



Research & Planning

Profile of Visitors to Williams Lake Summer 2008

August 2009

Research & Planning,
Tourism British Columbia
3rd Floor, 1803 Douglas Street
Victoria, British Columbia V8T 5C3
Web: www.tourismbc.com/research
Email: research@tourismbc.com
Phone: 250-387-1567



ACKNOWLEDGEMENTS

The Profile of Visitors to Williams Lake study was a comprehensive survey of travellers to the Williams Lake region between June and August, 2008. In addition, this study was part of Tourism British Columbia's Value of the Visitor Centre research program, which examined the users of the Williams Lake Visitor Centre between June and August, 2008.

Funding for this study came from Tourism British Columbia's Visitor Centre Network and Community Tourism Foundations® programs.

Tourism British Columbia would like to gratefully acknowledge the following organizations that assisted with the project by providing access for on-site interviews of their clients:

- Williams Lake Visitor Centre
- Museum of the Cariboo Chilcotin
- The Station House Gallery
- Scout Island Nature Centre
- The City of Williams Lake

This report was written by Karim Dossa on contract with Research & Planning, Tourism British Columbia.

Executive Summary

The Profile of Visitors to Williams Lake study was undertaken in the summer (June 2 through August 29) of 2008. The study was designed to provide information on the characteristics of travellers to Williams Lake for two purposes; to support marketing plan design and product development in the Williams Lake region, and to assess the impact of the Williams Lake Visitor Centre (VC) on the Williams Lake region and British Columbia. Funding for this project was provided by Tourism British Columbia's Visitor Centre Network and Community Tourism Foundations® programs. The project was managed and carried out by Tourism British Columbia's Research & Planning department.

The study objectives were:

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

A multi-location survey design developed to achieve the study objectives included interviewing travellers at the Williams Lake VC and at a number of Reference Sites (i.e. Scout Island Nature Centre, the Museum of the Cariboo Chilcotin and the Station House Gallery) that are frequented by travellers. Due to low volumes of travellers at the Reference Sites it was decided midway through the field season to interview travellers only at the Williams Lake VC to satisfy the objectives of the Value of the Visitor Centre research program. As a result, the Profile of Visitors to Williams Lake study focused on study objectives #2 and #3.

A two-stage survey design was used, which included on-site interviews that collected information from travellers during their trip and a mailback questionnaire that 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 Williams Lake and British Columbia upon trip completion.

- Between June 2 and August 29 of 2008, 1,380 people were approached at the Williams Lake VC, 983 agreed to the interview, but 36 were excluded because of previous participation and another 357 were excluded because they were from the Williams Lake region. Thirty-four surveys were excluded from analysis due to small sample sizes, which included tour group travellers, business day trippers and non-business day trippers. Also excluded were eight respondents that were either long-term travellers or incomplete surveys resulting in a total of 540 useable surveys that were analyzed for the purposes of this report.
- Fifty percent of travellers at the Williams Lake VC agreed to complete the mailback survey and of those who agreed, seventy percent completed the survey.

Overnight Non-Business Travellers

- At the Williams Lake VC, almost half (49%) of travellers were from British Columbia, a fifth were from the U.S. (20%) or from outside North America (18%), while fewer were from other provinces or territories in Canada (13%).
- Overall, the average party size was 2.4 people and 19% of travel parties had children. Those parties with children had an average of 3.7 people travelling in their group.
- On average, respondents had taken 4.6 leisure trips over the previous 12 months.
- Half (50%) of the travellers had previously been to the Williams Lake region. British Columbia residents (74%) had the highest incidence of previous visitation followed by Canadians from other provinces (11%), the U.S. (9%) and other international travellers (7%).
- The majority of travellers at the Williams Lake VC were travelling for leisure purposes (76%), while fewer were travelling to visit friends and family (23%) or other purposes (2%).
- Half (50%) of the travellers were staying in campgrounds/RV parks and over a quarter (30%) were staying in resorts/hotels/motels. Fewer were staying with friends or relatives (15%), cabin/cottages (2%), B&B (1%), fishing lodge (<1%) or in other types of accommodations (2%).
- Almost half of the travellers (46%) had a destination somewhere within British Columbia, a third (33%) were touring with no particular primary destination and the remaining 22% had primary destinations outside British Columbia. Most of the visitors who were travelling to destinations within British Columbia were travelling to the Cariboo Chilcotin Coast (18%).
- Travellers at the Williams Lake VC planned to spend an average of 26 days away from home, including 13 days in British Columbia and 2 days in Williams Lake. One-fifth (20%) of the travellers indicated that they were just passing through Williams Lake.
- Most travellers (71%) at the Williams Lake VC used a car/truck/motorcycle as their primary mode of transportation, whereas fewer travelled in a recreational vehicle (28%).
- 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 Williams Lake VC were visiting municipal/provincial/national parks (74%), wildlife viewing (63%) and visiting museum, heritage or historic sites (61%).
- Travellers were asked about leisure activities they participated in while in the Williams Lake region. The most frequently cited activities included shopping for local arts and crafts (39%), visiting municipal/provincial/national parks (29%), wildlife viewing (25%) and visiting museum, heritage or historic sites (25%).
- The majority of travellers (79%) spent three weeks or more planning their trip.

- When planning their trip, only 34% of travellers in Williams Lake considered another destination or route for their trip. Of those that considered other destinations, more than four-fifths (84%) considered a destination within British Columbia, 11% considered other Canadian destinations, 3% considered Alaska, 2% considered other U.S. destinations and none considered other international destinations. The majority of travellers that considered a British Columbia destination mentioned the Cariboo Chilcotin Coast.
- Past experience/been there before (62%), visitor guides and brochures (58%) and advice from friends/relatives (47%) were the top three information sources used before travel. Also important, but less frequently used information sources included visitor centres (40%), local/regional tourism sites (33%) and other internet sites (33%).
- Visitor Centres (84%) and visitor guides and brochures (65%) were most frequently cited as information sources used during the trip by mailback respondents. Also important but less frequently used information sources included past experience/been there before (34%), advice from friends/relatives (31%) and travel guide books (22%).
- One-third of the travellers (33%) were very flexible with the amount of time that they could spend in Williams Lake. Overall, respondents were somewhat more flexible in terms of spending additional time in British Columbia, as almost half of the travellers (46%) indicated they could extend their trip in British Columbia by an extra day or days.
- In addition to planning ahead, travellers like to book some aspects of their trips prior to leaving their residence. Accommodation (30%) and transportation (30%) were the two areas where a large proportion of pre-booking was observed.
- Positive images of the Williams Lake region were dominated by the beautiful scenery/landscapes of the region, the presence of family and friends and friendly people, the visitor information centre, lack of crowds and the lakes and rivers.
- Negative images of the Williams Lake region focussed on social problems/drugs/crime, unattractive run-down town, dirtiness, traffic and the lack of major attractions.
- Beautiful scenery/landscapes, stampede/rodeo and ranching were most frequently cited as unique characteristics of the Williams Lake region by mailback respondents.
- A friendly town, relaxed, safe and calm with informative and helpful people were mentioned often by mailback respondents in describing the mood or atmosphere of Williams Lake.
- Almost three-quarters (73%) of all travellers at the Williams Lake VC spoke with a Visitor Information Counsellor.
- Almost three-fifths (59%) of mailback respondents visited another visitor centre in British Columbia during their trip.

- Respondents to the mailback questionnaire were asked to rate various components of their trip and their overall travel experience in the Williams Lake region. Ratings were high for overall travel experience and for each trip component, especially access to information about Williams Lake and customer service.
- Over three-quarters (79%) of respondents reported spending time in the Williams Lake region. While in the region, one in four (25%) respondents visited the Scout Island Nature Centre, almost a quarter (23%) visited the Museum of the Cariboo Chilcotin, over an eighth (15%) visited the Station House Gallery whereas only a handful (4%) reported visiting the Williams Lake Stampede.
- Over two-thirds of mailback respondents were 'very likely' (43%) or 'likely' (25%) to return to the Williams Lake region.
- In terms of likelihood of taking another leisure trip in British Columbia, an overwhelming majority of travellers indicated that they were either 'very likely' (75%) or 'likely' (15%) to take another trip.
- Respondents to the mailback questionnaire were asked about their satisfaction with their trip in British Columbia. The majority of travellers were either 'very satisfied' (78%) or 'somewhat satisfied' (10%) with their experience in all of British Columbia.
- Travellers at the Williams Lake VC spent an average of \$164.44 per party per day. Average daily expenditure **per person** was also calculated, with the result being \$67.41 per person per day. There were notable differences in expenditures when broken down by origin of the travellers, primary accommodation type, travel party size and age.
- The Williams Lake Visitor Centre had a positive impact on traveller behaviour. Almost half (48%) of the travellers said that they learned about new trip activities as a result of their stopping at the Visitor Centre. Over a quarter (29%) replied they would spend extra time in the Williams Lake region, 32% would spend extra time in other parts of British Columbia, and half (50%) would make another trip in/to British Columbia as a result of the information obtained at the Visitor Centre.

Overnight Business Travellers

- Overnight business travellers comprised about 9% of all travellers in the Williams Lake region in the summer of 2008.
- Over three-quarters (77%) of these business travellers were from British Columbia, almost a sixth were from other provinces or territories in Canada (15%) whereas fewer were from the U.S. (4%) or from outside North America (4%).

- Overall, the average party size for overnight business travellers was 2.1 people and 13% of travel parties had children. Those parties with children had an average of 3.8 people travelling in their group.
- The average trip length for overnight business travellers was 25 days away from home, of which 20 days were spent in British Columbia and 8 in the Williams Lake region. Trip length was noticeably different based on the origin of the business traveller. British Columbians spent less time away from home (21 days) and in the Williams Lake region (6 days) than did the average overnight business traveller interviewed at the Williams Lake VC.
- The average daily expenditures for overnight business travellers visiting the Williams Lake region was \$197 per travel party or \$105 **per person**. On a per person basis, overnight business travellers from British Columbia spent the least amount during their visit to the Williams Lake region. Larger parties also spent noticeably less, on average, than did solo travellers.
- Compared to overnight non-business travellers, overnight business travellers stayed longer (8 days vs. 2 days) and spent noticeably more during their visit to the Williams Lake region (\$197 vs. \$164 per party; \$105 vs. \$67 per person) during the summer of 2008.

Table of Contents

Executive Summary	i
OVERNIGHT NON-BUSINESS TRAVELLERS	II
OVERNIGHT BUSINESS TRAVELLERS.....	IV
Introduction	1
Methodology	1
DATA COLLECTION - INTERVIEW	2
DATA COLLECTION - MAILBACK	4
DATA ANALYSIS.....	5
Overnight Non-Business Travellers	7
DEMOGRAPHICS AND TRAVELLER CHARACTERISTICS	7
Origin	7
Age.....	7
Education.....	7
Income.....	7
Travel Party Size	8
Frequency of Travel	11
TRIP CHARACTERISTICS	14
Trip Purpose	14
Type of Accommodation	14
Primary Destination.....	15
Primary Activity	15
Trip Flexibility.....	17
Trip Length.....	18
Trip Activities.....	20
TRANSPORTATION AND ROUTING PATTERNS.....	22
Travel Characteristics.....	22
Routing Patterns	22
Communities Visited	26
Community Patterns	26
TRIP PLANNING	29
Trip Planning Horizon	29
Destination Considerations	30
Information Sources.....	31
Booking	33
WILLIAMS LAKE'S ATMOSPHERE, IMAGES AND QUALITY OF EXPERIENCES.....	36
Williams Lake Characteristics	36
Quality of Williams Lake Experiences.....	39
Return Intentions	40
USE OF THE WILLIAMS LAKE VISITOR CENTRE.....	43
Reasons for Stopping	43
Information/Items Used or Obtained.....	44
Spoke with Visitor Information Counsellor.....	44
Expectations of the Williams Lake Visitor Centre	45
Other Visitor Centres Visited in British Columbia	46
TRAVELLER EXPENDITURES	46
Average per Party Daily Expenditures	46
Average per Person Daily Expenditures	46
Total Expenditures of Travellers Interviewed at the Williams Lake Visitor Centre.....	48
IMPACT OF THE WILLIAMS LAKE VISITOR CENTRE ON TRAVELLER BEHAVIOUR.....	48
TIME IN WILLIAMS LAKE	51
Accommodation in Williams Lake	51
Traveller Expenditures in Williams Lake	52

Overnight Business Travellers.....	54
DEMOGRAPHICS AND TRAVELLER CHARACTERISTICS	54
<i>Origin</i>	54
TRIP CHARACTERISTICS	55
<i>Trip Length</i>	55
<i>Trip Expenditures</i>	55
Conclusions	57
Limitations	59
Appendices	60
Appendix A. Interview Schedule and Completions	61
Appendix B. Interview Questionnaires.....	65
Appendix C. Mailback Questionnaires.....	77
Appendix D. Response Bias Testing.....	102
Appendix E. Suggestions To Improve The Services Offered At the Visitor Centre.....	107
Appendix F. Other Visitor Centres Visited in British Columbia	110
Appendix G. Comments from the Williams Lake Visitor Centre Mailback Survey	112
Appendix H. Detailed Mapping Methods.....	116

List of Tables

TABLE 1. OVERALL VISITOR SURVEY INTERCEPT RESULTS.....	3
TABLE 2. MAILBACK SURVEY RESPONSE FROM TRAVELLERS INTERCEPTED AT THE WILLIAMS LAKE VC.	4
TABLE 3. TRAVELLER DEMOGRAPHICS AT THE WILLIAMS LAKE VC.	9
TABLE 4. TRIP CHARACTERISTICS OF OVERNIGHT LEISURE TRAVELLERS TO WILLIAMS LAKE.....	16
TABLE 5. OVERNIGHT NON-BUSINESS TRAVELLER TRIP LENGTH (IN DAYS) BY TRAVELLER ORIGIN.	19
TABLE 6. OVERNIGHT LEISURE TRAVELLERS ACTIVITIES IN WILLIAMS LAKE REGION AND ON ENTIRE TRIP.	21
TABLE 7. TRAVEL CHARACTERISTICS.....	22
TABLE 8. OVERNIGHT NON-BUSINESS TRAVELLERS TOP OVERNIGHT COMMUNITIES.	29
TABLE 9. OVERNIGHT LEISURE TRAVELLERS 'OTHER DESTINATIONS' CONSIDERED FOR CURRENT TRIP.....	31
TABLE 10. PERCENTAGE OF EACH TRAVEL SERVICE BOOKED BEFORE VS. DURING TRIP.....	34
TABLE 11. PERCENTAGE OF EACH TRAVEL SERVICE BOOKED BEFORE VS. DURING TRIP BY KEY DIFFERENTIATORS.....	35
TABLE 12. THE PERCENTAGE OF TRAVELLERS WHO SPOKE WITH A COUNSELLOR AT THE WILLIAM LAKE VC BY TRAVELLER ORIGIN.....	45
TABLE 13. THE PROPORTION OF TRAVELLERS WHO FELT THE WILLIAMS LAKE VC FELL SHORT, MET OR EXCEEDED THEIR EXPECTATIONS BY TRAVELLER ORIGIN, THOSE THAT DID OR DID NOT SPEAK WITH A COUNSELLOR AND PRIMARY TRIP PURPOSE.....	45
TABLE 14. THE AVERAGE DAILY EXPENDITURES OF TRAVELLERS AT THE WILLIAMS LAKE VC.	47
TABLE 15. ESTIMATED EXPENDITURES OF TRAVELLERS WHO VISITED THE WILLIAMS LAKE VC.	48
TABLE 16. THE PROPORTION OF TRAVELLERS WHO LEARNED ABOUT NEW ACTIVITIES, PLACES OR ATTRACTIONS WHILE AT THE WILLIAMS LAKE VC.	49
TABLE 17. THE IMPACT OF THE WILLIAMS LAKE VC ON TRAVELLER BEHAVIOUR BY TRAVELLER ORIGIN, TRAVELLERS WHO DID AND DID NOT SPEAK WITH A COUNSELLOR, PRIMARY TRIP PURPOSE AND FLEXIBILITY.	51
TABLE 18. ACCOMMODATION USED BY VISITORS IN WILLIAMS LAKE.	51
TABLE 19. AVERAGE DAILY EXPENDITURES BY VISITORS IN WILLIAMS LAKE.	53
TABLE 20. OVERNIGHT BUSINESS TRAVELLER DEMOGRAPHICS AT THE WILLIAMS LAKE VC.	54
TABLE 21. OVERNIGHT BUSINESS TRAVELLERS' TRIP AND TRAVELLER CHARACTERISTICS.	56
TABLE 22. OVERNIGHT BUSINESS TRAVELLERS AVERAGE LENGTH OF STAY BY TRAVELLER ORIGIN.....	56
TABLE 23. THE AVERAGE DAILY EXPENDITURES OF OVERNIGHT BUSINESS TRAVELLERS AT THE WILLIAMS LAKE VC.	56
TABLE A6. TRIP ROUTING QUESTION RESPONSES.	117

List of Figures

FIGURE 1. INTERPRETING THE TABLES. DATA IS FICTITIOUS AND FOR ILLUSTRATIVE PURPOSES ONLY.	6
FIGURE 2. OTHER CANADIAN OVERNIGHT LEISURE TRAVELLERS BY PROVINCE.	10
FIGURE 3. UNITED STATES OVERNIGHT LEISURE TRAVELLERS BY STATE.	10
FIGURE 4. INTERNATIONAL OVERNIGHT LEISURE TRAVELLERS BY COUNTRY.	11
FIGURE 5. OVERNIGHT LEISURE TRAVELLERS NUMBER OF LEISURE TRIPS IN THE PAST YEAR.	11
FIGURE 6. OVERNIGHT LEISURE TRAVELLERS NUMBER OF LEISURE TRIPS IN THE PAST YEAR FOR BRITISH COLUMBIAN RESIDENTS AND NON-BRITISH COLUMBIAN RESIDENTS.	12
FIGURE 7. OVERNIGHT LEISURE TRAVELLERS PREVIOUS VISITATION TO WILLIAMS LAKE BY TRAVELLER ORIGIN.	13
FIGURE 8. OVERNIGHT LEISURE TRAVELLERS VISITATION TO WILLIAMS LAKE IN PAST TWO YEARS.	13
FIGURE 9. OVERNIGHT LEISURE TRAVELLERS VISITATION TO WILLIAMS LAKE IN PAST TWO YEARS BY TRAVELLER ORIGIN.	14
FIGURE 10. OVERNIGHT LEISURE TRAVELLERS PRIMARY DESTINATION.	17
FIGURE 11. TRAVELLERS' RATING OF TRIP FLEXIBILITY REGARDING TIME SPENT IN WILLIAMS LAKE (N=493).	18
FIGURE 12. TRAVELLERS RATING OF TRIP FLEXIBILITY REGARDING TIME SPENT IN BRITISH COLUMBIA (N=492).	18
FIGURE 13. THE AVERAGE NUMBER OF DAYS SPENT AWAY FROM HOME (N=483), IN BRITISH COLUMBIA (N=484) AND IN THE WILLIAMS LAKE REGION (N=387) BY TRAVELLER ORIGIN.	19
FIGURE 14. ROUTING OF WILLIAMS LAKE OVERNIGHT NON-BUSINESS TRAVELLERS.	24
FIGURE 15. ROUTING OF WILLIAMS LAKE BRITISH COLUMBIA RESIDENT OVERNIGHT NON-BUSINESS TRAVELLERS.	25
FIGURE 16. OVERNIGHT NON-BUSINESS TRAVELLERS COMMUNITIES VISITED, OTHER THAN WILLIAMS LAKE.	26
FIGURE 17. NIGHTS IN COMMUNITIES OF WILLIAMS LAKE OVERNIGHT NON-BUSINESS TRAVELLERS.	27
FIGURE 18. NIGHTS IN COMMUNITIES OF WILLIAMS LAKE BRITISH COLUMBIA RESIDENT NON-BUSINESS LEISURE TRAVELLERS.	28
FIGURE 19. TRIP PLANNING HORIZONS FOR TRAVELLERS AT THE WILLIAMS LAKE VC.	30
FIGURE 20. OVERNIGHT LEISURE TRAVELLERS TRIP PLANNING HORIZON BY TRAVELLER ORIGIN.	30
FIGURE 21. PERCENTAGE OF TRAVELLERS USING EACH INFORMATION SOURCE BEFORE THEIR TRIP (N=172). PERCENTAGES ADD TO MORE THAN 100% BECAUSE TRAVELLERS COULD USE MORE THAN ONE INFORMATION SOURCE BEFORE THEIR TRIP.	32
FIGURE 22. PERCENTAGE OF TRAVELLERS USING EACH INFORMATION SOURCE DURING THEIR TRIP (N=172). PERCENTAGES ADD TO MORE THAN 100% BECAUSE TRAVELLERS COULD USE MORE THAN ONE INFORMATION SOURCE BEFORE THEIR TRIP.	33
FIGURE 23. THE MOST FREQUENT POSITIVE IMAGES RESPONDENTS HAD OF THE WILLIAMS LAKE REGION. AT THE WILLIAMS LAKE VC, 124 RESPONDENTS REPLIED WITH 279 IMAGES.	36
FIGURE 24. THE MOST FREQUENT NEGATIVE IMAGES RESPONDENTS HAD OF THE WILLIAMS LAKE REGION. AT THE WILLIAMS LAKE VC, 61 RESPONDENTS REPLIED WITH 101 IMAGES.	37
FIGURE 25. THE MOST FREQUENT UNIQUE CHARACTERISTICS OF THE WILLIAMS LAKE REGION. AT THE WILLIAMS LAKE VC, 101 RESPONDENTS REPLIED WITH 180 IMAGES.	38

FIGURE 26. TRAVELLERS' RATING OF THE MOOD AND ATMOSPHERE IN WILLIAMS LAKE. AT THE WILLIAMS LAKE VC, 51 RESPONDENTS REPLIED WITH 132 IMAGES.....	38
FIGURE 27. TRAVELLERS' RATING OF TRIP COMPONENTS AND OVERALL TRIP EXPERIENCE IN THE WILLIAMS LAKE REGION.....	39
FIGURE 28. WILLIAMS LAKE REGION VISITATION	40
FIGURE 29. THE LIKELIHOOD OF TRAVELLERS TAKING ANOTHER LEISURE TRIP TO THE WILLIAMS LAKE REGION (N=122).	41
FIGURE 31. PERCENT OF OVERNIGHT LEISURE TRAVELLERS LIKELY OR VERY LIKELY TO RETURN TO WILLIAMS LAKE AND BRITISH COLUMBIA BY TRAVELLER ORIGIN.....	42
FIGURE 32. BRITISH COLUMBIA TRIP SATISFACTION FOR TRAVELLERS AT THE WILLIAMS LAKE VC (N=169).	42
FIGURE 33. THE REASONS WHY TRAVELLERS STOPPED AT THE WILLIAMS LAKE VC (N=354). THE TOTAL NUMBER OF RESPONSES EXCEEDS 100% BECAUSE RESPONDENTS COULD GIVE MORE THAN ONE REPLY.....	43
FIGURE 34. THE INFORMATION OBTAINED BY TRAVELLERS AT THE WILLIAMS LAKE VC (N=354). THE TOTAL NUMBER OF RESPONSES EXCEEDS 100% BECAUSE RESPONDENTS COULD GIVE MORE THAN ONE REPLY.....	44
FIGURE 35. THE PROPORTION OF TRAVELLERS AT THE WILLIAM LAKE 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 WILLIAM LAKE VC.....	49
FIGURE 36. OVERNIGHT BUSINESS TRAVELLERS PREVIOUS VISITATION TO WILLIAMS LAKE BY TRAVELLER ORIGIN.....	55

Introduction

In 2005 Tourism British Columbia introduced the Community Tourism Foundations (CTF) Program®, which was designed to assist communities in developing their tourism potential. Facilitators are hired by Tourism British Columbia's Partnership Marketing division to work with selected communities to develop multi-year tourism development and marketing plans. Research & Planning, Tourism British Columbia assists Facilitators by providing some funding and guidance for research projects to support the CTF program. A lack of current information available about visitors to the Central Cariboo led Research & Planning, Tourism British Columbia to determine that the region would benefit from a comprehensive visitor study in the summer of 2008. Information from this visitor study will help develop a research based tourism plan for the William Lake region.

In 2001, Research & Planning, Tourism British Columbia started the Value of the Visitor Centre research program. The program uses visitor survey methodology to measure the economic impact of Visitor Centres in British Columbia. Since then, 24 independent studies have been conducted to evaluate the impact of the 22 different Visitor Centres. The Williams Lake Visitor Centre (VC) additionally agreed to participate in the Value of the Visitor Centre research program, therefore the Profile of Visitors to Williams Lake study encompassed the Value of the Visitor Centre methodology and objectives.

Specifically, the study objectives were:

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

Methodology

A multi-location survey design developed to achieve the study objectives included interviewing travellers at the Williams Lake VC and at a number of Reference Sites (e.g. Scout Island Nature Centre, the Museum of the Cariboo Chilcotin and the Station House Gallery) that are frequented by travellers. Due to low volumes of travellers at the Reference Sites it was decided midway through the field season to interview travellers only at the Williams Lake VC to satisfy the objectives of the Value of the Visitor Centre research program. As a result, the Profile of Visitors to Williams Lake study focused on study objectives #2 and #3.

A two-stage survey design was used, which included on-site interviews that collected information from travellers during their trip and a mailback questionnaire that 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

Research & Planning, Tourism British Columbia

regarding the VC's impact on traveller behaviour, and to understand travellers' perceptions of Williams Lake and British Columbia upon trip completion.

Data Collection - Interview

Two interviewers collected data between June 2 and August 29, 2008. The interviewers' schedules consisted of a systematic sample of four continuous days of interviewing followed by two days off (Appendix A). The interview schedule initially rotated between conducting surveys at the Visitor Centre and at other Reference Sites, using a questionnaire designed for each location to satisfy the objectives of the Value of the VC and CTF programs. Before the interview season began it was determined that there was not enough volume to conduct surveys at the Reference Sites, therefore in June the two interviewers conducted interviews at the VC, alternating between the two questionnaires.

The Williams Lake partners additionally expressed interest about conducting surveys at the Williams Lake Stampede, Williams Lake's largest event during the summer months. As a result, a questionnaire was created to profile travellers to the Williams Lake Stampede in terms of traveller and trip characteristics, and the interviewers conducted surveys at the annual event from June 27 – June 29. The "2008 Williams Lake Stampede Study" report summarizes the results from the Williams Lake Stampede questionnaire and is available from Research & Planning, Tourism British Columbia under a separate cover.

In the beginning of July interviewing commenced at the other reference sites but due to the low volume of interviews conducted with visitors to Williams Lake (and all had visited the VC), the interviewers returned to the VC, alternating between the Reference Site and Visitor Centre surveys. In order to meet the objectives of the Value of the VC program, it was decided in mid-July to use only the VC questionnaire for the remainder of the interview season.

As a result of the scheduling, the eight 'other' Reference Site surveys are excluded from the analysis. For the purposes of this analysis, all interviews summarized in this report had taken place at the Williams Lake Visitor Centre. The two surveys administered at the VC are similar except for extra questions asked of the Visitor Centre respondents (to satisfy the Value of the VC program objectives) and of the Reference Site respondents (to satisfy the CTF program objective).

Potential respondents at the VC were randomly chosen as they exited the building. Respondents were asked if they were willing to participate in the interview and were given a *Super, Natural British Columbia*® magnet for their time if they agreed to participate. Respondents were asked if they were residents from the Williams Lake region (includes the area north of 140 Mile House, south of McLeese Lake and between Riske Creek and Horsefly/Likely). If so, they were eliminated from the remainder of the interview ensuring that only non-resident travellers were interviewed. Business, Tour Group and Day Trip travellers were only asked the first several questions of the interview. The interviewers recorded responses on Palm handheld computers using Techneos Data Entryware software.

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

- traveller demographics
- trip-planning habits
- primary trip purpose
- primary destination
- other communities visited during their trip
- primary accommodation
- primary leisure activity
- mode of transportation
- length of stay in the Williams Lake region and in British Columbia
- use of the VC
- trip flexibility
- daily expenditures
- perceived impacts of the VC on the rest of their trip
- satisfaction with the VC

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 2 and August 29 of 2008, 1,380 people were approached at the Williams Lake VC, 983 agreed to the interview, but 36 were excluded because of previous participation and another 357 were excluded because they were from the Williams Lake region (Table 1). Thirty-four surveys were excluded from analysis due to small sample sizes, which included tour group travellers, business day trippers and non-business day trippers. Also excluded were eight respondents that were either long-term travellers or incomplete surveys resulting in a total of 548 useable surveys. For the purposes of this report, due to the small number of useable surveys conducted at the Reference Sites, the eight Reference Site surveys were not included in the analyses of this report, resulting in 540 useable traveller surveys.

Table 1. Overall visitor survey intercept results.

Location of Interview ¹	Travellers Approached	Agreed to Interview	Previously Interviewed	From the Local Community ²	Other Exclusions ³	Useable Traveller Surveys
Visitor Centre	1,352	957	36	339	42	540 (98.5%)
Reference Site ⁴	28	26	0	18	0	8 (1.5%)
Grand Total	1,380	983	36	357	42	548 (100.0%)

1. Reference sites included Scout Island Nature Centre, the Museum of the Cariboo Chilcotin and the Station House Gallery.

2. The Williams Lake region includes the area north of 140 Mile House, south of McLeese Lake and between Riske Creek and Horsefly/ Likely.

3. Excluded 1 incomplete survey and 7 long-term travellers (≥ 365 days). Additionally excluded tour group travellers (n=11), business day trippers (n=9), and non-business day trippers (n=14) as sample sizes were not large enough to conduct separate analyses.

4. Due to the small number of useable surveys, these respondents were excluded from the analysis.

Data Collection - Mailback

Mailback questionnaires were sent to consenting visitors with a business reply envelope and a *British Columbia Magazine* at the end of July (for visitors interviewed between June 2 and July 23) and in early September 2008 (for visitors interviewed between July 24 and August 29). 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 the end of January 2008.

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

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

Fifty percent or 247 travellers at the Williams Lake VC agreed to complete the mailback survey and 70% returned the mailback survey by January 30, 2008 resulting in 172 useable mailback surveys for analysis (Table 2).

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

	Travellers Asked to Participate in Mailback¹	Agreed to Complete Mailback	No Response	Useable Mailback Surveys
Williams Lake VC	493	247 (50.1%)	75	172 (69.6%)

1. Business travellers (n=47) were not asked to participate in the mailback questionnaire.

A trip routing question was included in the mailback questionnaires and respondents were asked to draw on a provided map:

- their travelling route in British Columbia
- where they stayed overnight
- the number of nights spent in the specified communities

Geographic Information Systems (GIS) was used to create the mailback questionnaire map (Appendix C), and was used to analyze and visually portray the data from the trip routing question. GIS can be defined as a computer based system that provides data input, management, manipulation and analysis, and output of geo-referenced information¹.

For each useable mailback questionnaire, if the respondent travelled on road, ferry or rail routes the individual route segments were identified. If a segment was travelled on twice (i.e. if the respondent travelled to and from on the same route) this was captured in the data entry of the maps. The segments were then summarized to produce a frequency map using proportional symbology, where thicker lines (representing the road, ferry or rail route) indicate more travel on that route.

For the community portion, the frequency of travellers spending the night in the community was summarized to produce a proportional symbology map, where the larger circles (representing the community) indicate where more respondents spent overnight. The average length of stay was also summarized for the communities by using choropleth (colour gradation) mapping, where darker colours represent longer amounts of overnight stays in communities. To ensure that the maps are legible, only communities where $\geq 2.5\%$ of respondents spent the night were included in the maps. (See Appendix H for a more detailed description of the methods of mapping analysis).

Data Analysis

Descriptive statistics were used to analyze and summarize results of the report. Unless otherwise noted, 'Don't know/No response' answers have been excluded from the analyses for all questions. The results of the study have been segmented by type of traveller to the Williams Lake region. The following sections of the report are organized by those travellers segments including: overnight non-business travellers (n=493) and overnight business travellers (n=47). For some sections, results are further 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).

¹ Aronoff, S. (1989). *Geographic Information Systems: A Management Perspective*. Ottawa, Ontario: WDL Publications.

