



TOURISM BRITISH COLUMBIA  
C A N A D A

## **RESEARCH SERVICES**

# **VALUE OF THE GRAND FORKS VISITOR INFO CENTRE STUDY RESULTS – FOR DISTRIBUTION**

March 2004

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

## Executive Summary

Due to increasing needs in communities around the province, Research Services, Tourism British Columbia has developed a methodology that Visitor Info Centres (VICs) 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 Grand Forks Visitor Info Centre (Grand Forks VIC). Specifically, the study objectives were:

1. To profile travelers who use the Grand Forks VIC in terms of traveler and trip characteristics.
2. To measure the influence the Grand Forks 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 one-location, two-stage survey design was used to examine the study objectives. Several interviewers collected data between June 30 and August 31, 2003 at the Grand Forks VIC. Travelers were interviewed at the Grand Forks VIC to obtain information about the typical traveler to the Boundary area. In addition, travelers were studied during and after their trip. On-site interviews collected information during their trip and a mailback questionnaire collected information from travelers after their trip. The primary purpose of the mailback questionnaire was to compare mid-trip and complete trip perceptions of the VIC impacts on traveler behaviour and to understand travelers' perceptions of the Boundary area and British Columbia after their trip was complete.

- Between the end of June and the end of August of 2003, 410 people were approached at the Grand Forks VIC, 216 agreed to the interview, but 57 were excluded because they were from the Boundary area, resulting in 159 useable surveys.
- At the Grand Forks VIC, 48% of travelers were from BC, 31% were from other provinces in Canada, 18% were from the US and 3% were from Overseas.
- Overall, the average party size was 2.6 people and 23% of travel parties had children. Those parties with children had an average of 4.0 people traveling in the group.
- The majority of travelers at the Grand Forks VIC were traveling for leisure purposes (73%), while fewer were traveling to visit friends and family (21%) or for business (5%).
- More than three-quarters (78%) of those visiting the Grand Forks VIC were using their own car/truck/motorcycle, while a further 16% were traveling in a private RV.
- Travelers at the Grand Forks VIC used campgrounds and hotels/motels with near equal frequency (43% and 41%, respectively).

- Overall, travelers at the Grand Forks VIC planned to spend an average of 19 days away from home, 11 days in British Columbia and 2 days in the Boundary area.
- A large percentage of travelers used the Internet (64%), Visitor Info Centres (53%), word of mouth (friends, relatives etc.; 26%) and brochures and books to plan their trip (14%).
- The majority of travelers at the Grand Forks VIC were very flexible (65%) in the activities that they planned to participate in while in the area. Travelers were less flexible with the amount of time that they could spend in the area, with only 46% indicating they were very flexible. However, over 60% of travelers were very flexible concerning time spent in British Columbia.
- Travelers were asked about their primary leisure activities. Most indicated that they spent time sightseeing (35%), or swimming/other water sports (18%). Less frequently mentioned activities included touring, walking/hiking; cycling; camping; visiting the Rock Candy Mine or local museums; or golfing.
- Nearly all of the travelers at the Grand Forks VIC spoke with a Counsellor (95%).
- An overwhelming 95% of travelers responded that the VIC met or exceeded their expectations. Sixty-five percent of travelers indicated that the VIC met their expectations while 30% felt that the VIC exceeded their expectations.
- Travelers at the Grand Forks VIC spent an average of \$122 per party per day. The expenditure varied moderately depending on the origin of the visitor, ranging from \$101 per day for travelers from the U.S., to \$137 per day for Canadian travelers from other Canadian provinces.
- In the summer of 2003, Grand Forks VIC users spent over \$395,000 in the Boundary area and another \$1.9 million while traveling throughout the rest of the province.
- The Grand Forks VIC had an impact on traveler behaviour. Forty percent of travelers at the Grand Forks VIC indicated they learned about a new activity or destination at the VIC. Sixty-six percent replied they would make another trip to British Columbia and 28% replied they would stay another night as a result of information obtained at the VIC.<sup>1</sup>

---

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

## Table of Contents

<b>TABLE OF CONTENTS .....</b>	<b>3</b>
<b>INTRODUCTION .....</b>	<b>4</b>
<b>METHODS .....</b>	<b>4</b>
DATA COLLECTION.....	4
DATA ANALYSIS.....	5
<b>RESULTS .....</b>	<b>7</b>
TOURIST CHARACTERISTICS (DEMOGRAPHICS).....	7
TRIP CHARACTERISTICS .....	10
TRIP PLANNING.....	11
TRIP FLEXIBILITY.....	13
TRAVELER ACTIVITIES.....	14
USE OF THE VIC.....	15
EXPENDITURES.....	23
IMPACT OF THE VIC ON TRAVELER BEHAVIOUR.....	24
<b>CONCLUSIONS .....</b>	<b>28</b>
<b>LIMITATIONS .....</b>	<b>29</b>
<b>APPLICATIONS .....</b>	<b>30</b>
<b>APPENDICES.....</b>	<b>31</b>
<b>APPENDIX A-INTERVIEW SCHEDULE AND INTERVIEWS COMPLETED .....</b>	<b>32</b>
<b>APPENDIX B -QUESTIONNAIRES .....</b>	<b>34</b>
<b>APPENDIX C-RESPONSE BIAS TESTING .....</b>	<b>49</b>
<b>APPENDIX D -CALCULATION OF TOTAL VIC USE.....</b>	<b>54</b>
<b>APPENDIX E - EXPENDITURES BY ACCOMMODATION TYPE .....</b>	<b>56</b>
<b>APPENDIX F – OTHER VICS VISITED IN BRITISH COLUMBIA .....</b>	<b>58</b>
<b>APPENDIX G – COMMENTS REGARDING GRAND FORKS VISITOR INFO CENTRE .....</b>	<b>60</b>

## Introduction

Visitor Info Centre Counsellors at British Columbia's 112 Visitor Info Centres (VICs) provided travel counselling and advice to over 1.55 million visitor parties in 2003. 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 economic impact of the VIC on traveler behaviour. A pilot project was conducted in 2001 to test the methodology of measuring such impacts. This study at the Grand Forks VIC in the summer of 2003 was designed using some of the methodology developed in the 2001 pilot project.

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

1. To profile travelers who use the Grand Forks VIC in terms of traveler and trip characteristics.
2. To measure the influence the Grand Forks 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 one-location, two-stage survey design was used to examine the study objectives. Several interviewers collected data between June 30 and August 31, 2003 at the Grand Forks VIC. The interviewers' schedules varied in order to ensure that different days of the week were covered. Potential respondents were randomly chosen as they exited the Grand Forks VIC. 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 of the Boundary area (between Christina Lake and Bridesville and Beaverdell and the US border) and, if so, were eliminated from the remainder of the interview ensuring that only travelers were interviewed. The interviewers recorded all responses using Techneos Entryware running on Palm handheld computers.

During the interview, questions were asked about (see Appendix B for questionnaire):

- traveler demographics,
- trip-planning habits,
- primary trip purpose,
- primary destination,
- primary accommodation,
- mode of transportation,
- length of stay in BC and the Boundary area,
- use of the VIC,

- trip flexibility,
- daily expenditures,
- additional attractions or shopping amenities that would extend their stay,
- likelihood of visiting an expanded Doukhobor Museum including an interpretive centre,
- perceived impacts of the VIC on the rest of their trip activities, and
- satisfaction of the VIC.

In addition, addresses were obtained from those travelers who indicated a willingness to answer a mailback questionnaire upon the completion of their trip. The primary purpose of the mailback questionnaire was to compare mid-trip and complete trip perceptions of the VIC impacts on traveler behaviour and to understand travelers' perceptions of the Boundary area and British Columbia after their trip was complete.

Mailback questionnaires were sent out with a business reply envelope and a British Columbia Magazine in early October 2003. 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 the end of January, 2004. There was a 64% response from the Grand Forks VIC. The mailback questionnaire collected a variety of information including (see Appendix B for questionnaire):

- length of stay in the Boundary area and British Columbia,
- primary trip purpose,
- primary destination,
- primary accommodation,
- daily expenditures,
- the VIC's impact on their trip,
- services that were desired but not available at the VIC,
- use of a commercial airline to get to the Boundary area,
- interest in tour packages,
- positive and negative images of the Boundary area,
- the unique characteristics of the Boundary area as a vacation destination,
- satisfaction with the VIC,
- satisfaction with the Boundary area and British Columbia, and
- the likelihood of returning to the Boundary area and British Columbia.

Nine other similar studies conducted in British Columbia have collected information from travelers at a reference site (where tourists congregate in the community) in addition to the VIC. The purpose of the reference site is to collect information about the typical traveler to the community and build a profile of travelers who are not presently using the VIC. At Grand Forks data was not collected at a reference site because a location in or close to Grand Forks where tourists congregate could not be identified.

### **Data Analysis**

The study design produced two sets of data that are available for analysis – data from the interview and mailback questionnaires. 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 questionnaire 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.

## Results

Between the end of June and the end of August of 2003, 410 people were approached at the Grand Forks VIC, 216 agreed to the interview, but 57 were excluded because they were from the Boundary area, resulting in 159 useable surveys (Table 1).

Table 1. Travelers surveyed at the Grand Forks VIC.

	<b>Travelers Approached</b>	<b>Agreed to Interview</b>	<b>From Local Community<sup>1</sup></b>	<b>Useable Traveler Surveys</b>
<b>Grand Forks VIC</b>	410	216	57	<b>159</b>

1. Residents living in the Boundary area (between Christina Lake and Bridesville and Beaverdell and the US border).

### Tourist Characteristics (Demographics)

At the Grand Forks VIC, 48% of travelers were from BC, 31% were from other provinces in Canada, 18% were from the US and 3% were from Overseas.

Travelers from provinces outside of British Columbia were mostly from Alberta (56%) or Ontario (25%) while fewer travelers were from Saskatchewan (8%), Manitoba (8%), and Quebec (2%; Figure 1). As for travelers from the United States, the majority were from Washington (38%), California (14%), Colorado (7%) or North Carolina (7%; Figure 2). Only 4 travelers from overseas were interviewed at the Grand Forks VIC. Three of the four were from the United Kingdom and the other was from Australia.

Travelers at the Grand Forks VIC were most likely to be over the age of 45 (72%), fewer travelers were between 35 and 44 (17%) and only 9% were younger than 34 (Table 2). More than half of the travelers interviewed at the Grand Forks VIC indicated that they had completed at least some form of post secondary education and 42% had at least a university degree. The most common household income was between \$65,000 and \$99,999 (18%) and a significant number were also in the \$100,000+ income range (16%). However, a significant number of those interviewed did chose not to respond to the question (41%).

At the Grand Forks VIC, the average party size was 2.6 people and 23% of travel parties had children. Those parties that traveled with children had, on average, 4.0 people traveling with them.



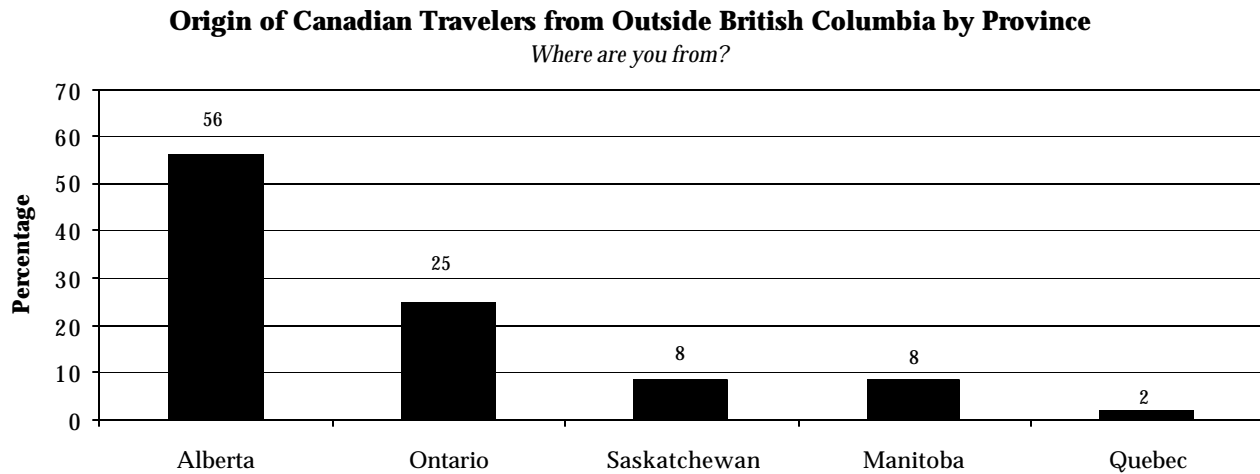


Figure 1. The percentage of travelers from provinces outside of British Columbia at the Grand Forks VIC.

