



British Columbia Nordic Ski Facility Client Survey (2007-2008):

Final Report

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Prepared for:

Research & Planning

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Acknowledgements

The BC Nordic Ski Facility Client Survey was designed to further develop business owners' understanding of their clients and to provide information to help make sound marketing decisions. It was initiated through the Experiences BC program at Tourism British Columbia.

The Client Card portion of the BC Nordic Ski Facility Client Survey was conducted in British Columbia, at participating ski hills, nordic ski clubs and nordic ski trails (see below for complete list) between December 2007 and March 2008. Nordic skiers (18 years and over) were randomly selected and provided a client card to complete. The Mailback Questionnaire portion of the research was initiated in the summer of 2008. The reference period for the data collected is December 2007 to March 2008.

We'd like to thank the following nordic ski operators for participating in the research:

Blackjack Cross-Country Club (with Red Mountain Resort)

Callahagn Valley Lodge

Cypress Mountain

Mt. Washington

Nipika Lodge

Silver Star Mountain Ski Resort

Sun Peaks Ski Resort

The Hills Guest Ranch

Whistler Lost Lake Trails

Tourism British Columbia would also like to acknowledge and thank *R.A. Malatest & Associates Ltd.* for writing parts of this report.

Executive Summary

The BC Nordic Ski Facility Client Survey research was conducted by Research & Planning, Tourism British Columbia in partnership with the BC Nordic Marketing Society (BCNMS), and various nordic ski facilities (see participating facilities in the Acknowledgements) and was initiated through the Experiences BC program at Tourism British Columbia. The research was intended to further develop business owners' understanding of their clients and to provide information in order to support and create sound marketing decisions.

A Client Card was randomly distributed by volunteer businesses between December 2007 and March 2008. Nordic skiers (18 years and over) were randomly selected and provided a client card to complete. Among other questions, the Client Card asked if the nordic skiers would be willing to participate in a follow-up Mailback Questionnaire. Six hundred and fifty-six Client Cards were returned; of these, 594 skiers provided their full mailing addresses and were therefore sent the Mailback Questionnaire. From the packages (592) that were sent out containing this questionnaire, 12 were returned unopened and 340 were returned completed, thus resulting in a valid response rate of 58.6%.

Key Findings:

Client Card

- The majority of Client Card respondents (84.9%) were from Canada, one in eight (12.8%) were from the United States and a much smaller proportion (2.3%) were from overseas. The Canadian respondents were primarily from British Columbia (86.7% of all Canadian respondents).

Mailback Survey

- A similar proportion of skiers first started thinking about the destination and then thought about cross-country skiing (32.9%) as those who started by considering a cross-country ski trip and then started thinking about a destination (31.1%).
- Information sources most frequently listed by respondents as helping them plan their trip were also those listed as the three most influential information sources used: previous visit(s) to the ski area (76.6%/63.5%), advice from friends/relatives/acquaintances (48.5%/42.1%) and past experiences on cross-country ski trips (76.6%/63.5%).
- Almost two-thirds (64.8%) of respondents cited the main motivation for participating in cross-country skiing on their trip was to have a recreational experience/exercise.
- The largest proportion (80.7%) of nordic skiers cross-country skied on classically (two grooves) groomed trails on the trip they were asked about. Wide, path like trails was the second most popular type of cross-country skiing (44.5%).
- For the majority of skiers, understanding the number and type of trails offered at a club or resort was one of the factors most frequently (88.7%) listed as most important while planning,

purchasing. Almost a third (29.6%) rated understanding what other skiers thought of cross-country day/overnight ski trips (testimonials) taken as not very/not at all important.

- Skiers were most likely to rate the overall value for price paid on services provided at the resort/facility they cross-country skied at (92.4%), followed by the quality of customer service from ticket sellers, food and beverage servers and ski school instructors (84.3%) as somewhat/very important while on their cross-country day/overnight ski trip.
- The majority (80.5%) of respondents indicated that they were very satisfied with their cross-country ski trip while an additional 11.5% were somewhat satisfied.
- Four out of ten (40.6%) skiers reported that their cross-country ski trip was part of a day trip from their home community while over a quarter (28.3%) said that their cross-country ski trip was part of a short getaway vacation (less than 4 nights) and 27.4% said that it was part of their multi-day vacation (4 nights or more).
- Over three-quarters (83.8%) of respondents reported that the main purpose of their travel that day, was to participate in cross-country skiing.
- The three most frequently cited types of accommodation used by respondents while in British Columbia were hotel/motels (24.9%), resorts (22.0%) and apartment/cabin/condo/chalet rentals (21.5%).
- The majority of survey respondents (57.7%), regardless of trip type (day trips, short vacations, multi-day vacations), primary regional destination or origin (Canada, USA, Overseas) listed good snow conditions most often as one of characteristics that makes British Columbia unique as a cross-country ski trip destination.
- The longer the trip, the higher the total expenditures reported by respondent. Over half (55.7%) of skiers on a multi-day vacation spent between \$1,001.00 and \$5,000.00 per trip, while approximately half (50.5%) of respondents on a day trip from their home community spent \$50.00 or less.
- The majority of respondents (51.8%) had 21 to 30 years (30.8%) or more than 30 years (21.0%) of cross-country skiing experience.

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Section 1. Introduction

The BC Nordic marketing Society (BCNMS) is working with Tourism British Columbia, Experiences BC program to further develop their tourism product. It was identified that nordic ski businesses in British Columbia could benefit from a comprehensive survey of their clients.

Section 2. Objectives

The primary objectives of this study were to profile nordic skiers in terms of traveller and trip characteristics in order to support BCNMS in their market and product development. Specifically to further understand:

- (1) Characteristics of nordic skiers in British Columbia,
- (2) The experiences nordic skiers are seeking.

Section 3. Methods

A multi-location, two stage design was used to examine the study objectives. Nordic skiers were initially randomly intercepted and given a client card to complete at one of a variety of key locations around the province (see Acknowledgements). Client cards collected minimal information from the respondent, primarily their permission to send them a follow-up mail questionnaire and their mailing address. The purpose of the Mailback Questionnaire was to gather detailed information regarding trip characteristics, planning, experiences and activities, trip expenditure information, as well as detailed information on the nordic ski experience at the location intercepted at and a history of respondents' experience as nordic skiers, etc.

Data Collection

Client Cards were randomly distributed by volunteer businesses (accommodations providing nordic skiing, nordic ski clubs, or alpine ski hills/resort offering nordic skiing) from late-December 2007 to March 2008 (see Acknowledgements). The Client Cards collected demographic information from nordic skiers including gender, name, place of residence and contact information. In addition, the Client Card collected the number of people participating in the cross-country ski activities in the skiers travel party and whether or not participating in cross-country ski activities was the main purpose for the nordic skiers' travel that day (see Client Card in Appendix B). The Client Card obtained agreement to participate in a follow-up Mailback Questionnaire. Tourism British Columbia received 656 returned Client Cards from the volunteer businesses, of which, 592 provided nordic skiers' full mailing addresses.

Five-hundred and ninety-two Mailback Questionnaires were sent to all consenting respondents with a recent copy of British Columbia Magazine (as a thank-you for completing the questionnaire) a cover letter reminding of the Client Card and their agreement to participate in the Mailback Questionnaire,

and a business reply envelope (in order for them to return the questionnaire at no-cost to them). The first mailing was followed reminder postcards (sent to those respondents who had not yet completed and returned their questionnaires) and then finally, a third mailing of a second copy of the questionnaire and business reply envelope (for those who may have misplaced or disposed of the first one and who may be willing to complete the questionnaire). Returned questionnaires were accepted until August, 2008.

The Mailback Questionnaire collected a variety of information (see Mailback Questionnaire in Appendix B) including

(1) Trip Characteristics such as:

- Trip purpose,
- Duration,
- Primary destination,
- Destination decision-making,
- Length of stay in British Columbia,
- Type of accommodation used,
- Activities,
- Trip planning,
- Expenditures,
- Likelihood of returning and,
- Travel party demographics

(2) Nordic Ski Information such as:

- Motivation for ski trip,
- Amount of time spent skiing on trip,
- Type of nordic skiing participated in,
- Previous ski trip frequency and experience,
- Info sources used when planning ski trip,
- Reasons for picking-up skiing,
- Importance and Satisfaction with services at ski facility and,
- Likelihood of future skiing in British Columbia,

As previously mentioned, 592 respondents agreed to complete the Mailback Questionnaire and had provided their full mailing addresses. From the packages (592) that were sent out containing this questionnaire, 12 were returned unopened and 340 were returned completed, thus resulting in a valid response rate of 58.6%.

