



RESEARCH AND PLANNING

VALUE OF THE POWELL RIVER VISITOR CENTRE STUDY RESULTS – FOR DISTRIBUTION

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Executive Summary

Due to increasing needs in communities around the province, Research Services, Tourism British Columbia has developed a methodology that Visitor 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 Powell River Visitor Centre. Specifically, the study objectives were:

1. To profile travellers who use the Powell River VC in terms of traveller and trip characteristics.
2. To measure the influence the Powell River 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 three-location, two-stage survey design was used to examine the study objectives. Travellers were interviewed at three locations, the Powell River VC and at two reference sites (Westview and Salterty Bay BC Ferries Terminals). The purpose of collecting information from these two sites (referred to as Reference Site for the purposes of this report) was to obtain information about the typical traveller to the Powell River Region for comparison with travellers who used 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 Powell River and British Columbia upon trip completion.

- Between June 1 and August 31, 2007, 3,128 people were approached at Powell River VC or at one of the two reference sites. Of those, 2,736 agreed to complete the interview but 937 were excluded because they were from the local area. Four respondents who were travelling in an organized tour group were also removed from the analysis in an effort to represent the results of independent travellers resulting in 1,795 useable surveys. Three hundred and forty-three (19%) of these were conducted at the Powell River VC, five hundred and seventy-eight (32%) were conducted at the Westview reference site and eight hundred and seventy-four (49%) were conducted at the Salterty Bay reference site
- Forty-eight percent of travellers at the Powell River VC and Reference Sites agreed to complete the mailback survey and 54% of these returned the mailback surveys by January 10, 2008, resulting in 376 useable surveys for analysis
- Almost half (49%) of travellers at the Powell River VC were from British Columbia, over a fifth (22%) were from other provinces or territories in Canada, another fifth (19%) were from countries outside North America and a tenth were from the US (10%, Table 3). In contrast to this, a substantially higher proportion of respondents (79%) from the Reference Sites were from British Columbia. Noticeably fewer Reference Site respondents came from other locations in Canada (9%) or internationally (7%) and US visitors accounted for only five percent of the sample.

- At the Powell River VC, the average travel party size was 2.6 people and a quarter of travel parties (26%) included children. Those parties at the VC who travelled with children had, on average, 4.1 members in their party. At the Reference Sites, the average travel party size was similar (2.6 people) as was the proportion of travel parties that included children (28%). Those parties at the Reference Sites who travelled with children had, on average, 3.9 members in their party.
- On average, travellers at the Powell River VC had taken 4.6 leisure trips over the previous 12 months. This was notably lower when compared to Reference Site visitors who averaged 5.5 leisure trips over the same time period.
- The majority of respondents at the Powell River VC were travelling for leisure purposes (76%) while fewer were visiting friends (18%) or travelling for business (6%). Non-BC residents were more likely to be travelling to visit friends (21%) than BC residents (15%). BC residents were more likely to be travelling for work/business (8%) than non-BC residents (3%).
- A substantially lower proportion of Reference Site respondents were travelling for leisure purposes (49%) while a higher proportion were visiting friends (31%) or travelling for business (18%) as compared to respondents at the Powell River VC. Non-BC residents were more likely to be travelling for leisure (66%) than BC residents (44%). BC residents were more likely to be travelling for work/business (22%) than non-BC residents (6%).
- A noticeably higher proportion of travellers at Reference Sites used car/truck/motorcycles (84% Powell River VC; 98% Reference Sites). These differences were consistent for both BC residents and non-residents interviewed at the Powell River VC and at Reference Sites. Recreational vehicles/campers were the next most frequently cited mode of transportation by travellers at the Powell River VC (8% BC Residents; 11% BC Non-Residents).
- Almost three times as many travellers at the Powell River VC were staying at campgrounds or RV parks (39% Powell River VC; 15% Reference Sites) compared to those at the Reference Sites. On the other hand, a much higher proportion of Reference Site respondents reported staying with friends/relatives (15% Powell River VC; 38% Reference Sites) or at a B&B (11% Powell River VC; 22% Reference Sites).
- Almost two-thirds (68%) of travellers interviewed at the Powell River VC had a primary destination within British Columbia, while 30% were touring with no particular primary destination and the remaining 2% had primary destinations outside British Columbia. The proportion of travellers interviewed at Reference Sites who had a primary destination within British Columbia was much higher (86%), while the proportion that were touring with no particular destination was considerably lower (13%) and the proportion with destinations outside British Columbia was similar (1%).

- Respondents were asked about communities they visited or planned to visit while travelling in British Columbia. Over two-fifths of Powell River VC respondents had stopped or planned to stop at and spend time in Sechelt (44%) and the Comox Valley (44%). Only one-fifth (22%) of these travellers also intended to stop and spend time in Campbell River. Reference Site respondents were less likely to stop and spend time in Sechelt (26%), the Comox Valley (25%) or Campbell River (11%).
- Travellers at the Powell River VC spent an average of 20 days away from home, including 16 days in British Columbia and 5 days in the Powell River region. Less than five percent (4.7%) of the travellers interviewed indicated that they were just passing through Powell River. Travellers at the Reference Sites spent an average of 10 days away from home, including 9 days in British Columbia and 5 days in the Powell River region. Fifteen percent of the travellers interviewed indicated that they were just passing through Powell River.
- Mailback respondents were asked about trip planning. Most travellers at the Powell River VC spent three weeks or more planning their trip (78%), with the most common planning horizon being greater than 13 weeks (39%). Three quarters of travellers from the Reference Sites spent three or more weeks planning their trip (75%), with the most common planning horizon also being 3-8 weeks (34%). Over a tenth of Reference Site respondents (11%) also planned their trips within a week of taking them.
- Past experience (57%), advice from friends or relatives (56%), other internet sites (49%), local or regional tourism internet sites (38%) and visitor guides and brochures (32%), were the top five information sources used before travel by Powell River VC respondents. Although these were the same as those listed by Reference Site respondents, there were differences in the proportion of travellers who placed importance on them. Past experience (73%) was cited substantially more often, advice from friends or relatives (54%) and visitor guides and brochures (32%) were cited as often whilst other internet sites (32%) and local or regional tourism internet sites (22%) were less frequently mentioned amongst the top five information sources used before travel by Reference Site respondents.
- In the mailback survey, travellers were also asked about leisure activities they participated in while in the Powell River region. The most frequently cited activities by those interviewed at the Powell River VC included visiting municipal/provincial/national parks (75%), shopping for local arts and crafts (68%), hiking (31%), visiting a museum, heritage or historic site (53%), and fine dining (44%). Activities most frequently cited by Reference Site respondents included visiting municipal/provincial/national parks (48%), fine dining (41%), hiking (39%), wildlife viewing (29%), visiting a museum, heritage or historic site (25%), and visiting art gallery or studio (25%).
- Over two fifths of the travellers (43%) were very flexible with the amount of time that they could spend in Powell River. Overall, respondents were somewhat more flexible in terms of spending additional time in British Columbia, as almost three-fifths of BC resident travellers (59%) and over half (53%) of non-BC residents indicated they could extend their trip by an extra day or days.

- Nearly half of travellers at the Powell River VC (47%) and almost a quarter of travellers at Reference Sites (24%) were very flexible with time in the region and could extend their stay by a day or more. Over two-fifths (42%) of travellers at the Powell River VC and almost a third (31%) of travellers at Reference Sites were very flexible with respect to the amount of time they could spend on their trip. Over half (49%) of travellers at the Powell River VC and a slightly smaller proportion (46%) of travellers at Reference Sites were very flexible with respect to the amount of time they could spend in BC.
- 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 Powell River VC were visiting municipal/provincial/national parks (76%), shopping for local arts and crafts (68%), hiking (62%). Activities most frequently cited by Reference Site respondents included visiting municipal/provincial/national parks (48%), shopping for local arts and crafts (43%) and fine dining (41%).
- In the mailback survey, travellers interviewed at the Reference Sites were asked specifically about leisure activities they participated in while in the Sunshine Coast region. The most frequently cited activities included shopping for local arts and crafts (43%), visiting municipal/provincial/national parks (42%), fine dining (36%) and hiking (31%).
- A majority (94%) of all travellers at the Powell River VC spoke with a Visitor Information Counsellor.
- In the mailback questionnaire, travellers were also asked if they had visited any other Visitor Centres in British Columbia. Over half (55%) of those interviewed at the Powell River VC indicated that they had visited another VC in British Columbia. Almost a quarter (24%) of those interviewed at the Reference Sites indicated that they had visited another VC in British Columbia.
- Positive responses were dominated by the natural beauty and scenic landscapes of the Powell River region (50% Powell River VC; 54% Reference Sites), the presence of family/friends and friendliness of people in general (28% Powell River VC; 29% Reference Sites), the ocean/harbour/waterfront (24% Powell River VC; 16% Reference Sites), quiet/uncrowded/ peaceful (21% Powell River VC; 23% Reference Sites) and restaurants (14% Powell River VC; 15% Reference Sites).
- Negative perceptions from respondents focused on the pulp mill and its smell (28% Powell River VC; 16% Reference Sites), distance (16% Powell River VC; 7% Reference Sites), road conditions (12% Powell River VC; <1% Reference Sites), ferry trip (12% Powell River VC; 31% Reference Sites) and industrial pollution (9% Powell River VC; 2% Reference Sites).
- Respondents to the mailback questionnaire were asked to rate various components of their trip and their overall travel experience in the Powell River region. Ratings were high for overall travel experience and for each trip component, especially customer service and recreation adventure opportunities.

- Respondents to the mailback questionnaire were asked about their satisfaction with their trip in British Columbia. The vast majority of travellers indicated that they were either 'very satisfied' (85% Powell River VC; 82% Reference Sites) or 'somewhat satisfied' (7% Powell River VC; 11% Reference Sites) with their trip.
- Respondents to the mailback questionnaire were also asked about dissatisfaction or satisfaction with their experience travelling on BC Ferries. Although two-thirds were very satisfied (41%) or somewhat satisfied (29%) with their experience, almost a fifth were somewhat (12%) or very dissatisfied (7%).
- Around four-fifths of travellers indicated that they were either 'very likely' (46% Powell River VC; 60% Reference Sites) or 'likely' (28% Powell River VC; 23% Reference Sites) to return to Powell River for a future leisure trip.
- In terms of likelihood of taking another leisure trip in British Columbia, an even larger proportion of travellers indicated that they were 'very likely' (88% Powell River VC; 88% Reference Sites) or 'likely' (11% Powell River VC; 9% Reference Sites) to take another trip.
- Travellers at the Powell River VC spent an average of \$150.88 per party per day whereas those at Reference Sites spent an average of \$138.33 per party per day. There were notable differences in expenditures when broken down by origin of the travellers, primary accommodation type, travel party size and age. Average daily expenditure **per person** was also calculated, with the result being \$71.06 per person per day for Powell River VC and \$62.37 per person per day for Reference Sites.
- In the summer of 2007, Powell River VC users were estimated to have spent \$2.6 million in the Powell River region and \$6.2 million on their trip throughout the rest of the province.
- The Powell River VC had a positive impact on traveller behaviour. Over two-fifths (44%) of the travellers at the Powell River VC said that they learned about new trip activities as a result of their stopping at the VC. One-quarter (25%) replied they would spend extra time in the Powell River region, 12% would spend extra time in other parts of British Columbia, and almost one-third (31%) 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 Services, 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 Powell River Visitor Centre (Powell River 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 Powell River VC. Specifically, the study objectives were:

1. To profile travellers who use the Powell River VC in terms of traveller and trip characteristics.
2. To measure the influence the Powell River 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 three-location, two-stage survey design was used to examine the study objectives. Travellers were interviewed at the Powell River VC and at two reference sites (Westview and Saltery Bay BC Ferries Terminals). The purpose of collecting information from these two sites (referred to as Reference Sites for the purposes of this report) was to obtain information about the typical traveller to the Powell River Region for comparison with travellers who used 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 Powell River and British Columbia upon trip completion.

Data Collection - Interview

A rotating team of 2 interviewers collected data between June 1 and August 31, 2007. The interviewers' schedule consisted of a systematic sample of four continuous days of interviewing followed by two days off. The interviewers spent some time at the Westview terminal on each and every sampling day because of the limited number of departure sailings from the terminal. For the most part, the rest of the interviewing time was split between the Visitor Centre and the Saltery Bay ferry terminal (Appendix A).

Potential respondents were randomly selected at each location, as they exited the VC or passed a predetermined point at a Reference Site. 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 Powell River region (defined as the area south of Lund and north of Saltery Bay, including surrounding islands of Savary, Texada and Nelson Islands). 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 a shortened series of trip characteristics questions before exiting the survey in an effort to focus the 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 Powell River 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 1 and August 31, 2007, 3,128 people were approached at Powell River VC or at a one of the two reference sites. Of those, 2,736 agreed to complete the interview but 937 were excluded because they were from the local area. Four respondents who were travelling in an organized tour group were also removed from the analysis in an effort to represent the results of independent travellers resulting in 1,795 useable surveys. Three hundred and forty-three (19%) of these were conducted at the Powell River VC, five hundred and seventy-eight (32%) were conducted at the Westview reference site and eight hundred and seventy-four (49%) were conducted at the Saltery Bay reference site (Table 1).

Table 1. Travellers surveyed at the Powell River VC & Reference Sites

	Travellers Approached	Agreed to Interview	From Local Community ¹	Part of Organized Tour Group	Useable Surveys ²
Powell River VC	762	480	136	1	343
Westview	1,134	1,097	519	0	578
Saltery Bay	1,232	1,159	282	3	874
Total	3,128	2,736	937	4	1,795

1. The Powell River region includes the area south of Lund and north of Saltery Bay, including surrounding islands of Savary, Texada and Nelson Islands.
2. Includes 287 business travellers and 50 day trippers who were eliminated from the survey after the first several questions of the interview.

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,
- the VC's impact on their trip,
- use of other VCs in British Columbia,
- positive and negative images of Powell River,
- unique characteristics of Powell River as a vacation destination,
- satisfaction with Powell River and British Columbia, and
- the likelihood of returning to Powell River and British Columbia.

Forty-eight percent of travellers at the Powell River VC, Westview and Saltery Bay agreed to complete the mailback survey and 54% of these returned the mailback surveys by January 10, 2008, resulting in 376 useable surveys for analysis (Table 2).

Table 2. Mailback survey response from travellers intercepted at the Powell River VC and Reference Sites.

	Travellers Asked to Participate in Mailback ¹	Agreed to Complete Mailback	Incomplete Addresses	No Response	Useable Mailback Surveys
Powell River VC	321	165 (51.4%)	3	75	87 (52.7%)
Reference Sites	1,137	533 (46.9%)	2	242	289 (54.2%)
Grand Total	1,458	698 (47.9%)	5	317	376 (53.9%)

1. Does not include business travellers interviewed at Powell River (n=19) or at Reference Sites (n=268). Also does not include day trippers interviewed at Powell River (n=3) or at Reference Sites (n=47).

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).

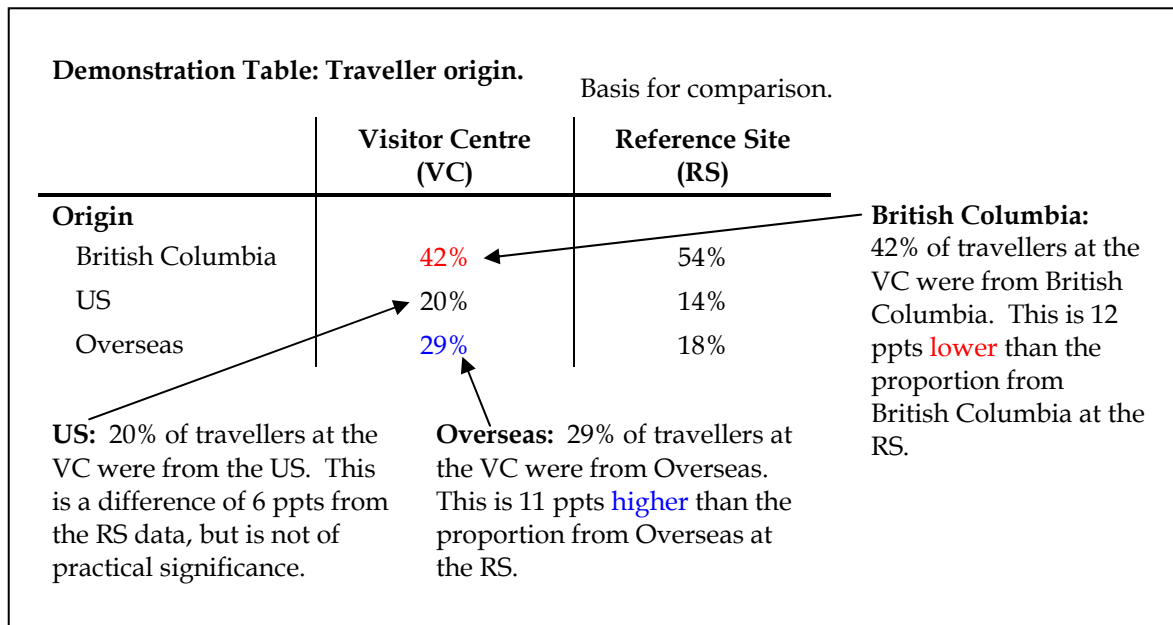


Figure 1. Interpreting the tables. Data is fictitious and for illustrative purposes only.

The study design produced six sets of data (the interview responses at the Visitor Centre and reference sites, and the mailback responses from these three locations). 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)

Almost half (49%) of travellers at the Powell River VC were from British Columbia, over a fifth (22%) were from other provinces or territories in Canada, another fifth (19%) were from countries outside North America and a tenth were from the US (10%, Table 3). In contrast to this, a substantially higher proportion of respondents (79%) from the Reference Sites were from British Columbia. Noticeably fewer Reference Site respondents were from other locations in Canada (9%) or countries outside of North America (7%) and US visitors accounted for only five percent of the sample.

At both the Powell River VC and Reference Sites, the majority of travellers from provinces outside of British Columbia originated from Alberta (64% Powell River VC; 63% Reference Sites) and Ontario (23% Powell River VC; 22% Reference Sites). Fewer travellers were from Nova Scotia, New Brunswick, Saskatchewan, Quebec, Manitoba, Newfoundland/Labrador and the Northwest Territories (Figure 2).

The largest proportion of US visitors were from Washington (26% Powell River VC; 41% Reference Sites) and California (20% Powell River VC; 17% Reference Sites). US visitors also came from twenty-eight additional states, most popular of which were Texas, Oregon and Arizona (Figure 3).

At the Powell River VC and Reference Site, most travellers from overseas countries were European. Germany (23% Powell River VC; 20% Reference Sites), the United Kingdom (17% Powell River VC; 29% Reference Sites), Netherlands (15% Powell River VC; 9% Reference Sites) and Switzerland (9% Powell River VC; 16% Reference Sites) accounted for almost two-thirds (64%) and three-quarters (74%) of all international visitors to the Powell River VC and Reference Sites respectively (Figure 4).

With respect to age, there were no practical differences between respondents at the Powell River VC and Reference Sites. At both locations, almost two-thirds of travellers were 45 years of age or older (66% Powell River VC; 65% Reference Sites). Both groups tended to be well educated but this was particularly true for Powell River VC respondents as reflected in the proportion who had at least a diploma or a university degree (78% Powell River VC; 68% Reference Sites, Table 3).

The majority of all travellers were between 45 and 64 years of age (51%) while nearly two-fifths were over the age of 65 (19%). Fewer respondents were between the ages of 25-34 years (15%) or between 35 to 44 years of age (14%). Only 3% of travellers were under 24 years of age (Table 3). Almost three-quarters of travellers (71%) had at least a college/technical diploma or degree, with the most frequently stated education category being a university degree (34%).

The highest proportion of travellers came from households with an annual income of \$100,000 or higher (40% Powell River VC; 38% Reference Sites), while an additional quarter of respondents came from households with an annual income of \$65,000 to \$99,999 (27% Powell River VC; 24% Reference Sites, Table 3).