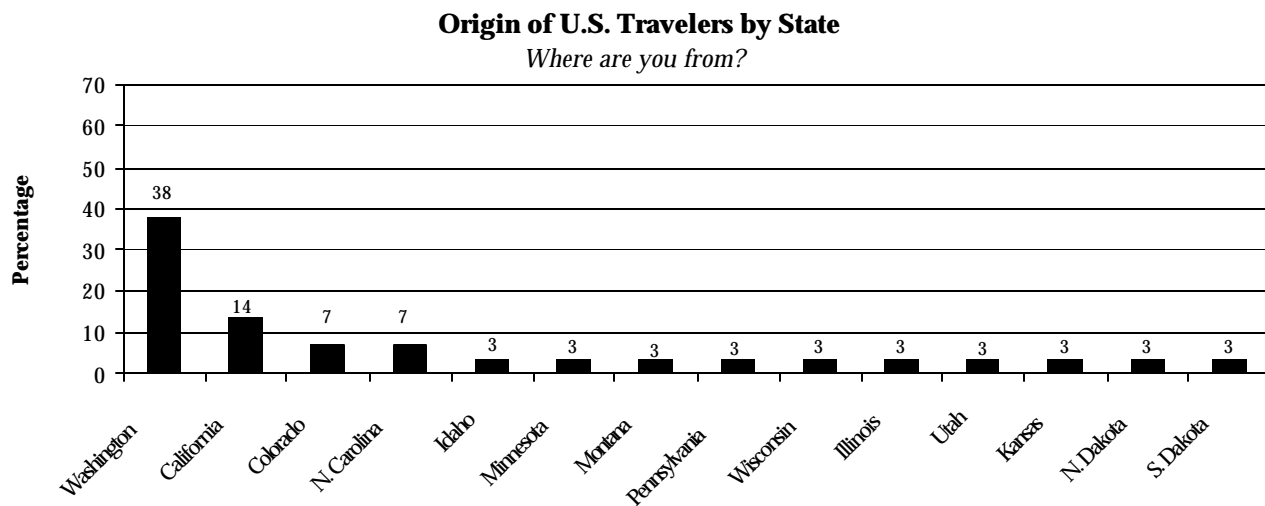


Figure 2. The percentage of US travelers from each state at the Grand Forks VIC.

Table 2. Traveler demographics at the Grand Forks VIC.

	Grand Forks VIC	
	Number of Responses <sup>1</sup>	Percentage of Responses
<b>Origin</b>		
British Columbia	77	48.4%
US	29	18.2%
Overseas	4	2.5%
Other Canada	49	30.8%
<b>Age<sup>2</sup></b>		
Under 24 Years	2	1.3%
25-34 Years	12	8.0%
35-44 Years	26	17.3%
45-54 Years	41	27.3%
55-64 Years	37	24.7%
65 Years or Older	30	20.0%
<b>Education<sup>2</sup></b>		
Less Than High School	5	3.4%
High School	40	26.8%
SOME Technical, College or University	9	6.0%
College of Technical Diploma	28	18.8%
University Degree	45	30.2%
Masters or a PhD Degree	17	11.4%
<b>Income<sup>2</sup></b>		
Less than \$25,000	4	2.7%
\$25,000 to \$49,999	20	13.3%
\$50,000 to \$64,999	14	9.3%
\$65,000 to \$99,999	27	18.0%
\$100,000 or More	24	16.0%
Don't Know/No Response	61	40.7%
<b>Party Size<sup>2</sup></b>		
Average Party Size-Total	150	2.59
Average Party Size-Parties without children	115	2.17
Proportion with Children	35	23.3%
Average Party Size-Parties with children	34	3.97

1. The total number of responses does not always equal the number of useable surveys presented in Table 1 because some respondents did not complete the full interview.
2. Business travelers were excluded from this analysis.

### Trip Characteristics

The majority of travelers at the Grand Forks VIC were traveling for leisure purposes (73%) while fewer were traveling to visit friends and family (21%) or for business (5%; Table 3).

More than three-quarters (78%) of those visiting the Grand Forks VIC were using their own car/truck/motorcycle, while a further 16% were traveling in a private RV. A minority of travelers were visiting using bicycles or airplanes.

Travelers at the Grand Forks VIC were nearly equally divided between campground/RV parks and hotels/motels as to the most frequently mentioned primary accommodation (43% and 41% of travelers, respectively). Almost 9% of those interviewed stayed at the homes of friends or relatives, and 6% stayed in other accommodation, which included renting a cottage.

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

	Percentage of Responses (n=148)
<b>Primary Trip Purpose</b>	
Leisure	72.6%
Visiting Friends & Family	21.0%
Work/Business Activity	4.5%
Other <sup>1</sup>	1.9%
<b>Mode of Transportation</b>	
Private Car/Truck/Motorcycle	77.7%
Private RV	15.9%
Bicycle	3.8%
Other <sup>3</sup>	2.5%
<b>Primary Accommodations,<sup>2</sup></b>	
Hotel/Motel	41.2%
Campground/RV Park	42.6%
Friends and Relatives	8.8%
Other <sup>4</sup>	5.8%

1. Other purposes mentioned include moving, sporting events and no response.

2. Primary accommodations only included travelers who were visiting for leisure and visiting friends and relatives because it was not asked of business travelers at the Grand Forks VIC.

3. The 'Other' response given was airplane.

4. 10 responses given, including rent/own cabin (60.0% of 'other' responses), day visit (40.0%).

Travelers were asked what their primary destination was. Just under a third (32%) of travelers indicated their primary destination was somewhere in the Boundary area. Thirty-nine percent of travelers had a destination of somewhere within British Columbia, seventeen percent indicated they were touring and 11% indicated their destination was outside of British Columbia.

Most of the 40% of travelers who had a destination within BC but outside of the Boundary area were headed to the Kootenay Rockies (40%), a quarter were headed to the Thompson Okanagan (24%), fewer were headed to the Vancouver Coast and Mountains (23%), Vancouver Island (10%) or Northern BC (3%).

On the mailback questionnaire, travelers were asked if it was their first trip to the Boundary area. A total of 37% of respondents indicated that it was their first trip. Of those who had been to the area previously, almost half made between one and three previous trips (47%) and the remaining 53% had made more than four previous trips to the Boundary area.

Overall, travelers at the Grand Forks VIC planned to spend an average of 19 days away from home, including 11 days in British Columbia and 2 days in the Boundary area (Figure 3). Travelers from BC, other Canada and the US were, on average, on shorter trips than travelers from Overseas.

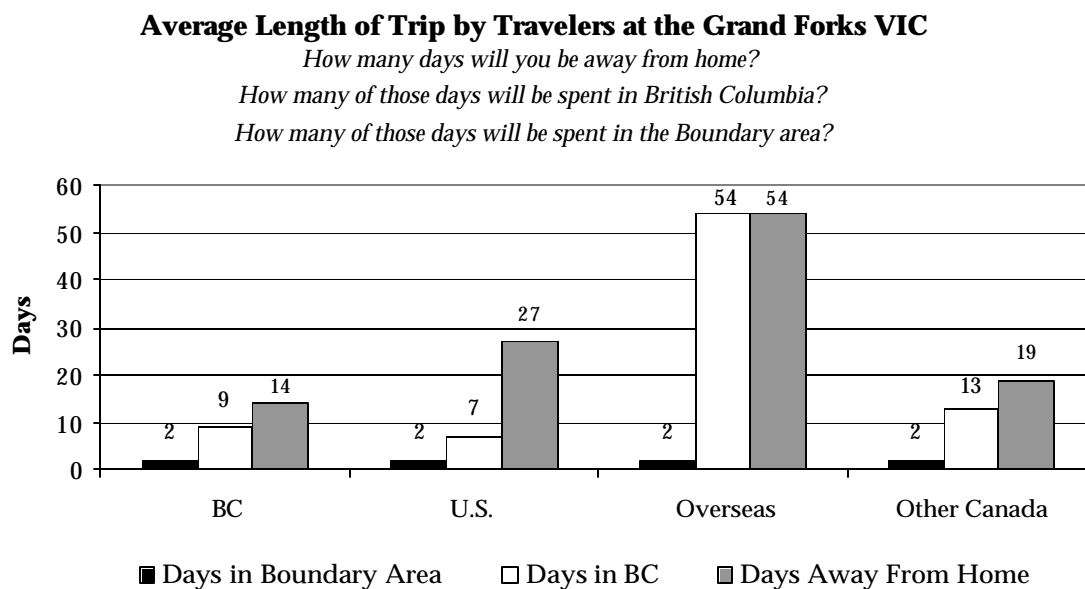


Figure 3. The average number of days spent away from home and in British Columbia by traveler origin at the Grand Forks VIC (n=156). The number of days in BC is significantly different at the  $p=0.05$  level based on the origin of travelers. Note that the Overseas category contains relatively few observations, thus the results should be treated with caution.

### Trip Planning

Travelers were asked how far in advance they started planning their trip. Results indicated that the large majority of trips conducted by travelers to the Grand Forks VIC were not spontaneous, as 74% planned their trip more than three weeks in advance (Table 4). A total of 46% of travelers at the Grand Forks VIC spent more than two months planning their trip.

Table 4. Trip planning horizons for travelers at the Grand Forks VIC.

<b>Trip Planning Horizons</b>	<b>Percentage of Respondents (n=156)<sup>1</sup></b>
During The Trip	6%
Day of Departure	3%
1-6 Days	5%
1-2 Weeks	11%
3-8 Weeks	28%
9-12 Weeks	19%
13+ Weeks	27%
<b>Total</b>	<b>100.0%</b>

1. DK/NR are excluded here (n=1)

A large percentage of travelers at the Grand Forks VIC used the Internet (64%) and Visitor Info Centres (53%) to plan their trip (Figure 4). Less frequently used information sources included: Friends, Relatives, Clubs, and Other Associations (26%); Brochures and Books (14%); Tourism BC (13%); Travel Agents, Airlines, Autoclubs (11%); and Other sources (7%).

#### Percentage of Travelers Using Each Information Source

*What information sources did you use to plan your trip?*

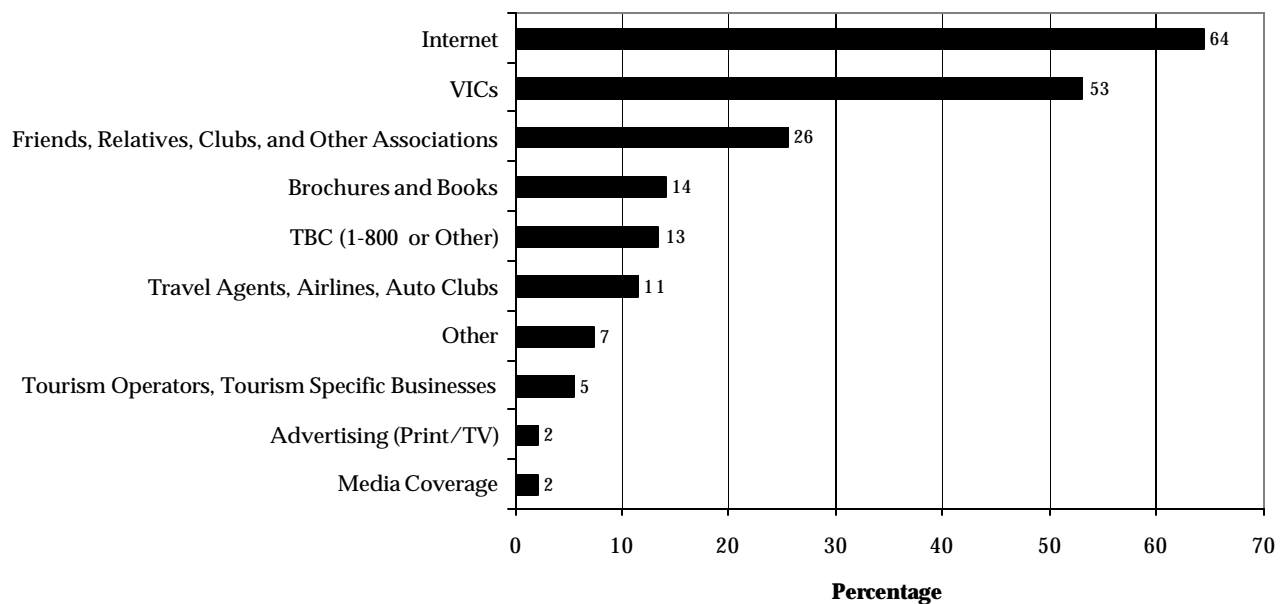


Figure 4. The percentages of travelers using each information source for trip planning at the Grand Forks VIC. Percentages add to more than 100% because travelers could use more than one information source for planning their trip. Other information sources included personal knowledge, Discover BC, Hosteling Association, and the Library.

