



RESEARCH SERVICES

VALUE OF THE PENTICTON 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 (VIC) can use to measure the impact of the VIC on traveler behaviour and to determine the economic impact of the VIC. The purpose of this study was to assess the impact of the Penticton Visitor Info Centre. Specifically, the study objectives were:

1. To profile travelers who use the Penticton VIC in terms of traveler and trip characteristics.
2. To measure the influence the Penticton 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 Penticton VIC and a reference site (the Penticton Beaches). The purpose of the reference site was to obtain information from the typical traveler to the region and compare it to that obtained from travelers at the VIC. In addition, travelers were studied during and after their trip. On-site interviews collected information from travelers during their trip and the mailback questionnaire collected information from travelers after their trip. The primary purpose of the mailback questionnaire was to compare mid-trip and complete trip perceptions of the VIC impacts on traveler behaviour and to understand traveler perceptions of the Okanagan Valley and British Columbia after their trip was complete.

- Between June and September of 2002, 1,242 people were approached at the Penticton VIC or the Penticton Beaches. Of those, 1,019 agreed to complete the interview but 451 were excluded because they were from the local area, resulting in 568 useable surveys.
- In terms of origin, travelers differed between the Penticton VIC and the Penticton Beaches. At the Penticton Beaches there were more travelers from BC (48%) and less from the US (6%) or Overseas (8%) than at the Penticton VIC. At the Penticton VIC, 38% of travelers were from BC, 12% were from the US, and 11% were from Overseas. Proportions of travelers from other Canadian provinces were similar between the two groups (40% Penticton VIC, 38% Penticton Beaches).
- At the Penticton VIC, the average party size was 2.9 people and 31% of travel parties had children. Those parties with children had, on average, 4.9 people traveling with them. The size of travel parties was similar at the Penticton Beaches. However, the proportion of parties traveling with children was significantly larger at the Penticton Beaches (46%) than at the Penticton VIC (31%).
- The majority of travelers were traveling for leisure purposes at both the Penticton VIC (76%) and the Penticton Beaches (67%). Similar proportions were traveling for business (6% and 8% respectively) however more travelers at the Penticton Beaches were visiting friends and family (21%) than at the Penticton VIC (13%).

- Modes of transportation were very similar between travelers from the Penticton VIC and the Penticton Beaches. Most travelers at both the Penticton VIC and the Penticton Beaches were traveling in a car or truck (84%, 83% respectively). A slightly higher proportion of RVs stopped at the Penticton VIC than the Penticton Beaches, while travelers to the Penticton Beaches used a slightly higher proportion of other transportation means such as motorcycle, hitchhiking or biking.
- Travelers interviewed at the Penticton VIC and the Penticton Beaches differed in their choice of primary accommodation. The proportion of travelers at the Penticton VIC staying at a Resort/Hotel/Motel or Bed and Breakfast (48%) was similar to those travelers from the Penticton Beaches (46%). In contrast, travelers from the Penticton Beaches were more than twice as likely (24%) to stay with Friends or Relatives than travelers from the Penticton VIC (12%). As a result, a smaller proportion of travelers at the Penticton Beaches stayed at a Campground or RV Park (23%) than those of the Penticton VIC (35%).
- The primary destination of travelers differed slightly between locations; 93% of travelers at the Penticton Beaches and 83% of travelers at the Penticton VIC had a primary destination of Okanagan Valley. Similarly, a larger percentage of travelers at the Penticton Beaches (75%) had Penticton as their primary destination than travelers at the Penticton VIC (48%).
- Overall, travelers at the Penticton VIC planned to spend an average of 19 days away from home, 14 days in British Columbia and 8 days in the Okanagan Valley. A similar amount of time was spent away from home (17 days), in British Columbia (15 days), or in the Okanagan Valley (11) by travelers interviewed at the Penticton Beaches.
- A large percentage of travelers at both locations used both the internet and word of mouth (friends, relatives etc.) to plan their trip. The groups differed in that travelers from the Penticton VIC relied on brochures and books and VICs much more than the travelers from the Penticton Beaches who relied more on their past experience.
- The majority of travelers at both the Penticton VIC and the Penticton Beaches were very flexible in the activities that they planned to participate in while in the Okanagan Valley. Fewer travelers at both locations were very flexible in the amount of time they could spend in the Okanagan Valley and even fewer were very flexible in terms of the amount of time they planned to spend in British Columbia.
- The majority of travelers at the Penticton VIC spoke with a Counsellor (70%).
- An overwhelming majority (98%) of travelers responded that the VIC met or exceeded their expectations (Table 7). Fifty percent of travelers indicated that the VIC exceeded their expectations while 48% felt that the VIC met their expectations. Only two percent of all travelers felt that the VIC fell short of their expectations.
- The majority of visitors stopped to visit the VIC (56%) or both the VIC and wine shop (26%). Of the eighteen percent that stopped to visit the wine shop only, 79% also went into the VIC. These results show that the wine shop draws extra visitors into the VIC where they may learn about new activities or areas of interest in Penticton.

- On average, travelers at the Penticton VIC spent \$165 per party per day and those at the Penticton Beaches spent \$156 per party per day.
- In the summer of 2002, Penticton VIC users expended over \$46.8 million in the Okanagan Valley and another \$32.4 million on their trip throughout the rest of the province.
- One third of travelers learned about new activities/places/attractions, 6% said they would stay at least one additional night and almost half (47%) would make another trip as a direct result of the information they obtained at the Penticton 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 Penticton Visitor Info Centre.

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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 Penticton 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, the Penticton and Wine Country Chamber of Commerce (Penticton VIC) and Tourism Kelowna.

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

1. To profile travelers who use the Penticton VIC in terms of traveler and trip characteristics.
2. To measure the influence the Penticton 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 Penticton VIC and a reference site (the Penticton Beaches). At the Penticton Beaches, interviewers rotated between the Skaha Lake beach and the Okanagan Lake beach. The purpose of the reference site was to obtain information from the typical traveler to the region and compare it to information obtained from travelers at the VIC. In addition, travelers were studied during and after their trip. On-site interviews collected information from travelers during their trip and the mailback questionnaire collected information from travelers after their trip. The primary purpose of the mailback questionnaire was to compare mid-trip and complete trip perceptions of the VIC impacts on traveler behaviour and to understand traveler perceptions of the Okanagan Valley and British Columbia, after their trip was complete.

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

days in July, two days in August and one day in September at the Penticton Beaches interviewing tourists (see Appendix A for more details).

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

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

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

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

Mailback questionnaires were sent out with a business reply envelope and a British Columbia Magazine in mid-October 2002. The first mailing was followed by a second of a reminder postcard and third mailing of just a questionnaire and business reply envelope. Responses were accepted until January 24, 2003. There was a 55% response from the Penticton VIC and a 53% response rate from the Penticton Beaches. The mailback questionnaire collected a variety of information including (see Penticton VIC mailback questionnaire in Appendix B);

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

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

Data Analysis

The study design produced four sets of data that are available for analysis - the interview and mailback questionnaires at each location (interview Penticton VIC, interview the Penticton Beaches, mailback Penticton VIC and mailback the Penticton Beaches). 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 (which could cause non-response bias). Both instances could cause the mailback questionnaire results to be unrepresentative of travelers interviewed.

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

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

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

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Results

Between June and September of 2002, 1,242 people were approached at the Penticton VIC or the Penticton Beaches. Of those, 1,019 agreed to complete the interview but 451 were excluded because they were from the local area, resulting in 568 useable surveys. Two hundred and eighty seven (51%) of those interviews were conducted at the Penticton VIC and two hundred and eighty one (50%) were conducted at the Penticton Beaches (Table 1).

Table 1. Travelers surveyed at the Penticton VIC and the Penticton Beaches.

	Travelers Approached	Agreed to Interview	From Local Community ¹	Useable Traveler Surveys (%)
Penticton VIC	690	525	238	287 (50.5%)
Penticton Beaches	552	494	213	281 (49.5%)
Total	1,242	1,019	451	568 (100.0%)

1. Residents living between Enderby and Osoyoos.

Tourist Characteristics (Demographics)

In terms of origin, travelers differed from each other between the Penticton VIC and the Penticton Beaches (Table 2). At the Penticton Beaches there were more travelers from BC (48%) and less from the US (6%) or Overseas (8%) than travelers at the Penticton VIC. At the Penticton VIC, 38% of travelers were from BC, 12% were from the US, and 11% were from Overseas. Proportions of travelers from other Canadian provinces were similar between the two groups (40% Penticton VIC, 38% Penticton Beaches).

At both the Penticton VIC and the Penticton Beaches the majority of travelers from provinces outside of British Columbia originated from Alberta. Fewer travelers were from Ontario, Quebec, Saskatchewan, Manitoba, Newfoundland, the Northwest Territories, Nova Scotia, the Yukon Territory or New Brunswick (Figure 1). At the Penticton Beaches there was a slightly higher proportion of travelers from Alberta compared to those at the Penticton VIC, while those at the Penticton VIC had a slightly higher proportion from central Canada compared to travelers at the Penticton Beaches. The majority of travelers from the United States interviewed at the Penticton VIC and the Penticton Beaches were from Washington, with fewer travelers from California, Texas, Colorado, Montana, Iowa, Arizona, Oregon or New Jersey (Figure 2). A higher proportion of Overseas travelers at the Penticton Beaches were European (95%) than at the Penticton VIC (77%) with a higher proportion of travelers at the Penticton VIC from Asia (20%) than at the Penticton Beaches (5%; Figure 3).

There was no significant difference in the gender, age or income between travelers interviewed at the Penticton VIC and at the Penticton Beaches (Table 2). In contrast, there were differences in the level of education between travelers interviewed at the Penticton VIC and the Penticton Beaches. The proportion of travelers with at least a university degree was higher at the Penticton VIC (45%) than at the Penticton Beaches (28%).

At the Penticton VIC, the average party size was 2.9 people and 31% of travel parties had children (Table 2). Those parties with children had, on average a party size of 4.9 people traveling with them which was similar to the party size of travelers at the Penticton Beaches. However, the proportion of parties traveling with children was significantly larger at the Penticton Beaches (46%) than at the Penticton VIC (31%).

Table 2. Traveler demographics at the Penticton VIC and the Penticton Beaches.

	Penticton VIC		Penticton Beaches	
	Number of Responses ¹	Percentage of Responses	Number of Responses ¹	Percentage of Responses
Origin*				
BC	108	37.6%	136	48.4%
US	34	11.8%	17	6.0%
Overseas	30	10.5%	21	7.5%
Other Canada	115	40.1%	107	38.1%
Gender				
Male	145	53.3%	122	46.0%
Female	127	46.7%	143	54.0%
Age²				
Under 24 Years	18	6.6%	37	14.0%
25-34 Years	51	18.8%	49	18.5%
35-44 Years	91	33.5%	88	33.2%
45-54 Years	55	20.2%	50	18.9%
55-64 Years	44	16.2%	28	10.6%
65 Years or Older	13	4.8%	13	4.9%
Education*				
Less Than High School	5	1.9%	9	3.4%
High School	41	15.3%	55	20.8%
SOME Technical, College or University	24	9.0%	38	14.4%
College of Technical Diploma	45	16.8%	61	23.1%
University Degree	121	45.1%	74	28.0%
Masters or a PHD Degree	32	11.9%	27	10.2%
Income				
Less than \$25,000	18	6.6%	18	6.8%
\$25,000 to \$49,999	22	8.1%	40	15.1%
\$50,000 to \$64,999	34	12.5%	31	11.7%
\$65,000 to \$99,999	61	22.4%	64	24.2%
\$100,000 or More	74	27.2%	61	23.0%
Don't Know/No Response ²	63	23.2%	51	19.2%
Party Size				
Average Party Size-Total	287	2.9	281	3.2
Average Party Size-Parties without children	199	2.0	152	1.9
Proportion with Children*	88	30.7%	129	45.9%
Average Party Size-Parties with children	88	4.9	129	4.7

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

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. Although displayed here, the Don't Knows and No Responses were excluded from the statistical analysis.

Origin of Canadian Travelers from Outside of British Columbia by Province

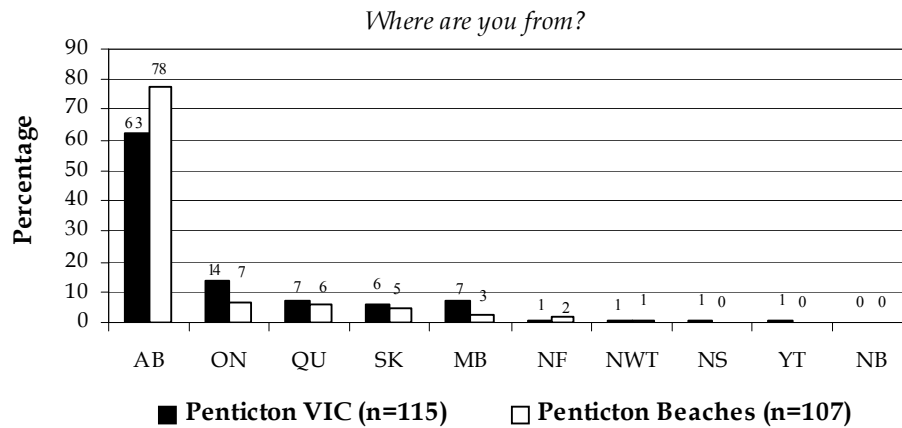


Figure 1. The percentage of travelers from provinces outside of BC at the Penticton VIC and the Penticton Beaches.

Origin of U.S. Travelers by State

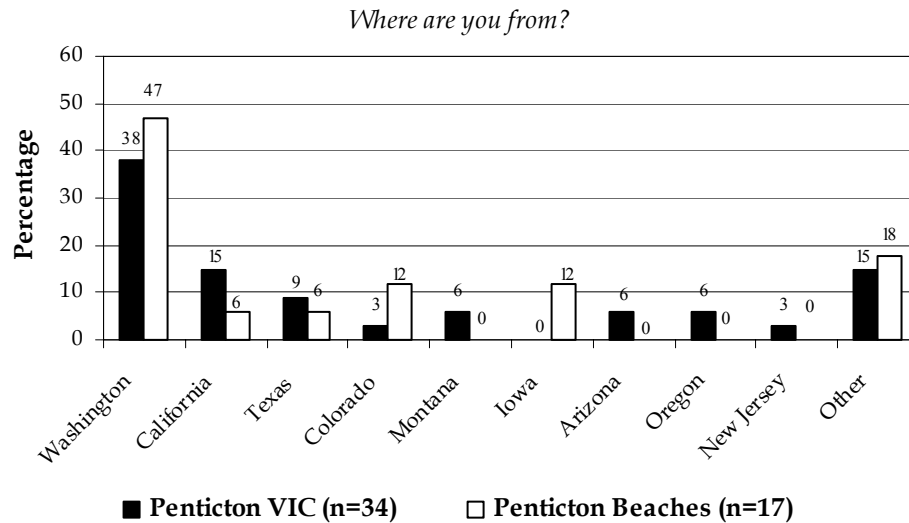


Figure 2. The percentage of US travelers from each state at the Penticton VIC and the Penticton Beaches.

Origin of Overseas Travelers by Country

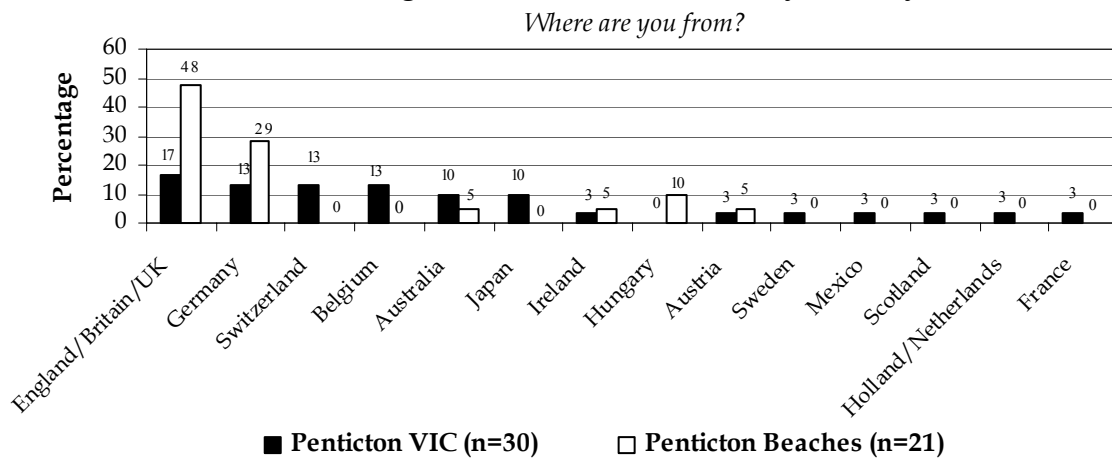


Figure 3. The percentage of travelers from each overseas country at the Penticton VIC and the Penticton Beaches.