At the Powell River VC, the average travel party size was 2.6 people and nearly a quarter of travel parties (26%) included children. Those parties at the VC who travelled with children had, on average, 4.1 members in their party. At the Reference Sites, the average travel party size was similar (2.6 people) as was the proportion of travel parties that included children (28%). Those parties at the Reference Sites who travelled with children had, on average, 3.9 members in their party (Table 3).

On average, travellers at the Powell River VC had taken 4.6 leisure trips over the previous 12 months. This was notably lower when compared to Reference Site visitors who averaged 5.5 leisure trips over the same time period (Table 4).

Table 3. Traveller demographics at the Powell River VC and Reference Sites.

	Powell River VC		Reference Sites	
	Number of Travellers	Percentage of Travellers	Number of Travellers	Percentage of Travellers
Origin				
British Columbia	169	49.3%	1,151	79.2%
Other Canada	74	21.6%	127	8.9%
US	35	10.2%	93	6.7%
Other International	65	19.0%	81	5.3%
Age¹				
Under 24 Years	7	2.2%	55	4.7%
25-34 Years	39	12.2%	140	12.3%
35-44 Years	64	20.1%	209	18.3%
45-54 Years	101	31.7%	307	26.9%
55-64 Years	69	21.6%	238	21.7%
65 Years or Older	39	12.2%	174	16.2%
Education¹				
Less Than High School	3	0.9%	23	2.1%
High School	28	8.9%	178	15.6%
Some Technical, College or University	36	11.4%	149	13.2%
College or Technical Diploma	55	17.4%	250	22.8%
University Degree	113	35.8%	335	30.7%
Masters or a PhD Degree	79	25.0%	181	15.4%
Other	2	0.6%	4	0.3%
Income				
Less than \$25,000	17	7.3%	55	6.9%
\$25,000 to \$49,999	26	11.1%	132	15.9%
\$50,000 to \$64,999	34	14.5%	119	15.3%
\$65,000 to \$99,999	63	26.9%	207	24.1%
\$100,000 to \$149,999	55	23.5%	183	23.1%
\$150,000 or More	39	16.7%	115	14.6%
Party Size¹				
Average Party Size-Total	321	2.57	1,130	2.6
Average Party Size-Parties without children	237	2.02	828	2.1
Proportion with children	84	26.2%	302	27.7%
Average Party Size-Parties with children	84	4.13	302	3.9

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

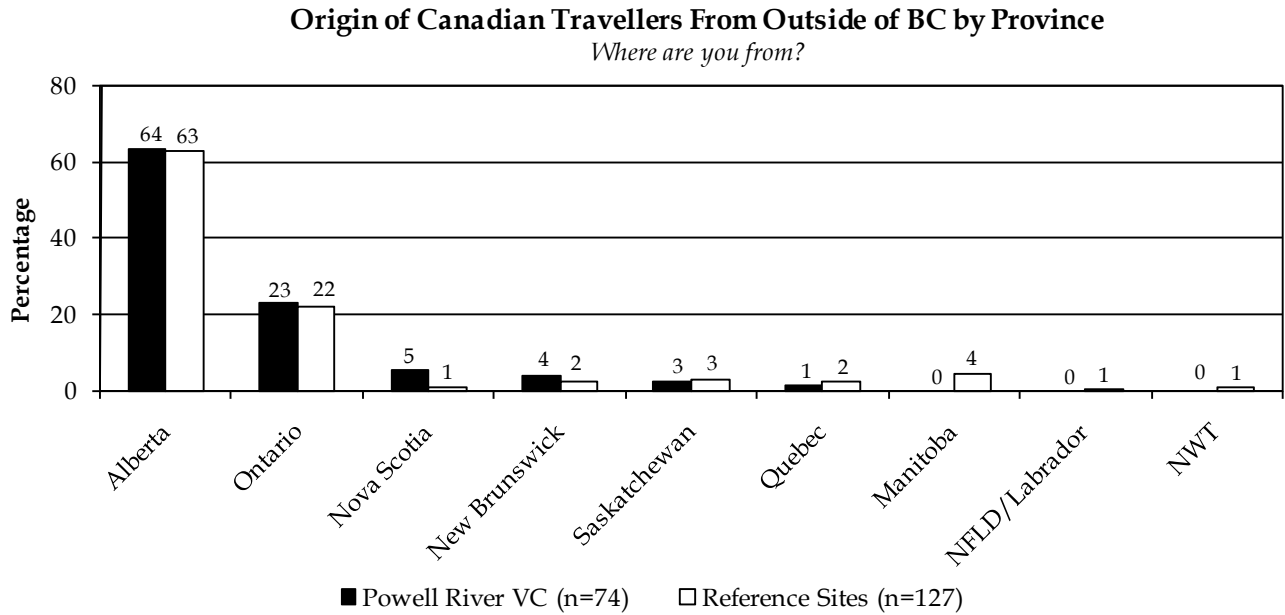


Figure 2. Percentage of travellers from provinces outside of British Columbia at the Powell River VC and Reference Sites.

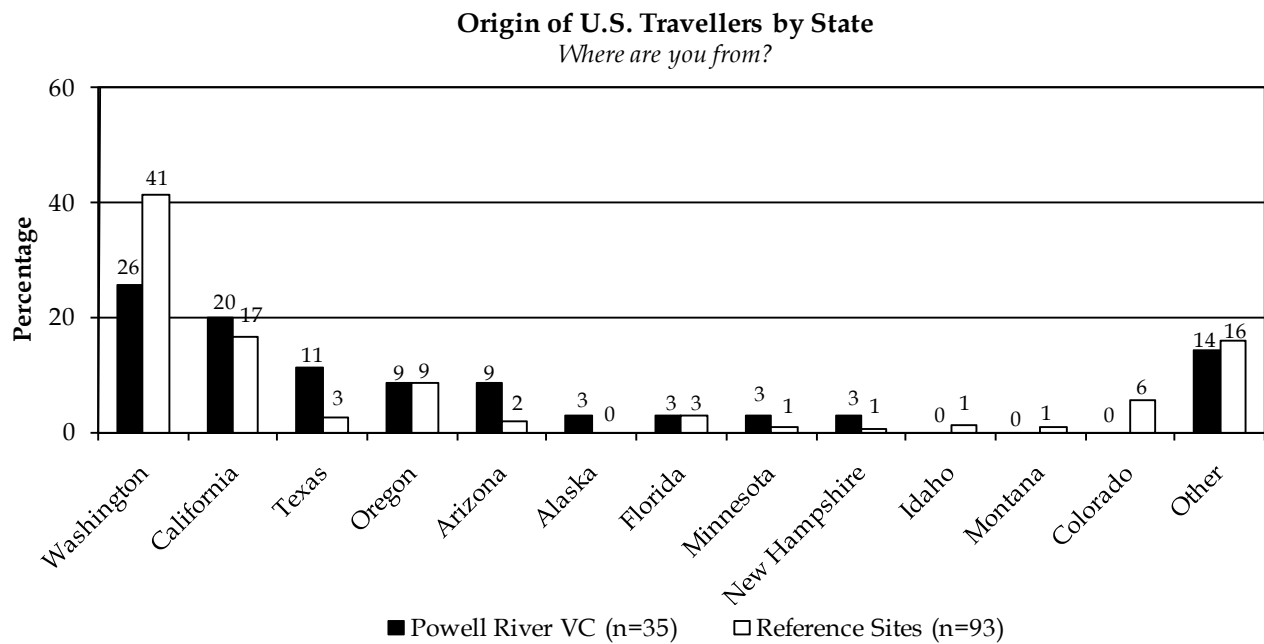


Figure 3. Percentage of US travellers from each state at the Powell River VC and Reference Sites. Other includes Connecticut, Illinois, Kansas, Louisiana, Massachusetts, Mississippi, Missouri, Nevada, New Jersey, New Mexico, New York, Ohio, Rhode Island, South Carolina, Tennessee, Vermont, Virginia and Wisconsin.

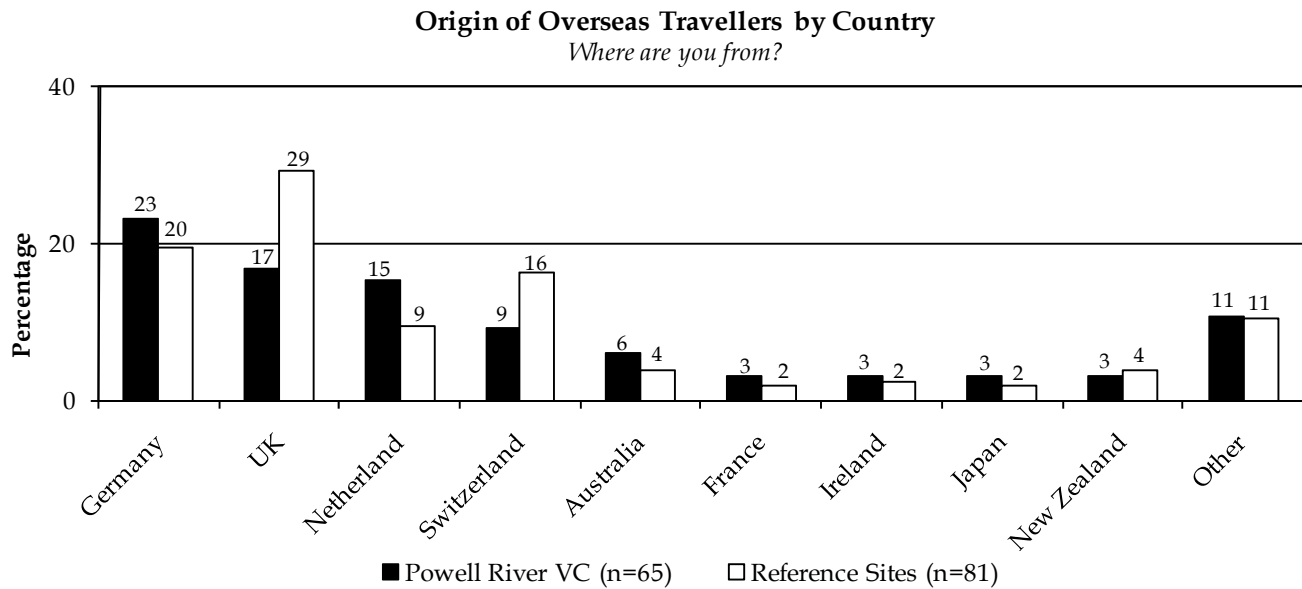


Figure 4. Percentage of travellers from countries other than Canada and the US at the Powell River VC and Reference Sites. 'Other' includes Austria, Belgium, China, Costa Rica, Czech Republic, Denmark, Israel, Italy, Mexico, Singapore, Spain, Sweden and Tahiti.

Table 4. Number of leisure trips taken in last 12 months.

Number of Leisure Trips	Percentage of Travellers	
	Powell River VC (n=315)	Reference Sites (n=1,122)
1	12.1%	9.8%
2	20.0%	15.6%
3	21.6%	20.7%
4	14.3%	14.5%
5	8.3%	8.2%
6	8.3%	10.5%
7-10	9.5%	9.4%
11 or more	6.0%	11.2%
<i>Average</i>	4.6	5.5

Trip Characteristics

The majority of respondents at the Powell River VC were travelling for leisure purposes (76%) while fewer were visiting friends (18%) or travelling for business (6%). Non-BC residents were more likely to be travelling to visit friends (21%) than BC residents (15%). BC residents were more likely to be travelling for work/business (8%) than non-BC residents (3%, Table 5).

A substantially lower proportion of Reference Site respondents were travelling for leisure purposes (49%) while a higher proportion were visiting friends (32%) or travelling for business (18%) as compared to respondents at the Powell River VC. Non-BC residents were more likely to be travelling for leisure (66%) than BC residents (44%). BC residents were more likely to be travelling for work/business (22%) than non-BC residents (6%, Table 5).

A noticeably higher proportion of travellers at Reference Sites used car/truck/motorcycles (84% Powell River VC; 98% Reference Sites). These differences were consistent for both BC residents and non-residents interviewed at the Powell River VC and at Reference Sites. Recreational vehicles/campers were the next most frequently cited mode of transportation by travellers at the Powell River VC (8% BC Residents; 11% BC Non-Residents, Table 6).

Almost three-times as many travellers at the Powell River VC were staying at campgrounds or RV parks (39% Powell River VC; 15% Reference Sites) compared to those at the Reference Sites. On the other hand, a much higher proportion of Reference Site respondents reported staying with friends/relatives (15% Powell River VC; 38% Reference Sites) or at a B&B (11% Powell River VC; 22% Reference Sites, Table 6).

Table 5. The primary trip purpose of travellers at the Powell River VC and Reference Site.

	Percentage of Travellers	
	Powell River VC	Reference Sites
Primary Trip Purpose (ALL)	n=343	n=1,452
Leisure	75.5%	48.8%
Visiting Friends & Family	18.1%	31.6%
Work/Business Activity	5.5%	18.4%
Other ¹	0.9%	1.2%
Primary Trip Purpose (BC Residents)	n=169	n=1,151
Leisure	75.1%	44.4%
Visiting Friends & Family	14.8%	32.5%
Work/Business Activity	8.3%	21.7%
Other ¹	1.8%	1.4%
Primary Trip Purpose (non-BC Residents)	n=174	n=301
Leisure	75.9%	65.7%
Visiting Friends & Family	21.3%	28.1%
Work/Business Activity	2.9%	5.6%
Other ¹	0.0%	0.5%

1. Other trip purpose responses included travelling for sports tournaments/meets (n=9), medical reasons (n=2), funeral (n=2), moving (n=1), trip planning (n=1) and real estate (n=7).

Table 6. The mode of transportation and primary accommodations of travellers at the Powell River VC and Reference Site.

	Percentage of Travellers	
	Powell River VC	Reference Sites
Mode of Transportation¹	n=324	n=1,184
Car/Truck/Motorcycle	84.3%	97.9%
RV/Camper	9.6%	1.5%
Bus	0.9%	0.0%
Bicycle	1.5%	0.0%
Other ²	3.7%	0.6%
Primary Accommodation¹	n=321	n=1,135
Resort/Hotel/Motel/B&B	26.5%	21.4%
Campground/RV Park	39.3%	14.7%
Friends or Relatives	15.3%	37.8%
B&B	0.9%	21.7%
Other ³	8.1%	4.5%

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

2. Other transportation responses included boat (n=6), canoe/kayak (n=3), plane (n=2), hitchhiking (n=1), train (n=1) and walking (n=6).

3. Other accommodation responses included beach (n=1), boat (n=23), cabin (n=113), condo (n=2), cottage (n=16), hostel (n=5), house exchange (n=1), mixture of all types (n=4), rental property (n=22), second home (n=72), tent (n=6), travel trailer (n=1), tree-house (n=1), undecided (n=1), and vehicle (n=4).

Almost two-thirds (68%) of travellers interviewed at the Powell River VC had a primary destination within British Columbia, while 30% were touring with no particular primary destination and the remaining 2% had primary destinations outside British Columbia. The proportion of travellers interviewed at Reference Sites who had a primary destination within British Columbia was much higher (86%), while the proportion that were touring with no particular destination was considerably lower (13%) and the proportion with destinations outside British Columbia was similar (1%).

A majority (72%) of the visitors at the Powell River VC who were travelling to destinations within British Columbia were travelling to the Vancouver, Coast and Mountains region, including 41% who specified the Powell River region as their primary destination. Other regional travel destinations included Vancouver Island (22%), Thompson Okanagan (1%) and the Kootenay Rockies (1%). Similarly at Reference Sites, most respondents (63%) were travelling to the Vancouver, Coast and Mountains region, including 37% who specified the Powell River region as their primary destination. Other regional travel destinations included Vancouver Island (35%) and Thompson Okanagan (1%).

The seven travellers at the Powell River VC whose primary destinations were outside of British Columbia were going to US destinations (n=3) or to other Canadian destinations (n=4). The eight travellers at the Reference Sites whose primary destinations were outside of British Columbia were either going to the US (n=2) or to other Canadian destinations (n=6).

Respondents were asked about communities they visited or planned to visit while travelling in British Columbia. Over two-fifths of Powell River VC respondents had stopped or planned to stop at and spend time in Sechelt (44%) and the Comox Valley (44%). Only one-fifth (22%) of these travellers also intended to stop and spend time in Campbell River. Reference Site respondents were less likely to stop and spend time in Sechelt (26%), the Comox Valley (25%) or Campbell River (11%, Table 7).

Table 7. Communities visited while travelling in British Columbia.

Stopped at or plan to stop at and spend time in	Percentage of Travellers		
	Yes	No	Don't Know
<u>Powell River VC Respondents (n=324)</u>			
Stopped at or plan to stop at and spend time in:			
Sechelt	44.1%	53.1%	2.8%
Comox Valley (Courtenay/Comox)	43.8%	53.7%	2.5%
Campbell River	21.6%	75.3%	3.1%
<u>Reference Site Respondents (n=1,184)</u>			
Stopped at or plan to stop at and spend time in:			
Sechelt	25.7%	71.6%	2.7%
Comox Valley (Courtenay/Comox)	24.6%	73.2%	2.2%
Campbell River	11.3%	86.9%	1.7%

Mailback respondents were asked if they had considered other destinations or routes when planning their trip. One-third, or 28 Powell River VC respondents had thought of 58 other destinations and routes. These included destinations on the Islands (40%), Vancouver, Coast and Mountains region (24%), the US (14%), the Thompson-Okanagan (7%), the Kootenay Rockies (5%), other Canadian provinces (5%), Northern BC (3%) and the Cariboo Chilcotin Coast region (2%).

One-fifth, or 58 Reference Site respondents had thought of 108 other destinations and routes when planning their trip. These included destinations on the Islands (39%), Vancouver, Coast Mountains region (32%), the US (11%), Cariboo Chilcotin Coast region (4%), the Thompson-Okanagan (4%), other Canadian provinces (3%), the Kootenay Rockies (2%), Northern BC (2%) and other international locations (2%).

In the mailback survey, visitors were asked to provide reason for choosing their primary destination or route. Eighty-three mailback respondents from the Powell River VC provided 126 reasons for selecting their primary destination. The most frequent responses (as a percentage of respondents) were as follows:

- Never visited before/recommended (30%),
- Visiting friends and/or family (27%),
- Landscape/scenery/nature (19%),
- Quickest/shortest/direct route (17%),
- Sports (12%), and
- Personal business (7%).

Two-hundred and eighty-one mailback respondents from the Reference Sites provided 393 reasons for selecting their primary destination. The most frequent responses were as follows:

- Visiting friends and/or family (39%),
- Own property/Timeshare (17%),
- Landscape/scenery/nature (15%),
- Quickest/shortest/direct route (12%),
- Never visited before/recommended (10%), and
- Sports (6%).

Travellers at the Powell River VC spent an average of 20 days away from home, including 16 days in British Columbia and 5 days in the Powell River region. Less than five percent (4.7%) of the travellers interviewed indicated that they were just passing through Powell River. Travellers at the Reference Sites spent an average of 10 days away from home, including 9 days in British Columbia and 5 days in the Powell River region. Fifteen percent of the travellers interviewed indicated that they were just passing through Powell River.

Amongst Powell River respondents, US and other international visitors were on considerably longer trips and spent notably more time away from home than travellers from Canada. The difference is not as pronounced with Reference Site respondents and in fact the length of time away from home for international visitors is similar to that spent by Canadians from outside BC. US and other international visitors interviewed at the Powell River VC also spent more time travelling in British Columbia than Canadian travellers (Figure 5). Reference Site respondents generally spent less time at any destination than did their counterparts from the same origins interviewed at the Powell River VC (Figure 6).