### Trip Flexibility

Travelers were asked about their flexibility in terms of the activities they would participate in, the amount of time they could spend in the Boundary area and the amount of time they could spend in British Columbia (Figures 5, 6, and 7). The majority of travelers at the Grand Forks VIC were very flexible (65%) in the activities that they planned to participate in while in the area. Travelers were less flexible with the amount of time that they could spend in the area, with only 46% indicating they were very flexible. However, over 60% of travelers were very flexible concerning time spent in British Columbia.

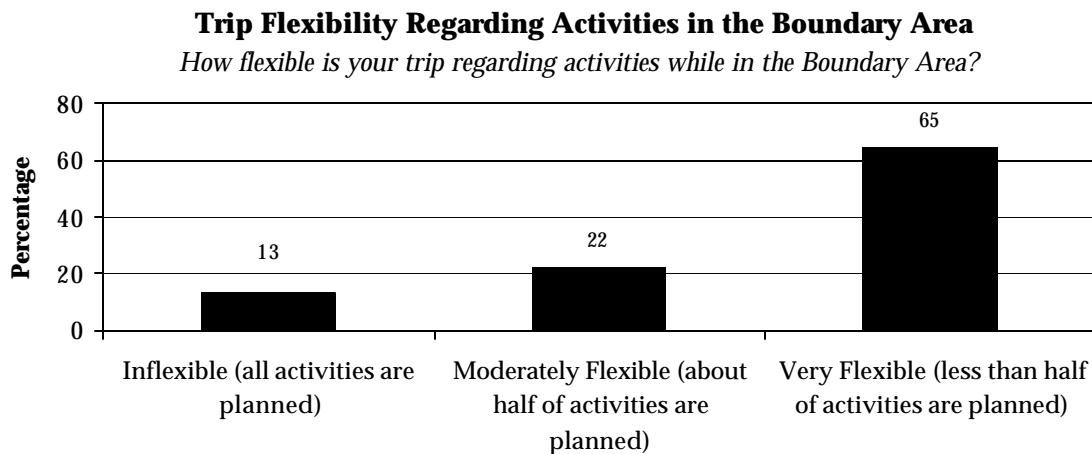


Figure 5. Travelers rating of trip flexibility regarding activities in the Boundary area for travelers at the Grand Forks VIC.

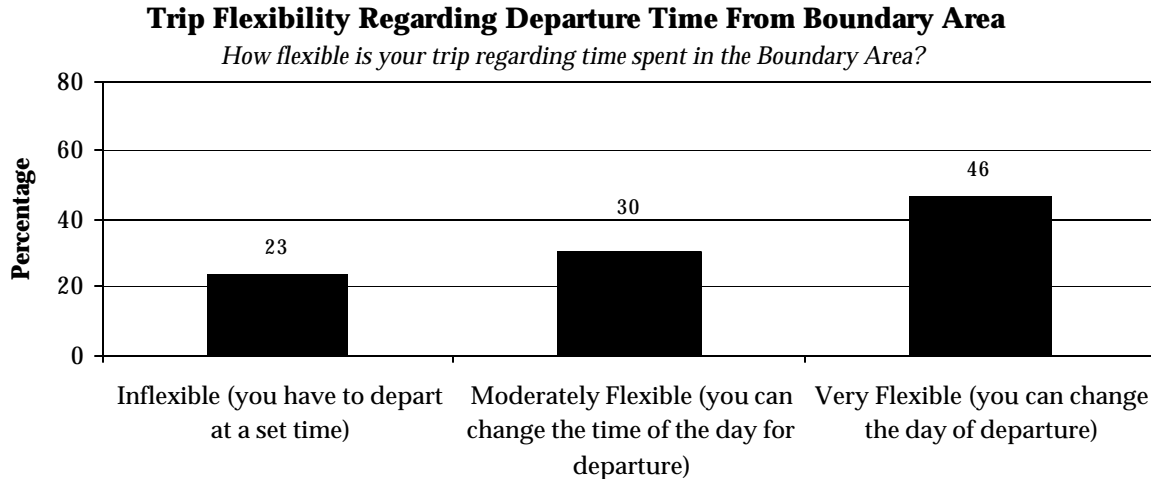


Figure 6. Travelers rating of trip flexibility regarding the time in the Boundary area for travelers at the Grand Forks VIC.

### Trip Flexibility Regarding Departure Time From British Columbia

*How flexible is your trip regarding time spent in British Columbia?*

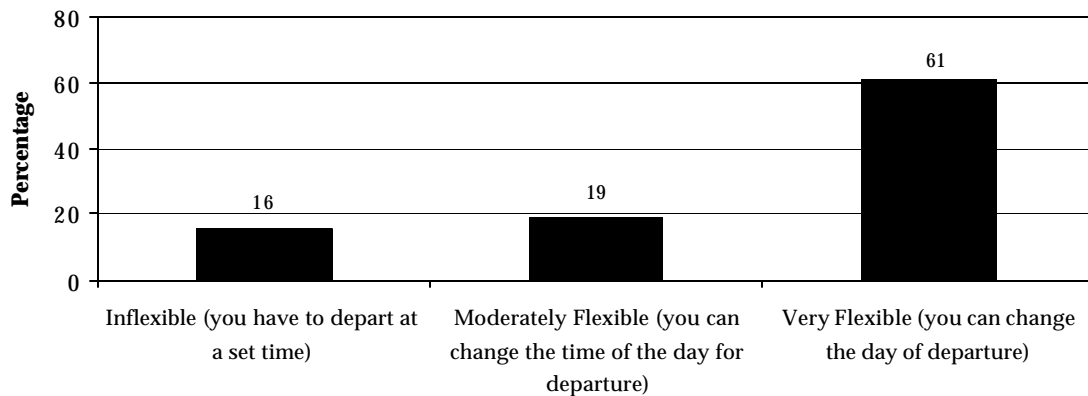


Figure 7. Travelers rating of trip flexibility regarding the time spent in British Columbia for travelers at the Grand Forks VIC.

### Traveler Activities

Travelers were asked about their primary leisure activities (Table 5). Most indicated that they spent time sightseeing (35%), or swimming/other water sports (18%). Less frequently mentioned activities included touring, walking/hiking, cycling; camping; visiting the Rock Candy Mine or local museums; or golfing. The 'other' activities included: eating and drinking; resting and relaxing; visiting friends and family; photography; visiting the farmers' market; the Festival of the Lights; and bowling.

Table 5. Top ten primary leisure activities of travelers at the Grand Forks VIC.

Primary Activity	Percentage of Respondents (n=163)
Sight Seeing	35.0
Swimming/Water sports	17.8
Other <sup>1</sup>	14.7
Touring	7.4
Walking/Hiking	7.4
Cycling	4.3
Camping	4.3
Rock Candy Mine	3.1
Museum	3.1
Golf	3.1

1. Other activities included: eating and drinking; visiting friends and family; resting and relaxing; photography; visiting the farmers' market; the Festival of the Lights; and bowling.

## Use of the VIC

Travelers stopped at the Grand Forks VIC to obtain information about attractions (54%), to obtain a map (43%), use a washroom (42%), to obtain accommodation information (31%), to obtain route information (29%), to take a break from the road (27%), to obtain refreshment (24%), or to obtain camping information (19%; Figure 8).

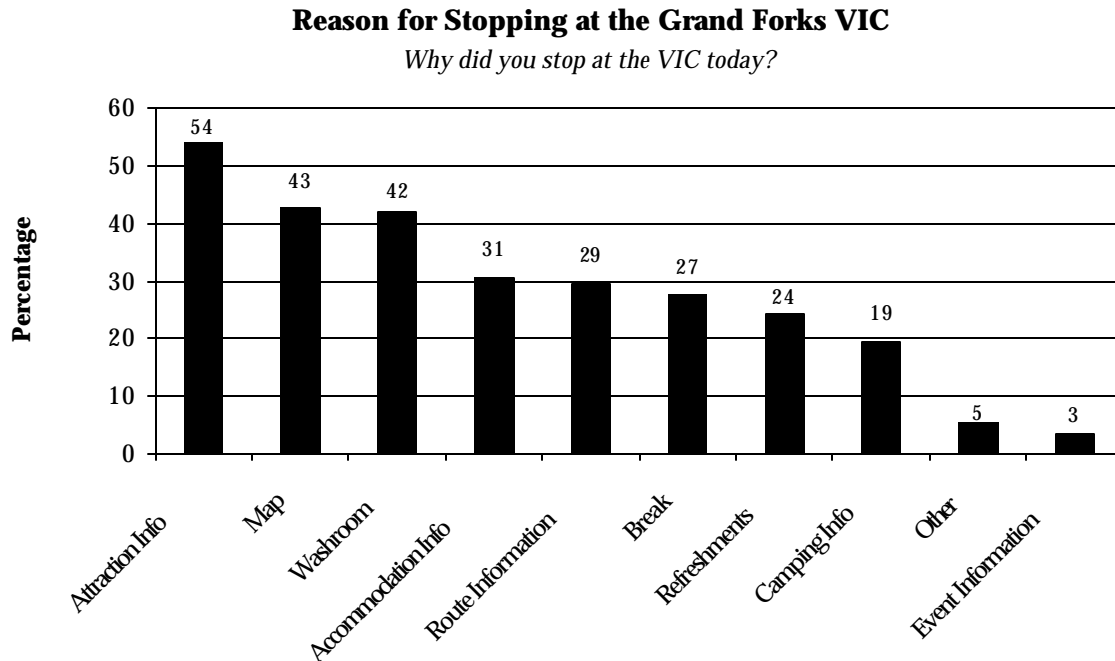


Figure 8. The reasons why travelers stopped at the Grand Forks VIC (n=404). The total number of responses exceeds 100% because respondents could give more than one reply.

Respondents were also asked what type of information they obtained at the VIC (Figure 9). Maps were the most common piece of information received, as indicated by 61% of respondents; followed by attraction information (49%). Accommodation information (36%) and route information (33%) were also frequently mentioned, while camping (21%) and event information (19%) were less frequently mentioned as information obtained at the VIC. Eleven percent of travelers indicated that they did not learn any new information as a result of stopping at the VIC.



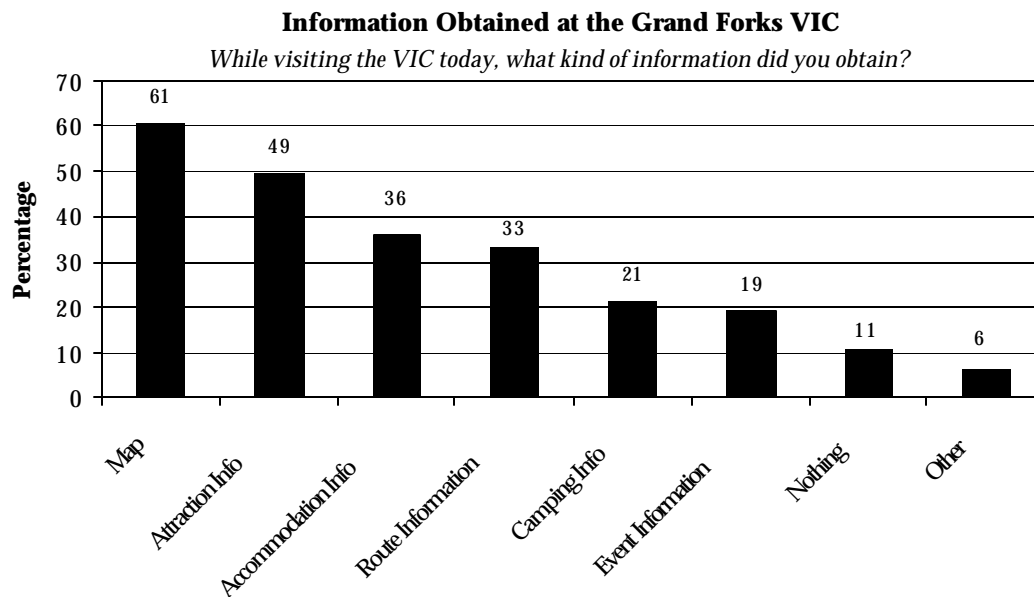


Figure 9. The information obtained by travelers at the Grand Forks VIC. The totals do not equal 100% because respondents could give more than one reply (n=355).