Data Analysis

All data was entered into SPSS (Statistical Package for the Social Sciences) by Express Data, in Vancouver, British Columbia. The completed data set was forwarded to R.A. Malatest & Associates Ltd. for analysis and report writing. Descriptive statistics were used to analyze and summarize results of the report. 'Don't Know' and 'No Response' responses have been excluded from the analyses for all questions. 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.

Section 4. Demographics - Client Card Respondents

Age & Gender

A total of 656 Client Cards were received. Among those who completed the cards, more than half (56.4%) were women and less than half (43.6%) were men. The majority (55.7%) of Client Card respondents were between the ages of 40 and 59 years old with another 19.4% falling between the ages of 60 and 69 years old. Approximately one in seven (14.2%) respondents were between the ages of 30 and 39 while one in twenty-four (4.1%) were under the age of 30.

Origin

The majority (84.9%, Figure 1) of Client Cards were completed by Canadian residents (73.7% BC, 5.1% ON, 3.2% AB, and 2.9% other Canada). Approximately one in eight (12.8%) of skiers, were from the United States; residents from overseas represented only 2.3% of the completed Client Cards.

Client Card Respondents - Location of Residence

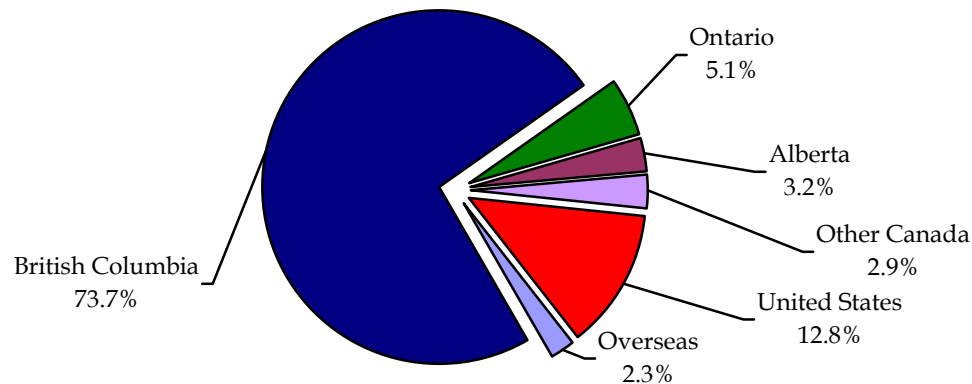


Figure 1. Market origin of Client Card respondents.

Of the skiers who reported living in Canada, the majority (86.7%) of skiers indicated that they live in British Columbia. The province with the second largest number of Client Card completions was Ontario with 6.0% followed by Alberta with 3.7%. Manitoba, Atlantic Canada, Québec and Saskatchewan each represented less than 2.0% of all Canadian Client Card completions.

As there were only 14 skiers from overseas who filled out the Client Card (2.3%), we will not break down the specific country of origin in this report.

American visitors (77 US residents) came from a variety of states; however, the state with the largest representation of Client Card completions was Washington (62.3%) while Wisconsin had 9.1%. Smaller proportions (less than 3.9%) of respondents were from either: Alaska, Arizona, California, Idaho, Illinois, Massachusetts, Minnesota, Montana, New York, Oregon, Texas, and Wyoming.

Nordic Skiing Today and/or While on Trip?

Client Card respondents were asked if they cross-country ski; more than nine out of ten (93.6%) clients said that they cross-country ski while slightly less (89.9%) said that they were cross-country skiing on the day they filled out the Client Card.

Travel Party Size

The Client Card asked nordic skiers to identify how many people, including themselves, came to the business offering cross-country ski activities with them, and how many of those people, including themselves were going to participate in cross-country skiing that day.

The majority of Client Card respondents reported being part of a travel party of two people, both when visiting the business offering cross-country ski activities (36.7%, Figure 2) and when cross-country skiing that day (40.2%). A small proportion (3.2%) of clients reported that they visited the business in a large group (16+ people) and slightly fewer reported that they would be cross-country skiing in a group of more than 16 people (3.0%).

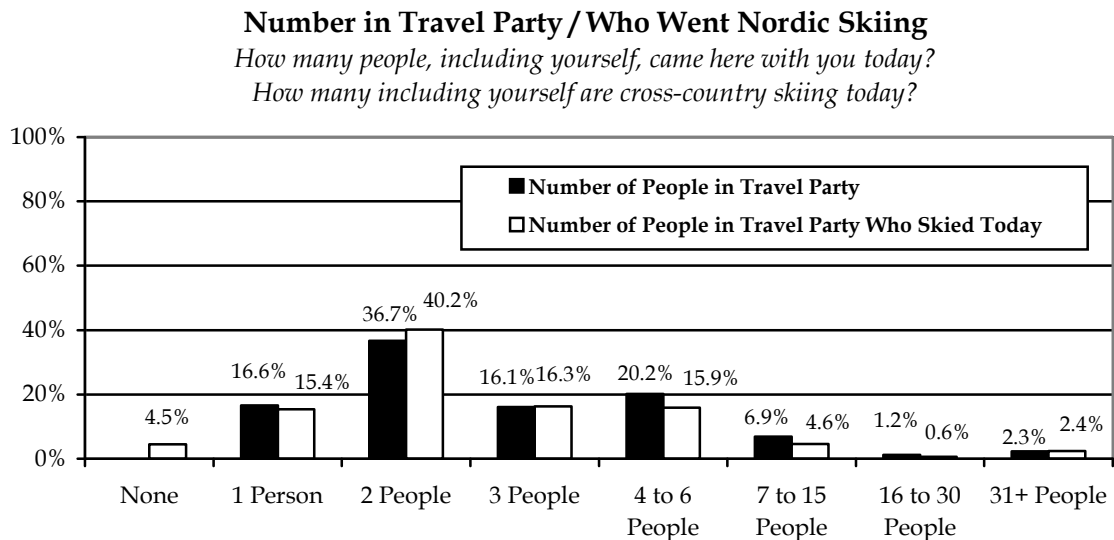


Figure 2. Number in travel party who went nordic skiing.

Main Reason for Trip Today

More than four-fifths of client card respondents (83.8%) stated that the main purpose of their travel that day was specifically to participate in cross-country skiing activities. Of those who indicated that the main reason for their trip was not to cross-country ski (16.2%); the following reasons were provided: to snow shoe (40.8%, Table 1) or downhill (Alpine) ski (31.6%). Other reasons included attending a festival, seeking relaxation, or recreation in general.

Table 1. Main reason for trip.

When Cross-Country Skiing was not the Main Reason for Respondents' Trip, What Was? (n=91)	%
Snow Shoeing	40.8%
Downhill (Alpine) Skiing	31.6%
Other	10.5%
Time with Family/Friends	7.9%
Work Related	5.3%
Sightseeing	3.9%
Total	100%

Section 5. Demographics - Mailback Questionnaire Respondents

Age & Gender (Mailback Respondents)

Approximately three-fifths (60.3%, Table 2) of nordic skiers surveyed were female. The majority (77.1%) of all respondents were between the ages of 40 and 69 years old, with approximately one-third (33.1%) of respondents falling between the ages of 50 and 59 years.

Table 2. Respondent age and gender.

Age	Male (39.7%)	Female (60.3%)	Total (100.0%)
18 years of age or younger	0.0%	1.2%	0.7%
19 to 29 years old	1.4%	2.5%	2.0%
30 to 39 years old	13.5%	8.7%	10.9%
40 to 49 years old	17.0%	18.0%	17.5%
50 to 59 years old	27.7%	37.9%	33.1%
60 to 69 years old	25.5%	27.3%	26.5%
70 years of age or older	14.9%	4.3%	9.3%
Total	100%	100%	100%

Age & Gender (Travel Party)

Just over half (52.1%, Table 3) of all nordic skiers in entire travel party including Mailback Questionnaire respondents were female. The majority (64.7%) of all respondents were between the ages of 40 and 69 years old, with approximately one-quarter (26.1%) of respondents falling between the ages of 50 and 59 years and two-fifths between the ages of 60 and 69.

Table 3. Travel party age and gender.