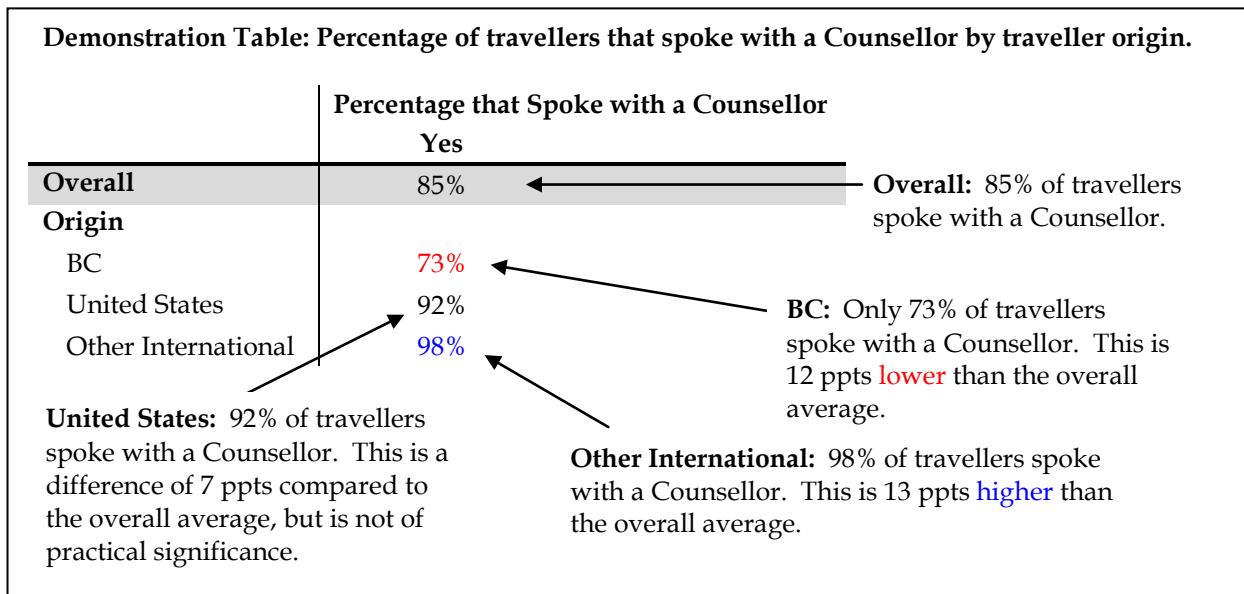


Figure 1. Interpreting the tables. Data is fictitious and for illustrative purposes only.

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

Response biases were assessed to ensure validity of the final results by way of examining practical differences among the aforementioned data sets. Results of these assessments (Appendix D) 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.

Overnight Non-Business Travellers

Overnight non-business travellers were those visiting the Williams Lake region for leisure purposes and those who were visiting family and friends. They comprised 91% of all interviewed travellers at the Williams Lake Visitor Centre (VC). This section provides insights into the demographics, traveller and trip characteristics, transportation and routing patterns, and trip planning characteristics. It also summarizes what overnight non-business travellers thought about Williams Lake's atmosphere, images and quality of experiences, and describes the use of the Williams Lake Visitor Centre.

Demographics and Traveller Characteristics

Origin

At the Williams Lake VC, 49% of travellers were from British Columbia, 13% were from other provinces in Canada, 20% were from the United States and 18% were from Overseas (Table 3). The majority of travellers from provinces outside of British Columbia originated from Alberta (56%) and Ontario (24%). Fewer travellers were from Manitoba, Saskatchewan, New Brunswick, Quebec, Newfoundland/Labrador, Nova Scotia or the Yukon (Figure 2). The largest proportions of American visitors were from California (19%), Washington (14%) and Oregon (11%). Other frequently mentioned states of origin included Florida, Alaska, Arizona, Idaho, Texas, Minnesota, Arkansas, Colorado, Michigan, Montana, Utah and Wyoming (Figure 3). Most Overseas travellers were European (94%), with Germany (26%), Switzerland (22%), Netherlands (20%) and the United Kingdom (14%) representing the four major markets of these travellers (Figure 4).

Age

Over three-quarters (77%) of travellers were 45 years of age or older, including a third (32%) between the age of 55 and 64 and over a fifth (23%) aged 65 or older. Overnight non-business travellers to Williams Lake were skewed to older age groups (Table 3).

Education

Overnight non-business travellers to Williams Lake were highly educated. Almost three-fifths of respondents (59%) had at least a college/technical diploma or a university degree with the most frequently stated education category being a university degree (26%, Table 3).

Income

The highest proportion of travellers came from households with an annual income of \$100,000 or higher (34%) while another quarter of respondents came from households with an annual income of \$65,000 to \$99,999 (25%, Table 3).

Travel Party Size

At the Williams Lake VC, the average party size was 2.4 people and nearly a fifth of travel parties included children (19%). Those parties that travelled with children were larger (3.7 people on average) than those travelling without children in their group (2.2 people, Table 3).

Table 3. Traveller demographics at the Williams Lake VC.

	Williams Lake VC ^{1,2}	
	Number of Travellers	Percentage of Travellers
Origin		
BC	240	48.7%
Other Canada	63	12.8%
United States	100	20.3%
Other International	90	18.3%
Age		
Under 24 Years	13	2.6%
25-34 Years	38	7.7%
35-44 Years	63	12.8%
45-54 Years	108	22.0%
55-64 Years	158	32.1%
65 Years or Older	112	22.8%
Education		
Less Than High School	11	2.2%
High School	100	20.4%
Some Technical, College or University	90	18.4%
College or Technical Diploma	92	18.8%
University Degree	128	26.1%
Masters or a PhD Degree	67	13.7%
Other ³	2	0.4%
Income		
Less than \$25,000	14	4.4%
\$25,000 to \$49,999	65	20.4%
\$50,000 to \$64,999	52	16.4%
\$65,000 to \$99,999	80	25.2%
\$100,000 to \$149,999	71	22.3%
\$150,000 or More	36	11.3%
Travel Party Size		
Proportion with Children	92	18.7%
	Average ⁴	Median
Overall Party Size	2.44	2.00
Overall Party Size – Without Children	2.16	2.00
Overall Party Size – With Children	3.72	4.00

1. The total sample size n does not always equal the number of useable surveys presented in Table 1 because some respondents did not complete the full interview.
2. Don't knows and no responses were excluded.
3. 'Other' includes post grad diploma and secretary certification.
4. The top 2% of responses were trimmed to ensure an accurate mean party size.

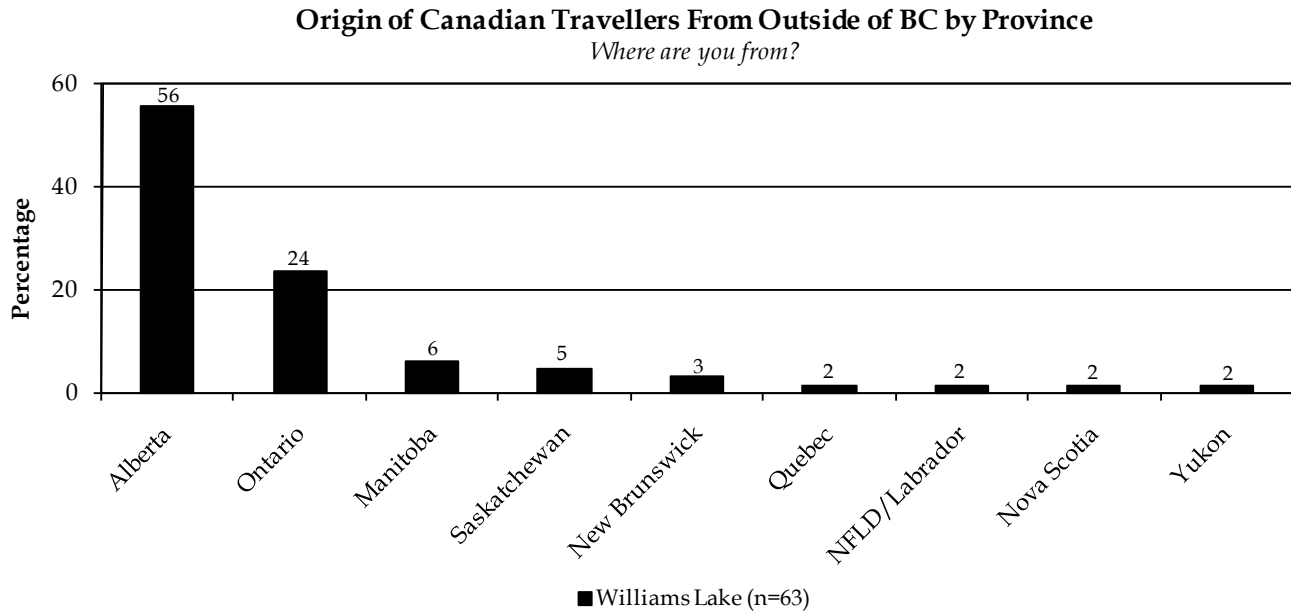


Figure 2. Other Canadian overnight leisure travellers by province.

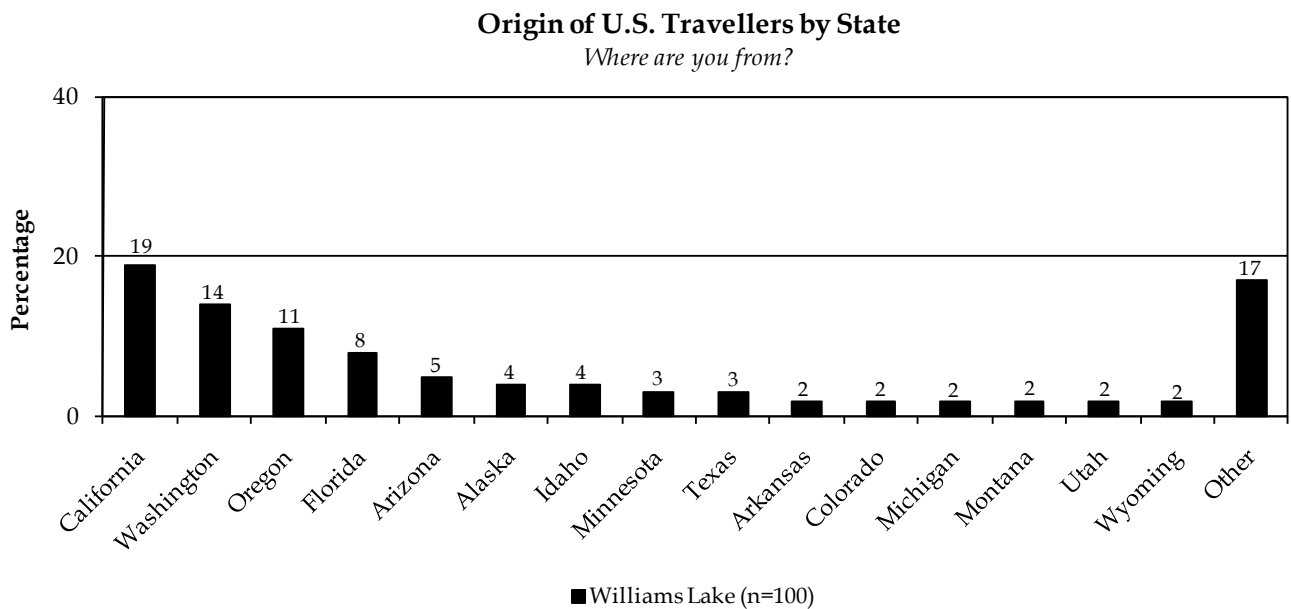


Figure 3. United States overnight leisure travellers by state. Other U.S. states mentioned included Alabama, DC, Indiana, Louisiana, Maryland, Mississippi, Nebraska, Nevada, New Hampshire, New Mexico, North Carolina, North Dakota, Pennsylvania, Vermont, Virginia, West Virginia and Wisconsin.

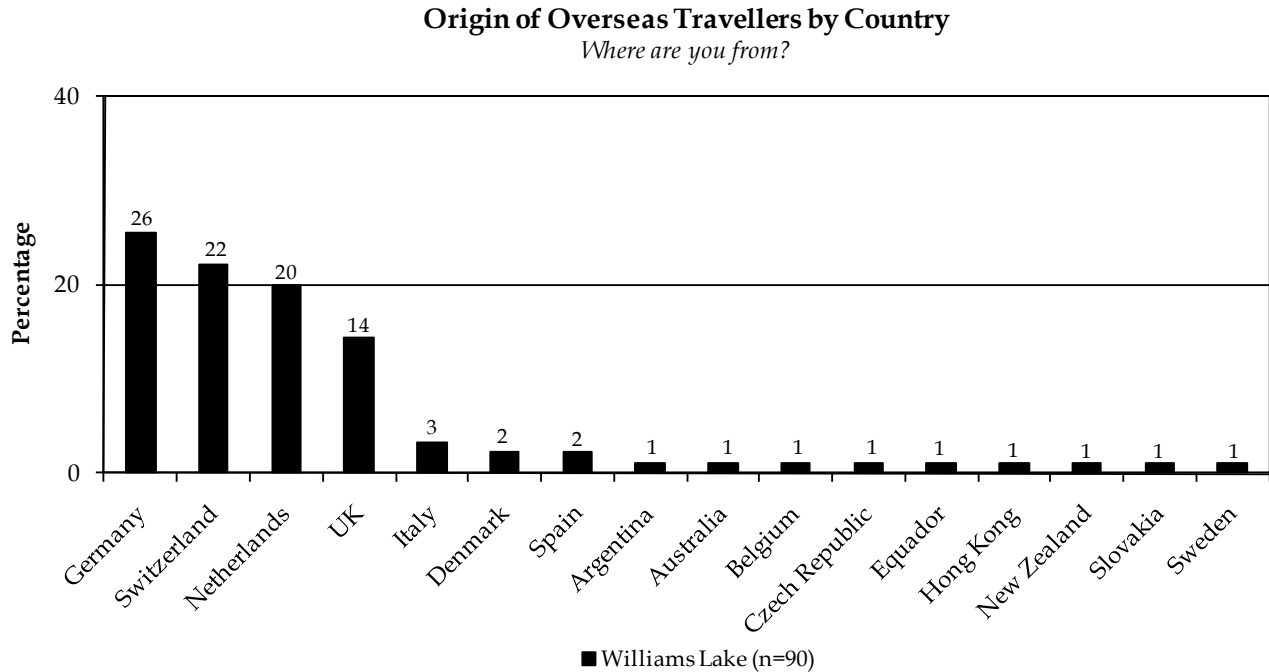


Figure 4. International overnight leisure travellers by country.

Frequency of Travel

Visitors to Williams Lake were frequent travellers. They took an average of 4.6 leisure trips in the past year, with 46% taking four or more trips. One fifth (19%) of travellers took three trips and 35% of travellers took one or two leisure trips (Figure 5).

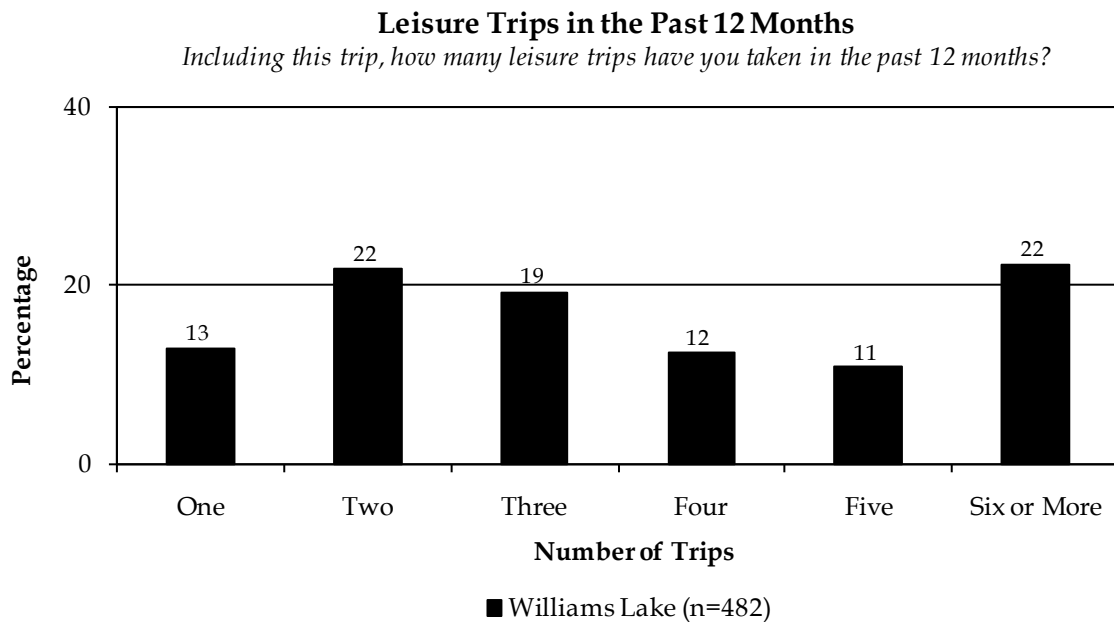


Figure 5. Overnight leisure travellers number of leisure trips in the past year.

The distribution of leisure trips taken in the last year showed that a significantly higher proportion of British Columbian residents took six or more leisure trips in the past year. On the other hand, a noticeably higher proportion of non-British Columbian residents took one or two trips in the past 12 months (Figure 6).

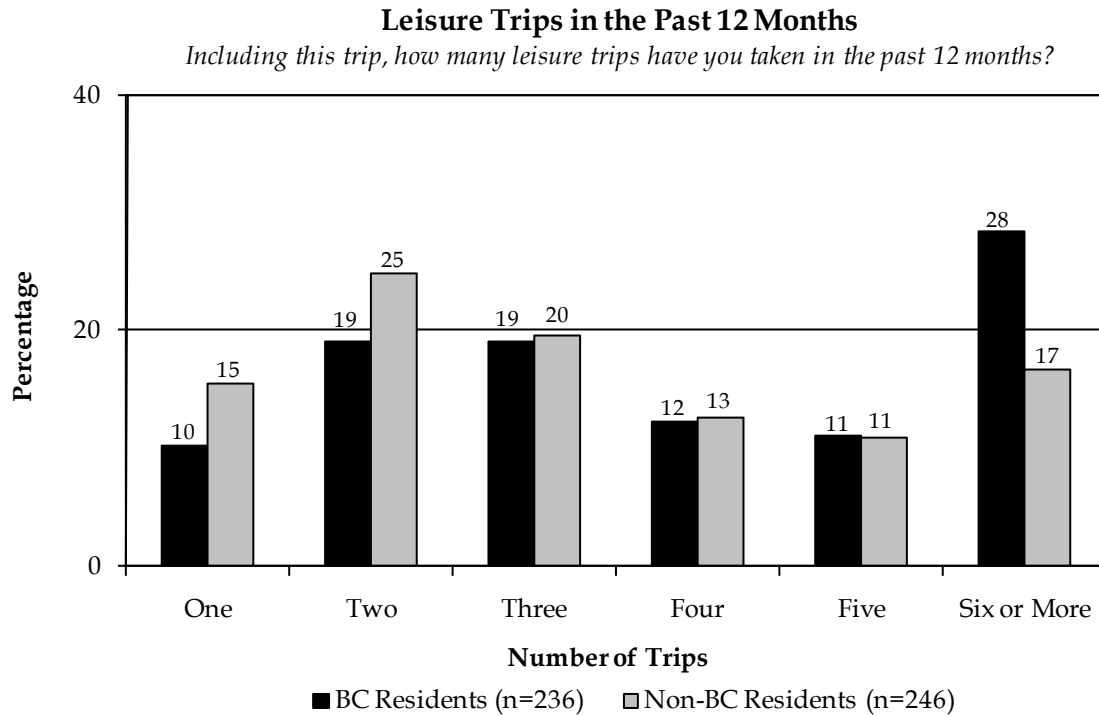


Figure 6. Overnight leisure travellers number of leisure trips in the past year for British Columbian residents and Non-British Columbian residents.

Half (50%) of overnight leisure travellers had previously been to the Williams Lake region. Not surprisingly, British Columbia residents had the highest incidence of previous visitation to Williams Lake (74%). In comparison, 11% of Canadians from other provinces, 9% of U.S. travellers and 7% of other international travellers had previously visited Williams Lake (Figure 7).

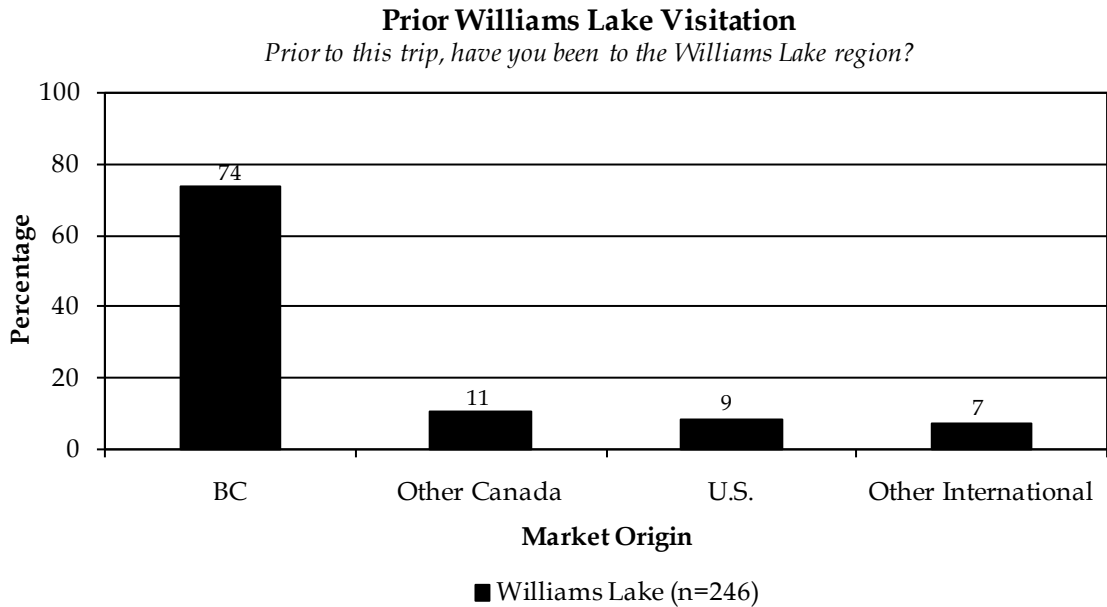


Figure 7. Overnight leisure travellers previous visitation to Williams Lake by traveller origin. Travellers that had already been to the Williams Lake region had averaged 3.7 trips to this region in the past two years. Two-fifths (40%) of overnight leisure travellers had visited only once but almost a sixth (15%) had visited six or more times (Figure 8).

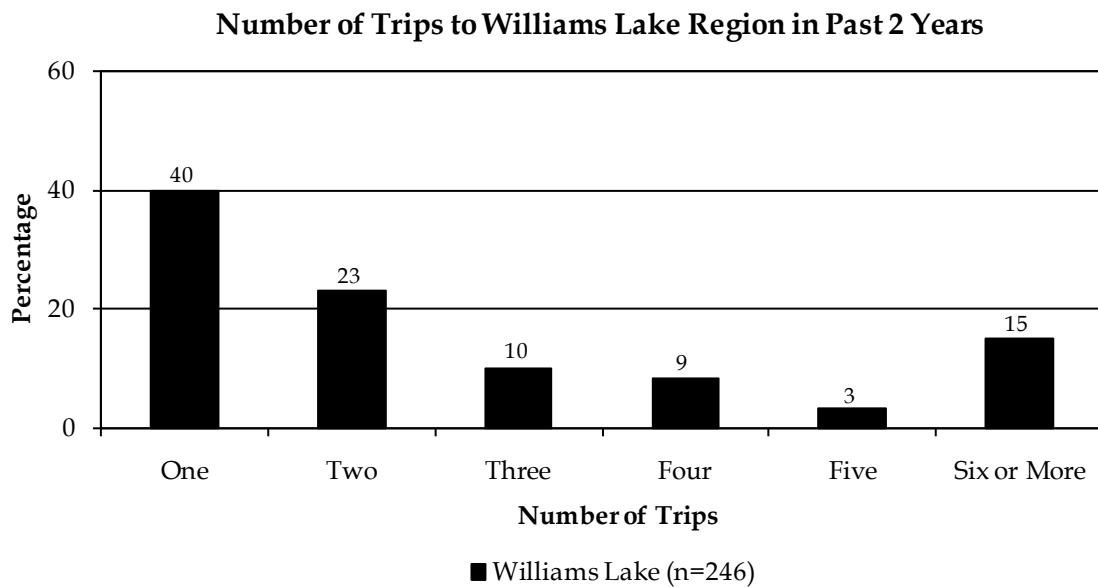


Figure 8. Overnight leisure travellers visitation to Williams Lake in past two years.

Similar to travel incidence, frequency of travel was closely related to traveller origin. Of those Non-British Columbian residents who had previously been to Williams Lake, the majority (55%) had only been once. However, of British Columbian residents who had previously been to Williams Lake, 35% had been four or more times while 34% had been only once (Figure 9).

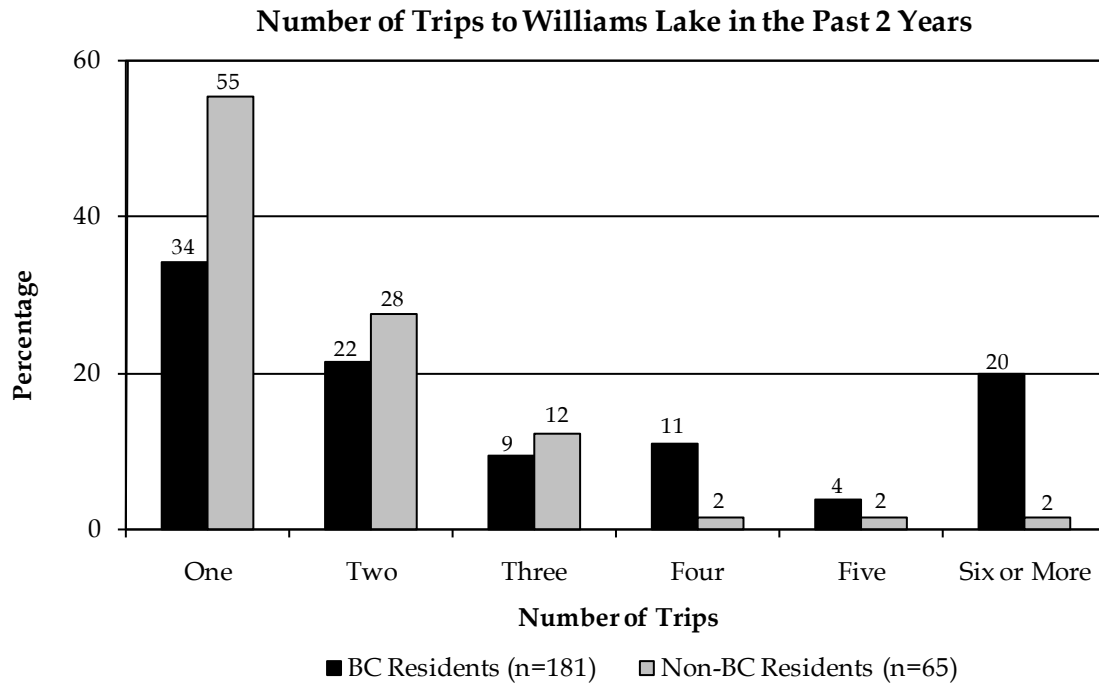


Figure 9. Overnight leisure travellers visitation to Williams Lake in past two years by traveller origin.

Trip Characteristics

This sub-section explores the trip characteristics of overnight non-business travellers to Williams Lake including trip purpose, type of accommodation, primary destination, trip flexibility, trip length and trip activities.

Trip Purpose

As expected, the majority of overnight non-business travellers were travelling for leisure purposes (76%) while fewer were travelling to visit friends and family (23%) or other purposes (2%, Table 4). British Columbian residents were more likely to be visiting friends and family than non-residents (28% versus 18%) while Non-British Columbian residents had a higher incidence of travelling for leisure purposes (80% versus 71%).

Type of Accommodation

Almost half of travellers at the Williams Lake VC stayed at campground/RV parks (50%) and close to a third (30%) were using commercial accommodation such as a resort/hotel/motel. The remaining stayed with friends and relatives (15%), at a cabin/ cottage (2%), B&B (1%) or at a fishing lodge/resort (<1%). Two percent were staying in other accommodation such as back country tenting, dry camping, a forestry camp or a lodge ((non-fishing), Table 4).

Primary Destination

Nearly half (46%) of travellers interviewed at the Williams Lake VC had a primary destination within British Columbia, 33% were touring with no particular primary destination and the remaining 22% had primary destinations outside British Columbia (Table 4).

The majority of the visitors at the Williams Lake VC who were travelling to destinations within British Columbia (not including those who specified Williams Lake as their primary destination) were travelling to the Cariboo Chilcotin Coast (18%) or to other regions in British Columbia (18%, Figure 10). Travellers at the Williams Lake VC whose primary destinations were outside of British Columbia were going to Alaska, Alberta, Yukon, Northwest Territories, Washington, Oregon and California.

Primary Activity

Travellers were asked about their primary leisure activities while in the Williams Lake Region. The three most frequently cited activities at the Williams Lake VC were sightseeing (34%), land based activities (17%) and shopping (9%, Table 4).

Table 4. Trip characteristics of overnight leisure travellers to Williams Lake.

	Williams Lake VC ^{1,2}	
	Number of Travellers	Percentage of Travellers
Trip Purpose		
Leisure	373	75.7%
Visiting Friends & Family	112	22.7%
Other ³	8	1.6%
Primary Destination		
None, touring	161	32.7%
Williams Lake	50	10.2%
Other BC	174	35.4%
Other Canada	18	3.6%
United States	89	18.1%
Accommodation		
Resort/Hotel/Motel	146	29.6%
Campground/RV	244	49.5%
Friends or Relatives	73	14.8%
Cabin/Cottage	12	2.4%
B&B	6	1.2%
Fishing Lodge/Resort	2	0.4%
Other ⁴	10	2.0%
Primary Activity⁵		
Sightseeing	126	33.7
Land-Based Activities ⁶	65	17.4
Shopping	34	9.1
Water-Based Activities ⁷	31	8.3
Visiting Friends and Relatives	28	7.5
Eating/Dining	24	6.4
Visitor Centre	16	4.3
Events/Attractions/Culture	12	3.2
Other ⁸	38	10.2

1. The total sample size n does not always equal the number of useable surveys presented in Table 1 because some respondents did not complete the full interview.
2. Don't knows and no responses were excluded.
3. 'Other' includes buying a house (n=1), religious gathering (n=1), funeral (n=1), grad (n=1), high school rodeo (n=1), moving (n=1), picking up car (n=1) and artisan participating in an art show (n=1).
4. 'Other' includes dry camping (i.e. parking lots, n=7), forestry camp (n=1), back country tenting (n=1) and lodge (not fishing, n=1).
5. Excludes 13 respondents who indicated they had no primary leisure activity and 4 who did not know.
6. Land based activities include biking (n=6), bird watching (n=1), camping (n=12), golfing (n=5), hiking (n=22), horseback riding (n=4), motor biking (n=1), motorcycling (n=1), mountain biking (n=2), walking (n=10) and wildlife viewing (n=1).
7. Water based activities include beach (n=1), boating (n=1), canoeing (n=1), fishing (n=18), fly fishing (n=1), hang out by lake (n=1), kayaking (n=1), lake (n=1), lake activities (swim, fish; n=1), rowing (n=1) and swimming (n=4).
8. Other activities include at summer cabin (n=1), bingo (n=1), building (n=1), cabin (n=1), car races (n=1), casino (n=1), driving (n=1), driving around (n=1), gardening (n=1), geocaching (n=3), internet (n=1), laundry (n=2), looking (n=1), looking at ranch land (n=1), nature (n=1), outdoors activity (n=1), photography (n=1), photography/sightseeing/(n=1), pictures (n=1), property hunting (n=1), relaxing (n=5), resting (n=2), RV sales (n=1), sleeping (n=2), square dancing (n=1), stretching (n=1), stretching, rest stop (n=1), tourism (n=1) and waiting for car to be fixed (n=1).

