



RESEARCH, PLANNING & EVALUATION

BARKERVILLE HISTORIC TOWN VISITOR STUDY 2009 RESULTS

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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.

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Executive Summary

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 with 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 organizations¹ 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. Specifically, the *Guidelines: Survey Procedures for Tourism Economic Impact Assessments at Permanent, Gated Attractions* was used in this study.

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 & Evaluation), a part of the Ministry of Tourism, Culture and the Arts, in partnership with Barkerville Historic Town identified the need 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. Specifically, the study objectives were:

1. 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;
2. To collect and provide expenditure data to the Ministry of Tourism, Culture and the Arts for their estimation of the economic analysis of Barkerville Historic Town.

A two-location, two-stage survey design was used to achieve the study objectives. Travellers were interviewed at two locations: Barkerville Historic Town and a Reference Site (Quesnel Visitor Centre). The purpose of collecting information from the Reference Site was to obtain information about the typical traveller to the Quesnel area for comparison with travellers who visited Barkerville Historic Town. On-site interviews collected information from travellers during their trip and a follow-up questionnaire collected information from travellers after their trip. The purpose of the follow-up questionnaire was to gather information about trip motivation, planning, experiences and activities, and to understand travellers' perceptions of the Quesnel area and British Columbia upon trip completion.

¹ Sponsors of the original and/or subsequent Guideline projects: Alberta Tourism, Parks, Recreation and Culture; British Columbia Ministry of Tourism, Culture and the Arts; Canadian Tourism Commission; Federal-Provincial-Territorial Culture/Heritage and Tourism Initiative; Government of the Northwest Territories – Department of Resources, Wildlife, & Economic Development; Government of Yukon – Department of Tourism and Culture; Nova Scotia Department of Tourism, Culture and Heritage; Ontario Ministry of Tourism; Tourism British Columbia; Tourism Prince Edward Island.

- Between June 2 and September 26, 2009, a total of 2,616 people were approached either at Barkerville Historic Town or the Quesnel Visitor Centre Reference Site. 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; an additional seven were excluded as they did not meet the definition of a tourist. Among those intercepted at the Reference Site, 161 were excluded as they were from the local area, and an additional seven were excluded who were part of an organized tour group resulting in 1,777 useable surveys.
- Seventy-six percent of travellers intercepted at one of the two survey locations agreed to complete a follow-up survey (mailback or online) and 61% of these completed the surveys by February 22 2010, resulting in 668 useable surveys for analysis.
- Overall, almost three-quarter (74%) of Barkerville visitors were from British Columbia (including those from the local area), and almost an eighth of all visitors intercepted at Barkerville were from the Quesnel area (13%). Over two-thirds (70%) of independent, non-resident travellers to Barkerville were from British Columbia. Similarly, almost two-thirds (58%) of visitors interviewed at the Reference Site were from British Columbia.
- With respect to age, practical differences were found between independent travellers¹ at Barkerville and the Reference Site among those 65 years of age or older. Independent travellers at Barkerville were less likely to be 65 years of age or older compared to independent travellers at the Reference Site (16% Barkerville; 27% Reference Site).
- With respect to education, there were no practical differences between the two groups of respondents. However, the largest observed differences were found amongst those whose highest education attainment was high school (25% Barkerville; 18% Reference Site) or a Masters/PhD degree (8% Barkerville; 14% Reference Site).
- 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).
- The largest proportion of all travellers at both Barkerville and the Reference Site indicated that the primary purpose of their trip was for leisure. This number was noticeably higher among independent travellers to Barkerville compared to the Reference Site (77%Barkerville; 65%Reference Site).

¹ For comparative purposes, travellers interviewed at Barkerville who were residents of the Quesnel area or who were part of a tour group were not included in the group identified as Barkerville Independent Travellers. Unless otherwise noted, comparative figures provided in the brackets were made between Barkerville Independent Travellers and those interviewed at the Quesnel Visitor Centre Reference Site.

- Overall, two thirds of all travellers used cars, trucks, or motorcycles as their primary mode of transportation (68% Barkerville; 67% Reference Site). Almost a third reported using a recreational vehicle (31% Barkerville; 31% Reference Site).
- Over half of all overnight travellers reported using a campground or RV park as their primary accommodation (Barkerville 51%; Reference Site 51%). Almost a third of travellers at both locations (30% Barkerville; 29% Reference Site) stayed at a resort/hotel/motel and still fewer were staying with friends or relatives (14% Barkerville; 15% Reference Site).
- Almost a fifth of Independent travellers to Barkerville (19%) and over a quarter (26%) of Reference Site travellers indicated they were touring with no specific destination. Independent travellers to Barkerville 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 (45% Barkerville; 13% Reference Site).
- 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. Respondents were also asked about the number of trips they had taken in the past two years. Almost a third (30%) reported taking between one and three trips while a smaller proportion (6%) reported taking 10 or more trips to/in the region in the past two years. Almost a half indicated that they had not taken a leisure trip to the region in the past two years (50%).
- Follow-up survey respondents were asked whether they considered other destinations or routes when planning their trip. The majority of travellers did not consider other destinations or routes. Amongst those that did consider alternatives, 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 alternate destinations in the Northern BC (25%) and to a slightly lesser extent the Cariboo Chilcotin Coast region (23%). Alberta was considered as an alternative for nearly a tenth of those survey participants whereas less than a tenth of travellers who consider alternative destinations considered destinations or routes in the US.
- When asked about reasons for choosing their primary destinations or routes, visiting friends and family (22%) and a new or recommended location or as part of a tour (17%) were the most frequently stated reasons for those follow-up survey respondents from the Reference Site (22%), while visiting attractions (27%) and friends and family (17%) were cited most often by those from Barkerville.
- 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 Quesnel area. Among those who indicated that they would be stopping in the Quesnel region, Barkerville independent travellers reported slightly shorter average stays in the area (2.8 days Barkerville; 3.4 days Reference Site).

- Among independent travellers to Barkerville, US visitors reported the longest overall trip duration averaging 43 days away from home, followed by international travellers (36 days), those from other Canadian provinces (19 days) and BC residents (8 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 (7 days). International visitors spent the most time in Quesnel (3.2 days) whereas there was no noticeable difference in the amount of time spent in Barkerville by those from the US, BC or elsewhere in Canada.
- There were considerable differences in trip duration by market origin between independent travellers at Barkerville and those interviewed 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. US travellers interviewed at the Reference Site tended to have longer trips, on average (43 days Barkerville; 46 Reference Site), as did independent travellers from Canadian provinces other than BC (19 days Barkerville; 21 days Reference Site) who also spent more time in the region (3 days Barkerville; 5 days Reference Site). Independent British Columbia travellers interviewed at the Reference Site also 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).
- Follow-up survey respondents 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, with most travellers starting planning for their trip 13 or more weeks in advance.
- Advice from friends and relatives, past experience and visitor guides and brochures were the top three sources of information Barkerville follow-up respondents found to be *most useful before their trip* whereas Reference Site visitors found visitor centres, visitor guides and brochures and past experience to be most useful to them in planning their trip. Reference Site visitors were much more likely to cite the use of visitor centres and visitor guides and brochures than those from Barkerville. Also important, but less frequently used information sources included general Internet sites, travel guidebooks and local/regional tourism sites.
- When asked to identify sources of information they used during the trip, there was consistency in the top 5 information sources used by follow-up survey respondents from both Barkerville and the Reference Site; however the usage varied between survey locations. Visitor guides and brochures used most frequently at Barkerville whereas visitor centres were cited most often by those interviewed at the Reference Site.
- Travellers to both 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, while nearly all purchases regarding permanent attractions, events, and other activities were completed enroute. Three-quarters of the survey participants also made all their transportation purchases while travelling.

- When asked about leisure activities participated in during the trip, the top three activities mentioned by follow-up respondents from Barkerville included visiting parks, strolling around observing buildings and architecture and shopping for local arts and crafts. Activities most frequently participated in by those from the Reference Site included visiting parks, strolling around observing buildings and architecture and wildlife viewing. Almost a third of travellers from the Reference Site also visited a museum, heritage or historic site.
- Follow-up survey respondents were also asked about 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, visiting parks and shopping for local arts and crafts. Whereas visitors to Barkerville were more likely to attend a theatre or performing art, visit an art gallery or studio or partake in fine dining, they were less likely than those from the Reference Site to hike, visit a farm, farmers' market, orchard or food processor or participate in fishing while travelling in the Quesnel area.
- Visitors were asked about the total amount of time they were planning to spend at Barkerville. 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 2 and 8 days at the site, with the largest proportion (22%) of multi-day visitors planning to spend 2 days onsite. Visitors were also asked to indicate the total number of hours they planned on spending on site. Over three-quarters of visitors (78%) indicated that they planned on spending between two and eight hours at Barkerville.
- Visitors to Barkerville were asked what made them decide to visit Barkerville Historic Town. The most commonly cited reason was to learn about the history of the area (28% of all Barkerville visitors 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%).
- When asked how they had heard about Barkerville, almost three-fifths (60%) cited personal knowledge for their level of awareness 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.
- 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).
- In order to identify areas where Barkerville Historic Town is currently meeting and/or exceeding consumer expectations, respondents to the follow-up survey were asked about their satisfaction and perceived importance for various trip factors. On most factors, Barkerville Historic Town met travellers' expectations. However, quality of food and beverage services was an area of concern

as it was rated above average in importance by visitors but received below average ratings on satisfaction.

- Visitors to Barkerville were asked to provide detailed information about their spending while at the attraction. Of the total dollars that visitors reported spending, one-third (33%) was spent on admission, followed by food and beverage (29%) and souvenir/gift shop purchases (23%). On average, visitors reported that their travel parties spent \$157.11 while on site. The highest average spending was on accommodation (average expenditure among those who made a purchase in this category was \$100.30) and these types of purchases were made by 20% of visitors.
- 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. Just over half of all visitors (57%) stated that they would likely not be returning to the attraction in the next year. The vast majority (98%) 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.
- When asked about the importance of the attraction to their decision to visit the Quesnel area, over three-quarters (77%) of visitors to Barkerville Historic Town stated that it was either a very important factor (13%; rating of 7-9 on a 10 point scale) or the single most important factor (64%; rating of 10).
- 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. The most common reason cited for not stopping at Barkerville was time constraints (62%).
- Over half of Reference Site visitors who completed the follow up survey had stopped at Barkerville Historic Town during the trip on which they were interviewed.
- In describing what they believed were the unique aspects of Barkerville Historic Town, follow-up survey respondents cited originality and authenticity, the use of street or theatre performances and period costumes and it's historical significance and depiction of the history of the area. Other aspects mentioned were it's educational value, the quality of the site (i.e. well-maintained or laid out), opportunities for interaction, availability of theatre and plays, good customer service, guides/interpreters and delivery of an entertaining and interesting experience.
- When asked about the perceived positive aspects of Barkerville Historic Town, follow-up survey respondents cited the high level of customer service provided as the most positive aspect of Barkerville, followed by it's originality, uniqueness or authenticity and the use of street or theatre performances and period costumes. Other positive characteristics mentioned included the quality of entertainment and educational value of the information provided.

- When it came to perceived negative images or characteristics of Barkerville Historic Town, the top two responses provided by follow-up survey respondents were comments about factors external to Barkerville which were either impossible or difficult to mediate, including location/remoteness of the facility and the weather. Other frequently mentioned factors included limited food facilities and options, limited activities and attractions, poor customer service and cost.
- When asked about activities, services, and additional attractions they would like to see if they were to revisit Barkerville Historic Town, the most frequent responses from those who completed the follow-up survey included better food facilities and selection, more actors/street performers and live theatre, increased opportunities for interaction and more carriages and horses. Other frequently mentioned activities, services or attractions included expanded restoration, more exhibits and demonstrations, campground/RV facilities, more information on historic events, more guided tours and interpreters and rest/picnic areas.
- Both Barkerville visitors and Reference Site travellers were asked if they visited any other heritage or historical attractions in British Columbia on their trip. Almost half of the respondents to the follow-up survey indicated that they had. Respondents from outside Canada were much more likely to visit heritage or historical sites in BC than were those from Canada. Reference Site visitors were also more likely to visit other heritage or historical attractions in BC than were those interviewed at Barkerville.
- The follow-up survey also asked visitors to Barkerville Historic Town to name other heritage attractions they visited on their trip. Attractions in the Northern BC region were mentioned most often followed by those in the Cariboo/Chilcotin/Coast region.
- When asked if they were likely to return to the Quesnel area for a future leisure trip, over three-fifths of survey participants indicated that they would whereas one eighth of travellers indicated they were not likely or not at all likely to return to the region.
- Respondents to the follow-up questionnaire were asked about their satisfaction with their trip in British Columbia. The majority of travellers were very or somewhat satisfied with their trip. Travellers to Barkerville were noticeably more satisfied than those from the Reference Site. In terms of their likelihood of taking another leisure trip to/in British Columbia, the majority of travellers from both sites indicated they would return for a future trip.
- Overall, travellers reported an average spending of \$171.68 per day for their travel party (and \$69.22 per person) during their trips. Respondents from Barkerville spent slightly more than average at \$180.91 per day whereas parties at the Reference Site spent \$143.75, much less than the average and their counterparts who were interviewed at Barkerville. The difference between the two groups was less pronounced when examining total per person expenditures as Barkerville visitors spent an average of \$69.63 per day, compared to \$67.96 per day for each Reference Site traveller.

- Over two-thirds of travellers intercepted at the Reference Site used the internet regularly. Subsequent responses from the follow-up survey showed that the most frequently selected activity for travellers at either site was watching video clips online. Other frequently mentioned online activities participated in by visitors to Barkerville included visiting photo sharing websites and creating a profile on a social network. Visiting photo sharing websites and reading blogs and weblogs rounded out the top three online activities for travellers from the Reference Site.
- Two-fifths of respondents from both Barkerville and the Reference Site indicated that they always used the internet for trip planning purposes. Another quarter of respondents from both sites often used the internet when planning their trip whereas less than 5% did not use the internet at all.
- Internet planners (i.e. those who always, often or sometimes use the internet for trip planning) were asked about the travel planning stage at which they used the internet. Reported usage levels were at their peak at the beginning followed by a drop during and especially after the trip.
- Internet planners were asked about online activities they had partaken in while planning a trip. Respondents from both locations were fairly similar in their reported use of the Internet. The top three online activities reported by both groups included printing out maps or directions, requesting printed materials/brochures and looking at other consumer comments/materials.
- In an effort to understand how travellers interpret/judge online accommodation ratings, respondents who agreed to participate in the follow-up online survey were showed a picture of Trip Advisor rating generated by other travellers providing a rating out of 4.5 out of 5. Respondents were asked how likely they would be to choose this accommodation over an accommodation that was rated a 4 (on the same website). Almost a fifth of these respondents were very likely whilst two-thirds were likely or somewhat likely to choose the accommodation based on the rating summary.
- In an effort to further understand how travellers interpret/judge online accommodation ratings, follow-up online survey respondents were also shown a Canada Select rating for the same accommodation property, providing the hotel with a 3 star rating. Respondents were asked which of the two ratings, Trip Advisor Rating (4.5 out of 5) or Canada Select Rating (3 out of 5), would influence them more if they were considering booking this accommodation. Over two-fifths of respondents did not know which rating to choose. Of those that did, Trip Advisor was picked by almost a third compared to a quarter for Canada Select.
- In order to understand how travellers are influenced by various factors during the pre-booking phase, respondents who agreed to participate in a follow-up online survey were asked how likely they were to consider reviews such as travelblogs and consumer ratings before pre-booking an accommodation. Over a third of these respondents were somewhat likely, over a quarter were likely and almost a fifth 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 who agreed to participate in a follow-up online survey were asked how likely they were to consider quality assurance ratings (i.e. AAA/CAA, Canada Select, etc.) before pre-booking an accommodation. Over a fifth of these respondents were very likely and almost two-thirds were likely or somewhat likely to choose their accommodation based on information obtained from these ratings.
- In order to learn about the future intentions of these travellers and to understand the influence of online videos on travel behaviour, respondents who agreed to participate in a follow-up online survey were asked to choose an activity they would be more likely to consider participating in on an upcoming overnight leisure trip. Respondents were subsequently provided with a promotional video clip * of the activity somewhere in British Columbia. Respondents were generally in agreement with the usefulness of the videos. On average, around two-fifths of respondents indicated that they would share the video clip if they knew family or friends who were interested in the activity in British Columbia.

Based on the above findings and others found within this report, the following conclusions can be stated:

1. 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.
2. 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.
3. 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.

* "Videos were obtained from You Tube, produced by Tourism British Columbia field reports."

4. 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 continues 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.

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Introduction

Barkerville Historic Town is a unique attraction in British Columbia's Cariboo Chilcotin Coast tourism region that allows visitors to venture back in time to explore the historic development of a gold rush town through the boon and bust cycles from the 1860s to the 1960s. The attraction is dedicated to educating the public about the history of the region and hosts approximately 65,000 visitors annually. The draw of Barkerville places it as a key contributor of tourism and visitor expenditures in the region.

In an effort to better understand the economic impact of this attraction as well as the typical visitor to the area, the Barkerville Historic Town Visitor Study was undertaken to collect detailed travel and motivation information from visitors both to the site and to the Reference Site in the nearby area. This visitor study was a partnership project between Barkerville Historic Town, and Tourism British Columbia (Research, Planning & Evaluation), part of the Ministry of Tourism, Culture and the Arts. This project was designed based on the "*Fort Steele Visitor Study 2007*", a pilot project designed to implement specific survey procedure guidelines to assess the economic impact of gated, permanent attractions. The *Guidelines: Survey Procedures for Tourism Economic Impact Assessments at Permanent, Gated Attractions*³ that were developed by a consortium of national, provincial and territorial organizations⁴ 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.

The primary objectives of this study are:

1. 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;
2. To collect and provide expenditure data to the Ministry of Tourism, Culture and the Arts for their estimation of the economic analysis of Barkerville Historic Town.

Two reports were generated from this visitor study. This report outlines characteristics of the travellers that visited Barkerville Historic Town and the Quesnel area in the summer of 2009. A second report entitled, *Economic Impact Analysis of Barkerville Historic Town* outlines the results of the tourism economic impact assessment including an estimation of Barkerville Historic Town's economic contribution to the Quesnel area during the summer of 2009. The *Economic Impact Analysis of Barkerville Historic Town* is available from the Ministry of Tourism, Culture and the Arts - Heritage Branch⁵.

³ See Guidelines: Survey Procedures for Tourism Economic Impact Assessments of Gated, Permanent (Source: www.tca.gov.bc.ca/research/ResourcesForResearchers/pdfs/Gated_Permanent_Attractions.pdf).

⁴ Sponsors of the original and/or subsequent Guideline projects: Alberta Tourism, Parks, Recreation and Culture; British Columbia Ministry of Tourism, Culture and the Arts; Canadian Tourism Commission; Federal-Provincial-Territorial Culture/Heritage and Tourism Initiative; Government of the Northwest Territories - Department of Resources, Wildlife, & Economic Development; Government of Yukon - Department of Tourism and Culture; Nova Scotia Department of Tourism, Culture and Heritage; Ontario Ministry of Tourism; Tourism British Columbia; Tourism Prince Edward Island.

⁵ http://www.tca.gov.bc.ca/heritage/docs/pdf/Barkerville_Economic_Impact_Report_Final.pdf

Methods

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 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 randomly 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.

Due to the multiple objectives of this visitor survey, there were two streams of survey data collected – the general visitor survey questions and the tourism economic impact survey questions. Information to fulfill objective one (to collect general traveller & trip characteristics) of this project was collected at Barkerville Historic Town and at the Reference Site in Quesnel, BC. Information collected to fulfill objective two of this project (to determine the economic contribution of Barkerville Historic Town to the Quesnel area) was collected only at Barkerville Historic Town. This report only outlines the results of the interviews at Barkerville Historic Town and the Reference Site as they pertained to the general visitor survey questions in order to fulfill the traveller & trip profiling objective. This report does not attempt to estimate the economic impact of Barkerville Historic Town. Those results can be obtained from the *Economic Impact Analysis of Barkerville Historic Town* report that is available from the Ministry of Tourism, Culture and the Arts, Heritage Branch.

Data Collection - Interview

Two interviewers collected data for this study between June 2 and September 26, 2009. On-site interviews were conducted at Barkerville Historic Town from June 2 through September 24, 2009, while data was collected at the Reference Site from June 3 through September 26, 2009. For the most part, the interviewers' schedule consisted of a systematic sample of four continuous days of interviewing followed by two days off, alternating on a daily basis between Barkerville and the Reference Site (Appendix A).

Potential respondents were randomly selected at each location, as they exited Barkerville or passed a predetermined point at the Reference Site. Respondents at both locations were asked if they were willing to participate in an eight-minute interview and given *Super, Natural British Columbia*® refrigerator magnet for their time if they agreed to participate. 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. The interviewers recorded responses on handheld computers (Palm Pilots) using Techneos Data Entryware software.

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

- traveller demographics,
- primary trip purpose,
- primary destination,
- primary mode of transportation,
- trip duration,
- length of stay in the Quesnel area and in British Columbia,
- primary accommodation,
- daily expenditures,
- sources of information about Barkerville Historic Town,
- travel intentions regarding Barkerville Historic Town (Reference Site only).

Additionally, those who were interviewed at Barkerville Historic Town were also asked about:

- travel experience at Barkerville Historic Town,
- reasons for decision to visit Barkerville,
- length of stay at Barkerville,
- level of satisfaction with a number of components of the Barkerville experience,
- likelihood of return/recommendation to Barkerville,
- detailed travel expenditures.

With the exception of local residents, tour group participants (at Reference Site), and business travellers, all respondents were asked to participate in the follow-up questionnaire and either e-mail or mailing addresses were collected from those who agreed to participate. A copy of *British Columbia Magazine* (sent only to those participating in the mailback survey) and a chance to win a digital camera were used as incentives to achieve a high participation rate in the follow-up questionnaire.

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 (Table 1).

Table 1. Travellers surveyed at Barkerville Historic Town and the Quesnel Visitor Centre Reference Site.

	Travellers Approached	Agreed to Interview	From Local Area ¹	Previous survey participant	Part of Organized Tour Group	Incomplete Surveys	Useable Traveller Surveys ²
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 Total²	2,616	2,026	183	35	24	7	1,777 (67.9%)

1. The Local Area for those interviewed at the Barkerville Historic Site included Wells, Barkerville and Bowron Lakes. The Local Area for those interviewed at the Reference Site included a 20 km radius around Quesnel, which included Hixon, Wells, Barkerville, Bowron Lakes, McLeese Lakes, and Nazko.
2. The percentage represents the number of surveys not eliminated as a result of screening questions as a percentage of the total number who agreed to participate. Includes a total of 36 business travellers intercepted at the Barkerville Historic town and 52 business travellers intercepted at the Reference Site who were eliminated from the survey after the first several questions of the interview.

Data Collection – Email and Mailback

Participants were asked if they were interested in participating in a follow-up study. Those consenting to participate via mailback were sent the survey with a business reply envelope and a *British Columbia Magazine* in October 2009. 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 February 22, 2010. Those who consented to participate in the follow-up survey via email were sent an email invitation to participate in the survey on October 26th, 2009 and were sent three email reminders. The email survey initially closed on November 20th, 2009; however, it was re-opened for one week in late December in an extra attempt to increase response rates.

Four different versions of the follow-up questionnaire were produced; two for visitors intercepted at Barkerville (one email and one mailback) and another two for visitors intercepted at the Reference Site (one email and one mailback). These questionnaires collected a variety of information including (see follow-up questionnaires in Appendix B):

- trip duration,
- length of stay in British Columbia,
- length of stay in the Quesnel area,
- primary destination,
- destination decision-making,
- travel route and overnight stay information,
- trip activities,
- trip planning,
- travel services purchased prior to and during trip,
- trip expenditures,
- satisfaction with trip to British Columbia,
- likelihood of returning to the Quesnel area and British Columbia,
- travel party demographics.

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 (Table 2).

Table 2. Follow-up survey response from travellers intercepted at Barkerville Historic Town and the Quesnel Visitor Centre Reference Site.

	Travellers Asked to Participate in Follow-up¹	Agreed to Complete Follow-up	No Response	Useable Follow-up Surveys²
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%)

1. This does not include business travellers (n=88) or the 7 respondents who provided incomplete responses to the survey. Also excluded are 183 local residents of the Quesnel area who participated in the Barkerville and Reference Site survey. Additionally, 10 Barkerville participants from tour groups and 3 who were intercepted on day trips completed the mailback survey inadvertently. These have been included in the numbers above, but have been excluded from the final analysis, as many of the questions were not applicable.
2. Follow up surveys from Barkerville included 178 received through regular mail and 233 submitted via e-mail for a total of 411. Follow-up surveys from the reference site included 132 sent through regular mail and 125 submitted via e-mail for a total of 257. The 668 useable follow-up surveys are therefore composed of 310 that were received through regular mail and 358 that were submitted via e-mail.

Data Analysis

Descriptive statistics were used to analyze and summarize results of the report. 'Don't know/No response' answers have been excluded from the analyses for all questions. The intercept survey was shortened for travellers who stated their primary purpose was work or business activities. On occasions where it was inappropriate to compare these responses to those of pleasure travellers, business travellers' responses have been removed from the analysis.

For most sections, the report presents results at Barkerville Historic Town beside results at the Reference Site in an effort to identify differences between travellers who visited the attraction and typical travellers to the region. When necessary, results are presented by traveller sub-group (e.g. segmented based on traveller demographics or trip characteristics) to examine the difference among sub-groups.

In an effort to provide practical and actionable information to meet stakeholders' operational or marketing needs, this report will focus on practical differences rather than statistically significant 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 only takes note of differences of ± 10 percentage points (ppts) or more. In the report's tables, differences that are 10 ppts or more higher than the Reference Site are highlighted in blue, while differences that are 10 ppts or more lower are shown in red (Figure 1).

Demonstration Table: Traveller origin.		Basis for comparison.	
	Barkerville (Independent Travellers)	Reference Site (RS)	
Origin			
British Columbia	42%	54%	British Columbia: 42% of travellers at Barkerville were from British Columbia. This is 12 ppts lower than the proportion from British Columbia at the RS.
US	20%	14%	
Overseas	29%	18%	
US: 20% of independent travellers at Barkerville were from the US. This is a difference of 6 ppts from the RS data, but is not of practical significance.		Overseas: 29% of travellers at Barkerville were from Overseas. This is 11 ppts higher than the proportion from Overseas at the RS.	

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

The study design produced two sets of data (the interview responses and the follow-up questionnaires). At all locations, the respondents and the responses could vary between the interview and follow-up questionnaires because travellers could drop out of the study by not agreeing to complete the follow-up questionnaire or by not completing the follow-up questionnaire even if they had agreed to complete it (which could cause non-response bias). Both instances could cause the follow-up questionnaire results to be unrepresentative of travellers interviewed on-site. Similarly, the responses to similar questions in the interview and follow-up questionnaires could vary due to real differences in traveller behaviour (for example, a traveller may have intended to visit Barkerville when they were interviewed during their trip but reported that they did not actually visit Barkerville on the follow-up questionnaire completed after their trip).

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

Results

Tourist Characteristics (Demographics)

Overall, almost three-quarters (74%) of Barkerville visitors were from British Columbia (including those from the local area), and almost an eighth of all visitors intercepted at Barkerville were from the Quesnel area⁶ (13%). Over two-thirds (70%) of independent, non-resident travellers to Barkerville were from British Columbia. Similarly, over half (58%) of visitors interviewed at the Reference Site were from British Columbia (Table 3).

Independent visitors to Barkerville were more likely to be from BC compared to those from the Reference Site (70% Barkerville; 58% Reference Site, Table 3). Amongst Canadian travellers from provinces other than BC, there were practical differences in the proportion that visited from Alberta (71% Barkerville; 54% Reference Site) and Ontario (10% Barkerville; 24% Reference Site). Fewer travellers were from Saskatchewan, Manitoba, the Atlantic provinces, Yukon/Northwest Territories and Quebec (Figure 2).

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%, Table 3). However, 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%). US visitors also came from twenty-four additional states, including Oregon, California, Texas, Arizona and Virginia (Figure 3).

Less than an eighth of independent travellers to both Barkerville and the Reference Site were from other International countries (10% Barkerville; 12% Reference Site, Table 3). Among independent International visitors, the greatest number were from the Europe, specifically Germany (28% Barkerville; 29% Reference Site), Switzerland (28% Barkerville; 20% Reference Site) and Holland (11% Barkerville; 11% Reference Site, Figure 4).

With respect to age, practical differences were found between independent travellers at Barkerville and the Reference Site among those 65 years of age or older. Fewer independent travellers at Barkerville were 65 years of age or older compared to travellers at the Reference Site (16% Barkerville; 27% Reference Site, Table 3). 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, Table 3).

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

⁶ For comparative purposes, travellers interviewed at Barkerville who were residents of the Quesnel area or who were part of a tour group were not included in the group identified as Barkerville Independent Travellers. Unless otherwise noted, comparative figures provided in the brackets were made between Barkerville Independent Travellers and those interviewed at the Quesnel Visitor Centre Reference Site.

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 (Table 3).

Table 3. Traveller demographics at Barkerville Historic Town and the Reference Site.

	Barkerville ¹				Reference Site	
	All Visitors		Independent Travellers		Number	%
	Number	%	Number	%		
Origin						
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%
Age²						
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%
Education²						
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%
Party Size²						
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%

1. For comparative purposes, Barkerville visitors have been divided into two groups; All Visitors includes all persons interviewed at Barkerville Historic Town, with the exception of business travellers where noted, and Independent Travellers includes those who travelled to Barkerville who were not residents of the Quesnel area or travelling as part of a tour group. Business travellers have also been removed from this group where noted. Independent Travellers to Barkerville is, therefore, directly comparable to the sample included for the Reference Site and practically significant differences, where indicated, represent differences between these two groups only.
2. Business travellers have been removed from the table above where noted.

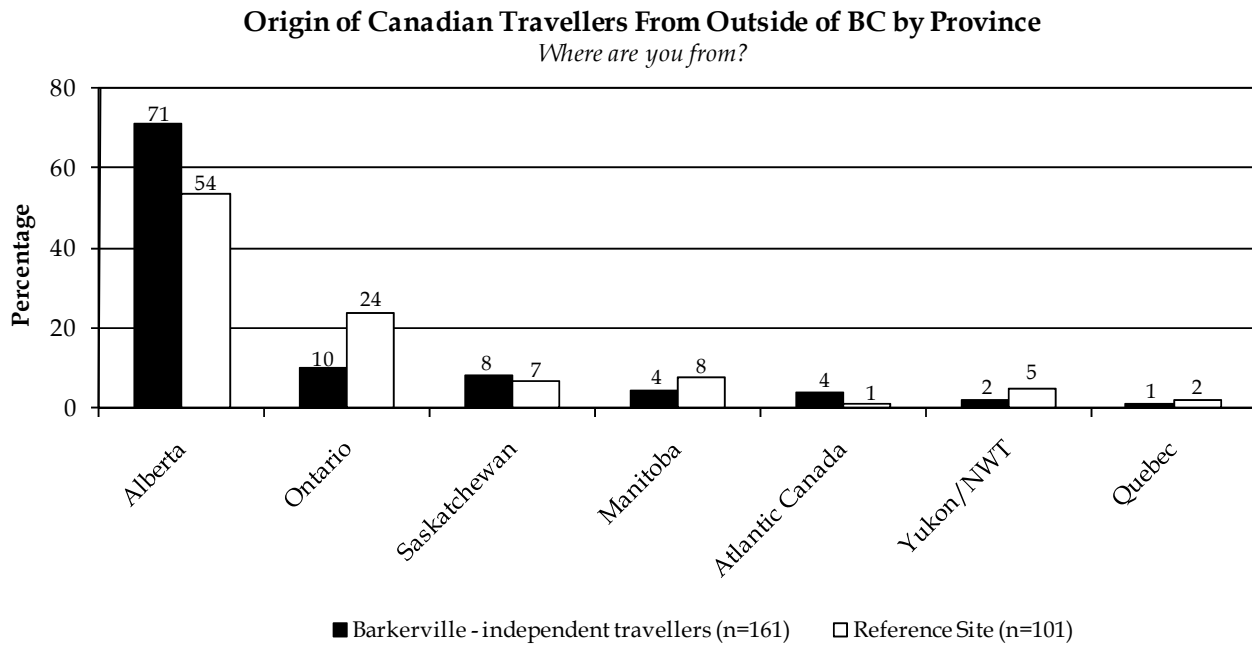


Figure 2. Percentage of independent travellers from provinces outside of British Columbia at Barkerville Historic Town and the Reference Site.

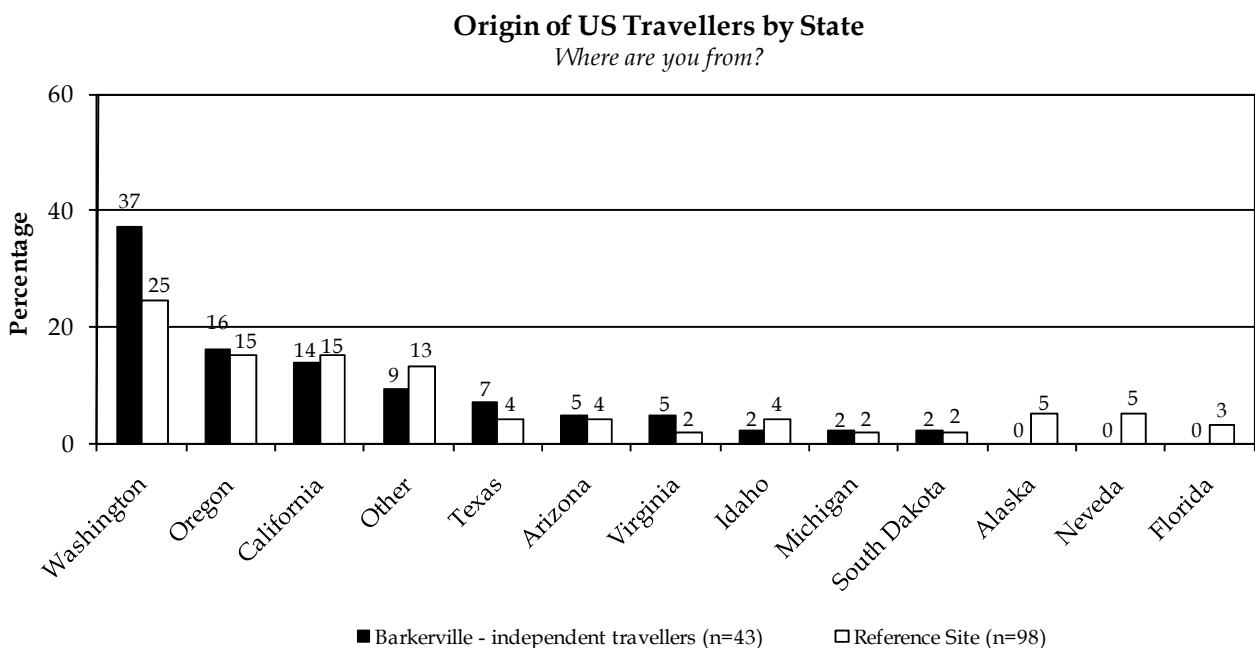


Figure 3. Percentage of independent US travellers by State at Barkerville Historic Town and the Reference Site. 'Other' includes visitors from 13 states: Colorado, Georgia, Illinois, Maine, Montana, North Carolina, North Dakota, New Mexico, Oklahoma, Pennsylvania, Tennessee, Utah and Wyoming as well as one US respondent of no fixed address living in an RV.

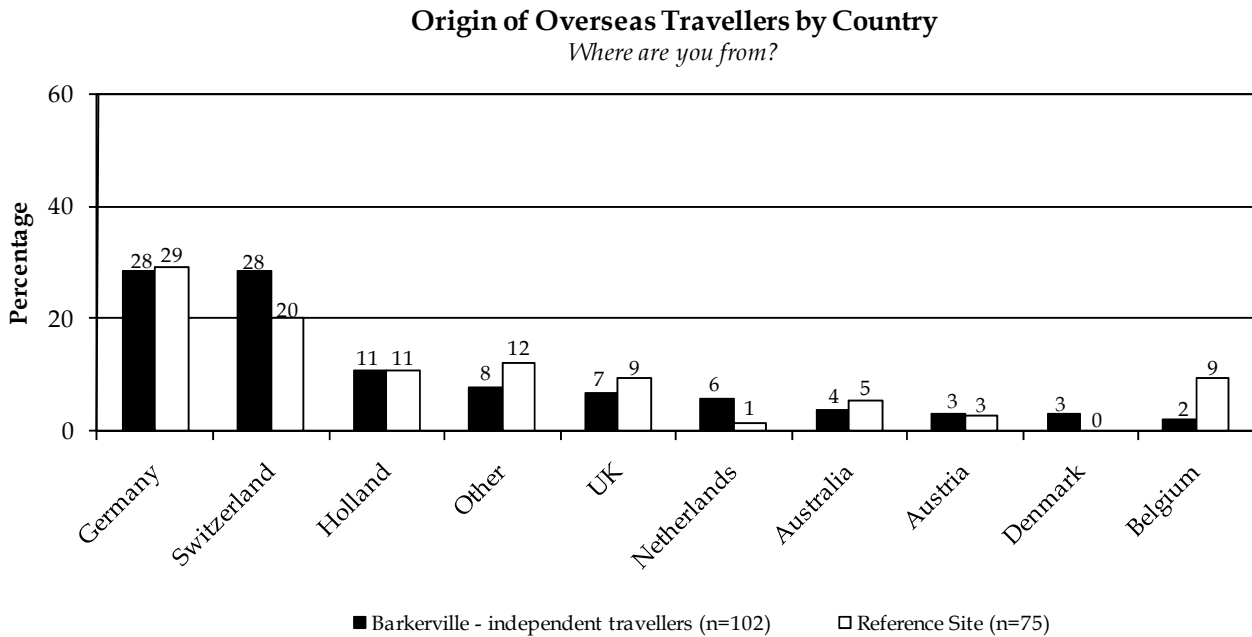


Figure 4. Percentage of independent travellers from countries other than Canada and the US at Barkerville Historic Town and the Reference Site. 'Other' includes travellers from 9 countries: Brazil, Czech Republic, France, Italy, Norway, New Zealand, Russia, Sweden and Taiwan.

Trip Characteristics

The largest proportion of all travellers at both Barkerville and the Reference Site indicated that the primary purpose of their trip was for leisure. This number 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, Table 4) than their Barkerville counterparts.

Overall, two-thirds of all travellers used cars, trucks, or motorcycles as their primary mode of transportation (68% Barkerville; 67% Reference Site). Almost a third reported using a recreational vehicle (RV) (31% Barkerville; 31% Reference Site). Other modes of transportation mentioned included buses, bicycles and airplanes (Table 4).

Half of all overnight travellers reported using a campground or RV park as their primary accommodation (51% Barkerville; 51% Reference Site). Almost a third of travellers at both locations (30% Barkerville; 29% Reference Site) stayed at a resort/hotel/motel and fewer were staying with friends or relatives (14% Barkerville; 15% Reference Site). Other types of accommodations used by respondents included B&Bs, cabins, and hostels (Table 4).

Almost a fifth of independent travellers to Barkerville (19%) and over a quarter (26%) of Reference Site travellers indicated they were touring with no specific destination. 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, Table 5).

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, Table 5).

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. Respondents were also asked about the number of trips they had taken to the Quesnel area in the past two years. Almost a third (30%) reported taking between one and three trips while a smaller proportion (6%) reported taking 10 or more trips to/in the region in the past two years. Almost a half indicated that they had not taken any leisure trips to the region in the past two years (50%, Table 6).

Table 4. Primary trip purpose, mode of transportation and accommodations of travellers at Barkerville Historic Town and the Reference Site.

	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	1.4%	1.3%	0.8%
Mode of Transportation²	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%
Primary Accommodations^{2,3}	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 ⁴	2.4%	2.4%	1.9%

1. Other trip purpose responses included moving (4), schooling (1), medical/dental (11), Masonic meetings (4) and volunteering (1).

2. Business travellers have been removed from the table above where noted.

3. Daytrip travellers who were not using accommodation were excluded from the analysis (n=271).

4. Other accommodation responses included cabin (10), hostel (2), unpaid RV/campsite [(side of road (2), parking lot (1), backroads (1), beside river (1), mining claim (1), boondocking (1)], vehicle [(car (1), minivan (1)], second home [(house (1), ranch (1), summer house (1), house exchange (1)], school/gym (1) and all of the above (2).

Table 5. The primary destination of travellers at Barkerville Historic Town and the Reference Site.

	Percentage of Travellers ¹		
	Barkerville		Reference Site
	All Visitors (n=1,109)	Independent Travellers (n=973)	(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%

1. Business travellers have been removed from the analysis.

Table 6. Number of Previous Trips to the Quesnel area by Reference Site Travellers in the Past Two Years

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%

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 alternate destinations in the Northern BC (25%) and/or the Cariboo Chilcotin Coast region (23%). Alberta was considered as an alternative for nearly a tenth of these survey participants (9% Barkerville; 12% Reference Site). Less than a tenth of travellers who considered alternative destinations considered destinations or routes in the US (6% Barkerville; 9% Reference Site).

The follow-up survey also asked visitors to provide reasons for choosing their primary destinations or routes. A total of 292 respondents provided a variety of reasons for their choice of destination. Visiting friends and family (22%) and never visited before/recommended/touring (17%) were the most frequently stated reasons for those interviewed at the Reference Site (22%), while visiting attractions (27%) and friends and family (17%) were cited most often by those who were stopped at Barkerville. 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, Table 7). A complete list of reasons has been included in Appendix D.

Table 7. 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%
Pre-Planned Activity (tour, competitions)	0.0%	2.0%	0.8%
Ferry Ride	0.0%	2.0%	0.8%
Return to Home (our way home)	0.0%	0.7%	0.3%
Business/Employment	0.0%	0.7%	0.3%
University/School	0.0%	0.7%	0.3%
Accommodation (motel, hotel, lodge)	0.0%	0.7%	0.3%
Own Property (cabin)/Timeshare	0.0%	0.7%	0.3%
Cost	0.5%	0.0%	0.3%
Friendly/Pleasant	0.0%	0.7%	0.3%

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 (<1% Barkerville; 24% Reference Site). Among those who indicated that they would be stopping in the Quesnel region, Barkerville independent travellers reported shorter average stays in the area (2.8 days Barkerville; 3.4 days Reference Site). However, 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, Table 8).

Table 8. Trip duration for travellers to Barkerville Historic Town and the Reference Site.¹

	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	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

1. Business travellers (Barkerville n=36; and Reference Site n=52) have been included in this table.

2. Average days in the Quesnel area was calculated by summing total hours and days reported.

Among all Barkerville travellers, US visitors reported the longest overall trip duration averaging 43 days away from home, followed by international travellers (36 days), those from other Canadian provinces (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). International visitors spent the most time in Quesnel (3.2 days) whereas there was no noticeable difference in the amount of time spent in Quesnel by those from the US, BC or elsewhere in Canada, Figure 5).

Among independent travellers to Barkerville, US visitors reported the longest overall trip duration averaging 43 days away from home, followed by international travellers (36 days), those from other Canadian provinces (19 days) and BC residents (8 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 (7 days). International visitors spent the most time in Quesnel (3.2 days) whereas there was no noticeable difference in the amount of time spent in Quesnel by those from the US, BC or elsewhere in Canada, Figure 6).

Among Reference Site travellers, US visitors reported the longest overall trip duration averaging 46 days away from home, followed by international travellers (44 days), those from other Canadian provinces (21 days) and BC residents (12 days). International visitors reported the longest trip duration in BC (24 days) followed by US visitors (14 days), other Canadians (13 days) and BC residents (10 days). Visitors from elsewhere in Canada reported the longest trip duration in Quesnel (5 days) whereas there was no noticeable difference in the amount of time spent in Quesnel by those from the US, BC or other international locations (Figure 7).

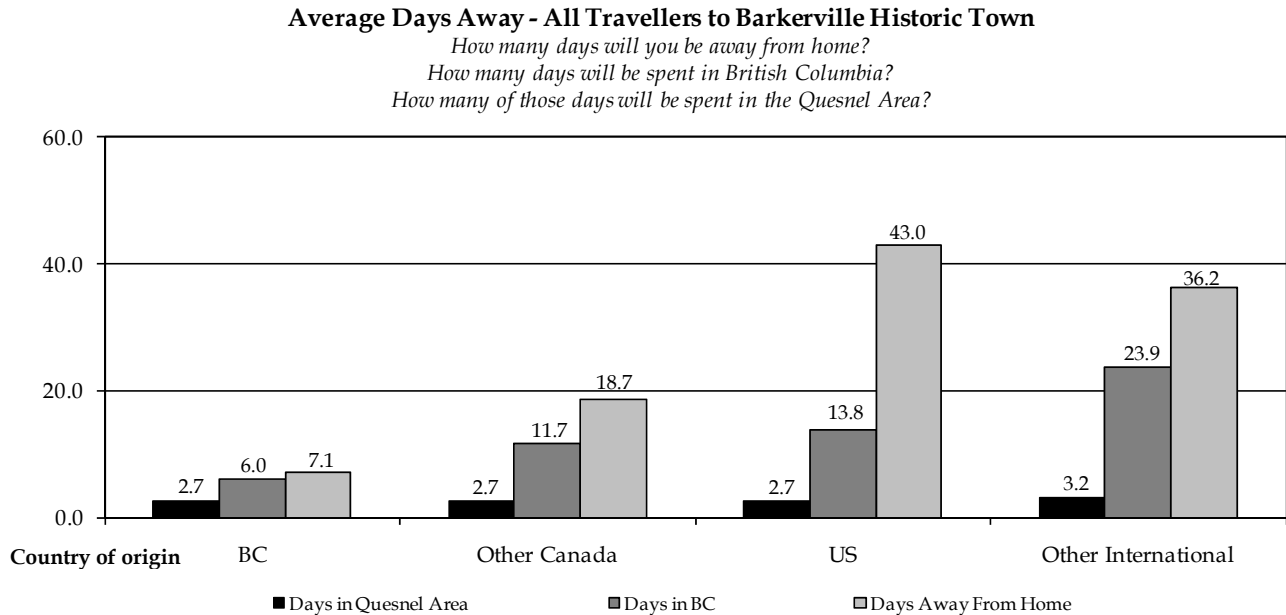


Figure 5. Average number of days spent away from home, in British Columbia and in the Quesnel area by traveller origin for all visitors to Barkerville Historic Town (n=1,142 'Away from home'; n=1,137 'Days in British Columbia'; n=1,002 'Quesnel area').

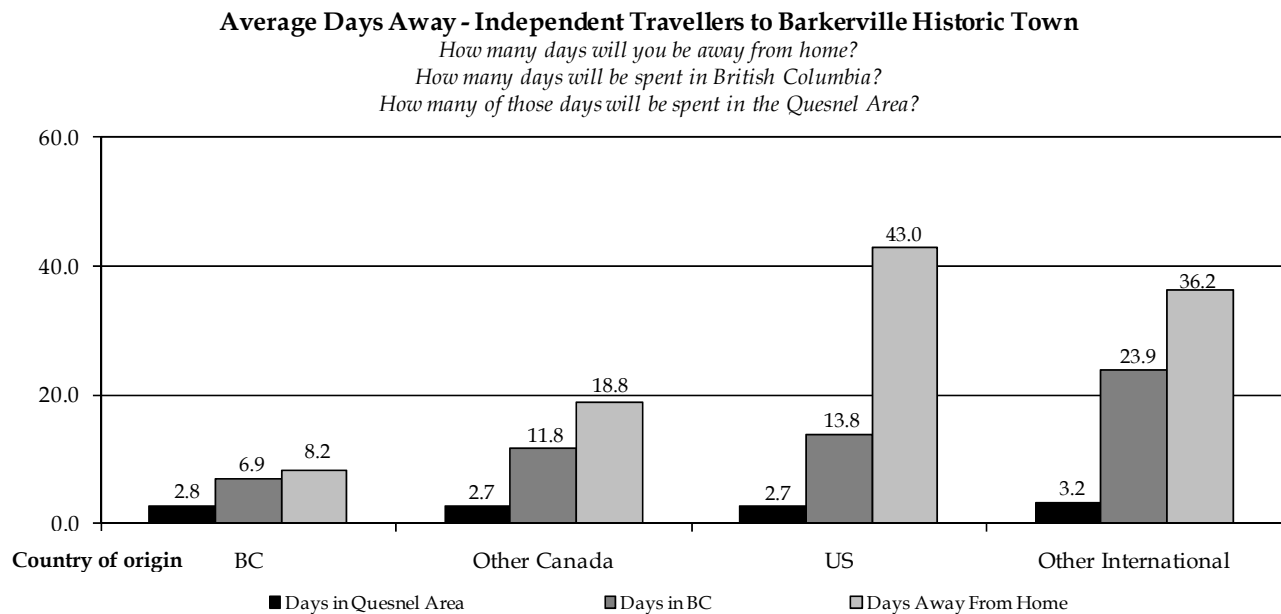


Figure 6. Average number of days spent away from home, in British Columbia and in the Quesnel area by traveller origin for independent travellers to Barkerville Historic Town (n=1,001 'Away from home'; n=1,000 'Days in British Columbia'; n=932 'Quesnel area').

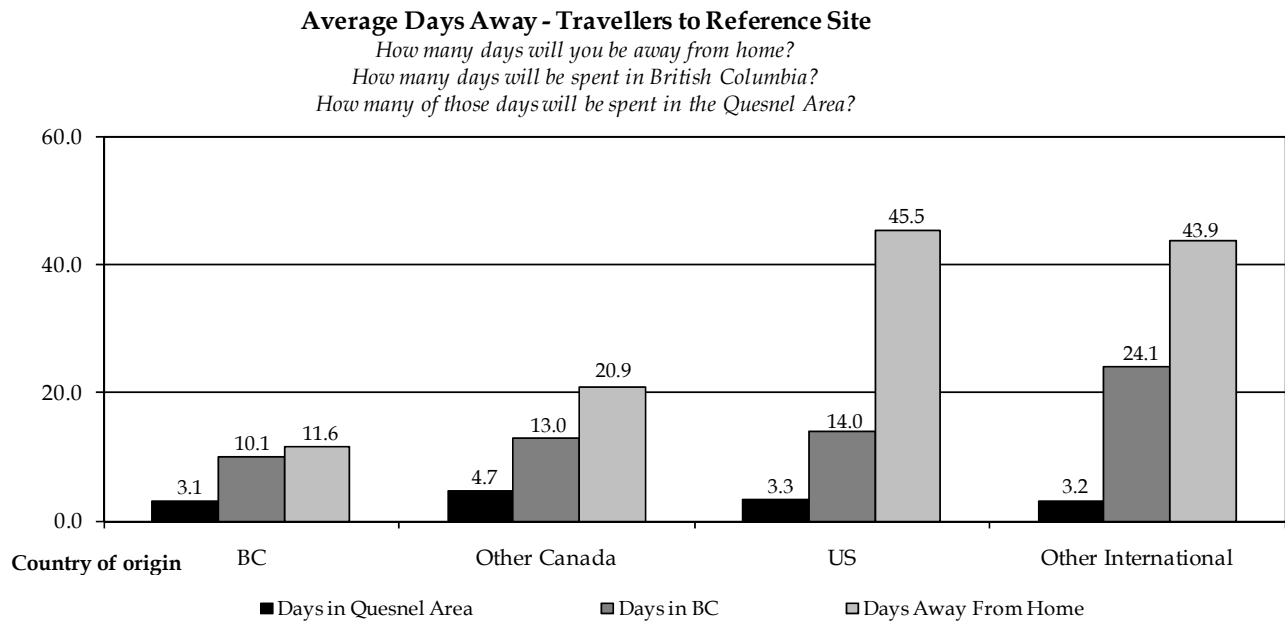


Figure 7. Average number of days spent away from home, in British Columbia and in the Quesnel area by traveller origin for survey participants interviewed at the Reference Site (n=641 'Away from home'; n=635 'Days in British Columbia'; n=448 'Quesnel area').

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 (Figure 6; Figure 7). This does seem 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, Table 5).

As reported earlier (Table 8), 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) (Figure 6; Figure 7).

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). Over a quarter of travellers planned their trips between 3 and 8 weeks in advance of their departure (27% Barkerville; 29% Reference Site) while far fewer planned their trip on the day of departure (2% Barkerville; <1% Reference Site, Table 9).

Table 9. Trip planning horizons for travellers at Barkerville Historic Town and the Reference Site.

	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%

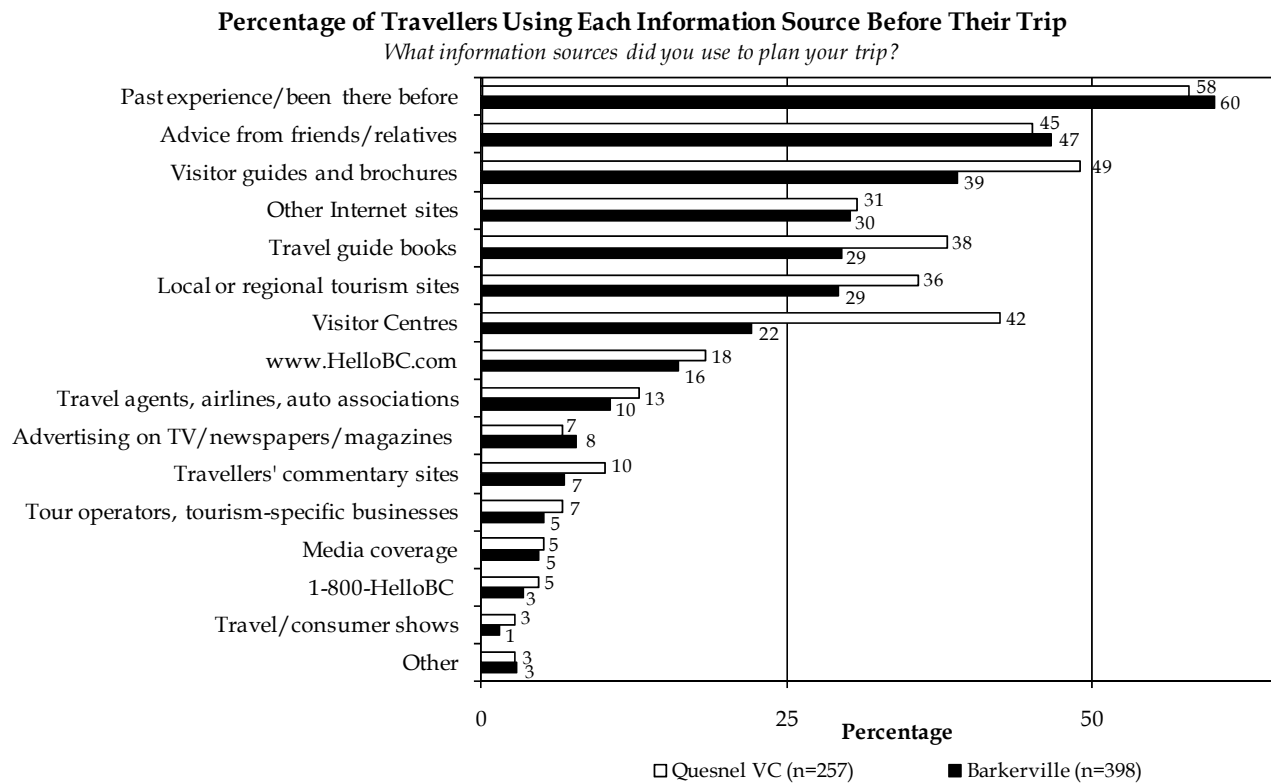


Figure 8. Percentage of travellers using each information source for trip planning at Barkerville Historic Town and the Reference Site. Percentages add to more than 100% because travellers could use more than one information source for planning their trip.

Follow-up survey respondents were also 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. Practical differences were found in the utility of visitor centres (25% Barkerville; 47% Reference Site) and visitor guides and brochures (29% Barkerville; 39% Reference Site). The increasing use of new media in decision making is apparent as internet sites placed 4th, 6th and 8th on the list and traveller

commentary sites placed 11th out of 16 categories provided to respondents (Figure 9). Other sources cited by travellers included maps/GPS, billboards, local heritage event and Radio CBC (Barkerville), and maps/GPS, talking to locals/others along the way, book on gold rush history and Milepost (Reference Site).

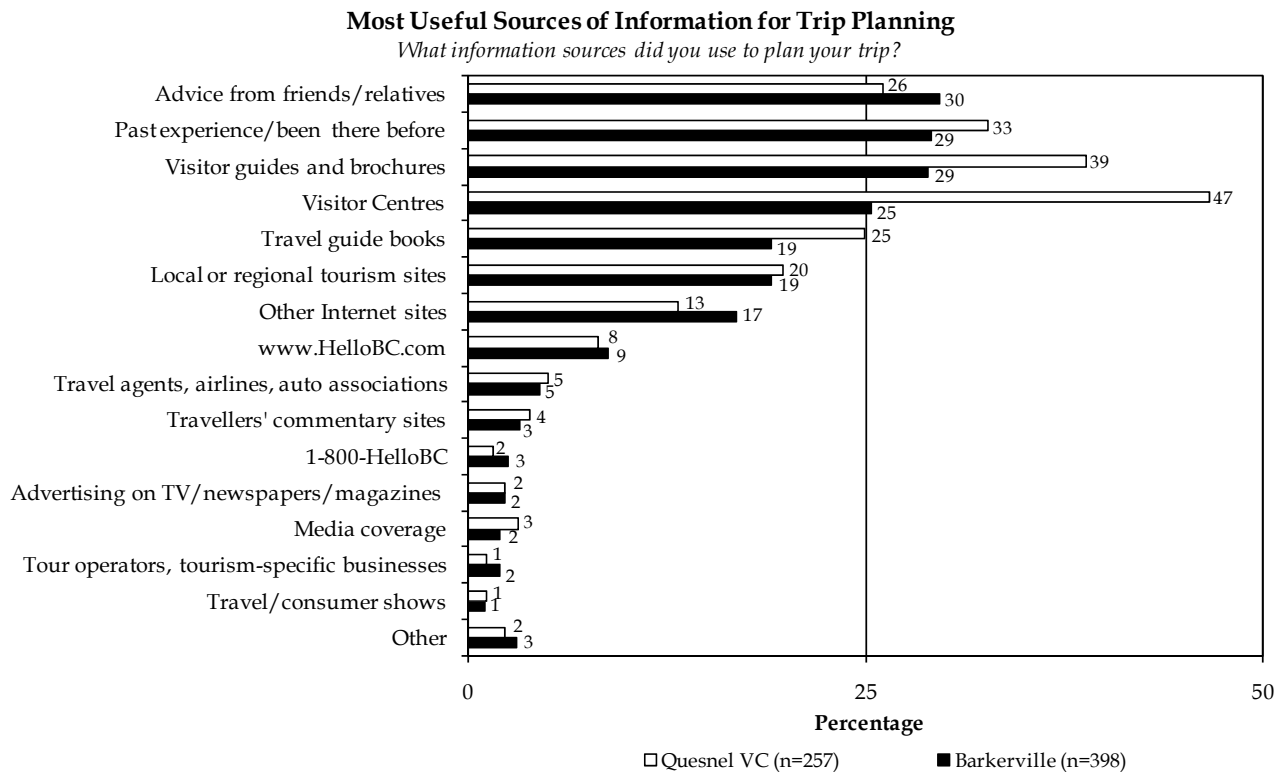


Figure 9. Percentage of travellers reporting the information sources as most useful for trip planning at Barkerville Historic Town and the Reference Site. Percentages add to more than 100% because travellers could select up to three most useful information sources.

In the follow-up survey, travellers were also asked to identify sources of information they used *during the trip*. There was consistency in the top 5 information sources used during the trip; however the usage varied between survey locations. Visitor guides and brochures (52% Barkerville; 58% Reference Site) were used most frequently at Barkerville whereas visitor centres were used most often by those interviewed at the Reference Site (51% Barkerville; 70% Reference Site). New media figured quite prominently in the second tier of information sources found to be useful. This included local/regional tourism sites, other internet sites, HelloBC.Com and traveller commentary sites. Traditional sources such as media coverage and travel/consumer shows were deemed to be much less important during the actual trip (Figure 10). New media is making inroads in trip planning although its use was lower during the trip, perhaps due to limited accessibility to the internet in rural and interior regions of the province.

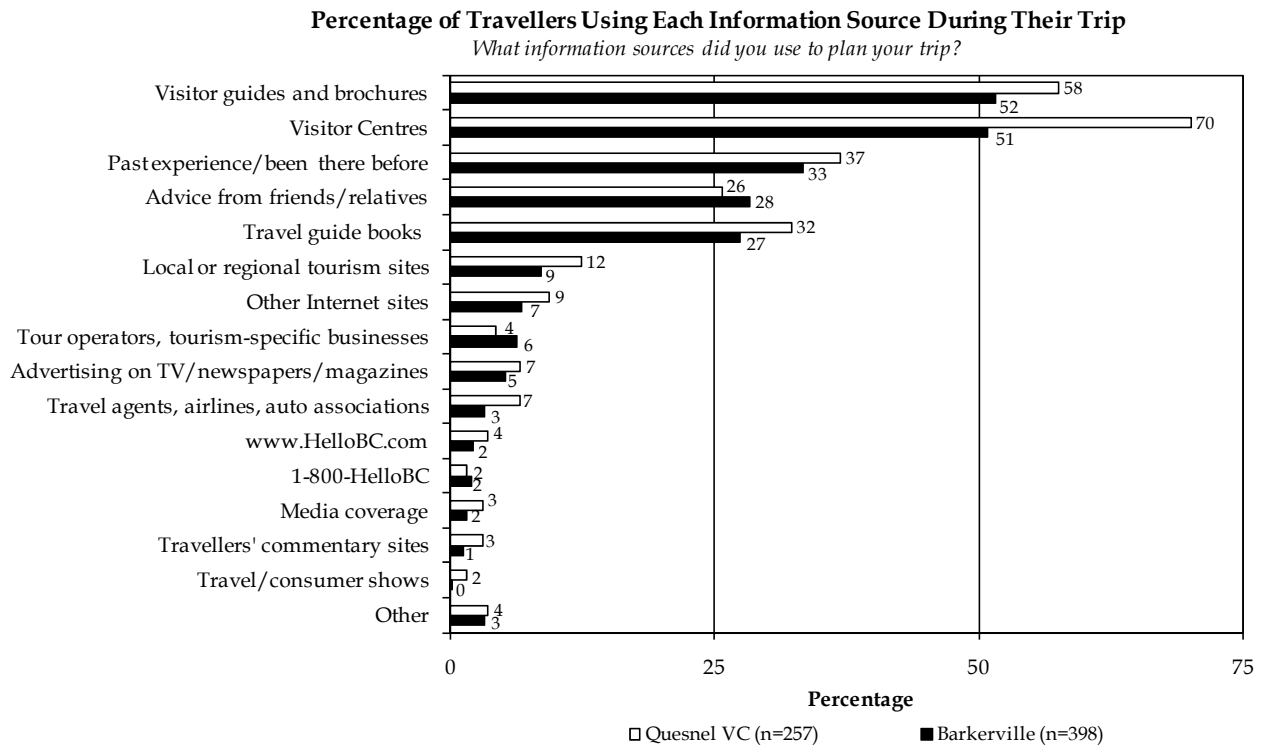


Figure 10. Percentage of travellers using each information source during their trip to Barkerville Historic Town and the Reference Site. Percentages add to more than 100% because travellers could use more than one information source for planning their trip. Note that the Reference Site in this study was also a visitor centre.

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. Three-quarters of the survey participants also made all their transportation purchases while travelling (76% Barkerville; 78% Reference Site, Table 10).

Table 10. Percentage of Travel Services Booked or Purchased Before or During Travel

Travel Services ¹	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

1. Paid accommodations include hotels, motels, lodges, camping/RV, etc. Permanent attractions include museums, theme/amusement parks, gardens, zoos, etc. Events include festivals, concerts, etc. Other activities include spa, recreational activities, etc.

Travellers from the US were more likely to make accommodation arrangements during their trip compared to all travellers (83% of US travellers arranged accommodation during travel, compared to 65% of overall travellers). Conversely other international travellers were more likely to make arrangements prior to leaving (51% of other international travellers arranged accommodation before travel, compared to 35% of overall travellers). The same pattern was true for transportation arrangements (Table 11).

With respect to the primary purpose of the trip, no practical differences were observed between overall travellers and those who specified they were travelling for leisure or visiting friends or relatives. However, compared to leisure travellers, those visiting family and friends were more likely to make transportation arrangements prior to their trip (31% compared to 21% for leisure travellers) and more likely to book event related activities during their trip (95% compared to 85% for leisure travellers, Table 11).

