



RESEARCH AND PLANNING

VALUE OF THE BRITISH COLUMBIA VISITOR CENTRE @ GOLDEN STUDY RESULTS - FOR DISTRIBUTION

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The 2007 Value of the British Columbia Visitor Centre @ Golden was part of Tourism British Columbia's Value of the Visitor Centre research program. It was a comprehensive study of users of the British Columbia Visitor Centre @ Golden between June and August of 2007.

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This report was prepared by the Karim Dossa on contract with Research and Planning, Tourism British Columbia.

Executive Summary

Due to increasing needs in communities around the province, Research and Planning, Tourism British Columbia has developed a methodology that Visitor Centres (VCs) can use to measure the impact of the VC on traveller behaviour and to determine the economic benefit of the VC. The purpose of this study was to assess the impact of the British Columbia Visitor Centre @ Golden (Golden VC).

Specifically, the study objectives were:

1. To profile travellers who use the Golden VC in terms of traveller and trip characteristics.
2. To measure the influence the Golden VC has on the decision-making process of travellers in British Columbia: the influence the VC 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. Travellers were interviewed at the Golden VC to obtain information about the typical traveller to the VC. On-site interviews collected information from travellers during their trip and a mailback questionnaire collected information from travellers after their trip. The purpose of the mailback questionnaire was to gather information about trip motivation, planning, experiences and activities, to compare mid-trip and post trip perceptions regarding the VC's impact on traveller behaviour, and to understand travellers' perceptions of Golden and British Columbia upon trip completion.

- Between June 1 and August 31 of 2007, 1,740 people were approached at the Golden VC, 1,116 agreed to the interview, but 43 were excluded because they were from Golden. Seven respondents indicated that they were part of an organized tour group and were removed from the analysis in an effort to represent the results of independent travellers. Another three surveys were removed due to incompleteness, resulting in 1,063 useable surveys.
- Seventy-five percent of travellers at the Golden VC agreed to complete the mailback survey.
- At the Golden VC, 14% of travellers were from British Columbia, over a half (52%) were from other provinces or territories in Canada, while fewer were from the US (13%) or from outside North America (22%).
- Overall, the average party size was 2.9 people and 29% of travel parties had children. Those parties with children had an average of 4.2 people travelling in their group.
- On average, respondents had taken an average of 3.7 leisure trips over the previous 12 months.
- The majority of travellers at the Golden VC were travelling for leisure purposes (75%), while fewer were travelling to visit friends and family (20%) or for business (3%).

- Most travellers (90%) at the Golden VC used a car/truck/motorcycle as their primary mode of transportation, whereas fewer travelled in a recreational vehicle (10%) or using a bicycle (1%).
- Over half (51%) of travellers were staying in resorts/hotels/motels/B&Bs and nearly a third (30%) were staying in campgrounds/RV parks. Fewer were staying with friends or relatives (14%) or in other types of accommodations (6%).
- Half of the travellers (50%) had a destination somewhere within British Columbia, a third (32%) were touring with no particular primary destination and the remaining 18% had primary destinations outside British Columbia. Most of the visitors who were travelling to destinations within British Columbia were travelling to the Thompson Okanagan (31%) and Vancouver Coast and Mountains (31%) regions.
- Travellers at the Golden VC planned to spend an average of 19 days away from home, including 9 days in British Columbia and 2 days in Golden. Over half of the travellers (55%) indicated that they were just passing through Golden.
- The majority of travellers (85%) spent three weeks or more planning their trip.
- Past experience (62%), advice from friends/relatives (59%) and other Internet sites (47%) were the top three information sources used before travel. Also important, but less frequently used information sources included visitor guides and brochures (43%), travel guide books (37%), and local/regional tourism sites (33%).
- Visitor Centres (83%) and visitor guides and books (63%) were most frequently cited as information sources used during the trip by mailback respondents. Also important but less frequently used information sources included previous experience (37%), advice from friends/relatives (32%), travel guide books (30%), and local/regional tourism sites (16%).
- Over one fifth of the travellers (21%) were very flexible with the amount of time that they could spend in Golden. Overall, respondents were somewhat more flexible in terms of spending additional time in British Columbia, as a third of BC resident (33%) and non-resident travellers (32%) indicated they could extend their trip in British Columbia by an extra day or days.
- In the mailback survey, travellers were asked about leisure activities they participated in during their trip. The three most frequently cited activities by visitors at the Golden VC were visiting municipal/provincial/national parks (79%), shopping for local arts and crafts (55%) and hiking (53%).
- Almost three-quarters (71%) of all travellers at the Golden VC spoke with a Visitor Information Counsellor.

- Almost half (48%) of all travellers were aware of their ability to purchase tickets for attractions and make reservations for accommodation at the Golden VC.
- Over two-fifths (45%) of the mailback respondents visited another VC in British Columbia during their trip.
- Positive images of the Golden region were dominated by the beautiful scenery/landscapes of the region, family/friends, and accessibility through roads/links/highways.
- Negative images of the Golden region focussed on the road conditions, road construction, traffic and limited choice of restaurants.
- Respondents to the mailback questionnaire were asked to rate various components of their trip and their overall travel experience in the Golden region. Ratings were high for overall travel experience and for each trip component, especially access to information about Golden and customer service.
- Respondents to the mailback questionnaire were asked about their satisfaction with their trip in British Columbia. The majority of travellers were either 'very satisfied' (83%) or 'somewhat satisfied' (7%) with their experience in all of British Columbia.
- Over three-fifths of mailback respondents were 'very likely' (36%) or 'likely' (27%) to return to the Golden region.
- In terms of likelihood of taking another leisure trip in British Columbia, an overwhelming majority of travellers indicated that they were either 'very likely' (72%) or 'likely' (16%) to take another trip.
- Travellers at the Golden VC spent an average of \$213.87 per party per day. Average daily expenditure **per person** was also calculated, with the result being \$85.03 per person per day. There were notable differences in expenditures when broken down by origin of the travellers, primary accommodation type, travel party size and age.
- In the summer of 2007, Golden VC users were estimated to have spent \$2.9 million in the Golden region and \$27.6 million on their trip throughout the rest of the province.
- The Golden VC had a positive impact on traveller behaviour. Almost two-fifths (37%) of the travellers said that they learned about new trip activities as a result of their stopping at the VC. Almost one-fifth (16%) replied they would spend extra time in the Golden region, 12% would spend extra time in other parts of British Columbia, and almost three-fifths (57%) would make another trip in/to British Columbia as a result of the information obtained at the VC.

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Introduction

Visitor Information Counsellors at British Columbia's 115 Visitor Centres (VCs) provided travel counselling and advice to nearly 1.7 million visitor parties in 2007. In addition, many more travellers used VCs without actually speaking with a Counsellor. The use of the VCs provides communities with an opportunity to influence the activities and satisfaction of travellers, 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 and Planning, Tourism British Columbia has developed a methodology that Visitor Centres (VCs) can use to measure the impact of the VC on traveller behaviour and to determine the economic benefit of the VC. A pilot project was conducted in 2001 to test the methodology of measuring such impacts. This study at the British Columbia Visitor Centre @ Golden (Golden VC) in the summer of 2007 was designed using the methodology developed in the 2001 pilot project.

The purpose of this study was to assess the impact of the British Columbia Visitor Centre @ Golden. Specifically, the study objectives were:

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

Methods

A one-location, two-stage survey design was used to examine the study objectives. Travellers were interviewed at the Golden VC to obtain information about the typical traveller to the VC. On-site interviews collected information from travellers during their trip and a mailback questionnaire collected information from travellers after their trip. The purpose of the mailback questionnaire was to gather information about trip motivation, planning, experiences and activities, to compare mid-trip and complete trip perceptions regarding the VC's impact on traveller behaviour, and to understand travellers' perceptions of Golden and British Columbia upon trip completion.

Similar studies conducted in British Columbia have collected information from travellers at a reference site (a place where tourists congregate in the community) in addition to the VC. The purpose of the reference site is to collect information about the typical traveller to the community and build a profile of travellers who are not presently using the VC. In Golden, data was not collected at a reference site because of feasibility issues associated with potential sites.

Data Collection - Interview

Two interviewers collected data between June 1 and August 31, 2007. For the most part, the interviewers' schedule consisted of a systematic sample of four continuous days of interviewing followed by two days off (Appendix A).

Potential respondents were randomly selected as they exited the VC. Respondents were asked if they were willing to participate in an eight to ten minute interview and were given a *Super, Natural British Columbia*[®] refrigerator magnet for their time if they agreed to participate. Respondents were then asked if they were residents of the Golden region (defined as the area north of Spillimacheen and between Roger's Pass and Field). If so, they were eliminated from the remainder of the interview ensuring that only non-resident travellers were interviewed. Travellers who were part of an organized tour group were also screened out of the survey in an effort to focus on independent travellers. Business travellers and day trippers were asked only minimal trip characteristics questions before exiting the survey in an effort to focus analysis on leisure travellers. The interviewers recorded responses on handheld computers (Palm Pilots) using Techneos Data Entryware software.

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

- traveller demographics,
- primary trip purpose,
- primary destination,
- primary mode of transportation,
- trip duration,
- length of stay in Golden and in British Columbia,
- primary accommodation,
- daily expenditures,
- trip flexibility,
- use of the VC, and
- perceived impacts of the VC on the rest of their trip.

In addition, mailing addresses were collected from those respondents in the interview who agreed to participate in the mailback questionnaire. A copy of *British Columbia Magazine* and a chance to win a digital camera were used as incentives to achieve a high participation rate in the mailback questionnaire.

Between June 1st and August 31st, 2007, 1,740 people were approached at the Golden VC; 1,116 agreed to the interview, but 43 were excluded because they were from the local area. Seven respondents were travelling as part of an organized tour group and were removed from the analysis in an effort to represent the results of independent travellers. Three surveys that were barely filled out, and for all practical purposes considered incomplete, were also excluded resulting in 1,063 useable surveys (Table 1).

Table 1. Travellers surveyed at the Golden VC.

	Travellers Approached	Agreed to Interview	From Local Community¹	Part of Organized Tour Group	Incomplete Surveys	Useable Traveller Surveys²
Golden VC	1,740	1,116	43	7	3	1,063

1. The Golden region includes the area north of Spillimacheen and between Roger's Pass and Field.

2. Includes 34 business travellers who were eliminated from the survey after the first several questions of the interview. Results are presented where applicable.

Data Collection - Mailback

Mailback questionnaires were sent to consenting visitors with a business reply envelope and a *British Columbia Magazine* in mid-September 2007 after the interview field season came to a close. The first mailing was followed by a second mailing of a reminder postcard and a third mailing of just a questionnaire and a business reply envelope. Responses were accepted until early January 2008.

The mailback questionnaire collected a variety of information including (see mailback questionnaire in Appendix B):

- travel party demographics,
- trip duration,
- length of stay in British Columbia,
- primary destination,
- destination decision-making,
- trip motivation,
- trip activities,
- trip planning,
- trip expenditures,
- trip routing,
- the VC's impact on their trip,
- use of other VCs in British Columbia,
- positive and negative images of Golden,
- unique characteristics of Golden as a vacation destination,
- satisfaction with Golden and British Columbia, and
- the likelihood of returning to Golden and British Columbia.

Seventy-five percent of travellers at the Golden VC agreed to complete the mailback survey and 51.5% (n=390) returned the mailback survey by January 10, 2008 resulting in 390 useable mailback surveys for analysis. (Table 2).

Table 2. Mailback survey response from travellers intercepted at the Golden VC.

	Travellers Asked to Participate in Mailback¹	Agreed to Complete Mailback	Incomplete Addresses	No Response	Useable Mailback Surveys
Golden VC	1,016	758 (74.6%)	10	358	390 (51.5%)

1. Does not include business travellers (n=34), day trippers (n=5) and those who did not complete the intercept survey to the end (n=8).

Data Analysis

Descriptive statistics were used to analyze and summarize results of the report. 'Don't know/No response' answers and responses from business travellers have been excluded from the analyses for all questions unless otherwise noted. For some sections, results are presented by traveller sub-group (e.g. segmented based on traveller demographics or trip characteristics) to examine the difference among sub-groups.

In an effort to provide practical and actionable information to meet stakeholders' operational or marketing needs, this report will focus on practical differences rather than statistical differences. The rationale for this approach is that very small and unimportant differences can be found to be statistically significant under certain circumstances. As such, this report typically takes note of where there is a difference of ± 10 percentage points (ppts) or more. In the report's tables, differences that are 10 ppts or more higher than the overall results are highlighted in blue, while differences that are 10 ppt or more lower are shown in red (Figure 1).

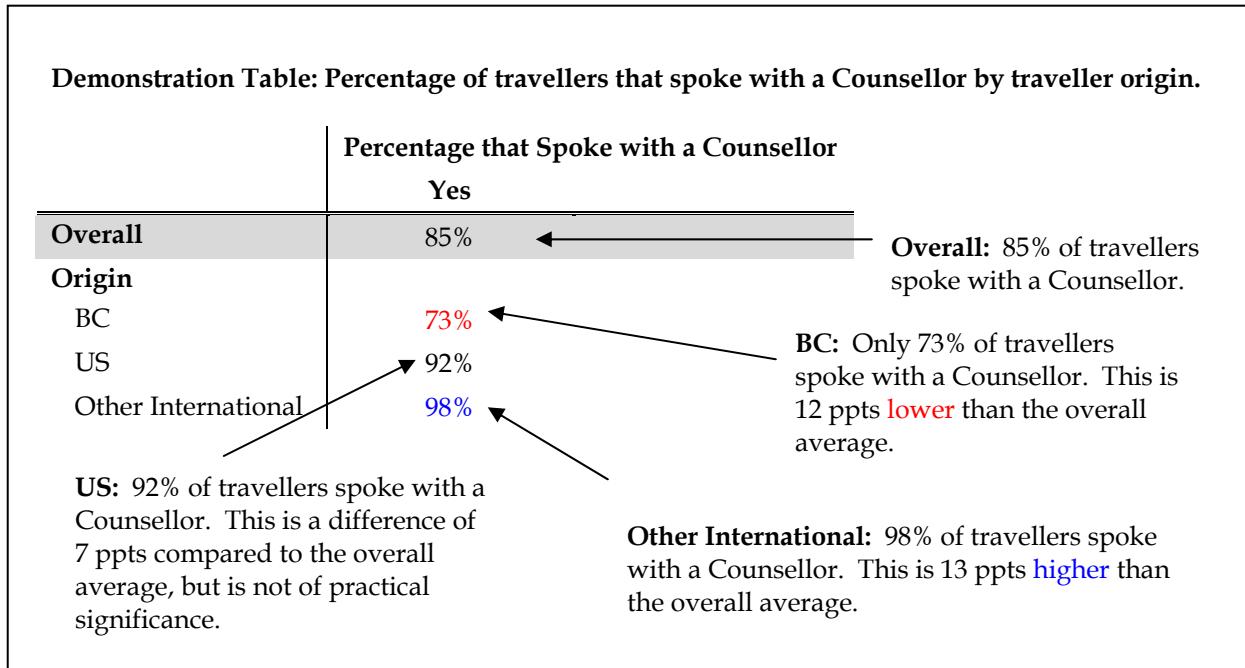


Figure 1. Interpreting the tables. Data is fictitious and for illustrative purposes only.

The study design produced two sets of data – data from the interview and mailback questionnaires. The respondents and the responses could vary between the interview and mailback questionnaires because travellers could drop out of the study by not agreeing to complete the mailback questionnaire or by not completing the mailback questionnaire even 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 travellers interviewed on-site. In addition, the responses to similar questions in the interview and mailback questionnaires could vary due to real differences in traveller behaviour (for example, a traveller may have perceived that the VC had a different impact on their trip when they were interviewed compared to the responses on the mailback questionnaire).

Response biases were assessed to ensure validity of the final results by way of examining practical differences among the aforementioned data sets. Results of these assessments (Appendix C) and several other factors indicated that the interview information is the best source of data when the same or similar questions were asked on both the interview and mailback questionnaire. Thus, mailback questionnaire responses were used only when the question was not asked in the interview and when sample sizes permitted. All results presented in the remainder of this report are from the interview unless otherwise noted.

Results

Tourist Characteristics (Demographics)

At the Golden VC, 14% of travellers were from British Columbia, over a half (52%) were from other provinces or territories in Canada, over a fifth (22%) were from other international countries, while fewer were from the United States (13%, Table 3).

The majority of travellers from outside of British Columbia originated from Alberta (52%) and Ontario (23%). Fewer travellers were from Manitoba, Quebec, Saskatchewan, New Brunswick, Nova Scotia, Newfoundland/Labrador, Northwest Territories, and the Yukon (Figure 2). Travellers from 36 different states were intercepted at the Golden VC (Figure 3). The largest proportion of US travellers came from California (16%) while fewer were from other States such as Washington (12%) and Texas (11%, Figure 3). Most travellers from other countries were European including one-third (33%) from the United Kingdom, 22% from Germany and 16% from the Netherlands. Fewer were from countries such as Australia (6%) or Switzerland (5%, Figure 4).

Over half of the travellers (51%) at the Golden VC were between 45 and 64 years of age, 18% were 35 to 44 years and 13% were over the age of 65. Less than twenty percent were under 34 years of age (18%, Table 3). Three quarters of travellers had at least a college/technical diploma or university degree (76%) with the most frequently stated education category being a university degree (36%).

The highest proportion of travellers came from households with an annual income of \$100,000 or higher (40%) while quarter of respondents came from households with an annual income of \$65,000 to \$99,999 (23%, Table 3).

At the Golden VC, the average party size was 2.9 people and nearly a third of travel parties included children (29%). Those parties that travelled with children had, on average, 4.2 people travelling in their group (Table 3). On average, travellers had taken 3.7 leisure trips over the previous 12 months (Table 4).

Table 3. Traveller demographics at the Golden VC.