Average Days Spent Away From Home and in British Columbia by Travellers to the Powell River 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 Powell River region?*

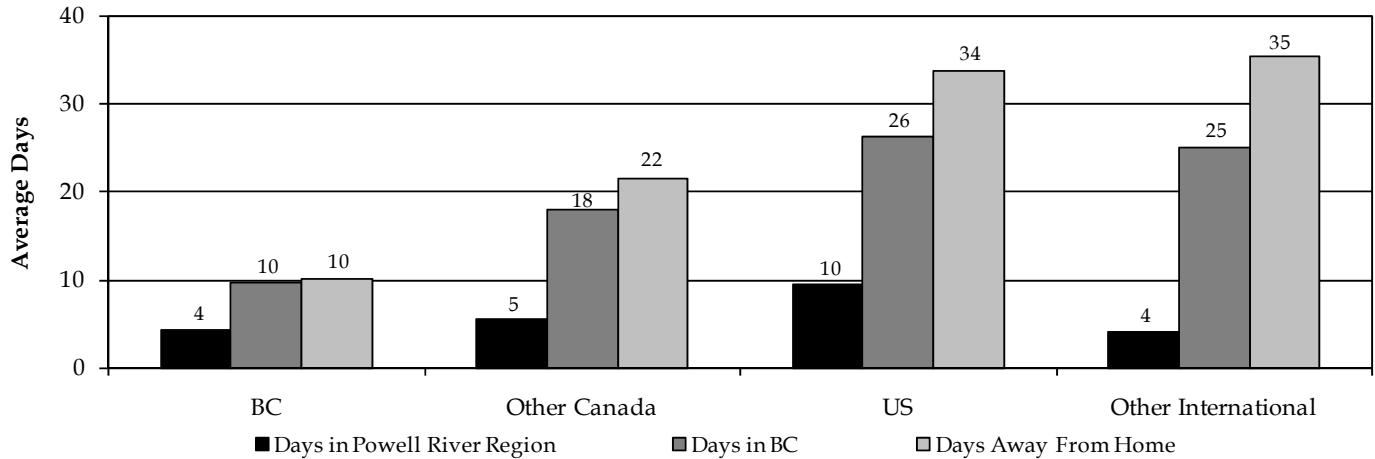


Figure 5. The average number of days spent away from home, in British Columbia and in the region by traveller origin at the Powell River VC (n=321 'Away from home', n=321 'Days in BC', n=303 'Days in Powell River').

Average Days Spent Away From Home and in British Columbia by Travellers to Reference Sites

*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 Powell River region?*

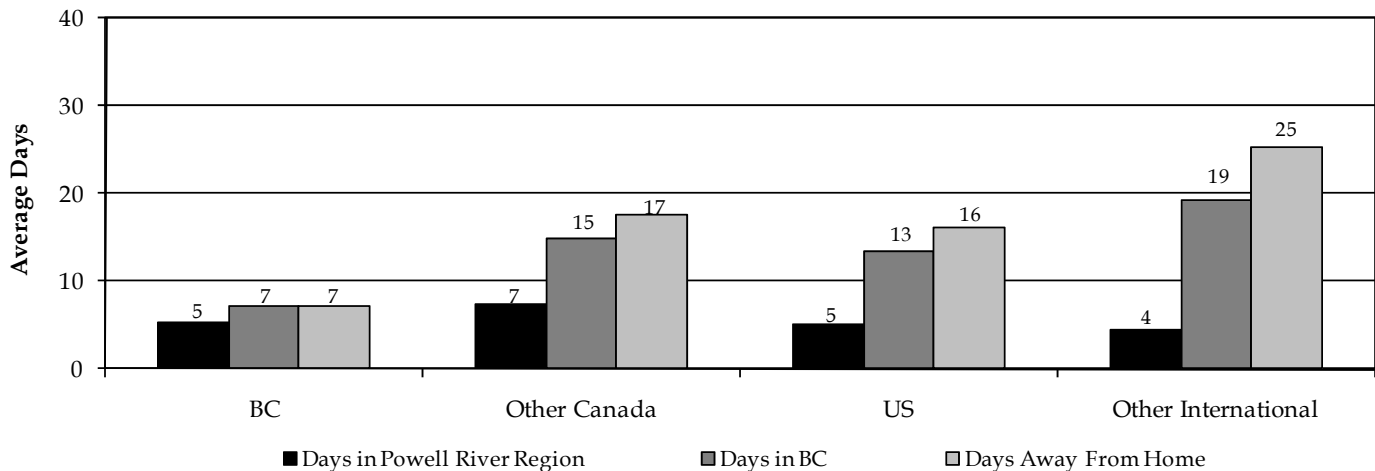


Figure 6. The average number of days spent away from home, in British Columbia and in the region by traveller origin at Reference Sites (n=1,458 'Away from home', n=1,458 'Days in BC', n=945 'Days in Powell River').

Trip Planning

Mailback respondents were asked about trip planning. Most travellers at the Powell River VC spent three weeks or more planning their trip (78%), with the most common planning horizon being greater than 13 weeks (39%, Table 8). Similarly, the majority of travellers from the Reference Sites spent three or more weeks planning their trip (75%), with the most common planning horizon 3-8 weeks (34%). Over a tenth of Reference Site respondents (11%) also planned their trips within a week of taking them (Table 8).

Table 8. Trip planning horizons for travellers at the Powell River VC and Reference Sites

Trip Planning Horizons	Percentage of Respondents	
	Powell River VC (n=81)	Reference Sites (n=282)
Day of Departure	0.0%	0.8%
1-6 Days	3.7%	11.2%
1-2 Weeks	18.3%	13.3%
3-8 Weeks	24.4%	33.7%
9-12 Weeks	14.6%	10.1%
13 Weeks+	39.0%	30.8%
Total	100.0%	100.0%

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 is booked prior to leaving. Respondents to the mailback survey that were intercepted at the VC indicated that over two-fifths (44%) of their paid accommodation is booked prior to leaving home. Interestingly, travellers interviewed at the reference sites indicated that, on average, almost two-thirds (61%) of paid accommodation is booked prior to departure. Approximately a third of all transportation within BC is booked prior to departing on their trip (28% Powell River VC; 34% Reference Sites)

In contrast, attractions, events and activities are generally booked during their trip. (Table 9) 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 9. Percentage of Each Travel Service Booked Before vs During Trip

Travel Services – Powell River VC	Powell River VC		Powell River RS	
	Percentage Booked Before Trip	Percentage Booked During Trip	Percentage Booked Before Trip	Percentage Booked During Trip
	Average	Average	Average	Average
Paid accommodation (hotels, motels, lodge, camping/RV, etc.)	43.6%	56.4%	61.1%	38.9%
Transportation within British Columbia	27.9%	72.1%	33.9%	66.1%
Permanent attractions (museums, theme/ amusement parks, gardens, zoos, etc.)	3.9%	96.1%	7.4%	92.6%
Events (festivals, concerts, etc.)	0.3%	99.7%	15.6%	84.4%
Other activities (spa, recreational activities, etc.)	18.5%	81.5%	21.7%	78.3%

Not surprisingly, market origin is a key determinant of how much of a trip is pre-purchased. International visitors, for instance, reported booking over three-quarters of their paid accommodations and nearly two-thirds of their BC transportation prior to departure. This compares to Canadians (other than BC residents) who book less than half of their paid accommodations and less than a fifth of their BC transportation prior to departure. Leisure travellers tend to book a higher proportion of all travel services before leaving their home than their Visiting, Friends & Family counterparts (Table 10).

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 accommodation services were booked prior to leaving home. For instance, travellers who spent three weeks or more planning their trip were likely to book over 63% of their accommodation before leaving home. Those travellers who spent three weeks or less planning their trip were likely to book no more than 39% of the accommodation needs prior to leaving home.

Table 10. Percentage of Each Travel Service Booked Before vs During Trip by Key Differentiators (All Sites**)

Travel Services	Paid Accommodation		Transportation in BC		Permanent Attractions		Events		Other Activities	
	Before	During	Before	During	Before	During	Before	During	Before	During
Overall	61.1%	38.9%	33.9%	66.1%	7.4%	92.6%	15.5%	84.5%	21.7%	78.3%
Origin										
BC	60.4%	39.6%	30.1%	69.9%	6.2%	93.8%	19.8%	80.2%	25.7%	74.3%
Other Canada	45.8%	54.2%	21.4%	78.6%	0.0%	100.0%	0.0%	100.0%	5.2%	94.8%
US	70.8%	29.2%	53.3%	46.7%	19.5%	80.5%	18.6%	81.4%	21.9%	78.1%
Other International	77.2%	22.8%	62.4%	37.6%	11.1%	88.9%	0.0%	100.0%	22.5%	77.5%
Primary Purpose										
Leisure	63.8%	36.2%	36.5%	63.5%	8.6%	91.4%	17.0%	83.0%	24.4%	75.6%
Visiting Friend/Family	55.3%	44.7%	29.1%	70.9%	5.3%	94.7%	13.5%	86.5%	17.0%	83.0%
Primary Accommodations										
Hotel/Motel/Resort	65.7%	34.3%	43.8%	56.2%	10.2%	89.8%	18.2%	81.8%	25.8%	74.2%
Campground/RV	50.9%	49.1%	25.8%	74.2%	0.7%	99.3%	20.1%	79.9%	7.4%	92.6%
Friends OR Relatives	53.5%	46.5%	30.5%	69.5%	10.8%	89.2%	11.5%	88.5%	22.1%	77.9%
Other	62.8%	37.2%	35.8%	64.2%	0.0%	100.0%	15.0%	85.0%	18.0%	82.0%
B&B	82.2%	17.8%	27.9%	72.1%	0.0%	100.0%	0.0%	100.0%	46.5%	53.5%
Travel Party Size										
1 person	36.9%	63.1%	27.2%	72.8%	0.0%	100.0%	10.4%	89.6%	38.4%	61.6%
2 people	57.2%	42.8%	27.6%	72.4%	4.2%	95.8%	18.6%	81.4%	17.2%	82.8%
3-6 people	68.9%	31.1%	41.6%	58.4%	10.9%	89.1%	12.6%	87.4%	21.9%	78.1%
7 or more people*	67.4%	32.6%	83.5%	16.5%	0.0%	100.0%	0.0%	100.0%	48.6%	51.4%
Age										
Under 24 Years*	n/a	n/a	50.0%	50.0%	n/a	n/a	n/a	n/a	n/a	n/a
25-34 Years	53.2%	46.8%	34.6%	65.4%	13.8%	86.2%	0.0%	100.0%	16.9%	83.1%
35-44 Years	71.9%	28.1%	38.0%	62.0%	0.6%	99.4%	10.4%	89.6%	20.4%	79.6%
45-54 Years	54.2%	45.8%	25.9%	74.1%	10.5%	89.5%	24.9%	75.1%	34.8%	65.2%
55-64 Years	61.1%	38.9%	34.5%	65.5%	7.9%	92.1%	11.6%	88.4%	12.4%	87.6%
65 Years or Older	65.5%	34.5%	40.8%	59.2%	0.0%	100.0%	28.8%	71.2%	23.6%	76.4%
Planning Horizon										
Day of Departure*	100.0%	0.0%	0.0%	100.0%	n/a	n/a	n/a	n/a	0.0%	100.0%
1-6 Days	31.3%	68.7%	28.6%	71.4%	13.4%	86.6%	0.0%	100.0%	11.6%	88.4%
1-2 Weeks	38.5%	61.5%	30.9%	69.1%	0.0%	100.0%	12.0%	88.0%	11.8%	88.2%
3-8 Weeks	65.0%	35.0%	34.0%	66.0%	3.7%	96.3%	31.8%	68.2%	28.9%	71.1%
9-12 Weeks	62.8%	37.2%	33.6%	66.4%	0.0%	100.0%	0.0%	100.0%	0.1%	99.9%
13 or More Weeks	69.9%	30.1%	36.8%	63.2%	12.5%	87.5%	11.3%	88.7%	28.8%	71.2%

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

** Table is representative of all mailback respondents (RS & VC) - unable to differentiate between VC & RS behaviours due to sample size issues.

In the mailback survey, travellers were asked about information sources they used to help plan their trip before leaving home and to indicate the most useful information sources. Past experience (57%), advice from friends or relatives (56%), other internet sites (49%), local or regional tourism internet sites (38%) and visitor guides and brochures (32%), were the top five information sources used before travel by Powell River VC respondents (Figure 6). Although these were the same as those listed by Reference Site respondents, there were differences in the magnitude of importance placed on them. Past experience (73%) was cited substantially more often, advice from friends or relatives (54%) and visitor guides and brochures (32%) were cited as often whilst other internet sites (32%) and local or regional tourism internet sites (22%) were less frequently mentioned amongst the top five information sources used before travel by Reference Site respondents (Figure 7).

Advice from friends/relatives (39%), past experience/been there before (32%), other Internet sites (30%), Visitor Centres (28%) and visitor guides and brochures (26%) were noted as the most useful information sources to utilize before travel by those interviewed at the Powell River VC. Past experience/been there before (48%), advice from friends/relatives (39%), visitor guides and brochures (22%), other Internet sites (21%) and local or regional tourism sites (14%) were noted as the most useful information sources to utilize before travel by Reference Site respondents.

In the mailback survey, travellers were also asked to identify sources of information that they used during their trip. Visitor Centres (79%), visitor guides and brochures (60%) and advice from friends and relatives (29%) were cited most often by visitors interviewed at the Powell River VC. Information sources used most often during the trip by visitors interviewed at Reference Sites included past experience (43%), visitor guides and brochures (35%), and advice from friends/relatives (30%). A significantly higher proportion of Powell River VC respondents used Visitor Centres and visitor guide and brochures than did their counterparts interviewed at Reference Sites. Visitors at the Powell River VC were noticeably less reliant on past experience compared to those interviewed at Reference Sites (Figure 8).

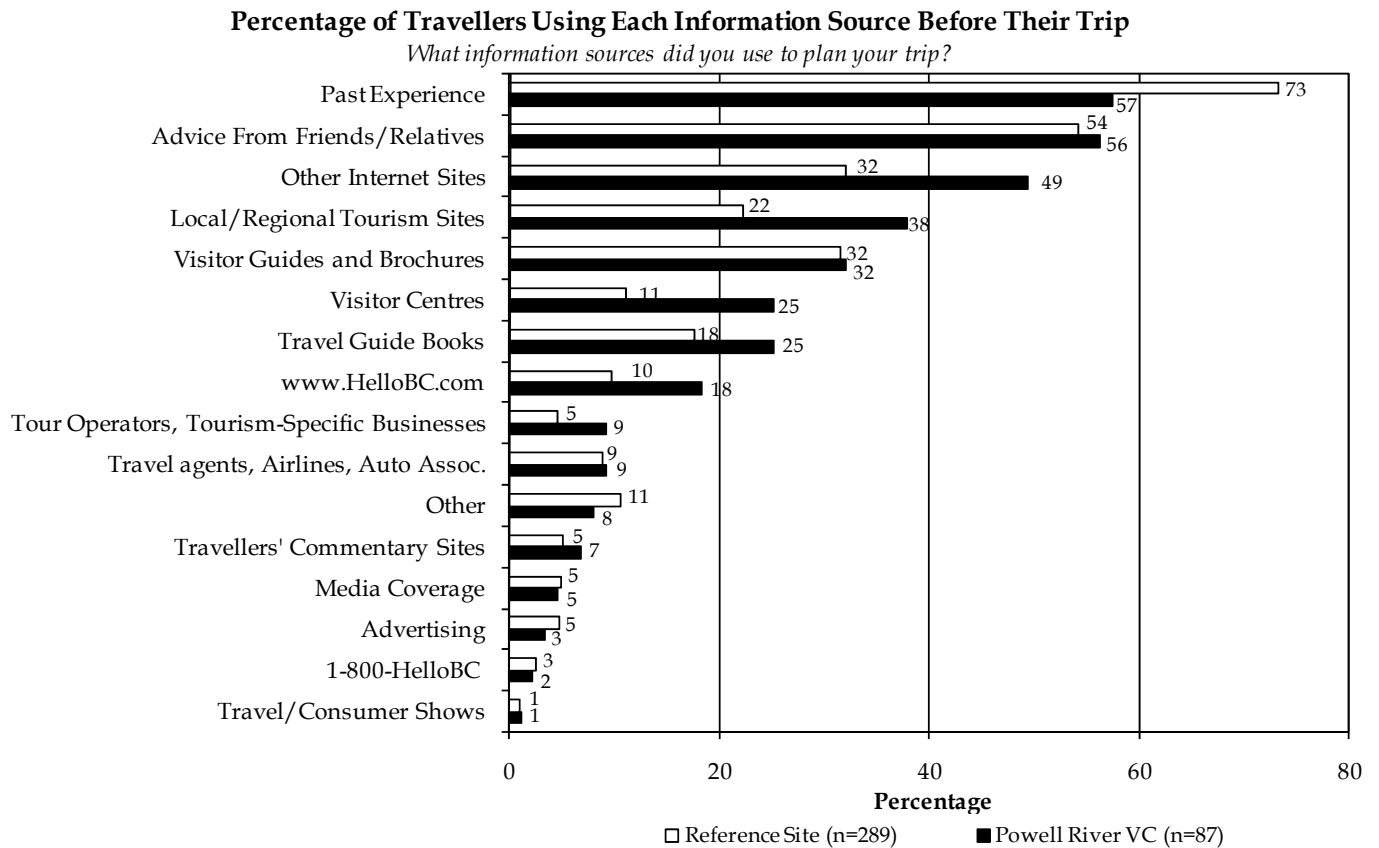


Figure 7. The percentage of travellers using each information source before their trip at the Powell River. Percentages add to more than 100% because travellers could use more than one information source before their trip.

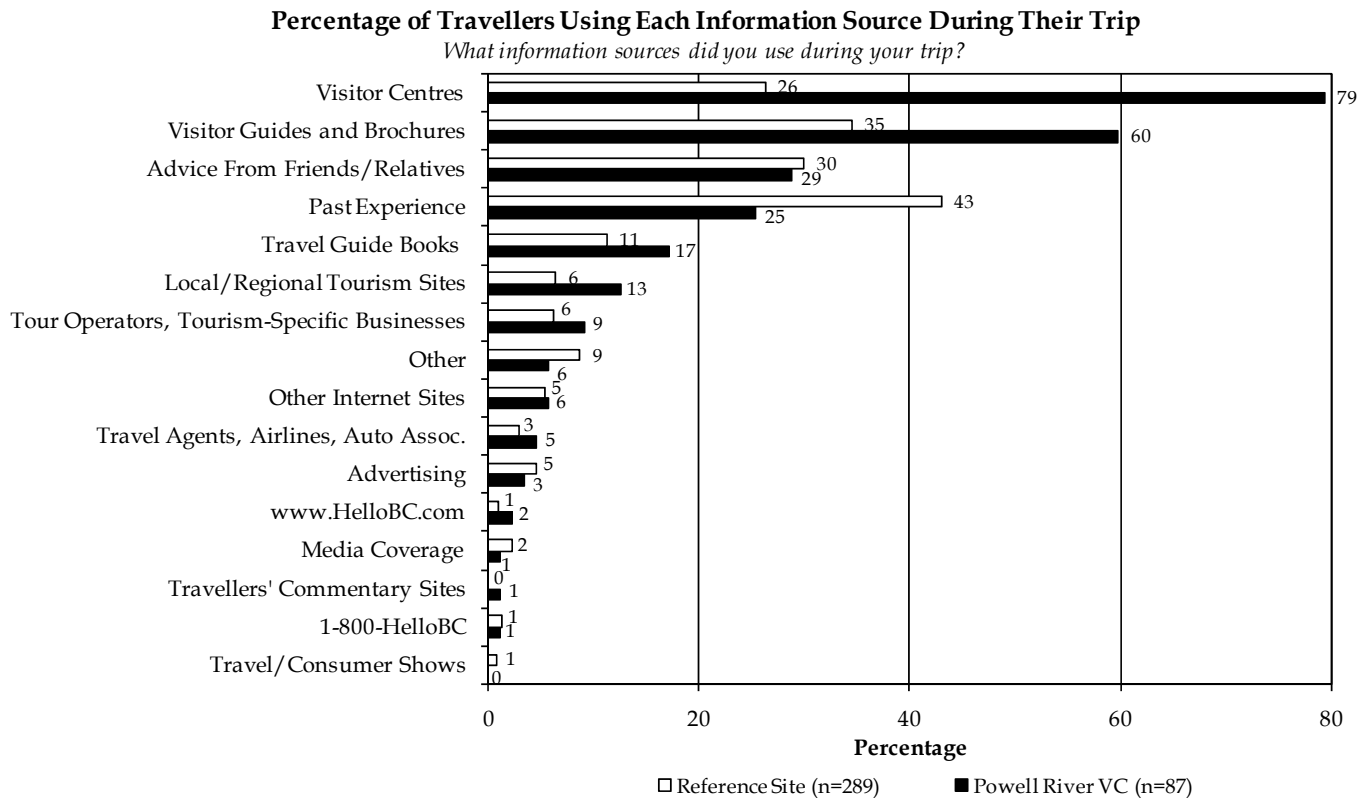


Figure 8. The percentage of travellers using each information source during their trip at the Powell River VC. Percentages add to more than 100% because travellers could use more than one information source during their trip.