With respect to the primary accommodations used during the trip, no practical differences were observed between overall travellers and those who stayed in a resort/motel/hotel, campground/RV or with friends/relatives. However, compared to those who stayed at campgrounds and RV parks, those who stayed at a resort/motel/hotel were more likely to book their accommodation (44% compared to 28% for campground/RV Park) and transportation (32% compared to 13% for campground/RV Park) prior to their trip (Table 11).

With respect to party size, there were no practical differences between overall travellers and those travelling in various group sizes. However those travelling in parties of 3-6 people were more likely to book their accommodation prior to the trip (41% compared to 35% overall) and to book their transportation enroute (83% compared to 77% overall, Table 11).

With respect to age, practical differences were found in the manner in which accommodation and transportation arrangements were made between overall travellers and those in various age groups. Those who were under 24 years of age were more likely to book their accommodation during their trip (76% compared to 65% overall) and their transportation prior to their trip (45% compared to 23% overall). Respondents aged 25-34 years were more likely to book their transportation prior to departure (34% compared to 23% overall). A higher proportion of those aged 35-44 booked their accommodation prior to departure (45% compared to 35% overall). Although no practical differences were found in the travel service booking patterns of those aged 45 and older, there were some differences worth noting. Those aged 45-54 were more likely to book events prior to departure (21% compared to 14% overall); those aged 55-64 were more likely to book their transportation during the trip (83% compared to 77% overall) and those aged 65 or older were more likely to book their accommodations during the trip (73% compared to 65% overall), and attractions prior to their trip (15% compared to 6% overall, Table 11).

With respect to planning horizon, practical differences were found in the manner in which transportation and event arrangements were made. Those who planned their trip 1-2 weeks prior to departure were more likely to make their transportation arrangements enroute (91% compared to 77%

overall). Those who planned their trips 9-12 weeks in advance were more likely to have booked their events prior to their trip (30% compared to 14% overall, Table 11).

The figures presented in this analysis, however, should be interpreted with caution as small sample sizes were frequent among the categories examined. Small categorical sample sizes also prevented comparative analysis between travellers to Barkerville and the Reference Site.

Table 11. Percentage of Each Travel Service Booked Before vs. During Trip by Key Differentiators for All Travellers

	Paid Accommodation (n=244)		Transportation in BC (n=144)		Permanent Attractions (n=186)		Events (n=91)		Other Activities (n=114)	
	Before	During	Before	During	Before	During	Before	During	Before	During
Overall¹	34.9%	65.1%	23.1%	76.9%	6.1%	93.9%	13.7%	86.3%	5.7%	94.3%
Origin										
BC	35.9%	64.1%	19.3%	80.7%	7.6%	92.4%	14.9%	85.1%	4.9%	95.1%
Other Canada	34.3%	65.7%	15.6%	84.4%	4.9%	95.1%	14.0%	86.0%	7.3%	92.7%
US*	17.3%	82.7%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%	7.7%	92.3%
Other International*	51.3%	48.8%	78.9%	21.1%	3.6%	96.4%	14.3%	85.7%	5.6%	94.4%
Primary Purpose²										
Leisure	34.3%	65.7%	20.6%	79.4%	6.4%	93.6%	14.9%	85.1%	6.5%	93.5%
Visiting Friend & Family (VFR)	35.7%	64.3%	31.3%	68.7%	5.2%	94.8%	5.0%	95.0%	3.9%	96.1%
Primary Accommodations										
Resort/Hotel/Motel	44.2%	55.8%	31.8%	68.2%	6.1%	93.9%	12.5%	87.5%	1.7%	98.3%
Campground/RV	27.6%	72.4%	13.4%	86.6%	7.7%	92.3%	15.2%	84.8%	6.7%	93.3%
Friends/Relatives*	31.8%	68.2%	27.7%	72.3%	0.0%	100.0%	13.3%	86.7%	4.7%	95.3%
Travel Party Size										
1 person*	35.0%	65.0%	23.3%	76.7%	6.4%	93.6%	14.3%	85.7%	0.0%	100.0%
2 people	32.0%	68.0%	27.3%	72.7%	6.7%	93.3%	13.4%	86.6%	7.8%	92.2%
3-6 people	41.0%	59.0%	17.2%	82.8%	5.3%	94.7%	15.0%	85.0%	3.8%	96.2%
7 or more people*	27.0%	73.0%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%	6.7%	93.3%

1. Paid accommodations include hotels, motels, lodges, camping/RV, etc. Permanent attractions include museums, theme/amusement parks, gardens, zoos, etc. Events include festivals, concerts, etc. Other activities include spa, recreational activities, etc.

2. 3 responses for paid accommodation and a single response for events as reported by those who indicated using 'other' forms of accommodation have been excluded.

* Please use caution when interpreting these results as the base sample size is small (under 20) on a minimum of one travel service.

Table 11. Percentage of Each Travel Service Booked Before vs. During Trip by Key Differentiators (continued)

	Paid Accommodation		Transportation in BC		Permanent Attractions		Events		Other Activities	
	Before	During	Before	During	Before	During	Before	During	Before	During
Overall¹	34.9%	65.1%	23.1%	76.9%	6.1%	93.9%	13.7%	86.3%	5.7%	94.3%
Age										
Under 24 Years*	23.8%	76.3%	45.0%	55.0%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%
25-34 Years*	30.4%	69.6%	34.2%	65.8%	2.7%	97.3%	0.0%	100.0%	0.0%	100.0%
35-44 Years*	44.5%	55.5%	23.9%	76.1%	0.0%	100.0%	10.0%	90.0%	5.6%	94.4%
45-54 Years	36.6%	63.4%	24.9%	75.1%	2.4%	97.6%	21.4%	78.6%	3.8%	96.2%
55-64 Years	37.9%	62.1%	17.0%	83.0%	6.7%	93.3%	11.7%	88.3%	8.9%	91.1%
65 Years or Older	27.2%	72.8%	22.1%	77.9%	14.5%	85.5%	15.7%	84.3%	7.0%	93.0%
Planning Horizon										
Day of Departure*	2.5%	97.5%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%
1-6 Days*	33.0%	67.0%	21.1%	78.9%	9.4%	90.6%	21.9%	78.1%	0.0%	100.0%
1-2 Weeks*	27.8%	72.2%	8.7%	91.3%	0.0%	100.0%	6.3%	93.8%	8.3%	91.7%
3-8 Weeks*	34.4%	65.6%	31.8%	68.2%	8.5%	91.5%	10.3%	89.7%	0.0%	100.0%
9-12 Weeks*	40.2%	59.8%	17.9%	82.1%	9.1%	90.9%	30.4%	69.6%	2.8%	97.2%
13 or More Weeks	38.4%	61.6%	26.8%	73.2%	5.7%	94.3%	9.0%	91.0%	9.4%	90.6%

1. Paid accommodation includes hotels, motels, lodges, camping/RV, etc. Permanent attractions include museums, theme/amusement parks, gardens, zoos, etc. Events include festivals, concerts, etc. Other activities include spa, recreational activities, etc.

* Please use caution when interpreting these results as the base sample size is small (under 20) on a minimum of one travel service.

Traveller Activities

Travellers intercepted at the Reference Site who indicated they were spending time in the region (n=430) 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%).

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%, Table 12).

Table 12. Participation in trip activities for travellers at Barkerville Historic Town and the Reference Site.

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 ¹	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 ²	15.8%	22.2%	12.8%	13.2%

1. Includes municipal, provincial or national parks, or natural areas outside parks and camping.

2. At Barkerville, 'Other' activities included bakery, restaurant, visiting family/friends, rodeo, anniversary, graduation, wine tasting/tour, quading, surfboarding, photography, swimming, gold panning, mine tour, camping, stage coach ride, whistler peak to peak, Hells Gate, Likely Loop, Mount Layton Hot Springs, Bowron Lake, zoo, West Edmonton Mall, bus tour, exploring ice caves, musical ride, amusement park, lakes and mountains, wood factory, sightseeing, bar, bingo, rock hounding/hunting, visiting cemetery, participating in a Masonic event and staying overnight in B&B. At the Reference Site, 'Other' activities included train trip, restaurant, visiting friends, water skiing, camping, tours, birthday, wedding, gold panning, hot pool/springs, meeting locals, sightseeing, Rockies, West Canyon road, Alkali and Gang ranches, swimming, visiting tourism office, attending an assembly, photography, shopping, amusement park, Science World and gold field.

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 (Table 12).

Travel to Barkerville Heritage Town

A total of 1,129 travellers were interviewed at Barkerville Heritage Town. The tables below present 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.

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. 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, Figure 11). On average, visitors with children stayed at the site for almost one hour more than those travelling without children (with children mean=7.4 hours; without children mean=6.6 hours, Figure 12).

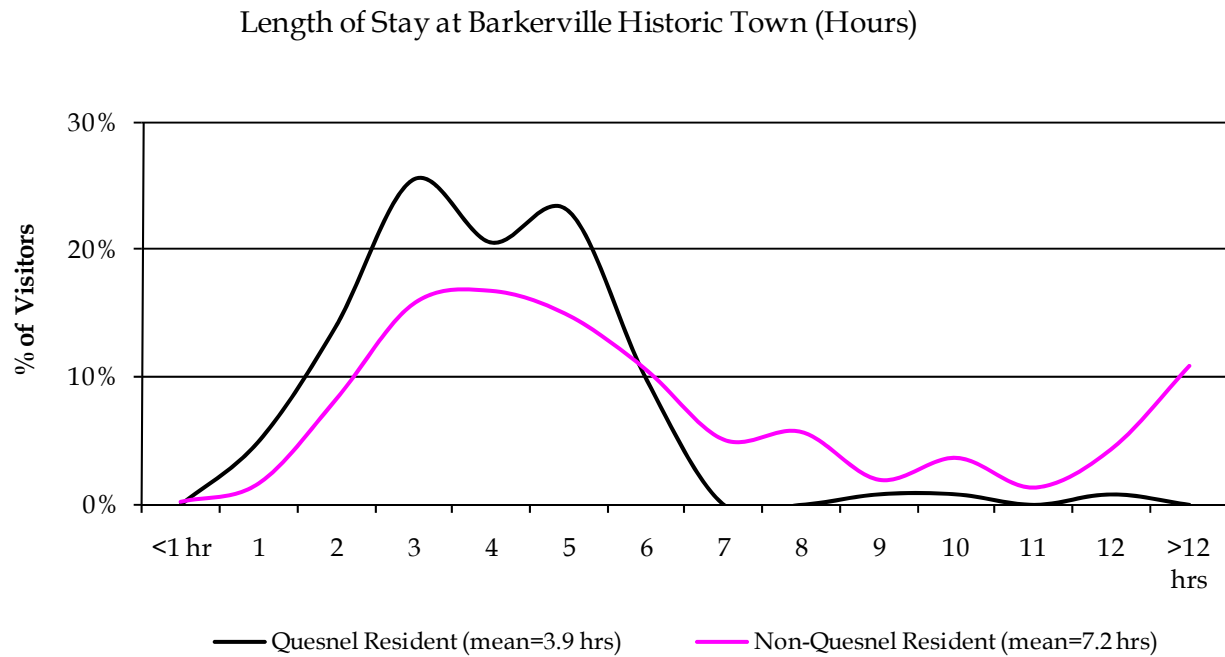


Figure 11. Duration of stay (rounded to nearest whole hour) by resident and non-resident visitors to Barkerville Historic Town

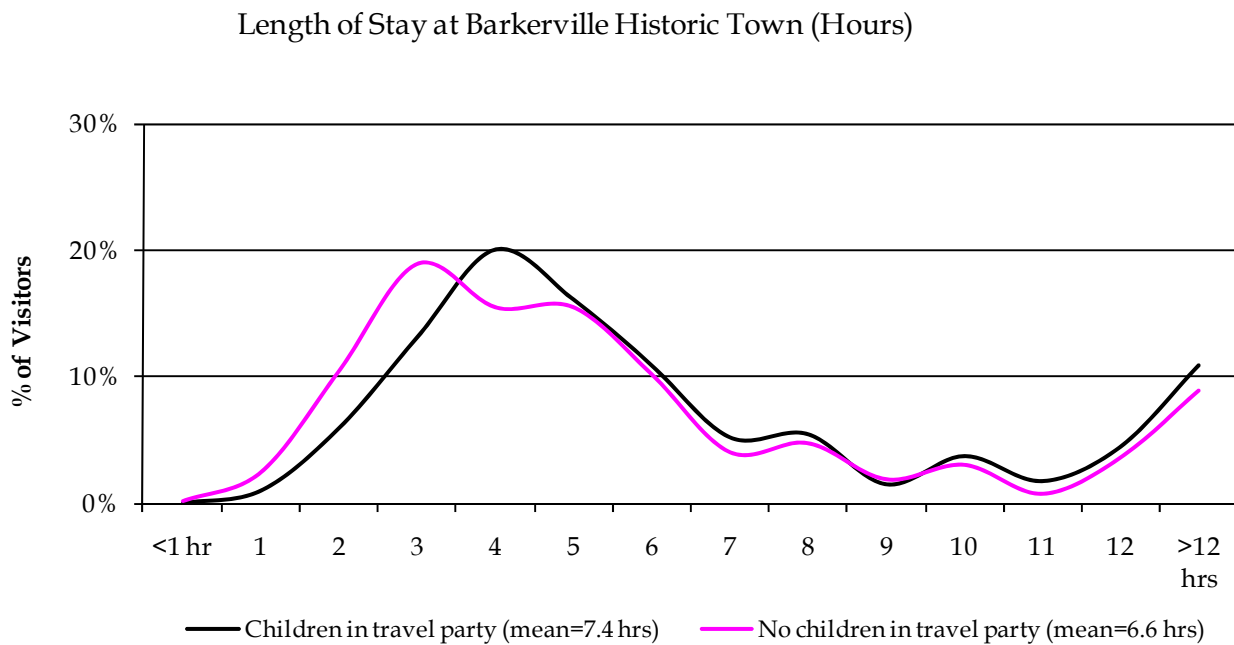


Figure 12. Duration of stay (rounded to nearest whole hour) by travellers to Barkerville Historic Town with children under 18 and those without children.

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%; Table 13).

Table 13. 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)
To 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%
To see what the 1860's were like	11.1%	12.2%	3.3%	12.1%	9.1%	12.2%
To gold pan	5.9%	6.4%	1.6%	6.4%	11.1%	2.8%
To 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%
To 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%
To 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%

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). Among the other reasons cited, Quesnel residents were more likely to state that they were there for shopping/restaurants (15% resident; 3% non-resident), to participate in a special Barkerville event such as Canada Day (7% resident; 2% non-resident) or to take period photos (6% resident; 1% non-resident, Table 13).

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, Table 14).

Table 14. Frequency of visiting Barkerville for residents/non-residents and those travelling with/without children

Reason for Visiting	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%

All travellers to Barkerville (n=1,108) and those from the Reference Site who were aware of Barkerville (n=540) 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). Not surprising, Quesnel residents were much more likely to cite personal knowledge (90% residents; 61% non-residents) and less likely to credit family/friends (14% residents; 25% non-residents) for their awareness of Barkerville. Visitors with children were more likely to cite personal knowledge for their awareness of Barkerville (72% with children; 60% without children) and less likely to attribute this awareness to the use of tourism guides (2% with children; 11% without children, Table 15).

Table 15. Sources 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%

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, Figure 13).

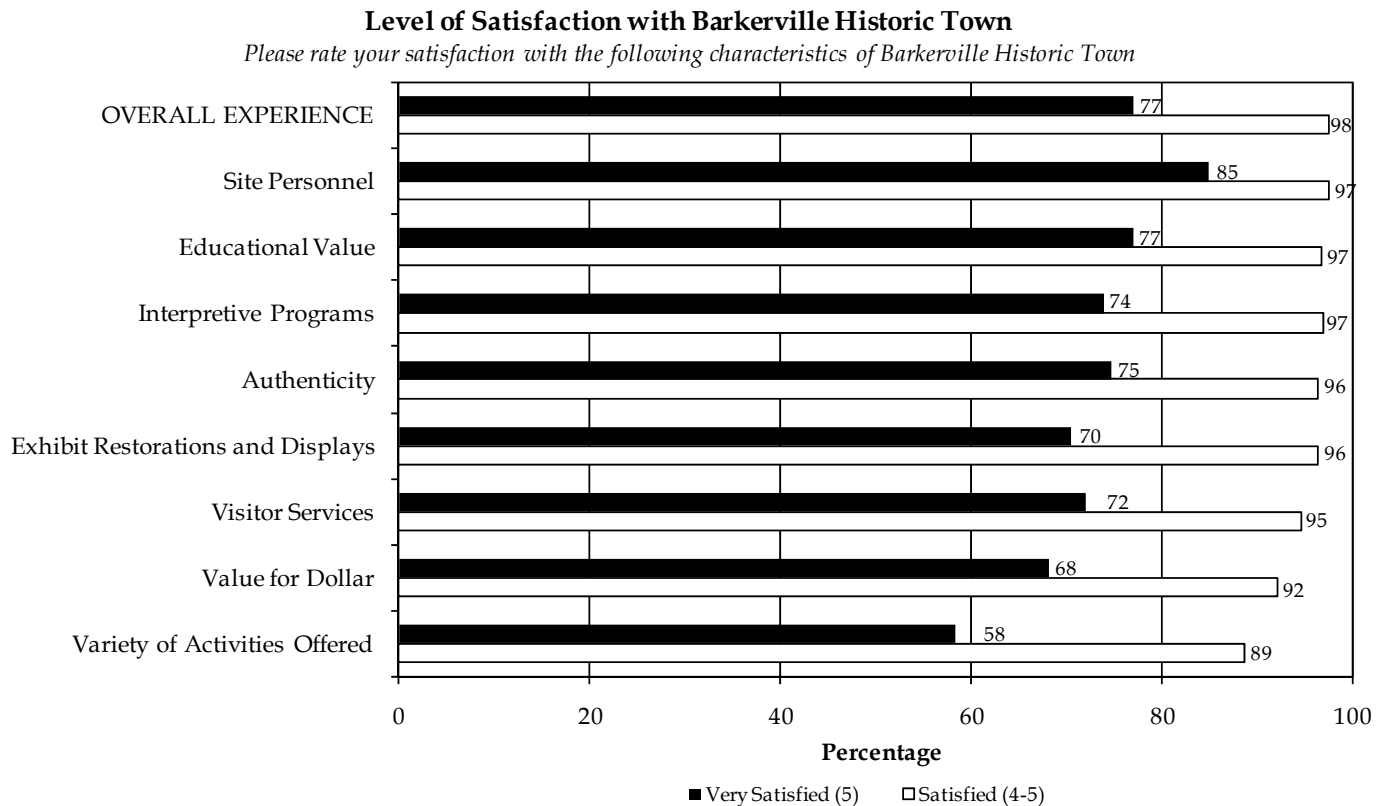


Figure 13. Level of satisfaction with Barkerville. Based on a scale rating of 1 to 5. Satisfied includes scores from 4 to 5, while very satisfied includes scores of 5 only.

In the follow-up survey, respondents were asked to rate the importance of, and their post-trip satisfaction with, a variety of factors/activities offered at Barkerville Historic Town. In an effort to better understand the components of Barkerville Historic Town that require improvements or are deemed to be areas of greatest importance, as well as to identify areas where Barkerville Historic Town is currently meeting and/or exceeding consumer expectations, follow-up survey respondents were asked to rank their perceived importance and satisfaction for various trip factors on a scale of 1 to 5 (with 1 being *Very Satisfied/Important* and 5 being *Very Dissatisfied/Not at all Important*). The averages for each of these factors/activities were computed and plotted on an importance-performance matrix (Figure 14). None of the factors/activities plotted into the High-Importance/Low-Satisfaction quadrant which would have been a major concern. The majority of the factors/activities plotted into the High-Importance/High Satisfaction Quadrant implying that on average, the areas of importance to most of those surveyed were being adequately met. Highest satisfaction levels were recorded for staff level of historical knowledge and the quality of street interpreters/performers; the factor of most importance was the quality of site facilities such as washrooms. Gold panning, stage coach rides and especially on-site accommodation (ranked lowest on importance and lowest on satisfaction) were factors/activities that were not considered as important to these visitors and if pressed with competing demands for limited resources, funds could perhaps be diverted from these less important factors towards the upkeep of and/or upgrade to other areas deemed to be of greater importance to visitors.

Table 16. Total Onsite Travel Party Spending by All Visitors to Barkerville Historic Town

	Percent with Expenditures	Percent of Total	Average Spending per Travel Party	n
Admission	90.0%	33.0%	\$37.69	955
Other Onsite Tickets/ Admissions	39.4%	8.2%	\$36.58	403
Accommodation	19.5%	6.1%	\$100.30	208
Food and Beverage	89.6%	29.4%	\$45.77	942
Souvenirs/Gift Shop purchases	65.7%	22.6%	\$75.18	673
Other Shopping/Retail purchases	5.5%	0.8%	\$41.20	45
Total	95.9%	100.0%	\$157.11	1,064

Expenditures by residents of Quesnel were lower by an average of almost \$50 compared to those from outside the region. Travel parties that included children reported spending over \$60.00 more than those travelling without children, while visitors from BC had the highest average travel party onsite expenditures (Table 17).

Table 17. Average Onsite Spending by Residents, Travel Parties with Children, and Travellers from Different Origins while at Barkerville Historic Town

	Average Spending per Travel Party	n
Overall	\$157.11	1,064
Quesnel Resident		
Quesnel Resident	\$115.13	119
Non-Quesnel Resident	\$162.39	945
Children in travel party		
Travel party with children	\$197.40	386
Travel party without children	\$134.17	678
Origin of Traveller		
BC	\$167.36	776
Other Canada	\$163.93	152
US	\$102.81	40
Other International	\$86.07	96

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 (Table 18).

Table 18. Likelihood to return to Barkerville Historic Town in next 12 months by residents and children

	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%

The vast majority (98%) 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 (Table 19).

Table 19. Likelihood to recommend Barkerville Historic Town by residents and children

	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%

When visitors to Barkerville Historic Town were asked about the importance of the attraction in their decision to visit the Quesnel area, over three-quarters (77%) of respondents stated that Barkerville was either a very important factor (13%; rating of 7-9 on a 10 point scale) or the single most important factor (64%; rating of 10). On the opposite end of the scale, one-eighth (13%) of visitors indicated that Barkerville was of little importance (3%; rating of 1-3) or not an influencing factor at all (10%; rating of 0) in their decision to visit the Quesnel area. Visitors from Canada (68% Canadian travellers; 39% International travellers) as well as travellers with children in the travel party (78% with children; 56% without children) were most likely to credit Barkerville as the single most important factor in their decision to visit the Quesnel area (Table 20).

Table 20. Importance of Barkerville Historic Town in Decision to Visit Quesnel area¹

	Percentage of Respondents				
	Barkerville (n=983) ¹	Canada (n=840)	Outside Canada (n=143)	Children in travel party (n=348)	No children in travel party (n=635)
0 - No influence at all	10.0%	8.2%	20.3%	4.6%	12.9%
1-3 - Little importance	2.6%	2.0%	6.3%	1.4%	3.3%
4-6 - Moderate importance	10.5%	9.8%	14.7%	5.5%	13.2%
7-9 - Very important	13.2%	12.1%	19.6%	10.9%	14.5%
10 - Single main reason	63.7%	67.9%	39.2%	77.6%	56.1%

1. Travellers to Barkerville who were from the Quesnel area were not asked this question.

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 (Table 21). The most common reason cited for not stopping at Barkerville was time constraints (62%). Other reasons mentioned for not stopping at Barkerville included lack of interest (8%), distance (7%), not on itinerary (7%) and been there before (5%).

Table 21. Stopped or plan to stop at Barkerville Historic Town among Reference Site Travellers.

	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 (Table 22).

Table 22. Follow-up Reference Site Travellers that Indicated whether or not they had stopped at Barkerville Historic Town during their trip.

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

Perceptions of Barkerville Historic Town

Travellers that 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 (18% of the total responses; 42% of the total respondents), the use of street or theatre performances and period costumes (15% responses; 37% of respondents), and that it was of historical significance or depicted the history of the area (12% of responses; 29% of respondents). A further 6% of responses (14% of respondents) were comments on Barkerville’s educational value in terms of providing knowledge and information. Other responses to this question discussed the quality of the site, specifically that it was well-maintained or laid out, opportunities for interaction, availability of theatre and plays, good customer service, guides/interpreters and that it was an entertaining and interesting experience (Figure 15; Figure 16). A detailed listing of all comments is provided in Appendix E.

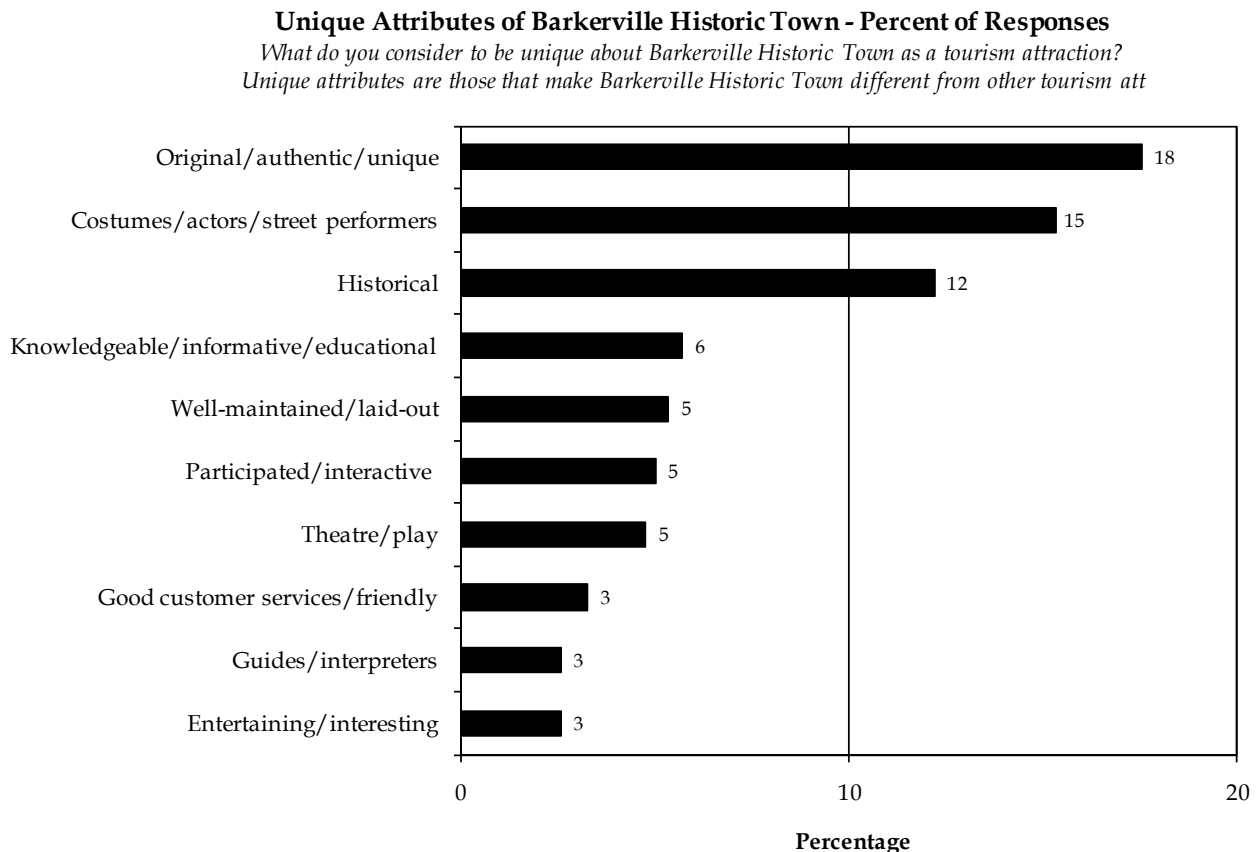


Figure 15. Coded responses to the open-ended question, “What do you consider to be unique about Barkerville Historic Town as a tourism attraction?” A total of 861 responses were received for this question. Multiple responses were permitted.

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 a

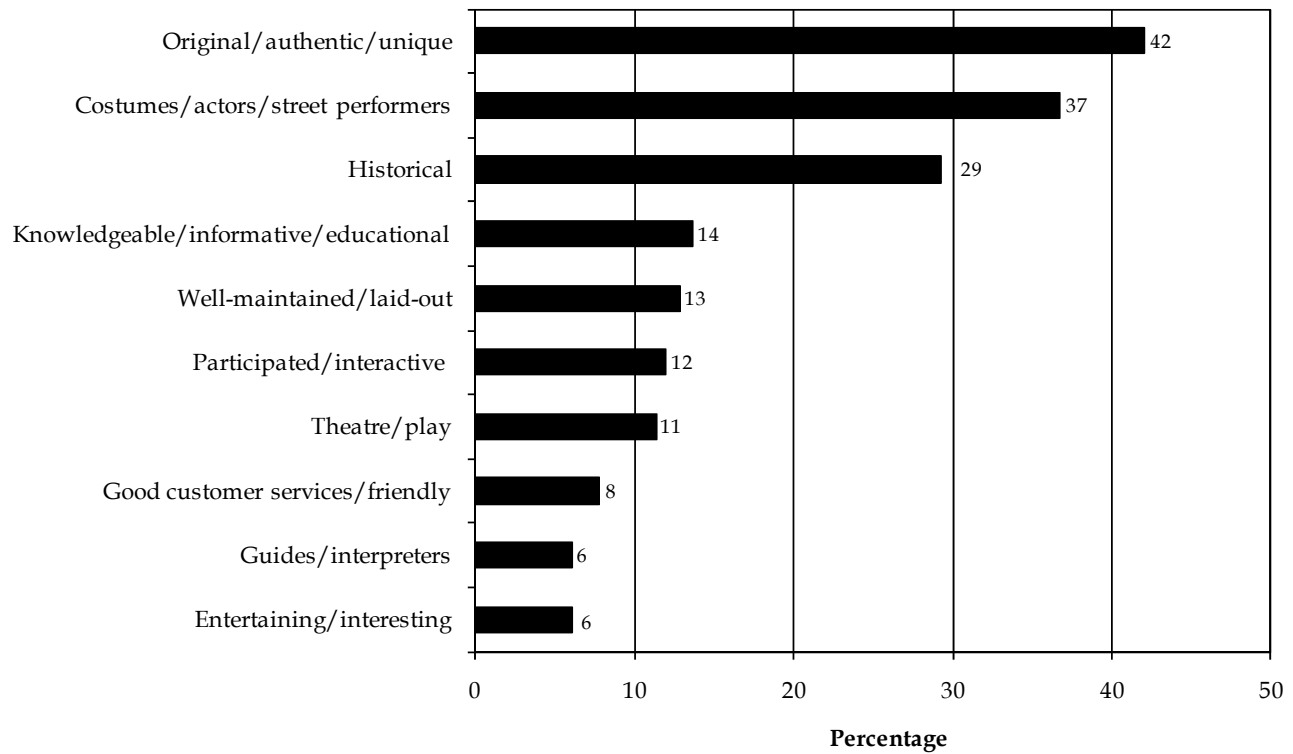


Figure 16. Coded responses to the open-ended question, "What do you consider to be unique about Barkerville Historic Town as a tourism attraction?" A total of 359 respondents provided answers to this question. Multiple responses were permitted.

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 (11% of responses; 29% of respondents) was the most frequently mentioned positive aspect of Barkerville, followed by its originality, uniqueness or authenticity (10% of the total responses; 25% of the total respondents) and the use of street or theatre performances and period costumes (9% responses; 22% of respondents). Other positive characteristics mentioned by at least one in five respondents (8% of responses; 21% of respondents) included the quality of the entertainment and the educational value of the information provided (Figure 17; Figure 18). A listing of positive images/characteristics is included in Appendix F.

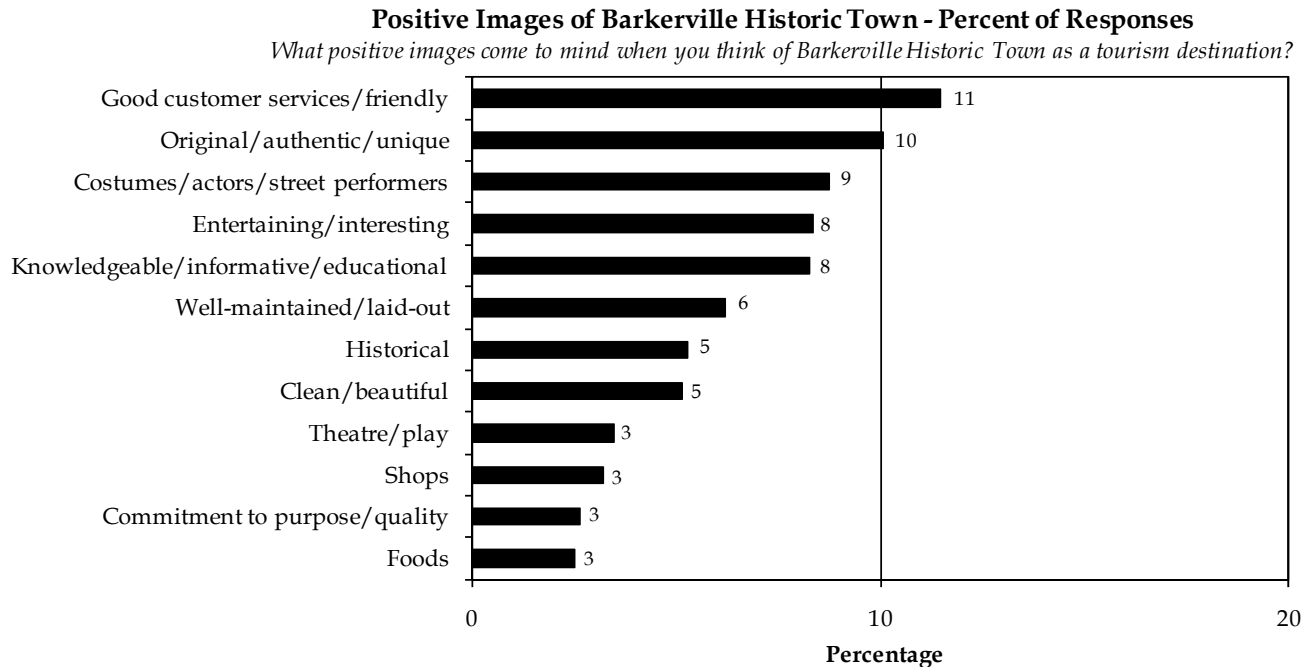


Figure 17. Coded responses to the open-ended question, “What positive images come to mind when you think about Barkerville Historic Town as a tourism attraction?” A total of 836 responses were received for this question. Multiple responses were permitted.

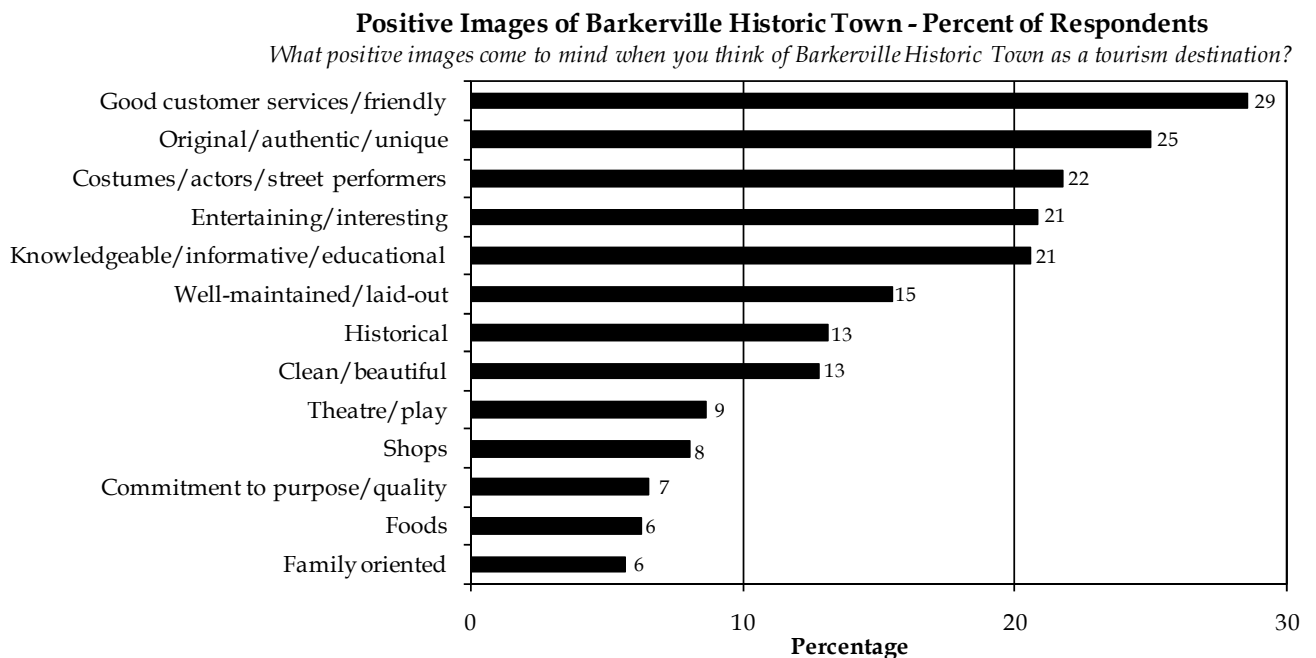


Figure 18. Coded responses to the open-ended question, “What positive images come to mind when you think about Barkerville Historic Town as a tourism attraction?” A total of 336 respondents provided answers to this question. Multiple responses were permitted.

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 which were either impossible or difficult to mediate, including location and remoteness of the facility (9% of responses; 13% of respondents) and the weather (8% of responses; 12% of respondents). Other frequently mentioned factors included limited food facilities and options (6% of responses; 10% of respondents), limited activities and attractions (6% of responses; 10% of respondents), poor customer service (6% of responses; 9% of respondents) and cost (6% of responses; 9% of respondents, Figure 19; Figure 20). A listing of negative images/characteristics is provided in Appendix G.

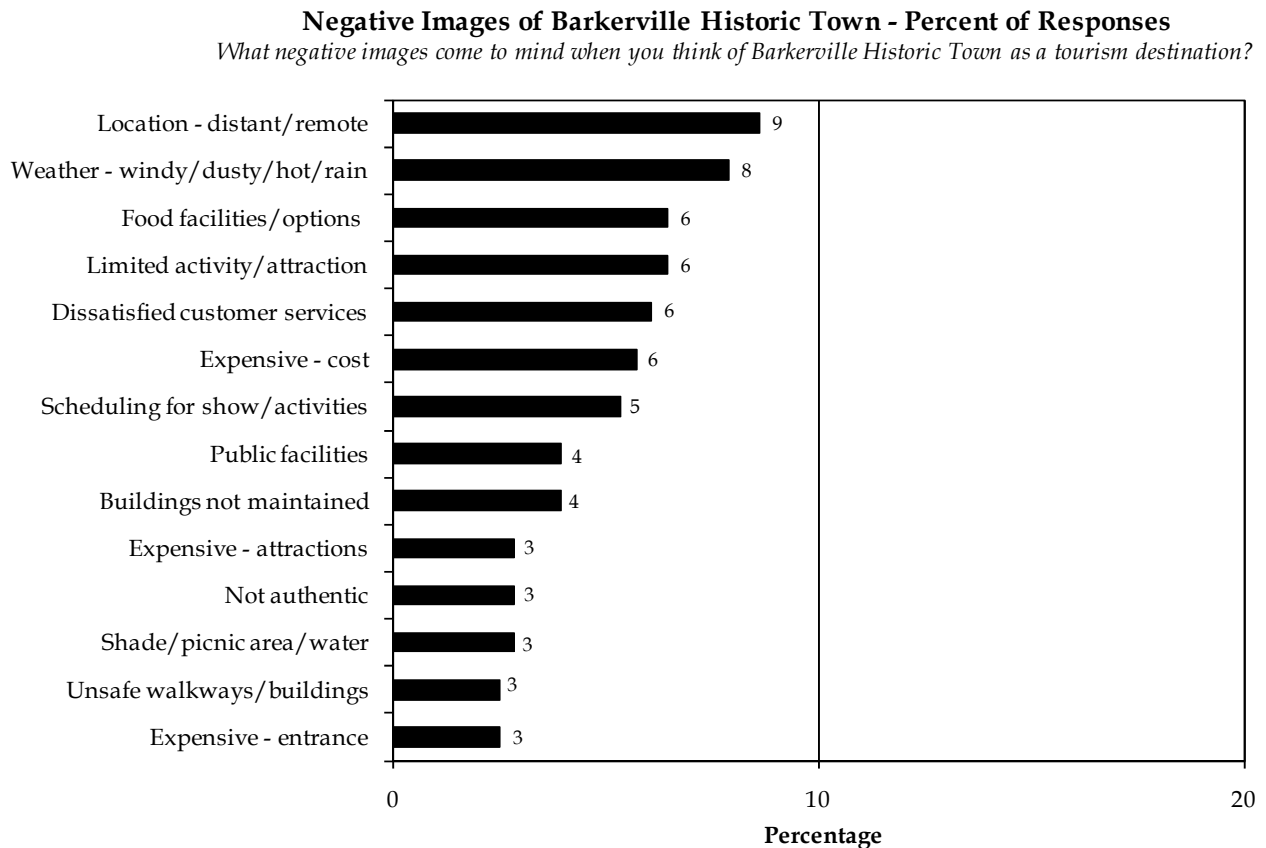


Figure 19. Coded responses to the open-ended question, “What negative images come to mind when you think of Barkerville Historic Town as a tourism attraction?” A total of 279 responses were received for this question. Multiple responses were permitted.

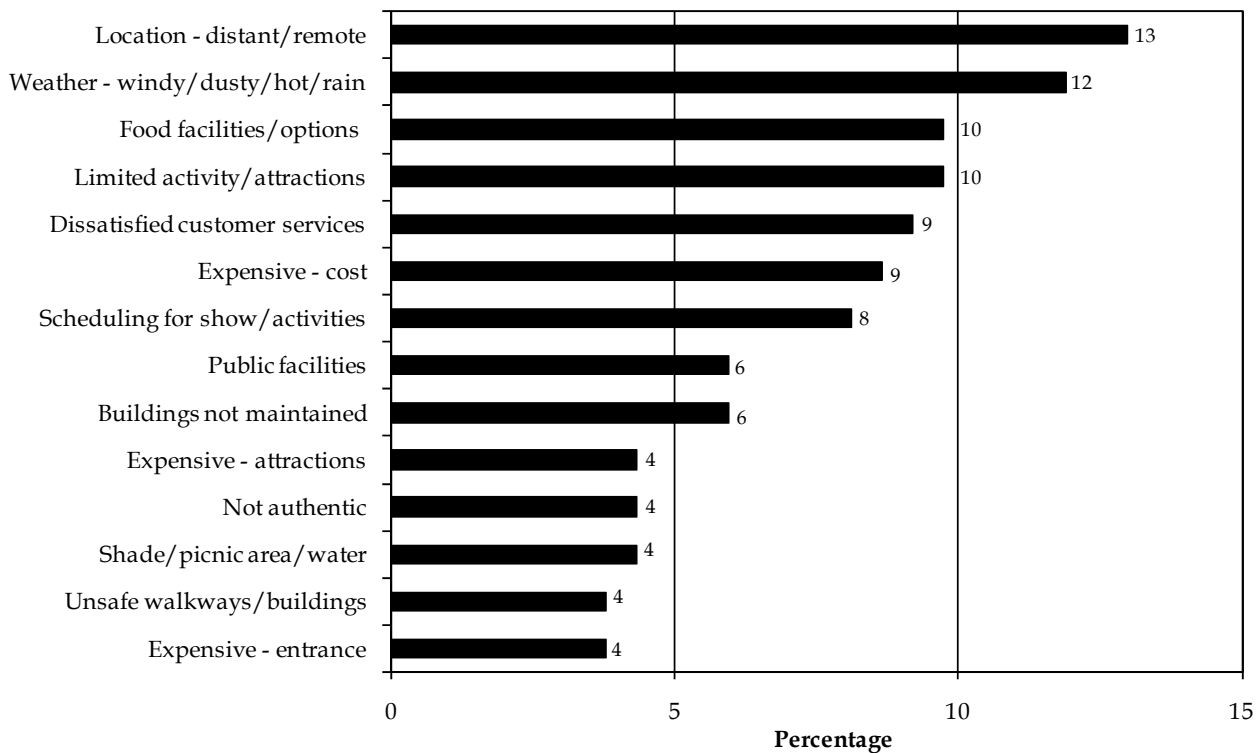
Negative Images of Barkerville Historic Town - Percent of Respondents*What negative images come to mind when you think of Barkerville Historic Town as a tourism destination?*

Figure 20. Coded responses to the open-ended question, “What negative images come to mind when you think of Barkerville Historic Town as a tourism attraction?” A total of 185 respondents provided answers to this question. Multiple responses were permitted.

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 (7% of responses; 14% of respondents), more actors/street performers (7% of responses; 14% of respondents) and live theatre (7% of responses; 13% of responses). Increased opportunities for interaction (6% of responses; 12% of respondents) and more carriages and horses (6% of responses; 11% of respondents) rounded out the top 5 most wished for activities, services or attractions (Figure 21; Figure 22). A more detailed listing of these activities, services and attractions is included in Appendix H.

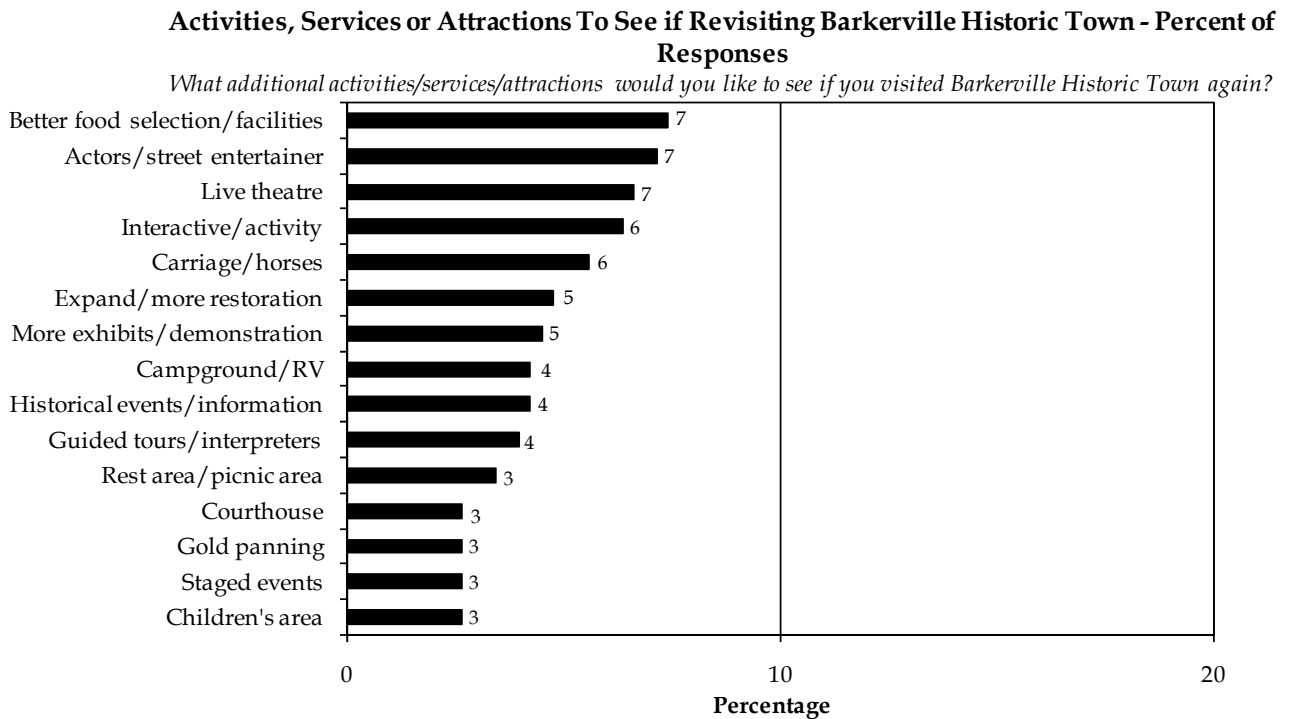


Figure 21. Coded responses to the open-ended question, "What additional activities, services, or attractions would you like to see if you visited Barkerville Historic Town again?" A total of 377 responses were received for this question. Multiple responses were permitted.

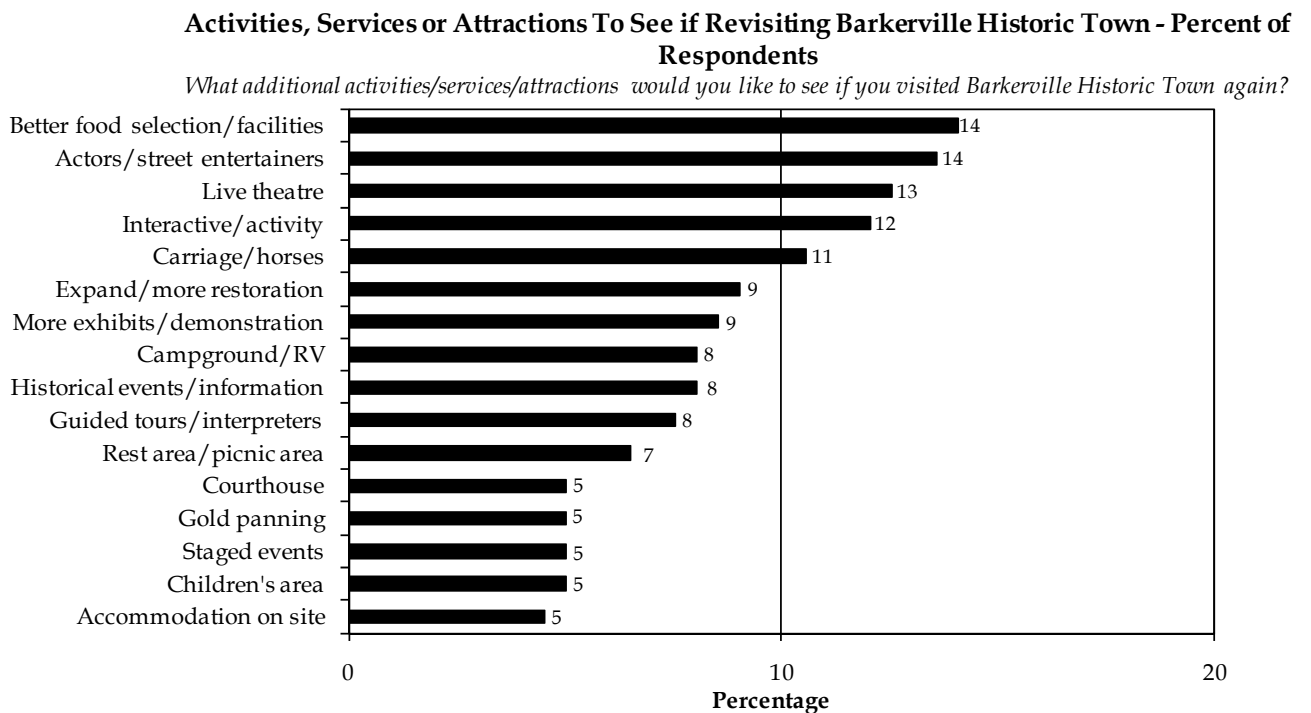


Figure 22. Coded responses to the open-ended question, "What additional activities, services, or attractions would you like to see if you visited Barkerville Historic Town again?" A total of 199 respondents provided answers to this question. Multiple responses were permitted.

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 (Table 23).

Table 23. Visitors to other heritage or historical attractions in British Columbia by origin, location of survey, and children in travel party

Sub-Group	Frequency	Percent
Canada	250	46.0%
Outside Canada	42	61.9%
Barkerville ¹	168	42.3%
Reference Site ²	124	56.5%
Children in travel party	69	44.9%
No children in travel party	223	49.3%
Total	292	48.3%

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

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 (42% of responses; 71% of respondents) followed by attractions in the Cariboo Chilcotin Coast (28% of responses; 48% of respondents), Kootenays Rockies (8% of responses; 13 % of respondents) and Vancouver Coast and Mountain (7% of responses; 13 % of respondents, Figure 23, Figure 24). A list of heritage attractions mentioned by respondents is included in Appendix I.

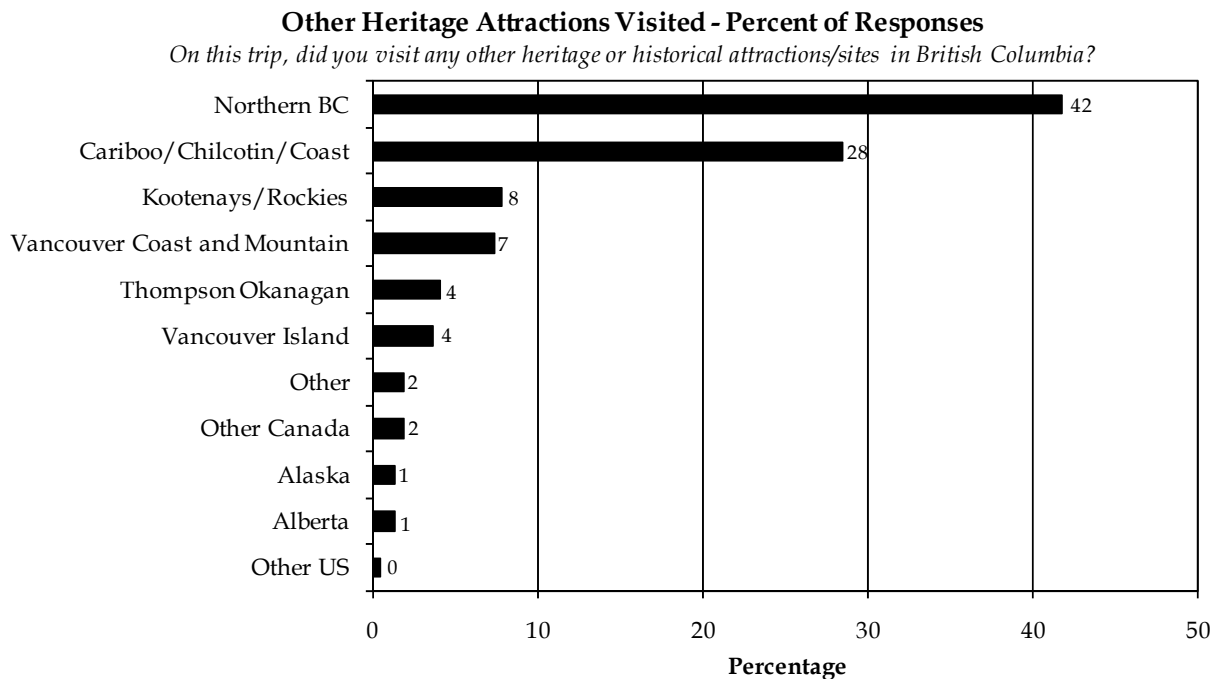


Figure 23. Other heritage or historical attractions/sites visited on this trip. A total of 218 responses were received for this question. Multiple responses were permitted.

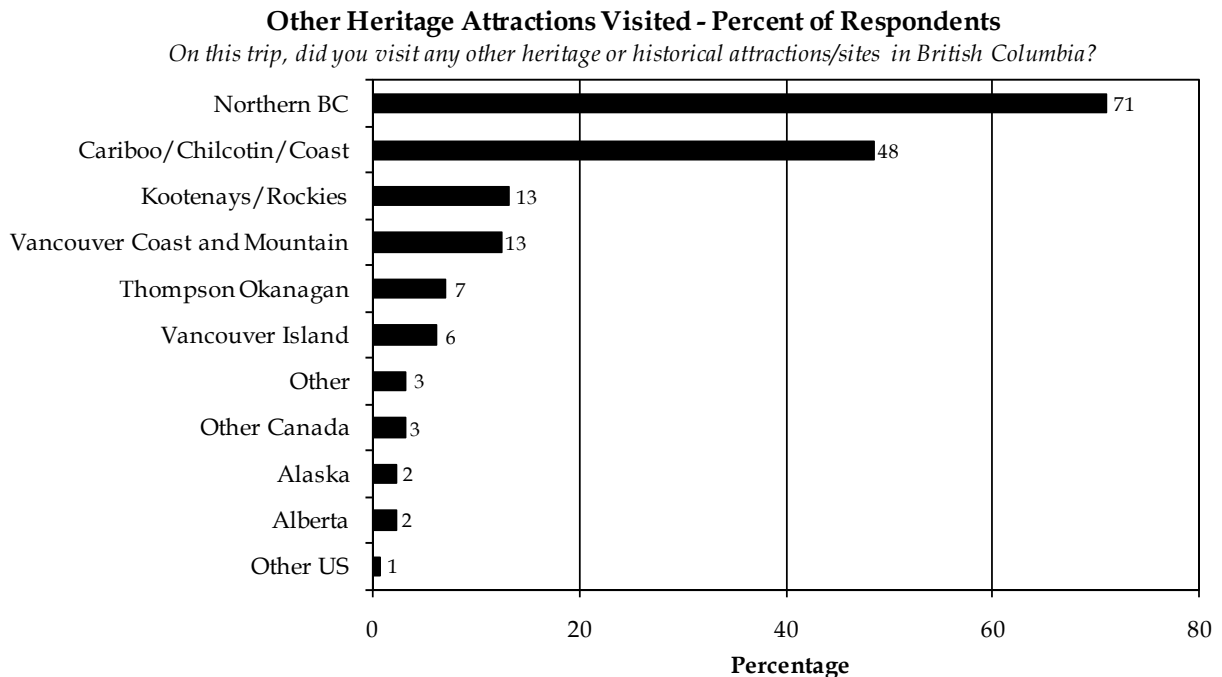


Figure 24. Other heritage or historical attractions/sites visited on this trip. A total of 128 respondents provided answers to this question. Multiple responses were permitted.

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, Figure 25). 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 whereas a love for the area, it's 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. Appendix J breaks down the reasons provided by respondents based on their likelihood of returning.

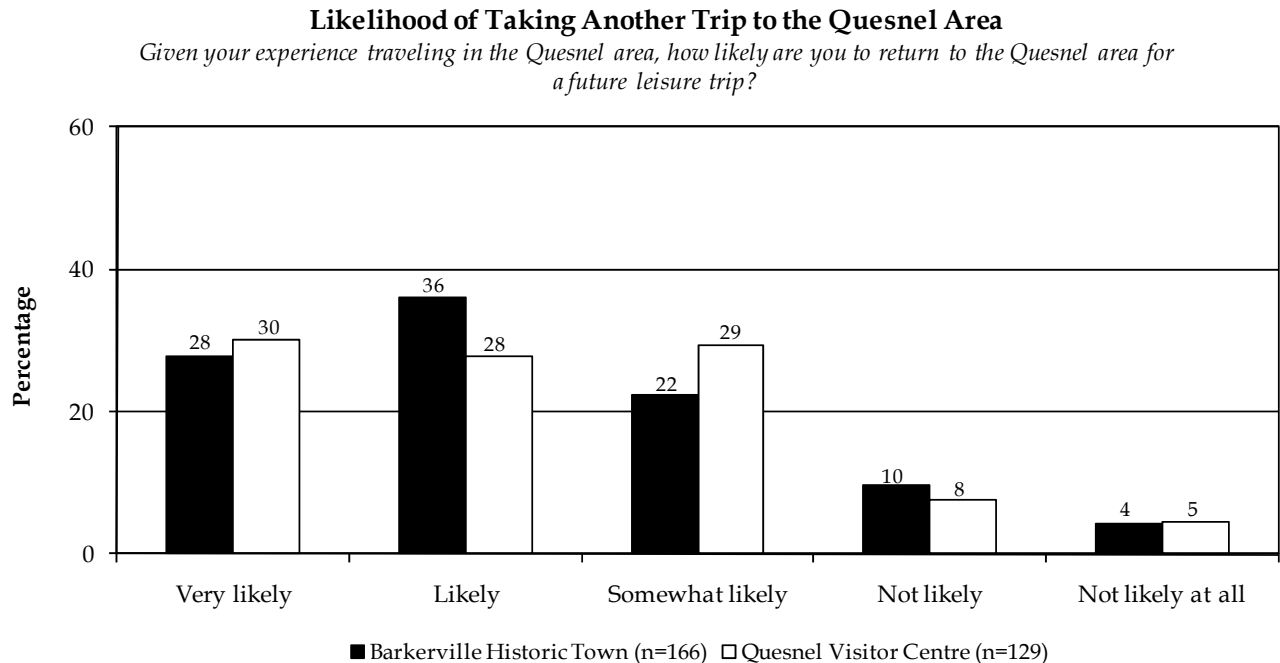


Figure 25. Responses to the question, "Given your experience traveling in the Quesnel area, how likely are you to return to the Quesnel area for a future leisure trip?" A total of 295 responses were received to this question, of which 166 were from Barkerville visitors and 129 from travellers interviewed at the Reference Site.

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, Figure 26). Some of the reasons cited by the minority for dissatisfaction included inadequate time available in the area, road construction, cost, unclear 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. Appendix K contains a detailed breakdown of reasons provided by respondents for their satisfaction rating.

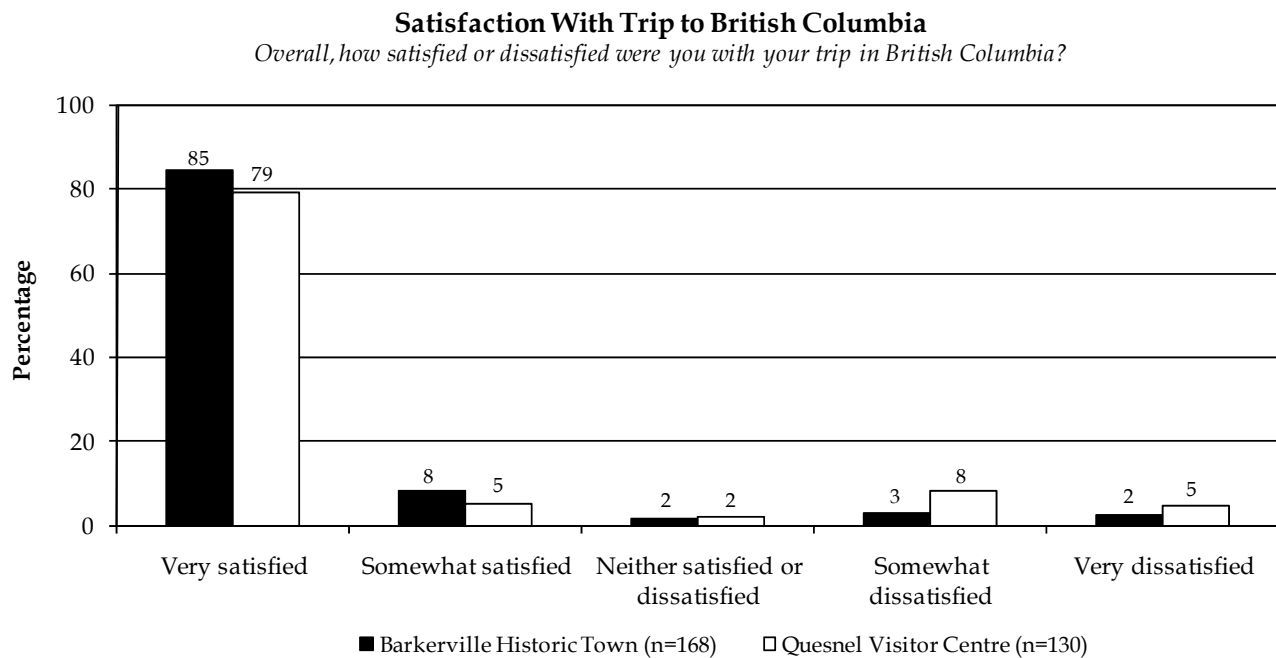


Figure 26. Responses to the question, “Overall, how satisfied or dissatisfied were you with your trip in British Columbia?” A total of 298 responses were received to this question, of which 168 were from Barkerville and 130 were from travellers interviewed at the Reference Site.

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 (Figure 27).

Among travellers from BC, the vast majority stated they were Likely to take another leisure trip to/in British Columbia (99%), whereas a lower proportion of visitors from elsewhere in Canada and the United States were Likely to do so (85% and 75% respectively). Among visitors who travelled with children under 18, almost all stated they were likely to travel to take another leisure trip to/in British Columbia (97%), while a lower proportion of those travelling with no children would (92%).

