Trip Planning

Trip planning horizons were similar between travelers at the Hope VIC and Hunter Creek (Table 5). The majority of travelers spent time planning for their trip 3-8 weeks in advance. (27% Hope VIC and 32% Hunter Creek) followed by 13+ weeks in advance for planning (27% Hope VIC and 24% Hunter Creek). Fewer travelers planned their trip less than one week in advance.

Table 5. Trip planning horizons for travelers at the Hope VIC and Hunter Creek.

Trip Planning Horizons	Percentage of Respondents	
	Hope VIC (n=196)	Hunter Creek (n=149)
During The Trip	2.6%	2.7%
Day of Departure	2.6%	5.4%
1-6 Days	9.2%	6.7%
1-2 Weeks	14.8%	11.4%
3-8 Weeks	26.5%	32.2%
9-12 Weeks	17.9%	17.4%
13+ Weeks	26.5%	24.2%
Total	100.0%	100.0%

A large percentage of travelers at both locations used the internet, brochures and books and word of mouth to plan their trip (Figure 8). 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 Hunter Creek planned their trip using word of mouth from friends and relatives than travelers at the Hope VIC.

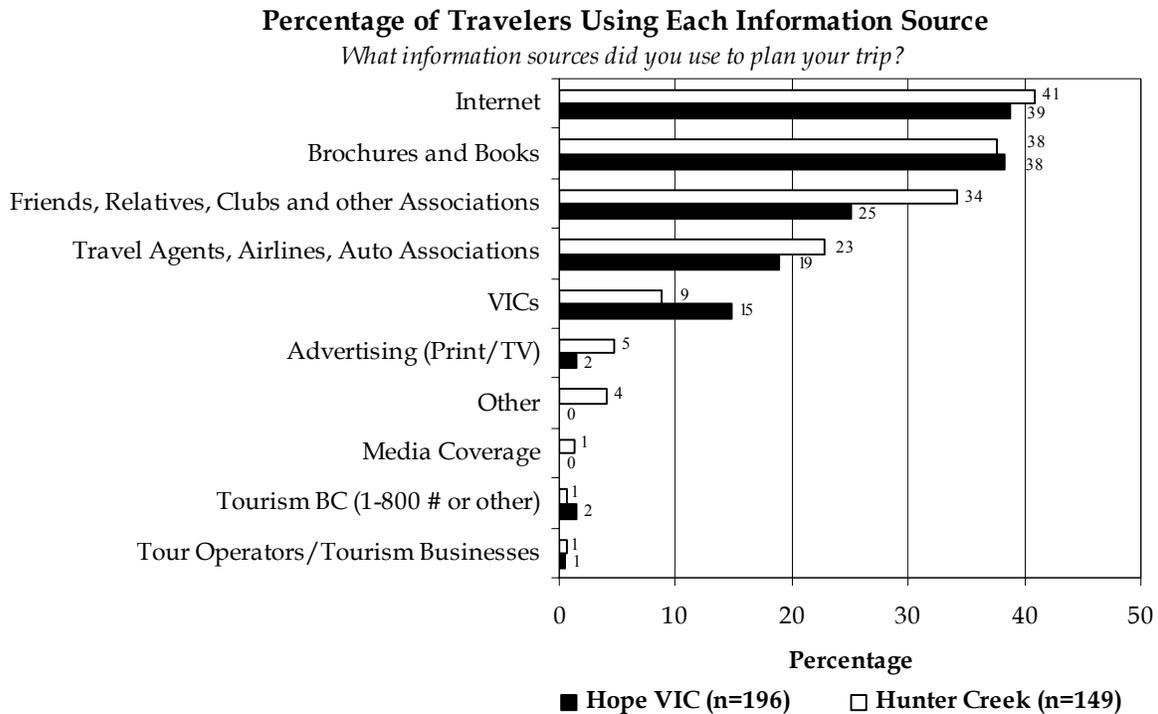


Figure 8. The percentages of travelers using each information source for trip planning at the Hope VIC and Hunter Creek.

Trip Flexibility

Travelers that planned to spend at least one hour in the Hope area were asked about their flexibility in terms of the activities they would participate in, the amount of time they could spend in the Hope area and the amount of time they could spend in British Columbia (Figure 9, 10, 11). The majority of travelers at both the Hope VIC and Hunter Creek were very flexible in the activities that they planned to participate in while in the Hope area. Fewer travelers at both locations were very flexible in the amount of time they could spend in the Hope area and even fewer were very flexible in terms of the amount of time they planned to spend in British Columbia. In fact, a similar percentage of travelers at both locations replied they were inflexible (they had a set departure date) with respect to the amount of time they could spend in British Columbia.

Trip Flexibility Regarding Activities in the Hope Area

How flexible is your trip regarding activities while in the Hope area?

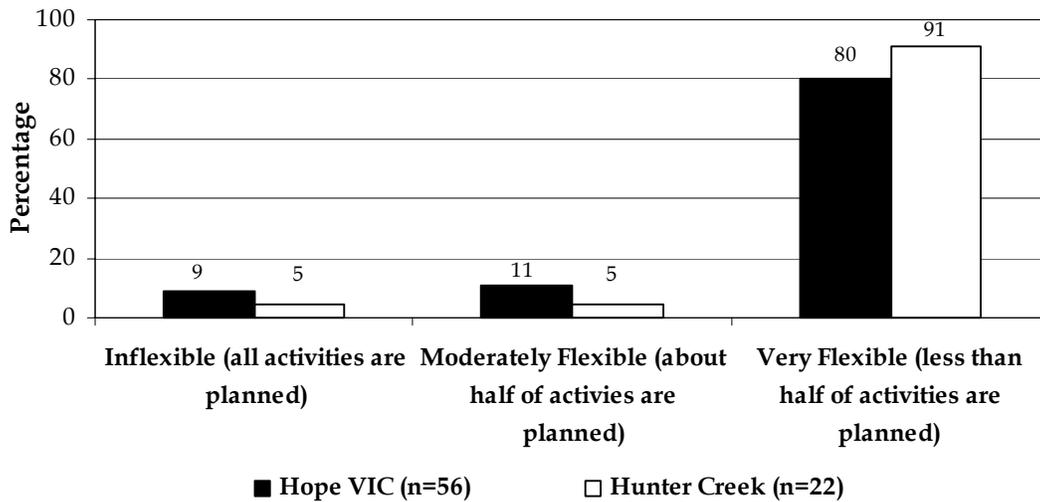


Figure 9. Travelers rating of trip flexibility regarding activities in the Hope area for travelers at the Hope VIC and Hunter Creek.

Trip Flexibility Regarding Time Spent in the Hope Area

How flexible is your trip regarding the amount of time you will spend in the Hope area?

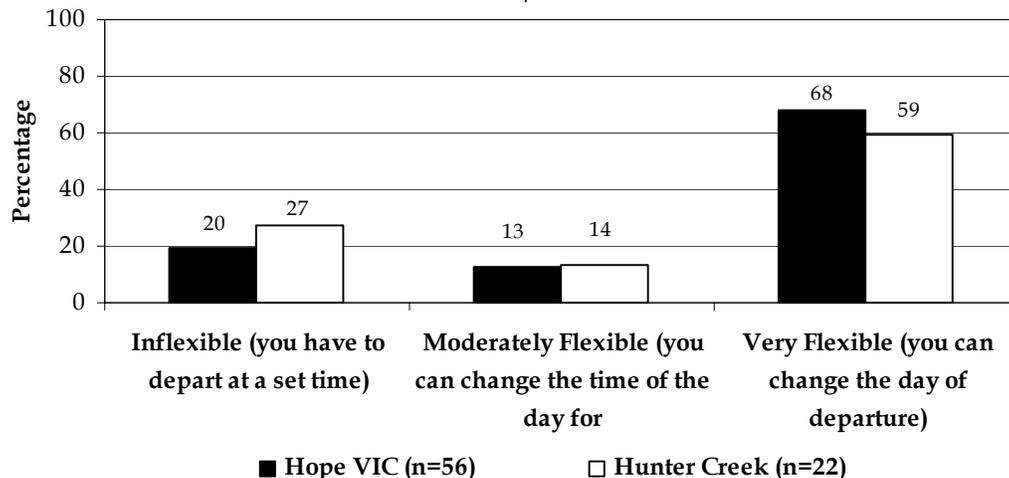


Figure 10. Travelers rating of trip flexibility regarding the time spent in the Hope area for travelers at the Hope VIC and Hunter Creek.

Trip Flexibility Regarding Time Spent in the British Columbia

How flexible is your trip regarding the amount of time you will spend in British Columbia ?

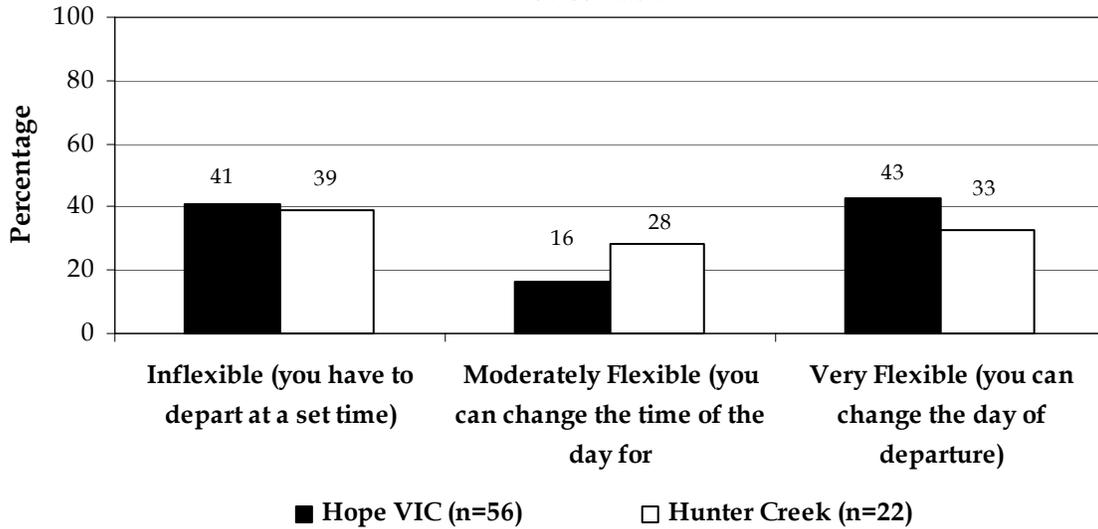


Figure 11. Travelers rating of trip flexibility regarding the time spent in British Columbia for travelers at the Hope VIC and Hunter Creek.