The majority of travelers at the Grand Forks VIC spoke with a Counsellor (95%; Table 6). All travelers from Overseas and the U.S., 94% of travelers from the other Canadian provinces, and 93% of travelers from BC spoke to a Counsellor.

Table 6. The percentage of travelers who spoke with a Counsellor at the Grand Forks VIC by traveler origin.

Traveler Origin	Percentage that Spoke with a Counsellor <sup>1</sup>	
	Yes (n=142)	No (n=8)
BC	93%	7%
US	100%	0%
Overseas	100%	0%
Other Canada	94%	6%
<b>Total</b>	<b>95%</b>	<b>5%</b>

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

Counsellors at the Grand Forks VIC record the number of parties that they speak with throughout each day. This number was divided by the proportion of travelers who responded that they had spoken with a Counsellor to determine an estimate of 1,731 parties that used the Grand Forks VIC (excluding locals) between July 1 and August 31, 2003. This estimate is approximately 11.1% more than the 1,588 parties that the VIC staff recorded as speaking with a Counsellor.

Travelers were asked, "Overall, how well did the VIC meet your expectations?" Ninety-five percent of travelers responded that the VIC met or exceeded their expectations (Table 7). Sixty-five percent of travelers indicated that the VIC met their expectations while 30% felt that the VIC exceeded their expectations. Only four percent of all travelers felt that the VIC fell short of their expectations.

U.S. travelers were the most likely to indicate that the Grand Forks VIC exceeded their expectations (42%), while Canadian travelers expressed similar levels of satisfaction (expectations exceeded 28% for BC residents, 27% for other Canadians).

Table 7. The proportion of travelers who felt the Grand Forks VIC fell short, met or exceeded their expectations by traveler origin, those that did or did not speak with a Counsellor, and primary trip purpose.

	<b>Percentage of Travelers who Felt the Grand Forks VIC Exceeded, Met or Fell Short of Their Expectations</b>			
	<b>Fell Short (n=6)</b>	<b>Met (n=97)</b>	<b>Exceeded (n=45)</b>	<b>Don't Know/No Response (n=2)</b>
<b>Overall</b>	<b>4.0%</b>	<b>64.7%</b>	<b>30.0%</b>	<b>1.3%</b>
<b>Origin</b>				
BC	4.1%	66.2%	28.4%	1.4%
US	7.7%	50.0%	42.3%	0.0%
Overseas <sup>1</sup>	0.0%	100.0%	0.0%	0.0%
Other Canada	2.1%	68.8%	27.1%	2.1%
<b>Spoke with a Counsellor</b>				
Yes	4.2%	64.8%	29.6%	1.4%
No <sup>1</sup>	0.0%	62.5%	37.5%	0.0%

1. Low sample size (n=8).

Travelers at the Grand Forks VIC were also asked why the VIC fell short, met or exceeded their expectations. Of 283 comments, 276 were positive and only 7 were negative. Most positive comments were about good information, friendly people and helpful staff (Figure 10). Fewer indicated that there was good access, it was clean, or other reasons (coupons, convenient hours).

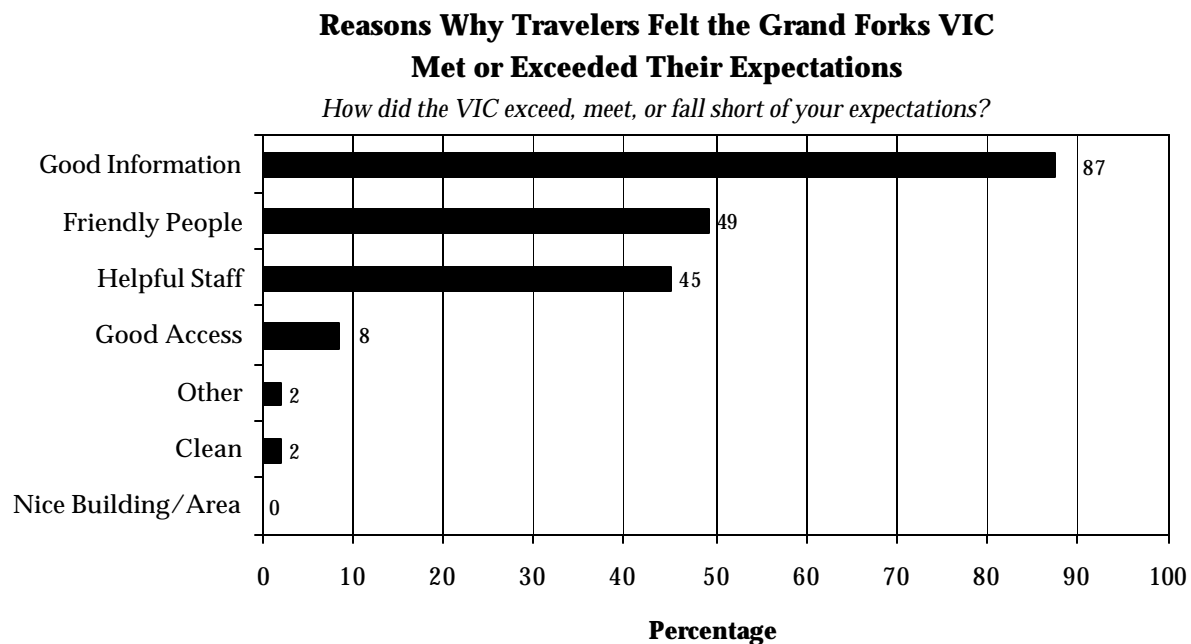


Figure 10. The reasons why travelers felt the Grand Forks VIC met or exceeded their expectations.

The seven negative comments included: poor/no washrooms (3); poor information (2); poor parking (1); and not enough camping information (1).

Respondents were asked, *“Were there any products and/or services that were not available at the Grand Forks VIC that you would have liked to have found?”* A total of 21% of respondents indicated that they would like to have found additional products or services. The most common response was washrooms (41% of responses), followed by: fly fishing information, forestry road maps, information on local history, information on mines/rock hounding, river canoeing, information on the Kootenays, information on bicycle trails, local restaurant information, and forest fires (with 6% each).

In the mailback questionnaire, travelers at the Grand Forks VIC were asked if they had visited any other VICs in British Columbia. Of the 63 travelers asked, nearly half (31 or 49%) indicated that they had visited another VIC. Of those who stopped at other VICs in British Columbia, nearly 39% visited two or more VICs and 23% stopped at three or more. The locations of the other VICs visited were diverse, and are listed in Appendix F.

Additionally, mailback respondents were asked if, as a result of their experience at the Grand Forks VIC, they would stop to visit another VIC in British Columbia. A large majority indicated that they would, with 32% responding they were likely and 65% responding they were very likely to visit other VICs.

### **Traveler Perceptions of Expanded Facilities and Additional Attractions**

In order to gauge interest in potential tourism development opportunities, travelers were asked what additional attractions and shopping amenities that would extend their stay in the Boundary area. Also, travelers were asked if they would use specific facilities including an expanded Doukhobor museum, a municipal airport, and an organized tour package and if they knew about the ‘Rails to Trails’ opportunities.

The majority (57%) indicated that there were no additional attractions that could extend their stay in the Boundary area. The remaining 43% replied that initiatives like improved hiking trails; washrooms at the VIC; events/festivals; campgrounds; a waterpark; casino; fishing guides; golf and a Russian building/museum would extend their stay in the area. In terms of visiting an expanded Doukhobor museum, 64% of travelers indicated they would visit such a museum, while 31% replied they would not and 5% didn’t know.

Travelers to the Grand Forks VIC were also asked about additional shopping amenities that they would like to see in the Boundary area. The majority (78%) of those who responded to the question indicated that there was nothing that could be added. Of the remaining 11 travelers who answered, two indicated that better selection was desired and other responses included: antiques, a fishing store, a fruit stand, a golf course, a golf store, good restaurants, a Russian store, and a RV services centre.

On the mailback questionnaire, travelers were asked if an organized tour package would be of interest. Of the 64 responses, 23% replied they were interested in the tour package, 69% said it would not be of interest and 8% didn’t know. Only 3% of 65 travelers replied they would use a commercial

air service at the Grand Forks municipal airport. Eighty percent responded they would not use the service and 17% replied they didn't know if they would use a service.

Twenty-four percent of travelers asked, were aware of the 'Rails to Trails' opportunities in the Boundary area. Most travelers indicated they learned about the opportunities from books/magazines/brochures (44%); fewer learned about 'Rails to Trails' from friends and acquaintances (17%); the VIC (14%); and the Internet (8%).

### Perceptions of the Boundary area and British Columbia

In the mailback questionnaire, travelers were asked "What positive and/or negative images come to mind when you think of the Boundary Area as a vacation destination?" Positive and negative image questions were asked to obtain an understanding of what travelers perceive the Boundary area to be doing right and what the Boundary area can work on in terms of attracting and keeping travelers in the region. Overall, respondents produced more positive responses (152) than negative (50) of the region. Positive responses were dominated by the natural beauty of the Boundary area (24% of positive responses; Figure 11), followed by the friendly people (15%), the local history/historical attractions or museums (9%), and Christina Lake/other lakes (9%).

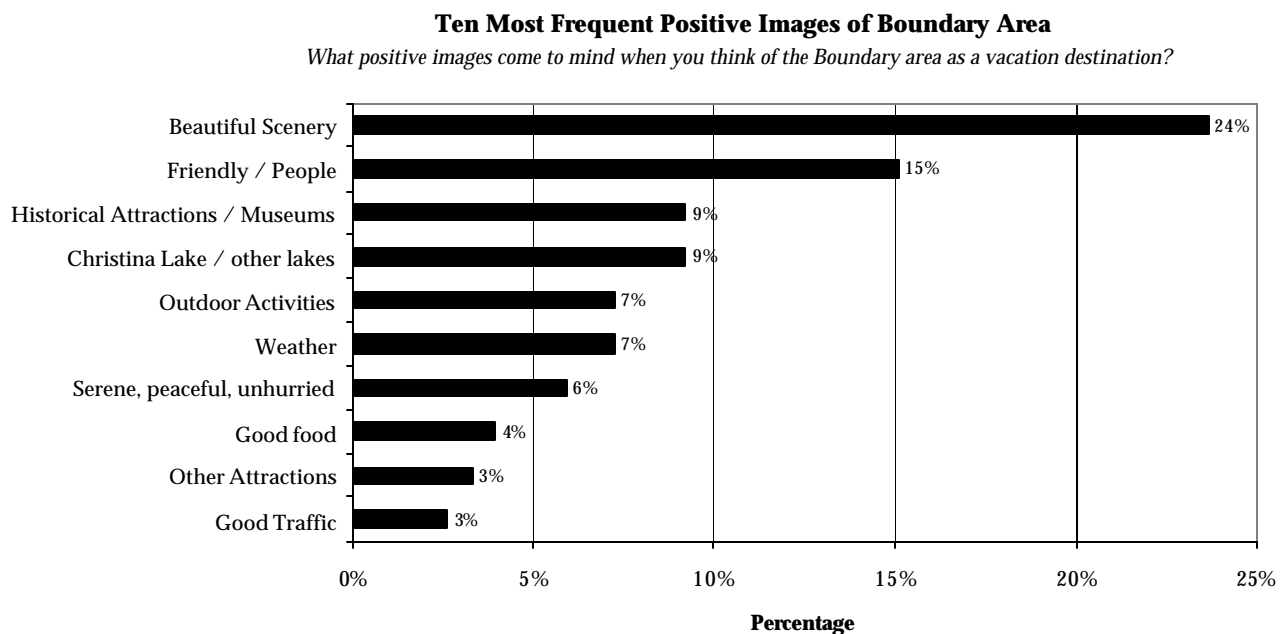


Figure 11. The most frequent positive images respondents had of the Boundary area. At the Grand Forks VIC, 58 respondents replied with 152 positive images.

