



TOURISM BRITISH COLUMBIA
C A N A D A

RESEARCH SERVICES

VALUE OF THE PITT MEADOWS/MAPLE RIDGE 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 Pitt Meadows/Maple Ridge Visitor Info Centre (PM/MR VIC). Specifically, the study objectives were:

1. To profile travelers who use the PM/MR VIC in terms of traveler and trip characteristics.
2. To measure the influence the PM/MR 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, one-stage survey design was used to examine the study objectives. Travelers were interviewed at several locations, the PM/MR VIC and two sites within Golden Ears Provincial Park (Alouette Lake Day-Use Area and the Alouette Lake Campground). Throughout this report, comparisons are made with interviews conducted at Golden Ears Provincial Park; which were used to obtain information about the typical traveler to the Pitt Meadows – Maple Ridge area (PM/MR area) for comparison to travelers who used the PM/MR VIC.

- Between June 28 and August 31 of 2003, 448 people were approached at the Pitt Meadows / Maple Ridge VIC (PM/MR VIC) or Golden Ears Provincial Park. Of those, 371 agreed to complete the interview but 207 were excluded because they were residents of the local area. This resulted in 162 useable surveys. Thirty-nine were conducted at the PM/MR VIC and 123 were conducted at Golden Ears Provincial Park.
- At the PM/MR VIC, 54% of travelers were from BC, 23% were from Other Provinces in Canada, 3% were from the US and 21% were from Overseas. A slightly higher proportion of travelers at the Golden Ears Provincial Park were from BC (55%), the US (8%), or Other Provinces in Canada (7%) but fewer were from Overseas (30%). These differences in travelers' residence categories between the PM/MR VIC and the Golden Ears Provincial Park were statistically significant.
- At the PM/MR VIC, the average party size was 3.1 people and 46% of travel parties had children. Those parties at the PM/MR VIC that traveled with children had, on average, 4.3 people traveling with them. At Golden Ears Provincial Park, the average party size was 4.2 people and 63% of the parties interviewed were traveling with children.
- The primary purpose of travel for travelers at the PM/MR VIC and Golden Ears Provincial Park were similar, with 67% of travelers at the VIC and 63% at Golden Ears Provincial Park indicating leisure as their primary trip purpose. Similarly, 26% of VIC travelers were visiting friends and relatives, as were 23% of those at Golden Ears Provincial Park. Slightly more travelers at Golden Ears Provincial Park indicated that they were on business travel (12%), as compared to those interviewed at the VIC (9%).

- Most travelers at both locations used a private vehicle for their primary transportation source.
- The proportion of travelers at the PM/MR VIC staying at Campgrounds/RV Parks (28%) was higher than the proportion of those staying in Hotels/Motels (19%), or staying with friends and relatives (22%). Additionally, a substantial number (31%) of travelers at the PM/MR VIC were in the area on a day trip only. A higher proportion of travelers at Golden Ears Provincial Park stayed in a Campground/RV Park (43%) while a smaller proportion of travelers at Golden Ears Provincial Park stayed at a Hotel/Motel (18%) or with friends and relatives (15%).
- More travelers at Golden Ears Provincial Park replied that the Golden Ears Provincial Park and the Alouette Lake area was their primary destination (23% and 15%, respectively) than travelers at the PM/MR VIC (18%). Other primary destinations included the Thompson Okanagan, Northern BC, and Alberta.
- A large percentage of travelers at both locations used the Internet, word of mouth (friends, relatives etc.) and brochures and books to plan their trip.
- The majority of travelers at both the PM/MR VIC and Golden Ears Provincial Park were either moderately flexible or very flexible in the activities that they planned to participate in while in the area. Eighty-one percent of the travelers at Golden Ears Provincial Park and 71% of those at the PM/MR VIC were moderately or very flexible in terms of the amount of time they planned to spend in the area. Travelers were somewhat less flexible in terms of the time they planned to spend in British Columbia, as only 48% of travelers at the PM/MR VIC and 43% of those at Golden Ears Provincial Park were either moderately or very flexible in this regard.
- The majority of travelers at the PM/MR VIC spoke with a Counsellor (97%).
- All of the travelers interviewed at the PM/MR VIC indicated that the PM/MR VIC met or exceeded their expectations. 66% of travelers indicated that the VIC met their expectations while 34% felt that the PM/MR VIC exceeded their expectations.
- Travelers at the PM/MR VIC spent slightly more per day than travelers interviewed at Golden Ears Provincial Park. On average, travelers at the PM/MR VIC spent \$144.69 and those at Golden Ears Provincial Park spent \$121.18.
- In the summer of 2003, PM/MR VIC users spent \$314,701 in the Pitt Meadows/Maple Ridge area and another \$524,501 while traveling throughout the rest of the province.
- The PM/MR VIC had an impact on traveler behaviour. Forty-three percent of travelers at the PM/MR VIC indicated they learned about a new activity or destination at the VIC. Thirty-one

percent replied they would make another trip and 3% replied they would stay another night as a result of information obtained at the VIC.¹

- Due to the high proportion of residents of the local area that use PM/MR VIC, a small number of interviews of non-residents were completed. Therefore, many of the statistics contained within this report were produced with small sample sizes; consequently the results should be treated with caution.

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 Pitt Meadows/Maple Ridge Visitor Info Centre.

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Introduction

Visitor Info Centre Counsellors at British Columbia's 112 Visitor Info Centres (VICs) provided travel counselling and advice to over 1.52 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 Pitt Meadows – Maple Ridge VIC (PM/MR VIC) in the summer of 2003 was designed using the methodology developed in the 2001 pilot project.

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

1. To profile travelers who use the PM/MR VIC in terms of traveler and trip characteristics.
2. To measure the influence the PM/MR 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, one-stage survey design was used to examine the study objectives. Travelers were interviewed at several locations, the PM/MR VIC and two sites within Golden Ears Provincial Park (Alouette Lake Day Use Area and the Alouette Lake Campground). Throughout this report, interviews conducted at the Golden Ears Provincial Park were used to obtain information about the typical traveler to the Pitt Meadows – Maple Ridge area (PM/MR area) for comparison to travelers who used the VIC.

Several interviewers collected data between June 28 and August 31, 2003 at both the PM/MR VIC and at Golden Ears Provincial Park. The interviewers' schedules consisted of two or three days on and two or three days off (depending on the week). Interview days usually consisted of one day at the PM/MR VIC followed by one day interviewing at either one of the two locations within Golden Ears Provincial Park. Interview at Golden Ears Provincial Park was rotated between the two interviewing sites (Alouette Lake Day Use Area and the Alouette Lake Campground).

Potential respondents were randomly chosen as they exited the PM/MR VIC or while using Golden Ears Provincial Park. 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 PM/MR area and, if so, were eliminated from the remainder of the interview ensuring that only travelers were interviewed. The

interviewers used a hand-held palm pilot pre-programmed with interview questions (Entryware Software) to record all responses.

During the interview, questions were asked about;

- traveler demographics,
- trip-planning habits,
- primary trip purpose,
- primary destination,
- primary accommodations,
- mode of transportation,
- length of stay in the PM/MR area and in British Columbia,
- use of the PM/MR VIC (VIC only),
- trip flexibility,
- daily expenditures,
- potential use of a world-class wetlands interpretive centre,
- satisfaction with the PM/MR VIC (VIC only).

Eight other similar studies conducted in British Columbia have collected information from travelers after they return home from their trip with a mailback questionnaire in addition to the on site interview. The 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 PM/MR area and British Columbia after their trip was complete. Unfortunately, the number of travelers at the PM/MR VIC and at Golden Ears Provincial Park that agreed to participate in the mailback questionnaire was not sufficient to complete this part of the study. Statistical tests conducted in the eight other studies demonstrated that the data from the on-site interviews did not vary significantly from the mailback data. Therefore, in those studies, where questions were similar between the two data sources, on-site interview data was used.

Data Analysis

The study design produced two sets of data that are available for analysis - the interviews at the PM/MR VIC and the interviews at Golden Ears Provincial Park. Where possible, all results are presented for both locations - the PM/MR VIC and Golden Ears Provincial Park. The responses to similar questions in the interview and at each of the locations could vary due to real differences in traveler behaviour. Where practical and when assumptions such as sample size were met, significance tests were conducted to assess differences between the locations. All statistical tests used a 0.05 significance level. Also, where practical and when needed responses at each interviewing location within Golden Ears Provincial Park were summarized.

A large number of local residents use the PM/MR VIC and were not the primary focus of this study. Therefore, a large number of PM/MR VIC users were eliminated from the study, which resulted in small number of completed interviews. Due to the small sample sizes at the PM/MR VIC caution is warranted when interpreting the results presented here.

Results

Between July 1 and August 31 of 2003, 448 people were approached at the Pitt Meadows/Maple Ridge VIC (PM/MR VIC) or Golden Ears Provincial Park. Of those, 371 agreed to complete the interview but 207 were excluded because they were residents of the local area. This resulted in 162 useable surveys. Thirty-nine were conducted at the PM/MR VIC and 123 were conducted at Golden Ears Provincial Park.

Table 1. Travelers surveyed at the PM/MR VIC and Golden Ears Provincial Park.

	Travelers Approached	Agreed to Interview	From Local Community¹	Useable Traveler Surveys (%)
PM/MR VIC	161	141	101	39 (24.1%)
Golden Ears Provincial Park -Total²	287	230	106	123 (75.5%)
Grand Total	448	371	207	162 (100.0%)

1. Residents of the PM/MR area, those living between the Pitt River and the Stave River.

2. Interviews were completed at the Alouette Lake day use area and the Alouette Lake campground.

Tourist Characteristics (Demographics)

At the PM/MR VIC, 54% of travelers were from BC, 23% were from Other Provinces in Canada, 3% were from the US and 21% were from Overseas (Table 2). A slightly higher proportion of travelers at Golden Ears Provincial Park were from BC (55%), the US (8%), or Other Provinces in Canada (7%) but fewer were from Overseas (30%). These differences in travelers' residence categories between the PM/MR VIC and the Golden Ears Provincial Park were statistically significant.

At both the PM/MR VIC and Golden Ears Provincial Park, the majority of travelers from Provinces outside of British Columbia originated from Alberta or Ontario (Figure 1). At Golden Ears Provincial Park, the majority of travelers from the United States were from Washington or California, with some travelers from Oregon and Texas (Figure 2). All of the Overseas travelers at the PM/MR VIC were European (100%), whereas the overseas travelers at Golden Ears Provincial Park were from Europe (84%) or Asia (8%; Figure 3). Other countries included Australia and Saudi Arabia.