Use of the VIC

This section summarizes data from travelers who used the Hope VIC. Travelers stopped at the Hope VIC to obtain attractions information (48%), route information (36%), to have a break from traveling (11%) and to obtain accommodations information (11%; Figure 12). Fewer travelers said they stopped to get a map, to use the washrooms, for other reasons (to buy souvenirs and to visit the museum), to obtain refreshments and to get information about events in the area.

Respondents were also asked what type of information they obtained at the VIC (Figure 13). Results were similar to the reasons why they stopped. About half of travelers interviewed indicated they stopped to obtain attractions information (53%) and route information (50%). Fewer travelers obtained a map (26%), accommodation/campground information (13%), nothing (11%), event information (1%) or other information (1%).

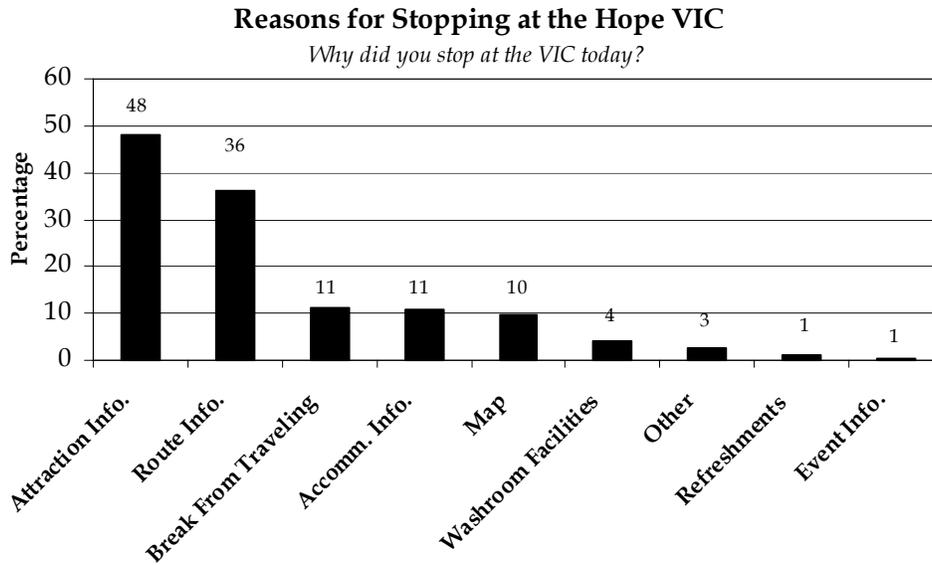


Figure 12. The reasons why travelers stopped at the Hope VIC (n=196). The total number of responses exceeds 100% because respondents could give more than one reply.

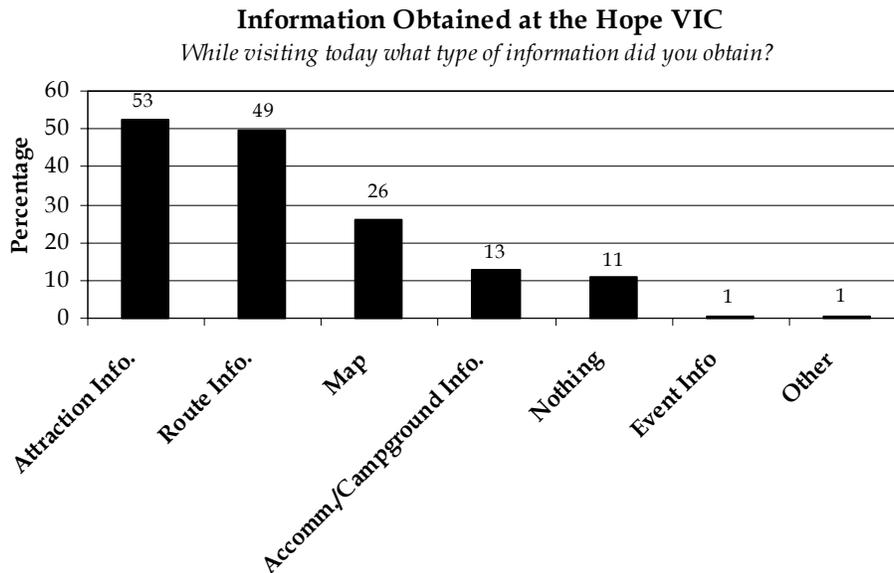


Figure 13. The information obtained by travelers at the Hope VIC. The totals do not equal 100% because respondents could give more than one reply (n=196).

The majority of travelers at the Hope VIC spoke with a Counsellor (89%; Table 6). Almost all travelers from other provinces in Canada spoke to a Counsellor (95%), fewer travelers from the US (92%), and Overseas (88%) spoke with a Counsellor. Only 78% of travelers from British Columbia spoke with a Counsellor.

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

Traveler Origin	Percentage that Spoke with a Counsellor ¹	
	Yes (n=173)	No (n=22)
British Columbia	77.8%	22.2%
Other Canada	95.3%	4.7%

US	92.2%	7.8%
Overseas	87.7%	12.3%
Total	100.0%	100.0%

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

Counsellors at the Hope VIC record the number of parties that they speak with throughout each day. This number was divided by the proportion of travelers that responded they spoke with a Counsellor to determine an estimate of 12,614 parties that used the VIC in July and August of 2002. This estimate (12,553) is approximately 23% more than the 10,226 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 (97%) of travelers responded that the VIC met or exceeded their expectations (Table 7). Forty-five percent of travelers indicated that the VIC exceeded their expectations while 52% felt that the VIC met their expectations. Less than one percent of all travelers felt that the VIC fell short of their expectations.

A higher proportion of travelers from outside of British Columbia felt that the VIC exceeded their expectations. Thirty-six percent of travelers from British Columbia replied that the VIC exceeded their expectations whereas 51% from the US, 43% from Overseas and 48% from other provinces in Canada replied that the VIC exceeded their expectations. A higher proportion of travelers that spoke with a Counsellor replied that the VIC exceeded their expectations whereas only 27% of those that did not speak with a Counsellor thought the VIC exceeded their expectations. A similar proportion of travelers travelling 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 Hope VIC by traveler origin, those that did or did not speak with a Counsellor and primary trip purpose.

	Travelers that Felt the Hope VIC Exceeded, Met or Fell Short of Their Expectations			
	Fell Short (n=1)	Met (n=101)	Exceeded (n=88)	Don't Know/No Response (n=5)
Overall	0.5%	51.8%	45.1%	2.6%
Origin				
British Columbia	2.8%	52.8%	36.1%	8.3%
US	0.0%	46.5%	51.2%	2.3%
Overseas	0.0%	56.9%	43.1%	0.0%
Other Canada	0.0%	50.8%	47.7%	1.5%
Spoke with a Counsellor				
Yes	0.6%	52.0%	47.4%	0.0%
No	0.0%	50.0%	27.3%	22.7%
Primary Trip Purpose				
Leisure	0.6%	50.9%	45.6%	3.0%
Visiting Friends & Family	0.0%	57.7%	42.3%	0.0%

Travelers at the Hope VIC were also asked why the VIC fell short, exceeded or met their expectations. Of a total of 330 comments, only one was negative. Most positive comments were about good information, friendly people and helpful staff (Figure 14). Fewer comments were about the good

access, cleanliness and the nice building or area. The one negative comment was about receiving poor information.

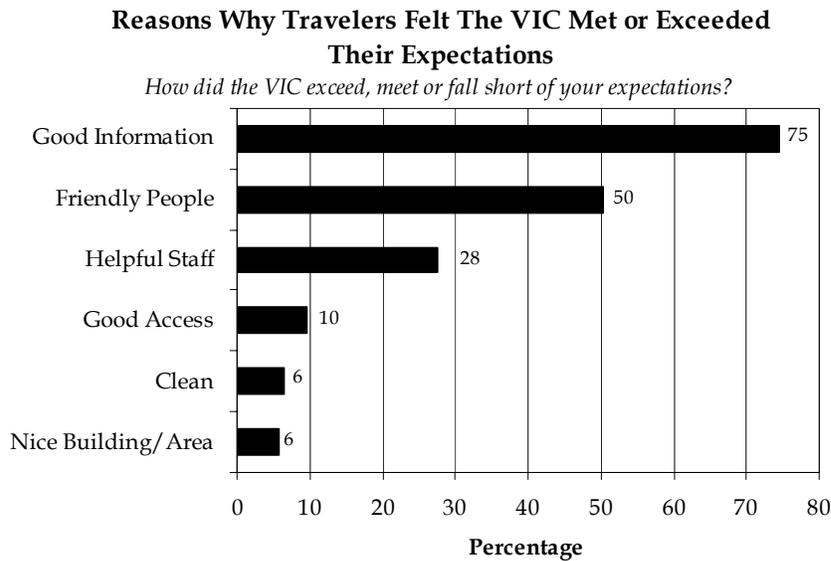


Figure 14. The reasons why travelers felt the VIC met or exceeded their expectations.

In the mailback questionnaire, travelers at Hunter Creek were asked if they visited the Hope VIC. Of the 55 travelers that responded, 8 (15%) responded they did visit the Hope VIC. Those that did not visit the Hope VIC were asked, “Why didn’t you visit the Hope Visitor Info Centre?” Forty-five travelers responded to this question. Most (71%) responded they were just passing through another 13% responded they had prior knowledge of the area and 9% responded they already had their trip planning information. Fewer travelers (4%) didn’t know there was one or stopped at other VICs (2%).

