



Barkerville Historic Town Visitor Study 2009



TourismBC

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Research, Planning and Evaluation
Ministry of Tourism, Culture and the Arts

ACKNOWLEDGMENTS

- The 2009 Barkerville Historic Site Visitor Study was a comprehensive survey of travellers to Barkerville and Quesnel between June and September 2009.
- The Barkerville Historic Town Visitor Study was a partnership between Tourism British Columbia and Barkerville Historic Town.
- Partial funding for the data collection was provided by the Federal, Provincial, Territorial Culture/Heritage and Tourism Initiative (FPTTI).
- Tourism British Columbia and partners would like to gratefully acknowledge that the Quesnel Visitor Centre assisted with the project by providing access for on-site interviews of their visitors.
- Tourism British Columbia would like to acknowledge and thank the Ministry of Tourism, Culture and the Arts – Heritage Branch, for their continued commitment to and support of heritage tourism research and development programs.



TourismBC

BARKERVILLE HISTORIC TOWN VISITOR STUDY 2009

MARKETING SITUATION

- Thousands of tourists and local residents attend cultural and arts festivals, fairs and attractions across Canada every year.
- They leave these sites with new experiences, new knowledge and valuable impressions that can help organizers make more informed design, planning and marketing decisions.
- If they are tourists, these visitors inject money into the local community, adding to its economic well-being.
- A consortium of national, provincial and territorial organizations produced a series of publications known as *The Guidelines for Survey Procedures* designed to generate credible and consistent inputs for estimating the tourism economic impact of festivals, events and attractions.
- *The Guidelines* can also be easily adapted for a variety of visitor studies depending on the information needs and research objectives of individual festivals, events and attractions.

MARKETING SITUATION

- Due to increasing funding needs as well as product development and marketing needs of heritage attractions in communities around the province, Tourism British Columbia (Research, Planning and Evaluation), part of the Ministry of Tourism, Culture and the Arts, in partnership with Barkerville Historic Town, identified the need to test the effectiveness of the survey procedures outline in “the Guidelines.”
- The *Guidelines: Survey Procedures for Tourism Economic Impact Assessments at Permanent, Gated Attractions* was used in this study to explore the impact and benefit of Barkerville Historic Town and to better understand the positioning of the site as a unique British Columbia attraction.

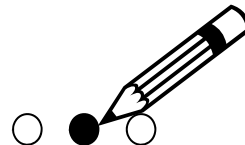
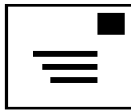
RESEARCH OBJECTIVES

- To profile travellers to Barkerville Historic Town and the Quesnel area in terms of traveller and trip characteristics in order to support market and product development.
- To collect and provide expenditure data to the Ministry of Tourism, Culture and the Arts for their estimation of the economic impact of Barkerville Historic Town.

RESEARCH APPROACH



- A two-location, two-stage survey design was used to examine the study objectives. Travellers were initially interviewed at one of two locations: Barkerville Historic Town and Quesnel Visitor Centre, a Reference Site. The purpose of collecting information at the Reference Site was to obtain information about the typical traveller to the Quesnel area for comparison with travellers who visited Barkerville.
- Those interviewed were asked to participate in a follow-up questionnaire that consisted of either an online email survey or a paper mailback survey. The purpose of the follow-up questionnaire was to gather additional information about trip characteristics, planning, experiences and activities; to compare mid-trip and post trip expenditure information; and to understand travellers' perceptions of the Quesnel area and British Columbia upon trip completion.



DATA COLLECTION: INTERVIEW

- Two interviewers collected data for this study between June 2 and September 26, 2009.
- Potential respondents were randomly selected at each location, as they exited Barkerville or passed a predetermined point at the Reference Site.
- Respondents were then asked if they had previously completed a Tourism BC administered survey on their current trip. If so, they were eliminated from the interview in order to avoid duplicate responses.
- Respondents then progressed through a series of further screening questions depending on the location of the interview.
- For those interviews conducted at the Reference Site, respondents who were residents of the Quesnel area or a part of an organized tour group were screened out of the survey in an effort to focus on independent travellers.
- Interviews with business travellers were ended after the first few questions at both Barkerville and the Reference Site.
- Tour group travellers intercepted at Barkerville Historic Town were considered part of the study group and completed the interview.
- At all sites, only independent, non-local area resident, overnight leisure travellers were recruited for the follow-up survey.

STUDY AREA



DATA COLLECTION: INTERVIEW

- Between June 2 and September 26, 2009, a total of 2,616 people were approached either at Barkerville Historic Town or at the Quesnel Visitor Centre.
- Of those, 2,026 agreed to complete the interview. However, 35 of these individuals had previously completed the survey and were not invited to participate a second time while another seven respondents whose trip length exceeded 365 days were excluded as this did not conform with the prescribed definition of a tourist.
- Among those intercepted at the Reference Site, 161 were excluded as they were from the local area while an additional 7 were excluded as they were part of an organized tour group.
- The final result was 1,777 useable surveys.

TRAVELLERS SURVEYED AT BARKERVILLE HISTORIC TOWN AND THE QUESNEL VISITOR CENTRE REFERENCE SITE

Travellers surveyed at Barkerville Historic Town and the Quesnel Visitor Centre Reference Site

	Travellers Approached	Agreed to Interview	From Local Area	Previous Survey Participant	Part of Organized Tour Group	Incomplete Surveys	Useable Traveller Surveys
Barkerville Historic Town	1,626	1,187	22	17	17	2	1,129 (69.4%)
Reference Site	990	839	161	18	7	5	648 (65.5%)
Grand Total	2,616	2,026	183	35	24	7	1,777 (67.9%)

DATA COLLECTION: EMAIL AND MAILBACK

- Seventy-six percent of the travellers who participated in the intercept survey locations agreed to complete the follow-up survey and 61% completed it by February 22nd, 2010, resulting in 668 useable surveys for analysis.

Follow-up survey response from travellers intercepted at Barkerville Historic Town and the Quesnel Visitor Centre Reference Site

	Travellers Asked to Participate in Follow-up	Agreed to Complete Follow-up	No Response	Useable Follow-up Surveys
Barkerville	870	689 (79.2%)	278	411 (59.7%)
Reference Site	572	400 (69.9%)	143	257 (64.3%)
Grand Total	1,442	1,089 (75.5%)	421	668 (61.3%)

FINDINGS: TOURIST CHARACTERISTICS (DEMOGRAPHICS)

- Independent visitors to Barkerville were more likely to be from BC compared to those from the Reference Site (70% Barkerville; 58% Reference Site).
- Independent visitors to Barkerville were noticeably less likely to be from the US compared to those from the Reference Site (Barkerville 4%; Reference Site 15%).
- Less than an eighth of independent travellers to both Barkerville and the Reference Site were from other International countries (10% Barkerville; 12% Reference Site).

Origin of Travellers

	Barkerville				Reference Site	
	All Visitors		Independent Travellers*			
Origin	Number	%	Number	%	Number	%
British Columbia (all)	860	73.5%	699	69.6%	374	57.7%
<i>Quesnel Area</i>	147	12.6%				
<i>Other British Columbia</i>	713	60.9%				
Other Canada	164	14.0%	161	16.0%	101	15.6%
US	43	3.7%	43	4.3%	98	15.1%
Other International	103	8.8%	102	10.1%	75	11.6%

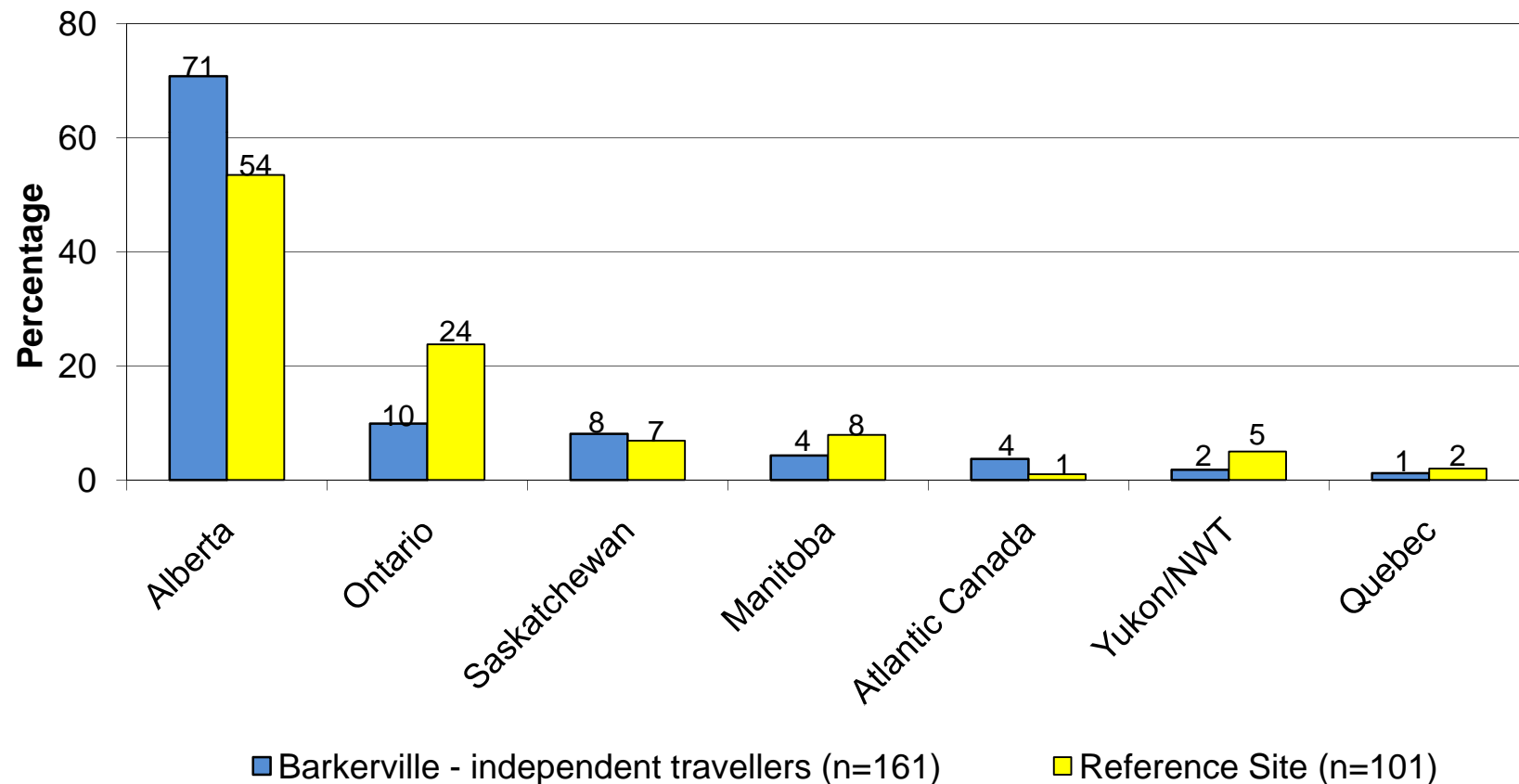
* Independent travellers includes those who travelled to Barkerville who were not residents of the Quesnel area or travelling as part of a tour group.

FINDINGS: TOURIST CHARACTERISTICS (DEMOGRAPHICS)

- Amongst Canadian travellers from provinces other than BC, there were practical differences¹ in the proportion that visited from Alberta (71% Barkerville; 54% Reference Site) and Ontario (10% Barkerville; 24% Reference Site).

Origin of Canadian Travellers From Outside of BC by Province

Where are you from?



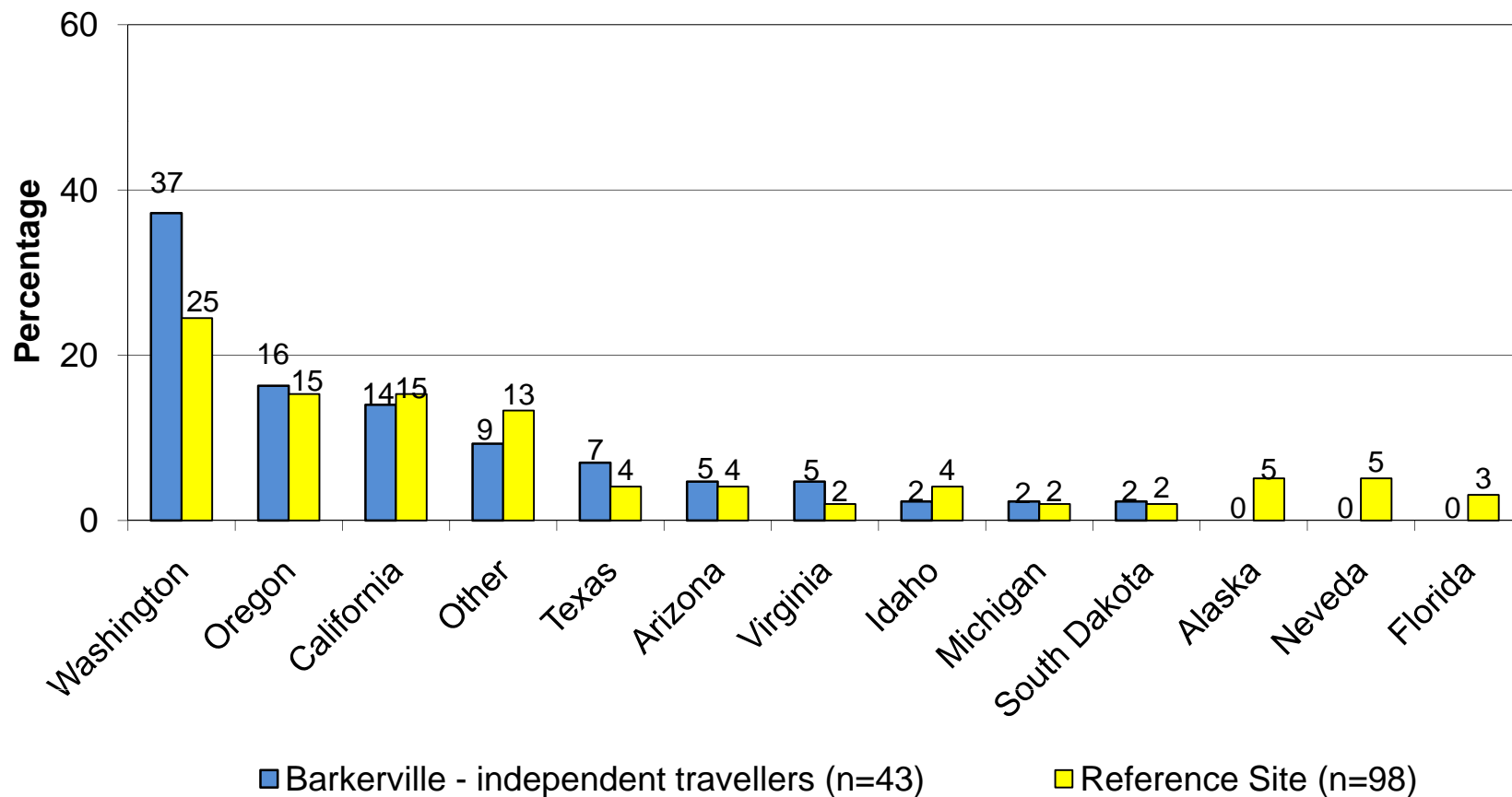
¹ Practical differences are defined by differences of ± 10 percentage points or more

FINDINGS: TOURIST CHARACTERISTICS (DEMOGRAPHICS)

- Independent US visitors to Barkerville were more likely to be from Washington compared to those US visitors from the Reference Site (Barkerville 37%; Reference Site 25%).