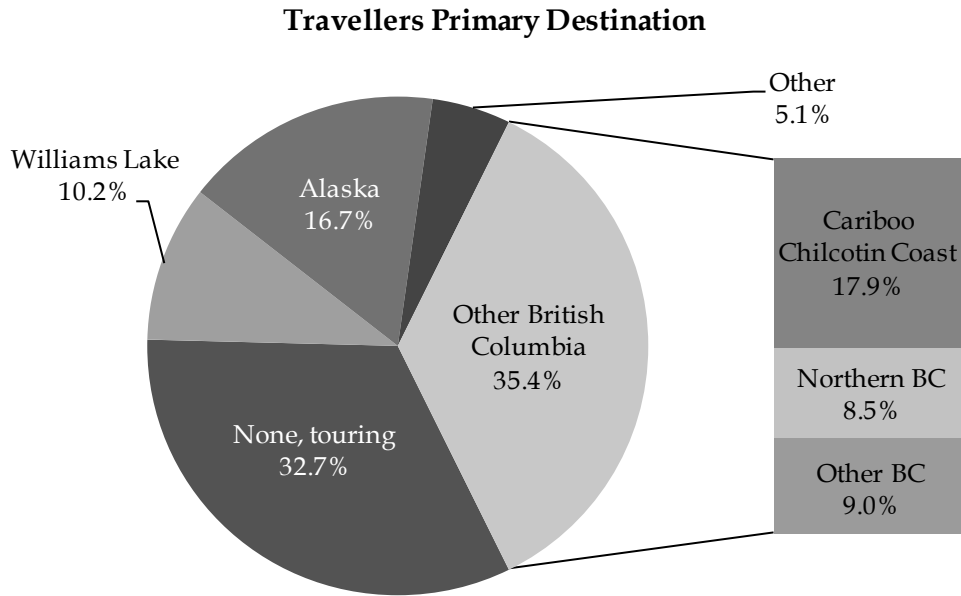


Figure 10. Overnight leisure travellers primary destination.

Trip Flexibility

Travellers were asked about their flexibility in terms of:

- the amount of time they could spend in the Williams Lake region, and
- the amount of time that they could spend in British Columbia.

Thirty-three percent of travellers were very flexible and could spend at least one extra day in Williams Lake. A similar proportion (34%) were moderately flexible and could spend a few more hours than originally planned in the Williams Lake region (Figure 11).

Almost half (46%) of respondents were very flexible and could spend an extra day or days in British Columbia. Almost a tenth (7%) were moderately flexible in their ability to spend a few additional hours in British Columbia (Figure 12).

Given the flexibility levels described above, if travellers can be given a reason or reasons to stay longer, be it hours or days, there exists the potential for a positive economic impact through additional expenditures they will incur in the region and the province.

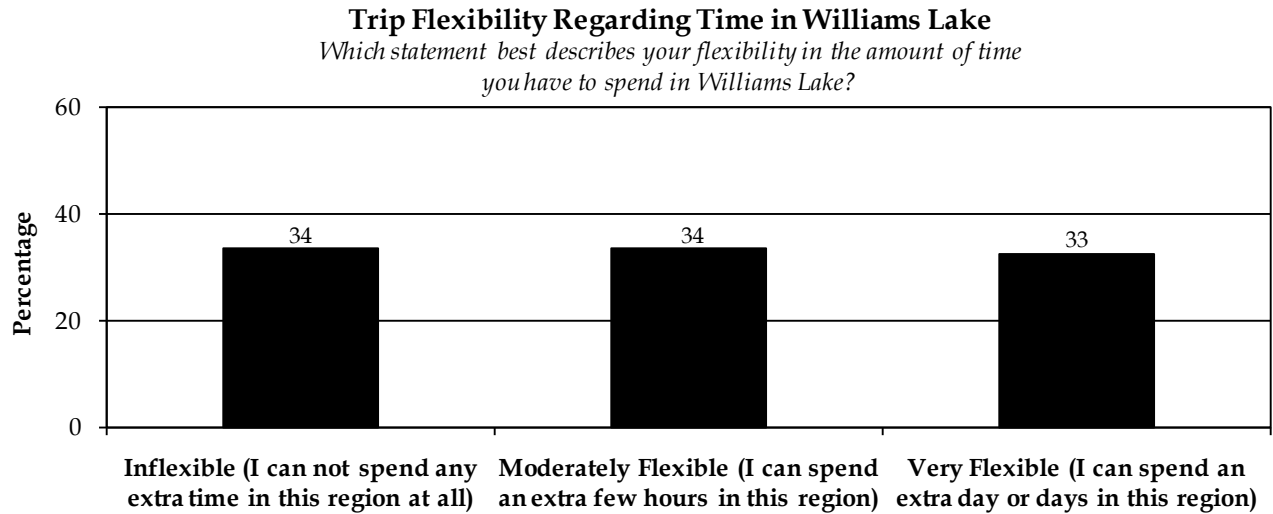


Figure 11. Travellers' rating of trip flexibility regarding time spent in Williams Lake (n=493).

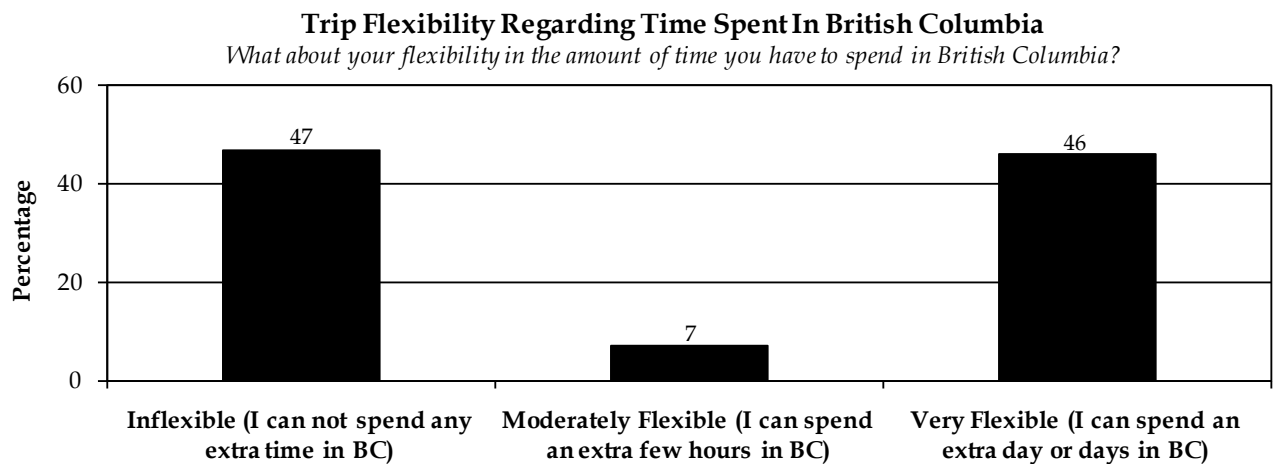


Figure 12. Travellers rating of trip flexibility regarding time spent in British Columbia (n=492).

Trip Length

The average trip time away from home for overnight leisure travellers was 26 days, of which 13 days were spent in British Columbia and 2 days were spent in the Williams Lake region (Table 5). One-fifth (20%) of the travellers interviewed indicated that they were just passing through the Williams Lake region.

Trip length was noticeably different depending on the origin of the traveller. Visitors from the U.S. were away from home the longest whereas overseas visitors spent the most time in the province and in the Williams Lake region. U.S. travellers were away from home for 52 days and on average spent 15 days in British Columbia and 2 days in the Williams Lake region. Overseas travellers were away from home for 33 days and on average spent 20 days in British Columbia and 2 days in the Williams Lake region. Canadian travellers (other than British Columbian residents) were away from home for 23 days, in British Columbia for 13 days and 2 days in the Williams Lake region. BC residents were

away from home for two weeks and on average spent 10 days in British Columbia and 2 days in the Williams Lake region (Figure 13).

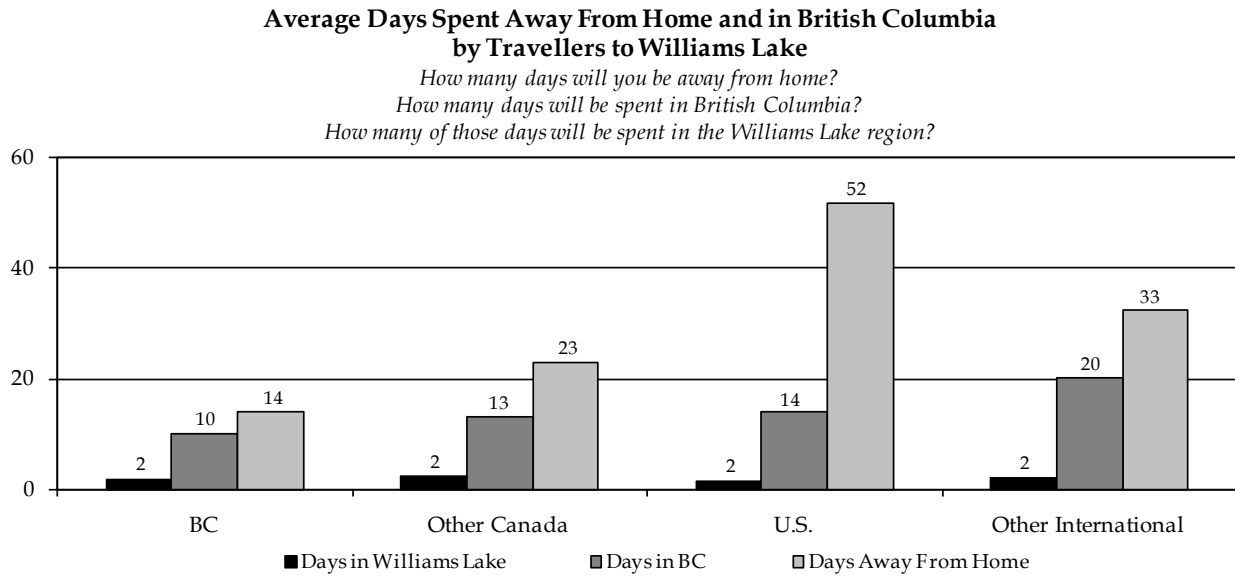


Figure 13. The average number of days spent away from home (n=483), in British Columbia (n=484) and in the Williams Lake region (n=387) by traveller origin.

Table 5. Overnight non-business traveller trip length (in days) by traveller origin.

Traveller Origin	In the Williams Lake Region	In British Columbia	Total Trip
British Columbia	(n=192)	(n=235)	(n=238)
Average ¹	1.84	9.70	14.22
Median	1.00	7.00	9.50
Other Canada	(n=51)	(n=63)	(n=63)
Average ¹	2.04	13.11	23.11
Median	1.00	10.00	14.00
United States	(n=70)	(n=99)	(n=94)
Average ¹	1.65	14.37	51.85
Median	1.00	12.00	45.00
Other International	(n=70)	(n=85)	(n=88)
Average ¹	2.24	20.09	32.52
Median	1.00	20.00	25.00
OVERALL	(n=383)	(n=482)	(n=483)
Average ¹	1.91	12.94	26.04
Median	1.00	10.00	16.00

1. The top 2% of responses were trimmed to ensure an accurate mean of trip length.

Trip Activities

In the mailback survey, travellers were asked about leisure activities they and/or their travel party participated in during their trip (Table 6). The most frequently cited activities included visiting municipal/provincial/national parks or natural area outside a park (74%), wildlife viewing (63%), visiting a museum, heritage or historic site (61%), shopping for local arts and crafts (55%), hiking (44%), fine dining (37%), and visiting a farm/farmers' market, orchard or food processor (33%).

In the mail-back survey, travellers were also asked about activities they participated in while in the Williams Lake region. The most frequently cited activities included shopping for local arts and crafts (39%), visiting municipal/provincial/national parks or natural area outside a park (29%), wildlife viewing (25%), visiting a museum, heritage or historic site (25%), hiking (18%) and fine dining (16%, Table 6).

Table 6. Overnight leisure travellers activities in Williams Lake region and on entire trip.

Travel Activities	Percent that Participated in while in the Williams Lake Region	Percent that Participated in during Entire Trip
Golfing or attending a golfing event	2.3%	7.0%
Shopping for local arts and crafts	39.0%	55.2%
Participating in fine dining	15.7%	36.6%
Attending a festival, fair or exhibition	5.8%	19.8%
Attending or participating in a sporting event (other than golf)	1.7%	5.8%
Participating in:		
Wildlife viewing (whale, bear, birds, etc.)	25.0%	62.8%
Fishing	6.4%	25.0%
Kayaking/canoeing	3.5%	12.2%
Jet boating	0.6%	1.2%
Boating (other than kayaking/canoeing/jet boating)	5.2%	12.8%
Mountain biking	1.2%	2.9%
Cycling (other than mountain biking)	0.6%	5.2%
Hiking	18.0%	44.2%
Horseback riding	1.7%	4.7%
White water rafting	0.6%	0.6%
Visiting a:		
Municipal, provincial or national park, or natural area outside a park	28.5%	73.8%
City or municipal facility	5.2%	16.9%
First Nations attraction or event	4.7%	23.8%
Museum, heritage or historic site	25.0%	61.0%
Art gallery or studio	8.7%	25.6%
Winery	0.0%	9.3%
Farm, farmers' market, orchard or food processor	8.7%	33.1%
Family attraction (mini golf, zoo, etc.)	1.2%	6.4%
Spa	0.6%	4.1%
Other	7.0% ¹	14.5% ²

1. Other activities include camping (n=1), floatplane (n=1), football/casino (n=1), grocery shopping (n=1), Info Centre - Bowron Lake Canoe Circuit information (n=1), photography (n=1), looking for real estate (n=1), stopped at every view spot on the road (n=1), visit relatives (n=2), Visitor Centre (n=1) and Williams Lake Stampede (n=1).
2. Other activities includes Barkerville (n=1), Bennett Dam (n=1), camping (n=3), driving tours (n=1), fish hatchery (n=1), float plane (n=1), football/B.C. Lions/casino (n=1), Frog Café (n=1), geological formation (n=1), hot springs (n=2), photography (n=2), playing tennis/swimming (n=1), looking for real estate (n=1), RV Club reunion at resort (n=1), stopped at every view spot on the road (n=1), visiting family (n=3), Visitor Centre (n=1), Williams Lake Stampede (n=1) and wolf in the field (n=1).

Transportation and Routing Patterns

Transportation and routing pattern analysis was summarized using both the interview and mailback survey data. In the on-site interview, respondents were asked what their primary mode of transportation was (i.e. car/truck/motorcycle or an RV) and to comment on what nearby communities they had stopped at or planned to stop at during their trip. On the mailback questionnaire, travellers were asked to draw in their travel route indicating where they stayed overnight and the number of nights.

Travel Characteristics

While visiting the Williams Lake region, most travellers used a car/truck/motorcycle for transportation (71%). A Recreational Vehicle (RV) was the next most frequently cited mode of transportation (28%) followed by cycling (1%, Table 7).

Over two-thirds (61%) of those interviewed were on their way to their primary destination. One quarter (25%) of respondents had travelled or were planning to travel on Highway 20 and of these, almost two-fifths (39%) had travelled or were planning to travel on the Bella Coola/Port Hardy BC Ferry (Table 7).

Table 7. Travel characteristics

Travel Category	Percentage
Mode of Transportation (n=493)	
Car/Truck/Motorcycle	71.0%
RV	27.8%
Bicycle	0.6%
Other ¹	0.6%
Direction of travel (n=279)	
Way to primary destination	61.3%
Way back from primary destination	38.7%
Travel on Hwy 20 (n=484)	
Yes	25.0%
No	75.0%
Travel on Bella Coola/Port Hardy BC Ferry (n=118)	
Yes	39.0%
No	61.0%

1. 'Other' includes airplane (n=2) and U-Haul van (n=1).

Routing Patterns

On the mailback questionnaire travellers were asked to draw in the route for their trip. Two maps have been produced to summarize highway and ferry route information for all traveller routes (Figure 14) and British Columbia resident routes (Figure 15). Due to small sample sizes of other traveller origins (i.e. Other Canada, U.S. and Overseas) maps have not been produced and comparisons noted in this section should be interpreted with caution.

The most popular route travelled was Hwy 97 from Williams Lake to Cache Creek, travelled by over three quarters of respondents at sometime during their trip (Figure 14). The highway route from Williams Lake to Prince George was the second most popular route, travelled by more than half of respondents. Other popular routes included Hwy 20 from Williams Lake to Bella Coola, Hwy 5 from Barriere to the Hwy 16 junction, Hwy 1 from Cache Creek to Kamloops, and Hwy 1 from Vancouver to Merritt. Routes less travelled included those in the U.S., Alberta, and some South Eastern British Columbia routes (e.g. Hwy 3 in the Kootenay Rockies).

Differences were apparent when comparing routes taken by all travellers to residents of British Columbia. The three main routes taken by British Columbian residents were Hwy 97 between Williams Lake and Cache Creek, Hwy 97 from Williams Lake to Quesnel, and Hwy 1 from Hope to the Greater Vancouver Regional District (Figure 15). British Columbian residents primarily travelled within the province, especially on Hwys 97, 16, and 1. A smaller proportion (>5% - 10%) of British Columbia residents travelled on the Port Hardy/Bella Coola BC Ferries route than the overall traveller respondents. No circle routes were apparent with the British Columbia travellers or travel in the bordering U.S. states of Washington, Idaho and Montana.

From the small number of respondents from other markets of origin, some differences of routing patterns were apparent. Similar to British Columbian residents, Hwy 97, from Cache Creek to Prince George, was the most travelled route for Other Canadian, American and Overseas travellers. Routes of Other Canadian travellers began from the Albertan cities of Edmonton and Calgary, travelling along Hwys 16 and 1, respectively, into British Columbia. The majority of American residents travelled on Hwy 97 from Cache Creek to Prince George and continued north along Hwy 97 or on Hwys 16/37. Overseas respondents travelled predominately in the lower half of British Columbia and on Hwy 93 in Alberta from Jasper to Banff. Over half of the Overseas residents travelled on the Port Hardy/Prince Rupert BC Ferry route and on Hwys 99/5 to connect with the Alberta National Parks. Please note that these comparisons should be interpreted with caution due to small sample sizes.

Rail routes and flight routes were analyzed, but were not visually portrayed due to small sample sizes. Only 1% of respondents who completed the mailback routing map travelled on a rail route and 2% travelled on an airline route.

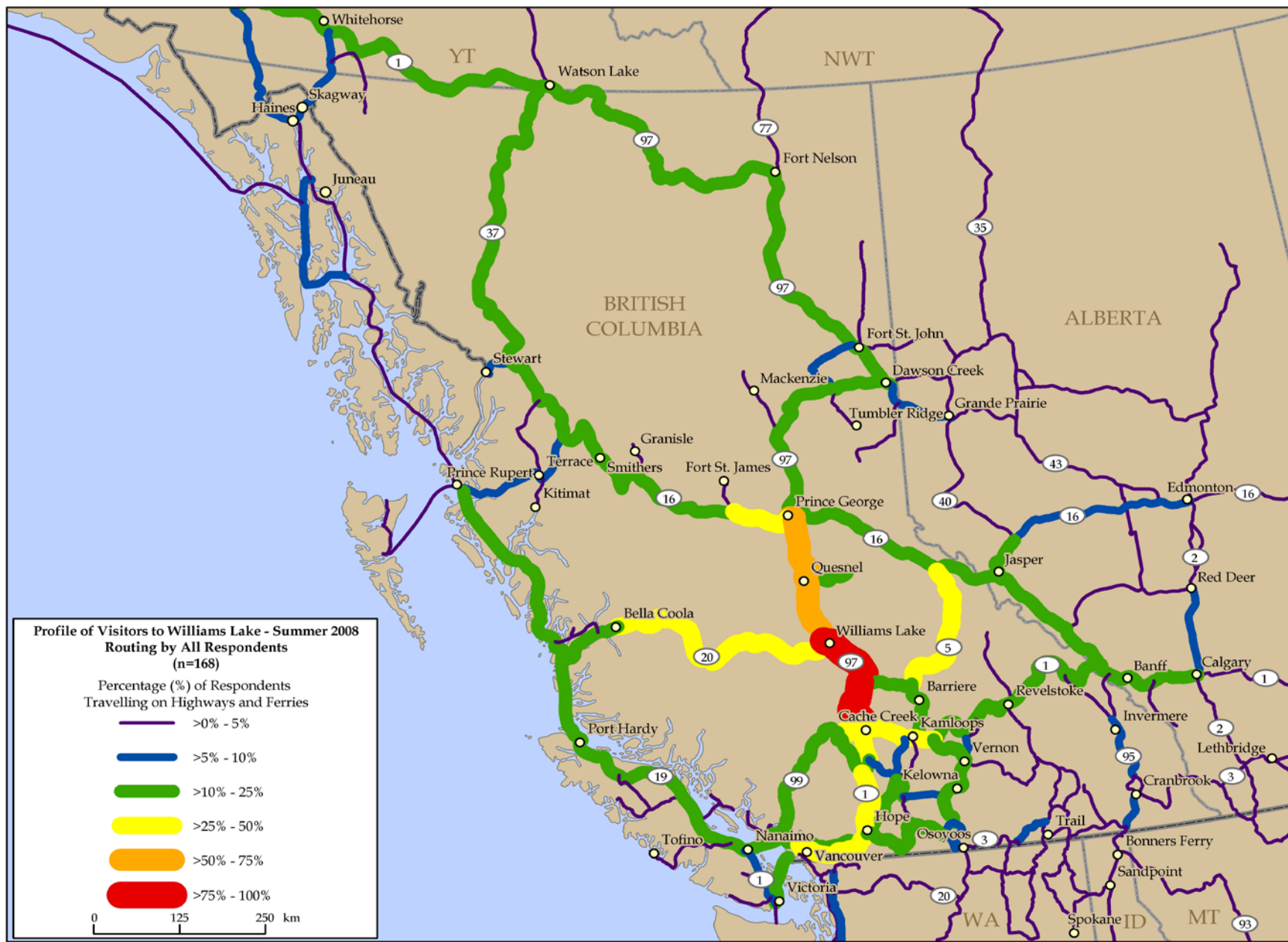


Figure 14. Routing of Williams Lake overnight non-business travellers.
 Research and Planning, Tourism British Columbia

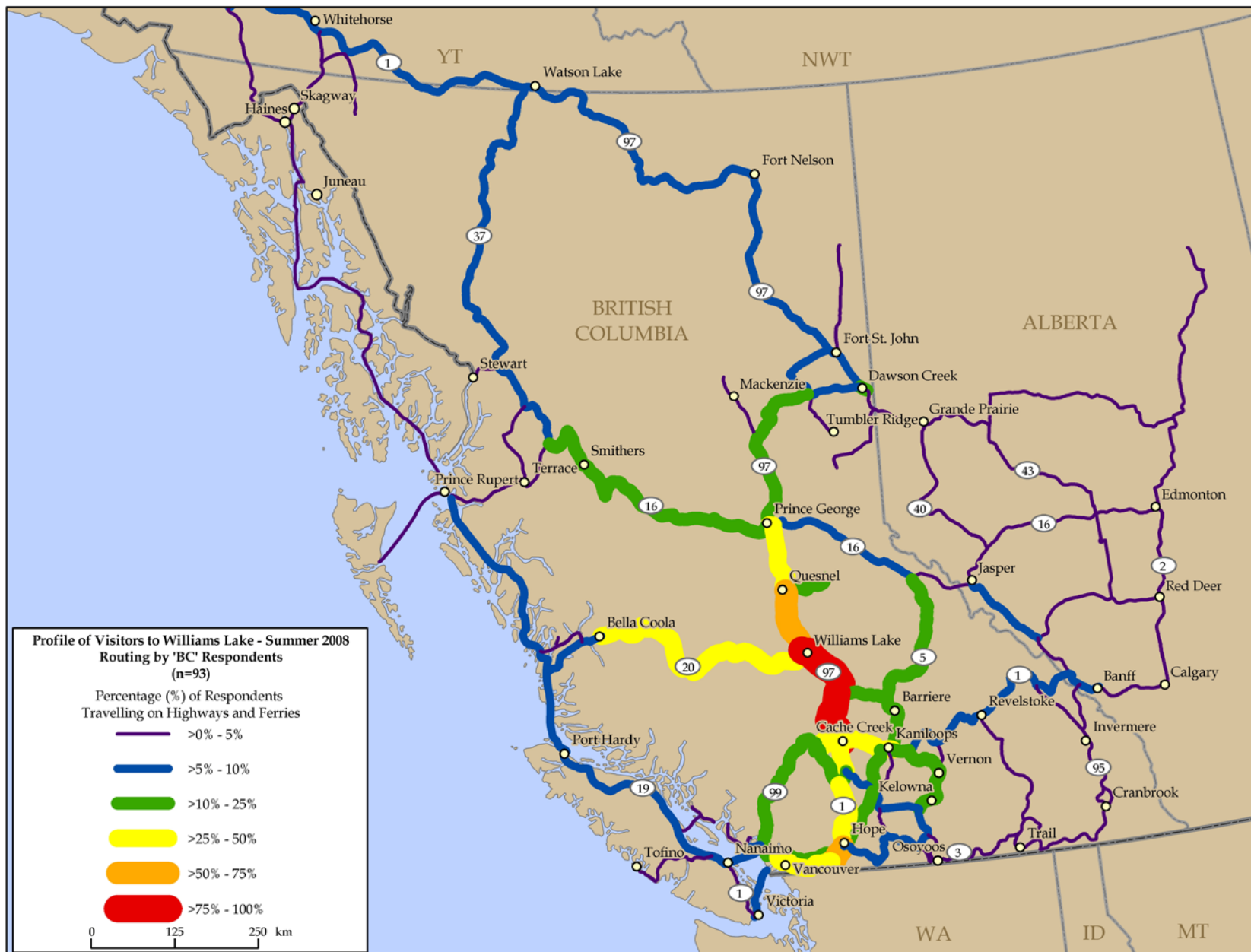


Figure 15. Routing of Williams Lake British Columbia resident overnight non-business travellers.

Research and Planning, Tourism British Columbia

Communities Visited

During the on-site interview, travellers were asked whether they had visited selected British Columbia communities during their trip (Bella Coola, Nimpo/Anahim/Tatla Lake, Prince George, Quesnel, 100 Mile House, Cache Creek, Wells/Barkerville and Lillooet). In addition, on the mailback questionnaire, travellers were asked to indicate, on a map of British Columbia, the communities they had stayed overnight. The mailback responses have been summarized by all respondents and by British Columbia residents. Due to small sample sizes of other traveller origins (i.e. Other Canada, U.S. and Overseas) maps have not been produced and comparisons noted in this section should be interpreted with caution.

Travellers were asked whether they had visited and spent time (at least 1 hour) in selected British Columbia communities during their trip. Over half of the respondents who travelled on Hwy 20 spent time in Bella Coola (57%) and Nimpo/Anahim/Tatla Lake (52%). Over two-fifths all respondents spent time in Prince George (48%), Quesnel (46%), and 100 Mile House (43%) and less than a third for Cache Creek (31%) and Wells/Barkerville (30%). Very few respondents indicated they had stopped or planned to stop and spend time at Lillooet (11%, Figure 16).

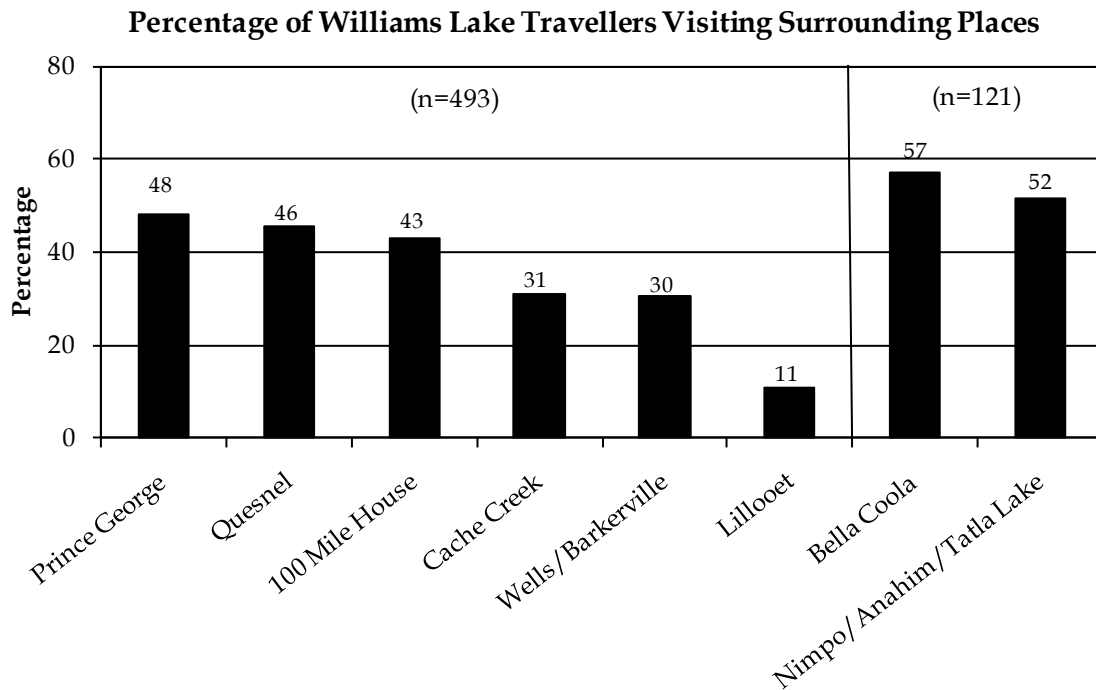


Figure 16. Overnight non-business travellers communities visited, other than Williams Lake.

Community Patterns

Similar to the routing analysis from the mailback questionnaire map question, communities that travellers spent at least one night in were analyzed for all travellers and British Columbia residents (Figures 17 and 18). Results from the mailback questionnaire indicated (as expected), Williams Lake was the most popular community stayed overnight in, with an average length of stay between 3-4 nights (Table 8).

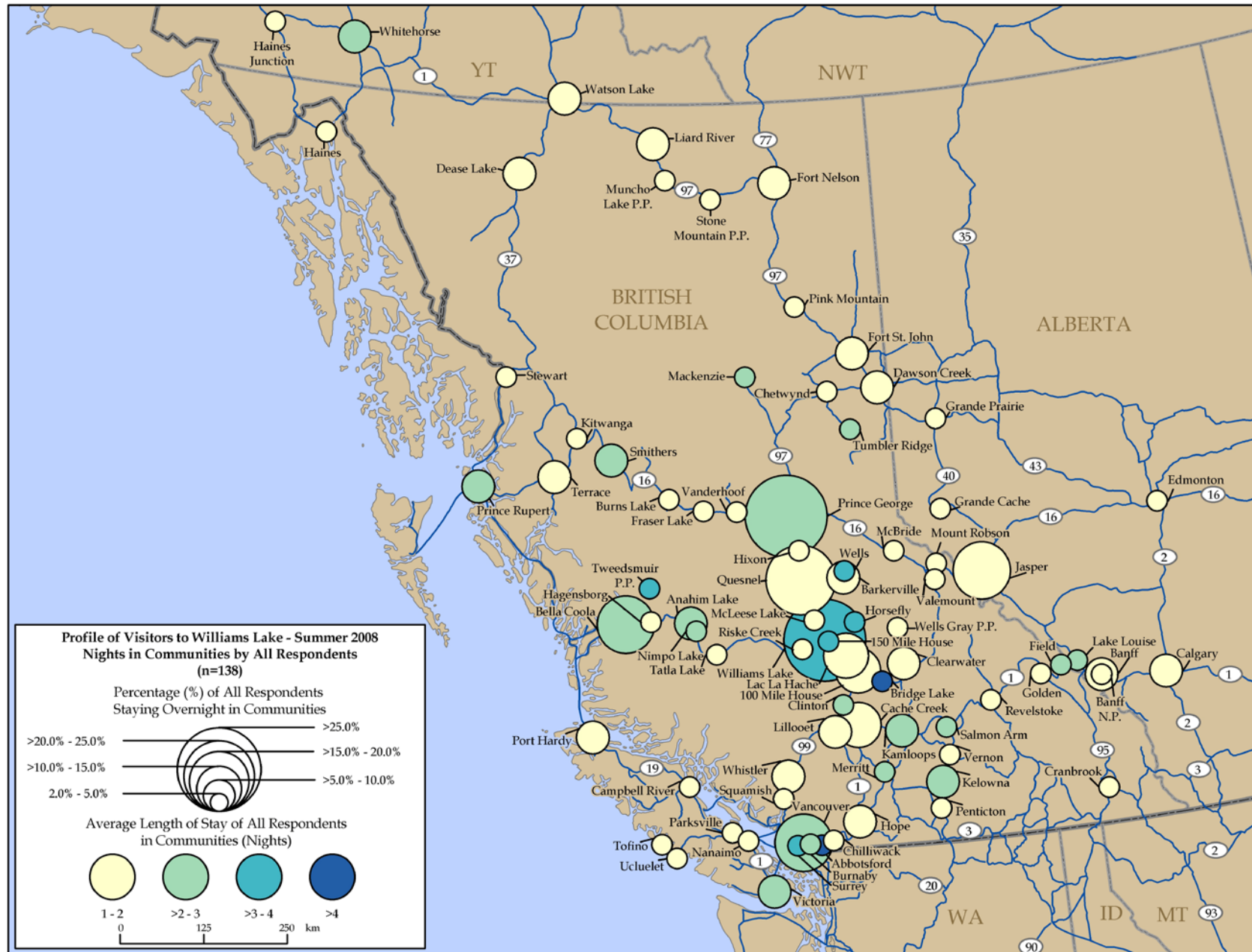


Figure 17. Nights in communities of Williams Lake overnight non-business travellers.