Travelers at both the Hope VIC and Hunter Creek were asked if they had visited any other VICs in British Columbia. Most respondents from the Hope VIC replied they stopped at another VIC (71%) in British Columbia whereas fewer interviewed at Hunter Creek (41%) replied they visited another VIC in British Columbia. Excluding the Hope VIC, just over half of travelers at the Hope VIC (56%) replied they had only visited one VIC, 14% replied they visited two VICs and 21% replied they visited three VICs and nine percent visited more than four VICs. Similarly, 50% of travelers interviewed at Hunter Creek visited one VIC, 25% visited two VICs, 15% visited three VICs and 10% visited four VICs. On average, travelers at both locations visited the same number of VICs (Hope VIC mean = 1.9, Hunter Creek mean = 1.9). The locations of the other VICs visited were diverse. A list is included in Appendix E.

Travelers at the Hope VIC were also asked if there were any products or services that were not currently available at the Hope VIC that they would have liked to find. Only 13% (26 travelers) of travelers replied there was a product or service that they would have like to have found at the VIC (Table 8). Of those responses, most wanted free maps, the use of the internet, an Interac machine, phone cards, a pop-machine or water and souvenirs. Fewer wanted to book accommodations, obtain more campground information, better wheelchair access, fishing booklets and a larger picnic area.

Table 8. The products that travelers would prefer which were not currently offered at the Hope VIC.

Product or Service Not Currently Available	Percentage of Responses (n=26)
Free Maps/More Detailed Maps	34.6%

Internet/Exchange Info with Other VICs	15.4%
Interac	7.7%
Phone Cards	7.7%
Pop Machine/Water	7.7%
Souvenirs	7.7%
Accommodation Bookings	3.8%
Campground Info	3.8%
Easier Wheelchair Access	3.8%
Fishing Booklets	3.8%
Larger Picnic Area	3.8%
Total	100.0%

Parking

Respondents were asked, "If parking was available on the street rather than a designated parking lot, how would this influence your decision to stop at a Visitor Info Centre?" The majority of respondents replied that they definitely or probably **would not** stop at the VIC (62%). Fewer, (18%) replied that they probably or definitely **would** stop. Travelers in RVs answered similarly to those travelers in cars and trucks (Figure 15). The only slight difference was a higher proportion of travelers in RVs responded that they would definitely stop.

If a traveler replied that they probably or definitely would stop, they were asked how many blocks they would be willing to walk from a street parking space. Those travelers that replied they probably would stop were willing to walk on average 2.7 (n=10) blocks whereas those travelers that replied they definitely would stop replied they would walk on average, 4.1 blocks (n=25). Sample sizes were not sufficient to differentiate between RVs and cars/trucks/motorcycles.

Traveler Parking Preferences

If parking was available on the street rather than a designated parking lot, how would this influence your decision to stop at the VIC?

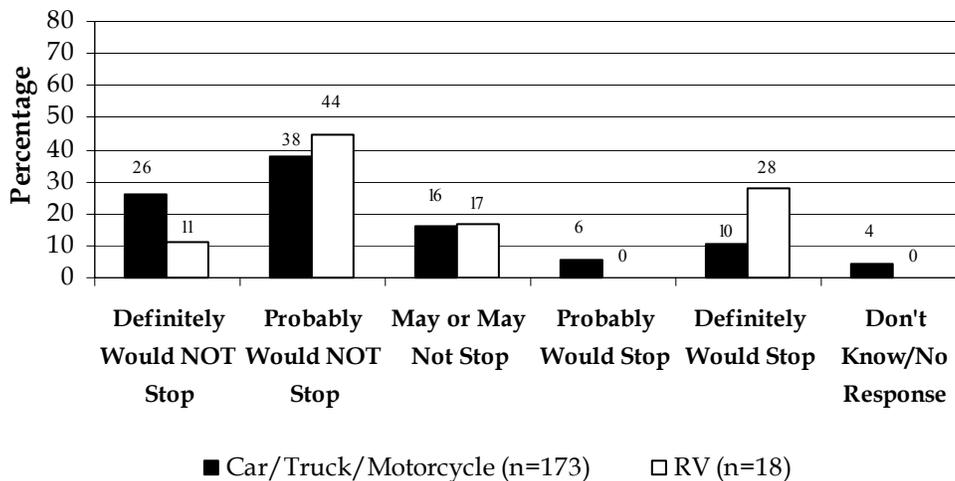


Figure 15. The parking preferences of car/truck/motorcycle and RV travelers at the Hope VIC.

Perceptions of the Hope Area and British Columbia

In the mailback questionnaire, travelers were asked "What positive and/or negative images come to mind when you think of the Hope area as a vacation destination?" Positive and negative image questions were

asked to obtain an understanding of what travelers perceive the Hope area to be doing right and what the Hope area can work on in terms of attracting and keeping travelers in the area. The most frequent response at both the Hope VIC and Hunter Creek was the beauty/scenery or nature (Figure 16). A higher proportion of respondents at the Hope VIC indicated that friendly or helpful people in Hope portrayed a positive image. Positive images mentioned at both locations include the cleanliness of the area, the variety of activities to participate in, the easy access to the highway and good roads, the presence of water, the nice small town atmosphere and the good signage.

The negative images that came to mind in the Hope area were the limited and/or poor services and the amount of traffic, poor road quality, poor weather and the downtown is too small or run-down (Figure 17). Few respondents at both locations indicated that the few signs, lack of parking, steep dangerous mountains, poor/few public washrooms and limited camping were negative images of the Hope area. More respondents at Hunter Creek replied that there was too much traffic than at the Hope VIC.

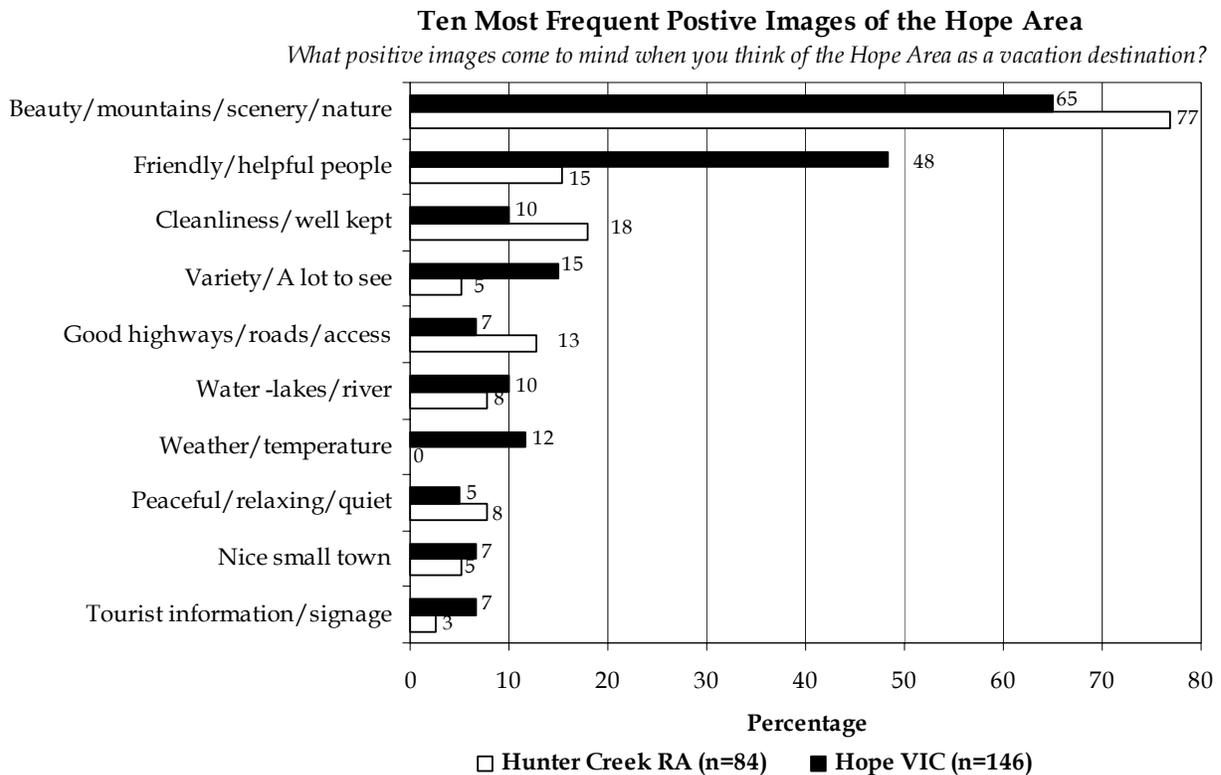


Figure 16. The most frequent positive image respondents had of the Hope area. At the Hope VIC, 60 travelers replied with 146 images while at Hunter Creek 39 travelers replied with 84 images.