Trip Flexibility

Travellers were asked about their flexibility in terms of:

- the amount of time that they had to spend in Powell River,
- 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).

Nearly half of travellers at the Powell River VC (47%) and smaller proportion of travellers at the Reference Sites (24%) were very flexible with time in the region and could extend their stay by a day or more. However, almost one-third of Powell River VC respondents and substantially larger proportion of Reference Site respondents (68%) also indicated that they were inflexible in terms of time they could spend in the region (Figure 9).

Over two-fifths (42%) of travellers at the Powell River VC and almost a third (31%) of travellers at Reference Sites were very flexible with respect to the amount of time they could spend on their trip. However, almost two-fifths (39%) of Powell River VC respondents and over half (52%) of Reference Site respondents indicated that they were inflexible in terms of additional time they could spend on the trip (Figure 10).

Over half (49%) of travellers at the Powell River VC and almost half (46%) of travellers at Reference Sites were very flexible with respect to the amount of time they could spend in BC. However, a similar proportion (48%) of Powell River VC respondents and almost half (47%) of Reference Site respondents indicated that they were inflexible in terms of spending any extra time in BC on the trip (Figure 10).

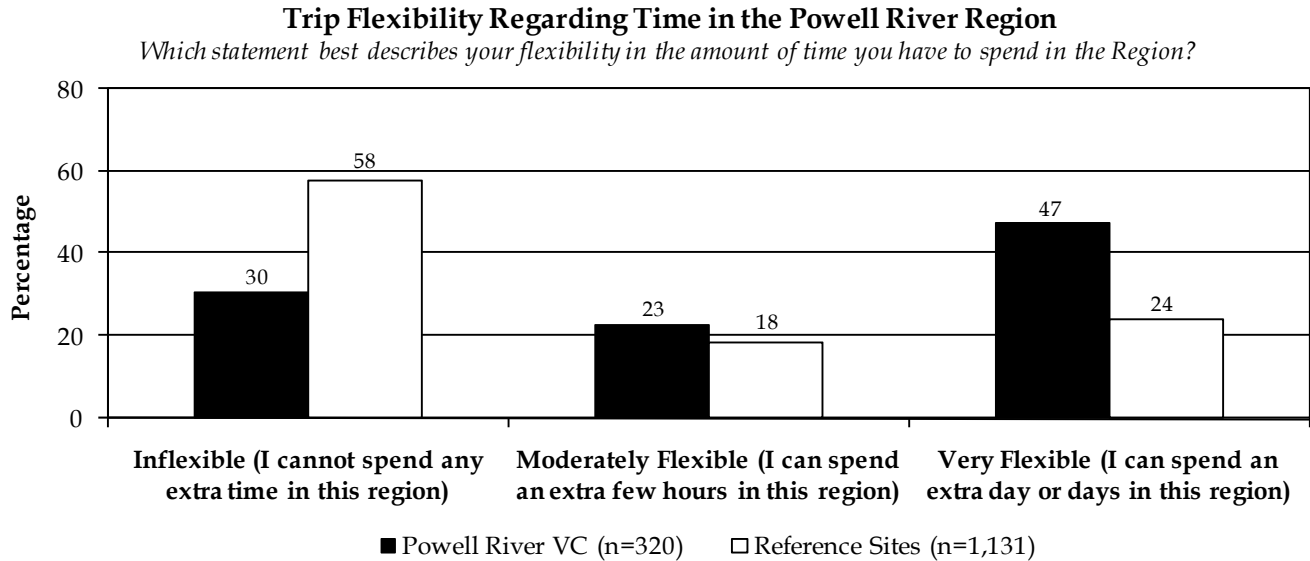


Figure 9. Travellers rating of trip flexibility regarding time spent in the region for travellers at the Powell River VC and Reference Sites.

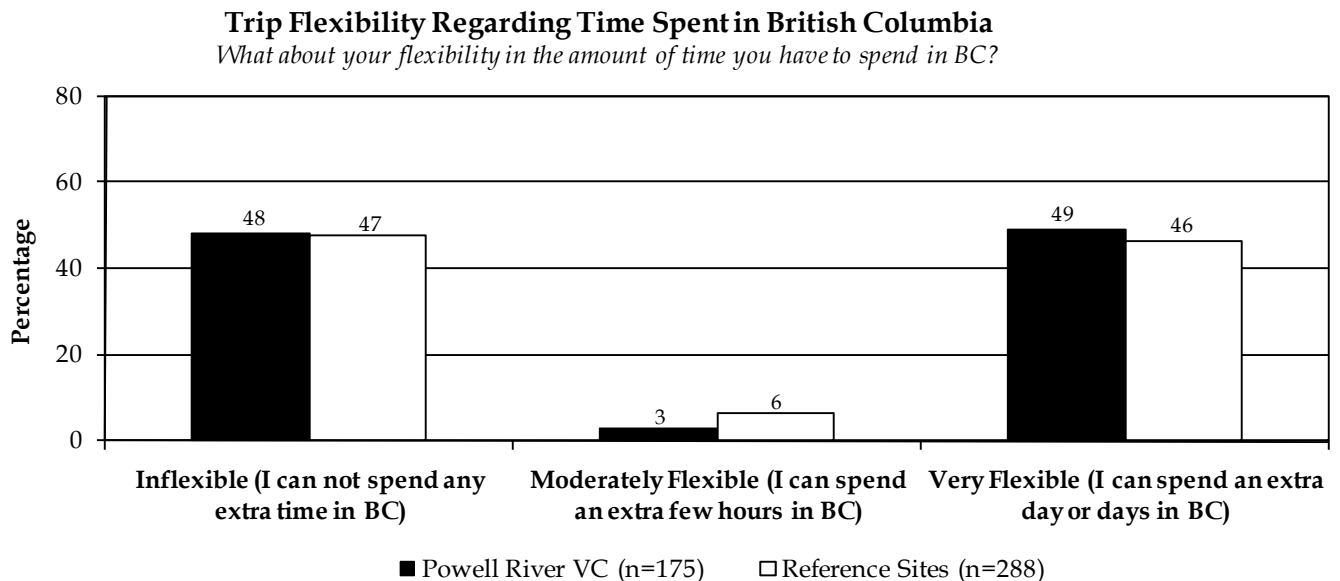


Figure 10. Travellers rating of trip flexibility regarding time spent in British Columbia at the Powell River VC and Reference Sites.

Traveller Activities

In the mailback survey, travellers were also asked about leisure activities they participated in while in the Powell River region (Table 11). As can be seen in the table, there are some apparent differences in activity participation and frequency between the two groups of respondents. The most often cited activities by those interviewed at the Powell River VC included visiting municipal/provincial/national parks (76%), shopping for local arts and crafts (68%), hiking (62%), visiting a museum, heritage or historic site (53%), and fine dining (46%). Activities most frequently cited by Reference Site respondents included visiting municipal/provincial/national parks (48%), shopping for local arts and crafts (43%), fine dining (41%), hiking (39%) and wildlife viewing (29%).

In the mailback survey, travellers interviewed at the Reference Sites were asked specifically about leisure activities they participated in while in the Sunshine Coast region (Table 12). The most frequently cited activities included shopping for local arts and crafts (43%), visiting municipal/provincial/national parks (42%), fine dining (36%), hiking (31%) and wildlife viewing (23%).

Table 11. Participation in activities by respondent and/or travel party while on the trip.

Participation in Activity While on Trip	Percentage of Respondents	
	Powell River VC (n=87)	Reference Site (n=289)
Golfing or attending a golfing event	10.3%	6.6%
Shopping for local arts and crafts	67.8%	43.3%
Participating in fine dining	46.0%	41.2%
Attending a festival, fair or exhibition	37.9%	15.4%
Attending or participating in a sporting event (other than golf)	10.3%	3.7%
Participating in hiking	62.1%	39.0%
Participating in canoeing	8.0%	4.6%
Participating in kayaking	23.0%	13.6%
Participating in boating	24.1%	21.7%
Participating in rock climbing	2.3%	1.3%
Participating in freshwater fishing	2.3%	5.8%
Participating in scuba diving	2.3%	1.7%
Participating in mountain biking	12.6%	8.1%
Participating in flight seeing	10.3%	4.1%
Participating in wildlife viewing	44.8%	29.1%
Visiting municipal, provincial or national park, or natural area outside a park	75.9%	48.1%
Visiting First Nations attraction or event	12.6%	7.1%
Visiting museum, heritage or historic site	52.9%	24.8%
Visiting art gallery or studio	44.8%	24.7%
Visiting winery	9.2%	5.9%
Visiting farm, farmers' market, orchard or food processor	36.8%	22.9%
Visiting family attraction (mini golf, zoo, etc.)	17.2%	10.1%
Visiting spa	4.6%	2.1%
Other ¹	16.1%	20.8%

1. 'Other' includes eating at local restaurants (n=1), bathtub race (n=1), beachcombing (n=1), beaches (n=1), book store (n=1), camping (n=5), Canada Day celebration (n=1), car show (n=2), cemetery (n=1), churches (n=1), crabbing (n=2), day trip to Lund (n=1), funeral (n=1), maintenance/repair (n=1), horseback riding (n=1), hot springs (n=2), motorcycle touring (n=2), musical (n=2), prawning/clamming (n=1), railway ride to Port Alberni (n=1), reading (n=1), relaxing (n=1), running (n=1), salmon/saltwater fishing (n=6), sightseeing (n=2), surfing/snorkeling (n=1), swimming (n=9), Texada Island (n=1), roadways of BC (n=1), visiting friends & relative (n=16), watching a local parade (n=1), wedding (n=2), and literary events (n=1).

Table 12. Participation in activities by Reference Site respondent and/or travel party while in the Sunshine Coast region (defined as the area south of Lund and north of Port Melon region).

Participation in Activity While in the Sunshine Coast	Percentage of Respondents (n=289)
Shopping for local arts and crafts	42.7%
Visiting municipal, provincial or national park, or natural area outside a park	42.2%
Participating in fine dining	36.3%
Participating in hiking	31.0%
Participating in wildlife viewing	22.8%
Visiting art gallery or studio	22.2%
Participating in boating	15.9%
Visiting farm, farmers' market, orchard or food processor	14.7%
Visiting museum, heritage or historic site	13.8%
Attending a festival, fair or exhibition	13.1%
Participating in kayaking	10.7%
Visiting First Nations attraction or event	5.7%
Participating in mountain biking	5.6%
Golfing or attending a golfing event	5.1%
Visiting family attraction (mini golf, zoo, etc.)	4.7%
Participating in flight seeing	4.0%
Attending or participating in a sporting event (other than golf)	3.2%
Participating in freshwater fishing	2.8%
Participating in canoeing	2.5%
Visiting winery	2.0%
Participating in scuba diving	1.6%
Participating in rock climbing	1.5%
Visiting spa	1.4%
Other activities ¹	11.5%

1. Other activities include book store (n=1), camping (n=3), car show (n=1), visiting cemetery (n=2), attending funeral (n=1), grocery/liquor shopping (n=1), motorcycle touring (n=1), outdoor concert (n=1), relaxing (n=1), running (n=1), saltwater fishing (n=3), sightseeing (n=2), snorkeling (n=1), staying at cottage (n=1), sunset cruise (n=1), swimming (n=3), roadways of BC (n=1), visiting friends & relatives (n=6), watching local parade (n=1) and attending wedding (n=1).

Use of the Visitor Centre

This section mainly summarizes data from travellers who were interviewed at the Powell River VC unless otherwise noted.

Travellers stopped at the Powell River VC for a variety of reasons (Figure 11). The most common reasons given were to obtain adventure recreation information (33%), a map (32%) or attraction information (30%). Close to a fifth of travellers stopped for route information (17%) or to obtain accommodation information (13%). Fewer travellers stopped to obtain event information, camping information, dining information, ferry information, to purchase merchandise, to use the washroom facilities or to take a travel break. Almost a fifth (17%) of travellers stated other reasons for stopping at the VC including obtaining general information on Powell River, information on local shopping/services, Internet access and information on surrounding communities.

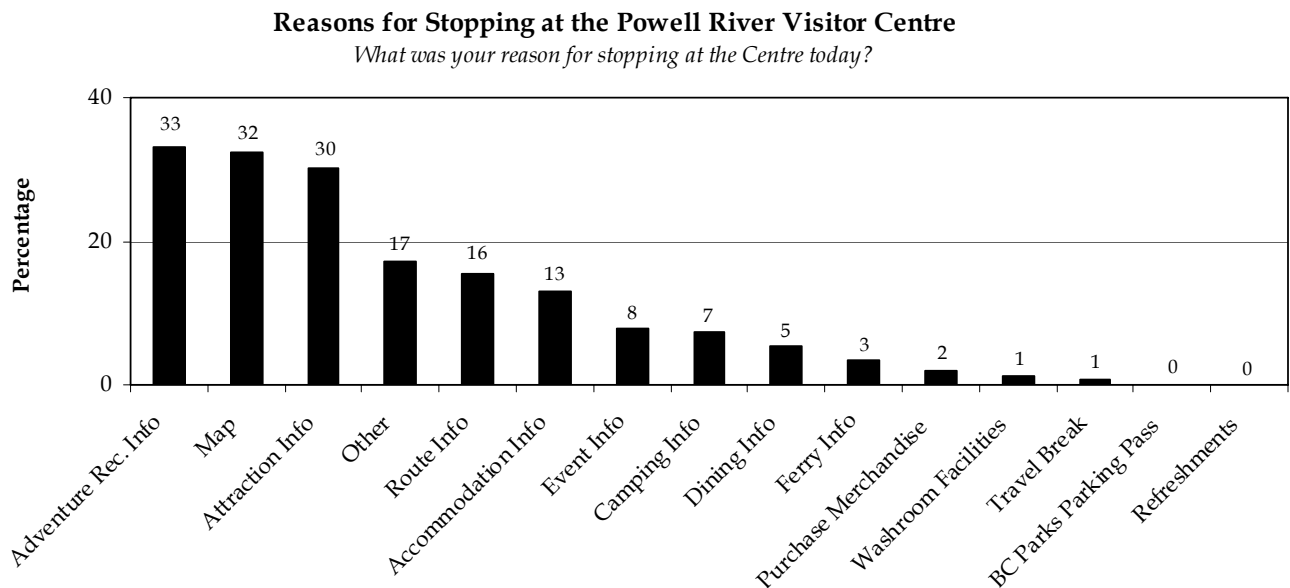


Figure 11. The reasons why travellers stopped at the Powell River VC (n=321). The total number of responses exceeds 100% because respondents could give more than one reply. Other responses include Internet access (n=5), telephone/phonebook (n=4), local business and services (n=15), information about Powell River (n=21), information on other communities (n=5), weather/tide information (n=3), fishing license (n=1), camping reservation (n=1), flight information (n=1), group meeting (n=1), real estate (n=1), and wildlife (n=1).

When travellers were asked about information or other things they actually obtained or used at the VC, four percent of travellers said that they did not obtain or use anything (Figure 12). Amongst the 96% of travellers who did, the most frequently obtained items included a map (68%), adventure recreation opportunities (42%) attraction information (40%), route information, accommodation information, campground information (12%) and dining information (10%).

Fewer travellers obtained event information, ferry information, used washrooms or purchased merchandise. Twenty-three percent of travellers obtained other things from the VC including general brochures, information on local businesses and services, information on surrounding communities and on Powell River itself.

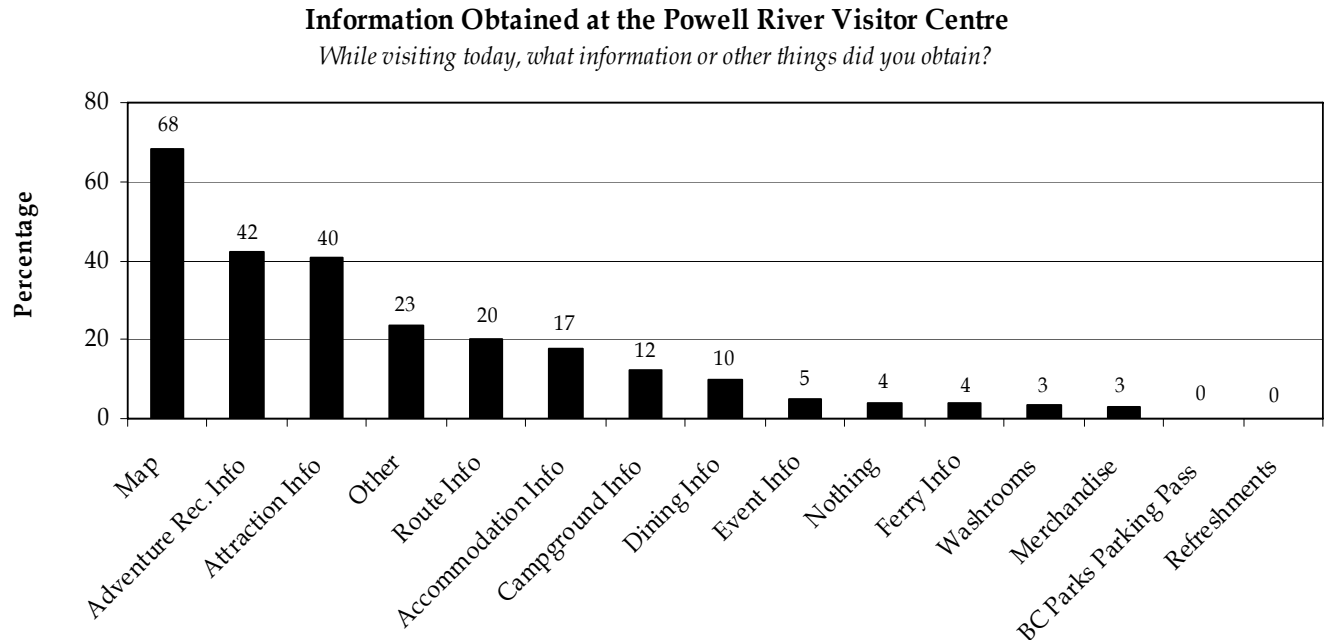


Figure 12. The information obtained by travellers at the Powell River VC (n=321). The total number of responses exceeds 100% because respondents could give more than one reply. 'Other' includes Internet access (n=4), telephone book (n=1), local business and services (n=16), information about Powell River (n=9), information on other communities (n=12), brochures (n=34), books (n=2), flight information (n=1), recipe book (n=1), and tax rebate information (n=1).

A majority of travellers at the Powell River VC spoke with a Counsellor (94%, Table 13). Travellers from other Canadian provinces (99%) and the US (97%) were more likely to speak to a counsellor than were BC residents (93%) or those from other international locations (92%).

Table 13. The percentage of travellers who spoke with a Counsellor at the Powell River VC by traveller origin.

Traveller Origin	Percentage that Spoke with a Counsellor	
	Yes (n=303)	No (n=18)
BC	92.8%	7.2%
Other Canada	98.6%	1.4%
US	97.1%	2.9%
Other International	92.1%	7.9%
Total	94.4%	5.6%

Counsellors at the Powell River VC record the number of visitor parties that they speak with throughout the day. This number was divided, on a daily basis, by the proportion of travellers who responded that they had spoken to a Counsellor to determine an estimate of 4,046 parties (excluding locals) that used the Powell River VC between June 1 and August 31, 2007. This estimate is approximately 12% than the 3,619 parties that the VC staff recorded as speaking with a Counsellor during the same period.

Travellers were asked, "Overall, how well did the Powell River Visitor Centre live up to your original expectations?" Almost all of travellers responded that the VC either met or exceeded their expectations (98%). Thirty-eight percent of travellers indicated that the VC exceeded their expectations while 60% felt the VC met their expectations.

Travellers were asked, "How satisfied or dissatisfied are you with the services offered at the Powell River VC?" Almost all travellers (96%) were satisfied or very satisfied with the services offered at the Powell River VC (Table 14). Satisfaction with the VC remained high regardless of market origin or primary trip purpose.