	Golden VC	
	Number of Travellers	Percentage of Travellers
Origin		
BC	146	13.7%
Other Canada	551	51.8%
US	133	12.5%
Other International	233	21.9%
Age¹		
Under 24 Years	42	4.1%
25-34 Years	142	14.0%
35-44 Years	187	18.4%
45-54 Years	266	26.2%
55-64 Years	250	24.6%
65 Years or Older	128	12.6%
Education¹		
Less Than High School	22	2.2%
High School	120	11.9%
Some Technical, College or University	101	10.0%
College or Technical Diploma	184	18.2%
University Degree	365	36.1%
Masters or a PhD Degree	214	21.2%
Other	4	0.4%
Income		
Less than \$25,000	26	7.5%
\$25,000 to \$49,999	39	11.3%
\$50,000 to \$64,999	61	17.6%
\$65,000 to \$99,999	81	23.4%
\$100,000 to \$149,999	78	22.5%
\$150,000 or More	61	17.6%
Party Size¹		
Average Party Size-Total	1,019	2.9
Average Party Size-Parties without children	724	2.3
Proportion with Children	295	28.8%
Average Party Size-Parties with children	295	4.2

1. Business travellers and day trippers were not asked these questions and therefore are not part of the analysis.

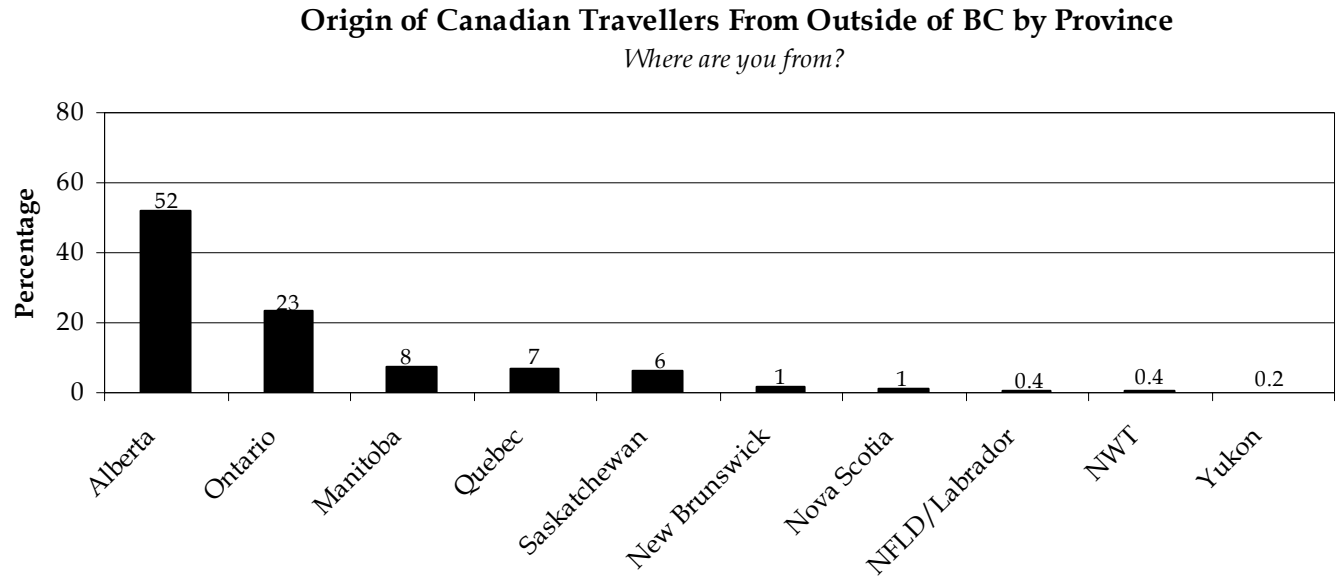


Figure 2. Percentage of travellers from provinces outside of British Columbia at the Golden VC (n=551).

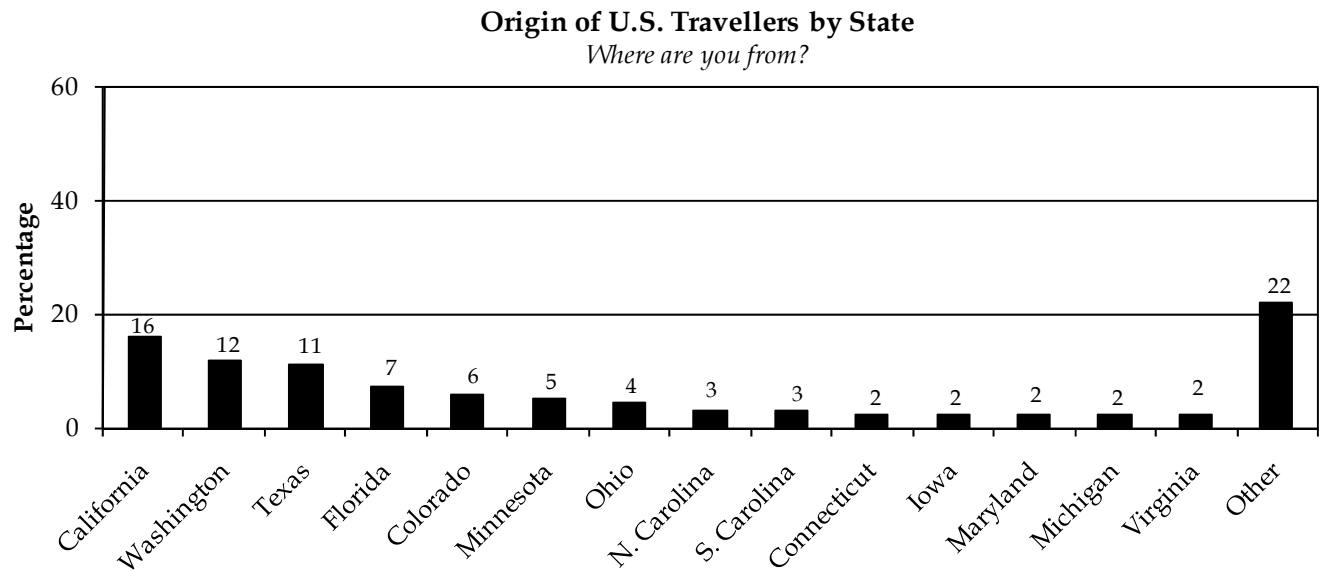


Figure 3. Percentage of US travellers from each state at the Golden VC (n=133). Other includes Arizona, Arkansas, District of Columbia, Georgia, Idaho, Illinois, Louisiana, Maine, Massachusetts, Missouri, Nebraska, New Hampshire, New Mexico, New York, New Jersey, Oklahoma, Oregon, Pennsylvania, Utah, Vermont, Wisconsin and Wyoming.

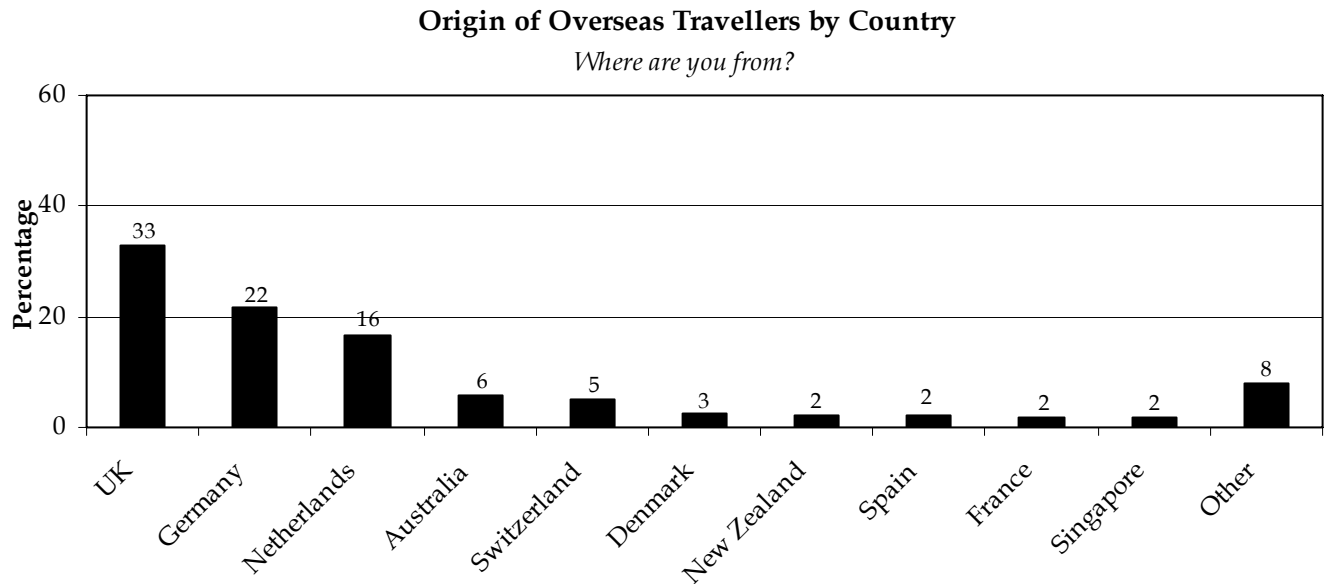


Figure 4. Percentage of travellers from countries other than Canada and the US at the Golden VC (n=233). Other includes Austria, Belgium, Colombia, Czech Republic, Hong Kong, Israel, Italy, Japan, Malaysia, Mexico, South Africa, Sweden and Ukraine.

Table 4. Number of leisure trips taken in last 12 months by travellers to the Golden VC.

Number of Leisure Trips	Percentage of Travellers (n=1,007)
0	0.6%
1	23.3%
2	22.6%
3	21.7%
4	10.5%
5	6.0%
6	5.4%
7-10	4.8%
11 or more	5.1%
Average	3.7

Trip Characteristics

The majority of travellers at the Golden VC were travelling for leisure purposes (75%) while fewer were visiting friends and family (20%) or travelling for business (3%, Table 5). Most travellers used a car/truck/motorcycle (90%) as their primary mode of transportation, while ten percent of respondents stated that a recreation vehicle (10%) was their primary mode of transportation. Even fewer visitors travelled by bicycle (1%).

Over half of the travellers were staying in resorts, hotels, motels or B&Bs (51%), while almost a third in campgrounds or RV parks (30%). Fewer respondents reported staying with friends or relatives (14%) or stayed in other types of accommodation such as rental homes, hostels, condominiums, cottages and cabins (6%, Table 5).

Half of the travellers had a primary destination somewhere within British Columbia (50%), while a third reported they were touring with no particular primary destination (32%). The remaining 18% of respondents had primary destinations outside British Columbia.

Most of the visitors at the Golden VC whose primary destination was within British Columbia were travelling to destinations in either the Thompson Okanagan (31%) or Vancouver, Coast and Mountains (31%) regions. Other regional travel destinations included the Kootenay Rockies (19%), Vancouver Island (18%), Cariboo Chilcotin Coast (<1%) and Northern British Columbia (<1%).

Of the one hundred and seventy eight travellers at the Golden VC who had primary destinations outside of British Columbia, one hundred and sixty (90%) were headed to destinations in other Canadian provinces. A few were travelling to US destinations.

Respondents were asked about communities they visited or intended to visit while travelling in British Columbia. Two-fifths of respondents indicated that they had stopped at or planned to stop at and spend time in Revelstoke (40%), while a fifth indicated they stopped or planned to stop at Vernon (20%) and/or the Windermere/Columbia Valley (19%). Very few respondents indicated they had stopped or planned to stop and spend time at Kimberley (2%, Table 6).

Table 5. The primary trip purpose, mode of transportation and primary accommodations of travellers at the Golden VC.

	Percentage of Travellers
Primary Trip Purpose	n=1,063
Leisure	74.5%
Visiting Friends & Family	19.7%
Work/Business Activity	3.2%
Other ¹	2.6%
Mode of Transportation ²	n=1,029
Car/Truck/Motorcycle	90.0%
RV	9.3%
Bicycle	0.6%
Other ³	0.1%
Primary Accommodations^{2,4}	n=1,023
Resort/Hotel/Motel/B&B	51.1%
Campground/RV Park	29.5%
Friends or Relatives	13.7%
Other ⁵	5.7%

1. Other primary trip purpose responses included moving (n=18), picking up/dropping off family member (n=3), funeral (n=2), health reasons (n=2), real estate (n=1) and fundraising (n=1).
2. Business travellers were not included in this analysis because they were not asked these questions.
3. Other transportation responses included houseboat (n=1).
4. Daytrip travellers were excluded from the analysis (n=5).
5. Other accommodation responses included time share (n=9), house/vacation rental (n=9), houseboat/sailboat (n=9), cottage/cabin(n=8), condo (n=7), hostel (n=5), car (n=3), private house/condo (n=5), apartment (n=2) and cruiseship (n=1).

Table 6. Communities visited while travelling in British Columbia.

Stopped at or plan to stop at and spend time in	Percentage of Travellers (n=1,029)		
	Yes	No	Don't Know
Revelstoke	40.4%	48.4%	11.2%
Windermere/Columbia Valley (from Fairmont to Radium including Invermere and Panorama)	19.2%	74.7%	6.0%
Kimberley	2.4%	93.5%	4.1%
Vernon	20.0%	68.6%	11.4%

Mailback respondents were asked if they had considered other destinations or routes when planning their trip. Almost two-thirds of respondents did not consider other destinations or routes (67%). A third of travellers, or 123 respondents, had thought of 253 other destinations and routes. Alternative destinations included regional destinations in BC (63%) including the Kootenay-Rockies (21%), Thompson-Okanagan (19%), Vancouver, Coast and Mountains (13%), and Vancouver Island (7%). Also mentioned were destinations in Alberta (18%), other provinces in Canada (5%), the US (12%) and countries outside North America (3%).

In the mailback survey, respondents were asked to provide reasons for choosing their primary destination or routes. Three hundred and sixty eight mailback respondents from the Golden VC provided 516 reasons for selecting their primary destination. The most frequent responses (as a percentage of respondents) were as follows:

- Visiting friends/family (19%),
- Landscape/scenery/nature (16%),
- Never visited before/recommended (11%),
- Quickest/shortest/direct route (11%),
- Attractions (historic/markets/museums; 7%), and
- Personal reasons (wedding, funeral, family illness; 6%).

Travellers at the Golden VC spent an average of 19 days away from home, including 9 days in British Columbia and 2 days in Golden (Figure 5). Over half (55%) of the travellers interviewed indicated that they were just passing through the Golden region. Overall, visitors outside of Canada and the US were on considerably longer trips than visitors from other market origins and spent notably more time away from home than travellers from Canada and the US did. Other international visitors also spent notably more time travelling in British Columbia than US and local British Columbia travellers did. Other international visitors also spent relatively more time in Golden than those from any other market origin did. British Columbia resident travellers spent the least number of days away from home.

Average Days Spent Away From Home and in British Columbia by Travellers to the Golden VC

*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 Golden region?*

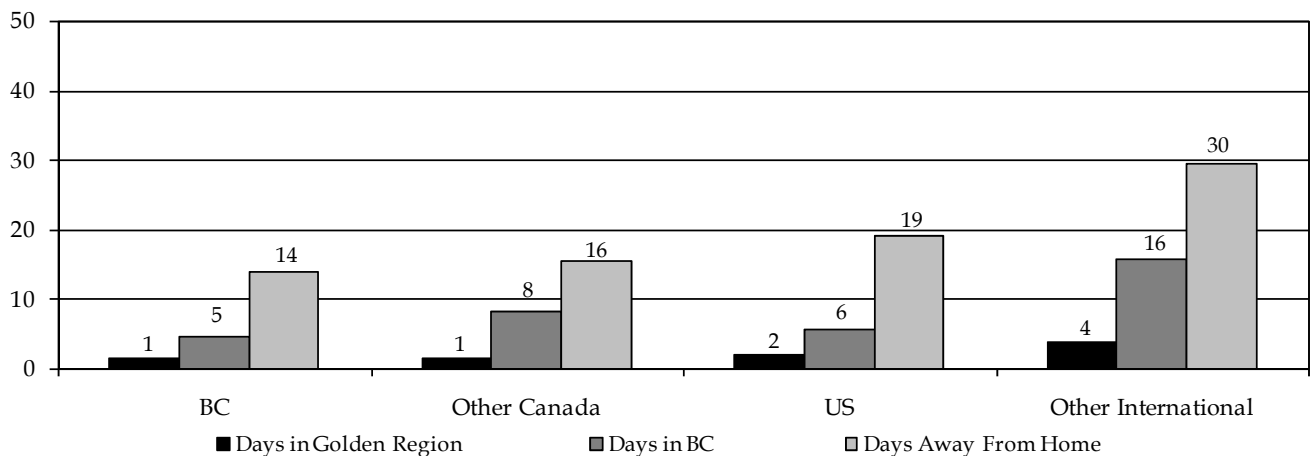


Figure 5. The average number of days spent away from home, in British Columbia and in the region by traveller origin at the Golden VC (n=1,024 'Away from home', n=1,023 'Days in BC', n=445 'Days in Golden').

Trip Planning

Mailback respondents were asked about trip planning. The majority of travellers (85%) spent three weeks or more planning their trip, with the most common planning horizon being greater than 13 weeks (44%, Table 7).

Table 7. Trip planning horizons for travellers at the Golden VC.

Trip Planning Horizons	Percentage of Travellers (n=374)
Day of Departure	1.9%
1-6 Days	6.7%
1-2 Weeks	7.0%
3-8 Weeks	23.8%
9-12 Weeks	16.8%
13+ Weeks	43.9%

In addition to planning ahead, travellers like to book some aspects of their trips prior to leaving their residence. Accommodation and transportation are the two areas that a large proportion was booked prior to leaving. Respondents to the mailback survey indicated that 45% of accommodation is booked prior to leaving while almost two-fifths (39%) of transportation is booked prior to departing on their trip.

In contrast, attractions, events and activities are generally booked during their trip (Table 8). Considering a large proportion of travellers have some flexibility in their travels, this makes a lot of sense as attractions, events and activities are associated with specific times and destinations; therefore, travellers choose to purchase during their trip when they have a better idea of when they will be in the area and how long they will be there.

Table 8. Percentage of Each Travel Service Booked Before vs During Trip

Travel Services	Average Booked Before Trip	Average Booked During Trip
	Average	Average
Paid accommodation (hotels, motels, lodge, camping/RV, etc.)	45.0%	55.0%
Transportation within British Columbia	38.9%	61.1%
Permanent attractions (museums, theme/amusement parks, gardens, zoos, etc.)	6.7%	93.3%
Events (festivals, concerts, etc.)	14.3%	85.7%
Other activities (spa, recreational activities, etc.)	9.1%	90.9%

Not surprisingly, market origin is a key determinant of how much of a trip is pre-purchased. US visitors, for instance, booked approximately 64% of their accommodations whereas International visitors booked 67% of their BC transportation prior to departure. This compares to Canadians (other than BC residents) who only book 40% of accommodations and 24% of BC transportation prior to departure. Leisure travellers tend to book a higher proportion of all travel services (with the exception of events) before leaving their home than their Visiting Family & Friends counterparts.

Planning horizon was also a determinant of how much of a trip was pre-purchased. Typically, the longer the planning horizon the higher proportion of travel services were booked prior to leaving home. For instance, travellers who spent three weeks or more planning their trip were likely to book over 40% of their accommodation before leaving home. Those travellers who spent three weeks or less planning their trip were likely to book no more than 27% of the accommodation needs prior to leaving home.