The negative images that came to mind were that the weather was too hot in the summer or bleak in the winter (12%; Figure 12), accommodation was difficult to find or too expensive (10%), the area in general was expensive (10%), and that the forest fires of 2003 interfered with their enjoyment of the area (10%).

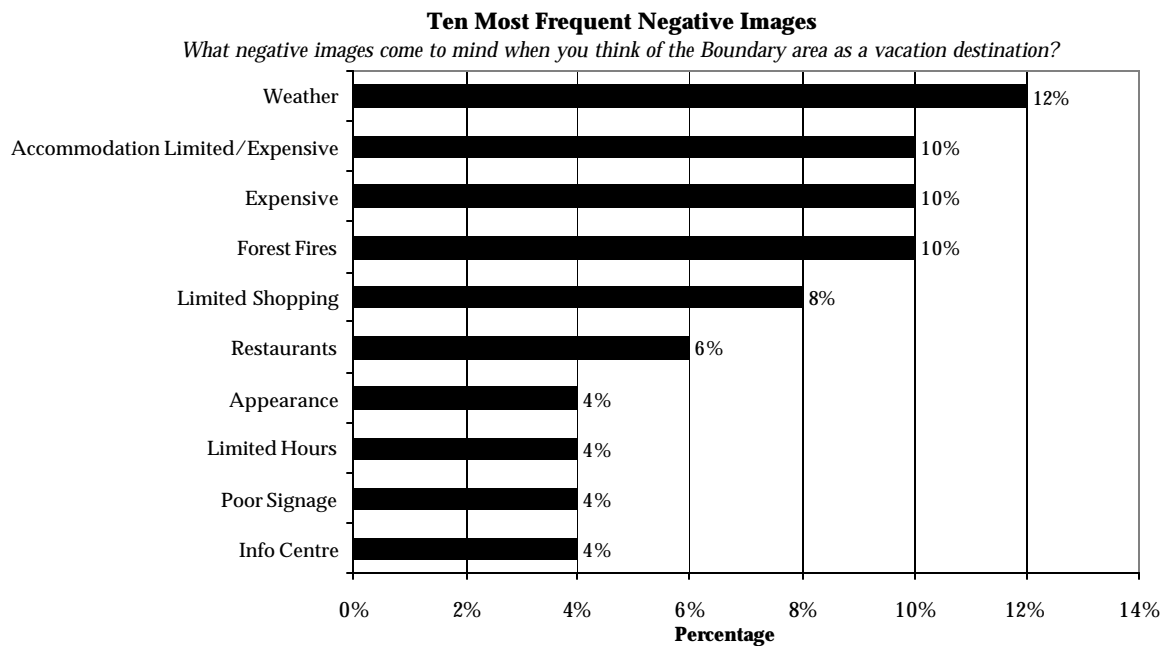


Figure 12. The most frequent negative images respondents had of the Boundary area. At the Grand Forks VIC, 32 respondents replied with 50 negative images.

In addition to asking about the positive and negative images of the Boundary area, travelers were asked about the unique characteristics of the Boundary area as a vacation destination on the mailback questionnaire. Unique characteristics of the Boundary area can be used to attract more travelers to the area. A variety of characteristics were identified as unique to the area by respondents (Figure 13). The most common was the unique heritage of the area, particularly as it relates to the Doukhobor/Russian history (20% of responses). The warm climate was another distinct feature of the area that was enjoyed by respondents (14%), as were the lakes/rivers/beaches (12%), and the beautiful scenery (12%). Less frequently mentioned were the numerous recreational activities available (6%), local attractions and museums (5%), the friendly people (5%), the area was not 'spoiled' by tourism (4%), the tranquil/unhurried pace (4%), and the mining history of the area (4%).

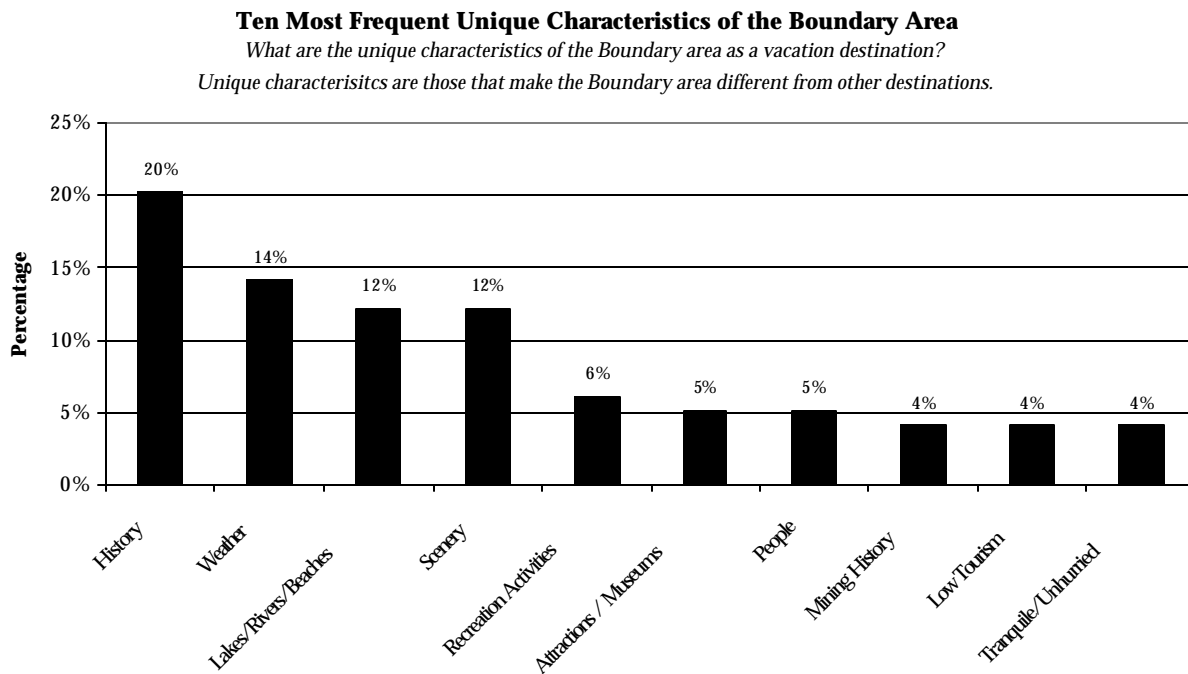


Figure 13. The most frequent negative images respondents had of the Boundary area. At the Grand Forks VIC, 48 respondents replied with 104 images.

Respondents to the mailback questionnaire were asked about their satisfaction with their trip to the Boundary area and British Columbia (Figures 14, 15). Eighty-one percent of travelers were satisfied or very satisfied with their experience in the Boundary area. Trip satisfaction was even higher when travelers were asked about their experience in all of British Columbia, 92% were satisfied or very satisfied.

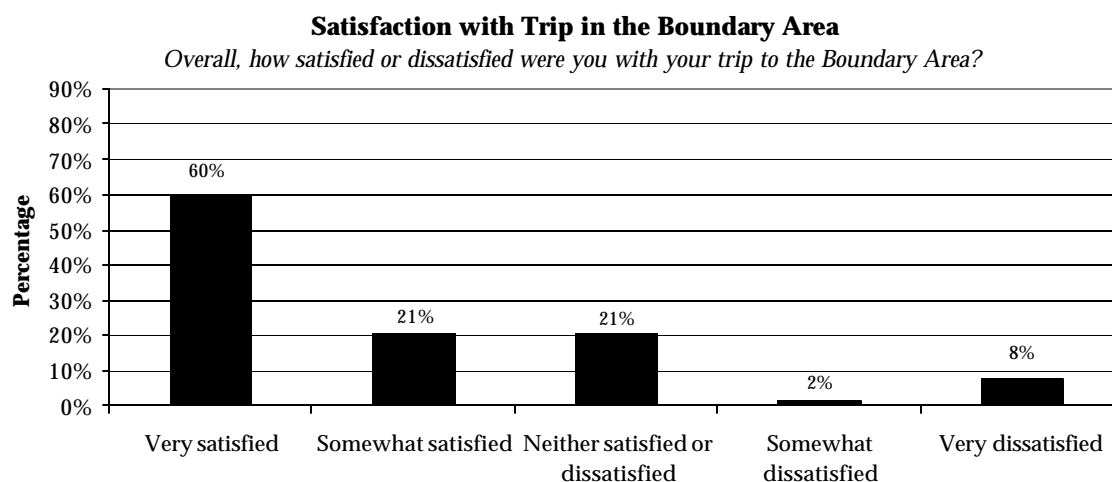


Figure 14. The Boundary area trip satisfaction for travelers at the Grand Forks VIC. Travelers who responded they 'Don't Know' were excluded from this analysis (n=63).

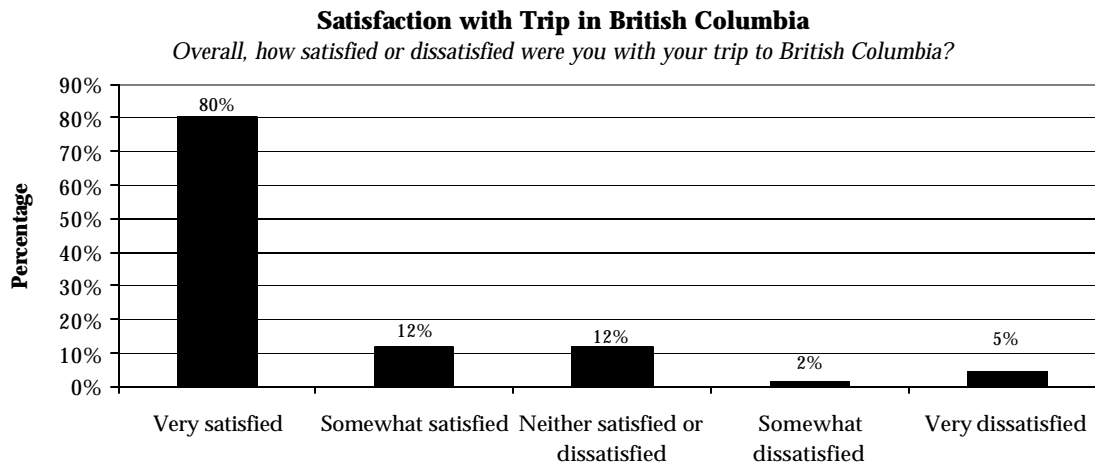


Figure 15. British Columbia trip satisfaction for travelers at the Grand Forks VIC. Travelers who responded they 'Don't Know' were excluded from this analysis (n=66).

Travelers responding to the mailback survey at the Grand Forks VIC were asked their likelihood of returning to the Boundary area and the province of British Columbia on a leisure trip (Figures 16, 17). A total of 37% of travelers indicated that they were 'very likely' to return to the Boundary area on a leisure trip. A much larger proportion of travelers indicated they were 'very likely' to take another trip to or within British Columbia (81%).