Trip Characteristics

The majority of travelers were traveling for leisure purposes at both the Penticton VIC (76%) and the Penticton Beaches (67%; Table 3). More travelers at the Penticton Beaches were visiting friends and family (21%) than those at the Penticton VIC (13%); which is most likely due to the slightly higher proportion of British Columbia residents represented at the Penticton Beaches. Similar proportions at each location were traveling for business (6% Penticton VIC, 8% Penticton Beaches).

Modes of transportation were very similar between travelers from the Penticton VIC and the Penticton Beaches. Most travelers at both the Penticton VIC and the Penticton Beaches were traveling in a car or truck (84%, 83% respectively; Table 3). A slightly higher proportion of RVs stopped at the Penticton VIC than at the Penticton Beaches, while travelers to the Penticton Beaches used a slightly higher proportion of other transportation means such as motorcycle, hitchhiking or biking. A small proportion of travelers at both the VIC (5%) and the Penticton Beaches (6%) used the airport. The Kelowna airport was used by the majority of travelers at the Penticton VIC (80%), while only 20% used the Penticton airport. Those travelers at the Penticton Beaches used both Penticton (47%) and Kelowna airports (53%) equally.

Travelers interviewed at the Penticton VIC and the Penticton Beaches differed in their choice of primary accommodation. The proportion of travelers at the Penticton VIC staying at a Resort/Hotel/Motel or Bed and Breakfast (48%) was similar to those travelers from the Penticton Beaches (46%). In contrast, travelers from the Penticton Beaches were more than twice as likely (24%) to stay with Friends or Relatives than travelers from the Penticton VIC (12%). Therefore, a smaller proportion of travelers at the Penticton Beaches stayed at a Campground or RV Park (23%) than those of the Penticton VIC (35%).

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

	Percentage of Responses	
	Penticton VIC	Penticton Beaches
Primary Trip Purpose		
Leisure	76.3%	67.1%
Visiting Friends & Family	12.9%	20.7%
Work/Business Activity	4.9%	4.6%
Other ¹	5.9%	7.5%
Mode of Transportation		
Car/Truck	83.6%	82.1%
RV	6.6%	3.6%
Bus	2.8%	3.9%
Airplane ²	5.2%	6.1%
Other ³	1.7%	4.3%
Primary Accommodations*		
Resort/Hotel/Motel/B&B	47.6%	46.1%
Campground/RV	34.8%	22.5%
Friends OR Relatives	12.1%	24.3%
Other ⁴	5.5%	7.1%

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

1. Other primary trip purposes included medical reasons, sporting camps or activities (Ironman).

2. Kelowna airport was used by the majority of travelers at the Penticton VIC (80%), while only 20% used the Penticton airport. Those at the Penticton Beaches used both Penticton (47%) and Kelowna airports (53%) equally.

3. Other transportation included motorcycle, bike and hitchhiking.

4. Other primary accommodation included; none (returning today), hostel, condo, cabin, van and vacation home.

The primary destination of travelers differed slightly between locations. While 93% of travelers at Penticton Beaches and 83% of travelers at the Penticton VIC had a primary destination of Okanagan Valley, a much larger percentage of travelers at the Penticton Beaches (75%) had Penticton as their primary destination than travelers at the Penticton VIC (48%; Figure 4). Travelers at the Penticton VIC were more likely to have Kelowna, other Okanagan Valley or Other BC as their primary destinations than travelers at Penticton Beaches.

Of the 14% of travelers at the Penticton VIC that were traveling to other destinations within British Columbia, the majority were traveling to the Vancouver, Coast and Mountains (48%), Vancouver Island (15%) or the BC Rockies (10%) tourism regions. Almost thirty percent (28%) did not have a primary destination but were traveling all over the province. A slightly different pattern existed for travelers at the Penticton Beaches. Most were headed towards the Vancouver, Coast and Mountains (57%) or the Thompson Okanagan (28%) tourism regions with a few others traveling to Vancouver Island (7%) or with no specific destination (7%).

Travelers at the Penticton VIC had a variety of destinations outside of British Columbia including; Alberta (44%), Saskatchewan (22%), a Canada wide tour (11%), Alaska (11%), or Ontario (11%). For travelers at the Penticton Beaches, destinations outside of British Columbia consisted of a Canada wide tour (29%), Alberta (14%), Saskatchewan (14%), Manitoba (14%), California (14%) or Alaska (14%).

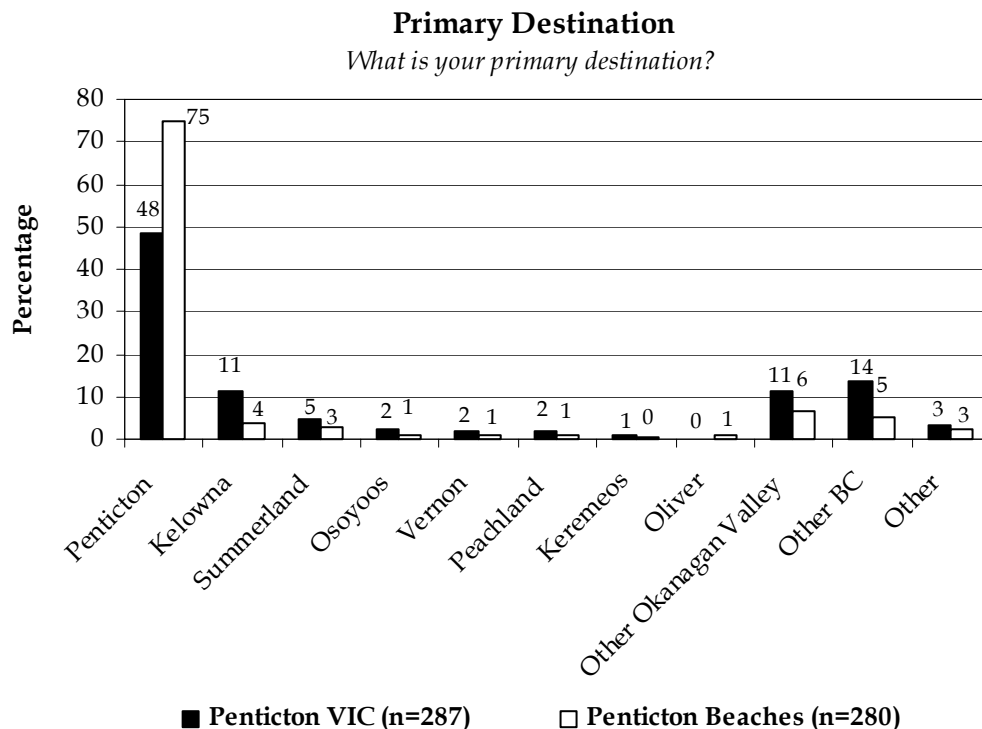


Figure 4. The primary destination of travelers at the Penticton VIC and the Penticton Beaches.

On the mailback questionnaire, respondents were asked if this was their first trip to the Okanagan Valley. A larger proportion of travelers interviewed at the Penticton VIC indicated this was their first trip (27%, n=103) compared to travelers interviewed at the Penticton Beaches (12%, n=116).

Overall, travelers at the Penticton VIC planned to spend an average of 19 days away from home, 14 days in British Columbia and 8 days in the Okanagan Valley. A similar amount of time was spent away from

home (17 days), in British Columbia (15 days), or in the Okanagan Valley (11) by travelers interviewed at the Penticton Beaches. Less than one percent of travelers at both locations indicated they would not spend any time in the Okanagan Valley. At both locations, those travelers from Overseas spent more time away from home and in British Columbia than those travelers from the US, other provinces in Canada or travelers from British Columbia (Figures 5, 6).

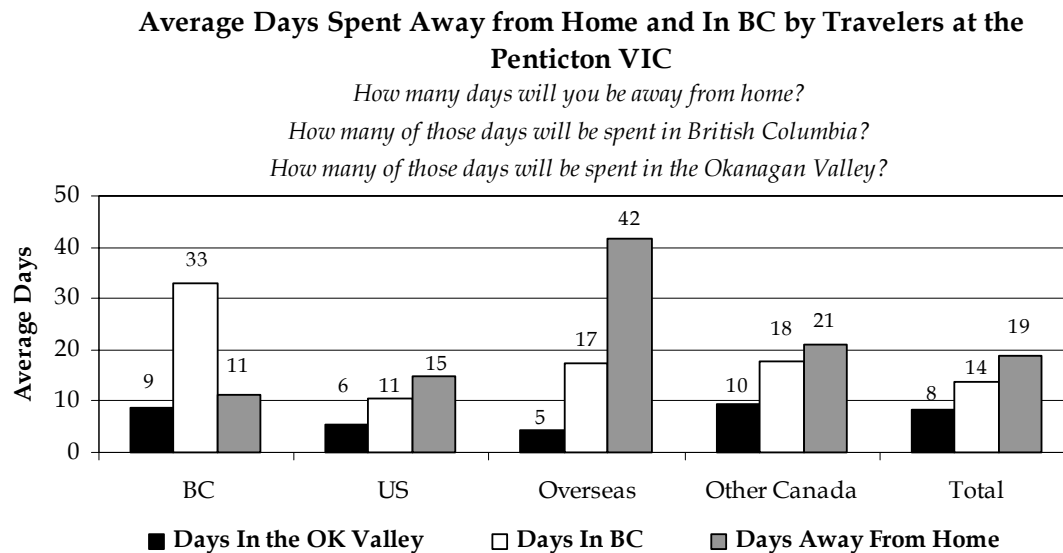


Figure 5. The average number of days spent away from home and in British Columbia by traveler origin at the Penticton VIC (n=287). 8% of BC travelers indicated they were away from home for more than 200 days to raise the mean to 33 days.

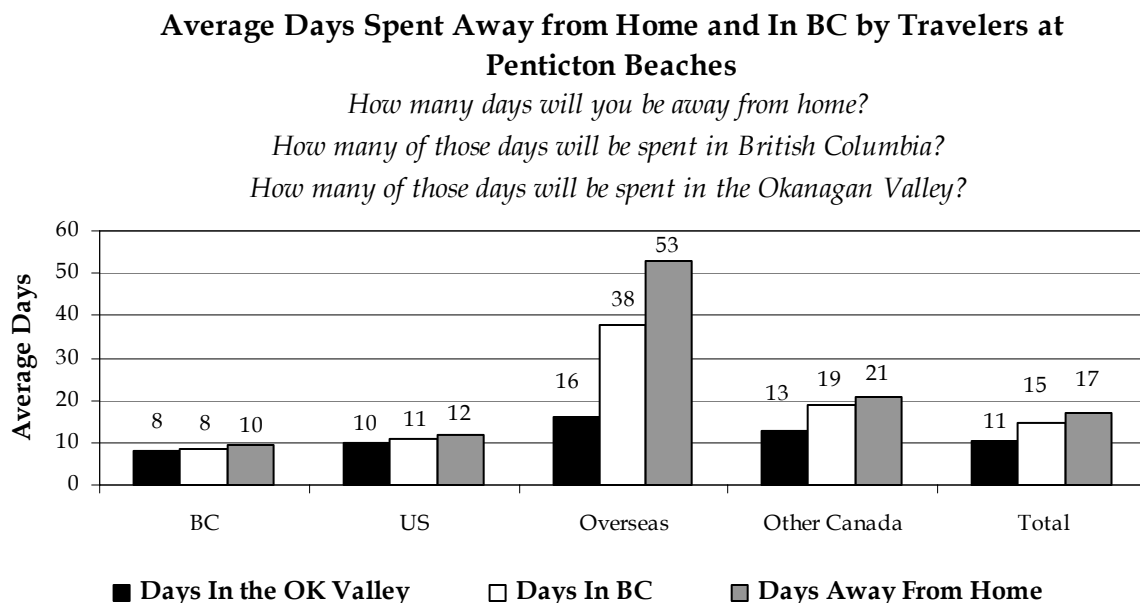


Figure 6. The average number of days spent away from home and in British Columbia by traveler origin at the Penticton Beaches (n=281).

Trip Planning

Trip planning horizons were very similar between travelers at the Penticton VIC and the Penticton Beaches (Table 4). The majority of travelers spent time planning for their trip 13+ weeks in advance (34%

Penticton VIC and 35% Penticton Beaches) followed by 3-8 weeks in advance for planning (29% Penticton VIC and 26% Penticton Beaches). Fewer travelers planned their trip less than one week in advance.

Table 4. Trip planning horizons for travelers at the Penticton VIC and the Penticton Beaches.

Trip Planning Horizons	Percentage of Respondents	
	Penticton VIC (n=273)	Penticton Beaches (n=376)
During The Trip	0.0%	0.8%
Day of Departure	2.6%	3.4%
1-6 Days (before trip)	11.4%	9.8%
1-2 Weeks	14.3%	13.5%
3-8 Weeks	28.6%	25.6%
9-12 Weeks	9.2%	12.0%
13+ Weeks	34.1%	35.0%
Total	100.0%	100.0%

A large percentage of travelers at both locations used both the internet and word of mouth (friends, relatives etc.) to plan their trip (Figure 7). The groups differed in that travelers from the Penticton VIC relied on brochures and books and VICs much more than the travelers from the Penticton Beaches who relied more on their past experience. Fewer travelers used the toll-free Tourism British Columbia phone number, travel agents/airlines, other information sources, advertising, media coverage or tour operators/tourism businesses to plan their trip within British Columbia.

Percentage of Travelers Using Each Information Source

What information sources did you use to plan your trip?

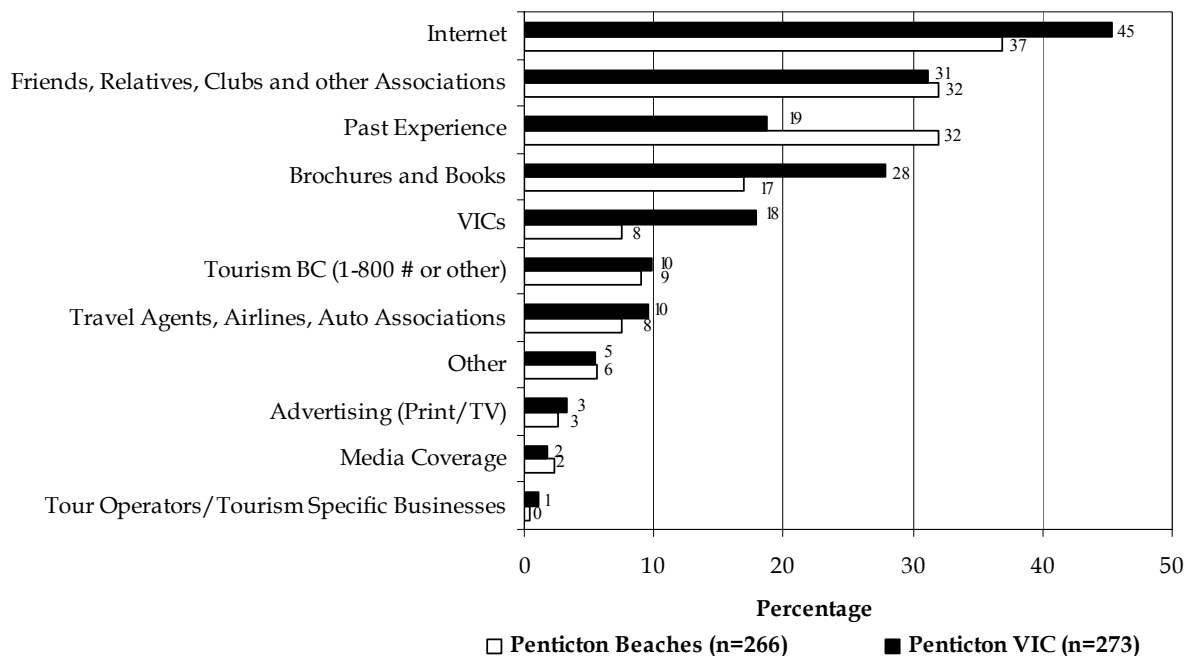


Figure 7. The percentages of travelers using each information source for trip planning at the Penticton VIC and the Penticton Beaches.