Table 14. The proportion of travellers who were dissatisfied, impartial or satisfied with the services offered at the Powell River VC by traveller origin, those that did or did not speak with a Counsellor and primary trip purpose.

	Percentage of Travellers		
	Dissatisfied or Very Dissatisfied (n=1)	Neither Dissatisfied nor Satisfied (n=11)	Satisfied or Very Satisfied (n=309)
Overall	0.3%	3.4%	96.3%
Origin			
BC	0.7%	2.0%	97.4%
Other Canada	0.0%	4.2%	95.8%
US	0.0%	0.0%	100.0%
Other International	0.0%	7.9%	92.1%
Primary Purpose			
Leisure	0.4%	3.5%	96.1%
Visiting friends & family	0.0%	3.3%	96.7%
Other	0.0%	0.0%	100.0%
Spoke with a Counsellor			
Yes	0.3%	3.6%	96.0%
No	0.0%	0.0%	100.0%

Respondents were asked, *"What suggestions do you have to improve the services offered at the Centre?"* Thirty-four percent of travellers (n=109) had suggestions (see Appendix D). The need for more/better signage (20%), wider range of information/amenities (19%), more knowledgeable/experienced staff (17%) and poor location of the Visitor Centre (17%) were the most frequently cited suggestions. Other suggestions included greater selection of merchandise (10%), better marketing/display of local information (7%), internet access (6%), the need for counsellors on BC Ferries, and earlier Visitor Centre hours of operation.

Over one-tenth (11%) of visitors interviewed at the Reference Sites had stopped, or planned to stop, at the Powell River VC on their current trip. For those who hadn't stopped, or planned to stop at the VC, reasons included no perceived need (46%), previous knowledge of the area (13%), insufficient time (12%), passing through (9%), travelling with family/friends who knew the area (7%), having information prior to trip (5%), could not find it (3%), closed (2%), didn't know about it (1%), obtained information from other sources (1%) and did not think about it/know it was open (< 1%).

In the mailback survey, Reference Site respondents were asked if they had visited the Powell River VC. Over one-eighth (13%) of visitors indicated that they had. For those who hadn't visited the VC, reasons included no need/knowing what to do and see/passing through (62%), insufficient time (19%), knowing the area (16%), not knowing about the Visitor Centre (5%), visited previously (4%), having information prior to trip (3%), could not find it/hard to find (3%), visited other visitor information centres (2%), crowded/closed (1%), used travel guide book/map (1%) and obtained information from Internet site (1%).

In the mailback questionnaire, travellers were also asked if they had visited any other Visitor Centres in British Columbia. Over half (55%) of those interviewed at the Powell River VC indicated that they had visited another VC in British Columbia. Almost a quarter (24%) of those interviewed at the Reference Sites indicated that they had visited another VC in British Columbia. The locations of the other VCs visited are diverse, and are listed in Appendix E.

Perceptions of Powell River and British Columbia

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

The majority of Powell River VC respondents provided positive comments towards the Powell River region (87%), almost half of respondents provided negative comments (49%) and a number of respondents did not provide any comment to the perceptions questions (8%). The majority of Reference Site respondents provided positive comments towards the Powell River region (89%), three-fifths of respondents provided negative comments (60%) and a number of respondents did not provide any comment to the perceptions questions (7%).

Overall, respondents had over twice as many positive responses (826) as negative (462) of the region. Positive responses were dominated by the natural beauty and scenic landscapes of the Powell River region (50% Powell River VC; 54% Reference Sites), the presence of family/friends and friendliness of people in general (28% Powell River VC; 29% Reference Sites), the ocean/harbour/waterfront (24% Powell River VC; 16% Reference Sites), quiet/not crowded/peaceful (21% Powell River VC; 23% Reference Sites) and restaurants (14% Powell River VC; 15% Reference Sites, Figure 13).

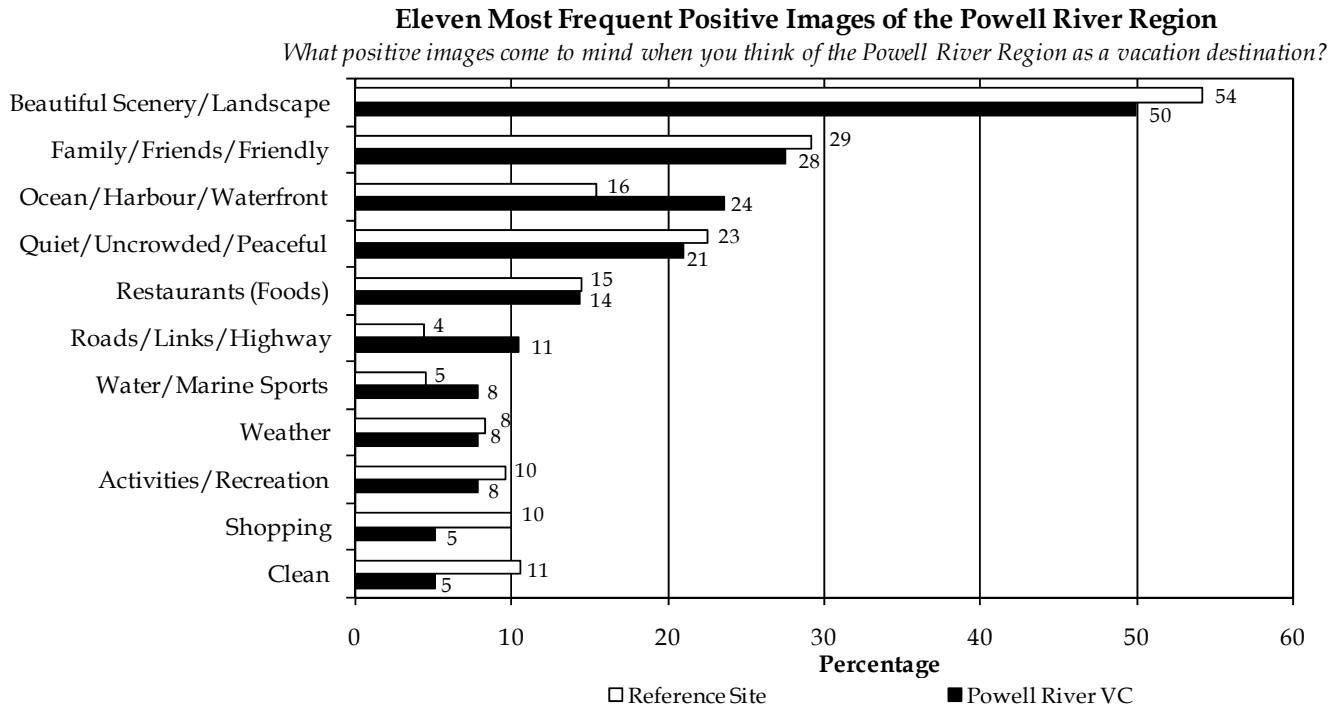


Figure 13. The most frequent positive images respondents had of the Powell River region. 76 Powell River VC respondents provided 190 images; 256 Reference Site respondents provided 636 images.

Negative perceptions from respondents focused on the pulp mill and its smell (28% Powell River VC; 16% Reference Sites), distance (16% Powell River VC; 7% Reference Sites), road conditions (12% Powell River VC; <1% Reference Sites), ferry trip (12% Powell River VC; 31% Reference Sites) and industrial pollution (9% Powell River VC; 2% Reference Sites, Figure 14).

Eleven Most Frequent Negative Images of the Powell River Region

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

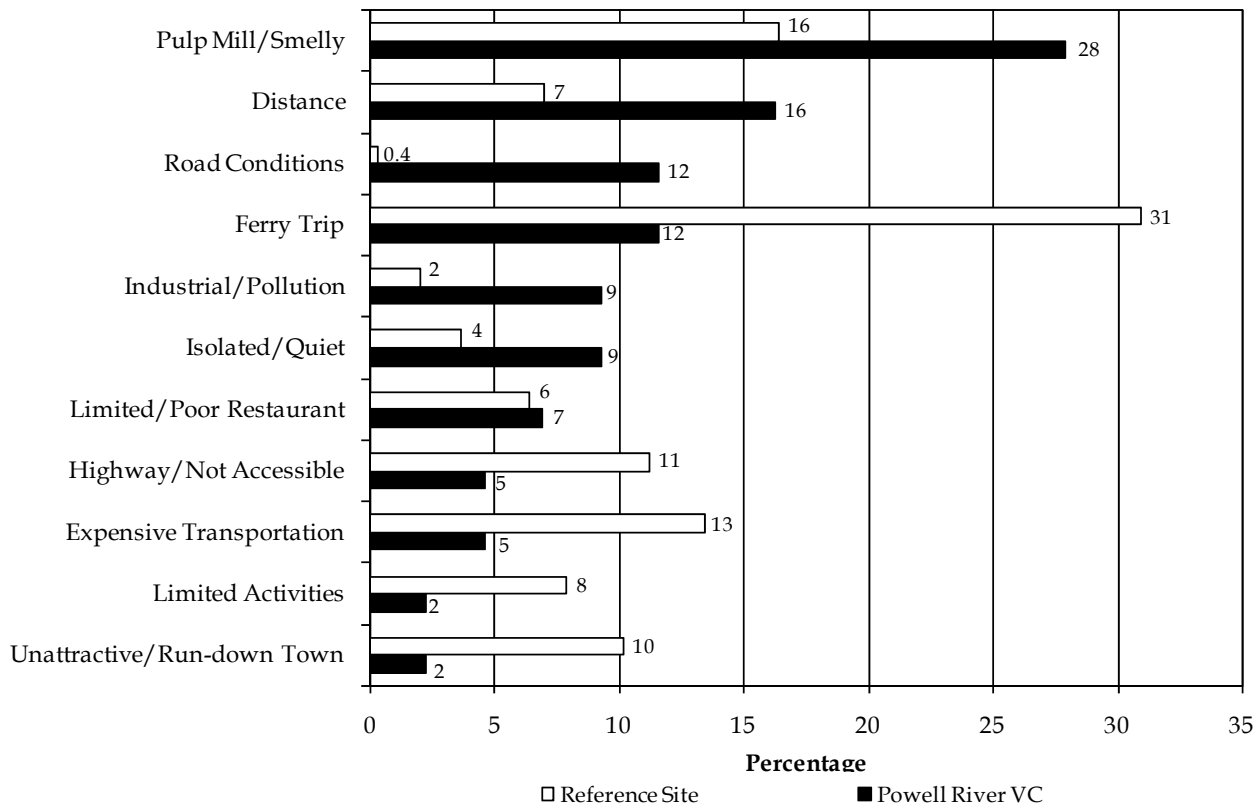


Figure 14. The most frequent negative images respondents had of the Powell River region. 43 Powell River VC respondents provided 172 images; 175 Reference Site respondents provided 290 images.

Mailback respondents were asked to identify up to three unique characteristics of the Powell River 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. The most common were beautiful scenery/landscape (33% Powell River VC; 41% Reference Sites), ocean/harbour/waterfront (20% Powell River VC; 17% Reference Sites), accessibility through roads/links/highway (15% Powell River VC; 16% Reference Sites) quiet/not crowded/peaceful (15% Powell River VC; 25% Reference Sites), location/proximity (14% Powell River VC; 8% Reference Sites) and activities/recreation (14% Powell River VC; 9% Reference Sites, Figure 15)

Eleven Most Unique Attributes of Powell River

*What are the most unique attributes of the Powell River Region as a vacation destination?
Unique attributes are those that make the Powell River Region different from other vacation destinations*

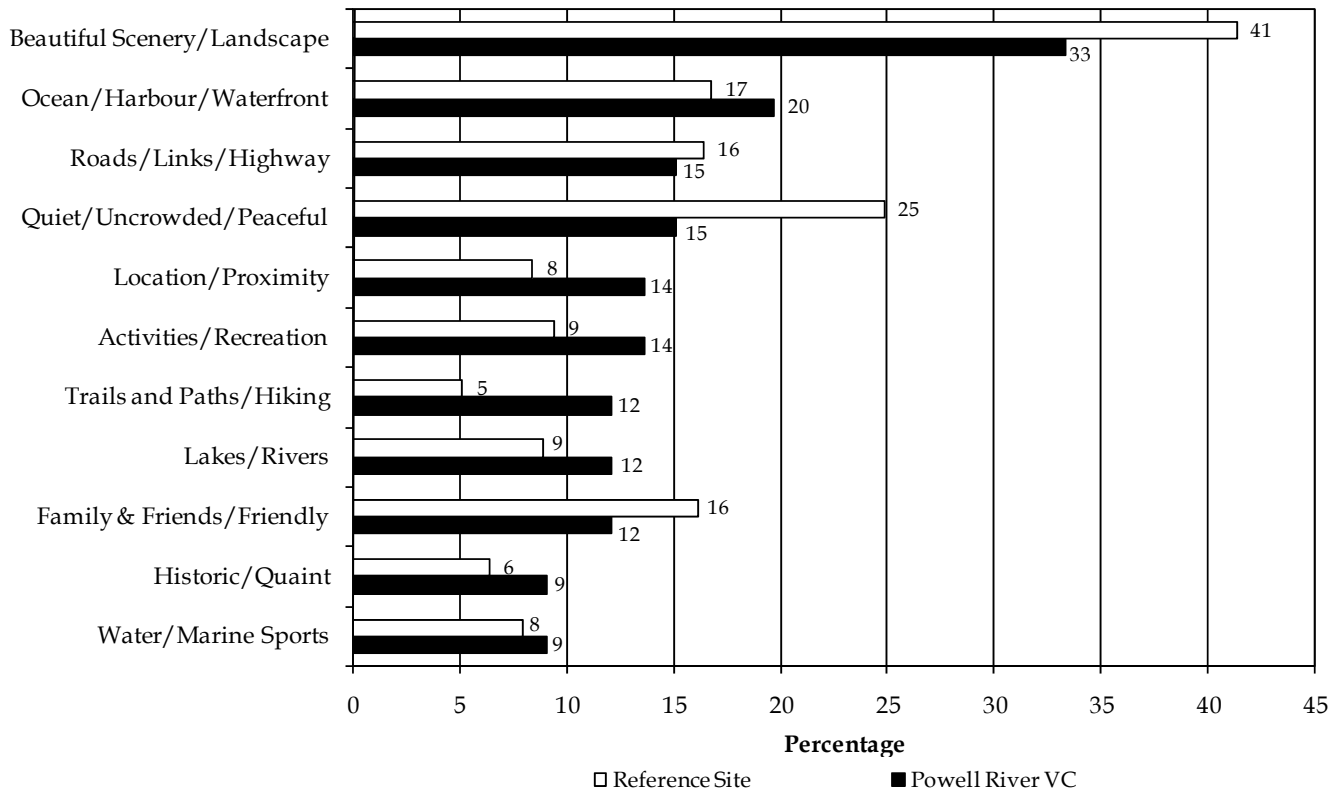


Figure 15. The most frequent unique characteristics of the Powell River region. 66 Powell River VC respondents provided 151 images; 198 Reference Site respondents provided 451 images.

Respondents to the mailback questionnaire were asked to rate various components of their trip and their overall travel experience in the Powell River region (Figure 16). Over four-fifths of respondents rated their overall travel experience as good or excellent (97% Powell River VC; 91% Reference Sites). Ratings for each trip component were also high. Customer service (95% Powell River VC; 91% Reference Sites), recreation and adventure opportunities (95% Powell River VC; 94% Reference Sites), access to information about Powell River (90% Powell River VC; 83% Reference Sites), and accommodation (85% Powell River VC; 79% Reference Sites). On the other hand, dining (78% Powell River VC; 72% Reference Sites), local signage (73% Powell River VC; 69% Reference Sites) and attractions and events (65% Powell River VC; 72% Reference Sites) received the lowest ratings.

Respondents to the mailback questionnaire were asked about their satisfaction with their trip in British Columbia. The vast majority of travellers indicated that they were either 'very satisfied' (85% Powell River VC; 82% Reference Sites) or 'somewhat satisfied' (7% Powell River VC; 11% Reference Sites) with their trip (Figure 17). Reasons cited by respondents who were 'somewhat dissatisfied' or 'very dissatisfied' with their trip included bad weather, cost, poor ferry connection/poor ferry schedule, need for improvement in customer service, poor accommodation and crowded campground.

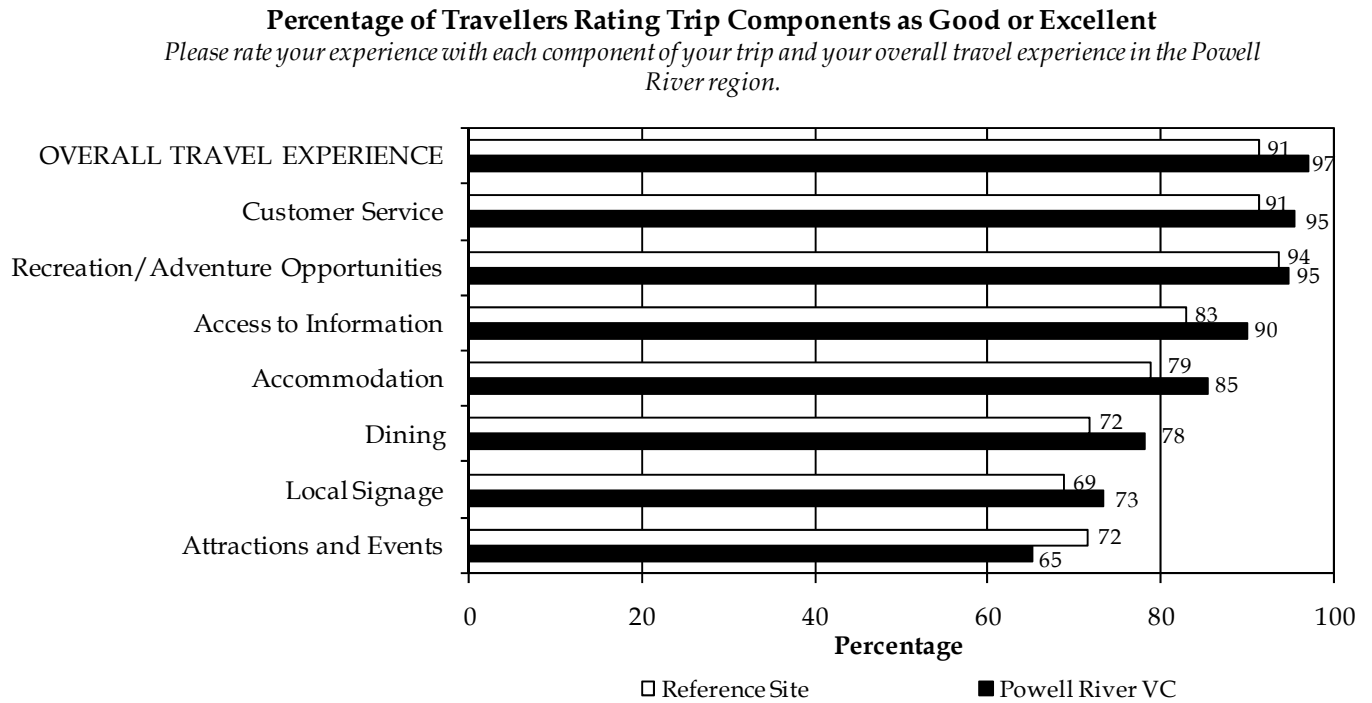


Figure 16. Travellers' rating of trip components and overall trip experience in the Powell River Region.