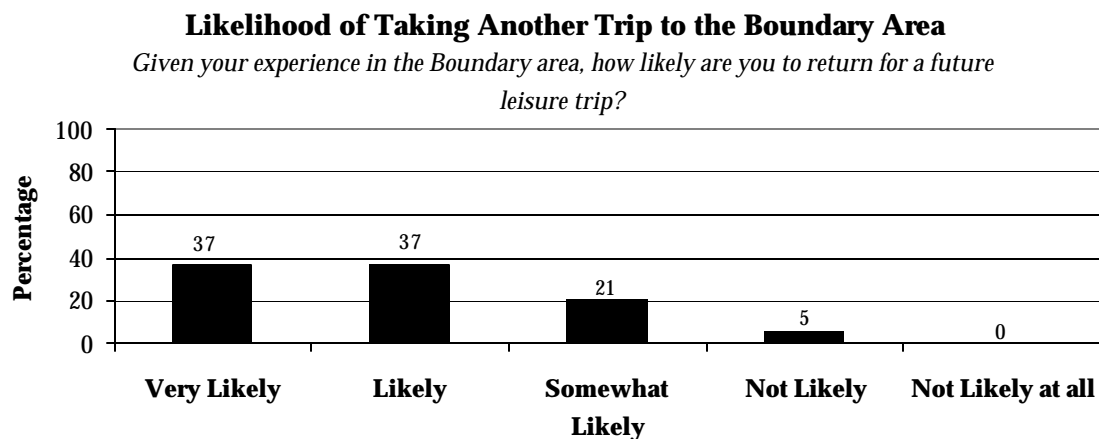


Figure 16. The likelihood for travelers at the Grand Forks VIC to make another leisure trip to the Boundary area. Travelers who responded they 'Don't Know' were excluded from this analysis.

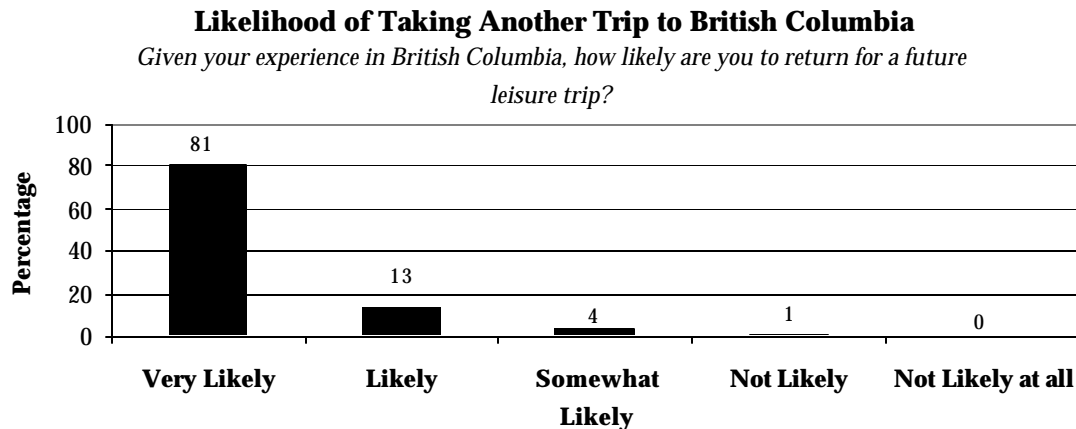


Figure 17. The likelihood for travelers at the Grand Forks VIC to make another leisure trip to British Columbia. Travelers who responded they 'Don't Know' were excluded from this analysis.

## Expenditures

Travelers were asked, *"In Canadian Dollars, what were your travel party's total expenditures **yesterday**, including accommodations?"* Travelers at the Grand Forks VIC spent an average of \$121.94 (Table 8). Spending patterns did not vary significantly depending on the origin of the traveler, with a range of expenditures from \$101.00 for U.S. travelers to \$136.75 for other Canadian travelers. There was, however, a significant difference in expenditures when broken down by the primary accommodation type used, with a range of average daily party expenditures from \$81.37 by campground/RV users to \$177.00 for resort/hotel/motel/B&B users (See Appendix E for expenditure by accommodation category details).

Table 8. The average daily expenditures of travelers at the Grand Forks VIC.

<b>\$ CDN DAILY Expenditures</b>	<b>Average Per Party Daily Expenditure (n=130)<sup>1</sup></b>
British Columbia	\$ 118.67
US	\$ 101.00
Overseas	\$ 110.00
Other Canada	\$ 136.75
<b>Total<sup>2</sup></b>	<b>\$ 121.94</b>

1. 8.7% (13) travelers began trip today and therefore did not have responses, 2.0% (3) DK/NR. Business travelers not included in this analysis.

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

In the summer of 2003, Grand Forks VIC users expended over \$395,000 in the Boundary area and another \$1.9 million on their trip throughout the rest of the Province (Table 9). These figures do not represent the economic impact of the VIC but rather the total expenditures of travelers to the Boundary area and in the rest of the Province while on the trip during which they were interviewed at the Grand Forks VIC.



Table 9. Estimated expenditures of travelers who visited the Grand Forks VIC.

July 1-August 31, 2003 <sup>1,2</sup>	Grand Forks VIC
Estimated Total VIC parties between July 1 and August 31, 2003 <sup>1</sup>	1,731
Average Daily Expenditures	\$121.94
Estimated Total Expenditures on the Boundary area by VIC Users	\$395,149
Estimated Total Expenditures outside of the Boundary area by VIC Users	\$1,926,772
Estimated Total Expenditures in British Columbia by VIC Users	\$2,321,921

1. For details on the methods used to calculate the numbers, please see Appendix C.

2. Does not include residents of the Boundary area.

### Impact of the VIC on Traveler Behaviour

Travelers were asked four questions to gauge how the Grand Forks 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 Grand Forks VIC had a positive impact on traveler behaviour. Forty percent of travelers at the Grand Forks VIC indicated that they learned about one or more new activities or destinations while at the VIC. Sixty-six percent replied that they would make another trip to BC, and 28% indicated that they would stay another night as a result of the information that they had learned (Figure 18). <sup>2</sup>

#### Grand Forks VIC Impacts on Traveler Behaviour

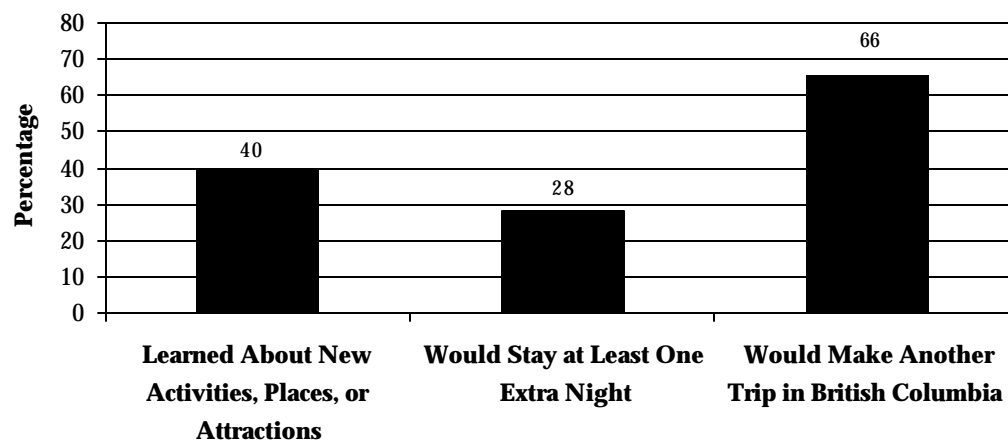


Figure 18. The proportion of travelers (n=148) at the Grand Forks VIC who learned about new activities, places or attractions, stayed at least one extra night or would make another trip to BC as a direct result of the Grand Forks VIC.

<sup>2</sup> Additional spending as a result of these findings was calculated and presented in the full study results. These estimates can be obtained from the Grand Forks Visitor Info Centre.

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 Boundary area, flexibility in the time spent in the Boundary area, or the time spent in British Columbia were examined to understand if they influenced the impact of the Grand Forks VIC (Table 10). Traveler origin, primary trip purpose, flexibility in activities and flexibility with time in the Boundary area did not influence traveler behaviour in terms of impacts from the VIC. Those travelers who spoke with a Counsellor were more likely to learn about new activities, stay an extra night and indicate they would make another trip to BC. Also, the likelihood of travelers to make another trip to BC varied significantly with the flexibility in the amount of time the traveler had in BC.

Travelers at the Grand Forks VIC learned about a wide range of new activities (Table 11). The highest percentage of travelers reported learning of the museum, interpretive tours/guided walks/walking tours, and the Festival of Freedom. A smaller percentage of travelers learned about art galleries, hiking/climbing/walking trails, Dukhobour attractions, and food/restaurants. Travelers indicated that they would participate in most new activities on the current trip (72%) while fewer indicated they would not participate in the new activity or destination (38%) and 3% didn't know if they would participate in the new activity or not (the sum of the percentages equal more than 100% because some travelers indicated they learned about multiple new activities). More than half (56%) of the travelers who learned about new activities indicated they would spend extra time in the Boundary area to participate in the activity.

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

	Percentage of Travelers who:		
	Learned About New Activities, Places or Attraction <sup>2</sup>	Would Stay an Extra Night or Nights <sup>3</sup>	Would Make Another Trip <sup>4</sup>
<b>Origin</b>			
British Columbia	39.2%	28.8%	62.5%
US	46.2%	15.4%	73.1%
Overseas <sup>5</sup>	0%	50.0%	50.0%
Other Canada	39.6%	34.0%	66.7%
<b>Spoke With A Counsellor</b>			
Yes	41.5%	29.3%	66.7%
No <sup>5</sup>	12.5%	12.5%	42.9%
<b>Primary Trip Purpose<sup>1</sup></b>			
Leisure	39.5%	27.4%	64.6%
Visiting Friends & Family	39.4%	34.4%	68.8%
<b>Flexibility with Activities</b>			
Inflexible (all activities are planned)	45.0%	31.6%	75.0%
Moderately Flexible (about half of activities are planned)	36.4%	30.3%	65.6%
Very Flexible (less than half of activities are planned)	40.2%	27.1%	63.5%
<b>Time Flexibility in the Boundary area</b>			
Inflexible (you have to depart at a set time)	40.0%	22.9%	60.0%
Moderately Flexible (you can change the time of the day of departure)	40.0%	26.7%	74.4%
Very Flexible (you can change the day of departure)	39.1%	30.8%	62.3%
<b>Time Flexibility in British Columbia</b>			
Inflexible (you have to depart at a set time)	43.5%	18.2%	56.5%
Moderately Flexible (you can change the time of the day of departure)	42.9%	17.9%	64.3%
Very Flexible (you can change the day of departure)	40.0%	36.0%	71.1%

1. Business travelers were not asked these impact questions.

2. Not significantly different at the 0.05 level for any of the characteristics tested. Sample size issues did not permit statistical testing of primary trip purpose and flexibility with activities.

3. Not significantly different at the 0.05 level for any of the characteristics tested.

4. Significantly different at the 0.05 level for residence time flexibility in BC.

5. Low sample size (2) in this sub-category.

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

Top Sixteen New Activities That Travelers Learned About	% Of All New Activities (n=65)	% That Will Participate	Timeline For Participation (Percentage of Total for each) <sup>1</sup>			% That Will Spend Extra Time <sup>2</sup>	Average Hrs. Spent On Each Activity <sup>1,2</sup>
			Sometime on this trip	On a future trip	Unsure		
Museum	15%	60%	50%	50%	0%	67%	3.5
Interpretive tours/guided walks/walking tour	12%	75%	100%	0%	0%	83%	12.2
Festival of Freedom	12%	75%	17%	83%	0%	100%	6.0
Art galleries	9%	0%					NA
Hiking/climbing/walking trails	8%	80%	100%	0%	0%	50%	3.0
Doukhobor attractions/information	8%	80%	100%	0%	0%	75%	4.3
Food/restaurant	8%	60%	100%	0%	0%	33%	2.5
Nearby lakes	6%	100%	75%	25%	0%	0%	NA
Accommodations	3%	50%	100%	0%	0%	100%	24.0
Baseball tournament	3%	50%	0%	100%	0%	0%	NA
General history/info about/in BC	2%	100%	0%	100%	0%	0%	NA
Ferries	2%	100%	0%	0%	100%	0%	NA
Canada Day information	2%	100%	100%	0%	0%	100%	8.0
Driving tour	2%	100%	100%	0%	0%	100%	24.0
Greenwood	2%	100	100%	0%	0%	100%	NA
Restrooms	2%	100%	100%	0%	0%	100%	NA

1. Caution is warranted in interpreting these results because sample sizes are small.

2. Average hours spent on the activity of those who indicated that they would participate

## Conclusions

1. Travelers who stop at the Grand Forks VIC were:

- Predominantly from British Columbia, followed by travelers from other provinces in Canada,
- Most likely to be over the age of 45 (72%),
- Have attained at least a college or technical diploma (60%),
- Most likely to be traveling without children.