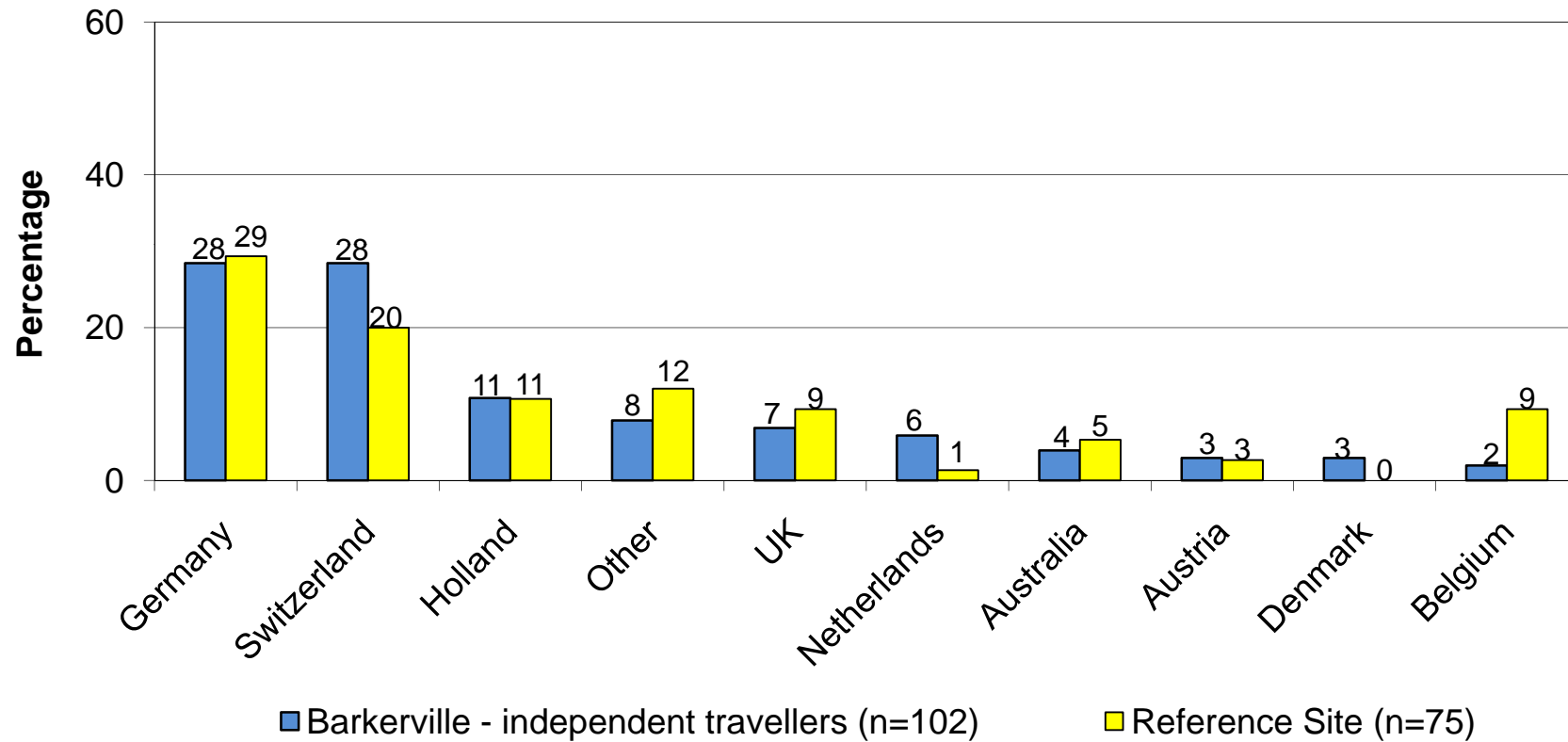
Origin of US Travellers by State

Where are you from?



FINDINGS: TOURIST CHARACTERISTICS (DEMOGRAPHICS)

Origin of Overseas Travellers by Country
Where are you from?



FINDINGS: TOURIST CHARACTERISTICS (DEMOGRAPHICS)

- Fewer independent travellers at Barkerville were 65 years of age or older compared to travellers at the Reference Site (16% Barkerville; 27% Reference Site).

Age of Travellers

	Barkerville				Reference Site	
	All Visitors		Independent Travellers			
	Number	%	Number	%	Number	%
Age						
Under 24 Years	51	4.7%	40	4.2%	15	2.5%
25-34 Years	157	14.4%	133	13.9%	48	8.1%
35-44 Years	203	18.6%	179	18.7%	76	12.8%
45-54 Years	281	25.7%	249	26.0%	135	22.8%
55-64 Years	230	21.0%	207	21.6%	158	26.7%
65 Years or Older	172	15.7%	150	15.7%	160	27.0%

FINDINGS: TOURIST CHARACTERISTICS (DEMOGRAPHICS)

- With respect to education, there were no practical differences between the two sites. However, the largest observed differences were found amongst those whose highest educational attainment was high school (25% Barkerville; 18% Reference Site) or a Masters or a PhD degree (8% Barkerville; 14% Reference Site).

Education of Travellers

	Barkerville				Reference Site	
	All Visitors		Independent Travellers			
	#.	%	#.	%	#.	%
Education						
Less Than High School	46	4.2%	38	4.0%	28	4.7%
High School	272	24.9%	235	24.5%	109	18.4%
Some Technical, College or University	175	16.0%	147	15.3%	77	13.0%
College or Technical Diploma	306	28.0%	273	28.5%	156	26.4%
University Degree	208	19.0%	186	19.4%	135	22.8%
Masters or a PhD Degree	84	7.7%	78	8.1%	85	14.4%
Other	1	0.1%	1	0.1%	1	0.2%
Other	1	0.1%	1	0.1%	1	0.2%

FINDINGS: TOURIST CHARACTERISTICS (DEMOGRAPHICS)

- There were noticeable differences in travel party size between independent visitors to Barkerville and the Reference Site (3.2 Barkerville; 2.4 Reference Site).
- Travel parties with children were more prevalent amongst independent visitors to Barkerville compared to those interviewed at the Reference Site (36% Barkerville; 21% Reference Site).
- Travel party sizes for those travelling with children (4.6 Barkerville; 3.9 Reference Site) as well as without children (2.4 Barkerville; 2.0 Reference Site) were also noticeably larger for independent travellers to Barkerville compared to those at the Reference Site.

Party Size of Travellers

	Barkerville				Reference Site	
	All Visitors		Independent Travellers			
	Number	%	Number	%	Number	%
Party Size						
Average Party Size-Total	1109	3.18	973	3.15	595	2.41
Average Party Size-Parties without children	704	2.36	625	2.36	473	2.03
Average Party Size-Parties with children	405	4.60	348	4.57	122	3.88
Proportion with children	36.5%		35.8%		20.5%	

FINDINGS: TRIP CHARACTERISTICS

- The number of travellers whose primary trip purpose was leisure was noticeably higher among independent travellers to Barkerville compared to the Reference Site (77% Barkerville; 65% Reference Site).
- Those interviewed at the Reference Site were more likely to be travelling to visit friends and family (19% Barkerville; 26% Reference Site) or for work/business (3% Barkerville; 8% Reference Site) than their Barkerville counterparts.

Primary Trip Purpose of Travellers

	Percentage of Travellers		
	Barkerville		Reference Site
	All Visitors	Independent Travellers	
Primary Trip Purpose	n=1,146	n=1,005	n=648
Leisure	77.8%	76.9%	65.3%
Visiting Friends & Family	17.6%	18.7%	25.9%
Work/Business Activity	3.1%	3.1%	8.0%
Other	1.4%	1.3%	0.8%

FINDINGS: TRIP CHARACTERISTICS

- Almost a third reported using a recreational vehicle (RV) (31% Barkerville; 31% Reference Site).

Mode of Transportation of Travellers

	Percentage of Travellers		
	Barkerville		Reference Site
	All Visitors	Independent Travellers	
Mode of Transportation	n=1,109	n=973	n=596
Car/Truck/Motorcycle	69.6%	67.7%	67.4%
RV	28.5%	31.3%	30.9%
Bus	1.2%	0.1%	0.0%
Bicycle	0.0%	0.0%	0.7%
Plane	0.7%	0.8%	1.0%

FINDINGS: TRIP CHARACTERISTICS

- Half of all overnight travellers reported using a campground or RV park as their primary accommodation (51% Barkerville; 51% Reference Site).

Accommodation of Travellers

	Percentage of Travellers Barkerville		Reference Site
	All Visitors	Independent Travellers	
Primary Accommodations	n=861	n=831	n=571
Resort/Hotel/Motel	30.7%	30.1%	29.1%
Campground/RV Park	51.0%	51.3%	51.1%
Friends or Relatives	13.2%	13.5%	14.9%
B&B	2.7%	2.8%	3.0%
Other	2.4%	2.4%	1.9%

FINDINGS: TRIP CHARACTERISTICS

- Independent travellers to Barkerville with a primary destination were more likely to select a destination in Canada (78% Barkerville; 62% Reference Site) and in particular a destination in the Cariboo Chilcotin Coast region (55% Barkerville; 33% Reference Site) and in the Quesnel area (50% Barkerville; 30% Reference Site) whereas travellers to the Reference Site were likelier than Barkerville visitors to select the Northern BC region as their primary destination (12% Barkerville; 16% Reference Site).
- Outside of British Columbia, the next most popular primary destination was the US (3% Barkerville; 12% Reference Site), and in particular the state of Alaska (3% Barkerville; 11% Reference Site).

FINDINGS: TRIP CHARACTERISTICS

The Primary Destination of Travellers

	Percentage of Travellers		
	All Visitors (n=1,109)	Barkerville Independent Travellers (n=973)	Reference Site (n=596)
None, touring	17.7%	19.1%	26.2%
Canada (all)	79.6%	77.8%	61.9%
Alberta	2.5%	2.9%	1.2%
British Columbia (all)	75.5%	73.1%	58.1%
Cariboo Chilcotin Coast (all)	59.8%	55.3%	32.6%
<i>Quesnel region</i>	55.3%	50.3%	29.6%
Barkerville region	50.1%	44.5%	13.4%
<i>Other Cariboo Chilcotin Coast</i>	4.4%	5.0%	3.0%
Vancouver Island	1.4%	1.5%	1.3%
Vancouver, Coast and Mountains	1.1%	1.1%	2.3%
Thompson Okanagan	2.5%	2.9%	4.5%
Kootenay Rockies	0.4%	0.4%	0.8%
Northern BC	10.4%	11.8%	16.4%
Other Canada	1.6%	1.8%	2.7%
US (all)	2.7%	3.1%	11.7%
Alaska	2.7%	3.1%	10.9%
Washington	0.0%	0.0%	0.3%
Other US	0.0%	0.0%	0.5%
Other International	0.0%	0.0%	0.2%

FINDINGS: TRIP CHARACTERISTICS

- Travellers who were interviewed at the Reference Site were asked if they had been to the Quesnel area in the past. Overall, 61% indicated they had.
- Of those that had been to the Quesnel area in the past, almost half indicated that they had not taken any leisure trips to the region in the past two years (50%).

Number of Trips to the Quesnel Area in the last two years – Travellers to Reference Site

Number of Trips	Frequency (n=360)	Percent
None	179	49.7%
1-3	108	30.0%
4-6	42	11.7%
7-9	8	2.2%
10-15	16	4.4%
16-20	4	1.1%
More than 20	3	0.8%

FINDINGS: TRIP CHARACTERISTICS

- Follow-up survey respondents were asked whether they considered other destinations or routes when planning their trip. The majority of travellers (82% Barkerville; 73% Reference Site) did not consider other destinations or routes.
- Amongst those that did consider alternatives (18% Barkerville; 27% Reference Site), the largest group of those interviewed at Barkerville were deciding between other routes or destinations in the Thompson Okanagan (21%) or Cariboo Chilcotin Coast region (21%) whereas those from the Reference Site were considering alternative destinations in the Northern BC (25%) and/or the Cariboo Chilcotin Coast region (23%).

FINDINGS: TRIP CHARACTERISTICS

- The follow-up survey also asked visitors to provide reasons for choosing their primary destinations or routes.
- Practical differences between the two survey groups were seen among those who cited attractions as a reason for choosing their destination (27% Barkerville; 13% Reference Site).

Reason for selecting primary destination

	Percentage of Travellers		
	Barkerville (n=163)	Reference Site (n=129)	Total (n=292)
Attractions (historic/markets/museums)	26.5%	13.1%	20.9%
Visiting Friends/Family	16.6%	22.2%	19.0%
Never Visited Before/Recommended/Touring	14.2%	17.0%	15.4%
Landscape/Scenery/Nature	8.5%	9.2%	8.8%
Regular/Safer Route/Annual Trip/Passing Through	8.5%	6.5%	7.7%
Quickest/Shortest/Direct Route	6.2%	9.2%	7.4%
Personal Business (wedding, funeral, family illness, shopping)	6.6%	3.9%	5.5%
Sports (fishing/golfing with family)	3.8%	5.2%	4.4%
Events (concert/festivals)	3.3%	2.6%	3.0%
Camp Site	2.8%	2.0%	2.5%
Past Experience	2.4%	1.3%	1.9%

FINDINGS: TRIP CHARACTERISTICS

- Almost all travellers interviewed indicated they would be stopping and spending time in the Quesnel area.
- Independent travellers at Barkerville were noticeably less likely than those from the Reference Site to be passing through the region (<1% Barkerville; 24% Reference Site).
- Practical differences were apparent in the amount of time independent travellers at Barkerville and the Reference Site indicated they would be spending in British Columbia (10 days Barkerville; 13 days Reference Site) and on their trip in total (14 days Barkerville; 22 days Reference Site).