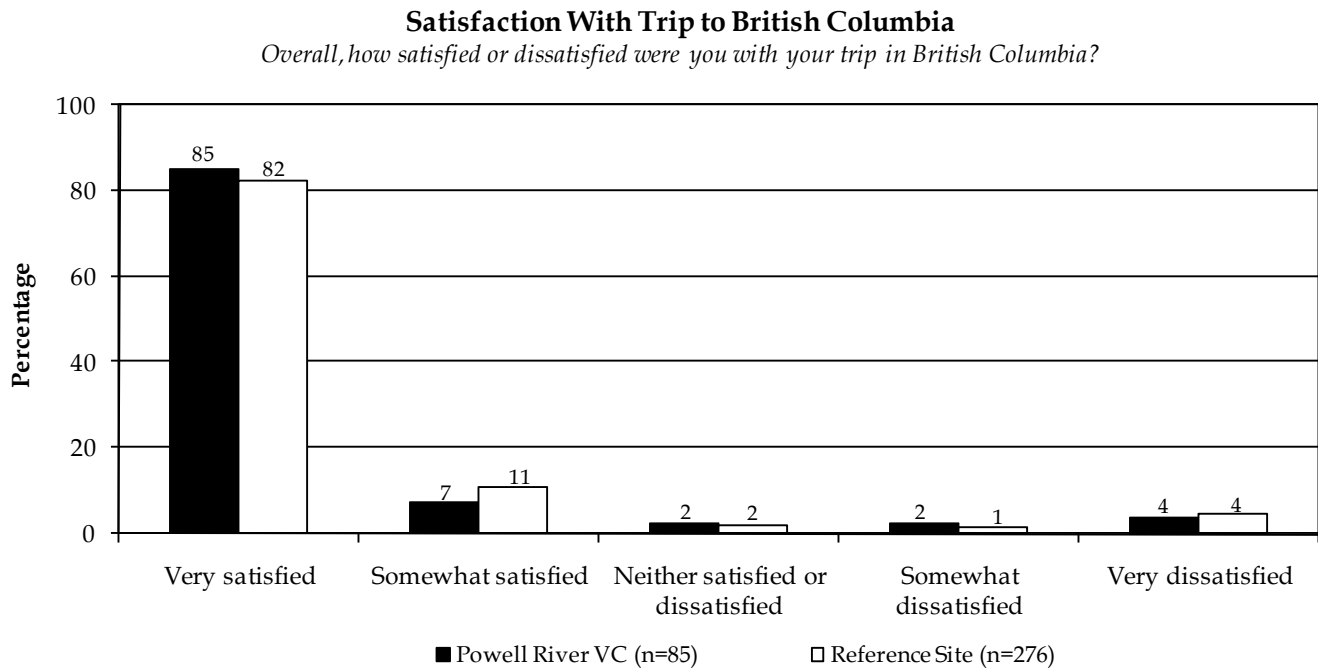


Figure 17. British Columbia trip satisfaction for travellers at the Powell River VC and Reference Site.

Mailback respondents were asked about their likelihood of returning to Powell River or to the province of British Columbia for another leisure trip. Around four-fifths of travellers indicated that they were either 'very likely' (46% Powell River VC; 60% Reference Sites) or 'likely' (28% Powell River VC; 23% Reference Sites) to return to Powell River for a future trip (Figure 18). Reasons cited by respondents who were not likely to return to the region included the desire to explore alternate routes and destinations, distance, cost, highway links/roads, unsuitability of travel for children, a desire to explore alternate attractions, and age.

In terms of likelihood of taking another leisure trip in British Columbia, an even larger proportion of travellers indicated that they were 'very likely' (88% Powell River VC; 88% Reference Sites) or 'likely' (11% Powell River VC; 9% Reference Sites, Figure 19).

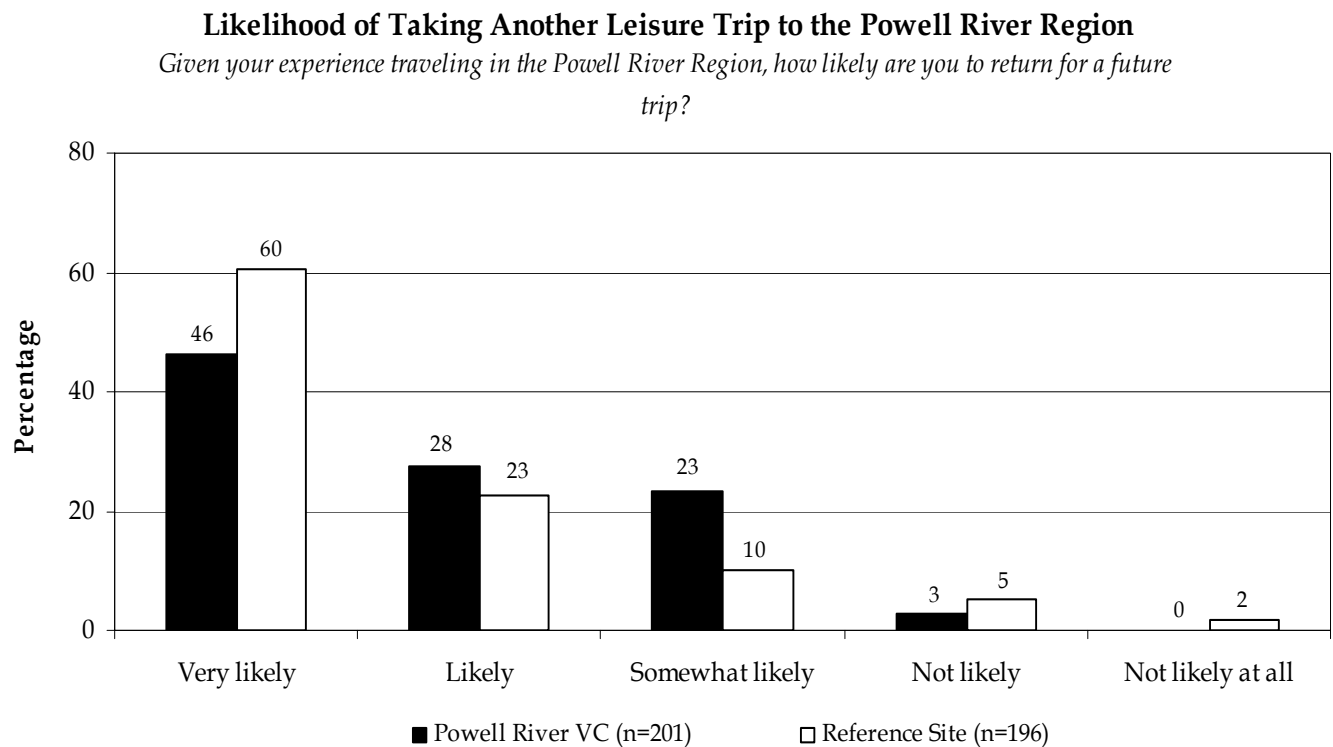


Figure 18. The likelihood of travellers taking another leisure trip to the Powell River region.

Likelihood of Taking Another Leisure Trip Within British Columbia

Given your experience in British Columbia, how likely are you to take another leisure trip?

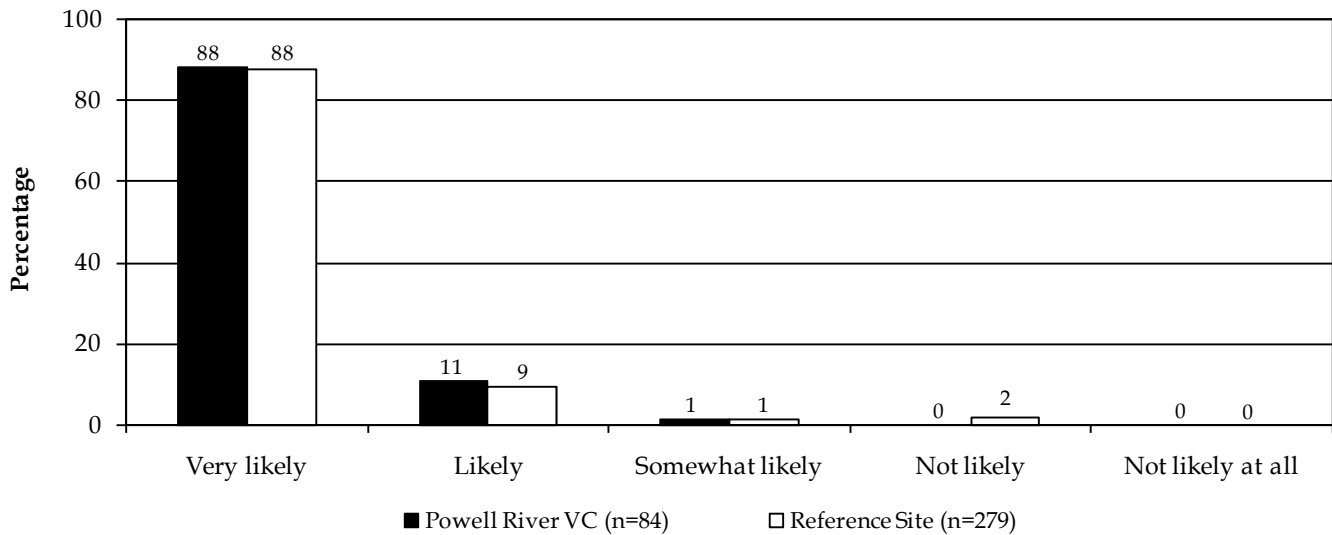


Figure 19. The likelihood of travellers taking another leisure trip within British Columbia.

Expenditures

Travellers were asked, *"In Canadian dollars, what were your travel party's total expenditures yesterday, including accommodations?"* Overall, the average daily expenditure for travellers interviewed at the Powell River VC was higher (\$150.88) than it was for those at the Reference Sites (\$138.33).

Travellers from the US interviewed at the Powell River VC spent substantially more (\$204.45) on average than US travellers interviewed at Reference Sites (\$175.51). This was also true of BC travellers (\$149.39 Powell River VC; \$124.19 Reference Sites). Other International travellers interviewed at the Reference Site spent almost twice as much as their counterparts from the Powell River VC (\$117.79 Powell River VC; \$205.60 Reference Sites). With respect to market origin, visitors from the US had the highest daily expenditures (\$162.92) at the Powell River VC, whereas respondents from other International destinations had the highest daily expenditures (\$205.60) at the Reference Sites (Table 15).

There were also noteworthy differences in expenditures based upon the primary type of accommodation used by respondents at both interview sites. Respondents interviewed at the Powell River VC who stayed in resorts, hotels, motels or B&B's spent notably less (\$208.10 and \$243.33) than did those interviewed at Reference Sites (\$207.92 and \$259.75 respectively). At both the Powell River VC and Reference Sites, travellers who stayed in resorts, hotels, motels or B&B's spent considerably more than did those staying in campgrounds/RV parks or with friends/relatives (Table 15).

Given that expenditure was asked as a per party daily total, it is not surprising that larger parties spent notably more than smaller parties at both the Powell River VC and Reference Sites. Solo travellers at the Powell River VC (\$103.44) spent more than did their counterparts at Reference Sites (\$93.71). Keeping in mind that parties of 3-6 were likely to include children, responses were fairly consistent by travel party size for both the Powell River VC and Reference Sites (Table 15).

There were also noteworthy differences in expenditures based upon respondents' age category between interview sites. Powell River VC respondents who were 65 years or older spent less (\$132.50) than did their counterparts interviewed at Reference Sites (\$140.78). For all other age categories, Powell River VC respondents outspent those from the Reference Sites across all age groups. There was also variation in average daily expenditures among age categories, but results were fairly similar at the two interview sites. At both the Powell River VC and Reference Sites, respondents who were 45-54 years had the highest daily expenditures whereas those who were under 25 years had the lowest expenditures (Table 15).

Average daily expenditure **per person** was also calculated. Travellers interviewed at the Powell River VC spent \$71.06 per person per day and travellers interviewed at Reference Sites spent \$62.37 per person per day. Per person expenditures also varied depending on origin of travellers. Typically, US and Other Canadian travellers spent more per person than BC and Other International 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.

Table 15. The average daily expenditures of travellers at the Powell River VC and Reference Sites.

\$ CDN DAILY Expenditures*	Average Per Party Daily Expenditure		Average Per Person Daily Expenditure	
	Powell River VC (n=272) ¹	Reference Sites (n=1,009) ²	Powell River VC (n=272) ¹	Reference Sites (n=1,009) ²
Overall	\$150.88	\$138.33	\$71.06	\$62.37
Origin				
British Columbia	\$149.37	\$124.19	\$67.59	\$55.41
Other Canada	\$156.20	\$167.09	\$82.57	\$82.77
US	\$204.45	\$175.51	\$90.23	\$80.53
Other International	\$117.79	\$205.60	\$52.88	\$83.61
Primary Accommodations				
Resort/Hotel/Motel	\$208.10	\$243.33	\$101.19	\$106.57
Campground/RV Park	\$122.35	\$122.33	\$52.20	\$51.34
Friends or Relatives	\$91.56	\$99.08	\$44.87	\$50.15
Other	\$160.00	\$88.53	\$83.51	\$38.96
B&B	\$207.92	\$259.75	\$101.81	\$114.81
Travel Party Size				
1 person	\$103.44	\$93.71	\$55.41	\$93.48
2 people	\$157.80	\$146.90	\$82.77	\$71.27
3-6 people	\$148.54	\$141.82	\$80.53	\$40.20
7 or more people ³	\$270.00	\$173.53	\$83.61	\$18.15
Age				
Under 24 Years ⁴	\$116.00	\$84.56	\$87.67	\$39.81
25-34 Years	\$139.05	\$109.67	\$70.22	\$52.05
35-44 Years	\$154.95	\$138.48	\$66.82	\$58.08
45-54 Years	\$165.29	\$155.38	\$72.66	\$68.32
55-64 Years	\$148.87	\$144.36	\$69.04	\$70.17
65 Years or Older	\$132.50	\$140.78	\$77.03	\$66.82

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

Practical differences between respondents interviewed at the VC and Reference Sites of $\pm 10\%$ are colour-coded.

1. 8% (n=26) of travellers began trip on the day of interview, and therefore did not have responses, 3% (n=11) Don't Know/No Response. Business travellers were not included in this analysis.
2. 5% (n=56) of travellers began trip on the day of interview, and therefore did not have responses, 2% (n=27) Don't Know/No Response. Business travellers were not included in this analysis.
3. Caution is advised when interpreting these numbers because the sample size for this category is low (n=5 at VC; n=17 at Reference Sites).
4. Caution is advised when interpreting these numbers because the sample size for this category is low (n=7 at VC).

In the summer of 2007, Powell River VC users were estimated to have spent nearly \$2.9 million in the Powell River region and over \$6.9 million on their trip throughout the rest of the province (Table 16). These figures do not represent the economic impact of the VC but rather the total expenditures of travellers to Powell River and in the rest of the province while on the trip during which they were interviewed at the Powell River VC.

Table 16. Estimated expenditures of travellers who visited the Powell River VC.

June 1 –August 31, 2007 ¹	Powell River VC
Estimated Total VC parties for June 1 – August 31, 2007	4,046
Average Daily Expenditures	\$150.88
Estimated Total Expenditures in Powell River by VC Users	\$2,880,888
Estimated Total Expenditures outside of Powell River by VC Users	\$6,885,608
Estimated Total Expenditures in BC by VC Users	\$9,766,496

1. Visitor party statistics reported by the Powell River 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 Powell River. However, all non-resident visitor parties are included, whether or not they spoke to a Visitor Information Counsellor.

Impact of the Visitor Centre on Traveller Behaviour

Travellers were asked several questions to gauge how the Powell River 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 Powell River as a result of the information obtained at the Powell River 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 Powell River 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 Powell River VC?*

Results from these questions indicate that the Powell River VC had an impact on traveller behaviour. Over two-fifths (44%) of the travellers at the Powell River VC said that they learned about new trip activities as a result of their stopping at the VC. One-quarter (25%) replied they would spend extra time in Powell River, 12% would spend extra time in other parts of British Columbia, and almost one-third (31%) would make another trip in/to British Columbia as a result of the information obtained at the VC (Figure 20).

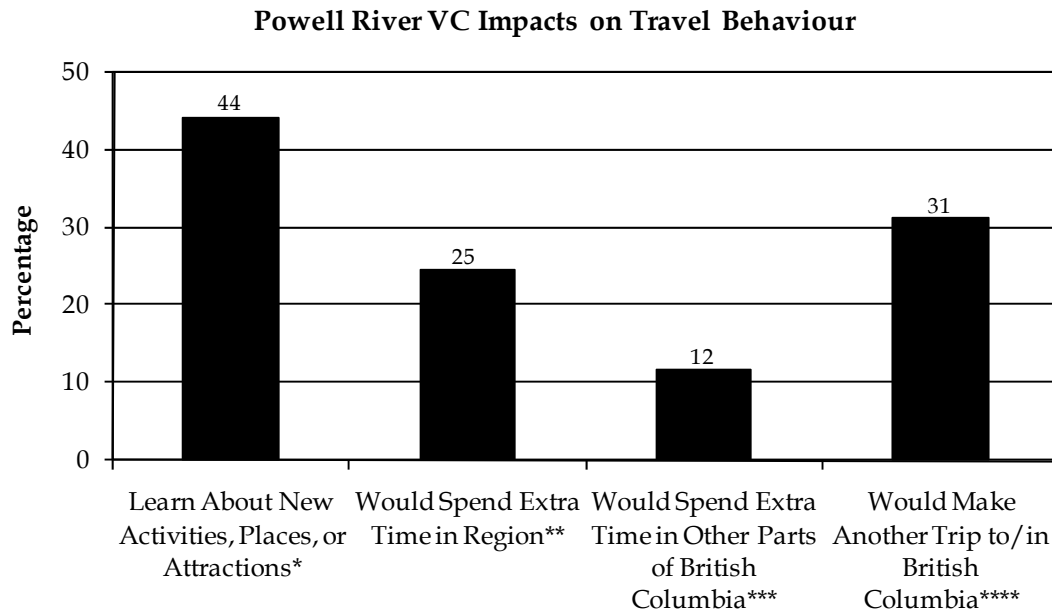


Figure 20. The proportion of travellers at the Powell River VC that learned about new activities, places or attractions, would spend extra time in region, would spend extra time in other parts of British Columbia or would make another trip to/in British Columbia as a direct result of the Powell River VC. * Don't Know/No Response =2 (0.6%); ** Don't Know/No Response =17 (7.6%); *** Don't Know/No Response =9 (3.5%); **** Don't Know/No Response=23 (7.2%).

Travellers at the Powell River VC learned about a wide range of new activities, places or attractions (Table 18). A total of 200 new activities, places or attractions were learned about at the VC. These included arts, cultural or land based recreation activities (23%), water based recreation opportunities (17%), local attractions (15%), information on local shopping/services (15%) and information on festivals and events (14%).

Table 17. The proportion of travellers who learned about new activities, places or attractions while at the Powell River VC.

Activities, Places and Attractions	Percentage (n=200)
Festival and Events	14.0%
Arts, Cultural or Local Attractions	14.5%
Accommodation Information	4.5%
Water Based Recreation	16.5%
Information on Other Communities	7.0%
Wildlife Viewing	1.0%
Local Shopping/Services	14.5%
Land Based Recreation	22.5%
Information on Tours	1.5%
Transportation Information	4.0%

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 Powell River region, and flexibility in the time spent in British Columbia were examined to understand if they influenced the impact the Powell River VC had on traveller behaviour (Table 19). Affirmative answers to the impact questions varied by market origin.

Travellers from the US were more likely to learn about new activities, places or attractions and make another trip as a result of the VC. Travellers from elsewhere in Canada were much more likely to spend extra time in the region. 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, although they were more likely to make another trip in the future. A considerably higher proportion of travellers who spoke with a Counsellor learned about new activities, places or attractions. Leisure travellers were more likely to give affirmative responses to the impact questions than travellers who were visiting friends and family.

Respondents who were inflexible with their activities in the region did learn about new activities, places or attractions as a result of the information obtained at the VC. In terms of trip flexibility, those who were very flexible were much more likely to spend extra time elsewhere in BC as a result of the information obtained at the VC than those who were less flexible. In terms of time flexibility in British Columbia, those who were very flexible were much more likely to spend extra time in the region as a result of the information obtained at the VC than those who were less flexible.

Additional comments regarding the Powell River VC made by respondents to the mailback survey are included in Appendix F.