Table 9. Percentage of Each Travel Service Booked Before vs During Trip by Key Differentiators

	Paid Accommodation		Transportation in BC		Permanent Attractions		Events		Other Activities	
	Before	During	Before	During	Before	During	Before	During	Before	During
Overall	45.0%	55.0%	38.9%	61.1%	6.7%	93.3%	14.3%	85.7%	9.1%	90.9%
Origin										
BC	41.0%	59.0%	30.6%	69.4%	4.9%	95.1%	11.6%	88.4%	2.0%	98.0%
Other Canada	39.6%	60.4%	24.1%	75.9%	7.8%	92.2%	19.7%	80.3%	13.5%	86.5%
US	63.5%	36.5%	36.0%	64.0%	12.0%	88.0%	14.4%	85.6%	10.5%	89.5%
Other International	49.0%	51.0%	67.1%	32.9%	3.4%	96.6%	3.1%	96.9%	3.4%	96.6%
Primary Purpose										
Leisure	48.4%	51.6%	40.5%	59.5%	6.9%	93.1%	13.0%	87.0%	10.2%	89.8%
Visiting Friend & Family (VFR)	31.8%	68.2%	33.7%	66.3%	6.3%	93.8%	21.1%	78.9%	6.0%	94.0%
Other*	50.0%	50.0%	26.7%	73.3%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%
Primary Accommodations										
Hotel/Motel/Resort	52.1%	47.9%	50.5%	49.5%	6.4%	93.6%	15.2%	84.8%	7.5%	92.5%
Campground/RV	30.3%	69.7%	21.2%	78.8%	4.2%	95.8%	11.8%	88.2%	12.1%	87.9%
Friends/Relatives	36.2%	63.8%	33.9%	66.1%	10.6%	89.4%	15.8%	84.2%	7.2%	92.8%
Other*	78.6%	21.4%	29.4%	70.6%	21.0%	79.0%	20.0%	80.0%	11.5%	88.5%
Travel Party Size										
1 person*	32.3%	67.7%	18.8%	81.3%	11.3%	88.8%	25.0%	75.0%	31.3%	68.8%
2 people	42.4%	57.6%	37.4%	62.6%	7.1%	92.9%	15.6%	84.4%	11.3%	88.7%
3-6 people	50.1%	49.9%	44.7%	55.3%	6.0%	94.0%	11.0%	89.0%	4.8%	95.2%
7 or more people*	57.6%	42.4%	25.0%	75.0%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%
Age										
Under 24 Years*	20.0%	80.0%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%	5.0%	95.0%
25-34 Years	49.4%	50.6%	46.7%	53.3%	2.4%	97.6%	6.7%	93.3%	6.0%	94.0%
35-44 Years	49.4%	50.6%	43.4%	56.6%	6.9%	93.1%	5.4%	94.6%	3.4%	96.6%
45-54 Years	51.0%	49.0%	37.3%	62.7%	10.2%	89.8%	23.4%	76.6%	11.1%	88.9%
55-64 Years	39.8%	60.2%	37.8%	62.2%	6.7%	93.3%	16.9%	83.1%	12.9%	87.1%
65 Years or Older	38.1%	61.9%	36.5%	63.5%	4.0%	96.0%	14.3%	85.7%	9.1%	90.9%
Planning Horizon										
Day of Departure*	8.3%	91.7%	1.7%	98.3%	5.3%	94.7%	45.0%	55.0%	5.4%	94.6%
1-6 Days	18.6%	81.4%	10.7%	89.3%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%
1-2 Weeks	27.3%	72.8%	19.2%	80.8%	6.3%	93.8%	12.5%	87.5%	0.0%	100.0%
3-8 Weeks	41.0%	59.0%	35.7%	64.3%	4.4%	95.6%	11.8%	88.2%	4.6%	95.4%
9-12 Weeks	53.5%	46.5%	30.0%	70.0%	6.3%	93.7%	19.7%	80.3%	11.8%	88.2%
13 or More Weeks	52.3%	47.7%	51.0%	49.0%	7.8%	92.2%	14.9%	85.1%	12.2%	87.8%

* Please use caution when interpreting these results as the base sample size is small (under 20).

In the mailback survey, travellers were asked about information sources they used to help plan their trip before leaving home and to indicate which of these were found to be most useful. Past experience (62%), advice from friends or relatives (59%), general internet sites (47%), visitor guides and brochures (43%), and travel guide books (37%) were the five information sources mentioned most frequently by travellers intercepted at the Golden VC. Local or regional tourism sites (33%), and travel agents (24%) were also among the top information sources used before travel (Figure 6). A quarter of the travellers (23%) used Visitor Centres as an information source prior to travel. Less frequently used information sources included www.HelloBC.com, traveller's commentary sites, tour operators, media coverage, advertising, travel/consumer shows and 1-800-HelloBC. Advice from friends or relatives (43%), past experience (40%), visitor guides and brochures (33%), other tourism internet sites (31%), travel guide books (29%) and Visitor Centres (29%) were noted as the most useful information sources to utilize before travel.

Percentage of Travellers Using Each Information Source Before Their Trip

What information sources did you use to plan your trip?

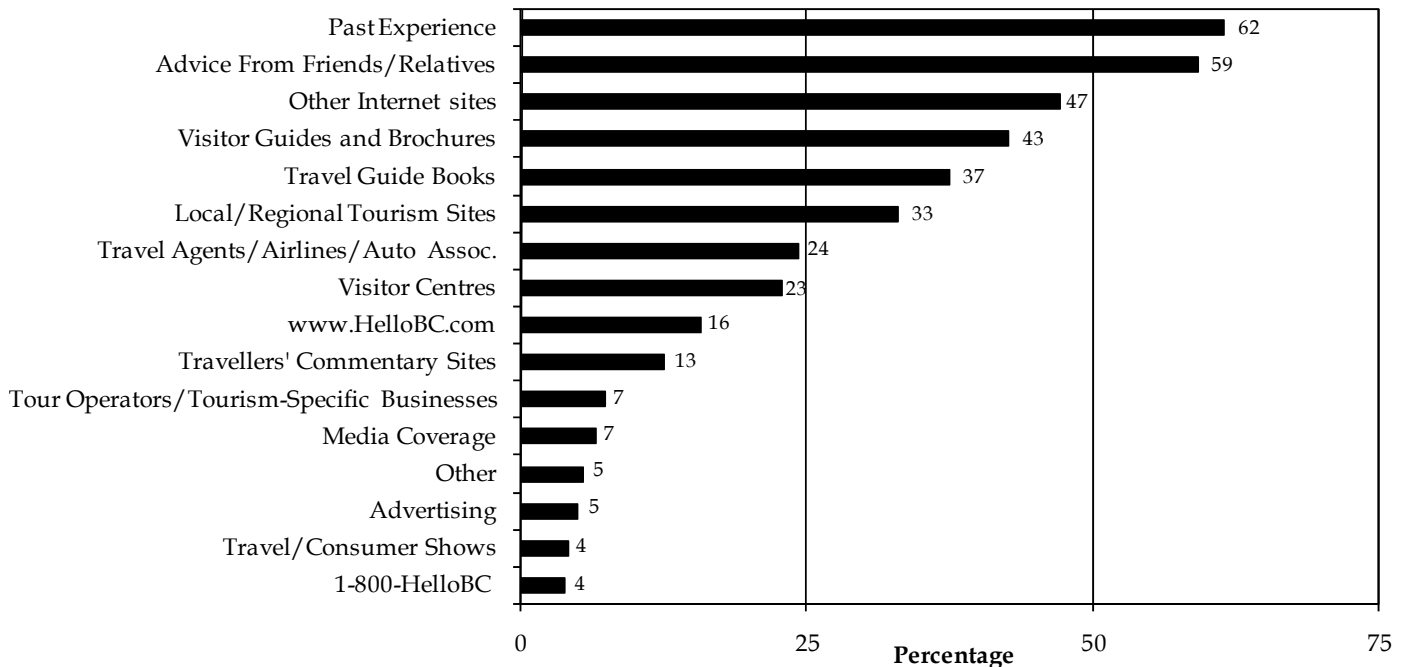


Figure 6. Percentage of travellers using each information source before their trip (n=382). Percentages add to more than 100% because travellers could use more than one information source before their trip. Other includes Alberta and BC maps, Alberta Books, Chamber of Commerce, FQCC camping association in Quebec, Hotel lobby information, Kettle Valley RR, local people, magazines, maps, RCI, road side sign, stopped for lunch and bathroom break, streets and trips software, time share and World Mark Condos.

Travellers were also asked what information sources they used during their trip (Figure 7). Visitor Centres (83%), visitor guides and brochures (63%), past experience (37%), advice from friends or relatives (32%), and travel guide books (30%) were cited most often by visitors. Fewer travellers mentioned using local or regional tourism sites (16%) and other internet sites (10%) as sources of information used during their trip. Less than ten percent of respondents mentioned using travel agents, tour operators/tourism-specific businesses, advertising, media coverage, travellers' commentary sites, 1-800-HelloBC, HelloBC.com, or travel/consumer shows as information sources during their trip.

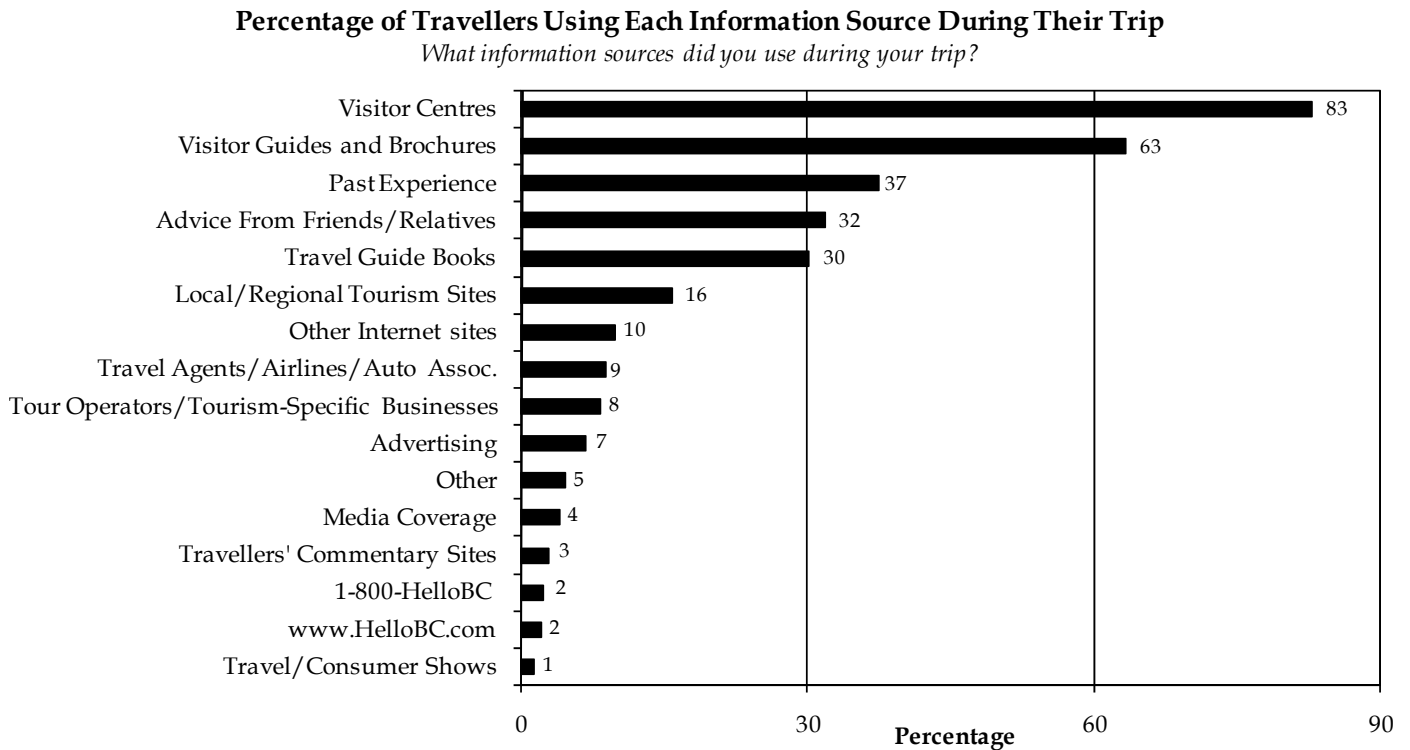


Figure 7. Percentage of travellers using each information source during their trip (n=102). Percentages add to more than 100% because travellers could use more than one information source during their trip. Other includes Alberta and BC maps, Alberta Books, B&B advice, FQCC camping association in Quebec, interpretive centres, local people, map, BC/ Alberta map, road side sign, talking to local people/GPS guide, veterinarians and World Mark Condos.

Trip Flexibility

Travellers were asked about their flexibility in terms of:

- the amount of time that they had to spend in Golden,
- the amount of time that they had to spend in British Columbia, and
- the amount of time they had to spend on the entire trip (BC Residents).

More than a fifth of the travellers (21%) were flexible with the amount of time they could spend in Golden and could extend their stay by a day or more. However, almost two-thirds of respondents (57%) indicated that they were inflexible in terms of time they could spend in Golden (Figure 8).

Almost one-third of the travellers (32%) were flexible with the amount of time they could spend in British Columbia on this trip and could spend an extra day or days in the province. However, almost two-thirds of respondents (59%) indicated that they were inflexible and could not spend any additional time in British Columbia (Figure 9).

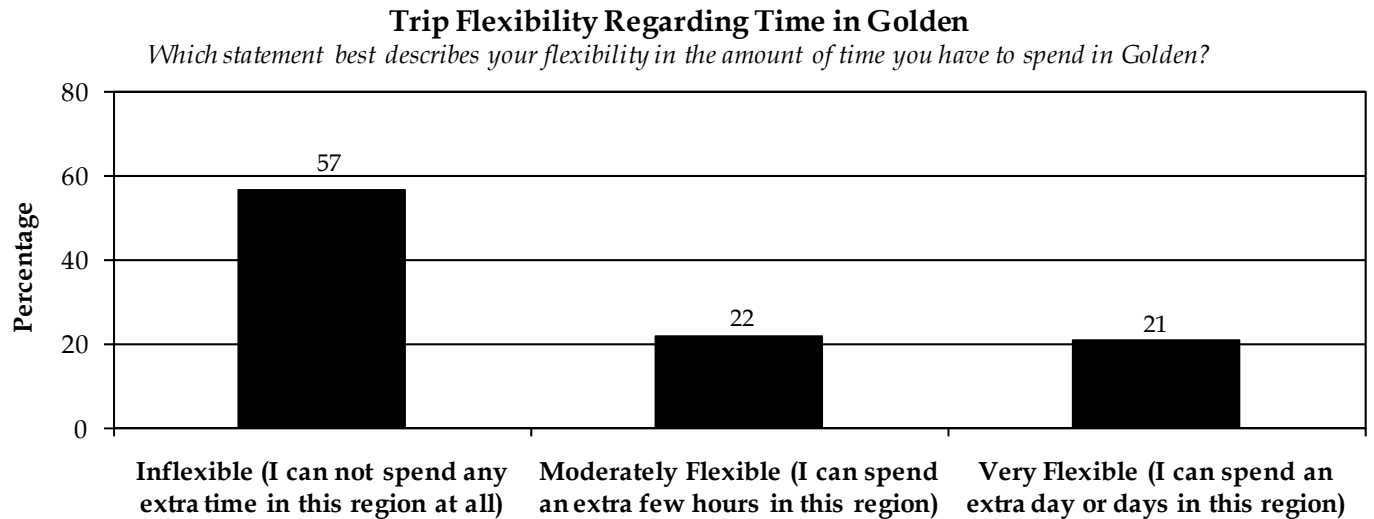


Figure 8. Travellers' rating of trip flexibility regarding time spent in Golden (n=1,004).

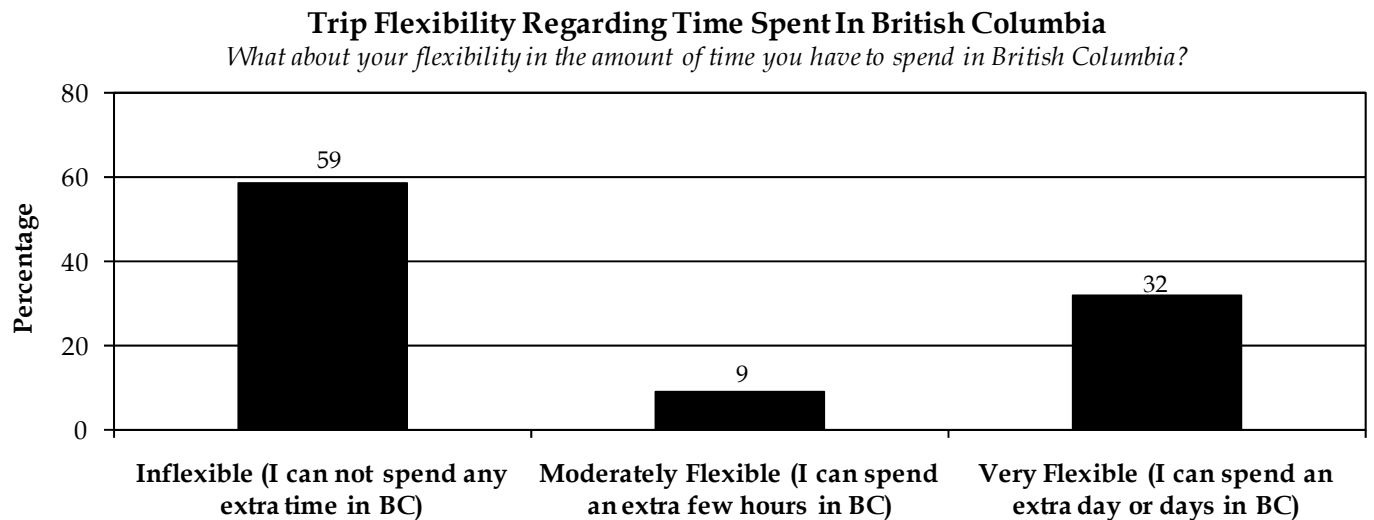


Figure 9. Travellers rating of trip flexibility regarding time spent in British Columbia (n=879).

Traveller Activities

In the mailback survey, travellers were asked about leisure activities they participated in during their trip (Table 10). The most frequently cited activities included visiting municipal/provincial/national parks (79%), shopping for local arts and crafts (55%), hiking (53%), wildlife viewing (48%), visiting a museum, heritage or historic site (47%), fine dining (47%), and visiting a farm/farmers' market, orchard or food processor (37%).

Table 10. Participation in activities by respondent and/or travel party while on the trip.

Participation in Activity	Percentage of Respondents (n=386)
Visiting municipal, provincial or national park, or natural area outside a park	79.0%
Shopping for local arts and crafts	54.7%
Hiking	52.6%
Wildlife viewing (bears, birds, wolves, etc.)	47.9%
Visiting a museum, heritage or historic site	47.2%
Participating in fine dining	46.9%
Visiting a farm, farmers' market, orchard or food processor	36.5%
Visiting a winery	24.6%
Visiting an art gallery or studio	23.8%
Attending a festival, fair or exhibition	19.9%
Visiting family attraction (mini golf, zoo, etc.)	16.6%
Visiting a First Nations attraction or event	11.4%
Visiting a spa (including hot springs)	10.9%
Attending or participating in a sporting event (other than golf)	8.0%
Golfing or attending a golfing event	7.8%
Whitewater rafting	6.7%
Fishing	6.7%
Mountain biking	6.5%
Horseback riding	4.9%
Visiting family and friends	4.4%
Jet boating	3.1%
Whitewater kayaking	1.0%
Paragliding	0.3%
Other ¹	8.0%

1. Other activities includes swimming/time on beach (3), biking/cycling (2), astronomical observations (1), glacier ride (1), gondola/tram ride (0), boating (6), bookshops (1), camping (4), mountain climbing (1), caving (1), hospital (1), Imax in Victoria (1), mine site (1), rafting on Columbia River (1), Revelstoke Dam (1), RV repairs (1), scenic drives (1), local events (1), scenic walks (1), sightseeing (2), spiritual meetings (1), tubing on canal (1), tunnel at field down at Revelstoke, big truck at Sparwood (1).