Trip duration

	Barkerville		Reference Site (n=648)
	All Visitors (n=1,146)	Independent Travellers (n=1,005)	
No time in region - Passing through	0.1%	0.1%	24.1%
Average days in the Quesnel area	2.7	2.8	3.4
Average days in British Columbia	8.7	9.7	12.8
Total days away from home	12.7	14.2	21.8

FINDINGS: TRIP CHARACTERISTICS

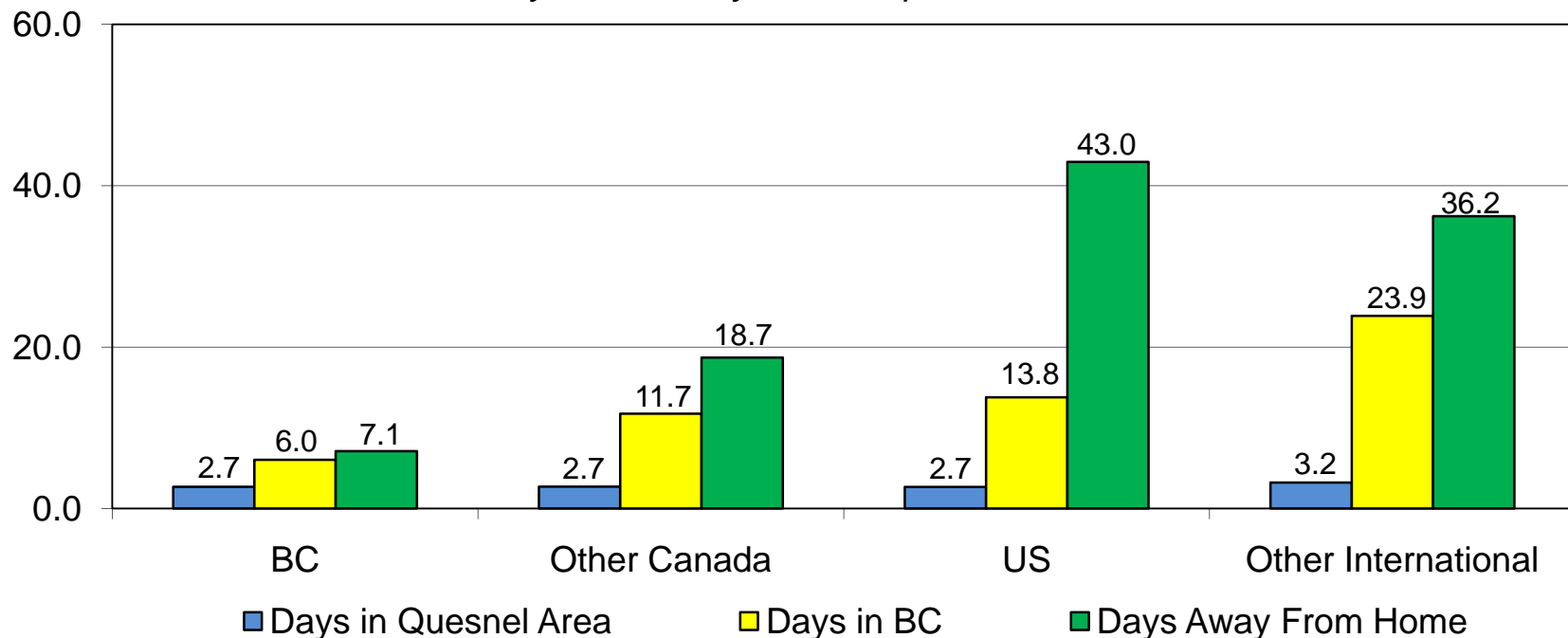
- Among all Barkerville travellers, US visitors reported the longest overall trip duration away from home (43 days), followed by international travellers (36 days), other Canadians (19 days) and BC residents (7 days).
- International visitors reported the longest trip duration in BC (24 days) followed by US visitors (14 days), other Canadians (12 days) and BC residents (6 days).

Average Days Away - All Travellers to Barkerville Historic Town

How many days will you be away from home?

How many days will be spent in British Columbia?

How many of those days will be spent in the Quesnel Area?



FINDINGS: TRIP CHARACTERISTICS

- There were considerable differences in trip duration by market origin between independent travellers at Barkerville and those at the Reference Site.
- At Barkerville, independent international travellers spent an average of 36 days away from home, whereas those interviewed at the Reference Site spent an average of 44 days away from home.
- This seems to suggest that those interviewed at the Reference Site may be more flexible with their travel itinerary based on the observation that a higher proportion were travelling with no specific destination in mind (26% reference site; 19% independent travellers).
- Reference Site travellers spent the greatest numbers of days away from home.
- Reference Site travellers from the US tended to have longer trips, on average (43 days Barkerville; 46 Reference Site), as did independent travellers from other Canadian provinces (19 days Barkerville; 21 days Reference Site).
- Independent travellers from other Canadian provinces also spent more time in the region (3 days Barkerville; 5 days Reference Site).
- British Columbia travellers interviewed at the Reference Site tended to have longer trips on average (8 days Barkerville; 12 Reference Site) and spent more time in the province (7 days Barkerville; 10 days Reference Site).

FINDINGS: TRIP PLANNING

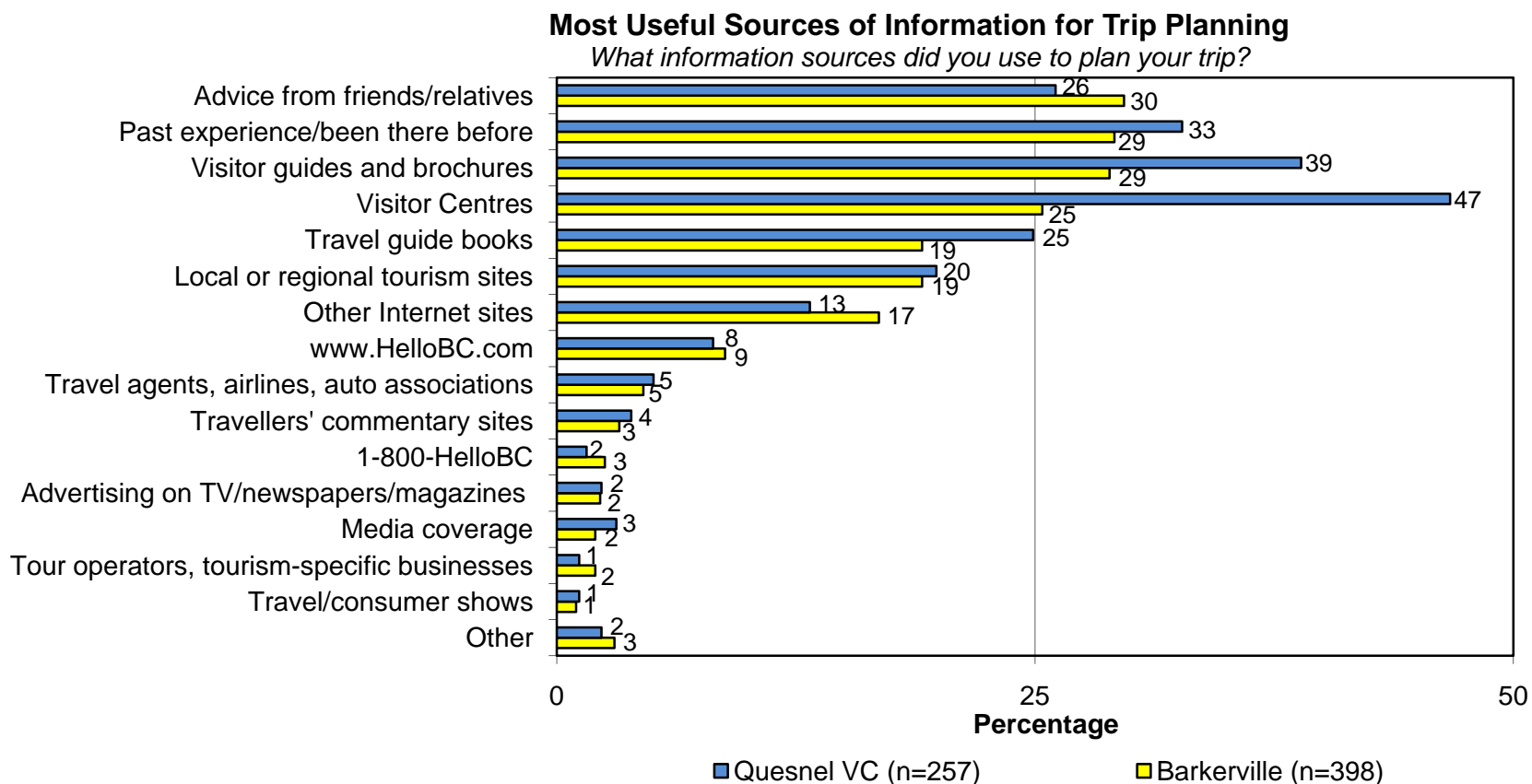
- Based on responses from the follow-up survey, travellers at Barkerville and the Reference Site were quite similar to each other with respect to their travel planning horizons.
- The majority of travellers spent 3 or more weeks planning their trip (78% Barkerville; 78% Reference Site), with most travellers starting their trip planning 13 or more weeks in advance (38% Barkerville; 36% Reference Site).

Time Planning Horizon

	Percentage of Respondents	
	Barkerville (n=388)	Reference Site (n=245)
Day of Departure	1.8%	0.4%
1-6 Days	9.0%	8.2%
1-2 Weeks	10.8%	13.1%
3-8 Weeks	26.5%	29.4%
9-12 Weeks	14.2%	13.1%
13 Weeks+	37.6%	35.9%

FINDINGS: TRIP PLANNING

- Follow-up survey respondents were asked to identify the top three sources of information found to be *most useful before their trip*.
- Advice from friends and relatives (30%), past experience (29%) and visitor guides and brochures (29%) were information sources mentioned most frequently by those interviewed at Barkerville.
- Reference site visitors found visitor centres (47%), visitor guides and brochures (39%) and past experience (33%) to be most useful in planning their trip.



FINDINGS: TRIP PLANNING

- Travellers to Barkerville Historic Town and those intercepted at the Reference Site were very similar in terms of the travel arrangements they made during their trips.
- Overall, almost two-thirds of all accommodation arrangements were made during the trip (65% Barkerville; 66% Reference Site), while nearly all purchases regarding permanent attractions (92% Barkerville; 96% Reference Site), events (85% Barkerville; 88% Reference Site), and other activities (94% Barkerville; 95% Reference Site) were completed enroute.

Percentage of Travel Services Booked or Purchased Before or During Travel

Travel Services	Average % booked before		Average % purchased during		n	
	Barkerville	Reference Site	Barkerville	Reference Site	Barkerville	Reference Site
Paid accommodation	35.2%	34.5%	64.8%	65.5%	137	107
Transportation within BC	24.0%	21.9%	76.0%	78.1%	82	62
Permanent attractions	7.7%	4.1%	92.3%	95.9%	106	80
Events	15.0%	11.8%	85.0%	88.2%	53	38
Other activities	6.3%	5.2%	93.7%	94.8%	59	55

FINDINGS: TRAVELLER ACTIVITIES

- Travellers intercepted at the Reference Site who indicated they were spending time in the region were asked about their primary leisure activity while in the region.
- Almost two-fifths of these respondents (38%) indicated that sightseeing was their primary leisure activity while in the region.
- Other frequently mentioned activities included visiting Barkerville (17%), camping (14%), visiting friends and family (10%), and to a lesser extent, canoeing (7%), hiking (7%), fishing (6%) and walking (5%).

FINDINGS: TRAVELLER ACTIVITIES

- In the follow-up survey, travellers were asked about leisure activities they participated in during their trip.
- The top activity mentioned by over three-fifths of respondents (63%) from Barkerville was visiting a park. Rounding out the top three activities for Barkerville visitors were strolling around observing buildings and architecture (57%) and shopping for local arts and crafts (49%).
- In addition to visiting parks (71%), the top three activities participated in by travellers to the Reference Site also included strolling around observing buildings and architecture (60%) and wildlife viewing (49%).
- With respect to other activities, travellers at Barkerville were more likely to attend a theatre or performing art (23% Barkerville; 14% Reference Site) or an art gallery or studio (27% Barkerville; 20% Reference Site) whereas Reference Site visitors were more likely to have participated in hiking (32% Barkerville; 45% Reference Site), fishing (13% Barkerville; 21% Reference Site) or visited farmers' markets (22% Barkerville; 30% Reference Site).
- Almost a third of travellers from the Reference Site were likely to have visited a museum, heritage or historic site (33%).

FINDINGS: TRAVELLER ACTIVITIES

- Travellers were also asked to indicate activities they participated in while in the Quesnel area.
- The most frequently selected activity for travellers at both sites was strolling around observing buildings and architecture (55% Barkerville; 52% Reference Site).
- Other top activities participated in by visitors to Barkerville while in the region included visiting parks (49% Barkerville; 46% Reference Site) and shopping for local arts and crafts (41% Barkerville; 35% Reference Site).
- Whereas visitors to Barkerville were much more likely to attend a theatre or performing art (33% Barkerville; 14% Reference Site), visit an art gallery or studio (19% Barkerville; 11% Reference Site) or partake in fine dining (23% Barkerville; 18% Reference Site), they were less likely than those from the Reference Site to hike (21% Barkerville; 25% Reference Site), visit a farm, farmers' market, orchard or food processor (10% Barkerville; 13% Reference Site) or participate in fishing (5% Barkerville; 8% Reference Site) while travelling in the Quesnel area.

FINDINGS: TRAVELLER ACTIVITIES

Activity	Participated During This Trip		Participated in Quesnel Area During This Trip	
	Barkerville (n=398)	Reference Site (n=257)	Barkerville (n=398)	Reference Site (n=257)
Visiting parks	63.1%	71.2%	49.0%	45.5%
Strolling around a city to observe its buildings & architecture	57.3%	59.9%	54.8%	52.1%
Shopping for local arts and crafts	49.2%	47.5%	41.2%	35.0%
Participating in wildlife viewing	43.7%	49.4%	28.9%	24.9%
Participating in hiking	31.9%	44.7%	20.9%	24.9%
Participating in fine dining	31.2%	26.5%	22.6%	17.5%
Visiting art gallery or studio	26.9%	19.8%	19.1%	10.5%
Attending a theatre or performing art (concert, dance, etc)	22.6%	14.4%	32.7%	14.4%
Visiting farm, farmers' market, orchard or food processor	22.4%	30.4%	9.5%	13.2%
Attending a festival, fair or exhibition	16.8%	19.5%	13.1%	11.3%
Visiting First Nations attraction or event	16.1%	19.5%	3.3%	4.7%
Visiting family attraction (mini golf, zoo, etc.)	13.3%	10.1%	7.0%	5.1%
Participating in fishing	13.1%	21.0%	4.5%	8.2%
Participating in boating	11.3%	13.2%	2.5%	2.3%
Shopping for antiques	8.5%	7.8%	8.8%	7.4%
Attending or participating in a sporting event ¹	7.5%	8.2%	2.5%	4.7%
Participating in cycling	6.8%	6.6%	4.3%	1.9%
Visiting a casino	6.8%	7.4%	5.8%	7.4%
Participating in canoeing	6.3%	12.1%	4.0%	5.1%
Participating in mountain biking	3.8%	3.5%	2.0%	1.2%
Golfing or attending a golfing event	3.5%	3.5%	1.5%	1.9%
Participating in horseback riding	3.3%	5.1%	1.8%	1.6%
Participating in kayaking	2.3%	3.9%	1.5%	1.6%
Participating in white water rafting	1.8%	2.3%	0.5%	0.4%
Participating in rock climbing	0.8%	1.9%	0.8%	0.4%
Visiting museum, heritage or historic site	n/a	32.7%	n/a	26.8%
Other activities participated	15.8%	22.2%	12.8%	13.2%