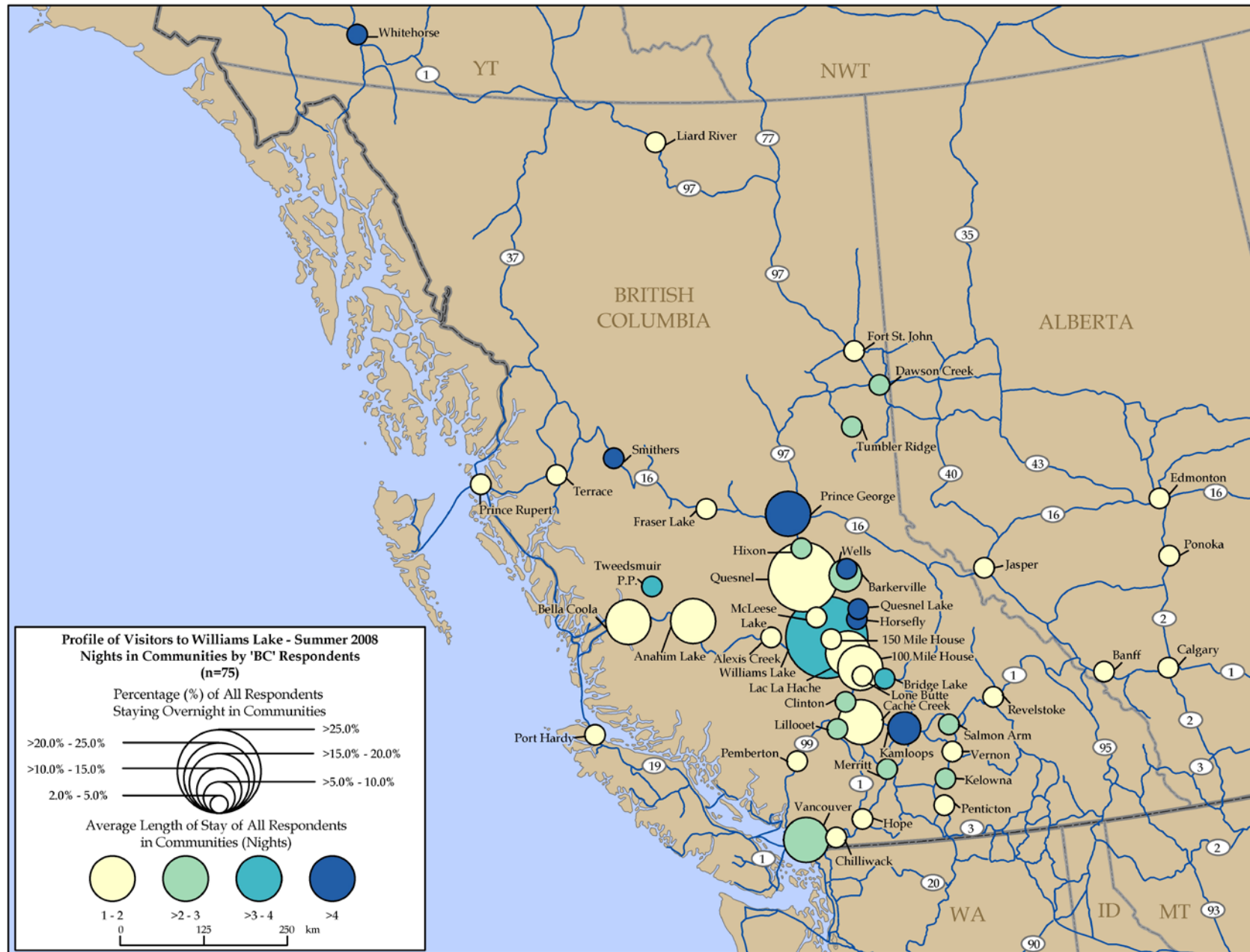


Figure 18. Nights in communities of Williams Lake British Columbia resident non-business leisure travellers.

Travellers indicated they stayed overnight in many communities along Hwy 97 from Cache Creek to Prince George, including 100 Mile House, Lac La Hache and Quesnel (Figure 17). Also, travellers frequently stayed overnight in communities along Hwy 1, including Vancouver and Hope, and on Hwy 20, including Bella Coola and Anahim Lake. In many of the communities in North Eastern British Columbia, Vancouver Island and Alberta the average length of stay was 1-2 nights, which indicated that respondents spent the night and continued to travel shortly after arriving in the community. Around the Williams Lake region, respondents stayed more than 3 nights in some communities, which included Wells, Horsefly and 150 Mile House. The longest average length of stay of all communities was Abbotsford, with an average length of stay of 5 nights. In Alberta, 16% of all respondents stayed overnight in Jasper, the most popular overnight location in Alberta.

Table 8. Overnight non-business travellers top overnight communities.

Communities Visited	Rank Order (Most to Least Travelled)
Williams Lake	1
Prince George	2
Quesnel	3
Vancouver	4
Jasper	5
Bella Coola	6
Cache Creek	7
100 Mile House/Lace La Hache	8
Smithers/Barkerville	9
Hope/Kamloops/Port Hardy/Calgary/Anahim Lake	10

For British Columbian residents, the majority of overnight visits occurred along Hwy 97 (Cache Creek to Prince George) and Hwy 20 (Williams Lake to Bella Coola, Figure 18). Other locations travellers stayed overnight in included communities in Northern British Columbia, the Okanagan, the Greater Vancouver Regional District, and Alberta.

Similar to the British Columbian residents, most Other Canadian residents spent the majority of their nights in communities along Hwy 97 from Prince George to Cache Creek. American travellers spent the majority of nights in communities similar to other markets of origin (e.g. Williams Lake and Prince George) but additionally stayed in Northern British Columbia communities such as Dawson Creek, Smithers, Dease Lake, and Fort Nelson. The most popular overnight destination of Overseas travellers was Vancouver, followed by Jasper and Port Hardy. Please note that these market of origin comparisons should be interpreted with caution due to small samples sizes.

Trip Planning

The mailback questionnaire asked travellers about their trip planning behaviour. This section explores details about travellers' trip planning behaviour including: their planning horizon, other destinations considered, information sources used for planning and travel booking patterns.

Trip Planning Horizon

The majority (79%) of travellers at the Williams Lake VC reported spending more than 2 weeks planning their trip, with the most common planning horizon being greater than 13 weeks (43%,

Figure 19). As expected, long-haul travellers had a longer planning horizon than British Columbia and Other Canadian resident travellers. Thirty-two percent of British Columbian resident travellers planned less than three weeks ahead of time, which was a higher proportion than any other traveller origin groups (Figure 20).

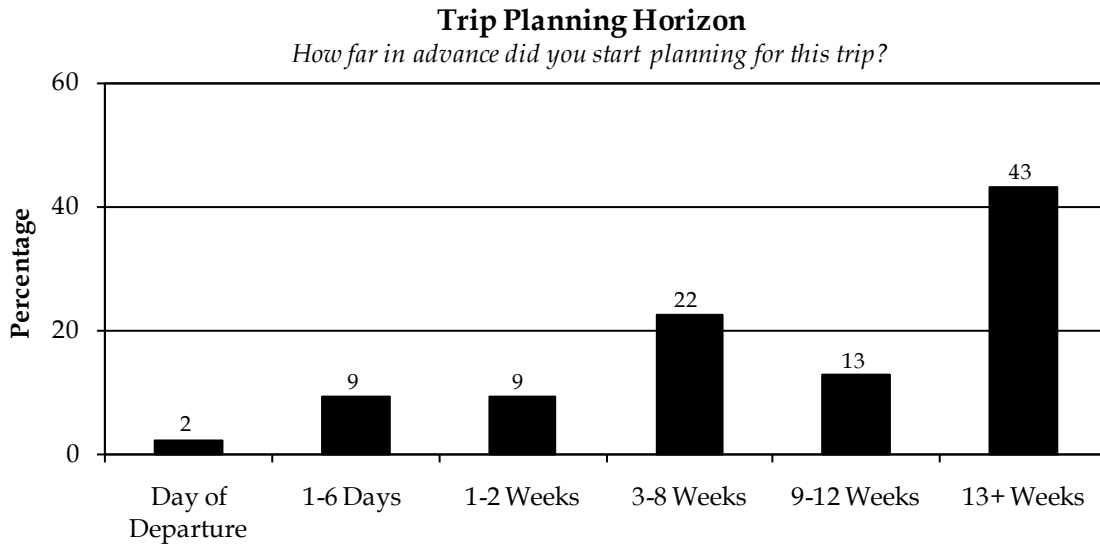


Figure 19. Trip planning horizons for travellers at the Williams Lake VC.

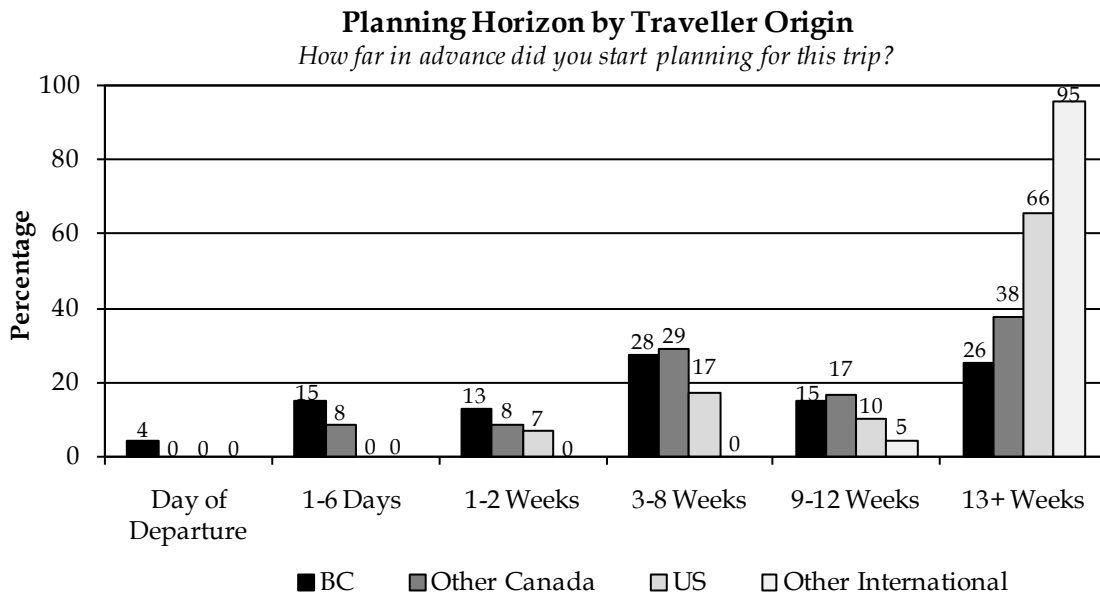


Figure 20. Overnight leisure travellers trip planning horizon by traveller origin.

Destination Considerations

As previously noted, in the on-site interview, 10% of overnight leisure travellers indicated that Williams Lake was their primary destination. As a follow-up on the mailback questionnaire, travellers were asked a series of questions about other destinations. First travellers were asked, "When planning your trip, did you and/or your travel party consider other destinations or routes?" This was followed up by "If yes, where?" and finally, "In general, what made you and/or your travel party choose the destination or route that you indicated?"

When planning their trip, only 35% of overnight leisure travellers in Williams Lake considered another destination or route for their trip. Of those that considered other destinations, more than four-fifths (84%) considered a destination within British Columbia, 11% considered other Canadian destinations, 3% considered Alaska and two percent considered other U.S. destinations (Table 9). The majority of travellers that considered a British Columbia destination mentioned the Cariboo Chilcotin Coast, followed by the Thompson Okanagan, Vancouver Coast and Mountains and Northern British Columbia tourism regions. Of those travellers that considered other destinations within the Cariboo Chilcotin Coast region, Bella Coola (18%) and Quesnel (18%) were the most popular.

Table 9. Overnight leisure travellers 'Other destinations' considered for current trip.

Other Destinations Considered	Percent of Other Destination Considered by overnight leisure travellers
All British Columbia Destinations	84.0%
<i>Cariboo Chilcotin Coast</i>	37.0%
<i>Thompson Okanagan</i>	16.0%
<i>Vancouver, Coast & Mountains</i>	11.8%
<i>Northern British Columbia</i>	10.9%
<i>Vancouver Island</i>	6.7%
<i>Kootenay Rockies</i>	0.8%
<i>Unspecified British Columbia</i>	0.8%
Other Canadian Destinations	10.9%
Alaska	3.4%
Other U.S. Destinations	1.7%

The main reasons travellers chose Williams Lake as their primary destination was to visit friends and relatives (52%), for personal business (26%) or because of an event such as a concert or a festival (13%). Nearly a tenth came to Williams Lake for sports (9%) or as a result of their past experience (9%).

Travellers that incorporated Williams Lake into their trip despite not having it as their primary destination did so for a variety of reasons. The main reasons travellers chose their respective destinations (outside Williams Lake) were to visit friends and relatives (31%), never been before/it was recommended (22%), quickest or shortest route to where they were headed (16%) or simply due to the destination's landscape/scenery/nature (15%).

Information Sources

Travellers were asked what information sources they used before and during their trip on the mailback questionnaire. The information sources travellers used when planning their vacation ranged from word of mouth and previous experience to media coverage and consumer shows.

Past experience/been there before (62%), visitor guides and brochures (58%), advice from friends/relatives (47%) and visitor centres (40%) were the top information sources cited (Figure 21). Also important, but less frequently used information sources included other Internet sites (33%), local or regional tourism sites (33%), travel guide books (26%), travel agents/airlines/auto associations (22%) and www.HelloBC.com (21%, Figure 21).

The information sources found to be most useful prior to the trip included visitor guides and brochures (43%), Visitor Centres (42%), past experience/been there before (31%) and advice from friends and relatives (30%).

The information sources used most frequently during the trip included Visitor Centres (84%), visitor guides and brochures (65%), past experience/been there before (34%) and advice from friends and relatives (31%, Figure 22).

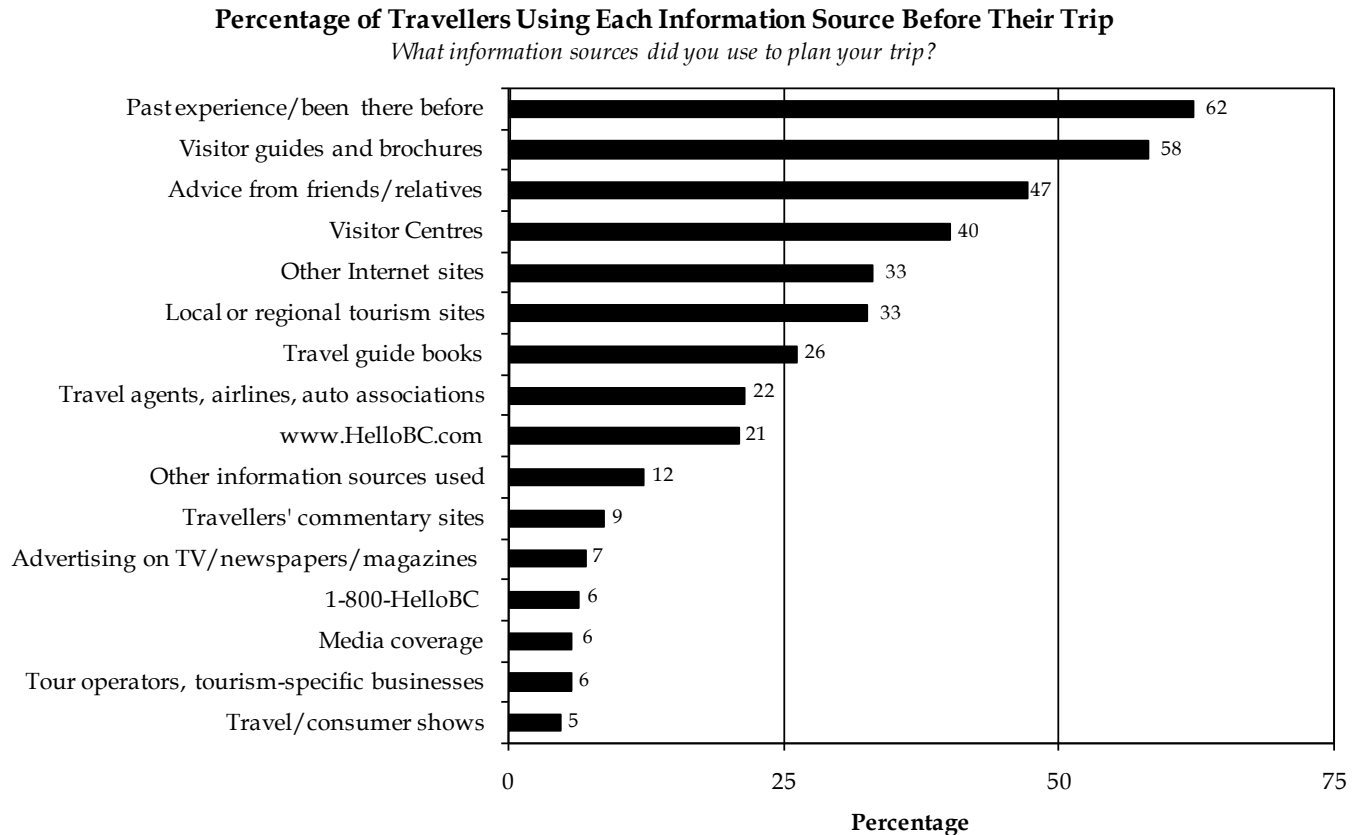


Figure 21. Percentage of travellers using each information source before their trip (n=172). Percentages add to more than 100% because travellers could use more than one information source before their trip. Other information sources used include B.C. ferries links (n=1), B.C. Parks website (n=1), Backroads magazine/map (n=2), BCAA/BCAA tour book/CAA booklets (n=3), Canada convention for travel agents in Amsterdam (n=1), Chris Harris Photo Gallery (n=1), Garmin (n=1), Google map (n=1), Internet (n=1), maps (n=4), Milepost (n=2), photo club organizers (n=1), Supernatural B.C. Guides (n=1) and word of mouth from locals at Visitors Center (n=1).

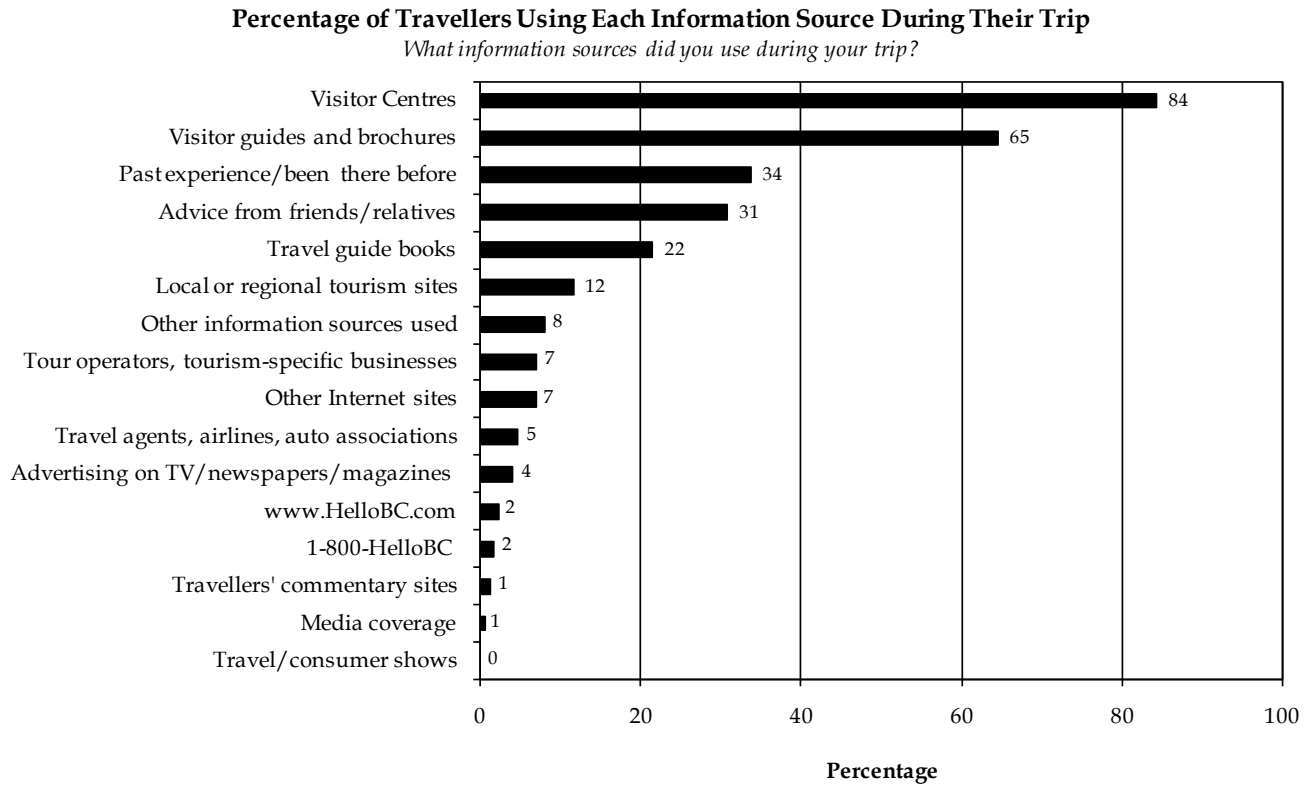


Figure 22. Percentage of travellers using each information source during their trip (n=172). Percentages add to more than 100% because travellers could use more than one information source before their trip. Other information sources used include BackRoads B.C. map (n=1), BCAA/BCAA tour book/CAA booklets (n=3), Clipper Canoes video of Bowron Lake Canoe Circuit (n=1), Garmin (n=1), map (n=3), Milepost (n=2), photo club organizers (n=1), Supernatural B.C. guides (n=1) and word of mouth from locals at Visitors Center (n=1).

Booking

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 where a large proportion of pre-booking was observed. Respondents to the mailback survey indicated that 30% of their accommodation and 30% of their transportation requirements were booked prior to departure (Table 10).

In contrast, attractions, events and activities are generally booked during their trip (Table 10). 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 these 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 10. Percentage of each travel service booked before vs. during trip.

Travel Services	Average Booked Before Trip	Average Booked During Trip
Paid accommodation (hotels, motels, lodge, camping/RV, etc.)	29.5%	70.5%
Transportation within British Columbia	29.7%	70.3%
Permanent attractions (museums, theme/amusement parks, gardens, zoos, etc.)	5.4%	94.6%
Events (festivals, concerts, etc.)	2.1%	97.9%
Other activities (spa, recreational activities, etc.)	1.4%	98.6%

Perhaps as a testament to the financial crisis in the world economy, very few U.S. visitors pre-booked their accommodations and none booked their BC transportation prior to their trip. This could have been motivated by last minute specials or on-site negotiation tactics. On the other hand, overseas visitors booked over a third of their accommodation and over four fifths of their BC transportation requirements prior to leaving on their trip. Those visiting family and friends tend to book a higher proportion of all travel services (with the exception of other activities) before leaving their home than their leisure travel counterparts. Table 11 presents information on these and other key differentiators of travel service bookings.

Table 11. Percentage of each travel service booked before vs. during trip by key differentiators.

	Paid Accommodation		Transportation in BC		Permanent Attractions		Events		Other Activities	
	Before	During	Before	During	Before	During	Before	During	Before	During
Overall	29.7%	70.3%	29.5%	70.5%	6.3%	93.7%	2.1%	97.9%	1.4%	98.6%
Origin										
BC	35.0%	65.0%	16.5%	83.5%	5.0%	95.0%	5.5%	94.5%	1.6%	98.4%
Other Canada	25.0%	75.0%	20.7%	79.3%	1.4%	98.6%	0.0%	100.0%	4.5%	95.5%
United States	9.3%	90.7%	0.0%	100.0%	13.3%	86.7%	0.0%	100.0%	0.0%	100.0%
Other International	36.0%	64.0%	80.4%	19.6%	2.2%	97.8%	0.0%	100.0%	0.0%	100.0%
Primary Purpose										
Leisure	27.2%	72.8%	29.2%	70.8%	4.9%	95.1%	0.2%	99.8%	1.7%	98.3%
Visiting Friend & Family (VFR)	35.5%	64.5%	32.7%	67.3%	7.9%	92.1%	10.0%	90.0%	0.0%	100.0%
Other*	50.0%	50.0%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%
Primary Accommodations										
Hotel/Motel/Resort	39.7%	60.3%	30.6%	69.4%	6.3%	93.7%	5.6%	94.4%	1.3%	98.7%
Campground/RV	19.6%	80.4%	29.7%	70.3%	5.5%	94.5%	0.0%	100.0%	1.4%	98.6%
Friends/Relatives	31.1%	68.9%	33.3%	66.7%	0.0%	100.0%	2.0%	98.0%	2.0%	98.0%
Other*	75.0%	25.0%	0.0%	100.0%	n/a	n/a	n/a	n/a	n/a	n/a
B&B*	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	n/a	n/a	n/a	n/a
Travel Party Size										
1 person*	50.0%	50.0%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%
2 people	26.1%	73.9%	30.4%	69.6%	4.8%	95.2%	0.3%	99.7%	1.8%	98.2%
3-4 people	37.4%	62.6%	32.0%	68.0%	9.3%	90.7%	8.3%	91.7%	0.0%	100.0%
5 or more people*	26.5%	73.5%	33.3%	66.7%	1.7%	98.3%	0.0%	100.0%	0.0%	100.0%
Age										
Under 24 Years*	0.0%	100.0%	n/a	n/a	0.0%	100.0%	n/a	n/a	0.0%	100.0%
25-34 Years*	24.2%	75.8%	28.6%	71.4%	18.3%	81.7%	0.0%	100.0%	12.5%	87.5%
35-44 Years	43.9%	56.1%	44.8%	55.2%	4.4%	95.6%	0.0%	100.0%	3.1%	96.9%
45-54 Years	30.1%	69.9%	39.6%	60.4%	0.0%	100.0%	7.1%	92.9%	0.0%	100.0%
55-64 Years	33.7%	66.3%	20.0%	80.0%	10.7%	89.3%	0.5%	99.5%	0.5%	99.5%
65 Years or Older*	19.6%	80.4%	19.5%	80.5%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%
Planning Horizon										
Day of Departure*	50.0%	50.0%	50.0%	50.0%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%
1-6 Days	10.0%	90.0%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%
1-2 Weeks	16.7%	83.3%	36.3%	63.8%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%
3-8 Weeks	28.1%	71.9%	9.9%	90.1%	6.0%	94.0%	0.0%	100.0%	5.6%	94.4%
9-12 Weeks	39.3%	60.7%	31.0%	69.0%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%
13 or More Weeks	33.1%	66.9%	41.6%	58.4%	9.1%	90.9%	3.8%	96.2%	1.0%	99.0%

* Please use caution when interpreting these results as the base sample size is small (under 10).

Williams Lake's Atmosphere, Images and Quality of Experiences.

This section explores how people feel about Williams Lake. It describes the experiences and images travellers had while in the Williams Lake region. Travellers were asked to describe Williams Lake's mood or atmosphere as well as its positive, negative and unique attributes. Finally, this section outlines traveller's intentions to return to both Williams Lake and British Columbia.

Williams Lake Characteristics

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

Overall, respondents had almost three times as many positive responses (279) as negative (101) of the region. Of all respondents, positive responses were dominated by the beautiful scenery/landscape (50%), followed by the presence of family and friends and friendliness of people in general (36%), the Visitor Centre itself (20%), quiet/not crowded/peaceful/safe (15%), lakes/rivers (14%) and activity/recreation opportunities (11%, Figure 23).

Thirteen Most Frequent Positive Images of the Williams Lake Region

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

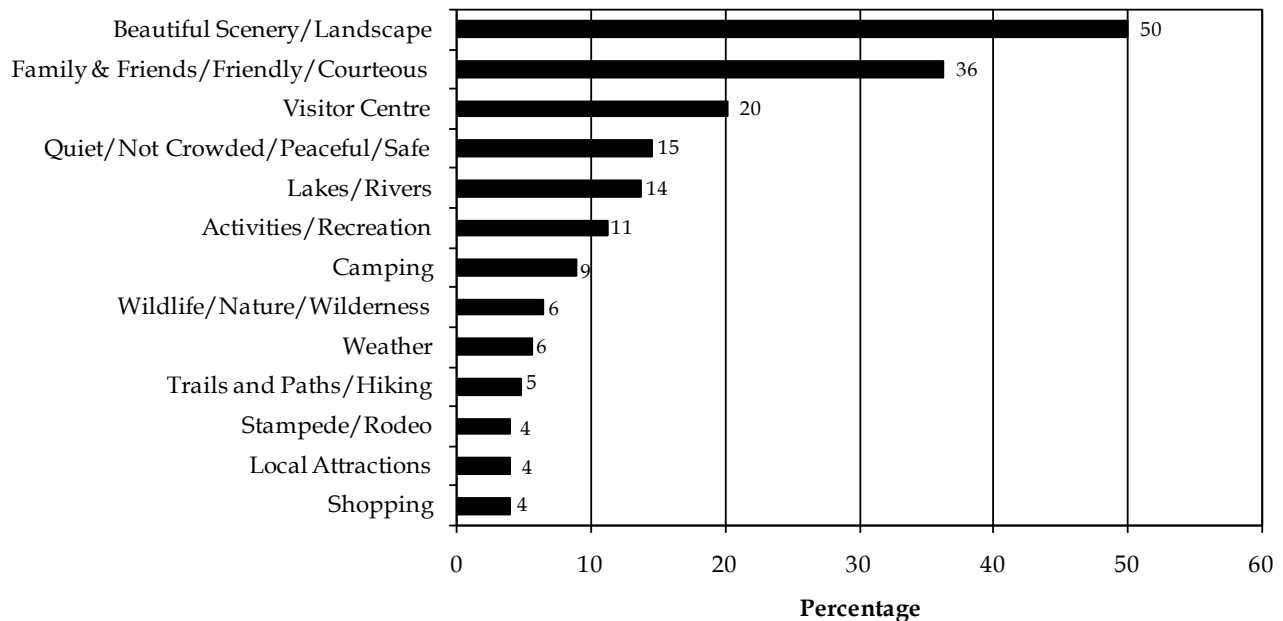


Figure 23. The most frequent positive images respondents had of the Williams Lake region. At the Williams Lake VC, 124 respondents replied with 279 images.

Of all respondents, the negative images mentioned were associated with social problems/drugs/crime (21%), an unattractive/run-down town (12%), dirtiness (8%), traffic (8%) and the perceived lack of major attractions (8%, Figure 24).

Fifteen Most Frequent Negative Images of the Williams Lake Region

What negative images come to mind when you think of the Williams Lake region as a vacation destination?