Age	Male (47.9%)	Female (52.1%)	Total (100.0%)
18 years of age or younger	14.3%	13.5%	13.8%
19 to 29 years old	4.6%	4.4%	4.5%
30 to 39 years old	10.7%	10.2%	10.4%
40 to 49 years old	17.6%	17.5%	17.5%
50 to 59 years old	25.1%	26.9%	26.1%
60 to 69 years old	20.5%	21.7%	21.1%
70 years of age or older	7.3%	5.8%	6.5%
Total	100%	100%	100%

Origin

Over three-quarters of survey respondents (74.7%, Figure 3) indicated that they reside in the province of British Columbia while an additional 6.2% reside in Ontario, 4.1% in Alberta and 2.1% reside elsewhere in Canada. Approximately one in ten (10.9%) nordic skiers were from the United States while a very small proportion of respondents (1.5%) were from overseas.

Mailback Respondents - Location of Residence

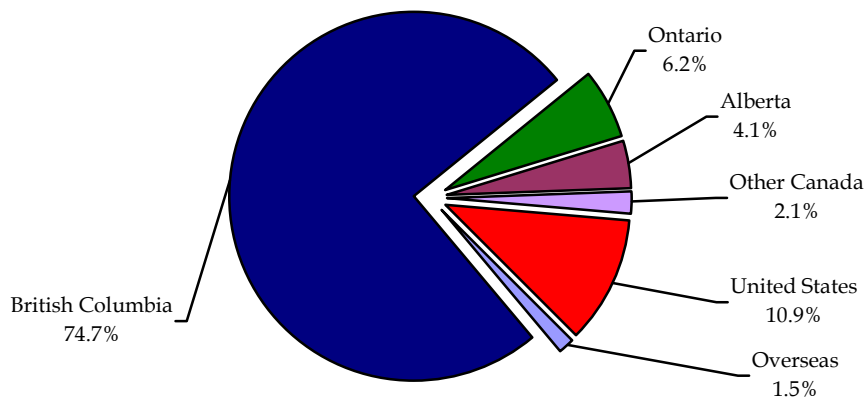


Figure 3. Market origin of Mailback Questionnaire respondents.

Of the British Columbian residents, the largest proportion are residents of the Vancouver, Coast & Mountains region (32.9%, 112 ppl., Figure 4) followed by the Thomson Okanagan (21.2%, 72 ppl.) and Vancouver Island, Victoria & the Gulf Islands region (12.40%, 42 ppl.). Residents from the Northern

British Columbia region (1.2%, 4 ppl.) and the Cariboo, Chilcotin Coast region (0.3%, 1 person) make up the smallest proportions when looking at BC nordic skier Mailback Questionnaire respondents. Due to their small sample sizes, any further analysis involving tourism region market origin will not include Northern British Columbia or the Cariboo Chilcotin Coast respondents.

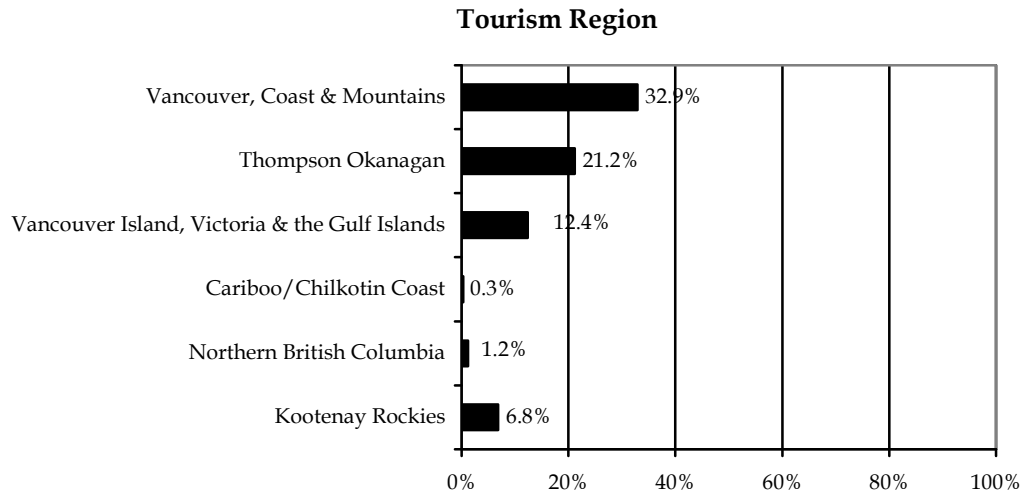


Figure 4. British Columbia residents – tourism region origin.

Approximately four in ten Mailback Questionnaire respondents (38.5%, Figure 5) reside 80km's or less from the location where they were initially intercepted and completed their client card. The remaining approximate six in ten reside over 80km's from the place where they nordic skied. Of the locals, 80.6% were on a day trip from their home community, 9.3% were on a short getaway vacation (less than 4 nights) and 5.4% were on a multi-day vacation (4 nights or more), while the remaining 4.6% chose other (i.e. work related, to ski race). Of the non-locals, 18.2% were on a day trip from their home community, 39.9% were on a short getaway vacation (less than 4 nights), 39.4 were on a multi-day vacation (4 nights or more) and the remaining 2.5% chose other. For further analysis on local versus non-local nordic skiers, see Appendix C.

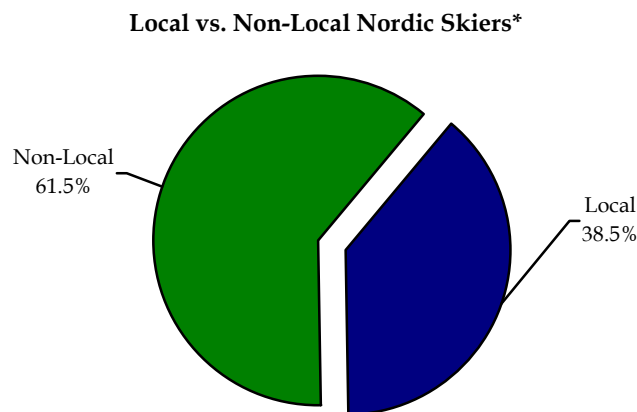


Figure 5. Local vs. Non-Local Nordic Skiers.

* Nordic skiers are considered local if they reside 80km's or less from the location they nordic skied at.

Education

Many of the survey respondents had completed some level of post-secondary education. The largest proportion of skiers had a university degree (42.6%, Figure 6), a Masters/PhD (26.6%), or a college or technical diploma (13.6%). A further 10.9% had completed some technical college or university. Approximately one in ten (10.9%) respondents had completed high school and only 0.9% had not completed high school.

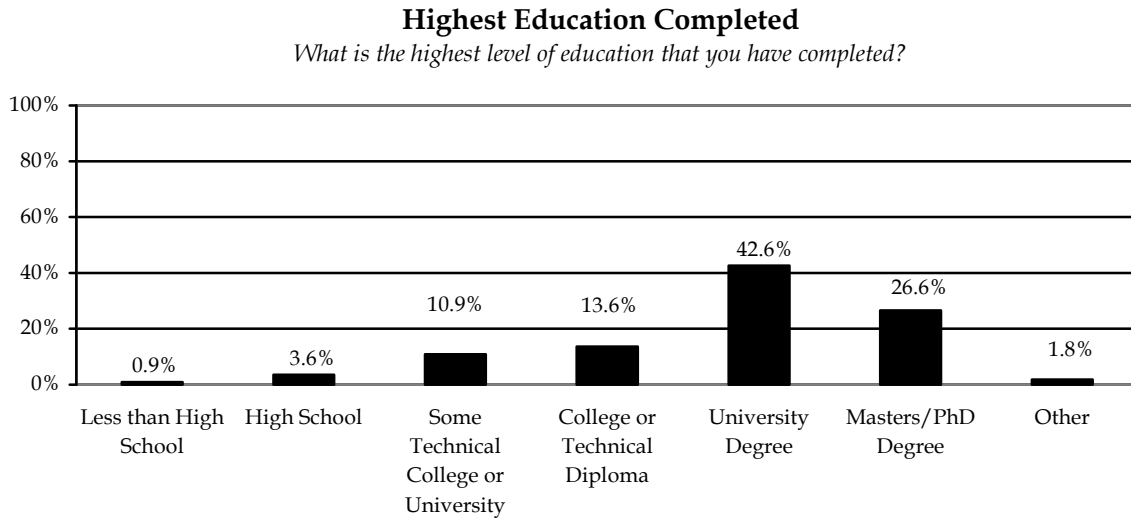


Figure 6. Level of education.