FINDINGS: TRAVEL TO BARKERVILLE HERITAGE TOWN

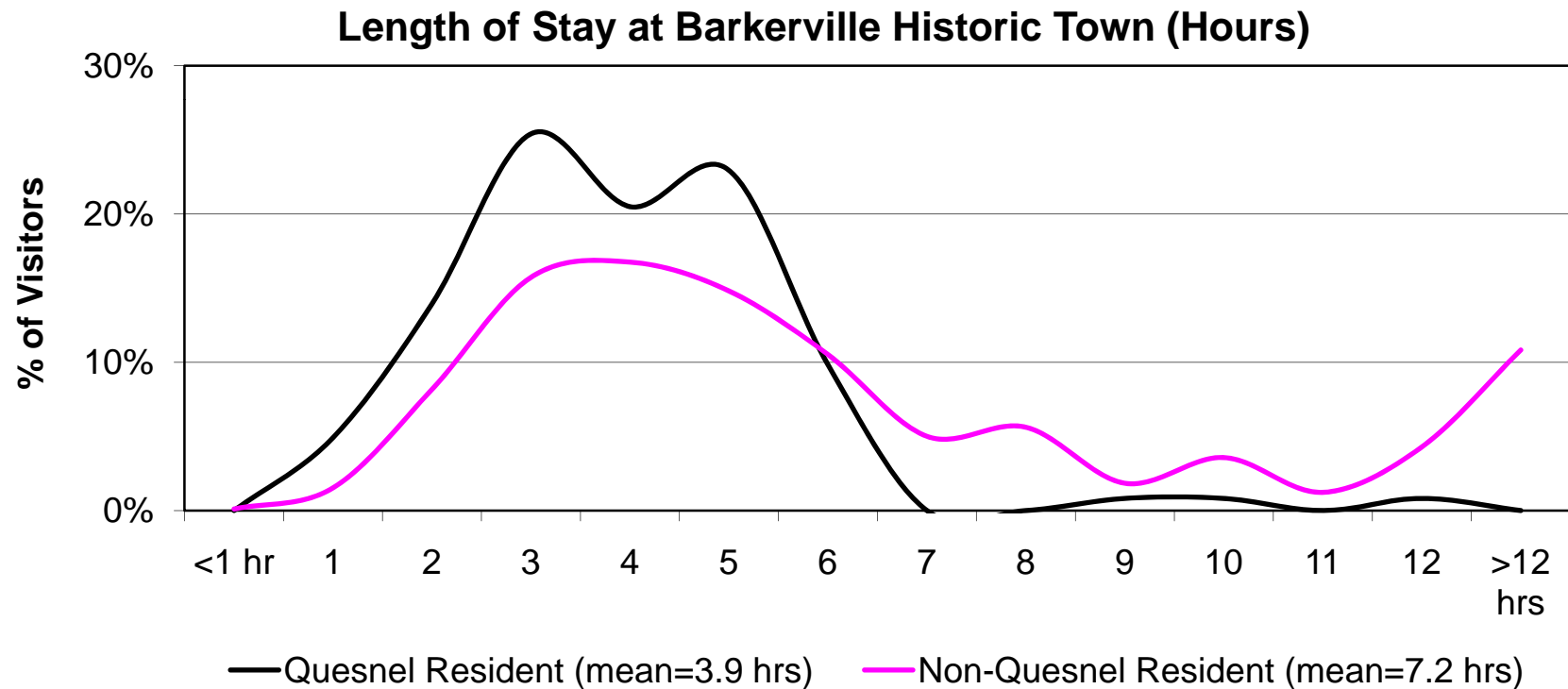
- A total of 1,129 travellers were interviewed at Barkerville Heritage Town.
- This section presents the results of the survey questions that pertain specifically to this group of travellers.
- Additionally, some questions about Barkerville were asked of travellers from the Reference Site.
- Survey questions that were asked at both sites are included in the analysis to compare travellers. Where no matching questions were asked, the results represent responses from Barkerville visitors only.
- Where appropriate, comparisons have been made between Quesnel residents and non-residents, Canadian and non-Canadian visitors, and those travelling with and without children.

FINDINGS: TRAVEL TO BARKERVILLE HERITAGE TOWN

- Visitors to Barkerville were asked about the total amount of time they were planning to spend at Barkerville Historic Town.
- Almost three-quarters of visitors (73%) indicated they would be spending one day or a part of one day at the attraction. The remaining quarter (27%) of visitors indicated that they would be spending between two and eight days at the site, with the largest proportion (22%) of multi-day visitors planning to spend two days onsite.
- Non-residents (24%) were almost five times more likely to be visiting Barkerville for multiple days compared to Quesnel residents (5%).
- Visitors were also asked to indicate the total number of hours they planned on spending on site.

FINDINGS: TRAVEL TO BARKERVILLE HERITAGE TOWN

- Over three-quarters of visitors (78%) indicated that they planned on spending between two and eight hours at Barkerville.
- Non-residents of the area stayed significantly longer on average than Quesnel residents (Quesnel residents mean=3.9 hours; non-residents mean=7.2 hours).



FINDINGS: TRAVEL TO BARKERVILLE HERITAGE TOWN

- Visitors were asked what made them decide to visit Barkerville Historic Town.
- The most commonly cited reason by independent travellers to Barkerville was to learn about the history of the area (28% mentioned this as a reason for their visit).
- Experiencing the history of the area was the second most often cited reason (19%), followed by seeing what the 1860s were like (12%).
- All of these reasons point to a strong interest by Barkerville Historic Town visitors in exploring the historical significance of the events and activities featured at the site.
- Other frequently mentioned reasons for visiting Barkerville included a place to bring family and friends (11%), to pan for gold (6%), to see a show at the theatre (5%), prior experience (4%), in the area (3%) and shops/restaurants (3%).

FINDINGS: TRAVEL TO BARKERVILLE HERITAGE TOWN

- Compared to non-residents, those from the local area were less likely to be interested in the historical aspects of Barkerville and therefore less likely to attribute learning about the history of the area (12% resident; 28% non-resident) and experiencing the history of the area (2% resident; 19% non-resident) as reasons for visiting.
- Conversely, those travelling with children were more likely to view Barkerville as a place to bring family and friends (21% with children; 5% without children) and less likely to experience the history of the area (14% with children; 19% without children).
- It is perhaps not surprising that those with children were more likely to cite panning for gold as a reason for their visit compared to those without children (11% with children; 3% without children).

FINDINGS: TRAVEL TO BARKERVILLE HERITAGE TOWN

Unaided Reasons for Visiting Barkerville Historic Town for residents/non-residents and those travelling with/without children

Reason for Visiting	Overall (n=1,108)	Independent Travellers (n=972)	Quesnel Resident (n=123)	Non- Quesnel Resident (n=985)	Children in travel party (n=405)	No children in travel party (n=703)
Learn about history of the area	26.2%	28.1%	12.2%	27.9%	24.0%	27.5%
Experience the history of the area	17.1%	19.2%	2.4%	19.0%	13.8%	19.1%
Bring family/friends	11.2%	11.1%	12.2%	11.1%	21.2%	5.4%
See what the 1860's were like	11.1%	12.2%	3.3%	12.1%	9.1%	12.2%
Gold pan	5.9%	6.4%	1.6%	6.4%	11.1%	2.8%
See a show at the Theatre Royal	5.0%	4.7%	7.3%	4.7%	5.2%	4.8%
Previous experience	4.2%	4.1%	5.7%	4.1%	2.2%	5.4%
Shops/restaurants	4.1%	2.7%	14.6%	2.7%	3.7%	4.3%
In the area	3.1%	3.4%	0.8%	3.4%	2.0%	3.7%
Canada Day	2.3%	1.7%	6.5%	1.7%	4.2%	1.1%
On route	1.8%	1.5%	0.0%	2.0%	0.7%	2.4%
Visiting family and friends	1.5%	1.6%	0.8%	1.6%	1.2%	1.7%
Period photos	1.4%	0.8%	5.7%	0.8%	1.2%	1.4%
Take a stage coach ride	1.1%	1.1%	0.8%	1.1%	2.5%	0.3%
Recommended	1.0%	1.1%	0.0%	1.1%	0.2%	1.4%
Chinese culture	1.0%	0.9%	1.6%	0.9%	1.0%	1.0%
See street dramas	0.9%	1.0%	0.0%	1.0%	1.0%	0.9%
Part of a school group	0.3%	0.1%	0.8%	0.2%	0.5%	0.1%
Other reason	4.0%	3.4%	8.9%	3.4%	2.5%	4.8%
Don't know/no response	11.9%	12.0%	9.8%	12.2%	10.6%	12.7%

FINDINGS: TRAVEL TO BARKERVILLE HERITAGE TOWN

- Barkerville visitors were asked how often they visit Barkerville Historic Town.
- Almost half (47%) of independent travellers indicated that they were visiting Barkerville for the first time, another two-fifths (39%) visited once every couple of years whereas a tenth (10%) visited Barkerville at least once a year.
- Quesnel residents were less likely to be first time visitors (1% Quesnel residents; 46% Quesnel non-residents) whereas those travelling with children were less likely to be visiting Barkerville for the first time during the trip on which they were interviewed (29% with children; 48% without children).

Frequency of visiting Barkerville

Frequency	All Visitors (n=1,108)	Independent Travellers (n=972)	Quesnel Resident (n=123)	Non-Quesnel Resident (n=985)	Children in travel party (n=405)	No children in travel party (n=703)
First time	41.2%	46.5%	0.8%	46.2%	29.1%	48.1%
< once every two years	36.6%	38.6%	17.9%	39.0%	41.7%	33.7%
Once every two years	5.5%	5.0%	8.9%	5.1%	8.6%	3.7%
Once a year	9.0%	7.3%	23.6%	7.2%	11.9%	7.4%
Multiple times a year	7.7%	2.6%	48.8%	2.5%	8.6%	7.1%

FINDINGS: TRAVEL TO BARKERVILLE HERITAGE TOWN

- All travellers to Barkerville and those from the Reference Site who were aware of Barkerville were asked how they had heard about Barkerville.
- Almost two-thirds of respondents credited personal knowledge but there were practical differences between independent respondents at Barkerville and those interviewed at the Reference Site (65% Barkerville; 50% Reference Site).
- A quarter of all travellers (24% Barkerville; 24% Reference Site) had heard about Barkerville from family and friends.
- Other frequently mentioned sources of information included tourism guide (8% Barkerville; 11% Reference Site), highway signage (5% Barkerville, 11% Reference Site), visitor centre (2% Barkerville; 5% Reference Site) and school (3% Barkerville; 3% Reference Site).

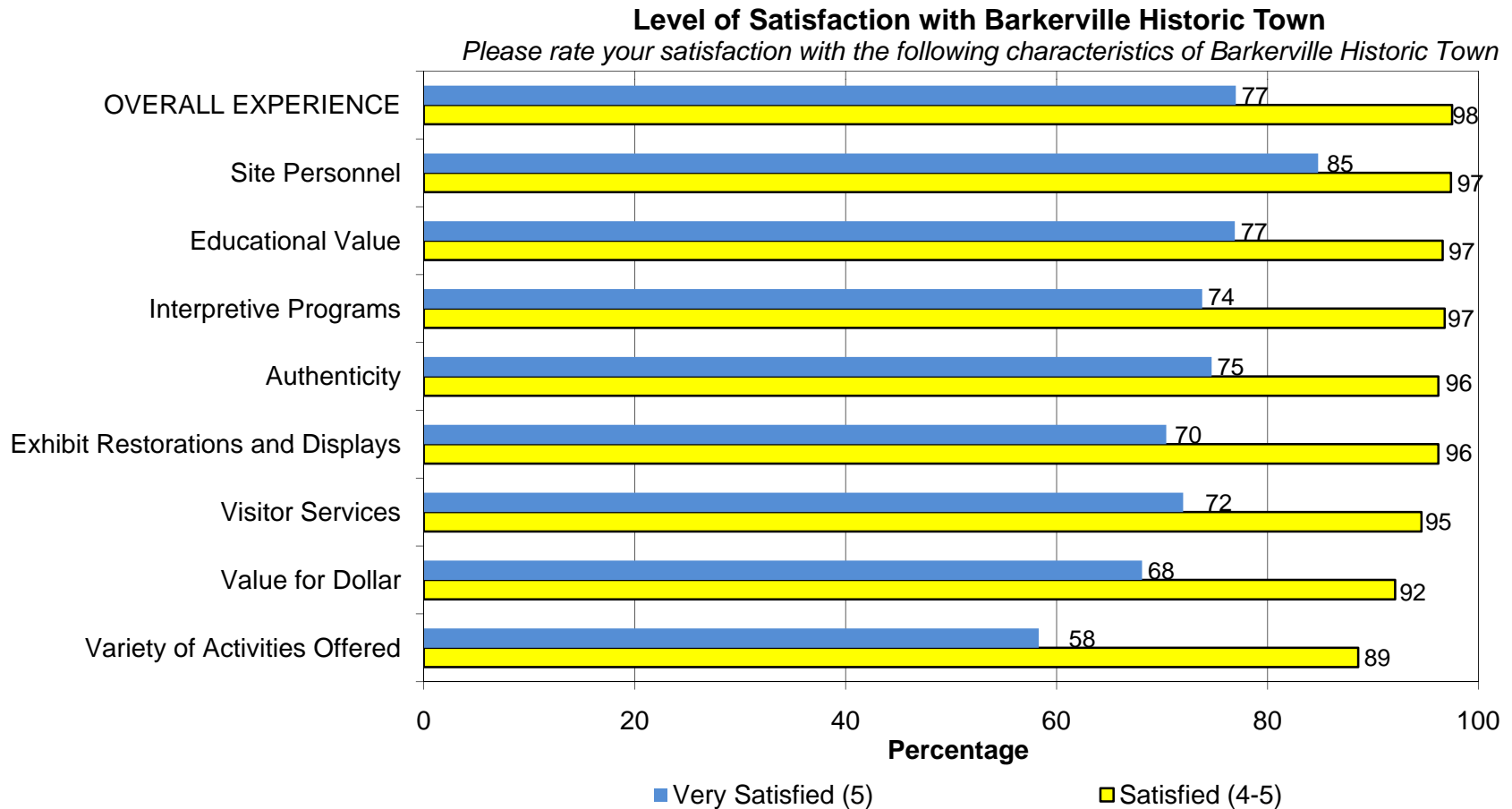
FINDINGS: TRAVEL TO BARKERVILLE HERITAGE TOWN

Source of Information about Barkerville Historic Town

Source of Information	Overall (n=1,648)	Barkerville (n=1,108)	Reference Site (n=540)	Quesnel Resident (n=123)	Non- Quesnel Resident (n=985)	Children in travel party (n=405)	No children in travel party (n=703)
Personal knowledge	59.8%	64.5%	50.0%	90.2%	61.3%	71.9%	60.3%
From Family/Friends	23.7%	23.7%	23.5%	13.8%	25.0%	22.2%	24.6%
Tourism Guide	8.9%	7.9%	10.9%	0.0%	8.8%	2.2%	11.1%
Highway Signage	7.0%	5.2%	10.6%	1.6%	5.7%	4.0%	6.0%
Visitor Centre	3.3%	2.3%	5.2%	0.8%	2.5%	1.7%	2.7%
School	2.9%	2.9%	2.8%	1.6%	3.0%	5.4%	1.4%
Barkerville Website	1.5%	1.6%	1.3%	0.0%	1.8%	1.5%	1.7%
Brochure at Other Attraction	1.2%	1.1%	1.3%	0.0%	1.2%	0.7%	1.3%
Word of mouth	1.2%	1.1%	1.3%	0.0%	1.2%	0.5%	1.4%
Books	1.0%	0.8%	1.3%	0.0%	0.9%	0.7%	0.9%
Brochure at Accommodations	0.7%	0.6%	0.9%	0.0%	0.7%	0.0%	1.0%
TV/Radio	0.7%	0.7%	0.7%	0.0%	0.8%	0.5%	0.9%
Newspaper	0.5%	0.4%	0.9%	0.0%	0.4%	0.2%	0.4%
Other Internet websites	0.4%	4.7%	0.4%	0.0%	0.4%	0.2%	0.4%
Travel agent/tour operator	0.4%	0.5%	0.2%	0.0%	0.6%	0.2%	0.7%
Map	0.3%	0.4%	0.2%	0.0%	0.4%	0.0%	0.6%
Magazine	0.2%	0.4%	0.0%	0.0%	0.4%	0.0%	0.6%
Other source indicated	0.7%	0.5%	0.9%	0.0%	0.6%	0.2%	0.7%
Don't know/No response	0.9%	0.3%	2.2%	0.0%	0.3%	0.5%	0.1%

FINDINGS: TRAVEL TO BARKERVILLE HERITAGE TOWN

- Overall, visitors to Barkerville were very satisfied with their experience and all aspects of Barkerville. A total of 98% of Barkerville visitors that were interviewed rated the overall experience at Barkerville a 4 or better on a scale of 1 to 5, with 77% providing a rating of 5.
- When asked about specific elements of the Barkerville experience, the highest ratings were given to site personnel (85% rated them as a 5 out of 5). Variety of activities offered (58% very satisfied) received the lowest relative level of satisfaction followed by value for dollar (68% very satisfied).