Ten Most Frequent Negative Images of the Hope Area

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

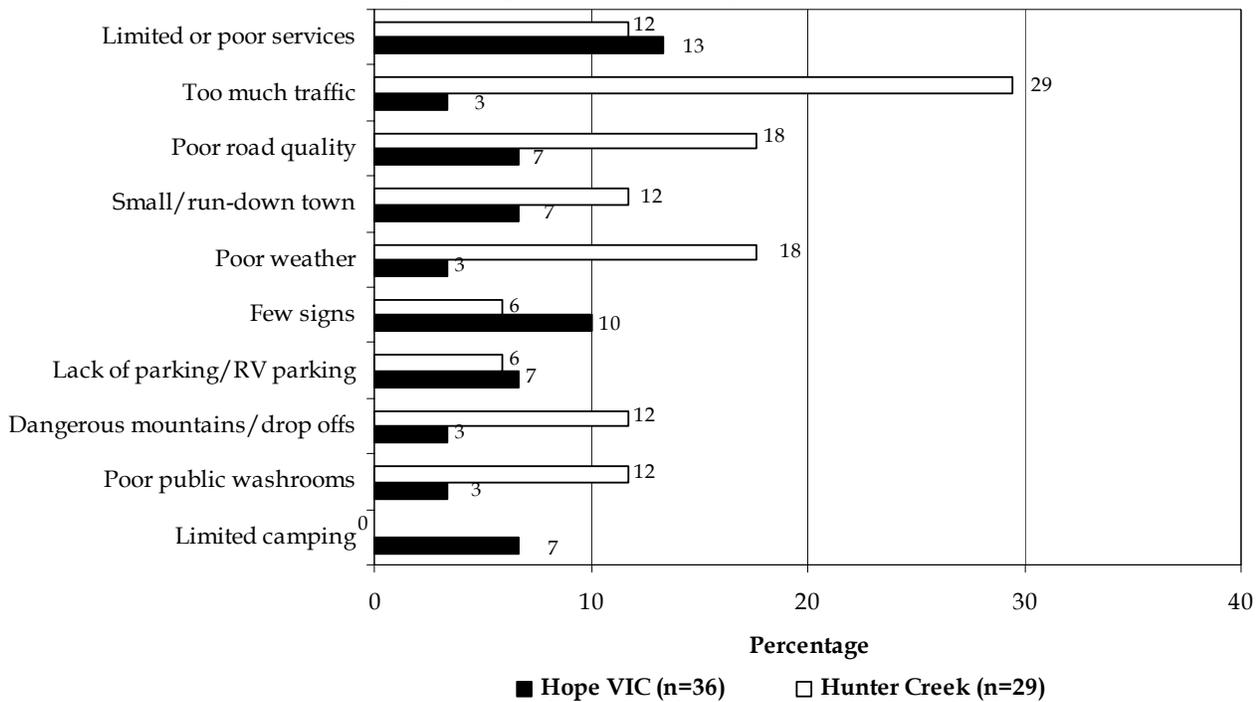


Figure 17. The most frequent negative images travelers had of the Hope area. At the Hope VIC, 30 travelers responded with 36 images while at Hunter Creek, 17 travelers replied with 29 images.

In addition to asking about the positive and negative images of the Hope area, travelers were asked about the unique characteristics of the Hope Area as a vacation destination. Specifically, travelers were asked, "What are the unique characteristics of the Hope area as a vacation destination? Unique characteristics are those that make the Hope area different from other destinations." Unique characteristics of the Hope area can be used to attract more travelers to the area. By far the most frequent response was the beauty/nature/mountains in the area (Figure 18). This was followed by the history of the area, the water (lakes and rivers) in the area, the services/activities/attractions, the Othello Tunnels and the proximity to other places. More travelers that were interviewed at the Hope VIC indicated that history, services/activities/attraction and the Othello Tunnels were unique characteristics than travelers at Hunter Creek. In contrast, more travelers at Hunter Creek replied that scenery, the water (lakes and river) and the good highway or road access were unique characteristics of the Hope area. It appears that travelers at Hunter Creek were less likely to know about the history, Othello Tunnels and services/activities/attractions in the area, as they did not visit the Hope VIC to learn about these characteristics.

The Most Frequent Unique Characteristics of Hope as a Vacation Destination

What are the unique characteristics of the Hope area as a vacation destination? Unique characteristics are those that make the Hope area different from other destinations

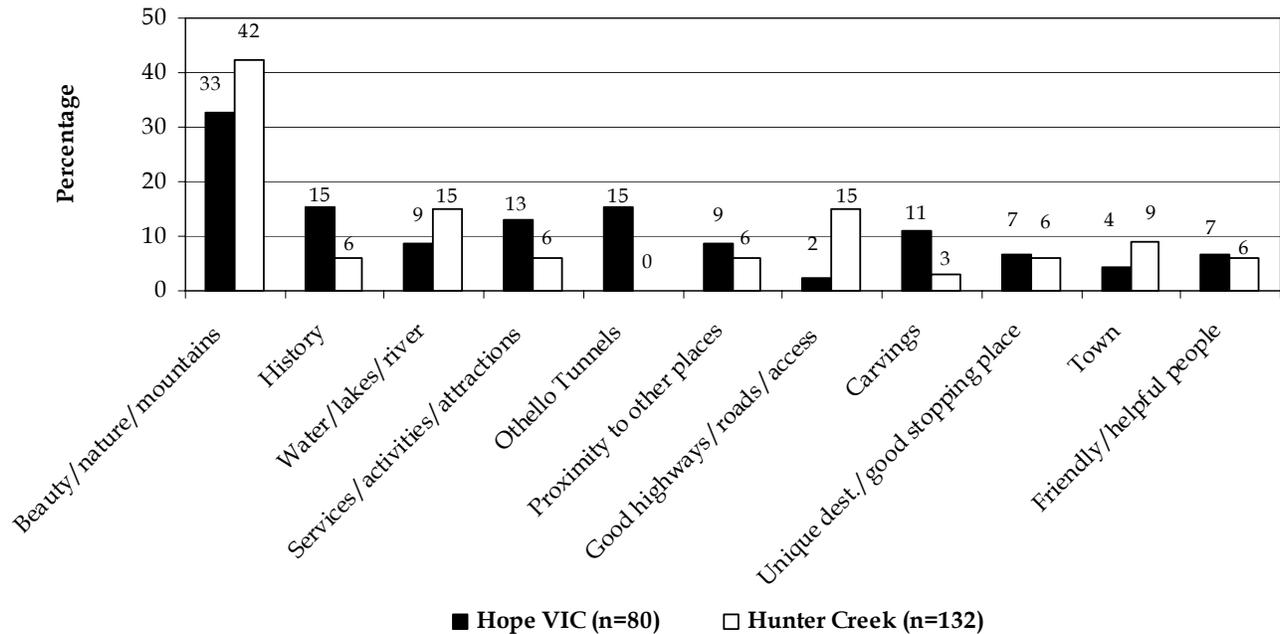


Figure 18. The most frequent unique characteristics of the Hope area. At the Hope VIC 50 respondents had 80 unique characteristics while at Hunter Creek 98 respondents replied with 132 unique characteristics.

In the mailback questionnaire, travelers were also asked about their satisfaction with the Hope Area and the province of British Columbia (Figures 19, 20). The majority of travelers interviewed at both the Hope VIC and Hunter Creek were 'very satisfied' with their trip to the Hope area. Fewer travelers were 'somewhat satisfied' or 'neither satisfied or dissatisfied' with their trip to the Hope area. 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 Hope area. Results from both questions indicate that a higher proportion of travelers at the Hope VIC were 'very satisfied' with their trip to the Hope area and British Columbia than their counterparts at Hunter Creek.

Satisfaction with Trip in the Hope Area

Overall, how satisfied or dissatisfied were you with your trip to the Hope Area?

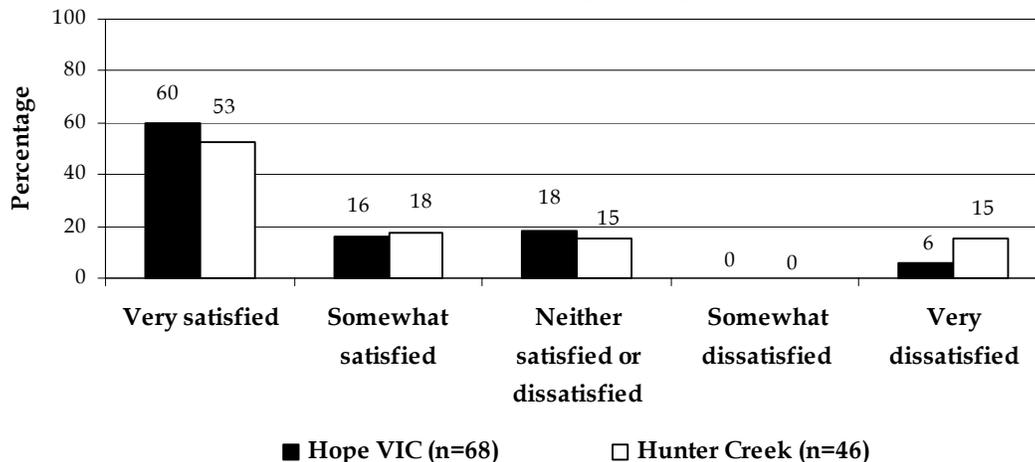


Figure 19. The Hope Area trip satisfaction for travelers at the Hope VIC and Hunter Creek. Travelers that responded they 'Don't Know' were excluded from this analysis.

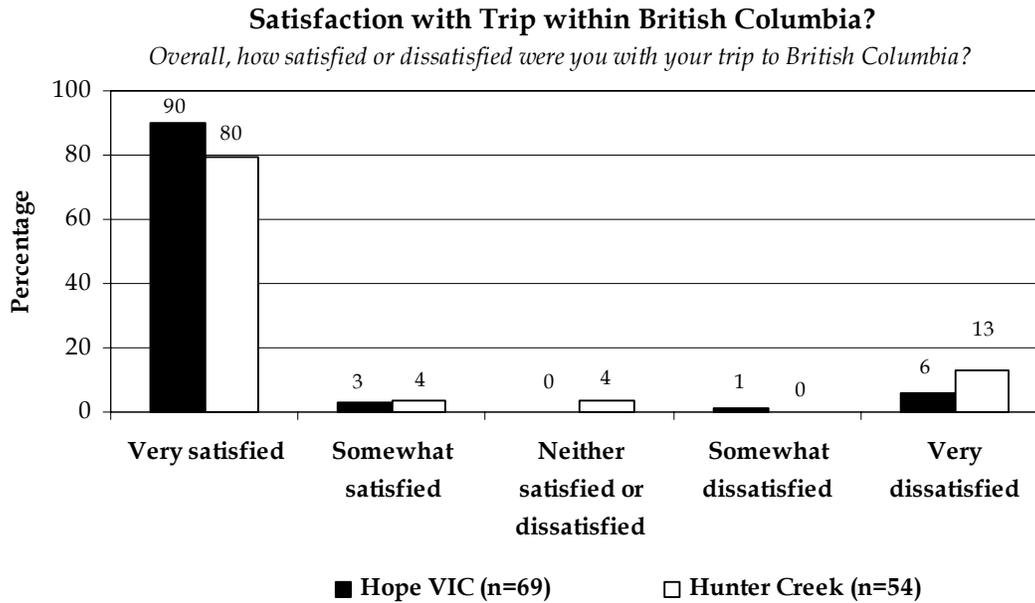


Figure 20. The British Columbia wide trip satisfaction for travelers at the Hope VIC and Hunter Creek. Travelers that responded they 'Don't Know' were excluded from this analysis.