Trip Flexibility

Travelers that planned to spend some time in the Okanagan Valley were asked about their flexibility in terms of the activities they would participate in, the amount of time they could spend in the Okanagan Valley and the amount of time they could spend in British Columbia (Figures 8, 9, 10). The vast majority of travelers at both the Penticton VIC and the Penticton Beaches were very flexible in the activities that they planned to participate in while in the Okanagan Valley. About half of travelers at both locations were very flexible in the amount of time they could spend in the Okanagan Valley and about 40% were very flexible in terms of the amount of time they planned to spend in British Columbia. Travelers at both locations were similar in their trip flexibility in terms of activities, time in the Okanagan Valley and time in British Columbia. In general, travelers were more flexible in terms of their activity participation than time spent on their trip.

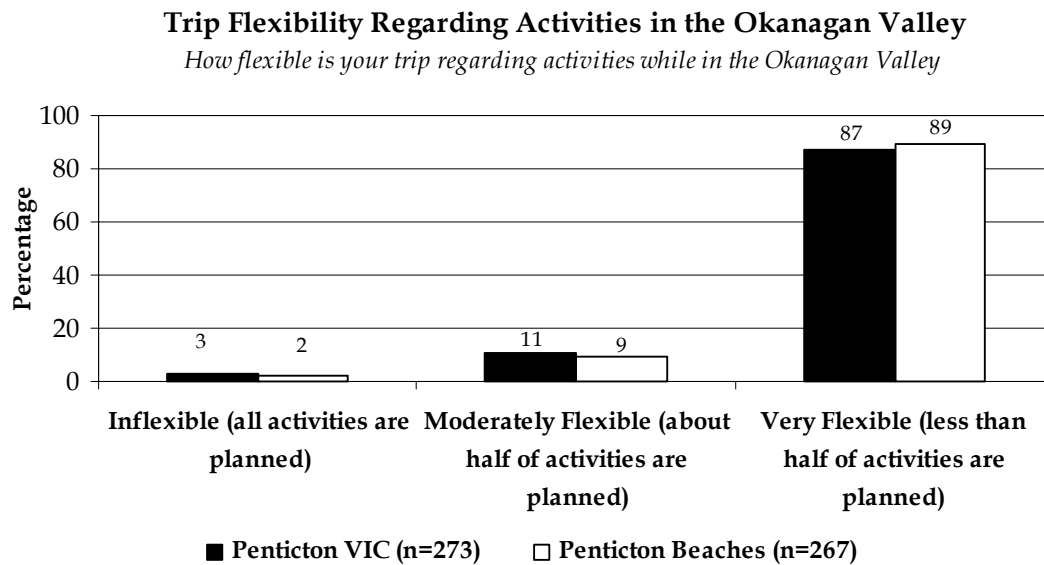


Figure 8. Travelers rating of trip flexibility regarding activities in the Okanagan Valley at the Penticton VIC and the Penticton Beaches.

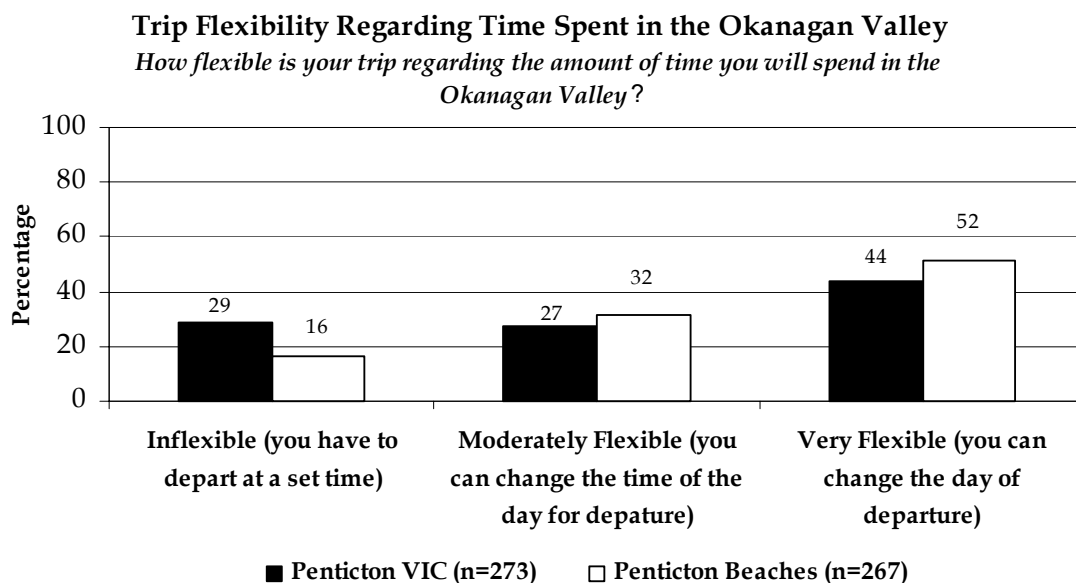


Figure 9. Travelers rating of trip flexibility regarding the time spent in the Okanagan Valley at the Penticton VIC and the Penticton Beaches.

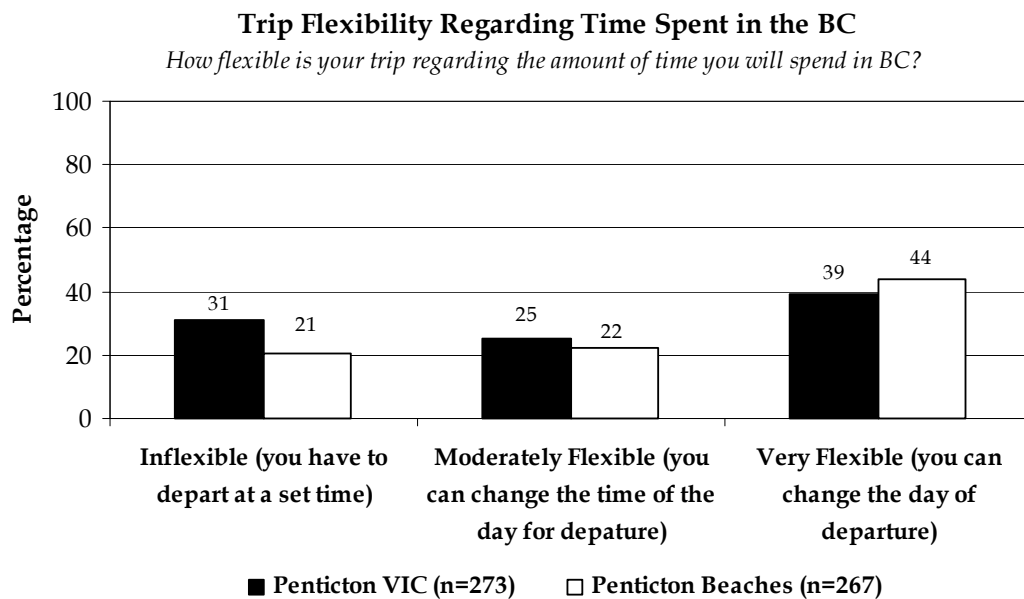


Figure 10. Travelers rating of trip flexibility regarding the time spent in British Columbia at the Penticton VIC and the Penticton Beaches.

Traveler Activities

If travelers indicated they would spend some time in the Okanagan Valley they were asked about their primary activity (Table 5). The profiles of the two traveler groups indicated significant differences between primary activities for travelers at the Penticton VIC and the Penticton Beaches.

The top primary activity for both groups was spending time at the beach, however those at the Penticton Beaches were more than twice as likely (54%) than those at the Penticton VIC (22%) to participate in beach activities. This was obviously influenced by the beach location where more beach enthusiasts congregate. Those at the Penticton Beaches spent time at the beach (54%) or relaxed (17%), accounting for almost three quarters of their primary activities. In contrast, those at the Penticton VIC also relaxed (15%), enjoyed wine or wineries (14%) and went sightseeing (11%). Interestingly, there were no travelers that expressed interest in wine or wineries at the Penticton Beaches as their primary activity in contrast to 14% at the Penticton VIC. Both groups indicated they would sightsee (11% Penticton VIC, 6% Penticton Beaches) and hike/walk (6% Penticton VIC, 5% Penticton Beaches). Fewer travelers at both locations indicated they would participate in water sports/activities, bike, golf, outdoor recreation or sporting events.

Table 5. The top ten primary activities of travelers at the Penticton VIC and the Penticton Beaches.

Primary Activity* ¹	Percentage of Responses	
	Penticton VIC (n=272)	Penticton Beaches (n=265)
Beach / Sunbathing / Swimming	22.4%	54.3%
Relaxing	14.7%	17.0%
Wine / Wineries	14.3%	0.0%
Sightseeing	10.7%	6.4%
Hiking / Walking	5.9%	4.5%
Water sports / Activities	5.5%	2.6%
Biking / Cycling	5.1%	1.9%
Golfing	3.3%	1.5%
Outdoor Activities / Recreation	3.3%	0.8%
Sporting Events / Activities	2.9%	1.1%

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

1. Other activities included: Camping, Eating / Drinking, Enjoying Nature / Scenery, Visiting, Boating, Photography, Climbing, Fruit Picking, Shopping, Children / Family Activities, Car Show, Motor Biking, Dancing, Fishing, Hog Rally.

In addition, travelers were asked if they had participated in or planned to participate in eighteen specific activities (participation rate). The top five activity participation rates were somewhat similar for both sites and included swimming/other water based activities, visiting a farm/farmers market/orchard/food processor, participating in nature based activities, shopping, visiting a winery or having a special dining experience (Figures 11, 12).

The participation rate varied between locations for nine of the eighteen activities. Compared to those at the Penticton Beaches, travelers from the Penticton VIC were more likely to visit a winery, a natural history attraction, a heritage or historic site, an art gallery, an art studio or a First Nations attraction. In contrast, travelers at the Penticton Beaches were more likely to swim/participate in other water activities or visit a family attraction. Of particular note, 76% of travelers interviewed at the Penticton VIC visited wineries whereas fewer (43%) at the Penticton Beaches visited wineries. This may be due to the larger number of parties with children at the Penticton Beaches.

Only those travelers that indicated they would participate in a particular activity were asked how important that activity was in planning their current trip. Activities were then compared between locations on the percentage of travelers that rated them as important or very important in planning their trip. The activity that was most often rated as important or very important to trip planning at both locations was to participate in or attend a sporting event other than golf (Figures 11, 12). Other than that, activity importance for trip planning was quite different at the two locations.

At the Penticton VIC, other activities with high importance ratings were participating in nature-based activities, visiting a winery, visiting a First Nations Attraction, or golfing/attending a golf event. Despite the high importance ratings, participation was quite low in visiting a First Nations attraction, participating/attending a sporting event and golfing/attending a golf event which indicates these activities were very important to the few that participated in them.

At the Penticton Beaches, other activities with high importance ratings were swimming/other water based activities, visiting a farm/farmers market/orchard, participating in nature-based attractions and visiting a family attraction. Participation for the activities rated as important in planning a trip except followed a similar pattern as participation rates at the Penticton VIC.

A large percentage of travelers at both locations indicated they would shop or visit a farm/farmer's market/orchard during their trip but fewer indicated it was important or very important to planning their trip.

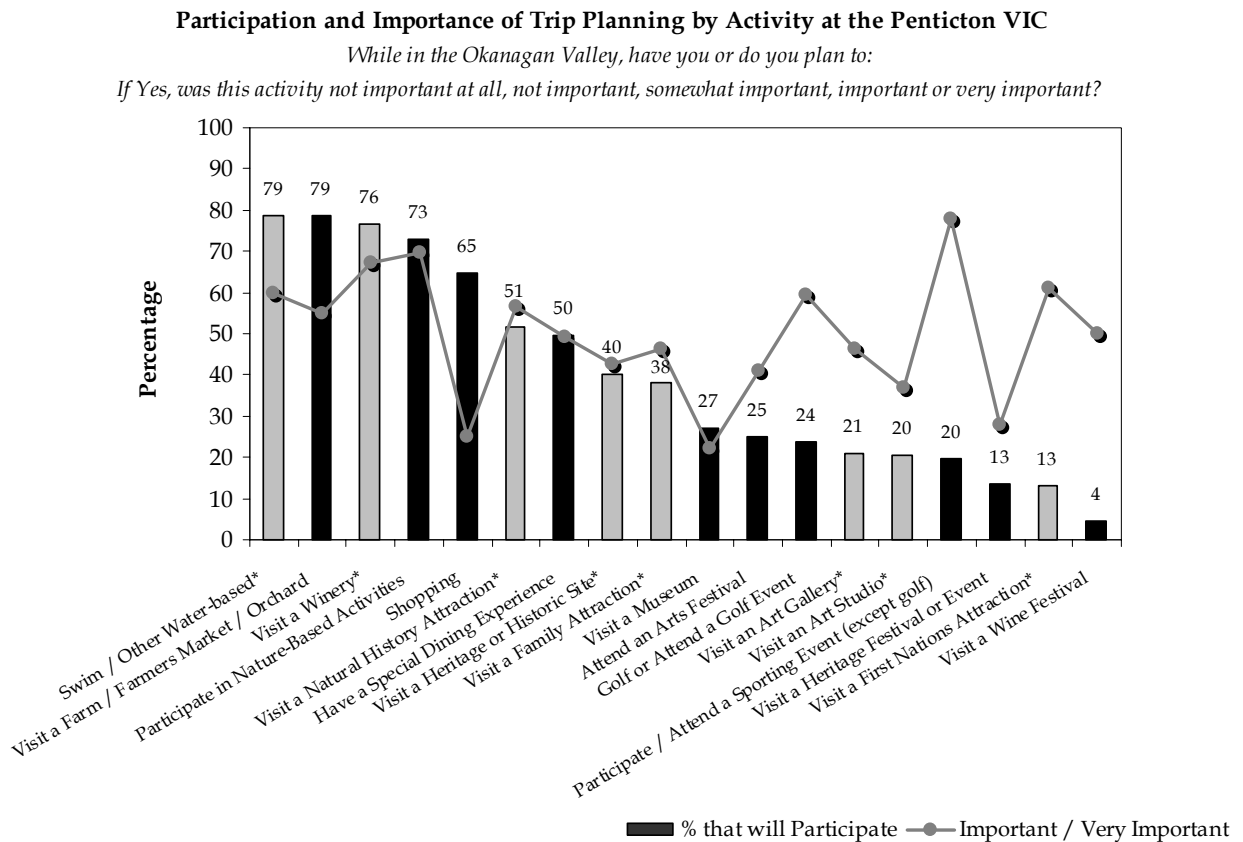


Figure 11. The activities travelers planned to participate in while in the Okanagan Valley (bars) and their importance to planning the current trip (line) at the Penticton VIC. Travelers that responded they 'Don't Know' were excluded from this analysis. * (Grey) Indicates there are significant differences at the $p=0.05$ level between Penticton VIC and the Penticton Beaches.

Participation and Importance of Trip Planning by Activity at Penticton Beaches

While in the Okanagan Valley, have you or do you plan to:

If Yes, was this activity not important at all, not important, somewhat important, important or very important?