FINDINGS: TRAVEL TO BARKERVILLE HERITAGE TOWN

- Over a third of visitors to Barkerville stated that they would be either very (23%) or somewhat (14%) likely to return in the next 12 months.
- Over half of all visitors (57%) stated that they were not at all likely to return to the attraction the following year.
- Quesnel non-residents (6% residents; 63% non-residents) and those travelling without children (49% with children; 62% without children) were most unlikely to return to Barkerville in the next 12 months.

Likelihood to return to Barkerville Historic Town in next 12 months

	Overall (n=1,099)	Quesnel Resident (n=123)	Non-Quesnel Resident (n=976)	Children in travel party (n=402)	No children in travel party (n=697)
Very likely to return	22.7%	74.8%	16.2%	25.9%	20.9%
Somewhat likely to return	13.6%	15.4%	13.3%	17.4%	11.3%
Neither likely nor not likely	0.9%	0.0%	1.0%	1.0%	0.9%
Somewhat not likely	6.0%	4.1%	6.3%	7.2%	5.3%
Not at all likely to return	56.8%	5.7%	63.2%	48.5%	61.5%

FINDINGS: TRAVEL TO BARKERVILLE HERITAGE TOWN

- The vast majority (98%) of respondents stated that they were very (84%) or somewhat likely (15%) to recommend Barkerville Historic Town to friends and family whilst only 1% stated they would not recommend it at all.
- Quesnel residents (90% residents; 83% non-residents) and those travelling with children (85% with children; 83% without children) were most likely to recommend Barkerville Historic Town.

Likelihood to recommend Barkerville Historic Town

	Overall (n=1,104)	Quesnel Resident (n=123)	Non-Quesnel Resident (n=981)	Children in travel party (n=403)	No children in travel party (n=701)
Very likely to recommend	83.5%	90.2%	82.7%	85.4%	82.5%
Somewhat likely to recommend	14.9%	8.9%	15.6%	13.9%	15.4%
Neither likely nor not likely	0.5%	0.0%	0.5%	0.0%	0.7%
Somewhat not likely	0.2%	0.0%	0.2%	0.2%	0.1%
Not at all likely to recommend	1.0%	0.8%	1.0%	0.5%	1.3%

FINDINGS: TRAVEL TO BARKERVILLE HERITAGE TOWN

- Travellers at the Reference Site were asked if they had heard about Barkerville Historic Town and if they had visited or planned on visiting Barkerville during their trip.
- The majority of Reference Site travellers (91%) reported having heard of Barkerville before.
- Over half (55%) of travellers at the Reference Site had stopped (15%) or planned to stop (40%) at Barkerville. However, another two-fifths (44%) of respondents had not stopped and did not plan on stopping.

Stopped or plan to stop at Barkerville Historic Town

	Frequency (n=522)	Percent
Have not stopped and do not plan to stop	232	44.4%
Have stopped	78	14.9%
Have stopped and plan to stop again	2	0.4%
Plan to stop	210	40.2%

- Over half (52%) of Reference Site visitors who completed the follow up survey indicated that they had stopped at Barkerville Historic Town during the trip on which they were interviewed.

Stopped at Barkerville Historic Town

	Frequency (n=247)	Percent
Yes	128	51.8%
No	119	48.2%

FINDINGS: PERCEPTIONS OF BARKERVILLE HISTORIC TOWN

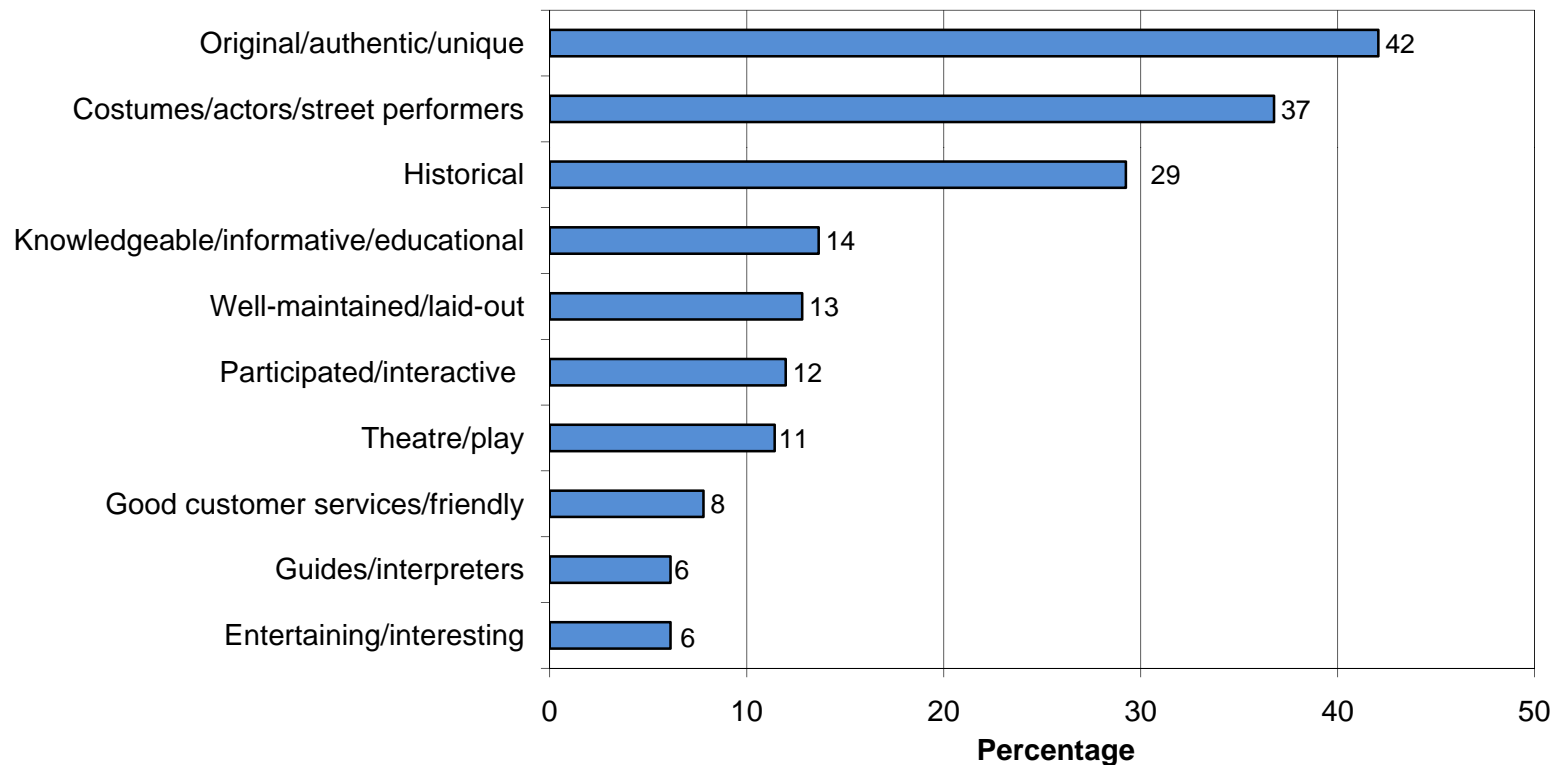
- Travellers who were intercepted at Barkerville Historic Town and completed the follow-up questionnaire were asked, *“What do you consider to be unique about Barkerville Historic Town as a tourist attraction?”* and *“What positive and/or negative images come to mind when you think of Barkerville Historic Town as a tourism attraction?”*
- These image questions were asked to obtain an understanding of what travellers perceive Barkerville Historic Town to be doing right and what Barkerville can work on in terms of attracting and keeping travellers in the region.
- A total of 359 follow-up survey participants described what they believed were the unique aspects of Barkerville Historic Town. Since individual participants often made multiple comments, this group provided a total of 861 responses.
- The most common response was that Barkerville was original, unique or authentic (42%), the use of street or theatre performances and period costumes (37%), and that it was of historical significance or depicted the history of the area (29%). A further 14% were comments on Barkerville’s educational value in terms of providing knowledge and information.

FINDINGS: PERCEPTIONS OF BARKERVILLE HISTORIC TOWN

Unique Attributes of Barkerville Historic Town - Percent of Respondents

What do you consider to be unique about Barkerville Historic Town as a tourism attraction?

Unique attributes are those that make Barkerville Historic Town different from other tourism attractions.



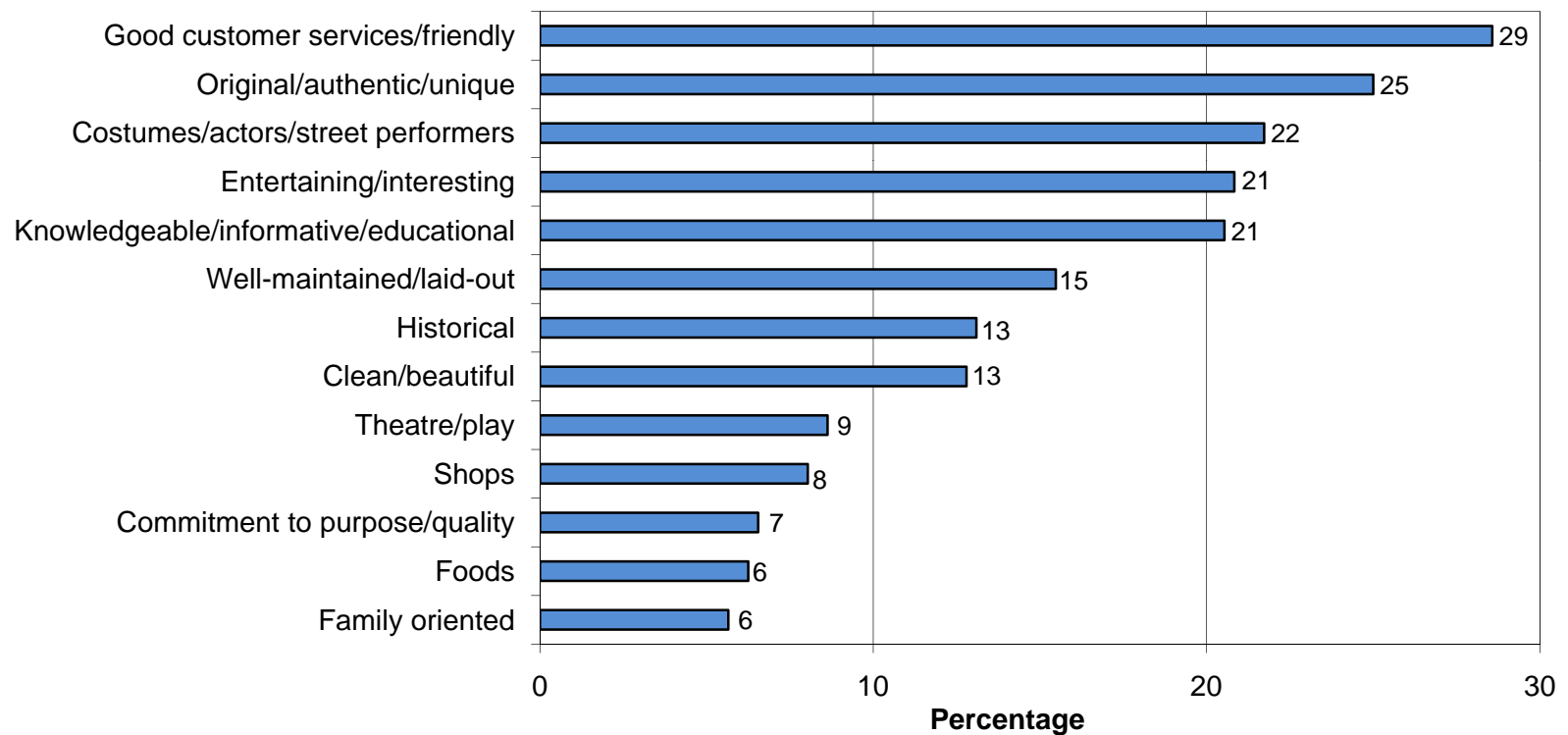
FINDINGS: PERCEPTIONS OF BARKERVILLE HISTORIC TOWN

- A total of 336 follow-up survey participants included their comments on perceived positive aspects of Barkerville Historic Town. This group provided a total of 836 responses to the question.
- The high level of customer service provided (29%) was the most frequently mentioned positive aspect of Barkerville, followed by its originality, uniqueness or authenticity (25%) and the use of street or theatre performances and period costumes (22%).

FINDINGS: PERCEPTIONS OF BARKERVILLE HISTORIC TOWN

Positive Images of Barkerville Historic Town - Percent of Respondents

What positive images come to mind when you think of Barkerville Historic Town as a tourism destination?