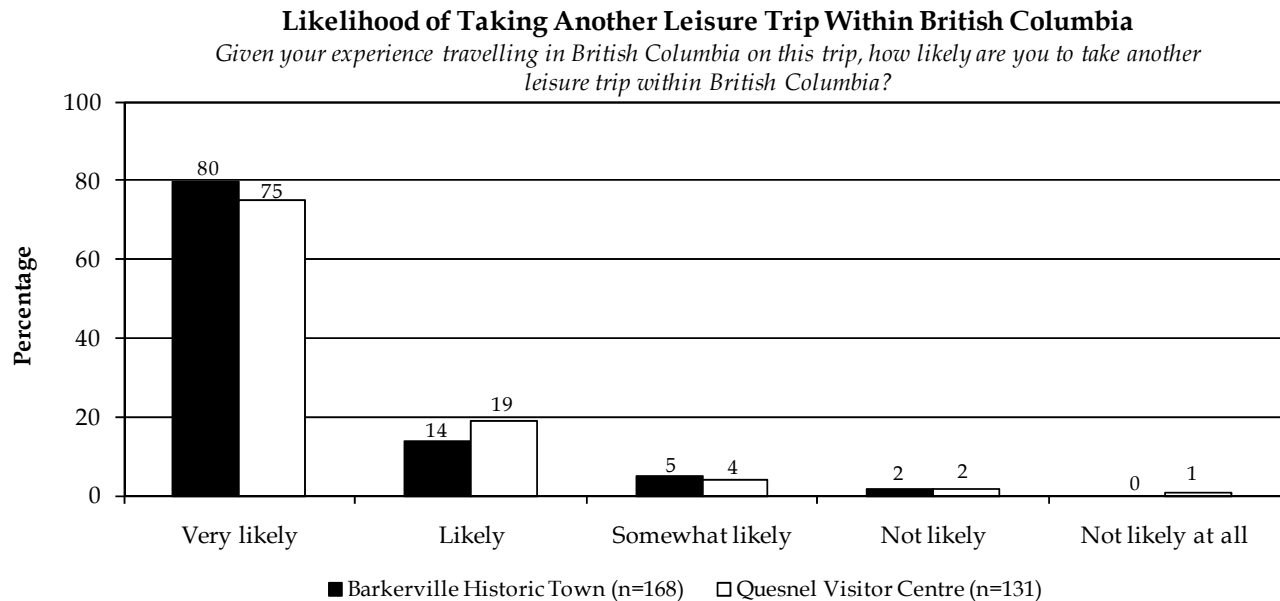


Figure 27. Responses to the question, “Given your experience traveling in British Columbia on this trip, how likely are you to return for a future leisure trip?” A total of 299 responses were received to this question, of which 168 were from Barkerville visitors and 131 from travellers interviewed at the Reference Site.

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?”⁷ 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 (Table 24).

Parties from BC spent slightly less than the overall average at \$170.23 per day. However, British Columbia travel parties to Barkerville spent more than their counterparts from the Reference Site (\$179.72 Barkerville; \$139.72 Reference Site). Similar results were found among those from other Canadian provinces) where travel parties to Barkerville spent \$30 more per day than those from the Reference Site (\$183.72 Barkerville; \$151.49 Reference Site). Among those from the US, travel parties to Barkerville spent \$20 more per day than those from the Reference Site (\$137.20 Barkerville; \$113.32 Reference Site). Amongst international visitors, those from the Reference Site spent more than did visitors to Barkerville (\$216.14 Barkerville; \$264.01 Reference Site). When per person expenditures are explored the differences become less pronounced. One notable change is that per person spending

⁷ Travellers were asked to include all purchase, taxes and tips, except long-haul flights. All pre-paid items purchased prior to departure (i.e. accommodation, tours, etc.) were to be included in the estimate.

among other Canadian travellers was now slightly higher at the Reference Site compared to Barkerville (\$61.13 Barkerville; \$68.26 Reference Site, Table 24). Caution should be used when interpreting these results due to small sample sizes (n=28 for US and n=38 for other International travellers).

The highest daily travel party expenditures were among those whose primary accommodation was at a fixed roof establishment such as a resort, hotel or motel. This group spent an average of \$218.70 per day. Not surprisingly, parties who indicated that their primary form of accommodation was with friends or relatives spent considerably less per day. The average daily per party expenditure among this group of travellers was \$139.44. Compared to those from the Reference Site, parties traveling to Barkerville had higher daily expenditures across all type of accommodations with the exception of friends or relatives (\$134.02 Barkerville; \$153.38 Reference Site, Table 24).

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, Table 24).

Examining per person daily expenditures, however, revealed that not all of these differences were attributable to party size. Single travellers at Barkerville spent more than single travellers at the Reference Site (\$125.52 Barkerville; \$105.19 Reference Site, Table 24). Barkerville visitors in couples and groups of 3-6 people also spent more than their counterparts at the Reference Site. Small sample sizes among solo travellers mean that these results should be interpreted with caution.

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 with a maximum difference among those aged 65 and older (\$39), followed by those aged 25-34 (\$36), 45-54 (\$35), 55-64 (\$33) and 35-44 (\$10). When the data was examined by per person daily expenditures the difference in spending shifts in a couple of instances with those from the Reference Site spending more than visitors to Barkerville at the 35-44 (\$8) and 65 and older (\$4) age groups (Table 24). Again however, small sample sizes in some categories limit the ability to draw conclusions.

Comments provided by respondents in the Intercept survey are included in Appendix L.

Table 24. Average daily expenditures of travellers at Barkerville Historic Town and the Quesnel Visitor Centre Reference Site.

\$ 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
Origin¹						
British Columbia	\$170.23	\$179.72	\$139.72	\$67.77	\$68.70	\$64.78
Other Canada	\$175.12	\$183.72	\$151.49	\$63.03	\$61.13	\$68.26
US**	\$127.32	\$137.20	\$113.32	\$65.07	\$66.10	\$63.61
Other International**	\$222.98	\$216.14	\$264.01	\$109.71	\$104.84	\$138.95
Primary Accommodations²						
Resort/Hotel/Motel	\$218.70	\$232.48	\$181.07	\$93.74	\$97.75	\$82.79
Campground/RV Park	\$147.40	\$157.60	\$112.24	\$57.10	\$56.93	\$57.68
Friends or Relatives**	\$139.44	\$134.02	\$153.38	\$54.37	\$50.62	\$64.01
Other**	\$224.92	\$248.50	\$174.82	\$86.76	\$90.74	\$78.30
Travel Party Size³						
1 person**	\$116.89	\$125.52	\$105.19	\$116.89	\$125.52	\$105.19
2 people	\$152.90	\$155.31	\$146.19	\$76.45	\$77.66	\$73.09
3-6 people	\$203.67	\$216.45	\$154.81	\$51.42	\$53.75	\$42.53
7 or more people**	\$272.77	\$272.77	-	\$31.93	\$31.93	-
Age⁴						
Under 24 Years**	\$284.61	\$284.61	-	\$93.70	\$93.70	-
25-34 Years**	\$166.49	\$172.17	\$135.79	\$64.66	\$64.78	\$64.01
35-44 Years	\$195.53	\$197.18	\$187.37	\$62.81	\$61.47	\$69.41
45-54 Years	\$195.44	\$203.87	\$168.28	\$79.72	\$82.55	\$70.63
55-64 Years	\$142.77	\$151.08	\$118.11	\$61.20	\$62.64	\$56.93
65 Years or Older	\$157.12	\$171.53	\$132.59	\$73.17	\$71.77	\$75.55

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

Practical differences between respondents interviewed at Barkerville and the Reference Site of $\pm 10\%$ are colour-coded. Business travellers, residents of the Quesnel area and day trippers are all excluded from this analysis.

** Please use caution when interpreting these results as the sample size for at least one of Barkerville or Reference Site respondents is less than 20 for the categories indicated.

1. Overall sample sizes for origin: British Columbia n=316; Other Canada n=90; US n=29; Other International n=28.
2. Overall sample sizes for primary accommodations: Resort/Hotel/Motel n=138; Campground/RV park n=249; Friends or relatives n=50; Other n=25.
3. Overall sample sizes for travel party size: 1 person n=33; 2 people n=253; 3-6 people n=164; 7 or more people n=13.
4. Overall sample sizes for age: Under 24 years n=6; 25-34 years n=32; 35-44 years n=83; 45-54 years n=114; 55-64 years n=127; 65 years or older n=100.

Online Usage, Online Travel Planning, and Quality Assurance Ratings

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 that agreed to participate in the online follow-up survey. The series of tables below present the results of the survey questions that pertain to these 668 respondents.

The frequency of online usage was also asked in the intercept survey at the Reference Site. It was found that over two-thirds (69%) of travellers interviewed at the Reference Site indicated that they 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 (Table 25).

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. The rest of this section relates to those that agreed to complete the online follow-up survey.

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, Table 25).

Table 25. 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

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, Figure 28).

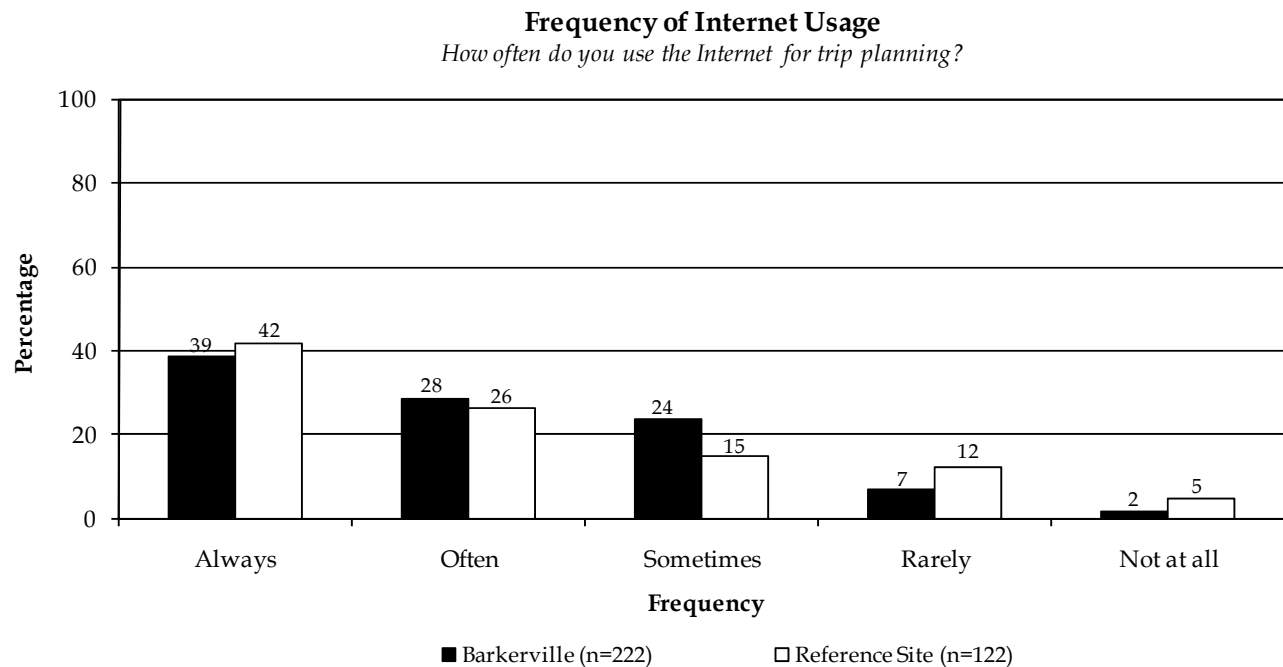


Figure 28. Frequency of Internet Use for Trip Planning Purposes

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 (26% Barkerville; 32% Reference Site) and especially after the trip (11% Barkerville; 13% Reference Site, Figure 29).

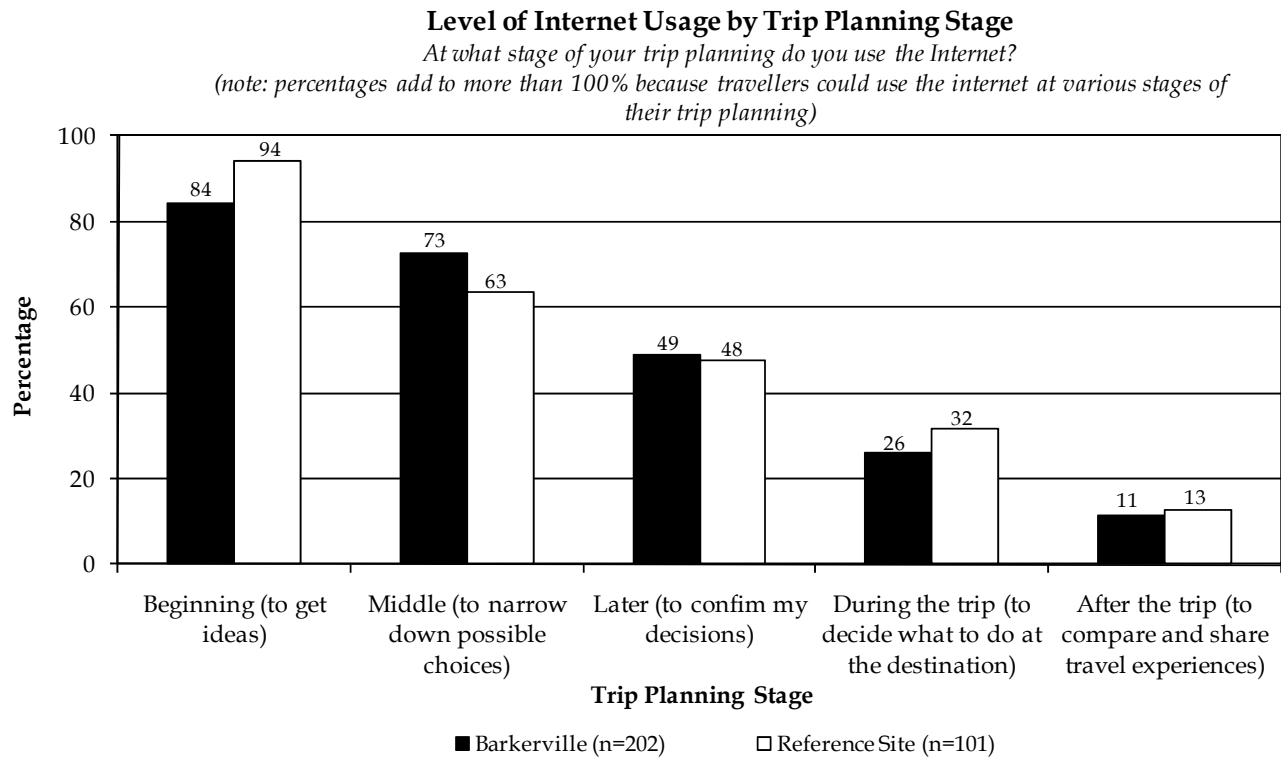


Figure 29. Level of Internet Usage by trip planning stage

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. At least one in four respondents at both sites read travel related blogs (35% Barkerville; 36% Reference Site), watched online videos (35% Barkerville; 31% Reference Site), printed out online coupons (29% Barkerville; 29% Reference Site) and/or used interactive trip planners (18% Barkerville; 22% Reference Site, Table 26).

Table 26. 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%

In an effort to understand how travellers interpret/use online accommodation ratings, follow-up online respondents were shown a picture of a Trip Advisor rating generated by other travellers. The mock accommodation rating included a rating of 4.5 out of 5, from 42 individuals. Respondents were asked how likely they would be to choose this accommodation over an accommodation that was rated a 4 (on the same website). Over a third were Somewhat Likely (36%), or Likely (35%) and almost a fifth (16%) were Very Likely to choose the accommodation based on the rating score. Forty two respondents did not know what they would do and have been excluded from the analysis (Table 27).

Table 27. Likelihood of choosing accommodation with a rating of 4.5 over accommodation rated a 4

Likelihood	Percentage (n=289) ¹
Not likely at all	3.8%
Not likely	8.7%
Somewhat likely	36.3%
Likely	34.9%
Very likely	16.3%

1. Results based on combination of responses from Barkerville Historic Town and the Reference Site.

Influence of Quality Assurance Ratings

In a further effort to understand how travellers interpret/judge online accommodation ratings, online survey respondents were also shown a Canada Select * rating for the same accommodation property, this is the type of rating normally seen in a visitor/travel guide. This particular type of rating provided the hotel with a 3 out of five star rating. Respondents were asked which of the two ratings, Trip Advisor Rating (4.5 out of 5) or Canada Select Rating (3 out of 5), would influence them more if they were considering booking this accommodation. Over two-fifths (45%) of respondents did not know which rating to choose. Trip Advisor was picked by almost a third (30%) compared to a quarter (25%) for Canada Select (Table 28). Reasons provided by respondents for choosing the Trip Advisor as opposed to Canada Select include feedback based on the personal experience of real people, better presentation/appealing website, easier to read/understand, familiarity as a result of previous use, higher rating, more accurate/current/ reliable information, the use of a large sample of reviews, and knowing others who use Trip Advisor. Reasons provided by respondents for choosing Canada Select as opposed to Trip Advisor included professional ratings of actual services/facilities as opposed to personal opinions, more broadly based, more objective/informative, accurate/impartial/reliable, consistent criteria, rated by industry so higher standards to meet and prior experience. Reasons provided by respondents for their selection are presented in Appendix M.

Table: 28. Influence of Trip Advisor Rating (4.5 out of 5) vs. Canada Select Rating (3 out of 5) on an accommodation booking

Rating	Percentage (n=330) ¹
Trip Advisor	30.3%
Canada Select	24.5%
Don't know	45.2%

1. Results based on combination of responses from Barkerville Historic Town and the Reference Site.

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. Twelve respondents did not know what impact these reviews had on their pre-booking and have been excluded from the analysis (Table 29).

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. Nine respondents who did not know what influence these ratings had on their pre-booking have been excluded from the analysis (Table 29).

* "Canada Select" is an industry led, consumer sensitive rating program, developed for the purpose of providing the travelling public with a national consistent standard of quality within categories of accommodation. (Source: www.canadaselect.com)

Table 29. Likelihood of considering reviews (i.e. travel blogs and customer ratings) or traditional quality assurance ratings (i.e. AAA/CAA, Canada Select, etc.) before pre-booking accommodation

Likelihood	Reviews (n=322) ^{1, 2}	Traditional Quality Assurance Ratings (n=315) ¹
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%

1. Results based on combination of responses from Barkerville Historic Town and the Reference Site.
2. Please see Appendix N for more on blogs.

Influence of Online Videos

In an effort to understand the influence of online videos on travel behaviour, respondents were asked to choose an activity they would be more likely to consider participating in on an upcoming overnight leisure trip. The reason for the choice of six activities was to capture a wide variety of interests of travellers. Respondents were subsequently provided with a promotional video clip * of the activity somewhere in British Columbia. Respondents showed most interest in visiting a heritage attraction (42%), followed by visiting a winery or attending a wine festival (18%), participating in water based activities such as whale watching (13%) or freshwater kayaking/canoeing (13%). One in ten stated that they were most likely to visit a farmers market (11%) whilst mountain biking (4%) was the activity least likely to be at the forefront of future planning for those interviewed (Table 30).

After viewing the video clip respondents were asked a series of questions measuring their agreement or disagreement with various statements regarding travel influence (with a -2 being *Strongly disagree* and a +2 being *Strongly Agree*). The averages of the responses for each video clip have been broken down in detail and presented in a series of charts sorted in descending order by level of agreement. Responses to the video clip on Steve, a newcomer to mountain biking, who travelled to Williams Lake to try the trail known as Hillbilly have not been included due to sample size constraints.

* "Videos were obtained from You Tube, produced by Tourism British Columbia field reports."

Table 30. Activity most likely to consider participating in on an upcoming overnight leisure trip

Activity	Percentage (n=338) ¹
Visiting a heritage attraction ²	42.0%
Visiting a winery or wine festival ³	17.5%
Whale watching ⁴	12.7%
Freshwater kayaking/canoeing ⁵	12.7%
Visiting farmer's markets ⁶	10.9%
Mountain biking ⁷	4.1%

1. Results based on combination of responses from Barkerville Historic Town and the Reference Site.
2. Tourism British Columbia's field reporter, Micheal, travels to historic Fort Steele and takes a ride on Stash at Bull River Guest Ranch.
3. Tourism British Columbia's field reporter Ivan travelled to Sun Peaks to attend the annual Ice Wine Festival.
4. Tourism British Columbia's field reporter, Jay, travels to Victoria to go whale watching and goes to a local rugby game.
5. Tourism British Columbia's field reporter, Micheal, enjoys Kootenay Lake from a kayak.
6. Mikala, visits Vancouver's Trout Lake Farmer's Market.
7. Steve, a newcomer to mountain biking, travelled to Williams Lake to try the trail known as Hillbilly.

Respondents viewing Tourism British Columbia's field reporter Ivan travel to Sun Peaks to attend the annual Ice Wine Festival felt the video made it easier for them to imagine a visit to a winery or wine festival, provided them with general information as well as ideas (Figure 30). The video clip of Tourism British Columbia's field reporter, Jay, travel to Victoria to go whale watching and go to a local rugby game made viewers feel excited, helped them imagine the trip more vividly and provided ideas (Figure 31). Respondents felt that the video clip of Tourism British Columbia's field reporter, Micheal's travel to historic Fort Steele and his taking a ride on Stash at Bull River Guest Ranch provided them with general information, ideas and inspired them to participate in visiting a heritage site visit (Figure 32). The video clip of Tourism British Columbia's field reporter, Michael enjoying Kootenay Lake from a kayak inspired them to participate, provided ideas and made them feel excited about freshwater kayaking/canoeing (Figure 33). It was also the only video where viewers expressed disagreement on multiple factors associated with the video's ability to influence travel. The video clip of Mikala Taylor's visit to Vancouver's Trout Lake Farmer's Market provided respondents with general information, made them feel excited and made it easier for them to imagine visiting farmers markets (Figure 34). Overall, respondents were in agreement with the usefulness of the videos on every aspect except when it came to helping them to decide on when to go (Figure 35). This is not unexpected as the decision on travel time suitability may be complex and impacted by factors that are beyond the control of the respondent.

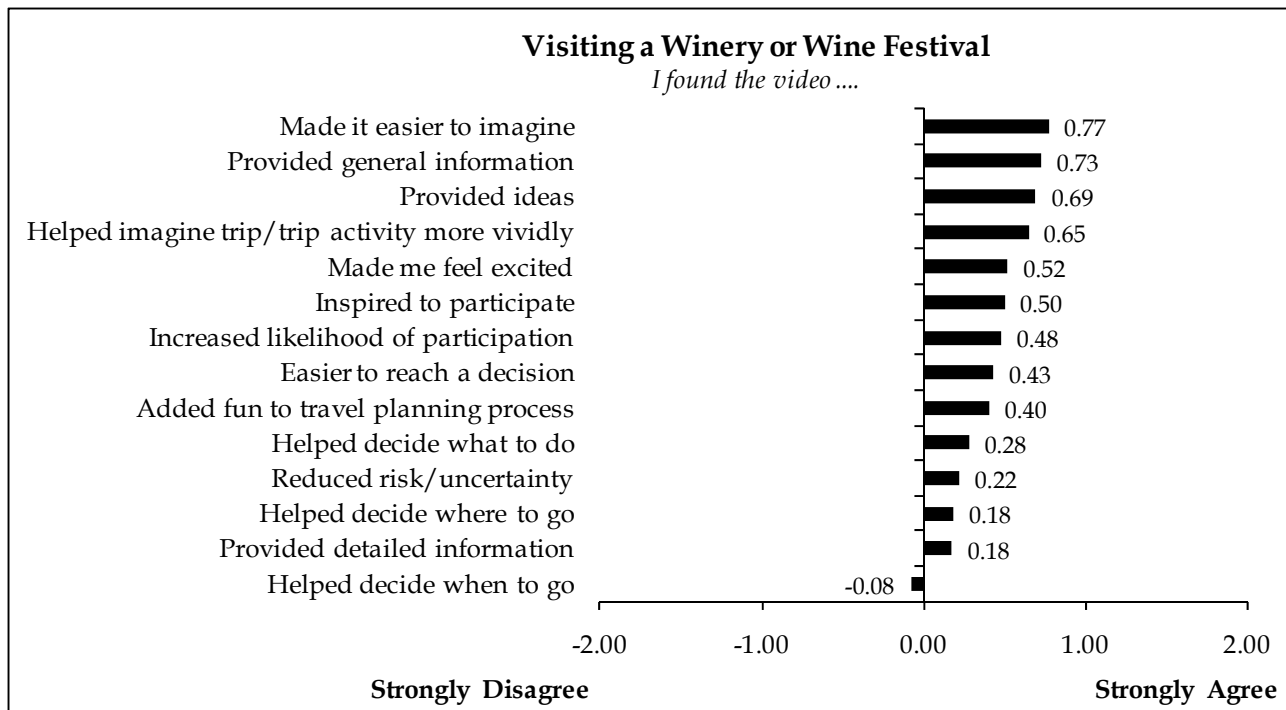


Figure 30. Response to video clip of Tourism British Columbia's field reporter Ivan Hughes travel to Sun Peaks to attend the annual Ice Wine Festival.

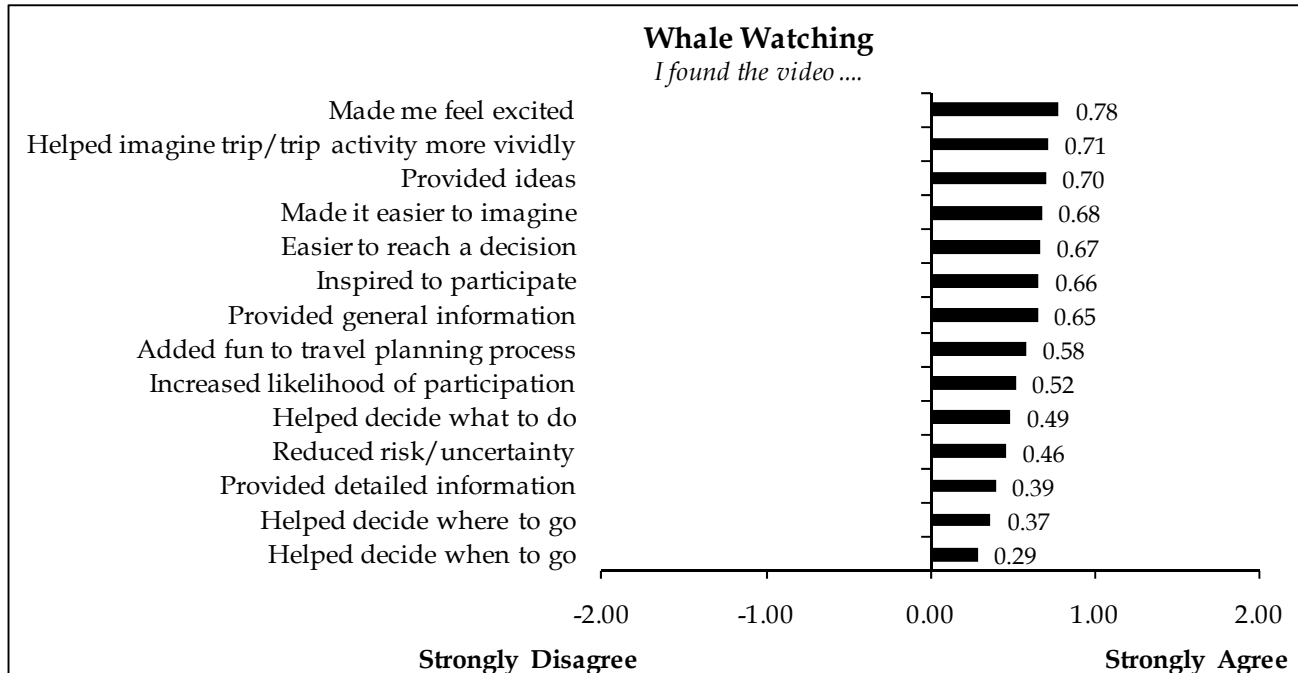


Figure 31. Response to video clip of Tourism British Columbia's field reporter, Jay Wardi's travel to Victoria to go whale watching and to a local rugby game.

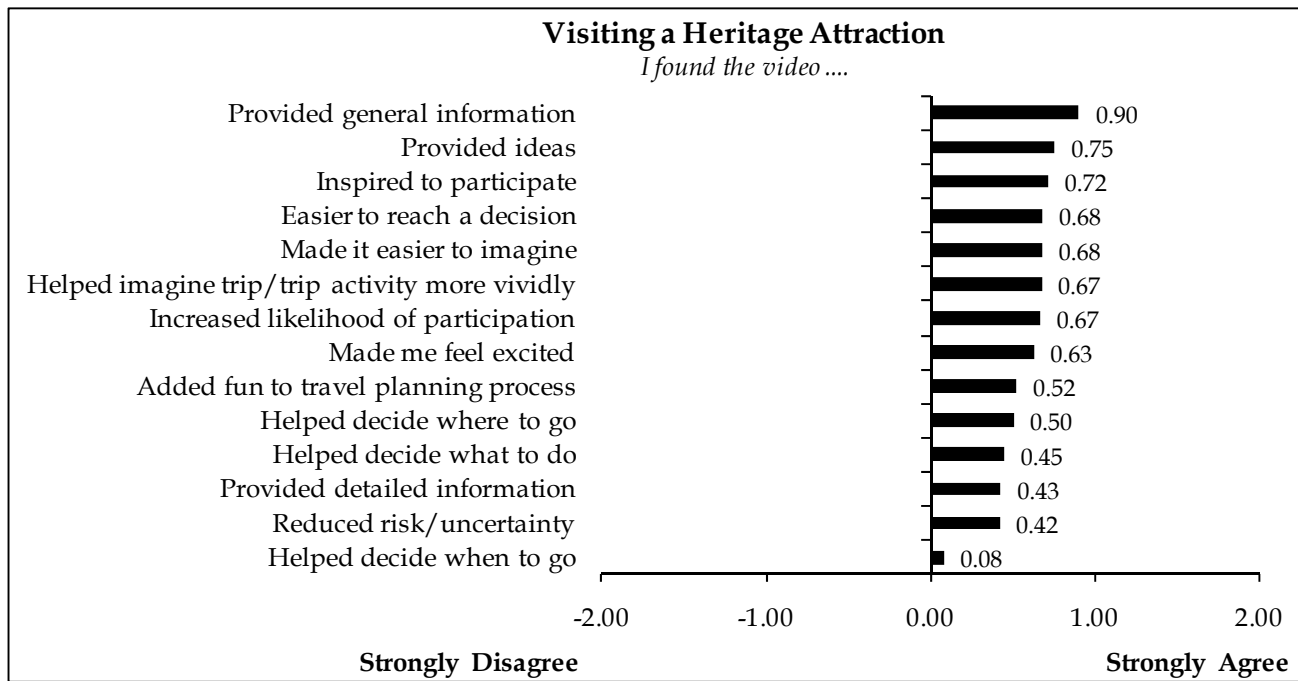


Figure 32. Response to video clip of Tourism British Columbia's field reporter, Micheal Fountain's travel to historic Fort Steele and taking a hide on Stash at Bull River Guest Ranch

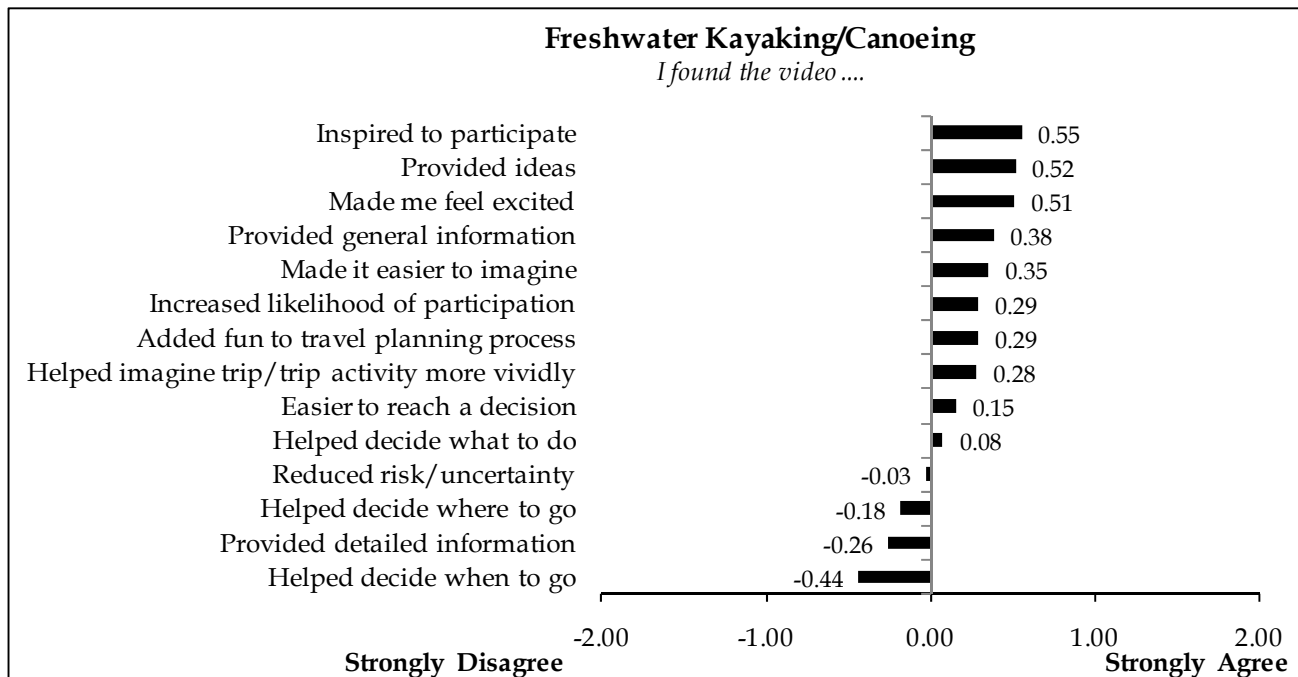


Figure 33. Response to video clip of Tourism British Columbia's field reporter, Micheal Fountain's enjoyment of Kootenay Lake from a kayak

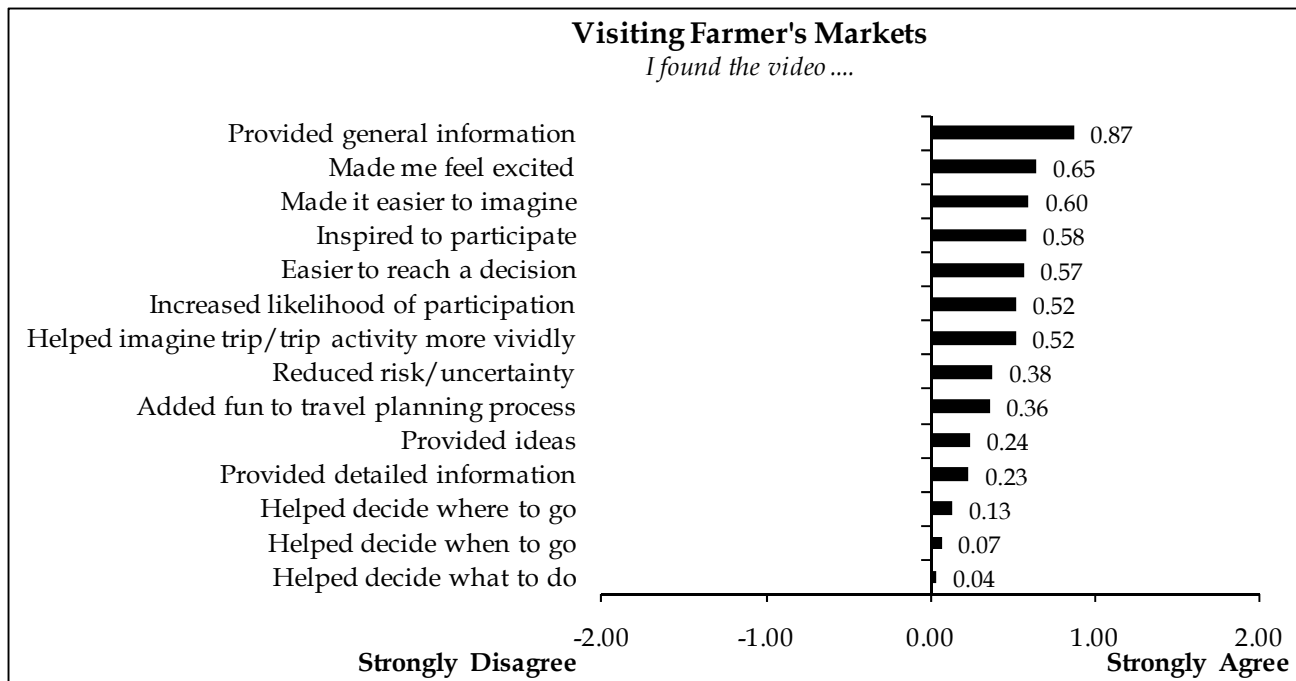


Figure 34. Response to video clip of Mikala Taylor's visit to Vancouver's Trout Lake Farmer's Market.

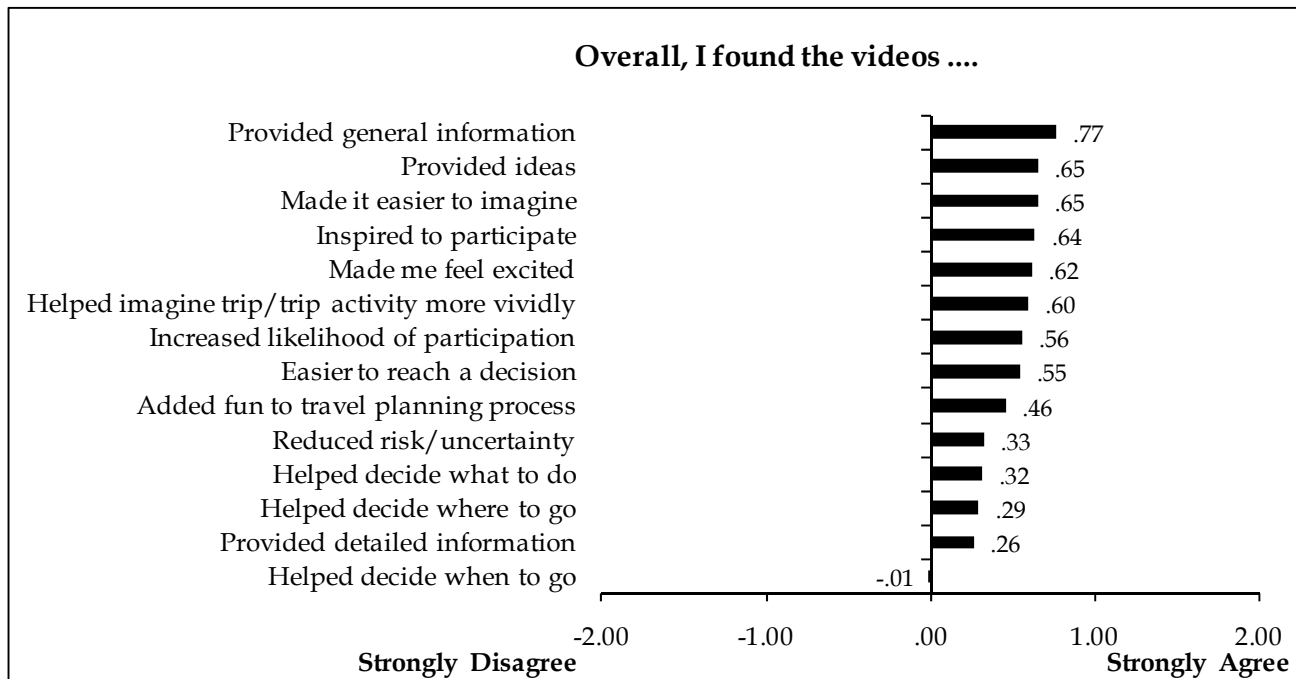


Figure 35. Overall response for all video clips (excluding Mountain Biking).

Averages for each statement for each video have been compiled into one table to provide a comparison of how the video clips compared against each other (Table 31). Each of the video clips effectiveness ratings varied for each of the statements to different degrees but 'provided me with

ideas' was rated in the top three aspects for all videos except visiting a farmer's market (in which it was rated closer to neutral).

Table 31. Average rating for video clips by activity type

Statement	Average Rating ¹ by Activity Type					All Videos* (n = 329)
	Winery/ Wine Festival (n = 59)	Whale Watching (n = 44)	Heritage Attraction (n = 145)	Freshwater Kayaking/ Canoeing (n = 43)	Farmer's Markets (n = 38)	
Provided general information	0.73	0.65	0.90	0.38	0.87	0.77
Made it easier to imagine	0.77	0.68	0.68	0.35	0.60	0.65
Provided ideas	0.69	0.70	0.75	0.52	0.24	0.65
Inspired to participate	0.50	0.66	0.72	0.55	0.58	0.64
Made me feel excited	0.52	0.78	0.63	0.51	0.65	0.62
Helped imagine trip/trip activity more vividly	0.65	0.71	0.67	0.28	0.52	0.60
Increased likelihood of participation	0.48	0.52	0.67	0.29	0.52	0.56
Easier to reach a decision	0.43	0.67	0.68	0.15	0.57	0.55
Added fun to travel planning process	0.40	0.58	0.52	0.29	0.36	0.46
Reduced risk/uncertainty	0.22	0.46	0.42	-0.03	0.38	0.33
Helped decide what to do	0.28	0.49	0.45	0.08	0.04	0.32
Helped decide where to go	0.18	0.37	0.50	-0.18	0.13	0.29
Provided detailed information	0.18	0.39	0.43	-0.26	0.23	0.26
Helped decide when to go	-0.08	0.29	0.08	-0.44	0.07	-0.01

Rating based on scale where -2 = 'strongly disagree', -1 = "disagree", 0 = "neither", +1 = "agree" and +2 = "strongly agree".

* excludes mountain biking videos.

The averages from each of the 14 statements were summed to create an overall average for each video clip. These summed averages can be compared with each other to compare an overall measure of their impact and effectiveness. The heritage attraction video had an overall summed average of 8.19, indicating that it was the most effective video clip based on all of the criteria examined; whereas the clip on freshwater kayaking and canoeing with an overall summed average of 2.67 was the least effective (Figure 36).

Respondents were also asked about the usefulness of the video clips as a travel planning tool. All of the clips provided varying degrees of utility as travel planning tools. However of all the clips, visiting a heritage attraction (67%) and visiting a winery or wine festival (62%) received the highest ratings for their utility as tools for travel planning (Figure 37). Reasons provided for the usefulness ratings have been included in Appendix O. Reasons cited for low utility varied across the videos but were generally associated with a lack of interest in the activity, already knew enough, limited details/lack of planning information tied to the videos and technical limitations on the respondents part. For the most part, a larger number of comments reflected value that was found in the videos including a better appreciation for the activities, the gleaning of valuable general information, using the clip as a starting point for trip planning purposes and a desire to experience some of what was seen on the clips.

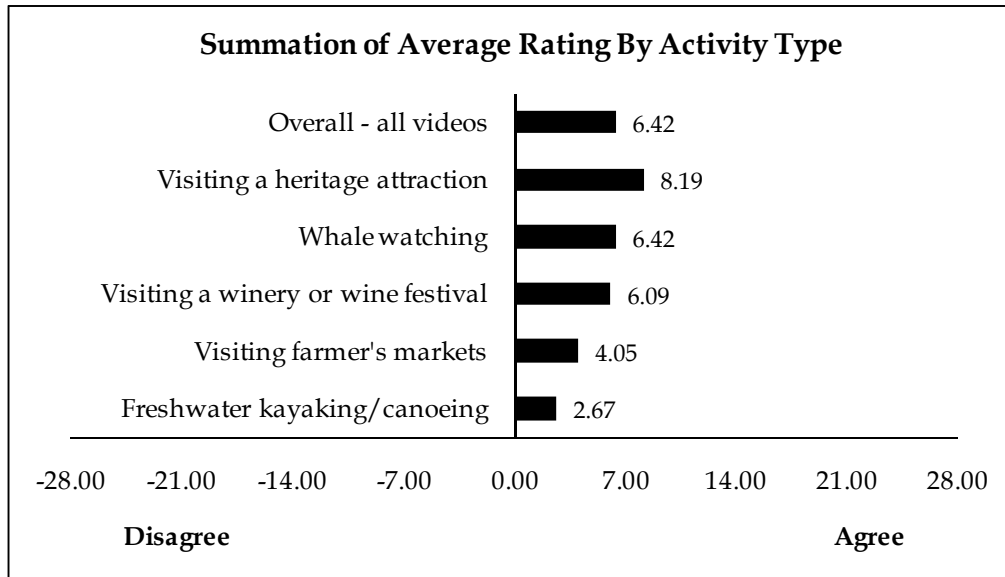


Figure 36. Average Video Clip rating

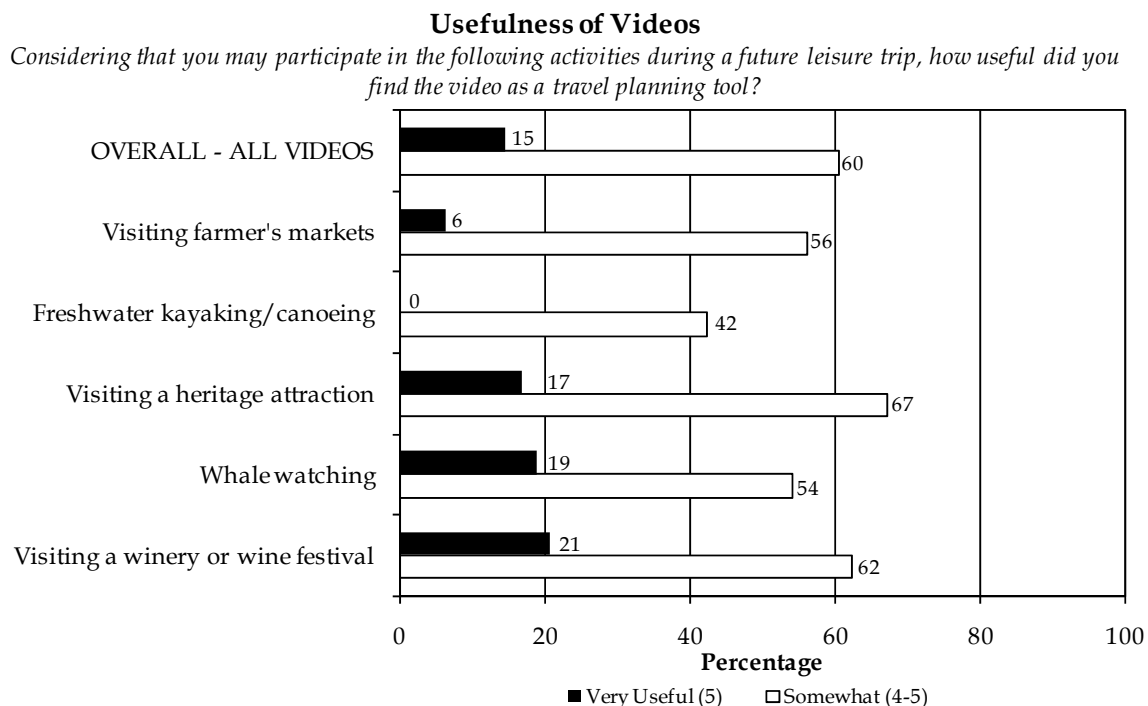


Figure 37. Level of usefulness of videos in travel planning. Based on a scale rating of 1 to 5. Somewhat includes scores from 4 to 5, while very useful includes scores of 5 only.

On average, around two-fifths of respondents indicated that they would share the video clip if they knew family or friends who were interested in the activity in British Columbia. This was true of all videos except for the freshwater kayaking/canoeing one where a significantly lower proportion (28%) were likely to share the clip with others (Figure 38).

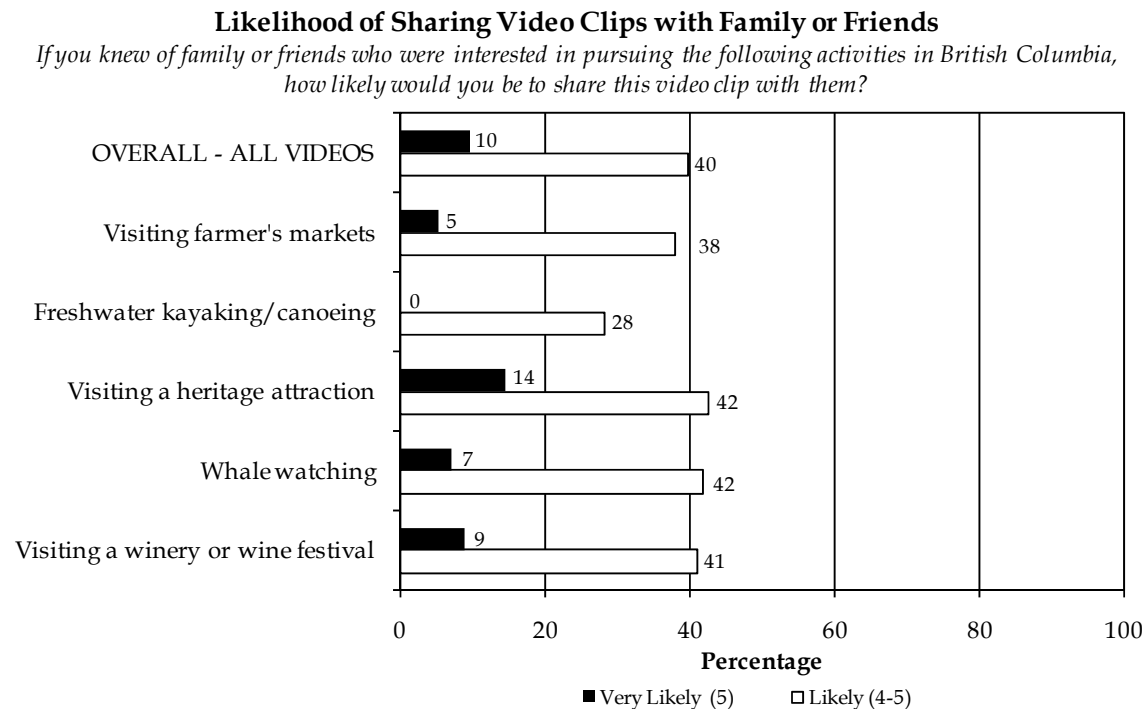


Figure 38. Level of usefulness of videos in travel planning. Based on a scale rating of 1 to 5. Somewhat includes scores from 4 to 5, while very useful includes scores of 5 only.

When the usefulness of the video clips was plotted against the likelihood that it would be shared with family and friends, three video clips were found to be useful and likely to be shared (visiting a winery or wine festival, whale watching and visiting a heritage attraction) whereas two were found to be less useful and not as likely to be shared (visiting farmers markets and freshwater kayaking/canoeing, Figure 39).

This highlights the opportunities and challenges of using video clips for marketing purposes. Done properly, the viral impact that can arise from the sharing of video clips with one's network of contacts can have a huge payoff at minimal cost. However, it is important to ensure clips developed for this purpose are relevant, accurate, contain all the necessary information and are of a professional quality.

Additional comments about Barkerville Historic Town and Quesnel provided by mail follow-up survey respondents have been included in Appendix P.

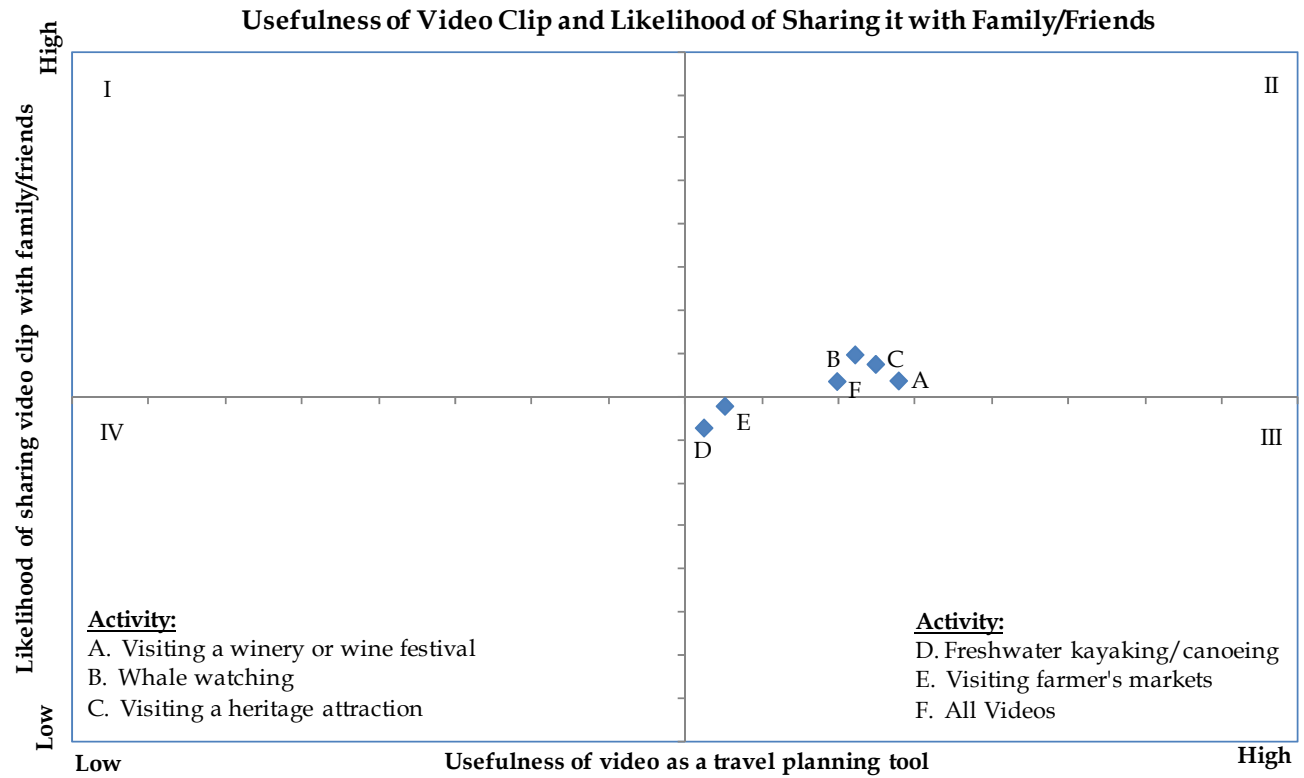


Figure 39. Usefulness of Video Clip vs. Likelihood of Sharing Video Clip.

Conclusions

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.

5. 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.
6. 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.
 7. 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.
 8. 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.
 9. 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 continues 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.

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 presented here may differ from travellers visiting these locations at different times of the year. Additionally, as the study period represents the peak tourism period applying these findings to extrapolate to the remaining months in the year could result in significant discrepancies compared to overall annual patterns.
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. This has been noted in the report where applicable.
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. Please contact Nancy Radman, Research , Planning and Evaluation, Ministry of Tourism, Culture and the Arts (Nancy.Radman@gov.bc.ca) for more information on obtaining custom reports using this data.

Appendices

- Appendix A - Interview Schedule and Interviews Completed
- Appendix B - Questionnaires
- Appendix C - Response Bias Testing
- Appendix D - Reason For Selecting Primary Destination (Open-Ended)
- Appendix E - Uniqueness Of Barkerville (Open-Ended)
- Appendix F - Positive Images/ Characteristics Of Barkerville (Open Ended)
- Appendix G - Negative Images/ Characteristics Of Barkerville (Open Ended)
- Appendix H - Activities/ Services/ Attractions to see if Revisiting
- Appendix I - Other Heritage/ Historical Attractions/ Sites Visited (Open-Ended)
- Appendix J - Likelihood Of Returning To Quesnel (Open-Ended)
- Appendix K - Satisfaction With Trip To British Columbia (Open-Ended)
- Appendix L - Open-Ended Comments From Intercept Survey Participants
- Appendix M - Trip Advisor Vs. Canada Select (Open-Ended)
- Appendix N - Comments On Travel Blog On Accommodation (Open-Ended)
- Appendix O - Video Clips (Open-Ended Comments)
- Appendix P - General Comments From Follow-Up Survey Participants

Appendix A – Interview Schedule and Interviews Completed

Table A1. The day and number of travellers approached, the number who agreed to the interview, the number who participated previously, the number of residents, the number of refusals, the number travelling in a tour group and the number of independent tourists interviewed at Barkerville Historic Town during the study period.

	Barkerville Historic Town (June 2 -September 24 2009)¹							
	Number of People Approached	Refused	Agreed to Participate	Previous Participation	Residents	Non- Residents	Part of Tour Group	Useable Tourist Surveys
June 2	22	7	15	0	0	15	0	15
June 4	24	5	19	0	0	19	4	15
June 8	21	5	16	0	0	16	0	16
June 9	6	1	5	0	0	5	0	5
June 10	31	11	20	0	1	19	0	19
June 11	1	0	1	0	0	1	0	1
June 14	50	22	28	0	2	26	2	24
June 16	37	13	24	0	0	24	1	23
June 20	39	11	28	0	1	27	0	27
June 22	35	4	31	1	0	30	0	30
June 26	40	8	32	0	1	31	0	31
June 28	56	18	38	0	0	38	1	37
July 1	64	15	49	0	3	46	0	46
July 4	54	9	45	0	0	45	6	39
July 8	42	12	30	0	0	30	0	30
July 10	39	3	36	0	0	36	0	36
July 14	45	13	32	0	1	31	0	31
July 16	56	21	35	1	1	33	0	33
July 20	56	8	48	0	1	47	0	47
July 22	56	18	38	0	1	37	0	37
July 26	24	4	20	0	0	20	0	20
July 28	48	15	33	0	0	33	0	33
August 1	59	17	42	0	0	42	0	42
August 3	61	15	46	0	0	46	0	46
August 7	52	11	41	0	2	39	0	39
August 9	66	17	49	0	1	48	0	48
August 13	36	8	28	0	0	28	0	28
August 15	48	13	35	0	0	35	0	35
August 19	47	10	37	1	1	35	2	33
August 21	40	12	28	1	1	26	0	26
August 23	41	12	29	1	1	27	0	27
August 27	33	14	19	4	0	15	0	15
August 31	29	11	18	2	1	15	1	14

Table A1. Continued.

September 2	36	10	26	2	0	24	0	24
September 5	33	11	22	1	0	21	0	21
September 6	39	12	27	1	2	24	0	24
September 8	24	7	17	0	0	17	0	17
September 12	28	10	18	1	0	17	0	17
September 13	24	7	17	0	1	16	0	16
September 14	24	6	18	0	0	18	0	18
September 18	16	3	13	0	0	13	0	13
September 20	20	7	13	0	0	13	0	13
September 21	9	1	8	0	0	8	0	8
September 24	15	2	13	1	0	12	0	12
Total*	1626	439	1187	17	22	1148	17	1131

*Included above are two surveys conducted on June 4 and August 1 where the trip length exceeded one year. These were excluded in the analysis of the data.

¹Quesnel area Residents (Not from BKV, Wells, Bowron) and Tour Group participants are included in the overall of tourists who responded to the intercept interview.

Table A2. The day and number of travellers approached, the number who agreed to the interview, the number of previous participants, the number of residents, the number of refusals, the number travelling in a tour group and the number of independent tourists interviewed at the Quesnel Visitor Centre Reference Site during the study period.

	Reference Site - Quesnel Visitor Centre (June 3 - September 26 2009)							
	Number of People Approached	Refused	Agreed to Participate	Previous Participation	Residents	Non-Residents	Part of Tour Group	Useable Tourist Surveys
June 3	5	1	4	0	1	3	0	3
June 4	6	0	6	0	3	3	0	3
June 9	26	6	20	0	10	10	0	10
June 11	20	3	17	0	6	11	0	11
June 15	26	8	18	0	7	11	0	11
June 17	26	5	21	1	6	14	0	14
June 21	25	5	20	0	3	17	0	17
June 23	26	4	22	1	4	17	0	17
June 27	25	1	24	1	6	17	0	17
June 29	31	3	28	0	6	22	0	22
July 3	28	3	25	0	4	21	0	21
July 5	30	4	26	0	3	23	0	23
July 9	32	5	27	0	2	25	0	25
July 11	34	6	28	0	6	22	1	21
July 15	22	4	18	1	2	15	0	15
July 17	33	5	28	0	6	22	0	22
July 21	30	4	26	2	3	21	0	21
July 23	28	3	25	0	5	20	0	20
July 27	31	2	29	1	3	25	0	25
July 29	26	3	23	0	6	17	0	17
August 2	31	5	26	1	2	23	0	23
August 4	34	7	27	2	2	23	0	23
August 8	32	4	28	0	2	26	1	25
August 10	29	1	28	0	5	23	0	23
August 14	24	2	22	0	2	20	0	20
August 16	38	5	33	1	2	30	0	30
August 20	27	4	23	2	5	16	0	16
August 22	27	3	24	0	3	21	0	21
August 24	17	5	12	1	3	8	0	8
August 26	35	8	27	0	5	22	0	22
August 28	27	6	21	1	3	17	4	13

Table A2. Continued.

September 1	29	9	20	0	5	15	0	15
September 3	22	3	19	1	3	15	1	14
September 7	18	2	16	0	3	13	0	13
September 9	26	4	22	0	8	14	0	14
September 15	20	3	17	0	4	13	0	13
September 19	14	0	14	0	5	9	0	9
September 22	12	2	10	1	3	6	0	6
September 25	11	2	9	1	2	6	0	6
September 26	7	1	6	0	2	4	0	4
Total*	990	151	839	18	161	660	7	653

*Included above are five surveys conducted on June 15, June 21 (2), July 11 and August 20 where the trip length exceeded one year. These were excluded in the analysis of the data.

Appendix B – Questionnaires

Appendix B - Interview Questions (Barkerville Historic Town)

BARKERVILLE

Interviewer _____

Date _____

Good morning / afternoon / evening. My name is _____ and I'm conducting a survey on behalf of Barkerville Historic Town, the Ministry of Tourism, Sport, and the Arts, and Tourism British Columbia. In order for us to learn more about your experience at Barkerville, can I please speak with someone in your travel party who is knowledgeable about your trip planning and expenditures?

1. Would you have approximately 8 minutes to answer some questions? If you participate, we would like to offer you a token of our appreciation for your time.

☐ YES ☐ NO Are you sure? You will receive a complimentary gift for completing the interview? Thank you.

2. Have you or anyone in your travelling (household) party previously participated in this survey either today or on a previous day you came to Barkerville during this trip?

☐ YES You need only to complete one questionnaire for all your visits to Barkerville on this trip. Thank you for your cooperation and have a safe trip.

☐ NO

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

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

IF FROM BC 4. Are you a Quesnel area resident? (Consult map)

☐ NO ☐ YES

IF FROM QUESNEL AREA 5. Are you a resident of Wells, Barkerville, or Bowron Lakes?

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

6. Are you part of an organized tour group?

☐ NO ☐ YES

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

7. What is the primary purpose of your trip? Is it for Leisure, Visiting Friends and Family or Business?

☐ LEISURE Go to Q8

☐ VISITING FRIENDS & FAMILY Go to Q9

☐ WORK/BUSINESS ACTIVITY Go to Box1

☐ OTHER (SPECIFY _____) Go to Q9

☐ DK/NR Go to Q9

BARKERVILLE

Interviewer _____

Date _____

BOX 1: Business Travellers

- Including the day you left your residence and the day you will return, how many days will you be away from your residence for this trip? _____ days (Consult calendar; including day left and day returning)
- **ASK IF OVERNIGHT TRAVELLERS**
 - How many of those days will be spent travelling in British Columbia? _____ days
 - How much time will be spent in the Quesnel area? (Consult regional map)
 - ☐ NONE - JUST PASSING THROUGH _____ HOURS OR _____ DAYS ☐ DK/NR
 - In Canadian dollars, what were your travel party's total expenditures yesterday, including accommodation? (Travel party includes individuals who have the same itinerary and/or same expenditure)
 - \$ _____ ☐ BEGAN TRIP TODAY ☐ DK/NR
- **ASK IF DAY TRIPPERS** In Canadian dollars, what will your travel party's total expenditures be today? (Travel party includes individuals who have the same itinerary and/or same expenditure)
 - \$ _____ ☐ DK/NR

That concludes our interview. Thank you for participating!

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

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

10. How much time will be spent in the Quesnel area? (Consult regional map)

IF SPENDING TIME IN REGION 11. What is your primary (most time spent) leisure activity while in the Quesnel Area?12. How many of those days will be spent travelling in British Columbia?
_____ days13. Have you or do you plan on stopping at the Quesnel Visitor Centre?
☐ NO ☐ YES14. What is your primary (used most often) mode of transportation on this trip?
☐ CAR/TRUCK/MC ☐ RV ☐ BUS ☐ BICYCLE ☐ OTHER _____ ☐ DK/NR*IF OVERNIGHT TRAVELLERS* 15. On this trip, which of the following best describes your primary (most often used) type of accommodation?☐ RESORT/HOTEL/MOTEL ☐ B&B ☐ CAMPGROUND/RV ☐ FRIENDS OR RELATIVES ☐ OTHER _____

PAGE 2 OF 6

BARKERVILLE

Interviewer _____

Date _____

16. Including you, how many people are in your travel party today? How many are children under 18 and how many are adults? (Travel party includes individuals who have the same itinerary and/or the same expenditure)

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

I would now like to ask you some questions about your time at Barkerville Historic Town.