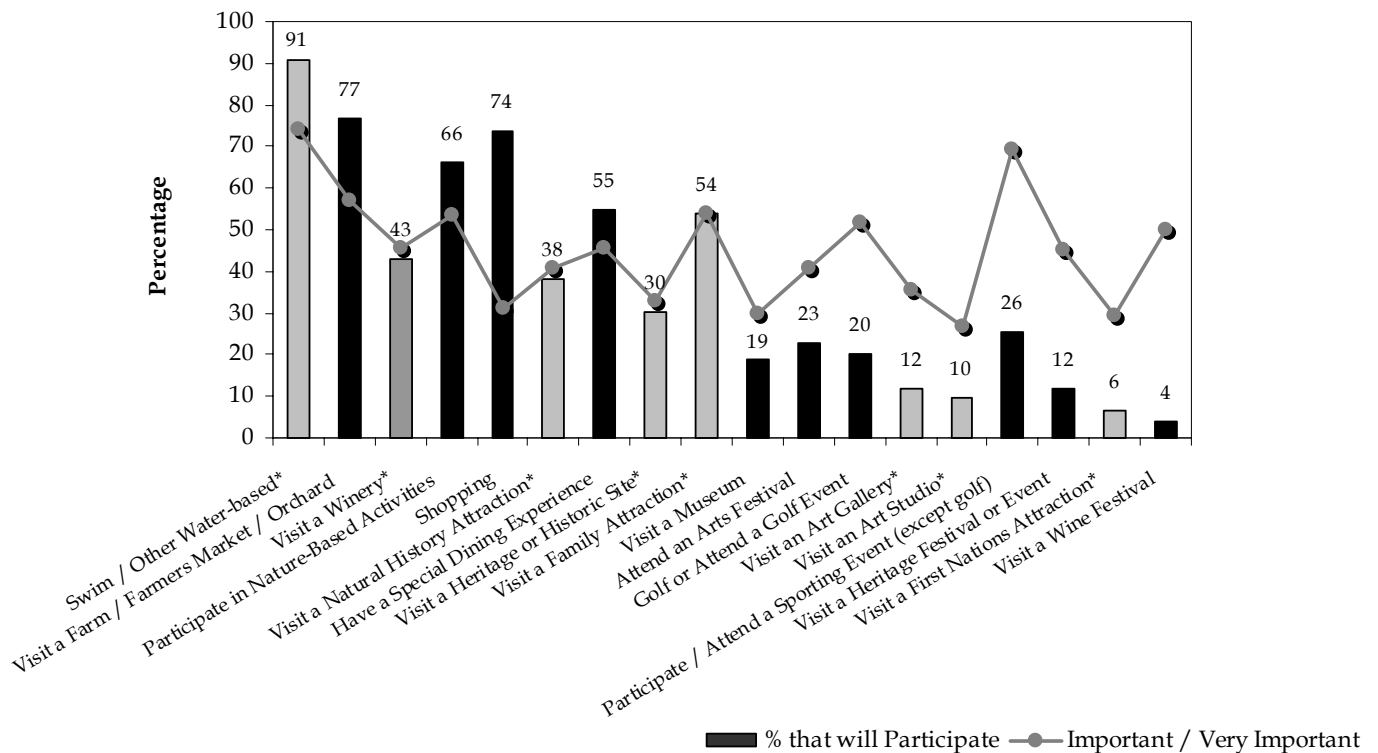


Figure 12. The activities travelers planned to participate in while in the Okanagan Valley (bars) and their importance to planning the current trip (line) at the Penticton Beaches. Travelers that responded they 'Don't Know' were excluded from this analysis. * (Grey) Indicates there are significant differences at the $p=0.05$ level between Penticton VIC and the Penticton Beaches.

Use of the VIC

This section summarizes data from travelers who were interviewed at the Penticton VIC. Travelers stopped at the Penticton VIC to obtain attractions information (61%), a map (25%), route information (22%), and accommodations information (22%; Figure 13). Twenty percent were interested in other items/information; of this 31% purchased wine while 23% were interested in wine or winery information. Fewer travelers said they stopped to obtain refreshments (6%) to obtain event information (6%), to use the washrooms (5%), or to take a break from driving (2%).

Respondents were also asked what type of information they obtained at the VIC (Figure 14). Results here are similar to the reasons why they stopped. Most travelers interviewed indicated they stopped to obtain attractions information (67%) and a map (46%). Fewer travelers obtained route information (29%), accommodation/campground information (28%), event information (22%) other information/items (16%), or nothing (3%). Almost 40% of other information consisted of purchasing wine or winery information.

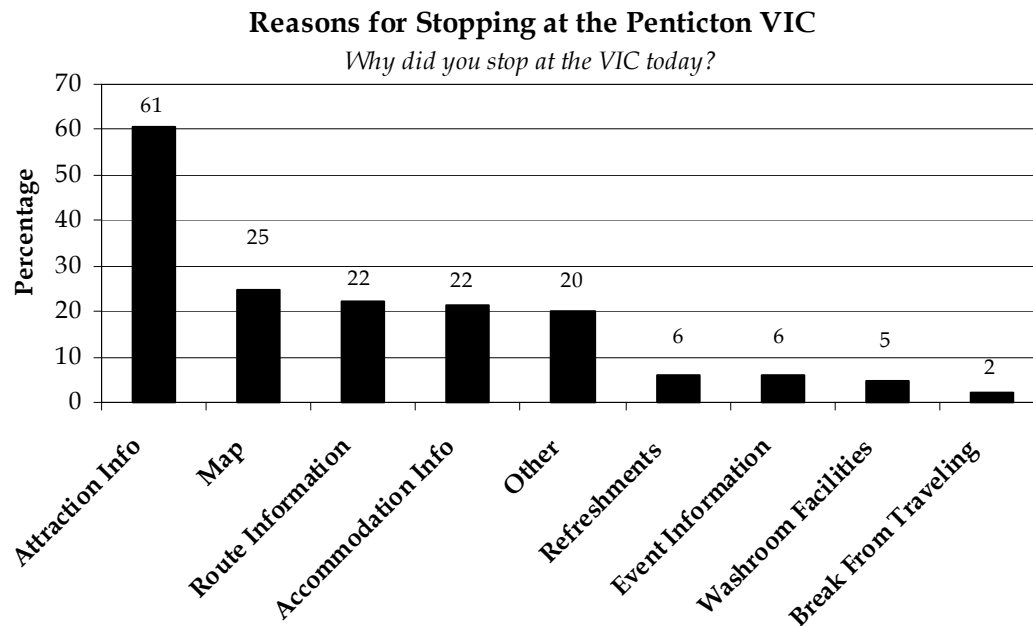


Figure 13. The reasons why travelers stopped at the Penticton VIC (n=130). The total number of responses exceeds 100% because respondents could give more than one reply.

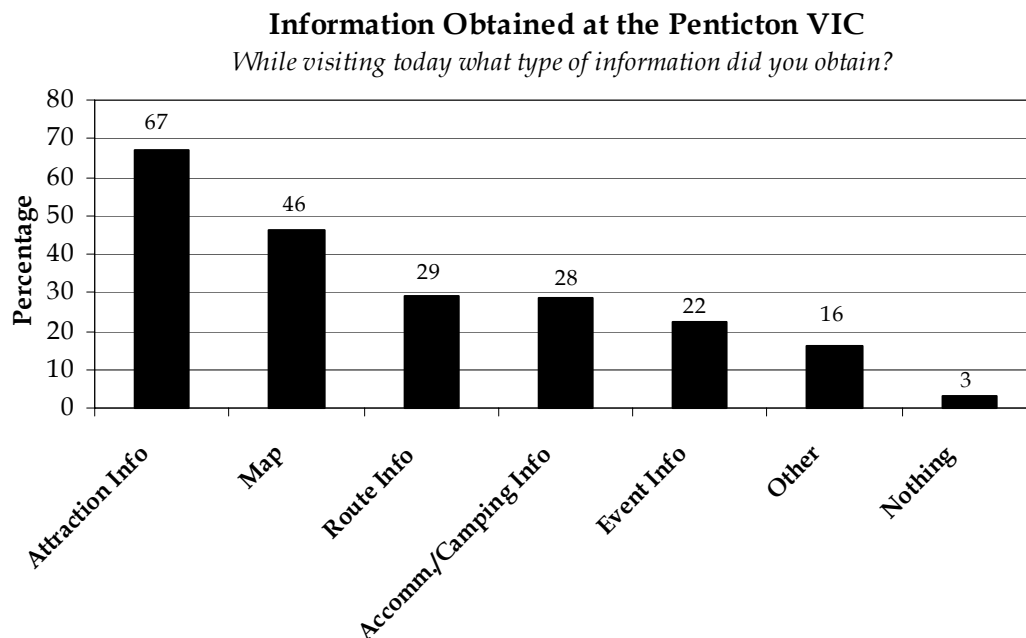


Figure 14. The information obtained by travelers at the Penticton VIC. The totals do not equal 100% because respondents could give more than one reply (n=130).

The building that houses the Penticton VIC is also the home of a wine shop that showcases many of the Okanagan Valley's best wines. Travelers interviewed outside the VIC were asked if their reason for stopping was to visit the wine shop, the Penticton VIC or both the wine shop and VIC. The majority of visitors stopped to visit the VIC (56%) or both the VIC and wine shop (26%; Figure 15). Four percent of the eighteen percent of those travelers that stopped to visit the wine shop also used the VIC (79% of all

wine shop users). This result indicates that the wine shop draws extra visitors into the VIC where they may learn about new activities in the Okanagan Valley.

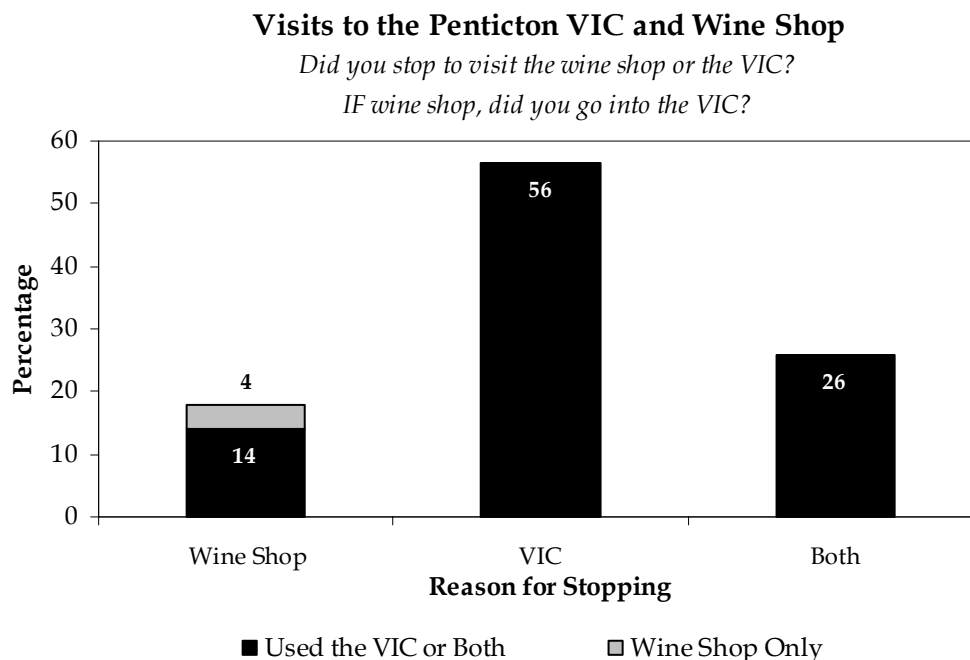


Figure 15. The percentage of travelers that stopped to visit the wine shop, the VIC or both the wine shop and the VIC. Travelers were asked their reason for stopping and where they actually visited (n=268).

The majority of travelers at the Penticton VIC spoke with a Counsellor (70%; Table 6). Greater than three quarters of travelers from other provinces in Canada spoke to a Counsellor (78%), fewer travelers from the Overseas (69%), the US (65%) and BC (65%) spoke with a Counsellor.

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

Traveler Origin	Percentage that Spoke with a Counsellor	
	Yes (n=90)	No (n=39)
BC	64.7%	35.3%
US	64.7%	35.3%
Overseas	68.8%	31.3%
Other Canada	77.8%	22.2%
Total	69.8%	30.2%

Counsellors at the Penticton VIC record the number of parties that they speak with throughout each day. This number was divided by the proportion of travelers that responded that they had spoke with a Counsellor on a daily basis to determine an estimate of 34,367 parties that used the Penticton VIC (excluding locals). This estimate (34,367 between June 15 and September 15, 2002) is approximately 57% more than the 21,786 parties that the VIC staff recorded as speaking with a Counsellor (excluding locals).

Travelers were asked, "Overall, how well did the VIC meet your expectations?" An overwhelming majority (98%) of travelers responded that the VIC met or exceeded their expectations (Table 7). Fifty percent of travelers indicated that the VIC exceeded their expectations while 48% felt that the VIC met their expectations. Less than two percent of all travelers felt that the VIC fell short of their expectations.

A higher proportion of travelers from the US felt that the VIC exceeded their expectations. Sixty-five percent of travelers from the US replied that the VIC exceeded their expectations whereas 63% from Overseas, 49% from BC and 42% from other provinces in Canada replied that the VIC exceeded their expectations. Fifty-five percent of travelers that spoke with a Counsellor replied that the VIC exceeded their expectations whereas 41% of travelers that did not speak with a Counsellor thought the VIC exceeded their expectations. More travelers traveling for leisure replied that the VIC exceeded their expectations (53%) than those visiting friends and family (35%). Business travelers were not asked this question.

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

	Percentage of Travelers that Felt the Penticton VIC Exceeded, Met or Fell Short of Their Expectations		
	Fell Short (n=2)	Met (n=61)	Exceeded (n=64)
Overall	1.6%	48.0%	50.4%
Origin			
BC	0.0%	51.0%	49.0%
US	5.9%	29.4%	64.7%
Overseas	6.3%	31.3%	62.5%
Other Canada	0.0%	57.8%	42.2%
Total			
Spoke with a Counsellor			
Yes	1.1%	44.4%	54.4%
No	2.7%	56.8%	40.5%
Primary Trip Purpose			
Leisure	2.0%	45.5%	52.5%
Visiting Friends & Family	0.0%	65.0%	35.0%

Travelers at the Penticton VIC were also asked why the VIC fell short, exceeded or met their expectations. Of a total of 279 comments, only two respondents had negative comments. Most positive comments were about good information, helpful staff, friendly people or the nice building (Figure 16). Fewer comments were about other (nicely laid out displays, good map and wines, offered to make a phone call), good access or cleanliness. The two negative comments included the following: lack of information on day camps and only one counsellor available.

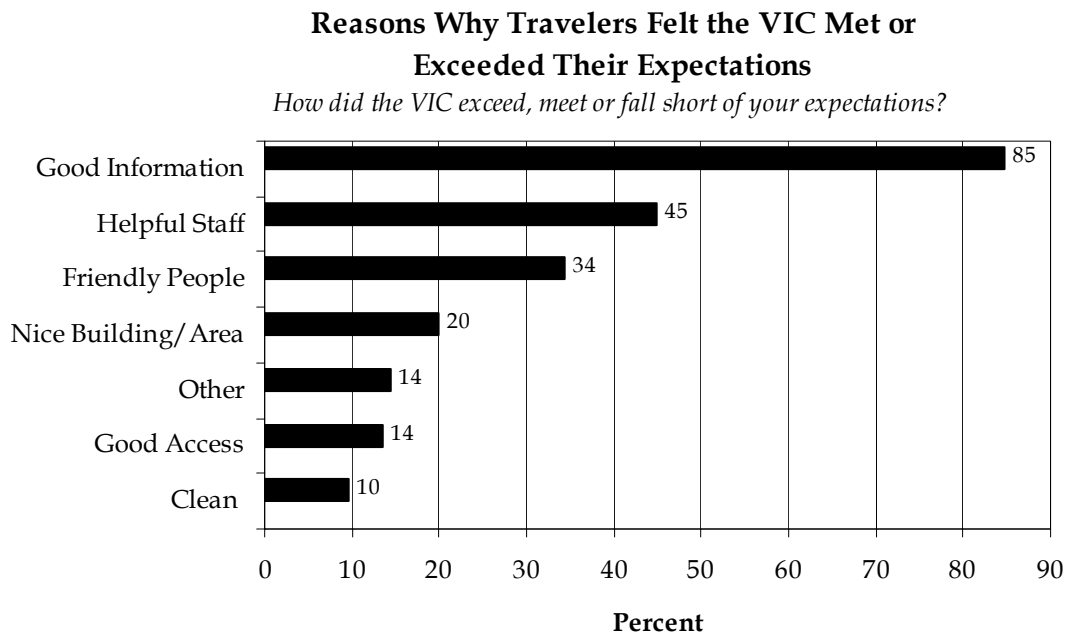


Figure 16. The reasons why travelers felt the Penticton VIC met or exceeded their expectations.