There was no statistically significant difference in age, education or income between travelers at the PM/MR VIC and at Golden Ears Provincial Park (Table 2). The majority of travelers at both locations were between 26 and 54 years old, had a least a college or technical diploma and had a household income of between \$50,000 and \$99,999 per year.

At the PM/MR VIC, the average party size was 3.1 people and 46% of travel parties had children. Those parties at the PM/MR VIC that traveled with children had, on average, 4.3 people traveling with them. At Golden Ears Provincial Park, the average party size was 4.2 people and 63% of the parties interviewed were traveling with children. There was a statistically significant difference in the average party size between those at the PM/MR VIC and at Golden Ears Provincial Park.

Table 2. Traveler demographics at the PM/MR VIC and Golden Ears Provincial Park.

	PM/MR VIC		Golden Ears Provincial Park	
	Number of Responses ¹	Percentage of Responses	Number of Responses ¹	Percentage of Responses
Origin*				
British Columbia	21	53.8%	67	54.5%
US	1	2.6%	10	8.1%
Overseas	8	20.5%	37	30.1%
Other Canada	9	23.1%	9	7.3%
Age				
Under 24 Years	2	5.6%	8	7.5%
25-34 Years	5	13.9%	24	22.6%
35-44 Years	8	22.2%	37	34.9%
45-54 Years	12	33.3%	20	18.9%
55-64 Years	7	19.4%	10	9.4%
65 Years or Older	1	2.8%	7	6.6%
Education²				
Less Than High School	0	0.0%	3	2.8%
High School	0	0.0%	11	10.4%
SOME Technical, College or University	5	13.9%	17	16.0%
College of Technical Diploma	14	38.9%	33	31.1%
University Degree	13	36.1%	36	34.0%
Masters or a PhD Degree	3	8.3%	6	5.7%
Income²				
Less than \$25,000	0	0.0%	4	3.8%
\$25,000 to \$49,999	8	22.2%	30	28.3%
\$50,000 to \$64,999	7	19.4%	27	25.5%
\$65,000 to \$99,999	8	22.2%	22	20.8%
\$100,000 or More	4	11.1%	9	8.5%
Don't Know/No Response	9	25.0%	14	13.2%
Party Size				
Average Party Size-Total*	35	3.05	141	4.2
Average Party Size-Parties without children*	19	2.05	39	2.74
Proportion with Children	16	45.8%	67	63.2%
Average Party Size-Parties with children	16	4.25	82	4.98

* Indicates there are statistical differences at the p=0.05 level between PM/MR VIC and Golden Ears Provincial Park.

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. Only parties traveling for leisure or visiting friends and family are analysed here because those traveling for business were not asked this question at the PM/MR VIC.

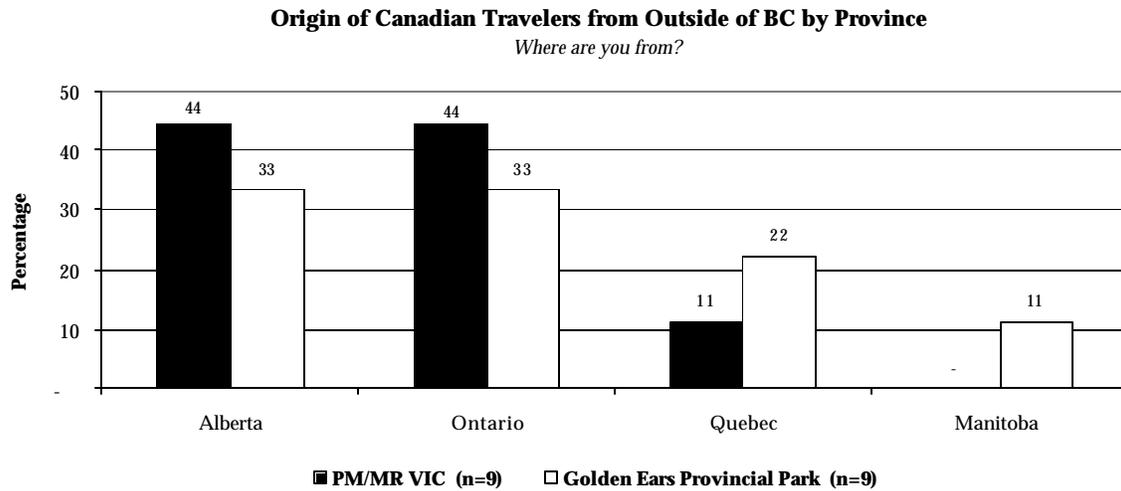


Figure 1. The percentage of travelers from provinces outside of British Columbia at the PM/MR VIC and Golden Ears Provincial Park.

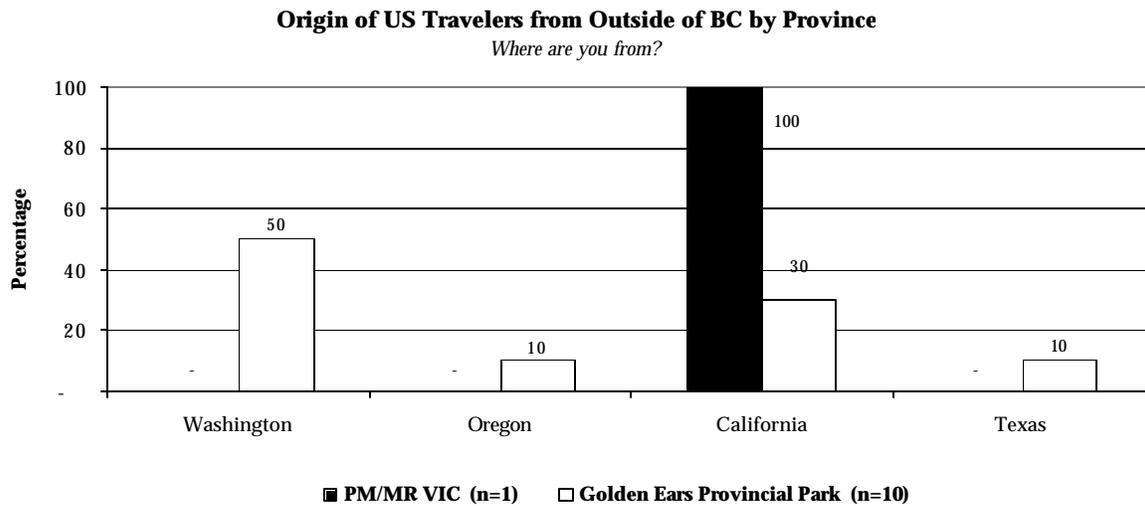


Figure 2. The percentage of US travelers from each state at the PM/MR VIC and Golden Ears Provincial Park.

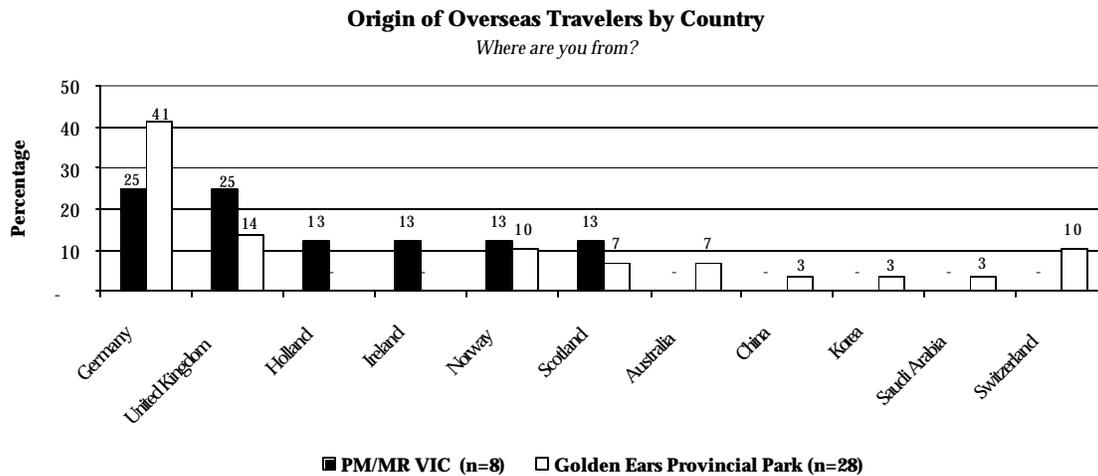


Figure 3. The percentage from each overseas country at the PM/MR VIC and Golden Ears Provincial Park.

Trip Characteristics

The majority of travelers at the PM/MR VIC were traveling for leisure purposes (67%) while some were traveling to visit friends and family (26%) and fewer for business (9%; Table 3). The primary purpose of travelers at Golden Ears Provincial Park was similar, where again the most common reasons were traveling for leisure (63%) and to visit friends and family (23%). At Golden Ears Provincial Park, there were slightly more business travelers (12%) than at the PM/MR VIC.

While visiting the Pitt Meadows/Maple Ridge area, most travelers at both locations used a private vehicle for their primary mode of transportation. A larger proportion of travelers at Golden Ears Provincial Park used a private RV or camper than those at the PM/MR VIC. Travelers to Golden Ears Provincial Park were also more likely to travel by bus, while some travelers to the PM/MR VIC used a bicycle. A larger proportion of travelers at the PM/MR VIC indicated another form of transportation than at Golden Ears Provincial Park. Other transportation at the PM/MR VIC included airplanes, while other transportation used at Golden Ears Provincial Park included airplanes, hot-air balloons, and ferries.

Travelers at both the PM/MR VIC and Golden Ears Provincial Park had similar accommodation use patterns. A slightly higher proportion of travelers at the PM/MR VIC stayed with friends and relatives (22%) or a hotel/motel (19%); whereas 15% of travelers at Golden Ears Provincial Park stayed with friends and relatives and 18% used hotel/motels. A slightly higher proportion of travelers at Golden Ears Provincial Park stayed in campgrounds/RV Parks (43%) as compared to those interviewed at the PM/MR VIC (28%). Note that a large proportion of those interviewed were in the region on a day trip or living close by and using their own home as their primary accommodation (PM/MR VIC 31%; Golden Ears Provincial Park 24%)

As one would expect, among travelers at Golden Ears Provincial Park, a significantly larger proportion of those interviewed at the Alouette Lake Campground were using campground / RV parks as their primary accommodation (55%) as compared to the day-use area (29%). Those at the day-use area were more likely to stay in a hotel/ motel (28% vs. 9%) and with friends and relatives (22% vs. 9%) as compared to those surveyed at the campground.