Table 18. The impact of the Powell River 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	44.2%	24.6%	11.7%	31.2%
Origin				
BC	41.4%	25.2%	12.9%	36.8%
Other Canada	46.5%	31.3%	5.3%	28.2%
US	54.3%	20.0%	14.3%	40.0%
Other International	42.9%	18.8%	15.0%	15.9%
Spoke With A Counsellor				
Yes	45.5%	25.7%	11.9%	30.4%
No ¹	22.2%	0.0%	7.1%	44.4%
Primary Trip Purpose²				
Leisure	47.1%	26.3%	12.5%	31.1%
Visiting Friends & Family	31.1%	16.3%	8.7%	29.5%
Time Flexibility - Region				
Inflexible (no extra time)	34.0%	n/a ³	5.2%	24.7%
Moderately Flexible	50.0%	22.2%	22.0%	33.3%
Very Flexible (extra day(s))	48.3%	25.8%	12.8%	34.4%
Time Flexibility - Trip				
Inflexible (no extra time)	36.8%	5.0%	5.4%	26.3%
Moderately Flexible ⁴	37.0%	31.8%	11.1%	51.9%
Very Flexible (extra day(s))	47.5%	26.8%	18.0%	41.0%
Time Flexibility - BC				
Inflexible (no extra time)	44.0%	25.0%	2.5%	22.6%
Moderately Flexible ⁵	60.0%	0.0%	20.0%	40.0%
Very Flexible (extra day(s))	48.8%	27.6%	14.0%	29.1%

* Due to a relatively high number of DK/NR answers, DK/NRs 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. Caution is advised when interpreting these numbers because the sample size for this response is low (n=18).
2. Four 'other' cases excluded from analysis in order to display the most pertinent information.
3. 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.
4. Caution is advised when interpreting these numbers because the sample size for this response is low (n=27).
5. Caution is advised when interpreting these numbers because the sample size for this response is low (n=5).

Conclusions

1. Travellers who stopped at the Powell River VC:

- Were predominantly from BC (49%) or elsewhere in Canada (22%),
- Were most likely to be over the age of 45 (66%),
- Were likely to have attained at least a college or technical diploma (78%),
-
- Were most likely to be travelling without children (74%),
- Were most likely to rate their overall travel experience in the region as good/excellent (97%), and
- Were most likely to rate themselves as either very satisfied (85%) or somewhat satisfied (7%) with their experience in British Columbia.

Trip characteristics of travellers at the Powell River VC showed that:

- The primary trip purpose was leisure (76%), followed by visiting family/friends (18%),
- Cars/trucks/motorcycles were the primary mode of transportation for most travellers (84%),
- Campgrounds/RV parks were the primary accommodation type for 39% of travellers, followed by resorts/hotels/motels (27%),
- Over two-fifths of the travellers (47%) rated themselves as very flexible in terms of having extra time to spend in the Powell River region, 42% with respect to time on their trip and 49% with respect to having extra time to spend in British Columbia,
- The three most participated in activities during the trip were visiting parks (75%), shopping for local arts and crafts (68%) and hiking (31%),
- The three most participated in activities in the Powell River region were shopping for local arts and crafts (43%), visiting parks (42%), and fine dining (36%),
- Most travellers (78%) spent three weeks or more planning their trip, with the most common planning horizon being greater than 13 weeks,
- Past experience (57%), advice from friends or relatives (56%) and other internet sites (49%) were among the top information sources used before travel,
- Visitor Centres were the top information source used during travel as listed by 79% of respondents,
- The majority of travellers (95%) were spending time in the Powell River region as opposed to just passing through, and
- The average time spent in the Powell River region was five 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 Powell River 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 Powell River 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 Powell River region visiting friends and relatives to visit the Powell River VC.
3. The Powell River VC had a positive impact on traveller behaviour. Over two-fifths (44%) of the travellers at the Powell River VC said that they learned about new trip activities as a result of their stopping at the VC. One-quarter (25%) replied they would spend extra time in the Powell River region, 12% would spend extra time in other parts of British Columbia, and almost one-third (31%) 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 elsewhere in BC as a result of the information obtained at the VC was consistently larger for those travellers who had spoken to a Visitor Information 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 Powell River VC or Reference Sites between June 1 and August 31, 2007. The results do not represent the economic impact of the Powell River 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 Powell River VC had on travellers who did not live in the Powell River region. This study did not explore the impacts that the Powell River VC had on travellers calling or emailing for information prior to their visit to the area. In addition, it did not describe the impacts that local residents receive from the Powell River VC or the impacts 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 & 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 - Suggestions to improve services offered at the Visitor Centre

Appendix E - Other Visitor Centres visited in British Columbia

Appendix F - Comments from Powell River Visitor Centre 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 Powell River VC during the first half of the study period.

	Powell River VC (June-August 2007)					
	Number of People Approached	Agree to Interview	Number of Residents	Refusals	Part of Tour Group	Tourists
June 1	21	16	13	5	0	3
June 2	12	10	3	2	0	7
June 4	41	23	17	18	0	6
June 7	19	10	4	9	0	6
June 9	10	6	2	4	0	4
June 13	23	10	4	13	0	6
June 15	12	6	4	6	0	2
June 17	8	6	1	2	0	5
June 19	27	20	8	7	0	12
June 21	12	9	6	3	0	3
June 25	21	14	8	7	0	6
June 27	25	15	8	10	0	7
July 1	7	5	2	2	0	3
July 3	29	14	10	15	0	4
July 7	31	14	9	17	0	5
July 9	33	27	18	6	0	9
July 13	24	14	1	10	1	12
July 14	7	6	0	1	0	6
July 15	21	12	1	9	0	11
July 18	14	8	1	6	0	7
July 19	22	11	2	11	0	9
July 21	14	10	0	4	0	10
July 25	28	21	2	7	0	19
July 27	36	25	1	11	0	24
July 29	7	6	1	1	0	5
July 31	27	15	1	12	0	14

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 Powell River VC during the first half of the study period.

	Powell River VC (June-August 2007)					
	Number of People Approached	Agree to Interview	Number of Residents	Refusals	Part of Tour Group	Tourists
August 2	20	17	3	3	0	14
August 6	16	10	0	6	0	10
August 7	20	13	1	7	0	12
August 8	30	22	1	8	0	21
August 12	17	7	0	10	0	7
August 14	19	11	0	8	0	11
August 15	10	8	0	2	0	8
August 18	19	11	2	8	0	9
August 20	38	18	0	20	0	18
August 24	20	15	1	5	0	14
August 26	13	8	0	5	0	8
August 30	9	7	1	2	0	6
	762	480	136	282	1	343

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 Westview Reference Site during the first half of the study period.

	Westview Reference Site (June-August 2007)					
	Number of People Approached	Agree to Interview	Number of Residents	Refusals	Part of Tour Group	Tourists
June 8	7	5	1	2	0	4
June 9	4	2	1	2	0	1
June 10	12	11	2	1	0	9
June 13	32	32	28	0	0	4
June 14	27	27	23	0	0	4
June 15	13	13	4	0	0	9
June 16	8	6	1	2	0	5
June 19	23	21	3	2	0	18
June 20	22	20	9	2	0	11
June 21	6	6	1	0	0	5
June 22	25	25	17	0	0	8
June 25	35	35	31	0	0	4
June 26	19	18	6	1	0	12
June 27	17	16	4	1	0	12
June 28	20	18	10	2	0	8
July 1	10	10	0	0	0	10
July 2	25	25	15	0	0	10
July 3	1	0	0	1	0	0
July 4	7	6	3	1	0	3
July 7	42	42	34	0	0	8
July 8	16	16	4	0	0	12
July 9	23	23	6	0	0	17
July 10	21	20	3	1	0	17
July 13	30	27	10	3	0	17
July 16	11	10	1	1	0	9
July 19	71	71	63	0	0	8
July 20	28	28	17	0	0	11
July 21	11	11	1	0	0	10
July 22	16	15	3	1	0	12
July 25	38	36	10	2	0	26
July 26	25	25	4	0	0	21
July 28	31	31	26	0	0	5
July 31	32	31	19	1	0	12

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 Westview Reference Site during the first half of the study period.

	Westview Reference Site (June-August 2007)					
	Number of People Approached	Agree to Interview	Number of Residents	Refusals	Part of Tour Group	Tourists
August 1	35	34	24	1	0	10
August 2	18	18	3	0	0	15
August 3	33	33	16	0	0	17
August 6	27	26	7	1	0	19
August 9	31	31	5	0	0	26
August 12	21	20	0	1	0	20
August 13	23	22	4	1	0	18
August 14	29	28	9	1	0	19
August 18	15	13	2	2	0	11
August 19	13	13	1	0	0	12
August 21	19	19	12	0	0	7
August 24	52	51	40	1	0	11
August 25	17	16	3	1	0	13
August 26	22	22	3	0	0	19
August 27	9	9	1	0	0	8
August 30	29	27	9	2	0	18
August 31	33	33	20	0	0	13
	1,134	1,097	519	37	0	578

Table A3. 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 Saltery Bay Reference Site during the first half of the study period.

	Saltery Bay Reference Site (June-August 2007)					
	Number of People Approached	Agree to Interview	Number of Residents	Refusals	Part of Tour Group	Tourists
June 8	38	35	22	3	0	13
June 10	15	13	1	2	0	12
June 14	31	30	12	1	0	18
June 16	39	36	9	3	1	26
June 20	15	14	2	1	0	12
June 22	50	47	29	3	0	18
June 26	29	25	5	4	1	19
June 28	45	38	15	7	0	23
July 2	53	50	5	3	0	45
July 4	31	30	6	1	0	24
July 8	69	60	13	9	0	47
July 10	20	20	2	0	0	18
July 14	35	33	8	2	0	25
July 16	40	40	10	0	1	29
July 20	31	29	4	2	0	25
July 22	76	68	12	8	0	56
July 26	49	49	11	0	0	38
July 28	44	39	9	5	0	30
August 1	53	52	13	1	0	39
August 3	57	56	25	1	0	31
August 7	56	52	8	4	0	44
August 9	55	54	10	1	0	44
August 13	47	45	8	2	0	37
August 15	42	41	5	1	0	36
August 19	54	48	6	6	0	42
August 21	33	33	11	0	0	22
August 25	59	58	10	1	0	48
August 27	42	40	5	2	0	35
August 31	24	24	6	0	0	18
	1,232	1,159	282	73	3	874

Appendix B – Questionnaires

Appendix B - Interview Questions (Powell River Visitor Centre)

Interviewer _____

Date _____

POWELL RIVER VC

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 Powell River 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 Powell River region? The Powell River region is defined as the area south of Lund and north of Saltery Bay, including surrounding islands of Savary, Texada and Nelson Islands.

☐ 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 Powell River region? The Powell River region is defined as the area south of Lund and north of Saltery Bay, including surrounding islands of Savary, Texada and Nelson Islands. (**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!

Interviewer _____

Date _____

POWELL RIVER VC

6. What is your **primary** destination (the place that you will spend the most time)?_____ ☐ NONE, TOURING ☐ DK/NR7. 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. SECHLT ☐ YES ☐ NO ☐ DK/NRB. COMOX VALLEY (COURTENAY/COMOX) ☐ YES ☐ NO ☐ DK/NRC. CAMPBELL RIVER ☐ 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. Thank you for participating!****IF Q 9 > 1** 10. How many of those days will be spent travelling in British Columbia? _____ days11. And how much time will be spent in the Powell River region? The Powell River region is defined as the area south of Lund and north of Saltery Bay, including surrounding islands of Savary, Texada and Nelson Islands. (**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 Powell River region?_____ ☐ NONE ☐ DK/NR13. 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 Powell River?

- ☐ 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

Interviewer _____

Date _____

POWELL RIVER VC

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 Powell River Visitor Centre.

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

Interviewer _____

Date _____

POWELL RIVER VC

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 Powell River 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. How satisfied or dissatisfied are you with the services offered at the Powell River Visitor Centre?

☐ VERY DISSATISFIED ☐ DISSATISFIED ☐ NEITHER DISSATISFIED NOR SATISFIED ☐ SATISFIED ☐ VERY SATISFIED ☐ DK/NR

26. What suggestions do you have to improve the services offered at the Centre? **(Record up to three)**

1. _____
2. _____
3. _____

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 categories are you?

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

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

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

PAGE 4 OF 5

Interviewer _____

Date _____

POWELL RIVER VC

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 34. Can I get your name and mailing address?

Name:

Mailing Address:

City:

Province/State:

Country:

Postal/Zip Code:

Thank you for participating!

Appendix B - Interview Questions (Reference Sites)

Interviewer _____

Date _____

POWELL RIVER RS

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 Powell River 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 8 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 Powell River region? The Powell River region is defined as the area south of Lund and north of Saltery Bay, including surrounding islands of Savary, Texada and Nelson Islands. **(Consult study area map)**

☐ 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 Thanks for agreeing to participate, however, we are only interviewing visitors who travel independently.

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 did you spend in the Powell River region? The Powell River region is defined as the area south of Lund and north of Saltery Bay, including surrounding islands of Savary, Texada and Nelson Islands. **(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!

Interviewer _____

Date _____

POWELL RIVER RS

6. What is your **primary** destination (place that you will spend the most time)?_____ ☐ NONE, TOURING ☐ DK/NR7. 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. SECHLT ☐ YES ☐ NO ☐ DK/NRB. COMOX VALLEY (COURTENAY/COMOX) ☐ YES ☐ NO ☐ DK/NRC. CAMPBELL RIVER ☐ 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. 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 did you spend in the Powell River region? The Powell River region is defined as the area south of Lund and north of Saltery Bay, including surrounding islands of Savary, Texada and Nelson Islands. (**Consult study area map**)☐ NONE - JUST PASSING THROUGH _____ HOURS OR _____ DAYS ☐ DK/NR**IF SPENDING TIME IN REGION** 12. What was your **primary** (most time spent) leisure activity while in the Powell River region?_____ ☐ NONE ☐ DK/NR13. 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

Interviewer _____

Date _____

POWELL RIVER RS

15. Thinking about the time you spent in Powell River... which of the following statements best describes how flexible or inflexible you were with time in this region?

- ☐ A. I COULD NOT SPEND ANY EXTRA TIME IN THIS REGION AT ALL
☐ B. I COULD HAVE SPENT AN EXTRA FEW HOURS IN THIS REGION (LESS THAN A DAY)
☐ C. I COULD HAVE SPENT 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

17. On this trip, have you stopped at the Powell River Visitor Centre?

- ☐ NO ☐ YES ☐ DK/NR

IF NO 18. Why not? _____

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

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

_____ Adult(s) _____ Child(ren) (under 18) = _____ Total

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

_____ trip(s) ☐ DK/NR

21. 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

22. 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

Interviewer _____

Date _____

POWELL RIVER RS

23. 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

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

☐ MALE

☐ FEMALE

25. 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 26. Can I get your name and mailing address?

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

Thank you for participating!

Appendix B - Mailback Questionnaire (Powell River Visitor Centre)

The Powell River Visitor Centre

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**



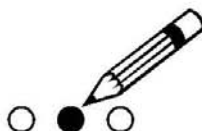
Your opinions are important...

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 Powell River 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 Powell River Visitor Centre.*

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).

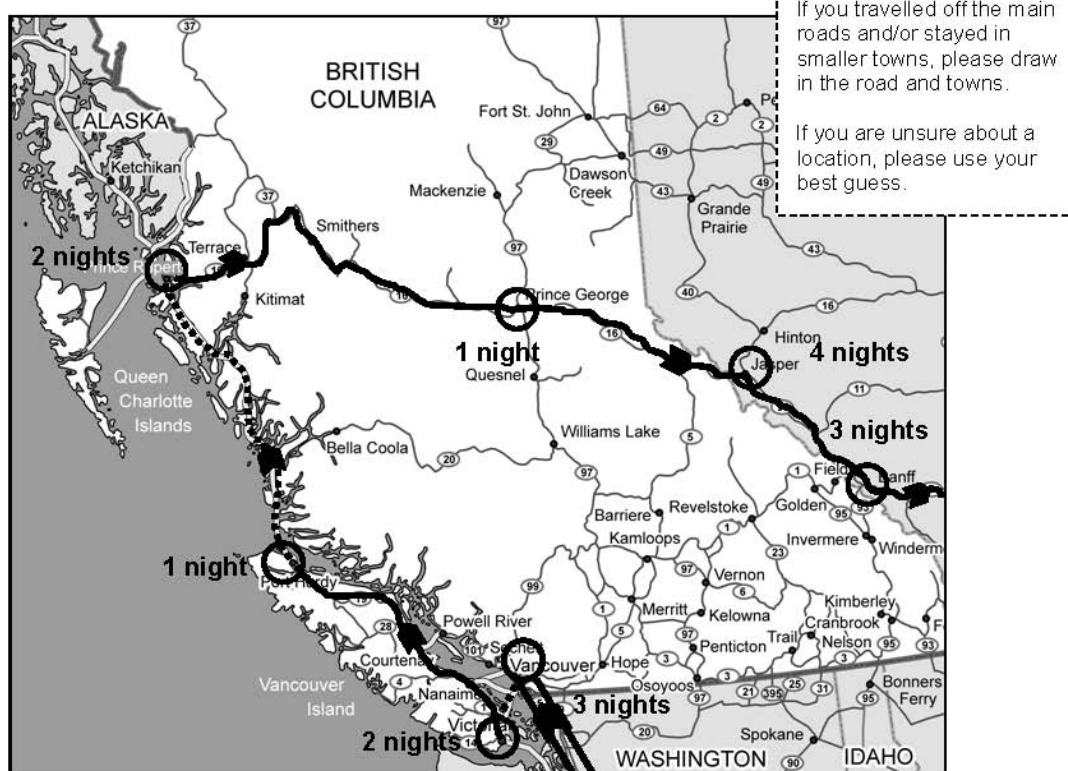
Use the symbols below to show:

- 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:



On this map please:

- TRACE your ROUTE
- CIRCLE where you STAYED overnight
- 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:	
hiking	<input type="radio"/>
canoeing	<input type="radio"/>
kayaking	<input type="radio"/>
boating (other than canoeing/kayaking)	<input type="radio"/>
rock climbing	<input type="radio"/>
freshwater fishing	<input type="radio"/>
scuba diving	<input type="radio"/>
mountain biking	<input type="radio"/>
flight-seeing	<input type="radio"/>
wildlife viewing (bears, birds, etc.)	<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.*

- | | |
|--|----------------------------------|
| <input type="radio"/> Day of departure | <input type="radio"/> 9-12 weeks |
| <input type="radio"/> 1-6 days | <input type="radio"/> 13 weeks+ |
| <input type="radio"/> 1-2 weeks | <input type="radio"/> Don't know |
| <input type="radio"/> 3-8 weeks | |

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 top three only.

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

Travel Services	Booked Before trip A Booked before trip		Booked 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%

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 (specify) _____	_____ %
TOTAL	= 100 %

About the Powell River Visitor Centre...

This section asks about your use of the Powell River Visitor Centre on the trip that we interviewed you.

13. Did you spend any **extra** time in the **Powell River** region as a **result of** the information obtained at the Powell River Visitor Centre? *The Powell River region is defined as the area south of Lund and north of Saltery Bay, including surrounding islands of Savary, Texada and Nelson Islands.*

☐ 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 Powell River Visitor Centre live up to your original expectations?

☐ Fell short ☐ Met ☐ Exceeded ☐ Don't know

17. We interviewed you at the Powell River Visitor Centre. 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 Powell River Visitor Centre?

Your impressions of Powell River...

This section asks about your experiences, activities and impressions of your trip to the Powell River region.

19. What positive and/or negative images/characteristics come to mind when you think of the **Powell River 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 **Powell River region**? Unique characteristics are those that make the Powell River 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 **Powell River 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 **Powell River 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 Powell River	<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 Powell River	<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 **Powell River region**, how likely are you to return to the Powell River region for a future leisure trip? *Choose one answer only.*

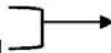
- ☐ Not likely at all
☐ Not likely
☐ Somewhat likely
☐ Likely
☐ Very likely
☐ Don't know



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 Powell River Visitor Centre?
 Please indicate their relationship to you, age and gender. Please start with yourself.

Who? e.g. wife, husband, partner, son daughter, parent, friend...	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 B - Mailback Questionnaire (Reference Sites)

Your trip in British Columbia



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**



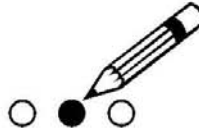
Your opinions are important...

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 Powell River 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 Westview or Saltery Bay BC Ferries terminal in Powell River.

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).