In the mailback questionnaire, travelers at the Penticton Beaches were asked if they visited any other VICs in the Okanagan Valley. Of the 115 travelers that responded, 44 (38%) replied they visited another VIC. Most visited Penticton (66%), Kelowna (13%), several-not specific (9%), Oliver, Osoyoos, Peachland and Vernon (2% each) or VICs outside of the Okanagan Valley (4%). Those that did not visit the Penticton VIC were asked, *"Why didn't you visit a Visitor Info Centre in the Okanagan Valley?"* Seventy travelers responded to this question. Many responded they were already familiar with the area (43%), knew a local (20%) or did not need information (no reason stated; 16%). Fewer travelers replied they obtained information before traveling, preferred to wander around, could not find the VIC, used other information sources or were just passing through.

Travelers at the Penticton VIC were asked if they had visited any other VICs in British Columbia. Thirty-five percent of respondents from the Penticton VIC replied they stopped at another VIC in British Columbia. Twenty percent of travelers at the Penticton VIC replied they had only visited one other VIC, six percent replied they visited two other VICs, seven percent replied they visited three other VICs. The locations of the other VICs visited were diverse. A list is included in Appendix E.

Perceptions of the Okanagan Valley and British Columbia

In the mailback questionnaire, travelers were asked *"What positive and/or negative images come to mind when you think of the Okanagan Valley as a vacation destination?"* Positive and negative image questions were asked to obtain an understanding of what travelers perceive the Okanagan Valley to be doing right and what the Okanagan Valley can work on in terms of attracting and keeping travelers in the area. Positive images were similar between locations. High proportions of positive images at both locations were the good weather and the beautiful scenery (Figure 17). While both groups mentioned beaches and wineries as a positive image of the Okanagan, each group places more emphasis based on their primary activities; those at the Penticton VIC recall wineries as a positive image of the Okanagan, while those at the Penticton Beaches recall the beaches as a positive image of the Okanagan. Other positive images at both locations were the friendly/helpful people, good services and activities, the orchards, and relaxed

atmosphere. Fewer travelers at both locations also mentioned outdoor activities and good accommodation as positive images of the Okanagan.

The negative images that came to mind in the Okanagan Valley were the crowded nature, amount of traffic, the poor weather (hot or raining), the cost and poor access or road signs (Figure 18). Few respondents at both locations indicated that the crowded campgrounds, far travel distance, limited restaurants and nightlife, expensive accommodation and law-breaking transients were negative images of the Okanagan Valley. More respondents at the Penticton Beaches replied that there was too much traffic and limited restaurants and nightlife than at the Penticton VIC, while more travelers at the Penticton VIC felt there was poor access, roads and signs than those at the Penticton Beaches.

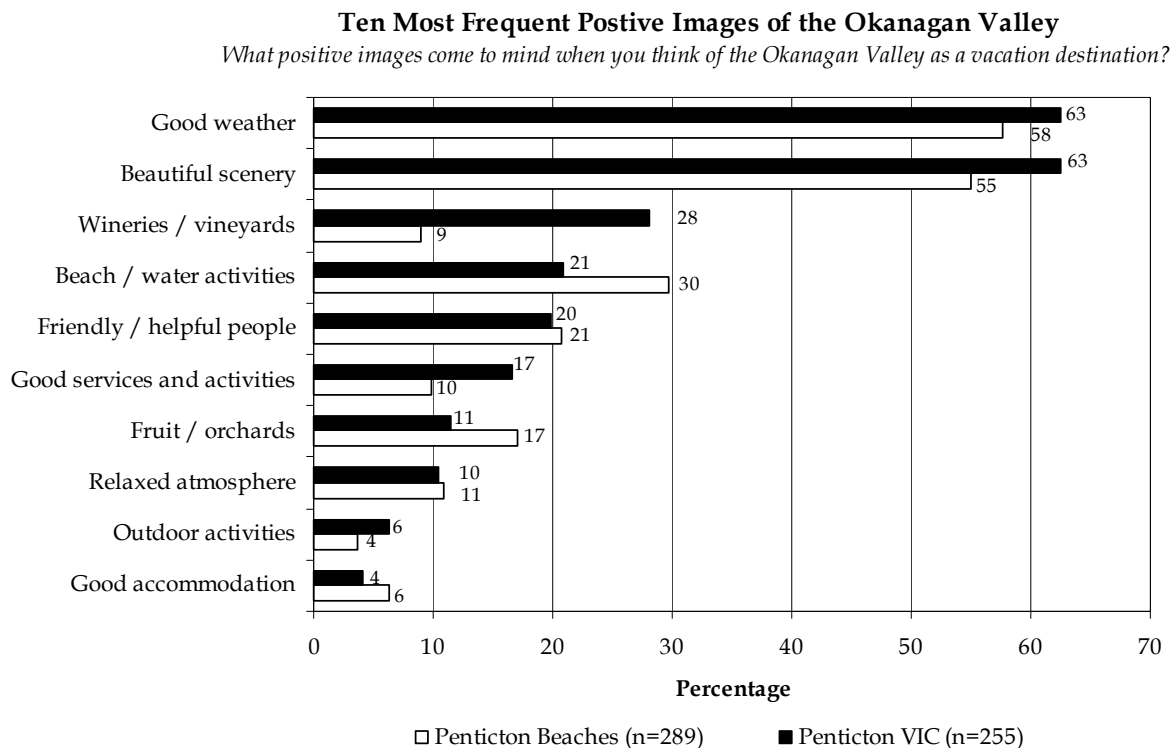


Figure 17. The most frequent positive image respondents had of the Okanagan Valley. At the Penticton VIC, 96 travelers replied with 255 images while at the Penticton Beaches 111 travelers replied with 289 images.

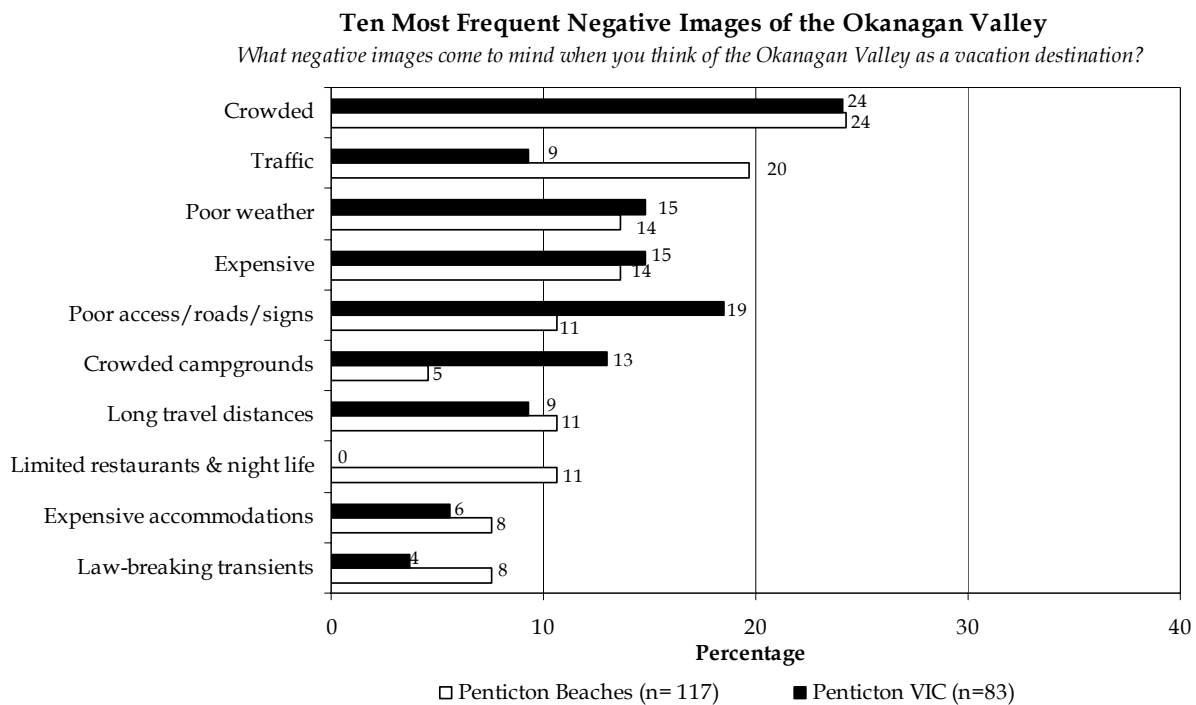


Figure 18. The most frequent negative images travelers had of the Okanagan Valley. At the Penticton VIC, 55 travelers responded with 83 images while at the Penticton Beaches, 68 travelers replied with 117 images.

In addition to asking about the positive and negative images of the Okanagan Valley, travelers were asked about the unique characteristics of the Okanagan Valley as a vacation destination on the mailback questionnaire. Unique characteristics of the Okanagan Valley can be used to attract more travelers to the area. The most frequent responses were the wineries/vineyards, good weather, beautiful landscape/scenery, fruit/orchards, and beach/water activities (Figure 19). Fewer travelers indicated that the variety of activities, good camping/RV, relaxing atmosphere, proximity to home, affordability and golf/mini-golf were unique characteristics of the Okanagan as a vacation destination.

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

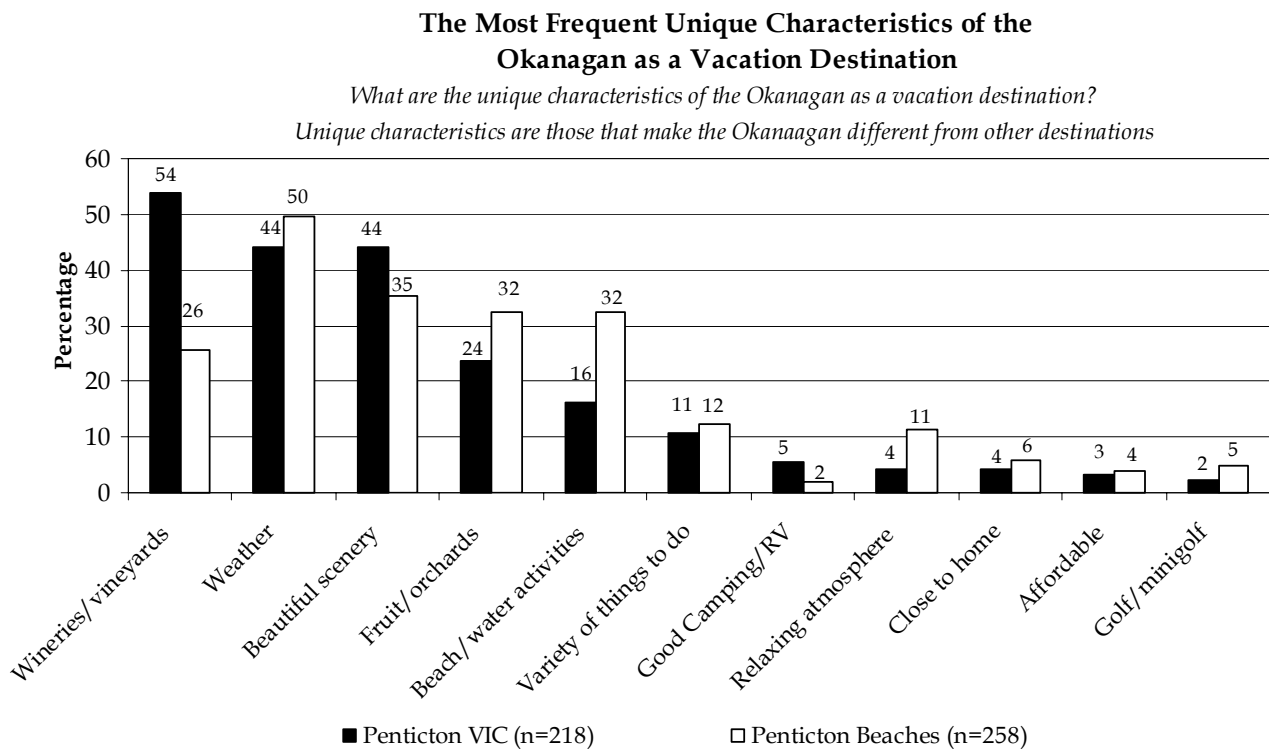


Figure 19. The most frequent unique characteristics of the Okanagan Valley. At the Penticton VIC 93 respondents had 218 unique characteristics while at the Penticton Beaches 106 respondents replied with 258 unique characteristics.

In the mailback questionnaire, travelers were asked about their satisfaction with the Okanagan Valley and the province of British Columbia (Figures 20, 21). The majority of travelers interviewed at both the Penticton VIC and the Penticton Beaches were 'very satisfied' with their trip to the Okanagan Valley. Fewer travelers were 'somewhat satisfied' or 'neither satisfied or dissatisfied' with their trip to the Okanagan Valley. Similarly, almost all travelers were 'very satisfied' with their trip to British Columbia. A higher proportion of respondents at both locations were more satisfied with their trip to British Columbia as a whole than their trip to the Okanagan Valley. Results from both questions indicate that there were no large differences in trip satisfaction between locations.

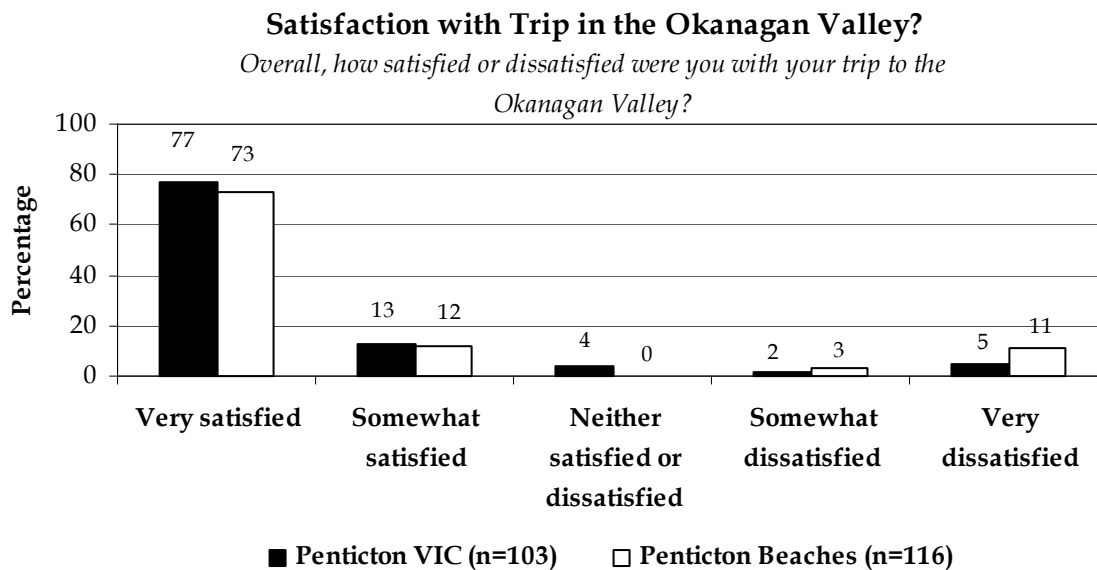


Figure 20. The Okanagan Valley trip satisfaction for travelers at the Penticton VIC and the Penticton Beaches. Travelers that responded they 'Don't Know' were excluded from this analysis.



Figure 21. The British Columbia wide trip satisfaction for travelers at the Penticton VIC and the Penticton Beaches. Travelers that responded they 'Don't Know' were excluded from this analysis.

Travelers were also asked about their likelihood of returning to the Okanagan Valley and the province of British Columbia (Figure 22, 23). More than 90% of travelers interviewed at both the Penticton VIC and the Penticton Beaches indicated they were 'very likely' or 'likely' to take another trip to the Okanagan Valley. A slightly larger proportion of travelers at both locations indicated they were 'very likely' or 'likely' to take another trip to or within British Columbia.