Table 3. The primary trip purpose, mode of transportation, and primary accommodations of travelers at the PM/MR VIC and Golden Ears Provincial Park.

	Percentage of Responses	
	PM/MR VIC (n=39)	Golden Ears Provincial Park (n=123)
Primary Trip Purpose		
Leisure	66.7%	63.4%
Visiting Friends & Family	25.6%	22.8%
Work/Business Activity	8.8%	12.2%
Other ¹	0.0%	1.6%
Mode of Transportation		
Private Car/Truck/Motorcycle	61.5%	65.9%
Private RV/Camper	17.9%	22.1%
Bus	0.0%	4.1%
Bicycle	2.6%	0.0%
Other ³	17.9%	8.9%
Primary Accommodations,²		
Hotel/Motel	19.4%	17.9%
Campground/RV Park	27.8%	42.5%
Friends and Relatives	22.2%	15.1%
Other ⁴	30.6%	24.5%

None of the groups are statistically different at the p=0.05 level between PM/MR VIC and Golden Ears Provincial Park.

1. Other purposes mentioned include a concert and a field trip.
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 PM/MR VIC.
3. 7 responses at the PM/MR VIC and 8 responses at Golden Ears Provincial Park were classified as 'other'. Other responses included plane (100% PM/MR VIC; 75% Golden Ears Provincial Park), Ferry (0 % PM/MR VIC; 13% Golden Ears Provincial Park), and Hot Air Balloon (0% PM/MR VIC and 13% Golden Ears Provincial Park).
4. 8 responses at the PM/MR VIC and 24 at Golden Ears Provincial Park were classified as 'other'. Other responses primarily included some mention of staying at home or living close by (100% PM/MR VIC; 96% Golden Ears Provincial Park) and coming to the region on a day trip (0% PM/MR VIC; 4% Golden Ears Provincial Park).

The primary destinations that were mentioned most frequently by travelers at the PM/MR VIC were located in the Greater Vancouver region (28%), followed closely by the Pitt Meadows/Maple Ridge area (26%). Other destinations mentioned by travelers at the PM/MR VIC were in Golden Ears Provincial Park. For those travelers who were interviewed at the Golden Ears Provincial Park, the Park (23%) and Alouette Lake (15%) were mentioned most often. Travelers at the park also mentioned other destinations including: Greater Vancouver, the Thompson Okanagan, Northern BC, Whistler/Sunshine Coast, and Alberta.

Overall, travelers at the PM/MR VIC planned to spend an average of 11 days away from home, including 8 days in British Columbia and 3 days in the PM/MR area (Figure 4). Travelers at Golden Ears Provincial Park spent a similar amount of time away from home (11 days) and in the region (3 days); however, they spent slightly longer in British Columbia (9 days). The number of days spent in any of the areas was significantly different based on the origin of the traveler. For example, when data from both sites is combined, the average number of days spent on the trip ranged from 5 days for travelers from BC up to 20 days for travelers from other Canadian provinces. The duration of the trip in BC has a smaller range, averaging between 4.8 days for BC travelers and 14.6 days for travelers

from the rest of Canada. Finally, BC travelers spent an average of 2.2 days in the PM/MR area, while travelers from other provinces spent 8.7 days.

Average Days Spent Away From Home and in British Columbia by Visitors to the PM/MR VIC

How many days will you be away from home?

How many days will be spent in British Columbia?

How many of those days will be spent in the PM/MR area?

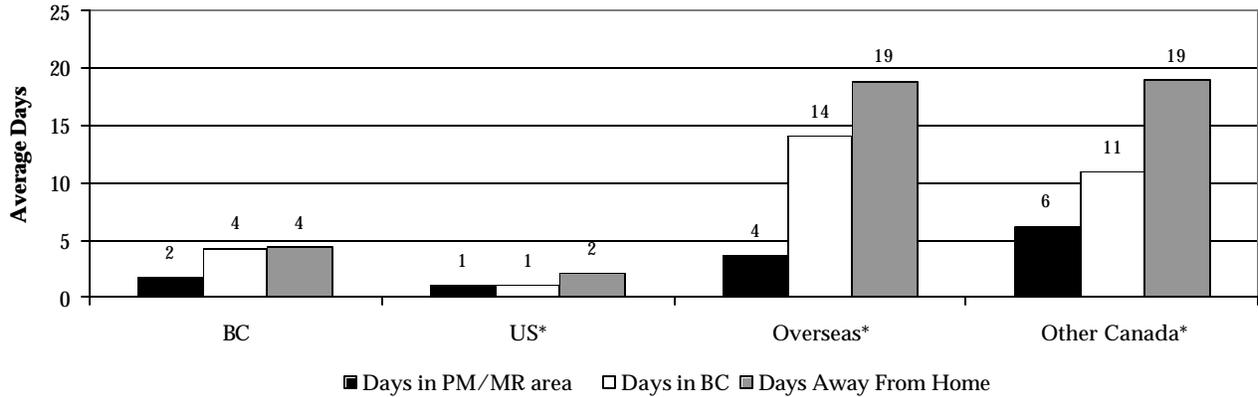


Figure 4. The average number of days spent away from home and in British Columbia by traveler origin at the PM/MR VIC (n=39). * These categories have small sample sizes so caution is warranted when interpreting results.

Average Days Spent Away From Home and in British Columbia by Travelers at Golden Ears Provincial Park

How many days will you be away from home?

How many days will be spent in British Columbia?

How many of those days will be spent in the PM/MR area?

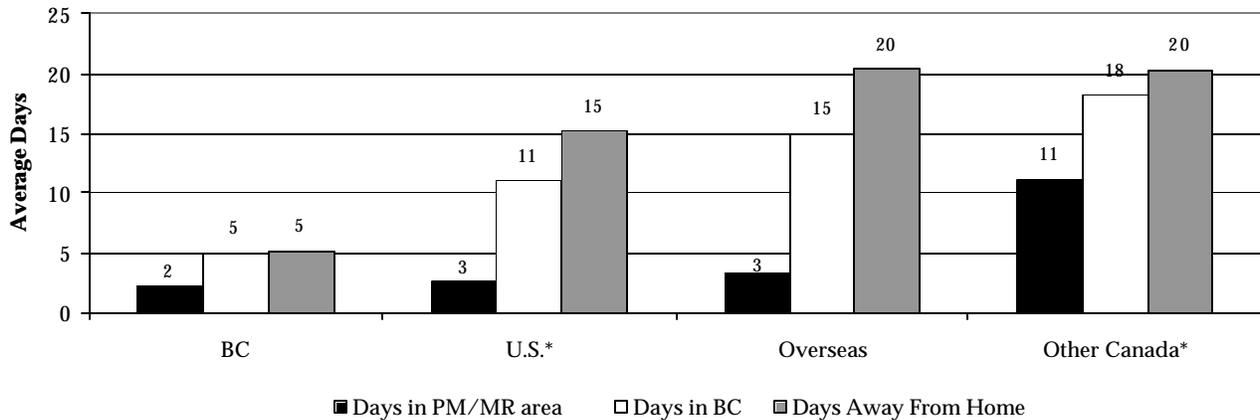


Figure 5. The average number of days spent away from home and in British Columbia by traveler origin at Golden Ears Provincial Park (n=123). * These categories have small sample sizes so caution is warranted when interpreting results.

Trip Planning

Trip planning horizons were similar for travelers at the PM/MR VIC and Golden Ears Provincial Park (Table 4). The majority of travelers at both the PM/MR VIC and Golden Ears Provincial Park spent more than three weeks planning their trips. The most common trip planning horizon for travelers to the PM/MR VIC was more than 13 weeks, while for travelers to Golden Ears Provincial Park, both 1-2 weeks and 13 or more weeks were the most common planning horizons.

Table 4. Trip planning horizons for travelers at the PM/MR VIC and Golden Ears Provincial Park.

Trip Planning Horizons	Percentage of Respondents	
	PM/MR VIC (n=36)	Golden Ears Provincial Park (n=105)
During The Trip	5.6%	2.9%
Day of Departure	13.9%	8.6%
1-6 Days	11.1%	14.3%
1-2 Weeks	13.9%	21.0%
3-8 Weeks	16.7%	19.0%
9-12 Weeks	16.7%	13.3%
13+ Weeks	22.2%	21.0%
Total	100.0%	100.0%

More than half of the travelers at both the PM/MR VIC and Golden Ears Provincial Park used the Internet as an information source to plan their trips (Figure 6). Also important, but less frequently used information was from: Friends, Relatives and Other Relations; Brochures and Books; VICs; and Travel Agents, Airlines, and Auto Clubs. A larger proportion of travelers at the PM/MR VIC used VICs as an information source, while travelers at Golden Ears Provincial Park were more likely to use Friends, Relatives, Clubs and Other Associations, Travel Agents, Airlines, and Autoclubs and 'other' information sources. Information from a previous trip/previous knowledge was the most important 'other' source of information, accounting for 80% of all of the other PM/MR VIC mentions, and 87.5% of all other Golden Ears Provincial Park responses.