Travelers were also asked about their likelihood of returning to the Hope area and the province of British Columbia (Figure 21, 22). Just over a quarter of travelers interviewed at both the HopeVIC and Hunter Creek indicated they were 'very likely' to take another trip to the Hope area. A greater proportion of travelers at both locations indicated they were 'very likely' to take another trip to or within British Columbia. This follows a similar pattern as the satisfaction results, fewer travelers at the Hope VIC and Hunter Creek were 'very likely' to take another trip to the Hope area than those that were 'very likely' to take a trip back to the province of British Columbia.

Likelihood of Taking Another Trip to the Hope Area

Given your experience in the Hope Area, how likely are you to return for a future leisure trip?

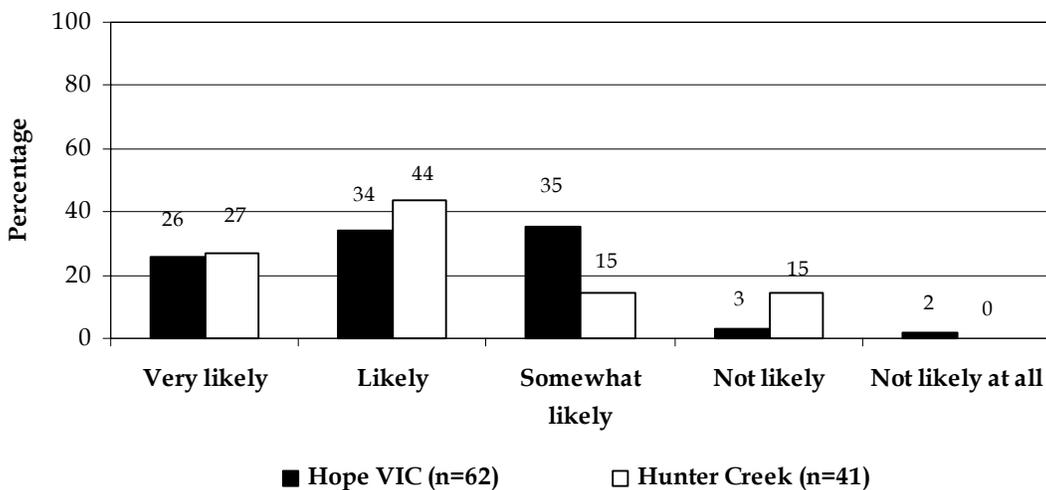


Figure 21. The likelihood of travelers taking another trip to the Hope Area at the Hope VIC and Hunter Creek. Travelers that responded they 'Don't Know' were excluded from this analysis.

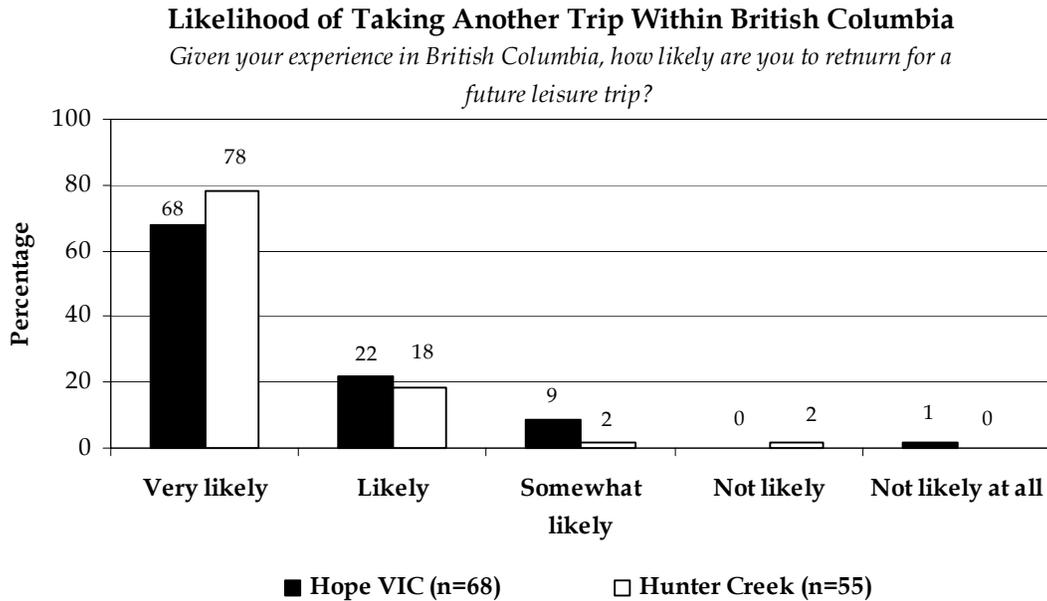


Figure 22. The likelihood of travelers taking another trip to British Columbia at the Hope VIC and Hunter Creek. Travelers that responded they 'Don't Know' were excluded from this analysis.

Expenditures

Travelers were asked, "In Canadian Dollars, what were your travel party's total expenditures *yesterday*, including accommodations?" Travelers at the Hope VIC and Hunter Creek were similar in their expenditures. On average, travelers at the Hope VIC spent \$178 and those at Hunter Creek spent \$190 per day (Table 9). At both locations, on average, British Columbia residents spent the least while those travelers from other Provinces in Canada spent slightly more followed by travelers from the US and Overseas who spent the most per day.

Table 9. The average daily expenditures of travelers as the Hope VIC and Hunter Creek.

\$ CDN Daily Expenditures	Average Daily Expenditure	
	Hope VIC (n=166)	Hunter Creek (n=95)
British Columbia	\$157.77	\$158.74
Other Canada	\$191.16	\$245.43
US	\$189.63	\$167.61
Overseas	\$167.15	\$185.47
Total	\$177.89	\$190.32

1. 8.7% (17) travelers began trip today and therefore did not have responses, 2.7% (5) DK/NR, 10 were not asked.
2. 26.8% (40) travelers began trip today and therefore did not have responses, 5.4% (5) DK/NR, 15 were not asked.
3. There is no statistical difference in the mean between the Hope VIC and Hunter Creek. The top and bottom 2% of responses were trimmed to ensure an accurate mean daily expenditure.

In July and August, Hope VIC users expended almost \$950,000 in the Hope area and another \$28.4 million on their trip throughout the rest of the province. These figures do not represent the economic

impact of the VIC but the expenditures of travelers in the Hope area and the rest of the province while on the trip when we encountered them at the VIC.

Table 10. The expenditures estimate by travelers at the Hope VIC.

July-August 2002	Hope VIC
Estimated Total VIC parties in July-August 2002	12,553
Average Daily Expenditures	\$ 178
Estimate Total Expenditures in the Hope Area by VIC Users	\$ 943,040
Estimate Total Expenditures Outside of the Hope Area by VIC Users	\$ 28,432,927
Estimate Total Expenditures in British Columbia by VIC Users	\$ 29,375,967

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 Hope VIC had a positive impact on traveler behaviour. Over thirty percent (31%) of travelers at the Hope VIC indicated they learned about a new activity or destination at the VIC (Figure 23). Twenty-one percent replied they would make another trip and 5% replied they would stay another night as a result of information obtained at the VIC. The majority (82%) of travelers that learned about a new activity or destination replied they would participate/go to that activity/place/attraction on the current trip (8% would not participate and 10% didn't know).

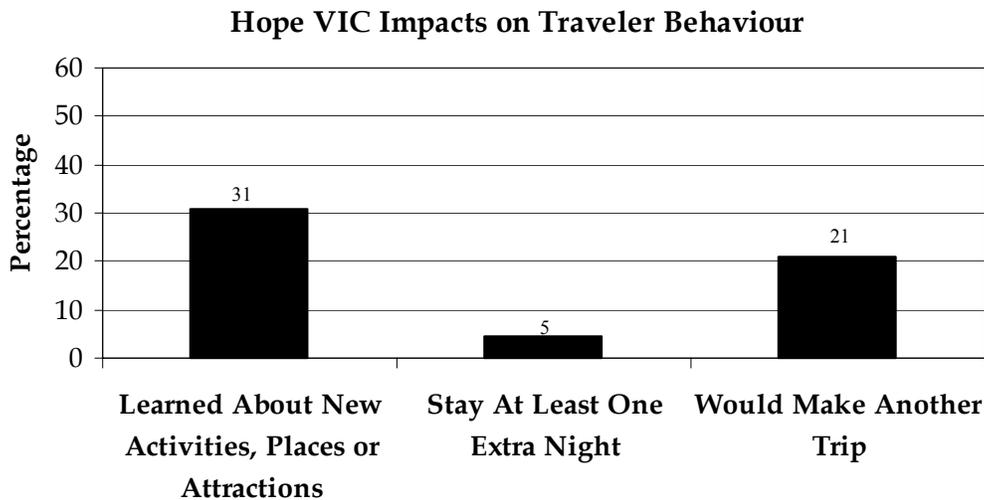


Figure 23. The percentage of travelers (n=195) at the Hope VIC that learned about new activities, places or attractions, stayed at least one extra night or would make another trip to British Columbia as a direct result of the Hope VIC.