Annual Household Income

Respondents were asked what their approximate annual household income was before taxes, in Canadian dollars. More than one in ten (12.9%) respondents indicated that they would prefer not to provide this information or that they were unsure of the answer (0.6%). Of skiers who were willing to respond, nearly one-third (30.3%, Figure 7) had an annual household income of approximately \$65,000.00 to \$99,999.00. The second most common annual household income among skiers was \$100,000.00 to \$149,999.00 (18.6%) followed by \$150,000.00 or more (17.9%).

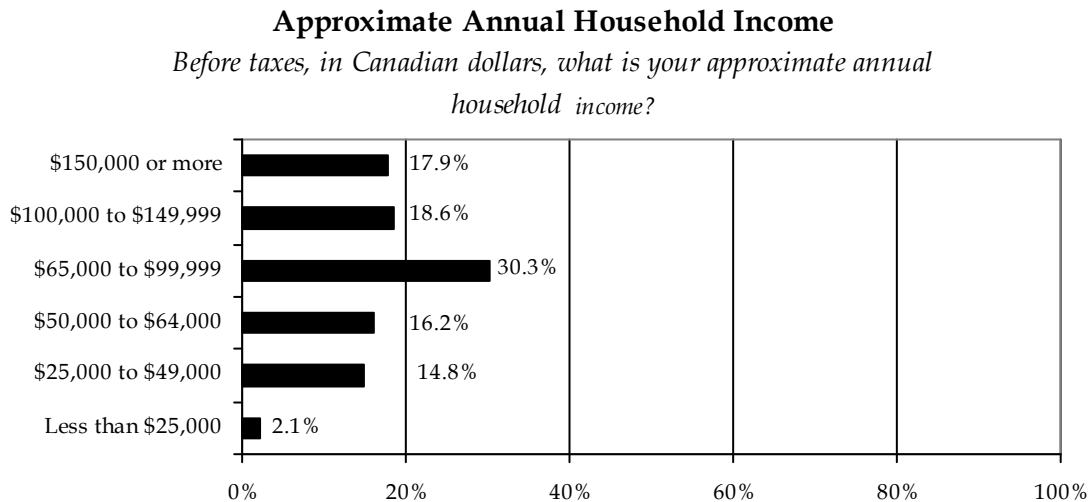


Figure 7. Annual household income.

Travel Party Characteristics

Nearly two-thirds (68.3%, Figure 8) of survey respondents travelled with their spouse/partner, almost half (45.4%) had at least one friend/tenant in their travel party, and approximately one-third of respondents (33.6%) were travelling with their son or daughter. Other immediate family (parents/sibling) were included in over one-tenth of the travel parties and extended family (nieces/nephews/aunts/uncles/cousins/grandparents) were in the travel party of one in twenty (4.8%) respondents.

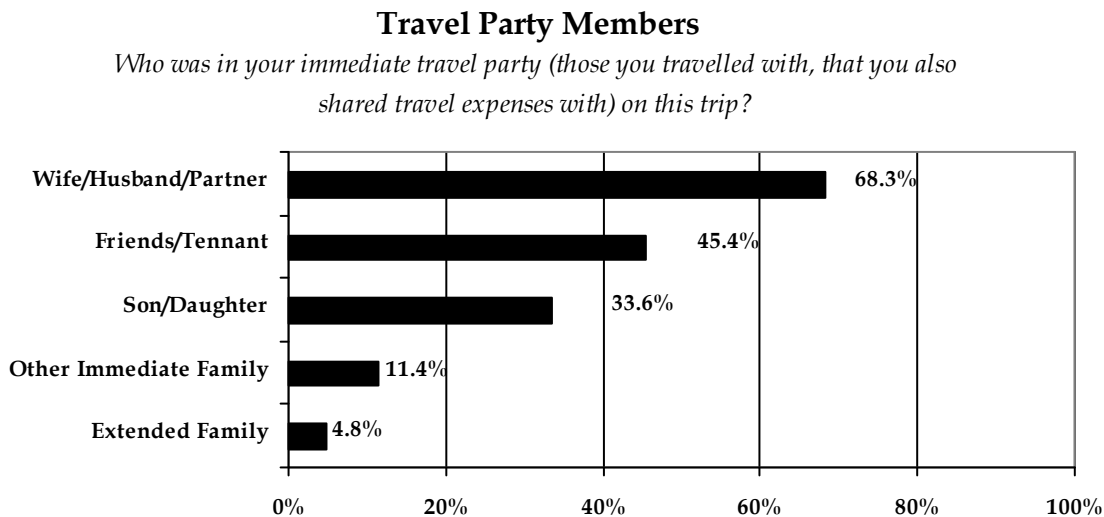


Figure 8. Travel party members.

Member of a Nordic Ski Club?

Nearly one-thirds (31.3%) of survey respondents were a member of a nordic ski club in British Columbia (for a list of nordic ski clubs, see Appendix D); while another 8.1% are also members of a nordic ski club outside of British Columbia. Six in ten respondents (61.8%) were not members of a nordic ski club.

Section 6. Previous Nordic (and other) Ski Experience

Level of Expertise

In order to develop a more thorough understanding of the types of skiers being surveyed, respondents were asked about the duration in which they had skied, the level they would consider themselves to be and the order in which they first started participating in cross-country, downhill and backcountry skiing.

The majority of skiers interviewed rated themselves as Intermediate in all three types of skiing: cross country (60.9%, Figure 9), downhill (50.4%) and downhill backcountry (45.8%). The second largest proportion of cross-country (29.7%) and downhill (30.4%) skiers considered themselves Experts while the second largest amount of downhill backcountry skiers (29.0%) considered themselves Beginners.

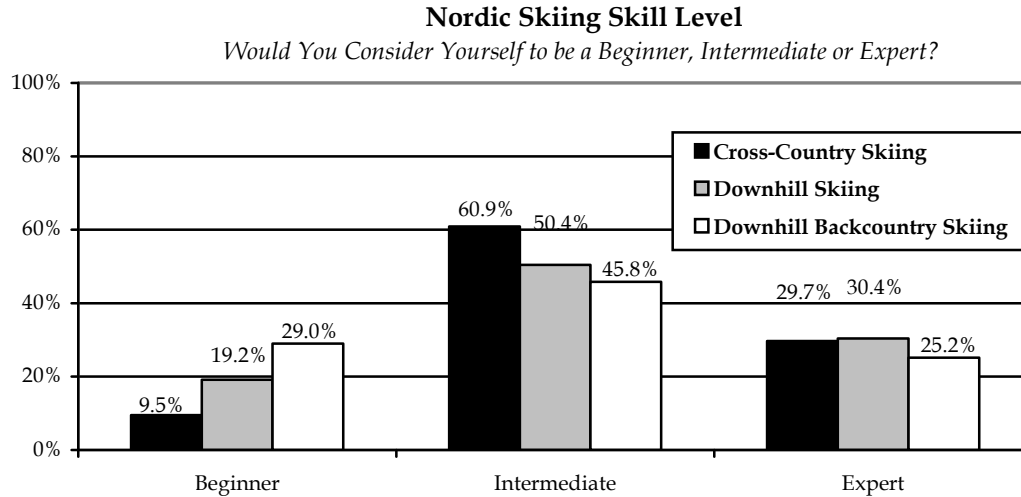


Figure 9. Skill level of nordic skiers.

Alpine or Nordic Skier First?

The majority of skiers (71.7%, Table 4) said that the first of the three ski types they started was downhill skiing. Over one-third of respondents (36.6%) indicated that they started with cross-country skiing. As can be seen by the following table, downhill backcountry skiing was the type of skiing most frequently (76.4%) cited as the last of the three types of skiing started.

Table 4. Order first started ski types.

Type of Skiing	1 st	2 nd	3 rd
Cross-Country Skiing	36.6%	56.7%	6.7%
Downhill Skiing	71.7%	26.4%	2.0%
Downhill Backcountry Skiing	5.7%	17.9%	76.4%

Number of Years of Ski Experience

The majority of respondents (30.8%, Figure 10) had cross-country skied for 21 to 30 years with another fifth (21.0%) of respondents indicating that they had more than 30 years of cross-country skiing experience. In terms of downhill skiing, the majority of skiers (35.1%) had more than 30 years of experience with just shy of one-fifths (18.7%) having 21 to 30 years of experience. As noted above, downhill backcountry skiing was the last type of skiing attempted by the majority of skiers (76.4%), as such the majority of skiers had either 1 to 5 years (27.9%) or 6 to 10 years (26.0%) experience downhill backcountry skiing.