Use of the Visitor Centre

Travellers stopped at the Golden VC for a variety of reasons (Figure 10). The most common reasons cited were to obtain information on attractions (42%), to use washroom facilities (25%), to take a travel break (17%), obtain a map (15%) or route information (13%). Fewer travellers stopped for information on accommodations (9%), adventure recreation (8%) and camping (8%). Even less travellers stopped to purchase merchandise, obtain dining information (2%), refreshments (1%), BC ferries information (1%), event information (< 1%) or to purchase a BC Parks Parking Pass (< 1%). Six percent of travellers gave other reasons for stopping including seeing the highway project model, checking out the new building, obtaining weather/time-zone information, using the telephone/internet, obtaining general information on local services or fishing regulations, meeting friends and recommended/been before.

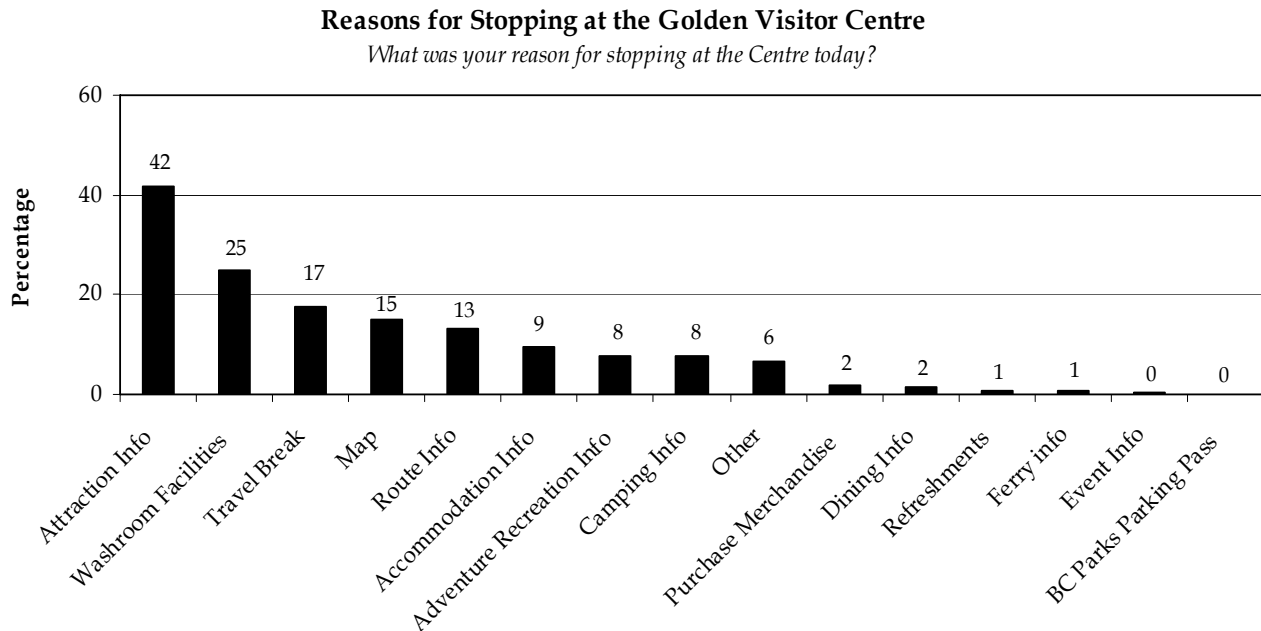


Figure 10. The reasons why travellers stopped at the Golden VC (n=1,022). The total number of responses exceeds 100% because respondents could give more than one reply.

When travellers were asked what information or other things they actually obtained at the VC, 8% of travellers stated that they did not obtain anything whereas 92% identified various types of information (Figure 11). The most frequently mentioned items included attraction information (55%), maps (41%), route information (29%), and use of the washrooms (25%). Fewer travellers mentioned obtaining information about accommodation (16%), adventure recreation opportunities (12%), campgrounds (12%) and merchandise (10%). Five percent of travellers obtained information on other items such as the highway project, bear refuge, local services, weather, picnic areas, road conditions, use of telephone/internet and assistance with vacation planning. Less than five percent of travellers received dining information, refreshments, ferry information, event information or purchased a BC Parks Parking Pass.

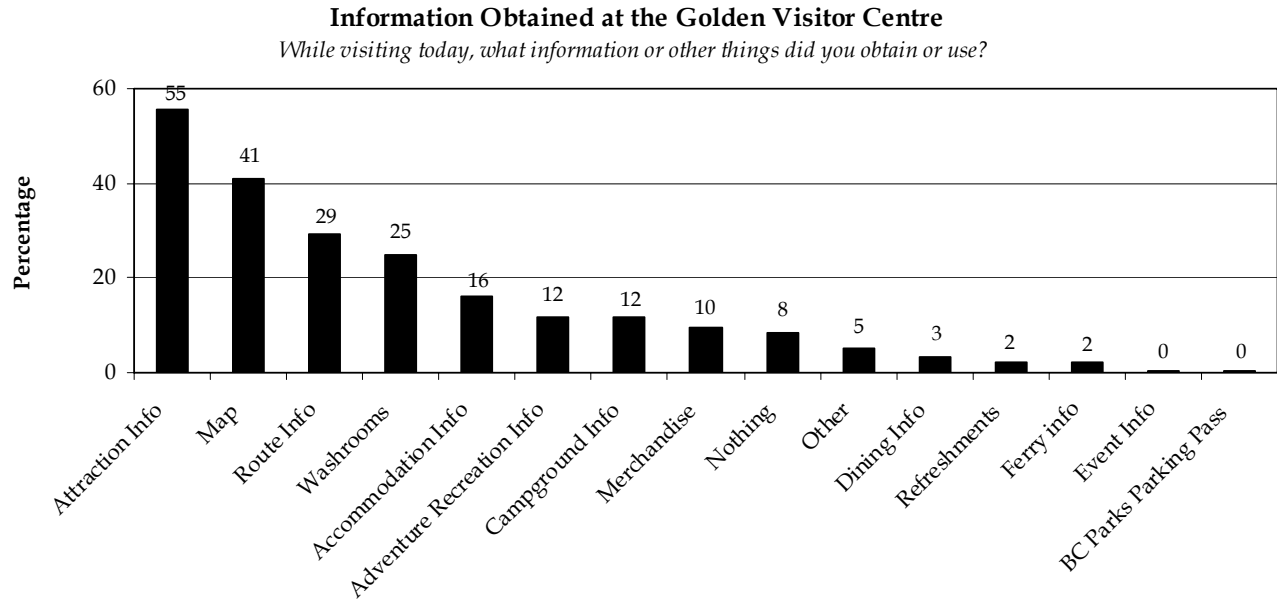


Figure 11. The information obtained by travellers at the Golden VC (n=1,022). The total number of responses exceeds 100% because respondents could give more than one reply.

Almost three-quarters of travellers at the Golden VC spoke with a Visitor Information Counsellor (71%, Table 11). Travellers from BC (60%) and other Canadian provinces (66%) were less likely to speak to a Counsellor than their counterparts from the US (80%) or other international countries (84%) were.

Table 11. The percentage of travellers who spoke with a Counsellor at the Golden VC by traveller origin.

Traveller Origin	Percentage that Spoke with a Counsellor	
	Yes (n=726)	No (n=293)
BC	60.4%	39.6%
Other Canada	66.4%	33.6%
US	80.0%	20.0%
Other International	83.8%	16.2%
Total	71.2%	28.8%

Almost half (48%) of all respondents were aware of their ability to purchase tickets for attractions/activities and make reservations for accommodation at the Golden VC.

Counsellors at the Golden VC record the number of parties that they speak with throughout each day. This number was divided by the proportion of travellers who responded that they had spoken with a Counsellor to determine an estimate of 15,847 parties (excluding locals) that used the Golden VC between June 1 and August 31, 2007. This estimate is approximately 44.1% more than the 10,998 parties that the VC staff recorded as speaking with a Counsellor during the same time period.

Travellers were asked about products and services that were currently unavailable at the Golden VC that they would have liked to have had available. The majority (79%) of travellers managed to find what they were looking for at the Golden VC and did not recommend other products/services. Of the 21% of respondents who made suggestions, coffee (5%), food/refreshments (3%), computer with internet connection (3%), internet connection (2%) and public phone (1%) were most frequently cited.

Table 12. Products and services currently unavailable at the Golden VC that travellers would have liked to find.

Products and Services	Percentage of Travellers Golden VC (n=1,020)
Coffee	5.1%
Food/Refreshment	3.4%
Computer with Internet connection	2.8%
Internet connection (Plug in or wireless)	1.7%
Public phone	1.3%
Better signage	0.6%
ATM machine	0.3%
Playground/Activities for children	0.1%
Picnic area	0.4%
Other	9.1%
Additional Infrastructure ¹	0.4%
Additional Merchandise offerings ²	2.6%
Additional Recreation permits/licenses ³	0.3%
Additional/improved Information offerings ⁴	4.4%
Additional/improved Amenities/services ⁵	1.4%

1. Additional infrastructure includes: beauty salon, gas station, grocery store, pharmacy;

2. Additional merchandise offerings includes: t-shirts, baby souvenirs, baby wipes, coupon books, lottery tickets, collector items, stamps;

3. Additional recreation permits/licenses includes: backcountry permits, fishing licenses;

4. Additional/improved information offerings includes: free, maps, French literature, visible weather forecasts;

5. Additional/improved amenities includes: bigger seating areas, showers, overnight parking, tours, microwaves, water for dogs.

Travellers were asked, *“Overall, how well did the Golden Visitor Centre live up to your original expectations?”* Almost all (99%) travellers responded that the VC either met or exceeded their expectations. Fifty-nine percent of travellers indicated that the VC exceeded their expectations while 40% felt the VC met their expectations.

In the mailback questionnaire, travellers at the Golden VC were asked if they had visited any other VCs in British Columbia. Of the 390 respondents, over two-fifths (45%) indicated that they had visited another VC. The locations of the other VCs visited were diverse, and are listed in Appendix D.

Perceptions of Golden and British Columbia

In the mailback questionnaire, travellers were asked *"What positive and/or negative images come to mind when you think of the Golden region as a vacation destination?"* Positive and negative image questions were asked to obtain an understanding of what travellers perceive Golden to be doing right and what regional stakeholders can work on in terms of attracting and keeping travellers in the region.

Three-quarters of respondents (74%) provided positive comments towards the Golden region, two-fifths of respondents provided negative comments (39%) and a number of respondents did not provide any comment to the perceptions questions (24%). Overall, respondents had almost three times as many positive responses (656) as negative (220) of the region. Positive responses were dominated by the natural beauty and scenic landscapes of the Golden region (80%), the presence of family and friends and friendliness of people in general (21%), accessibility through roads/links/highway (14%), wildlife/nature/wilderness (10%), and activity/recreation opportunities (10%, Figure 12).

Negative perceptions from respondents at the Golden VC focused on road conditions (19%), road construction (14%), traffic (9%) and limited choice of restaurants (8%, Figure 13).

Mailback respondents were asked to identify up to three unique characteristics of the Golden region that differentiate it from other regions as a vacation destination. These characteristics could be useful for promotional activities to attract travellers to the area. A variety of characteristics were identified as unique to the area (Figure 14). The most common were beautiful scenery/landscape (51%), accessibility through roads/links/highway (21%), wildlife/nature/wilderness (16%), and location/proximity (14%). Less frequently mentioned were the presence of family and friends and friendliness of people in general (9%), peacefulness of the region (9%), lakes/rivers (7%) and activity/recreation opportunities (7%).

Eleven Most Frequent Positive Images of the Golden Region

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

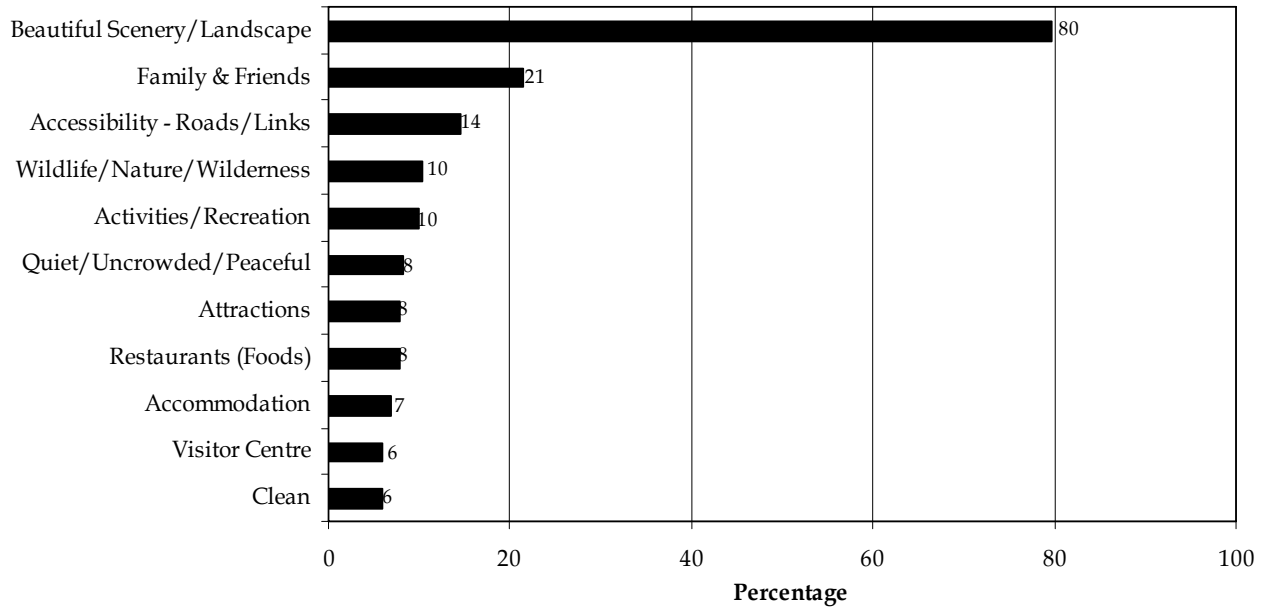


Figure 12. The most frequent positive images respondents had of the Golden region. At the Golden VC, 290 respondents replied with 656 images.

Ten Most Frequent Negative Images of the Golden Region

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

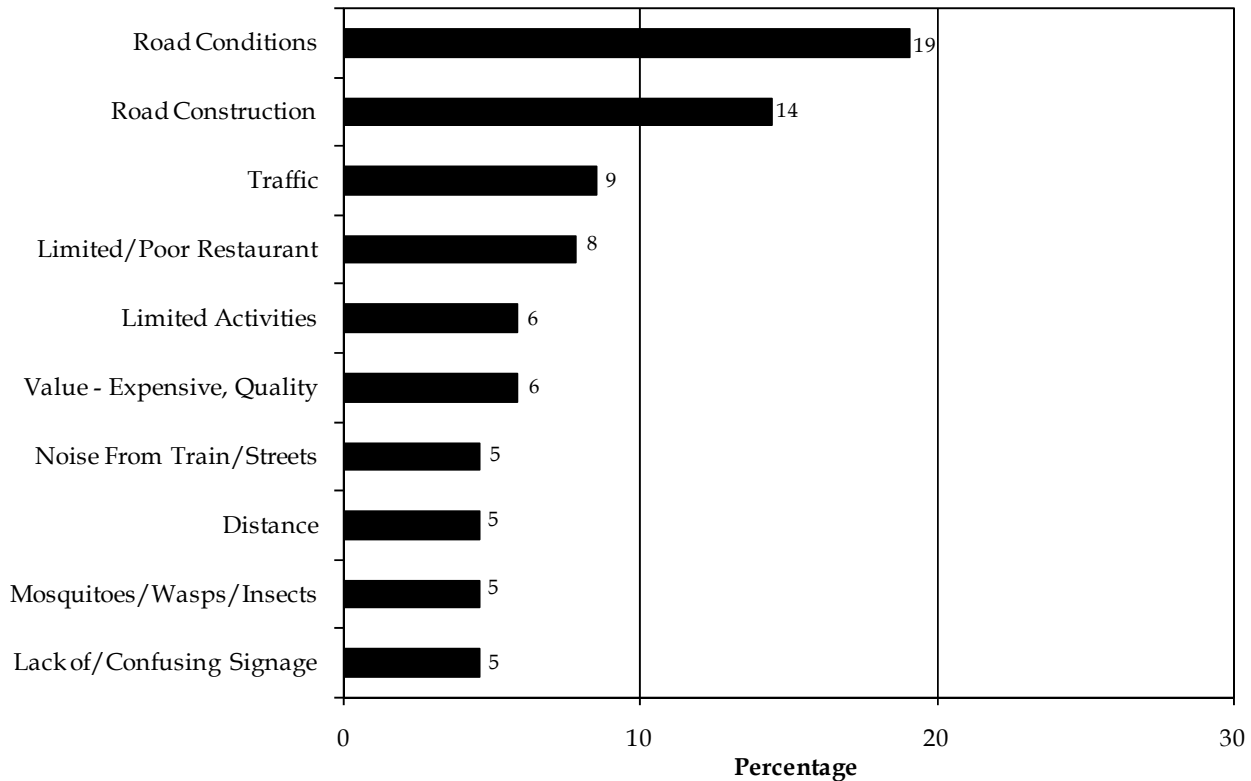


Figure 13. The most frequent negative images respondents had of the Golden region. At the Golden VC, 152 respondents replied with 220 images.

Ten Most Unique Attributes of the Golden Region

What are the most unique attributes of the Golden Region as a vacation destination?

Unique attributes are those that make the Golden Region different from other vacation destinations

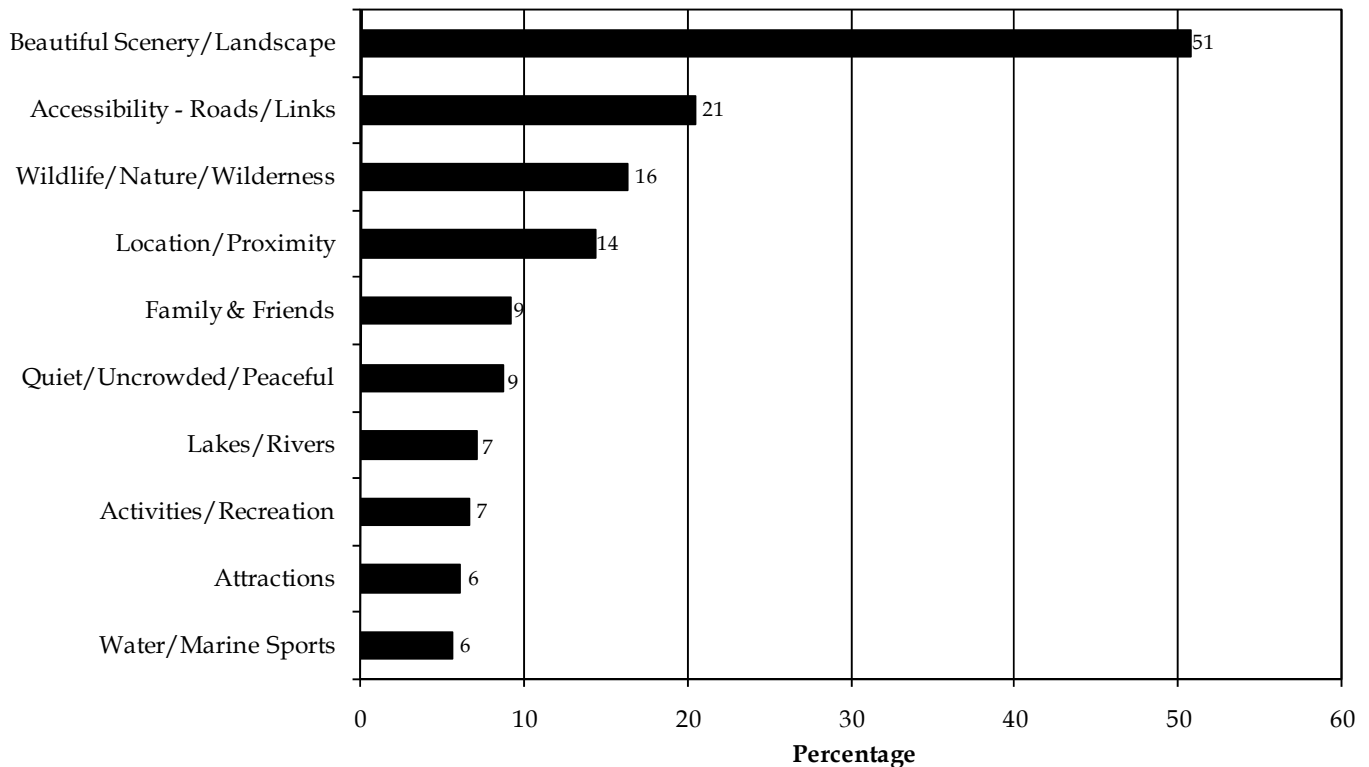


Figure 14. The most frequent unique characteristics of the Golden region. At the Golden VC, 195 respondents replied with 362 characteristics.