17. How did you hear about Barkerville? Do not prompt, record responses. *Select all that apply*

18. What made you decide to visit Barkerville Historic Town today? Do not prompt.. *Select all that apply*

19. How often do you visit the Barkerville Historic Town? *Choose the most appropriate answer.*

- ☐ THIS IS MY FIRST TIME VISITING BARKERVILLE ☐ LESS THAN ONCE EVERY TWO YEARS
☐ ONCE EVERY TWO YEARS ☐ ONCE A YEAR
☐ MULTIPLE TIMES A YEAR

20. Including today, how many days will your travel party spend at Barkerville on this trip? (Travel party includes individuals who have the same itinerary and/or the same expenditure)

_____ DAYS ☐ DK/NR

IF ONLY SPENDING 1 DAY 21. How many hours will your travel party spend at Barkerville today?

_____ HOURS ☐ DK/NR

IF SPENDING MULTIPLE DAYS 21. Considering all of your days at Barkerville, in total how many hours will your travel party spend at Barkerville?

_____ HOURS ☐ DK/NR

22. Please rate your satisfaction with the following characteristics of Barkerville Historic Town on a scale of 1 to 5, where one is not at all satisfied and five is very satisfied.

	1	2	3	4	5	DK/NR
EXHIBIT RESTORATION AND DISPLAYS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SITE PERSONNEL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VARIETY OF ACTIVITIES OFFERED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INTERPRETIVE PROGRAMS (i.e. theatre, tours, interactive exhibits, shops, stagecoach, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AUTHENTICITY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EDUCATIONAL VALUE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VISITOR SERVICES (i.e. washrooms, parking lot, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VALUE FOR DOLLAR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OVERALL EXPERIENCE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

BARKERVILLE

Interviewer _____

Date _____

IF OVERALL EXPERIENCE = 1 or 2 23. You have indicated that you were unsatisfied with your overall experience here at Barkerville. Please tell me why?

SKIP IF FROM QUESNEL AREA 24. On a scale of 0 to 10, how important was Barkerville Historic Town in your decision to visit the Quesnel Area? 0 indicates no influence at all and 10 indicates that Barkerville was the single main reason for visiting this region. _____

25. How likely are you to return to Barkerville in the next 12 months?

- ☐ VERY LIKELY TO RETURN
☐ SOMEWHAT LIKELY TO RETURN
☐ NEITHER LIKELY NOR NOT LIKELY
☐ SOMEWHAT NOT LIKELY
☐ NOT AT ALL LIKELY TO RETURN
☐ DON'T KNOW/ NO RESPONSE

26. How likely are you to recommend to family/friends Barkerville as a place to visit in the next 12 months?

- ☐ VERY LIKELY TO RECOMMEND
☐ SOMEWHAT LIKELY TO RECOMMEND
☐ NEITHER LIKELY NOR NOT LIKELY
☐ SOMEWHAT NOT LIKELY
☐ NOT AT ALL LIKELY TO RECOMMEND
☐ DON'T KNOW/ NO RESPONSE

I would now like to ask you about your travel party's total trip expenditures at Barkerville Historic Town as well as the entire duration of your planned stay in BC. This information is very important in order to determine Barkerville's economic contribution to the region. The information you provide will be confidential and only used for this study.

27. What is your best estimate of the total amount of money you have or will spend on all your visits to Barkerville Historic Town on this current trip?

	Spent Any?	Amount in CDN \$
ADMISSION to Barkerville Historic Town (including tickets purchased in advance)	Y N NR	\$ _____ or DK
OTHER ONSITE TICKETS/admissions (special events, theatre, wagon rides, gold panning etc. held at the attraction but not included in admission price)	Y N NR	\$ _____ or DK
ACCOMMODATION (B&B and campsites onsite at Barkerville)	Y N NR	\$ _____ or DK
FOOD & BEVERAGE at restaurants, fast food outlets, concessions	Y N NR	\$ _____ or DK
SOUVENIRS/GIFT SHOP purchases	Y N NR	\$ _____ or DK
OTHER SHOPPING /RETAIL PURCHASES	Y N NR	\$ _____ or DK
TOTAL spent/will spend at Barkerville Historic Town		\$ _____

SKIP IF FROM QUESNEL AREA 28. Did you purchase any plane, train, inter-city (ex. Greyhound, Charter Buses etc), ferry tickets for this trip?

- ☐ NO ☐ YES ☐ DK/NR

IF Q25 YES 29. What is the total spent on these types of transportation tickets for travel in British Columbia for all household members in CDN dollars? _____

BARKERVILLE

Interviewer _____

Date _____

SKIP IF FROM QUESNEL AREA 30. Please provide your **BEST ESTIMATE** for you and all other members of your household travel party's total trip expenditures for the entire duration of your planned stay in British Columbia in the following categories. Please include all taxes and tips; travel packages you might have purchased. Please exclude any spending that you may have done at Barkerville Historic Town.

OTHER SPENDING IN British Columbia (exclude ON-SITE spending)

	Spent Any?	Amount in BC \$ CDN
TRANSPORTATION		
Transportation Operation - Including gasoline and repairs for vehicle	Y N NR	\$ _____ or DK
Transportation Rentals	Y N NR	\$ _____ or DK
Local Transportation - This includes local taxis, buses, subways, and parking	Y N NR	\$ _____ or DK
ACCOMMODATION		
Paid accommodation - All paid accommodation, hotel, motel, hostel, B&B, campgrounds etc. EXCLUDING BARKERVILLE ACCOMMODATION	Y N NR	\$ _____ or DK
FOOD & BEVERAGE		
Groceries/beverages (at grocery/liquor stores)	Y N NR	\$ _____ or DK
Food & beverages at restaurants	Y N NR	\$ _____ or DK
SHOPPING		
All shopping - including clothing	Y N NR	\$ _____ or DK
RECREATION		
Other recreation/ entertainment - (excluding admission to Fort Steele Heritage Town)	Y N NR	\$ _____ or DK
OTHER		
All other spending	Y N NR	\$ _____ or DK
TOTAL		
All spending during planned stay in the region		

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

31. How many overnight leisure trips have you taken in the past 12 months? (excluding this one)

_____ ☐ DK/NR

32. In which of the following age categories are you?

☐ A. UNDER 24 YEARS

☐ E. 55-64 YEARS

☐ B. 25-34 YEARS

☐ F. 65 YEARS OR OLDER

☐ C. 35-44 YEARS

☐ G. DK/NR

☐ D. 45-54 YEARS

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

☐ A. LESS THAN HIGH SCHOOL

☐ E. UNIVERSITY DEGREE

☐ B. HIGH SCHOOL

☐ F. MASTERS/PHD DEGREE

☐ C. SOME TECHNICAL COLLEGE OR UNIVERSITY

☐ G. OTHER _____

☐ D. COLLEGE OR TECHNICAL DIPLOMA

☐ H. DK/NR

34. Do you have any other comments about Barkerville that you would like to share with us?

BARKERVILLE

Interviewer _____

Date _____

35. 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 emailed/mailed to you.

In exchange, we are pleased to offer you 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

50% IF YES Can I get your name and mailing address?

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

50% IF YES Can I get your email address?

_____ @ _____

Thank you for participating!

Appendix B - Interview Questions (Reference Site - Quesnel Visitor Centre)

Interviewer _____

Date _____

BARKERVILLE 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 Quesnel area and your experiences in British Columbia. Can I please speak with someone in your travel party who is knowledgeable about your trip planning and expenditures?

1. Would you have approximately 8 minutes to answer some questions? If you participate, we would like to offer you a token of our appreciation for your time.

☐ YES ☐ NO Are you sure? You will receive a token of our appreciation for completing the interview? Thank you.

2. Have you or anyone in your travelling (household) party previously participated in a survey at Barkerville during this trip?

☐ YES You need only to complete one questionnaire on this trip. Thank you for your cooperation and enjoy your stay here today.

☐ NO

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

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

IF FROM BC 4. Are you a resident of the Quesnel area? (Consult regional map)

☐ YES - Thanks for agreeing to participate, however, we are only interviewing visitors from outside the area.

☐ NO

5. Are you part of an organized tour group?

☐ NO ☐ YES Go to **Box 1**

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

IF FROM BC 6. What is the **primary** purpose of your trip? Is it for Leisure, Visiting Friends and Family or Business?

<input type="checkbox"/> LEISURE	Go to Q7
<input type="checkbox"/> VISITING FRIENDS & FAMILY	Go to Q7
<input type="checkbox"/> WORK/BUSINESS ACTIVITY	Go to Box 2
<input type="checkbox"/> OTHER (SPECIFY _____)	Go to Q7
<input type="checkbox"/> DK/NR	Go to Q7

IF NOT FROM BC 6. What is the **primary** purpose of your trip to British Columbia? Is it for Leisure, Visiting Friends and Family or Business?

<input type="checkbox"/> LEISURE	Go to Q7
<input type="checkbox"/> VISITING FRIENDS & FAMILY	Go to Q7
<input type="checkbox"/> WORK/BUSINESS ACTIVITY	Go to Box 2
<input type="checkbox"/> OTHER (SPECIFY _____)	Go to Q7
<input type="checkbox"/> DK/NR	Go to Q7

Interviewer _____

Date _____

BARKERVILLE RS

BOX 1: Group Travellers

- What is the name of the tour company?

_____ ☐ DK/NR

- Including yourself, how many people are in your travel party today? How many are children under 18 and how many are adults? (**Travel party includes individuals who have the same itinerary and/or same expenditure**)

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

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

- Are you a regular internet user?

☐ NO ☐ YES

ASK IF INTERNET USER Thinking about using the internet which of the following have you ever done? *Select all that apply. (Randomize list)*

- | | |
|---|--|
| <input type="checkbox"/> WATCHED VIDEO CLIPS ONLINE | <input type="checkbox"/> DOWNLOADED A PODCAST |
| <input type="checkbox"/> READ BLOGS/WEBLOGS | <input type="checkbox"/> STARTED MY OWN BLOG/WEBCAST |
| <input type="checkbox"/> VISITED A PHOTO SHARING WEBSITE | <input type="checkbox"/> UPLOADED A VIDEO CLIP TO A VIDEO SHARING WEBSITE |
| <input type="checkbox"/> RATED PRODUCTS ONLINE | <input type="checkbox"/> UPLOADED MY PHOTOS TO A PHOTO SHARING WEBSITE |
| <input type="checkbox"/> POSTED COMMENTS ON SOCIAL BOARDS | <input type="checkbox"/> CREATED A PROFILE ON A SOCIAL NETWORK (I.E. FACEBOOK/MYSPACE) |

- 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 | |

- 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 |

That concludes our interview. Thank you for participating!

Interviewer _____

Date _____

BARKERVILLE RS

BOX 2: Business Travellers

- Including the day you left your residence and the day you will return, how many days will you be away from your residence for this trip?

_____ days (Consult calendar; including day left and day returning)

- **ASK IF OVERNIGHT TRAVELLERS**

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

- In Canadian dollars, what were your travel party's total expenditures yesterday, including accommodation? (Travel party includes individuals who have the same itinerary and/or same expenditure)

\$ _____

☐ BEGAN TRIP TODAY☐ DK/NR

- **ASK IF DAY TRIPPERS** In Canadian dollars, what will your travel party's total expenditures be today? (Travel party includes individuals who have the same itinerary and/or same expenditure)

\$ _____

☐ DK/NR

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

- Are you a regular internet user?

☐ NO☐ YES

- **ASK IF INTERNET USER** Thinking about using the internet which of the following have you ever done? Select all that apply. (Randomize list)

☐ WATCHED VIDEO CLIPS ONLINE☐ DOWNLOADED A PODCAST☐ READ BLOGS/WEBLOGS☐ STARTED MY OWN BLOG/WEBCAST☐ VISITED A PHOTO SHARING WEBSITE☐ UPLOADED A VIDEO CLIP TO A VIDEO SHARING WEBSITE☐ RATED PRODUCTS ONLINE☐ UPLOADED MY PHOTOS TO A PHOTO SHARING WEBSITE☐ POSTED COMMENTS ON SOCIAL BOARDS☐ CREATED A PROFILE ON A SOCIAL NETWORK (I.E. FACEBOOK/MYSPACE)

- In which of the following age categories are you?

☐ A. UNDER 24 YEARS☐ E. 55-64 YEARS☐ B. 25-34 YEARS☐ F. 65 YEARS OR OLDER☐ C. 35-44 YEARS☐ G. DK/NR☐ D. 45-54 YEARS

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

☐ A. LESS THAN HIGH SCHOOL☐ E. UNIVERSITY DEGREE☐ B. HIGH SCHOOL☐ F. MASTERS/PHD DEGREE☐ C. SOME TECHNICAL COLLEGE OR UNIVERSITY☐ G. OTHER _____☐ D. COLLEGE OR TECHNICAL DIPLOMA☐ H. DK/NR

That concludes our interview. Thank you for participating!

PAGE 3 OF 6

Interviewer _____

Date _____

BARKERVILLE RS

7. What is your **primary** destination (place that you will spend the most time)?**IF FROM BC** 8. What is your **primary** (most often used) mode of transportation while on this trip?☐ CAR/TRUCK/MC ☐ RV ☐ BUS ☐ BICYCLE ☐ OTHER _____ ☐ DK/NR**IF NOT FROM BC** 8. What is your **primary** (most often used) mode of transportation while in British Columbia?☐ CAR/TRUCK/MC ☐ RV ☐ BUS ☐ BICYCLE ☐ OTHER _____ ☐ DK/NR

9. Including the day you left your residence and the day you will return, how many days will you be away from your residence for this trip?

_____ days (**Consult calendar; including day left and day returning**)

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

_____ days

11. And how much time will be spent in the **Quesnel area**? (**Consult map**)☐ NONE - JUST PASSING THROUGH

_____ HOURS

OR

_____ DAYS

☐ DK/NR**IF SPENDING TIME IN REGION** 12. What is your **primary** (most time spent) leisure activity while in the Quesnel area?_____ ☐ NONE ☐ DK/NR**ASK IF OVERNIGHT TRAVELLERS** 13. On this trip, which of the following best describes your **primary** (most often used) type of accommodation?☐ RESORT/HOTEL/MOTEL ☐ B&B ☐ CAMPGROUND/RV ☐ FRIENDS OR RELATIVES ☐ OTHER _____**ASK IF OVERNIGHT TRAVELLERS** 14. In Canadian dollars, what were your travel party's total expenditures yesterday, including accommodation?\$ _____ ☐ BEGAN TRIP TODAY ☐ DK/NR**ASK IF DAY TRIPPER** 13. In Canadian dollars, what will your travel party's total expenditures be today?\$ _____ ☐ BEGAN TRIP TODAY ☐ DK/NR15. Including you, how many people are in your travel party today? How many are children under 18 and how many are adults? (**Travel party includes individuals who have the same itinerary and/or the same expenditure**)

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

Interviewer _____

Date _____

BARKERVILLE RS

I would now like to ask you some questions about your previous travels to the Quesnel area.

16. Before this trip, have you been to the Quesnel area before? (**Consult map**)

☐ YES Go to Q17 ☐ NO Go to 18. ☐ DK/NR Go to Q18

17. How many times have you visited the Quesnel area in the past two years?

_____ time(s)

18. Have you heard of Barkerville Historic Town?

☐ NO – Go to Q23 ☐ YES – Go to Q19 ☐ DK/NR – Go to Q23

ASK IF HEARD ABOUT BARKERVILLE 19. How did you hear about Barkerville?

ASK IF HEARD ABOUT BARKERVILLE 20. On this trip, have you or do you plan on stopping at Barkerville Historic Town?

<input type="checkbox"/> NO, I HAVE NOT STOPPED AND DO NOT PLAN TO STOP GO TO Q21	<input type="checkbox"/> YES, I HAVE STOPPED GO TO Q23	<input type="checkbox"/> YES, I HAVE STOPPED AND PLAN TO STOP AGAIN GO TO Q23	<input type="checkbox"/> YES, I PLAN TO STOP GO TO Q23	<input type="checkbox"/> DK/NR GO TO Q23
--	--	---	--	---

ASK IF DON'T PLAN TO STOP BARK 21. Why not?

ASK IF DON'T PLAN TO STOP 22. Have you visited Barkerville Historic Town in the last 2 years?

☐ NO ☐ YES ☐ DK/NR

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

23. How many overnight leisure trips have you taken in the past 12 months? (Excluding this one)

☐ DK/NR

24. Are you a regular internet user?

☐ NO ☐ YES

Interviewer _____

Date _____

BARKERVILLE RS

ASK IF INTERNET USER 25. Thinking about using the internet which of the following have you ever done?
Select all that apply. (Randomize list)

- | | |
|---|--|
| <input type="checkbox"/> WATCHED VIDEO CLIPS ONLINE | <input type="checkbox"/> DOWNLOADED A PODCAST |
| <input type="checkbox"/> READ BLOGS/WEBLOGS | <input type="checkbox"/> STARTED MY OWN BLOG/WEBCAST |
| <input type="checkbox"/> VISITED A PHOTO SHARING WEBSITE | <input type="checkbox"/> UPLOADED A VIDEO CLIP TO A VIDEO SHARING WEBSITE |
| <input type="checkbox"/> RATED PRODUCTS ONLINE | <input type="checkbox"/> UPLOADED MY PHOTOS TO A PHOTO SHARING WEBSITE |
| <input type="checkbox"/> POSTED COMMENTS ON SOCIAL BOARDS | <input type="checkbox"/> CREATED A PROFILE ON A SOCIAL NETWORK (I.E. FACEBOOK/MYSPACE) |

26. 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 | |

27. 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 |

28. Do you have any other comments that you would like to share with us?

IF YES & OVERNIGHT TRAVELLERS

29. 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 emailed/mailed to you.

In exchange, we are pleased to offer you 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

Thank you for participating!

Appendix B - Mailback Questionnaire (Barkerville Historic Town)

Barkerville Historic Town

What was your experience?



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...

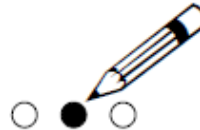
Thank you for participating in this survey. Barkerville Historic Town; the Ministry of Tourism, Culture and the Arts and Tourism British Columbia are working together to better understand your experiences at Barkerville Historic Town as well as your activities and impressions of your trip to British Columbia.

We value your opinion and the information that you provide will be used to enhance visitors' experiences at Barkerville Historic Town.

*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 postage paid 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 1-604-775-0931 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 Barkerville Historic Town.

1. Including the day you left your residence and the day you returned, 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. How many of those days were spent in the **Quesnel area**? (See map and legend on p. 5)

_____ day(s) in Quesnel area

4. 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

5. When planning this trip, did you and/or your travel party consider other destinations or routes instead of the destination/routes you chose for this trip? (**Travel party includes individuals who have the same itinerary and/or same expenditures.**)

☐ Yes ☐ No ☐ Don't know

└─→ Where? Please list up to three.

1. _____
2. _____
3. _____

6. In general, what made you and/or your travel party choose the destination or route indicated in Question 4?

Mapping your trip...

7. Using the map to the right, please:

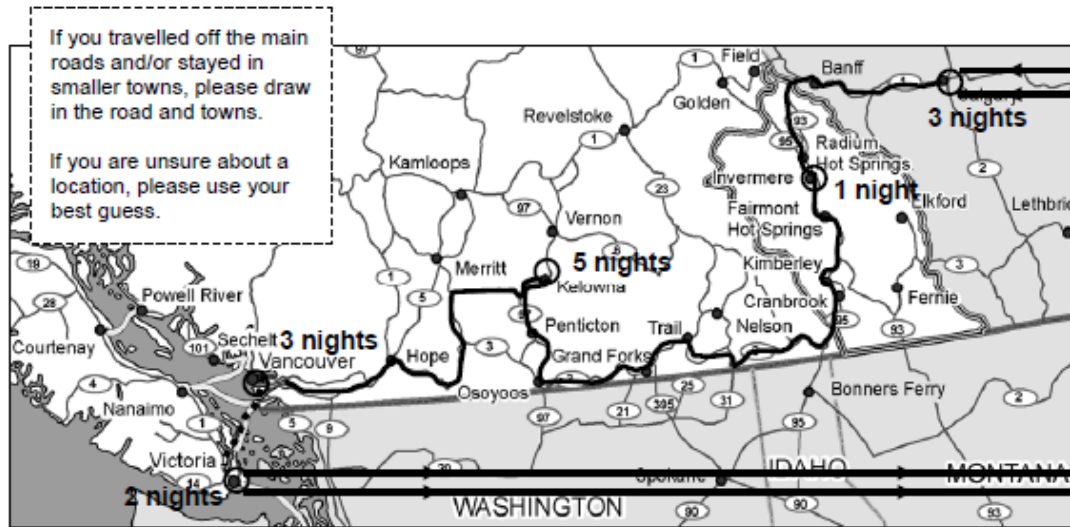
- a. **Trace** your party's travel route in the area shown on the map (preferably in coloured pen or marker). Please include your return route, even if you travelled the same way in both directions (please use arrows).

Use the symbols below to show:

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

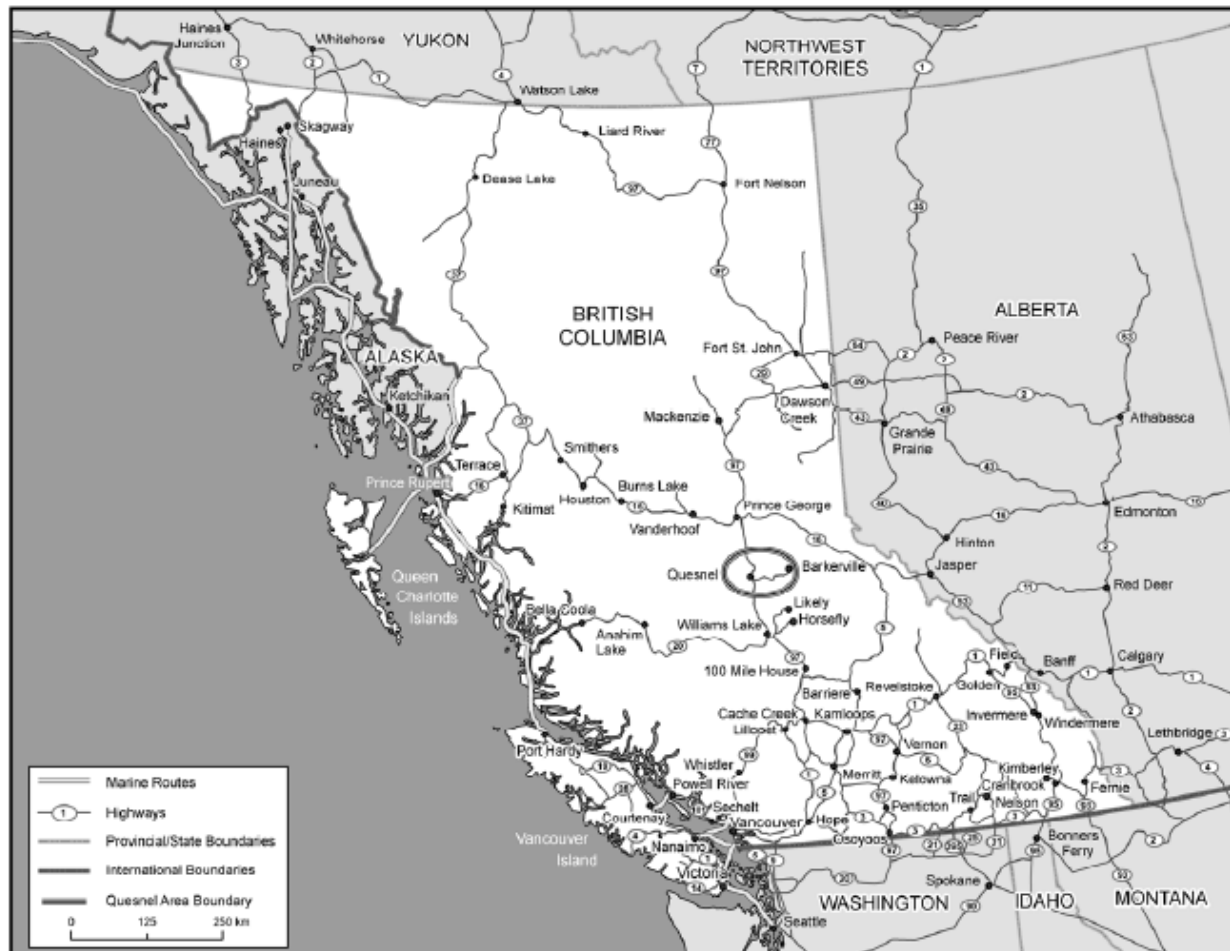
- b. **Circle** each place that you stayed overnight.
- c. **Write in** how many nights you stayed in each place.

Example:



On this map please:

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



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

8. 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 **Quesnel area**?
Mark all that apply.

Your activities	A Participated in during this trip <i>Mark all that apply</i>	B Participated in Quesnel area during this trip <i>Mark all that apply</i>
Shopping for local arts and crafts	<input type="radio"/>	<input type="radio"/>
Shopping for antiques	<input type="radio"/>	<input type="radio"/>
Attended a theatre or performing art (concert, dance, etc.)	<input type="radio"/>	<input type="radio"/>
Strolling around a city to observe its buildings and architecture	<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:		
Mountain biking	<input type="radio"/>	<input type="radio"/>
Cycling (other than mountain biking)	<input type="radio"/>	<input type="radio"/>
Horseback riding	<input type="radio"/>	<input type="radio"/>
Wildlife viewing	<input type="radio"/>	<input type="radio"/>
Hiking	<input type="radio"/>	<input type="radio"/>
Rock climbing	<input type="radio"/>	<input type="radio"/>
Golfing	<input type="radio"/>	<input type="radio"/>
River/white water rafting	<input type="radio"/>	<input type="radio"/>
Kayaking	<input type="radio"/>	<input type="radio"/>
Canoeing	<input type="radio"/>	<input type="radio"/>
Boating (other than kayaking/canoeing)	<input type="radio"/>	<input type="radio"/>
Fishing	<input type="radio"/>	<input type="radio"/>
Visiting a:		
Municipal, provincial or national park, or natural area outside a park	<input type="radio"/>	<input type="radio"/>
First Nations attraction or event	<input type="radio"/>	<input type="radio"/>
Art gallery or studio	<input type="radio"/>	<input type="radio"/>
Farm/Ranch, farmers' market, orchard or food processor	<input type="radio"/>	<input type="radio"/>
Family attraction (mini golf, zoo, etc.)	<input type="radio"/>	<input type="radio"/>
Casino	<input type="radio"/>	<input type="radio"/>
Other (specify) _____	<input type="radio"/>	<input type="radio"/>
Other (specify) _____	<input type="radio"/>	<input type="radio"/>

9. 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

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

A. What information sources did you use **before** your trip? *Mark all that apply.*

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

C. What information sources did you use **during** your trip? *Mark all that apply.*

Information sources	Before trip		During trip C Used during trip (mark all that apply)
	A Used before trip (mark all that apply)	B Most useful information (Mark top 3)	
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"/>
A local or regional tourism website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travellers' commentary sites (e.g. Trip Advisor, Blogs, YouTube videos etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Internet sites (other than HelloBC/ local website/ commentary 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	<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 _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

- A. What **percentage** of each travel service did you book or purchase **before** your trip? *If you did not purchase/book that service before your trip, please enter zero.*
- B. What **percentage** of each travel service did you purchase **during** your trip? *If you did not purchase that service during your trip, please enter zero.*

Travel Services	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, amusement/theme parks, gardens, zoos, etc.)		+		= 100%
Events (festivals, concerts etc.)		+		= 100%
Other activities (spa, recreational activities, etc.)		+		= 100%

12. 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

13. 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 Barkerville Historic Town...

This section asks about your visit to Barkerville Historic Town on the trip that we interviewed you.

14. How many days in total did your travel party spend at *Barkerville Historic Town* on this trip?

_____ DAYS } → Please indicate if the amount of time spent in Barkerville was...

☐ Enough time

☐ Too little time

☐ Too much time

15. How did you hear about *Barkerville Historic Town*? Please select all that apply.

- ☐ Previous visit
- ☐ Highway Signage
- ☐ Tourism Guide (please specify) _____
- ☐ Family & Friends
- ☐ Visitor Centres (please specify) _____
- ☐ Newspaper (please specify) _____
- ☐ Barkerville Website
- ☐ Hellobc.com
- ☐ Other Internet sites (please specify) _____
- ☐ Don't know

16. We would like to know how you think *Barkerville Historic Town* is different from other tourism attractions. What do you consider to be unique about *Barkerville Historic Town* as a tourism attraction? Please list up to three.

1. _____
2. _____
3. _____

17. What positive and/or negative images/characteristics come to mind when you think of *Barkerville Historic Town* as a tourism attraction? Please list up to three.

- | Positive | Negative |
|----------|----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |

18. A. Using the table below, how **important** were each of the following factors/activities to you while at *Barkerville Historic Town*? *Select the appropriate response.*

B. Then indicate how **satisfied** you were with each of these factors/activities while visiting *Barkerville Historic Town*. *Select the appropriate response.*

	A. Importance to me:					B. My satisfaction with:					
	Very important				Not at all important	Very satisfied		Neutral		Very Dissatisfied	N/A
Staff level of historic knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amount of historic information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accuracy of historical information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of street interpretations/performers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of guided tours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stage coach ride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Live theatre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gold panning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of accommodations on site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of food & beverage services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of retail services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Level of customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of site facilities (e.g. washrooms)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. What additional activities, services or attractions would you like to see if you visited *Barkerville Historic Town* again? *Please list up to three.*

1. _____
2. _____
3. _____

20. Is there anything else you would like to tell us about your experience at *Barkerville Historic Town*?

Your travel experience...

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

- ☐ No
☐ Yes → Where? Please specify:

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

- ☐ Not likely at all
☐ Not likely
☐ Somewhat likely
☐ Likely
☐ Very likely

Please explain why.

23. Overall, how satisfied or dissatisfied were you with your trip in **British Columbia**? *Choose one answer only.*

- ☐ Very dissatisfied
☐ Somewhat dissatisfied
☐ Neither satisfied or dissatisfied
☐ Somewhat satisfied
☐ Very satisfied

Please explain why.

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

- ☐ Not likely at all
☐ Not likely
☐ Somewhat likely
☐ Likely
☐ Very likely

About you...

25. Are you a regular internet user?

- ☐ Yes – Go to Q26 ☐ No - Go to Q27

26. Which of the following have you ever done online? *Mark all that apply.*

- | | |
|--|--|
| <input type="radio"/> Uploaded a video clip to a video sharing website | <input type="radio"/> Created a profile on a social network (i.e. Facebook, MySpace, LinkedIn, etc.) |
| <input type="radio"/> Watched video clips online | <input type="radio"/> Uploaded photos to a photo sharing website |
| <input type="radio"/> Read Blogs/weblogs | <input type="radio"/> Rated products online |
| <input type="radio"/> Posted comments on social boards | <input type="radio"/> Downloaded a podcast |
| <input type="radio"/> Started a Blog/Webcast | <input type="radio"/> None of the above |
| <input type="radio"/> Visited a photo sharing website | |

26. Who was in your travel party when we encountered you at *Barkerville Historic Town*? Please indicate their relationship to you, age and gender. Please start with yourself.

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

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

- ☐ No ☐ Yes → What is your email address?
Please clearly print your email address.

_____@_____

Thank you for your help!



All completed surveys will be entered in a draw for a digital camera (valued at \$300.00). The draw will be held on December 2009. 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

**Appendix B - Mailback Questionnaire
(Reference Site - Quesnel Visitor Centre)**

Your trip in British Columbia

What was your experience?



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

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



Your opinions are important...

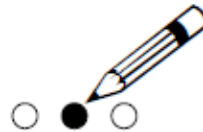
Thank you for participating in this survey. Tourism British Columbia and its partners are working together to better understand your experiences, activities and impressions of your trip to the Quesnel area and British Columbia.

We value your opinion and the information that you provide will be used to enhance visitors' travel experiences throughout the province

*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 1-604-775-0931 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 Quesnel Visitor Centre.

1. Including the day you left your residence and the day you returned, 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. How many of those days were spent in the **Quesnel area**? (See map and legend on p. 5)

_____ day(s) in the Quesnel area

4. 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

5. When planning this trip, did you and/or your travel party consider other destinations or routes instead of the destination/routes you chose for this trip?

☐ Yes ☐ No ☐ Don't know

└─→ Where? Please list up to three.

1. _____

2. _____

3. _____

6. In general, what made you and/or your travel party choose the destination or route indicated in Question 4?

Mapping your trip...

7. Using the map to the right, please:

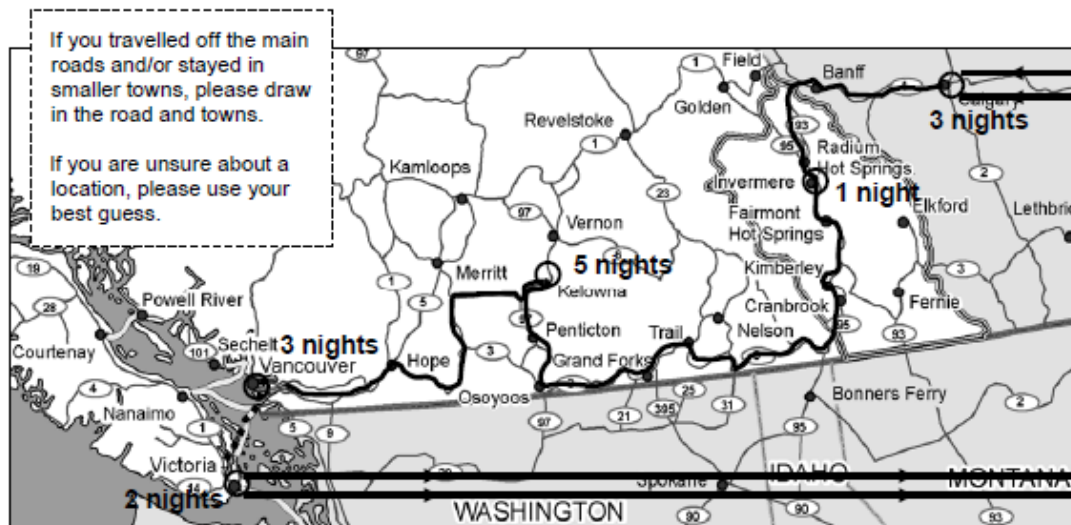
- a. **Trace** your party's travel route in the area shown on the map (preferably in coloured pen or marker). Please include your return route, even if you travelled the same way in both directions (please use arrows).

Use the symbols below to show:

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

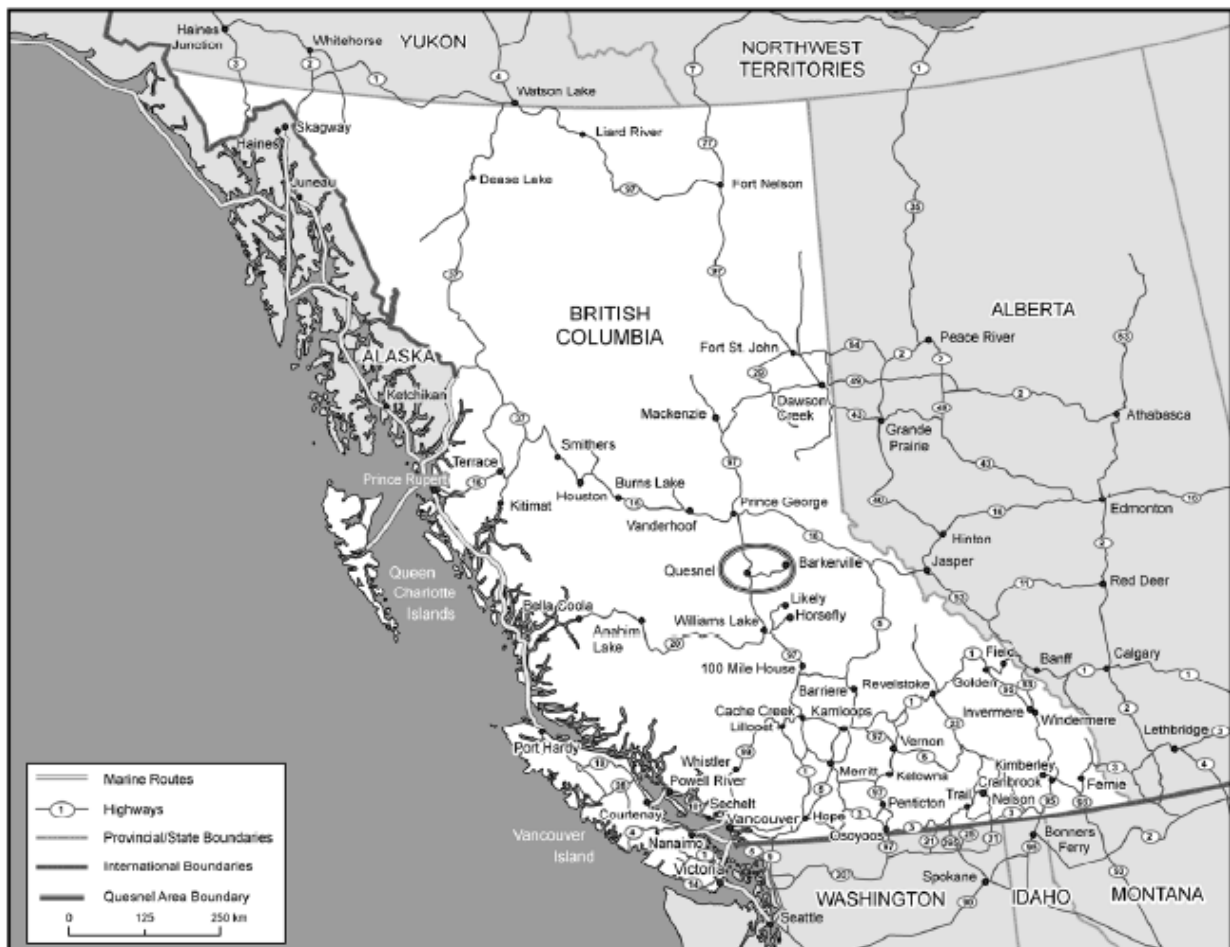
- b. **Circle** each place that you stayed overnight.
- c. **Write in** how many nights you stayed in each place.

Example:



On this map please:

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



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

8. 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 **Quesnel area**?

Mark all that apply.

Your activities	A Participated in during this trip <i>Mark all that apply</i>	B Participated in Quesnel area during this trip <i>Mark all that apply</i>
Shopping for local arts and crafts	<input type="radio"/>	<input type="radio"/>
Shopping for antiques	<input type="radio"/>	<input type="radio"/>
Attended a theatre or performing art (concert, dance, etc.)	<input type="radio"/>	<input type="radio"/>
Strolling around a city to observe its buildings and architecture	<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:		
Mountain biking	<input type="radio"/>	<input type="radio"/>
Cycling (other than mountain biking)	<input type="radio"/>	<input type="radio"/>
Horseback riding	<input type="radio"/>	<input type="radio"/>
Wildlife viewing	<input type="radio"/>	<input type="radio"/>
Hiking	<input type="radio"/>	<input type="radio"/>
Rock climbing	<input type="radio"/>	<input type="radio"/>
Golfing	<input type="radio"/>	<input type="radio"/>
River/white water rafting	<input type="radio"/>	<input type="radio"/>
Kayaking	<input type="radio"/>	<input type="radio"/>
Canoeing	<input type="radio"/>	<input type="radio"/>
Boating (other than kayaking/canoeing)	<input type="radio"/>	<input type="radio"/>
Fishing	<input type="radio"/>	<input type="radio"/>
Visiting a:		
Municipal, provincial or national park, or natural area outside a park	<input type="radio"/>	<input type="radio"/>
First Nations attraction or event	<input type="radio"/>	<input type="radio"/>
Museum, heritage or historic site	<input type="radio"/>	<input type="radio"/>
Art gallery or studio	<input type="radio"/>	<input type="radio"/>
Farm/Ranch, farmers' market, orchard or food processor	<input type="radio"/>	<input type="radio"/>
Family attraction (mini golf, zoo, etc.)	<input type="radio"/>	<input type="radio"/>
Casino	<input type="radio"/>	<input type="radio"/>
Other (specify) _____	<input type="radio"/>	<input type="radio"/>
Other (specify) _____	<input type="radio"/>	<input type="radio"/>

9. How far in advance did you start planning for this trip? *Choose one answer only.*
- ☐ Day of departure
 - ☐ 1-6 days
 - ☐ 1-2 weeks
 - ☐ 3-8 weeks
 - ☐ 9-12 weeks
 - ☐ 13 weeks+
 - ☐ Don't know
10. We would like to know the information sources you used to plan your trip before and during your trip. This includes information about where to stay, what route to take, where to eat and/or what to see and do.
- A. What information sources did you use **before** your trip? *Mark all that apply.*
- B. What are the **three most useful** information sources you used **before** your trip? *Mark the top three only.*
- C. What information sources did you use **during** your trip? *Mark all that apply.*

Information sources	Before trip		During trip C Used during trip (mark all that apply)
	A Used before trip (mark all that apply)	B Most useful information (mark top 3)	
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"/>
A local or regional tourism website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travellers' commentary sites (e.g. Trip Advisor, Blogs, YouTube videos etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Internet sites (other than HelloBC/ local website/ commentary 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	<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 _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

A. What **percentage** of each travel service did you book or purchase **before** your trip? *If you did not purchase/book that service before your trip, please enter zero.*

B. What **percentage** of each travel service did you purchase **during** your trip? *If you did not purchase that service during your trip, please enter zero.*

Travel Services	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%

12. 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

13. Approximately what percentage of the total expenditures was attributed to the following categories?

*Please fill in the appropriate proportions, **excluding long-haul flights**.*

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

About Barkerville Historic Town...

This section asks about any visits to Barkerville Historic Town on the trip that we interviewed you.

14. Did you visit *Barkerville Historic Town* on this trip?

- ☐ Yes → Go to Q15
☐ No → Go to Q16
☐ Don't know → Go to Q17

15. How many days did your travel party spend at *Barkerville Historic Town*? Go to Q17.

_____ DAYS

16. Please let us know why you did not visit *Barkerville Historic Town*?

Your travel experience...

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

- ☐ No
☐ Yes → What attractions? Please specify.

18. Given your experience travelling in the **Quesnel area**, how likely are you to return to the Quesnel Area for a future leisure trip? Choose one answer only.

- ☐ Not likely at all
☐ Not likely
☐ Somewhat likely
☐ Likely
☐ Very likely



Please explain why.

19. Is there anything you would like to tell us about your time in Quesnel?

20. 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

Please explain why.

21. 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

About you...

22. Who was in your travel party when you stopped at the Quesnel 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		

23. 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 (valued at \$300.00). The draw will be held on December 2009.

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

Appendix B - e-Mail Questionnaire (Barkerville Historic Town)

Barkerville Historic Town

What was your experience?

Your opinions are important...

Thank you for participating in this survey.

*Barkerville Historic Town and the Arts and Tourism British Columbia are working together to better understand your experiences at **Barkerville Historic Town** as well as your activities and impressions of your trip to British Columbia. This survey will take approximately **10-15 minutes** of your time.*

We value your opinion and the information that you provide will be used to enhance visitors' experiences at *Barkerville Historic Town*.

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.



By completing and submitting this survey, you will be entered in a draw to win a **\$300 digital camera**. The draw will be held in December 2009.

If you need to exit the survey and complete it at another time, **you may close your browser** and access the survey again through the link provided in the invitation email. Please note that all responses will be saved instantly so you will be able to continue from where you have left off when you return.

Please use the **Next** and **Previous** buttons at the **bottom of your screen** to navigate back and forth.

If you have any questions, or experience difficulty completing this survey, please email the Nancy Radman, Research Analyst at Tourism British Columbia at Nancy.radman@tourismbc.com or call (604) 775-0931.

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 *Barkerville Historic Town*.

1. Including the day you left your residence and the day you returned, 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. How many of those days were spent in the **Quesnel Area**? (please see map below, the circle indicated Quesnel Area)

day(s) in Quesnel area

4. 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. *Select one answer only.*

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

5. A. What activities did you and/or your travel party participate in while on this trip?
Select all that apply.

B. What activities did you and/or your travel party participate in while in the **Quesnel area**?
Select all that apply.

Your activities	A Participated in during this trip <i>Select all that apply</i>	B Participated in Quesnel area during this trip <i>Select all that apply</i>
Shopping for local arts and crafts	<input type="radio"/>	<input type="radio"/>
Shopping for antiques	<input type="radio"/>	<input type="radio"/>
Attended a theatre or performing art (concert, dance, etc.)	<input type="radio"/>	<input type="radio"/>
Strolling around a city to observe its buildings and architecture	<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:		
Mountain biking	<input type="radio"/>	<input type="radio"/>
Cycling (other than mountain biking)	<input type="radio"/>	<input type="radio"/>
Horseback riding	<input type="radio"/>	<input type="radio"/>
Wildlife viewing	<input type="radio"/>	<input type="radio"/>
Hiking	<input type="radio"/>	<input type="radio"/>
Rock climbing	<input type="radio"/>	<input type="radio"/>
Golfing	<input type="radio"/>	<input type="radio"/>
River/white water rafting	<input type="radio"/>	<input type="radio"/>
Kayaking	<input type="radio"/>	<input type="radio"/>
Canoeing	<input type="radio"/>	<input type="radio"/>
Boating (other than kayaking/canoeing)	<input type="radio"/>	<input type="radio"/>
Fishing	<input type="radio"/>	<input type="radio"/>
Visiting a:		
Municipal, provincial or national park, or natural area outside a park	<input type="radio"/>	<input type="radio"/>
First Nations attraction or event	<input type="radio"/>	<input type="radio"/>
Art gallery or studio	<input type="radio"/>	<input type="radio"/>

Farm/Ranch, farmers' market, orchard or food processor	<input type="radio"/>	<input type="radio"/>
Family attraction (mini golf, zoo, etc.)	<input type="radio"/>	<input type="radio"/>
Casino	<input type="radio"/>	<input type="radio"/>
Other (specify) _____	<input type="radio"/>	<input type="radio"/>
Other (specify) _____	<input type="radio"/>	<input type="radio"/>

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

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

7. 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? *Select all that apply.*

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

C. What information sources did you use **during** your trip? *Select all that apply.*

Information sources	Before trip		During trip
	A Used before trip <i>Select all that apply</i>	B Most useful information <i>Select top three</i>	C Used during trip <i>Select 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"/>
A local or regional tourism website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travellers' commentary sites (e.g. Trip Advisor, Blogs, YouTube videos etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Internet sites (other than HelloBC or local website)	<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	<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 <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If Travellers' commentary sites selected 8. You have indicated that you have used a travellers' commentary site (e.g. Trip Adviser, Blogs, YouTube Videos etc.). Please tell us which websites you have used.

9. What were your travel party's **total expenditures** during the trip? (**Travel party includes individuals who have the same itinerary and/or same expenditures**)

*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 \$

About Barkerville Historic Town...

This section asks about your visit to Barkerville Historic Town on the trip that we interviewed you.

10. How many days did your travel party spend at Barkerville Historic Town?

DAY(S)

11. Please indicate if the amount of time spent in Barkerville was...

☐ Enough time ☐ Too little time ☐ Too much time

12. We would like to know how you think *Barkerville Historic Town* is different from other tourism attractions. What do you consider to be unique about *Barkerville Historic Town* as a tourism attraction? Please list up to three.

1.
2.
3.

13. What positive and/or negative images/characteristics come to mind when you think of *Barkerville Historic Town* as a tourism attraction? Please list up to three.

- | Positive | Negative |
|-------------------------|-------------------------|
| 1. <input type="text"/> | 1. <input type="text"/> |
| 2. <input type="text"/> | 2. <input type="text"/> |
| 3. <input type="text"/> | 3. <input type="text"/> |

14. What additional activities, services or attractions would you like to see if you visited *Barkerville Historic Town* again? Please list up to three.

1.
2.
3.

15. Is there anything else you would like to tell us about your experience at *Barkerville Historic Town*?

About your Online Usage and Online Travel Planning...

This section asks about your general and trip planning behaviour on the internet...

16. Thinking about the internet, which of the following have you ever done? *Select all that apply.*

(RANDOMIZE ORDER)

- | | |
|--|--|
| <input type="radio"/> Watched video clips online | <input type="radio"/> Created a profile on a social network (i.e. Facebook/MySpace/LinkedIn) |
| <input type="radio"/> Uploaded a video clip to a video sharing website | <input type="radio"/> Uploaded my photos to a photo sharing website |
| <input type="radio"/> Read Blogs/weblogs | <input type="radio"/> Rated products online |
| <input type="radio"/> Posted comments on social boards | <input type="radio"/> Downloaded a podcast |
| <input type="radio"/> Started my own Blog/Webcast | <input type="radio"/> None of the above |
| <input type="radio"/> Visited a photo sharing website | |

17. How often do you use the internet for trip planning?

- | | |
|---------------------------------|----------------------------------|
| <input type="radio"/> Always | <input type="radio"/> Rarely |
| <input type="radio"/> Often | <input type="radio"/> Not at all |
| <input type="radio"/> Sometimes | |

IF ALWAYS, OFTEN, OR SOMETIMES CHOSEN IN Q17 18. At what stage of your trip planning do you use the internet? *Select all that apply.*


- | | |
|--|---|
| <input type="radio"/> Beginning - to get ideas | <input type="radio"/> During the trip - to decide what to do at the destination |
| <input type="radio"/> Middle - to narrow down possible choices | <input type="radio"/> After the trip - to compare & share travel experiences |
| <input type="radio"/> Later - to confirm my decisions | |


IF ALWAYS, OFTEN, OR SOMETIMES CHOSEN IN Q17 19. Which of the following online activities have you done while planning a trip? *Select all that apply.*

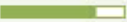




- ☐ Look at other consumer comments/materials
- ☐ Print out maps or directions
- ☐ Read travel-related blogs
- ☐ Request printed materials/brochures
- ☐ Print out coupons
- ☐ Watch videos online

- ☐ Use interactive trip planners
- ☐ Listen to travel-related audio files/podcasts
- ☐ Use live chat to talk with travel experts
- ☐ Send virtual postcards to friends/family
- ☐ None of the above

Below is a portion of a travel blog from the website Tripadvisor.com with a review of an accommodation located in Vancouver, BC. A travel blog is a type of website that allows individuals to tell others about their personal travel experience and allows the individuals to provide their own review. Some blogs will provide travel tips and information.


Traveler Reviews

Rating summary
 42 reviews



Excellent		33
Very good		8
Average		1
Poor		0
Terrible		0

Show reviews by trip type
 All (42)
 Business (7)
 Couples (23)
 Family (6)

1-10 of 42
 « 1 2 ... 5 »



Sort by [Date ▼] [Rating]
 English first ▼

“Best service and friendliest staff”



Save Review
 scarlett99 1 contribution
 British Columbia
 Jun 22, 2009 | Trip type: Couples NEW

We just spent a night at the **ABC** this past weekend. From the minute you pull up to the curb until they send you off, the service is exceptional. Everyone in the hotel, including the restaurant, is friendly and always anticipating your needs. This is a small boutique-style hotel located on a beautiful tree-lined street in Vancouver's West End. It... [more](#)

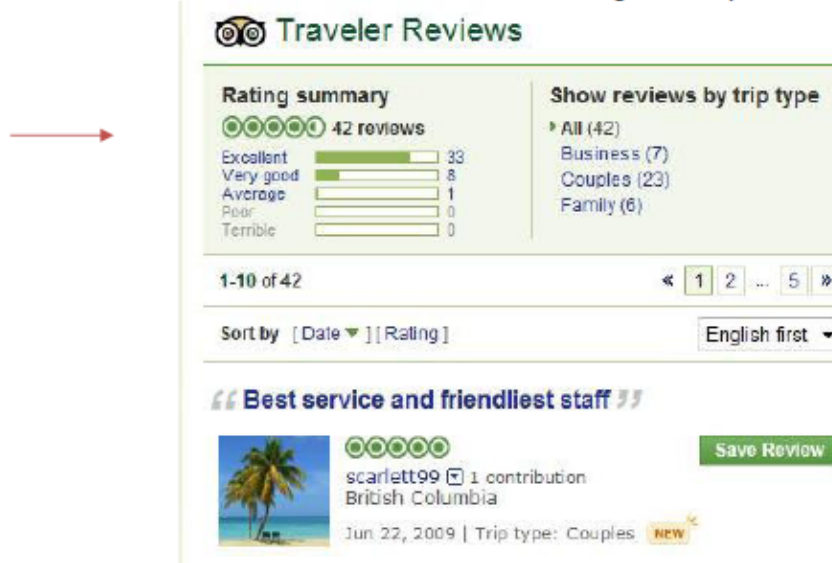
“Not blown away”



Save Review
 thalgizouzle 24 contributions
 Switzerland
 Jun 21, 2009 | Trip type: Couples NEW

I must preface this review by noting the special circumstance that we stayed here for our wedding night. So, to begin, in the context of that circumstance, this hotel was disappointing. First, despite having noted this fact in our booking and having posed some questions about early check-in etc, we were not contacted at any point during the month or... [more](#)

20. After reviewing this travel blog, what is your impression(s) of this accommodation? Would you want to stay here? Why or why not?

The "Rating Summary" (see red arrow) from the Trip Advisor review, provides the average rating of 4.5 out of 5 calculated from 42 individual customer ratings for the particular accommodation.



21. How likely would you be to choose this accommodation over an accommodation that was rated a 4 (on the same website)?

- | | |
|---|-----------------------------------|
| <input type="radio"/> Not likely at all | <input type="radio"/> Likely |
| <input type="radio"/> Not likely | <input type="radio"/> Very likely |
| <input type="radio"/> Somewhat likely | <input type="radio"/> Don't Know |

Below is a Canada Select rating for the same accommodation property, this is the type of rating you would normally see in a visitor /travel guide. This particular type of rating provided the hotel with a 3.5 star rating (see red arrow).

20. [HM] ★★☆☆ ←

Renovated (2002), twin, queen beds, air-conditioned, DD phones, cable, TV, movie channel, in-room coffee/tea, fridges, continental breakfast, restaurant, lounge, catering pub, underground parking, shu... [more >>](#)

Address:
Vancouver British Columbia

[Email](#) | [Photos](#) | [Map](#)

22. Which of the two ratings, Trip Advisor Rating (4.5 out of 5) or Canada Select Rating (3 out of 5, see above), would **influence** you more if you were considering booking this accommodation?

- ☐ Trip Advisor
- ☐ Canada Select
- ☐ Don't know

23. Please tell us why.

24. How likely are you to consider reviews such as travel blogs and customer ratings before pre-booking an accommodation?

- | | |
|---|-----------------------------------|
| <input type="radio"/> Not likely at all | <input type="radio"/> Likely |
| <input type="radio"/> Not likely | <input type="radio"/> Very likely |
| <input type="radio"/> Somewhat likely | <input type="radio"/> Don't Know |

25. How likely are you to consider traditional quality assurance ratings (i.e. AAA/CAA, Canada Select, etc.) before pre-booking an accommodation?

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

26. Thinking of your future travel plans, of the following activities listed below, which one would you be most likely to consider participating in on an upcoming overnight leisure trip? *Please select one response.*

- ☐ visiting a winery or wine festival (1)
- ☐ whale watching (2)
- ☐ mountain biking (3)
- ☐ visiting a heritage attraction (4)
- ☐ freshwater kayaking/canoeing (5)
- ☐ visiting farmer's markets (6)

IF 26(1)

Tourism British Columbia's field reporter Ivan Hughes travelled to Sun Peaks to attend the annual Ice Wine Festival. Please watch the video clip below by clicking on the play button in the middle of the screen. You can stop the video at any time and return to the survey by clicking Next.



IF 26(2)

Tourism British Columbia's field reporter, Jay Wardi, travels to Victoria to go whale watching and goes to a local rugby game. Please watch the video clip below by clicking on the play button in the middle of the screen. You can stop the video at any time and return to the survey by clicking Next.



IF 26(3)

Steve, a newcomer to mountain biking, travelled to Williams Lake to try the trail known as Hillbilly. Please watch the video clip below by clicking on the play button in the middle of the screen. You can stop the video at any time and return to the survey by clicking Next.



<http://www.youtube.com/watch?v=dog8zeYs2cY>

IF 26(4)

Tourism British Columbia's field reporter, Micheal Fountain, travels to historic Fort Steele and takes a hike on Stash at Bull River Guest Ranch. Please watch the video clip below by clicking on the play button in the middle of the screen. You can stop the video at any time and return to the survey by clicking Next.



<http://www.youtube.com/watch?v=hp5ZbBPpLy4&feature=Playlist&p=0F27726E902EB104&index=27>

12

IF 26(5)

Tourism British Columbia's field reporter, Micheal Fountain, enjoys Kootenay Lake from a kayak. Please watch the video clip below by clicking on the play button in the middle of the screen. You can stop the video at any time and return to the survey by clicking Next.



<http://www.youtube.com/watch?v=mq8pf7ITbl&feature=PlayList&p=0F27726E902EB104&index=29>

IF 26(6)

Mikala Taylor, visits Vancouver's Trout Lake Farmer's Market. Please watch the video clip below by clicking on the play button in the middle of the screen. You can stop the video at any time and return to the survey by clicking Next.



<http://www.youtube.com/watch?v=n1hKACBTZAs>

27. Please select your level of agreement for the following statements.

I found the video...

I found the video	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Provided me with general information about <selection Q26> in BC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provided me with detailed information about <selection Q26> in BC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Made it easier for me to reach a decision about <selection Q26> >> in BC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inspired me to participate <selection Q26>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helped me decide where to go on a future leisure trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helped me decide what to do on a future leisure trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helped me decide when to go on a future leisure trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helped me imagine my trip/trip activity more vividly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Made me feel like it reduced the risk/uncertainty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Made me feel excited about <selection Q26>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase the likelihood of me participating in <selection Q26>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Added fun to my travel planning process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make it easier for me to imagine <selection Q26> on a leisure trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provided me with ideas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. Considering that you may participate in <selection Q26> during a future leisure trip, how useful did you find the video as **a travel planning tool**?

- ☐ Not at all useful
- ☐ Somewhat not useful
- ☐ Neutral
- ☐ Somewhat useful
- ☐ Very useful

29. You indicated that you found the video <selectionQ28>, please explain why.

30. If you knew of family or friends who were interested in <selection Q26> in British Columbia, how likely would you be to share this video clip with them?

- | | |
|---|-----------------------------------|
| <input type="radio"/> Not likely at all | <input type="radio"/> Likely |
| <input type="radio"/> Not likely | <input type="radio"/> Very likely |
| <input type="radio"/> Somewhat likely | |

AND FINALLY A LITTLE ABOUT YOU

31. Who was in your travel party when we encountered you at *Barkerville Historic Town*? 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		<input type="radio"/> M	<input type="radio"/> F
2		<input type="radio"/> M	<input type="radio"/> F
3		<input type="radio"/> M	<input type="radio"/> F
4		<input type="radio"/> M	<input type="radio"/> F
5		<input type="radio"/> M	<input type="radio"/> F
6		<input type="radio"/> M	<input type="radio"/> F
7		<input type="radio"/> M	<input type="radio"/> F

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

- ☐ Yes ☐ No

Complete mailing address:

Thank you

**Appendix B - e-Mail Questionnaire
(Reference Site – Quesnel Visitor Centre)**

Your trip in British Columbia

What was your experience?

Your opinions are important...

Thank you for participating in this survey.

Tourism British Columbia and its partners are working together to better understand your experiences, activities, and impressions of your trip to the Quesnel area and British Columbia. This survey will take approximately **10-15 minutes** of your time.

We value your opinion and the information that you provide will be used to enhance visitors' travel experiences throughout the province.

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.



By completing and submitting this survey, you will be entered in a draw to win a **\$300 digital camera**. The draw will be held in December 2009.

If you need to exit the survey and complete it at another time, **you may close your browser** and access the survey again through the link provided in the invitation email. Please note that all responses will be saved instantly so you will be able to continue from where you have left off when you return.

Please use the **Next** and **Previous** buttons at the **bottom of your screen** to navigate back and forth.

If you have any questions, or experience difficulty completing this survey, please email the Nancy Radman, Research Analyst at Tourism British Columbia at Nancy.radman@tourismbc.com or call (604) 775-0931.

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 *Barkerville Historic Town*.

1. Including the day you left your residence and the day you returned, 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. How many of those days were spent in the **Quesnel Area**? (please see map below, the circle indicated Quesnel Area)

day(s) in Quesnel area

4. 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. *Select one answer only.*

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

5. A. What activities did you and/or your travel party participate in while on this trip?

Select all that apply.

B. What activities did you and/or your travel party participate in while in the **Quesnel area**?

Select all that apply.

Your activities	A Participated in during this trip <i>Select all that apply</i>	B Participated in Quesnel area during this trip <i>Select all that apply</i>
Shopping for local arts and crafts	<input type="radio"/>	<input type="radio"/>
Shopping for antiques	<input type="radio"/>	<input type="radio"/>
Attended a theatre or performing art (concert, dance, etc.)	<input type="radio"/>	<input type="radio"/>
Strolling around a city to observe its buildings and architecture	<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:		
Mountain biking	<input type="radio"/>	<input type="radio"/>
Cycling (other than mountain biking)	<input type="radio"/>	<input type="radio"/>
Horseback riding	<input type="radio"/>	<input type="radio"/>
Wildlife viewing	<input type="radio"/>	<input type="radio"/>
Hiking	<input type="radio"/>	<input type="radio"/>
Rock climbing	<input type="radio"/>	<input type="radio"/>
Golfing	<input type="radio"/>	<input type="radio"/>
River/white water rafting	<input type="radio"/>	<input type="radio"/>
Kayaking	<input type="radio"/>	<input type="radio"/>
Canoeing	<input type="radio"/>	<input type="radio"/>
Boating (other than kayaking/canoeing)	<input type="radio"/>	<input type="radio"/>
Fishing	<input type="radio"/>	<input type="radio"/>
Visiting a:		
Municipal, provincial or national park, or natural area outside a park	<input type="radio"/>	<input type="radio"/>
First Nations attraction or event	<input type="radio"/>	<input type="radio"/>
Art gallery or studio	<input type="radio"/>	<input type="radio"/>

3

Farm/Ranch, farmers' market, orchard or food processor	<input type="radio"/>	<input type="radio"/>
Family attraction (mini golf, zoo, etc.)	<input type="radio"/>	<input type="radio"/>
Casino	<input type="radio"/>	<input type="radio"/>
Other (specify) _____	<input type="radio"/>	<input type="radio"/>
Other (specify) _____	<input type="radio"/>	<input type="radio"/>

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

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

7. 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? *Select all that apply.*

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

C. What information sources did you use **during** your trip? *Select all that apply.*

Information sources	Before trip		During trip
	A Used before trip <i>Select all that apply</i>	B Most useful information <i>Select top three</i>	C Used during trip <i>Select 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"/>
A local or regional tourism website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travellers' commentary sites (e.g. Trip Advisor, Blogs, YouTube videos etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Internet sites (other than HelloBC or local website)	<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	<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 <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If Travellers' commentary sites selected 8. You have indicated that you have used a travellers' commentary site (e.g. Trip Adviser, Blogs, YouTube Videos etc.). Please tell us which websites you have used.

About Barkerville Historic Town...

This section asks about your visit to Barkerville Historic Town on the trip that we interviewed you.

9. Did you visit *Barkerville Historic Town* on this trip?

- ☐ Yes [Go to Q10](#)
- ☐ No [Go to Q11](#)
- ☐ Don't know [Go to Q12](#)

10. How many days did your travel party spend at *Barkerville Historic Town*?

DAY(S)

11. Please let us know why you did not visit *Barkerville Historic Town*?

About your Online Usage and Online Travel Planning...

This section asks about your general and trip planning behaviour on the internet....