Those travelers that indicated they would stay extra time or would make another trip to British Columbia as a direct result of the VIC were used to calculate the economic impact of the Hope VIC.²

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 Hope area, flexibility in the time spent in the Hope area or the time spent in British Columbia were examined to understand if they influenced the impact the Hope VIC had on traveler behaviour (Table 11). As expected, a smaller proportion of British Columbia residents (17%) learned about new activities than travelers from outside of British Columbia. In contrast, residents from outside of British Columbia were not more likely to stay an extra night or make another trip as direct result of information obtained at the Hope VIC.

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 Hope VIC. Primary trip purpose did not significantly influence how the Hope VIC impacted travelers. Also, it appears that trip flexibility did significantly influence the impact that the Hope VIC had on traveler behaviour although sample sizes were not sufficient to test statistically.

² Economic impact estimates can be obtained from the Hope Visitor Info Centre.

Table 11. The impact of the Hope 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	16.7%	2.8%	16.7%
US	39.5%	7.0%	20.9%
Overseas	29.4%	5.9%	21.6%
Other Canada	33.8%	3.1%	23.1%
Spoke With A Counsellor			
Yes	34.1%	5.2%	23.1%
No	4.5%	0.0%	4.5%
Primary Trip Purpose¹			
Leisure	30.2%	3.6%	18.9%
Visiting Friends & Family	34.6%	11.5%	34.6%
Flexibility with Activities			
Inflexible (all activities are planned)	40.0%	0.0%	60.0%
Moderately Flexible (about half of activities are planned)	33.3%	33.3%	66.7%
Very Flexible (less than half of activities are planned)	42.2%	8.9%	42.2%
Time Flexibility in Hope			
Inflexible (you have to depart at a set time)	36.4%	9.1%	45.5%
Moderately Flexible (you can change the time of the day for departure)	14.3%	14.3%	28.6%
Very Flexible (you can change the day of departure)	47.4%	10.5%	50.0%
Time Flexibility in British Columbia			
Inflexible (you have to depart at a set time)	22.5%	0.0%	10.0%
Moderately Flexible (you can change the time of the day for departure)	35.5%	9.7%	25.8%
Very Flexible (you can change the day of departure)	36.9%	7.1%	29.8%

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.
3. No characteristics were statistically different. Sample size issues did not permit statistical testing of flexibility questions.
4. Statistically different at the 0.05 level for spoke with a VIC Counsellor. No characteristics were statistically different. Sample size issues did not permit statistical testing of flexibility questions.
5. To meet sample size assumptions, origin categories were combined to living within or outside of British Columbia.

Travelers at the Hope VIC learned about a wide range of new activities (Table 12). Of all new activities, the highest percentage of travelers learned about the carvings, the Othello Tunnels, Hells Gate, and other activities outside the Hope area. Fewer travelers learned about rambo/paintball, a concert, camping and hiking/walking activities. A smaller percentage of travelers also learned about Bridal Falls, golfing, food, rafting, the location of a doctor's office and native history in the area. The majority of travelers that indicated they would participate in the new activity/ places/ attractions. Almost all (96%) replied they would participate on the current trip while four percent replied they were unsure when they would participate. None of the respondents replied they would participate

on in that new activity on a future trip. A small proportion of travelers indicated they would spend extra time in the Hope area to participate in those new activities.

Table 12. 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 Hope Area to do that activity and the average number of extra hours spent participating in that activity.

New Activities That Travelers Learned About	% Of All Activities (n=60)	% 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		
Carvings	25.0%	86.7%	92.3%	0.0%	7.7%	8.3%	5 hr.
Othello Tunnels	15.0%	77.8%	100.0%	0.0%	0.0%	0.0%	
Hells Gate	13.3%	75.0%	100.0%	0.0%	0.0	0.0%	
Outside Hope Area	11.7%	85.7%	100.0%	0.0%	0.0%	16.7%	1 hr.
Rambo/Paintball	6.7%	75.0%	100.0%	0.0%	0.0%	0.0%	
Concert	6.7%	100.0%	100.0%	0.0%	0.0%	25.0%	24 hr.
Camping	5.0%	100.0%	100.0%	0.0%	0.0%	0.0%	
Hiking/Walking	5.0%	66.7%	100.0%	0.0%	0.0%	0.0%	
Bridal Falls	3.3%	50.0%	100.0%	0.0%	0.0%	0.0%	
Golfing/Mini-Golf	1.7%	100.0%	0.0%	0.0%	100.0%	0.0%	
Refreshments/Food/Groceries	1.7%	100.0%	100.0%	0.0%	0.0%	0.0%	
Rafting	1.7%	0.0%					
Doctor	1.7%	100.0%	100.0%	0.0%	0.0%	0.0%	
Native History	1.7%	100.0%	100.0%	0.0%	0.0%	0.0%	
All Activities	NA	81.7%	95.9%	0.0%	4.1%	6.4% ¹	

1. 6.4% were unsure and 87.2% 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 Hope VIC.

Conclusions

1. Relative to travelers at Hunter Creek, those at the Hope VIC are more likely to be:
 - From outside of British Columbia
 - Male
 - Under the age of 55
 - Traveling for leisure and not visiting friends and family or traveling for business.
 - Staying at a campground or RV park
 - Spending more time on their trip in British Columbia (13 days vs. 9 days)
 - More likely to be traveling to Hope and spending some time in Hope
 - First time visitors to the Hope area
 - Stopping at VICs (other than Hope) in the province

Travelers at the Hope VIC were similar to travelers at Hunter Creek in their:

- Education
- Income
- Party Size
- Mode of transportation
- Primary destination
- Expenditures
- Trip planning horizons
- Flexibility in activities, flexibility in time spent in Hope, flexibility in time spent in British Columbia

The profile of travelers at the Hope VIC can be applied in several different ways.

1. To ensure that the current information provided to VIC users reflects the travelers using the VIC. For example, is there enough information at the Hope 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 British Columbia residents, which would increase number of travelers using the Hope VIC.
 3. By new and existing local tourism businesses for business planning and management.
2. The majority of travelers at the Hope VIC spoke with a VIC Counsellor (89%). Fewer British Columbia residents spoke with a Counsellor than travelers from outside of British Columbia. The vast majority of travelers had their expectations met or exceeded when they stopped at the Hope VIC because good information was given and there was friendly people and helpful staff. A tourism marketing plan could be developed to capitalize on these strengths.
 3. Overall, most travelers at both locations were passing through the Hope area and did not intend it to be their destination. If dollars could be secured, marketing work could be done to promote the Hope area as a destination. Travelers indicated that unique characteristics of the Hope area as a vacation destination were the beauty/nature/scenery followed by the unique history, the presence of the water (lake and river), the Othello Tunnels and other services/activities/attractions.

4. The Hope VIC had a positive impact on traveler behaviour. Thirty-one percent of travelers learned about new activities/places/attractions, 5% would stay at least on additional night and 21% would make another trip as a direct result of the information they obtained at the Hope VIC. Repeat visits are important for generating long term tourism income for the Hope area 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.
5. Travelers that spoke with a VIC Counsellor were more likely to learn about new activities/places/attractions 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 that stopped at the Hope VIC or Hunter Creek in July and August of 2002. The results do not represent the impact of the Hope 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 Hope VIC had on travelers from outside of the Hope area during their trip. This study did not explore the impacts that the Hope VIC had on travelers calling or emailing for information prior to their visit to Hope. In addition, it did not describe the benefits that local residents receive from the Hope VIC or the benefits of locals collecting information for their non-residents 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 travelers visiting to visit friends and family versus those that were traveling for leisure could be developed.

Applications

An estimate of 12,614 parties visited the Hope VIC in July and August 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 Hope VIC came in a RV the following calculation could be done.

12,614 parties * 0.087 = 1,097 parties with RVs used the Hope VIC in July and August 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 Hope VIC and Hunter Creek during the study period.

	Hope VIC			Hunter Creek		
	Agree to Interview-YES	Tourists (NON-RESIDENTS)	Complete Mailback?	Agree to Interview-YES	Tourists (NON-RESIDENTS)	Complete Mailback?
6-Jul	15	12	10			
7-Jul				14	7	4
8-Jul	8	7	7			
11-Jul				22	15	10
12-Jul	10	9	7			
13-Jul				14	9	4
14-Jul	12	9	4			
17-Jul				23	17	10
18-Jul	19	16	5			
19-Jul						
21-Jul				19	11	5
22-Jul	20	15	12			
23-Jul				20	12	4
24-Jul	17	12	6			
25-Jul				11	6	0
26-Jul	8	2	0			
29-Jul				13	7	1
30-Jul	13	11	8			
31-Jul				14	8	7
Total July	122	93	59	150	92	45
1-Aug				14	11	6
6-Aug				14	9	6
7-Aug	19	11	5			
8-Aug				10	6	3
11-Aug	13	6	2			
12-Aug				11	6	4
13-Aug	18	16	11			
14-Aug				13	7	4
17-Aug	12	8	3			
18-Aug				13	8	2
19-Aug	21	16	9			
20-Aug				10	5	0
23-Aug	22	18	8			
24-Aug				11	7	2
25-Aug	11	7	5			
28-Aug	14	12	10			
27-Aug				12	7	3
29-Aug	18	15	4			
30-Aug				9	6	3
31-Aug	6	4	1			
Total August	154	113	58	117	72	33
Grand Total	276	206	117	267	164	78

Appendix B-Questionnaires

Appendix B-Hope VIC Interview Questionnaire

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 within BC and the role of the Hope 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 Fraser Valley or the Fraser Canyon? By Fraser Valley we mean between Langley and Hope and by the Fraser Canyon we mean between Hope and Lytton.

NO YES *Thanks for agreeing to participate, in this study we are only interested in non-residents.*

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 Hope? Was it by

CAR/TRUCK RV BUS BICYCLE AIRPLANE 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

Of those, how much time will be spent in the Hope area? By Hope Area we mean between Bridal Falls and Manning Park and between the Skagit Valley to Boston Bar.