Respondents to the mailback questionnaire were asked to rate various components of their trip and their overall travel experience in the Golden region (Figure 15). A majority of respondents rated their overall travel experience as good (60%) or excellent (30%). Ratings for each trip component were also high. Access to information about Golden (96%), customer service (93%), and recreation/adventure opportunities (88%) stand out as strengths with most respondents rating these components as either good or excellent. Dining (73%) received the lowest ratings.

Respondents to the mailback questionnaire were also asked about their satisfaction with their trip in British Columbia (Figure 16). Most travellers were either very satisfied (83%) or somewhat satisfied (7%) with their travel experience in all of British Columbia. Low levels of satisfaction were attributed to bad weather, bad roads, opening/closing hours, poor accommodation and the inability to book in advance for accommodation.

Mailback respondents were asked about their likelihood of returning to Golden or to the province of British Columbia for another leisure trip. Almost two-thirds of travellers indicated that they were either 'very likely' (36%) or 'likely' (27%) to return to Golden for a future trip (Figure 17). Reasons cited by respondents who were not likely to return to the region included the desire to explore alternate routes and destinations, cost and distance.

In terms of likelihood of taking another leisure trip in British Columbia, an even larger proportion of travellers indicated that they were 'very likely' (72%) or 'likely' to take another trip (16%, Figure 18).

Percentage of Travellers Rating Trip Components as Good or Excellent

Please rate your experience with each component of your trip and your overall travel experience in the Golden region.

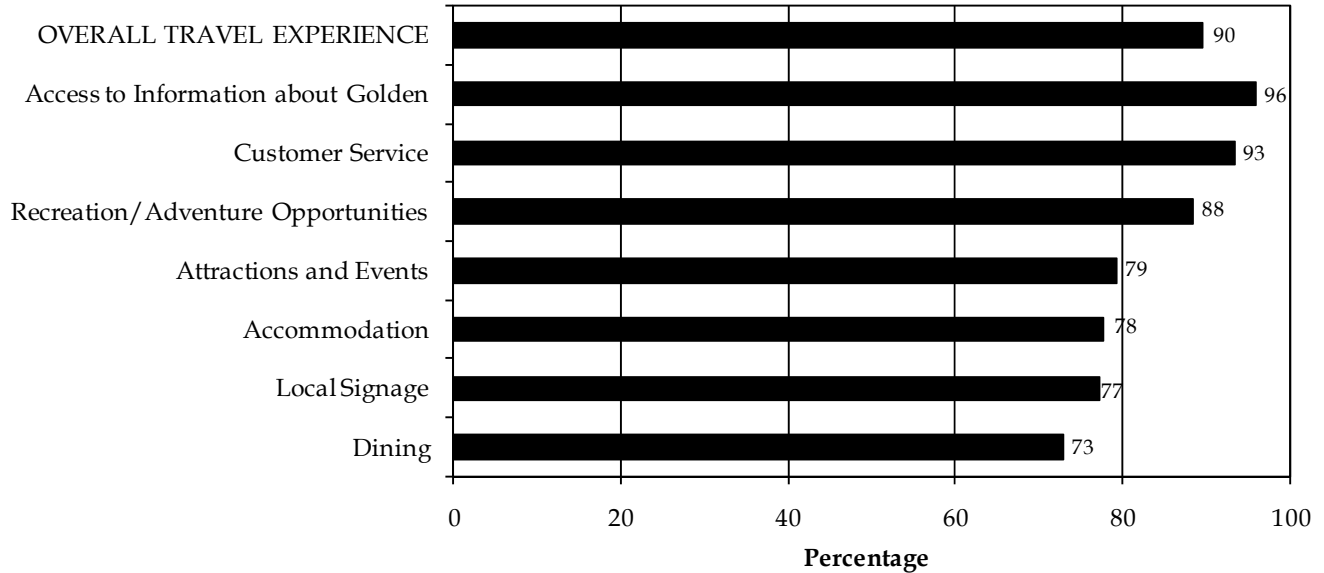


Figure 15. Travellers' rating of trip components and overall trip experience in the Golden Region.

Satisfaction With Trip to British Columbia

Overall, how satisfied or dissatisfied were you with your trip in British Columbia?

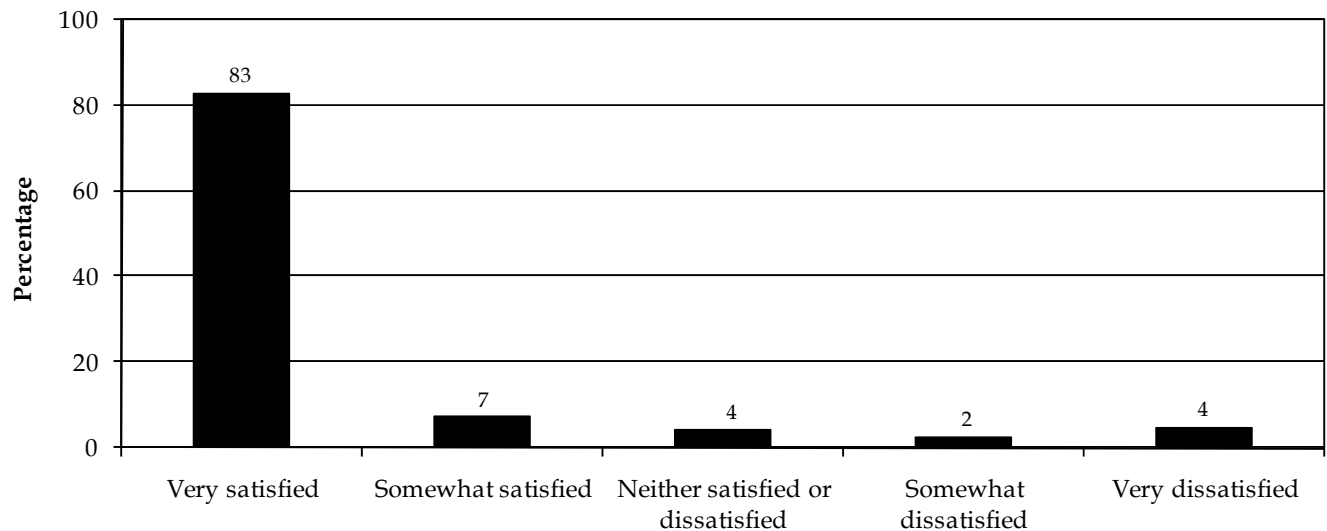


Figure 16. British Columbia trip satisfaction for travellers at the Golden VC (n=383).

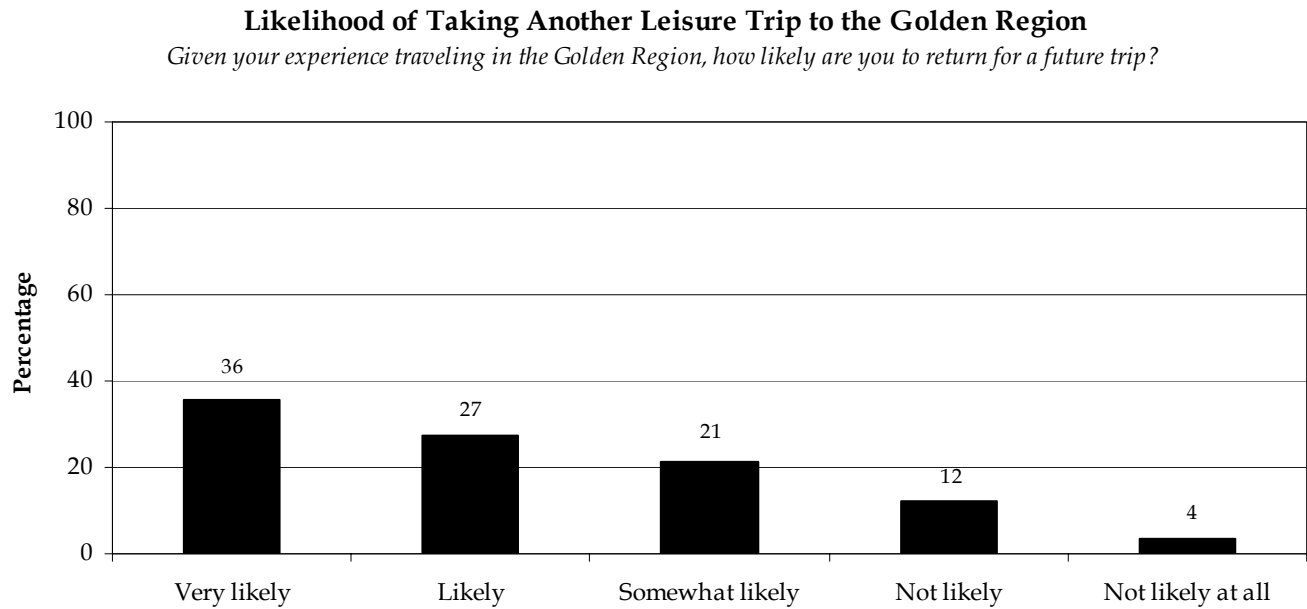


Figure 17. The likelihood of travellers taking another leisure trip to the Golden region (n=194).

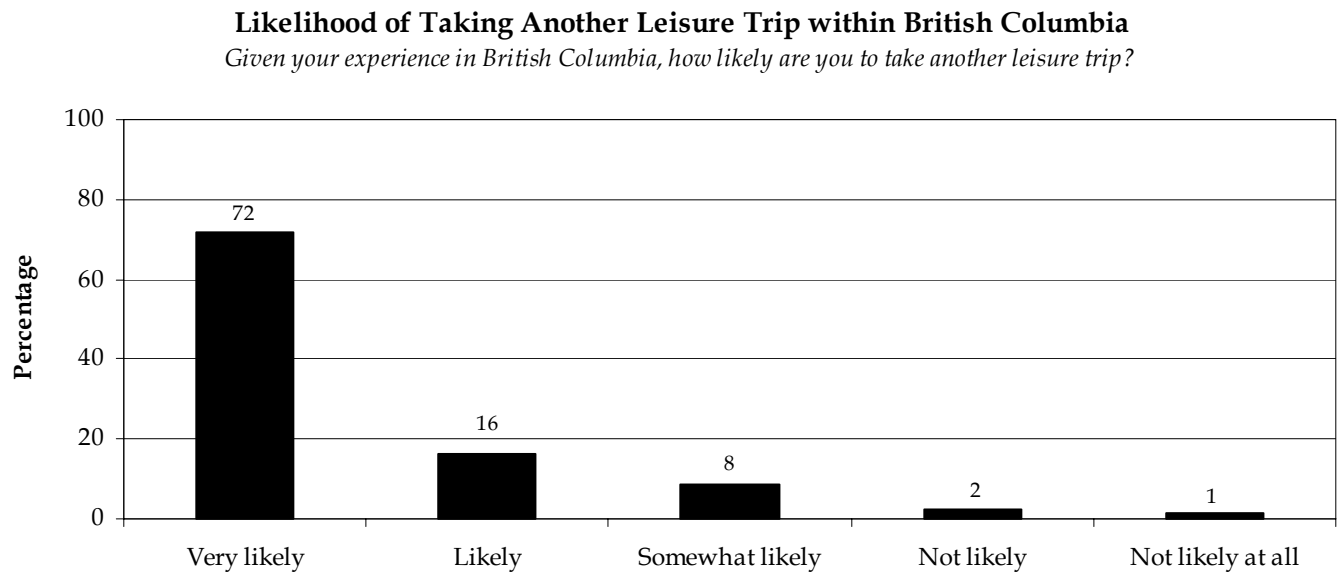


Figure 18. The likelihood of travellers taking another leisure trip within British Columbia (n=370).

Expenditures

Travellers were asked, *"In Canadian dollars, what were your travel party's total expenditures yesterday, including accommodation?"* Travellers at the Golden VC spent an average of \$213.87 per day per travel party (Table 13). Spending patterns varied noticeably depending on the origin of the travellers, ranging from \$174.25 for British Columbia residents to \$261.06 for those visiting from the US. There were also notable differences in expenditures when broken down by primary accommodation type, which ranged from \$127.30 for those staying in campgrounds or RV parks to \$278.16 for those using resorts/hotels/motels/B&Bs. Given that respondents were asked to provide expenditures based upon the spending of their entire travel party, it is not surprising that larger parties spent more than smaller parties. The results ranged from \$85.46 for those travelling alone to \$326.00 for travel parties containing seven or more people. There were also noteworthy differences in expenditures based upon respondents' age category. Results ranged from \$145.89 for travellers under the age of 24 to \$232.52 for travellers over the age of 65.

Average daily expenditure **per person** was also calculated. Travellers interviewed at the Golden VC spent an average of \$85.03 per person per day. Per person expenditures also varied depending on origin of travellers. Typically, US and International travellers spent more per person than BC and Other Canadian travellers. Not surprisingly, per person expenditures also varied by accommodation type with travellers staying at Resort/Hotel/Motel/B&Bs spending, on average, more per person than travellers staying with Friends or Relatives or at a Campground/RV park. Interestingly, larger parties spent on average less per person than smaller travel parties.

Table 13. The average daily expenditures of travellers at the Golden VC.

	Average Daily Expenditure per Party (CDN\$)* Golden VC (n=764) ¹	Average per Person Daily Expenditure (CDN\$)* Golden VC (n=764) ¹
Overall	\$213.87	\$85.03
Origin		
BC	\$174.25	\$70.73
Other Canada	\$203.37	\$77.58
US	\$261.06	\$108.34
Other International	\$223.69	\$90.74
Primary Accommodations		
Resort/Hotel/Motel/B&B	\$278.16	\$110.27
Campground/RV Park	\$127.30	\$51.72
Friends or Relatives	\$149.76	\$63.33
Other	\$218.75	\$79.38
Travel Party Size		
1 person	\$85.46	\$85.46
2 people	\$202.13	\$101.06
3-6 people	\$243.91	\$62.93
7 or more people ²	\$326.00	\$41.33
Age		
Under 24 Years ³	\$145.89	\$62.47
25-34 Years	\$166.60	\$73.69
35-44 Years	\$229.08	\$74.94
45-54 Years	\$214.47	\$77.67
55-64 Years	\$226.52	\$98.71
65 Years or Older	\$232.52	\$105.42

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

Practical differences of $\pm 10\%$ from the overall average are colour-coded.

1. 18% (n=187) of travellers began trip on the day of interview, and therefore did not have responses, 4% (n=38) Don't Know/No Response. Business travellers and day trippers were not included in this analysis.
2. Caution is advised when interpreting these numbers because the sample size for this category is low (n=10).
3. Caution is advised when interpreting these numbers because the sample size for this category is low (n=28).

In the summer of 2007, Golden VC users were estimated to have spent nearly \$2.9 million in the Golden region and over \$27.6 million on their trip throughout the rest of the province (Table 14). These figures do not represent the economic impact of the VC but rather the total expenditures of travellers to Golden and in the rest of the province while on the trip during which they were interviewed at the Golden VC.

Table 14. Estimated expenditures of travellers who visited the Golden VC.

June 1 –August 31, 2007¹	Golden VC
Estimated Total VC parties for June 1 – August 31, 2007	15,847
Average Daily Expenditures	\$213.87
Estimated Total Expenditures in Golden by VC Users	\$2,945,600
Estimated Total Expenditures outside of Golden by VC Users	\$27,556,252
Estimated Total Expenditures in BC by VC Users	\$30,501,852

1. Visitor party statistics reported by the Golden VC include local residents but exclude visitor parties that do not talk to a Counsellor. Estimated total VC parties in this report exclude residents of Golden. However, all non-resident visitor parties are included, whether or not they spoke to a Visitor Information Counsellor. An estimated 71% of visitor parties speak to a Counsellor, thus the total number of visitor parties is larger than the number who spoke to a Counsellor.

Impact of the Visitor Centre on Traveller Behaviour

Travellers were asked several questions to gauge how the Golden VC impacted their trip. The questions were as follows:

1. *While at the Centre today, did you learn about any activities, places or attractions that you were previously not aware of?*
2. *What were those activities, places or attractions?*
3. *Will you spend some extra time in Golden as a result of the information obtained at the Golden Visitor Centre? How much time?*
4. *Will you spend some extra time in other parts of British Columbia as a result of the information obtained at the Golden Visitor Centre? How much time?*
5. *Will you make another trip in British Columbia in the future as a result of the information you obtained at the Golden VC?*

Results from these questions indicate that the Golden VC had an impact on traveller behaviour. More than a third (37%) of the travellers at the Golden VC said that they learned about new trip activities as a result of their stopping at the VC. Nearly one-fifth (16%) replied they would spend extra time in Golden, 12% would spend extra time in other parts of British Columbia, and more than half (57%) would make another trip in/to British Columbia as a result of the information obtained at the VC (Figure 19).