Likelihood of Taking Another Trip to the Okanagan Valley

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

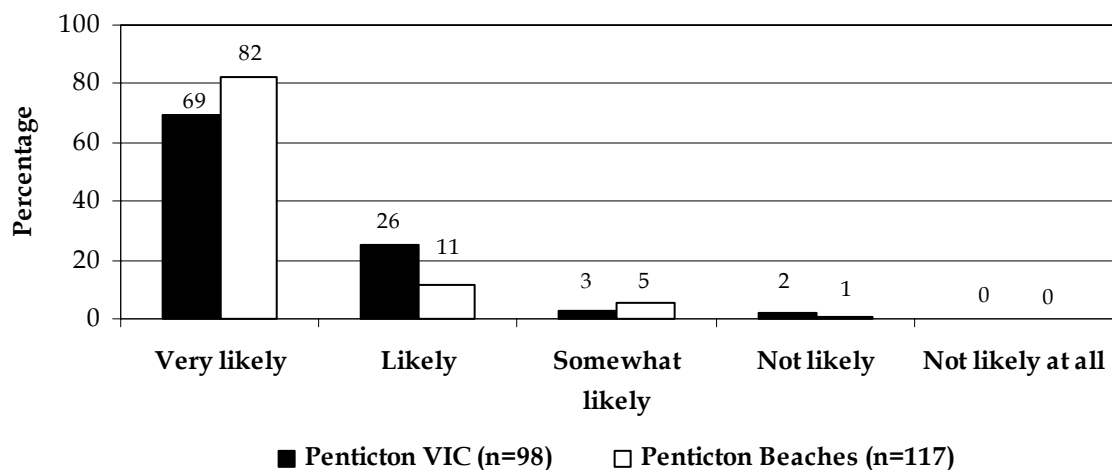


Figure 22. The likelihood of travelers taking another trip to the Okanagan Valley at the Penticton VIC and the Penticton Beaches. Travelers that responded they 'Don't Know' were excluded from this analysis.

Likelihood of Taking Another Trip Within British Columbia

Given your experience in British Columbia, how likely are you to return for a future leisure trip?

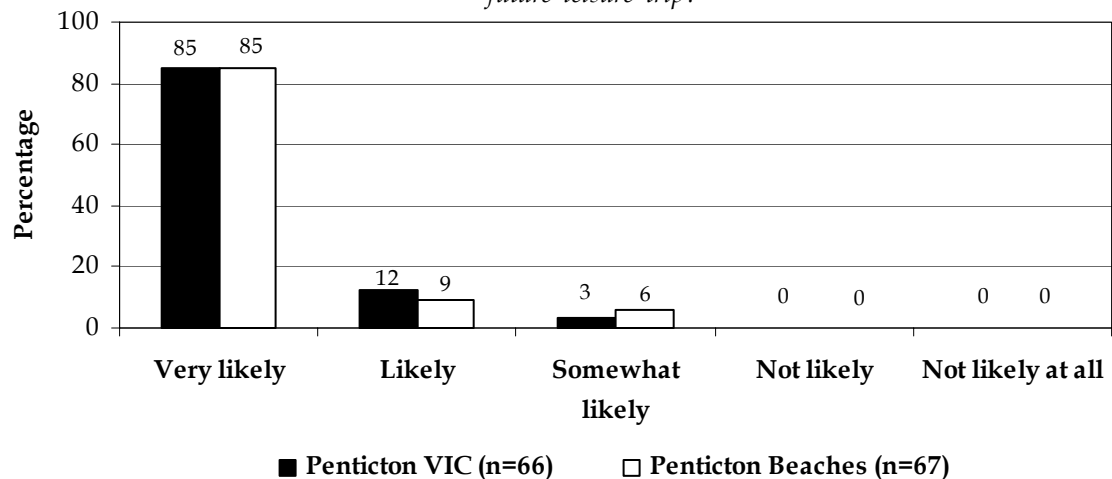


Figure 23. The likelihood of travelers taking another trip to British Columbia at the Penticton VIC and the Penticton Beaches. Travelers that responded they 'Don't Know' were excluded from this analysis.

Expenditures

Travelers were asked, *"In Canadian Dollars, what were your travel party's total expenditures yesterday, including accommodations?"* Travelers at the Penticton VIC and the Penticton Beaches were similar in their expenditures. On average, travelers at the Penticton VIC spent \$165 and those at the Penticton Beaches spent \$156 per day (Table 8). At both locations, on average, there were no differences in expenditures between origin categories.

Table 8. The average daily expenditures of travelers at the Penticton VIC and the Penticton Beaches.

\$ CDN Daily Expenditures	Average Per Party Daily Expenditure	
	Penticton VIC (n=287) ¹	Penticton Beaches (n=281) ²
British Columbia	\$165.42	\$163.60
US	\$217.00	\$155.25
Overseas	\$157.67	\$141.32
Other Canada	\$153.86	\$150.66
Total³	\$164.79	\$156.46

1. 3.5% (10) travelers began trip today and therefore did not have responses, 0.3% (1) DK/NR.

2. 2.5% (7) travelers began trip today and therefore did not have responses, 0.4% (1) DK/NR.

3. There is no statistical difference in the total mean between the Penticton VIC and the Penticton Beaches. The top and bottom 2% of responses were trimmed to ensure an accurate mean daily expenditure.

In the summer of 2002, Penticton VIC users expended over \$49.8 million in the Okanagan Valley and another \$34.4 million on their trip throughout the rest of the province (Table 9). These figures do not represent the economic impact of the VIC but the expenditures of travelers in the Okanagan Valley and the rest of the province while on the trip when we encountered them at the VIC.

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

June 15-September 15, 2002	Penticton VIC
Estimated Total VIC parties between June 15 and Sept. 15, 2002	34,367
Average Daily Expenditures	\$165
Estimate Total Expenditures in the Okanagan Valley by VIC Users	\$46,838,981
Estimate Total Expenditures Outside of the Okanagan Valley by VIC Users	\$32,379,005
Estimate Total Expenditures in British Columbia by VIC Users	\$79,217,986

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 Penticton VIC had a positive impact on traveler behaviour. One third (33%) of travelers at the Penticton VIC indicated they learned about a new activity or destination at the VIC (Figure 24). Almost half (47%) replied they would make another trip and 6% replied they would stay another night as a result of information obtained at the VIC. Travelers indicated they would participate in most new activities on

the current trip (80%) while fewer indicated they would not participate in the new activity or destination (19%) and 7% didn't know if they would participate in the new activity or not (the sum of the percentages equals more than 100% because some travelers indicated they learned about multiple new activities).

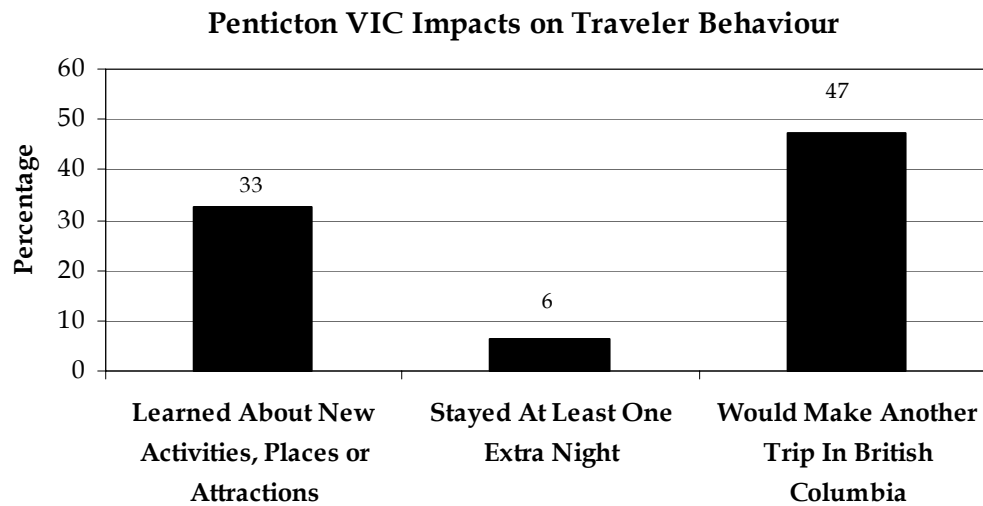


Figure 24. The percentage of travelers (n=129) at the Penticton VIC that learned about new activities, places or attractions, stayed at least one extra night or would make another trip to British Columbia as a direct result of the Penticton VIC.

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

Travelers that spoke with a VIC Counsellor were more likely to be influenced by the information they received. A slightly 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 Penticton VIC. Primary trip purpose influenced how the Penticton VIC impacted travelers. Those traveling primarily for leisure were more influenced by the VICs than travelers visiting friends and family. Those travelers that were more flexible in their time in the Okanagan Valley were more likely to stay an extra night as a result of the information obtained at the Penticton VIC.

Table 10. The impact of the Penticton 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
Origin			
British Columbia	31.4%	5.9%	47.1%
US	41.2%	5.9%	58.8%
Overseas	37.5%	12.5%	43.8%
Other Canada	28.9%	4.4%	42.2%
Spoke With A Counsellor			
Yes	35.6%	6.7%	47.8%
No	25.6%	5.1%	43.6%
Primary Trip Purpose¹			
Leisure	33.3%	7.8%	50.0%
Visiting Friends & Family	28.6%	0.0%	28.6%
Flexibility with Activities			
Inflexible (all activities are planned)	0.0%	0.0%	0.0%
Moderately Flexible (about half of activities are planned)	23.5%	0.0%	29.4%
Very Flexible (less than half of activities are planned)	34.2%	7.2%	49.5%
Time Flexibility in the Okanagan Valley			
Inflexible (you have to depart at a set time)	27.3%	3.0%	54.5%
Moderately Flexible (you can change the time of the day for departure)	26.8%	4.9%	39.0%
Very Flexible (you can change the day of departure)	40.0%	9.1%	47.3%
Time Flexibility in British Columbia			
Inflexible (you have to depart at a set time)	22.9%	0.0%	45.7%
Moderately Flexible (you can change the time of the day for departure)	27.0%	5.4%	40.5%
Very Flexible (you can change the day of departure)	41.7%	8.3%	43.8%

1. Business travelers were not asked these impact questions.

2. Sample size issues did not permit statistical testing of flexibility with activities.

3. Sample size issues did not permit statistical testing of origin, spoke with a Counsellor, primary trip purpose, flexibility with activities, flexibility in the Okanagan Valley, and flexibility in British Columbia.

4. Sample size issues did not permit statistical testing of flexibility with activities.

Travelers at the Penticton VIC learned about a wide range of new activities (Table 11). Of all new activities, the highest percentage of travelers learned about the wineries, waterslide/fun park, and the Kettle Valley Railway. Fewer travelers learned about the Elvis Festival, Naramata Heritage Inn & Spa, and Peachfest. A smaller percentage of travelers learned about the various restaurants, paddlewheel/boat tours, train ride or observatory. The majority of travelers indicated they would participate in the new activity/places/attractions (74%). Most (80%) replied they would participate on the current trip while twenty percent replied they would participate in the new activity on a future trip. One in five travelers that learned about new activities indicated they would spend extra time in the Okanagan Valley to participate in those new activities.

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

Top Ten New Activities That Travelers Learned About	% Of All New Activities (n=54)	% That Will Participate	Timeline For Participation (Percentage of Total for each) ²			% That Will Spend Extra Time ²	Average Hrs. Spent On Each Activity ^{2,3}
			Sometime on this trip	On a future trip	Unsure		
Wineries	26%	93%	77%	23%	0%	40%	30
Waterslide / fun park	9%	80%	100%	0%	0%	0%	
Kettle valley	7%	100%	75%	25%	0%	67%	3.5
Elvis festival	6%	33%	0%	100%	0%	0%	
Naramata Heritage Inn & Spa	6%	100%	100%	0%	0%	0%	
Peachfest	6%	0%	0%	0%	0%	0%	
Restaurants	4%	100%	100%	0%	0%	0%	
Boat tours / paddle wheel	4%	100%	100%	0%	0%	0%	
Train ride	4%	50%	100%	0%	0%	0%	
Observatory	4%	50%	100%	0%	0%	0%	
All Activities	N/A	74%	80%	20%	0%	19% ¹	

1. 6% were unsure and 75% 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 Penticton VIC.

Overview of General Respondent Comments

Respondent comments were separated into those from the Penticton VIC and those from the Penticton Beaches. The majority of comments from the Penticton VIC were positive comments about the friendly and helpful staff (57%) or the VIC's good services/amenities (55%). Many also felt the Okanagan Valley was a wonderful area or experience (26%), while less found the VIC in need of improvement (13%). Fewer commented on not enough or poor services of the Penticton area (4%), enjoyable activities or services of the Penticton area (4%) or on the friendly people of the Okanagan Valley (2%).

The majority of the comments from the Penticton Beaches were that the Okanagan Valley was a wonderful area or experience (61%). Many also enjoyed the activities or services of the Penticton area (27%), while a similar proportion felt the opposite (not enough or poor services in the Penticton area; 23%). Seven percent also commented on the friendliness of the Okanagan people. The sum of the percentages is greater than 100% because some travelers provided multiple comments. See Appendix F for more details.

Conclusions

1. Travelers that stop at the Penticton VIC differ somewhat from the typical traveler intercepted at the Penticton Beaches. Relative to travelers at the Penticton Beaches, those at the Penticton VIC are more likely to be:
 - Traveling from outside of British Columbia
 - A university graduate
 - Traveling without children
 - Staying at a campground or RV park and less likely to be staying at friends and relatives
 - Traveling to a primary destination within the Okanagan Valley other than Penticton
 - First time visitors to the Okanagan Valley
 - Visiting wineries and not the beach as their primary activity
 - Remarking that wineries/vineyards are a unique characteristic of the Okanagan Valley

Travelers at the Penticton VIC were similar to travelers at the Penticton Beaches in their:

- Age
 - Gender
 - Income
 - Party size
 - Mode of transportation
 - Trip planning horizons
 - Flexibility in activities, flexibility in time spent in the Okanagan Valley, flexibility in time spent in British Columbia
 - Number of days spent away from home, in British Columbia or in the Okanagan Valley
 - Expenditures
 - Positive and negative images of the Okanagan Valley
 - Satisfaction with the Okanagan Valley and British Columbia
2. The profile of travelers at the Penticton VIC can be applied in several different ways.
 1. To ensure that the current information provided to VIC users reflects the needs of travelers using the VIC. For example, is there enough information at the Penticton VIC about campground locations and activities for campers?
 2. To design a marketing plan to attract travelers who do not currently use the VIC. For example, a plan could be designed to attract travelers arriving by plane or a bus to visit the VIC.
 3. To identify regional issues that are important to travelers to the Okanagan Valley (i.e. improving traffic flows and preserving scenic values).
 3. The profile of travelers at the Penticton VIC and at the Penticton Beaches can be used for business planning and management of new and existing tourism businesses in the Okanagan Valley. The data presented here provides details of the type of clients new tourism businesses in the Okanagan Valley can expect.
 4. The majority of travelers at the Penticton VIC spoke with a VIC Counsellor (70%). The vast majority of travelers had their expectations met or exceeded when they stopped at the Penticton VIC because useful information was provided and there were friendly people and helpful staff.

5. Overall, the majority of travelers at both locations (83% Penticton VIC, 93% Penticton Beaches) had the Okanagan Valley as their primary destination on their current trip. Travelers indicated that unique characteristics of the Okanagan Valley as a vacation destination were the wineries/vineyards, good weather, beautiful landscape/scenery, fruit/orchards, and beach/water activities. These characteristics should continue to be used in marketing efforts to attract travelers to the Okanagan Valley.
6. The Penticton VIC had a positive impact on traveler behaviour. One third of travelers learned about new activities/places/attractions, 6% would stay at least one additional night and almost half (47%) would make another trip as a direct result of the information they obtained at the Penticton VIC. Repeat visits are important for generating long term tourism income for the Okanagan Valley and British Columbia as a whole. Future research should be conducted to determine what percentage of travelers who said they would return actually return as a result of the information obtained.
7. Travelers who spoke with a VIC Counsellor were slightly more likely to be influenced by the information they received. Travelers that spoke with a Counsellor were more likely to learn about new activities/places/attractions, extend their stay and make another trip as a result of information they obtained at the VIC. This finding highlights the importance of having a Counsellor available at all times to help travelers.

Limitations

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

Applications

An estimate of 34,367 parties visited the Penticton VIC between June 15 and September 15 of 2002. A number of percentages have been produced in the pages of this report that can be applied to the total number of parties.

Example

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

34,367 parties * 0.066 = 2,268 parties with RVs used the Penticton VIC between June 15 and September 15 of 2002.