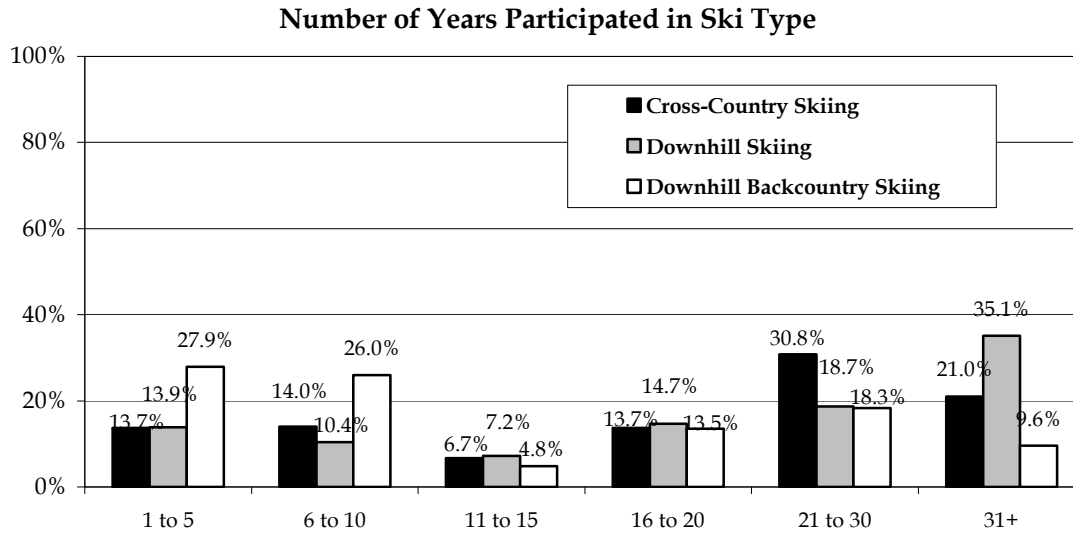


Figure 10. Number of years participating in cross-country skiing, downhill (alpine) skiing, and downhill (alpine) backcountry skiing.

Reasons for Having Become a Nordic Skier

Nearly nine out of ten (88.3%, Table 5) respondents indicated that they started cross-country skiing because they enjoyed nature. The second most frequently cited reason why skiers started cross-country skiing was because they found it to be a better work-out than downhill (Alpine) skiing (79.3%), followed closely by the fact that it is relaxing, quiet and serene (77.2%).

Table 5. Reasons for starting nordic skiing.

Reasons	%
I enjoy being in nature.	88.3%
I feel it's a better work-out than downhill skiing	79.3%
It's relaxing, quiet and serene	77.2%
There are less people on the cross-country trails than the downhill skiing trails	61.4%
My family and/or friends do it	61.4%
It's cheaper than downhill skiing	53.6%
I feel it's impact on the environment is less than downhill skiing	35.6%
I believe it's less stressful on the body than downhill skiing	34.1%
The equipment is more comfortable than downhill skiing	29.6%
I believe injuries and accidents are less likely to occur than with downhill skiing	27.2%
Cross-country ski equipment has improve so much over the years	19.8%

Note: Totals do not add to 100% because multiple responses were provided

Section 7. Nordic Ski Trip Planning

When Did Nordic Skiers Start Planning their Nordic Ski Trip?

The majority (36.5%, Figure 11) of nordic skiers surveyed started planning the cross-country ski component of their entire trip the day of (15.4%) or in the one to two days (21.1%) leading up to their trip. More than a quarter of respondents (28.7%) started planning the cross-country ski component of their trip approximately one to four months prior to leaving home. A very small portion (1.5%) of respondents reported that they started planning their nordic ski trip more than a year in advance.

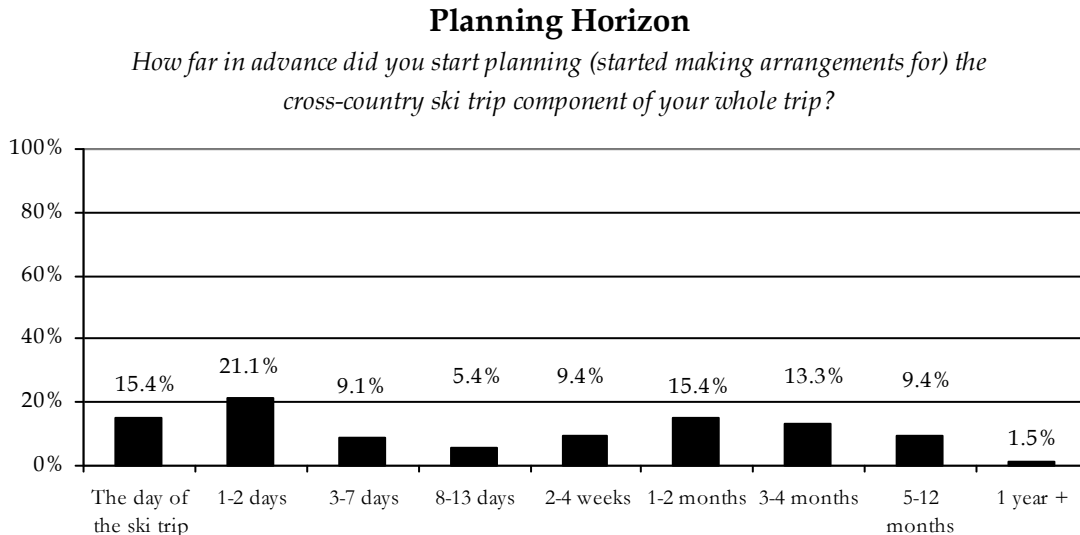


Figure 11. Nordic ski trip planning.

Trip Planning Versus Trip Duration

Upon further analysis of trip planning, we found that the duration of the trip was an indicator of when nordic skiers started planning that trip; where the longer the trip, the more likely nordic skiers would have been to begin planning that trip well in advance. Over half (52.6%) of nordic skiers who were on a day trip from their home community started planning their trip one to seven days in advance while an additional 28.5% started planning on the day of their nordic ski trip itself. Likewise, the majority (47.3%) of survey respondents on a short getaway vacation were more likely than day trippers to start planning the ski component of their trip between two weeks and two months leading up to their trip. Nearly an additional fifth (18.3%) of respondent on a short getaway vacation started planning three to four months in advance. And finally, two-thirds (66.7%) of nordic skiers on a multi-day vacation started planning their trip either one to five months (43.7%) or five to twelve months (23.0%) in advance.

First Considerations When Planning Nordic Ski Trip

Apart from cost or budgetary concerns, respondents were asked what they considered first when they were planning the cross-country ski component of their trip. Almost a third (32.9%) of respondents indicated they first started thinking about the destination and then thought about cross-country skiing and other activities while similarly an almost equal proportion (31.1%) started by considering a cross-

country ski trip and then started thinking about a destination. While slightly more than one-tenth (11.6%) of respondents said that someone else had planned the trip, one-fifth (21.3%) of skiers reported other considerations when planning their nordic ski trip. Proximity/location (22.9%, Table 6), weather (11.4%), the facility (11.4%), snow conditions (10.0%) and ski races/events (10.0%) were the top five other factors that other respondents first considered when planning the nordic component of their trip.

Table 6. Other considerations when planning nordic component of trip.

Other Considerations (n=70)	%
Proximity/Location	22.9%
Weather	11.4%
Facility	11.4%
Snow Conditions	10.0%
Ski Races/Events	10.0%
Quality of Trails	8.6%
Timing	5.7%
Ski Programs	5.7%
Have Pass	4.3%
Visiting Family and Friends	4.3%
Job Related	4.3%
Companionship	2.9%
Snowshoeing	2.9%
Cost	1.4%
Equipment	1.4%
Wine Festival	1.4%
Accommodation	1.4%
Total	100%

Information Sources Used when Planning & Top Three Most Influential Information Sources

Respondents were asked what information sources helped them plan for and ultimately helped them to make the decision to take their trip and identify the top three most useful information sources they used. Respondents found the most useful information sources to help plan their trip to be also the information sources that was used the most by the majority of respondents: previous visit(s) to the ski area (76.6% used information source/63.5% found most useful, Figure 12), advice from friends/relatives/acquaintances (48.5%/42.1%) and past experiences on cross-country ski trips (76.6%/63.5%).