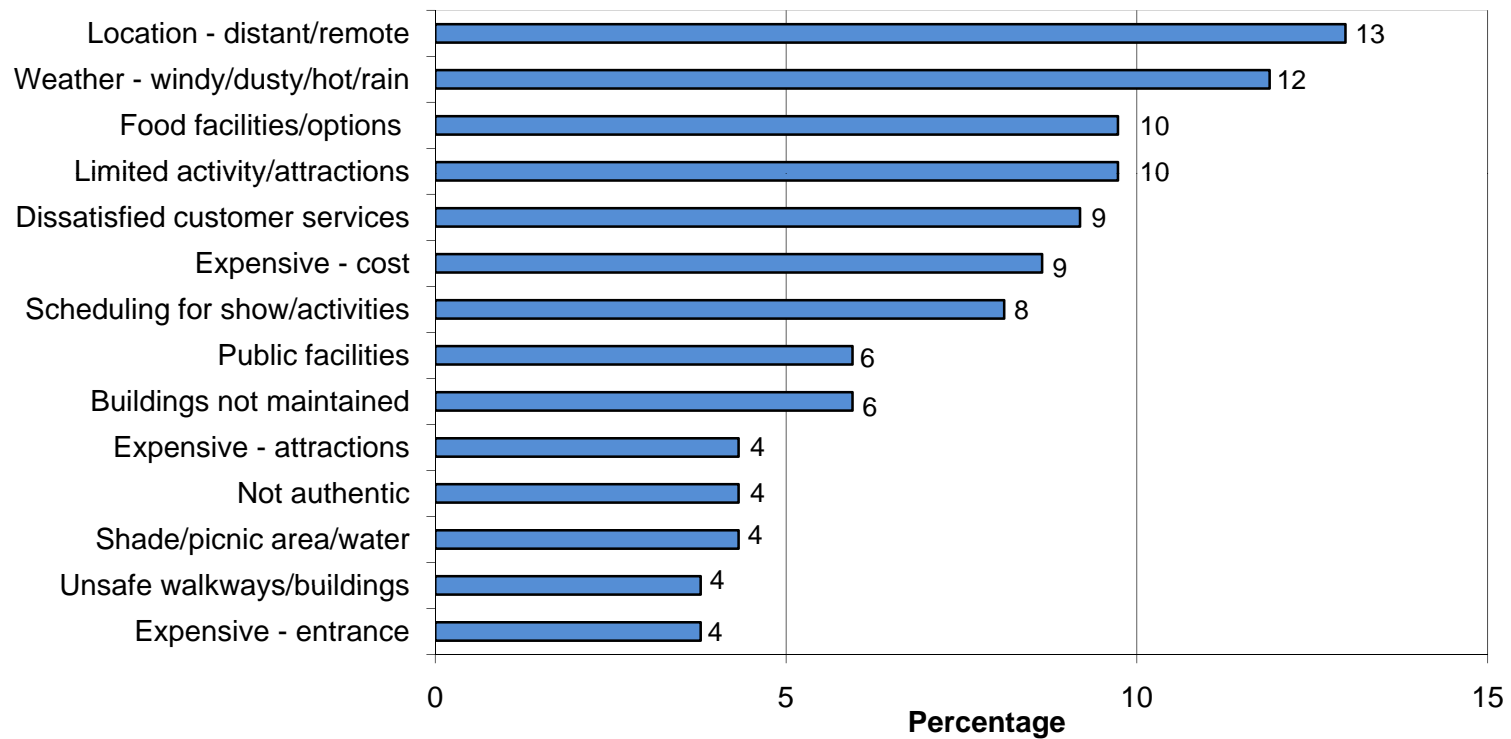
FINDINGS: PERCEPTIONS OF BARKERVILLE HISTORIC TOWN

- A total of 185 follow-up survey participants included their comments on perceived negative images or characteristics of Barkerville Historic Town, representing 28% of all mailback participants. This group provided a total of 279 responses to the question.
- Of these, the top two responses were comments about factors external to Barkerville that were either impossible or difficult to modify, including location and remoteness of the facility (13%) and the weather (12%).

FINDINGS: PERCEPTIONS OF BARKERVILLE HISTORIC TOWN

Negative Images of Barkerville Historic Town - Percent of Respondents

What negative images come to mind when you think of Barkerville Historic Town as a tourism destination?



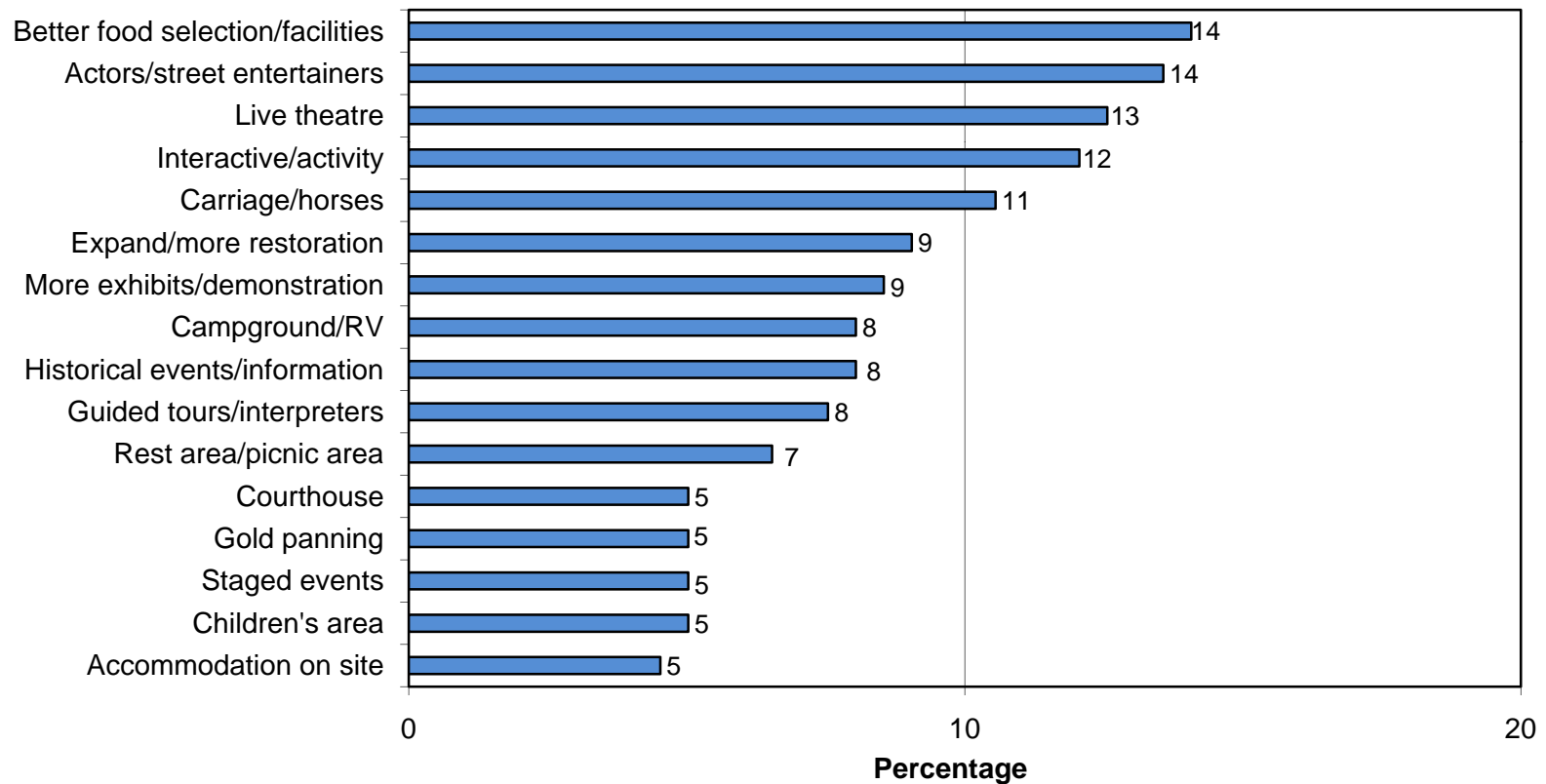
FINDINGS: PERCEPTIONS OF BARKERVILLE HISTORIC TOWN

- The follow-up survey also asked visitors to Barkerville Historic Town to name activities, services, and additional attractions they would like to see if they were to revisit the site.
- A total of 377 responses were received from 199 participants.
- The three most popular additions mentioned were better food facilities and selection (14%), more actors/street performers (14%) and live theatre (13%).
- Increased opportunities for interaction (12%) and more carriages and horses (11%) rounded out the top 5 most wished for activities, services or attractions.

FINDINGS: PERCEPTIONS OF BARKERVILLE HISTORIC TOWN

Activities, Services or Attractions To See if Revisiting Barkerville Historic Town - Percent of Respondents

What additional activities/services/attractions would you like to see if you visited Barkerville Historic Town again?



FINDINGS: TRAVEL EXPERIENCE

- Both Barkerville visitors and Reference Site travellers were asked on the mail follow-up survey if they visited any other heritage or historical attractions in British Columbia on their trip. A total of 141 visitors (48%) indicated that they had.
- Practical differences were found based on origin as those from outside Canada were much more likely to visit heritage or historical sites in BC than were those from Canada (46% Canada; 62% outside Canada).
- Reference Site visitors were more likely to visit other heritage or historical attractions in BC than were those interviewed at Barkerville (42% Barkerville; 57% Reference Site).
- Only small differences were observed when the rates of visiting other historical attractions were compared for those travelling with and without children.

Visitors to other heritage or historical attractions in British Columbia

Sub-Group	Frequency	Percent
Canada	250	46.0%
Outside Canada	42	61.9%
Barkerville	168	42.3%
Reference Site	124	56.5%
Children in travel party	69	44.9%
No children in travel party	223	49.3%
Total	292	48.3%

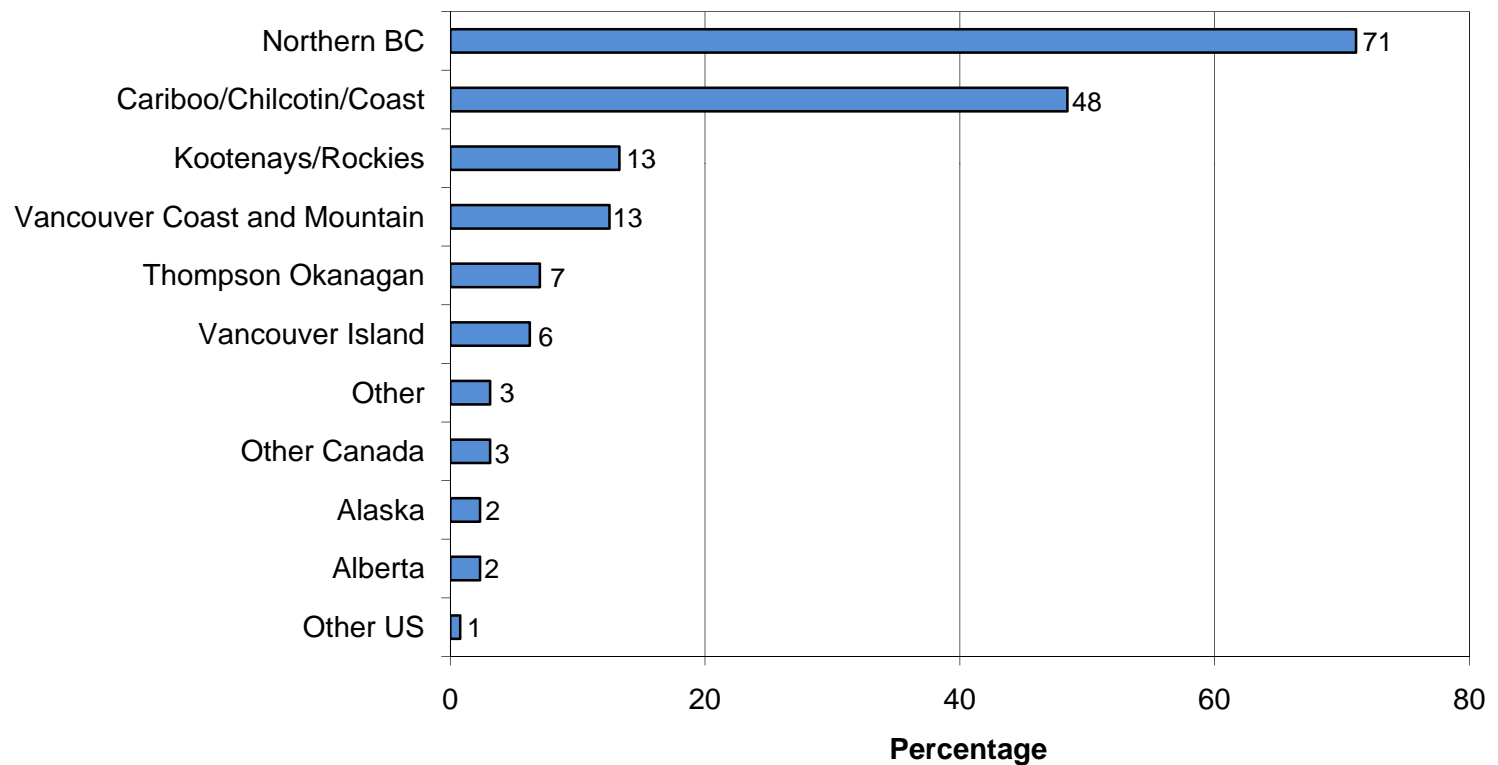
FINDINGS: TRAVEL EXPERIENCE

- The mail follow-up survey also asked both Barkerville Historic Town and Reference Site travellers to name other heritage attractions they visited on their trip.
- A total of 218 responses were received from 128 survey participants.
- Attractions in Northern BC were mentioned the most (71%) followed by attractions in the Cariboo Chilcotin Coast (48%), Kootenays Rockies (13%) and Vancouver Coast and Mountain (13%).

FINDINGS: TRAVEL EXPERIENCE

Other Heritage Attractions Visited - Percent of Respondents

On this trip, did you visit any other heritage or historical attractions/sites in British Columbia?



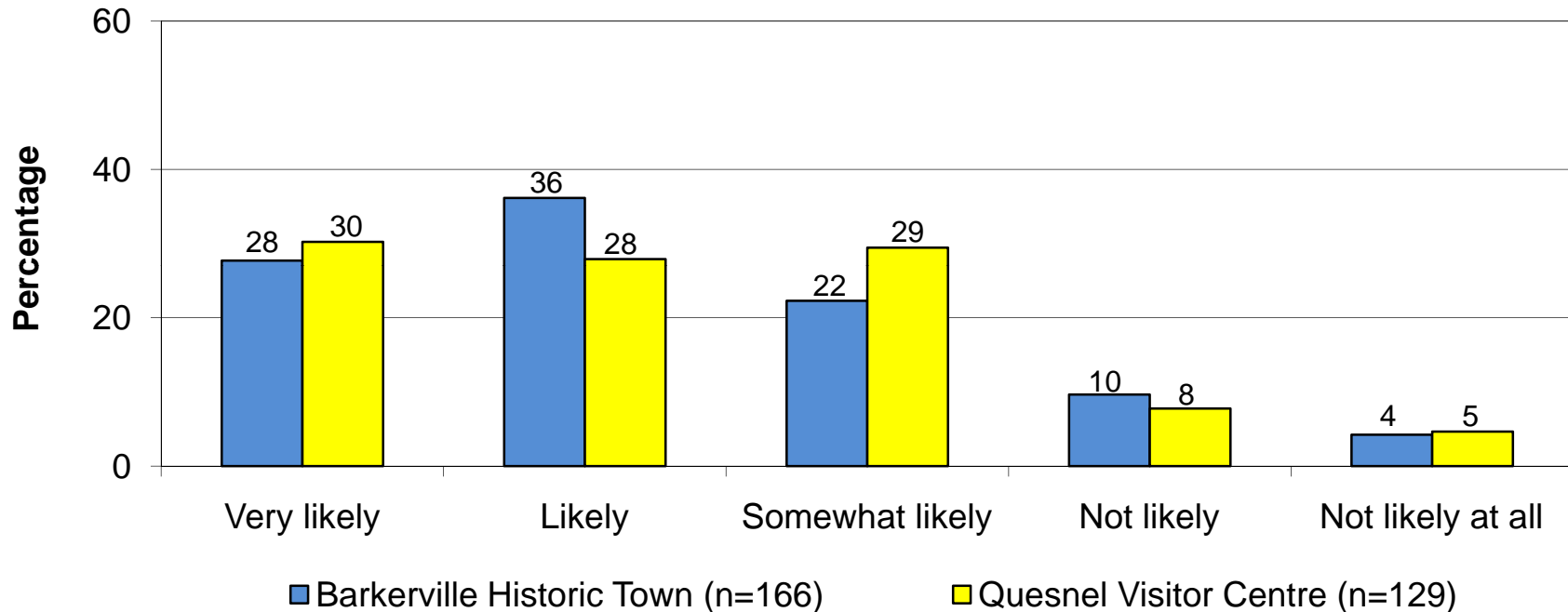
FINDINGS: TRAVEL EXPERIENCE

- When asked if they were likely to return to the Quesnel area for a future leisure trip, over three-fifths of mail-back follow-up survey participants indicated that they would (29% Very Likely to return and 33% Likely to return).
- 13% of travellers indicated they were Not Likely or Not at all Likely to return to the region.
- A slightly higher proportion of those interviewed at Barkerville were Very Likely or Likely to return (64% Barkerville; 58% Reference Site) to the region whereas a higher proportion of those interviewed at the Reference Site indicated they would be somewhat likely to return (22% Barkerville; 29% Reference Site).