Appendices

Appendix A-Interviewer schedule and interviews completed

Appendix B-Questionnaires

Appendix C-Response bias testing

Appendix D-Calculation of total VIC use

Appendix E-Additional VICs visited

Appendix F-General Comments

Appendix A-Interview Schedule and Interviews Completed

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

	Penticton VIC		Penticton Beaches	
	Agree to Interview-YES	Tourists	Agree to Interview-YES	Tourists
19-Jun	10	4	12	6
20-Jun			72	31
24-Jun	18	4	52	27
25-Jun	55	25		
30-Jun			61	26
Total June				
1-Jul	46	22	93	54
2-Jul				
7-Jul	43	27		
18-Jul	42	27		
25-Jul			52	30
27-Jul	48	26		
29-Jul	23	14		
Total July				
5-Aug				40
7-Aug	39	24	50	
14-Aug	39	23		
18-Aug				33
19-Aug	42	24	49	
24-Aug	38	24		
30-Aug				
Total Aug.				
7-Sep	45	24	20	17
12-Sep			32	17
13-Sep	37	19		
Grand Total	525	287	493	281

Tourists=Residents from outside of the Okanagan Valley.

Appendix B-Questionnaires

Appendix B-Interview Questions (Penticton VIC)

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

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

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

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

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

Are you part of an organized tour group?

☐ NO ☐ YES

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

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

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

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

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

What is your primary destination? _____

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

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

☐ PENTICTON ☐ PENTICTON ☐ KAMLOOPS

☐ OTHER _____

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

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

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

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

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

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

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

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

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

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

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

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

☐ Resort/Hotel/Motel/B&B ☐ Campground/RV ☐ FRIENDS Or Relatives ☐ OTHER _____

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

\$ _____ ☐ BEGAN TRIP TODAY ☐ DK/NR

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

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

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

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

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

☐ INFLEXIBLE

(You have to depart at a set time)

☐ MODERATELY FLEXIBLE (You can change the time of the day for departure)

☐ VERY FLEXIBLE

(You can change the day of departure)

☐ DK/NR

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

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

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

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

<input type="checkbox"/> NOT IMPORTANT AT ALL	<input type="checkbox"/> NOT IMPORTANT	<input type="checkbox"/> SOMEWHAT IMPORTANT	<input type="checkbox"/> IMPORTANT	<input type="checkbox"/> VERY IMPORTANT	<input type="checkbox"/> 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 Penticton and Wine Country Visitor Info Centre.

Did you stop here to visit the wine shop or the Visitor Info Centre?

☐ WINE SHOP

☐ VIC

☐ BOTH

☐ DON'T KNOW / NO RESPONSE

IF WINE SHOP, Did you go into the Visitor Info Centre?

☐ NO Go to questions
about yourself

☐ YES

☐ DON'T KNOW / NO RESPONSE

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

☐ TO OBTAIN A MAP

☐ TO USE THE CENTRE'S WASHROOM FACILITIES

☐ TO OBTAIN ROUTE INFORMATION

☐ TO TAKE A BREAK FROM TRAVELING AND GET OUT OF OUR VEHICLE

☐ TO OBTAIN ATTRACTION INFORMATION

☐ TO OBTAIN EVENT INFORMATION

☐ TO OBTAIN ACCOMMODATION INFORMATION

☐ OTHER _____

☐ TO OBTAIN REFRESHMENTS

☐ OTHER _____

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

☐ NOTHING

☐ EVENT INFORMATION

☐ MAP

☐ DK/NR

☐ ROUTE INFORMATION

☐ OTHER _____

☐ ATTRACTION INFORMATION

☐ OTHER _____

☐ ACCOMMODATION (INCLUDING CAMPGROUND) INFORMATION

☐ OTHER _____

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

☐ NO

☐ YES

☐ DK/NR

Did you purchase anything in the VIC?

☐ NO

☐ YES

☐ DK/NR

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

☐ NO

☐ YES

☐ DK/NR

IF YES, What were those activities, places or attractions? Record activity	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 Penticton and Wine Country 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 Penticton and Wine Country Visitor Info Centre?

☐ NO

☐ YES

☐ DK/NR

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

☐ FELL SHORT

☐ MET

☐ EXCEEDED

☐ DK/NR

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

POSITIVE

☐ HELPFUL STAFF

☐ GOOD INFORMATION

☐ FRIENDLY PEOPLE

☐ GOOD ACCESS

☐ NICE BUILDING/AREA

☐ CLEAN

☐ OTHER _____

☐ OTHER _____

NEGATIVE

☐ POOR SIGNAGE

☐ POOR WASHROOMS

☐ POOR PARKING

☐ IMPROVE OUTSIDE AREA

☐ OTHER _____

☐ OTHER _____

☐ DK/NR

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

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

_____ Adult(s)

_____ Child(ren) (under 18)

= _____ Total

In which of the following age category are you?

☐ A. UNDER 24 YEARS

☐ B. 25-34 YEARS

☐ C. 35-44 YEARS

☐ D. 45-54 YEARS

☐ E. 55-64 YEARS

☐ F. 65 YEARS OR OLDER

☐ G. DK/NR

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

☐ A. LESS THAN HIGH SCHOOL

☐ B. HIGH SCHOOL

☐ C. SOME TECHNICAL COLLEGE OR UNIVERSITY

☐ D. COLLEGE OR TECHNICAL DIPLOMA

☐ E. UNIVERSITY DEGREE

☐ F. MASTERS/PHD DEGREE

☐ G. OTHER _____

☐ H. DK/NR

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

☐ A. LESS THAN \$25,000

☐ B. \$25,000 to \$44,999

☐ C. \$45,000 to \$64,999

☐ D. \$65,000 to \$99,999

☐ E. \$100,000 PLUS

☐ F. DK/NR

Gender of Respondent (*Record don't ask*)

☐ MALE

☐ FEMALE

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

☐ NO ☐ YES

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

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

Thank-You For Participating!!

Appendix B-Interview Questions (Penticton Beaches)

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

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

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

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

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

Are you part of an organized tour group?

☐ NO ☐ YES

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

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

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

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

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

What is your primary destination? _____

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

\$_____ ☐ BEGAN TRIP TODAY ☐ DK/NR

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

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

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

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

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

☐ INFLEXIBLE

(You have to depart at a set time)

☐ MODERATELY FLEXIBLE (You can change the time of the day for departure)

☐ VERY FLEXIBLE

(You can change the day of departure)

☐ DK/NR

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

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

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

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

<input type="checkbox"/> NOT IMPORTANT AT ALL	<input type="checkbox"/> NOT IMPORTANT	<input type="checkbox"/> SOMEWHAT IMPORTANT	<input type="checkbox"/> IMPORTANT	<input type="checkbox"/> VERY IMPORTANT	<input type="checkbox"/> 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:
Country:
Postal Code (<i>If Outside North America</i>) :

Thank-You For Participating!!

Appendix B-Mailback Questionnaire (Penticton VIC)

The Penticton 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 Penticton Visitor Info Centre.

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

_____ DAY(S) AWAY FROM HOME

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

_____ DAY(S) IN BRITISH COLUMBIA

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

_____ DAY(S) IN THE OKANAGAN VALLEY

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

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

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

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

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

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

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

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

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

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

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

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

\$ _____ CANADIAN DOLLARS

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

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

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

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

12a. We want to know about any new activities, attractions, events or destinations that you learned about at the Penticton 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 Penticton Visitor Info Centre? *Circle the most appropriate response.*

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

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

Activity 1 _____
 Activity 2 _____
 Activity 3 _____

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

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

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

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

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

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

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

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

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

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

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

1. _____
2. _____
3. _____

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

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

20. Given your experience in the **Okanagan Valley**, how likely are you to return for a future leisure trip? *Circle the appropriate response.*

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

21. How important are arts and cultural activities or events in deciding the likelihood of returning to the **Okanagan Valley** on a leisure trip? *Circle the appropriate response.*

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

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

22. Overall, how satisfied or dissatisfied were you with your trip in **British Columbia**? *Circle the appropriate response.*

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

23. Are you a resident of British Columbia?

- A. YES → Go to Q26
- B. NO → Go to Q24

24. Given your experience in **British Columbia**, how likely are you to return for a future vacation? *Circle the appropriate response.*

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

- Circle the appropriate response.*

- Go to Q28

- vacation within British Columbia? *Circle the appropriate response.*

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

- Columbia?** *Circle the appropriate response.*

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

- relationship to you, age and gender. Please start with yourself. *Fill in the appropriate response.*

Age

(e.g wife, husband, son, daughter, parent, friend)

(in years)

(M=Male, F=Female)

2

3

4

5

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

Thank you for your help.

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

Appendix B-Mailback Questionnaire (Penticton Beaches)

Your trip in British Columbia:

What was your experience?



Please return your completed questionnaire in the enclosed envelope to:

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

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

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

_____ DAY(S) AWAY FROM HOME

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

_____ DAY(S) IN BRITISH COLUMBIA

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

_____ DAY(S) IN THE OKANAGAN VALLEY

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

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

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

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

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

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

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

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

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

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

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

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

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

\$ _____ CANADIAN DOLLARS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

1. _____

2. _____

3. _____

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

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

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

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

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

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

- A. NOT IMPORTANT AT ALL

B. NOT IMPORTANT

C. SOMEWHAT IMPORTANT

D. IMPORTANT

E. VERY IMPORTANT

F. DON'T KNOW
- Go to O25

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

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

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

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

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

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

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

Thank you for your help.

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

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

Appendix C-Response Bias Testing

Response Bias Testing

Methods

The study design produced four sets of data that are available for analysis - the interview and mailback questionnaires at each location (interview Penticton VIC, interview Penticton Beaches mailback Penticton VIC and mailback Penticton Beaches). 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 was 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 Penticton VIC 68% of BC residents, 50% of US residents 50% of OVS residents and 81% of residents from other places in Canada agreed to complete the mailback questionnaire. The proportion of US and OVS residents that agreed to the mailback is lower than the other residence categories (statistically significant).
- At the Penticton Beaches 86% of BC residents, 88% of US residents 68% of OVS residents and 84% of residents from other places in Canada agreed to complete the mailback questionnaire. These results did not differ statistically.
- At the Penticton VIC differences existed between those that agreed to the mailback by income category. A low proportion of traveler in the 'Don't Know/NR' category agreed to participate in the mailback questionnaire. No differences existed at the Penticton Beaches.
- At the Penticton VIC no differences were found between education categories and if they agreed to participate in the mailback questionnaire or not. At the Penticton Beaches a smaller proportion of travelers with less than a high school education agreed (44%) to participate in

the mailback questionnaires compared to the other categories (>83%) although sample sizes were small.

- No differences existed between respondents at the Penticton VIC (gender, age, education, party size, parties with children, mean daily expenditures, learning about new activities, extending their trip or taking another trip within/to BC).
- No differences existed between respondents at Penticton Beaches (residence, gender, age, income, party size, parties with children and mean daily expenditures).

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

- No differences existed between those travelers that returned or did not return their questionnaire at both locations for residence, gender, age, party size, income, education, days away from home, days in BC or mean daily expenditures existed at either location.
- At both the Penticton VIC and the Penticton Beaches, those travelers with children were less likely to respond to the mailback questionnaire than travel parties without children.

Differences in Interview/Mailback Responses

- At both locations, respondents were less likely to indicate they were traveling with children. At the Penticton VIC 13% indicated they had children in their travel party whereas on the mailback questionnaire only 3% indicated they had children in their travel party. At Penticton Beaches, 23% indicated they had children in their travel party whereas on the mailback questionnaire only 10% indicated they had children in their travel party. Respondents were less likely to count their children traveling with them on the mailback questionnaire. In addition, these differences resulted in travelers reporting a smaller party size on the mailback questionnaire than in the interview.
- There was no difference in the number of parties that indicated they learned about new activities, places or destinations and those that indicated they would extend their stay between the interview and mailback questionnaire.

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.
- Due to the above factors and to be conservative, the interview data was used to summarise the impact of the Penticton VIC had on travelers. Mailback questionnaire responses were used only when the question was not asked in the interview.
- These results are consistent with similar research conducted by Research Services at other VICs in British Columbia.

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

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

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

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

3. No difference probably due to the sample size issue.

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 Penticton Beaches.

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

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

Location	Concept/Questions	Trip Characteristics Results		Statistically Different? ³
		Interview	Mailback	
Penticton VIC¹	Mean Days Away From Home	16.1	14.4	No
	Mean Days In BC	12.3	11.2	No
	Primary Purpose-Leisure (%)	76.3	74.8	No
	Primary Purpose-VFR (%)	12.9	17.5	
	Primary Purpose-Other (%)	5.9	7.8	
	Primary Accommodations-Hotel (%)	47.6	43.7	No
	Primary Accommodations -Campground (%)	34.8	35.9	
	Primary Accommodations -Friends & Rel. (%)	12.1	16.5	
	Primary Accommodations -Other (%)	5.5	3.9	
	Mean Daily Expenditures	\$202.25	\$222.61	No
	VIC Live Up To Expectations-Fell Short (%)	1.6	1.0	No ²
	VIC Live Up To Expectations-Met (%)	47.3	60.2	
	VIC Live Up To Expectations-Exceeded (%)	49.6	34.0	
	VIC Live Up To Expectations-DK/NR (%)	1.6	4.9	
	Party Size	0.6	1.23	Yes
	Parties with Children	12.8	2.8	Yes
	Learn About New Activities	32.6	39.6	No
	Overall Extend Trip	6.2	8.7	No
	Overall, Take Another Trip to/within BC	46.5	42.6	No
Penticton	Mean Days Away From Home	13.1	12.9	No
Beaches¹	Mean Days In BC	11.1	11.5	No
	Primary Purpose-Leisure (%)	67.1	69.0	No
	Primary Purpose-VFR (%)	20.7	23.3	
	Primary Purpose-Business (%)	4.6	0.9	
	Primary Purpose-Other (%)	7.5	6.9	
	Primary Accommodations-Hotel (%)	46.1	50.4	No
	Primary Accommodations -Campground (%)	22.5	19.8	
	Primary Accommodations -Friends & Rel. (%)	24.3	25.9	
	Primary Accommodations -Other (%)	7.1	3.4	
	Mean Daily Expenditures	\$159.03	\$156.03	No
	Party Size	1.1	1.4	Yes
	Parties with Children	23.4	9.8	Yes

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

Appendix D-Calculation of Total VIC Use

Calculation of total parties that use the Penticton VIC

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

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

Date	Spoke with a Counsellor %	Penticton VIC Daily Party Counts ¹	Estimated Total Daily Parties	Estimated Total Monthly Parties
June 19	50.0	117	234	
June 25	72.7	202	278	
June Total		159.50	255.88	3,838
July 1	58.3	199	341	
July 7	71.4	119	167	
July 18	33.3	179	537	
July 27	100.0	211	211	
July 29	42.9	247	576	
July Total		191.00	366.42	11,359
August 7	81.8	257	314	
August 14	77.8	295	379	
August 19	63.6	440	691	
August 24	75.0	447	596	
August Total		359.75	495.21	15,351
September 7	77.8	210	270	
September 13	85.7	205	239	
September Total		207.50	254.58	3,819
Grand Total				34,367

1. Excludes local parties.

Appendix E-Additional VICs Visited

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

VIC	Number of Responses
Castlegar	1
Coqihalla	2
Cranbrook	2
Enderby	1
Field	1
Greenwood	1
Hope	4
In every big town, we looked for the Visitor Centre	1
Kamloops	2
Kelowna	7
Manning Park	1
Merrit	1
Nelson	3
Oliver	1
Osoyoos	2
Prince George	1
Quesnel	1
Revelstoke	1
Roger's Pass	1
Several	1
Summerland	2
Tofino	1
Valemount	1
Vancouver	5
Vernon	3
Victoria	6
Wells Gray (Clearwater)	1
Williams Lake	1

Appendix F-General Comments

Visitor Information Center Comments

Good VIC services / amenities

Extensive visitor info. Wine shop is excellent.

Having the wine store right there was a nice touch.

Primary reason for entering was due to selection of local wines available. I think the wine cellar is a great way to introduce visitors to the wine industry in the Okanagan. While in the visitor centre, I always look for info/maps for future trips. As well I enjoyed trying some local products, i.e. fruit creams.

Useful brochures. Liked the wine shop being connected to it.