12. Thinking about the internet, which of the following have you ever done? *Select all that apply.*

(RANDOMIZE ORDER)

- | | |
|--|--|
| <input type="radio"/> Watched video clips online | <input type="radio"/> Created a profile on a social network (i.e. Facebook/MySpace/LinkedIn) |
| <input type="radio"/> Uploaded a video clip to a video sharing website | <input type="radio"/> Uploaded my photos to a photo sharing website |
| <input type="radio"/> Read Blogs/weblogs | <input type="radio"/> Rated products online |
| <input type="radio"/> Posted comments on social boards | <input type="radio"/> Downloaded a podcast |
| <input type="radio"/> Started my own Blog/Webcast | <input type="radio"/> None of the above |
| <input type="radio"/> Visited a photo sharing website | |

13. How often do you use the internet for trip planning?

- | | |
|---------------------------------|----------------------------------|
| <input type="radio"/> Always | <input type="radio"/> Rarely |
| <input type="radio"/> Often | <input type="radio"/> Not at all |
| <input type="radio"/> Sometimes | |


IF ALWAYS, OFTEN, OR SOMETIMES CHOSEN IN Q13 14. At what stage of your trip planning do you use the internet? *Select all that apply.*


- | | |
|--|---|
| <input type="radio"/> Beginning - to get ideas | <input type="radio"/> During the trip - to decide what to do at the destination |
| <input type="radio"/> Middle - to narrow down possible choices | <input type="radio"/> After the trip - to compare & share travel experiences |
| <input type="radio"/> Later - to confirm my decisions | |






IF ALWAYS, OFTEN, OR SOMETIMES CHOSEN IN Q13 15. Which of the following online activities have you done while planning a trip? *Select all that apply.*

- | | |
|---|---|
| <input type="radio"/> Look at other consumer comments/materials | <input type="radio"/> Use interactive trip planners |
| <input type="radio"/> Print out maps or directions | <input type="radio"/> Listen to travel-related audio files/podcasts |
| <input type="radio"/> Read travel-related blogs | <input type="radio"/> Use live chat to talk with travel experts |
| <input type="radio"/> Request printed materials/brochures | <input type="radio"/> Send virtual postcards to friends/family |
| <input type="radio"/> Print out coupons | <input type="radio"/> None of the above |
| <input type="radio"/> Watch videos online | |

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Very good		8
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Show reviews by trip type
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 Business (7)
 Couples (23)
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1-10 of 42
 « 1 2 ... 5 »

Sort by [Date ▼] [Rating]
 English first ▼



“Best service and friendliest staff”




Save Review

scarlett99  1 contribution
 British Columbia
 Jun 22, 2009 | Trip type: Couples NEW

We just spent a night at the **ABC** this past weekend. From the minute you pull up to the curb until they send you off, the service is exceptional. Everyone in the hotel, including the restaurant, is friendly and always anticipating your needs. This is a small boutique-style hotel located on a beautiful tree-lined street in Vancouver's West End. It... [more](#)

“Not blown away”

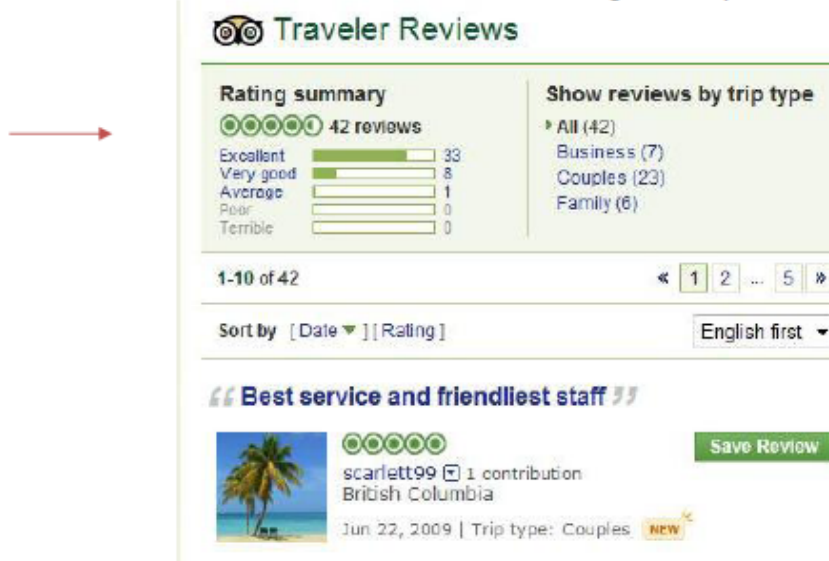


Save Review

thalgizouze  24 contributions
 Switzerland
 Jun 21, 2009 | Trip type: Couples NEW

I must preface this review by noting the special circumstance that we stayed here for our wedding night. So, to begin, in the context of that circumstance, this hotel was disappointing. First, despite having noted this fact in our booking and having posed some questions about early check-in etc, we were not contacted at any point during the month or... [more](#)

16. After reviewing this travel blog, what is your impression(s) of this accommodation? Would you want to stay here? Why or why not?

The "Rating Summary" (see red arrow) from the Trip Advisor review, provides the average rating of 4.5 out of 5 calculated from 42 individual customer ratings for the particular accommodation.



17. How likely would you be to choose this accommodation over an accommodation that was rated a 4 (on the same website)?

- | | |
|---|-----------------------------------|
| <input type="radio"/> Not likely at all | <input type="radio"/> Likely |
| <input type="radio"/> Not likely | <input type="radio"/> Very likely |
| <input type="radio"/> Somewhat likely | <input type="radio"/> Don't Know |

Below is a Canada Select rating for the same accommodation property, this is the type of rating you would normally see in a visitor /travel guide. This particular type of rating provided the hotel with a 3.5 star rating (see red arrow).

20.

[HM] ★★☆☆ ←

Renovated (2002), twin, queen beds, air-conditioned, DD phones, cable, TV, movie channel, in-room coffee/tea, fridges, continental breakfast, restaurant, lounge, catering pub, underground parking, shu... [more >>](#)

Address:

Vancouver British Columbia

Email | Photos | Map

18. Which of the two ratings, Trip Advisor Rating (4.5 out of 5) or Canada Select Rating (3 out of 5, see above), would **influence** you more if you were considering booking this accommodation?

- ☐ Trip Advisor
- ☐ Canada Select
- ☐ Don't know

19. Please tell us why.

20. How likely are you to consider reviews such as travel blogs and customer ratings before pre-booking an accommodation?

- | | |
|---|-----------------------------------|
| <input type="radio"/> Not likely at all | <input type="radio"/> Likely |
| <input type="radio"/> Not likely | <input type="radio"/> Very likely |
| <input type="radio"/> Somewhat likely | <input type="radio"/> Don't Know |

21. How likely are you to consider traditional quality assurance ratings (i.e. AAA/CAA, Canada Select, etc.) before pre-booking an accommodation?

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

22. Thinking of your future travel plans, of the following activities listed below, which one would you be most likely to consider participating in on an upcoming overnight leisure trip? *Please select one response.*

- ☐ visiting a winery or wine festival (1)
- ☐ whale watching (2)
- ☐ mountain biking (3)
- ☐ visiting a heritage attraction (4)
- ☐ freshwater kayaking/canoeing (5)
- ☐ visiting farmer's markets (6)

IF 22(1)

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IF 22(2)

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IF 22(3)

Steve, a newcomer to mountain biking, travelled to Williams Lake to try the trail known as Hillbilly. Please watch the video clip below by clicking on the play button in the middle of the screen. You can stop the video at any time and return to the survey by clicking Next.



<http://www.youtube.com/watch?v=d0q8zeYs2cY>

IF 22(4)

Tourism British Columbia's field reporter, Micheal Fountain, travels to historic Fort Steele and takes a hike on Stash at Bull River Guest Ranch. Please watch the video clip below by clicking on the play button in the middle of the screen. You can stop the video at any time and return to the survey by clicking Next.



<http://www.youtube.com/watch?v=hp5ZbBPpLy4&feature=PlayList&p=0F27726E902EB104&index=27>

11

IF 22(5)

Tourism British Columbia's field reporter, Micheal Fountain, enjoys Kootenay Lake from a kayak. Please watch the video clip below by clicking on the play button in the middle of the screen. You can stop the video at any time and return to the survey by clicking Next.



<http://www.youtube.com/watch?v=mq8pf7ITbl&feature=Playlist&p=0F27726E902EB104&index=29>

IF 22(6)

Mikala Taylor, visits Vancouver's Trout Lake Farmer's Market. Please watch the video clip below by clicking on the play button in the middle of the screen. You can stop the video at any time and return to the survey by clicking Next.



<http://www.youtube.com/watch?v=n1hKACBTZAs>

23. Please select your level of agreement for the following statements.

I found the video...

I found the video	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neither agree nor disagree</i>	<i>Agree</i>	<i>Strongly agree</i>
Provided me with general information about <selection Q22> in BC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provided me with detailed information about <selection Q22> in BC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Made it easier for me to reach a decision about <selection Q22> in BC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inspired me to participate <selection Q22>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helped me decide where to go on a future leisure trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helped me decide what to do on a future leisure trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helped me decide when to go on a future leisure trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helped me imagine my trip/trip activity more vividly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Made me feel like it reduced the risk/uncertainty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Made me feel excited about <selection Q22>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase the likelihood of me participating in <selection Q22>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Added fun to my travel planning process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make it easier for me to imagine <selection Q22> on a leisure trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provided me with ideas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24 Considering that you may participate in <selection Q22> during a future leisure trip, how useful did you find the video as **a travel planning tool**?

- ☐ Not at all useful
- ☐ Somewhat not useful
- ☐ Neutral
- ☐ Somewhat useful
- ☐ Very useful

25. You indicated that you found the video <selectionQ24>, please explain why.

26. If you knew of family or friends who were interested in <selection Q22> in British Columbia, how likely would you be to share this video clip with them?

- | | |
|---|-----------------------------------|
| <input type="radio"/> Not likely at all | <input type="radio"/> Likely |
| <input type="radio"/> Not likely | <input type="radio"/> Very likely |
| <input type="radio"/> Somewhat likely | |

AND FINALLY A LITTLE ABOUT YOU

27. Who was in your travel party when we encountered you at *Barkerville Historic Town*? 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		<input type="radio"/> M	<input type="radio"/> F
2		<input type="radio"/> M	<input type="radio"/> F
3		<input type="radio"/> M	<input type="radio"/> F
4		<input type="radio"/> M	<input type="radio"/> F
5		<input type="radio"/> M	<input type="radio"/> F
6		<input type="radio"/> M	<input type="radio"/> F
7		<input type="radio"/> M	<input type="radio"/> F

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

- ☐ Yes ☐ No

Complete mailing address:

Thank you

Appendix C – Response Bias Testing

Response Bias Testing

Methods

The study design produced two sets of data that are available for analysis - the interview responses at each location (interview conducted at Barkerville Historic Town and interview at Quesnel Visitor Centre reference site) and the follow-up questionnaires (mailback and online for Barkerville Historic Town and Quesnel Visitor Centre Reference Site). For all of these sets of data, the respondents and the responses could vary between the interview and follow-up questionnaires. The respondents could differ because travellers could drop out of the study by not agreeing to complete the follow-up questionnaire or by not completing the follow-up questionnaire if they had agreed to complete it. Both instances could cause the follow-up questionnaire results to be unrepresentative of travellers interviewed (non-response bias).

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

Representativeness was assessed by:

1. Comparing demographics, trip and traveller characteristics between those who agreed and did not agree to complete the follow-up questionnaire (Tables A3, A4).
2. Comparing demographics, trip and traveller characteristics between those who responded and those who did not respond to the follow-up questionnaire (Tables A3, A4).

This analysis included only those respondents who were included among the potential pool of follow-up survey participants only. Residents of Quesnel, participants in tour groups and travellers who did not stay at least one night away from home on their trips (daytrippers) have been excluded from the comparison.

Responses to similar questions in the interview and follow-up questionnaires could vary due to real differences in traveller behaviour (for example, a traveller may have anticipated a trip of a specific duration when they were interviewed but if the length of their trip differed this will be reflected in the responses on the follow-up 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 follow-up questionnaire (Tables A5, A6).

Results

Differences in Respondents who Agreed or Did Not Agree to Follow-up

- Among Barkerville visitors, there were very few differences between respondents who agreed to participate in the follow-up questionnaire with those who did not agree to participate. No differences were observed among those interviewed at the Quesnel Visitor Centre Reference Site.
- Respondents from Barkerville who agreed to participate in the follow-up questionnaire spent fewer days, on average, in British Columbia when compared with those who did not agree to the follow-up questionnaire.

Differences in Respondents that Returned/Did Not Return the Follow-up Questionnaire

- Among visitors to Barkerville Historic Town, there was only one notable difference between respondents who completed the on-site interview only compared with those who completed both the interview and the follow-up survey. Respondents from Barkerville who completed the follow-up questionnaire spent fewer days, on average, in British Columbia when compared with those who completed the initial interview only.
- For respondents interviewed at the Reference Site, there was a greater proportion of participants in the 65 or older age category who completed the follow-up as compared to those who completed the interview only.
- Reference Site participants in the follow-up survey also had shorter average trips and stayed less time in BC, compared to those who completed the intercept survey only.

Differences in Interview/Follow-up Responses

- Overall, responses to the follow-up survey were relatively consistent with those given during the interview at both locations.
- Barkerville visitors responded similarly to questions that were asked in both the interview and in the follow-up survey and only one practical difference was observed between the responses to these two survey instruments. Those who participated in the intercept interview were more likely to be travelling with children than were those who responded to the follow-up survey.
- Similarly, only one practical difference was observed among those interviewed at the Reference Site. Those who participated in the intercept interview spent more days, on average, in the region compared with those who completed the follow-up survey.

Conclusions

- Overall, very few differences existed between those who agreed to participate in the follow-up questionnaire and those who did not.
- Follow-up responses are generally representative of the population that was interviewed.
- Most of the variables tested did not indicate practical difference between the follow-up questionnaire and interview results.

Table A3. A summary of the comparisons between those that agreed to the follow-up questionnaire and those that did not, those that did and did not respond to the follow-up questionnaire and between the interview and follow-up responses for Barkerville Historic Town.

Barkerville	✓ Indicates a Practical Difference		
	Agreed to Follow-up	Follow-up Responses (Non-Response Bias)	Interview/Follow-up Responses
Origin	N	N	n/a
Gender	N	N	N
Age	N	N	N
Party Size	N	N	N
Parties With Children	N	N	✓
Education	N	N	n/a
Days Away from Home ³	N	N	N
Days in British Columbia	✓	✓	N
Days in Region	N	N	N

Table A4. A summary of the comparisons between those that agreed to the follow-up questionnaire and those that did not, those that did and did not respond to the follow-up questionnaire and between the interview and follow-up responses for the Quesnel Visitor Centre Reference Site.

Quesnel Visitor Centre Reference Site	✓ Indicates a Practical Difference		
	Agreed to Follow-up	Follow-up Responses (Non-Response Bias)	Interview/Follow-up Responses
Origin	N	N	n/a
Gender	N	N	N
Age	N	✓	N
Party Size	N	N	N
Parties With Children	N	N	N
Education	N	N	n/a
Days Away from Home ³	N	✓	N
Days in British Columbia	N	✓	N
Days in Region	N	N	N

Table A5. A summary of differences in data between the interview and follow-up questionnaire at Barkerville Historic Town.

Concept/Questions	Trip Characteristics Results		Practical Difference?
	Interview	Follow-up	
Mean Days Away From Home	16.01	14.79	N
Mean Days In BC	10.88	10.02	N
Mean Days In Region	3.14	3.16	N
Mean Party Size	2.99	2.90	N
Age - Under 24 Years	3.5%	1.4%	N
Age - 25-34 Years	12.8%	6.7%	N
Age - 35-44 Years	17.6%	18.4%	N
Age - 45-54 Years	25.3%	22.3%	N
Age - 55-64 Years	22.5%	30.5%	N
Age - 65 Years or Older	18.2%	20.6%	N
Gender - Male	47.9%	47.0%	N
Gender - Female	52.1%	53.0%	N
Primary Destination - Cariboo/ Chilcotin/Coast Region	62.8%	62.3%	N
Parties with Children	32.5%	27.3%	✓

Table A6. A summary of differences in data between the interview and follow-up questionnaire at the Quesnel Visitor Centre Reference Site.

Concept/Questions	Trip Characteristics Results		Practical Difference?
	Interview	Follow-up	
Mean Days Away From Home	22.86	20.93	N
Mean Days In BC	13.24	13.54	N
Mean Days In Region	3.56	3.21	✓
Mean Party Size	2.40	2.43	N
Age - Under 24 Years	2.9%	1.5%	N
Age - 25-34 Years	8.0%	5.1%	N
Age - 35-44 Years	13.2%	12.2%	N
Age - 45-54 Years	23.0%	20.3%	N
Age - 55-64 Years	27.0%	30.5%	N
Age - 65 Years or Older	25.8%	30.5%	N
Gender - Male	47.3%	43.6%	N
Gender - Female	52.7%	56.4%	N
Primary Destination - Cariboo/ Chilcotin/Coast Region	41.1%	42.0%	N
Parties with Children	20.0%	20.3%	N

Appendix D –Reason for Selecting Primary Destination (open-ended)

In general, what made you and/or your travel party choose the destination or route indicated as your primary destination on this trip? Your primary destination is the place stayed the longest or the place that comes immediately to mind as your destination when describing your trip.

Comments from visitors to the Barkerville Historic Town are listed first, followed by those from the Quesnel Visitor Centre Reference Site.

Barkerville

- 2007 Grade 5 curriculum and daughter's interest.
- Adventure.
- Always wanted to go.
- Always wanted to make the trip.
- Arts Wells Music Festival, and Barkerville (only way to get there).
- Arts Wells.
- Attending a wedding.
- Barkerville days and friends.
- Barkerville is a historical site. So it's very interesting and full of knowledge for us and grandkids.
- Barkerville is only a 7 hr drive from our residence. Barkerville is entertaining, affordable; it is our heritage.
- Barkerville was our main destination. We had to cut our trip short because of a family emergency so we couldn't continue on to Prince Rupert.
- Camp opening.
- Canoeing, kayaking, staying in rustic cabin, scenery, hiking, and fishing.
- Chinese celebration and dinner.
- Circular, most efficient for miles and places we wanted to visit.
- Close to home.
- Daughter lives in Tumbler Ridge so this was close to her residence.
- Day trip to Barkerville.
- Desire for an interesting canoe camping trip.
- Direct route from Quesnel for us to take our different visitors from Ontario and later Alberta.
- Family.
- Family functions.
- Family gathering at Terrace. Have a look at B.C.'s history.
- Family get together; grad party.
- Family live in PG. The only reason for route was to make it to Barkerville.
- Family reunion (2).
- Family visit, vacation, hunting trip.
- Family visits in Edmonton, wedding in Prince George, with a side trip to Barkerville.
- Forest fires around Hwy 99. Most direct route.
- Friends live there.
- Full service RV park and other services. A good location to do day trips from. We went into town (Wells) twice. We went to Barkerville, Bowron Lake, Stanley and Barkerville.
- Grandchildren.
- Group travel, decision to canoe.
- Had never been there.
- Had never been west of Prince George, interested in art and culture, and to go halibut fishing.
- Had not been there for about 25 years.
- Had not been to Barkerville in 40 years.
- Had not traveled there before.
- Hadn't been there for 35 years. Father used to work in that area.
- Have never been to Barkerville and wasn't interested in going, but once got there, both of us enjoyed ourselves immensely.
- Historical significance.
- Honeymoon; we always wanted to drive from the West Coast to the East Coast and see the whole country.

- I had heard about Barkerville for many years and had not visited.
- I had never been through B.C. so we opted to tour through as much of it as we could in the short time we had.
- I had never visited the Barkerville/Wells area and wanted to. I will definitely return.
- I knew of a "Wattie claim" and wanted more info. My friend had been there before and wanted to take me.
- I love Barkerville. The area is beautiful and I love the acting performances.
- I love history.
- I wanted to make holidays include horse riding, and found the ranch on the internet.
- I wanted to see Barkerville.
- I went to visit my son's home.
- I'm a friend of Barkerville and come up every summer.
- It was on our intended travel route.
- It was on our way to the lake.
- Just exploring and the weather.
- Just went for a drive.
- Less driving, more time at each stop.
- Like historical sites, Barkerville being a favorite for many years now.
- Marketing.
- Masonic reunion in Barkerville, B.C.
- Meeting friends and family there.
- Merritt Mountain Fest.
- Most direct.
- My mother and stepfather had been to Barkerville and recommended it to my wife and I.
- My wife had never been there before as is from the Philippines.
- My wife never seen Barkerville.
- Never been there before, wanted to see the ocean, scenery and wildlife.
- Nice weather, just to get away for a few days.
- No reason, just like the country (area).
- None of us had been to Barkerville before and we had heard positive comments from others.
- Nothing in particular. Last camping trip of the season.
- On our list of B.C. destinations to visit. We intend to do more BC visits as a priority over going outside B.C. There's lots to do and see in B.C.
- Only 2 alternatives. We used both.
- Our daughter had spent the school year in Prince George, and we were all coming to pick her up, and spend our holidays at the same time.
- Our daughter lives in PG and it was her birthday. We live in Kamloops. She wanted us to meet in Barkerville and celebrate her birthday there.
- Our grandson, who travelled to Barkerville on a school trip, wanted his family to see the town.
- Our other party stayed before and said they had so much fun, so they invited us.
- Parents reside in Kelowna.
- Planned trip to visit family and friends.
- Points of interest.
- Quickest route to travel.
- Relatives.
- Relatives live in 108 Mile House and we have never been to Barkerville.
- Rest and Barkerville.
- Return trip to Barkerville; kids were older now and would appreciate it more this time.
- Reunion.

- Saw a show at Theatre Royale in Barkerville.
- Scenery, never there, fishing, camping.
- Scenic route to the Yukon.
- Seemed more convenient to do the Cassiar on the return trip to USA.
- Serendipity.
- Showing Barkerville to family from the Netherlands.
- Sightseeing.
- Some had done the Canoe Trip 10 years before. New persons to our group had not done this great canoe trip.
- Some in party had not been to Barkerville.
- Son and grandchildren wanted to see Barkerville.
- Stories from friends and family. Library research.
- The historic aspect.
- They highly recommended it and wanted me to experience it.
- To see Alaska and Northern B.C.
- To see Barkerville.
- To see it.
- To travel the Alaska Hwy.
- To view historic site.
- To visit friends and watch the Salmon Run.
- To visit Wells Gray and Barkerville.
- Travel to parts of BC we hadn't seen before.
- Two weeks to go somewhere. Started from White Rock to Velmont, to Jasper then Hwy 16 to Prince Rupert, over to Queen Charlotte Island (5 days) then Hwy 97 to home.
- Upon leaving Hope via the Hope/Princeton Hwy, the transmission in our 15 yr old Mazda pickup gave us trouble which resulted in a 3 day stay in Hope while awaiting a rebuilt transmission. Having missed the Bluegrass Festival in Summerland, we then decided to go straight up to Quesnel as we had planned to visit Quesnel after Summerland.
- Visit Barkerville and mother's grave. Worked 10 hrs in graveyard.
- Visit different areas.
- Visit family and friends.
- Visit family and take in as many sites as possible.
- Visit family.
- Visit friends (2).
- Visit to relatives (2).
- Visiting and travelling with family.
- Visiting Barkerville and Quesnel.
- Visiting Barkerville and then visiting family in Prince George.
- Visiting family in B.C. and Idaho.
- Visiting friends and family in the Quesnel area and going to a wedding in Alberta.
- Wanted to be in Alaska for the summer solstice, June 21st/09.
- Wanted to do it again because my daughters wanted to go again as we enjoyed it in 2006.
- Wanted to get away for a few days from farm.
- Wanted to see more of B.C. Bowron Lakes recommended by friends.
- Wanted to sleep in Barkerville.
- Was part of a BC round trip from Vancouver to Calgary.
- We always wanted to see the Bella Coola area.
- We choose what we thought was the quickest route to Quesnel.
- We frequently go to Barkerville area to ski, hike and to visit the historic city.

- We go to Barkerville every July long weekend.
- We had never had a vacation in 40 years of marriage. A friend of ours and us decided to do the Alaska Highway.
- We had never travelled or seen the country between Prince Rupert and Prince George.
- We had not been there for several years and wanted to see any changes made.
- We have 4 grandsons in the west; two in Edmonton, one in Vancouver, and one in Calgary.
- We have been to Barkerville before and we always enjoy our time.
- We have relatives on Vancouver Island.
- We have siblings in Williams Lake.
- We thought of Alaska but weren't definite. Just wherever we like going when we woke.
- We used to live on the Queen Charlottes, so we were taking our son there so he could see where we came from.
- We want to go for a long time, just didn't have the time.
- We want to see a part of B.C., the nature, the mountains, and a few historic sites. We were travelling with motorhome.
- We wanted to do a circle loop that included Haida Gwaii, so our first leg was to go to Prince Rupert by land.
- We wanted to enjoy northern B.C. since we had never been there.
- We wanted to go to Fort St John and then continued from there.
- We wanted to see as much of BC as possible without having to retrace our route. We also wanted to go through the lakes in the Kootenays.
- We wanted to see more of our own province.
- We wanted to travel by car to Manitoba since we had gone there by train the previous years and felt we wanted to explore Western Canada more than had been possible by train.
- We went to a wedding in Anahim Lake. Wanted to take 1 route there and a different route home.
- We went to a wedding.
- We went to Fort St John to help work on a church.
- We were participating in an annual Masonic event in Barkerville that weekend.
- We were taking our granddaughters for a promised trip to Barkerville.
- Wedding in Grande Prairie.
- Wedding in PG.
- Went there as children and wanted our own children to see it.
- Went to Quesnel to visit family; drove most direct route.
- Were to meet family.
- What wife felt like seeing.
- Wish to enjoy pure nature.

Reference Site:

- A long time dream.
- A must see according to friends.
- A reunion held in Wells.
- A wedding.
- After winter cleanup at our summer cabin.
- Attend a family wedding.
- Barkerville and area.
- Billy Barker Days.
- Campground availability.
- Closest to Barkerville.
- Conference in Prince George.
- Copper River Raft Trip.
- Curiosity, exploration, study.
- Desire to explore the Cariboo area, expected to make trip to Barkerville after canoe trip.
- Desire to see.
- Destination, great places for kids.
- Direct route through the canyon.
- Driving to Vancouver from Prince Rupert.
- Explore another part of B.C.
- Exploring new area.
- Family.
- Family event.
- Family gathering (2).
- Family gathering; wedding.
- Family living in Vanderhoof. Friends living in Quesnel.
- Family member visit.
- Family there.
- Family visit.
- Family wedding.
- Fastball tournament (provincials).
- Ferry ride from Port Hardy to Prince Rupert.
- First time visit. Heard it was beautiful.
- First visit to Vancouver Island.
- Fishing
- Fishing and sightseeing animals.
- For granddaughter to hear and learn gold rush history.
- Friend recommendations, kid-friendly destination, learning history of area.
- From a previous trip we wanted to drive the Dempster Highway and to see new areas/places along the way.
- Funeral.
- Great town, lots to do, love road through McBride, lots of wildlife and scenery.
- Had not been there before.
- Had not travelled route since 1968. Friend recommended it as shortest route.
- Hadn't seen some of that country and 30 years since we saw part of it.
- Hadn't travelled Hwy 5 south of Prince George in 25 years.
- Heard the Stewart Cassiar is a beautiful highway. Was heading up to Prince George.

- Historic site.
- I enjoy B.C. history, the gold rush in particular.
- I had done the ferry route before.
- I have not been to Barkerville in over 20 years and wanted to revisit it and the area.
- I own property in Alaska and drive there through B.C. and YT annually.
- I read books about the area (Bella Coola).
- I wanted to visit the Queen Charlottes and see some of Northern B.C. at the same time so I took the ferry from Port Hardy to Port Alberni then another to Queen Charlotte then drove home through the northern route in order to see all of these areas.
- I was travelling by car while my husband was doing an extended bike trip. I went as far as Prince George. He went on to Prince Rupert, Port Hardy, Nanaimo and back to Squamish.
- Interest in the history.
- It was shorter, went through McBride and Clearwater last year.
- Just to see what the town was like and explore it some.
- Lacrosse tournament in Prince George.
- Limited time in B.C.
- Local history.
- Love history, Gold Rush Trail.
- Most direct route to Alaska.
- Most direct, uses less gas.
- Most expedient, and scenic.
- Mountain bike trails in Williams Lake.
- My mother-in-law and father-in-law were going there and invited our family to join them.
- Nature, loneliness, and very nice souvenirs from earlier trips.
- Never been there before.
- Nostalgia; visiting a destination from childhood.
- One of us had been there before.
- Only had so many days to travel.
- Only highway to travel north.
- Our bucket list.
- Our son lives on the Island, also we wanted to tour the Yukon and upper British Columbia.
- Parents live there.
- Purchased camper Quesnel area.
- Recommendations from other travellers, Milepost Mag, and literature from B.C. and Yukon.
- Rest and relaxation.
- Return visit to Barkerville after 20 years and visit to friend in Alberta.
- Shortest route.
- Sightseeing.
- Son lives in Quesnel.
- Son lives there.
- Son's graduation for UNBC. Daughter working in Quesnel.
- Sporting event; Canadian Master Track and Field Championships.
- That's where the AK highway runs.
- The area around Williams Lake (Dog Creek).
- Time, fewer miles, found great RV parks.
- To do a 10 km walk, to complete a program of walking in every state.
- To go to national event for NHRA drag racing.
- To hunt and fish in Alaska.
- To meet some kayakers coming from the Charlottes and go to kayak the north coast for 10 days.

- To pick up our granddaughter and visit friend, then we went to Barkerville.
- To see and learn about the country and the peoples.
- To visit a family member.
- To visit family in Prince George.
- To visit friends and sightseeing.
- To visit friends.
- To visit my sweetie's aging father.
- Travel info sounded good.
- Trip after retirement.
- Visit family (2).
- Visit friends, and visit Barkerville.
- Visit relative and chance to visit Queen Charlotte Island; never been to before.
- Visit relatives in the Quesnel area.
- Visit relatives.
- Visiting a sick sister.
- Visiting family.
- Wanted to do a round trip from Chase to Beaverlodge Alberta then to Bonnieville Alberta back to Chase.
- We had heard a lot about it but had never been there. It sounded very interesting.
- We had heard of this canoe trip years ago and finally decided to do it.
- We had never been on the Quesnel/Williams Lake road.
- We had never camped in the Caribou/Chilcoltin area and decided to explore it.
- We had not been there before.
- We had read about it and thought it would be interesting. We love history.
- We hadn't been for many years and I thought my son would enjoy Barkerville.
- We have children there.
- We have family in Prince George.
- We have never been to that area and wanted to see Barkerville.
- We love going to Barkerville and like to go up via Canyon and back through Kamloops.
- We only had a few days, so we needed a close destination and we heard about Barkerville and wanted to see it.
- We researched online and chose the direct route.
- We RV in B.C. in the summer. We took the grandkids to Barkerville.
- We wanted to visit in the summer as we usually visit once or twice each winter.
- We were on our way to visit friends in Terrace, B.C.
- We were visiting relatives along the way.
- Went to Prince George to pick up my grandson who was visiting from Alberta.
- Where I was born.

Appendix E – Uniqueness of Barkerville (open-ended)

*We would like to know how you think Barkerville Historic Town is different from other tourism attractions.
What do you consider to be unique about Barkerville Historic Town as a tourism attraction?*

- A dance to live in the past.
- A destination tourist attraction that caters to all ages - great facilities for both campers and those needing rooms.
- A great sense of history and very well preserved.
- A look at reality - in the past tense.
- A lot of different activities to do.
- A nice break from the world of today. Coming back to reality was too soon for myself and my daughter.
- A working town.
- Ability to stay on site in old hotels / boarding rooms.
- Ability to stay overnight in town.
- Accommodations.
- Accurate depiction of local history delivered in a fun and informative way; like a walking/talking history lesson.
- Acted as a living town.
- Acting.
- Activities that portray how it was back then - the school house for example.
- Activities for all ages/abilities.
- Activities involving horses.
- Actors.
- Actors and actresses enhance the historical events/activities.
- Actors and actresses made the experience unique.
- Actors as tour guides.
- Actors describing history.
- Actors in character at all times giving authenticity to the town as it was in the time period.
- Actors in character.
- Actors in the town.
- Actors made days-gone-by seem like the here and now.
- Actors playing period parts.
- Actors playing roles from that time.
- Actors to play parts as original villagers.
- Actors using period engineering to portray their parts.
- Actors were excellent.
- Actors were perfect.
- Actual historical buildings.
- Actual preserved original town site.
- Actual town.
- Actual working shops and eatery.
- Age of Barkerville.
- All ages can enjoy it.
- All of the stores, restaurants and the gifts you can get.
- All the historic towns have their own interests.
- All the role players were very informative.
- All the shops.
- All the shops, church, actors, carriage rides.
- Amount of historical information.
- Amount of work and effort to restore town.
- Appropriate LOCAL historic value.
- Area was clean.

- Artifacts.
- Artists in traditional garb selling their masterpieces.
- Audience participation.
- Authentic.
- Authentic actors.
- Authentic characters.
- Authentic entertainment.
- Authentic feel to exhibits.
- Authentic gifts, wrapping them, candies etc.
- Authentic gold rush town.
- Authentic heritage site.
- Authentic old town.
- Authentic recreation.
- Authentic reproductions.
- Authentic site.
- Authentic, historical buildings and site.
- Authentic/old.
- Authentic/realistic.
- Authenticity.
- Authenticity of buildings.
- Authentic.
- B.C. only well restored historical site.
- Back to gold rush days.
- Barkerville continues to change with new venues and better accommodation facilities - always something new to see or experience.
- Barkerville has great history.
- Barkerville is an actual living piece of history.
- Barkerville is not just a tourist attraction; it's BC History and we wanted to show our guests from Denmark the site.
- Barkerville is well maintained.
- Barkerville is, in my eyes, not that different from other tourism attractions.
- Beautiful part of province.
- Beautiful surroundings.
- Beautiful area.
- Bed and breakfast.
- bed and breakfast are great
- Being able to absorb history in the present.
- Being able to purchase foods from that period, i.e. General Store stocked with candy from that time.
- Being able to stay on site in an historic building.
- Big part of our B.C. history.
- Blacksmith at work.
- Boring!! Not a lot there and such a long way to get too it.
- Brings BC's history to life.
- Brings era to life.
- Buildings (2).
- Buildings looked genuinely historic and well preserved.
- Buildings were wonderful and looked authentic.
- Campgrounds close by.
- Camping close by.

- Can experience a school classroom, gold panning, wagon rides.
- Can see mine sites.
- Candy store.
- Caribou history nut. Also B.C. history.
- Character actors.
- Character actors and shows were excellent.
- Character dress.
- Character guides.
- Characters.
- Characters in character.
- Characters on street.
- Chinese gold mining community restoration.
- Chinese history.
- Chinese part.
- Chinese section of town interesting.
- Christmas sleigh rides make me feel good.
- Church.
- Circulating actors in costume.
- Clean.
- Close to a world known park (Bowron Lakes).
- Combination of education, dining, outdoors, entertainment, and shopping.
- Complete picture of the gold rush.
- Complete, realistic town.
- Condition of most buildings in town very good.
- Contests and prizes on July 1st.
- Costumed people.
- Costumes.
- Cultural programs throughout the day.
- Cultures.
- Daily events that would have been daily events historically (i.e.: mass, theatre).
- Demonstrations, i.e. blacksmith.
- Depicts life in a frontier setting.
- Detail.
- Detail and accuracy.
- Different shops.
- Different short and entertaining shows.
- Different time in history.
- Discussions with 'actors' while not giving a session.
- Display of the history of what is now BC.
- Dominion days.
- Dress suited to the times.
- Easy access from Quesnel.
- Easy to get to.
- Education on old mining practices.
- Educational.
- Educational for while family.
- Educational value.
- Effort into restoring the place.
- Efforts to preserve history and let visitors share it.

- Employees and actors were very friendly and helpful.
- Employees are very in character for the historical time.
- Enjoyed the guided show.
- Enjoyed the street actors.
- Enough buildings and demonstrations to make it authentic representation of Barkerville.
- Entertaining.
- Entertaining, friendly atmosphere, affordable.
- Entertaining; loved the live shows.
- Entertainment.
- Entertainment was appropriate.
- Enthusiasm of actors and workers (not jaded like Dawson City).
- Everyone dressing the part.
- Everyone plays the part.
- Everyone seemed to be very knowledgeable.
- Everything in the town is history.
- Excellent actors-on streets, in court house and cornish wheel, and in theatre.
- Excellent Chinese restaurant.
- Excellent guide.
- Excellent live stage production.
- Excellent musical show.
- Excellent preservation.
- Excellent products in the candy and meat store.
- Excellent representation of BC's history and history of gold rush.
- Excellent value.
- Excellent walk through of buildings.
- Experience life as it was back then.
- Explains the gold rush history in many different ways that are entertaining and educational.
- Fairly rustic.
- Family oriented.
- Fantastic bakery and shops.
- Far more informative.
- Feel like you are a part of the city.
- Feel like you have gone back in time. Actors.
- Feels like a living museum.
- Feels like old days.
- Feels like you've stepped back in time.
- Film presented.
- First mining town been to.
- Food.
- Food and attractions that can't be found anywhere else.
- Food and gold panning.
- Free tours and presentation.
- Freedom to explore the town.
- Fresh air, exercise. It is quiet and peaceful. It is excellent for biking, hiking.
- Fresh air.
- Friendliness and knowledge of the Interpreters.
- Friendliness of staff and performers.
- Friendly workers.
- Friendly, informed staff.

- Friends of Barkerville.
- Full town operation.
- Fun.
- Fun and slapstick humour for kids.
- Fun atmosphere.
- Functioning Roman wheel.
- Funny.
- Funny and educating shows.
- Genuine and realistic township, great photo opportunities.
- Genuine historic buildings.
- Get a feeling you're in the old west.
- Gold history.
- Gold mining demonstrations.
- Gold mining town.
- Gold panning, stagecoach.
- Gold panning.
- Gold rush aspect.
- Gold sluice.
- Good blend of history and entertainment.
- Good history of area.
- Good information on how people lived in that time era.
- Good insight into life at that time.
- Good living history.
- Good prepared houses.
- Good presentation and lots of tours.
- Good restoration.
- Good signage.
- Good staff.
- Good way to realize how life used to be and how it is to now.
- Grave yard.
- Great actors.
- Great actors and skits, etc.
- Great atmosphere.
- Great food.
- Great historical significance.
- Great place for hosting.
- Great staff, entertainment.
- Great to see how it actually was in the gold rush days.
- Guided tours (2).
- Hands on activities.
- Hands on event, such as panning for gold.
- Hands on experience (gold panning, school teaching).
- Has not been commercialized too much, yet.
- Heritage.
- High interest.
- Hiking trails are endless.
- Historic.
- Historic atmosphere.
- Historic buildings were very interesting.

- Historic building.
- Historic depiction.
- Historic hotels on site - wish we had been able to stay in one.
- Historic location.
- Historic lodging.
- Historic recreation.
- Historic setting.
- Historic value.
- Historical.
- Historical authenticity.
- Historical info and humour for adults; interactive.
- Historical shopping.
- Historical value.
- Historically accurate.
- Historically relevant sharing BC's history in a fun way.
- History.
- History behind Barkerville.
- History comes alive; street performers, etc.
- History of and area.
- History of the area-the experiences of people living in and around Barkerville at the time of the gold rush-puts a 'human face' on the circumstances and situations of people.
- History of the town.
- History of the town - Lots of good signage.
- Horse drawn equipment services offered.
- Horse/wagon rides.
- How authentic the town was.
- How they tell the history in the street.
- I did not think it was different.
- I found it less unique than the first time I visited - it is much more commercial now.
- I like the baked goods... we go there everytime for them :).
- I like the buildings and how they have kept it natural.
- I like the idea of staying in the B&B right in the park.
- I like the interactions of the performers on the street.
- I liked that the kids good see people walking around looking and talking like back in the day.
- I love the smell of Barkerville, it's very fresh.
- I really liked how staff was dressed in period dress.
- I thought the people working there took pride in what they were doing and talking about.
- I was born and raised in NB. Down there we are a lot older than in Barkerville.
- I was expecting something more.
- Important historical site.
- Important site of our Canadian History.
- Inclusiveness of theme.
- Individual questions/answers available about history.
- Industrial history of the time.
- Inexpensive.
- Info sessions by (actors).
- Information.
- Informative.
- Informative displays.

- Informative signage, guides, period part actors.
- Intact.
- Interacting with the street actors.
- Interaction from the staff and street actors.
- Interaction of actors on the main streets / in the shops.
- Interaction with Barkerville characters; courthouse, blacksmith, Chinese writing/ arts/food.
- Interaction with historical figures.
- Interactive.
- Interactive - can actually walk in the places.
- Interactive activities.
- Interactive actors.
- Interactive and living historical museum.
- Interactive displays.
- Interactive displays and presentations.
- Interactive learning (Wendle House story great).
- Interactive nature of attraction.
- Interactive presentations.
- Interactive representation of the past, and insight into the development of society.
- Interactive; love the period actors.
- Interactive; the actors were very approachable.
- Interesting facts.
- Interesting historically.
- Interesting history.
- Interesting info.
- Interesting local history.
- Interpretation of Chinese history.
- Interpreters.
- In-town accommodations.
- It does have a certain charm about it.
- It has been kept up very well.
- It is a historical site which is unparalleled by anything else in BC.
- It is a learning tool for our history.
- It is a live and functional heritage attraction.
- It is a real town.
- It is a working and living community.
- It is central as to why British Columbia is part of Canada.
- It is difficult to find good RV campsites close to Barkerville.
- It is privately funded - therefore more effort is expended.
- It is real; actual places and buildings.
- It is well done as a period piece interactive experience.
- It represents who we are and how we arrived here; gold.
- It retains an authentic feel.
- It seems to be a living and working historic town.
- It shows the old lifestyle.
- It still has some of the original buildings.
- It was a trip back in time.
- It was end of season a lot of things were closed.
- It was real; people lived and walked there.
- It was very well preserved.

- It's educational.
- It's living history.
- It's off the beaten path but worth the drive.
- It's an interactive museum, you can get into the buildings and exhibits.
- It's a large attraction with much to see.
- Its ability to truly transport the visitor back to the time of the gold rush.
- Its authentic, interesting story of its very interesting past.
- Its authenticity; wonderful!
- Its historical significance.
- It's importance in BC history and lack of knowledge amongst Canadians.
- Its interactive street performers.
- It's not surrounded by real overly-touristy surroundings.
- It's not the history of Barkerville; Barkerville is history.
- It's remote and you really need to make an effort to see it.
- Jewellery store.
- Kids loved it, actors got kids involved, kids were not bored.
- Laid out better.
- Large scale (area and people).
- Large size, lots to see.
- Layout.
- Layout and presentation.
- Layout of buildings.
- Layout of historic town good for walking.
- Learn about the gold rush/Chinese history.
- Learning about area.
- Learning experience.
- Level of restoration.
- Like the 'life actors' gives Barkerville life.
- Liked the dress up characters.
- Liked the period costumes.
- Live acting.
- Live action by street performers.
- Live characters.
- Live characters from the past.
- Live Drama.
- Live hall show.
- Live interaction.
- Live Interactive displays -fabulous!
- Live interpreters.
- Live performance on stage and in the streets.
- Live performers.
- Live period entertainment.
- Live show and playhouse.
- Live theatre.
- Live theatre performance.
- Live theatre.
- Living the experience.
- Local history
- Location.

- Location (actual site).
- Location (relatively remote).
- Location (trees, fresh air).
- Location and variety.
- Location; way out in the woods.
- Looks authentic.
- Lots of amenities on site (food, gifts, etc).
- Lots of different buildings.
- Lots of historical information.
- Lots of parking and wonderful staff.
- Lots of things to see.
- Lots to see and do.
- Love history of BC.
- Love history, I am a history researcher.
- Love how it is in our province, really neat to see how it was back in the day!
- Love the guided tours and history.
- Love to detail.
- Love to see changes since first trip in 1958.
- Loved interaction of actors with visitors.
- Loved the actors roles as historical figures.
- Loved the stage show- actors and actresses were great!!
- Lovely setting.
- Making it feel like you went back to a different time.
- Many original buildings.
- Merchants, street actors, and some tourists in costume.
- Mineral commercialism.
- Mining for gold.
- Mining methods
- Mix of shows and real life experience.
- More historically preserved.
- More open minded.
- More realistic.
- Most of the buildings are original.
- Mountain location.
- My family was one of the original settlers there-just there for a visit.
- My first time to lumber camp.
- Natural.
- Neat history.
- New attractions specifically the archival work done and display of restoration of old buildings.
- Nice ambiance.
- Nice layout.
- Nice shops.
- Nicely built up buildings.
- No charge for parking was great.
- No vehicles allowed in.
- Not kitschy.
- Not overly commercialized-real family businesses in operation.
- Not too much commercialism.
- Not too tourist.

- Not touristy - museum quality exhibits.
- Nothing, there was not much happening to see.
- Number of historical buildings.
- Old buildings.
- Old machinery.
- Old traditional wardrobe/clothes of employees.
- Ongoing reconstruction of buildings in Barkerville.
- On site staff.
- Original gold diggers city.
- Originality (2).
- Original.
- Original buildings.
- Original furniture.
- Original houses.
- Original location.
- Originality, no big tourist stores.
- Other recreational activities so close to attraction.
- Outside.
- Participating in activities such as the school lessons.
- Park staff dressed up.
- Part of history of B.C.
- Part of our Cariboo history, but also part of the larger Gold Rush history.
- Passionate and well researched interpreters / actors.
- Past history is very good and better than some of the other sites in B.C.
- People.
- People acting the part.
- People are very friendly.
- People dressed in costume giving us the feel of history; stagecoach rides, etc.
- People dressed in the era.
- People in character.
- People in costumes.
- People in historic cloths.
- People in period apparel acting like they lived during the time.
- People in the dress from that time.
- People in the streets in character.
- People still live there.
- People wandering around in the time period and dressed accordingly.
- Performances.
- Performances were great.
- Performers and shop keepers are in period costume.
- Performers on the street.
- Period costumes.
- Period dining rooms.
- Physical historic experience.
- Politeness of tour guides.
- Practice dust control on the streets.
- Presentation.
- Preservation of a historic time capsule, well done.
- Preservation of an historic town.

- Preserved in a spectacular way.
- Preserved in most of its original state.
- Products in theme cheaper than modern products.
- Provides historic information of our society.
- Quality businesses present - shops, restaurants.
- Quality of attractions.
- Quality of exhibits, great amenity value.
- Quiet, natural setting.
- Real actors in historic clothing - great!!
- Real history.
- Real history events depicted.
- Real life interactions with actors from period.
- Realism.
- Realism (touched all senses).
- Realistic costumes worn by staff.
- Realistic to period of time reflected.
- Reality.
- Really enjoy the role playing for this helps to understand life in the gold rush days.
- Reasonable prices considering how far out.
- Reconstructed to most original settings.
- Recreate how the town was during that time.
- Re-enactment of life in the past.
- Re-enactments.
- Re-enactments of actual events (Judge Begbie) and actors portraying people as they lived during the time.
- Re-enactors.
- Relates history well.
- Relationship to settling of Br. Columbia.
- Remarkable reconstruction of the Historic Townsite.
- Remote.
- Remoteness.
- Replay of history.
- Representing historical times and events in a friendly way.
- Restaurant, coffee shops.
- Restaurants.
- Restoration of a real historic town as it once functioned there.
- Restoration/maintenance.
- Restoration; looks like a functioning town.
- Restored townsite.
- Return to yesterday.
- Richfield Court House.
- Roaming characters.
- Role players.
- Roll playing by the actors - towns people.
- Rustic shops.
- Samples of things used for daily life in Barkerville.
- Schedule theatre events so you can attend all.
- Secluded.
- See how people used to live.

- Seeing the structures.
- Seems real.
- Self-contained, stay on site.
- Sense of life in a mining town.
- Serious travel required to get there.
- Setting.
- Shops/buildings very unique.
- Show we saw.
- Shows.
- Shows (street & theatre).
- Significance to B.C. history.
- Sincerity and real enthusiasm of the 'residents'/staff.
- Site is closed to traffic; freight wagon.
- Size and variety of things of interest.
- Size of town.
- Size; much larger than most.
- Skits involving real life actors.
- Skits on the street with period costumes.
- Sleeping / eating accommodations on site.
- Slow pace.
- Small enough to feel like an individual with the characters.
- So many exhibits, etc.
- So much to see and do, makes it so worth the out of the way location.
- Splendid location.
- Staff.
- Staff dressed as historic residents.
- Staff helpful.
- Staff members in period costume.
- Staff were good.
- Stage coach rides.
- Stage play/musical.
- Stage shows (2).
- Stagecoach excellent.
- Staying on site.
- Staying overnight at the Kelly House.
- Steeped in history.
- Still very lively.
- Street actors make the history come alive.
- Street actors.
- Street and theatre performers.
- Street attractions.
- Street entertainers were very good.
- Street performances were very good.
- Street performers.
- Street performers in period costumes.
- Street shows.
- Street theatre.
- Surrounded by the era (no cars, etc inside), all you can do to imagine it with 100's of residents and primitive conditions.

- Takes you back in time; authentic and realistic.
- Takes you to your child dreams.
- Terrific shows!!
- That it is an original historic place.
- That it's real & part of our history.
- That the history is local to B.C.
- The ability to stay in hotel there.
- The acting in the streets / like reality / you think you are in the past.
- The acting out of actual people that lived there is cool.
- The acting/interpretive staff are second to none, and we've visited many historic villages.
- The actors.
- The actors and actresses make it feel like back in the days.
- The actors are superb.
- The actors just starting up their performances seemingly randomly.
- The actors made it more real.
- The actors on the street.
- The actors re-enacting realistic situations from that period.
- The actors.
- The amazing history.
- The ambiance of the Historic Town.
- The amount of buildings.
- The amount of travel required to get there was unique.
- The amount of work (past and present) that has gone into restoring/maintaining it.
- The architecture is totally authentic.
- The atmosphere of the mining town as opposed to pioneer farming.
- The attention to details and authenticity.
- The attractions.
- The authentic buildings.
- The authentic clothing.
- The authentic historic buildings.
- The authenticity of it.
- The authenticity of some of the businesses and their wares.
- The authenticity of the place.
- The Barkerville show.
- The beautiful natural setting.
- The bed and breakfast in town - camp sites nearby.
- The buildings are preserved in their original condition.
- The buildings that have been kept up.
- The buildings were authentic and beautifully restored.
- The buildings.
- The character actors we met while there - very authentic & cool!
- The characters (people) who act their parts of life in the 1800's made you feel like you were in the 1800's.
- The characters dressed in period costumes.
- The closeness of the buildings on the main street.
- The complete and total history in one area.
- The dress and actors with historical information.
- The entire town is involved, not just one or two stores.
- The fact that Barkerville is not attached to another town, but is stand alone.

- The fact that it has a china town makes it a unique western town.
- The fact that it takes one back in time.
- The fact that you could rent a room and stay in the town.
- The family stories to the houses.
- The feeling of being in a real historic site.
- The food was like nothing I have ever had before!!
- The food/shows are well done.
- The friendly people that worked there.
- The functioning displays (Bower house, school, restaurants).
- The general staff; entertainers, etc.
- The grassroots, hippest people and their pleasantness.
- The guides around are very informative and helpful.
- The heritage and beauty.
- The historic buildings are used as restaurants, B&Bs, ...
- The historical importance to keep the buildings maintained.
- The historical information from the guides was quite educational.
- The history.
- The history (graveyard and town).
- The history and people.
- The history behind it.
- The history is expansive.
- The history itself is unique. A step back in time.
- The history was built there, not brought in from other locations.
- The hotels within Barkerville itself.
- The human history was well told and validated.
- The Immersion Experience - being in another world.
- The incredible knowledge of the guides.
- The informative talks are entertaining.
- The interaction.
- The interaction and activities available.
- The interaction between guests and Interpreters in the park.
- The interaction with town people, very entertaining, would like to see more.
- The large size of the site and number of artifacts, buildings, etc.
- The live theater and the town actor are excellent.
- The live theatre.
- The living period townspeople.
- The location is great.
- The location of the town was real.
- The many employees and the very poor state of presentation i.e. parking lot very dirty some from last fall almost anywhere you looked there was garbage some from last summer.
- The multi-theater shows.
- The number of attractions within the site.
- The old shops and buildings.
- The olden days, exciting for the kids.
- The older houses and the fact they are painted nice colours.
- The people (2).
- The people dressed for that time period.
- The people wear historic clothes.
- The people were just awesome.

- The people were awesome.
- The people who operate and act the parts.
- The peoples playing the original life in Barkerville were very, very good.
- The place and the buildings.
- The plays and skits that people do are great (2).
- The presentation of that time is very realistic.
- The pristine setting.
- The quality of the town's attraction.
- The realism of the stores and costumes.
- The reenactments / actors.
- The re-enactments of the way things were.
- The reasonable rate for multi day stays, for entrance fee.
- The restored buildings.
- The scenery is so beautiful and there is so much history in the area. We can't wait to go back and camp for a day or two.
- The staff are very helpful and friendly.
- The shops.
- The show is class A.
- The shows.
- The size and scope of Barkerville with both the European and Chinese tour sites.
- The staff is dressed according to that time.
- The staff that play in character while informing the public.
- The stage couch.
- The street performers were so informed and interesting.
- The street performers.
- The street performances.
- The Theatre (2).
- The tour guides are always in character.
- The tour guides made it fun to visit each one of the sites.
- The town has kept its identity.
- The town is how it was in the gold rush.
- The town is maintained close to original.
- The town is on the original site.
- The town itself.
- The town seems lived in.
- The town setting.
- The wandering locals and their tales.
- The way buildings were kept in original state.
- The way everything is kept like the past.
- The way the town is preserved.
- The way the townsite has been restored.
- The whole experience.
- The whole town is made for tourists.
- The whole town is so realistic and the performers everywhere are so in character.
- The whole town was set up nice.
- Theater on site.
- Theater show was interesting and fun.
- Theatre.
- Theatre Royal skits were outstanding.

- Theatre Royale.
- Theatre Royale; nice show.
- Theatre show.
- Theatre shows were great.
- Theatre was exceptional.
- Theatre was great.
- Theme.
- There are interesting guided tours.
- There is only one gold rush trail.
- There were a lot more buildings and displays than we expected.
- They spoke in character of the gold rush times.
- Things to do (gold panning and meal right at site, tour and play at courthouse).
- Time period represented.
- To be able to see what life was like then.
- To see how people lived.
- Took you back in time.
- Top notch actors and musicians.
- Tour guide and presentation.
- Tours.
- Tours provided for information.
- Town is the best restoration and re-creation I've been too.
- Town run as it was back then.
- Traveling entertainment.
- Truly living historic town!!
- Uncrowded.
- Unique.
- Unique and affordable gift shops.
- Unique because it brought you right back to the era.
- Unique buildings.
- Unique history live & in person. Love it!!
- Unique location.
- Unique photographic opportunities.
- Unique setting.
- Uniqueness.
- Unusual gift shops.
- Using guides in costume.
- Variety of educational and entertaining experiences.
- Variety of visitor experiences available.
- Vaudeville theatre.
- Very authentic (has kept corporate influences largely unseen).
- Very authentic.
- Very family and kid friendly.
- Very informative and interesting.
- Very interactive and well researched.
- Very interactive.
- Very old and well kept.
- Very original buildings.
- Very recent history.
- Vintage town.

- Visually and through interpreters you experience life before automation.
- Wake Up Jake Restaurant; wonderful meal.
- Walk abouts.
- Walking among displays - allows individual timing & depth.
- Was all original, did not try to modernize.
- Waterwheel showing how they used to pan for gold.
- We camped in lot and it was nice.
- We did not visit a lot of tourism attractions. Our main interest was the scenery and wildlife, however the concept of rebuilding a whole town is fascinating.
- We like the history of B.C.
- Weather was really cold.
- Well Done.
- Well dressed historic people.
- Well organized.
- Well-kept old houses.
- Well-preserved town.
- West coast gold rush history.
- Wheelchair accessible to shopping.
- When we entered Barkerville, many attractions were not manned yet.
- Whole street - better feel of previous era than pictures.
- With the live actors explaining how they lived their 'lives', it gives history a unique, humanistic aspect that is missing no matter how good the written explanation is.
- Wonderful buildings / it is such a large historic town.
- Wonderful history.
- Wonderful staff.
- Workers in costume and character all day, great conversations between them on the street to sit and listen to!
- Working bakery, restaurant, and stores plus B&B.
- Working retail shops, blacksmith.
- You are able to set your own pace to discover heritage.
- You can stay on site at one of the historic B&B's.
- You feel like back in town because of the actors and the shows.
- You get a real sense of the times.
- You really felt you were 100 years back in time.
- You could participate in a lot of the activities.

Appendix F – Positive images/characteristics of Barkerville (open ended)

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

- A chance to experience history first hand.
- A good place for all of the family.
- A person can imagine what it was like to live there
- A wealth of knowledge.
- A working town. Interactive; the actors were very approachable. Accurate depiction of local history delivered in a fun and informative way; like a walking/talking history lesson.
- Access.
- Access to info prior to visiting.
- Accessibility to the Historical sites.
- Accessibility.
- Accessibility for strollers, etc.
- Accommodations on site.
- Accurate historical depiction.
- Accurate replication of an early town.
- Acting, in-depth that the player stayed in the era.
- Activities.
- Actor in town.
- Actors and actresses interacting with you in old English speech.
- Actors as tour guides.
- Actors in character.
- Actors portraying people of the time.
- Actors throughout town gave it a sense of fun.
- Actors wandering the displays.
- Add ore shops with tourist trinkets similar to Fort Steel's entrance building with postcards, toys, and stuff.
- Affordable.
- Affordable, even the retail and restaurants.
- All BC children (and adults) should experience Barkerville. It's educational value is far better than any class or text book.
- All buildings and staff seemed to be real Barkerville
- All good.
- All perfect.
- All positive (2).
- All shops were excellent.
- All staff we encountered were friendly.
- A lot of space.
- Amazing.
- Amazing location.
- Amenities in the area.
- Antique.
- Appealing to individuals interested in mining techniques.
- artists doing embroidery
- As previously mentioned 'With the live actors explaining how they lived their 'lives', it gives history a unique, humanistic aspect that is missing no matter how good the written.
- Attitude of hosts.
- Authentic buildings on historic place.
- Authentic buildings.

- Authentic period restaurant.
- Authentic stores and artifacts reflecting that period.
- Authenticity - buildings and characters.
- Authenticity of retailers/restaurants.
- Availability of camping close to the attraction.
- Awesome acting and interactions with visitors.
- Awesome experience.
- Awesome people.
- Awesome presentations/shows.
- Awesome theater.
- B&B in town.
- Bake shop, restaurant.
- Beautiful (2).
- Beautiful little town frozen in time.
- Beautiful location.
- Beautiful place.
- Beautiful scenery.
- Beautiful setting.
- Beautiful site.
- Beautiful streets.
- Beauty.
- Beauty of natural setting.
- Being able to stay over in the parking lot.
- Best musical show.
- Breakfast at Kelly House.
- Bright colours.
- Buildings.
- Buildings well kept.
- Camping.
- Camping close by.
- Camping just outside the gate.
- Camping nearby.
- Canada Day was really special here in this setting.
- Characters - informative and fun.
- Characters and shows.
- Characters in town.
- Charm.
- Charming.
- Charming and funny people who worked there.
- Charming houses.
- Cheap.
- Checking out rocks in the river.
- Child-friendly.
- China town / European history.
- Chinese character writing of our names.
- Chinese history. Cleanliness; garbage disposal didn't disrupt the atmosphere/time period feel.
- Choice regarding tours.
- Civic pride.
- Clean and neat.

- Clean appearance of grounds.
- Cleanliness.
- Coffee shop.
- Comfortable, fun place.
- Concentrate sales pitch to young families (kids to pester parents).
- Conserves the buildings.
- Contests, parades, cake for July 1st.
- Continue to work on adding attractions.
- Continued building upgrades.
- Cost.
- Cost - good value considering the human resources.
- Costumed guide.
- Costumes and actors.
- Decent food.
- Decent price to get in.
- Different from high pressure sales.
- Dramatic scenes that pop up all over town and entertain while educating.
- Dressed the part.
- Dusty with stage coaches, wind and number of people on site.
- Easy to get around.
- Easy to walk.
- Educating.
- Education.
- Educational i.e. historical.
- Employees friendly and helpful.
- Engaging actors.
- Enjoyed going to different buildings.
- Enjoyed just walking around.
- Enjoyed stagecoach ride.
- Enjoyed the activities, ex. stage coach ride.
- Entertaining talks.
- Enthusiastic employees.
- Entire visit.
- Ethnic, Chinese, the real thing.
- Everyone is friendly.
- Everyone so very friendly and helpful.
- Everyone was very friendly and helpful.
- Everything.
- Excellent education value.
- Excellent information.
- Excellent portrayal of the way life was during the Gold Rush.
- Excellent reps.
- Excellent show.
- Excellent staff.
- Exciting, it gives me a sense of adventure when I go.
- Exhibits.
- Experiencing life firsthand in the 1800's.
- Explanations.
- Explanations of how things worked--like the aquaduct that comes into town.

- Extremely low 'kitsch' factor.
- Facts.
- Factual.
- Fair prices.
- Fairly quiet, but we were there in early June.
- Family.
- Family fun.
- Family oriented fun.
- Fascinating characters around town.
- Feel like we had stepped back in time.
- Feels homey.
- Finding gold flakes (vs. fools gold 30 years ago).
- Flexible.
- Food at the restaurant was good.
- Food treats.
- Food was good.
- For children's affection arranged show e.g. school building.
- For the whole family.
- Friendliness of staff.
- Friendliness.
- Friendly.
- Friendly & clean.
- Friendly and helpful staff.
- Friendly atmosphere.
- Friendly attitude.
- Friendly employees.
- Friendly people and a good atmosphere.
- Friendly people.
- Friendly reception.
- Friendly staff (smiling in costume).
- Friendly staff.
- Friendly, welcoming.
- Friends.
- Fun and interesting.
- Fun exploring history.
- Fun for all ages.
- Fun for families.
- Fun for the whole family.
- Fun for whole family.
- Fun shopping.
- Fun!
- Fun, enjoyed the theatrics.
- Functional.
- Gate prices were very reasonable.
- General store.
- Geographic and physical setting really positive factors.
- Gift shop.
- Gifts were reasonably priced and unique. Felt good buying stuff.
- Gold panner.

- Good access.
- Good atmosphere.
- Good campgrounds.
- Good campsite.
- Good food at Jake's.
- Good food in Wells.
- Good food.
- Good for family.
- Good info.
- Good map of the layout and info on times and places of events.
- Good motorcycle road in.
- Good organized.
- Good quality exhibits.
- Good roads to it.
- Good role playing by actors.
- Good value for entertainment dollar spent.
- Good weather.
- Goods from when great grandpa was young.
- Great acting skits.
- Great atmosphere (2)
- Great bakery.
- Great Chinese food.
- Great costumes.
- Great displays and opportunities to buy baking etc.
- Great educational experience for children.
- Great exhibits, live theatre, actors on the street, good food.
- Great family destination.
- Great for children and adults.
- Great layout, very user friendly.
- Great learning experience about its history.
- Great people.
- Great photos.
- Great picture of life at that time.
- Great place for all ages.
- Great place to learn of B.C.'s past.
- Great place to visit.
- Great shops.
- Great shows.
- Great shows at the theatre.
- Great staff.
- Great surroundings.
- Great theatre.
- Great theatre shows.
- Great tour guides.
- Great tourist guides.
- Guide.
- Guides excellent.
- Had a great time.
- Had good camping sites and parking for motorhomes.

- Hands on experiential learning for kids.
- Hands-on, e.g. gold panning, school classroom.
- Happy staff.
- Hard to find some areas i.e. cemetery.
- Hard work for adults.
- Hard working.
- Has a good variety of things to do and see.
- Healthy eating of the people that lived and worked there.
- Helpful caring staff.
- Helpfulness of interpreters.
- Histo.
- Historic buildings and the information provided about them.
- Historic displays.
- Historic look :)
- Historical costumes.
- Historical importance.
- Historical interest.
- Historical value to be learned and understood.
- Historically relevant.
- History acted out before you.
- History as it related to BC was very interesting.
- History in action.
- History you learn.
- History; seeing and hearing.
- Horse and buggy.
- Horse and carriage.
- Horse drawn wagons.
- Horse rides.
- Hours are on time (plays).
- Houses.
- How hardy and resourceful those folks were.
- How tough these early folks were.
- How well done the tour is.
- Human interest of how people lived in the past.
- I have been here 3 times over the past 35 years and enjoyed each visit.
- I hear nothing but complaints from the visitors about the cemetery I like the cemetery; so rich in history.
- I liked that you could see people working on buildings.
- I loved the history.
- I once knew the old timers of Barkerville. They were a fine bunch.
- I think of the people back then, and I feel so sentimental.
- I think that it is very good.
- Immersed in History.
- Influence of Barkerville Chinatown in Mainland China.
- Information about existence of on-site accommodation.
- Informational.
- Information panels do give lots of interesting information.
- Informative staff.
- Instructive and entertaining.
- Interacting with the actors and merchants.