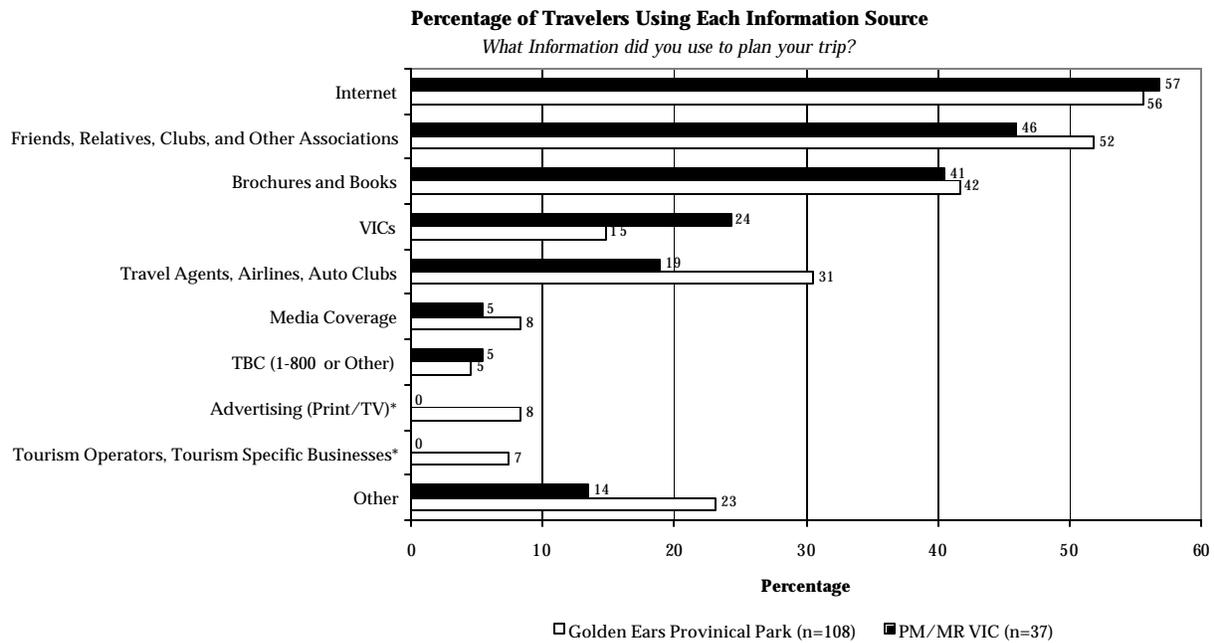


Figure 6. The percentages of travelers using each information source for trip planning at the PM/MR VIC and Golden Ears Provincial Park. Percentages add to more than 100% because travelers could use more than one information source for planning their trip. *Indicates a significant difference between the PM/MR VIC and Golden Ears Provincial Park at the p=0.05 level.

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 PM/MR area and the amount of time they could spend in British Columbia (Figures 7, 8, 9). Sixty percent of travelers at Golden Ears Provincial Park were very flexible in the activities that they planned to participate in while in the PM/MR area, while only 46% of PM/MR VIC respondents were very flexible. The situation was reversed in terms of time in the PM/MR area, with the majority of Golden Ears Provincial Park site travelers being only moderately flexible, whereas the most common response indicated by PM/MR VIC travelers was that they were very flexible. Nearly one third (31%) of travelers at the PM/MR VIC indicated that they were very flexible in the amount of time that they had in British Columbia, as opposed to only 21% of travelers interviewed at Golden Ears Provincial Park. Note that a significant number of people indicated that they did not know/did not respond to the question regarding their flexibility in British Columbia (PM/MR VIC, 25%; Golden Ears Provincial Park, 27%).

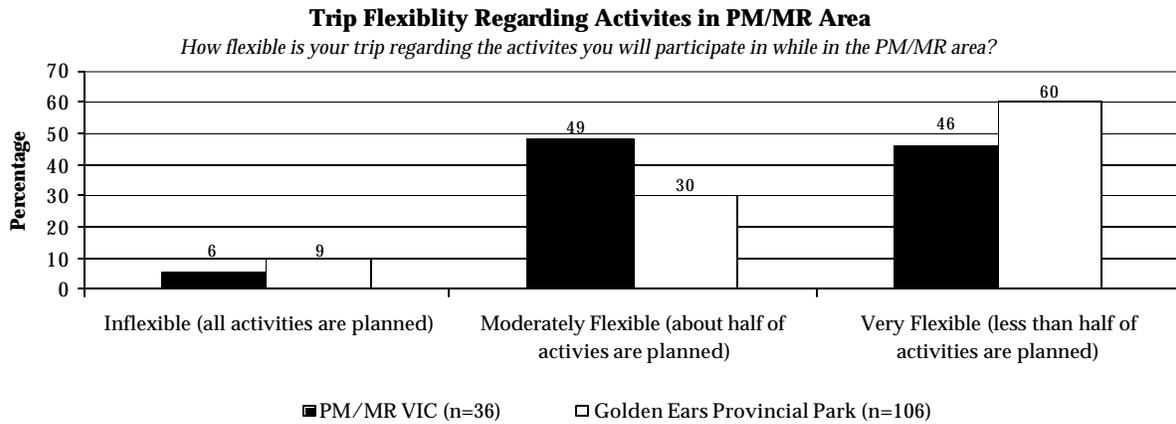


Figure 7. Travelers rating of trip flexibility regarding activities in the PM/MR area for travelers at the PM/MR VIC and Golden Ears Provincial Park.

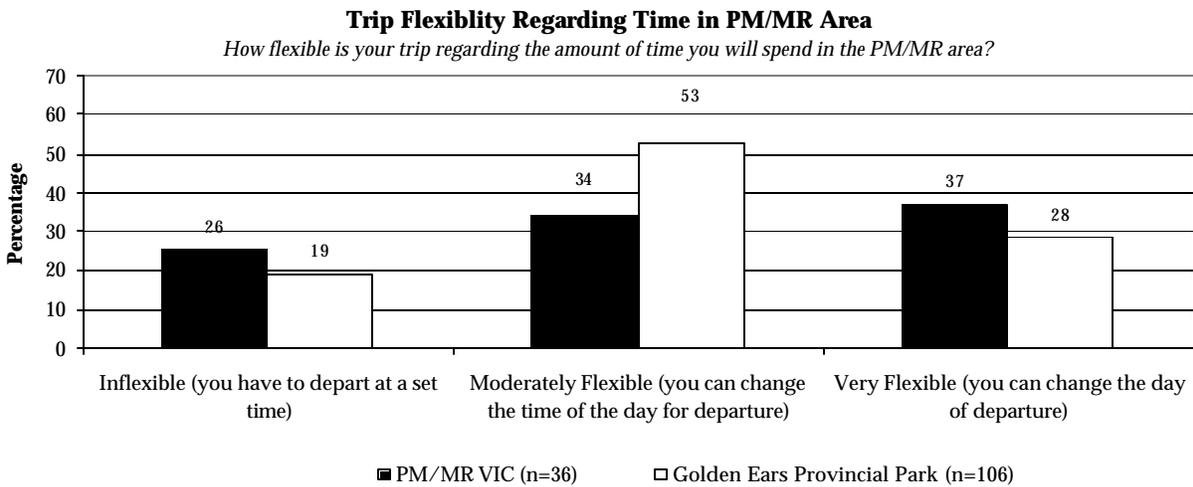


Figure 8. Travelers rating of trip flexibility regarding the time in the PM/MR area and at the Golden Ears Provincial Park.

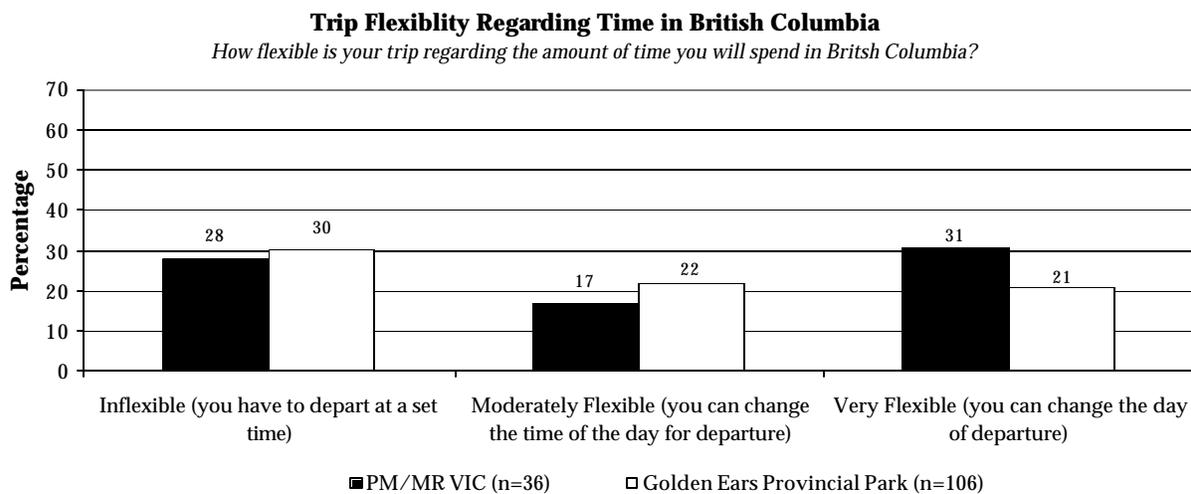


Figure 9. Travelers rating of trip flexibility regarding the time spent in British Columbia for travelers at the PM/MR VIC and Golden Ears Provincial Park. Note that a significant portion of travelers did not answer this question (PM/MR VIC – 25%, Golden Ears Provincial Park-27%).

Traveler Activities

Travelers were asked about their primary leisure activities (Table 5). Most indicated they spent time at the beach/suntanning/swimming (13% PM/MR VIC, 26% Golden Ears Provincial Park), walking/hiking (16% PM/MR VIC, 14% Golden Ears Provincial Park), sightseeing (22% PM/MR VIC, 13% Golden Ears Provincial Park), going to the park (6% PM/MR VIC, 11% Golden Ears Provincial Park) or camping (6% PM/MR VIC, 10% Golden Ears Provincial Park). Other outdoor activities included fishing, bird/wildlife viewing, river rafting, golf, horseback riding, canoeing and berry picking. More travelers at the PM/MR VIC indicated that their primary leisure activity was sightseeing than those at Golden Ears Provincial Park. Conversely, as expected, those at Golden Ears Provincial Park were more likely to participate in beach activities.

Table 5. The top nine primary leisure activities of travelers at the PM/MR VIC and Golden Ears Provincial Park.

Primary Activity ¹	Percentage of Respondents	
	PM/MR VIC (n=135)	Golden Ears Provincial Park (n=663)
Beach/Suntan/Swim	12.5	26.0
Walking/Hiking	15.6	14.4
Sightseeing	21.9	12.5
Park	6.3	10.6
Camping	6.3	9.6
Picnic	0.0	5.8
Cycling	6.3	2.9
Other Outdoor ¹	9.4	8.7
Other ²	21.9	9.6

1. Other outdoor activities included: Fishing, Bird/Wildlife Viewing, River Rafting, Golf, Horseback Riding, Canoeing, and Berry Picking.

2. Other activities included: Relaxing, Wedding, Airport Open House, Friends/Family, Eating.

Use of the VIC

This section summarizes data from travelers who were interviewed at PM/MR VIC (Figure 10). Travelers stopped at the PM/MR VIC to obtain: a map (60%); attractions information (60%); route information (49%); or accommodations/camping information (19%). Fewer travelers said they stopped to use the washrooms (11%), get other information (8%; fire info, off-road info, and to obtain a coupon book), event information (5%) or to take a break from traveling (3%).