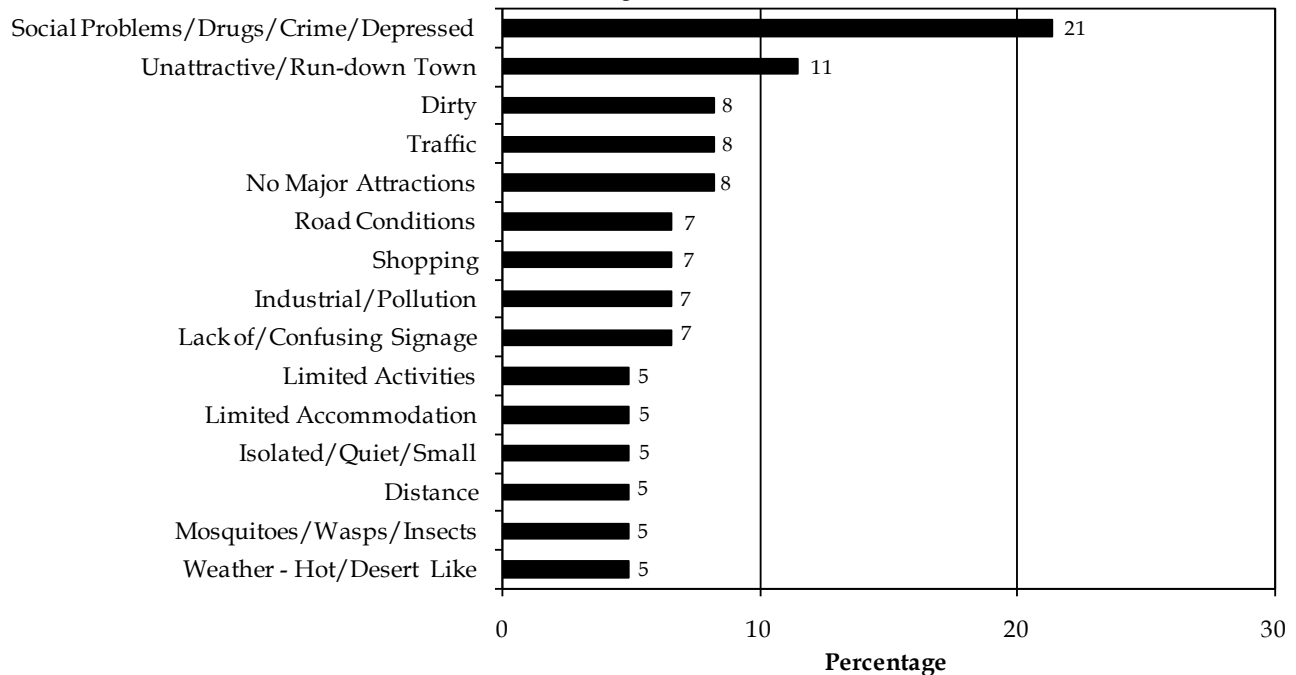


Figure 24. The most frequent negative images respondents had of the Williams Lake region. At the Williams Lake VC, 61 respondents replied with 101 images.

Mailback respondents were asked to identify up to three unique characteristics of the Williams Lake region that differentiate it from other regions as a vacation destination. These characteristics could be useful for promotional activities to attract more travellers to the area. A variety of characteristics were identified as unique to the area by respondents (Figure 25). The most common were beautiful scenery/landscape (43%), stampede/rodeo (17%), ranching (17%), lakes/rivers (11%), historic/quaint nature of the area (10%), its accessibility (10%) and the lack of crowds/peaceful experience (10%, Figure 25).

Respondents to the mailback questionnaire were asked describe the mood or atmosphere of Williams Lake. A total of 51 respondents described what they felt was the mood or atmosphere of Williams Lake. Since individual participants often made multiple comments, this group provided a total of 132 responses. The most common response was that Williams Lake was a friendly town (62%), relaxed, safe and calm (35%) with informative and helpful people (29%). Beauty, nature and wildlife (26%) along with a cheerful and optimistic atmosphere rounded out the top five responses (Figure 26).

Fifteen Most Unique Characteristics of the Williams Lake Region

What do you consider to be unique about the Williams Lake region?

Unique characteristics are those that make the Williams Lake region different from other destinations.

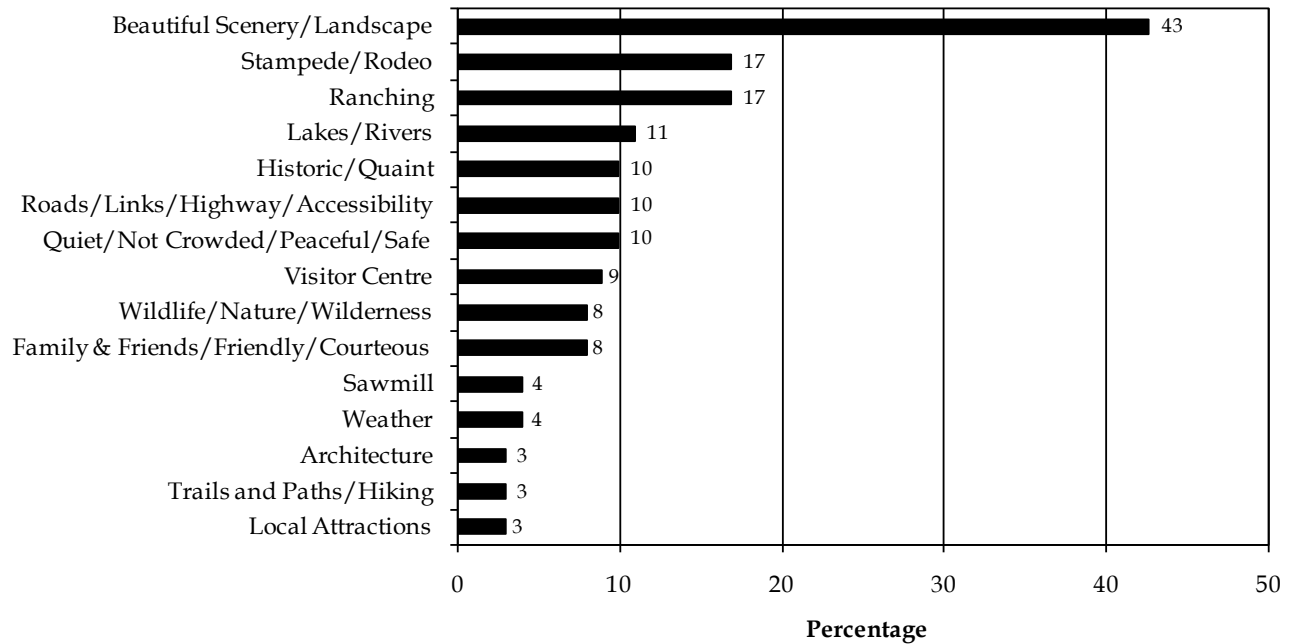


Figure 25. The most frequent unique characteristics of the Williams Lake region. At the Williams Lake VC, 101 respondents replied with 180 images.

Twelve Most Frequently Mentioned Mood or Atmosphere Characteristics of Williams Lake

How would you describe the mood or atmosphere of Williams Lake?

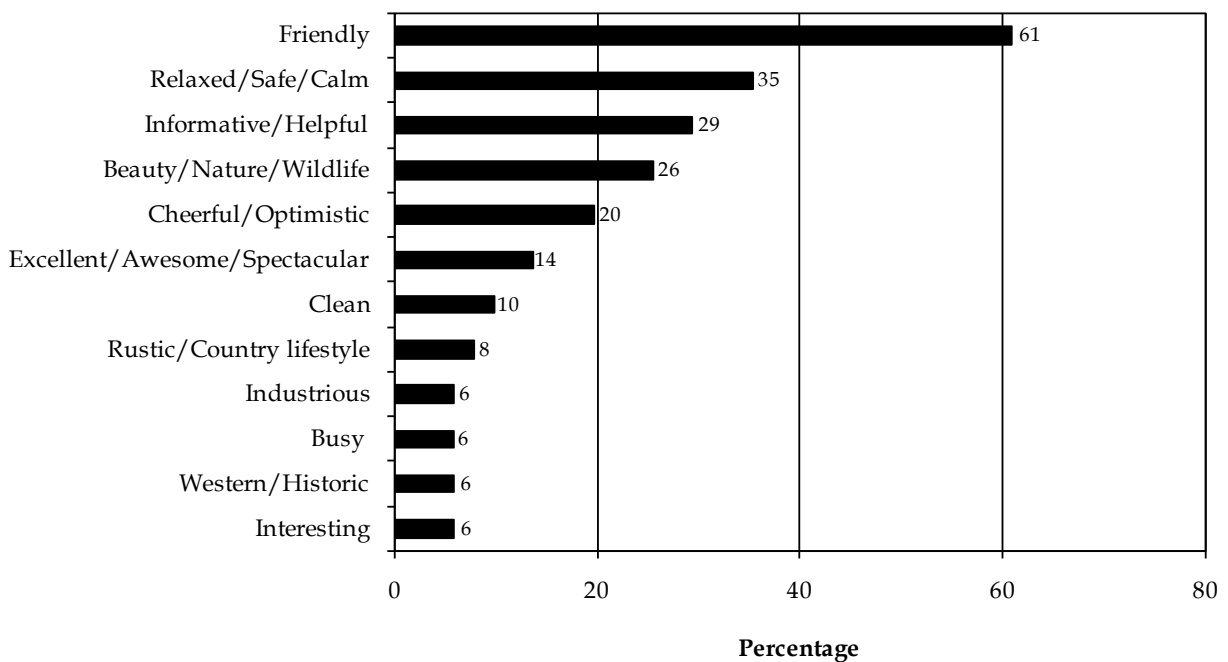


Figure 26. Travellers' rating of the mood and atmosphere in Williams Lake. At the Williams Lake VC, 51 respondents replied with 132 images.

Quality of Williams Lake Experiences

Respondents to the mailback questionnaire were asked to rate various components of their trip and their overall travel experience in the Williams Lake region (Figure 27). A majority of respondents rated their overall travel experience as good or excellent (92%). Ratings for each trip component were also high. Access to information about Williams Lake (95%), customer service (93%), and recreation/adventure opportunities (88%) stood out as strengths with most respondents rating these components as either good or excellent. Attraction and events (74%) received the lowest ratings.

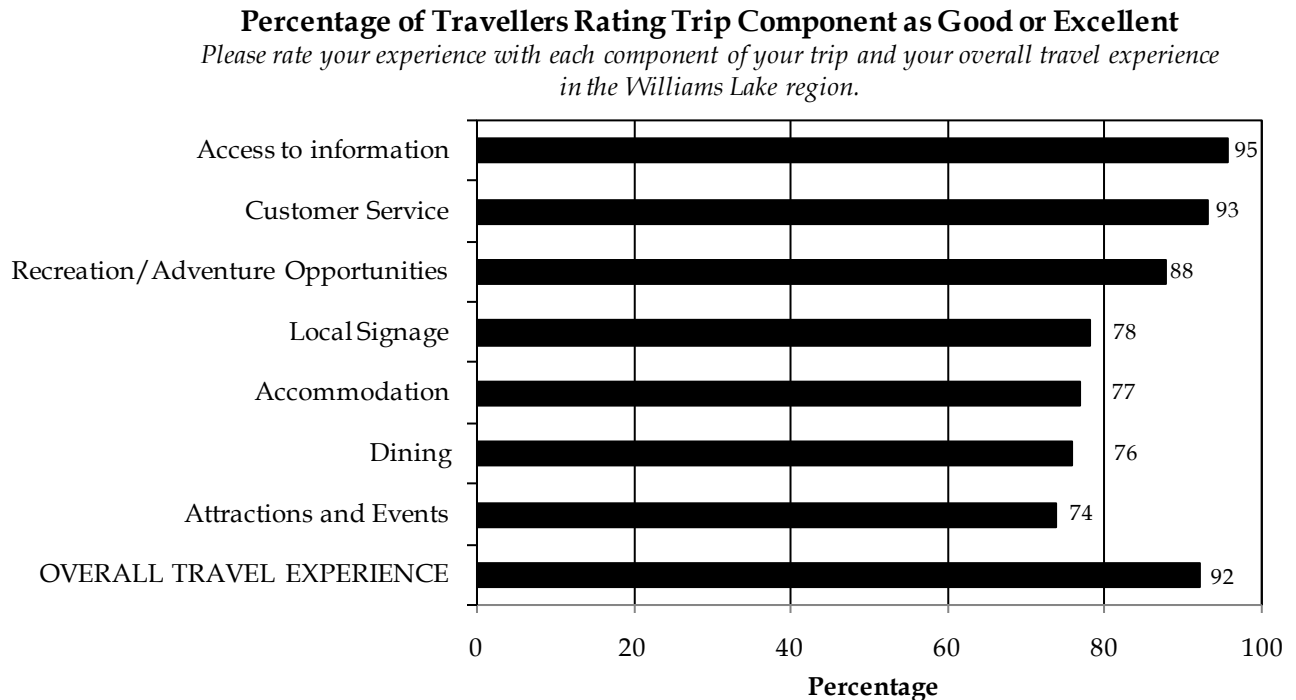


Figure 27. Travellers' rating of trip components and overall trip experience in the Williams Lake Region.

Over three-quarters (79%) of respondents reported spending time in the Williams Lake region. While in the region, one in four (25%) respondents visited the Scout Island Nature Centre, almost a quarter (23%) visited the Museum of the Cariboo Chilcotin, over an eighth (15%) visited the Station House Gallery whereas only a handful (4%) reported visiting the Williams Lake Stampede (Figure 28).

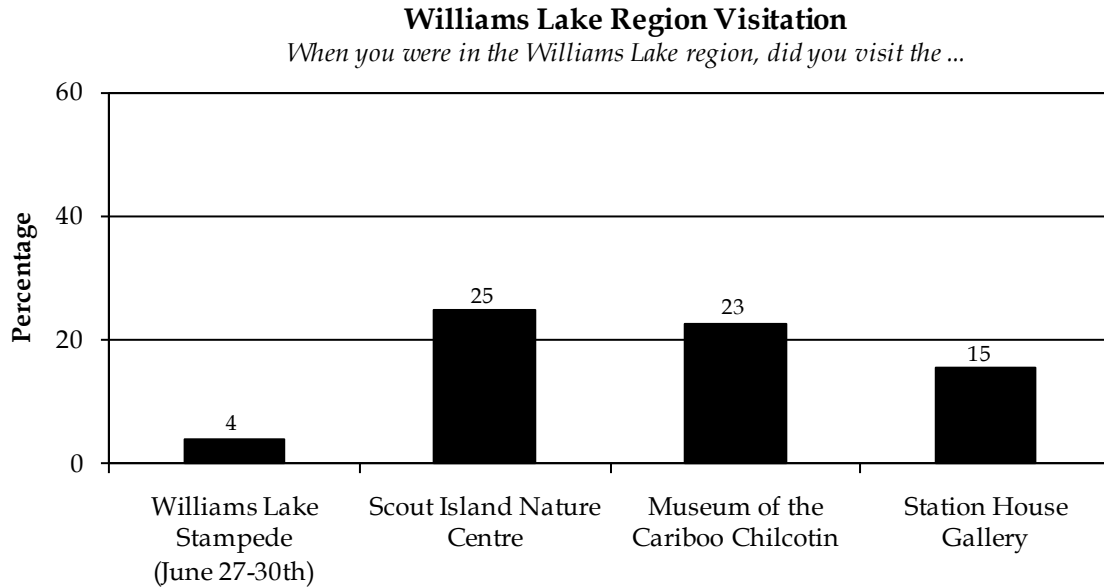


Figure 28. Williams Lake region visitation

Visitors to the Williams Lake Stampede, the Scout Island Nature Centre, the Museum of the Cariboo Chilcotin and the Station House Gallery were asked if they had any suggestions for improvement. Three-fifths (60%) felt no changes were needed. The remaining 40% provided a range of responses that included better staff services and extended hours of operation.

When asked about new or expanded services, activities and attractions they would like to see if they visited the Williams Lake region again, almost one-fifth of respondents (18%) felt things were fine just the way they were. Suggested services, activities and attractions included better facilities/rest areas, better/more cafes and restaurants, the addition of a unique tourist attraction and a wildlife reserve.

Return Intentions

Mailback respondents were asked about their likelihood of returning to Williams Lake and the province of British Columbia for another leisure trip. Over two-thirds of travellers indicated that they were either 'very likely' (43%) or 'likely' (25%) to return to Williams Lake for a future trip (Figure 29). Reasons cited by respondents who were not likely to return to the region included distance/no reason to return, desire to visit alternate destinations and attractions, age factor and fear of crime/theft.

In terms of likelihood of taking another leisure trip in British Columbia, an even larger proportion of travellers indicated that they were 'very likely' (75%) or 'likely' to take another trip (15%, Figure 30).

It is not surprising that those from near-in markets, especially British Columbian residents, responded that they had a higher likelihood of returning to Williams Lake and area. In fact, 75% of British Columbian residents indicated they were 'likely' or 'very likely' to return to Williams Lake whereas only 46% of international visitors were 'likely' or 'very likely' to return. Intentions to return to British Columbia follow a similar pattern, although return intentions remain higher for all traveller origins (Figure 31).

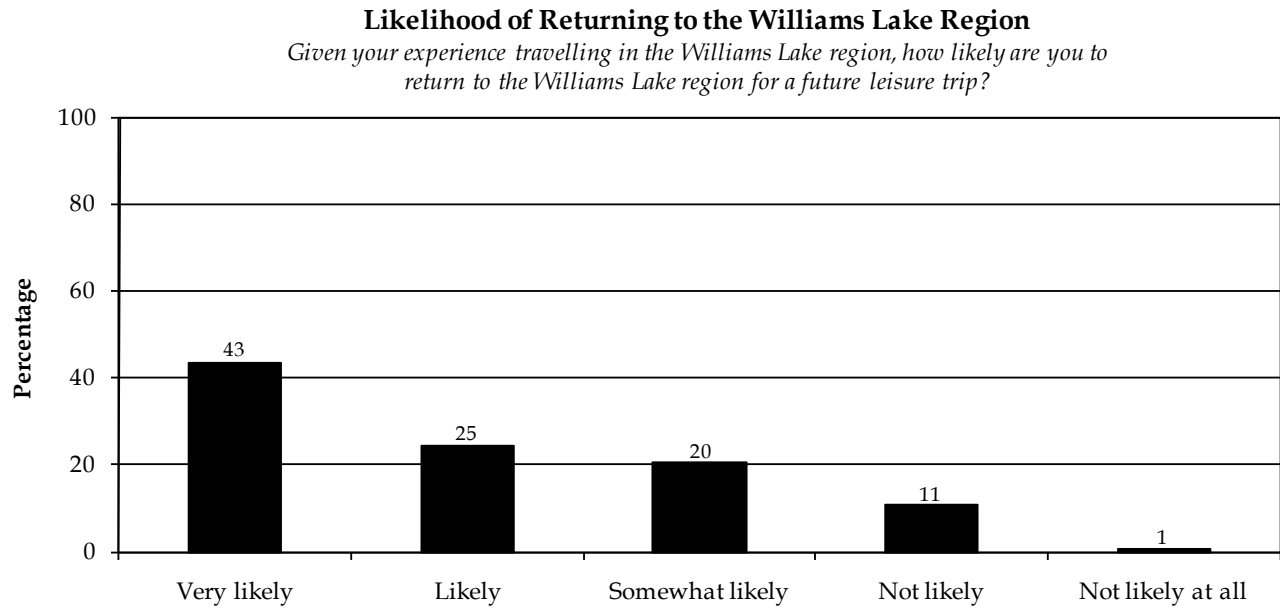


Figure 29. The likelihood of travellers taking another leisure trip to the Williams Lake region (n=122).

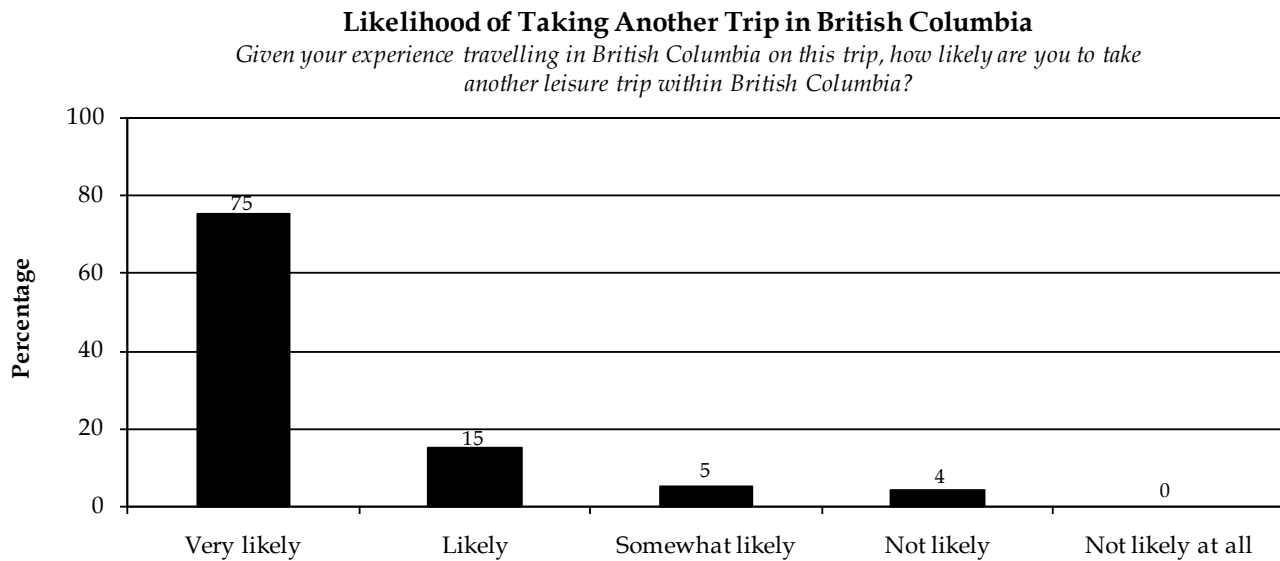


Figure 30. The likelihood of travellers taking another leisure trip within British Columbia (n=167).

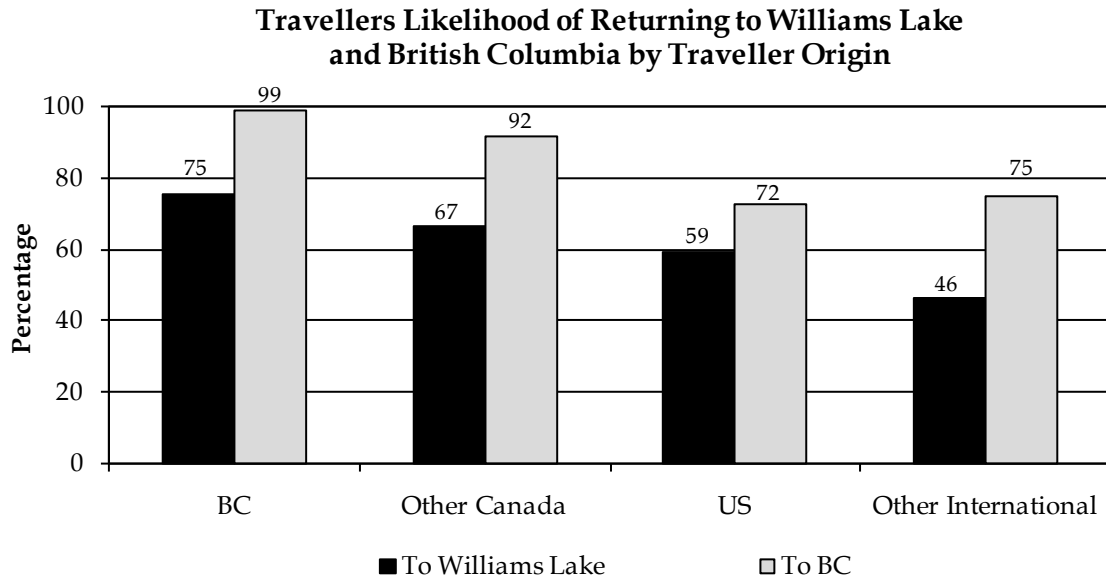


Figure 31. Percent of overnight leisure travellers likely or very likely to return to Williams Lake and British Columbia by traveller origin.

Respondents to the mailback questionnaire were also asked about their satisfaction with their trip in British Columbia (Figure 32). Most travellers were either very satisfied (78%) or somewhat satisfied (10%) with their travel experience in all of British Columbia. Low levels of satisfaction were attributed to poor signage, high gas prices, bad weather, bad roads, rest area with no washrooms/dirty washrooms, costly, customer service needs improvement, extra charges/cost, unclean washrooms, dirty environment, pine beetles, mosquitoes and small RV parking/pull offs.

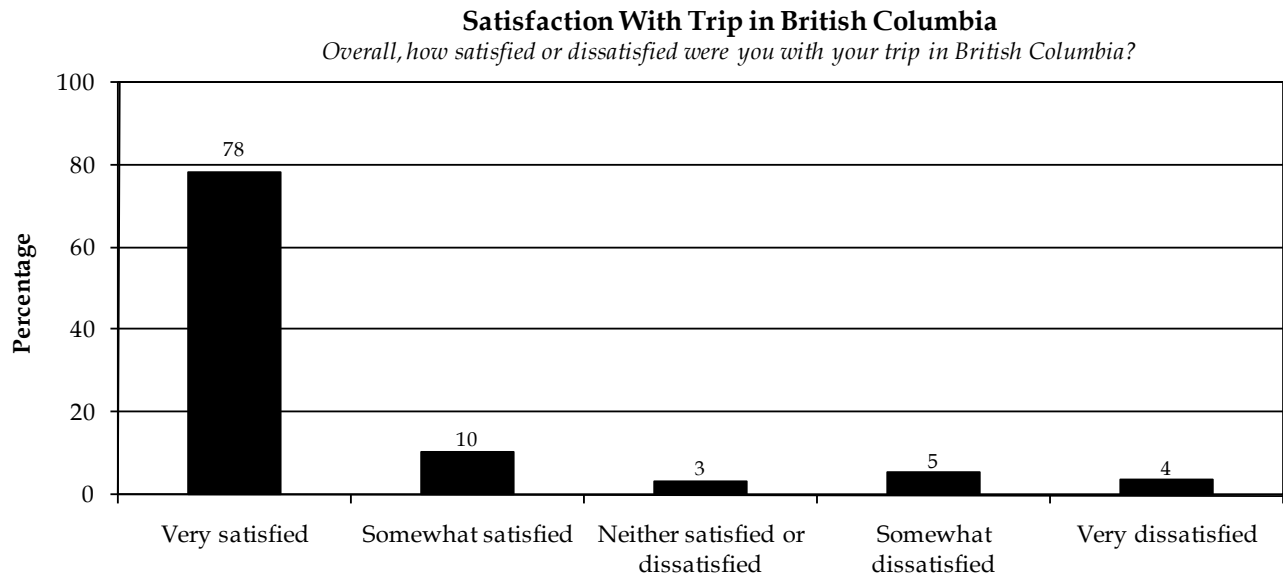


Figure 32. British Columbia trip satisfaction for travellers at the Williams Lake VC (n=169).

Use of the Williams Lake Visitor Centre

This section explores the respondents experience at the Williams Lake Visitor Centre. Travellers who completed the Visitor Centre questionnaire (n=354) were asked to describe the reasons for stopping at the VC, information or items obtained or used at the VC and whether they spoke with a Visitor Information Counsellor. All mailback respondents, who completed either the Visitor Centre or Reference Site questionnaires, were asked to describe their expectations of the VC and to list the other Visitor Centres visited in British Columbia.

Reasons for Stopping

Travellers who stopped at the Williams Lake VC during their current trip did so for a variety of reasons. The most common reasons given were: to obtain information on the building (37%), attraction information (21%), route information (21%) or to obtain a map (21%). Fewer travellers mentioned obtaining information about washrooms (13%), camping (12%), adventure recreation opportunities (11%), taking a break (10%), accommodation information (7%), using the internet/computer (5%), recommended (3%), refreshments (2%), event information (2%), general information on the area (2%), dining information (1%), purchasing merchandise (1%), ferry information (1%), gift shop/souvenirs (1%), meeting place (1%), using telephone (1%) or video in cabin (1%, Figure 33). Six percent of travellers stated other reasons for stopping at the VC, which included booking accommodation ahead of time, buying honey, car repairs, obtaining car wash information in Williams Lake, changing drivers, inquiring about dump stations in the area, easy to stop in, exchanging U.S. money, food, seeking information on rodeo high school, literature, looking for hat pins, on his route, use of picnic table, pool, shower, real estate, information on road conditions, saw sign on edge of highway, to see staff, to change tape in tape deck, taking pictures, seeing tree and getting a spoon.

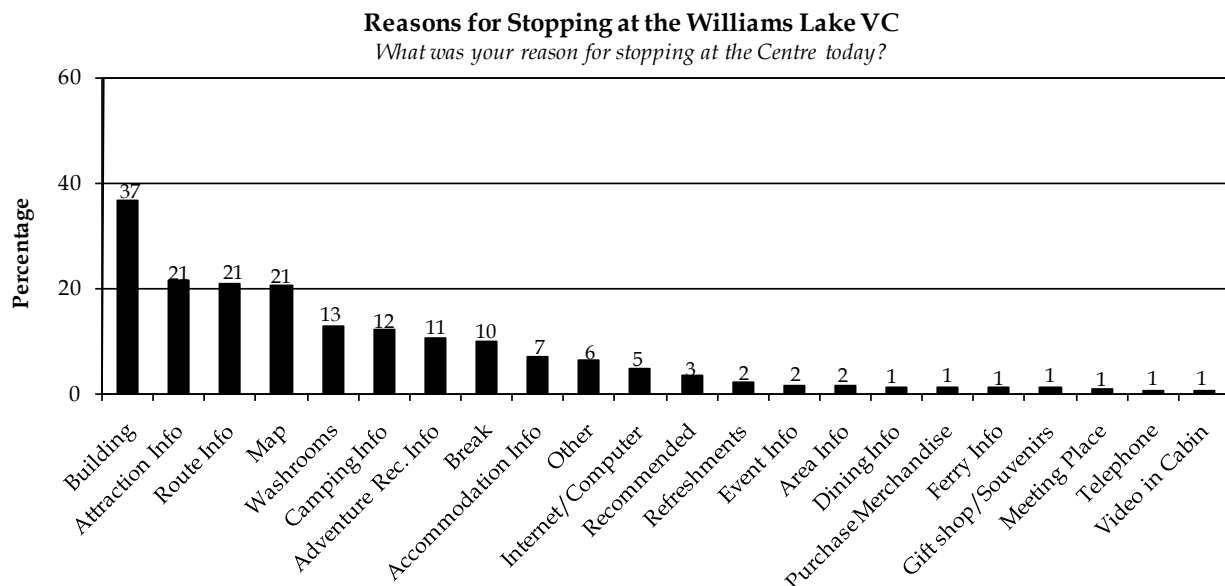


Figure 33. The reasons why travellers stopped at the Williams Lake VC (n=354). The total number of responses exceeds 100% because respondents could give more than one reply.

Information/Items Used or Obtained

When travellers were asked what information or other things they actually obtained at the VC, 19% of travellers stated that they did not obtain anything whereas 81% identified various types of information. The most frequently obtained items included maps (38%), attraction information (29%), route information (16%), adventure recreation information (12%), accommodation information (9%) and camping information (9%). Fewer travellers mentioned obtaining information about washrooms (5%), internet/computer (5%), merchandise (4%), event information (3%), dining information (2%), refreshments (2%), video in cabin (2%), gift shop/souvenirs (1%), information on building (1%), newspaper (1%), information on the Yukon (1%) or ferry information (1%, Figure 34). Eight percent of travellers obtained information on other items such as general information on the area, books, laundry, shopping, weather, 100 Mile House VC hours, art, Billy Miner contest information, booking accommodation, charging laptop, inquiring about fishing license, Goldrush Trail, guest ranches in area, hat, history books, log builders, mail box, phone book, taking pictures for scrap book, pine beetle wood, popcorn, information on road construction, inquiries on service station and picking up a Williams Lake active living guide.