- Interaction with the visitors.
- Interactions with those portraying the original people of that time.
- Interactive school (participation).
- Interesting.
- Interesting atmosphere- variety of experiences-employees usually outgoing and pleasant.
- Interesting commentaries.
- Interesting exhibits.
- Interesting experience.
- Interesting historic.
- Interesting info (2)
- Interesting overview movie/slide show.
- Interesting people.
- Interesting place.
- Interesting portrayal of mine engineering for the period.
- Interesting time.
- Interesting to a broad age range.
- Interpreters and musical shows.
- Interpreters, staff.
- It gives you a good idea what it was like living there in the goldrush.
- It is an excellent introduction to the history of BC.
- It is clean and artifacts are well described.
- It is just fun to go to and watch the performers.
- It is nice that people can have the opportunity to spend the night in Barkerville in the Bed and Breakfasts.
- It is part of our heritage.
- It is very clean and well looked after.
- It was a great time and a very positive experience.
- It was very informative.
- It's a lot of fun. I like the pets/ animals (cats) running around; it's welcoming.
- It's clean.
- It's realistic.
- It's not overdone/overpowering with tourist shops etc (like Banff, for example).
- Keeping with the times.
- Keeps the past alive.
- Kindness of visitor center reception.
- Knowledgeable people.
- Knowledgeable staff.
- Knowledgeable workers.
- Layout of buildings in town.
- Learn.
- Learned a lot.
- Learned about the history of my province.
- Learning.
- Like the people in period costumes.
- Like to walk into the houses and talk with the personal working there.
- Liked the people "in character".
- Liked the information with the buildings.
- Live action; gold panning, theatre.
- Live entertainment was great.

- Live museum.
- Lively (2).
- Livid in the old life theme.
- Local camping.
- Location, the real thing.
- Location in valley.
- Location of interest.
- Lots of activities.
- Lots of details.
- Lots of hands on attractions.
- Lots of historical information.
- Lots of items to see, lots of information to absorb.
- Lots of things to do.
- Lots to do and see.
- Lots to see (2).
- Love the court house show.
- Love the way history was acted out.
- Loved bed and breakfast experience.
- Loved the antiques, historic sites, goodies for sale.
- Loved the authentic restaurants/bakeries etc.
- Loved the horse draw carriage ride.
- Loved the life characters, especially the tour of cemetery.
- Loved the performance by 'Judge Matthew Begbie'.
- Low cost to enter.
- Maintaining town.
- Maintains the historic atmosphere.
- Making the present seem like the past.
- Many different attractions.
- Map.
- Most tourist guides were excellent.
- Mostly original.
- Movie on entrance hall.
- My son loved the gold panning.
- Natural setting.
- Neat.
- Neat displays in the houses.
- Need day-long bus tours from Quesnel.
- New saw mill going in.
- Nice atmosphere.
- Nice campsites.
- Nice fresh air.
- Nice historic buildings.
- Nice old town.
- Nice setting.
- Nice situation.
- Nice to feel part of the past.
- Nice way to spend a day.
- Nice weather.
- Nice working bakery and candy store.

- Nicely restored and organized.
- No cars allowed.
- No pressure from sales staff.
- No vehicles allowed in.
- Nostalgia.
- Not so busy.
- Not so many people during our trip - quiet place to be.
- Old (2).
- Old artifacts.
- Old building kept up.
- Old time dress.
- Old, kept up buildings.
- One is taken back in time.
- Open businesses as they were in those days.
- Opened our kids eyes to what life was like.
- Optimism.
- Original garments.
- Out of the way.
- Outstanding roles of staff in acting parts of pioneers.
- Panning for gold.
- Past.
- People having fun while working at their jobs.
- People in authentic costumes.
- People in period costumes, acting.
- People very friendly.
- People were charming.
- People who play the townsfolk.
- People working there were well informed of the area history. If someone did not have what you wanted they would always recommend where to get it.
- People, staff.
- Performers.
- Period costume and buildings.
- Period costume dress.
- Pioneer spirit, adaptive people, and a sense of community regardless of standing.
- Pleasant people.
- Pleasant staff.
- Pleased to see ongoing reconstruction of buildings.
- Plenty of things to do.
- Politeness of staff.
- Presentation of exhibits.
- Preservation of buildings.
- Preservation of the some of the buildings.
- Prices for a family are in tune with todays economy.
- Quiet, not too crowded.
- Raised sidewalks.
- Real people dressed up.
- Realistic.
- Realistic appearance.
- Realistic buildings.

- Realistic. You are doing a great job. Loved it!
- Reality itself displayed.
- Realizing what a big part of B.C.'s growth Barkerville was. How people came from around the world in search of gold.
- Really enjoyed the show and the actors.
- Reasonable admission.
- Reasonable entrance fees for multiple day stays.
- Reasonable prices.
- Rebuilding.
- Refurbished old buildings and riverbed main street.
- Relevant history.
- Relive the past.
- Remote, not near a big city.
- Restaurant.
- Restaurant fare good.
- Restoration feels authentic.
- Restoration work is well-done.
- Rides.
- Roaming townspeople.
- Rock hounding.
- Rustic.
- Rustic look.
- School house was strict, teacher was respected.
- School lessons with Mrs. Hart!
- See all on own time table.
- See how nature reclaims after man's presence is gone.
- Seeing how a gold rush built a community.
- Seemed authentic.
- Seems true to life.
- Shopkeepers dressed for the times.
- Shopping.
- Shops.
- Shops and bakery.
- Shops carried appropriate merchandise for site.
- Show.
- Showed the good and the bad times.
- Sitting in kitchen having tea and cake talking with actor.
- Size.
- Skills required to rebuild historic sites.
- Small community.
- So much history and well presented.
- So well done.
- Some people made good money for the hard work.
- Something for everyone.
- Souvenir shops.
- Speeches/'play'/musical'/character information was very well done and often funny.
- Staff and their shows on street.
- Staff very knowledgeable.
- Staff was friendly/helpful.

- Staff was phenomenal.
- Staff was very friendly and helpful.
- Staff was very helpful.
- Stagecoach ride.
- Stores.
- Stores and shopping, restaurants.
- Street actors.
- Street actors work into mid-September.
- Street characters are so fun to talk to.
- Street entertainers.
- Street entertainment.
- Street performer skits.
- Street performers.
- Streetscapes after closing.
- Strolling around the historic buildings.
- Strolling historians.
- Student prices.
- Sunday morning Church service.
- Taking your own time.
- Teaches history.
- That you could look and there was so much to explore.
- The accurate representation of life as it was 150 years ago.
- The actor/interpretive staff.
- The 'actors' are terrific.
- The actors; dressed up.
- The area was clean and absent of those accosting visitors in efforts of obtaining spare change.
- The authenticity of items for visitors to see.
- The bakery is FANTASTIC!!
- The beautiful, isolated location.
- The buildings and contents/features like the Cornish Wheel.
- The church and its contents.
- The coffee shop.
- The costumes and the live theater.
- The displays.
- The distinctive interiors of the buildings.
- The entertainment (shows).
- The food was very reasonable and delicious.
- The friendly period characters walking around the town, even live chickens.
- The guides fitting so well in their role that they become the person they portray.
- The historic site has a high level.
- The history and signage depicting it.
- The history comes alive.
- The history of BC, how it was relayed with knowledge and friendliness, etc.
- The hosts at Barkerville.
- The information given is very informative.
- The information that was given to us about the town and the people.
- The layout is awesome.
- The layout of the area.
- The location is absolutely gorgeous.

- The location is GORGEOUS!
- The maintenance of the buildings.
- The many children visiting.
- The out of province visitors.
- The people draw you back into time-interaction with the actors.
- The presentation at the Cornish Water Wheel...amusing and informative.
- The realistic qualities of displays.
- The refurbishing of the structural buildings, to maintain the history.
- The scenery.
- The setting as natural as possible.
- The shopping was special (the old country store effect).
- The sourdough bread/ and mercantile shops.
- The staff.
- The staff as a whole.
- The stores.
- The Theatre show.
- The theme dressed staff.
- The town was clean and the displays were impressive.
- The townsite depicted a real gold mining town.
- The true images of how people lived way back when in the gold towns.
- The uniqueness of the whole town.
- The visual experience is a strong one.
- The whole town; set up and functioning as such.
- Theatre group.
- Theatre is fun.
- Theatre, great.
- Theatre.
- There has been a concerted effort made in restoring the buildings.
- They are currently laying in the cemetery and deserve better from the town.
- Thoroughly enjoyed the picture we had done, dressing up in the time period.
- Time layout.
- To have more B&B's is a super delight. It adds to the experience if you enjoy history as we do.
- Tour guides.
- Tour of Chinatown.
- Tourist attraction for all ages.
- Tours on stage coach.
- Town.
- Town visually representative of that era.
- Tram driver gave a free ride to a woman with 5 kids back from courthouse.
- Unique stuff to do and buy.
- Upbeat.
- Uses old methods to repair/maintain the town to some extent.
- Valuable source of knowledge.
- Value for money.
- Variety.
- Variety of eating places.
- Very authentic, in particular the historical 're-enactments' which were entertaining, informative, and very well done.
- Very clean.

- Very friendly people are working there.
- Very friendly people working at Barkerville.
- Very friendly people.
- Very friendly staff.
- Very friendly.
- Very good actors.
- Very good shops.
- Very helpful staff.
- Very informative (2)
- Very interesting.
- Very interesting portrayal of the period in the town of Barkerville.
- Very interesting, especially open free masonic temple.
- Very nice people.
- Very realistic actors etc.
- Very realistic.
- Very unique.
- Very welcoming.
- Very well done.
- Very well maintained and clean.
- Viewing historic buildings.
- Village that is alive.
- Visual recreation of history.
- Wagon rides.
- Walk through history.
- Wandering chickens.
- Want to come back.
- Was interesting.
- Water wheel and other mining machinery.
- Waterwheel show.
- We enjoyed it.
- We felt that we were back in the days of the gold rush.
- We really enjoyed the water show, they were really funny.
- Wealth.
- Weather.
- Welcoming.
- Well kept.
- Well maintained.
- Well organized and clean, good food.
- Well organized/professional.
- Well planned.
- Well presented.
- Well preserved.
- Well preserved (restored) buildings.
- Well restored buildings (2)
- Well run.
- Well-researched.
- When we bought our tickets, one of the ladies gave us very much information about Barkerville.
- Whistle pigs! Whistle pigs!
- Wilderness.

- Will be back.
- Within reach from home.
- Wk hrs.
- Wonderful acting, e.g. water wheel and mining skit.
- Wonderful buildings and shops.
- Wonderful day.
- Wonderful shops.
- Wonderful theatre productions.
- Wonderful tours and exhibits.
- Wooden boardwalks.
- Workers' apparel.
- Working stores, restaurants, accommodations.
- You get a real glimpse into the past and it feels good.
- You got attractions the whole day.

Appendix G – Negative images/characteristics of Barkerville (open ended)

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

- A ladies hat and accessories shop.
- A little pricey.
- A long way off the main road.
- A lot of money.
- A real operating 'saloon' would be fun (allows kids).
- Actors talked very fast and were hard to understand.
- Add more residential buildings; originally were there more?
- Additional costs for gold panning and carriage rides.
- Amenities in Wells are somewhat lacking - e.g. restaurant choices.
- Bad weather.
- Bakery gets their breads mixed up; everything should be better marked.
- Bath rooms tricky to find.
- Bathrooms were hard to maneuver with handicapped stroller.
- Bathrooms; not enough spread out.
- Being at a high altitude, it tends to be wet and cold.
- Better camping.
- Better signage for the cemetery.
- Blacksmith projects too expensive.
- Boring.
- Bugs.
- Bugs, bugs, and more bugs.
- Camping facilities poor.
- Can't think of any.
- Can't think of any negatives.
- Can't think of anything negative!
- Cemetery has lost a lot of its original history.
- Changed this year with the street shows and costumes.
- Chinatown.
- Closed during winter.
- Closes too early.
- Cold.
- Cost.
- Cost too expensive for food & souvenirs.
- Could be perceived as boring, but I was not.
- Could have a bit more history documented.
- Could use a place for park setting for lunches.
- Could use more bathrooms (like on the pathway to the courthouse).
- Couldn't get close enough to see house contents, etc.
- Cuts by the government, decreasing the hours and events at the park.
- Did not have enough time.
- Did not know there was a place to spend the night there or we would have driven straight there the night before.
- Difficult to see some of the interiors due to crowds.
- Distance from a major center.
- Dry.
- Dust.
- Expensive.
- Expensive admission.

- Extensive travel to get there.
- Extra cost for sideshows.
- Extreme heat, no shade through town.
- Far to drive.
- Fear of bears.
- Food wasn't that great (we ate in a diner, very empty & quiet, not great tasting sandwiches).
- For me not enough time as we were travelling with others.
- Found food prices somewhat higher than normal.
- Geographical remoteness.
- Gift shop is somewhat cheesy.
- Gifts should be more local crafts.
- Gold panning appeared to be a rip-off. Would like to have a real experience of panning for gold.
- Had to leave our dog in the car and keep leaving attraction to check on him.
- Hard life of residents, environmental impact, and lack of respect for others.
- Hard to find a drink of water.
- Hard to find good restroom.
- Hard to schedule so you can see all to see, i.e. cemetery tour, court case.
- High entrance fee.
- Horse drawn rides were too costly.
- Hot.
- Hot & dry (we hit it on a day when it was 36 degrees out).
- Hotels in area fairly low end.
- I didn't like that the house that had female prostitutes referred to them as "sporting women"; call them what they were as this name could be confusing to children.
- I didn't like that you had to pay extra for the house rides.
- I do not know anything that was negative.
- I don't have anything negative to say about it. I really enjoyed my stay there.
- I found the friendliness of some of the merchants just a little cold, but I suppose after a long season of work, one is tired.
- I need to return to get more of what was offered.
- I thought there would be more actors performing. Very limited.
- I would like to see more shops open. Example, the barber shop so men could get haircuts the old fashioned way.
- In small towns the cemetery is a true reflection of the town-not good for this town and definitely shows no pride for the past.
- In the middle of nowhere.
- Inadequate camp facilities in April, May and October.
- Inadequate signage.
- It is a bit far off the main hi way.
- It is far.
- It is too bad that some good events are simultaneous.
- It shows the discrimination of the Asian Race in those times.
- It was hot that day and a bit windy so it was quite dusty.
- It was late in the season so not all items were open.
- Kind of creepy in some of those old buildings...
- Kind of expensive.
- Lack of animal clean up; horse.
- Lack of grocery/liquor available.
- Lack of help if your vehicle has concerns, Quesnel nearest service.

- Lack of parking for trailers.
- Lack of services in the area. I had to travel to Quesnel for a tank of propane for my trailer!!!
- Lack of signage.
- Lack of support by government.
- Lack of funding - too many unfinished/unopened buildings.
- Less waits for tours.
- Limited activities.
- Limited candy options in candy stores - more selection of time appropriate candy.
- Limited food options.
- Long drive.
- Lousy weather.
- Lunch was overpriced.
- Main entrance building takes away from the olden day look.
- Makes it very clear about the hardships those people endured.
- Many buildings locked and unavailable for viewing.
- Many buildings not put to good use - empty - could reflect on the lives of children, play, etc.
- Maybe could have some more RV sites with more services.
- Missed the Can-Can stage!
- More.
- More dinner options? (but could always go to Wells).
- More horses etc. not enough action, no horses tied up on the old roads or outside of building.
- More outdoor play areas for kids.
- More ramps needed, too many steps.
- More room needed for the large RVs.
- Mosquitoes and flies.
- Mosquitoes.
- Mud.
- Muddy if it rains, but there's no controlling that.
- Near end of season and a number were closed.
- Nearby accommodations could be better.
- Need a good restaurant.
- Need a place where you can sit and rest for a bit.
- Need another restaurant.
- Need more activities for children/teenagers.
- Need more picnic areas for lunch.
- Need more restaurants.
- Need more washrooms or perhaps just more signs.
- Needed more time - didn't know in advance how much there was to do.
- Needs to be livened up.
- No accommodations for pets. Many of us travel with pets and it's extremely hot to leave them in the vehicles in the summer.
- No activities at night.
- No antique shops.
- No campground or hostel available in the night in the off-season.
- No cell phone coverage.
- No cell service.
- No food.
- No fresh bread in bakery.
- No government funding.

- No life in China-town.
- No Mt. Biking in Barkerville.
- No negatives.
- No onsite restaurant (of size).
- No open buildings in China-town.
- No overnight parking outside of the Town for those of us with large 5th wheels, or trailers.
- No shuttle from campground.
- No water/power hookups at campsite.
- No.
- None.
- None that I can think of.
- None, all positive.
- Not.
- Not all parts of the town were open when we visited.
- Not easily accessible.
- Not enough for small children.
- Not enough garbage cans.
- Not enough hours in the day.
- Not enough information.
- Not enough kids activities.
- Not enough northern theatre.
- Not enough of the buildings restored.
- Not enough places to sit out of the sun.
- Not enough restaurants.
- Not enough sidewalks.
- Not enough time to visit all site.
- Not enough to see.
- Not enough washrooms.
- Not good accommodation nearby.
- Not good food.
- Not manned attractions at the beginning of the day.
- Not much activity.
- Not much going on.
- Not much to do other than pan gold.
- Not really friendly tones; was serious (no one smiled much).
- Not really wheelchair friendly.
- Not too much interest to young children.
- Nothing.
- Nothing negative to say!!
- Nothing that I remember.
- Off the beaten path.
- Only negative is one common to all museums/aquariums/art galleries. Perhaps a bit expensive for families, but I don't believe that can be helped.
- Only the buildings in the main street were pretty good maintained.
- Out of the way location.
- Parking problems.
- Part of the road leading to Barkerville could use more upgrading.
- Paying for the horse ride after paying to get in.
- Paying to get in.

- Perhaps a better recreation of some of the buildings to meet historical standard.
- Photography studio pictures were very disappointing.
- Portrayer was hard to understand, but he was the real thing.
- Possibly need more food choices.
- Post office closes at 2 pm.
- Pretty well shut down when we were there.
- Prices from this century.
- Prices in stores a bit high.
- Prostitution.
- Prov. Govt. lack of direct involvement in operating park.
- Provision of facilities for young children (toilet and rest areas).
- Public washrooms.
- Put in a few more benches please.
- Racism.
- Rain.
- Raised sidewalks not stroller friendly.
- Restroom.
- Road condition.
- Roads sometimes hard to walk in when pouring rain... but realistic.
- Schoolhouse was advertised; our kids were interested; some special group was there and we were told we could not enter.
- Separating Fort Steele from Barkerville season passes.
- Should be free. We already pay for such a service.
- Should have a working saloon.
- Show prices were quite expensive.
- Show we wanted to see was not on this day.
- Shows how easily they lost their gold as well.
- Slightly expensive.
- Some color to buildings, brighten the place up.
- Some doorways were not wide enough for handicapped strollers.
- Some Interac machines not working.
- Some staff were not practicing their character.
- Souvenir shop is a bit too expensive.
- Souvenirs made in China.
- Space.
- Staff unhappy & not staying in character.
- Stage coach ride not as good as I remembered.
- Stagecoach rides were too expensive for our family of six.
- That one of the workers trying to make a show throw water on our very expensive camera.
- The Barkerville cemetery was in very bad shape.
- The blacksmith did not wear a costume.
- The Chinese tour guide went on for too long.
- The cost of entry as a resident of Quesnel. We should not have to pay to go in and look around.
- The creek at the side of the site.
- The drive.
- The drive in; hate to have car problems.
- The entrance fee.
- The food at the Lung Duck Tong Restaurant was very disappointing.
- The free stories weren't timed very well with shows etc.

- The gas.
- The lackadaisical performance of the Park employees.
- The main street doesn't provide a good view of the buildings.
- The prices in the bakery went up significantly.
- The street actors should stay in 1870's.
- The town tour guide looks like state trooper.
- The towns cemetery is in abysmal shape.
- The weather, rain and cool temperature.
- Theatre group a little loud (on street).
- Theatre was closed when we went there.
- There is hardly any shady areas for parking if you have pets.
- There is nothing to be mentioned.
- This cemetery was in better shape when it was a near ghost town.
- Thought it a little boring.
- Timing of shows.
- Too far from home – unfortunately.
- Too far away for many to see from Greater Vancouver. As a teacher, I would love to take kids here to see it, especially Grade 5.
- Too far off the main road.
- Too many houses are not ready for viewing.
- Too many noticeable artifacts which do not date to the 1870s time period!
- Too much for one day.
- Too much walking for some.
- Too short.
- Tour of cemetery could be longer.
- Try as I might I can't think of anything else.
- Unsightly old mining areas near park entrance.(no restoration).
- Upkeep of graveyard.
- Used to be free entry.
- Very dusty.
- Visitor centre could have a historical theme.
- Visitor numbers seem to be dwindling.
- Walkways not safe; need handrails for elderly.
- Wanted to go on the tour with the Church minister as a guide but it was not as scheduled.
- Was awkward to find washrooms.
- Was hoping to see and be abused by Judge Begbie (as promised).
- Was surprised at the cost of photo, yikes.
- We came too early in the season, and didn't make it up the hill to the court house area. Wish it was open in the early part of June.
- We found a limited selection of items to eat (meal).
- We need to pick a day that is a bit cooler next time.
- We stayed at the Kelly house, the outside was dilapidated and in need of paint, flowers and the plumbing was plugged.
- Weather could have been better.
- Weather often poor.
- Were too early and missed some attractions opening later in the season.
- Winter setting in cool and wet.
- Would have liked to see authentic period food in the restaurants.
- Would have liked to have seen more actors on the streets.

- Would like to see more restoration in future.

Appendix H – Activities/Services/Attractions to see if Revisiting (open ended)

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

- A bank robbery of the period.
- A bar.
- A bit more street entertainment.
- A church service.
- A courthouse proceeding.
- A day in the life of Billy Barker tour.
- A dinner show.
- A good restaurant.
- A good RV campsite.
- A horse race of some kind.
- A horse ride to the court house.
- A hotel close by.
- A larger general store where one could purchase more items located in a general store (i.e. chips, pop, etc).
- A list of ALL activities going on that day.
- A musical play.
- A notice board for hikers to sign up for hikes (needing a partner).
- A play.
- A private home more open to serve just a piece of cake, pie, or cookies, with tea or coffee and milk for children. No more than that is served. The dining room atmosphere at the large table.
- A provincial campground.
- A real shaving barber, a real hammering blacksmith etc.
- A restaurant that served food of that era. (Homemade items).
- A shaded parking area for patrons with pets in their vehicles.
- A store or restaurant that serves period food at period prices.
- A theater presentation with a plot in the early afternoon, not later.
- A train to go to the other site.
- Ability to dress up during your stay...like the actors.
- Access to a dig.
- Access to the old mining site.
- Accommodation closer.
- Accompanied tours to the courthouse 2 km away, since I didn't want to go (just 2 of us) because of bears.
- Activities for small children.
- Actors.
- Actual gold panning in the creeks.
- Actual gold panning trip in the river.
- All interactive sites should be running.
- Allow non-flash pictures to be taken during shows.
- A lot more action.
- Amazing tales from Golden Trails.
- An old fashioned ball game.
- Another washroom facility (at other end).
- Antique store.
- Arts and crafts the people engaged in to make do.
- Asian actors in Chinese sector.
- Audience interactive theatre.

- Autumn festival.
- Avoid self-guided tour system.
- B&B cold beer.
- Bakery (2).
- Bannock or bread baking courses.
- Better after hours restaurants nearby.
- Better camping facilities.
- Better dinning.
- Better fishing opportunities.
- Better food services.
- Better local accommodation.
- Better restaurants (more family).
- Better services at the provincial campsite.
- Blacksmith area working.
- Blacksmith lessons.
- Blacksmithing.
- Bordello.
- Bowron Lakes (2).
- Bring back the outdoor stage and Can Can.
- Buggy rides to the cemetery. We missed this part of the town as it is separated.
- Campground with showers.
- Campground(s) with more services.
- Campgrounds within walking distance for large trailers.
- Can't think of anything--activities are all ready quite extensive.
- Casino.
- Cemetery needs to be cleaned up.
- Cemetery.
- Children's toys / play items - what did kids do then.
- Chinese section was closed during my visit.
- Clearer information on costs of shows at the entrance.
- Closer, better equipped campground (hook-ups).
- Combined tours including Wells and Bowron Provincial Park. It would make a fabulous 1 week vacation.
- Commercial recreation.
- Comparison between then and now.
- Competition for wake up Jakes.
- Complete guided tours by horse drawn wagon.
- Complimentary umbrellas.
- Continued historical building upgrades.
- Continued upgrading and/or restoration of structures.
- Cost of purchasing souvenirs and food more reasonable.
- Could have horseback guided riding tours.
- Court in session with Judge Begbie, not just storytelling.
- Courthouse (2).
- Demo using goldpan.
- Dialog as part of stage or wagon ride.
- Did not get to the Court House.
- Do a guided tour.
- Do a stage coach ride.

- Easier accesses for the older people. (Ones with canes and walkers).
- Ethnic restaurants.
- Evening entertainment - I was there in June and there was nothing to do in the evening.
- Excavate some gravel banks and show us the mining process.
- Expansion of town.
- Explore transportation with examples of boats, bikes, etc from the time period.
- Family rates for activities.
- First aid station more visible.
- Fishing.
- Food of the time served (samples).
- Food stores.
- Free fridge magnets, bookmarkers, or something else to return home with.
- Free ride to Richfield.
- Full service campground nearby (Wells).
- Get a sluice box working - really show visitors about gold mining.
- Ghost tours for adults.
- Go on the tours.
- Gold panning by the river.
- Gold panning.
- Good camp ground.
- Guided hiking backroad tours to places like Stanley, Van Winkle etc.
- Guided town tour.
- Handmade craft purchases.
- Hands on activities.
- Hard to do anything without destroying the historical aspect; would have liked more shade and cooling off areas.
- Hard to imagine something missing.
- Have a week in the year, where tourists dress for the period.
- Hiking tours.
- Historic action.
- Historic movies.
- Horse back riding (3).
- Horse cart ride south to the next town.
- Hotel, with period characters operating it.
- How the old braided rugs were made.
- I enjoy shopping. A shop that sells warm things to wear?
- I had a fabulous time, can't think of anything.
- I have not missed any service.
- I like it the way it is (2).
- I love it the way it is.
- I think all is great.
- I think the services and attractions are very adequate.
- I think there are enough attractions in the streets.
- I would like a few more choices for dining out.
- I would like to see more shows!
- I would like to see the saw mill in operation.
- I would love to be able to take my dogs for walks on the other side of Barkerville, up to Richfield. A trail that would allow LEASHED dogs would be very nice.
- I would love to see the water wheel going.

- I would spend time in the archives.
- I would stay in one of the on-site hotels and experience that.
- I wouldn't change a thing!
- If it is open, it should all be open. Too many stores/buildings had closed for the season.
- Information by headphone, as used in many museums.
- Info about the daily work in town.
- Interpreters
- It is OK as operated at present.
- It would be interesting to be there in summer.
- It looked like a ghost town not a lively tourist town to me!
- Jail house.
- Just clean up the gravesite.
- Keep campgrounds in better repair (no showers, need repair).
- Keep it just the way it is.
- Keep it like it is and make sure the historical facts are accurate.
- Kennel for our dogs so we could visit Barkerville.
- Kids stuff.
- Learn more about the influence the Chinese population had on the small town.
- Little confused at first; didn't realize that you could purchase food or it was just for play.
- Live street entertainment.
- Live theatre on gold rush days.
- Live theatre (3).
- Live theatre; we did not have time to do.
- Longer stage coach tour.
- Make street performance geared to educating kids on B.C. and Canadian history.
- Maybe a handheld piece that would tell you about the history if you wanted to walk around. I have seen these in Las Vegas (Shark Reef); just a thought.
- Maybe evening tours.
- Maybe guided tour, including graveyard.
- Maybe more places to sit outside and watch.
- Maybe more play acting in the streets.
- Maybe pony rides for children.
- Maybe something for smaller children.
- Menu at cafe was very limited.
- Might try to see Quesnel.
- More history on the fire that leveled the town.
- More (or 1 more) clean washroom along the main route.
- More about living, what did they eat, drink etc.
- More accommodations on site.
- More activities for kids.
- More actors doing things of the time; laundry, building repairs, put out a small smoking fire, run hose wagon.
- More actors on the street.
- More advertised/free guided tours on site.
- More animals for children to observe, i.e. petting zoo.
- More attraction for the many ATV that were in attendance in the parking lots that wanted to explore the area.
- More available restrooms.
- More B&B's - open longer.

- More buildings open.
- More children involvement.
- More choices for food/lunch.
- More courthouse shows (Judge Begley).
- More craftsmen at work and ability to purchase their wares.
- More development of the China town.
- More dining options, including picnic lunches and picnic site.
- More direct rides to Courthouse.
- More displays.
- More eating establishments - outdoors in the summer would be nice.
- More farm animals, i.e. chicken coops.
- More focus on the Barker claim site.
- More food choices.
- More food choices for special diets, and at a lower cost.
- More for kids and families.
- More frequent cemetery tours.
- More full serviced camp sites in camp grounds.
- More gardens (vegetable gardens like they used to be).
- More gold panning in a real creek.
- More grassy areas for rest.
- More guided tours.
- More handmade period merchandise (like Fort Steel has leather goods, candy, etc).
- More hands on activities (2).
- More hands on, if that is possible.
- More historical information on surrounding areas, e.g. Wells and Bowron Lakes.
- More history documented.
- More horseback riding.
- More horses in town, pulling wagons or horseback riders.
- More in depth presentations following and co-relating the gold rush with regard to the movement of the miners from California to Alaska. It would be interesting to follow particular 'characters'.
- More info on former residents.
- More info on the Chinese gardens.
- More information about gold digging.
- More information on what winter was like.
- More interaction.
- More interaction with historical characters.
- More interactive activities.
- More interactive experiences (i.e. sewing, baking, dancing).
- More kids programs.
- More live actors.
- More local art/crafts.
- More local story tellers.
- More miners in the street performances.
- More of a historic cemetery tour.
- More of the buildings open to walk through instead of looking through so many dirty windows that doesn't give you actual feelings of what it was like.
- More of those in the roles of the original people of that period.
- More old west shootouts.
- More on site history actors.

- More opportunity for volunteers to help in site maintenance (gardening, etc).
- More outdoor play area for kids.
- More outdoor seating.
- More over-night accommodation.
- More people dressed to the period of what made Barkerville- the gold rush.
- More places for snacks and meals.
- More places to rest.
- More places to sit down.
- More public washrooms.
- More restoration and interpretation of buildings.
- More retail outlets including restaurants and a bar.
- More retail services.
- More rides to the court house that don't cost extra.
- More rooms for overnight stays, we couldn't get one and stayed in Quesnel (during a Masonic meeting in Barkerville).
- More schedule shows.
- More services on the way.
- More shops.
- More shows.
- More souvenirs.
- More special events where tourist can take actor part in a historical setting.
- More staff in historic costume on street more often, not just in afternoon.
- More stage shows.
- More street actors getting involved in the visitors.
- More street events.
- More street performers with better promotion of times of location.
- More street performers (2)
- More street shows.
- More street skits.
- More stuff for kids.
- More theatre performances.
- More things for kids to do.
- More to do for kids.
- More 'townspeople'.
- More trailer parking.
- More walking trails near the townsite.
- More washrooms.
- Mountain Biking or Hiking.
- Multi-national fast food eatery (we brought our own lunch) - Subs, pizza, etc.
- Music, horses.
- Needed more washrooms.
- New shows.
- No it was very impressed with it all.
- No ladies hairdressing, how did they do their hair in those days?
- None it's great.
- None. It is fine.
- Not a thing that I could think of.
- Not have to pay to ride to courthouse.
- Not have to wait to a certain time to see shows.

- Not really sure. I was quite happy with the way it was.
- Not sure if many new service are required - quite adequate.
- OK as it is.
- Old fashioned bar
- Open a little later.
- Open China-town.
- Opening of more businesses of that time, to interact with.
- Or shaded area where we could park and leave dogs in truck.
- Pan for gold in the river.
- Panoramic views from hiking trails.
- People in period dress walking outdoors, on sidewalks, etc, greeting people, chatting with others.
- People who man the attractions, should be there from the beginning, when visitors start arriving.
- Perfect as is, thanks.
- Performance of theatre (I visited the wrong day).
- Perhaps another choice for eating.
- Perhaps more opportunity for elderly, or those with limited walking ability to get up past the town. These people also have extreme difficulty stepping into the stage coach. We saw some people who could not participate and thought it was too bad. We enjoyed it and so would have they.
- Perhaps some of the other displays 'working'.
- Perhaps you could do a tour of an actual/former mine site.
- Period characters acting out a 'shooting competition'.
- Personally would maybe have enjoyed a 'modern' fast food joint just outside the gates; again the food we had wasn't great (definitely not for one of the younger, fussy eaters we had with us); ice cream was wonderful, though!
- Picnic area (with shade) inside the town.
- Picnic tables and/or benches around townsite.
- Pictures giving aerial views of site and surrounding area in context.
- Plays.
- Please do not make it too commercial as it would spoil the concept.
- Possible mule or donkey camping tours into the surrounding area, pan for gold in the local streams.
- Prohibition of ATV's.
- Propane at the local gas station (the sign says they sell it, but they don't).
- Quesnel Lake.
- Radio show.
- Real saloon and/or bar.
- Re-establishing the Barkerview Trail; it's lovely, but needs work.
- Reflection of the hardship endured by unprepared prospectors.
- Relations with first nations in the area.
- Restaurant.
- Retail.
- Return of Mrs. Neates sewing room.
- Richfield Court House.
- Ride horses.
- Ride to the courthouse; walk is time consuming and difficult for seniors.
- Ride up to old Chinese grave yard.
- RV campsite close/Full services offered.
- Saloon.
- See everything in the program.
- See more residential homes, away from main street.

- See more shows.
- Seeing more performances.
- Short hiking trails out of town site.
- Shows at a more reasonable cost.
- Shuttle from campsite to Barkerville?
- Sign (large) information boards brown, white lettering.
- Small farm stock or petting zoo.
- Some open covered rain shelters.
- sorry - it was perfect.
- Sorry, can't think of any because we enjoyed what we saw and did. Scale and level of service/attraction was suitable and focus was local to region/B.C.
- Sorry, I have no idea; there was plenty to see and do.
- Souvenir shopping.
- Stage coach ride (5).
- Stage coach running later in day.
- Stage coach.
- Street musicians.
- Studying in a more detailed way.
- The cemetery.
- The court house.
- The friendly campground host.
- The interpreters should represent more of the pioneers/real people.
- The plays.
- The return of the End of the Trail Cowboy Festival, or similar. An occasional piano player where piano's exist to liven up atmosphere.
- The second street is more attractions.
- The sites across the river were unavailable.
- The stagecoach ride was fun but it would be nice to have buggy rides as well.
- The theatre; it was closed when we were there.
- The water wheel exhibit operated more frequently.
- Theater production.
- Theatre (5).
- Theatre production of the history.
- Theatre royal.
- Theatre Royale.
- Theatre show (2).
- There was already a wide choice...we ran out of time.
- To be more accessible to people with physical disabilities.
- Tour of the cemetery; we enjoyed visiting it but would have liked some historic comment.
- Tour trips to the judge's original location outside of the town.
- Town sheriff.
- Town tour (2).
- Trail rides in the surrounding area leaving from the town.
- Underground mine exhibit.
- Upkeep on the Chinese cemetery (fence).
- Wagon ride.
- Was satisfied with the way it is.
- Was satisfied with what was there. I wouldn't change anything about it.
- Was satisfied.

- Washroom facilities.
- Water fountains.
- Water stations.
- Water wheel was operating when I was there last – better.
- Water wheel.
- Way more actors portraying townspeople.
- We are very satisfied with the kind to present a historic site; we have no worries.
- We didn't even get through all that was there.
- We found it fairly difficult to find RV sites in this area.
- We missed the few attractions, theatre, courthouse, etc. Cannot comment.
- We somehow missed seeing the cemetery.
- We wanted to return to take in the shows the second day, but because the shows didn't begin until the afternoon we decided to continue our trip.
- We were kind of rushed and didn't spend enough time to really see what activities were there.
- We were not able to access stage ride; all booked.
- Where's the jail?
- Will revisit again soon - this time with my grandchildren to see the same sites and services.
- Woodworking shop.
- Working mine shaft.
- Working mining equip.
- Would like to see a shop for ladies with period hats, gloves, pins, cloth handbags, etc.
- Would like to see the barber shop, a real barber shop.
- Would there be any way to have some children activity? i.e. school students, children of residents, etc.

Appendix I - Other Heritage/Historical Attractions/Sites Visited (open-ended)

On this trip, did you visit any other museums, heritage or historical attractions/sites in British Columbia? If so, please specify where.

Comments from visitors to the Barkerville Historic Town are listed first, followed by those from the Quesnel Visitor Centre Reference Site.

Barkerville:

- 100 Mile House (3).
- 101 Miles House Heritage.
- 108 Mile House.
- 120 Mile House.
- 3 Valley Gap Ghost Town (2).
- A children's museum in Prince George.
- Ainsworth Hot Springs.
- Ancient Forest between Prince George and McBride (2).
- Barkerville.
- Beaver Lodge.
- Bella Coola.
- Bowron Lake area.
- Burns Lake Museum.
- But, we had just returned from 6 weeks travel with our RV across North America and had visited a number of historical sites on that trip (e.g. Upper Canada Village, Talliassen, Colonial Williamsburg, historic Boston, etc).
- Butchard Gardens.
- Butterfly World.
- Chemainus Museum.
- Chetwynd.
- Clinton.
- Cottonwood House (2).
- Cottonwood.
- Craig Darroch Castle.
- Creston.
- Dawson Creek (4).
- Dawson Creek Museum
- Doukhober Discovery Center, Stewart-Hyder.
- Earthen Dam Tines.
- Edmonton Legislative Library.
- Edmonton Provincial Archives.
- Fort Nelson (2).
- Fort St James (4).
- Fort St John Museum.
- Fort St John.
- Fort Steele (3).
- Gitanyow.
- Glass House Tour.
- Goats on Roof.
- Granisle Museum.
- Hat Creek Ranch (3).
- Hazelton (2).
- Heritage museum.
- Historic O'Keefe Ranch.
- Hope Historical Museum.

- Hope.
- Hyder AK.
- Jasper.
- K'San Historical Village (5).
- Kamloops municipal museum and archives.
- Kelowna.
- Kimberly.
- Kitimat (3).
- Kitwanga.
- Lava flow.
- Liand Hot Springs.
- McBride Train Station/Tourist Info Booth.
- Midway.
- Mile Zero Cairn.
- Minter Gardens.
- Morristown 1st Nation Museum.
- Mount Robson.
- Museum at Quesnel Visitor's Centre.
- Museum in Skidigate, Skedans.
- Museum in Smithers.
- Museum of Northern B.C., Prince Rupert.
- Museums in most small towns on trip.
- Nakusp.
- Native Centre.
- Native museum.
- Nazko Reservation.
- Peace River Dam.
- Port Edward Cannery.
- Port Hardy Museum.
- Pouce Coupe.
- Prince George (4).
- Prince George Two Rivers Gallery.
- Prince Rupert (3).
- Prince Rupert Fire Dept Museum.
- Prince Rupert Museum (2).
- Quadra Island.
- Quesnel Museum (3).
- Quesnel.
- Revelstoke Railway Museum.
- Roger's Pass.
- Skidegate Haida Heritage Centre.
- Smithers Museum.
- Sooke Region Museum.
- Stewart (2).
- Telegraph Creek.
- Terrace (2).
- The 108 Ranch.
- The Ancient Forest, east of Prince George.
- The three Hazeltons.

- Tlinget Heritage Centre.
- Town of Lytton.
- Train Mus Pr. Gr.
- Train Museum.
- Vancouver (2).
- Vancouver Art Gallery.
- Visitor Centre in Williams Lake; one of the best we have been in. Better use of tax dollars than the Olympics.
- Watson Lake (2).
- Wells (2).
- Wells Museum.
- William's Lake museums.
- Williams Lake (2).
- Yale Historical Museum.

Reference Site:

- 100 Mile Heritage Park.
- 100 Mile House (2).
- 108 Mile House attraction.
- 108 Ranch.
- 3 Valley Gap (2).
- 5 Finger Rapids.
- 8 day moose hunt.
- Alcan Hwy.
- Ancient forest, and market.
- Ancient Forest.
- Barkerville (2).
- Bennett Dam (2).
- Between Quesnel and Barkerville.
- Boating trip to Grizzly Refuge, Hyder (bear viewing).
- Burnaby Museum.
- Butchart Gardens (2).
- Chemanis.
- Chetwynd.
- Clinton Museum.
- Cottonwood Farm, the one on the way to Tweedsmuir, but it was on fire.
- Cottonwood House (4).
- Dawson Creek Art Gallery.
- Dawson Creek sites.
- Dawson Creek
- Dawson Creek (2).
- Duncan area RR trestle (Kinsol).
- Enchanted Forest.
- Every museum attraction on the way that interested us, 25-50 places.
- Forest and Railway Museum.
- Fort Nelson Museum.
- Fort St James (2).
- Ft St James; terrific experience.
- Haida Gwaii center in Skidigate.
- Haida Heritage Centre at Kaaylinagaay.
- Hat Creek Ranch.
- Hell's Gate (2).
- Historic Chilcotin Lodge.
- Historic Road House at 150 Mile Ranch.
- Hope RR tunnels.
- Huble Farm.
- Hudson's Hope museum.
- Hwy stops of interest.
- Jade Shop (Smithers Museum).
- K'San (4).
- Kettle Valley RR.
- Kitimat Village.
- Kitwaga Totem Village.

- Kitwan Kool.
- Liard Hot Springs (3).
- Likely B.C.
- Lillooet (2).
- Mile's Gate.
- Minter Gardens.
- Mt. Robson.
- Museum at Williams Lake.
- Museum in Clinton.
- Museum in Dawson Creek.
- Museum in Fort St John.
- Museum in Hazelton.
- Museum in Ksan.
- Museum in Lytton.
- Museum in Prince George.
- Museum in Quesnel (3).
- Museum in Stewart.
- Museum in Valemont.
- Museums at all small towns.
- Museums.
- New Hazelton.
- O'Keefe Ranch.
- Old growth forest between Prince George and Jasper.
- Oldtown and GHR.
- Painted Canyon, Chism.
- Park Trail with info Fraser River.
- Peace Canyon Dam.
- Port James.
- Prince George Forestry and Railroad Museum.
- Prince Rupert (2).
- Prince Rupert: museum and history.
- Quesnel (2).
- Quesnel Forks.
- Quesnel lumber industry, local museum, displays in parks.
- Quesnel Museum (5).
- Rafting resort, Lytton B.C.
- Road side marker.
- Sign posts.
- Skagway.
- Skeedans Historic Village (Haida Gwaii) (2).
- Skidigate Haida Museum.
- Spiral tunnels, Craigelachi, Fraser River.
- Stanley.
- Stopped to see Fort Alexandria as well on the drive though.
- The Alberni Valley Museum, Gitselasu.
- The First Nation, Moricetown.
- Totem poles.
- Tsimshian's
- Valemount museum.

- Vancouver Zoo.
- Visited old Hazelton.
- WAC Bennett Dam (2).
- Walked through the major towns, very interesting.
- Wells Provincial Park. Waterfalls.
- Wells.
- Whistler Aboriginal Museum.
- Yale church. 105(?) mile N of 100 Mile House.

Appendix J – Likelihood of Returning to Quesnel (open-ended)

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

Comments from visitors to the Barkerville Historic Town are listed first, followed by those from the Quesnel Visitor Centre Reference Site. Comments are listed by likelihood.

Barkerville:

Not likely at all:

- Distance; live in England.
- Many, many other areas in the world to visit too.
- Moved to south Okanagan.

Not likely:

- Been there, done that (2).
- Don't travel very much.
- Have been there many times.
- I've been several times.
- It is pretty expensive journey from Holland.
- Not much to offer attraction wise.
- Only one time trip enroute to MB.
- Someplace new.
- Unfortunately its location; to drive north we would go back, to travel to the east the distance from Barkerville to Jasper is huge having to drive to Prince George then east.
- Very long trip, getting old.
- Wanted to see northern B.C. once but would like to see other places in B.C. as well, i.e. Chilcotins, Okanagan, etc.

Somewhat likely:

- A long distance from Kelowna.
- A main artery to travel through to get to Northern B.C.
- Age is the barrier.
- Basically because of the scenery and wildlife and to check the changes at Barkerville.
- Beautiful area, so much we didn't have time to see.
- Because I am 81 years of age, I do have distant relatives; Beath family.
- Been there several times.
- Bring my wife.
- Busy family, lots of other interests.
- Depends on my health.
- Do not travel often.
- Found the area quite charming and wouldn't mind RVing here again.
- Good area for motorcycle touring.
- Good roads, great outdoor scenery, vast forestlands.
- Have other places to visit.
- I like the northern living. May retire in the area.

Somewhat likely:

(continued)

- I would like to paddle in Bowron Lake with friends, but it will be difficult to organize.
- It is very far for us to travel. Perhaps someday. We have told many friends about it and encouraged them to visit.
- Like to bring wife next time.
- Many other places on my list.
- Maybe visiting Barkerville again.
- Only to bring grandchildren in the future to Barkerville.
- Other places to visit.
- Route to Alaska.
- Too far from Salmon Arm to return frequently. Not much to do/see in Prince George to visit frequently.
- Unless I have company who want to go I probably won't drive up. However, if a bus tour goes, I may go.
- Visit horse ranches that have horses for sale and the tack stores.
- We liked the area and could return sometime, possibly on our way to the Prince George area.
- We liked the area in this part of B.C. and would like to spend more time here.
- We would like to go to Bowron Lake canoeing.

Likely:

- Agassiz.
- Barkerville.
- Beautiful area, visit friends, and explore Bowron Lake area.
- Beautiful scenery, lots to see. Great hospitality and friendly people.
- Driving around it is easy compared to Lower Mainland traffic. People were friendly and nature photo ops fantastic.
- Easily accessible and great lake country.
- Enjoy B.C. Interior.
- Enjoy it there.
- Family on route. Quiet. Open country, few people.
- Go back to Barkerville.
- Good experience.
- Great place to take visitors.
- Have relatives in area.
- History of area, friends, beauty of flowers in Quesnel.
- I like to drive, I like the wilderness, I like the scenery and the adventure, especially in northern B.C.
- I would like to return to Barkerville.
- It is too far for us; we live in France so we cannot go every year.
- Lots more to see that we didn't have time to.
- Love the area (including Cottonwood House, Barkerville, Bowron Lakes).
- Moose hunting.
- My husband and I enjoyed Barkerville and we'll probably go again someday.
- Nice area.

Likely:

(continued)

- Passing through.
- Spend more time to see more local attractions.
- The area is beautiful and the history is fascinating.
- There are so many other places we would like to go.
- There is a lot to see in the Quesnel area.
- There is still so much to see.
- There was a lot more to visit than we realized but ran out of time. We really enjoyed the region.
- This was our first time in this area and it's such a nice area of B.C. that we would like to see more.
- Travel to the coast at Bella Coola.
- Visiting family.
- Want to stay at Barkerville again.
- We enjoy that area.
- We enjoyed Billy Barker Days as well as having family and friends in the area.
- We have friends who live in Quesnel. In a few years we might like to revisit Barkerville and some other historic sites.
- We just had such a good time.
- We like the area.
- We like to do shorter trips closer to home.
- We pass through on our way to PG 5-6x per year. Also have relatives working there, so the possibility of doing Barkerville again is very high.
- We usually drive to my mom's in Houston and Quesnel is on the way. We certainly will go to Barkerville area again.
- We want to see more of the Quesnel area and especially have more time for Barkerville.
- We would like to do the Bowron Lake trip when our kids are older.
- Would come back for the Arts Wells Festival and to see Barkerville again.
- Would like to go farther up past Prince George.
- Would like to redo the Bowron Lakes chain. May want to attend the same Masonic event some other time.
- Would like to take family and friends.

Very likely:

- Barkerville is an annual trip I make each year.
- Barkerville remains a go-to destination (soft spot); mingle with people with similar interests.
- Beautiful areas, lots of camping.
- Camping in provincial parks.
- Close to home. Lots to do and explore.
- Enjoy the area.
- Enjoyed the experience, like to repeat it.
- Family in area, possible retirement location.
- Family in PG and Ft St John.
- Family in PG.
- Family living in area.
- Friends, work, travel.

Very likely:

(continued)

- Hopefully to go back to Barkerville for another holiday.
- I come back every year (support my province), tourism.
- I hunt, like the area, and relatives nearby.
- I live here and love it here.
- I'm a Friend of Barkerville.
- It is halfway to Vancouver for us, so sleepover is always in Quesnel.
- It is our half way mark to Tumbler Ridge, so this will be a stop over to visit friends and camp.
- It's an annual trip for a group of us. We've also gone to Bowron Lake several times.
- Live in area.
- Live in Quesnel.
- Lovely town and scenery.
- Lovely town, clean and enjoyable. Good walking and picnic areas.
- My brother lives there.
- My children and grandchildren enjoy the Barkerville experience.
- On route.
- Our oldest son lives there.
- Our son lives in Quesnel.
- So pleasant.
- The Quesnel area provides the family with memorable vacation experience year after year.
- There's always more to see and experience.
- This is an annual event for us.
- To explore the area more.
- Very nice area.
- Visit friends.
- We enjoyed Barkerville, and it is close to friends.
- We like to tour different parts of the area.
- We really enjoy all the attractions, old buildings, costumes, plays, and a day in the past.
- Will see Barkerville again, family in the area.
- Would like to enjoy it with other friends.

Reference Site:

Not likely at all:

- Been through there, won't be travelling that far again.
- I have driven the AK highway 10 times now. I'm fine with never doing so again.
- Our next trip will be by airplane, the roads were too rough in the upper part of B.C. Did a lot of damage to our recreational vehicle.
- Too far away.
- Unless we are visiting friends again.
- We saw all there was to see and would most likely go elsewhere.

Not likely:

- Don't plan to travel to Alaska again.
- Family lives north and south of this area, therefore it is just a pass through.
- Have no plans to return to that area of B.C.
- I live near Williams Lake about 1.5 hours drive and everything I need is there. Same type of town as Quesnel.
- Lack of mountains and forest.
- Maybe with visitors who're interested. We have so much more of B.C. to see.
- Only in Canada for twelve months. Too many other places to go.
- Too many other places to see.
- Would return to visit friends or business, not likely for leisure.

Somewhat likely:

- Because we would be passing through on future trips to Alaska.
- Close proximity, nice countryside, friendly people, enjoyed Barker Days fun.
- Enjoyed the area but didn't manage to do much beyond biking.
- Enjoyed trip, weather, explore other sites in area.
- Fishing.
- Have relatives living in the area.
- Have to do a 10 km walk in Yellowknife to complete walks in every province/territory.
- I really liked the Quesnel area; however, there are lots of other places in B.C. that I would like to visit such as the Kootenays, so I probably won't be back to Quesnel for a long time.
- In passing through.
- Interesting area.
- It would only be to go possibly to the museum. Quesnel is only in the middle of our trip home so wouldn't spend time, just passing through.
- It would probably be on our way to somewhere else, as we don't know anyone in Quesnel. I would make an effort to go to Barkerville, which I have heard about fairly often.

Somewhat likely:

(continued)

- It's beautiful and on the way to so many other lovely places.
- It's on the route to the Lower Mainland from the Yukon.
- Many other places to visit in Canada.
- May go back to Williams Lake for more mountain biking. If so, will visit friends in Quesnel.
- Next time to visit Barkerville again and do more fishing.
- On the main road we travel, good RV parks, good restaurants, proximity to Bowron Lakes.
- Only my second time in area. Want to explore further. Like the type of area.
- Our visit was too hurried.
- Perhaps to revisit Barkerville.
- Possibly for a fishing trip at some time in the future.
- Relatives in area.
- Relatives in the area.
- The area is clean and full of history.
- To spend more time in the area rather than in Wells and Barkerville.
- Visit relatives.
- We have a lot more places to see.
- We will probably make a trip to Barkerville in the future.
- We would still like to go further north, one year.
- Will depend on health.
- Would like to do more outdoor activities, i.e. Bowron Lakes.
- Would like to see Barkerville.

Likely:

- Another beautiful part of B.C.
- Beautiful area.
- Beautiful scenery, friendly people, relaxing area.
- Driving north.
- Enjoyed Barkerville and Quesnel. Only spent part of day but would enjoy spending more time there.
- Friends live there, nice area.
- Friends live there. Great climbing and hiking.
- Good camping at 10 Mile Lake and it is on the way when travelling north.
- Good canoeing, visit Barkerville regularly.
- Good experiences all around.
- Good provisional camps.
- I like to travel to the north part of B.C.
- I pass this way going other places.
- It is on route to family.
- It is very nice and between lots of places we travel to.
- Like the farmer's market and Robert's Roost RV park and the golfing.
- Liked the people and area.
- Lot more to see.
- Lots to do, and friendly people.
- Loved it.

Likely:

(continued)

- More surrounding country we wish to explore in Quesnel and Williams Lake area.
- Nice area, good lakes for canoeing, campgrounds not busy.
- Plan to go north to Fort Nelson, Alaska/Yukon, Atlin/Prince Rupert, etc.
- Quesnel is a beautiful town.
- Relatives live there, good fishing opportunity, and good 4x4 opportunity.
- Relatives reside there. Spent time as a child in the Quesnel area.
- This is our 3rd time in Quesnel.
- To visit cousin.
- Travel through going to Lower Mainland; have friends there.
- Very nice place and may retire there.
- Very pretty town, people friendly.
- Was there during Billy Barker Days and family had a lot of fun.
- We like the Barkerville area.
- We will probably like to tour Barkerville again and stay overnight in Quesnel.
- Would like to take other family members to Barkerville.

Very likely:

- After going through the magazine, we would like to “mosey through HooDoo country” and visit his dad again.
- Beautiful area, not as crowded as the Okanagan/Thompson/Nicola region. Lots to see and do outdoors, plus we have a mountain biking/Barkerville visit trip planned for next summer.
- Beautiful area. Love the rivers and fur trade/gold rush history.
- Beautiful country.
- Family lives up north and this is our travel route. We’ve been all over this country for 15 years and love it.
- Going to Prince George for Christmas and plan to stay in Quesnel area for 1 night.
- I am always touring.
- I will bring our boat next time to fish on Quesnel Lake, and more mountain biking. I would also like to canoe the Bowron Lake. Also, I would like to cross country ski around Barkerville again.
- It is a place that I had planned spending time in on my trip but I was not able to find the time. I definitely want to go back as it looked like a lovely place.
- Just loved it, that’s why we had to come back.
- Love Barkerville. Friends in PG.
- Love central local; travel all over, e.g. Williams Lake, Horsefly, etc in a day. Great rodeo and people.
- Love that spot.
- Loved it there, very nice city, nice scenic countryside.
- Loved it.
- Loved town and area.
- Nice area to visit.
- Nice town on the way with a nice museum and good shopping.
- Pass through Quesnel on our way down south to visit family.

Very likely:

(continued)

- Quesnel is a wonderful area we went the year before stayed in Quesnel saw the fire hydrants and Barkerville. Many people in Prince George probably stopped in Barkerville on the way down and enjoyed it.
- This has turned into a family annual event giving 88 year old mother time with family where she spent a good deal of her adult life.
- This is a beautiful area and there is still more to explore.
- To see everything in Wells and Barkerville I need a min of 5 days.
- Visit family.
- Visit people I know going through.
- Want to return to Barkerville (probably on Canada Day). Theatre was great!
- We always felt comfortable in our hotel, met nice people and stayed in a very nice surrounding with a lot of possibilities to discover nature to spot wild animals.
- We enjoyed scenery and liked Barkerville.
- We go to Barkerville and Prince George every year.
- We had a wonderful trip, can't wait to go back.
- We have friends there. We like the area. This trip did not allow a long enough visit.
- We like Billy Barker Days/Rodeo/Parade.
- We like to snowmobile in the Wells/Barkerville/Yanks Park Area.
- We visit Prince George approx 4x/year and often stop in Quesnel to eat (lovely A&W) and walk the river walk.
- We would like to extend our stay and visit other areas, including Quesnel.

Appendix K – Satisfaction with trip to British Columbia (open-ended)

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

Comments from visitors to the Barkerville Historic Town are listed first, followed by those from the Quesnel Visitor Centre Reference Site. Comments are listed by level of satisfaction.

Barkerville:

Very dissatisfied:

- B.C was a whole new experience for us. We should have had more time.
- The Barkerville cemetery was in terrible shape; weeds, etc, not looked after, worst conditions in the 60 years that I have been going there. My mother is buried there. I understand that new groups will take on the maintenance for next year. This should be monitored by Tourism B.C. and the Gov.

Somewhat dissatisfied:

- Need one place to get info, too many places on internet with little or no info.
- Not enough things to do in Prince George.
- There as a lot of construction on the highway.
- Too expensive. Rest stops are not kept clean.
- We do not enjoy paying \$20 for forest service sites which do not offer any more than a picnic table.

Neither satisfied nor dissatisfied:

- Good weather.
- I live here.

Somewhat satisfied:

- Based on my time I saw enough.
- Good highways with lots of rest stops.
- Had lots of fun. Enjoyed family and friends company.
- I found it interesting.
- Information and services readily available.
- Weather was good. Camping sites were pretty good except in Kamloops.

Very satisfied:

- Always feel welcome.
- Appreciate views of nature and preservation of nature and history.
- Awesome, we loved it. Your camp grounds are excellent and well spaced; there was no problem. Thank you.
- B.C. is beautiful, great too. Try and see it all one day.
- B.C. is beautiful. We have travelled the world and love B.C.
- Barkerville was well worth the drive and made up for any other shortcomings.
- Beautiful B.C. plus was born in B.C.
- Beautiful country, lots to do.
- Beautiful province.
- Beautiful scenery with diverse eco-systems. The kids enjoyed it.
- Beautiful scenery, lots to see. Great hospitality and friendly people.
- Best area in the world and I live in B.C.
- Breathtaking scenery, exceptional historic sites, and met wonderful characters.

Very satisfied:

(continued)

- Cleanliness, friendliness, interesting attractions, magnificent scenery and wildlife.
- Enjoyed the experience, like to repeat it.
- Enjoyed the scenery, the people and all the sites we visited.
- Every day was a new adventure. We had a blast!
- Every town or city we visited was our first, but not our last.
- Everything was perfect and when some difficulties appeared (with the broken car for instance) people were so helpful that the problem was not one.
- Everything was perfect: the weather, the attractions, etc.
- Everything went well. Disappointed in not having a fire at the campsite, but we understood why.
- Everything went well; beautiful weather, beautiful scenery.
- Friendly people all through Interior, good accommodation, good roads.
- Friendly people, lots of camping.
- Friendly, courteous people.
- Good area for motorcycle touring, good roads and scenery.
- Good camping with the grandkids.
- Good experience: food, people, history, hunting, weather.
- Good provincial parks, great camping and fishing area.
- Good weather, not too many travelling during week.
- Great country.
- Great nature, beautiful campgrounds, nice people.
- Great outdoor experience and interesting history.
- Great to be in the outdoors paddling and camping.
- Great trip, good experience.
- Had a great time.
- Had great time.
- Had no problems at all.
- Highlights: Barkerville, Smithers, Ferry Inside Passage, Campbell River.
- History
- I am retired and now have time to travel. B.C. is home. I have not seen enough of it.
- I just wish I could have stayed longer.
- I live here and love the province. This trip opened my eyes to new parts of B.C.
- I live here.
- I loved seeing everything.
- I was born here. I am satisfied.
- I'm from Quesnel and have always enjoyed the people of Barkerville, and the effort the Gov't and locals put into keep it going.
- Improved road conditions allowing for safe destination travel.
- It has a lot to offer and they are within driving distance from each other.
- It is a beautiful province; mountains, lakes, wildlife. We were thrilled to see bears in their natural habitat.
- It is beautiful and interesting. We have always travelled in the region where we lived and feel that Canada offers a different but complimentary experience to visiting Europe. We are continuously delighted with what there is to see and learn.
- It was a birthday gift to our daughter and a wonderful experience.
- It was fascinating to discover new territory and I loved the places I went.
- It was one of my best holidays ever.

Very satisfied:

(continued)

- It was very fun for our family.
- It was what I wanted to do; explore new territory and I did it. What's not to like?
- Lots to see and do, beautiful scenery, and lovely places to RV.
- Love B.C., great place. Lots of interesting history and beautiful scenery. So many different kinds of scenery.
- Love travelling in B.C. more than anywhere else.
- Love your CG's, provincial parks. People are a lot friendlier than AK and the States.
- Lovely trip all around.
- Met expectations.
- Most beautiful area on earth.
- Nice campsites, good info at visitor center.
- Northern living is so much more relaxed the Van, West Coast.
- Outstanding scenery. Friendly people, very good food, and relaxed driving experience.
- People, scenery; all efficient and interesting.
- Relaxing trip.
- Resident.
- Roads are in good condition, bathrooms are open. Not so in fall and winter; all bathrooms are closed.
- Roads were well kept and well marked.
- Scenery, new places, camping.
- So many sights to see. Beautiful scenery.
- So much to do in Barkerville!
- Spending a week with my good wife.
- The ferry to Prince Rupert was very comfortable. Friendly people on our travel. Beautiful country.
- The girls planned a good trip at little cost for a senior.
- The people were very friendly, but the fishing stank.
- The road was closed to get to our destination (William Lake) because of flooding and thanks to the visitor information centre they directed us to a place to camp that helped make it a most enjoyable holiday.
- The scenery is incomparable in our way of thinking.
- The scenery, and helpful and friendly people.
- Very beautiful and nice people.
- Visiting family.
- We are British Columbians.
- We did and saw what we'd planned and enjoyed every minute of this trip.
- We enjoy going and seeing different areas of our province.
- We have a beautiful province.
- We just wanted to take a convenient circle trip tour in B.C.
- We live in a beautiful province and camping in BC is a wonderful experience.
- We live in the most beautiful province in Canada.
- We love our province, spend time in our parks every chance we get. This year it was the National Parks in Alberta that got our tourism time.
- We were happy with travelling in our RV.
- We were the first time in Canada; the trip through B.C. was very nice and beautiful.
- Weather was terrific. Got to visit many friends and family along our trip. Travel was relaxing without too many schedules to keep.
- When you live in paradise, how could you not be very satisfied?
- Wonderful scenery, so different from Prairies.

Reference Site:

Somewhat dissatisfied:

- Choices for eating out were somewhat limited.
- Did not like buying gas. Led to some embarrassing incidents.
- Hotel was a bit run down, pool was disgusting, good staff.
- Not enough inexpensive camp sites. \$19/night for tenting is unreasonable.
- Noticed that not very good signage directing people to museum and tourist centre. Sign right at turn off; should be more notice. I am B.C. (Cariboo) resident; overall, B.C. signage not very good.
- Rude people, women mostly.
- Taxes keep going up and the service gets less.
- The camp grounds closed Sept 1, hard to find some RV up north.
- There are many attractions in B.C., but provincially maintained amenities are falling behind demand. There needs to be more rest stops and camp sites.

Neither satisfied nor dissatisfied:

- I live in the vicinity and have for years.
- Our main focus for our trip was Bella Coola which was very disappointing, but we found many new things that I will focus on next time.

Somewhat satisfied:

- Beautiful country!
- I was happy to see some new areas of B.C. I was sorry to see that wild animals are not more protected by fencing, tunnels, etc from that extremely busy highway.
- It is interesting how the rest lives.
- No complaints.
- Outdoor scenery and options.
- Signage at several day parks was difficult to interpret re: dog on leash permitted or not permitted (unclear).

Very satisfied:

- A great event for us especially the nature and the people.
- Accomplished what we set out to see and do.
- All provincial campgrounds were closed north of Quesnel after Labour Day. Weather beautiful and warm.
- Awesome scenery, friendly people.
- Beautiful scenery, great provincial parks for camping.
- Beautiful, lots of wildlife.
- Beauty, friendliness, accommodations, parks, lakesides, ease of travel.
- Born in B.C. Great province for scenery.