Went to get info on wineries and to buy wine. Got what we wanted on both counts.

All the Visitor Info Centres in British Columbia are very nice, a lot of information and lovely people who are ready to tell you what you want to know.

I hope this government does not do away with these facilities. Also not give up the provincial campsites. This would be detrimental to our province!

Restrooms that are clean and a drink of water is a nice touch.

The gift shop was well stocked and we bought a few things.

We make use of the information centre every time we stop in a city or town.

We picked up excellent brochures with lots of info about the area.

A very nice looking building but could have a few more parking spaces.

The stop at the Visitor Centre was a stop for gifts and wine.

I'm sorry to say that, because of my illness. I am not able to do many of the holiday activities I would like to, so we were only in the Visitor Centre to buy postcards etc and not for information. All of our activities were planned by our Canadian friends who know what my energy levels are. We were impressed by the high quality of gifts, and we both bought some. I bought napkin holders with grapes on them. I absolutely love Canada, especially BC and encourage as many people as I can to go there. I was very sorry to leave there this year, and can't wait to go back. The osprey are an unexpected attraction in Penticton, we walked down to watch them each day.

I believe that featuring one of the Okanagan's best products - wine is an exceptional idea. We have visited several of the local wineries however the visitor centre is the best stop. Its features 'most of the best' in local wines. Including other local products is a great idea. We were visiting the centre largely for the wine information. We had just finished a fantastic 7 days cycle of the Kettle Valley. Including information for cyclists regarding other cycling opportunities would be great. We did find some information about cycling the islands.

We had a specific purpose in mind which was to ask for directions to a laundromat and a good restaurant. We could have spent more time there and inquired about more cultural and art events and activities but we were on a schedule and had to leave that day.

We went in to buy wine and were very pleased with the selection.

We were impressed with the info centre. Like the displays.

The office was well laid out.

We re-visited the info centre to purchase gifts for our children.

Visitor centres were generally good.

Everything was very nice, it is a lovely building.

The location of the visitor info centre was convenient and it was easy to locate while I was walking. The layout of the shelves was orderly and logical (of leaflets and brochures). Overall, it was an inviting place. I felt very comfortable while inside.

We particularly like to pick up maps of the area we are visiting and therefore would visit Visitor Info Centres as we travel. We have been to the Merritt Centre as well as Victoria and other centres on the Island.

The visitor centre provided information on attractions to see. The products on display and for sale exhibited the industries of the area. The centre seemed well managed and was in top condition, physically.

What I do love is going to the Visitor's Centre & getting info before I go to an area.

Staff at VIC friendly and helpful

All of the people we spoke with were warm, friendly and very helpful.

Ask questions inside building on very hot days. We Albertans are not used to the temperatures down there. The interviewer was very pleasant.

Employees were friendly, courteous and very helpful. They answered all my questions.

I was very impressed with the info centre, very clean, friendly staff. You helped make our stay enjoyable.

Personnel at Penticton Visitor Info Centre was very friendly and supportive.

They were very helpful, not only about the Okanagan but also Vancouver. They helped us make some travel decisions.

Very cooperative and informed.

Very friendly staff at the info centre. Most of these questions are very similar to the ones I answered on the questionnaire that the team of researchers at the info centre asked me.

Very helpful people and this for all the Visitors Centre Info we see during our trip in BC.

Being a B.C. resident, I was very proud to see how out of province tourists were greeted at the tourist bureau by the staff. They were terrific!

Staff very helpful.

The folks were very friendly and helpful.

The staff was helpful but we were pressed for time.

We had an excellent volunteer who gave us excellent directions and suggestions. As a result we had a beautiful afternoon in Naramata, which included lunch at Hillside Estates Bistro, most enjoyable.

The staff in the centre were friendly and helpful.

The staff is knowledgeable.

We enjoy very much learning about the area and events and think that visitor centres are the best place to find out as the staff is generally well trained and friendly and can answer all the questions. We don't mind good advice as well. Keep it up! Carol and Ted.

Helpful staff and information was available for tourists. Thank you!

Like the helpful staff.

Very friendly staff.

The Penticton Visitor's Centre had ample employees/volunteers to assist.

Seems like a very well ran place, very helpful staff.

The staff at all visitor centers we attended were very helpful.

Staff was professional and courteous.

Staff are usually very well informed about their area.

The staff was friendly and courteous.

Suggestions / Need for improvement of VIC services

Is there any chance of you stocking more VPA wines? I couldn't get Nichol Vineyard wine and had to travel there to get what I wanted.

Our family trip through the Okanagan Valley happened during the last two weeks of July. Most of our stay was in the Penticton area. Our last day we re-visited the info centre to purchase gifts for our children. Due to a mistake on our part, my spouse left her visa card at the info centre and did not notice until 3 days later that she forgot it after paying for said gifts. We telephoned the info centre and were told that they still had possession of the card, but told us that they would drop it off at the nearest CIBC. Many days and phone calls later, we still did not know from our bank or from the info centre if the card was dropped off. Subsequently, we had the trouble of having to get a new card, and cancelled our old card.

A caution is not to make visitor centres too commercial and thereby forget that visitors are looking for information on your local area, region and province. Information on unique pieces of history like key heritage sites, buildings, businesses, etc. should and would be improved in some cases at some sites. Other Visitor Centres should be open on Saturday at least maybe Sunday, I guarantee a lot of business is missed. I'm sure weekdays would be way slower than weekends. Tell the campgrounds free firewood.

Access to the centre is not that easy when pulling an RV therefore better RV parking would help.

The information we received from the staff at the visitor info about the Native Canadian Centre was not correct. They told us it's a museum but in fact, it's a education centre for adults. Never the less, it was a very interesting trip.

Enjoyed Area

I love Penticton!

Most people in Vancouver never heard of the pretty lake in Okanagan area. Need more advertisement. Thank you for your help. Continue to promote the Okanagan Valley and BC as a vacation destination, it is such an awesome place to visit.

Very nice area.

Very pleasant. I could use a camera to take more pictures of B.C.

British Columbia is a beautiful Province which adds to the total beauty of the great country we live in.

I was very impressed with the overall cleanliness of BC and the towns and tourist sights within.

B.C. will always be a prime vacation destination for us.

We stayed at the Oxbow River RV park and were very delighted.

We enjoy visiting Penticton and the Okanagan Valley. We would do so even if our son and family were not residents.

To be honest, I was at the wine centre when approached but I was also visiting so thought I would answer the gentleman's questions. I came from the east coast (PEI) and I absolutely love it out here. For my work, I have had the opportunity to travel to the northern, central, southern/eastern and coastal areas of this province. I have to say that my favourite spot is Tofino with the South Okanagan being second.

We were overwhelmed with the whole place. It was a terrific trip for us from start to finish.

Not enough or poor services in Penticton area

Have the man who works at the Coquihalla Connector info centre, not refer people of our age to the water slide RV park. It is not for a retired couple. He was about 45 years of age with an accent and I think he must of had an interest in the water slide RV park in Penticton.

I suggest an improvement to the BC Govt's Website. I have had difficulties going through the links thru the BC Govt. This is becoming more important for me. I've tried to get info for other areas but can't get info easily.

Enjoyed activities or services of Penticton

We met very nice Native Canadians and learned a lot about their history, art and about their way of living.

Great weather, great food.

People were friendly

Lovely people.

Reference Site (Penticton Beaches) Comments

Enjoyed Penticton area

Beautiful country, I will be back for two weeks this coming summer. Had a great time.

Beautiful vacation spot.

Had a great time, enjoyed the water parks/beaches!

I thought that it was a really fun summer. If you want to get away from work and stress, you should go to B.C. because it is so relaxing and warm there. Thank you for choosing me for your interview.

I travel almost 3000 miles to visit the Okanagan. Yes, I have family there which is part of the attraction.

The rest is the pristine beauty and wholesomeness of the environment. Please do not let that ever be spoiled!

Just how lucky we were with the weather. We had been warned that September could be quite wet, but on our 28 day holiday it rained twice and on the last day (in Calgary) it snowed. Amazing luck.

Like it so much. Moved to Kelowna.

Love it.

Love the sun and water.

Not enough 'career' employment to be able to afford to live there and enjoy the amenities as a resident. Didn't want to move to Vancouver, so relocated to Alberta. Was a member of the Kelowna Yacht Club, an avid golfer, cyclist and sailor. Home owner and two upcoming university students. It's a shame the point of living, taxes and mediocre wages allowed continued break, even deficits with no opportunity for saving long term.

Overall, we had a really nice, relaxing time in the Okanagan. I would only go to the Okanagan during the warmer months as there are few things to do if the weather is poor.

Penticton is the most beautiful city of all!

Trip was its usual success. The only trouble is too many people. I've got lots of complaints about other areas of B.C. if you're interested. Vancouver Island. Lots of travelling here this year, about 50% of campgrounds locked off in July/August. Went on B.C. Rail, Vancouver to Prince George. VIA to Rupert, B.C. Ferries to Port Hardy. Vancouver to Prince George, a world class trip, now apparently being dumped. VIA was good, B.C. Ferries was okay, but they have no idea how to keep a time table. However that is not new.

Very enjoyable.

We'll be back next year. We're planning 5 day trip to Vancouver in Feb. Could you send us some information? Thank you.

We enjoyed our trip very much. As we were there to see our daughters and grand-daughters and we love the mountains and other scenery. We probably may not return only because we will go to other places if we are able to travel again.

We have visited the Okanagan each summer for the past thirteen years and will continue to do so. Osoyoos is usually our main destination.

We thoroughly enjoyed our trip to the Okanagan - we were there 10 years ago on our honeymoon and just loved the area. It took us 10 years to get back, but it was worth it. Our boys totally had a blast at the resort/cabin on the Shuswap and it was like a home away from home, but no telephones, computers and work to worry about. We were able to relive the memories of our previous trip and make some more wonderful memories with our boys this past summer. We loved it!

We will be returning for further visits, specifically looking for business and retirement opportunities. While nothing stands out in my mind as the most exciting aspect of our trip. I was left feeling relaxed and satisfied that we had explored a new place and had a pleasant trip. All of us enjoyed our visit very much and hope to return for a longer stay in the future.

We had a great time in Penticton.

Coming from a small town that gets lots of snow and cold weather, going to the Okanagan and Penticton where there was very little snow was awesome. But, at the same time being able to go skiing was awesome. The drive between the West Kootenays and Okanagan seemed to get shorter the more times I drove it! I'm glad I had a relative in the Okanagan that has lived there for over 65 years (yeah, can you believe it?). She was able to give me lots of insight and information before I came to Penticton and while I was there.

We thoroughly enjoyed our vacation and will definitely be back!

Very scenic and picturesque.

We both found the Okanagan Valley a splendid experience. The drive from Vancouver from Princetown and Penticton up to Revelstoke is wonderful. We never had encountered scenery such as to be found around the Penticton area. Very beautiful and we especially enjoyed the fruit farms we passed by.

We love the Okanagan. Living in Calgary and having no water has been a challenge.

The young man who interviewed us was very pleasant. I don't usually stop to fill out surveys. The Okanagan is beautiful.

Not enough or poor services in Penticton area

Booked hotel (Hanzel and Gretal) months in advance, through Okanagan Reservations. Was informed it was well maintained and good value. Had pool, hot tub, etc. Upon arrival, they had dates wrong and hotel was not up to standard. It was not well maintained, dirty and people trying to check out. Pool had glass in it and hot tub broken. Were advised by two or more different parties not to stay here (Ironman Competition was on this week). Called many hotels, no place to stay. Called Okanagan reservations and explained problem and they got us in at Apex Mountain Lodge for one night. After hours of calling, got into Ramada Inn for 4 nights hoping for someone to cancel so we could continue on staying there. This caused stress.

Could use more quality campgrounds. Most of the private campgrounds are cramped. The prov. campgrounds are very hard to get into even when you book 3 months in advance. I like to plan my vacation online, most campgrounds and B&B's don't have very good web pages. Perhaps tourism British Columbia could help small business with developing/hosting web pages.

It is somewhat concerning that the cost of camping continues to rise (provincial sites). I was extremely disappointed to be faced with paying for firewood this time - first ever. (Creates more cost.)

Maintain our Provincial Park campsites!

More festivals in town.

Stayed at Spanish Villa, Lakeshore Drive. Best restaurant, Villa Rosa. Most disappointing restaurant, Joe's on the Beach. Three biggest shocks. Lackawanna Park. Useless, ugly sculpture of the grounds makes it impossible to play bocce. New picnic tables can't be moved into or out of shade and are too wide to play cards or backgammon on. Sculpture makes it harder to see lake. Big blow up waterpark in Lake. What a mess! Don't like the idea of a private beach on our beach. It was a real eyesore. Looking forward to playing pitch and putt within easy walking distance of our motel. All of us very disappointed to see it had been closed down. New mini golf beautifully landscaped but no skill needed. All down to chance.

Unfortunately my dad died in a car accident Aug. 18, 2002. We had many relatives coming for the funeral and had a terrible time arranging accommodation for them. Even if a place had a night available on the weekend of the 'Ironman Triathlon,' they would not let us reserve it for that weekend unless we took it for 7 days. Totally ridiculous! I would like to compliment a lady with the first name of 'Laura' at the Lakeside Casino Hotel. She did find us a room there which was much appreciated. We used neighbours and friend's homes as well as the few relatives we have in the Penticton area. Some stayed in Kelowna.

We would appreciate the development of additional provincial campsites in the Okanagan. It is difficult to secure a campsite in the Okanagan in mid Summer. My son states he would like the skateboard park in Summerland improved.

The roads do need upgrading to Penticton and the Kelowna Bridge. It's so busy in the summer.

Penticton's beaches and parks should have proper DOG controls. The tourist usually have their pets under control. The locals don't!!! A proper road (4 lane) needs to be built from Revelstoke to Osoyoos. The delays and slow traffic at this time are inexcusable.

Enjoyed activities or services of Penticton

I like cycling there, especially from Penticton to Okanagan Falls on the back road. Also, cycling the Cross Canada trail from Penticton to Kelowna is a must for next summer. I like stopping at the fruit stands. I like the beach in Osoyoos. I like the heat, especially when near the lakes.

Kettle Valley Railway is a great tourist site!

My husband enjoyed seeing all the motorcycles at the convention centre in Kelowna. The H.O.G. was having their convention. There was also a cruise rally with old cars.

The festivals are always a big attraction to B.C., and more of those would persuade me to go to B.C. and the Okanagan.

The free bands in the parks in the evening were great. Like to see more.

This year I found a lot of fun stuff going on. More so than in previous years (bikes and old cars). We walked the lake's shore several times and sat on the benches. My daughter loves Penticton. She has attended OSSO in past, this year a week volleyball camp. The opportunities for week camps was great. Next year she will definitely participate. The friends we have made since moving away, visit us in Southern California often and for this I think even after my parents are gone, we will return. Especially to the Jazz Festival. Summer curling I think would fascinate people especially Californians. Have fun planning for August 03.

Usually we stay in campgrounds but since we went to Whistler for a 3 day seminar (work related), we thought we'd leave the camper at home. We chose to stay at the Ramada Courtyard Inn in Penticton (through the internet). We loved it. We had a kitchen suite overlooking the golf course. Saved money by cooking one meal a day! And breakfast was included with our accommodations. We've already recommended Penticton (and Ramada) many times to our friends and acquaintances.

The big peach on the beach was nice because of its concession and being open when the weather warmed (Penticton B.C.).

Next time, we'd like to participate in some water sport activities (sea-doing). Fruit picking.

Unfortunately, at the time of our trip, the fruit was not ready to pick (a late season) and did not have time to travel further south. Challenging hikes and breath taking views.

We had no problems finding accommodation and certainly if I ever go back which I hope I will I certainly would pass through and perhaps stay a little longer in the Okanagan and would advise any of our friends to take this route.

Our son participates in the Okanagan hockey school. We also spend time in Campbell River fishing.

We enjoy picking fruit and laying on the beach. We are both professionals and have a lot of stress.

When we get to the Okanagan we let it all hang out. My husband has also competed in the Ironman in 1990.

The peach city car rally and the Harley Davidson rally were excellent. These events really added to our trip.

People were friendly

The weather was great and every restaurant we ate in, the staff was very friendly.

The people were incredibly friendly everywhere we went.

Great atmosphere and friendly people everywhere.