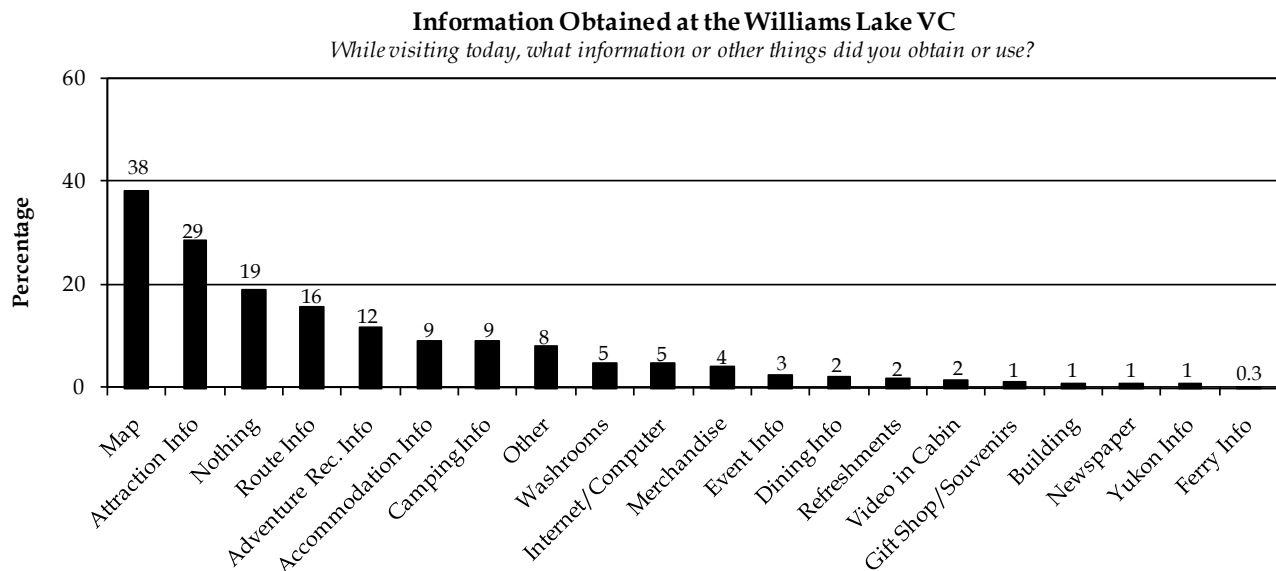


Figure 34. The information obtained by travellers at the Williams Lake VC (n=354). The total number of responses exceeds 100% because respondents could give more than one reply.

Spoke with Visitor Information Counsellor

Almost three-quarters (73%) of travellers at the Williams Lake VC spoke with a Visitor Information Counsellor. Travellers from British Columbia (70%) and other Canadian provinces (64%) were less likely to speak to a Counsellor than were their counterparts from the U.S. (79%) and of particular note, those from other countries (84%, Table 12).

Table 12. The percentage of travellers who spoke with a Counsellor at the William Lake VC by traveller origin.

Traveller Origin	Percentage that Spoke with a Counsellor	
	Yes (n=259)	No (n=95)
Overall	73.2%	26.8%
British Columbia	69.7%	30.3%
Other Canada	64.4%	35.6%
United States	78.7%	21.3%
Other International	84.1%	15.9%

Counsellors at the Williams Lake VC record the number of parties that they speak with throughout each day. This number was divided by the proportion of travellers who responded that they had spoken with a Counsellor to determine an estimate of 8,273 parties (excluding locals) that used the Williams Lake VC between June 3 and August 29, 2008. This estimate is approximately 35.9% more than the 6,087 parties that the VC staff recorded as speaking with a Counsellor during the same time period.

Expectations of the Williams Lake Visitor Centre

In the mailback questionnaire, all travellers were asked, “Overall, how well did the VC meet your expectations?” Almost all (98%) of travellers responded that the VC either met or exceeded their expectations (Table 13). Eighty-two percent of travellers indicated that the VC exceeded their expectations while sixteen percent felt the VC met their expectations.

By and large, respondents from all origins stated that the Williams Lake VC exceeded their expectations. This was especially true in the case of Overseas travellers. Respondents who did not speak a travel counsellor were more likely to rate the VC higher – perhaps based on the merits of the facility and its offerings. There were no notable differences in the ratings provided by those who were travelling for leisure compared with those who were visiting friends and relatives (Table 14).

Table 13. The proportion of travellers who felt the Williams Lake VC fell short, met or exceeded their expectations by traveller origin, those that did or did not speak with a Counsellor and primary trip purpose.

	Percentage of Travellers who Felt the Williams Lake VC Fell Short, Met, or Exceeded Their Expectations ¹		
	Fell Short (n=3)	Met (n=26)	Exceeded (n=134)
Overall	1.8%	16.0%	82.2%
Origin			
British Columbia	2.2%	19.6%	78.3%
United States	4.3%	13.0%	82.6%
Overseas	0.0%	7.1%	92.9%
Other Canada	0.0%	15.0%	85.0%
Spoke with a Counsellor			
Yes	2.3%	16.3%	81.4%
No	3.4%	10.3%	86.2%
Primary Purpose			
Leisure	1.7%	16.1%	82.2%
Visit friends & family	2.4%	16.7%	81.0%

1. Excludes Don't Know/No Response responses.

Respondents were asked, *“What suggestions do you have to improve the services offered at the Centre?”* Forty-five percent of travellers (n=221) responded to the question. Of these, 70% did not feel any improvements were needed and of the 30% that did, suggestions included improvements to services and amenities (19%), building/parking lot (8%), signage (4%) and location (0.4%). (A more detailed listing of these suggestions has been included in Appendix E).

Other Visitor Centres Visited in British Columbia

In the mailback questionnaire, all travellers were asked if they had visited any other Visitor Centres in British Columbia. Of the 168 valid responses from those interviewed at the Williams Lake VC, almost three fifths (59%) indicated that they had visited another VC in British Columbia. Sixty-five individual Visitor Centres in British Columbia were identified by respondents, the top visited locations included 100 Mile House, Prince George, Quesnel, Clearwater (Wells Gray) and Vancouver. (The locations of the other Visitor Centres are listed in Appendix F).

Traveller Expenditures

This sub-section explores the expenditures of respondents who visited the Williams Lake Visitor Centre. Travellers were asked, *“In Canadian dollars, what were your travel party’s total expenditures yesterday, including accommodation?”* Average daily expenditure information is summarized by per Party and per Person. Additionally this section describes the total expenditures of travellers who visited the Williams Lake Visitor Centre in Williams Lake and in other areas of British Columbia, which includes information collected only from those travellers who completed the Visitor Centre questionnaire (n=354).

Average per Party Daily Expenditures

Travellers at the Williams Lake VC spent an average of \$164.44 per day per travel party (Table 14). Spending patterns varied noticeably depending on the origin of the travellers, ranging from \$150.19 for international travellers to \$194.84 for those visiting from the United States. There were also notable differences in expenditures when broken down by primary accommodation type, which ranged from \$93.88 for those staying with friends or relatives to \$204.76 for those using resorts/hotels/motels. Given that respondents were asked to provide expenditures based upon the spending of their entire travel party, it is not surprising that larger parties spent more than smaller parties. The results ranged from \$88.75 for those travelling alone to \$191.20 for travel parties containing three or four people. There were also noteworthy differences in expenditures based upon respondents’ age category. Results ranged from \$118.50 for travellers under the age of 24 to \$172.95 for travellers between the ages of 45-54.

Average per Person Daily Expenditures

Travellers interviewed at the Williams Lake VC spent an average of \$67.41 per person per day. Per person expenditures also varied depending on origin of travellers. Visitors from the United States spent the most (\$81.35) whereas Other International travellers spent the least per person (\$59.19). Not surprisingly, per person expenditures also varied by accommodation type with travellers staying at resort/hotel/motel spending, on average, more per person (\$84.01) than travellers staying with friends or relatives (\$39.76) or at a campground/RV park (\$63.98). Interestingly, larger parties spent on average less per person than smaller travel parties. With respect to age, travellers under the age of

24 spent the least (\$53.86) whereas those over the age of 65 spent the most per person (\$76.44, Table 14).

Table 14. The average daily expenditures of travellers at the Williams Lake VC.

	Average per Party Daily Expenditure (CDN\$)* Williams Lake VC (n=424) ¹	Average per Person Daily Expenditure (CDN\$)* Williams Lake VC (n=415) ^{1,2}
Overall	\$164.44	\$67.41
Origin		
BC	\$156.74	\$66.26
Other Canada	\$161.36	\$61.89
United States	\$194.84	\$81.35
Other International	\$150.19	\$59.19
Primary Accommodations		
Resort/Hotel/Motel	\$204.76	\$84.01
Campground/RV	\$159.23	\$63.98
Friends or Relatives	\$93.88	\$39.76
Other ³	\$130.00	\$65.00
B&B ⁴	\$151.67	\$65.00
Fishing Lodge/Resort ⁵	\$400.00	\$200.00
Cabin/Cottage ⁶	\$130.25	\$52.63
Travel Party Size		
1 person	\$88.75	\$88.75
2 people	\$162.11	\$81.06
3-4 people	\$191.20	\$52.40
5 or more people	\$190.56	\$36.49
Age		
Under 24 Years ⁷	\$118.50	\$53.86
25-34 Years	\$143.44	\$65.84
35-44 Years	\$170.82	\$56.25
45-54 Years	\$172.95	\$64.88
55-64 Years	\$166.26	\$70.25
65 Years or Older	\$162.63	\$76.44

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

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

1. 7% (n=34) of travellers began trip on the day of interview, and therefore did not have responses, 3% (n=17) Don't Know/No Response. Business travellers and day trippers were not included in this analysis.
2. Per person sample size differs from per party sample size due to the absence of party size information (n=5) and trimming the top 2% of cases of travel party size to ensure an accurate mean travel party size (n=4).
3. Caution is advised when interpreting these numbers because the sample size for this category is low (n=11).
4. Caution is advised when interpreting these numbers because the sample size for this category is low (n=6).
5. Caution is advised when interpreting these numbers because the sample size for this category is low (n=1).
6. Caution is advised when interpreting these numbers because the sample size for this category is low (n=7).
7. Caution is advised when interpreting these numbers because the sample size for this category is low (n=10).

Total Expenditures of Travellers Interviewed at the Williams Lake Visitor Centre

In the summer of 2008, Williams Lake VC users were estimated to have spent over \$3.0 million in the Williams Lake region and nearly \$17.9 million on their trip throughout the rest of the province (Table 15). These figures do not represent the economic impact of the VC but rather the total expenditures of travellers to Williams Lake and in the rest of the province while on the trip during which they were interviewed at the Williams Lake VC.

Table 15. Estimated expenditures of travellers who visited the Williams Lake VC.

June 2 -August 31, 2008	Williams Lake VC
Estimated Total VC parties for June 3 – August 29, 2008	8,273
Average Daily Expenditures	\$165.53
Estimated Total Expenditures in Williams Lake by VC Users	\$3,047,900
Estimated Total Expenditures outside of Williams Lake by VC Users	\$17,884,091
Estimated Total Expenditures in BC by VC Users	\$20,931,992

1. The results are only representative of Visitor Centre questionnaire respondents.
2. Visitor party statistics reported by the Williams Lake 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 Williams Lake. However, all non-resident visitor parties are included, whether or not they spoke to a Visitor Information Counsellor.

Impact of the Williams Lake Visitor Centre on Traveller Behaviour

This section explores how the Williams Lake VC impacted travellers' trips, in the Visitor Centre questionnaire respondents were asked several questions:

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 Williams Lake as a result of the information obtained at the Williams Lake 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 Williams Lake 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 Williams Lake VC?*

Results from these questions indicate that the Williams Lake VC had an impact on traveller behaviour. Nearly half (48%) of the travellers at the Williams Lake VC said that they learned about new trip activities as a result of their stopping at the VC. Over one-fourth (29%) replied they would spend extra time in Williams Lake, 32% would spend extra time in other parts of British Columbia, and half (50%) would make another trip in/to British Columbia as a result of the information obtained at the VC (Figure 35).

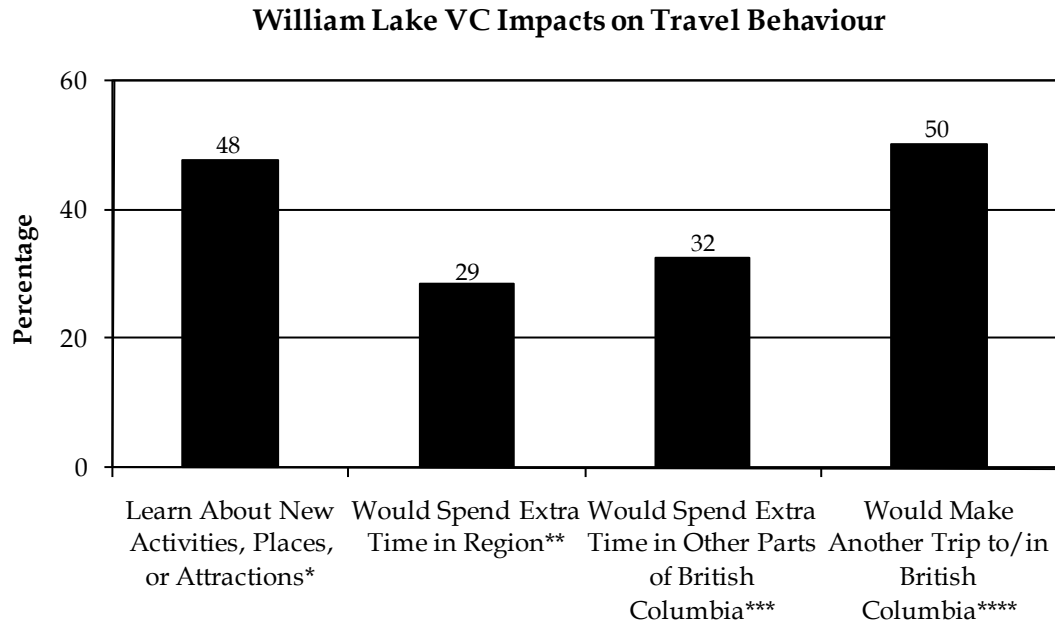


Figure 35. The proportion of travellers at the William Lake VC that learned about new activities, places or attractions, would spend extra time in region, would spend extra time in other parts of British Columbia or would make another trip to/in British Columbia as a direct result of the William Lake VC.

* Don't Know/No Response =11 (3.1%); ** Don't Know/No Response =26 (10.9%); *** Don't Know/No Response =31 (16.8%); **** Don't Know/No Response=33 (9.3%).

Travellers at the Williams Lake VC learned about a wide range of new activities. A total of 225 new activities were learned about at the VC. Almost a third (33%) of travellers obtained information about other communities, over a fifth learned about land based activities (23%) or local attractions (22%) and a sixth learned about other activities and recreational opportunities (17%, Table 16).

Table 16. The proportion of travellers who learned about new activities, places or attractions while at the Williams Lake VC.

Activities, Places or Attractions	Percentage (n=168)
Information on Other Communities	32.7%
Land-Based Activities	22.6%
Local Attractions	22.0%
Other Activities/Recreation	16.7%
Local Events/Festivals	8.3%
Transportation/Direction Information	8.3%
Water-Based Activities	6.5%
Local Amenities/Services	6.0%
Accommodation Information	5.4%
Visitor Centre Information	4.2%
Other	1.2%

A number of trip and traveller characteristics could influence the impact of the VC on traveller behaviour. Characteristics like traveller origin, speaking with a VC Counsellor, primary trip purpose, flexibility in the time spent in the Williams Lake region, or the time spent in British Columbia were examined to understand if they influenced the impact the Williams Lake VC had on traveller behaviour (Table 17). Affirmative answers to the impact questions varied by market origin.

Travellers from the United States in particular and Overseas were more likely to learn about new activities, places or attractions than were travellers from Canada, especially those from provinces other than BC. Travellers from Overseas and Other Canadian provinces were more likely to stay an extra night in the region as a result of the information obtained than were those from BC or the United States. Travellers from the United States especially as well as those from Other Canadian provinces were more likely to stay an extra night in other parts of BC as a result of the information obtained than were those from BC or particularly those from Overseas. Travellers from the Other Canadian provinces and the United States were more likely to make another trip to British Columbia as a result of information obtained than were those from BC or especially those from Overseas.

Travellers who did not speak with a Visitor Information Counsellor were far less likely to be influenced by the VC compared to those that did speak to a Counsellor. A considerably higher proportion of travellers who spoke with a Counsellor learned about new activities, places or attractions; would spend extra time in the region and in BC; and would make another trip to BC as a result of the information obtained at the VC.

Those who came on their trip for leisure purposes were more likely to learn about new activities, places or attractions; spend extra time in the region and in BC; and make another trip to BC than those who came to visit friends and family.

In terms of time flexibility in British Columbia, those who were moderately flexible were much more likely to learn about new activities, places or attractions and spend extra time in the region than those who were more, or less flexible. Interestingly, almost a quarter (24%) of those who were inflexible with respect to spending additional time in BC showed some flexibility in possibly rescheduling their allotted time in order to spend more time in the region. Furthermore, over two-fifths (46%) of those who were inflexible with respect to spending additional time in the region and/or in BC indicated they would make another trip to the region in the future (Table 17).

Additional comments regarding the Williams Lake VC made by respondents to the mailback survey are included in Appendix G.

Table 17. The impact of the Williams Lake 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	47.6%	28.6%	32.4%	50.0%
Origin				
British Columbia	43.5%	27.1%	25.5%	50.8%
Other Canada	33.3%	30.8%	35.0%	57.8%
United States	68.9%	26.7%	52.3%	57.4%
Other International	49.2%	35.3%	20.0%	34.9%
Spoke With A Counsellor				
Yes	57.1%	34.7%	40.6%	53.3%
No	21.3%	4.2%	8.5%	41.1%
Primary Trip Purpose¹				
Leisure	49.6%	29.3%	35.6%	51.9%
Visiting Friends & Family	40.8%	24.4%	21.6%	44.2%
Time Flexibility - Region				
Inflexible (no extra time) ²	39.7%	n/a	22.2%	45.7%
Moderately Flexible	52.0%	27.6%	35.4%	50.4%
Very Flexible (extra day(s))	50.9%	29.6%	31.8%	53.9%
Time Flexibility - BC				
Inflexible (no extra time)	40.8%	23.9%	0.0%	45.6%
Moderately Flexible	59.1%	64.7%	31.8%	63.6%
Very Flexible (extra day(s))	52.8%	26.8%	32.1%	52.5%

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

1. Seven 'other' cases excluded from analysis in order to display the most pertinent information.

2. Respondents who indicated that they had no extra time to spend in the region regarding trip flexibility were not asked the impact question about willingness to stay extra time in the region.

Time in Williams Lake

This sub-section summarizes the results of questions asked specifically on the Reference Site questionnaire (n=139) regarding the accommodation and expenditures in Williams Lake.

Accommodation in Williams Lake

Of those who spent overnight in Williams Lake, over two-fifths (43%) of those interviewed stayed at a campground or RV park for their accommodation. Over a quarter (28%) were staying with friends or relatives or in a resort/hotel/motel (26%, Table 18).

Table 18. Accommodation used by visitors in Williams Lake.

Accommodation (in Williams Lake)	Percentage (n=58)
Resort/Hotel/Motel	25.9%
Campground/RV	43.1%
Friends or Relatives	27.6%
Other ¹	3.4%

1. 'Other' includes Cabin (n=1) and dry camping (n=1).

Traveller Expenditures in Williams Lake

Travellers spent an average of \$95.16 per day per travel party in Williams Lake (Table 19). Spending patterns varied noticeably depending on the origin of the travellers, ranging from \$88.76 for BC residents to \$128.21 for those visiting from the rest of Canada. There were also notable differences in expenditures when broken down by primary accommodation type, which ranged from \$76.00 for those staying with friends or relatives to \$118.64 for those using resorts/hotels/motels. Larger parties spent more than smaller parties with results ranging from \$46.50 for those travelling alone to \$166.67 for travel parties containing five or more people. There were also noteworthy differences in expenditures based upon respondents' age category.

Average daily expenditure **per person** was also calculated. Travellers spent an average of \$40.46 per person per day in Williams Lake. Per person expenditures also varied depending on origin of travellers. Visitors from the rest of Canada spent the most (\$49.86) whereas International travellers spent the least per person (\$26.72). Per person expenditures also varied by accommodation type with travellers staying at resort/hotel/motel spending, on average, more per person (\$55.53) than travellers staying with friends or relatives (\$35.63). Larger parties spent on average less per person than smaller travel parties. With respect to age, travellers over the age of 65 spent the most per person (\$53.13, Table 19).

Table 19. Average daily expenditures by visitors in Williams Lake.

	Average Daily Expenditure per Party (CDN\$)* in Williams Lake (n=83) ¹	Average per Person Daily Expenditure (CDN\$)* in Williams Lake (n=81) ^{1,2}
Overall	\$95.16	\$40.46
Origin		
BC	\$88.76	\$43.45
Other Canada	\$128.21	\$49.86
United States	\$110.00	\$38.14
Other International	\$55.36	\$26.72
Primary Accommodations		
Resort/Hotel/Motel	\$118.64	\$55.53
Campground/RV	\$90.43	\$36.29
Friends or Relatives	\$76.00	\$35.63
Other ³	\$66.67	\$25.00
Travel Party Size		
1 person ⁴	\$46.50	\$46.50
2 people	\$92.80	\$46.40
3-4 people	\$117.06	\$31.59
5 or more people ⁵	\$166.67	\$33.33
Age		
Under 24 Years ⁶	\$100.00	\$25.00
25-34 Years ⁷	\$46.67	\$23.33
35-44 Years ⁸	\$138.75	\$48.00
45-54 Years	\$68.21	\$29.84
55-64 Years	\$92.10	\$39.75
65 Years or Older	\$121.43	\$53.13

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

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

1. 7% (n=7) of travellers began trip on the day of interview, and therefore did not have responses, 11% (n=12) Don't Know/No Response.
2. Per person sample size differs from per party sample size due to the absence of party size information (n=1) and trimming the top 2% of cases of travel party size to ensure an accurate mean travel party size (n=1).
3. Other accommodation includes cabin (n=1) and dry camp (n=1). Caution is advised when interpreting these numbers because the sample size for this category is low (n=3).
4. Caution is advised when interpreting these numbers because the sample size for this category is low (n=10).
5. Caution is advised when interpreting these numbers because the sample size for this category is low (n=3).
6. Caution is advised when interpreting these numbers because the sample size for this category is low (n=1).
7. Caution is advised when interpreting these numbers because the sample size for this category is low (n=9).
8. Caution is advised when interpreting these numbers because the sample size for this category is low (n=7).

Overnight Business Travellers

Overnight business travellers were those visiting the Williams Lake region for business purposes. They comprised 9% of all interviewed travellers at the Williams Lake Visitor Centre (VC). Although day tripper business travellers were interviewed, due to the small sample size (n=9) they were excluded from analysis. Compared to overnight non-business travellers, overnight business travellers stayed longer (8 days vs. 2 days) and spent noticeably more than overnight non-business travellers visiting the Williams Lake region (\$197 vs. \$164 per party; \$104.60 vs. \$67.41 per person).

Demographics and Traveller Characteristics

Origin

The majority of overnight business travellers were British Columbian residents (77%) whereas the rest were from elsewhere in Canada (15%), the United States (4%) and other international countries (4%, Table 20).

Table 20. Overnight business traveller demographics at the Williams Lake VC.

	Williams Lake VC	
	Number of Travellers	Percentage of Travellers
Origin		
British Columbia	36	76.6%
Other Canada ¹	7	14.9%
United States ²	2	4.3%
Other International ³	2	4.3%
Travel Party Size		
Proportion with Children	6	12.8%
	Average ⁴	Median
Overall Party Size	2.13	2.00
Overall Party Size – Without Children	1.88	2.00
Overall Party Size – With Children	3.83	4.00

1. 'Other Canada' include Alberta (n=2), Manitoba (n=1), Ontario (n=1) and Saskatchewan (n=1).

2. 'United States' includes Alaska (n=1) and Texas (n=1).

3. 'Other International' includes United Kingdom (n=2).

4. The top 2% of responses were trimmed to ensure an accurate mean party size.

Over two-thirds (61%) of overnight business travellers had previously been to the Williams Lake region. Canadians from other provinces (71%) and British Columbia residents (63%) had the highest incidence of previous visitation to Williams Lake. In comparison, half of other international travellers and none of the U.S. travellers interviewed had previously visited Williams Lake (Figure 36).

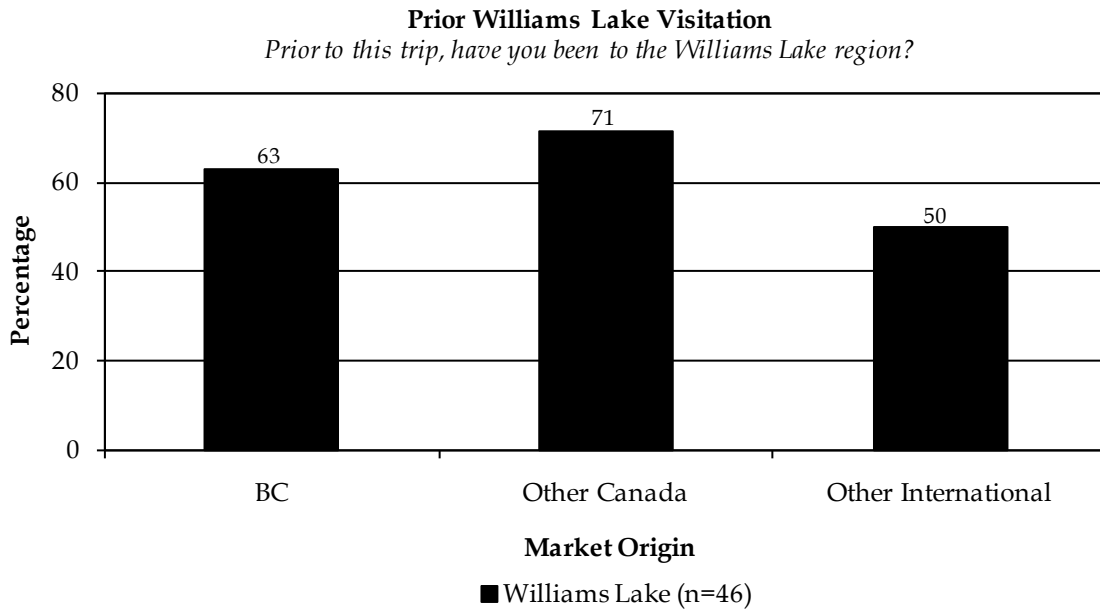


Figure 36. Overnight business travellers previous visitation to Williams Lake by traveller origin.

Overnight business travellers that had already been to the Williams Lake region had averaged 7.3 trips to this region in the past two years. One-eighth (14%) of overnight business travellers had visited only once but almost half (46%) had visited six or more times.

Trip Characteristics

Trip Length

The average trip length for business travellers who stayed overnight was 25 days away from home, of which 20 days were spent in British Columbia and 8 days in the Williams Lake region (Table 21). Trip length was noticeably different based on the origin of the business traveller (Table 22). British Columbians spent less time away from home (21 days) and in the Williams Lake region (6 days) than did the average traveller interviewed at the Williams Lake VC. Sample sizes are too small for a meaningful analysis based on origins other than those from British Columbia.

Trip Expenditures

The average daily expenditures for overnight business travellers visiting the Williams Lake region was \$197 per travel party or \$105 **per person** (Table 21). On a per person basis, British Columbians spent the least amount during their visit to the Williams Lake region. Sample sizes are too small for a meaningful analysis based on origins other than those from British Columbia. Small sample sizes also limit the inferences that can be made about expenditures and travel party size. However, larger parties spent noticeably less **per person**, on average, than did solo travellers (Table 23).

Table 21. Overnight business travellers' trip and traveller characteristics.

Trip Length and Expenditures	Average ^{1,2}	Median
Length of Entire Trip	24.57	9.50
Length of Trip in British Columbia	20.30	7.00
Length in the Williams Lake region	7.63	2.00
Party Expenditures	\$196.76	\$200.00

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

Table 22. Overnight business travellers average length of stay by traveller origin.

Traveller Origin	Average Length of Entire Trip ¹ (n=46)	Average Length of Trip in British Columbia ¹ (n=46)	Average Length in the Williams Lake region ¹ (n=38)
Overall	24.57	20.30	7.63
British Columbia	21.28	20.86	6.44
Other Canada ²	36.50	21.83	15.29
United States ³	55.00	13.00	1.50
Other International ⁴	17.50	13.00	3.00

1. The top 2% of responses were trimmed to ensure an accurate mean length.
2. Caution is advised when interpreting these numbers because the sample size for this category is low (n=6).
3. Caution is advised when interpreting these numbers because the sample size for this category is low (n=2).
4. Caution is advised when interpreting these numbers because the sample size for this category is low (n=2).

Table 23. The average daily expenditures of overnight business travellers at the Williams Lake VC.

	Average Daily Expenditure per Party (CDN\$)* Williams Lake VC (n=34) ¹	Average per Person Daily Expenditure (CDN\$)* Williams Lake VC (n=33) ^{1,2}
Overall	\$196.76	\$104.60
Origin		
BC	\$177.71	\$85.00
Other Canada ³	\$237.50	\$178.13
United States ⁴	\$250.00	\$166.67
Other International ⁵	\$250.00	\$166.67
Travel Party Size		
1 person	\$197.69	\$197.69
2 people	\$167.50	\$83.75
3-4 people ⁶	\$305.00	\$89.71
5 or more people ⁷	\$150.00	\$30.00

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

Practical differences of ± 10% from the overall average are colour-coded.

1. 15% (n=7) of travellers began trip on the day of interview, and therefore did not have responses, 9% (n=4) Don't Know/No Response. Day trippers were not included in this analysis.
2. Per person sample size differs from per party sample size due to the absence of party size information in one case.
3. Caution is advised when interpreting these numbers because the sample size for this category is low (n=6).
4. Caution is advised when interpreting these numbers because the sample size for this category is low (n=2).
5. Caution is advised when interpreting these numbers because the sample size for this category is low (n=2).
6. Caution is advised when interpreting these numbers because the sample size for this category is low (n=5).
7. Caution is advised when interpreting these numbers because the sample size for this category is low (n=1).

Conclusions

1. Overnight non-business travellers who stopped at the Williams Lake VC:

- Were predominantly from BC (49%), the U.S. (20%) or from countries outside North America (18%).
- Were most likely to be over the age of 45 (77%).
- Were likely to have attained at least a college or technical diploma (59%).
- Were most likely to be travelling without children (81%).
- Were most likely to have annual household incomes of \$100,000 or higher (34%) or between \$65,000 to \$99,999 (25%).
- Were most likely to rate their overall travel experience in the region as good or excellent (92%).
- Were most likely to rate themselves as either very satisfied (78%) or somewhat satisfied (10%) with their experience in British Columbia.

Trip characteristics of overnight non-business travellers at the Williams Lake VC showed that:

- The primary trip purpose was leisure (76%), followed by visiting friends and family (23%).
- Cars/trucks/motorcycles were the primary mode of transportation for most travellers (71%), followed by an RV (28%).
- Campgrounds/RV parks were the primary accommodation type for half (50%) of all travellers, followed by resorts/hotels/motels (30%).
- Most travellers (79%) spent three weeks or more planning their trip, with the most common planning horizon being greater than 13 weeks.
- One-third of the travellers (33%) rated themselves as very flexible in terms of having extra time to spend in the Williams Lake region and almost a half (46%) rated themselves very flexible in terms of having extra time to spend in British Columbia.
- The most frequently participated in activities included visiting municipal/provincial/national parks (74%), wildlife viewing (63%), visiting a museum, heritage or historic site (61%), shopping for local arts and crafts (55%), hiking (44%), fine dining (37%), and visiting a farm/farmers' market, orchard or food processor (33%).
- Past experience (62%), visitor guides and brochures (58%) and advice from friends or relatives (47%) were among the top information sources used before travel.
- Visitor Centres were the top information source used during travel as listed by 84% of respondents.
- The average time spent in the Williams Lake region was two days.

2. Overnight business travellers who stopped at the Williams Lake VC:

- Were predominately from BC (77%) or from other areas of Canada (15%).
- Were most likely to be travelling without children (87%).

Trip characteristics of overnight business travellers at the Williams Lake VC showed that:

- The average party size was 2.1 people.
- The average trip length away from home was 25 days with an average of 8 days spent in Williams Lake.
- The average daily expenditures per party was \$197.