Golden VC Impacts on Travel Behaviour

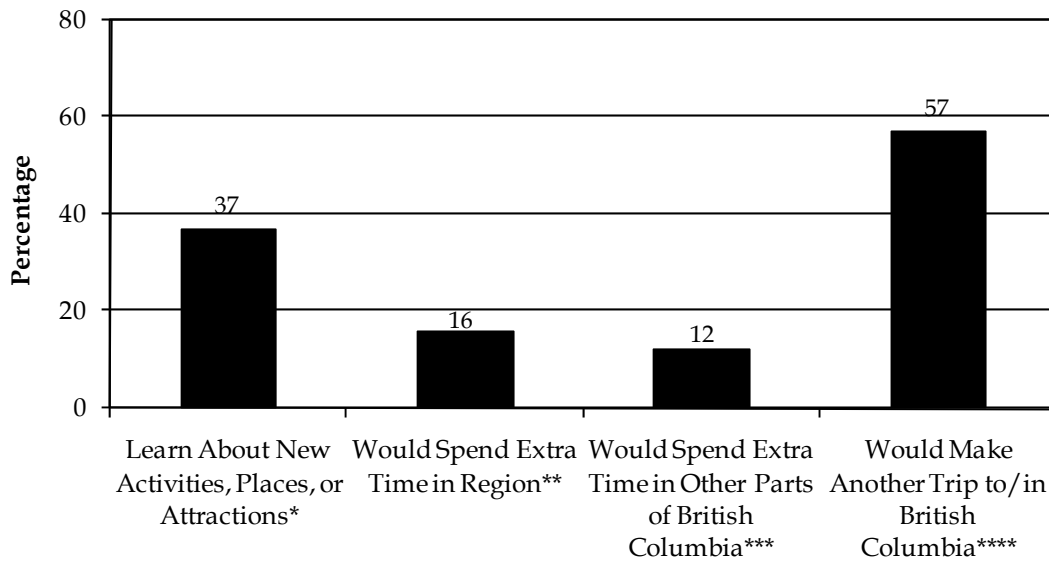


Figure 19. The proportion of travellers at the Golden VC that learned about new activities, places or attractions, would spend extra time in region, would spend extra time in other parts of British Columbia or would make another trip to/in British Columbia as a direct result of the Golden VC. * Don't Know/No Response =45 (4.4%); ** Don't Know/No Response =79 (17.6%); *** Don't Know/No Response =116 (13.6%); **** Don't Know/No Response=126 (12.4%).

A number of trip and traveller characteristics could influence the impact of the VC on traveller behaviour. Characteristics like traveller origin, speaking with a Visitor Information Counsellor, primary trip purpose, flexibility in the time spent in the Golden region, and flexibility in the time spent in British Columbia were examined to understand if they influenced the impact the Golden VC had on traveller behaviour (Table 15). Affirmative answers to the impact questions varied by market origin. Travellers from other Canadian provinces were more likely to say that they would take another trip to/in British Columbia whereas travellers from the US were more likely to say that they would stay extra time in BC as a result of the VC. Travellers from the US and from other international countries were also much more likely to learn about new activities, places or attractions than travellers from Canada. Travellers who did not speak with a Visitor Information Counsellor were far less likely to be influenced by the VC compared to those that did speak to a Counsellor. A considerably higher proportion of travellers who spoke with a Counsellor learned about new activities, places or attractions; would spend extra time in the region and in BC as a result of the information obtained at the VC. Leisure travellers were more likely to give affirmative responses to the impact questions than travellers who were visiting friends and family. Respondents who were flexible with their activities in the region were more likely to learn about new activities, places or attractions and were more likely to take another trip to/in British Columbia as a result of the information obtained at the VC. In terms of time flexibility in British Columbia, those who were moderately flexible were much more likely to take another trip to/in British Columbia than those who were more, or less flexible.

Additional comments regarding the Golden VC made by respondents to the mailback survey are included in Appendix E.

Table 15. The impact of the Golden VC on traveller behaviour by traveller origin, travellers who did and did not speak with a Counsellor, primary trip purpose and flexibility.

	Percentage of Travellers Who:			
	Learned About New Activities, Places or Attractions*	Would Stay Extra Time in Region*	Would Stay Extra Time in Other Parts of BC*	Would Make Another Trip*
Overall	36.8%	15.8%	12.1%	57.2%
Origin				
BC	22.6%	17.9%	14.9%	44.0%
Other Canada	33.7%	13.8%	9.3%	66.6%
US	42.0%	16.9%	19.1%	50.4%
Other International	46.1%	17.8%	13.3%	47.4%
Spoke With A Counsellor				
Yes	45.1%	18.6%	14.5%	57.8%
No	16.0%	6.7%	7.2%	55.8%
Primary Trip Purpose¹				
Leisure	40.1%	16.8%	12.3%	58.6%
Visiting Friends & Family	24.8%	10.4%	11.5%	54.4%
Time Flexibility - Region				
Inflexible (no extra time) ²	30.1%	n/a	7.5%	55.2%
Moderately Flexible	47.3%	17.1%	25.4%	60.4%
Very Flexible (extra day(s))	43.1%	13.7%	18.9%	60.0%
Time Flexibility - BC				
Inflexible (no extra time)	34.5%	19.5%	6.0%	52.7%
Moderately Flexible	38.1%	22.0%	20.6%	78.4%
Very Flexible (extra day(s))	40.9%	11.5%	17.7%	58.8%

* Due to a relatively high number of Don't Know/No Responses answers, Don't Know/No Responses were kept in the denominator to calculate the percent of respondents who said 'Yes.' This approach is consistent with previous years and avoids overestimating impact.

1. Twenty six 'other' cases excluded from analysis in order to display the most pertinent information.
2. Respondents who indicated that they had no extra time to spend in the region regarding trip flexibility were not asked the impact question about willingness to stay extra time in the region.

Conclusions

1. Travellers who stopped at the Golden VC:

- Were predominantly from other provinces/territories in Canada (52%) or from countries outside North America (22%),
- Were most likely to be over the age of 45 (63%),
- Were likely to have attained at least a college or technical diploma (76%),
- Were most likely to be travelling without children (71%),
- Were most likely to have annual household incomes of \$100,000 or higher (40%) or between \$65,000 to \$99,999 (23%),
- Were most likely to rate their overall travel experience in the region as good (60%) or excellent (30%), and
- Were most likely to rate themselves as either very satisfied (83%) or somewhat satisfied (7%) with their experience in British Columbia.

Trip characteristics of travellers at the Golden VC showed that:

- The primary trip purpose was leisure (75%), followed by visiting friends and family (20%),
- Cars/trucks/motorcycles were the primary mode of transportation for most travellers (90%),
- Resorts/hotels/motels/B&Bs were the primary accommodation type for over half (51%) of travellers, followed by campgrounds/RV parks (30%),
- Nearly a fifth of the travellers (21%) rated themselves as very flexible in terms of having extra time to spend in the Golden region and over a third (33%) rated themselves very flexible in terms of having extra time to spend in British Columbia,
- The most frequently participated in activities included visiting municipal/provincial/national parks (79%), shopping for local arts and crafts (55%), hiking (53%), wildlife viewing (48%), visiting a museum, heritage or historic site (47%), fine dining (47%), and visiting a farm/farmers' market, orchard or food processor (37%),
- Most travellers (85%) spent three weeks or more planning their trip, with the most common planning horizon being greater than 13 weeks,
- Past experience (62%), advice from friends or relatives (59%), and other Internet site (47%) were among the top information sources used before travel,
- Visitor Centres were the top information source used during travel as listed by 83% of respondents, and
- The average time spent in the Golden region was two days.

2. The profile of travellers can be applied:
 - To ensure that the current information provided to VC users reflects the needs of travellers using the VC.
 - For business planning and management of new and existing tourism businesses in the Golden region. The data presented in this report 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 the Golden VC.
 - To design a marketing plan to attract travellers who do not currently use the VC. For example, a plan could be designed to encourage visitors who are in the Golden region visiting friends and relatives to visit the Golden VC.
3. The Golden VC had a positive impact on traveller behaviour. More than a third (37%) of the travellers at the Golden VC said that they learned about new trip activities as a result of their stopping at the VC. Almost one-fifth (16%) replied they would spend extra time in the Golden region, 12% would spend extra time in other parts of British Columbia, and more than half (57%) would make another trip in/to British Columbia as a result of the information obtained at the VC.
4. The proportion of travellers who said that they learned about new activities, would stay extra time in the region or would make another trip to/in British Columbia as a result of the information obtained at the VC was consistently larger for those travellers who had spoken to a VC Counsellor. This finding highlights the importance of having a Counsellor available at all times to help travellers.

Limitations

1. These results are representative of travellers who stopped at the Golden VC between June 1 and August 31, 2007. The results do not represent the economic impact of the Golden VC for the whole year. Applying these results to the remaining months in the year could over-estimate the economic benefit of the VC because the study was completed during the peak tourism period. In addition, trip and traveller characteristics of travellers at other times of the year could differ from those interviewed during the study period.
2. These results are representative of the impact the Golden VC had on travellers who did not live in the Golden region. This study did not explore the impacts that the Golden VC had on travellers 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 Golden VC or the benefits of local residents collecting information for their non-resident guests.
3. Some of the statistics contained within this report were produced with small sample sizes; consequently, some of the results should be treated with caution.
4. Findings from similar studies at other VCs in British Columbia have differed from these results; therefore, the findings presented in this report cannot be applied to other Visitor Centres.
5. Results presented here do not represent the full range of analysis that can be completed with the data collected. For example, a profile of travellers visiting friends and family versus those that were travelling for leisure could be developed. Please contact Alison Aspinall, Research and Planning Tourism British Columbia (Alison.Aspinall@tourismbc.com) for more information on obtaining custom reports using this data.

Appendices

Appendix A - Interviewer schedule and interviews completed

Appendix B - Questionnaires

Appendix C - Response bias testing

Appendix D - Other VCs visited in British Columbia

Appendix E - Comments from Golden VC mailback survey

Appendix A – Interview Schedule and Interviews Completed

Table A1. The day and number of travellers approached, the number who agreed to the interview, the number of residents, number of refusals, number travelling in a tour group and the number of independent tourists interviewed at the Golden VC during the first half of the study period.

	Golden VC (June 1 - July 17, 2007)					
	Number of People Approached	Agree to Interview	Number of Residents	Refusals	Part of Tour Group	Tourists
June 1	26	12	0	14		12
June 2	33	21	0	12		21
June 3	25	16	0	9		16
June 4	31	19	0	12		19
June 7	24	16	1	8		15
June 8	20	14	1	6		13
June 9	26	16	1	10		15
June 10	25	12	0	13		12
June 13	32	15	1	17		14
June 14	28	17	1	11		16
June 15	22	15	0	7		15
June 16	26	17	1	9		16
June 19	19	12	0	7		12
June 20	20	14	0	6		14
June 21	24	20	1	4		19
June 22	21	17	0	4		17
June 25	23	15	0	8		15
June 26	28	16	1	12		15
June 27	32	18	0	14		18
June 28	43	27	3	16	1	23
July 1	25	16	1	9		15
July 2	34	24	1	10		23
July 3	32	18	1	14		17
July 4	23	13	1	10	2	10
July 7	26	17	0	9		17
July 8	26	20	4	6	1	15
July 9	39	17	2	22		15
July 10	38	22	1	16		21
July 13	15	11	1	4		10
July 14	20	14	0	6		14
July 15	28	24	1	4	1	22
July 16	19	16	0	3		16
July 17	12	8	0	4	1	7

Table A2. The day and number of travellers approached, the number who agreed to the interview, the number of residents, number of refusals, number travelling in a tour group and the number of independent tourists interviewed at the Golden VC during the last half of the study period.

	Golden VC (July 19 - August 31, 2007)					
	Number of People Approached	Agree to Interview	Number of Residents	Refusals	Part of Tour Group	Tourists
July 19	24	19	1	5	1	18
July 20	4	1	0	3		1
July 21	19	12	1	7		11
July 22	22	16	0	6		16
July 23	10	5	1	5		3
July 25	22	15	0	7		15
July 26	22	11	2	11		9
July 27	28	21	1	7		20
July 28	35	20	1	15		19
July 31	46	35	1	11		34
August 1	34	22	1	12		21
August 2	34	28	1	6		27
August 6	16	10	1	6		9
August 7	25	17	0	8		17
August 8	28	18	0	10		18
August 9	32	16	0	16		16
August 10	33	17	0	16		17
August 12	27	18	0	9		18
August 13	29	21	0	8		21
August 14	19	14	0	5		14
August 15	31	18	0	13		18
August 18	18	9	0	9		9
August 19	30	21	0	9		21
August 20	41	24	2	17		22
August 21	37	20	0	17		20
August 23	10	2	0	8		2
August 24	32	24	0	8		24
August 25	24	17	2	7		15
August 26	45	32	2	13		30
August 27	51	28	2	23		26
August 30	30	22	0	8		22
August 31	17	14	0	3		14
Total	1,740	1,116	43	624	7	1,066

Appendix B - Questionnaires

Interview Questions (British Columbia Visitor Centre @ Golden)

Good morning / afternoon / evening. My name is _____ and I'm conducting a survey on behalf of Tourism British Columbia. We'd like to ask you about your trip to the Golden region and your experiences in British Columbia. Can I please speak with someone in your travel party who is knowledgeable about your trip planning and expenditures?

1. Would you have approximately 10 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 complimentary gift for completing the interview? Thank you.*

2. Are you a resident of the Golden region? The Golden region is defined as the area north of Spillimacheen and between Roger's Pass and Field.

☐ NO ☐ YES *Thanks for agreeing to participate, however, we are only interviewing visitors from outside the area.*

3. Are you part of an organized tour group?

☐ NO ☐ YES *Thank you for agreeing to participate, however, we are only interviewing independent travellers.*

4. Where do you live (usual place of residence)?

Province _____ OR State _____ OR Country (other international) _____

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

IF FROM BC 5. What is the **primary** purpose of your trip? Is it for Leisure, Visiting Friends and Family or Business?

- ☐ LEISURE → Go to Q6
- ☐ VISITING FRIENDS & FAMILY → Go to Q6
- ☐ WORK/BUSINESS ACTIVITY → Go to Box 1
- ☐ OTHER (SPECIFY _____) → Go to Q6

IF NOT FROM BC 5. What is the **primary** purpose of your trip to British Columbia? Is it for Leisure, Visiting Friends and Family or Business?

- ☐ LEISURE → Go to Q6
- ☐ VISITING FRIENDS & FAMILY → Go to Q6
- ☐ WORK/BUSINESS ACTIVITY → Go to Box 1
- ☐ OTHER (SPECIFY _____) → Go to Q6

BOX 1 (ONLY FOR BUSINESS TRAVELLERS)

▪ Including the day you left your residence and the day you will return, how many days will you be away from your residence for this trip? _____ days (**Consult calendar; include day left and day returning**)

IF OVERNIGHT TRAVELLERS

- How many of those days will be spent travelling in British Columbia? _____ days
- And how much time will be spent in the Golden region? The Golden region is defined as the area north of the Spillimacheen, and between Roger's Pass and Field. (**Consult study area map**)

☐ NONE - JUST PASSING THROUGH _____ HOURS OR _____ DAYS ☐ DK/NR

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

\$ _____ ☐ BEGAN TRIP TODAY ☐ DK/NR

IF DAY TRIPPERS ▪ In Canadian dollars, what will your travel party's total expenditures be today?

\$ _____ ☐ DK/NR

That concludes our interview. Thank you for participating!

6. What is your **primary** destination (the place that you will spend the most time)?

☐ NONE, TOURING

☐ DK/NR

7. We are interested in the communities people visit while travelling in British Columbia. On this trip, have you or are you planning to stop and spend time at (at least 1 hour)..... (**Consult reference map**)

A. REVELSTOKE

☐ YES

☐ NO

☐ DK/NR

B. WINDERMERE/COLUMBIA VALLEY (from Fairmont to Radium including Invermere and Panorama)

☐ YES

☐ NO

☐ DK/NR

C. KIMBERLEY

☐ YES

☐ NO

☐ DK/NR

D. VERNON

☐ YES

☐ NO

☐ DK/NR

IF FROM BC 8. What is your **primary** (most often used) mode of transportation while on this trip?

☐ CAR/TRUCK/MC

☐ RV

☐ BUS

☐ BICYCLE

☐ OTHER _____

IF NOT FROM BC 8. What is your **primary** (most often used) mode of transportation while in British Columbia?

☐ CAR/TRUCK/MC

☐ RV

☐ BUS

☐ BICYCLE

☐ OTHER _____

9. Including the day you left your residence and the day you will return, how many days will you be away from your residence for this trip? _____ days (**Consult calendar; include day left and day returning**)

IF Q 9 ≤ 1

▪ In Canadian dollars, what will your travel party's total expenditures be today?

\$ _____

☐ DK/NR

That concludes our interview as we are only interviewing overnight travellers.

Thank you for participating!

IF Q 9 > 1

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

11. And how much time will be spent in the Golden region? The Golden region is defined as the area north of the Spillimacheen, and between Roger's Pass and Field. (**Consult study area map**)

☐ NONE - JUST PASSING THROUGH

_____ HOURS

OR

_____ DAYS

☐ DK/NR

IF SPENDING TIME IN REGION 12. What is your **primary** (most time spent) leisure activity while in the Golden region?

☐ NONE

☐ DK/NR

13. On this trip, which of the following best describes your **primary** (most often used) type of accommodation?

☐ Resort/Hotel/Motel/B&B

☐ Campground/RV

☐ FRIENDS Or Relatives

☐ OTHER _____

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

\$ _____

☐ BEGAN TRIP TODAY

☐ DK/NR

15. Which of the following statements best describes your flexibility in the amount of time you have to spend in Golden?

☐ A. I CAN NOT SPEND ANY EXTRA TIME IN THIS REGION AT ALL

☐ B. I CAN SPEND AN EXTRA FEW HOURS IN THIS REGION (LESS THAN A DAY)

☐ C. I CAN SPEND AN EXTRA DAY OR DAYS IN THIS REGION

☐ D. DK/NR

IF FROM BC AND ENTIRE TRIP IN BC 16. What about your flexibility in the amount of time you have to spend on this entire trip? **(Read choices, if necessary)**

- ☐ A. I CAN NOT SPEND ANY EXTRA TIME ON THIS TRIP AT ALL
- ☐ B. I CAN SPEND AN EXTRA FEW HOURS ON THIS TRIP (LESS THAN A DAY)
- ☐ C. I CAN SPEND AN EXTRA DAY OR DAYS ON THIS TRIP
- ☐ D. DK/NR

ELSE 16. What about your flexibility in the amount of time you have to spend in British Columbia? **(Read choices, if necessary)**

- ☐ A. I CAN NOT SPEND ANY EXTRA TIME IN BRITISH COLUMBIA
- ☐ B. I CAN SPEND AN EXTRA FEW HOURS IN BRITISH COLUMBIA (LESS THAN A DAY)
- ☐ C. I CAN SPEND AN EXTRA DAY OR DAYS IN BRITISH COLUMBIA
- ☐ D. DK/NR

Now, I'd like to ask you a few questions about your use of the British Columbia Visitor Centre @ Golden.