Very satisfied:

(continued)

- Did all we planned on, plus a bit more.
- Enjoy travelling B.C. territory the most.
- Enjoy visiting parks and highways that are not overpopulated; can still view some of nature.
- Enjoyed lakes, fishing, camping in variety of situations and places.
- Everything went well. Hiking was excellent.
- Good accommodations, good weather, very nice holiday.
- Good weather, friendly people.
- Good weather.
- Great meal and visit with friends.
- Great scenery, reasonable access to rest stops.
- Great weather and great company.
- Had a wonderful time on our tour.
- Having not been in northern B.C. before was a new experience.
- How can you not be happy travelling in such a gorgeous province?
- I have friends and family in B.C. (lovely and beautiful province). I have the resources to vacation modestly there with friends/family to do it with.
- I liked their tourist bureau.
- I live in B.C. and think it is a great place.
- It fulfilled many of the desires to live much of our history.
- It is a beautiful and varied province.
- It is the most beautiful place in North America.
- Love everything about B.C.
- Love the scenery, appreciated friendly people in hotel and at restaurants.
- Never was up to the area before.
- No issues, it was a lovely trip.
- Other than some of the roads in upper B.C.
- Our trip was through some beautiful country that we had not seen for several years.
- Overall pleasant trip.
- Plenty of provincial support for visitors.
- Really enjoyed Terrace area and Lake Else Prov Park.
- Relaxing and pleasant.
- So many great things to see and do.
- So much to see, felt safe everywhere we went. Friendly people everywhere we went.
- Space and nature. Wildlife.
- The new ferry from Prince Rupert to Port Hardy was great.
- The scenery is beautiful, highways are good, and weather very nice.
- Though I would have liked to have made more time to visit Barkerville, and if we'd gone on a different weekend we could have lined up better with a music performance or even festival in Wells. Next time!
- Variety of towns, scenery, reasonable prices, roads good and not congested. People friendly.
- Very beautiful scenery and we have lots of friends and relatives in B.C.
- Very nice weather, very friendly people and helpful.
- Visited family, enjoyed our trip.
- Visited with all the people we planned to.
- We enjoy natural settings; B.C. has it all.

Very satisfied:

(continued)

- We especially liked listening to the actors who explained life in Barkerville, i.e. the mine at the waterwheel.
- We experienced what we had planned and all went well and our expectations were realized.
- We had a good time.
- We love our province for travel. We have everything in B.C.
- What's not to love about this beautiful province of ours. I was able to see more of it on this trip. Places I've never been before.
- Wonderful weather and kids had lots of fun.

Appendix L – General Comments from Intercept Survey Participants

Comments have been included for the insights they may provide.

Is there anything else you would like to tell us about your experience at Barkerville Historic Town?
(Barkerville Respondents)

Is there anything you would like to tell us about your time in Quesnel?
(Reference Site Respondents)

Comments from visitors to the Barkerville Historic Town are listed first, followed by those from the Quesnel Visitor Centre Reference Site.

Barkerville:

- A good exhibition of gold panning such as we saw at the Quesnel Forks Mining Festival on our way to Barkerville would have added a lot to the experience. One employee standing around some dirty water boxes helping you sift a pan didn't seem like much.
- A great place to visit and a gem in BC.
- A very friendly place. I always tell people to visit. Fantastic actors and great food.
- A very pleasant, enjoyable experience.
- All I would like to say is we had a very enjoyable full day at Barkerville. Two adults and two late teenagers (17 and 19) all enjoying our day. This is my mother's experience when she went in 2007. My experience is absolutely identical.
- All in all it was a wonderful experience.
- All in all, it was great fun! Although, it seems to be getting ever more commercialized with each visit! It somehow seems to be less about the history, and more about being a Theme Park! What will I find upon my next visit?
- Always enjoy the trip to Barkerville and visit 3 times a season. Really enjoy the Theatre Royal entertainment, great for everyone.
- Availability of more educational resources for teachers to take back to their classrooms would be nice. Better signage for distance/time to talk to the courthouse; we missed the performance because we didn't allow enough time.
- Barkerville is a gem. Our camping experience was not great. Showers out of order 3 days. Like all B.C. Parks, closed too early and not open early enough.
- Barkerville was a great experience. We would have returned for a second day. The school and the teacher, Mrs. Hill, was a very memorable experience. We attended the class and it was very enjoyable.
- Barkerville well exceeded our expectations - it's a real class act!
- Beautiful site, we all very much enjoyed it.
- Been there with my parents, now with my kids, and someday my kids will take their kids.
- Before this trip, my wife and I stayed at the old hotel; great experience.
- Being one of the first to arrive in the morning we were very disappointed at the trash in the parking lot. First impression.
- Better than it was expected should have stayed 1 day longer.
- Close friend living in UK could be relative of Billy Barker.
- Didn't meet the standard that I had envisioned.
- Encourage continued use of town.
- Enjoyed the visit, but probably would not return unless taking grandchildren, etc.
- Everything's ok.
- Excellent experience.
- Fabulous. Children experienced history first hand and truly learned about the time period. We have been a number of times in the past and it just keeps getting better.
- Generally always interesting and portrays a history of the gold rush.
- Good.
- Good family fun. Thank you.
- Good time, enjoyed entire visit.
- Good time, out of the way for a day trip from Edmonton, roads getting better. Need to get the word out to Northern Alberta.
- Got heat stroke; water station.
- Great.
- Great experience, would recommend it.

- Great fun.
- Great time (2)
- Had a great time (2).
- I did enjoy the time there and hope to make it back again.
- I didn't think I would enjoy it as much as I did. It was fun. Barkerville impressed me, so I would recommend it to others.
- I enjoyed the experience and information provided. I could spend many hours viewing accurate depictions of pioneer life. Well done.
- I found it interesting the second time around. The actors were wonderful and their portrayal of the characters was great. Information about the cemetery was wonderful (not witnessed the first time). Even my grandchildren seemed to enjoy it.
- I had a really good time and found everyone quite friendly. I went there for the 7 summits race which seems to be growing in participant numbers every year so it may be worth your while to become more involved in helping this race get exposure.
- I had my first big date with my boyfriend in Barkerville almost 2 years ago. It was so much fun, and relaxing for us. We packed a lunch and head out. The drive was beautiful and when we arrived it was like we were going back in time.
- I have always loved the displays and live street drama that unfolds in Barkerville. Also the Theatre Royal and Judge Begbie. Perhaps more of these folks wandering the streets and an actual working mine shaft??? would be nice.
- I have been there several times before and enjoy it every time.
- I have been to Barkerville numerous times, in fact I was there 50 yrs ago, one hour after it opened officially. And it's only getting better.
- I have been twice.
- I have been visiting Barkerville since the 1960s and I always enjoy the adventure.
- I have never been dissatisfied with my visits. I've always come back, learning more and new experiences. Also different events I've quite enjoyed. Great place for our children and grandchildren.
- I have visited many times years ago, I was surprised at the cost of entrance now.
- I highly enjoyed Barkerville, again; my fourth time. Need more washrooms.
- I love July 1st special day with the parade, cake. I have won the nail driving contest twice, so I want to go back and defend my title!
- I really enjoyed it and recommend it to my friends and family.
- I really enjoyed myself.
- I think Barkerville is one of BC's hidden gems and I hope it stays open and operation fully for many years to come!! I have been going there since I was a little kid and I worked there for a summer and I still find something new every time I go there.
- I think I have said enough. However, if the people that are employed in Barkerville want to stay employed they best take pride in the historical past. The Europeans that visit just shake their heads in shame when they visit the Barkerville gravesite.
- I wanted information on James and William Wattie. The receptionist Mandy found an article in a book. Dwayne at archives printed me pictures and article about James.
- I was really disappointed with it. I raise horses and farm and thought I was going to see a lot more activity and action, music and shows but all was quiet and the buildings were closed up a lot of them and not a lot for kids to do there. It was very dull.
- I was there as part of a class trip from UNBC, and the extra stuff that the staff did for our class was amazing. Especially the curator coming and talking to us about his work, and giving us a tour of the archives, and I'd especially enjoyed our tour.
- I was thoroughly impressed by Barkerville and would recommend it to anyone.
- Barkerville's setting is gorgeous. It is a historical treasure located in BC's wilderness. It is clean and well maintained. The prices of the merchandise is reasonable.

- I went to Barkerville last June with a group of 15 ladies from Prince George. We are part of a walking group in PG and do an 'away' trip somewhere each year. We booked both of the B&B's in Barkerville for our group, as well as some hotel rooms.
- I will be going again for another trip when my son is older. Will stay longer than. Would like to explore outside of the fort next time.
- I would go back.
- I've been there many times and just love it. It is like I have stepped back in time. I love the smell of the wood stoves.
- I've enjoyed it very much and if ever in the area would like to see it again and perhaps bring others to see it.
- I've never thought it was going to be so perfect before we were there. We actually choose to go to Barkerville for our youngest child (she is 8 years old) and actually we all enjoyed it so much it has been one of the best during our trip.
- Important to maintain this important Cariboo Heritage site.
- In spite of having lived in B.C. over 43 years, this was the first time I visited Barkerville. I loved it! We'll definitely be back, this time prepared with a list of what we want to see and do, using the booklet with a list of all buildings as a guide.
- Info about Barkerville, Bowron Lake, Cottonwood House in abundance locally, not enough in the rest of the country. Even in the Peace Country (relatively close by) most people have never heard about Barkerville. When told, most of them will visit Barkerville.
- It had been 25 years since we had visited and so saw many positive changes as far as the additional buildings. Would love to hear more stories of the individuals who actually lived there. Found the entry fee to be a bit expensive.
- It has shown me how we in Canada as a whole, ignore our historical value and the non upkeep of a lot of our history whether it be churches or any other types of buildings. We should be more like Europe with its historical sites and buildings.
- It is a FABULOUS piece of British Columbia history and EVERYTHING that can be done to preserve it SHOULD be done. We are extremely fortunate to have something this amazing in our province. This is worldwide history in our own backyard.
- It is important to protect our heritage and recognize our pioneers and the Town does a good job of providing that information to the visitors.
- It was a good trip and was very interesting to look at the history of the area.
- It was a great trip and would tell friends and family to do it.
- It was a nice day, very entertaining & it brought back memories of where I grew up especially the school & the church.
- It was a nice warm day and I remember taking my children when they were small and the things we did, they always enjoyed being picked to ring the bell at the show.
- It was a very pleasant time. I wish we had more time to spend there. We will definitely return to Barkerville!
- It was a very positive and enjoyable experience and we especially enjoyed the live theatre show and china town tour. Note, the stage coach ride was incredible. It could have been longer. All in all it was a great experience. We plan on returning.
- It was a very positive experience. The kids really enjoyed the town, especially my 7 year old son. I would definitely recommend this to other families that we know.
- It was a wonderful day, we enjoyed it very much.
- It was a wonderful trip and the reason for our stay in Quesnel!
- It was a worthwhile detour off my main route and I would recommend it to others.
- It was a very enjoyable day. The actors were very knowledgeable and helpful.
- It was absolutely fantastic.
- It was an enjoyable day.

- It was an interesting and very fun holiday weekend. Adults and kids in our family had fun.
- It was cool and raining when we were there, but we still enjoyed walking through the site. Our party of 4 were the only spectators in the Richmond Courthouse, but the presentation was put on as if they had a full house. The actors were very good. We enjoyed it very much.
- It was enjoyable and enjoyed the walking and how large of grounds it was on.
- It was enjoyable for grandsons, parents, and grandma.
- It was fantastic! My cousins from Norway declared it to be the most interesting place ever. As a British Columbian who had been there before, I was really impressed by the staff. Everyone was so kind and helpful.
- It was fun but I don't think I would drive all that way again to go there.
- It was great and showed in a nice way how life at that time was!
- It was great wish we had more time.
- It was nice to see everything as it was back then.
- It was quite enjoyable. Changed a lot since we'd been before.
- It was the most amazing part of our trip and we will visit again.
- It was very enjoyable. I know the camping was separate, but it should be marked better as to what size of an R.V. you could park and where.
- It was very interesting and educational. The people acting out the roles of the original characters were very friendly, pleasant and informative and knew considerable information about their characters.
- It was very interesting.
- It was well worth the trip to the location.
- It was well worth the trip.
- It was wonderful and I will return next year.
- It was wonderful and really worth the trip.
- It was wonderful, I really enjoyed it. It was our honeymoon and it is what I chose over all other attractions in BC.
- It's a great place to be ;-).
- It's an excellent attraction, it looks like a great deal of work has gone into developing and maintaining the site. I've told a lot of friends about the great trip we had there, I hope you get lots of visitors and keep going for years to come.
- It's difficult to find Barkerville Historic Town on internet.
- It's too bad that most of our visitors (we live in Williams Lake) haven't heard of Barkerville and often haven't left the time in their itinerary to make the trip. I really think one needs 1 1/2 days for Barkerville and half a day for Wells.
- I've been there several times over the years and in many ways it has improved and it certainly has expanded. I feel that at present it is a bit too glamorized, not as crude as it undoubtedly was in the gold rush days.
- I've been to Barkerville three times - once just after it opened - again in the late 70's and finally - last summer. It was great to see how the town has evolved yet stayed the same. Great entertainment and dining.
- I've been wanting to go there for a long time, it lived up to my expectations, in spite of the pouring rain, hail, thunderstorm.
- Living in Price George - we regularly visit Barkerville and make a point of taking overseas visitors as well. We were pleased to see ongoing reconstruction. In the past 2 years there have been pre-season tours by the Theatre Royal Troupe.
- Just had a good time ' really liked some of the informal conversations we had with the historic actors . - the informal part was the most enjoyable.
- Just it was a fantastic experience.

- Just loved the whole place and how it is fixed up so that it is as natural as a place as it was when it was a boom town. I have been gold mining my whole life and my mom and dad had a claim on Antler Creek during the 1960's so it was really interesting.
- Just that I will attend again. Even after walking the length of the town, both sides, there is always something more to see and learn.
- Just that we had a very informative and pleasant time in Barkerville and was impressed by the quality and attention to detail of the actors. Very well done!!!! Thank You.
- Just that we loved it and will come again.
- Keep it alive - more promotion, locally and internationally. Feature fact that Barkerville was second largest city west of Chicago and North of San Francisco in the 1860s'.
- Keep up the good work, hope to return again and have more time now that I have had a taste. It was a nice surprise as it wasn't on our itinerary but so worth the sidetrip!
- Keep up the good work.
- Like to know it isn't a one day sightseeing. Need at least 2, better 3, days to visit.
- Living in Quesnel for 30 years, I was able to go often to Barkerville. I've hiked up to Ground Hog Lake more than once, have always found Barkerville to be clean, and entertaining. I love the fresh mountain air. It's one of my favourite places.
- Love the wildlife on the trip out: grizzly bear, black bear, caribou, deer and small animals.
- Loved it.
- Loved it! We are a family of four with two boys 10 and 7. Everyone had a great time. We did it all over two full days. We have told everyone at home how much fun we had. It was excellent value. The people working at Barkerville and at the campsite were super.
- Loved it!!!! So much more than 15 years ago.
- Loved it. One of the best ghost towns I have ever been to.
- Loved the history and the demonstrations e.g. the lady lighting the wood stove/oven in the kitchen, etc.
- Most of the clerks etc. in the shops were very accommodating and pleasant.
- My family has been going to Barkerville every other year for over 40 years and we still enjoy it each time.
- My father was from the same city in China where most of the Barkerville Chinese came from and this made our visit more meaningful. We take the time to visit Chinatowns in all of the cities we travel to. We explore towns like Cumberland and Moosejaw.
- My kids were pleasantly surprised how much they liked the town. They enjoyed the tour guides and liked getting dressed up for an old town photo. This we found expensive but did it anyways. It is a nice souvenir.
- Need at least two days to see all performances.
- No (3).
- No, generally satisfied and hope to return next year for longer period.
- No, it's always good.
- No, not really, other than the fact I would recommend it to my friends and family. Thank you for giving us a wonderful memory.
- No. This was a wonderful experience. I wish that we were there when the theatre was open. I missed the show.
- No, all in all it was an informative and entertaining time.
- Nope.
- Not really that I can remember-----it was 6 months ago!!
- Not sure exactly what we were expecting, but found it very boring especially for our children 9 and 16 years old.
- Only that I would recommend it to anyone I meet.

- Other than how impressed I was. I had heard about it before but was not prepared for how much history there was. I thoroughly enjoyed my short time and plan at some point to get back there. The town and the surrounding area has a great deal to offer.
- Our experience at Barkerville was far better than expected. It was truly educational and well worth the visit. Having just travelled through the wilderness by canoe for 6 days, it was the perfect end to our trip.
- Our experience is to take more time for visiting Barkerville.
- Our family has been returning yearly to Barkerville for over 30 years. Going to Barkerville annually has become a family tradition included in our annual camping trip to Bowron Lake from the Lower Mainland. Our experiences have always been positive.
- Our family visits Barkerville twice a year and we absolutely love everything about the town. We love the history, we love the culture, and we love how the actors really make what Barkerville was at that time real.
- Our visit was at the end of the season and it felt like the town was really winding down. We would like to return again earlier in the season.
- Overall experience was very enjoyable but disappointed in number of buildings not open at the time of visit.
- Overall very enjoyable. Thanks a lot to Barkerville!
- Presentation at Betty Wendle House was exceptionally good.
- Staff very friendly and courteous. Well Done.
- Staying alive.
- The Barkerville cemetery was in terrible shape; weeds, etc, not looked after, worst conditions in the 60 years that I have been going there. My mother is buried there. I understand that new groups will take on the maintenance for next year. This should be monitored by Tourism B.C. and the Gov.
- The China Town tour was not done by an actor, and was the absolutely the best tour we have ever taken with more info about Barkerville and immigration of Chinese than we have heard before. This lady loves her real work (historian) and those visiting come away the winners.
- The day in Barkerville was every fun hours worth. It was a great day.
- The entertainers wandering the streets added to the atmosphere and depiction of the times.
- The family had an awesome time. They are still talking about it in Dec.
- The first four times we went it was free. Kids enjoyed gold panning in the creek by the campsite.
- The food at the oriental restaurant was wonderful as well as the staff. I truly enjoyed the character actors strolling the streets. Your staff at the entrance was very helpful.
- The government needs to financially support this very historic park. This is an integral part of BC's history, and it needs to be operational for generations to come.
- The man or caretaker at the campsite outside of Barkerville wasn't too friendly.
- The people working there were very friendly and memorable. The China Town is very interesting.
- The post office was really nice and the lady there was very efficient and friendly.
- The rain let up, the actors and people working were very friendly, we took our time and were there for eight hours. Barkerville was a great place to visit and we would go back.
- The road to Barkerville really needs fixing. Very rough for a lot of travellers, especially with RVs.
- The town is in very good shape.
- The weather was beautiful. The shop keepers were friendly.
- The whole experience at Barkerville was better than I expected. I was pleasantly surprised.
- The whole family of 5 enjoyed the experience - (three daughters, 12, 8 and 5). My biggest regret was that I didn't realize how much there was to do in Barkerville, and we would have gotten up there sooner in our vacation if we had known.
- There is a very rough trail that runs along the mountain edge, just above the Barkerville town that allows a very unique view of the town, and, if developed, could be suitable for a 'dog walk' trail.
- This area is a wealth of historic information. Our government should properly support these venues.

- This is my second time to Barkerville - I like seeing what it took to live in the early years - going to make this trip again but going to take the back road this time - when shopping for souvenirs, would like to see made in Barkerville.
- This was my third trip in three years with different parties, including with my two young adult children. All trips were excellent. We were tenting and driving the gravel back roads, which gave some context to the excitement of Barkerville.
- This was our third visit to the town and will return again.
- Thoroughly enjoyed it. Was very impressed with the displays and the information provided at each site. The interaction of the people employed as townsfolk was a nice touch. We enjoyed talking to them. Had a lot of fun having our picture taken.
- Took us 3½ hours to do walking up and down town and in and out of each building; enough for us seniors.
- Tourism girl was very pleasant and efficient.
- Unfortunately we were passing through and were unable to spend a lot of time.
- Unfortunately, because we live in Edmonton, Alberta, we had been spoiled by Fort Edmonton Park. I guess we all expected the kind of activities that happen there on a regular basis. I really would have liked more of this in Barkerville.
- Unfortunately, we came at the end of the season so several shops and buildings were closed. It would have been nice if they had stayed open until the season end.
- Very enjoyable and would like the gates to remain open longer.
- Very enjoyable experience.
- Very good till thunder and rain came.
- Very good.
- Very pleasant.
- Was not an awesome experience for all the advertising.
- Was there on business as my wife is a tour director for incoming tours from Germany, Austria and England.
- We absolutely loved it! I couldn't talk enough about it when we returned home. I think that old Quebec City could learn some tips from Barkerville (went to QC in 2008). Distance is only problem for people. Perhaps flights in?
- We all enjoyed the time spent in Barkerville.
- We all had a great time, even our 5 year olds enjoyed it, especially the theatre.
- We are from The Netherlands. All we have seen and heard was new for us. It gave us a good impression of the difficult way of living in those days.
- We are going back next summer to spend more days there.
- We are sorry we didn't spend enough time to see everything there. Also we came too late in the season and some things were already closed.
- We came a week before the end of the season, but does the stage coach make a run up to Richfield to take in Judge Begbie's courts? The coach would wait to bring passengers back down to Barkerville. I spoke to some younger elders who thought the walk was too long for them but would have liked to see Judge Begbie in the courthouse as opposed to the church. I have been to Barkerville many times and I feel sad when I leave. I guess it's because I have a strong feeling for that era. It's very Victorian, which I like so much. Loved the little school house experience. Even though it was raining and cool, Barkerville is a great place to see.
- We enjoyed Barkerville. It felt very authentic.
- We enjoyed every moment.
- We enjoyed our trip.
- We enjoyed the history and characters but think there should be more to bring the town alive.
- We enjoyed the parade and the games they had for the kids (July 2).

- We enjoyed the town and hope to once again return in the near future. I was very interested in the history of the area, but the same could not be said of my son.
- We enjoyed the trip into the past, strolling around and observing the life. We nearly didn't go as it was quite a way off our route. Can only say we are pleased we did make the detour. It would have been a shame to miss Barkerville. Have already recommended our friends to visit if ever in the area.
- We enjoyed walking the town again, seeing the horses and stage coach. The Cornish waterwheel presentation was lots of fun as was the little schoolhouse. It was nice to see that more historic houses have been brought to the town for better preservation.
- We four went to school; very good! Being older seniors, it reminded us somewhat of our school days in the country.
- We had a fantastic time in Barkerville. We learned a great deal about the history of BC as well as gold mining. Our kids were able to tie together figures such as Judge Begbie between this trip, and a trip to Victoria later in July.
- We had a great day there, even with the heat. We happened to be in the area as my husband had temporary work in Quesnel. Both he & I had been as kids 30+ years ago so when the opportunity arose, we gladly took it (and we're happy we did!).
- We had a great time but found things a little pricey! Would like to maybe try it on a hot sunny day. The day we were there it hailed and I know you can't control the weather but it was end of June the 30th!!
- We had a great time with our family. Everyone was friendly and there was a lot for us to do.
- We had a lot of fun.
- We had a lot of fun that day, thanks.
- We had a very good experience. We met people from many different places, with everyone being friendly. I have 2 other people I met, now we are e-mail friends. There are ideas we toss around, ideas to meet and possibly to go together and spend time in Barkerville.
- We had a wonderful time, my daughter and myself, we will come back and visit for sure!
- We had an awesome time. We stayed at Lowhee Campground which was nice and close and it had showers! I like old items and I was in my glory seeing them there. It was neat being able to take part in a church service at the Anglican Church.
- We had fun exploring parts of Barkerville that we missed during our 2007 trip to the area.
- We had fun, we will definitely return.
- We had our two granddaughters with us and they thought it was totally awesome; for teenage girls they were extremely interested in how things 'used to be'; and thought it would be awesome to have lived in those days!
- We have been going there for years and every time we go, we do the same things. We love it and will continue to go there and take part in our Barkerville rituals. The only thing I can suggest would be to make sure there is an ATM machine.
- We have been to Barkerville twice in the last few years.
- We have visited many historic villages/forts/sites across Canada and in other countries but really, really enjoyed this one. It is truly a gem.
- We just didn't allow enough time for us to see everything.
- We loved it and would go back if we ever made it up that way again. I think the cemetery seemed almost a separate attraction, we just happened upon it while taking our dog for a stroll.
- We loved it! Could have stayed longer than the 2 days we spent there. So many interesting activities; great street interpretations. Thank you!
- We loved it, recommended it to our friends and family. Our kids, aged 6 and 10 loved it, we did too. It was nice to experience authentic life as it was during the late 1800's. We have travelled all around BC and the history of BC is greatly linked.
- We played scrabble with Belgians and our daughter was enchanted by school and would have attended daily.

- We really enjoyed it.
- We really enjoyed our experience at Barkerville. Don't make it any more touristy - that would spoil it. Leave it the way it is, it's great.
- We really enjoyed our time and would highly recommend it to others. It was a great experience.
- We really enjoyed our visit although it was not the first we enjoy something new and different each time we visit.
- We really enjoyed the Courthouse theatre. It was so much fun and very informative. The whole town and scenery is beautiful.
- We stayed in the St. George hotel, it was fantastic, we loved staying there, and being able to wander the town at first light, meeting other people from all over, England, Chilliwack, Ontario, it was amazing. We loved 'Frank, the flying cat'.
- We thoroughly enjoyed our time there--everyone was friendly and informative.
- We thoroughly enjoyed ourselves and will be back in a couple of years with grand-children.
- We thoroughly enjoyed the visit. Keep up the good work!
- We travelled through many parts of BC and found this to be a lovely area. Scenery is fabulous, services and facilities were of high standard, our only concern was finding RV accommodation for two vehicles, each of 40 feet.
- We usually stay at a local B&B and have found that the Kelly house experience is fantastic! The interpreters are wonderful, and the laid back atmosphere is amazing. Keep up the good work!
- We visited Barkerville in the 60ties. The road in was rough and the townsite was open and unorganized. Now the road in is good, and the town is organized to handle the masses.
- We were limited by age and the fact my wife could not walk too far. We would have liked to spend more time to take in a few more activities.
- We were on our way south from Alaska to Vancouver and stopped in at interesting places en route, like Barkerville.
- We were there after high season so not everything was in full swing.
- We will definitely be back when our boys are older! They loved it.
- We would like to go back someday. I have been raving about Barkerville to family and friends. I appreciate the fact that the provincial government had the foresight to declare Barkerville a historical town back in 1958 and saw the value of this place.
- We've lived in B.C. for almost 32 yrs and have had many friends and family go to Barkerville and tell us how enjoyable it was. I'm so glad we finally went and look forward to going again and will definitely recommend it to others.
- Well done!
- Well, I'm sure I'll be returning sometime again with other people to show them what it's like there.
- We've been in Fort St. James too. The people there gave us very much the idea, that we were visitors from another time and knew nothing about life in the 19th and the beginning of the 20th century.
- Will bring back friends from England.
- Will highly recommend it to others.
- Wonderful place; recommend to our friends and family.

Reference Site:

- Accommodation was not as it was represented on website.
- Always enjoy Quesnel. Admire all the flowers along streets.
- Barkerville is a pleasure to experience.
- Beautiful rose garden at museum and tourist centre.
- Better signage and info for hiking trails and more info on Wells Gray Provincial Park would have been nice.
- Billy Barker Days very entertaining.
- Clean.
- Did see the pinnacles.
- Easy to get around. Clean, beautiful landscape. Interesting downtown and river walks.
- Enjoyed our visit with friends.
- Enjoyed the overall area.
- Friendly tourism spot at Visitor Centre. I needed info on travelling in the Chilcotin; RV and access to Churn Creek protected area. They had no info, and suggested that Williams Lake would have info, but we didn't want to go there for info; too far from PG.
- Great town, beautiful area, awesome bakery. Plan on being back for the biking next year (thanks to the tips from the Wells locals and the bike shop guys in Quesnel) and to see Barkerville. I've recommended the Bowron Trip to all my friends.
- Have visited Quesnel numerous times. First time to ever visit Quesnel museum; very impressed.
- I really enjoy Quesnel; friendly, clean, nice people.
- I was impressed with beautiful flowers and clean town. Loved the Spray Park and Japanese place.
- I would have liked to spend more time there, just relaxing and touring around.
- If you give me a job I will move out there.
- Interesting/beautiful country, relaxing, peaceful.
- It just felt like a nice town, and pretty location. Most other communities on our trip (Prince George, Williams Lake, etc) didn't hold any special appeal. We loved the provincial camp ground at 10 Mile Lake, just outside of Quesnel.
- It was very relaxing and we all had fun including my 4½ year old daughter, so it's a great location for a family trip.
- Just a rest stop en route to Smithers.
- Just love the town.
- Lots to do, and friendly people.
- Loved it. Thanks for the great time had.
- Loved the feeling of the place. Easy to get about and seemed to have everything we needed.
- Loved the painted fire hydrants and walkway by river.
- Made welcome at visitor's center.
- Mandy doll still freaks me out.
- Nice.
- Nice area.
- Nice to back and visit old friends and familiar places.
- Nice, clean.
- No (3).
- Nope.
- Not really, but it was a nice little town, with a great GM dealership.
- People at tourist office were friendly and helpful. It was during Billy Barker Days; very crowded and noisy and we chose to move on to Wells/Barkerville.

- Pleasant area to travel through. May not have stayed two nights if we did not plan to go to Barkerville.
- Pleasant tour with friendly people and good food.
- Quesnel is a very pretty town in the summer. You can almost get gold fever. We would like to explore more of the back roads.
- Quesnel is a well-tended, attractive town.
- Quesnel people were always friendly and helpful.
- Really enjoyed the museum and the friendly welcome there.
- Stopped to visit the Visitor Center and view the flowers on the way into and out of Wells.
- The downtown area has really been spruced up since our last visit. Visitor centre people were very helpful.
- The flower gardens were lovely. Museum the very best.
- The flowers the city has around town are always spectacular.
- The people we met were very friendly. The weather was not too good, but we had a lot of fun.
- The Quesnel Museum is the best museum. The signage along the river walk; very informative. The food at the Wee Chippy; wonderful. The owner of RV park was rude.
- The roads in the old town are confusing.
- The towns of B.C. have really spent money on beautiful flowers and grassed areas for tourist and locals to enjoy; very inviting.
- The weather could have been dryer and warmer.
- Thoroughly enjoyed ourselves. The ladies in the visitor centre were friendly and helpful.
- Too short. We'll have to go back and spend more time in the museum, not to mention golf courses.
- Very convenient for a brief stop and shop. Haven't spent time in the area.
- Very enjoyable and interesting.
- Very enjoyable.
- Very friendly/helpful at visitor centre.
- Very nice people.
- Visitor center useful and friendly. Made arrangements.
- Visitor Center was helpful.
- Visitor centre and museum staff very helpful. Camped at 10 mile Lake Prov Park. Would have stayed closer if municipal campsite was available.
- Walking along the Fraser River was nice, and the campground at 10 Mile Lake was very nice. Quesnel had lots of flowers, always a welcoming sight.
- We always enjoy the river walk and are glad there is somewhere so pleasant to walk. Having pleasant, safe places to walk in any B.C. town is #1 for us. We stay at Talisman; nice setting and good service. Friendly people!
- We appreciated the low distance to the Bowron Lake area. Every time in Quesnel the Talisman Inn was our home away from home.
- We basically visited relatives and had short walks by the river.
- We enjoyed our visit to Quesnel, and feel you have a very nice town.
- We found it attractive and accommodating.
- We happened there during Billy Barker days (not planned) and very impressed with the fair the town puts on.
- We have stayed in Quesnel area a few times and always enjoyed our stay.
- We just passed through as no one at home.
- We just passed through.
- We live in NB and took this trip during a 3 month stay in Port Hardy, B.C. Enjoyed the scenery and the differences from the coast.
- We love the visitor centre; helpful staff, great gift shop and super museum.
- We really enjoyed our time at 10 Mile Lake Prov. Park, and we attended our first rodeo in Quesnel.

- We truly enjoy the market and keeping in touch with old school friends.
- We weren't there long enough.
- We will return. This trip was planned as a trip to Vanderhoof not as a meander through the province.
- We would have liked better camping facilities.
- We would have planned to camp but the camp site was closed.
- You have a very nice visitor info centre.
- You have the very best museum I have ever visited; it was outstanding. I applaud your efforts.

Appendix M – Trip Advisor vs. Canada Select (open-ended)

Below is a Canada Select rating for the same accommodation property, this is the type of rating you would normally see in a visitor /travel guide. This particular type of rating provided the hotel with a 3.5 star rating (see red arrow).

Which of the two ratings, Trip Advisor Rating (4.5 out of 5) or Canada Select Rating (3 out of 5, see above), would influence you more if you were considering booking this accommodation? Why?

Comments from selected Trip Advisor Rating are listed first, followed by those who selected Canada Select Rating and then those who did not know.

Trip Advisor:

- 4.5 rating tells me someone had strong feelings, whereas 3 means they were somewhat ambivalent.
- A more personal view with the Trip Advisor... they were sharing their actual experience.
- A review by a person who has used the accommodation is the best source.
- Because the comments are made in person as opposed to being edited.
- Because you are hearing from people who have actually stayed there. The Canada Select rating is based on the services provided.
- Believe that Trip Advisor is better rating, because of the people that stayed there said the service was exceptional during their weekend stay. Their rating would appear to be more fair.
- Better presentation.
- Canada Select Rating does not give any input as to the personal experience. It lists everything in a manner that other advertisements have done as well. I appreciate hearing from others on a more personal level. They have had a hands-on, that is more.
- Describes amenities available, someone else's enjoyment or experience is subjective.
- Easier to read and understand. Canada one too cluttered.
- Experience of a significant number of real people. I find them pretty reliable. The only hotel I've stayed in that had a poor rating on Trip Advisor was terrible in every aspect!
- Feel like it is more from a tourist point of view and I trust their comments.
- Higher rating and have heard more about Trip Advisor.
- Higher rating.
- Higher rating....would like to see the comments, to make my final decision though.
- I am much more familiar with Trip Advisor. I travel a great deal and I always check with Trip Advisor. I can't say the same about Canada Select Rating.
- I am not familiar with Canada Select.
- I can read the individual posts and get a better overall view of the rated offering. They also show the age grouping of the reviewers and I can relate to that.
- I do think Trip Advisor is a good source and individuals give the ratings.
- I don't really know how the Canada Select Rating works. It is easier to understand what the 'average Joe' is looking for, particularly when they expand on why or why not some place was suitable or not.
- I don't really notice the Canada Select Rating as much as the Trip Advisor. If I choose something based on a rating I would prefer a system like Trip Advisors. It shows more.
- I guess 4 out of 5 sounds better.
- I have found Trip Advisor to be more accurate as it is based on actual reviews, as where the Canada Select seems to be more on the property amenities.
- I have found Trip Advisor to be more current and based on actual experiences. My experience with Canada Select is the information is sometimes out of date or misleading.
- I have used this before and found it a good reliable source.
- I like that Canada select says what's included, but it doesn't have comments from other previous consumers.
- I see visitor/travel guide reviews as based on one person's (or a small group's) opinion. I also am never sure what biases there are in those ratings. I tend to use them as a guide, but my decisions are much more based on Trip Advisor reviews.
- I think I'd choose based on the opinion of an individual who actually experienced the hotel.
- I would assume the Trip Advisor rating is based on actual visits by consumers and that Canada Select was one individual rating an establishment possibly just on the amenities and not even on a visit.
- I would be able to read people's comments on Trip Advisor and so I would get a better sense of what people were happy with and what they weren't. Sometimes people comment on things that I don't really care about.

- I would just choose trip because they can usually compare better to other places.
- I would wonder how much Canada Select was influenced by the corporations they were reviewing (sponsorships, advertising, etc) and would take a review of an average person using the accommodation instead. Also, you get a sense of the kind of people.
- Independent, user based reviews. Sorry, Canada Select looks like something someone paid for.
- Individual comments that have nothing to do with the hotel personally. More honest.
- International rating.
- Isn't the Trip Advisor Rating rated by many people and their individual experience and the Canada Select Rating done by the research/opinion of only a few people?
- It is not so important what kind of things the property has - it is more important how the stuff works (cleanness rooms, friendly stuff, noisy area).
- It is rated by people who stayed at the hotel.
- It tells me if the hotel is working, not just what stuff they have.
- It's the higher number that gives one the perception that it's better.
- It's viewed by people that have been there recently.
- Larger sample of reviews.
- Like personal contact.
- Like to plan ahead.
- Looks more thorough.
- Many people I know use Trip Advisor.
- More commentary.
- More detail in consumer reviews.
- More info, actual customer reviews.
- More is better.
- More usability and more information.
- Most people gave it the higher rating. But Canada Select is nearly the same.
- My experience has been that Trip advisor tends to be more accurate than Canada Select.
- Never heard of Canada Select. Have used Trip Advisor in past.
- Non biased reviews although everyone has different things that turn them on.
- Personal experience of 42 guests, including families, are probably more reliable than standard ratings of 'tourism experts'.
- Personal observation by non-professional peers comes closer to giving me a true picture, I feel.
- Personally Rating is always a day rating. The other day it could be better or worst.
- Rated by people that have actually stayed at these accommodations.
- Reviews from other travellers help you choose a good hotel!
- Surveyed results over the opinion of one person or group.
- The look of the website was more appealing.
- The number seems quite a bit higher.
- The Trip Advisor deals with opinions of those who have stayed there. This one is 'selling' the accommodation and therefore lists all the amenities, not the actual comfort, treatment, etc of the consumer.
- The visitors = users feeling about the accommodation is more important for me than a rating of some travel company.
- They both seem to describe the accommodation as a nice place to stay but the Trip Advisor Rating is a bit more personal which I would probably prefer.
- They can advertise all they want, personal reviews are better.
- They should know what they are talking about.
- They would have your best interest in the foreground.

- This one is a percentage of real people's review and the Canada Select is rated by 'business' concerned people who have their own agenda & may not reflect what the average person really wants to know or considers important.
- Trip Advisor gives more of a feel of the property, experiences of the guests and the atmosphere. Reading about the good service, the friendliness of the staff and the type of restaurant and food make the hotel a positive experience.
- Trip Advisor has a selection of people opinions and reviews based on what they expected from the hotel e.g. some travellers have high expectations and are always disappointed. It's the cross section of reviews that enables most travellers to see.
- Trip Advisor has previous customer ratings.
- Trip Advisor has rated this accommodation at 4.5 out of 5 based on reviews by 42 reviewers, On what basis did Canada Select rate it?
- Trip Advisor has the personal touch not just the basic write up from the hotel.
- Trip Advisor I would assume would include international traveler's opinions.
- Trip Advisor includes comments so I can judge the basis of the ratings. With Canada Select I don't know clearly what the criteria were, hence how they relate to my needs.
- Trip Advisor is from personal experiences.
- Trip Advisor provides people's reactions, and includes best value designations. (Really this makes me think someone there is going to be given the job of 'stuffing the ballot box' with praise!?!).
- Trip Advisor rating is better as it tells you more what the accommodation is like, as opposed to the Canada Select tells you what is available, but not how good or bad.
- Trip Advisor seems to have broader input from previous customers - Canada Select seem to only provide detail of accommodation - not much emphasis on positive experience of the accommodation.
- Trip Advisor seems to provide more comments from the bloggers. I would use Trip Advisor to short list possible hotels and then look up their websites to obtain information about the rooms and other hotel services.
- Trip Advisor was used by people who had experienced the accommodations - therefore the evaluations were very real.
- Trust them, and lots of International reviews.
- Trusting the knowledge of those who have already stayed there.
- Used before.
- Used it with some success on how accurate the ratings were.
- Visually easier to read.
- We have used Trip Advisor many times and find their ratings to be very accurate.
- What is Canada Select?

Canada Select:

- 3 stars isn't bad but it isn't great.
- A broader scope was used.
- A quaint little berg known as Watson Lake, Yukon.
- An established and reliable source.
- Averaging.
- Because it is Canadian.
- Because.
- Bigger area to compare to.
- Canada Select appears to rate used actual services and facilities rather than personal opinions.
- Canada Select has a good description of the accommodation, Trip Advisor didn't.
- Canada Select is a more broadly based tool. Not as likely to be swayed by someone who is having a bad day and wants to blast a particular property because of it.
- Canada Select is a rating by a professional rating group with clear standards for each star and half star, while Trip Advisor uses a simple average of people's opinions.
- Canada Select seems more objective???
- Canada Select, its more informative.
- Canada sounds more broad spectrum, Trip Advisor sounds fluffed up.
- Feel that Canada Select may be more honest in its assessment of the property.
- Gives a wider range of ratings.
- Had experience with Canada Select in other areas of Canada.
- I am assuming information for the Canada Select rating was collected by a travel professional. This would mean more to me that general comments by tourists.
- I feel this is an unbiased rating on what you should receive rather than opinion on what people thought.
- I find that most Canadians have a good idea of their country and know what they are looking for in a holiday.
- I like that they are telling us what is actually available here instead of just what people thought to mention.
- I like the Trip Advisor rating system better but prefer the above listing that focuses on the amenities of the accommodation - I don't want to have to search to see if there is a pool or kitchen etc.
- I like to know what is there and not so concerned about someone else's ideas.
- I often find that the type of rating on the Trip Advisor Rating is often very subjective - and sometimes quite irritating, I prefer a more balanced description / critique of facilities and services.
- I prefer to know exactly what I am getting in an accommodation. If it has what I am looking for that is probably good enough. Someone's opinion is not as important to me.
- I think a Canadian site would have more local information.
- I think they have certain criteria they look for in accommodation, whereas trip advisor is the opinions of clients who have stayed there. While I value the clients opinions, not everyone can be happy with every accommodation they stay at.
- I think they would rate more hotels than the Trip Advisor. Also I think the rating would be more accurate.
- I trust them to give an accurate rating over all of the property.
- I want to imagine that the Canada Select rating would be more impartial and based on more thorough evaluation.
- I would deem it a more reliable and professional source of information.
- I would imagine the Canada Select would have more stringent guidelines than Trip Advisor. Trip Advisor I have always thought was more opinions.
- I would think this rating would have less chance of being corrupted.

- Individuals all have different expectations of what a place will be like and what they want - Canada Select at least has consistent criteria for ratings. I would potentially consider the two together.
- It describes everything that we want.
- It gives a little more information about the place.
- It is more objective.
- It seems to provide more specific information. I want to know details, as well as impressions.
- It sounds more serious. It is not a personal rating.
- Likely to be more honest because you don't know the peoples standards that they rated it by.
- Local.
- Maybe it's just in the name... CANADA SELECT. I'm partial to the ratings done by Canadians. The name makes me surmise that the ratings are compiled from opinions and experiences of Canadians.
- More direct--tells what is there.
- More familiar with star ratings.
- More info about actual amenities. That said, I tend to look at both before booking for a more balanced approach.
- More info. Can tell the gender.
- More information about the facilities. Everyone will have a different opinion in a customer review, and this cannot always be trusted.
- More research has been done to select all aspects of the property for honest travellers needs.
- More serious.
- Not biased - Factual.
- Perhaps there would more of a neutral evaluation from the Canada Select ratings.
- Potentially easier to compare across Canada.
- Pretty obvious is it not. There is more information given.
- Probably done by experts rather than a compilation of some random people's opinions. More objective as they would have experience with more places.
- Seems more objective and less subject to the whim, grudge or otherwise subjective review of an individual.
- Seems to be independent. Gives more information. No emotional point of view.
- Tells me more about the room and the services provided.
- Tells you what the accommodation truly has to offer.
- The Canada Select gives you a list of the amenities and what is available at the accommodation. Sometimes a lower rating is given because the establishment does not have some of the extras. When we travel, we like the small independent 'Mom and Pop'.
- The Canada Select is concise with opportunities for photos, map, etc. if you choose. The Trip Advisor has so many different elements it's a little intimidating.
- The Canada Select rating gives more information about amenities that may be important to me.
- The message is short.
- There is more description of the accommodations. I'd rather make decisions more on what I think than what other users think because they do have their own stories like the disappointed newlyweds. Another couple may not have a problem.
- There is more detail on what is available and offered at the hotel. People's opinions are fine, but it doesn't tell me whether or not my dog can stay, or if there is food nearby. I prefer the facts over opinion.
- They are I hope more objective and honest.
- They have more info.
- They would probably have more information than Trip Advisor.
- This is rated by 'the industry' which leads one to believe that there is a higher standard to meet. Personal blogs are at the whim of whatever 'that' person considers a high standard which may be nothing like mine.

- This tells what features are available rather than an opinion only.
- Trust the visitors guide.
- We always travel in our own RV never use other accommodation. Only have ever used Travel BC guide.
- When I am choosing a hotel I look at location, price, amenities, etc. At least some of this is given above.

Don't Know:

- Again we tend to stay at Chain Hotels because we know what we are getting. Although this was not true of this trip as a couple of the places were okay. Our trip planners criteria was that there be a pub in walking distance. It would not have been mine.
- As long as the options are at least 3 stars out of 5, I will put as much emphasis on location, eating facilities, fridge, and price as on other's reviews. If first are equal, then I will pay more attention to reviews. For example, the B&B in Barkerville.
- Because I would probably check multiple accommodation reviews for the same hotel on multiple websites to get a more in depth representation of the services available.
- Both really provide the same information.
- Canada Select gives more narrative information on amenities. Trip Advisor only indicates what people thought about the place. It would have been nice if the Trip Advisor had indicated the amenities as well as the rating.
- Depend on what I was looking at in relation to service, location, and amenities.
- Depends on location choices and price.
- Depends on other information.
- Depends on what I was looking for in my accommodations.
- Don't know how the rating system works.
- Don't pay attention to this type of reviews.
- Don't really know the difference between Trip Advisor rating and Canada Select rating.
- Don't use it. Never know where to stay.
- Everyone is different about forming their own opinion, weather, your mood, etc.
- Everyone is trained on a 4 star rating from years past. Then another company develops a 5th star to look better than the others. You need to talk and experience what they have to offer otherwise you may be missing out.
- For accommodations, I would check both. The 'Trip Advisor' for visitors' experiences and 'Canada Select' for rating based on standards and services available.
- I am a beginner at internet. I would use telephone for details re: cost, aspect, noise, position ,disability access, views, personal touch and directions.
- I am not familiar with Canada Select.
- I am not familiar with the latter.
- I am not sure if any of the above actually visited the premises.
- I am not sure. I think it would depend on a travel agent, or someone that I know that has been there.
- I do look at ratings, but usually when we leave we stop wherever we end up, so don't usually make reservations.
- I don't know which rating is the best of the two. Maybe one of the two or both have commercial interests.
- I don't pay a lot of attention to such ratings.
- I have never used Canada Select but I suspect it's more of a descriptive without opinion? And descriptives don't usually note if something is worn down, unclean or shabby; people do. I've stayed at places with one or two crummy reviews.
- I have stayed in a lot of different accommodations with different ratings, all seemed to have the same basic features. To me movie channel, continental breakfast, lounge, pub, and underground parking are not so important and very seldom used.
- I tend to find most ratings are skewed. I prefer to read personal reviews or go and look at it.
- I tend to use ratings as a first line 'filter' to get a short list of accommodations, then go onto their website to see pictures and descriptions of the property. Also any travel blogs or comments from people who have stayed there would be factored.

- I think that I would want to research the reliability of both organizations (Trip Advisor/Canada Select) so that I could make a more educated choice. I would not think it justifiable to rank one over the other without knowing a little more about each.
- I think the Trip Advisor one gives a broader picture of the facility and is likely visited by more people world-wide. I like the idea of the Canada Select site, though....I think the facility should be advertised on both!
- I usually rely on travel books when considering my accommodations, or from a referral from someone who has been there.
- I was on a camping trip. I was disappointed that there weren't more campsites on my trip.
- I will read what people have to say, but have found that my tastes are quite different than many others. Words like clean, boutique and friendly appeal to me and then the cost is always important. In fact I look at the pricing in comparison to others.
- I work with statistics and I do not trust statistics. It is useful information but not the most one.
- I would be concerned if the property had a rating of less than 3 stars in either rating system. But I don't think it matters if it has a 3.5 rating in one rating system and 4.5 in another. I think it is important to know that I would stay in a 3 star.
- I would compare comments on both sites, read a few good comments, a few bad, and on the whole of both websites I'd make my decision. I do not know any of the two websites, so currently I have no preference.
- I would not look at the rating only - I would look for the reviews by other people that had stayed at the place.
- I would probably look at both and then make a decision based on the reasons for the high rating or the average rating.
- I would probably try a few for myself and see which of the rating types I would be influenced by?
- I would read the rest of the info before making a decision.
- I'd consider both. Don't have enough experience with either website to judge accuracy, mood, quantity of reviews, etc.
- I'm not sure what you are asking.
- I'm not sure, but I might look at Canada Select since it is listing what you get at the place.
- It seems that the difference between a 4 star and a 3 star is not the cleanliness but whether or not they have strawberries for the Margaritas.
- It would depend on the type of vacation I was looking for.
- It would depend on what I was looking at, at the time. I probably wouldn't check both.
- I've never used Canada Select ratings.
- Neither one impresses me.
- Never heard of Canada Select.
- Not enough information given.
- Not really sure which one is more trustworthy. If the rating is from a professional that obviously does this for a living (and therefore has many experiences to provide a rating) than I would most likely trust the professional's rating I suppose.
- Not sure of the difference between the two.
- Not very familiar with either & don't travel much.
- Other factors may play into my decision.
- Prefer to have references from personal friends.
- Rating systems are usually not comparable.
- Stars don't influence me nearly as much as actual written reviews. I also don't know anything about Canada Select ratings or how they are judged.
- Stopped reading at the word 'renovated'. Who cares? Was it paint? A new sink stopper? Planters in the parking lot?
- The Canada Select has uniform standards, but it is also nice to hear real opinions from real people.

- The price is more important.
- The rating is not the only reason why I choose my accommodation. Rate and Location are also the factors.
- There are more factors to consider than other peoples ratings - for instance price.
- There would be a lot of other factors I would consider other than just the rating, like price, closeness to other things I wanted to do or see etc.
- They are conflicting.
- They seem about the same , though I suppose if you have more stars to choose from it would help people who are borderline between numbers.
- They seem about the same to me.
- This is a service that I may not use.
- We don't use either of these sites.
- When there are 2 ratings, different from each other, I would probably not go there when I could find something similar on my own.
- Wouldn't want to be bothered.

Appendix N – Comments on Travel Blog on Accommodation (open-ended)

Below is a portion of a travel blog from the website Tripadvisor.com with a review of an accommodation located in Vancouver, BC. A travel blog is a type of website that allows individuals to tell others about their personal travel experience and allows the individuals to provide their own review. Some blogs will provide travel tips and information.

After reviewing this travel blog, what is your impression(s) of this accommodation? Would you want to stay here? Why or why not?

Comments from visitors to the Barkerville Historic Town are listed first, followed by those from the Quesnel Visitor Centre Reference Site.

Barkerville:

- Confusing - but probably ok. - no, I understand it is anonymous.
- Accommodations will probably be good. The Swiss are notoriously picky (my wife was educated there).
- Although I didn't use Trip Advisor for last summer's trip, I have started looking at it for an overseas trip we are planning for next year and find this site very useful. I would likely stay at this location, depending on the price.
- As with most reviews, the overall impression depends on the particular reviewer's viewpoint on a particular day. I take these reviews with a 'grain of salt' unless the blog is all negative reviews, then I probably would avoid that spot.
- At first, I would read more opinions. Maybe the service is O.K., but I would check the location of this hotel (noisily?).
- Based on the rating summary, yes, I would stay at this hotel/resort. The far majority of the ratings were excellent, which would be good enough for me and my family.
- Check it out a little more.
- Clean the place up first.
- Costs too much money. I am a camper and do not need these 'services'. Need to see a realistic photograph. After reading the next question. I don't know these people, their opinion is without context.
- Different perspective from local travellers vs. world wide travellers. I would weigh more heavily on the ones from farther away.
- Don't know yet.
- Don't make decisions from just a blog!
- Don't use it - like the travel books better.
- Even though the reviews posted leaves me slightly concerned I would most likely enquire further about this facility. 42 people have been surveyed and the average tells me that their stay has been very good.
- Excellent - would consider staying here. The average/negative review does catch the eye as I don't read all of the comments.
- Generally favourable. Would probably stay there given the five star review.
- Generally good place; occasionally a guest has a negative experience. Probably would stay here if price was right.
- Generally very good to excellent impressions. I would stay there. High percentage of positive impressions.
- Good place to stay. 33 people rate it excellent. Enough said.
- Good. Yes I would stay here.
- Hard to say as we tend to stay at certain hotels. On this trip the people we travelled with had been in most of our accommodations before. Staying somewhere on your wedding night you should be able to have some virtual tours before making a decision.
- Have not time to look.
- I am not sure that I would believe all of it. I would probably read several more reviews. I probably would not make my decision based on these reviews.
- I am suspicious. A regular contributor had problems not addressed while the flowering tribute is from a onetime guest or PR firm??
- I do not know if I would like to stay here - the reviews are disturbing. I would have to read another review or I would look for another accommodation.
- I don't know. Because I never booked my accommodation against a blog. If the brochure looks nice, the service could be good and my dog can join me, then I'll book.

- I have not really looked into travel blogs, although it is a great idea. We have a 5th wheel and I normally pass info on to people I know about all places we stay. I keep a travel record on a calendar as to where I was and rate the stay.
- I may.
- I may stay, depending on the price in the first instance and most likely note in the second instance. I would look into it more after reading the blog.
- I might stay if I had no choices. Not impressed with the negative response.
- I might stay there... everyone has different ideas of what an ideal stay is. It would also depend on the occasion, i.e. business (just in need of a bed) or pleasure (using it as a base away from home). Price would be a major factor.
- I think I would but personal tastes differ quite a bit from person to person.
- I think I would stay here from reading the reviews it got. We do follow up on our communications when planning trips.
- I think I would stay there. It is a small hotel and that would be fine; it also has a restaurant which is a plus in my opinion.
- I think I would take into consideration all the information, and if my research was done good enough I would venture a go, and make my own decision, you can't please some people no matter how hard you try.
- I use their rating summaries, but am pretty careful about each entry as they often tell you a little more about the writer. Not enough info on the part you included to help me choose. (I did last weekend use travel advisor to choose a hotel I'll be stay).
- I would at least take a look at the price. To me reviews on a product make all the difference...although I never provide reviews myself.
- I would, based on the positive feed back.
- I would be surprised to read such opposite reviews of one establishment & would try to find more before dismissing it entirely.
- I would consider staying at this hotel based on the overall high rating. The somewhat negative review was still given a 3 out of 5 rating. Also, the circumstances experienced by that patron could have been unusual and perhaps beyond the control of the hotel.
- I would contemplate staying there but I would hold my commitment until I personally had viewed the hotel and room. The exception being if I knew personally any of the individuals sending in their thoughts.
- I would do my own research, and phone calling first.
- I would do some more research before planning to stay at this establishment.
- I would go ahead and read more including additional ratings. Based on the rating summary and what other accommodations are available it would consider it.
- I would go to another site before booking if this was an adult-orientated trip. I would not be interested in this place unless I did not get a better review from another hotel. I often travel with small children.
- I would guess that the accommodation is run by humans and therefore there will be inconsistent experiences from customers. This can happen at any location and would not deter me from visiting nor using their services.
- I would have to do more research as there are conflicting reviews, although the overall rating seems to indicate that it is quite favourable.
- I would have to read more reviews.
- I would have to review more ratings. The couple from Switzerland still rated it a three and with it being their honeymoon night was probably expecting a lot more. The average is four thus making a stay probable.
- I would look for further reviews of this hotel. If I was planning a honeymoon I would likely not pick this hotel as they obviously knew about the second posts honeymoon but did little to make this customer's stay special. I might consider staying here.

- I would love to stay at the hotel located in Vancouver's West End. It looks like a nice place to stay.
- I would most likely stay there, since everyone has their own opinion and expectations of their accommodations. The couple who stayed on their wedding night may have expected to be treated like royalty and were not, but the person in the first blog may.
- I would need more info.
- I would never rely on a Traveller's review.
- I would not be deterred by a negative posting. Some people cannot be pleased and a vacation is what you make it.
- I would probably choose to stay as I feel the last comments were far too negative to be real. There must have been some good things they could have pointed out.
- I would probably not make my decision based on what I had read.
- I would probably see it as being somewhere in between being good and very good. Out of 42 reviews, 33 were quite positive.
- I would probably stay there. If I am staying somewhere I need it to be clean, dry and warm. I don't need fancy.
- I would probably do some research before making my decision. I have stayed at places that were fantastic and others have given them bad reviews! So everyone does not have the same opinion.
- I would read all reviews and if bad outweighed the good, I wouldn't stay here. If only a few negatives were posted, I would ignore them in favour of the positive reviews. These reviews aren't gospel, and are simply an individual's opinion.
- I would say if you are looking for something exceptional... this would not be the place. But if all you want is friendly, inviting and small... this would be the place.
- I would say it is probably a nice place. The wedding couple might have been expecting more and should have followed up on their queries. I would stay here if I had looked up information myself.
- I would search for more information about this place.
- I would search out other possibilities as 'not blown away' mitigates the first review.
- I would stay here, just not for a special occasion.
- I would stay here. It has 33 excellent ratings and only 1 average. The first comments were very good and even though the second was not it still have it 3 stars. I don't expect a hotel to contact me a month before I stay. Why would they have a need?
- I would stay here...perhaps the people from Switzerland had unrealistic expectations of the hotel due to the special circumstances around their visit. The people from Switzerland don't mention anything about the service other than the lack of contact.
- I would stay there if I was looking for a small hotel. I don't usually require many services when I stay somewhere.
- I would stay there, as <the blogger> has done a positive blog regarding the accommodation.
- I would stay there, because I am not looking for a basic hotel, sleeping and service not for an extraordinary wedding night.
- I would stay there. Although there was one negative comment, she gave it a 'three'. Overall they had a very good rating and a lot of couples stayed there so this place is not geared only to the business traveller.
- I would stay there. The majority of the people who gave their opinions were satisfied with the accommodation. To take others' opinion is taking a chance, but possibly no more than booking accommodation and not knowing anything about it at all.
- I would take a look at all comments and especially from the business travellers - they see a lot of hotels and they can really compare. Some people do just one trip a year and I don't know what they expect for their money.
- I would want some more information as there are good and bad reviews. Looks ok but would look for more.
- I would want to stay here because 75% of the reviews are excellent.

- I wouldn't conclude anything from this. Only if there were a significant number of reviews, say 5 or more, all favourable would I consider the information to be of any value.
- I wouldn't decide against it, it seems most of those rating it were pleased. I would have to also find out more - for instance the price.
- I wouldn't stay or not stay based on these reviews.
- I would probably stay there...information is very minimal though.
- I'm sorry I really try to experience the locations for myself. I prefer to make my own decisions regarding experiences at any destinations. I realize that all experiences are never the same, even if I return to the same place. I can be amazed and disappointed.
- Impression is good, I would stay there, because 42 reviews with 33 excellent and no poor or terrible is a good answer.
- Impression not determined yet, I would look for more or other reviews. The decision to stay there or not has also to do with location and price.
- Inconsistent service, I may stay here depending on the location.
- Is this the same hotel? No, I would not stay here. Two such different impressions are almost impossible. Is one of the two a fake?
- It doesn't tell me the price or show much about the hotel, so I wouldn't consider staying there. Others opinions aren't as reliable as the real details about a hotel.
- It is good to see they post good and bad. It might be helpful if one wanted to stay in West Van. The picture would imply it was on a tropical beach. There is no info on hotel other than the comments. I need to see more info before I would think of staying.
- It looks interesting, but as I have no idea who posts the comments I take it all with a grain of salt. For example, while I was visiting Barkerville and camping in the rain, my wife was sailing first class across the Atlantic.
- It seems a bit 'lopsided'. If there was a 3rd to read to try to balance it out, it would be easier. I don't think I would stay there. It seems sad that the wedding person's experience was not attended to better.
- It sounds good.
- It sounds like a good place to me.
- It was probably an average accommodation.
- It would all depend on the money for the stay, one good review and one bad my deciding factor would be the money.
- It's rated as excellent/very good. I would not let one negative review stop me from staying there.
- It's ok.
- Looks good but not enough pics.
- Looks like most people liked this accommodation. Europeans (Swiss) not so much. Too spoiled.
- Looks nice, because the pic drew me in.
- Maybe, depending on the prices. It seems most people were more than satisfied with their stay here.
- Maybe, would want to know how others experience was.
- Maybe; mixed reviews; would dig deeper.
- Might, might not it sounds fine - I'm not excited but would look at the hotel's website.
- My impression is a good one. Yes, I would want to stay there. Even though you showed one quite bad review, 41 out of 42 reviews were rated at 'very good' to 'Excellent'. There will always be persons which are hard to satisfy.
- My impression is favourable. I would stay there because most of the reviews were very favourable and I was a special circumstance that prompted the unfavourable review that is pictured.
- My impression is that it is a good choice for a hotel. I would want to stay here. I would base my decision on the fact that 33 out of 42 people gave an excellent rating, 8 a very good rating, and 1 an average rating. There were no poor or terrible ratings.

- My impression would be positive. Positive review is good. Negative one is still average and problems sound quite specific - not something that might interfere with me. I would put more emphasis on the percentage of excellent reviews.
- No comment.
- No opinion!
- No thank you. Not interested.
- No, I have an RV and like to stay wherever I want, whenever I want.
- No, I use blog very little.
- Not enough information on this site to make a firm commitment. Would need to know price for one thing and more reviews for sure.
- Not on a special occasion, as a business trip or finding an inn in the night I would.
- Not sure.
- On this blog you get good and bad reviews. People need to read into the ad. It also depends on the attitude of the person staying at this place whether they have a good experience or not.
- People from different places have different expectations I look at the rating summary more than what one person has to say I would ask a local what they thought of it first.
- Perhaps. It would depend crucially on my purposes. Am I travelling alone? Are children with me? Do I need to be near downtown? Do I have a reason to stay at a 'boutique' rather than, say, the Four Seasons? What is the price? There are many factors.
- Positive generally, maybe depending on the price.
- Possibly, we are from a very small town, so staying in a nice hotel in a large city is real treat for us. I think it depends on the person/people as to their recommendations of a place; their personal likes and dislikes.
- Probably OK, don't rely on email communication with reservation desk.
- Probably would or could stay. When the first review indicated they found the place to be 'friendly' I feel they were ready to be friendly hence the response is friendly. The newlyweds expected special consideration and were put out.
- Probably would, 33 out of 42 reviews indicates statistically its likely ok.
- Probably. It looks generally good (can't please everyone) but if there were a significant number of negative reports that would definitely influence my decision. There is no price point shown - we tend to stay at 'middle' of the road hotels.
- Probably. So many can't be wrong unless the blog is manipulated.
- Regarding the ABC, it sounds very good but I would contact my friend to see if they had been there also all ABC's in my area are restaurants. The one in Switzerland I would check out the recommendations through a reputable company.
- Seems good.
- Seems like it's pretty good, though obviously they have made some mistakes. Yes I would, because it sounds like it could be good, and the majority of people had a good experience there, based on the rating summary.
- Seems ok. Might stay there. Need more information.
- So-so. I would be interested in more reviews of the accommodation. I probably wouldn't stay here, mainly because I avoid downtown Vancouver as much as possible!!!
- Some interest.
- Sounds good, yes I would stay there....lots of excellent reviews, minimal concerns.
- Sounds good. May give it a try if I could find someone I knew that stayed there. I tend to throw out the over the top ratings, and the bottom ones as they may be generally from naysayers.
- Sounds like a good accommodation for couples but not for special occasions like a first wedding night.
- Sounds like a good place to stay. Yes we would stay there. The second couple were expecting too much maybe?

- Sounds like it is a good, middle of the road kind of accommodation, so yes, as someone who is not on my honeymoon, if the price was something that I could afford, I probably would stay at it.
- Sounds like not a bad place.
- Sounds like the place has had inconsistencies, and I might check it out and ask more questions and mention the not so good comments and see if they have improved etc. make my decision based on their answers.
- Sounds like the Sandman in Quesnell, yes, I would stay there, we had a good time at the 'SANDMAN'.
- Sure, I would stay there. The place sounds wonderful from the first description. Even though the second review was negative the reviewer still gave a 3 out of 5 rating. If the second couple had needed specific information they might have called.
- That it is not bad but not exceptional. I would need to see pictures before deciding if I would stay there or not. A picture is worth a thousand words.
- That it's average yes, the service is probably ok once you're there.
- The 3 star review is backed by 24 contributions and the 5 star by 1 contribution. I have stayed in 3 star before and been very pleased, yes, I probably would stay there.
- The accommodation sounds very attractive. It is a place with a definite marketing demographic. The vast majority of people enjoyed their stay and ranked it very highly. It sounds like the people who didn't like it may have had unrealistic expectations.
- The accommodation sounds like it was suitable to the majority of people that stayed there and wrote a review. Not knowing more about the place, it's amenities and what is nearby I would have a hard time deciding to stay there or not.
- The comments on the blog are irrelevant to my decision of where I stay. If I were going to book on line, I would be looking at location, and a chain of hotels.
- The decision to stay at ABC would not totally depend on the insights and opinions gathered from this blog. While this information would garner a lot of weight in my plans I would more than likely also give much credence to opinions and experiences.
- The first comment states that the service was wonderful. The second comment tells me that the person was not contacted prior to their check-in. I'm likely to feel swayed to stay there by reading the first message.
- The hotel is highly rated by a number of clients, including business travellers, with no negative reviews. I would stay there. It has an overall high rating, and the second client's report is still positive despite their disappointment.
- The information can be helpful for someone who has never been at those locations before. I would consider staying at the location with the positive review, but might think twice about the one with the negative review.
- The information summary would be of value as it deals with a cross section of individuals (more statistically accurate) - I would put less faith in individual comments as they may be bias over one bad portion of their stay, or their interests.
- The ratings are of help but the reviews totally contradicted themselves (so they were not helpful). Would like to see more specific ratings on the many aspects of the place. I would need to see pictures and professional write-ups as well as videos.
- The reviews and ratings would encourage further investigation, but I am price-sensitive, and although it sounds good, I'd need to know more before I could commit to staying there.
- The second review was not terrible; therefore, I would most likely give this a try.
- They do help however everyone has a differing expectation if you read a few sometimes it helps you to pick a good hotel. I would stay at this hotel.
- This kind of blog would not interest me. I prefer to see the description by the owner on the internet.
- We would consider staying here as the overall rating was high with no one choosing poor or terrible. However because of the negative review we would probably want to read more. If this was the only negative one we would choose this accommodation.