3. The profile of travellers at the Williams Lake VC can be applied:
 - To ensure that the current information provided to VC users reflects the needs of travellers using the VC. For example, is there enough information at the Williams Lake VC about local sightseeing?
 - To support a business plan of an entrepreneur looking at investing in the Williams Lake region. For example, using the profiles of travellers who visit the Williams Lake region to determine appropriate marketing schemes.
4. The profile of travellers at the Williams Lake VC can also be used for business planning and management of new and existing tourism businesses in the Williams Lake region. The data presented provides details on the types of clients new tourism businesses in the Williams Lake region can expect and characteristics, interests and trip flexibility of potential clients who could be attracted through marketing (brochures, etc.) at the Williams Lake VC.
5. The majority of overnight non-business travellers found that the VC met (16%) or exceeded (82%) their expectations.
6. The Williams Lake VC had a positive impact on traveller behaviour. Forty-eight percent of overnight non-business travellers learned about new activities/places/attractions; 29% reported that they would spend extra time in the region, 32% reported that they would spend extra time in other parts of British Columbia and 50% would make another trip as a direct result of the information they obtained at the Williams Lake VC. Repeat visits are important for generating long term tourism revenues for the Williams Lake region and British Columbia as a whole. Future research should be conducted to determine what percentage of travellers who said they would return actually do return as a result of the information obtained.
7. Almost three-quarters (73%) of all overnight non-business travellers who stopped at the VC spoke to a Visitor Information Counsellor. Travellers who spoke to Counsellors were more likely to learn about new activities/places/ attractions compared to those who did not. This finding highlights the importance of having a Counsellor available at all times to help travellers.

Limitations

1. These results are representative of the influence the Williams Lake VC had on travellers who did not live in the Williams Lake region. This study did not explore the impact on travellers who call or email for information prior to their visit. In addition, it did not describe the impacts that local residents receive from the Williams Lake VC or the impacts of local residents collecting information for their non-resident guests.
2. Some of the statistics contained within this report were produced with small sample sizes; consequently some of the results should be treated with caution.
3. Findings from similar studies in other communities in British Columbia have differed from these results; therefore, the findings presented in this report cannot be applied to other communities.
4. These estimates do not include non-business day trip or tour group travellers, as they were excluded from the survey.
5. Due to the scale of the map, obtaining detailed routing of certain geographic areas is not possible, for example, it was difficult to interpret whether Highway 1 or Highway 7 was used when travelling into Vancouver, therefore the continuation of the route had to be analyzed to make the best interpretation for data entry purposes.
6. Only the main highway routes were included on the mailback questionnaire map; if all routes were included it would have been more difficult for the respondent to indicate what routes were taken (due to the cluttering of the map), as a result of this decision, some routes were manually drawn in by respondents. In these cases, attempts to match the route segments to the original road network layers were performed. Routes were not included in the routing analysis if they did not match or were not frequent enough to justify adding another segment to the road network layer (e.g. logging or other back country roads).
7. Some respondents indicated what communities they spent overnight in but did not indicate the number of nights. In this case, attempts were made to interpret the length from other survey questions (i.e. how many days did you spend away from your residence on this trip? How many of those days were spent in British Columbia?), but if the length of stay was unclear it was omitted from the average length of stay analysis and in the frequency analysis.
8. Results presented here do not represent the full range of analysis that can be completed with the data collected. Please contact Research & Planning, Tourism British Columbia (research@tourismbc.com) for more information on obtaining custom reports using this data. For example, a profile of travellers visiting friends and family versus those that were travelling for leisure could be developed.

Appendices

Appendix A - Interview Schedules and Completions

Appendix B - Intercept Questionnaires

Appendix C - Mailback Questionnaires

Appendix D - Response Bias Testing

Appendix E - Suggestions to Improve the Services Offered at the Centre

Appendix F - Other Visitor Centres Visited in British Columbia

Appendix G - Comments from the Williams Lake Visitor Centre Mailback Survey

Appendix H - Detailed Mapping Methods

Appendix A. Interview Schedule and Completions

Table A1. Interview schedule and completion: Visitor Centre Questionnaire, June – July.

	Williams Lake Visitor Centre Questionnaire (June-July 2008)							
	Number of People Approached	Refused	Agreed to Participate	Previous Participation	Residents	Non-Residents	Part of Tour Group	Useable Tourist Surveys
June 3	29	13	16	0	3	13	0	13
June 4	31	13	18	0	8	10	0	10
June 8	24	10	14	0	1	13	1	12
June 10	32	15	17	0	4	13	0	13
June 14	26	8	18	0	9	9	0	9
June 16	24	6	18	0	7	11	0	11
June 20	28	9	19	0	11	8	0	8
June 22	30	8	22	0	5	17	0	17
June 26	28	8	20	0	7	13	1	12
July 2	35	10	25	1	13	11	0	11
July 4	35	14	21	1	10	10	0	10
July 5	30	14	16	0	4	12	0	12
July 8	35	19	16	0	5	11	0	11
July 10	28	11	17	0	6	11	0	11
July 14	19	6	13	0	5	8	0	8
July 16	19	6	13	0	2	11	0	11
July 20	20	8	12	1	4	7	0	7
July 22	22	5	17	0	5	12	0	12
July 23	26	7	19	3	6	10	0	10
July 26	19	4	15	0	6	9	0	9
July 27	19	4	15	0	3	12	1	11
July 28	30	6	24	2	8	14	0	14
July 29	23	9	14	1	5	8	0	8

Table A2. Interview schedule and completion: Visitor Centre Questionnaire, August.

	Williams Lake Visitor Centre Questionnaire (August 2008)							
	Number of People Approached	Refused	Agreed to Participate	Previous Participation	Residents	Non- Residents	Part of Tour Group	Useable Tourist Surveys
August 1	28	11	17	0	8	9	0	9
August 2	29	10	19	2	7	10	0	10
August 3	28	11	17	1	6	10	0	10
August 4	29	12	17	1	9	7	0	7
August 7	21	7	14	1	4	9	0	9
August 8	15	3	12	0	5	7	0	7
August 9	24	8	16	4	5	7	0	7
August 10	19	6	13	1	6	6	0	6
August 13	20	5	15	1	7	7	0	7
August 14	20	4	16	0	6	10	5	5
August 15	17	6	11	0	5	6	0	6
August 16	22	6	16	0	9	7	0	7
August 19	16	1	15	0	5	10	0	10
August 20	28	6	22	1	8	13	0	13
August 21	21	4	17	2	6	9	0	9
August 22	22	4	18	2	5	11	0	11
August 25	20	3	17	1	6	10	0	10
August 26	14	3	11	2	3	6	0	6
August 27	22	6	16	1	10	5	0	5
August 28	18	4	14	0	8	6	0	6
August 29	20	5	15	2	6	7	0	7
Total June - August	1,065	338	727	31	271	425	8	417

Table A3. Interview schedule and completion: Reference Site Questionnaire.

	Williams Lake Reference Site Questionnaire (June-July 2008)							
	Number of People Approached	Refused	Agreed to Participate	Previous Participation	Residents	Non-Residents	Part of Tour Group	Useable Tourist Surveys
June 2	20	6	14	0	2	12	0	12
June 5	33	8	25	1	7	17	1	16
June 9	31	9	22	0	4	18	0	18
June 11	24	3	21	0	7	14	0	14
June 15	17	4	13	0	0	13	1	12
June 17	29	5	24	0	9	15	0	15
June 21	23	4	19	3	8	8	0	8
June 23	27	3	24	0	11	13	0	13
July 3*	14	1	13	0	8	5	0	5
July 9*	7	0	7	0	7	0	0	0
July 11*	7	1	6	0	3	3	0	3
July 15	25	5	20	0	5	15	0	15
July 17	32	6	26	1	9	16	1	15
July 21	26	4	22	0	6	16	0	16
Total June - July	315	59	256	5	86	165	3	162

*Indicates Reference Site Questionnaires conducted at the Museum of the Cariboo Chilcotin, the Station House Gallery and Scout Island; these interviews were not included in the analysis of this report due to the small number of useable tourist surveys (n=8).

Appendix B. Interview Questionnaires

Interviewer _____

Date _____

WILLIAMS LAKE 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 Williams Lake 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. Have you or anybody in your travel party been previously interviewed in Williams Lake on this trip?

☐ NO ☐ YES *Thank you. You will only be interviewed once.*

3. Are you a resident of the Williams Lake region? The Williams Lake region includes the area north of 140 Mile House, south of McLeese Lake and between Riske Creek and Horsefly/Likely.

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

4. Are you part of an organized tour group?

☐ NO → Go to Q5 ☐ YES → Go to Box 1

BOX 1 (ONLY FOR TOUR GROUP TRAVELLERS)

▪ What is the total time you will spend in Williams Lake on this tour?

_____ HOURS OR _____ DAYS ☐ DK/NR

▪ In Canadian dollars, excluding expenses for the tour, what do you expect your travel party's total expenditures to be in Williams Lake?

\$ _____ ☐ DK/NR

▪ 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

That concludes our interview. Thank you for participating!

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

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

6. Prior to this trip, have you been to the Williams Lake region? The Williams Lake region includes the area north of 140 Mile House, south of McLeese Lake and between Riske Creek and Horsefly/Likely.

☐ YES → Go to Q7 ☐ NO → Go to Q8 ☐ DK/NR → Go to Q8

7. Including this trip, how many times have you visited the Williams Lake region in the past two years?

_____ time(s)

8. 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

Interviewer _____

Date _____

WILLIAMS LAKE VC

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

IF FROM BC 9. What is the **primary** purpose of your trip? Is it for Leisure, Visiting Friends and Family or Business?

- ☐ LEISURE → Go to Q10
☐ VISITING FRIENDS & FAMILY → Go to Q10
☐ WORK/BUSINESS ACTIVITY → Go to Box 2
☐ OTHER (SPECIFY _____) → Go to Q10

IF NOT FROM BC 9. What is the **primary** purpose of your trip to British Columbia? Is it for Leisure, Visiting Friends and Family or Business?

- ☐ LEISURE → Go to Q10
☐ VISITING FRIENDS & FAMILY → Go to Q10
☐ WORK/BUSINESS ACTIVITY → Go to Box 2
☐ OTHER (SPECIFY _____) → Go to Q10

BOX 2 (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

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 Williams Lake region? The Williams Lake region includes the area north of 140 Mile House, south of McLeese Lake and between Riske Creek and Horsefly/Likely.
- ☐ 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!

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

_____ ☐ NONE, TOURING → Go to Q12 ☐ WILLIAMS LAKE → Go to Q12 ☐ DK/NR → Go to Q12

11. Are you on your way to this destination or on your way back?

☐ WAY TO ☐ WAY BACK ☐ DK/NR

12. Have you or are you planning to travel on Highway 20?

☐ YES → Go to Q13 ☐ NO → Go to Q14 ☐ DK/NR → Go to Q14

13. Have you or are you planning to travel on the Bella Coola/Port Hardy BC Ferry?

☐ YES ☐ NO ☐ DK/NR

Interviewer _____

Date _____

WILLIAMS LAKE VC

14. 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).....

- IF Q 12 = YES** A. BELLA COOLA ☐ YES ☐ NO ☐ RESIDENT ☐ DK/NR
- IF Q 12 = YES** B. NIMPO/ANAHIM/TATLA LAKE ☐ YES ☐ NO ☐ RESIDENT ☐ DK/NR
- C. QUESNEL ☐ YES ☐ NO ☐ RESIDENT ☐ DK/NR
- D. WELLS/BARKERVILLE ☐ YES ☐ NO ☐ RESIDENT ☐ DK/NR
- E. PRINCE GEORGE ☐ YES ☐ NO ☐ RESIDENT ☐ DK/NR
- F. 100 MILE HOUSE ☐ YES ☐ NO ☐ RESIDENT ☐ DK/NR
- G. LILLOOET ☐ YES ☐ NO ☐ RESIDENT ☐ DK/NR
- H. CACHE CREEK ☐ YES ☐ NO ☐ RESIDENT ☐ DK/NR

IF FROM BC 15. 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 15. What is your **primary** (most often used) mode of transportation while in British Columbia?

- ☐ CAR/TRUCK/MC ☐ RV ☐ BUS ☐ BICYCLE ☐ OTHER _____

16. 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

IF Q 16 ≤ 1 What is your primary (most time spent) leisure activity while in the Williams Lake region?

- _____ ☐ NONE ☐ DK/NR

What is your travel party's total expenditures be today?

- \$ _____ ☐ DK/NR

That concludes our interview. Thank you for participating!

IF Q 16 > 1 17. How many of those days will be spent travelling in British Columbia? _____ days

18. And how much time will be spent in the Williams Lake region? The Williams Lake region includes the area north of 140 Mile House, south of McLeese Lake and between Riske Creek and Horsefly/Likely.

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

IF SPENDING TIME IN REGION 19. What is your **primary** (most time spent) leisure activity while in the Williams Lake region?

- _____ ☐ NONE ☐ DK/NR

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

- ☐ HOTEL / MOTEL / RESORT ☐ B&B ☐ FISHING LODGE / RESORT ☐ CAMPGROUND / RV ☐ FRIENDS OR RELATIVES ☐ OTHER _____

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

- \$ _____ ☐ BEGAN TRIP TODAY ☐ DK/NR

Interviewer _____

Date _____

WILLIAMS LAKE VC

22. Which of the following statements best describes your flexibility in the amount of time you have to spend in Williams Lake?

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

IF FROM BC AND ENTIRE TRIP IN BC 23. What about your flexibility in the amount of time you have to spend on this entire trip?

- ☐ 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 23. What about your flexibility in the amount of time you have to spend in British Columbia?

- ☐ 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 Williams Lake Visitor Centre.

24. What was your reason for stopping at the Centre today?

25. While visiting today, what information or other things did you obtain or use?

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

- ☐ NO ☐ YES ☐ DK/NR

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

- ☐ NO - Go to Q29 ☐ YES - Go to Q28 ☐ DK/NR - Go to Q29

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

1. _____
 2. _____
 3. _____

Interviewer _____

Date _____

WILLIAMS LAKE VC

SKIP IF Q22 = A (NO EXTRA TIME IN REGION) 29. Will you spend some **extra** time in Williams Lake as a result of the information obtained at the Centre?

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

SKIP IF Q22 ≠ A (SOME EXTRA TIME IN REGION) AND Q23 = A (NO EXTRA TIME IN BC)

30. 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

31. 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

32. How satisfied or dissatisfied are you with the services offered at the Williams Lake Visitor Centre?

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

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

1. _____
2. _____
3. _____

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

34. Including this trip, how many leisure trips have you taken in the past 12 months?

_____ trip(s) ☐ DK/NR

35. 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 | |

36. 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 |

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

- | | |
|--|--|
| <input type="checkbox"/> A. LESS THAN \$25,000 | <input type="checkbox"/> E. \$100,000 TO \$149,999 |
| <input type="checkbox"/> B. \$25,000 TO \$49,999 | <input type="checkbox"/> F. \$150,000 PLUS |
| <input type="checkbox"/> C. \$50,000 TO \$64,999 | <input type="checkbox"/> G. DK/NR |
| <input type="checkbox"/> D. \$65,000 TO \$99,999 | |

Interviewer _____

Date _____

WILLIAMS LAKE VC

38. Gender of respondent

☐ MALE

☐ FEMALE

39. 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 40. Can I get your name and mailing address?

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

41. For quality assurance purposes, can my supervisor contact you by email to verify the information collected in this interview?

☐ NO

☐ YES

IF YES 42. Can I get your name and email address?

Name:
Email Address:

Thank you for participating!

Interviewer _____

Date _____

WILLIAMS LAKE 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 Williams Lake 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. Have you or anybody in your travel party been previously interviewed in Williams Lake on this trip?

☐ NO ☐ YES *Thank you. You will only be interviewed once.*

3. Are you a resident of the Williams Lake region? The Williams Lake region includes the area north of 140 Mile House, south of McLeese Lake and between Riske Creek and Horsefly/Likely.

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

4. Are you part of an organized tour group?

☐ NO → Go to Q5 ☐ YES → Go to Box 1

BOX 1 (ONLY FOR TOUR GROUP TRAVELLERS)

▪ What is the total time you will spend in Williams Lake on this tour?

_____ HOURS OR _____ DAYS ☐ DK/NR

▪ In Canadian dollars, excluding expenses for the tour, what do you expect your travel party's total expenditures to be in Williams Lake?

\$ _____ ☐ DK/NR

▪ 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

That concludes our interview. Thank you for participating!

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

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

6. Prior to this trip, have you been to the Williams Lake region? The Williams Lake region includes the area north of 140 Mile House, south of McLeese Lake and between Riske Creek and Horsefly/Likely.

☐ YES → Go to Q7 ☐ NO → Go to Q8 ☐ DK/NR → Go to Q8

7. Including this trip, how many times have you visited the Williams Lake region in the past two years?

_____ time(s)

8. 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

Interviewer _____

Date _____

WILLIAMS LAKE RS

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

IF FROM BC 9. What is the **primary** purpose of your trip? Is it for Leisure, Visiting Friends and Family or Business?

- ☐ LEISURE → Go to Q10
☐ VISITING FRIENDS & FAMILY → Go to Q10
☐ WORK/BUSINESS ACTIVITY → Go to Box 2
☐ OTHER (SPECIFY _____) → Go to Q10

IF NOT FROM BC 9. What is the **primary** purpose of your trip to British Columbia? Is it for Leisure, Visiting Friends and Family or Business?

- ☐ LEISURE → Go to Q10
☐ VISITING FRIENDS & FAMILY → Go to Q10
☐ WORK/BUSINESS ACTIVITY → Go to Box 2
☐ OTHER (SPECIFY _____) → Go to Q10

BOX 2 (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

IF OVERNIGHT TRAVELLERS

- How many of those days will be spent travelling in British Columbia? _____ days
- And what is the total time you will spend in the Williams Lake region? The Williams Lake region includes the area north of 140 Mile House, south of McLeese Lake and between Riske Creek and Horsefly/Likely
- ☐ 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!

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

_____ ☐ NONE, TOURING → Go to Q12 ☐ WILLIAMS LAKE → Go to Q12 ☐ DK/NR → Go to Q12

11. Are you on your way to this destination or on your way back?

☐ WAY TO ☐ WAY BACK ☐ DK/NR

12. Have you or are you planning to travel on Highway 20?

☐ YES → Go to Q13 ☐ NO → Go to Q14 ☐ DK/NR → Go to Q14

13. Have you or are you planning to travel on the Bella Coola/Port Hardy BC Ferry?

☐ YES ☐ NO ☐ DK/NR

Interviewer _____ Date _____ WILLIAMS LAKE RS

14. 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).....

- IF Q 12 = YES A. BELLA COOLA ☐ YES ☐ NO ☐ RESIDENT ☐ DK/NR
- IF Q 12 = YES B. NIMPO/ANAHIM/TATLA LAKE ☐ YES ☐ NO ☐ RESIDENT ☐ DK/NR
- C. QUESNEL ☐ YES ☐ NO ☐ RESIDENT ☐ DK/NR
- D. WELLS/BARKERVILLE ☐ YES ☐ NO ☐ RESIDENT ☐ DK/NR
- E. PRINCE GEORGE ☐ YES ☐ NO ☐ RESIDENT ☐ DK/NR
- F. 100 MILE HOUSE ☐ YES ☐ NO ☐ RESIDENT ☐ DK/NR
- G. LILLOOET ☐ YES ☐ NO ☐ RESIDENT ☐ DK/NR
- H. CACHE CREEK ☐ YES ☐ NO ☐ RESIDENT ☐ DK/NR

IF FROM BC 15. 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 15. What is your **primary** (most often used) mode of transportation while in British Columbia?

- ☐ CAR/TRUCK/MC ☐ RV ☐ BUS ☐ BICYCLE ☐ OTHER _____

16. 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

IF Q 16 ≤ 1 16. What is your primary (most time spent) leisure activity while in the Williams Lake region?

- _____ ☐ NONE ☐ DK/NR

17. 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 16 > 1 17. How many of those days will be spent travelling in British Columbia? _____ days

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

- ☐ HOTEL / MOTEL / RESORT ☐ B&B ☐ FISHING LODGE / RESORT ☐ CAMPGROUND / RV ☐ FRIENDS OR RELATIVES ☐ OTHER _____

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

\$ _____ ☐ BEGAN TRIP TODAY ☐ DK/NR

The next few questions ask specifically about your time in Williams Lake.

20. What is the total time you will spend in the Williams Lake region? The Williams Lake region includes the area north of 140 Mile House, south of McLeese Lake and between Riske Creek and Horsefly/Likely.

- ☐ NONE, JUST PASSING THROUGH → Go to Q24
- ☐ A FEW HOURS (<12) _____ HOURS → Go to Q22
- ☐ ONE OR MORE DAY(S) _____ DAY(S) → Go to Q21
- ☐ DK/NR → Go to Q24

21. Which of the following best describes your **primary** (most often used) type of accommodation in the Williams Lake region?

- ☐ HOTEL / MOTEL / RESORT ☐ B&B ☐ FISHING LODGE / RESORT ☐ CAMPGROUND / RV ☐ FRIENDS OR RELATIVES ☐ OTHER _____

Interviewer _____

Date _____

WILLIAMS LAKE RS

22. What is your **primary** (most time spent) leisure activity while in the Williams Lake region?

☐ NONE

☐ DK/NR

23. In Canadian dollars, what will your travel party's total expenditures be for **today** in the Williams Lake region, including accommodation?

\$ _____

☐ NONE

☐ DK/NR

24. Which of the following statements best describes your flexibility in the amount of time you have to spend in Williams Lake?

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

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

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

☐ D. DK/NR

IF FROM BC AND ENTIRE TRIP IN BC 25. What about your flexibility in the amount of time you have to spend on this entire trip?

☐ 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 25. What about your flexibility in the amount of time you have to spend in British Columbia?

☐ 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

SKIP IF VC 26. On this trip, have or do you plan to stop at the Williams Lake Visitor Centre?

☐ NO

☐ YES

☐ DK/NR

IF NO 27. Why not? _____

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

28. Including this trip, how many leisure trips have you taken in the past 12 months?

_____ trip(s)

☐ DK/NR

29. In which of the following age category are you?

☐ A. UNDER 24 YEARS

☐ B. 25-34 YEARS

☐ C. 35-44 YEARS

☐ D. 45-54 YEARS

☐ E. 55-64 YEARS

☐ F. 65 YEARS OR OLDER

☐ G. DK/NR

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

☐ A. LESS THAN HIGH SCHOOL

☐ B. HIGH SCHOOL

☐ C. SOME TECHNICAL COLLEGE OR UNIVERSITY

☐ D. COLLEGE OR TECHNICAL DIPLOMA

☐ E. UNIVERSITY DEGREE

☐ F. MASTERS/PHD DEGREE

☐ G. OTHER _____

☐ H. DK/NR

Interviewer _____

Date _____

WILLIAMS LAKE RS

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

- ☐ 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:

35. For quality assurance purposes, can my supervisor contact you by email to verify the information collected in this interview?

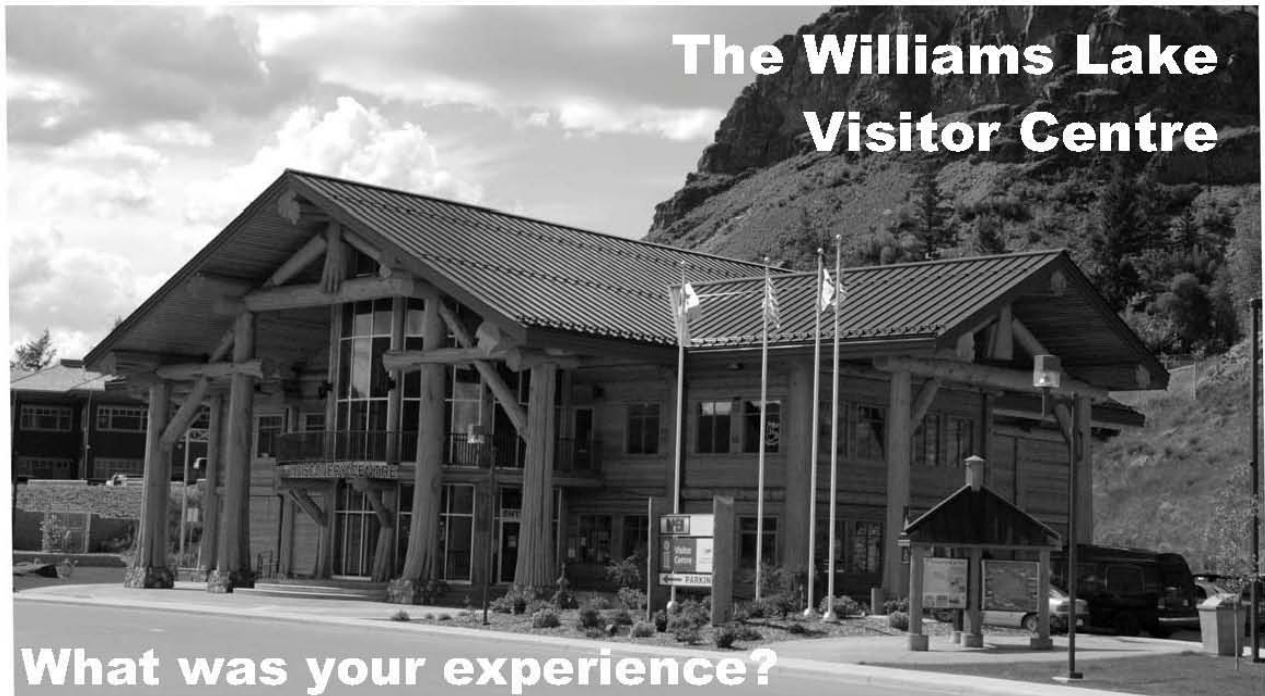
- ☐ NO ☐ YES

IF YES 36. Can I get your name and email address?

Name:
Email Address:

Thank you for participating!

Appendix C. Mailback Questionnaires



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

**Tourism British Columbia
Research & Planning
3rd Floor, 1803 Douglas Street
Victoria, BC Canada V8T 5C3**



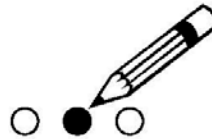
Your opinions are important...

Thank you for participating in this survey. Tourism British Columbia and the Williams Lake Visitor Centre are working together to better understand your experiences, activities and impressions of your trip to the Williams Lake 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 & Planning
3rd Floor, 1803 Douglas Street
Victoria, BC
Canada V8T 5C3



If you have any questions, please call
(toll free) 1-877-877-8811 in North America
or 1-250-356-5629 from elsewhere.

About your entire 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 Williams Lake 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?

Be prepared to flip your survey for the next question...

Mapping your trip...

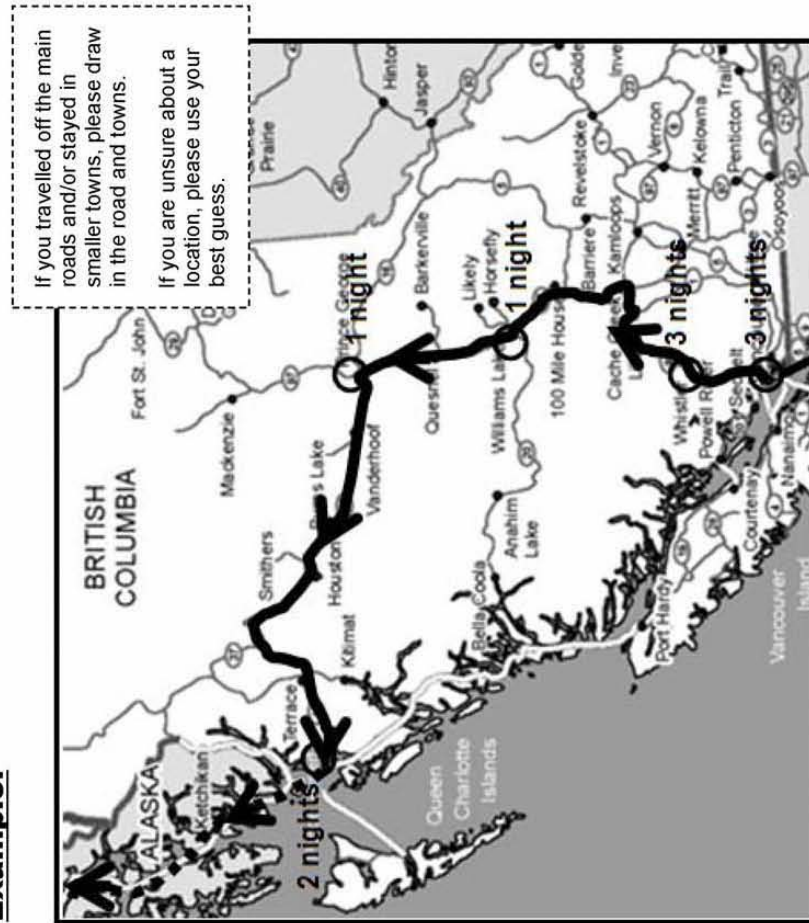
6. Using the map below, please:
- A. **Trace** your party's travel route in the area shown on the map (preferably in coloured pen or marker). Please include your return route, even if you travelled the same way in both directions (*please use arrows*).

Use the symbols below to show:

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

- B. **Circle** each place that you stayed overnight.
- C. **Write in** how many nights you stayed in each place

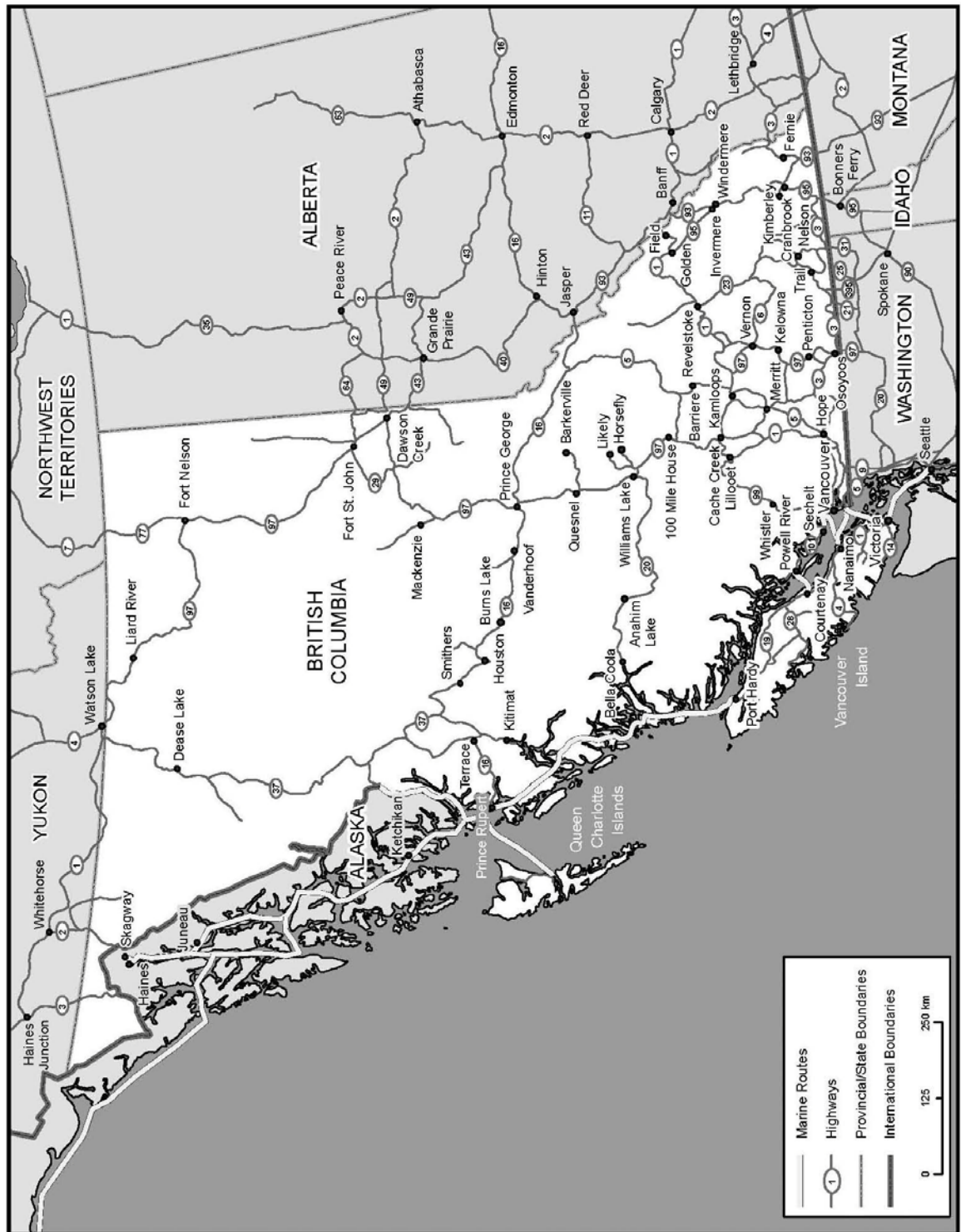
Example:



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

On this map, please:

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



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 **Williams Lake** region?
Mark all that apply.