Trip characteristics of travelers at the Grand Forks VIC showed that:

- The primary purpose was leisure (73%), followed by visiting friends & family (21%),
- A private motor vehicle was the primary mode of transport the majority of the time (78%),
- Travelers were almost equally likely to stay in a campground/RV park (43%) versus a hotel/motel (41%),
- The majority of those stopping were touring the area, as opposed to passing through to other destinations,
- Most travelers were planning on spending two days in the Grand Forks/Boundary area,
- The Internet and other VICs were by far the most common sources of information for trip planning
- Most travelers were very flexible in their activities and somewhat flexible in terms of time spent in the Boundary area.

2. The profile of travelers at the Grand Forks VIC can be applied:

- 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 Grand Forks VIC about local attractions?
- To design a marketing plan to attract travelers who do not currently use the VIC. For example, a plan could be designed to encourage travelers who are in the Boundary area visiting friends and relatives to visit the Grand Forks VIC.

3. The profile of travelers at the Grand Forks VIC can be used for business planning and management of new and existing tourism businesses in the Boundary area. The data presented here provides details of the type of clients new tourism businesses in the region can expect and characteristics, interests and trip flexibility of potential clients who could be attracted through marketing (brochures, etc.) at Grand Forks VIC.

4. The majority of travelers at the Grand Forks VIC spoke with a VIC Counsellor (95%). The vast majority of travelers had their expectations met or exceeded when they stopped at the Grand Forks VIC because useful information was provided and there were friendly people and a helpful staff on hand.

5. The Grand Forks VIC had a positive impact on traveler behaviour. Forty percent of travelers learned about new activities/places/attractions, 28% reported that they would stay at least one additional night and 66% would make another trip in British Columbia as a direct result of the information they obtained at the Grand Forks VIC. Repeat visits are important for generating long term tourism income for the Grand Forks/ Boundary area and British Columbia as a whole. Future research should be conducted to determine what percentage of travelers who said they would return actually do return as a result of the information obtained.
6. Travelers who spoke with a VIC Counsellor were more likely to be influenced by the information they received. These travelers were also 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 Grand Forks VIC between July 1 and August 31 of 2003. The results do not represent the impact of the Grand Forks VIC for the whole year. Applying these results to the remaining months in the year could over estimate the impact of the VIC because the study was completed during the peak tourism period. In addition, trip and traveler characteristics of travelers at other times of the year could differ from those interviewed during the study period.
2. These results are representative of the impact the Grand Forks VIC had on travelers who did not live in the Boundary area. This study did not explore the impacts that the Grand Forks VIC had on travelers calling or emailing for information prior to their visit to the area. In addition, it did not describe the benefits that local residents receive from the Grand Forks VIC or the benefits of local residents 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 ([Krista.Morten@tourism.bc.ca](mailto:Krista.Morten@tourism.bc.ca)) 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 1,731 parties visited the Grand Forks VIC between July 1 and August 31 of 2003. 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 a user of this report wanted to know how many parties at the Grand Forks VIC were traveling by RV between July 1 and August 31, 2003 the following calculation could be done:

**1,731 parties \* 0.159 (percentage of travelers using an RV) = 275 parties with RVs used the Grand Forks VIC between July 1 and August 31 of 2003.**

## **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- Expenditures by accommodation type

Appendix F- Other VICs visited in British Columbia

Appendix G- Comments regarding the Grand Forks VIC



## **Appendix A-Interview Schedule and Interviews Completed**

Table A1. The day and number of travelers approached, the number who agreed to the interview, the number of residents, number of refusals and the number of tourists interviewed at the Grand Forks VIC during the study period.

	Grand Forks VIC				
	Number of People Approached	Agree to Interview-YES	Refusals	Number of Residents	Tourists
June 30	23	9	14	0	9
July 9	19	13	6	7	6
July 14	24	18	8	9	9
July 19	16	6	10	2	4
July 20	18	11	7	5	6
July 24	26	12	14	6	6
July 25	37	17	20	4	13
July 26	29	14	15	4	10
July 28	26	11	15	1	10
July 29	11	9	2	2	7
July 30	13	10	3	1	9
Aug 6	24	12	12	1	11
Aug 9	20	11	9	2	9
Aug 10	14	10	4	1	9
Aug 14	23	12	12	6	6
Aug 15	22	13	9	4	9
Aug 19	9	4	5	0	4
Aug 20	12	5	7	0	5
Aug 24	16	8	8	0	8
Aug 26	10	7	3	1	6
Aug 29	18	4	14	1	3
<b>Total</b>	<b>410</b>	<b>216</b>	<b>197</b>	<b>57</b>	<b>159</b>

..

## **Appendix B-Questionnaires**

## **Interview Questions (Grand Forks VIC)**

**Good morning / afternoon / evening. My name \_\_\_\_\_ and I'm conducting a survey on behalf of Tourism BC. We want to ask you about your trip to the Boundary area and your experiences in British Columbia. Can I please speak with someone in your party that is knowledgeable about your trip planning and expenditures?**

Would you have ten or twelve minutes to answer some questions? If you participate, we would like to give you a complimentary gift for your time.

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

Are you a resident of the Boundary area? By Boundary area we mean between Christina Lake and Bridesvale and Beaverdell and the US border.

☐ NO ☐ YES Thanks for agreeing to participate, in this study we are only interested in those that live outside the Boundary area

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?

☐ EASTBOUND \_\_\_\_\_ ☐ WESTBOUND \_\_\_\_\_ ☐ NONE, TOURING ☐ OTHER \_\_\_\_\_ ☐ DK/NR

How did you get to Grand Forks? Was it by

☐ CAR/TRUCK/MC ☐ RV ☐ BUS ☐ BICYCLE ☐ OTHER \_\_\_\_\_

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

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

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

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

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

Of those, how much time will be spent in the Boundary area? By Boundary area we mean between Christina Lake and Bridesvale and Beaverdell and the US border.

☐ NONE-JUST PASSING THROUGH Go to accom \_\_\_\_\_ HOURS \_\_\_\_\_ DAYS ☐ DK/NR

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

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

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

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

If spending time, what is your **primary** (most time spent) leisure activity in the Boundary area? \_\_\_\_\_ ☐ NONE ☐ DK/NR

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 Boundary area? Is it

☐ INFLEXIBLE ☐ MODERATELY FLEXIBLE ☐ VERY FLEXIBLE ☐ DK/NR  
 (You have to depart at a set time) (You 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 Boundary area? Is it

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

How far in advance did you start planning 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 Grand Forks Visitor Info Centre.

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

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

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

☐ NOTHING ☐ EVENT INFORMATION  
☐ MAP ☐ DK/NR  
☐ ROUTE INFORMATION ☐ OTHER \_\_\_\_\_  
☐ ATTRACTION INFORMATION ☐ OTHER \_\_\_\_\_  
☐ ACCOMMODATION (EXCLUDING CAMPGROUND) INFORMATION ☐ OTHER \_\_\_\_\_  
☐ CAMPGROUND INFORMATION

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

☐ NO ☐ YES ☐ DK/NR

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

☐ NO

☐ YES

☐ DK/NR

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

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

☐ NO

☐ YES

☐ DK/NR

Overall, how well did the Grand Forks 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

What additional attractions or amenities would extend your stay in the Boundary area? (*Record up to three attractions*)

☐ DK/NR

What additional shopping amenities would you like to access in the Boundary area? (*Record up to three attractions*)

☐ DK/NR

If available, would you visit an expanded Doukhobor Museum that included an interpretive centre with activities such as spinning, weaving, woodworking, ethnic cooking and gardening?

☐ NO☐ YES☐ DK/NR

Are you familiar with our "Rails-to-Trails" recreation opportunities in the Boundary area?

☐ NO☐ YES-How did you learn about it? \_\_\_\_\_☐ 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☐ 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 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 Beautiful 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!!**



## **Mailback Questions (Grand Forks VIC)**

# ***The Grand Forks Visitor Info Centre***

***Did it change your trip?***



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 on which we encountered you at the Grand Forks 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 Boundary area? By Boundary area we mean between Christina Lake and Bridesville and between Beaverdell and the US border. *Fill in the most appropriate response.*

\_\_\_\_\_ DAY(S) IN THE BOUNDARY AREA

4. What was the primary purpose of your trip in British Columbia?

*Circle the most appropriate response.*

- A. LEISURE
- B. VISIT FRIENDS AND FAMILY
- C. WORK OR BUSINESS ACTIVITY
- D. OTHER *Specify* \_\_\_\_\_

5. Was your primary destination within the Boundary area?

*Circle the most appropriate response.*

- A. YES — What was your primary destination within the Boundary area? \_\_\_\_\_
- B. NO — What was your primary destination? \_\_\_\_\_
- C. DON'T KNOW

6. Was this your first trip to the Boundary area? *Circle the most appropriate response.*

- A. YES
- B. NO — How many trips have you previously made? *Specify* \_\_\_\_\_ trips
- C. DON'T KNOW

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

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

8. We encountered you at the Grand Forks Visitor Info Centre, on that trip did you visit any other Visitor Info Centres in British Columbia? *Circle the most appropriate response.*

- A. YES ——— Where? *Specify* \_\_\_\_\_
- B. NO
- C. DON'T KNOW

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

9. Overall, did you extend your trip within British Columbia by staying an extra night or nights as a result of the information obtained at the Grand Forks Visitor Info Centre? *Circle the most appropriate response.*

- A. YES ——— How many additional nights did you spend? *Specify* \_\_\_\_\_ nights
- B. NO
- C. DON'T KNOW

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

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

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

Activity 1 \_\_\_\_\_

Activity 2 \_\_\_\_\_

Activity 3 \_\_\_\_\_

10c. For each activity listed above please complete the questions in the table below.

Activity	Did you <b>lengthen your stay</b> to participate in this activity? <i>Circle YES or NO</i>	If YES, how much <b>additional time</b> 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 Q11</i> B. YES _____	_____ HOURS OR _____ DAYS

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

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

12. How useful was the information that you received at the Grand Forks Visitor Info Centre? *Circle the most appropriate response.*

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

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

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

14. Were there any products and/or services that were not available at the Grand Forks Visitor Info Centre that you would have liked to have found? *Circle the most appropriate response.*

- A. YES \_\_\_\_\_ *Please Specify:* \_\_\_\_\_
- B. NO \_\_\_\_\_
- C. DON'T KNOW \_\_\_\_\_

15. Given your experience at the Grand Forks Visitor Info Centre, how likely are you to visit other Visitor Info Centres within British Columbia? *Circle the appropriate response.*

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

**Section 3 – This section asks questions about your daily expenditures while in British Columbia.**

16. On the trip that you visited the Grand Forks Visitor Info Centre, what do you estimate was your travel party's average **DAILY** expenditure while in British Columbia? *Fill in the appropriate amount in Canadian dollars.*

\$ \_\_\_\_\_ CANADIAN DOLLARS

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

\_\_\_\_\_ % ACCOMMODATION  
\_\_\_\_\_ % TRANSPORTATION  
\_\_\_\_\_ % FOOD AND BEVERAGE  
\_\_\_\_\_ % SHOPPING  
\_\_\_\_\_ % ATTRACTIONS  
\_\_\_\_\_ % OUTDOOR RECREATION  
\_\_\_\_\_ % OTHER ENTERTAINMENT  
\_\_\_\_\_ % OTHER *Specify* \_\_\_\_\_  
  
**= 100%**

**Section 4 – This section asks questions about the Boundary area as a vacation destination.**

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

Positive

Negative

1. \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

3. \_\_\_\_\_

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

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

20. Overall, how satisfied or dissatisfied were you with your trip to the **Boundary area**? *Circle the appropriate response.*

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

21. Given your experience in the **Boundary area**, how likely are you to return for a future leisure trip? *Circle the appropriate response.*

- A. NOT LIKELY AT ALL
  - B. NOT LIKELY
  - C. SOMEWHAT LIKELY
  - D. LIKELY
  - E. VERY LIKELY
  - F. DON'T KNOW
- \_\_\_\_\_ Go to Q24
- \_\_\_\_\_ Go to Q22

22. On your next trip to the **Boundary area**, would an organized tour package be of interest to you? *Circle the appropriate response.*

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

23. On future trips to the **Boundary area**, would you use a commercial airline service at the municipal airport in Grand Forks if it were available? *Circle the appropriate response.*

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

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

24. 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

25. Are you a resident of British Columbia? *Circle the appropriate response.*

- A. YES ——— Go to Q27
- B. NO ——— Go to Q26

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

- A. NOT LIKELY AT ALL
  - B. NOT LIKELY
  - C. SOMEWHAT LIKELY
  - D. LIKELY
  - E. VERY LIKELY
  - F. DON'T KNOW
- Go to Q28

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

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



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

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

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

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 two sets of data that are available for analysis - 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 (Tables A2, A3).
2. Comparing demographics, trip and traveler characteristics between those that responded and those that did not respond to the mailback questionnaire (of those who 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 A3).