Respondents were also asked what type of information they obtained at the PM/MR VIC (Figure 11). Nearly three quarters of travelers interviewed indicated they obtained a map (73%), while just over half of travelers obtained attraction information (54%) or route information (54%). Fewer travelers obtained event information (22%), accommodation/campground information (16%), or other information (11%; coupon book, golfing info, road conditions, ferries information). Note that while only 5% of travelers entered the PM/MR VIC looking for event information, 22% obtained information on the topic.

Reasons for Stopping at the PM/MR VIC

Why did you stop at the VIC today?

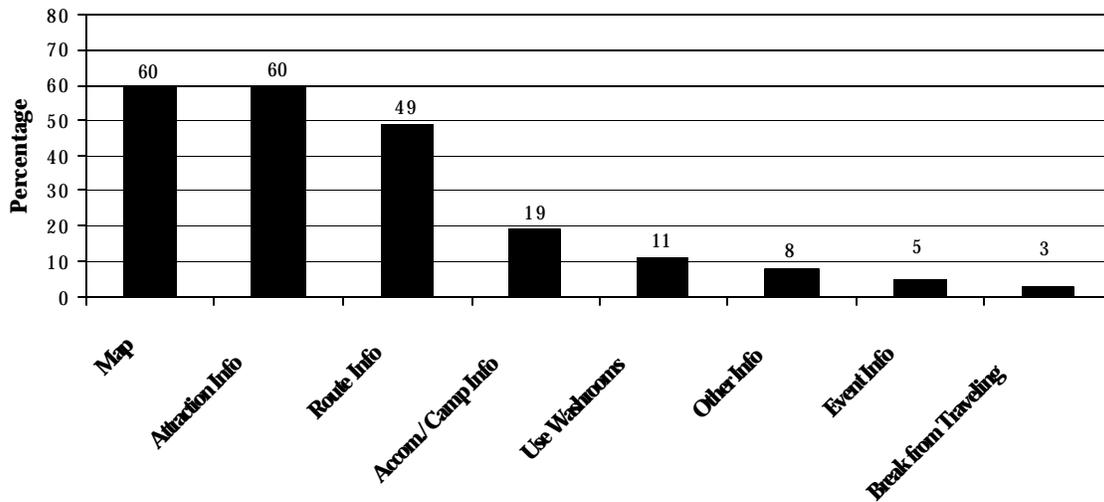


Figure 10. The reasons why travelers stopped at the PM/MR VIC (n=86). The total number of responses exceeds 100% because respondents could give more than one reply.

Information Obtained at the PM/MR VIC

While visiting today what kind of information did you obtain?

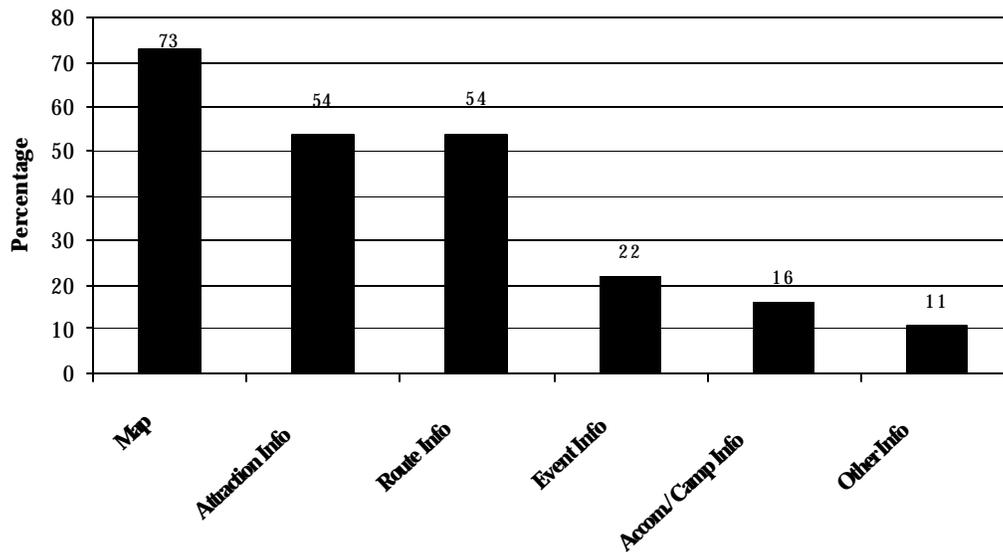


Figure 11. The information obtained by travelers at the PM/MR VIC (n=86). The total number of responses exceeds 100% because respondents could give more than one reply.

Nearly all travelers interviewed at the PM/MR VIC spoke with a Counsellor (97%; Table 6). All travelers from Overseas and from any Canadian province spoke with a Counsellor.

Table 6. The percentage of travelers who spoke with a Counsellor at the PM/MR VIC by traveler origin category.

Traveler Origin	Percentage that Spoke with a Counsellor¹	
	Yes (n=34)	No (n=1)
BC	100.0	0.0
US	0.0	100.0
Overseas	100.0	0.0
Other Canada	100.0	0.0
Total	97.1%	2.9%

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

Counsellors at the PM/MR 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 parties who used the PM/MR VIC (excluding locals). Due to the high proportion of travelers who spoke with a Counsellor, this estimate (725 between July 1 and September 15, 2002) is equal to the non-resident party count that the PM/MR VIC staff recorded.

Travelers were asked, “Overall, how well did the VIC meet your expectations?” All of the respondents indicated that their expectations were either met or exceeded (Table 7). Nearly one third of travelers indicated that the PM/MR VIC exceeded their expectations while the remaining two thirds felt that the PM/MR VIC met their expectations. No travelers indicated that the PM/MR VIC fell short of their expectations.

The highest proportion of satisfied travelers were Overseas travelers, with those who had their expectations exceeded 72% of the time, whereas BC residents replied that their expectations were exceeded 35% of the time.

Travelers at the PM/MR VIC were also asked why the VIC fell short, met or exceeded their expectations (Figure 12). Of the 100 comments received, all were positive. Most positive comments were about good information, helpful staff and friendly people. Fewer indicated that there was good access, it was a nice building/area, and it was clean.

Table 7. The proportion of travelers who felt the PM/MR 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.

	Percentage of Travelers who Felt the PM/MR VIC Fell Short, Met, or Exceeded Their Expectations¹		
	Fell Short (n=0)	Met (n=23)	Exceeded (n=12)
Overall	0.0%	65.7%	34.3%
Origin			
BC	0.0%	65.0%	35.0%
US	0.0%	100.0%	0.0%
Overseas	0.0%	28.5%	71.5%
Other Canada	0.0%	100.0%	0.0%
Spoke with a Counsellor²			
Yes	0.0%	64.7%	35.3%
No	0.0%	100.0%	0.0%
Primary Purpose			
Leisure	0.0%	60.0%	40.0%
Visit Friends & Family	0.0%	80.1%	19.9%

1. Samples sizes were too small to test statistically.

2. As there is only one 'No' response, it is not indicative of the overall population.

Reasons Why Travelers Felt the PM/MR VIC Met or Exceeded Their Expectations

How did the VIC exceed, meet or fall short of your expectations?

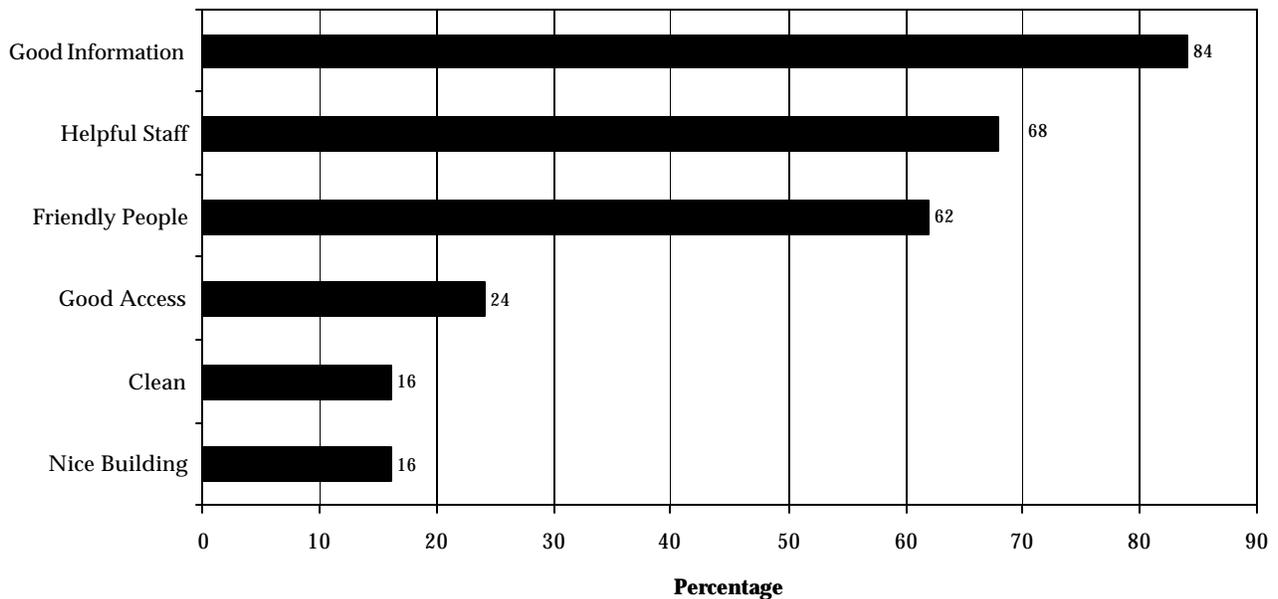


Figure 12. The reasons why travelers felt the PM/MR VIC met or exceeded their expectations.

Travelers interviewed at Golden Ears Provincial Park were also asked if they were aware of the PM/MR VIC. The majority of travelers interviewed (62%) at Golden Ears Provincial Park were not aware of the PM/MR VIC. Of those that indicated that they were aware of the center, more than half (58%) stopped or planned to stop at the PM/MR VIC. Those who were interviewed at the Alouette Lake Day-Use area were somewhat more aware of the PM/MR VIC (41%) than those interviewed at the Alouette Lake Campground (34%). In contrast, 42% (16 travelers) who were aware of the facility indicated that they were not planning to stop at the PM/MR VIC. The two types of reasons given for not stopping were either: no need to or that the traveler already knew where he/she was going (75%); or that the PM/MR VIC was out of the way (25%).