Your activities	A Participated in during this trip <i>Mark all that apply</i>	B Participated in while in the Williams Lake region <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:		
wildlife viewing (whale, bear, birds, etc.)	<input type="radio"/>	<input type="radio"/>
fishing	<input type="radio"/>	<input type="radio"/>
kayaking/canoeing	<input type="radio"/>	<input type="radio"/>
jet boating	<input type="radio"/>	<input type="radio"/>
boating (other than kayaking/canoeing/jet boating)	<input type="radio"/>	<input type="radio"/>
mountain biking	<input type="radio"/>	<input type="radio"/>
cycling (other than mountain biking)	<input type="radio"/>	<input type="radio"/>
hiking	<input type="radio"/>	<input type="radio"/>
horseback riding	<input type="radio"/>	<input type="radio"/>
white water rafting	<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"/>
city or municipal facility (swimming pool, performing arts centre etc.)	<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 (specify) _____	<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 were 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 <i>Mark all that apply</i>	B Most useful information <i>Mark top 3</i>	C Used during trip <i>Mark all that apply</i>
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.landwithoutlimits.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"/>
Visitor guides and brochures	<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"/>
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 (0%).

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 (0%).

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

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 your party's 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 Williams Lake Visitor Centre...

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

13. Did you spend any **extra** time in the **Williams Lake** region **as a result of** the information obtained at the Williams Lake Visitor Centre? *The Williams Lake region includes the area north of 140 Mile House, south of McLeese Lake and between Riske Creek and Horsefly/Likely.*

☐ 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 Williams Lake Visitor Centre live up to your original expectations?

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

17. We interviewed you at the Williams Lake 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 the Williams Lake Visitor Centre?

What do you think about Williams Lake?

This section asks questions about your impressions and experiences of your trip to the Williams Lake region.

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

Positive

1. _____
2. _____
3. _____

Negative

1. _____
2. _____
3. _____

20. What do you consider to be unique about the **Williams Lake** region? Unique characteristics are those that make the Williams Lake 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 (more than 1 hour) in the **Williams Lake** region?

- ☐ Yes → Go to Question 22
☐ No → Go to Question 27
☐ Don't know → Go to Question 27

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

23. When you were in the **Williams Lake** region, did you visit the... Choose **one** answer for **each** row.

	Yes	No	Don't know
A) The Williams Lake Stampede (June 27 th – 30 th)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B) Scout Island Nature Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C) The Museum of the Cariboo Chilcotin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D) The Station House Gallery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. If you answered 'Yes' to any attraction in Question 23, do you have any suggestions for improvement?

25. What new or expanded services, activities and attractions would you like to see if you visited the **Williams Lake** region again? Please list up to three.

1.

2.

3.

26. Given your experience travelling in the **Williams Lake** region, how likely are you to return to the Williams Lake 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 travel experience...

This section asks questions about your impressions of British Columbia.

27. 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.

28. 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...

29. Who was in your travel party when we encountered you at the Williams Lake 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		

30. Is English your primary language?

- ☐ Yes
☐ No → What language is? Please specify. _____

31. 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.

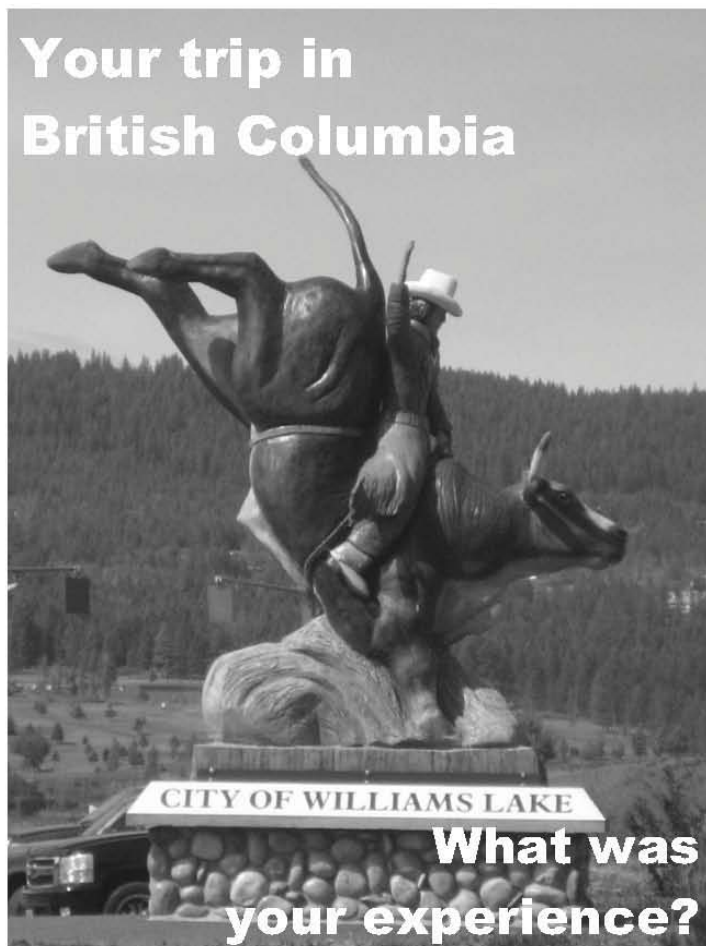
@

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 2008. Please return your completed questionnaire in the enclosed postage-paid envelope to:



Tourism British Columbia
Research Services
3rd Floor, 1803 Douglas Street
Victoria, BC Canada V8T 5C3



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

**Tourism British Columbia
Research & Planning
3rd Floor, 1803 Douglas Street
Victoria, BC Canada V8T 5C3**



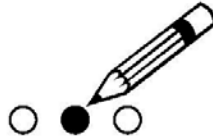
Your opinions are important...

Thank you for participating in this survey. Tourism British Columbia and the Williams Lake & District Chamber of Commerce are working together to better understand your experiences, activities and impressions of your trip to the Williams Lake 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 & Planning
3rd Floor, 1803 Douglas Street
Victoria, BC
Canada V8T 5C3



If you have any questions, please call
(toll free) 1-877-877-8811 in North America
or 1-250-356-5629 from elsewhere.

About your entire 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 while in Williams Lake.

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?

Be prepared to flip your survey for the next question...

Mapping your trip...

6. Using the map below, 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

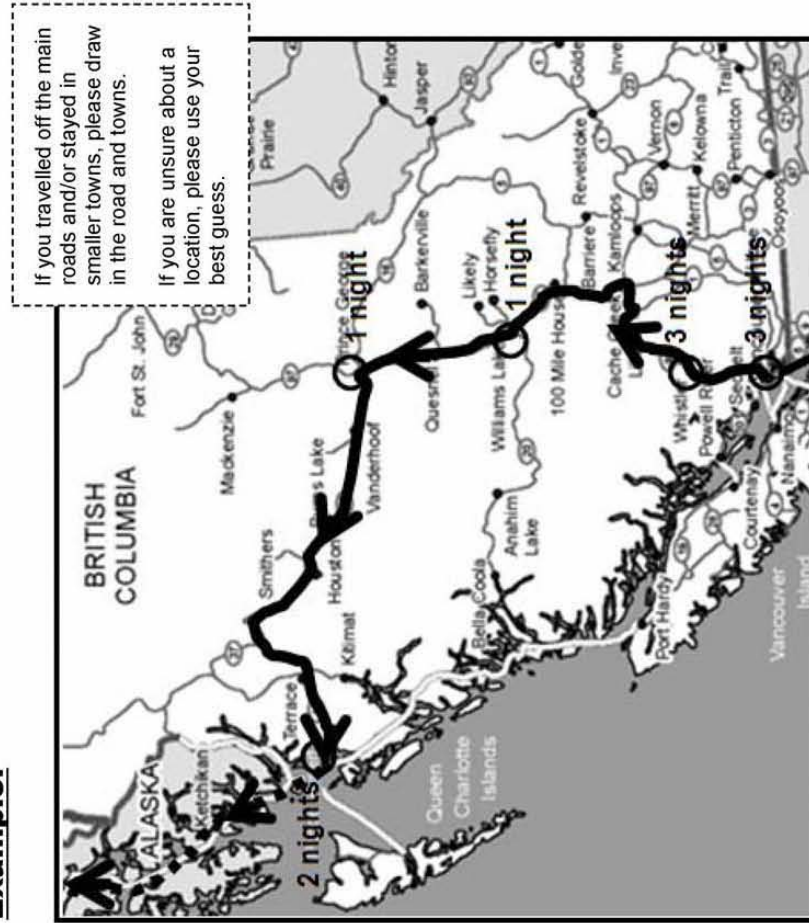
-- where you took a cruise or ferry

|||| where you took a train

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

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

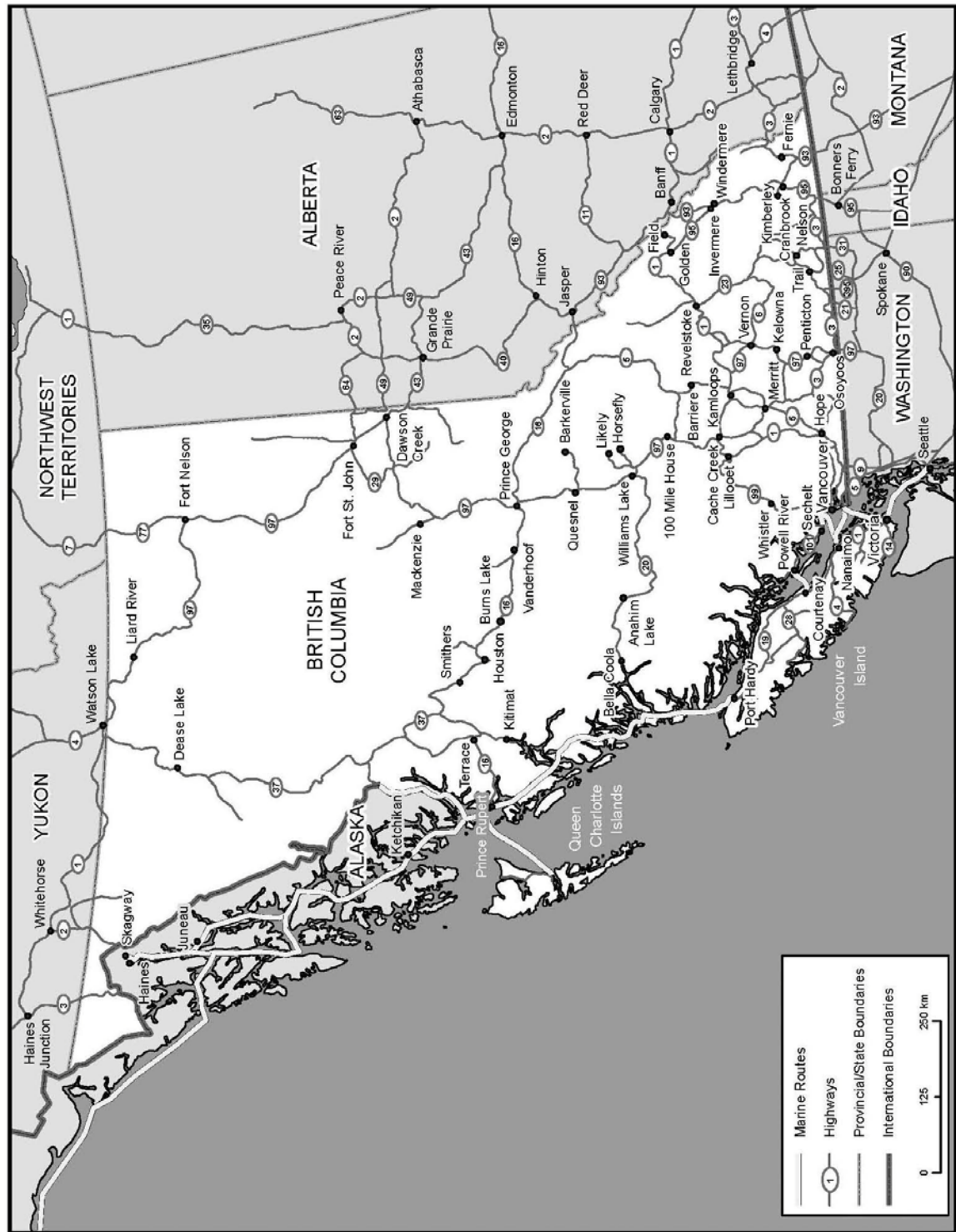
Example:



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

On this map, please:

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



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 **Williams Lake** region?
Mark all that apply.

Your activities	A Participated in during this trip <i>Mark all that apply</i>	B Participated in while in the Williams Lake region <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:		
wildlife viewing (whale, bear, birds, etc.)	<input type="radio"/>	<input type="radio"/>
fishing	<input type="radio"/>	<input type="radio"/>
kayaking/canoeing	<input type="radio"/>	<input type="radio"/>
jet boating	<input type="radio"/>	<input type="radio"/>
boating (other than kayaking/canoeing/jet boating)	<input type="radio"/>	<input type="radio"/>
mountain biking	<input type="radio"/>	<input type="radio"/>
cycling (other than mountain biking)	<input type="radio"/>	<input type="radio"/>
hiking	<input type="radio"/>	<input type="radio"/>
horseback riding	<input type="radio"/>	<input type="radio"/>
white water rafting	<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"/>
city or municipal facility (swimming pool, performing arts centre etc.)	<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 were 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 <i>Mark all that apply</i>	B Most useful information <i>Mark top 3</i>	C Used during trip <i>Mark all that apply</i>
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.landwithoutlimits.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"/>
Visitor guides and brochures	<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"/>
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 (0%).

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 (0%).

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

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 your party's 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 %

What do you think about Williams Lake?

This section asks questions about your impressions and experiences of your trip to the Williams Lake region.

13. How would you describe the mood or atmosphere of **Williams Lake**?

*Please write down **three** words or phrases.*

1. _____
2. _____
3. _____

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

Positive

Negative

- | | |
|----------|----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |

15. What do you consider to be unique about the **Williams Lake** region? Unique characteristics are those that make the Williams Lake region different from other destinations.

Please list up to three.

1. _____
2. _____
3. _____

16. What new or expanded services, activities and attractions would you like to see if you visited the **Williams Lake** region again? *Please list up to three.*

1. _____
2. _____
3. _____

17. During the trip that we interviewed you, did you spend time (more than 1 hour) in the **Williams Lake** region?

- ☐ Yes → Go to Question 18
- ☐ No → Go to Question 22
- ☐ Don't know → Go to Question 22

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

19. When you were in the **Williams Lake** region, did you visit the... Choose **one** answer for **each** row.

	Yes	No	Don't know
A) The Williams Lake Stampede (June 27 th – 30 th)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B) Scout Island Nature Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C) The Museum of the Cariboo Chilcotin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D) The Station House Gallery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. If you answered 'Yes' to any attraction in Question 19, do you have any suggestions for improvement?

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

About the Williams Lake Visitor Centre...

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

22. Overall, how well did the Williams Lake Visitor Centre live up to your original expectations?

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

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

- ☐ Yes → Where? *Please specify.*
- ☐ No

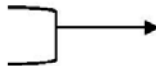
Your overall travel experience...

This section asks questions about your impressions of British Columbia.

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 in Williams Lake?
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. Is English your primary language?

☐ Yes
☐ No → What language is? *Please specify.*

28. 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 2008.
 Please return your completed questionnaire in the enclosed postage-paid envelope to:

Tourism British Columbia
 Research Services
 3rd Floor, 1803 Douglas Street
 Victoria, BC Canada V8T 5C3

Appendix D. Response Bias Testing

Response Bias Testing

Methods

The study design produced two sets of data that are available for analysis – the interview and mailback questionnaires. The respondents could differ because travellers could drop out of the study by not agreeing to complete the mailback questionnaire or by not completing the mailback questionnaire if they had agreed to complete it. Both instances could cause the mailback questionnaire results to be unrepresentative of travellers interviewed (non-response bias).

A series of tests were conducted to assess the mailback questionnaires' representativeness or, in other words, if the mailback questionnaire results portray the actual population of travellers interviewed.

Representativeness was assessed by:

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

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

Results

Differences in Respondents who Agreed or Did Not Agree to Mailback

- At the Williams Lake VC, there four differences between respondents who agreed to participate with those who did not agree to participate in the mailback questionnaire.
- A lower proportion of overseas respondents agreed to participate in the mailback questionnaire.
- A higher proportion of respondents who were not going to spend extra time in BC agreed to participate in the mailback questionnaire.
- A higher proportion of respondents who indicated that they would take another trip to British Columbia agreed to participate in the mailback questionnaire.
- Those who agreed to participate in the mailback survey spent fewer days away from home during their trip.

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

- There were six differences between respondents who returned the mailback questionnaire and those who did not.
- A higher proportion of U.S. respondents did not return the mailback survey.
- A higher proportion of respondents aged 65 years or older returned the mailback survey.
- A higher proportion of respondents with a university degree returned the mailback survey.
- A higher proportion of respondents who indicated that they would not take another trip to British Columbia in the future returned the mailback survey.
- Those who returned the mailback survey spent fewer days away from home during the trip.
- Those who returned the mailback survey spent fewer days in BC during the trip.

Differences in Interview/Mailback Responses

- There were five differences between responses to the mailback survey compared to those given during the interview at the Williams Lake VC.
- Mailback respondents tended to spend fewer days away from home and in British Columbia.
- Mailback respondents also tended to spend less on average.
- However, mailback respondents were more likely to spend extra time in the region and take another trip to/in BC in the future.

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.

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 Williams Lake VC.

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

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

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

Concept/Questions	Trip Characteristics Results		Practical Difference?
	Interview	Mailback	
Mean Days Away From Home	26.0	20.6	✓
Mean Days In BC	13.2	12.0	✓
Mean Daily Expenditure	\$165.1	\$116.1	✓
Mean Party Size	2.5	2.4	No
Age – Under 24 Years	2.6%	1.2%	No
Age – 25-34 Years	7.7%	5.4%	No
Age – 35-44 Years	12.8%	10.8%	No
Age – 45-54 Years	22.0%	21.1%	No
Age – 55-64 Years	32.1%	30.7%	No
Age – 65 Years or Older	22.8%	30.7%	No
Gender - Male	42.0%	43.9%	No
Gender - Female	58.0%	56.1%	No
Parties with Children	18.7%	13.7%	No
Extra Time in Region (% said 'Yes')	28.6%	38.7%	✓
Extra Time in Other Parts of BC (% said 'Yes')	32.4%	37.0%	No
Take Another Trip to/in BC (% said 'Yes')	50.0%	60.2%	✓

Appendix E. Suggestions To Improve The Services Offered At the Visitor Centre

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

Improvements to Visitor Centre Services and Amenities

- Coffee.
- Coupon book for BC/Williams Lake.
- Drinking fountain.
- Food.
- Gift shop.
- Have XL T-shirts.
- Have a geocache station at the centre.
- Have BC calendars for sale in gift shop, couldn't find any.
- Have bigger sizes for T-shirts in visitor centre and gift shop.
- Have Brenda video on the loop, they were waiting for it to start back up but it didn't - they didn't know they had to ask to have it restarted.
- Have hat pins in gift shop.
- Have lights in log house working properly, they wouldn't turn on. They wanted to see inside in more detail.
- Have money exchange services here.
- Have more detailed and future weather forecast on board outside, currently it shows yesterday's.
- Have souvenirs that say Williams Lake, not just Super Natural BC.
- Hours longer.
- Install a RV sani dump on site here at visitor centre - other places have these facilities.
- Longer opening season.
- More activities in centre.
- More computers.
- More info on outdoor activities in area besides the brochures (upstairs and downstairs) have more stuff because there's lots of empty space.
- More info on Wells Grey.
- More interactive info on area.
- More picnic areas.
- More than one language on pamphlets, etc., for example: German.
- More variety of food in coffee shop.
- More Williams Lake merchandise.
- More Williams Lake clothing.
- Not being able to get most of the info of guest ranches online.
- Open coffee shop on Sundays.
- Open longer.
- Pink bear bells.
- Popcorn with movie.
- Printer hooked up to computers.
- Remove offensive shirt in gift shop window, about native fisher.
- Restaurant/more meal choices.
- Road running brochures.
- Sani dump.

Improvements to Visitor Centre Services and Amenities (continued)

- Shower.
- Video in other language.
- Video, more content.
- Water tap outside building.

Improvements to Building/Parking Lot

- Confusing parking lot.
- Entrance parking.
- Everything good but the toilets were clogging.
- Have some shade in parking lot.
- Have something interesting to see downstairs around the tree there's only advertising on walls around tree roots.
- Lots of space in centre not used.
- New pictures in back or more stuff in building.
- Parking better signage.
- Parking entrance.
- Parking entrance from right.
- Parking on left side is confusing.
- Shade parking.
- Signs to say what are upstairs and downstairs.
- Something downstairs.
- Too cold.
- Too cold in here (air conditioner too high).
- Utilize space better, not enough of things inside building (building very big but not enough info, the brochure racks could be in much smaller building).

Signage

- Better sign places & larger.
- Better signage from northern direction coming from Prince George direction on highway 97, they had to turn around.
- Better signs.
- Better signs for info centre.
- Better signs on highway.
- Better signs to building.
- Highway posters what is going on?
- Put signage on north entrance of highway from Prince George direction.
- Signage on highway not good.

Location

- Hard to find.

Appendix F. Other Visitor Centres Visited in British Columbia

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

Locations of Other Visitor Centres Visited ¹	# of Responses	Locations of Other Visitor Centres Visited ¹	# of Responses
100 Mile House	20	Mount Robson	3
Abbotsford	1	Nelson	2
BC Ferry Port Hardy	1	New Hazelton	2
Barkerville*	1	Pemberton	2
Bella Coola	5	Penticton	1
Burns Lake	3	Port Hardy	3
Cache Creek	2	Port McNeill	1
Campbell River	1	Prince George	19
Chemainus	1	Prince Rupert	7
Chetwynd	4	Queen Charlotte City	2
Clearwater (Wells Gray)	10	Quesnel	13
Clinton*	2	Radium Hot Springs	1
Courtenay	1	Revelstoke	3
Cranbrook	1	Rogers Pass*	1
Dawson Creek	9	Salmon Arm	1
Field*	3	Sechelt	1
Fort Langley	1	Smithers	6
Fort Nelson	2	Stewart	1
Fort St. John	7	Summerland	1
Golden	1	Taylor	1
Hazelton	1	Terrace	3
Hope	7	Tumbler Ridge	1
Hudson's Hope	2	Ucluelet	1
Junction (Tofino/Ucluelet)	1	Valemont	1
Kamloops	6	Vancouver	10
Kelowna	1	Vanderhoof	3
Kimberley	1	Vernon	1
Lillooet	3	Victoria	4
Lytton	2	Whistler	4
Mackenzie	2	Yoho National Park*	1
Masset*	1	Various*	10
McBride	1	Cannot remember name*	4
Merritt	1		

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

Appendix G. Comments from the Williams Lake 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 and other.

Staff Friendly and Helpful.

- Agents very helpful.
- Everyone was very helpful and friendly. Enjoy the video very much.
- Excellent hospitality; beautiful building; lots of information.
- Friendly, informative, beautiful.
- Great people; outstanding building.
- Great staff; very helpful; fun hands on displays. Would be nice to have a little snack bar or coffee shop.
- Impressed with knowledge and professionalism of young staff.
- Knowledgeable and friendly.
- Most helpful in booking ferry from Bella Coola to Port Hardy.
- People were friendly and quick to try and help.
- Staff very knowledgeable and friendly.
- Staff was courteous and gave good help to us.
- Staff were friendly and knowledgeable.
- The people were courteous and very helpful.
- The staff was excellent.
- The staff was very friendly and helpful. They had a good knowledge of the area. We appreciated the adequate RV parking.
- The staffs were very friendly and helpful.
- They were very helpful and knowledgeable and very pleasant. The best Visitor Center I've ever been in!
- This is a welcoming and informative center. We stop often for trip planning info.
- Very accommodating and informative, great building.
- Very friendly and helpful.
- Very friendly and well versed on the areas. Will recommend to others to stop there.
- Very friendly staff.
- Very friendly; did some forward booking for us which was very helpful.
- Very helpful staff; good take away material.
- Very pleasant attitude, helpful.
- We were very impressed – friendly, knowledgeable staff, awesome displays and info. Fabulous theatre and video.
- Just stopped for a breather before heading further north. Help were great.

Appreciated VC Services and Amenities.

- Big; friendly people; good décor.
- A beautiful centre and very courteous and friendly staff.
- Beautiful and really nice bathrooms; confusing parking.
- Beautiful building.
- Beautiful building – one of the nicest we've seen. The staffs were very friendly and helpful.
- Beautiful building, loved the tree root and the little red car "stacked".
- Enjoyed displays.
- Enjoyed the film; great staff; would like to have seen more souvenirs; incredible building! Glad to see the building is handicap accessible.

- Fabulous building, great video presentation, friendly, helpful staff.
- Fabulous exterior and interior. A few little tables and chairs would be nice at the coffee corner.
- I really appreciated the ability to get on the internet to e-mail and pay bills, and help the ladies gave us.
- I saw a picture of your center while in Quesnel and was intrigued. The building is very impressive as are the displays and info. The “loaded-up” car is hilarious and the trunk is grand. Your staffs are charming and friendly. A very positive experience.
- I was impressed by the beautiful use of wood and design of building. We enjoyed using a picnic table and washroom facilities.
- It is a very well equipped Visitors Center, modern, people are helpful, very friendly, seems to be the best of all we have been at.
- It is excellent, especially the film.
- It is one of the best I’ve ever visited. Well done!
- It is very beautiful building.
- It is without a doubt the most stunning piece of architectural log design I have seen. I went back to photograph the facility several times.
- It was a beautiful center.
- It was a very beautiful building.
- It was awesome!
- It was our first visit to the W.L. Visitor Centre (we live in Quesnel) and found it to be a great display. We were impressed.
- It was the best center we visited.
- It was very striking. The natural log structure was appealing.
- Loved the movie and sitting down. Love the car stacked with stuff. Very nice building.
- Most impressed with the new building and the use of beetle killed wood. Displays were interesting.
- Most spectacular visitor centre I have seen in B.C.
- Nice place, good espresso.
- One of the most interesting buildings anywhere! Very, very helpful and friendly! Good computers and coffee!!! We’ve told lots of travellers!
- The bathrooms are very clean – well looked after.
- The best we have seen in B.C. so far. Excellent service and info, displays, etc.
- The big tree is amazing. The woodwork is beautiful. The video in the “lodge” is very informative and well done. I would have liked to have a way to change my US Dollars (or credit card) into Canadian currency.
- The building is outstanding.
- The Visitor Center building is spectacular. We got lots of travel info about other region such as Northern B.C., Yukon.
- The Visitor Centre was beautiful with many informative displays and brochures. Friendly staff let us park with our dog in shade behind building – very good; great gift shop – friendly people.
- The Williams Lake Visitor Centre is far superior to any other centre I have been to.
- Use of logs stunning – great design.
- Very beautiful!
- Very nice building, very helpful people, very friendly atmosphere.
- Very nice video room. We felt like in a real lodge. Very friendly girls.
- Very nice; pleasant interviewer.
- Very pleasant experience.
- Very well organized; very friendly staff; excellent books.

- Very, very nice. I will come back to see it again.
- Visitor Centre is very well laid out with excellent detailed information on all areas of B.C. One of the best we have visited.
- We found lots of information there and very helpful staff. It is a beautiful building.
- We very much enjoyed the film presentation and the display. The building was lovely.
- Well set-up.
- Wonderful – an attraction.
- Would recommend stopping to friends; video excellent.
- Great.

Suggestions for VC Improvement.

- A large, expensive structure that is not adequately used and contain a disproportionately small amount of “touristy” features for its grandeur.
- Did not know it existed until we happened upon it. It was a good place to stop and rest for a little during the long drive.
- Lovely building but signage for vehicle entry was confusing. Discussed condition of H.20 and the feasibility of travelling from Bella Coola to Williams Lake in a camper van for a future visit. Advised contacting the centre beforehand for current conditions and gave us a business card with all the details – much appreciated.
- We inquired at W. Lake Visitor Centre if freshwater fishing licenses were available enroute to Bella Coola. Staff didn’t know whether they were and referred us to Chilcotin Guns in W. Lake to pick them up. Chilcotin Guns didn’t have time to sell us licenses. Told us to come back in 2 hrs. or go to gov’t. bldg. uptown!! Staff at Canadian Tire referred us to Surplus Herheys. We suggest staff at Visitor Centre be more informed re Bella Coola route and don’t refer people to Chilcotin Guns.
- We were advised “campsite, just a few miles towards Quesnel; it exceeded so more we chose Quesnel. Centers are lacking in RV info as to location and directions.
- The staff were very well informed and friendly. Although the girl I spoke to said “the hill” into Bella Coola “wasn’t too bad” – guess that’s a matter of opinion as it was terrifying!!

Other.

- We were bowled over by Visitor Centre but Williams Lake town was a disappointment. We tried to walk on river trail but put off by remote parking place and leaving vehicle where it may be attacked. Instead did walk round town park but were also put off by drunken people on benches.

Appendix H. Detailed Mapping Methods

A trip routing question was included in the mailback questionnaires, where respondents were asked to draw on a provided map:

- their travelling route in British Columbia,
- where they stayed overnight, and
- the number of nights spent in the specified communities.

From the 172 usable returned mailback questionnaires, 98% completed the routing question and 82% completed the community portion of the trip routing question (Table A6).

Table A6. Trip routing question responses.

	Useable Mailback Surveys	Completed Routing Portion	Completed Community Portion
Williams Lake VC	172	168	138

Geographic Information Systems (GIS) was used to create the mailback questionnaire map (Appendix C Q6), and was used to analyze and visually portray the data from the trip routing question. GIS can be defined as a computer based system that provides data input, management, manipulation and analysis, and output of geo-referenced information¹.

The Canadian (British Columbia, Alberta, Yukon and Northwest Territories) highway and ferry routes that were included on the mailback questionnaire map were from an existing road network layer available through the Integrated Land Management Bureau, Government of British Columbia. For every road or ferry route, the line that represents the road or ferry route can be made up of multiple segments. In many cases, the segments of the road network layer occur at natural junction points (junctions between two roads) or at specific communities. For the data entry of the travel routing question, these individual segments were identified and used in the travel routing analysis. For routes that were not readily available and for routes that needed to be further segmented, (e.g. Alaska, Washington, Idaho, and Montana road and/or ferry routes) customized road network layers for the trip routing question were developed by GeoBC, Integrated Land Management Bureau, Ministry of Agriculture and Lands. GeoBC additionally provided a customized community file that was used in the community analysis for the trip routing question.

For respondents who used other modes of transportation, rail and flight routes were additionally analyzed. A rail network layer was available through the Integrated Land Management Bureau, Government of British Columbia for GIS analysis, and flight routes were analyzed separately as no GIS layer was available.

For each useable mailback questionnaire, if the respondent travelled on road, ferry or rail routes the individual segments were identified. If a segment was travelled on twice (i.e. if the respondent travelled to and from on the same route) this was captured in the data entry of the maps. The segments were then summarized to produce a frequency map using proportional symbology, where thicker lines (representing the road, ferry or rail route) indicate more travel on that route.

¹ Aronoff, S. (1989). Geographic Information Systems: A Management Perspective. Ottawa, Ontario: WDL Publications.

For the community portion, the frequency of spending overnight in the community was summarized to produce a proportional symbology map, where the larger circles (representing the community) indicate where more respondents spent overnight. The average length of stay was additionally summarized for the communities by using choropleth (colour gradation) mapping, where darker colours represent longer amounts of overnight stays in communities.

This type of routing analysis is useful to determine how visitors travel to particular communities, in this case Williams Lake. Knowledge of the routes that are taken and the communities that receive overnight stays can be useful for marketing development. The trip routing information can also be linked back to the interview and other mailback questionnaire responses, where respondents can be segmented based on visitor origin, primary destinations and other demographic information, for example.