FINDINGS: TRAVEL EXPERIENCE

Likelihood of Taking Another Trip to the Quesnel Area

Given your experience traveling in the Quesnel area, how likely are you to return to the Quesnel area for a future leisure trip?

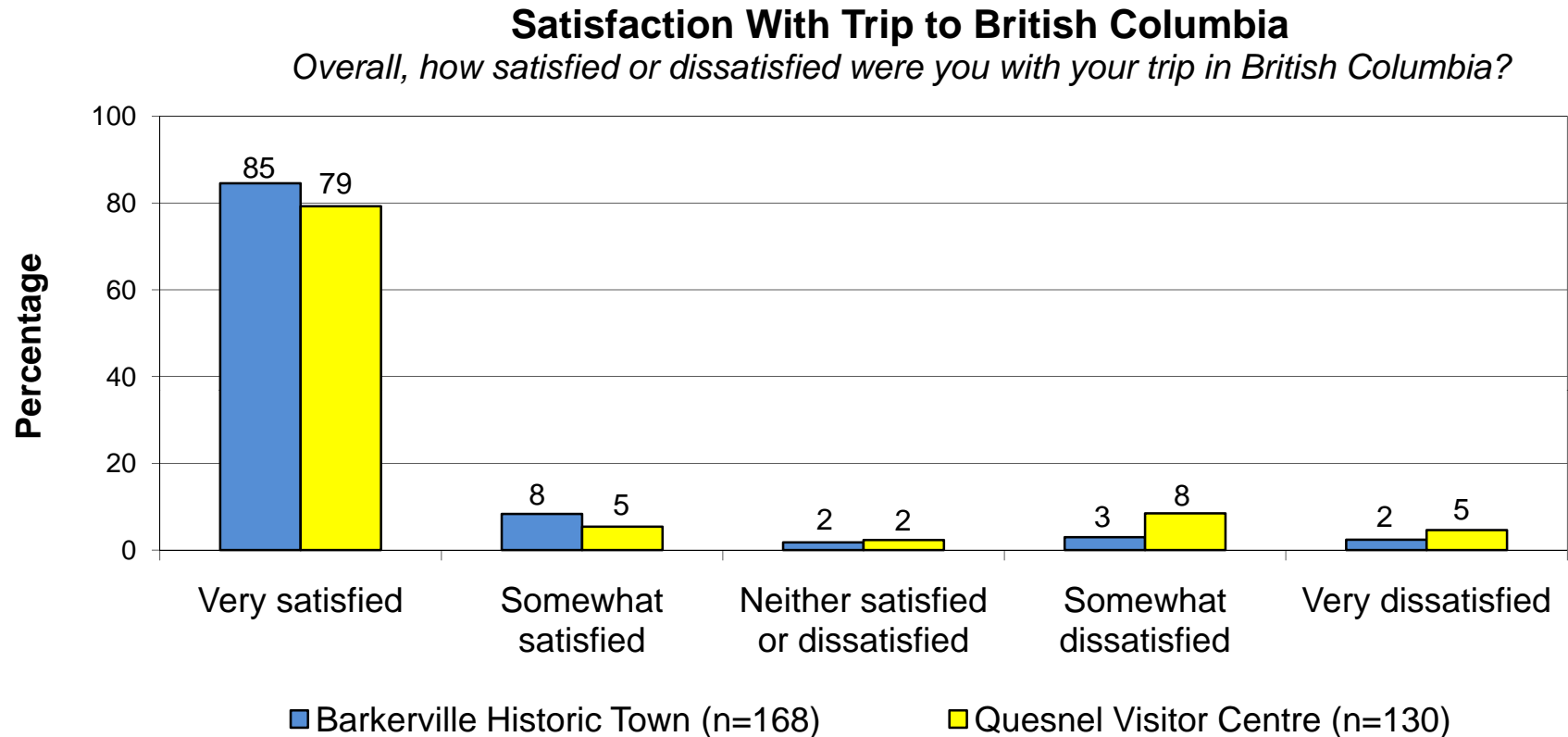


- The lengthy travel distance, prior visitation, a desire to see other places and cost were amongst some of the reasons cited by those who were less likely to return.
- A love for the area, its scenery, presence of family/friends in the area or the desire to expose the area to family/friends who had not been there before were common reasons mentioned by those who indicated a likelihood of returning.

FINDINGS: TRAVEL EXPERIENCE

- Respondents to the follow-up questionnaire were asked about their satisfaction with their trip in British Columbia.
- The majority of travellers were satisfied with their trip with 89% stating they were either Very Satisfied (82%) or Somewhat Satisfied (7%).
- Travellers to Barkerville were noticeably more satisfied than those from the Reference Site (93% Barkerville; 84% Reference Site).

FINDINGS: TRAVEL EXPERIENCE



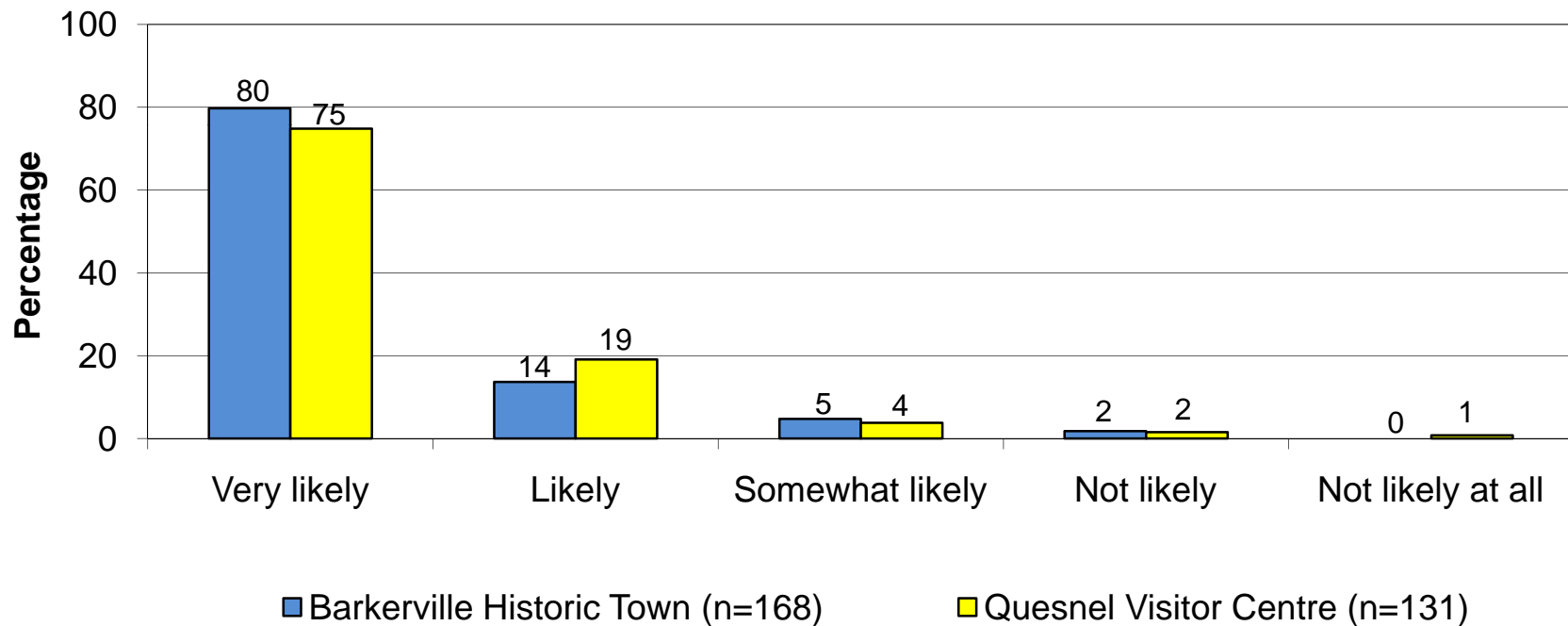
- Some of the reasons cited by the minority for dissatisfaction included inadequate time available in the area, road construction, cost, unclean or inadequate numbers of rest stops, lack of amenities, lack of variety in terms of things to do, limited food choices and poor signage.
- Scenery, wildlife, friendliness of the people and a great experience were among a variety of reasons cited by the majority of respondents who experienced a satisfying trip.

FINDINGS: TRAVEL EXPERIENCE

- In terms of their likelihood of taking another leisure trip to/in British Columbia, the majority of travellers indicated they would return (78% Very Likely and 16% Likely).
- Those from Barkerville were Very Likely to return (80% Barkerville; 75% Reference Site), whereas a higher proportion of those from the Reference Site were Likely to return (14% Barkerville; 19% Reference Site).
- Only 2% of Barkerville visitors and 3% of Reference Site travellers stated they were either Not Likely or Not Likely at all to return.

FINDINGS: TRAVEL EXPERIENCE

Likelihood of Taking Another Leisure Trip Within British Columbia
Given your experience travelling in British Columbia on this trip, how likely are you to take another leisure trip within British Columbia?



FINDINGS: EXPENDITURES

- On the follow-up survey travellers to Barkerville Historic Town and the Reference Site were asked about their total expenditures, *“What were your travel party’s total expenditures during the trip?”*
- These total trip expenditures were then divided by the total number of days that travellers reported spending away from home on their trip to produce an estimation of daily expenditures. Further, daily expenditures were divided by the total number of persons in the travel party to estimate total per person daily expenditures.
- Overall, travellers reported an average of \$171.68 per day for their travel party (\$69.22 per person) during their trips.
- Parties from Barkerville spent slightly more than average at \$180.91 per day whereas parties at the Reference Site spent significantly less (\$143.75).
- Consistent with the earlier observation that Barkerville travel parties tended to be larger, the difference in spending between these two groups narrowed considerably when comparing expenditures at the per person level. Examining total per person expenditures revealed that each Barkerville visitor spent an average of \$69.63 per day, compared to \$67.96 per day for each Reference Site traveller.

Average Daily Expenditure

\$ CDN Daily Expenditures*	Average Per Party Daily Expenditure			Average Per Person Daily Expenditure		
	All (n=463)	Barkerville (n=348)	Reference Site (n=115)	All (n=463)	Barkerville (n=348)	Reference Site (n=115)
Overall	\$171.68	\$180.91	\$143.75	\$69.22	\$69.63	\$67.96

FINDINGS: EXPENDITURES

- It is not surprising that average per party daily expenditures increases with party size. Solo travellers spent an average of \$116.89, while those travelling in large travel parties of 7 or more persons spent an average of \$272.77 per day.
- Comparing expenditures by travel party size among visitors to Barkerville and the Reference Site showed that visitors to Barkerville generally had higher per day average expenditures. Among those travelling in medium sized groups of 3 to 6 people, visitors to Barkerville spent considerably more than did those from the Reference Site (\$216.45 Barkerville; \$154.81 Reference Site).
- Respondents between the ages of 35 and 44 reported the highest average per party daily travel party expenditures at \$195.53. The lowest was reported among parties where the respondent was between the ages of 55 and 64 (\$142.77).
- Traveller parties to Barkerville spent more than their counterparts from Reference Site for each age grouping.

FINDINGS: ONLINE USAGE AND ONLINE TRAVEL PLANNING

- In an effort to understand the Quesnel area and Barkerville visitors' online usage and online travel planning behaviours, a series of questions were asked to those who agreed to participate in the online follow-up survey.
- Over two-thirds (69%) of travellers interviewed at the Reference Site regularly used the internet. These travellers were subsequently provided with a series of internet usage questions to identify the online activities they regularly participated in. Although magnitudes differed for Reference Site intercept and follow-up survey respondents, the ranking of responses for both groups were very similar.
- Due to the high frequency of online usage and activities, this question was replicated in the follow-up online survey so travellers at each site could be compared.
- On the follow-up survey the most frequently selected online activity for travellers at both sites was watching video clips (70% Barkerville; 63% Reference Site). Travellers interviewed at Barkerville were more likely to have rated products online (31% Barkerville; 27% Reference Site) whereas Reference Site travellers were more likely to have downloaded a podcast (12% Barkerville; 21% Reference Site), read blogs/weblogs (35% Barkerville; 42% Reference Site) or started their own blog/webcast (4% Barkerville; 10% Reference Site).