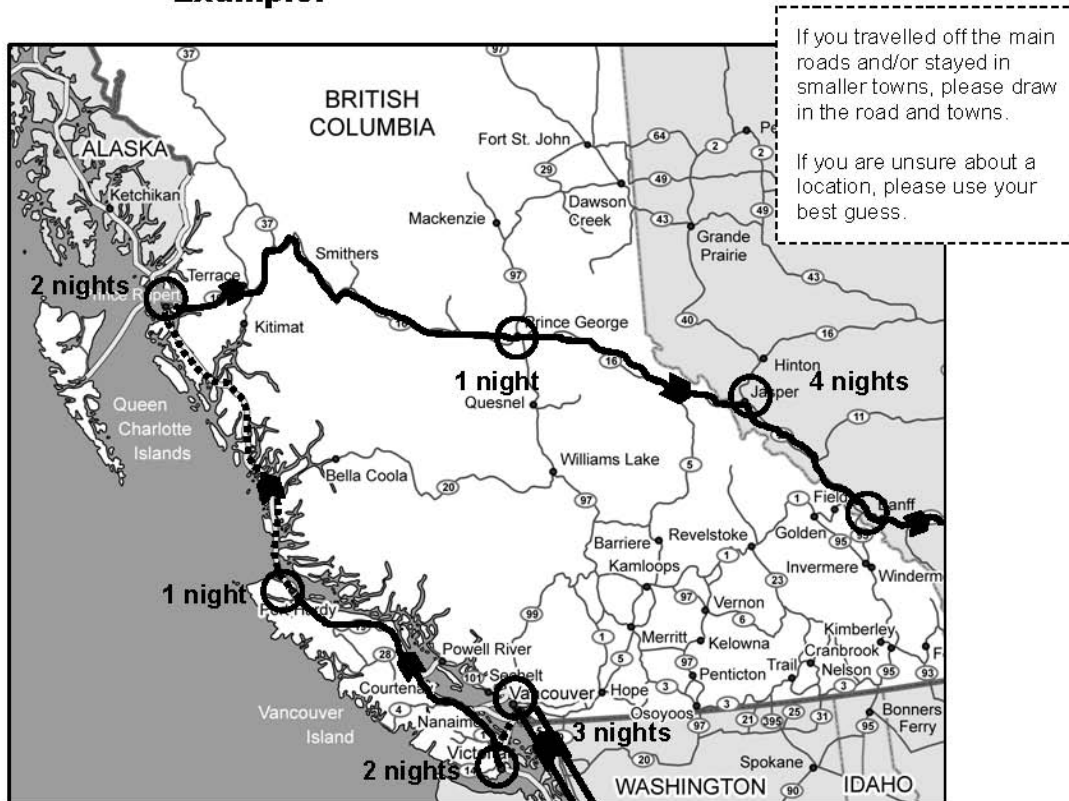
Use the symbols below to show:

- 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:



On this map please:

- TRACE your ROUTE
- CIRCLE where you STAYED overnight
- WRITE in the number of NIGHTS



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

7. A. What activities did you and/or your travel party participate in while on this trip?
Mark all that apply.
- B. What activities did you and/or your travel party participate in while in the **Sunshine Coast** region? The Sunshine coast region is defined as the area south of Lund and north of Port Mellon.
Mark all that apply.

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

8. How far in advance did you start planning for this trip? *Choose one answer only.*
- ☐ Day of departure
 ☐ 9-12 weeks
☐ 1-6 days
 ☐ 13 weeks+
☐ 1-2 weeks
 ☐ Don't know
☐ 3-8 weeks
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 top three only.
- 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.discoverPowellRiver.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 guides 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?
If you did not purchase that service during your trip, please enter zero.

Travel Services	Booked Before trip A Booked before trip		Booked 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%

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 (specify) _____	_____ %
TOTAL	= 100 %

About the Powell River Visitor Centre...

This section asks about the use of the Powell River Visitor Centre on the trip that we interviewed you.

13. Did you visit the Powell River Visitor Centre on this trip?

- ☐ Yes Go to Q14
☐ No Go to Q15
☐ Don't know Go to Q16

14. Overall, how well did the Powell River Visitor Centre live up to your original expectations?

- ☐ Fell short
☐ Met
☐ Exceeded
☐ Don't know
- } → Please explain why.
- _____
- _____
- _____

15. Please let us know why you didn't visit the Powell River Visitor Centre?

16. On this trip, did you visit other Visitor Centres in British Columbia?

- ☐ Yes → Where? Please specify
☐ No
- _____
- _____
- _____

Your impressions of Powell River...

This section asks about your experiences, activities and impressions of your trip to the Powell River region.

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

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

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

1. _____

2. _____

3. _____

19. During the trip that we interviewed you, did you spend time in the **Powell River region**?

☐ Yes Go to Q20 ☐ No Go to Q22 ☐ Don't know Go to Q22

20. Please rate your experience with each component of your trip and your overall travel experience in the **Powell River 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 Powell River	<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 Powell River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. Given your experience travelling in the **Powell River region**, how likely are you to return to the Powell River 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.

Your overall experience ...

This section asks about impressions of your trip to British Columbia and your experience on BC Ferries.

22. Overall, how satisfied or dissatisfied were you with your experience travelling on **BC Ferries**?
Choose one answer only.

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

Please explain why.

23. 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.

24. 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...

25. Who was in your travel party when we encountered you at the Westview or Salter Bay BC Ferries terminal in Powell River? Please indicate their relationship to you, age and gender. Please start with yourself.

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

26. 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 the responses on the mailback questionnaire). Therefore a series of questions were asked in the same way on both the interview and mailback questionnaire. Differences between responses to the two questionnaires were assessed by comparing responses to key questions that were asked in both the interview and on the mailback questionnaire (Table A4).

Results

Differences in Respondents who Agreed or Did Not Agree to Mailback

- At the Powell River VC, there were six differences 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 spent fewer days away from home and were more likely to be very satisfied with the services they received at the Visitor Centre. They were also more likely to learn about new activities, spend additional time in the region (and in other parts of BC) and to take another trip to British Columbia in the future as a result of the information obtained at the VC.
- There were no differences between Reference Site visitors who agreed to participate in the mailback survey and those that did not.

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

- There were five differences between Powell River VC respondents who returned the mailback questionnaire compared to those that did not. There was a higher proportion of respondents aged 55-64 years of age who returned the mailback survey. In addition, those who returned the survey also had a higher proportion of respondents whose highest academic achievements were at the high school level. Mailback respondents spent more time away from home and in BC but had a lower daily expenditure compared with those that did not return the surveys.
- There were six differences between Reference Site respondents who returned the mailback survey and those that did not. A higher proportion of university educated degree holders as well as respondents aged 65 or older returned the mailback survey. In addition to this, mailback survey respondents took longer trips, spent more time in BC and more money on their trip compared to those who did not return their surveys.

Differences in Interview/Mailback Responses

- Responses to the mailback survey were consistent with those given during the interview at the Powell River VC.
- This was also true of responses given to Mailback and Interview surveys by Reference Site visitors.

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.
- Most of the variables tested did not indicate 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 Powell River VC.

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

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 Reference Sites.

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

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

<u>Powell River VC</u> Concept/Questions	Trip Characteristics Results		Practical Difference?
	Interview	Mailback	
Mean Days Away From Home	20.2	20.8	No
Mean Days In BC	16.4	17.1	No
Mean Party Size	2.6	2.7	No
Age - Under 24 Years	2.2%	0.0%	No
Age - 25-34 Years	12.2%	8.4%	No
Age - 35-44 Years	20.1%	19.3%	No
Age - 45-54 Years	31.7%	31.3%	No
Age - 55-64 Years	21.6%	30.1%	No
Age - 65 Years or Older	12.2%	10.8%	No
Gender - Male	52.5%	45.9%	No
Gender - Female	47.5%	54.1%	No
Parties with Children	26.2%	29.4%	No
Extra Time in Region (% said 'Yes')	24.6%	24.7%	No
Extra Time in Other Parts of BC (% said 'Yes')	11.7%	13.1%	No
Take Another Trip To/In BC (% said 'Yes')	31.2%	46.4%	No

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

<u>Reference Sites</u> Concept/Questions	Trip Characteristics Results		Practical Difference?
	Interview	Mailback	
Mean Days Away From Home	10.0	10.9	No
Mean Days In BC	9.1	10.1	No
Mean Party Size	2.6	2.7	No
Age - Under 24 Years	4.7%	0.9%	No
Age - 25-34 Years	12.3%	9.1%	No
Age - 35-44 Years	18.3%	15.2%	No
Age - 45-54 Years	26.9%	24.4%	No
Age - 55-64 Years	21.7%	28.9%	No
Age - 65 Years or Older	16.2%	21.5%	No
Gender - Male	59.7%	52.9%	No
Gender - Female	40.3%	47.1%	No
Parties with Children	27.5%	28.5%	No

Appendix D – Suggestions to Improve Services Offered at the Visitor Centre

What suggestions do you have to improve the services offered at the Centre?

Visitor Centre Services and Amenities

- Accommodation info could be categorized better.
- Advice on fishing & crab traps.
- Alberta maps.
- Better internet information.
- Better location for the info centre, more central.
- Better maps.
- Better postcards, aerial shots.
- Better red tide info.
- Better T-shirts.
- VC Booklet on accessibility for limited mobility, trails.
- Charging for BC roadmaps.
- Computer connection.
- Could not find Powell River postcards.
- Counselors on ferries.
- Discount information.
- Earlier hours, open at 8am when ferry arrives
- Environmental information.
- Forward booking of accommodation would be good as at the bigger ones they can.
- Free recreation maps.
- Hard to get info on the phone about tides.
- Hiking specific information.
- Inside did not have info on hikes they wanted.
- Internet access.
- Internet access in the centre, like in the Sechelt VC.
- Internet kiosk.
- Internet would be good.
- Know area better, or sell it better.
- Listings of houses for sale.
- Maybe some more info on Roberts Creek area.
- More backcountry info, BC backroads guide.
- More detailed maps.
- More info maybe about Powell River itself.
- More info on Kathawimieux (sp?).
- More info on other things the visitor might be interested in based on what they like.
- More info on sunshine coast trail.
- More localized information, better contact.
- More seating.
- Noisy.
- None (n=6).
- Play pen.
- Print-up of current events.
- Red tide information, weather forecast.
- RV parking signs.
- Said there is still probably the perception that Powell River is only a mill town, so to promote the culture more maybe.
- Saw no Okanagan brochure.
- Should be more maps of waters.
- Should pay staff more.
- Specific information about biking in the region.

Location

- A bit off of main road - signs good but a bit hard to find.
- Closer to ferries, hard to find.
- Directions in Powell River booklet for activities not clear. Need extra sources for info.
- Had some trouble finding centre.
- Hard to find.
- Location.
- Location better before moved.
- Location closer to main roads.
- Location not good.
- Poor location.
- Poor location, out of the way.
- Seemed a little far away.
- Seems a little out of the way.
- Seems a little too far from the highway.
- Seems out of the way.
- Somewhat hard to find location.
- Somewhat tricky getting here.

Signage

- Better directions.
- Better directions/more visible.
- Better signage.
- Better signage advertising.
- Better signage for centre.
- Better signage or location.
- Better signage or more central location.
- Better signage to find.
- Better signs (n=4).
- Better signs, larger signs.
- Closer to highway - better signs
- Found the signs hard to follow
- Had trouble with signs getting here from 600m sign.
- Improved signs, clearer signs.
- More signage in town.
- More signs.
- Sign on Alberni.
- Signs sometimes hard to find.
- Signs to get to the VC, on Alberni St

VC Staff

- Better training for counsellors.
- Enthusiastic staff members.
- More employees maybe.
- More experience with hiking.
- More experienced staff for hiking questions.
- More familiarity and first-hand experience with.
- Staff specialization, i.e. hiking specialist with real experience.
- Strong comment on the location needs to be closer to ferry - quite difficult to get to. She said she's heard this from a number of people.
- Sunshine coast trail marked better.
- Thought a bit out of the way.
- Thought the Powell River info should be at the front of the centre, not near back.
- To tell tourists about long distance phone cards.
- Very hard to find - out of way.
- More knowledgeable about the area.
- More knowledge.
- More knowledge of some trails & hikes.
- Specific questions to ask visitors to find out their interests.
- Very positive about summer youth program.
- Wanted more RV camping info on internet - couldn't find much.
- Weren't sure of where it was exactly - thought it was closer because of signs.
- Wireless internet connection.
- Would be nice to have coupon books for van. Island activities & other town newspapers.
- Would be nice to have pictures of campsites to see what they look like, taken by an unbiased third party.

Appendix E – Other Visitor Centres Visited in British Columbia

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

Location of Other VC Visited ¹	n	Location of Other VC Visited ¹	n
100 Mile House	1	Lund*	4
Albert Bay	1	Lytton	1
Almost every place we stayed	2	Madeira Park*	1
Banff*	1	Many more	1
Banfield*	2	Miracle Beach*	1
Cache Creek*	1	Molly's Reach*	1
Campbell River	1	Most of the places, where we stayed overnight and also when we came to new towns!	1
Chemainus	9	Nakusp	1
Chetwynd	4	Nanaimo	8
Chilliwack	1	Napier*	1
Clearwater	1	Oliver	1
Columbia Ice Fields*	1	On most of the places/cities we visited	1
Comox	1	On way to Powell River, visitor centre on ferry for directions to a specific store	1
Courtenay*	7	Osoyoos	2
Cranbrook	9	Others	1
Cumberland	2	Pacific Rim National Park*	2
Dawson*	1	Parksville	3
Duncan	1	Penticton	1
Every town we passed where we wanted more information about the area	1	Port Alberni	5
Everywhere	1	Port Hardy	6
Fort St. John*	1	Port McKenzie*	1
Gabriola Island	1	Port McNeil	3
Gibsons	2	Prince George	1
Gibsons Landing*	6	Prince Rupert	1
Gold River	4	Probably all of them.	1
Harrison Hot Springs*	2	Qualicum Beach	4
Hope	1	Quesnel	1
Hudsons Hope*	1	Revelstoke	1
In all areas we travelled - couldn't have done without them	1	Rogers Pass*	1
In each town	1	Salmon Arm	1
Jasper*	1	Salt Spring Island	2
Kamloops	1	Sechelt	13
Kanaskas*	4	Sointula*	1

Location of Other VC Visited	n	Location of Other VC Visited	n
Kelowna	1	Sooke*	1
Lillooet	3	Squamish	4
Long Beach*	2	Strathcona Provincial Park*	1
Lower Sunshine Coast*	1	Sunshine Coast Visitor Center*	1
Surrey	1	Valemount	1
Sidney	1	Vancouver	16
Taylor	1	Vancouver Island*	1
Telegraph Cove*	1	Various spots up Sunshine Coast	1
The one on the ferry	1	Victoria	13
Tofino	8	We stopped at a few just because we wanted something to entertain the kids though	1
Too numerous to answer	1	Wells Grey Park*	3
Tumbler Ridge	1	Whistler	9
Ucluelet	4	Wickaninnish*	2

1. The location marked with a * are not part of the official British Columbia VC network

Appendix F – Comments from Powell River Visitor Centre 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 Powell River area and other.

Staff Friendly and Helpful

- Staff was very pleasant and helpful well done!
- Pleasant and informative. Pleased to encounter young native employee.
- Staff very helpful. Made us want to move there.
- The people were very helpful for our needs as we had pretty much had the ideas of where we wanted to trip to. Next time we want to take in the North Vancouver Island (has been a number of years since there last!
- I found them very helpful.
- Very helpful and friendly.
- Staff was well informed and wonderfully pleasant.
- Powell River was very good. Staff was knowledgeable and very friendly.
- The employees were very informative, co operative, friendly, and they greeted well.
- Great friendly people.
- Very attentive and helpful staff.
- Staff was very pleasant and helpful. Told us about the Blueberry Festival (which we did not know about prior).
- Very helpful & well informed staff.
- Very helpful with local knowledge & ideas.
- Very friendly and helpful.
- Employees were extremely helpful and a pleasure to deal with.
- People were very courteous.

Appreciated VC Services and Amenities

- Got great information about places to eat and visit.
- The information we received directed us to some wonderful places to explore during our 2 nights visit. We definitely plan to return, maybe to relocate our family to this town.
- Opened early to meet our needs.
- Nice place, a bit hard to get to, off the main road.
- Really liked the location. Easy to get to and park with RV. Good coffee shop nearby to read the brochures in!
- It was open when we were not sure it would be. Staff was very helpful. Young interviewers were delightful.
- Your regional magazines in the Tourism Center are excellent resources. The local organizations book excellent for a new comer.
- Visitor Centres are excellent.
- We picked our camping destination based on phone call to the Visitor Center. It was a great tip, perfect for our family!
- Presentation at Visitor Centre is nice, staff is very friendly, very nice atmosphere. Sometime even visitor centre staff don't know basic question like, 'How much cost of train journey?' We asked one trip to Banff from Vancouver where is very famous one, staff has no idea, and they don't have any brochure for timetable. Not only that, not many brochure like your visitor centre. Good luck your visitor centre.

Suggestions for VC Improvement

- It was a little difficult to find.
- The location seemed a little out of the way.
- We thought the Powell River Visitor Centre would focus on the Powell River area, but it focussed on the rest of BC.
- Hard to find.
- I would like them to have a good supply of route maps for local hikes, especially the Sunshine Coast Trail.
- I was very disappointed with the new visitor center in Powell River. The previous location on Marine Drive was convenient to the ferry/beach/restaurants/art galleries and you could linger and explore. We had a difficult time finding the new location and when we did although it was clean it was in the dullest part of Powell River.
- The main staff person was very well informed, but not all staff were as helpful and knowledgeable. It's important that staff know more than the tourists.
- Some booklets were not stocked.
- The visitor center is off the beaten track. It should be down at the harbour.
- The girl we talked to was not helpful (she was new).
- Move to a more visible location!
- It was difficult to find.
- One staff member failed miserably to convey any enthusiasm or even the correct information about the vast hiking trails in the area to a tourist when I was visiting. You should have people from outside the area who truly appreciate what Powell has to offer or outdoor enthusiasm.
- Staff: kids unfamiliar with their locality, ie. where to hike & conditions there, where to shower, do laundry, even camp.
- Difficult to find but once found, staff friendly and helpful.

Enjoyed Powell River Area

- Yes, we were surprised at the outdoor possibilities & will return with kayaks.
- The ferry rides was well worth the experience.
- A beautiful place to come back to and spend more time.
- It seemed to be a very nice place. We just stayed the afternoon at/by the beach.

Other

- Nothing special.
- When we book our trip we booked a camp site in Lund. Next time we will stay in Powell River Willington Beach camp ground it is much closer to every thing, then day trip to Lund we wanted to go to Texada and Savary. It was too rainy.
- This was a planned annual boating trip to the Desolation Sound area, visiting old friends and overnight mooring at location en route.
- It was almost life transforming, but not quite.
- Maybe work together with Comox because ferry service connecting two places, especially Powell River, Sunshine Coast is maybe not popular. Because the image of people think BC, popular spot is Victoria, Whistler, place you can go whale watching, pacific rim, but Sunshine Coast is real Canadian people go for holiday. It is a nice place to know Canadian people's life style.
- We are so sorry we can't give our email address. But good luck for your researching. We really had wonderful time in BC. Now we live in New Zealand for 10 years. New Zealand tourism is one of big business in the country. We love here. But also we choose Canada BC if we have a second chance. We used to read Beautiful British Columbia magazine. So we are so happy you gave one this time. We read it and look forward visiting BC again near future. Sorry our travel style very different from usual

people because we did camping trip whole through. I don't know our report is helpful or not but good luck. Have a happy Christmas and new year! We have BBQ Christmas in summer.

- I travel a lot for work purposes. Mostly on the Island and occasionally throughout the province. We travel a lot for the son's hockey and on occasion for other leisure purposes.
- My answers to this survey are skewed as we know this area well. We have Australian friends who toured for 2 months in BC and their responses would be very different from mine. Do you want to survey them? Contact me if you do!
- I travel all over Canada for contract work, and lately many trips have been in BC. I really appreciate the BC Accommodation Guide. I do all my room booking using this guide.