Information Sources

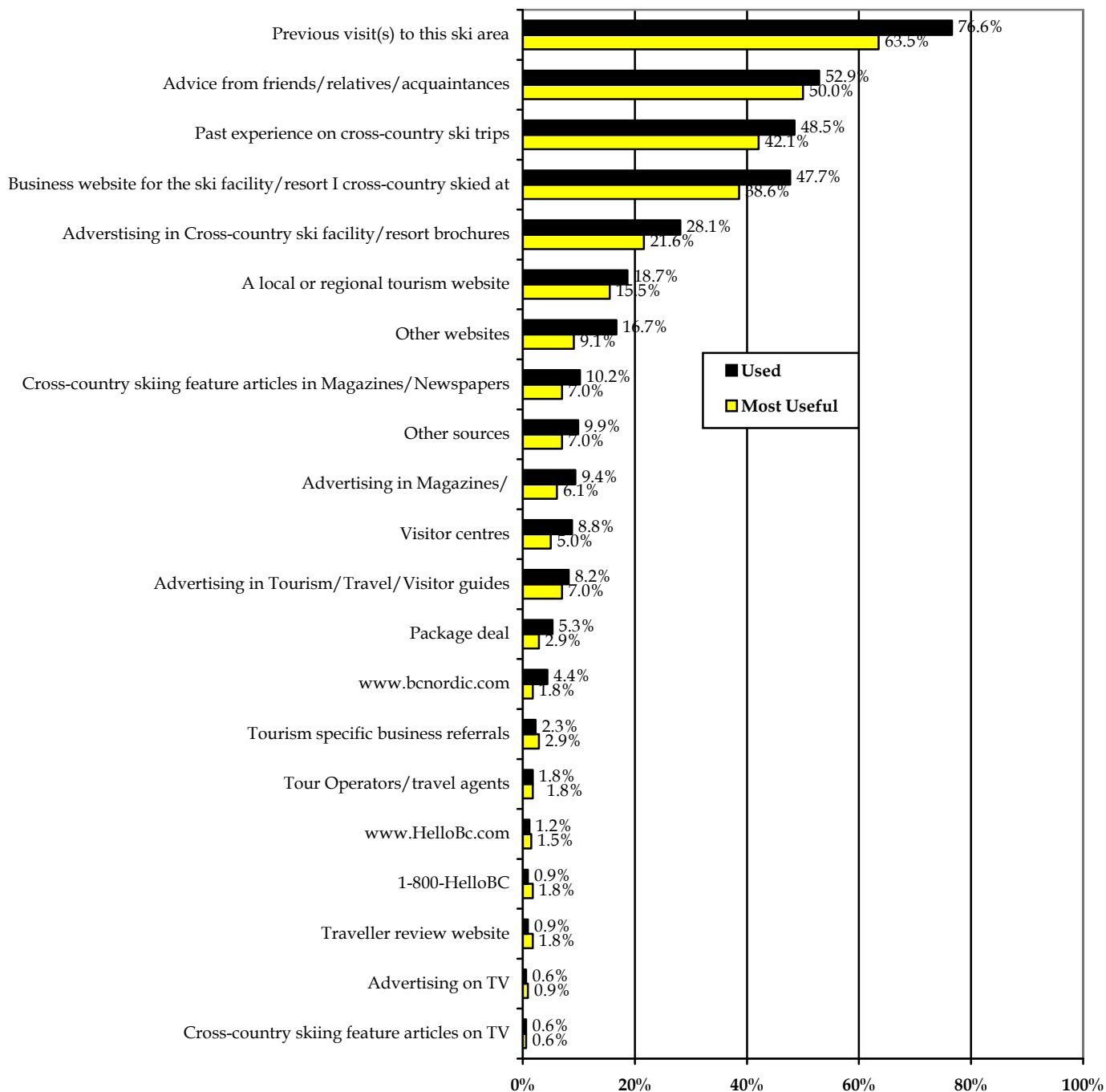


Figure 12. Information sources used to plan trip

Section 8. Nordic Ski Trip Type and Trip Motivations

Type of Trip

Survey respondents were asked how they would best describe their cross-country ski trip. The majority (42.2%, Figure 13) of skiers reported that their cross-country ski trip was part of a day trip from their home community. An additional 28.0% said that their cross-country ski trip was part of a short getaway vacation (less than 4 nights) and 26.2% said that it was part of their multi-day vacation (4 nights or more).

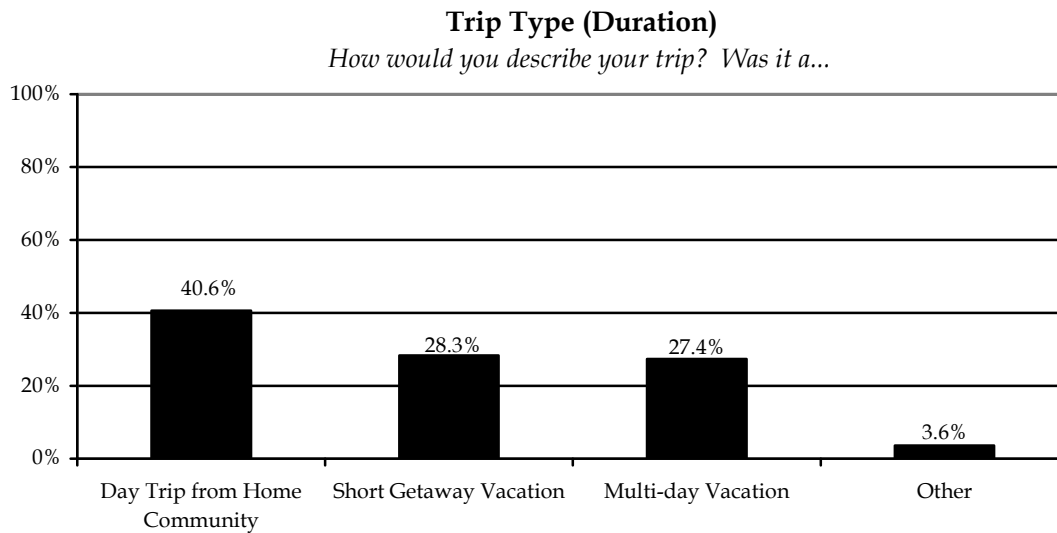


Figure 13. Trip type (duration).

While over half (51.8%, Table 7) of the nordic skiers from British Columbia said that their cross-country ski trip was part of a day trip from their home community. The majority of respondents from other parts of Canada (78.9%) were on a multi-day vacation. Skiers from the United States were, for the most part, either on a short getaway vacation (48.6%) or a multi-day vacation (45.9%). Due to the small number of overseas respondents (n=4) they were not included in this analysis.

Table 7. Trip type and market origin.

Market Origin	British Columbia Residents (n=257)	Other Canada (n=38)	U.S. (n=37)
Day trip from home community	2.6%	5.4%	25.0%
Short getaway vacation	10.5%	48.6%	.0%
Multi-day vacation	78.9%	45.9%	75.0%
Other	7.9%	.0%	.0%
Total	100%	100%	100%

Motivation for taking Nordic Ski Trip

Nearly two-thirds (64.8%, Table 8) of respondents cited the main motivation for participating in cross-country skiing on their trip was to have a recreational experience/exercise (Table 8).

Table 8. Main motivation for taking nordic ski trip.

Main Motivations*	%
To have a recreational experience/exercise	64.8%
To spend quality time with family and/or friends	21.6%
To be closer to/experience the natural environment	14.5%
To develop skills, learn something new	6.2%
To escape crowds, spend quality time alone	3.8%
To rest, relax, recuperate	3.3%
To meet new people	0.9%
Other**	5.0%

*Although the question specified choose one response only, many respondents did not, so all responses were included in results, thus totals will not calculate to 100%.

**Other motivations listed included ski races (n=4), work related (n=4), to discover new trail systems (n=4), training (n=3), and to spend time with pets (x=1).

Respondents from British Columbia were more likely to cite recreational experience/exercise as their main motivation (67.2%, Figure 14) than respondents from other markets of origin (US 59.5%; Other Canada 55.3%). Overseas residents were not included in this analysis as there were only 4 respondents.