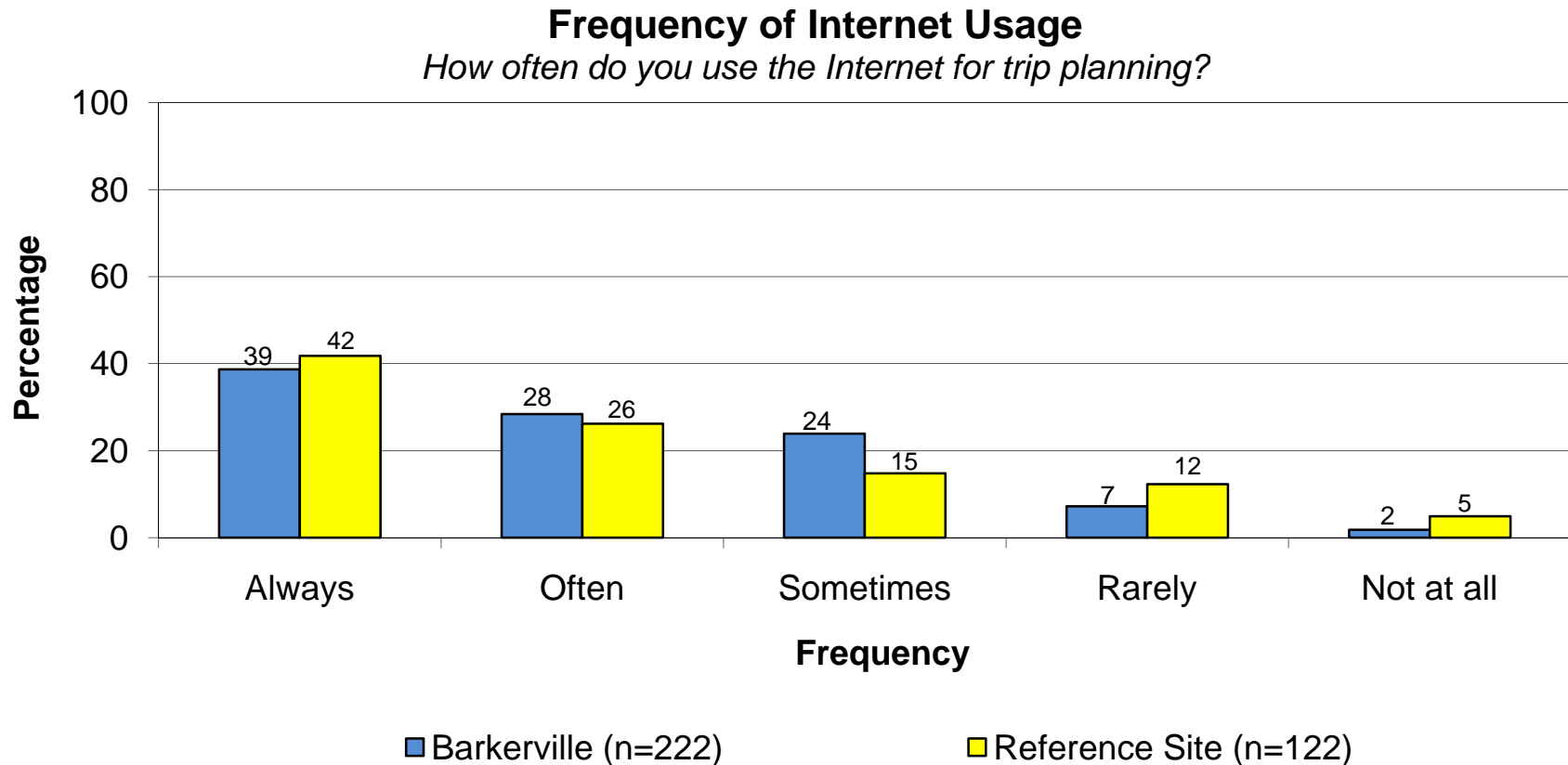
FINDINGS: ONLINE USAGE AND ONLINE TRAVEL PLANNING

Online Activity

Internet Usage	Follow-up Survey			Intercept
	All (n=458)	Barkerville (n=337)	Reference Site (n=121)	Reference Site (n=595)
Watched video clips online	67.9%	69.7%	62.8%	73.5%
Visited a photo sharing website	43.4%	43.9%	42.1%	54.7%
Created a profile on a social network (i.e. Facebook/Myspace)	40.6%	41.2%	38.8%	41.3%
Read blogs/weblogs	37.1%	35.3%	42.1%	42.2%
Rated products online	30.1%	31.2%	27.3%	30.5%
Uploaded my photos to a photo sharing website	29.7%	30.0%	28.9%	30.5%
Posted comments on social boards	20.1%	19.3%	22.3%	22.9%
Downloaded a podcast	14.0%	11.6%	20.7%	22.0%
Uploaded a video clip to a video sharing website	10.9%	11.3%	9.9%	15.0%
Started my own blog/webcast	5.7%	4.2%	9.9%	7.2%
None of the above	18.1%	15.7%	24.8%	n/a

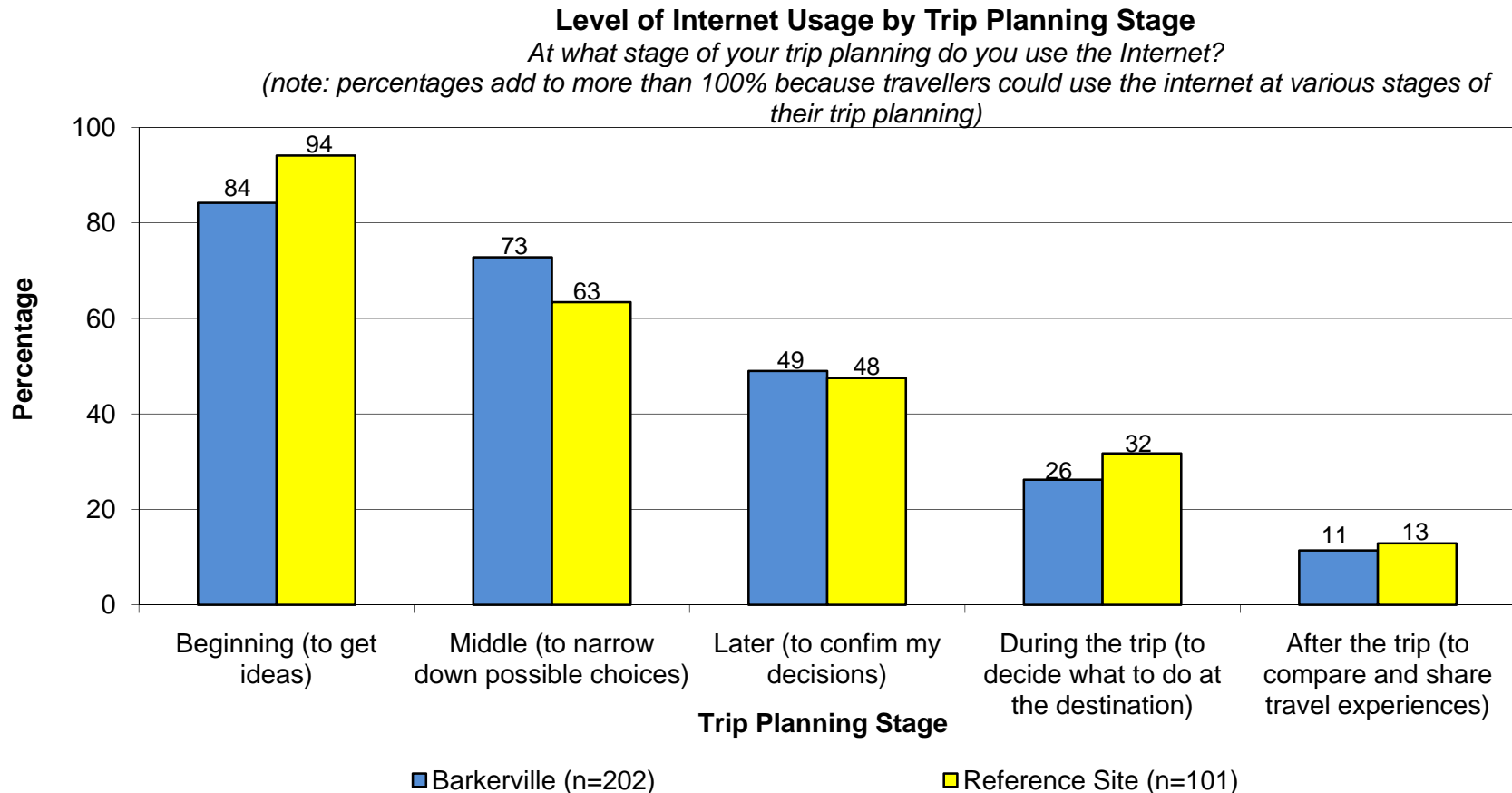
FINDINGS: FREQUENCY OF INTERNET USE FOR TRIP PLANNING

- Two-fifths of respondents (39% Barkerville; 42% Reference Site) indicated that they always use the internet for trip planning purposes.
- Another quarter of respondents (28% Barkerville; 26% Reference Site) often used the internet whereas less than 5% did not use the internet at all (2% Barkerville; 5% Reference Site).



FINDINGS: INTERNET USE AT DIFFERENT TRIP PLANNING STAGES

- Internet planners (i.e. those who always, often or sometimes use the internet for trip planning) were asked about the stage in travel planning at which they used the internet. Reported usage levels were at their peak at the beginning of the trip as these visitors sought to get ideas (84% Barkerville; 94% Reference Site). This was particularly true for Reference Site visitors.
- Usage levels subsequently dropped as planning advanced, dropping down substantially during the course of the trip and especially after the trip.



FINDINGS: ACTIVITIES DURING ONLINE TRIP PLANNING

- Internet planners were asked about online activities they had partaken in while planning a trip.
- Respondents from both locations were similar in their reported use of the internet.
- The majority of travellers used the internet to print out maps or directions (88% Barkerville; 87% Reference Site). Requesting printed materials/brochures (49% Barkerville; 47% Reference Site) and looking at other consumer comments/materials (46% Barkerville; 45% Reference Site) rounded out the top three online activities reported by both groups.

Online activities undertaken while planning a trip

Online Activity	Barkerville (n=202)	Reference Site (n=100)
Print out maps or directions	87.6%	87.0%
Request printed materials/brochures	49.0%	47.0%
Look at other consumer comments/materials	45.5%	45.0%
Read travel-related blogs	34.7%	36.0%
Watch videos online	34.7%	31.0%
Print out coupons	29.2%	29.0%
Use interactive trip planners	18.3%	22.0%
Send virtual postcards to friends/family	5.0%	5.0%
Listen to travel-related audio files/podcasts	2.5%	7.0%
Use live chat to talk with travel experts	0.0%	2.0%
None of the above	2.5%	8.0%

FINDINGS: INFLUENCE OF QUALITY ASSURANCE RATINGS

- To understand how travellers are influenced by various factors during the pre-booking phase, respondents were asked how likely they were to consider reviews such as travel blogs and consumer ratings prior to booking an accommodation.
- Over a third were Somewhat Likely (36%), over a quarter (27%) were Likely and almost a fifth (17%) were Very Likely to choose the accommodation based on information obtained from these reviews.
- In order to understand how travellers are influenced by quality assurance ratings during the pre-booking phase, respondents were asked how likely they were to consider quality assurance ratings (i.e. AAA/CAA, Canada Select before pre-booking an accommodation.
- Almost a third were Somewhat Likely (31%), a slightly larger proportion (32%) were Likely and over a fifth (22%) were Very Likely to choose their accommodation based on information obtained from these ratings.

Likelihood of considering reviews (i.e. travel blogs and customer ratings) or traditional quality assurance ratings (i.e. AAA/CAA, Canada Select, etc.)

Likelihood	Reviews (n=322)	Traditional Quality Assurance Ratings (n=315)
Not likely at all	5.9%	5.1%
Not likely	14.0%	9.2%
Somewhat likely	35.7%	31.4%
Likely	27.0%	32.4%
Very likely	17.4%	21.9%

FINDINGS: CONCLUSION

1. Travellers who stopped at Barkerville Historic Town differed slightly from the typical traveller to the Quesnel area intercepted at the Reference Site. Relative to travellers at the Reference Site, those at Barkerville Historic Town were more likely to:
 - Be from BC, Alberta, Washington State and Switzerland and less likely to be from Ontario or the US,
 - Rely on personal knowledge and advice from friends and family as a source of information on Barkerville,
 - Travel with children and in larger parties – with or without children,
 - Be younger,
 - Be travelling for leisure but spend less time away from home, in BC and in the region during their trip,
 - Have a primary destination in Canada, especially the Cariboo Chilcotin Coast and Barkerville regions and less likely to be touring with no specific destination,
 - Have a higher average per party daily expenditures.
- Travellers at Barkerville Historic Town were similar to travellers at the Reference Site in their:
 - Education,
 - Mode of transportation,
 - Choice of Primary accommodation,
 - Travel services booked or purchased before travel,
 - Likelihood of taking another trip to the Quesnel area,
 - Satisfaction with trip to British Columbia,
 - Likelihood of taking another leisure trip within British Columbia, and
 - Average per person daily expenditure.

FINDINGS: CONCLUSION

2. The profile of travellers can be applied:

- To ensure that marketing and information needs of those travelling to Barkerville Historic Town is responsive to the profile of site visitors.
- To better understand the characteristics of those travelling to and within the Quesnel Area.
- To ensure that the current information provided to visitors to heritage and historic sites reflects their needs.
- For business planning and management of new and existing tourism businesses in the Quesnel area and Cariboo Chilcotin Coast region. The data presented in this report provides details of the type of clients new tourism businesses in the region can expect particularly demographic characteristics, interests and trip planning behaviours of current and future clients who could be attracted through continued tourism marketing initiatives.
- To design a marketing plan to attract travellers who do not currently visit heritage or historic sites. For example, a plan could be designed to encourage visitors who are in the Quesnel area visiting friends and relatives to experience what it is like to go back in time whilst in the area.
- Information collected about competitive advantages and unique features of Barkerville Historic Town as a tourism destination can be used for future tourism development and marketing activities in the region.
- Overnight leisure travellers indicated that they were likely to consider visiting the Quesnel area again for a future vacation. It is useful to understand the appeal of Barkerville Historic Town and the area in general in order to continue to distinguish the area and enhance its attractiveness as a tourism destination.

FINDINGS: CONCLUSION

3. Almost all (98%) travellers to Barkerville Historic Town responded that they were satisfied with their experience at the site, over one third of visitors stated that they would be likely to return in the next 12 months, and 98% stated that they would recommend Barkerville to friends and family.
- Satisfaction with site personnel at the facility received the highest rating, with 85% of Barkerville visitors rating the staff a 5 out of a possible 5.
 - Well over three-quarter of visitors to Barkerville, both those stopped at the location and at the Reference Site, indicated that their visit to Barkerville was either a very important factor or the single deciding factor in their decision to visit the region.
 - All of these factors combined point to the importance of Barkerville as a contributor to the regional tourism sector and the positive influence the site is having on visitor experience.

FINDINGS: CONCLUSION

4. Visitors to Barkerville were motivated to learn about and experience the site for its historical significance and depiction of the history of the area
 - Visitors were most impressed with the high level of customer service, the site's originality, uniqueness or authenticity and the use of street or theatre performances and period costumes, although areas of improvement were highlighted with regard to controllable factors such as limited food facilities/options, limited activities/attractions and cost.
5. When asked about their satisfaction and perceived importance of various trip factors, respondents felt Barkerville Historic Town met their expectations for the most part.
 - However, if they were to revisit Barkerville Historic Town, respondents wanted to see improvements including better food facilities and selection, more actors/street performers and live theatre, increased opportunities for interaction, more carriages and horses, expanded restoration, more exhibits and demonstrations, campground/RV facilities, more information on historic events, more guided tours and interpreters and rest/picnic areas.

FINDINGS: CONCLUSION

6. Online media including local/regional tourism sites, other internet sites, HelloBC.Com and traveller commentary sites are becoming increasingly useful sources of information for travellers
- Although its use was lower during the trip, perhaps due to limited accessibility to the internet in rural and interior regions of the province, online media continue to make inroads in trip planning.
 - The influence of one such source, online videos, was examined in this study.
 - Respondents were generally in agreement with the usefulness of the videos and two-fifths indicated they would share the video clip if they knew family or friends were interested in the activity in British Columbia.
 - This highlights the opportunities and challenges of using online media for marketing purposes. Done properly, the viral impact that can arise from the sharing of video clips and other online information (e.g. travel blogs) with one's network of contacts can have a huge payoff at minimal cost.
 - As illustrated by the video clips, success in this arena will require content that is relevant, accurate, informative and of a professional quality.

FINDINGS: LIMITATIONS

1. These results are representative of travellers who stopped at Barkerville Historic Town and the Quesnel Visitor Centre Reference Site between June 2 and September 26, 2009. The results may differ from travellers visiting these locations at different times of the year. Additionally, as the study period represents the peak tourism period, extrapolating these findings to the remaining months in the year could result in significant discrepancies compared with overall annual patterns.
2. Some of the statistics contained in the report were produced with small sample sizes; consequently, some of the results should be treated with caution.
3. Results presented here do not represent the full range of analysis that can be completed with the data collected. For example, a profile of travellers visiting friends and family versus those that were travelling for leisure could be developed.



TourismBC

BARKERVILLE HISTORIC TOWN VISITOR STUDY 2009