### **Results**

#### **Differences in Respondents that Agreed or Did Not Agree to Mailback**

- Overall, there were very few differences between those respondents who did or did not agree to complete the mailback questionnaire. Age was one factor where a difference was seen, with those who agreed to be contacted being younger than those who refused to participate in the mailback. Nearly sixty percent (59.4%) of those who refused to participate were over the age of 55, whereas only 37.9% of those who agreed to complete the mailback were over the age of 55.
- Education was also significantly different between the groups, with the most commonly occurring category (mode) for the response group being a high-school education (27.5%), while for those who refused the survey, the most common education category was a university degree (38.5%).
- Associated with the educational and age difference, incomes appeared to be very different between respondents and non-respondents.

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

- The differences that arose when comparing those who indicated that they would participate in the mailback survey and those who sent in their responses were relatively minor. Significant differences between the two categories were visible when comparing their origin, with a significantly higher proportion of BC residents actually completing the survey and a higher proportion of travelers from the United States.
- Travelers who responded to the mailback survey had lower levels of education as compared to those who did not respond.

### **Differences in Interview/Mailback Responses**

- Overall, respondents were consistent in their responses between the on-site interview and the mailback survey. The only exception was when travelers were asked if they would be taking another trip to British Columbia or in British Columbia as a result of the information that was gained at the VIC. The relative proportion of 'Don't Know' increased on the mailback survey, accounting for 36% of responses, as compared to the interview response rate of 9%.

### **Conclusions**

- Very few differences existed between those who agreed to participate in the mailback questionnaire and those who did not agree to participate in the mailback questionnaire.
- Mailback responses are generally representative of the population that was interviewed.
- Only one difference existed in the interview and mailback questionnaire responses for the VIC impact questions. A slightly higher proportion of respondents in the mailback questionnaire indicated they would take another trip to British Columbia, when the Don't Know/No Response responses are excluded.
- Due to the above factors and to be conservative in estimating impacts, the interview data was used to summarise the impact of the Grand Forks 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 Grand Forks VIC.

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

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

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

Table A3. A summary of differences in data between the interview and mailback questionnaire.

Location	Concept/Questions	Trip Characteristics Results		Statistically Significant Difference? <sup>3</sup>
		Interview (n)	Mailback (n)	
<b>Grand Forks VIC</b>	Mean Days Away From Home	13.77	10.6	No
	Mean Days In BC	8.14	8.08	No
	Primary Purpose-Leisure (%)	72.6%	64.6%	Yes
	Primary Purpose-VFR (%)	21.0%	24.6%	Yes
	Primary Purpose-Other (%)	6.4%	10.7%	Yes
	Primary Accommodations-Hotel (%)	41.2%	46.8%	No
	Primary Accommodations -Campground (%)	42.6%	32.3%	No
	Primary Accommodations -Friends & Rel. (%)	8.8%	12.9%	No
	Primary Accommodations -Other (%)	7.4%	8.1%	No
	Mean Daily Expenditures	\$137.81	\$145.27	No
	VIC Live Up To Expectations-Fell Short (%)	4.0%	3.0%	No
	VIC Live Up To Expectations-Met (%)	64.7%	61.2%	No
	VIC Live Up To Expectations-Exceeded (%)	30.0%	31.3%	No
	VIC Live Up To Expectations-DK/NR (%)	1.3%	4.5%	No
	Party Size	2.73	2.63	No
	Parties with Children	21.5%	22.7%	No
	Learn About New Activities	40.0%	37.7%	No
	Overall Extend Trip	10.1%	17.5%	No
	Overall, Take Another Trip to/within BC	65.5%	49.2%	Yes

A paired sample T-test was used to compare: Mean Days away from Home; Mean Days in BC; Mean Expenditure, Party size, parties with children.

## **Appendix D -Calculation of Total VIC Use**

### Calculation of total parties that use the Grand Forks 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 (excluding locals) counted by VIC Counsellors was obtained for that day (daily party counts).
3. The daily party count was divided by the percentage of parties that replied they spoke with a Counsellor to obtain the estimated total daily parties.
4. The estimated total daily parties was averaged for each month and multiplied by the number of days in each month (estimated total monthly parties).
5. The estimated total monthly parties for July and August were summed to obtain total parties.

Table A4. The proportion of parties interviewed that spoke with a Counsellor, Grand Forks VIC counts of parties counselled and the estimated total daily parties and estimated total monthly parties.

Date	Spoke with a Counsellor	Grand Forks VIC Daily Party Counts <sup>1</sup>	Estimated Total Daily Parties	Estimated Total Monthly Parties
June 30	88.9%	24	27	
July 9	100.0%	34	34	
July 14	100.0%	29	29	
July 19	100.0%	29	29	
July 20	100.0%	23	23	
July 24	8.3%	28	34	
July 25	100.0%	42	42	
July 26	100.0%	26	26	
July 28	100.0%	33	33	
July 29	75.0%	29	39	
July 30	77.8%	26	33	
<b>July Total</b>			<b>31.7</b>	<b>983</b>
August 6	100.0%	28	28	
August 9	100.0%	28	28	
August 10	100.0%	30	30	
August 14	100.0%	26	26	
August 15	100.0%	28	28	
August 19	100.0%	21	21	
August 20	80.0%	20	25	
August 24	100.0%	25	25	
August 26	83.3%	12	14	
August 29	100.0%	16	16	
<b>August Total</b>			<b>24.14</b>	<b>748</b>
<b>Total</b>				<b>1,731</b>

1. Excludes local parties.



## **Appendix E - Expenditures by Accommodation Type**

Table A6. Grand Forks VIC Expenditure by Accommodation Type (Significantly different)<sup>1</sup>

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval		Minimum	Maximum
					Lower Bound	Upper Bound		
RESORT/HOTEL /MOTEL/B&B	53	177.00	107.67	14.79	147.32	206.68	1.00	500.00
CAMPGROUND/ RV PARK	59	81.37	68.46	8.91	63.53	99.21	0.00	300.00
FRIENDS OR RELATIVES	12	93.33	91.41	26.39	35.25	151.41	10.00	300.00
OTHER	5	94.00	103.59	46.32	-34.62	222.62	10.00	250.00
<b>TOTAL</b>	<b>130</b>	<b>121.94</b>	<b>99.72</b>	<b>8.74</b>	<b>104.63</b>	<b>139.24</b>	<b>0.00</b>	<b>500.00</b>

1. The top and bottom 2% (overall) have been trimmed to ensure accuracy of the means.

## **Appendix F – Other VICs visited in British Columbia**

Table A7. Location of Other VICs visited by mailback survey respondents

<b>Location of other VIC Visited</b>	<b>Number of Responses</b>
Nelson	5
Hope	3
Kelowna	3
Osoyoos	3
Revelstoke	3
Vernon	3
Castlegar	2
Christina Lake*	2
Creston	2
Golden	2
Merritt	2
Most Towns	2
Nakusp	2
Penticton	2
Abbotsford	1
Armstrong	1
Cranbrook	1
Fernie	1
Field*	1
Grand Forks	1
Greenwood	1
Kimberley	1
Midway*	1
Oliver	1
Radium	1
Rogers Pass*	1
Rossland	1
Summerland	1
Trail	1
Vancouver	1
Vancouver Island*	1

1. The locations marked with a \* are not part of the official British Columbia VIC network but are listed here because they were mentioned by respondents.

## **Appendix G – Comments Regarding Grand Forks Visitor Info Centre**

Comments are typed exactly as they appear in the mailback surveys – sentences were not corrected for spelling and grammar.

## **Good VIC services/amenities**

Visitor service centres are very well run in all areas of the province.

Situation of info centre was in a likely place. The employees were very helpful.

Being located at the museum is a very good idea.

Accessible hours unlike some others I've visited.

We found all visitor info centres to be great.

All brochures that we took relating to the area we were in were of great help. Accommodation lists were excellent. Notice board with messages for tourists to phone home were an excellent idea.

The Visitor centres were very helpful and organized.

## **Staff at VIC friendly and helpful**

We especially appreciated the shade tree, also appreciated staff willingness to hunt down information that my husband needed for his Novel that he was working on.

The young lady who interviewed us was very pleasant, not pushy and this convinced me to spend a few minutes for her surveys. She also knows the local area quite well and answered my questions.

The service and people were excellent. We were given more information than was asked for and this made our holiday even better. No one seemed to rush us and took time to answer our many questions. Thanks to all at the Grand Forks Visitor Centre.

The young man was very helpful. He provided info and a map, which he outlined our route with a yellow highlighter. Very informative.

Continue to hire positive, smiling young people who are knowledgeable and believe in their communities. Provides: employment for the young, promotes loyalty to home town and local culture/interest.

Everyone is very helpful, especially with forest fires and highway closures! Thanks.

These centres are very well set up with lots of info and friendly staff with a smile, working to help promote B.C. Great job.

I was very pleased with the help I received from the girl at the Visitor Info Centre, she was very friendly and gave me some great information for the rest of our trip.

People were very pleasant.

The staff were very friendly and knowledgeable.

The building was easy to find and the person working there was extremely helpful and friendly.

The staff was very friendly and helpful. Most pleasant to deal with.

Very friendly staff and quick to offer help. Very thorough, kept searching until they found the information we needed.

Meeting a friendly face and a genuinely interested person encourages one to visit visitor info centres.

Staff are very friendly and only too willing to give information or guidance to help all our needs.

Nice folks at the Visitor centre

## **Suggestions/Need for improvement of VIC services**

I was hoping to find opportunities for fly fishing, guide service etc.

All visitor centres should have washroom facilities. Grand Forks does not have one.

We stopped mainly for a public washroom. We were instructed that there was washrooms at city hall to use. We found it very unusual that a public place such as a tourist info centre, wouldn't have washrooms.

If I remember correctly, we also found the Grand Forks Visitor Info Centre to be very small and congested. When you get people coming in to look for information and wanting to stand and browse through the pamphlets, etc. on a very hot day, it was way too hot in there for such a small amount of space.

Just a bathroom would be lovely.

The visitor centre is very small and becomes crowded in a hurry. Need to enlarge.

Better marked trail heads would be great. More accurate info on the trails.

Should have washrooms.

No washroom though, had to walk to library!

## **Enjoyed Area**

We drive through often on our way to the Okanagan or interior of B.C. We usually just drive through, but often wish we should make the time to stay for a few days and explore!

Everyone goes some place for a vacation. I think God must go to Christina Lake.

Apart from the forest fires, which caused my wife and son to suffer from asthma, the vacation was great. We will be back again within a year or two to see the things we missed on this trip.

We probably would have stayed longer in your area and others but we stopped our vacation short due to the forest fire situation.

Most of our summer travelling is done in our home province of B.C. It's a great place to vacation and the beauty of this province is magnificent. We have enjoyed the Boundary area many times and hope to return again.

## **Not enough or poor services in Boundary area**

Our concern about BC was the poor quality and conditions of camping in BC in general. They were cramped and overpriced. You could not get in to a provincial camp ground to save your life. Except for up in Revelstoke the Provincial Campground up there was super.

## **Enjoyed activities or services of Grand Forks**

We learned about the museum and would have extended our stay (by an hour or so) if it had been open, but it was closed.

Would come back for good food!

We enjoyed our stay, and thought the museum was interesting.

## **Survey**

Please note our address is: (DELETED)

I think the survey outside the info centre is a very good way of getting people's thoughts, right there at their

moment of traveling B.C.

About question 10, I suggest you change the wording to make the 3 parts more consistent.

I'm under the impression I answered your questionnaire (i.e. completed it). Sorry you didn't receive it!

Note; I never received your first questionnaire. Must have lost in mail. I received this one on January 16, 2004.

## **Website**

Website good.