17. What was your reason for stopping at the Centre today? **(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 INFO | <input type="checkbox"/> TO TAKE A BREAK FROM TRAVELLING / GET OUT OF YOUR VEHICLE |
| <input type="checkbox"/> TO OBTAIN ATTRACTION INFO | <input type="checkbox"/> TO OBTAIN REFRESHMENTS |
| <input type="checkbox"/> TO OBTAIN ACCOMMODATION INFO (NOT CAMPING) | <input type="checkbox"/> TO PURCHASE MERCHANDISE |
| <input type="checkbox"/> TO OBTAIN CAMPING INFO | <input type="checkbox"/> TO OBTAIN FERRY INFO |
| <input type="checkbox"/> TO OBTAIN ADVENTURE / RECREATION INFO | <input type="checkbox"/> OTHER _____ |
| <input type="checkbox"/> TO OBTAIN EVENT INFO | <input type="checkbox"/> OTHER _____ |
| <input type="checkbox"/> TO OBTAIN DINING INFO | <input type="checkbox"/> DK/NR |
| <input type="checkbox"/> TO BUY A BC PARKS PARKING PASS | |

18. While visiting today, what information or other things did you obtain or use? **(Do not prompt, check all that apply)**

- | | |
|--------------------------------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> NOTHING | <input type="checkbox"/> BC PARKS PARKING PASS |
| <input type="checkbox"/> MAP | <input type="checkbox"/> REFRESHMENTS |
| <input type="checkbox"/> ROUTE INFO | <input type="checkbox"/> MERCHANDISE |
| <input type="checkbox"/> ATTRACTION INFO | <input type="checkbox"/> WASHROOMS |
| <input type="checkbox"/> ACCOMMODATION (EXCLUDING CAMPGROUND) INFO | <input type="checkbox"/> FERRY INFO |
| <input type="checkbox"/> CAMPGROUND INFO | <input type="checkbox"/> OTHER _____ |
| <input type="checkbox"/> ADVENTURE / RECREATION INFO | <input type="checkbox"/> OTHER _____ |
| <input type="checkbox"/> EVENT INFO | <input type="checkbox"/> DK/NR |
| <input type="checkbox"/> DINING INFO | |

19. While visiting today, did you or anybody in your travel party speak with a Visitor Information Counsellor?

- ☐ NO ☐ YES ☐ DK/NR

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

- ☐ NO - Go to Q22 ☐ YES - Go to Q21 ☐ DK/NR - Go to Q22

21. What were those activities, places or attractions? **(Record up to three)**

1. _____
2. _____
3. _____

SKIP IF Q15 = A (NO EXTRA TIME IN REGION) 22. Will you spend some **extra** time in Golden as a result of the information obtained at the Centre?

☐ NO ☐ YES How much? _____ hours **OR** _____ nights ☐ DK/NR

SKIP IF Q15 ≠ A (SOME EXTRA TIME IN REGION) AND Q16 = A (NO EXTRA TIME IN BC)

23. Will you spend some **extra** time in **other parts of British Columbia** as a result of the information obtained at the Centre?

☐ NO ☐ YES How much? _____ hours **OR** _____ nights ☐ DK/NR

24. Will you make another trip in British Columbia in the future as a result of the information you obtained at the Centre?

☐ NO ☐ YES ☐ DK/NR

25. Are you aware that you can purchase attraction/activity tickets and make accommodation reservations at this Centre?

☐ NO ☐ YES

26. Were there any other products and/or services that were not currently available at the Centre that you would have liked to have found? If so, what are they? **(Do not prompt, check all that apply)**

- | | |
|--------------------------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> NOTHING - Skip to Q27 | <input type="checkbox"/> PUBLIC PHONE |
| <input type="checkbox"/> 24 HOUR WASHROOM FACILITIES | <input type="checkbox"/> MORE GENERAL PARKING |
| <input type="checkbox"/> COFFEE | <input type="checkbox"/> MORE RV PARKING |
| <input type="checkbox"/> FOOD / REFRESHMENT | <input type="checkbox"/> ATM MACHINE |
| <input type="checkbox"/> INTERNET CONNECTION (PLUG IN OR WIRELESS) | <input type="checkbox"/> CURRENCY EXCHANGE |
| <input type="checkbox"/> COMPUTER WITH INTERNET CONNECTION | <input type="checkbox"/> BETTER SIGNAGE |
| <input type="checkbox"/> PLAYGROUND | <input type="checkbox"/> OTHER _____ |
| <input type="checkbox"/> ACTIVITIES FOR CHILDREN | <input type="checkbox"/> OTHER _____ |
| <input type="checkbox"/> PICNIC AREA | <input type="checkbox"/> OTHER _____ |

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

27. Including you, 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

28. How many leisure trips have you taken in the past 12 months?

_____ trip(s) ☐ DK/NR

29. 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

30. 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

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

- ☐ A. LESS THAN \$25,000 ☐ E. \$100,000 TO \$149,999
☐ B. \$25,000 TO \$49,999 ☐ F. \$150,000 PLUS
☐ C. \$50,000 TO \$64,999 ☐ F. DK/NR
☐ D. \$65,000 TO \$99,999

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

- ☐ MALE ☐ FEMALE

33. 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 a 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 be willing to participate?

- ☐ NO ☐ YES

IF YES Can I get your name and mailing address?

Name:
Mailing Address:
City:
Province/State:
Country:
Postal/Zip Code:

Thank you for participating!

Mailback Questions (British Columbia Visitor Centre @ Golden)

The British Columbia Visitor Centre @ Golden



What was your experience?

Please return your completed questionnaire in the enclosed postage-paid envelope to:

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



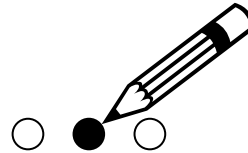
Your opinions are important...

Thank you for participating in this survey. Tourism British Columbia and its partners are working together to better understand your experiences, activities and impressions of your trip to the Golden region and British Columbia.

*If you have travelled within British Columbia more than once this year, **please tell us about the trip during which you were asked to participate in this survey.***

Your responses and personal information will be kept confidential and used only for this survey.

Please answer the survey questions by shading your answer using a pen or pencil. This will help us process the surveys accurately.



Please return your completed questionnaire in the enclosed envelope to:



**Tourism British Columbia
Research Services**

Box 9830, STN PROV GOV'T
300-1803 Douglas Street
Victoria, BC
Canada V8W 9W5



If you have any questions, please call
(toll free) 1-877-877-8811 in North America
or 1-250-356-5840 from elsewhere.

About your trip.....

This section asks questions about characteristics of your trip within British Columbia.

Please answer all of the following questions with respect to the trip you were on when we interviewed you at the British Columbia Visitor Centre @ Golden.

1. How many days did you spend away from your residence on this trip?

_____ day(s) away from residence

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 should be the same as your reply to Question 1.

_____ day(s) in British Columbia

3. What was your **primary destination** on this trip? Your primary destination is the place you stayed the longest or the place that immediately comes to mind as your destination when describing your trip. *Choose one answer only.*

- ☐ Our primary destination was _____
- ☐ We had no specific destination – we were touring around

4. When planning this trip, did you and/or your travel party consider other destinations or routes?

- ☐ Yes ☐ No ☐ Don't know

└─> Where? *Please list up to three.*

1. _____

2. _____

3. _____

5. In general, what made you and/or your travel party choose the destination or route indicated in Question 3?

Mapping your trip...

6. Using the map to the right, please:

- A. **Trace** your party's travel route in the area shown on the map (preferably in coloured pen or marker). Please include your return route, even if you travelled the same way in both directions (please use arrows).

Use the symbols below to show:

- where you drove
- == where you took a flight
- - - where you took a cruise or ferry

B. **Circle** each place that you stayed overnight.

C. **Write in** how many nights you stayed in each place.

Example:



If you travelled off the main roads and/or stayed in smaller towns, please draw in the road and towns.

If you are unsure about a location, please use your best guess.

On this map please:

- A. TRACE your ROUTE
- B. CIRCLE where you STAYED overnight
- C. WRITE in the number of NIGHTS



PS. It's okay if your map starts to look a bit messy. We appreciate your efforts!

7. What activities did you and/or your travel party participate in while on this trip? *Mark all that apply.*

Your activities	Participated in during this trip <i>Mark all that apply</i>
Golfing or attending a golfing event	<input type="radio"/>
Shopping for local arts and crafts	<input type="radio"/>
Participating in fine dining	<input type="radio"/>
Attending a festival, fair or exhibition	<input type="radio"/>
Attending or participating in a sporting event (other than golf)	<input type="radio"/>
Participating in:	
whitewater kayaking	<input type="radio"/>
jet boating	<input type="radio"/>
whitewater rafting	<input type="radio"/>
fishing	<input type="radio"/>
hiking	<input type="radio"/>
mountain biking	<input type="radio"/>
paragliding	<input type="radio"/>
wildlife viewing (bears, birds, wolves, etc.)	<input type="radio"/>
horseback riding	<input type="radio"/>
Visiting a:	
municipal, provincial or national park, or natural area outside a park	<input type="radio"/>
First Nations attraction or event	<input type="radio"/>
museum, heritage or historic site	<input type="radio"/>
art gallery or studio	<input type="radio"/>
winery	<input type="radio"/>
farm, farmers' market, orchard or food processor	<input type="radio"/>
family attraction (mini golf, zoo, etc.)	<input type="radio"/>
spa	<input type="radio"/>
Other (<i>specify</i>) _____	<input type="radio"/>

8. How far in advance did you start planning for this trip? *Choose one answer only.*

- ☐ Day of departure
- ☐ 1-6 days
- ☐ 1-2 weeks
- ☐ 3-8 weeks
- ☐ 9-12 weeks
- ☐ 13 weeks+
- ☐ Don't know

9. We would like to know the information sources you used to plan your trip before and during your trip. This includes information about where to stay, what route to take, where to eat and/or what to see and do.

A. What information sources did you use before your trip?

Mark all that apply.

B. What are the three most useful information sources you used before your trip?

Mark all that apply.

C. What information sources did you use during your trip?

Mark all that apply.

Information sources	Before trip		During trip
	A Used before trip (mark all that apply)	B Most useful information (mark top 3)	C Used during trip (mark all that apply)
Past experience/been there before	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advice from friends/relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1-800-HelloBC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet sites:			
www.HelloBC.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
local or regional tourism sites (e.g. www.tourismgolden.com)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
travellers' commentary sites (e.g. www.tripadvisor.com, travel blogs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Internet sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel agents, airlines, auto associations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tour operators, tourism-specific businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel guide books (e.g. Lonely Planet, Frommer's, Fodor's)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor guide and brochures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising on TV/newspapers/magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Media coverage (e.g. travel articles in newspapers, programs on TV)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor Centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel/consumer shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. We would like to know what travel services you booked/purchased before leaving on your trip and what travel services you purchased during your trip.

A. What percentage of each travel service did you book or purchase before your trip?

If you did not purchase/book that service before your trip, please enter zero.

B. What percentage of each travel service did you purchase during your trip?

Travel Services	Before trip A Booked before trip		During trip B Purchased during trip	
Example:	75%	+	25%	= 100%
Paid Accommodation (hotels, motels, lodge, camping/RV, etc.)	_____	+	_____	= 100%
Transportation within British Columbia.	_____	+	_____	= 100%
Permanent attractions (museums, theme/amusement parks, gardens, zoos, etc.)	_____	+	_____	= 100%
Events (festivals, concerts, etc.)	_____	+	_____	= 100%
Other activities (spa, recreational activities, etc.)	_____	+	_____	= 100%

If you did not purchase that service during your trip, please enter zero.

11. What were your travel party's total expenditures during the trip?

Please include all purchases, taxes and tips, except long-haul flights. If you pre-paid any items prior to leaving on your trip (e.g. accommodation, tours, etc.), please include these in your estimate.

TOTAL \$ _____ Canadian dollars

12. Approximately what percentage of the total expenditures was attributed to the following categories? Please fill in the appropriate proportions, excluding long-haul flights.

Categories	% of total
Accommodation (hotels, motels, lodge, camping/RV fees, etc.)	_____ %
Transportation (short-haul flights within British Columbia, vehicle rental, gas, repairs, ferry, taxi, bus, etc.)	_____ %
Food & beverage (include any taxes and tips paid)	_____ %
Shopping (clothing, gifts, film, books, etc.)	_____ %
Attractions (admission, shows, tours, etc.)	_____ %
Outdoor recreation (park pass, nature guide, etc.)	_____ %
Other entertainment (spa, etc.)	_____ %
Other (<i>specify</i>) _____	_____ %
TOTAL	= 100 %

About the British Columbia Visitor Centre @ Golden...

This section asks about the use of the British Columbia Visitor Centre @ Golden on the trip that we interviewed you.

13. Did you spend any **extra** time in the **Golden region as a result of** the information obtained at the British Columbia Visitor Centre @ Golden? *The Golden region is defined as the area north of Spillimacheen and between Roger's Pass and Field.*
- ☐ Yes → How much additional time? _____ hours **OR** _____ night(s)
- ☐ No
- ☐ Don't know
14. Did you spend any **extra** time on your trip in **other parts of British Columbia as a result of** the information obtained at the Visitor Centre?
- ☐ Yes → How much additional time? _____ hours **OR** _____ night(s)
- ☐ No
- ☐ Don't know
15. Will you take another trip in British Columbia as a result of the information obtained at the Visitor Centre?
- ☐ Yes
- ☐ No
- ☐ Don't know
16. Overall, how well did the British Columbia Visitor Centre @ Golden live up to your original expectations?
- ☐ Fell short ☐ Met ☐ Exceeded ☐ Don't know
17. We interviewed you at the British Columbia Visitor Centre @ Golden. On this trip, did you visit any other Visitor Centres in British Columbia?
- ☐ Yes → Where? *Please specify*
- ☐ No
- _____
- _____
- _____
18. Is there anything else you would like to tell us about your experience at the British Columbia Visitor Centre @ Golden?
- _____
- _____
- _____

Your travel experience...

This section asks about your experiences, activities and impressions of your trip to the Golden region and British Columbia.

19. What positive and/or negative images/characteristics come to mind when you think of the **Golden region** as a vacation destination? *Please list up to three.*

Positive

Negative

1. _____

1. _____

2. _____

2. _____

3. _____

3. _____

20. What do you consider to be **unique** characteristics of the **Golden region**? Unique characteristics are those that make the Golden region different from other destinations. *Please list up to three.*

1. _____

2. _____

3. _____

21. During the trip that we interviewed you, did you spend time in the Golden region?

☐ Yes Go to Q22

☐ No Go to Q24

☐ Don't know Go to Q24

22. Please rate your experience with each component of your trip and your overall travel **experience** in the Golden region? **Choose one answer for each row.**

	Very Poor	Poor	Fair	Good	Excellent	Don't Know	N/A
Accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to information about Golden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractions and events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation/adventure opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall travel experience in Golden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. Given your experience travelling in the Golden region, how likely are you to return to the Golden region for a future leisure trip? *Choose one answer only.*

- ☐ Not likely at all
- ☐ Not likely
- ☐ Somewhat likely
- ☐ Likely
- ☐ Very likely
- ☐ Don't know

Please explain why.

24. Overall, how satisfied or dissatisfied were you with your trip in British Columbia?

Choose one answer only.

- ☐ Very dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat satisfied
- ☐ Very satisfied
- ☐ Don't know

Please explain why.

25. Given your experience travelling in British Columbia on this trip, how likely are you to take another leisure trip within British Columbia? *Choose one answer only.*

- ☐ Not likely at all
- ☐ Not likely
- ☐ Somewhat likely
- ☐ Likely
- ☐ Very likely
- ☐ Don't know

About you...

26. Who was in your travel party when we encountered you at the British Columbia Visitor Centre @ Golden? Please indicate their relationship to you, age and gender. Please start with yourself.

Who? <i>e.g. wife, husband, partner, son daughter, parent, friend...</i>	Age (in years)	Gender (M=Male, F=Female)
1 Myself		
2		
3		
4		
5		
6		
7		

27. Are you willing to participate in future research about your travel patterns and preferences in British Columbia? Participation may involve answering paper-based questionnaires similar to this one or web-based surveys. Your address information will be kept completely confidential and used only for research purposes.

☐

No

☐

Yes → What is your email address?

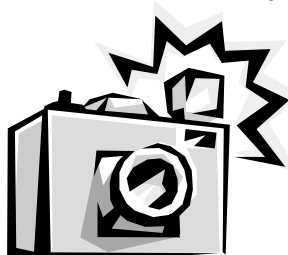
Please clearly print your email address.

_____ @ _____

Thank you for your help!

All completed surveys will be entered in a draw for a digital camera. The draw will be held in December 2007.

Please return your completed questionnaire in the enclosed postage-paid envelope to:



Tourism British Columbia
Research Services
Box 9830, Stn Prov Gov't,
300- 1803 Douglas Street,
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 travellers 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. Both instances could cause the mailback questionnaire results to be unrepresentative of travellers 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 travellers interviewed.

Representativeness was assessed by:

1. Comparing demographics, trip and traveller characteristics between those that agreed and did not agree to complete the mailback questionnaire (Tables A3).
2. Comparing demographics, trip and traveller characteristics between those that responded and those that did not respond to the mailback questionnaire (Tables A3).

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

Results

Differences in Respondents who Agreed or Did Not Agree to Mailback

- At the Golden VC, there was only one difference between respondents who agreed to participate with those who did not agree to participate in the mailback questionnaire.
- Respondents who agreed to participate in the mailback questionnaire were more likely to indicate that they would take another trip to British Columbia in the future as a result of the information obtained at the VC.

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

- There was also one difference between respondents who returned the mailback questionnaire compared to those who did not. There was a higher proportion of respondents aged 55 years or older who returned the mailback survey.

Differences in Interview/Mailback Responses

- Responses to the mailback survey are generally consistent with those given during the interview at the Golden VC.

Conclusions

- Overall, 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.
- None of variables tested indicated a practical difference between the mailback questionnaire and interview results.

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

Golden VC	✓ Indicates a Practical Difference		
	Agreed to Mailback	Mailback Responses (Non-Response Bias)	Interview/Mailback Responses
Origin	N	N	n/a
Gender	N	N	N
Age	N	✓	N
Party Size	N	N	N
Parties With Children	N	N	N
Education	N	N	n/a
Satisfaction with VC			
Days Away from Home	N	N	N
Days in BC	N	N	N
Daily Expenditure ¹	N	N	N
Learn About New Activities	N	N	n/a
Extra Time in Region	N	N	N
Extra Time in Other Parts of BC	N	N	N
Take Another Trip To/In BC	✓	N	N

1. Expenditure comparisons only include those that could answer the question in the interview. Those that started their trip on the day of the interview and those that did not answer the question were excluded. The top and bottom 2% of responses were trimmed.

Table A4. A summary of differences in data between the interview and mailback questionnaire at the Golden VC.

Concept/Questions	Trip Characteristics Results		Practical Difference?
	Interview	Mailback	
Mean Days Away From Home	18.6	19.2	No
Mean Days In BC	9.2	9.4	No
Mean Daily Expenditure	\$213.87	\$202.25	No
Mean Party Size	2.9	2.7	No
Age - Under 24 Years	4.1%	2.6%	No
Age - 25-34 Years	14.0%	7.3%	No
Age - 35-44 Years	18.4%	16.5%	No
Age - 45-54 Years	26.2%	27.7%	No
Age - 55-64 Years	24.6%	30.1%	No
Age - 65 Years or Older	12.7%	15.7%	No
Gender - Male	49.3%	47.5%	No
Gender - Female	50.7%	52.5%	No
Parties with Children	28.8%	27.1%	No
Extra Time in Region (% said 'Yes')	19.2%	20.3%	No
Extra Time in Other Parts of BC (% said 'Yes')	14.1%	20.5%	No
Take Another Trip to/in BC (% said 'Yes')	65.3%	65.7%	No

Appendix D – Other Visitor Centres Visited in British Columbia

Table A5. Location of other Visitor Centres visited by mailback survey respondents.