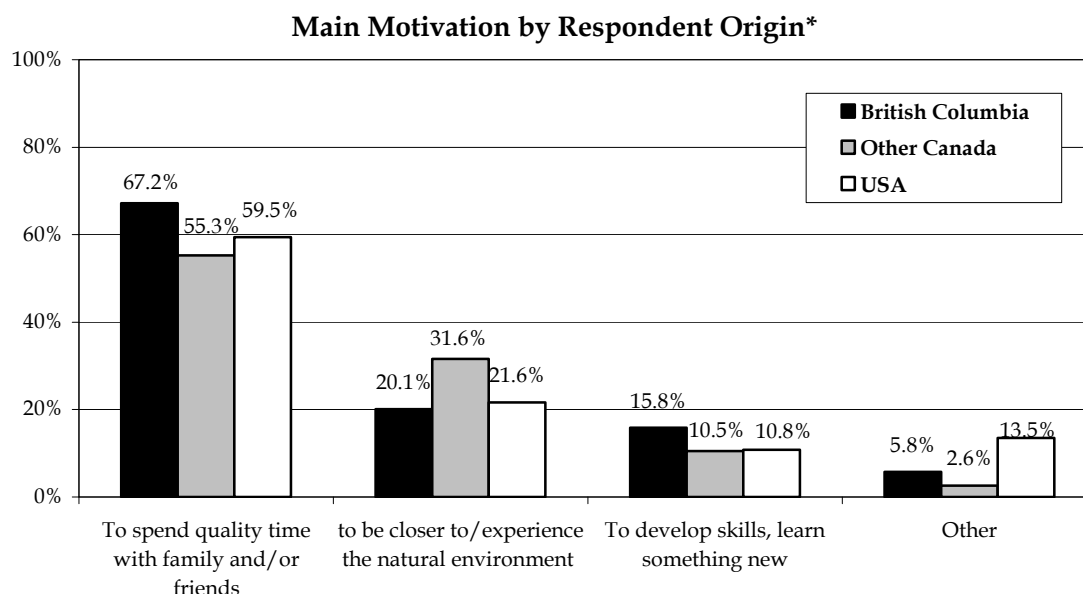


Figure 14. Main motivations by respondent origin.

*Although the question was specified choose one response only, many respondents did not, so all responses were included in results, thus totals will not calculate to 100%.

There were also differences in trip motivations across trip type. Those on a day trip were more likely to cite recreational experience/exercise (65.0%, Figure 15) as main motivation than those on a short-getaway (49.5%). A quarter of those on short getaways were motivated to spend quality time with Friends/family (27.4%) compared to less than 20% of those on a day trip (16.8%).

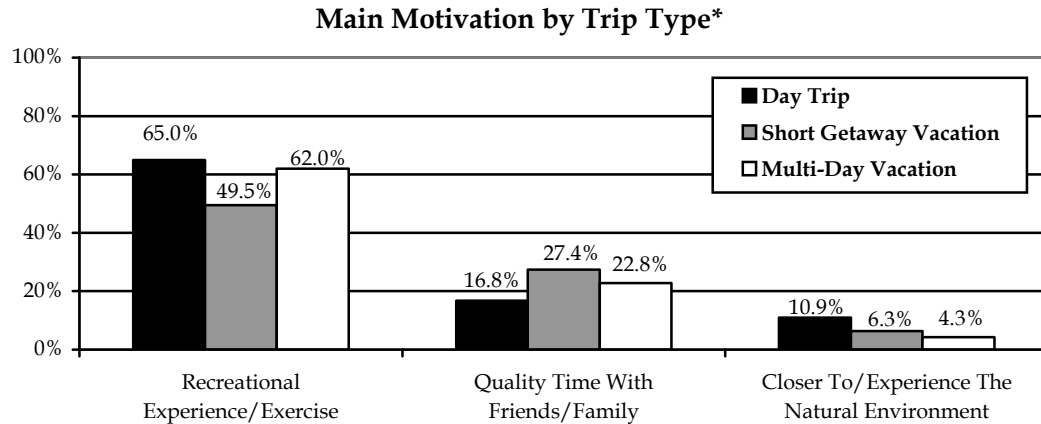


Figure 15. Main motivations by trip type.

*Although the question was specified choose one response only, many respondents did not, so all responses were included in results, thus totals will not calculate to 100%.

The following chart (Figure 16) presents a breakdown of the respondents' main motivations for taking their cross-country ski trip by tourism region of business where they cross-country skied

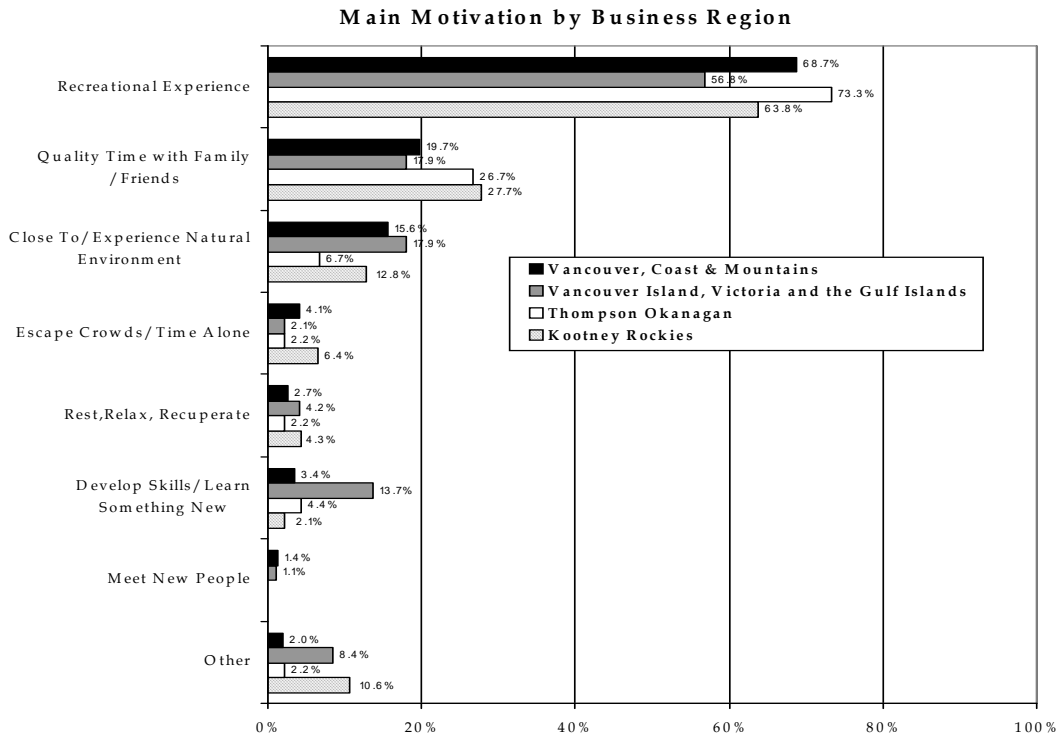


Figure 16. Travellers' main trip motivations by business region.

*Although the question was specified choose one response only, many respondents did not, so all responses were included in results, thus totals will not calculate to 100%.

Also, please note only four visitors to the Cariboo, Chilcotin, Coast responded to this question, and 0 visitors visited the Northern British Columbia region.

Section 9. Nordic Ski Trip Characteristics

Types of Nordic Skiing

The largest proportion (80.7%, Figure 17) of nordic skiers cross-country skied on classically (two grooves) groomed trails. The second type of cross-country skiing most frequently (44.5%) participated in was on wide, path-like trails.

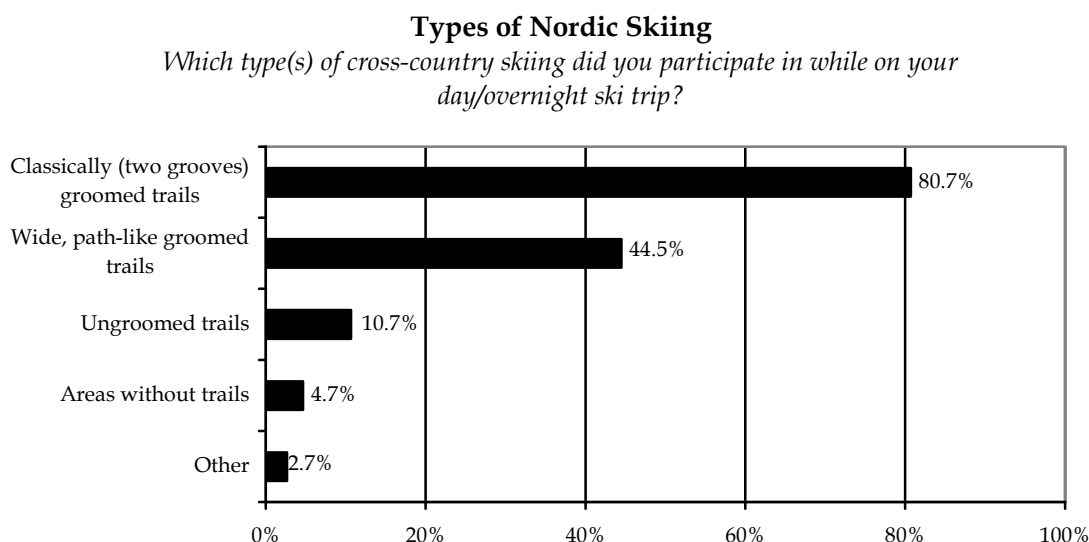


Figure 17. Types of nordic skiing respondents participated in.