A large majority of travelers thought that the PM/MR VIC was in a good location, as indicated by 88% of those surveyed at the PM/MR VIC, and 67% of those at Golden Ears Provincial Park (Table 8). The reasons given for the PM/MR VIC being in a good location were that it was easy to find, it had good access, it was located near a main road, and it had good signage. Other reasons given as to why it was in a good location, included ample parking and the VIC was convenient.

Four reasons were given as to why the PM/MR VIC was not in a good location: it was too far away (25%); it was located in Maple Ridge (25%); it should be located between the two communities (25%); and it needed better signage (25%).

Table 8. Reasons given by travelers as to why the PM/MR VIC is in a good location

	Reasons Why PM/MR VIC is in a Good Location	
	PM/MR VIC (n=29)	Golden Ears Provincial Park (n=26)
Easy to Find	28%	50%
Good Access	24%	4%
Good Signage	21%	8%
Near a main road	14%	19%
Parking	10%	8%
Location/City Centre	3%	12%

Those surveyed were also asked if they were aware that accommodations could be booked at some VICs throughout BC. The majority, 74%, indicated that they were not aware of the service. When asked if they would book accommodations at a VIC on a future trip, the majority of the travelers at the PM/MR VIC indicated that it was not likely (Figure 13). For those interviewed at Golden Ears Provincial Park, however, the most common response was almost equally divided between 'not likely' (30%) and 'somewhat likely' (31%). Travelers from the U.S. are the most likely to book accommodations at a VIC in the future, as 50% indicated that they were likely or very likely to make use of the service. Overseas residents and travelers from BC indicated that they were equally likely to make use of the service (18% and 17%, respectively), while travelers from other Canadian provinces had the lowest percentage indicate that they were likely or very likely to make use of the service (7%).

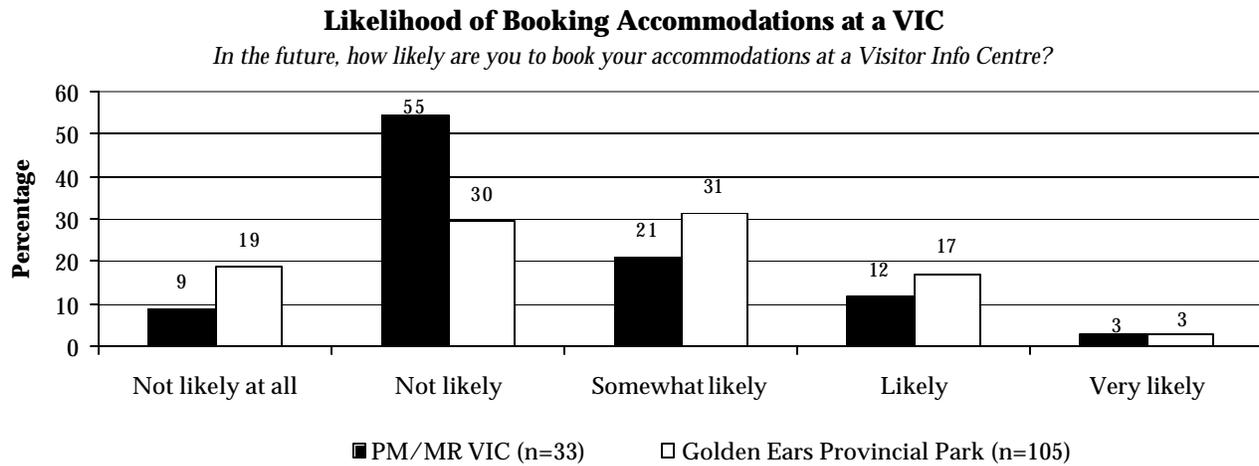


Figure 13. Likelihood of booking accommodations at a VIC at the PM/MR VIC and Golden Ears Provincial Park.

A total of three travelers at the PM/MR VIC provided suggestions for other products or services that could be offered. A visitor from overseas indicated that postcards and PM/MR pins would be desirable. A Canadian traveler from outside of British Columbia suggested a more detailed map of the region, while a BC resident was interested in obtaining a Skytrain map.

All travelers were asked if they would visit a world class Wetlands Interpretive Centre if it was available in the Pitt Meadows/Maple Ridge area. The majority of travelers to both the PM/MR VIC (70%) and Golden Ears Provincial Park (67%) indicated that they would visit a world class Interpretive Centre.

Expenditures

Travelers were asked, *“In Canadian Dollars, what were your travel party’s total expenditures **yesterday**, including accommodations?”* Travelers at the PM/MR VIC spent slightly more than travelers interviewed at Golden Ears Provincial Park. On average, travelers at the PM/MR VIC spent \$144.69 and those at Golden Ears Provincial Park spent \$121.18 (Table 9). At both locations, on average, there were no statistical differences in expenditures between origin categories. The large difference between sites is due to the expense of the accommodation that the traveler used. See Appendix D for expenditures by accommodation category tables.

Table 9. The average daily expenditures of travelers at the PM/MR VIC and Golden Ears Provincial Park.

\$ CDN DAILY Expenditures	Average Per Party Daily Expenditure	
	PM/MR VIC (n=23)¹	Golden Ears Provincial Park (n=55)²
British Columbia	\$135.00	\$111.68
US	N/A	\$136.11
Overseas	\$189.71	\$129.20
Other Canada	\$112.13	\$118.33
Total³	\$144.69	\$121.18

1. 33% (12) travelers began trip today and were on the trip as a day trip, and therefore did not have responses, 3% (1) Don't Know/No Response (DK/NR). Business travelers not included in this analysis.
2. 36% (38) travelers began trip today and were on the trip as a day trip, and therefore did not have responses, 10% (11) DK/NR. Business travelers not included in this analysis.
3. There is no statistical difference in the mean between the PM/MR VIC and Golden Ears Provincial Park. The top and bottom 2% of responses were trimmed to ensure an accurate mean daily expenditure.

In the summer of 2003, PM/MR VIC users spent \$314,701 in the Pitt Meadows/Maple Ridge area and another \$524,501 while traveling throughout the rest of the province (Table 10). These figures do not represent the economic impact of the PM/MR VIC but rather the total expenditures of travelers in the Pitt Meadows/Maple Ridge area and in the rest of the province while on the trip during which they were interviewed at the PM/MR VIC.

Table 10. Estimated expenditures of travelers who visited the PM/MR VIC.

July 1 – August 31, 2003^{1,2}	PM/MR VIC
Estimated Total VIC parties in July 1 – August 31, 2003	725
Average Daily Expenditures	\$145
Estimated Total Expenditures in the PM/MR area by VIC Users	\$314,701
Estimated Total Expenditures outside of the PM/MR area by VIC Users	\$524,501
Estimated Total Expenditures in British Columbia by VIC Users	\$839,202

1. For details on the methods used to calculate the numbers, please see Appendix C.
2. Does not include residents of the PM/MR area.

Impact of the VIC on Traveler Behaviour

Travelers were asked four questions to gauge how the PM/MR 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 PM/MR VIC had a positive impact on traveler behaviour. Nearly half (43%) of the travelers at the PM/MR VIC indicated that they had learned about new activities as a result of stopping at the VIC (Figure 14). Thirty-one percent replied they would make another trip, and only 3% replied that

they would extend their stay by one or more nights as a result of their stopping at the PM/MR VIC.² Ninety-three percent of those who learned about new activities planned to participate in them, with the majority (83%) planning to do so during their current trip; while 16% planned to participate in the activities on a future trip (the sum of the percentages equal more than 100% because some travelers indicated they learned about multiple new activities).

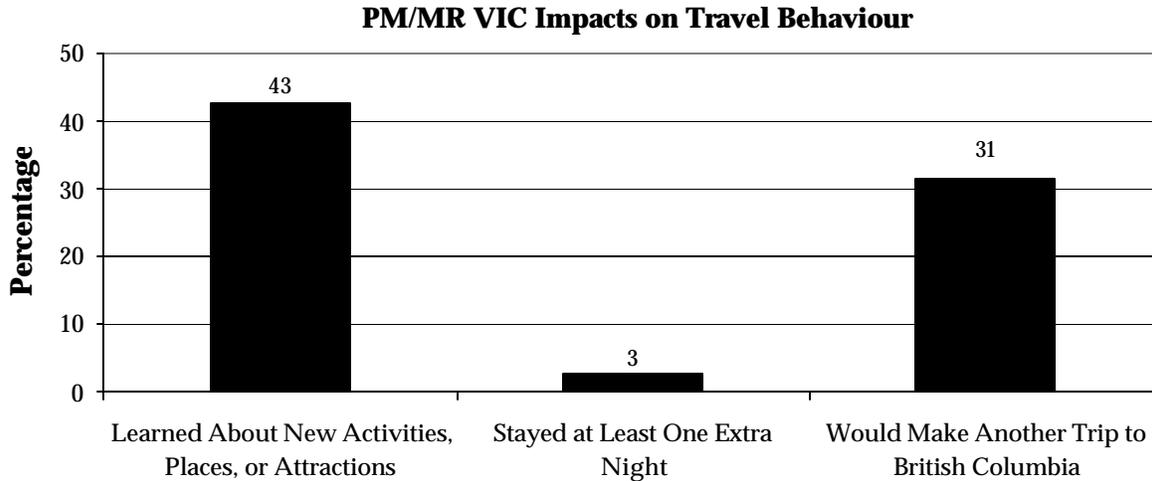


Figure 14. The proportion of travelers (n=35) at the PM/MR VIC that learned about new activities, places or attractions, stayed at least one extra night or would make another trip to BC as a direct result of the PM/MR VIC.

A number of trip and traveler characteristics could influence the impact of the PM/MR VIC on traveler behaviour. Characteristics like traveler origin, speaking with a VIC Counsellor, primary trip purpose, flexibility in activities participated in while in the PM/MR area, flexibility in the time spent in the PM/MR area, or the time spent in British Columbia were examined to understand if they influenced the impact the PM/MR VIC had on traveler behaviour (Table 11). Travelers from all origins learned about new activities in the region as a result of visiting the PM/MR VIC, however those from Other Canadian Provinces were the least likely to discover something new. Those who came on the trip for leisure purposes were less likely to learn about new activities than those who came for visiting friends and family, perhaps reflecting that those who came for leisure travel did more research about the region they were visiting.