NONE-JUST PASSING THROUGH *Go to flexibility in BC* LESS THAN 1 HR. 2-4 HRS 5-12 HRS 1 NIGHT 2 NIGHTS 3-5 NIGHTS 5+ NIGHTS DK/NR

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 travelers. Thank-You For Participating!!

What is your primary leisure activity while in the Hope area? _____ NONE DK/NR

Which of the following best describes your **primary** (most often used) type of accommodation on this trip? 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 may participate in while in the Hope area? 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 Hope area? 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

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 Hope and District 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

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 Hope 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 Hope Visitor Info Centre?

NO YES DK/NR

Overall, how well did the Hope and District 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

Were there any other products and/or services that were not currently available at the Hope VIC that you would have liked to have found?

NO YES DK/NR

If YES, what were they? _____, _____, _____.

If parking was available on the street rather than a designated parking lot, how would this influence your decision to stop at a Visitor Info Centre? Would you say you.....

DEFINITELY WOULD NOT STOP PROBABLY WOULD NOT STOP MAY OR MAY NOT STOP PROBABLY WOULD STOP DEFINITELY WOULD STOP DK/NR

If PROBABLY OR DEFINITELY WOULD STOP, how many blocks would you be willing to walk from a street parking space to the Visitor Info Centre? _____ blocks 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 when you get home to enquire 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:
Postal Code (<i>If Outside North America</i>) :

Thank-You For Participating!!

Appendix B-Hunter Creek (Reference Site) Interview Questionnaire

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 Fraser Valley or the Fraser Canyon? By Fraser Valley we mean between Langley and Hope and by the Fraser Canyon we mean between Hope and Lytton.

NO YES *Thanks for agreeing to participate, in this study we are only interested in non-residents.*

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 Hope Area? Was it by

CAR/TRUCK RV BUS BICYCLE AIRPLANE 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

Of those, how much time will be spent in the Hope area?

NONE-JUST PASSING THROUGH *Go to flexibility in BC* LESS THAN 1 HR. 2-4 HRS 5-12 HRS 1 NIGHT 2 NIGHTS 3-5 NIGHTS 5+ NIGHTS DK/NR

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!!

What is your primary leisure activity while in the Hope area? _____ NONE DK/NR

Which of the following best describes your **primary** (most often used) type of accommodation on this trip? 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 Hope area? 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 Hope area? 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

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?

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

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

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

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

- A. LESS THAN \$25,000
 D. \$65,000 to \$99,999
- B. \$25,000 to \$44,999
 E. \$100,000 PLUS
- C. \$45,000 to \$64,999
 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:
Postal Code (<i>If Outside North America</i>) :

Thank-You For Participating!!

Appendix B-Hope VIC Mailback Questionnaire

The Hope 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 Hope 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 Hope area? By Hope Area we mean between Bridal Falls and Manning Park and between the Skagit Valley to Boston Bar. *Fill in the most appropriate response.*

_____ DAY(S) IN THE HOPE AREA

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*) _____

5. Was your primary destination within the Hope area? *Circle the most appropriate response.*

- A. YES → What was your primary destination within the Hope area? _____
- B. NO → What was your primary destination? _____
- C. DON'T KNOW

6. Was this your first trip to the Hope area? *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 Hope 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*) _____
- B. NO _____
- C. DON'T KNOW _____

Section 2 – This section asks questions about the impact of the **Hope Visitor Info Centre** on your trip.

9. 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 Hope 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

10a. We want to know about any new activities, attractions, events or destinations that you learned about at the Hope 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 Hope Visitor Info Centre? *Circle the most appropriate response.*

- A. YES → Go to Q10b and then 10c
- B. NO → Go to Q11
- C. DON'T KNOW → Go to Q11

10b. What were those additional attractions, events or destinations that you learned about at the Hope Visitor Info Centre? *Please list up to three (3) activities.*

Activity 1 _____

Activity 2 _____

Activity 3 _____

10c. For each activity listed above please complete the questions in the table below. Please complete the table below, referring to these three activities.

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

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

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

12. How useful was the information that you received at the Hope 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
13. Overall, how well did the Hope 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
14. Given your experience at the Hope 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 3 – This section asks questions about your daily expenditures while in British Columbia.

15. On the trip you visited the Hope Visitor Info Centre, 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

16. 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 4 – This section asks questions about the **Hope area** as a vacation destination.

17. What positive and/or negative images come to mind when you think of the Hope area 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 Hope area as a vacation destination? Unique characteristics are those that make the Hope area 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 **Hope area**? *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 **Hope area**, 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

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? *Circle the most appropriate response.*

- A. YES → Go to Q25
- 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
- } → Go to Q26

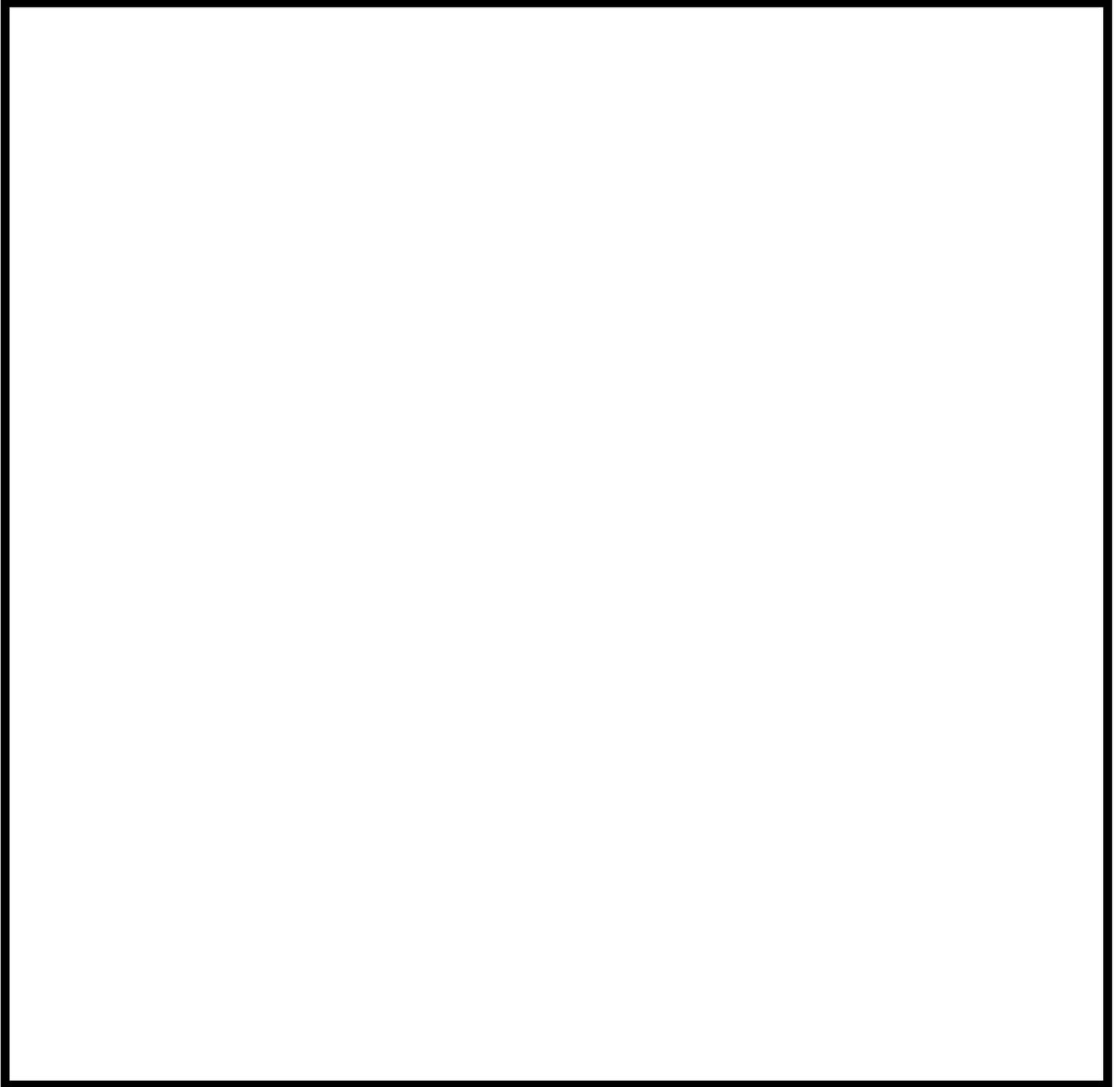
25. Given your experience traveling in **British Columbia**, how likely are you to decide to take another vacation within British Columbia? *Circle the appropriate response.*

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

26. Who was in your travel party when you stopped at the Hope 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	_____	_____

**27. Is there anything else you would like to tell us about your experience at the Hope 0.Visitor Info Centre?
Any comments you have will help improve service at all Visitor Info Centres.**



Thank you for your help.

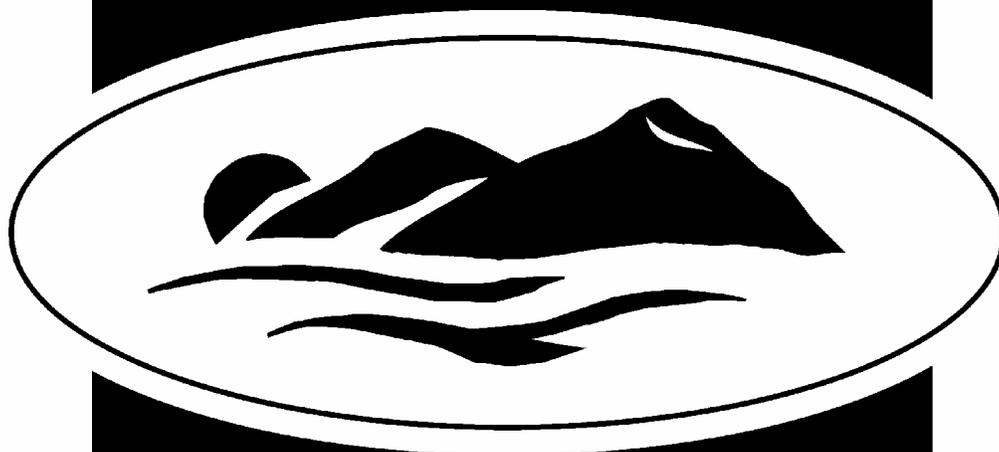
**For your chance to win a digital camera,
please return your completed questionnaire in the enclosed envelope to
*Tourism British Columbia Research Services
Box 9830, Stn Prov Gov't, 300- 1803 Douglas St.
Victoria, BC Canada V8W 9W5***

Appendix B-Hunter Creek (Reference Site) Mailback Questionnaire

Your trip in British Columbia:

What was your experience?