Location of Other VC Visited	#. of Responses	Location of Other VC Visited	#. of Responses
100 Mile House	2	Mission	2
Abbotsford	3	Alberta & Waterton*	1
Armstrong	2	Mount Robson	8
Banff*	14	Mt. Logan*	1
Bauer*	1	Mt. Revelstoke*	1
Burnaby*	1	North Vancouver	1
Burns Lake	1	Nakusp	4
Campbell River	5	Nanaimo	5
Canmore*	1	National Park*	1
Chetwynd	1	Nelson	7
Clearwater	2	Okanagan centre*	1
Columbia Icefield*	1	Oliver	2
Courtenay	2	Osoyoos	12
Cranbrook	3	Parksville	2
Creston	2	Peachland	3
Dawson Creek	2	Pemberton	1
Enderby	2	Penticton	18
Fernie	4	Port Alberni	2
Field*	21	Port Hardy	3
Fort Steele*	1	Port McNeill (closest known area)	1
Frank Slide*	1	Prince George	7
Glacier Park*	1	Prince Rupert	2
Golden	4	Princeton	1
Grand Forks	1	Quesnel	2
Grey's Provincial Park*	1	Radium Hot Springs	7
Hedley*	1	Revelstoke	33
Hinton*	2	Richmond	1
Hope	11	Roger's Pass*	8
Jasper*	17	Rossland	1
Kamloops	10	Salmon Arm	1
Kaslo	3	Salt Spring Island	1
Kelowna	26	Sicamous	3
Kimberley	1	Smithers	3
Lake Louise*	4	Sooke	1
Lillooet	1	Sparwood	2
Long Beach*	1	Squamish	4
Lytton	1	Steel town*	1
Maple Ridge*	1	Stewart	2
McBride	3	Summerland	3
Merritt	6	Tofino	7

Table A5. Location of other VCs visited by mailback survey respondents (continued).

Location of Other VC Visited	#. of Responses	Location of Other VC Visited	#. of Responses
Town at entrance to Kootenay Park*	1	Wells Gray*	2
Ucluelet	3	Whistler	11
Valemount	4	White Rock	1
Vancouver	27	Williams Lake	3
VC Island (Duncan)	1	Yoho National Park*	1
Vernon	8	Various*	8
Victoria	25	Can't remember name*	10

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

Appendix E – Comments from Golden VC Mailback Survey

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

Comments are grouped into the general categories of staff friendly and helpful, appreciated VC services and amenities, suggestions for VC improvement, enjoyed Golden area and other.

Staff Friendly and Helpful

- The staff were very helpful! The representative saved the day by finding us a place to stay in Vancouver that night.
- Friendly, helpful staff, interesting information about the new highway, interesting architecture of the building.
- Informative and friendly staff
- Yes, very friendly and helpful people
- Very helpful staff
- Very helpful staff and friendly service. Very knowledgeable.
- People at Visitor Center were cordial and informative
- Has a great experience in the help given at the Visitor Centre
- People at almost every centre are very kind and helpful.
- Very friendly
- Nothing - pleasant and helpful
- Staff was new, a little short on training but high in effort
- Excellent service
- Receptionist very helpful in finding good restaurants.
- Helpful staff and they appeared to be happy and glad to be there. Greeted us with a smile. Very good service.
- Friendly people and helpful.
- Very accommodating staff, friendly
- Staff helpful/polite provided requested info promptly.
- Very friendly staff. Purchased a child jacket.
- Staff was very helpful
- Very pleasant lady working inside and the surveyor was also nice.
- If all the employees anywhere in BC are as friendly as in Golden that would help a lot. We met once a young lady, I think she did not like her job - happened in BC in 2006.
- Polite staff, clean, lots of info, free pamphlets, great washroom facilities.
- Persons working there are welcoming and nice.
- The staff took the time to tell us about the area, where the best places to stay were located, and how to get the most out of our time in the area.
- Excellent service. They researched & found most useful maps & info for us going into the Bugaboo's wilderness park. Superb service, excellent, awesome, way better than we expected.
- Delightful.
- We basically were passing through on our way to visit our daughter. We appreciated knowledgeable staff and clean washrooms. May take the train next time.
- The staff was super!
- Staff were amazing!
- Recommended internet accessibility and computers to use.
- We were very pleased with your staff the way they responded to us.
- Very helpful and informed and staff. Excellent range of materials, brochures. Made 2 visits.
- Great, friendly, knowledgeable staff. Very clean facility.
- People were helpful & friendly. Lots of literature to use.
- Very polite, pleasant young person as interviewer.
- Friendly staff, plenty of travel info, clean facilities, an added service that enabled visitors to book travel and activities, great souvenirs.
- Friendly. Quick. Centre is easy to get to/see from the road.
- Exceptional, informative and very accommodating
- Your staff were very welcoming, courteous and helpful but not pushy.
- Friendly, thorough, professional.

- The staff were very helpful and friendly. I felt welcome, and I felt accepted.
- Only that the staff were very courteous and efficient.
- As you can see, we visited a lot of Visitor Centres. The people were very helpful and gave us a lot of good information. I am very impressed at the way the province BC organised it all. The visitors centres give BC very good PR. I myself will advise any Dutch tourist to go to the Visitor Centres when travelling to BC. The Dutch government could learn a lot from the way you organise tourist information.
- Very modern and most helpful staff in finding us accommodation quickly and cancel our stay at Village Inn, terrible place. You should delete this from your lists.
- Explanation with a kind & knowledge. Excellent display in visitor centre.
- The people were very helpful; bathrooms clean & lots of information about area attractions. We had a great time on vacation and will be back.
- Very courteous & well informed.
- We were having troubles and someone spoke to us. Great.
- Very friendly and knowledgeable.
- The young people were polite and acted interested in our travels.
- The person I spoke to was able to give me additional information about the kicking horse construction project.
- The visitor guide was so friendly and thorough. I'd go back for sure, even as a resident once I move there in October.
- The staff was very helpful. We will go back to Golden and stay there. The wildlife reserve was amazing! We didn't know about the reserve, definitely worth the trip.
- It was great. I appreciated the service, the knowledge of local events by the employees there, and I really liked how it was laid out, are ease to drive in and out of. Well done.
- Friendly & informative.
- Pleasant people or staff.
- Very patient to find a room for us.
- Staff were friendly, helpful & knowledgeable. The only help required was a dining recommendation and this was provided.
- Great customer service.
- The ladies were extremely helpful and nice. The young man who did the questionnaires was fantastic! Great bunch of people.
- Very informed staff.
- It was great! The people were really helpful and gave us great information. Thanks.
- Courteous, clean, restful.
- The staff were very helpful. Without them we would never have known about Kicking Horse resort and 'Boo' the bear!
- Staff were very friendly and helpful.
- Everyone was very friendly & helpful. Thank you for creating a warm & hospitable impression.
- All visitor centres were very helpful with friendly staff that I visited in BC. Golden was no exception.
- Very efficient knowledgeable staff. Really nice staff, good facilities, well organized. But 1/2 way on a very long drive. Excellent position on highway.
- They were very helpful in helping us get to our next destination, Victoria, BC.

Appreciated VC Services and Amenities

- The display regarding the new highway construction east of Golden was very interesting.
- Clean, friendly, lots of info
- Very clean place. Very polite person.
- Awesome centre. Well laid out.

- My 7 years old son loved catching little crabs on the beach and my 12 year old loved that Goldstream is paved so he could ride his unicycle.
- Everything was good. Thank you.
- It was a really good service
- It's a nice new centre off main highway. It's too bad the gas companies like to jack up fuel prices at this location.
- The most beautiful one, big and we found that comparing were tourist will go too. A strange place to have one that big.
- This is a great facility, friendly people and nice assortment of souvenirs.
- Very well done.
- Enjoyed exhibit on Trans Canada Highway upgrade
- It makes a good rest stop on the trip, been approx 1/2 way point.
- The washrooms were clean that was nice, the place was modern, and well laid out for driving the RV through its parking lot.
- Good location. Friendly staff.
- Beautiful building, friendly, helpful staff, lots of information.
- We especially enjoyed seeing the display about the Kicking Horse Pass redevelopment. We learned that there were a lot of activities to do in the area (skiing, rafting).
- Very good information, very friendly. We thank for the information about the bear tour! Very nice.
- Very nice facility, keep it up
- Beautiful Center. Enjoyed the display of the new highway. Clean.
- Good information. Thank you for the clean bathrooms.
- A very nice visitor's center - clean, friendly, informative, pretty good souvenir variety. The only think I have seen at other centers that Golden didn't have was Internet Stations.
- I stopped to find out where to get a slurpee. The air conditioning was great, the map of the bridge construction was cool, the lady was very helpful. I liked the layout of the visitors center. I was really just driving through on the way my new job, not actually being a tourist.
- Very clean. Needs more selection of foods/drinks.
- It was very clean and the employees very friendly
- The brochures and fliers were excellent and this gave us information which helped us know what to look for on our trip.
- Fantastic - centre, great, helpful and knowledgeable staff. Cool waterless urinals. Clean, non smelly bathrooms. Great air conditioning.
- We enjoyed the display and explanation of the new highway being constructed.
- Liked the design/it was very clean went on the Internet to keep up with the kick horse road project.
- It is very nice and welcoming
- The centre was attractive, clean, friendly easy access from highway
- Excellent facility and service.
- Nice place to have a picnic.
- Had never been there before. It was most impressive.
- Very nice facility, easy to get to.
- Welcoming environment, information and souvenirs available. Clean washrooms.
- Beautiful, been through before, was later when we got there or we would have spent 2 or 3 hrs there.
- Beautiful building. Please don't change the sign. It made me laugh on a very long drive 'Pet Area in Rear.'
- We very much enjoyed the information about the new highway including the scale model display. Our 3 yr old very much enjoyed pushing the buttons to activate the lights!
- Both the building and the location were very attractive. Staff was friendly and helpful.
- We stopped there because of the big parking lot (we had lunch there) and the bathrooms. The view was great. The maps on the wall of BC was beautiful an informative. The centre was clear, hospitable and there was lots of information.

- Cool building, great amount of resources.
- Very lovely building. Very helpful staff.
- Nice, clean centre.
- Very nice.
- No, it was great.
- All inclusive, very informative and well presented.
- I was an unexpected pleasure.
- Facility was very clean and organized.
- The display regarding further plans to increase road safety is impressive, though costly.
- A beautiful set up.
- Exceptionally large centre for location.
- The bathrooms were great, loved your energy efficient features. Woman was able to tell us lots about the new Kicking Horse Pass bridge & show us the website & some of its features.
- It is a very handy Visitor Centre
- Clean. Clothes purchased were later found 20% cheaper in another store, will not buy merchandise in Golden V.C. again.
- We only stopped there to use the bathroom, we did enjoy the bridge/hwy exhibit
- Very good information about the bridge
- It was well stocked with information leaflets. The staff were friendly & helpful and the building was nice and light (good feeling of space).
- No, always helpful.
- We bought a very nice shirt there. Very hospitable staff.
- We drove a small RV from Boston to San Francisco (our home) via Canada/B.C. No accommodations. About 25 nites in RV parks. 28 days of food for 2, including about 14 dinners in restaurants. 40000 miles of driving, and gas, small amts for museums, etc. How much, who knows, but \$15000 is a guess, with \$500 in B.C.
- The center was very impressive. Clean, open, nice staff, great local photos. We lingered longer than expected looking at the displays.
- Extremely neatly and clean. Extremely friendly and polite.
- A wonderful centre!
- Clean bathroom. Thanks for that.
- Very nice visitor centre & friendly, helpful staff!
- It was very nice.
- Very modern, interesting architecture, things can be found easily.
- We only stopped at the visitor centre for a rest room break. But while there, we picked up a lot of brochures.
- Good maps & good info source & a few neat displays there.
- Nice washrooms. Friendly staff. Clean. Lots of cool info.
- This survey was way too long and tedious. The only reason I mailed it back is because I felt you needed to know. In future, I won't respond to your survey people at Visitor Info Centers. Yikes!
- The new ones are architecturally interesting-the wine shops are well structures. They gave very good info on other parts of BC we were planning to visit.
- Yes, gorgeous building/architecture, helpful staff-enjoyed relief model, excellent gift items for sale very impressed-will recommend.
- Great facility. Fantastic info and display on highway and bridge development. A nice place, clean and welcoming for a break in the drive.
- I didn't know the visitors centers were so nice and had so many different things to offer.
- Very compressive with lots of info available especially about the Yoho pass out of Golden.
- They were a great help and helped us out a lot for our trip.
- Helpful info about highway closures due to forest fires.
- Very good.

- Beautiful centre, easy to park, clean, lots of information available, great handouts for myself and visiting friends to BC. Also liked the way it was displayed by area.
- Great centre, great staff.
- Learned a lot from the displays & the relief map of the Pass.
- My one negative experience about B.C.; signs ask you to "reserve" for the ferry and so we did on the trip from Tsawwassen to Sydney but that money was not deducted from the cost. That floored me! In NS and Nfld if and when you reserve it is deducted. I was annoyed to lose that money and there was lots of room on the ferry. I would not reserve again.
- It was a nice break from the road. The baby enjoyed the flowers. I thought the bathroom was neat!
- Very nice facility, lots of travel BC info.
- The info about the new highway/bridge was of great interest.
- It was very clean! Helpful! Had a water warning!
- Very nice centre. Well designed and much more than expected.
- Visitor centre was quite an interesting facility to visit. Staff very knowledgeable and helpful.
- I told my neighbours in Ontario about the Centre and the model of the road construction and when they were in Invermere they visited the Golden area.
- Golden is surrounded by nature at its best. Take care of your amazing surroundings!
- Enjoyed the architecture of the building. Had a nice talk with visitor centre lady.
- Very well designed center friendly and very helpful staff. Availability of additional information and brochures were a plus! Future trips will be to Vancouver and points west and north of Golden and Radium Springs.
- Beautiful building, good info, friendly staff and interviewer.
- It was one of the most beautiful visitor centres. The staff was very friendly and helpful compared to many other staff in BC's visitor centres.
- Thank you!
- Great exhibits & plenty of info. Disappointed pay n pass purchased did not extend to Alberta and not told!
- We appreciated a lot to be able to change our baby's diaper and o microwave baby food (thanks to the centre for that!). One problem: very difficult to use visa card in the area.
- Good source for information, souvenirs. Very well kept, people exceptionally nice & knowledgeable.
- No, we had a wonderful trip and would love to return, but South Carolina is soooo far away.
- Large parking lot gave easy access for our RV.
- Thanks for the good job!
- Very clean. Very pleasant employees.
- It was new and friendly. Nice clean washrooms.
- Great that you moved the visitor centre from in town to the entrance to Golden. It is much bigger.
- Very pleasant and well laid out. Lots of information.
- I found the information about the obstruction fascinating and answered many questions I had. Well done!
- Great centre and great info re road expansion plans and great info re Revelstoke Mt ski plans. Thanks.
- We were very interested in the scale model of Highway #1 construction east of Golden. Totally fascinating and informative. Also, building is so beautifully constructed!
- Intriguing and amazement of the Kicking Horse project.
- Nice building. Good interpretive about the near bridge & highway.
- You didn't ask this but I want to go on record as saying the Info Centers were fabulous sources of information. I was disappointed I could not get a map through Internet ordering (would have been helpful planning) and that I was sent material other than what I requested online, resulting in my having some duplicates which were not necessary and costly in the long run for Tourism B.C. Thanks!
- Very informative displays, friendly staff, lots of printed info.
- It was clean and it is important. Friendly personnel.

- Found it very clean, smart. Staff were helpful indeed answered all our questions with a smile! Very enjoyable.
- The V/C in Golden was bigger and more pleasant.
- Very clean. Very friendly/helpful staff. Bought more than first anticipated because of helpful staff.
- Centre is well done and useful. We just didn't need much at that time.
- The free pamphlets really helped. They saved us a couple of time when we needed info on accommodations.
- Great place and will come again.
- A spacious, attractive site, well designed.
- I was exceptionally clean, attractive & helpful.
- The fact that the great comprehensive information on other areas was very useful. Staff were interesting & informative, friendly. Great.

Suggestions for VC Improvement

- Stopped at Golden to get a BC road map. BC & Alberta are the only Provinces that charge for road maps. BC charges the most. Drove home and went to BCAA to get my maps.
- Why don't you try marketing some local high quality arts and crafts and or local rocks/minerals at the center. We were just passing through eager to get home, but there is always time for some shopping.
- Missing a French speaking personal
- Staff concentrated on outdoor sporting activities only, hardly ideal for pensioners! Did suggest wine tour further south, but not much use when on strict schedule.
- The magazine with this survey has the same disadvantages as centre info. Nothing on First Nation activities, crafts, museums, etc (although specifically requested before leaving UK). Only few by chance when travelling. Very difficult to suitably plan in advance before leaving, therefore tended to stay on main roads and probably missed a lot. All your tourist literature appears to be aimed at North Americans.
- As well as information about Golden, we asked for places of interest enroute to Cranbrook. We felt that Invermere should have been mentioned instead of just Kimberley. Both were great.
- The centre has very little information to give regarding Golden, although the staff were very helpful.
- Where is the great wooden sculpture you had in old Visitor Centre
- No Intranet working. We were hoping to get some better directions for a hike, but were unable to. Friendly staff.
- I wanted a free map of BC and it was not available, Ontario and other provinces do provide maps for free!!
- It is too far away from town/city.
- Yes, I noticed you have a very lot of unused space. I would like to see more books & clothing & jewellery items.
- Perhaps you should take the town called Field off your map because it doesn't exist and there are no facilities there like drinking water that is the most essential thing for bicycling touring.
- Better advertising of attractions-i.e. Gondola, Rall Fairs with so much easy to access to TN-maybe a tour BC channel or short video tour-downloadable from website.
- Showed the lady that I used my BC map for 9 years (and it was falling apart) I still had to buy a new one. She was very apologetic about it though.

Enjoyed Golden Area

- I would like to come back to Golden for skiing and white water rafting.
- On the way home, we had the pleasure of driving on the new piece of road which opened east of Golden.
- Beautiful weather; lots to do.
- Would like to visit again. On this trip our time was limited & did not allow time for extras.
- Although we didn't extend our trip in Golden, as we had preplanned our trip, we went horseback riding & hiking to see waterfalls on the Visitor Centre advice. We will certainly return on our next visit in 2009.

Other

- Persons doing survey were very friendly, but not too pushy!
- In my opinion, this survey is way too long and is somewhat redundant on some of the questions.
- Was disappointed that Gondola at Kicking Horse was not running. Their website implied open all year. Visitor Centre advised not open again till end June.
- Just a comment. I didn't get to sending the first survey back because I lost some of it. So good you sent it again!
- As we were on our return trip when we stopped in Golden, and as there was then sometime constraints, it was not possible for us to take as much advantage of the information we received as we might otherwise have done.
- This survey is too long!
- More police control to speeding vehicles! Do you have hot springs in the Golden area (information)?
- Road signs en route said delays up to 15 minutes due to road construction. Spent many hours. 2) Will return to Golden for up to a week and utilize Visitor's Center.
- We would have liked to see more attractions for children as we were travelling with our 4 yr old daughter, ie. Nice playgrounds/adventure parks, etc.
- We were headed East so we didn't get any info that we didn't already have.
- We ran into some relatives by accident travelling from BC to Alta. (encountered in Visitor Centre parking lot).
- According to the weather in Golden we had worst day of our trip so travelled areas south. You could not have helped that!
- On October 15th we will be going over the new bridge.
- This time just drove through. Been in Golden a number of times for longer periods, summer and winter.
- Bicycles on the hiways cause tie ups of traffic and are dangerous to the motorist and themselves.
- We stopped to get info for a trip we are planning for the Summer of 08 in Golden.