While flexibility in the activities in the PM/MR region did not play a significant role in travelers' uptake of new information, time flexibility in the region appears to have played a role; those with the most flexible itineraries in the region learned the most about new activities. There was no apparent effect, however, on the likelihood of making another trip to the area. Additionally, time flexibility in British Columbia played no apparent role in either the likelihood of learning new activities, or in the probability of returning to British Columbia.

²Additional spending as a result of these findings was calculated and presented in the full study results. These estimates can be obtained from the Pitt Meadows/Maple Ridge Visitor Info Centre.

Table 11. The impact of the PM/MR 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 ² :	
	Learned About New Activities, Places or Attraction ^{1,4} (n=15)	Would Make Another Trip to British Columbia ¹ (n=11)
Origin		
British Columbia	45.0%	30.0%
US	N/A	N/A
Overseas	42.9%	42.9%
Other Canada	28.6%	14.3%
Spoke With A Counsellor		
Yes	41.2%	29.4%
No	N/A	N/A
Primary Trip Purpose³		
Leisure	36.0%	32.0%
Visiting Friends & Family	60.0%	30.0%
Flexibility with Activities		
Inflexible (all activities are planned)	N/A	N/A
Moderately Flexible (about half of activities are planned)	41.2%	23.5%
Very Flexible (less than half of activities are planned)	40.0%	33.3%
Time Flexibility in the PM/MR area		
Inflexible (you have to depart at a set time)	37.5%	25.0%
Moderately Flexible (you can change the time of the day of departure)	41.6%	41.6%
Very Flexible (you can change the day of departure)	53.8%	23.1%
Time Flexibility in British Columbia		
Inflexible (you have to depart at a set time)	66.6%	22.2%
Moderately Flexible (you can change the time of the day of departure)	16.6%	83.3%
Very Flexible (you can change the day of departure)	45.5%	36.4%

1. Don't Know/No Response for: Learned About New Activities, Places, or Attractions = 1; Would Make Another Trip to BC = 13.
2. This table only contained one response for the column of 'Would Stay at Least one Extra Night' (DK/NR = 6). The traveler staying an extra night was from 'Other Canada'; Spoke with a Counsellor, Visiting Friends and Family; and Very flexible in terms of Activities, time in PM/MR area, and time in BC.
3. Business travelers were not asked these impact questions.
4. Sample size issues did not permit any statistical testing of primary trip purpose and flexibility with activities.

Travelers at the PM/MR VIC learned about a wide range of new activities (Table 12). Travelers reported learning about: the airport open-house, Golden Ears Provincial Park, campgrounds, berry picking, the dyke, Frogstone, Hackers Haven, the Meadow Maze, dance, golf courses, and off-roading. Vancouver area information was also learned about, such as the Skytrain, ferries, Stanley Park, and Granville Island. Almost all travelers indicated they would participate in the new activity they learned about but none indicated they would spend extra time in the area to participate in that activity.

Table 12. The proportion of travelers who learned about each new activity, the proportion that would participate in that new activity, when they would participate in those activities, the proportion that would spend extra time in the PM/MR area and the average number of hours spent participating in each activity.

Top Fifteen New Activities That Travelers Learned About	% Of All New Activities (n=19)	% That Will Participate	Timeline For Participation (Percentage of Total for each)*			% That Will Spend Extra Time	Average Hrs. Spent On Each Activity*
			Sometime on this trip	On a future trip	Unsure		
Airport Open House	21.1%	50%	50%	50%	0%	0%	NA
Golden Ears Provincial Park	10.5%	N/R	NA	NA	NA	NA	NA
Berry Picking	5.2%	100%	0%	0%	100%	NA	NA
Campgrounds	5.2%	100%	100%	0%	0%	N/R	NA
Dance	5.2%	100%	0%	100%	0%	NA	NA
Dyke	5.2%	100%	100%	0%	0%	0%	NA
Ferries	5.2%	100%	100%	0%	0%	N/R	NA
Frogstone	5.2%	100%	100%	0%	0%	0%	NA
Golf Courses	5.2%	100%	0%	0%	100%	NA	NA
Granville Island	5.2%	100%	100%	0%	0%	0%	NA
Hackers Haven	5.2%	100%	100%	0%	0%	0%	NA
Meadows Maze	5.2%	0%	NA	NA	NA	NA	NA
Off-roading	5.2%	100%	100%	0%	0%	0%	NA
Skytrain	5.2%	100%	100%	0%	0%	0%	NA
Stanley Park	5.2%	100%	100%	0%	0%	0%	NA

N/R – Don't Know/No Response

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

Conclusions

1. Travelers who stop at the PM/MR VIC differ somewhat from the typical traveler intercepted at Golden Ears Provincial Park. Relative to travelers at Golden Ears Provincial Park, those at the PM/MR VIC are more likely to be:
 - From BC or Other Canadian Provinces and less likely to be from Overseas,
 - Traveling in a smaller party with fewer children,
 - Traveling for leisure and visiting friends and family and less likely to be traveling for business,
 - Traveling using other modes of transportation such as airplane, and less likely to be traveling by car,
 - Less likely to be staying in a campground and more likely to be on a day trip,
 - Less likely to use print/TV or Tourism Operators/Tourism Businesses as an information source for trip planning,
 - More likely to have their primary activity be sightseeing and not beach activities.

Travelers at the PM/MR VIC were similar to travelers at Golden Ears Provincial Park in their:

- Age,
- Education,
- Income,
- Number of days spent in the PM/MR area,
- Trip planning horizons,
- Flexibility in activities, flexibility in time spent in the PM/MR area, flexibility in time spent in British Columbia.

2. The profile of travelers at the PM/MR VIC can be applied:
 - To ensure that the current information provided to PM/MR VIC users reflects the needs of travelers using the PM/MR VIC. For example, is there enough information at the PM/MR VIC about places to walk or hike?
 - To design a marketing plan to attract travelers who do not currently use the PM/MR VIC. For example, a plan could be designed to encourage travelers who are visiting friends and relatives in the PM/MR area to visit the PM/MR VIC.
3. The profile of travelers at the PM/MR VIC and at Golden Ears Provincial Park can be used for business planning and management of new and existing tourism businesses in the PM/MR. The data presented here provides details on the types of clients new tourism businesses in the PM/MR area can expect and characteristics, interests and trip flexibility of potential clients that could be attracted through marketing (brochures, etc.) at the PM/MR VIC.
4. The PM/MR VIC had a positive impact on traveler behaviour. Forty-three percent of travelers learned about new activities/places/attractions; 3% reported that they would stay at least one additional night and 31% would make another trip as a direct result of the information they obtained at the PM/MR VIC. Repeat visits are important for generating long term tourism income for the Pitt Meadows/Maple Ridge 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.

5. Nearly all of the travelers who stopped at the VIC spoke to a travel counsellor (97%), with most travelers mentioning that the staff was helpful (68%) and friendly (62%). This positive feedback reinforces the importance of having a Counsellor available at all times to help travelers.
6. The majority of travelers at Golden Ears Provincial Park were not aware of the PM/MR VIC. This fact, combined with the few non-resident travelers encountered at the PM/MR VIC, indicates that some marketing work to draw more non-resident travelers to the PM/MR VIC could be beneficial.
7. The majority of travelers at both the PM/MR VIC and Golden Ears Provincial Park indicate they would visit a world-class Wetlands Interpretative Centre. Work should continue on assessing the feasibility of establishing this type of attraction in the Pitt Meadows/Maple Ridge area.

Limitations

1. These results are representative of travelers who stopped at the PM/MR VIC or at Golden Ears Provincial Park between July 1 and August 30, 2003. The results do not represent the impact of the PM/MR VIC for the whole year. Applying these results to the remaining months in the year could over estimate the impact of the PM/MR 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 PM/MR VIC had on travelers who did not live in the PM/MR area. This study did not explore the impacts of the PM/MR VIC had on travelers calling or emailing for information prior to their visit. This may be of particular importance to the PM/MR VIC, as nearly 72% of those who agreed to complete the survey were from the local area.
3. Due to the high proportion of residents that use PM/MR VIC, a small number of interviews of non-residents were completed. Therefore, many of the statistics contained within this report were produced with small sample sizes; consequently the results should be treated with caution.
4. 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.
5. 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) 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 725 parties visited the PM/MR VIC between July 1 and August 30, 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 PM/MR VIC came in an RV, the following calculation could be done.

725 parties * 0.179 (percentage of travelers traveling in an RV) = 130 non-resident parties with a RVs PM/MR VIC between July 1 and August 30 of 2003.

Appendices

Appendix A- Interviewer schedule and interviews completed

Appendix B- Questionnaires

Appendix C- Calculation of total PM/MR VIC use

Appendix D- Expenditures by site and accommodation type

Appendix A-Interview Schedule and Interviews Completed

Table A1. The day and number of travelers approached, the number that agreed to the interview, the number of residents, number of refusals and the number of tourists interviewed at the PM/MR VIC and Golden Ears Provincial Park (Alouette Lake Campground and Day-use areas) during the study period.

	Pitt Meadows/Maple Ridge VIC					Golden Ears Provincial Park (Alouette Lake Day-Use and Campground)				
	Number of People Approached	Agree to Interview -YES	Number of Residents	Refusals	Tourists	Number of People Approached	Agree to Interview -YES	Number of Residents	Refusals	Tourists
June 28*	8	6	1	2	4	5	5	1	0	4
July 4	6	5	5	1	0	0	0	0	0	0
July 5	0	0	0	0	0	24	18	7	6	9
July 9	11	10	8	1	2	0	0	0	0	0
July 10	0	0	0	0	0	26	17	10	9	6
July 14	6	5	5	1	0	0	0	0	0	0
July 15	0	0	0	0	0	14	14	5	0	8
July 19	0	0	0	0	0	39	31	14	8	12
July 20	10	9	8	1	1	0	0	0	0	0
July 23	7	7	2	0	5	0	0	0	0	0
July 24	1	0	0	1	0	44	35	23	9	10
July 26	8	7	6	1	1	0	0	0	0	0
July 29	7	6	4	1	2	0	0	0	0	0
July 30	0	0	0	0	0	15	13	3	2	10
Aug 4	5	4	1	1	0	0	0	0	0	0
Aug 5	0	0	0	0	0	18	18	5	0	11
Aug 7	15	12	8	3	4	0	0	0	0	0
Aug 9	0	0	0	0	0	17	12	6	5	6
Aug 13	12	11	9	1	1	0	0	0	0	0
Aug 14	16	15	15	1	0	0	0	0	0	0
Aug 15	8	8	6	0	2	7	7	2	0	5
Aug 17	17	17	9	0	8	0	0	0	0	0
Aug 20	0	0	0	0	0	35	28	15	7	9
Aug 21	9	7	7	2	0	0	0	0	0	0
Aug 22	4	2	2	2	0	0	0	0	0	0
Aug 25	0	0	0	0	0	25	18	10	7	7
Aug 29	0	0	0	0	0	18	14	5	4	9
Aug 30	9	9	5	0	4	0	0	5	0	0
Total	159	141	101	19	39	287	230	106	57	123

Note: The number of residents and refusals was not known for some days so 0's were assumed.