TOURISM
BRITISH
COLUMBIA



C A N A D A

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 on at the Hunter Creek Rest Area.

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 **Hope Area**? By Hope Area we mean between Bridal Falls and Manning Park and between the Skagit Valley and Boston Bar. *Fill in the most appropriate response.*

_____ DAY(S) IN THE HOPE AREA

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*) _____

5. Was your primary destination within the **Hope area**? *Circle the most appropriate response.*

- A. YES → What was your primary destination within the Hope area? _____
- B. NO → What was your primary destination? _____
- C. DON'T KNOW

6. Was this your first trip to the **Hope area**? *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 on, 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 British Columbia.

10. Did you visit the Hope Visitor Info Centre? *Circle the most appropriate response.*

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 the Hope 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 the Hope Visitor Info Centre in British Columbia? *Please fill in the appropriate response.*

14. 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 4 – This section asks questions about the Hope area. By Hope area we mean between Bridal Falls and Manning Park and between the Skagit Valley and Boston Bar.

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

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

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

1. _____
2. _____
3. _____

17. Overall, how satisfied or dissatisfied were you with your trip to the **Hope area**? *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

18. Given your experience in the **Hope area**, 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

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? *Circle the most appropriate response.*
- A. YES → Go to Q22
 - B. NO → Go to Q21

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
- } → Go to Q23

22. Given your experience traveling in **British Columbia**, how likely are you to decide to take another vacation 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

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

24. Is there anything else you would like to tell us about your experience while in the Hope area?

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 Hope VIC, interview Hunter Creek, mailback Hope VIC and mailback Hunter Creek). 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 Hope 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 (gender was the only significant difference). More differences existed between respondents at Hunter Creek (residence, gender, income and days in British Columbia) than at the Hope VIC.
- Women were more likely to agree to participate in the mailback questionnaire at both sites (68% at Hope VIC and 63% at Hunter Creek compared to men--46% at Hope VIC and 41% at Hunter Creek)
- Generally, at both sites, those with a household income of more than \$100,000 were less likely to agree to the mailback. Results were statistically different for Hunter Creek but not the VIC.
- Respondents at Hunter Creek that agreed to the mailback questionnaire (12.7 days) had shorter trips on average than those that did not agree to participate in the mailback questionnaire (31.1 days). This is probably because there were a number of respondents at

Hunter Creek that were away from their home for up to a year-they did not agree because they knew they could not respond.

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

- A smaller proportion of US residents returned the mailback questionnaire at the Hope VIC (71.4% of British Columbia residents, 44.8% from the US, 69.0% from Overseas and 76.5% from Other Canada). At Hunter Creek sample sizes were small making it impossible to test statistically (72.2% of British Columbia residents, 66.7% from the US, 33.3% (2/6) from Overseas and 85.7% from Other Canada).
- A similar proportion of respondents that learned about new activities responded to the mailback questionnaire (67.7% of those that learned about new activities, 66.7% of those that did not learn about new activities).
- Too few people said they would extend their trip to test statistically.
- Many of the statistical tests could not be run because the sample size was too small to ensure validity of the lists.

Differences in Interview/Mailback Responses

- Few differences at the Hope VIC or Hunter Creek in any data tested except for the days in British Columbia and the VIC impact questions (learn about new activities, extended their stay or would come back to British Columbia on vacation).
- The differences in the impact questions are likely to due to sample sizes because very few mailback questionnaires were available for analysis.

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.
- Sample sizes are small for comparing the interview and mailback responses.
- Differences existed in the interview and mailback questionnaire responses for the VIC impact questions. A higher proportion of respondents in the mailback questionnaire indicated they learned about new activities, they extended their stay and they would take another trip to British Columbia. This is most likely a result of small sample sizes as such widespread differences were not evident at the Coquihalla, Kamloops, Kelowna or Penticton VICs.
- Due to the above factors and to be conservative, the interview data was used to summarise the impact of the Hope VIC had on travelers. Mailback questionnaire responses were used only when the question was not asked in the interview.

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 Hope VIC.

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

1. Represents only people that agreed to participate in 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 Hunter Creek.

Hunter Creek	☐ Mark Indicates a Statistical Difference		
	Agreed to Mailback	Mailback Responses (Non-Response Bias)	Interview/Mailback Responses
Residence Category	☐	Sample Size Issues	--
Gender	☐	N	--
Age	N	Sample Size Issues	--
Party Size	N	N	N
Parties With Children	N	N	N
Income	☐	Sample Size Issues	N
Education	N	Sample Size Issues	--
Days Away from Home	☐	N	N
Days in British Columbia	N	N	☐
Daily Expenditure	N	N	N

Table A4. A summary of differences in data between the interview and mailback questionnaire at both the Hope VIC and Hunter Creek.

Location	Concept/Questions	Trip Characteristics Results		Statistically Different?
		Interview % (n)	Mailback % (n)	
Hope VIC	Mean Days Away From Home	20.9	25.0	N
	Mean Days In British Columbia	13.1	11.5	□
	Primary Accommodations-Hotel (%)	43.9	36.2	N
	Primary Accommodations -Campground (%)	41.3	50.7	
	Primary Accommodations -Friends & Rel. (%)	9.2	11.6	
	Mean Daily Expenditures	\$194.49	\$208.33	N
	VIC Live Up To Expectations-Fell Short (%)	0.5	2.9	N
	VIC Live Up To Expectations-Met (%)	51.8	59.4	
	VIC Live Up To Expectations-Exceeded (%)	45.1	37.7	
	VIC Live Up To Expectations-DK/NR (%)	2.6	0.0	
	Party Size	2.7	3.9	N
	Learn About New Activities	31.1	48.4	□
	Overall Extend Trip	4.9	20.6	□
	Overall, Take Another Trip to/within British Columbia	23.2	65.3	□
Hunter Creek				
Mean Days Away From Home	20.1	14.6	□	
Mean Days In British Columbia	8.9	8.9	N	
Primary Accommodations-Hotel (%)	57.7	53.6	N	
Primary Accommodations-Campground (%)	17.4	23.2		
Primary Accommodations-Friends & Rel. (%)	20.8	23.2		
Mean Daily Expenditures	\$221.78	\$179.61	N	
Party Size	2.5	3.8	N	

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 (n=57 for Hope VIC and n=35 for Hunter Creek). The means in this table are not only those that had a paired response.

Appendix D-Calculation of Total VIC Use

Calculation of total parties that use the Hope 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 July and August 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		Hope VIC Daily Party Counts	Estimated Total Daily Parties	Estimated Total Monthly Parties
	n	%			
20020706	12	100.0	167	167	
20020708	7	100.0	137	137	
20020712	8	88.9	167	188	
20020714	9	100.0	154	154	
20020718	12	85.7	399	466	
20020722	14	93.3	160	171	
20020724	10	83.3	145	174	
20020726	2	100.0	173	173	
20020730	7	70.0	195	279	
July			188.56	212.04	6,573
20020807	9	90.0	177	197	
20020811	6	100.0	220	220	
20020813	15	93.8	195	208	
20020817	7	100.0	184	184	
20020819	12	80.0	160	200	
20020823	13	76.5	149	195	
20020825	4	66.7	170	255	
20020828	9	90.0	138	153	
20020829	13	92.9	141	152	
20020831	4	100.0	185	185	
August			171.90	194.87	6,041
Total Parties (July and August)					12,614

Appendix E-Additional VICs Visited

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

Hope VIC	Count	Hope VIC	Count
Vancouver	11	Ucluelet	1
Revelstoke	5	Vancouver Island on way to Tofino	1
Whistler	5	Wherever there was one	1
Victoria	4	Williams Lake	1
Dawson Creek	3	Total	78
Kelowna	3		
Banff	2		
Field	2	Hunter Creek	Count
Fort Langley	2	Merritt	4
Golden	2	Kelowna	2
Kamloops	2	Penticton	2
Lake Louise	2	Revelstoke	2
Lytton	2	Vancouver	2
Valemont	2	Parksville	1
Abbotsford	1	Chase	1
Border with US	1	In the National Parks	1
Bowser	1	Logan Lake (not open)	1
Castlegar	1	Mission	1
Clearwater	1	Oliver	1
Cranbrook	1	Boston Bar	1
Every info centre on our path	1	Clearwater	1
Fernie	1	Craighlichi	1
Fort Nelson	1	Don't remember name	1
Greenwood	1	Fraser Lake	1
Junction #37A Cassiar Hwy	1	Gold River	1
Langley	1	Jasper	1
Lots of them	1	Kamloops	1
Manning Park	1	Mt Robson Park	1
McBride	1	Nanaimo	1
Merritt	1	Port Hardy	1
Nanaimo	1	Port McNeil	1
Pender Island	1	Rogers Pass	1
Port McNeil	1	Salmon Arm	1
Prince George	1	South of Avola on N. Thompson River	1
Prince Rupert	1	Vancouver Island	1
Qualicum Beach	1	Victoria	1
Radium Hot Springs	1	Total	35
Sechelt	1		
Several throughout British Columbia	1		
Squamish	1		
Tofino	1		