- We would probably still consider staying based on positive feedback on the majority.
- Well each individual is entitled to their own opinion. Experiences are unique to each person. I would probably stay at this place, and have my own experience, regardless of the negative opinion. These comments are no different than movie critics comments.
- Well it has 42 reviews and most of the people who did rate it said it was excellent, so I would stay there, besides I'm not picky.
- Well would stay at the first one because it sounds like good service, probably would not stay at the second because of the service.
- Well, I think I would investigate it more and try and find more comments.
- What is the cost?
- Would be taking a chance staying there. I would not stay there, as I prefer larger hotels, not 'small boutique style'.
- Would check it out.
- Would consider it as the ratings positive were high, so it would be a good risk.
- Would consider this accommodation. Normally I weigh the negative vs. positive responses to make a decision.
- Would likely take it positively, but would require more opinions.
- Would not, since there is clearly a disconnect between a photo that shows palms and a review that says the hotel is on a tree lined street in Vancouver.
- Would stay at the ABC because the service is rated high and I like smaller hotels.
- Would try it, have to see for myself.
- Yah it sounds alright.
- Yes (2)
- Yes - the positive features of the top one are appealing, and the # of positive reviews.
- Yes 33 people out of 44 had a good review.
- Yes because it sounds like the hotel did provide good service to the level that is reasonably expected for an accommodation.
- Yes I would.
- Yes I would stay here. The first review is very direct with how the 'stay' was experienced. The second review is technical and less informative.
- Yes I would stay there. The ratings are above average. I am more interested in the city than the accommodation. It's just for a sleep, so I don't demand too much from the accommodation.
- Yes I would stay. The wedding party had special request, and on this special day anything but perfect would be disappointing.
- Yes I would want to try it out. Although there is no mention of price, I would assume that no one felt ripped off.
- Yes I would stay because I am not going on a honeymoon and like a small boutique style accommodations.
- Yes the reviews are good rating for the most 4stars.
- Yes there always is something that isn't right for someone you can't please everyone.
- Yes would look at the first review and be convinced.
- Yes, however I would be vigilant in my communication with them.
- Yes, I think it shows the true version of how the travel experience was.
- Yes, I would stay there, enough people rated it as excellent. There is always one who does not like anything about anyone and one poor review does not scare me off.
- Yes, I would stay. Ratings overall were high. One 'negative' comment still rated high, but expected a higher level of recognition for their wedding that staff (or even culturally) did not acknowledge. My expectations would be lower based on the comments.

- Yes, I would want to stay there. I am not expecting a lot from an accommodation, except that it is clean and the service good. And that seems to be. However if I didn't receive an answer to my questions I might reconsider!
- Yes, it sounds nice. I would want to stay there.
- Yes, one bad review does not make my decision.
- Yes. Sounds nice and well run.
- Yes. 33 excellent reviews.

Reference Site:

- 1st.
- A range of reviews is not an endorsement....I don't know if I would stay there. I tend to ignore on line evaluations....too anonymous and no ownership of the evaluations.
- Accommodation probably very acceptable but nothing is perfect and people have different standards. If both parties had similar complaints and very low ratings I would think twice but 5 out of 5 and 3 out of 5 isn't bad.
- After reading this blog, I would think neither good nor bad. If I wanted to stay in this area, and my general impression, resulting from the hotel's internet page was what I was looking for, I would contact them and try to form my own opinion.
- As usual with Trip Advisor you have a complete range of views, and I have found that by taking the average rating, not the actual comments that I fare better with my reservations -Yes I would stay there - based on the ratings.
- Average accommodation. I would probably stay there.
- Average impression. May still stay in my opinion.
- Based on just the two comments, I would probably give it a try. If there were more negative than positive, likely not.
- Based on the number of good reviews, I think this place is probably pretty good for a hotel in or near the city. I would pretty much disregard the somewhat negative review because the other 41 reviews all rate it better. I tend to look for patterns.
- Based on the travel summary, yes; based on the comments, they are, in my opinion, opposites. So I might need more comments or switch to another accommodation that ranks well in the summary and has a majority of 'good' comments.
- Confusing. Would not want to stay.
- Could go either way. I would stay there if the positive reviews outweighed the negative.
- Difficult to answer the question because I usually read a few more pages or at least finish each commentary before making a decision. Also, no cost is given. The cost is the first thing I look at.
- Don't trust blogs.... they are just a snapshot rather than whole package description.
- From the number of very positive responses 33/42 I would stay there.
- Good Choice.
- Haven't got time to read blogs - including this one.
- I found the two reviews on display contradictory, although the rating summarily indicates that most people think it is a good place to stay. However I would be cautious.....I usually look for price, etc and this info is not given here. I am not sure.
- I have no idea - two samples is not enough to fix my mind. Some samples are created by the hotel or by a fired employee. Usually I look many contributions, I use Google map to look by myself the location I read also the CAA travel book.
- I might. Next trip will be a cruise.
- I personally wouldn't stay here. I'd like to know what amenities the hotel offers. What is around at the same price point?

- I probably would go to the place as the first person seemed happy and excited while the bottom one sounded like a complainer - especially on their wedding night!!! I am the type to call to check things out myself - esp. if I hadn't heard for ages??
- I think I would stay here. On every site are not so good reviews.
- I will put it into consideration after I review the rate and the location.
- I would consider staying at this hotel, depending on the price. The reviews are positive - Excellent to very good except for the one average review. There is always going to be someone that is not completely satisfied with their stay.
- I would give it a try. The people that didn't like it might have had to high expectations for the place.
- I would give it serious consideration.
- I would investigate further before committing.
- I would need more information, although I see that thalgizouze is in the minority and a strong majority of reviewers enjoyed their stay very much.
- I would not want to waste my time going on to the internet and read other people's impressions. Neither one impresses me.
- I would probably consider staying there after reading the first blog as I am always looking for good customer service.
- I would probably use the accommodations as described in the first review, the second review I would ignore as it was based on wedding night expectations.
- I would probably want to read all the reviews to get a better sense of other people's opinions. Two is not a very good representative sample. I would probably consider it because it does seem to have excellent rating from 42 comments.
- I would say that these accommodations would be a place we would stay. The reviews were favourable, the rating summary had nothing less than average. We are easy to please, as long as the hotel is clean and the staff friendly, we are happy.
- I would stay - the overall rating is quite high
- I would stay in this hotel as a large percentage thought it was an excellent place to stay
- I would stay in this hotel, the positive comments from the first poster outweighs the second to my mind.
- I would stay there. Most of the people gave it an excellent rating.
- I would think this accommodation is okay, the service good but not real high end. Good for what you pay for. Be an okay place to stay for a night or two.
- I'm more for the outdoors - camping, fishing, walking, horseback riding and rodeos, etc.
- It rather depends on the travellers perspective. We travel by RV so most likely we would not stay there. If we didn't travel by RV and other concerns were met, i.e. cost, mostly, it sounds good to me.
- It seems like a small hotel in Vancouver. I would not want to stay here. I try to find places to stay that are either in a very unique spot (Tofino, Hornby Island, Whistler) or in a hotel that is very unique (Banff Fairmont Springs, Niagara, Marriott).
- It sounds like the place is pretty nice, but people have had bad experiences... well that's par for the course. If it was what I was interested in and a good value then I would book.
- Looks good. There is no price shown. We usually start with the price could be \$500 a night click on unpriced sites last.
- Looks good. Yes - looks like a good rating.
- Mixed impressions. Not sure if I would want to stay there. Would have liked to have read what the rooms were like, clean, quiet, furnishings up to date.
- Mixed review. Would probably risk it for one night
- Mixed. I always read the comments with scepticism. I realize that some that have bad experiences may be more motivated to rate the place than the many who did have a good experience.
- Most probably but I'm missing info about the price.
- No comment (2).

- No I wouldn't I now have 25 ft travel trailer & stay at province parks or if I have to, commercial RV camp grounds.
- No, often stay with relatives. Also, prefer to make own arrangements if not staying with family.
- No, we don't like blogs.
- Not 100%, but may still be good. I'd check it out more, for the things that I feel are important. The last comment leaves you wondering if it is a good place to be, or is the writer a whiner?
- Not impressed, never have used a blog.
- Not interested in blogs.
- Possibly, I'm just not comfortable taking on face value the opinions of complete strangers. Also there is no way to verify their story on a website you can post any opinion you want regardless of your actual experience there.
- Possibly; I would have to read a dozen or so, to get an overall evaluation.
- Possibly. I would want to see more comments. Don't always trust people's opinions.
- Probably good, wouldn't holiday in Vancouver.
- Probably very nice. I would stay there because 'Not blown away' had nothing to say.
- Probably we would not have chosen it. Being a family it is important for us to receive replies to our questions when planning our stay. So the second review is a bit suspicious and makes the accommodation rather not interesting for our purpose.
- Probably yes, but I would want to read more. The large number of excellent rating is reassuring. <The Blogger's> review is very positive, but a little too pat. I suspect it's a professional spam. <The blogger's> review is very self-centered.
- Probably, I like see other people's opinions first but usually we'll decide.
- Seems like a nice small friendly place , the type I would prefer to stay in.
- Seems quite ok in general, but I would look at more of the comments.
- Seems to be a decent hotel. I would probably stay here because the good reviews and comments outweigh the bad.
- Seems to be alright. Not too high expectations though. Would stay there on a trip, but would not stay there for a special occasion such as wedding, family coming together and so on
- Seems to be OK, I would stay there to get my personal view of what it has to offer.
- Simple , positive write up...inviting...
- Some people don't see the same things! I go by the majority! I might stay here, I might not!!
- Sounds good.
- Sounds good. I'd stay here.
- Sounds like a very nice place especially if you want a quiet place without children. Yes I would look at staying there.
- Sounds ok to me; I'd want to read more postings since these two are contradictory. Might want to stay there, depending on price and what others had to say. Wedding night post might reflect overly high expectations. Generally high rating is a good sign.
- Stay where? in BC or in Switzerland? I find your question is not clear. As per the comments above I would have no problem staying at <the blogger> but would look for other place to stay in Switzerland.
- Sure, service to me is # 1. If the service is not good I don't care how nice the places is I won't come back.
- That it might be quite expensive accommodation and just someone would like it... I would want to stay there if someone else would pay for it:))).
- That it needs to be investigated further, I might stay if I saw some pictures, the price was right and I saw some more favourable comments.
- The accommodation seems very good. There are 42 reviews to give a fair assessment. Yes, I would want to stay there because of the overall ratings.
- The blog was informative and I would look at the other reviews before I made up my mind.
- The first blog would definitely be an enticement to stay. As the second is negative, I would look for more blogs to see if there is a general pattern before making a decision.

- The reviews are mostly 'Excellent'. The Average review shown is the worst according to the rating scale. I'd consider this overall positive so I'd be willing to stay there.
- This just confirms how personal taste influences our preferences. I would want to see it before deciding-or, at least have a reference from someone I knew.
- Too wordy, hard to understand.
- Useful Information - gives an idea of what to expect.
- We don't stay at hotels - can't afford it and not interested.
- We don't usually stay at hotels as we have a travel trailer and use that when we travel to BC.
- We would not be influenced by anyone's opinion because everyone has different expectations. The exception might be if all comments were strongly negative.
- We would not choose to stay because of the location.
- Well, I would want to know the price for one night. We wanted our accommodations to be cheap, since we were staying in Canada for so long. If no price is mentioned, I skip it anyway.
- What does this have to do with Quesnel?
- With the palm tree photo I can hardly believe it is Vancouver! Would consider staying if that is where I wanted to be in Vancouver.
- Would not go there sounds negative.
- Yes (2)
- Yes I would stay here as I would trust the information in the review.
- Yes , not interested in wedding plans.
- Yes Good ratings and one good review.
- Yes I would stay there based on only these 2 reviews. The accommodation, service and its location is most important to me. I would contact the hotel again should I have questions that were not answered and just because I had a special occasion I would.
- Yes I would stay there it sounds like a nice place.
- Yes I would stay there, but I would like to create my own opinion on an accommodation.
- Yes I would, it sounds fine to me.
- Yes, I would stay there. A small boutique hotel will have its quirks and some will like it and some won't.
- Yes, if it was for a quick stay, not something special like a wedding.
- Yes, it is always the case that people who were not satisfied tend to comment online much more than the ones who enjoyed. There is definitely a bias towards complaints on the internet. As long as the rating is moderate to good, I would stay.
- Yes, it sounds like a good locale to stay in, from the first posting. The second posting is regarding a special circumstance and the poster is from Europe, so maybe their expectations were higher. He did not say that they had a bad stay at the hotel.
- Yes, I would stay there. Friendly, staff, great surroundings.
- Yes, the bar graph indicates most people had a positive experience.
- Yes, want to stay there. There are a substantial number of reviews, mostly positive. The comments also provide a fair amount of information about what you can expect at the facility and from independent commentators.
- Yes. Ratings are high enough, and any negative comments are not compelling enough to deter me from considering this accommodation.
- Yes. The rating summary over-all is excellent, no poor or terrible ratings. Without being able to read all of the second blog, it is hard to know why they were disappointed in their stay. The first blog gives many positives about their experience.

Appendix O – Video Clips (open-ended comments)

*Considering that you may participate in _____ during a future leisure trip, how useful did you find the video as **a travel planning tool**? You indicated that you found the video _____, please explain why.*

Comments are listed by video and by level of usefulness.

Video Clip: Visiting a winery or wine festival

Not at all useful:

- I have no interest in attending an Ice Wine Festival - prefer to go to a wine producing area not a hotel event.

Somewhat not useful:

- I already know about BC wine regions and the activities there.

Neutral:

- It was just a video, the questions asked made it sound like it was a life changing event, LOL.
- I think I would need to research a little more to decide.
- Because I would like to view more about different wineries.
- The video did not provide me with much factual information. I have attended wine festivals before, so this did not add anything.
- Did not influence me to go or not to go - already have visited Sunpeaks for skiing so the question is quite hypothetical.
- Every wine tour is different so not going to this particular tour makes this video almost useless for me.
- It didn't give me a lot of information regarding where to stay. It didn't make me want to go out and book a wine festival.
- I like to come up with my own research, then decide.
- I'm not an ice wine fan for one...and it seemed like it could have been any wine festival anywhere.
- I did not watch it.
- It gave me an idea of what a wine festival may be like but it didn't make me want to run out and book a wine tour for my next vacation.
- Ok.
- If you look at a Quebec tourism information site you will have the choice between English or French speaking video. I am a French speaking client.

Somewhat useful:

- Showed what a festival was like.
- Not planning that area or time of year.
- I've been to wineries before in several places so I basically know what to expect. I do enjoy it, but haven't visited a winery in the winter before - just a new twist on the experience.
- I already knew about Sun Peaks - we live 15 minutes away.
- My speakers don't work very well so I only heard portions of the clip. But, in general, I already know what to expect from a wine tour and the clip just showed a few places. Not really something I would watch if I already had a specific place in mind.
- Nice pictures, some good information.
- I learned things I never knew before and made me more interested in a visit to a winery.
- I didn't know much about wine tours but wanted to go on one. This provided me with some useful information.
- It showed a large selection of foods and wines at the Sun Peaks wine festival. That does not necessarily mean they are all the same. My decision is also based on price - not mentioned.
- It gave me an idea but nothing past that. I am from the US and I would have liked better orientation as to where, geographically, the festival is located.

Video Clip: Visiting a winery or wine festival
(continued)

Somewhat useful:

(continued)

- I'm sorry, but I can't explain in English.
- Places and what to expect.
- It gave some general information and a good overview of the location (I have never been to Sun Peaks), but there is a lot more to actually planning a trip, beyond what the video supplied. Therefore, for actual planning purposes it was 'Somewhat useful'.
- Made me want to go to the winter wine festival, something I never knew about before this.
- Wasn't aware this took place, it looks like a fun event to go to with a bunch of friends.
- Informed me about a festival I was not aware of.
- We have visited several wineries in central BC and on the Island, so we have a good idea of what to expect.
- This was just one festival, and I probably would prefer not to go in the winter, as I don't enjoy Ice wine. However, in the past I have attended the Kelowna Wine festival.
- I do not have to travel to BC to visit a winery.

Very useful:

- It gave an idea of what to expect at a wine festival.
- It gives a visual of Sun Peaks briefly, though it could have given some of the other opportunities for fun.
- It gave you a feel of how you would experience this festival.
- I liked the visuals. I am a visual learner.
- Visual experience and information provided.
- I could just see us there in the setting, drinking some wine.
- I could visualize the actual event and all that it included. Additionally, I could see others participating and how they were interacting. I also found the visuals on the town and surrounding area very helpful.
- I like to know what to expect from places I visit. I like to have some idea of layout, get ideas of other events and be informed before I get there.
- The video would not open for viewing and a response was needed to continue. I would have to see it to give an objective point of view. It has been my experience that videos can be interesting and informative, but that particular one might not be about.
- Never having been to a wine 'festival' I see from the video that it is very different from visiting a winery. It looks like fun.

Video Clip: Whale watching

Not at all useful:

- Not interested in a whale watch. I only said more likely.
- Sorry, I couldn't watch the clip because I have dial up internet & can't download videos.
- There were no details on when to go, how much you would pay, how likely you are to actually see whales on the trip (do any trips result in not seeing a whale, and if so, do you get your money, or a portion thereof, back?).

Somewhat not useful:

- I don't like watching videos, would rather read info.

Neutral:

- I have already been whale watching in Victoria and have my own opinions already.
- Had to answer question 23 so I just picked one.
- I have been on tours before.
- It would not load for me.
- Too much jumping around. If I want info about an activity I don't need showy ideas.
- Didn't take the time to watch the whole thing right now (not planning a trip currently) so can't say.
- I watched them all but you should have one on motor biking and I'd enjoy that more.
- What has rugby got to do with whale watching?
- It was just a source of information.
- Too many other things added besides whale watching.
- Neutral.

Somewhat useful:

- I would also go online to look at other whale watching tours.
- I have often thought about it but never have gone.
- The video showed me graphic scenes of whale watching which I found interesting...not ready to plan yet though.
- Showed what you might see on a trip whale watching.
- I've been whale watching many times and I was brought up in Victoria so the film wasn't too useful. I was a little uncomfortable - this was clearly a commercial for ONE whale watching enterprise and ONE restaurant. I would trust a tourism BC film.
- Out of the choices you gave me I found that the most interesting. I'm not sure that I would actually enjoy that as a vacation.
- I don't know how objective the man was.
- I know what to expect from that particular company now. That is helpful.
- They show how does it work, where to go, but they show just one company seems to be like a advertisement. They should show more options.

Video Clip: Whale watching
(continued)

Very useful:

- The video showed what can be seen as well as type of boats used.
- It gave a step by step account which made me feel like you were there and if I went, that it wouldn't be that difficult to accomplish on my own.
- Vivid pictures of action.
- Shows how you will view the whales and what you wear.
- Because it looked interesting and I have never thought of doing this before.

Video Clip: Mountain biking

Not at all useful:

- Did not really provide much detail of area. He looked like he had a good time though.
- It does focus on the biking and it does not focus on the trip and the destination.
- Just a random traveler saying he loved mountain biking in BC, I don't need a video to know you can do some awesome outdoors in this province. To plan, I need answers to questions like 'where to find rental bikes', 'where to find mountain biking maps and trail difficulty'.

Neutral:

- It just shows a guy of mountain biking.
- I generally know what I'm planning on doing before I start to investigate. My investigations/planning doesn't usually change my plans, simply my locations if accommodations can be found.

Somewhat useful:

- It only focused on one particular trail in Williams Lake. It would have been better if it had also shown or at least summarized some of the other trails that are in and around Williams Lake.
- Gives people an idea about what they are getting into.
- Lets me see one persons view.

Very useful:

- It showed me the type of trail in Williams Lake and I would love to do it.

Video Clip: Visiting a heritage attraction

Not at all useful:

- I was unable to find any on button and so did not see the video.
- I am on dialup internet so did not watch the video takes too long to download.
- I do not relate to visual communication. I would be more influenced by a descriptively worded summary of the experience, such as you might find in a travel guide offered by CAA.
- It gave no very detailed information at all.
- You didn't see how much was there, or how many re enactors. The end part with the gun was silly. Where is Fort Steele anyway? Perhaps they said at the start. It's not linked to anything nearby except the one ranch. Really not inspiring and I like old.
- I found the video vague, immature, goofy - didn't like it.
- Limited bandwidth on the road - can't load and watch it.
- Individual Heritage Sites are not part of our advanced planning for trips in Canada.

Somewhat not useful:

- I have visited Fort Steele!!! This would not have influenced my decision.
- I'm not one to watch such video's. I usually like and narration from a well versed individual that knows the history. A Bill Barlee type.
- I have been to Ft. Steele many times, in fact the Kershaw store belonged to my husband's great grandfather. I found that it did not really tell a lot about the heritage town.

Neutral:

- Just don't take those things into account when planning a trip.
- To make an actual decision, I would need to investigate further as to how to get there, cost etc. But I wouldn't be looking to a video to give me that information anyway.
- We have already visited Fort Steele so didn't really learn anything from the video.
- It wouldn't play on my computer.
- I did not like the part of a 'Tourism BC' site advertising for a private enterprise (the Guest Ranch).
- Not particularly exciting or inspiring.
- Just a video!
- Don't do what others do.
- Pulling a six-gun is not going to motivate people. Play up importance of historical aspect, beauty of area, fine, reasonably priced accommodation, easy to reach from major centres.
- Did not show enough of what is at Fort Steele and surrounding area.
- Been there a number of times.
- I didn't view the clip -- I'm not really good with the computer but don't usually open something I'm not sure about. I actually would like to have viewed this.
- I usually don't take one persons opinion and make my decision based on that.
- We are familiar with the Fort.
- Already planned to go there.
- I don't use this type of material in trip planning.
- It did not give me the details I would want to know...hours of operation, price, what there is to see and do there and the exact location. I would not plan a trip there without locating additional information.
- This survey is too long.

Video Clip: Visiting a heritage attraction
(continued)

Somewhat useful:

- I learned a few things.
- It informed me about a place that I did not know about and looked like it might be an interesting place to visit.
- To be honest, the video didn't load because I am on dial up. With that being said, the two people in the beginning were giving their opinion of the place. I am drawn to heritage attractions regardless of what your video or previous visitors had to say.
- We have visited Fort Steele in the past....so personally I'm already convinced it's a good site to visit. For someone from out of the area, I like the coverage of the site.
- Gave me a brief view of the attraction and area.
- Gave me more of a visual than just pictures.
- Very informative.
- The download kept stopping and starting hard to follow.
- It's inspiring to see images of a place that seems interesting. It makes you want to visit there.
- It gave a very clear picture of what to expect from the area.
- Other factors would play into my decision whether to visit or not.
- It showed on the map where the site was located and gave me an idea of what it looked like.
- Somewhat meaning it did look overly busy no people in background, no body actually doing anything.
- Allowed to see the township.
- If I was in the area I would go, but to say I am going just to see Fort Steele, no.
- Gave me information that there may be a place called Fort Steele and may be an interesting spot to stop and see. Also, the access to trail rides in that area is nice to me but not for my wife.
- My family and I have visited Fort Steele many times and love it. There are so many things to see and do and I think your video is too brief to let people know what a rich experience they would have.
- It was a jumping off point to look at the area, and to flesh out the trip with other activities.
- Gave me an idea of what to expect.
- I feel that I must visit the site to complete my decision to participate in the activities.
- Gives a good base of information.
- Depends on what I'm looking for at the time of travel.
- Gave location and some details of the attractions but further research would be needed before making a decision.
- Gave a visual understanding of the attraction.
- It showed the site, which was interesting, but didn't provide any concrete details of visiting it or the area.
- To be honest, I watched a commercial, and we all know how commercials can manipulate the facts, or the fun in this case.
- I also like to get more comments before deciding.
- It tells me there is a guest ranch but doesn't give particulars - cost, location, how to get there, etc.
- I have been to several Historic sites in the past and theoretically they are all the same except the scenery depending on the area and the different ways that you can see the attraction, i.e. by bus, horseback, train, etc.
- Very general, no specific info as to period depicted, or local period industries, really all I got out of it was that the mountains are very pretty.
- If I knew nothing about Ft. Steele it would give me sight into what was there and available.

Video Clip: Visiting a heritage attraction
(continued)

Somewhat useful:

(continued)

- It was great to see the site, maybe more entertaining than photos, it helps to imagine being there, but text is more informative.
- Actually seeing helps make a decision of whether it would be a trip you would like to make.
- People who experienced it had good comments. Seeing the attraction ahead. An activity near the site was described.
- I gave people opinions and you could read their body language. I gave good sights and ideas.
- It showed me that there are other things to do around Ft. Steele.
- A brief overview of the attraction, I will do some more research on my own.
- Might give you ideas.
- I would want to know where to find more accommodation information. Approx. costs for the exhibits to fit into the travel budget.
- Informed me about a place I have been – accurate.
- It is nice to see in a video how an attraction could be but normally I read about in the internet and if I got questions I write an email.
- It gives a global impression.
- I have been to Fort Steele on several occasions. As a history teacher I thoroughly enjoyed it. However, I know details about the fort and its location therefore I did not feel that the video really influenced me either way.
- Entertaining but lacking some information.
- We have already visited Fort Steele.
- I did not have speakers, and so did not hear the video.
- Gave me a different idea for somewhere to go.
- I had reviews previously from family.
- It was restrictive on the info about the location and also on the activities available at the location.
- Inspiring.
- Good general information, although a bit glib. Good weblink to hellobc which I have never used before.
- Showed some of the features of Ft. Steele that we had not seen before and would possibly look at the next time we go there.
- It gave a good indication of what to expect at Fort Steele but would have like to see more info on times it is open, cost, facilities, etc.
- It just gives me a rough idea about the place.
- It gives details about things I would be interested in seeing.

Very useful:

- It gave me the 'feel' of the place. I now really want to visit Fort Steele!
- It shows exactly what the destination is like - a picture's worth a thousand words. Of course, this could be done with a slide show or a collection of photos which, in my opinion is somewhat less tedious (or even irritating) than a YouTube video.
- I like to 'get the picture'.
- I would plan a trip for my family because of it, as there is exactly what I would look for on a heritage trip.
- Allows one to visualize the experience without giving away too much of the surprise of exploration.

Video Clip: Visiting a heritage attraction
(continued)

Very useful:

(continued)

- Good to have another opinion.
- First I didn't know there was a town by Cranbrook, and if I were to go up that way, I would make a point in going to see it.
- It actually lets you see the places and things you can do.
- I enjoyed it and found it informative.
- Gives a good visual on what to see and expect at this particular attraction.
- It removed the uncertainty of just what was available. I want to be informed in a fun interactive way.
- Well, I live near Fort Steele, but if I didn't and had not visited there before, it enjoy visual aids.
- Provided a visual experience of what the site looked like and what I would see.
- Let's you know what to expect once you get there.
- Gave me incentive to look into other attractions in the future.
- Video is not too long, many information, natural impressions.
- Never watched one before. A video would help us deciding where to go.
- You can see what is there and know what is offered.

Video Clip: Freshwater kayaking/canoeing

Not at all useful:

- I would prefer it if a professional explained more about kayaking than some guy without any explanations. I would not plan a kayaking trip based on that video.
- There's no information about how to plan such a trip.
- We have a fair amount of experience canoeing in backwoods areas, in rivers and lakes. This video was boring.

Somewhat not useful:

- The video didn't help me plan my next trip, it just showed a man in a canoe on a lake - not very helpful.
- I know already quite a lot about kayaking and that's why I don't need much these kinds of videos.
- We have our own kayaks and we kayaked during our last trip around a few Cariboo Chilcotin lakes. Next year we will probably go to the same area along with a few places around the Thompson Okanagan area. But we probably won't go to the Kootenay area.
- I would have liked to see maps of the area? Alternative trips, aerial view of the lake. Gear available? It played like an ad. for the rental companies. The trip did not seem exciting. What age range was it aimed at?
- Needed more info on how to get there and where it was in the province? Needed to say more about how long he was out on the water - seemed to be 5 minutes - nice to see his enthusiasm 'tho.

Neutral:

- I've experienced kayaking before and the video may excite a new comer to the sport but for me it was just general info.
- Not sure.
- I make my own decisions, a video or anything else will not influence me. I also have small kids and I do what they want to do, not me!
- I did not watch it.....this questionnaire was supposed to be 15 minutes long. Already I have been at it for an hour.
- I think you should put some more adventure in it - very basic kayaking for an outing for a short trip.
- I already had ideas about where I wanted to go kayaking, so that video didn't make me want to change my plans.

Somewhat useful:

- I kayak already so it just made me want to try that lake and probably will.
- I know about canoeing so not much more to pick up.
- Gave me an idea of one area to go to.
- I was thinking that kayaking is great before the clip.
- Got some good general information. However it's not specific for the fresh water location where I might go canoeing. So I have to do some more research on the location where I would like to go canoeing.

Video Clip: Freshwater kayaking/canoeing
(continued)

Somewhat useful:

(continued)

- Nice to look at different forms of information. Not just print material.
- It was useful but I would also talk to other people who paddle.
- It was a bit too basic. More information where you can canoe would have been helpful.
- Gave me some good ideas.
- Information on how many kayak rental places near the lake or the town would be useful. Information on the cost would be helpful. Do you need to take a course or have experience to rent a kayak on the lake? Can children partake of this activity?
- Having been canoeing for about 40 years and kayaking for about 30 years both in fresh and salt water, I don't need to be sold on what great experiences they both are!

Video Clip: Visiting farmer's markets

Not at all useful:

- I didn't watch the video.
- If I am in an area with farmers markets, I would attend, but I would not plan a trip with that in mind.
- Could understand the audio.
- It centered on one market and not in an area I would normally visit for the whole day. I would have liked if it had shown what else was in that area.
- The video did not start, so I did not see anything.
- It didn't give any of the flavour or excitement of a farmer's market.
- Not something I want to see on video or listen to.

Somewhat not useful:

- I am experienced in Farmer's Markets and could have done a better job! Too bad, as always, this focuses on a Vancouver market with no mention of, or link to, the vast number of Farmer's markets in BC.

Neutral:

- No specific information given.
- Already know about farmer's markets and usually visit any local ones when I travel.
- It neither helped me decide to go to, or not go to, a farmers market in the future.
- Couldn't see the video.
- We may or may not - depending on scheduling/ time.

Somewhat useful:

- It explained to me that the food was BC grown. There was a good variety of healthy foods available.
- Gave me an idea of what to anticipate at farmers markets.
- I have been to many markets, so they aren't unfamiliar to me.
- It gave me an idea what a farmers market in BC will look like.
- Good info.
- Wherever we go, if we see a farmers market, we always go to have a look to see what they have. Having fresh fruit especially when camping is great.
- I live in Abbotsford close to all farming needs I need.
- If you like farmer's markets you would go anyway. The video just showed something you already understood and participated in.
- How many markets are in the area?
- Reminded me that Farmers Markets sell healthy and fresh foods, and that there are many in BC.

Very useful:

- It indicated that it was year round, so now I know that I can put it on my itinerary anytime I am planning a trip to Vancouver.
- Instant feel of what it would be like.

Appendix P – General Comments from Follow-Up Survey Participants

Do you have any other comments about Barkerville that you would like to share with us?

Comments are grouped into the general categories of 'staff friendly and helpful', 'suggestions/need for improvement', 'not enough or poor services', 'enjoyed activities and services' and 'other'.

Comments from visitors to the Barkerville Historic Town are listed first, followed by those from the Quesnel Visitor Centre Reference Site.

Barkerville Historic Town

Do you have any other comments about Barkerville that you would like to share with us?

Staff Friendly and Helpful

- Everyone was very gracious & accommodating.
- Extraordinarily friendly.
- Friendly.
- Glad that the area was willing to accommodate the group of 29 to schedule things as they wanted.
- Informative excellent staff.
- Knowledgeable staff and diversity of staff.
- People are very friendly and helpful.
- People are very friendly and professional.
- People are very nice.
- Really enjoy the friendly people.
- The people were great, hope that BC keeps supporting BKV, it's an important part of our culture.
- The people were very nice & accommodating.
- Wonderful people in BC.

Suggestions/Need for Improvement

- 2nd parking lot was way underutilized today, should either have attendants or lines-even temporary lines because parking was terrible for busy day today.
- A little too expensive to come often campgrounds seem quiet.
- Advertise more and lower alcohol prices.
- B&B expensive like to see real trail at courthouse.
- BC accommodation guide includes campsites but that is confusing-also the info they ordered from TBC took about 2 months to come!!!
- BC campgrounds should have pay showers, PST is bad!!
- BC should have better signage, advance warning of sites, roads etc.
- BC should put more gov't \$ into BKV!!!
- BKV is a highly important thing to keep going.
- BKV is underfunded so restoration is falling behind on maintenance.
- BKV need more advertising and loved the theatre royal shows.
- BKV shops should be open longer.
- Costume photos are very expensive, so didn't do it.
- Couldn't find opening to donation box @ waterwheel.
- Didn't expect BC to be so expensive very clean and friendly.
- Didn't see the theatre royal show due to high cost for family.
- Difficult to find specific info about BKV on internet regarding time schedules disappointed that no one to talk to about archaeological dig.
- Do what it takes to continue making improvements & preserve BKV. Would be happy to pay more to make sure it continues to be cared for!
- Don't close campsites @ 5pm.
- Don't want to have to pay to park @ BC parks out of town.
- F&B costs too high, photos expensive.
- Ferry's way too expensive.
- Forestry campgrounds are in poor condition.
- Gas prices too high.

Suggestions/Need for Improvement (continued)

- Get rid of carbon tax.
- Get rid of the bugs!!
- Government funding needed.
- Government should spend more money here.
- Greater care could be put into reducing modern elements...good marketing strategy \$2 for 2nd day. B&B was excellent.
- Guide for Chinatown tour made comments re: treatment of historical Chinese in Canada vs. US, didn't seem accurate representation. Didn't make it clear when the 1930 Chinese exclusion was repealed.
- Have a kids program or daycare on site for young children.
- Have to get in all the Cdn. travel books/ guides. Lots it's not in.
- Hope that Barkerville is maintained for future generations & educational value.
- Hope they keep it open.
- It needs more funding!!!
- It seems that the buildings outside don't have plaques & historical explanations for self guided tours of town.
- It would be a good idea to have theatre included in entrance fee.
- It would be better if the interpretations were offered more staggered so that you could catch more, another washroom would be good.
- It's an underutilized jewel-should be marketed @ the coast, the changes are tremendous out here, very impressed! More marketing!!!
- It's not as active as last time (20 yrs ago), less people in costume.
- Keep doing the advertising-got a brochure from a hotel.
- Keep government funding.
- Keep open.
- Keep repairing the buildings please.
- Kelly house needs plumbing and painting to cost 300 a nite, needs flowers too.
- Kind of expensive.
- Lack of funding.
- Very expensive!!
- Miss the can can girls.
- Mobility challenged, scooters on site would be great.
- More advertising needed.
- More campgrounds needed in Quesnel area for RVs.
- More funding needed for heritage, need trains & park wardens.
- More info in French is needed.
- More interpreters needed on streets for info.
- More washrooms would be great, need a mechanical service in wells, cell coverage would be good.
- Need cell service.
- Need cellphone service.
- Need consistent signage for the attractions-sometimes not offering clear direction.
- Need French videos at BKV.
- Need more advertising on accommodations in BKV.
- Need more bathrooms, family memberships should include all family not just 3 people and better school times more amenities for young children, more B&B advertising.
- Need more bathrooms!!
- Need more Chinese participation etc.
- Need more commercialism, add pony rides for children, a lot of the buildings were locked, lack of advertising outside of photoshop, didn't know what it was, need more street interpreters, accessible for wheel chairs seemed good.
- Need more frequent washrooms in town site, enjoy contributing to preserve our heritage, hope the gov't will put more into this place.
- Need more garbage cans on way to Richfield.
- Need more handrails in BKV.
- Need more interactive things for the kids.
- Need more ladies bathrooms.

Suggestions/Need for Improvement (continued)

- Need more mannequins.
- Need more restrooms on town site.
- Need more sitting areas/picnic tables @ the rest stops.
- Need more street interpreters and a shuttle bus to and from Quesnel and more highway signage for mileage.
- Need more street music accompanying the street skits & interpretation. Some of the buildings need painting. Need more provincial funds to keep it running & public.
- Need more washrooms inside BKV.
- Need more washrooms on site.
- Need more washrooms, rest stop washrooms need some upgrading/sinks/dryers etc.
- Need numbers on buildings to correspond with map numbers.
- Need numbers on buildings in BKV and need more accurate maps of highway distances.
- Need recycling facilities in the campsite.
- Need shortcut between McBride and BKV.
- Need some more areas for sitting & resting.
- Need to advertise more everyone so friendly.
- Need to be closer to main highway so more activities would be possible.
- Need to be more organized for the lantern festival, good experience! Need more places to sit throughout the town - benches etc.
- Need to fix highway 26.
- Need to improve quality of food in BKV.
- Need to promote it more-esp. during Olympics.
- Need to update outhouses in Bowron Lakes.
- Need vending machines for beverages.
- Needed more interactive characters and acts on streets of BKV.
- Needs more government funding.
- Needs to be more affordable for families.
- No info on Barkerville available @ all VIC's from Hope to Wells!!!
- No mothers room for breastfeeding.
- Not enough signage for RV'ers in far (RV) parking lot re: possible overnight stays. Feedback is that that option would encourage more visitors to come.
- Not enough culture lots of nature.
- Not enough washrooms on site, at campsite they need to come around to sell firewood more often.
- Photo studio way too expensive...single thing that affected value for dollar ranking.
- Sawmill not authentic enough.
- Scheduling of events should be more staggered, couldn't do school lesson because of it.
- Shops were expensive, schedule indicated school lesson. But they were refused entry to the class-private group maybe?
- Should be a 1/2 day rate for late entrance.
- Should be government funded.
- Should do cross marketing w/Royal BC Museum. Should be promoted actively in that space.
- Should have more preserved heritage sites w/ live interactive interpretation in BC.
- Should have street performers performing music on the street-it would liven it up & add ambience.
- Should promote BKV more.
- Signage very good in BC, but they should give you more advance warning for rest stops & points of interest.
- Signs posted within buildings are difficult to see, need to be closer or larger to see better.
- Son would like to see a gun fight and would be nice to see combo packages with similar businesses in the area.
- Stagecoach too expensive roads are in poor condition.
- Street interpreters & merchants didn't stay in character as well as in previous visits. Had a great time though.

**Suggestions/Need for Improvement
(continued)**

- Street interpreters used to be more interactive w/ each other, mini-skits going on always-that was better, more authentic, interpretive tours are good, very knowledgeable, should just be interacting more w/ visitors & among themselves, very good visit though!!
- TBC should help Barkerville keep the town up.
- The front entrance area looks rundown. Needs painting, fixed up etc. Reflects poorly on the whole place. Campgrounds look incredibly good.
- The graveyard condition is deplorable, worst he's ever seen it, would like to see it looked after!!!
- The hubs motel in wells needs some upgrading.
- The period photos are crazy expensive!!! Didn't do it.
- The rest areas from Jasper to PG are not signed well enough in advance, can't stop in time.
- Theatre should be better advertised.
- Theatre should have section @ the front for the kids so they can see better.
- They do a poor job of promotion. Live in the Peace Country & 9 out of 10 there don't know about it at all-there is no promotion there. Should put things in local newspapers all around.
- Think that Barkerville should look after the cemetery much better, it is just as important as anything within the gates. Does not show respect for the past people that are represented here - it's about respect.
- Think that money should be spent on maintaining existing buildings rather than building newer modern buildings not from gold rush period.
- Timing of events overlaps so not possible to see all they wanted.
- Too difficult to get around in wheelchair, it was good that there was lots of seating though.
- Town tour @ 2--u miss it if u arrive in the afternoon.
- VIC's should be open longer into September!!
- Wagon rides too expensive and need electric cart rentals.
- Wanted to see a mock trial but there was none.
- Washrooms not plentiful enough.
- Washrooms were hard to find, the roads in certain areas are really rough, need more pullouts & they should have recycle bins as well as garbage bins.
- Washrooms were hard to locate, not well marked.
- Wasn't informed of heritage pass at entrance.
- Wish it was cheaper or had package deals.
- Would have liked to see the buildings numbered to match the map so you know where you are. Street interpretation was excellent, it's fabulous, could have done a 3rd day no problem.
- Would like to see more characters interpreting on the street & staying more in character.
- Would like more washrooms on site & some of the displays would be improved by more thorough explanations of construction & building techniques & details.
- Would like Spanish documents/info, tours in another language.
- Would like to see musicians on the street, it would make the ambience of the town.

Not Enough or Poor Services

- Bad signage for washrooms here.
- Didn't stay in prov. campsite as not enough hookups.
- Disappointed about the dogs-not much shade to park in or kennel. Brochure should say no pets.
- Disappointed that could not get into schoolhouse when teacher not there & then 2nd time they tried, told the class was full.
- Disappointed with state of cemetery upkeep and with bear sign on way to Richfield.
- House hotel sandwich was very expensive & not at all fresh, horse poop needs to be cleaned up more often, period photo was also very expensive.
- In a wheelchair- the grade of a ramp was not too code-too steep to navigate, otherwise access was fairly decent except St. Saviours.
- Judge really good but theatre not good because not entertaining.
- More wheelchair friendly etc some site personnel were rude.
- No toilet paper in some outhouses need more government funding.
- Not!!! Happy that campground does not take credit/debit-cash only....also had to go back to Quesnel for propane-not good!! Otherwise fantastic.
- Parking lots too dirty and snowy maybe too expensive for larger families.
- Potholes in parking lot, weather was terrible!
- Restaurants were closed when they wanted to eat at 8:00pm.
- Rest stop bathrooms were dirty along the way-need to be kept cleaner.
- Shops closed too early.
- Signage re: fuel coming from Quesnel was weak, prebought tickets @ VIC, long line at door here as only 1 person on wicket. Should have 1 person giving entrance info to groups.
- Some of the ramps were too steep for power wheelchairs, ramp entrances rough as well, some places only ramped on one end, handicapped parking & bathroom was good though. Had a good time.
- The meal @ Wake-Up Jakes was mediocre.
- Theatre show (the fire) was terrible, could not understand a word- the acted accent was way too difficult, not entertaining at all. Missed all skits/shows-didn't see a single one, were not told about them & were not given a schedule either.
- Theatre show was not good.
- Theatre was terrible it was really hokey it was the one man show also wanted to buy the music playing in Tregillus house but couldn't.
- Too touristy, skits were too long i.e. waterwheel show should be shorter & more frequent.
- Wakeup Jake - wait was too long, food wasn't homemade- wonder bread doesn't cut it.
- Wanted souvenirs but shops not open early enough.

Enjoyed Activities and Services

- Very worth the trip.
- 100 Mile VIC was good.
- A really nice site.
- All good-good value for money.
- All the new ramps are very helpful.
- Always enjoy the BC travels, keep up the good work of restoration.
- An excellent tourist place.
- Appreciate the lack of disposable items on site.
- Awesome (8).
- Awesome day.

**Suggestions/Need for Improvement
(continued)**

- Awesome experience!!
- Awesome place, it's surprisingly fun.
- Awesome scenery.
- BC great.
- BC has been very clean, scenery is gorgeous, people are very friendly.
- BC is beautiful.
- BC is beautiful campgrounds need to be cheaper.
- BC is beautiful love the history of the area.
- BC is favorite place to visit.
- BC rocks.
- Beautiful (5).
- Beautiful country (2).
- Beautiful natural country.
- Beautiful place.
- Beautiful scenery.
- Been good (2).
- Been great!!
- Been really good.
- Best place in world.
- Better than last time 4-5 years ago.
- Better than when they were here 3 years ago at the theatre and street performers use tax dollars to keep open.
- BKV gets better each time.
- BKV great prepay gas stations sucks.
- BKV has best bread ever!!
- BKV has improved a lot.
- BKV is doing a wonderful job, the ramp accesses are helpful, theatre was awesome.
- BKV is great, upset that the BC gov't has distanced itself from the heritage sites.
- BKV outstanding.
- BKV spectacular!!
- BKV was entertaining. Wood @ campground was crazy expensive!! The 2009 guidebook

says the campgrounds are provincial sites, but their actually contracted out.

- BKV was great.
- BKV was great, VIC' great info.
- Bowron Lakes/are wonderful.
- Campgrounds good nice people.
- Chinatown tour & theatre were awesome!!
- Delightful.
- Doing a great job, Hwy construction sucks!!
- Enjoyed it overall too much snow at courthouse.
- Enjoy historical sites.
- Enjoyed all the activities, expected the food & accommodation in BC to be a bit cheaper.
- Enjoyed it (3).
- Everything very good!!
- Everything was wonderful!!
- Excellent (3).
- Excellent accommodations and people.
- Excellent need road from McBride to BKV.
- Excellent restoration, keep it up!
- Excellent so far!
- Excellent time.
- Experience here was better last time as there seemed to be more activities going on... Rest areas are sparse in some areas.
- Fabulous no toilet paper at Lowhee campground.
- Fabulous very beautiful.
- Fantastic.
- Fantastic Wendle House demo and school house demo.
- Fun! Takes 2-3 days to do BKV.
- Good improvement on shelters at Bowron.
- Good job on new exhibits.
- Good so far (2).
- Great (3).
- Great experience.
- Great place to visit-need more time.

Enjoyed Activities and Services

(continued)

- Great province.
- Great so far beautiful place.
- Great time.
- Great!!
- Had a great time.
- Had a nice time. VIC's have given good information.
- Handicap accessibility in BKV good.
- Having a fabulous time here in BC.
- Here 60 years ago really liked theatre.
- I like BC.
- I like the 2 laning of the hwy.
- I love it.
- If a person lives in BC & doesn't come here, their crazy.
- Impressed by the changes over the years.
- Impressed with campsites can only buy fishing permits online which sucks.
- Impressed! Sign to Barkerville on 2 mile flat is situated weird. Makes you turn into the weigh scale.
- Info centers very useful. TBC literature very effective, instructive.
- Interesting.
- It seems well improved, interpreters are great.
- It was a wonderful site!
- It was all good except the bugs! It gets better every time they visit.
- It was amazing!! As real as it could be.
- It was awesome.
- It was fantastic!!!
- It was good, waterwheel show was awesome.
- It was good, will come back.
- It was great.
- It was great!!
- It was great!! Ferries are too expensive. Need better road signage.
- It was nice!! Signage was very good.
- It was really great, interaction w/ interpreters is great!! Makes it better than heritage park.
- It was wonderful, water wheel show was excellent.
- It's a great site, enjoy seeing the day to day life of those who lived here.
- It's all good that's why they bought a house in wells.
- It's all great.
- It's all great so far.
- It's awesome!!
- It's awesome.
- It's awesome, roads are full of potholes.
- It's beautiful (3).
- It's been a great trip.
- It's brilliant here!! Loved the St. George hotel proprietress, eccentric but fun.
- It's fabulous here @ BKV.
- It's good.
- It's great (4).
- It's great, VIC's have all been great!!
- It's great, so glad we saw it, liked the street interpretation interacting w/ the tourists.
- It's looking great!!!
- It's much improved from when he was a kid, good time. The rest stop bathrooms throughout the province need more attention.
- It's pretty cool!
- It's very good.
- It's wonderful!!
- Judge was excellent!
- Keep it going here in BKV!!!
- Keep it up!
- Keep it up? Okay w/ tax \$ going to preserve this.
- Keep up the good work. We need park wardens again!!!
- Keep up the good work!
- Keep up the good work, very impressive.

Enjoyed Activities and Services

(continued)

- Liked bear watching in likely.
- Liked variety of sit down restaurants in BKV and being able to stay overnight.
- Love BC (4).
- Love BKV (2).
- Love BKV & BC.
- Love BKV, the courthouse show was awesome!! Cariboo Joy campground way too tight & close to neighbors, all interpretations are excellent-water wheel show is excellent!!
- Love coming here.
- Love displays and info and character actors.
- Love it.
- Love it!! Far better than Fort Steele because of active/interactive interpretation.
- Love it!! Level of quality food and accommodation in Wells was disappointing.
- Love provincial parks-would pay more to have their facilities (washrooms) upgraded to flush toilets etc.
- Loved it!! (4).
- Loved it!! So entertaining...loved the school house.
- Loved the actors!!
- Loved the house with the newspaper wallpaper.
- Loved the St George hotel and bakery.
- Nice set-up.
- Nice site.
- Nice that it's not Disneyfied.
- Outstanding.
- Phenomenal!!! It was fabulous, you've got to be there!!
- Pretty good up here!!!Skihist provincial campground in Lytton was best they've ever seen!!
- Pretty neat in BKV.
- Prince Rupert museum wonderful very pretty.
- Quesnel is very nice!!
- Quite good.
- Really engaging.
- Really enjoy coming here for the day.
- Really enjoy it, esp. Street interpretation, BC is so beautiful.
- Really enjoyable.
- Really enjoyed BKV.
- Really enjoyed it here.
- Really enjoyed it, atmosphere is good.
- Really enjoyed it, BC is doing a great job, Quesnel flowers are beautiful.
- Really enjoyed it, they do an excellent job for what u pay.
- Really glad came to BKV.
- Really good (2).
- Really great!
- Really impressed with Cariboo and Thompson areas.
- Really well done, town tour & waterwheel show are great, about 10 days ago sent email to barkerville.ca??? 1st one that came up under google no one replied to that email. Website didn't say when things shut down for the season.
- Recommend it to everyone, theatre was too expensive, stagecoach was good, but would be better if it was interpreted along the way.
- Restoration is great & didn't realize it was so big.
- Roads are good.
- Scenery is amazing.
- Site actors are fantastic!
- Street interpreters made the experience.
- Super!!
- The educational value of the waterwheel & mining discourse was fabulous.
- The signage is great.
- The street actors really make it, the theatre show was awesome.
- The theatre show @ 1pm was awesome!!

Enjoyed Activities and Services

(continued)

- The VIC's provide good literature. Would like free provincial maps like ON Does.
- Theatre show was awesome!!
- Theatre was great!!!!
- They want to move here.
- Think BKV is the highlight of any trip. Distance calculator on website needs more places- it does not have PG to Wells.
- Think it's great! Was refreshingly not too commercial.
- This was wonderful, staff was great, so educational.
- Thrilled about display expansion.
- Top-notch.
- Tourism BC VIC's are very helpful, printed materials are great.
- Very impressed with the # of VIC's.
- Very beautiful.
- Very beautiful & friendly people.
- Very educational.
- Very good (2).
- Very good & educational.
- Very good value.
- Very interesting (2).
- Very lovely.
- Very nice (2).
- Very nice, entertaining.
- Very scenic.
- Very well done out here.
- Very well done!
- Very well signed from PG to here.
- Vic's are well located, very helpful, well signed.
- Water wheel show is a must see!!!
Disappointing that there are not more visitors here - should be promoted/publicized more.
Very enjoyable visit.
- Waterwheel show was awesome. The authenticity is better here than all comparative sites been to. Cemetery tour was also awesome. Appreciate the ramps & handrails.
- Waterwheel show was the best, court show was a little long. Well worth it here.
- Well worth it, kids had fun.
- Wicked!!!
- Wonderful.
- Wonderful nature.
- Yay for free parking!!!
- Yay!!!

Other

- Appalled that the government has withdrawn funding.
- BC should be trying to better preserve our history.
- BKV bigger than thought.
- BKV too far away.
- Bugs are terrible.
- Bugs!!!
- Came here today because it was son's b-day, something special to do for him.
- Choice of hotels based on accepting dogs.
- Construction wait times.
- Disappointed that wells museum was closed.
- Don't like PG.
- Don't like prepay at the pumps!!!
- Gas too expensive.
- Good for highway construction.

Other (continued)

- Happy with Okanogan connector.
- Have not found good eating out experiences in BC, so just buying groceries.
- Just that the experience would have been enhanced if we had more time.
- Like to spend money in BC!
- Long drive.
- Lots of travelling in BC.
- Lots of trees!
- Love new tourism BC website.
- More to do here than thought could have spent more time here.
- Mosquitoes!!! Annoying.
- Need better weather!!
- Need more time here!!!
- Needed more time here.
- No more rain!
- Poor fishing.
- Recommend a live in experience for young people such as is done @ Upper Canada village.
- Roads are too narrow BKV needs more things to do they like the states better.
- Roads suck because of gravel and potholes and was fingered by government employee on side of road.
- Save the trees and no more bear hunts.
- Signage is a lot better than Alberta's!!
- TBC promotion of outdoor activities is great!!
- The overall difference from 6 years ago was that it is more commercial & seemed to be less people in character.
- The provincial campsites, BC gov't needs to support Barkerville financially as it's an important part of education & BC history.
- Too cold!
- Travel too costly because gas and ferries etc too much so harder to travel.
- Vancouver no good for indoor activities with children.
- Want to write a letter pressing that government funding should continue, this is part of our heritage!!! This is a destination park & needs gov't grants. Should punch road through to McBride, camping sites here are awesome.
- Will be back eventually.

Quesnel Visitor Centre Reference Site:

Staff Friendly and Helpful

- A lot friendlier here than AB, accommodations book is great & helpful. VIC's excellent.
- Beautiful and friendly people.
- Beautiful and helpful people.
- Everybody has been very friendly, signage for amenities is good.
- Friendly helpful people.
- Friendly, affordable, great, like 'Hick towns'.
- Info centre staff helpful.
- People are friendly (2).
- People are very trustworthy.
- The ladies in the QVC were very helpful and friendly.
- The people are super duper.
- Very friendly.
- Very friendly and polite people.
- Very helpful people everywhere!!
- VIC's all super friendly.
- VIC's have been great-very friendly.

Suggestions/Need for Improvement

- Need to lower price of Rocky Mountaineer.
- 10 Mile campsite was too expensive for tenting \$20.
- All the VIC's should have the auto lock (like Quesnel) on the washrooms. All the VIC's should have free wireless.
- Barkerville too expensive.
- BC B&B listing online- it gives very little info on each & no links to the individual B&B websites or availability link. B&B Canada website is very good, but not the BC one.
- Better signage for QVIC.
- Better signage for RV'ers.
- Get more info about B&B @ QVIC, info about theatre etc, provincial campsites should have senior's discounts!!
- Hotels need more info on B&B in rooms to cater to tourists need more highway signage.
- Keep road shoulders clear of debris for cyclists.
- Lower gas prices.
- Many of the B&B websites are lacking seriously.
- Miss the junior ranger programs thru Parks Canada.
- More municipal campsites would be valuable.
- Need better cell service.
- Need better notification of road construction.
- Need better notification of VIC's when they are coming up, as well as better signage for all visitor sites in advance of the site.
- Need better signage.
- Need better signage for points of interest, rest stops, more advance warning.
- Need forestry campsites.
- Need more campgrounds open in this month.
- Need more campsites all over BC.
- Need more frequent mileage signs.
- Need more rest stops.
- Need more RV parks, more frequent mileage signs would be helpful.
- Need more signs such as hwy markers.
- Need some more rest stops + informational signs etc. + facilities for dogs.
- Need to fix up some of the battered roads.

Suggestions/Need for Improvement (continued)

- PG has an 11km walk around town, but you get lost because the signage was so poor. VIC's closed are frustrating, all the fishing guides are good.
- Quesnel needs antique shops but very clean.
- Road signage (hwy id) is not clear, not enough distance before turns etc.
- Road signage is poor for locating rest stops, long distances between rest stops.
- Season should be longer for some rest stops & VIC's.
- Should have toilet facilities on the river walk trail.
- Should market mtn biking more.
- Should post public washroom access more clearly throughout BC.
- Signage does not give enough time to stop/turn safely. Need more notice for things.
- Signage in some areas for attractions not enough, + pictures on the attraction signs would be helpful.
- Some of the signage is not too clear& not far in advance of turns, VIC's have always been

fabulous but some need better signage, good rest areas.

- TBC & VIC's are great but from Jasper to PG, 2 campsites advertised as open were actually closed down.
- The Milepost guide is great, but the Milepost signs are missing along the BC hwys.
- The rest stops need attention in AB, BC is better, but need more of them & better signed, more notice!!
- Thought there would be more activities to do for the kids @ BKV, it was a challenge that they brought dog & no dogs in BKV.
- Too expensive and unfriendly once past Stewart.
- Too hard to get into the VIC from the north. Need better signage for entrance.
- Want free BC maps again!!
- Want free roadmaps available in BC, really appreciate the VIC's& free Wi-Fi.
- Want more shade trees at rest stops.
- Want to rent bicycles in Quesnel.
- Wish there was better cell coverage.

Not Enough or Poor Services

- Campgrounds up north were all closed & there was no notice on hwy signs etc.
- Campsites need campfires cleaned out.
- Clinton VIC did not have accommodation guide.
- Customs @ the border is terrible, each year the process gets more difficult.
- Lots of stores closed on Sunday in Williams Lake.
- Restaurants have no RV parking.
- Signage for the Whisker Bay Prov. Campsite was very poor. Both to find as well as within the park.
- Some of the wheelchair washrooms @VIC's don't have working locks!!
- Wanted a tour of the mill- but not happening now.
- Wi-Fi @ VIC is not very reliable.
- Williams Lk. Visitor centre closed today!!!

Enjoyed Activities and Services

- All good (2).
- All good! VIC's have been good everywhere.
- All good. Enjoying VIC's.
- All VIC's very helpful.
- Appreciate the help from QVIC, Barkerville was very interesting.
- Awesome (2).
- Awesome flowers in Quesnel disappointed with Dennys and Lazy Daze campground liked Fountain Tire though.
- BC best place in NA to travel.
- BC is beautiful!!
- Beautiful province.
- Beautiful (8).
- Beautiful and clean.
- Beautiful area.
- Beautiful flowers.
- Beautiful flowers in Quesnel.
- Beautiful province.
- Been great.
- Been pleasant so far.
- Best museum ever in Quesnel.
- Best place ever!
- Best place in the world.
- Beautiful.
- BKV is great but has gotten more expensive.
- BKV very clean stayed in Wells.
- BKV was great, need more sitting spaces-benches etc. Suggest doing sponsored benches.
- BKV was excellent! Well worth the money.
- BKV was very informative.
- Clean.
- Clean and friendly.
- Enjoying the trip.
- Everything's positive, people in VIC's are great.
- Fantastic.
- Fantastic province.
- Fave part of BKV is the street interpretation/actors-they were very informed. Provincial parks need more support & care.
- Flowers are extraordinary.
- Flowers so beautiful in Quesnel.
- Fun (2).
- Good info.
- Good washrooms!!! @ the VIC's.
- Gorgeous here!!!
- Great service in the VIC.
- Info centers are very helpful.
- Info guides from VIC's are great, keep Barkerville open!!!
- Internet @ visitor centres is great, new VIC's & very nice.
- It was all wonderful. Need to deal with generator use @ provincial campsites-a generator fired up @ 7am sucks!! The northern BC VIC's down to Vernon have been fabulous. It's beautiful, VIC's are great-helpful info.
- It's fun.
- Its huge, interesting.
- Like Quesnel museum better than BKV Quesnel very clean.
- Like the history of the area.
- Lillooet very nice.
- Lots of garbage bins etc is good, signage is good.
- Lots to see.
- Love BC.
- Love BC and Canada.
- Love flowers.
- Love it.
- Love it here, need more free Wi-Fi & prominently displayed as it is an integral part of travel.
- Love provincial parks.
- Love the area.

Enjoyed Activities and Services (continued)

- Love the flowers!!!
- Love this museum.
- Love travelling in BC.
- Love Vanderhoof.
- Love VIC's.
- Love VIC's all over.
- Loved Barkerville!!
- Loved it.
- Loved it (BKV).
- Marvelous museum and needs more attention.
- More in Quesnel than 1st realized.
- Nice & green :)
- Nice downtown core.
- Nice little town very clean.
- Nice scenery.
- Nice to see roadwork.
- Pamphlets are great, local area maps would be better if they were more detailed.
- Perfect trip, VIC very good.
- Perfect, very kind people, very clean everywhere.
- Pleasant.
- Prettiest town so far!!
- Pretty.
- Pretty country.
- Quesnel and BC so beautiful.
- Quesnel attractive and easy to get around.
- Quesnel flowers are really beautiful!!
- Quesnel is beautiful!
- Quesnel is lovely.
- Quesnel is pretty town.
- QVC was wonderful.
- QVIC is good, flowers are good, happy staff!!
- Really enjoy BC.
- Really enjoy it, appreciate the rest stops & pullouts & campsites all nice.
- Really enjoyed museum.
- Really enjoying trip.
- Really great nature and people.
- Really like BC.
- Really nice in Quesnel very helpful in QVC.
- Really nice!!
- So far, so good.
- Super natural.
- The best.
- The provincial parks are lovely.
- The provincial parks have been great.
- The VIC is great.
- Tranquil and peaceful.
- Uses all the TBC guides & maps.
- Very beautiful here.
- Very clean much better than on the island.
- Very good VIC's, well signed overall, good public washrooms available-clean., some of the park fees are high, west coast trail is very expensive for what is provided. Entrance fees, parking fees, etc add up, people have been very friendly, brochures very helpful.
- Very helpful VIC's & brochures.
- Very helpful VIC's & they have been in beautiful settings!!
- Very helpful VIC's, WiFi is very helpful.
- Very nice (3).
- Very positive experience.
- Very positive experiences w/VIC's.
- Very pretty (2).
- Very pretty flowers in Quesnel.
- VIC is good, open Sunday, free Wi-Fi great.
- VIC very helpful.
- VIC was helpful, would like to see much better rest stops with vending machines.
- VIC's & small museums are great-very interesting. Need more rest stops along the highways.
- VIC's are good.
- VIC's are great - really appreciate it!
- VIC's have all been very helpful.

Enjoyed Activities and Services (continued)

- VIC's have been good, Queen Charlotte ferry was not running for days- only challenge on trip.
- VIC's have been impressive.
- VIC's very good.
- VIC's have been very helpful.
- We like BC.

- Well organized, easy to find rest stops, Parks Canada reservations fee is expensive, although the reservation system is good.
- What a beautiful province we have!!
- WiFi is great @VIC's, good clean washrooms.
- Wi-Fi is good.
- Wonderful (2).

Other

- All party members researched trip & Barkerville online.
- BCAA recommended accommodations not necessarily satisfactory.
- Cassiar highway was terrible had 4 flat tires.
- Cigarette butts all along the hwys-need to raise awareness- a wonder we don't have more forest fires.
- Don't shut down tourism.
- Glad to see all the construction, AB roads now suck in comparison.
- Good time to travel.
- Happy to see the twinning of the hwy to PG.
- Heard Quesnel a good place to stop from friends.
- Highways are impressively good.
- Husband doing course at Island Mountain Arts.
- Hwy to Alaska good, but Hwy 99 is bad!!!!
- It's nice to see the doubling of the hwy.
- It's great that hwys are getting upgraded. Quesnel museum is awesome.
- Lack of RCMP is great!!
- Like drive BC & wildfire updates.

- Long drive.
- Lots of construction.
- Lots of construction on the roads.
- Lots of highway construction is good.
- Lots of wildlife.
- Not enough wildlife.
- Pine bug devastation is awful.
- Pulp mill smell is gross here.
- Pulp mill smells bad.
- Roads fabulous easy to park RV.
- TBC does a good job, BC ferries-could not get info from them.
- TBC does a nice job.
- The northern roads are still in bad shape- rough, potholes, frost heaves. Should be double lane all the way up to PG.
- Too cold!!
- Too hot (2).
- Wants more travel available by train.
- Wish he had known more about BKV because they needed more time there.