* Some interviews were conducted on June 28 but these data were applied to July for calculation of economic impact (Appendix C).

Appendix B-Questionnaires

Appendix B-Interview Questions (PM/MR 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 Pitt Meadows / Maple Ridge 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 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 Pitt Meadow/Maple Ridge area? By Pitt Meadows/Maple Ridge area we mean between the Pitt River and the Stave River.

NO YES *Go to Reason for stopping*

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 _____ DK/NR

What is your primary destination?

_____ NONE, TOURING DK/NR

How did you get here? Was it by

CAR/TRUCK/MC RV BUS BICYCLE OTHER _____ DK/NR

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 traveling in British Columbia? _____ days

Of those, how much time will be spent in the Pitt Meadows/Maple Ridge area? By Pitt Meadows/Maple Ridge area we mean between the Pitt River and the Stave River.

NONE-JUST PASSING THROUGH *Go to Accommodation* _____ 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

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

IF NOT JUST PASSING THROUGH, what is your primary (*most time spent*) leisure activity while in the Pitt Meadows/Maple Ridge area?

On this trip, 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 Pitt Meadow/Maple Ridge area? Is it

- INFLEXIBLE MODERATELY FLEXIBLE VERY FLEXIBLE DK/NR
 (all activities are planned) (about 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 Pitt Meadows/Maple Ridge 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 this trip? Was it

- 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 Pitt Meadow/Maple Ridge 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 (EXCLUDING CAMPING) OTHER _____
- TO OBTAIN CAMPGROUND INFORMATION OTHER _____
- TO OBTAIN REFRESHMENTS

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

- | | |
|---|--|
| <input type="checkbox"/> NOTHING | <input type="checkbox"/> EVENT INFORMATION |
| <input type="checkbox"/> MAP | <input type="checkbox"/> DK/NR |
| <input type="checkbox"/> ROUTE INFORMATION | <input type="checkbox"/> OTHER _____ |
| <input type="checkbox"/> ATTRACTION INFORMATION | <input type="checkbox"/> OTHER _____ |
| <input type="checkbox"/> ACCOMMODATION (EXCLUDING CAMPGROUND) INFORMATION | <input type="checkbox"/> OTHER _____ |
| <input type="checkbox"/> CAMPGROUND INFORMATION | |

While visiting today, did you speak with a Visitor Info 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-Go to *Extend in BC* 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 Pitt Meadows/Maple Ridge 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 Pitt Meadows/Maple Ridge Visitor Info Centre?

- NO YES DK/NR

Overall, how well did the Pitt Meadows/Maple Ridge 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

If available in the Pitt Meadows//Maple Ridge area, would you visit a world class Wetlands Interpretive Centre?

- NO YES DK/NR

Do you think the Pitt Meadows/Maple Ridge Visitor Info Centre is in a good location?

- NO *If NO, Why not?* _____ YES *Why?* _____ DK/NR

If NO, where is a better location?

- _____ DK/NR

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

- NO YES DK/NR

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

Are you aware that you can book accommodations at some Info Centres throughout BC?

- NO YES DK/NR

In the future, how likely are you to book your accommodations at a Visitor Info Centre?

- NOT LIKELY AT ALL NOT LIKELY SOMEWHAT LIKELY LIKELY VERY LIKELY 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

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 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 (Golden Ears Provincial Park)

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 Pitt Meadows/Maple Ridge 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 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 Pitt Meadow/Maple Ridge area? By Pitt Meadows/Maple Ridge area we mean between the Pitt River and the Stave River.

NO YES Thanks for agreeing to participate, in this study we are only interested in those from outside the Pitt Meadows/Maple Ridge 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 _____ DK/NR

What is your primary destination?

_____ NONE, TOURING DK/NR

How did you get here? Was it by

CAR/TRUCK/MC RV BUS BICYCLE OTHER _____ DK/NR

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 traveling in British Columbia? _____ days

Of those, how much time will be spent in the Pitt Meadows/Maple Ridge area? By Pitt Meadows/Maple Ridge area we mean between the Pitt River and the Stave River.

NONE-JUST PASSING THROUGH _____ HOURS _____ DAYS DK/NR
Go to Accommodation

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!!

IF NOT JUST PASSING THROUGH, what is your primary (*most time spent*) leisure activity while in the Pitt Meadows/Maple Ridge area?

On this trip, 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 Pitt Meadows/Maple Ridge area? Is it....

- INFLEXIBLE MODERATELY FLEXIBLE VERY FLEXIBLE DK/NR
 (all activities are planned) (about 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 Pitt Meadows/Maple Ridge 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 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 this trip? Was it....

- 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 _____

If available in the Pitt Meadow/Maple Ridge area, would you visit a world class Wetlands Interpretive Centre?

- NO YES DK/NR

Are you aware of the Pitt Meadows/Maple Ridge Visitor Info Centre on Harris Rd in Pitt Meadows?

- YES NO *Go to Aware Booking* DK/NR

If YES, on this trip, have you stopped or do you plan to stop at the Pitt Meadows/Maple Ridge Visitor Info Centre?

- YES NO *Why not?* _____ *Go to Good Location* DK/NR

If YES, what was / will be your reason for stopping? **Do not prompt, check all that apply**

- | | |
|--|---|
| <input type="checkbox"/> TO OBTAIN A MAP | <input type="checkbox"/> TO USE THE CENTRE'S WASHROOM FACILITIES |
| <input type="checkbox"/> TO OBTAIN ROUTE INFORMATION | <input type="checkbox"/> TO TAKE A BREAK FROM TRAVELING AND GET OUT OF YOUR VEHICLE |
| <input type="checkbox"/> TO OBTAIN ATTRACTION INFORMATION | <input type="checkbox"/> TO OBTAIN EVENT INFORMATION |
| <input type="checkbox"/> TO OBTAIN ACCOMMODATION INFORMATION (EXCLUDING CAMPING) | <input type="checkbox"/> OTHER _____ |
| <input type="checkbox"/> TO OBTAIN CAMPGROUND INFORMATION | <input type="checkbox"/> OTHER _____ |
| <input type="checkbox"/> TO OBTAIN REFRESHMENTS | |

Do you think the Pitt Meadows/Maple Ridge Visitor Info Centre on Harris Rd. in Pitt Meadows is in a good location?

- NO *If NO, Why not?* _____ YES *Why?* _____ DK/NR

If NO, where is a better location?

- _____ DK/NR

Are you aware that you can book accommodations at some Info Centres throughout BC?

- NO YES DK/NR

In the future, how likely are you to book your accommodations at a Visitor Info Centre?

- NOT LIKELY AT ALL NOT LIKELY SOMEWHAT LIKELY LIKELY VERY LIKELY 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?

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

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

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

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

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

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

MALE FEMALE

As a follow-up to this interview, we would like to contact you after your trip to inquire about 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 C - Calculation of Total VIC Use

Calculation of total parties that use the PM/MR 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 was summed to obtain total parties.

Table A2. The proportion of parties interviewed that spoke with a Counsellor, PM/MR VIC counts of parties counselled and the estimated total daily parties and estimated total monthly parties.

Date	Spoke with a Counsellor	PM/MR VIC Daily Party Counts ¹	Estimated Total Daily Parties	Estimated Total Monthly Parties
July 4	66.7	12	18	
July 9	100.0	12	12	
July 20	100.0	11	11	
July 23	100.0	9	9	
July 26	100.0	10	10	
July 29	100.0	10	10	
July Total		10.67	11.67	362
August 4	100.0	15	15	
August 5	100.0	11	11	
August 8	100.0	12	12	
August 13	100.0	12	12	
August 15	100.0	7	7	
August 17	100.0	12	12	
August 30	100.0	10	10	
August Total		11.29	11.29	350
Total (Estimate)				711
Total (VIC Counts)²				725

1. Excludes local parties.

2. Represents actual counts from VIC Counsellors. Since this number (725) is larger than the estimate of total parties, it will be used to calculate the economic impact of the PM/MR VIC.

Appendix D-Expenditures by Accommodation Type

Table A4. PM/MR VIC Expenditure by Accommodation Type (statistically significant difference)

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval		Minimum	Maximum
					Lower Bound	Upper Bound		
HOTEL/MOTEL	6	218	73.9	30.2	140.42	295.57	150	350
CAMPGROUND/ RV PARK	8	128.12	31.2	11.0	102.07	154.17	75.0	150.0
FRIENDS OR RELATIVES	8	119.99	78.34	27.7	54.50	185.49	9.95	250
TOTAL	23	144.69	76.41	15.93	111.65	177.73	9.95	350.00

Table A5. Alouette Lake Day-Use Area Expenditure by Accommodation Type (statistically significant difference)

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval		Minimum	Maximum
					Lower Bound	Upper Bound		
HOTEL/MOTEL ¹	9	173.66	96.18	32.06	99.73	247.60	50	368
CAMPGROUND/ RV PARK	10	111.90	50.85	16.08	75.52	148.28	35.00	200.00
FRIENDS OR RELATIVES	8	77.87	29.22	10.33	53.44	102.30	10	100
TOTAL	28	118.75	75.52	14.27	89.47	148.03	10	368.00

1. An outlier of \$1500 daily expenditure was excluded from the analysis

Table A6. Alouette Lake Campground Expenditures by Accommodation Type

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval		Minimum	Maximum
					Lower Bound	Upper Bound		
HOTEL/MOTEL	5	209.00	168.16	75.21	.19	417.81	95.00	500.0
CAMPGROUND/ RV PARK	19	100.26	61.30	14.06	70.72	129.81	33.00	300.00
FRIENDS OR RELATIVES ¹	4	97.5	82.61	41.31	-33.95	228.96	0.00	200.00
TOTAL	28	119.28	96.27	18.19	81.95	156.61	0.00	500.00

1. Variance is large due to low sample size.