* Totals do not add to 100% because multiple responses were provided.

There was little variation in the type of cross-country skiing participated in while visiting the different tourism regions (Table 9). It should be noted that only four (4) respondents visited the Cariboo, Chilcotin Coast region and zero (0) respondents visited Northern British Columbia region, therefore data for these regions was not included.

Table 9. Type of nordic skiing by tourism region visited.

Type of Nordic Skiing	Vancouver, Coast & Mountains	Vancouver Island, Victoria and the Gulf Islands	Thompson Okanagan	Kootenay Rockies
On Classically (two grooves) groomed trails	79.6%	84.2%	80.0%	76.1%
On wide, path-like groomed trails	34.7%	54.7%	46.7%	52.2%
On un-groomed trails	10.9%	8.4%	11.1%	10.9%
In areas without trails	3.4%	5.3%	2.2%	8.7%
Other	3.4%	4.2%	-	-

*Column totals do not add to 100% because multiple responses were allowed. .

Accommodation(s) Used While Nordic Skiing

Skiers who indicated that they were on a short getaway vacation or a multi-day vacation were asked if the ski facility/resort that they visited had accommodation available on-site. Over two-thirds (69.2%) reported that this was the case. Of these respondents, 78.6% stayed overnight on-site at the cross-country ski facility/resort.

The chart below outlines what percentage of visitors on a short getaway vacation or a multi-day vacation that visited each tourism region stayed overnight, on-site with the cross-country ski facility/resort. The Vancouver Island, Victoria and the Gulf Islands region (73.1%, Figure 18) had the most on-site overnight stays, followed by the Vancouver, Coast & Mountains region (58.0%) and the Thompson Okanagan region (43.8%). Please note that due to a small response (4 people) from visitors to the Cariboo, Chilcotin, Coast Region (all 4 stayed on-site), and Northern British Columbia region (0 people), results have not been included in this report.

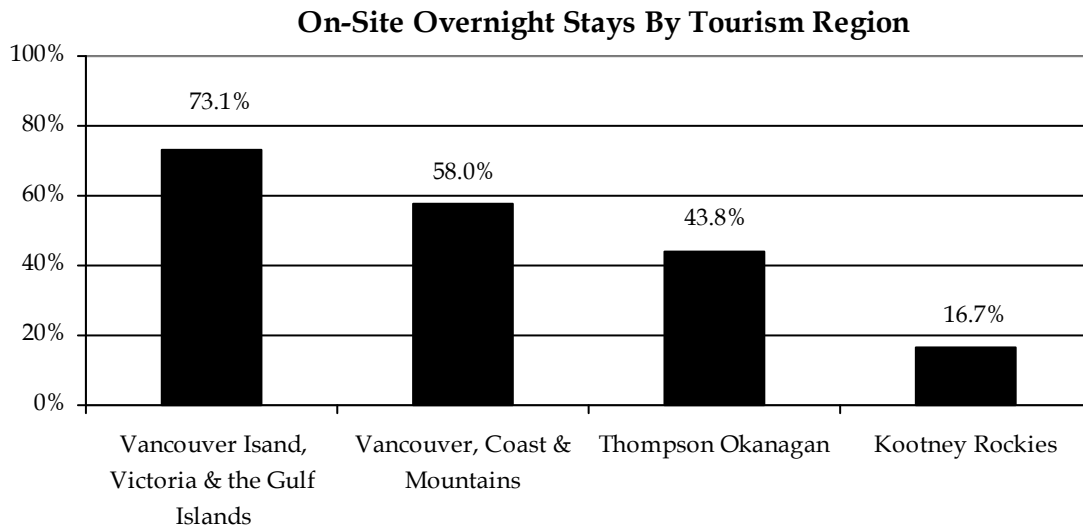


Figure 18. On-site overnight stays by tourism region visited.

*Please note only four visitors to the Cariboo, Chilcotin, Coast responded to this question, data should be interpreted with caution.

Nearly half (47.9%) of survey respondents (who were on short getaways or multi-day vacations) indicated that they stayed overnight in an adjacent community during their cross-country ski trip. The accommodations used most frequently in an adjacent community were a hotel/motel (22.4%, Table 10) or friends and/or relatives (22.4%).

Table 10. Accommodation used in adjacent community by tourism region visited.

Accommodations Used in Adjacent Community	Vancouver, Coast & Mountains (n=45)	Vancouver Island & the Gulf Islands (n=5)	Thompson Okanagan (n=40)	Kootenay Rockies (n=26)	Total (n=116)
Hotel/Motel	34.6%	7.5%	40.0%	26.7%	22.4%
Resort	11.5%	10.0%	-	22.2%	14.7%
Bed and Breakfast	3.8%	12.5%	-	4.4%	6.9%
Friends or Relatives	19.2%	30.0%	20.0%	17.8%	22.4%
Own Home (2nd home)	11.5%	20.0%	20.0%	8.9%	13.8%
Hostel	-	-	-	2.2%	0.9%
Rented apartment/cabin/condo/chalet	11.5%	17.5%	-	15.6%	14.7%
Time share/own vacation property	7.7%	2.5%	-	2.2%	3.4%
Ranch	-	-	20.0%	-	0.9%
Total	100%	100%	100%	100%	100%

Trips During Spring, Summer or Fall Months

Two-fifths of the survey respondents (44.3%) had visited the cross-country ski facility/resort where they were intercepted at during the spring, summer or fall months. Of those, respondents were asked about their activities they participated in while at the ski facility/resort during non-winter months. Respondents were most likely to go hiking (60.7%, Table 10), biking (26.9%) or skiing (20.0%, Table 11) during the nordic off season.

Table 11. Trips during spring, summer or fall months – activities at nordic facility.

Activity	%	Activity continued...	%
Hiking	60.7%	Snowmobiling/Snowshoeing	2.8%
Biking	26.9%	Running	2.8%
Skiing	20.0%	Fishing	1.4%
Dine out	8.3%	Bird Watching/Wildlife Viewing	1.4%
Travelling/Sightseeing/Touring	4.8%	Shopping	1.4%
Walking	4.8%	Wine Tasting	1.4%
Festivals/Events	4.8%	Other	5.5%
Family/Relaxing	3.4%		

*Other includes bridge/card games/bingo/or casinos, camping/scouting, golf, hunting, swimming/aquafit, rollerblading, Yoga/Tai Chi, errands/volunteer work, Farmer's market, and studying.

Respondents visiting the Vancouver Island, Victoria and the Gulf Islands (73.9%), Vancouver, Coast & Mountains (61.7%) and the Thompson Okanagan (54.5%) regions were all most likely to have hiked while at the ski-facility resort during spring/summer or falls month. Respondents visiting the

Kootenay Rockies, however, were most likely (38.5%) to have biked, while less than one-quarter (23.1%) of respondents indicated that they had hiked.

Satisfaction With and Importance of Various Factors When Planning and Purchasing Nordic Ski Trip

In an effort to better understand the components of a BC nordic skiing trip that require most improvements and areas of greatest importance, respondents were asked to rank the satisfaction and importance for various trip factors on a scale of 1 to 5. The results of their combined (with other respondents') ratings is summarized in scatter graph format for each component of their trip. Respondents who stated "no opinion" or did not provide a response were removed from the calculations.

The factor listed as most important while planning, purchasing and while on their cross-country ski trip was understanding the number and type of trails offered at a club or resort. Almost two-thirds (64.1%, Figure 19) rated it as Very Important and an additional quarter (24.6%) rating it as Somewhat Important. Less than half of the respondents (44.5%), however, said that they were Very Satisfied with this element, although, over one-third (36.9%) were Somewhat Satisfied.

While all factors were found to be somewhat important, the aspect that received the lowest importance rates was understanding what other skiers thought of cross-country day/overnight ski trips (testimonials) they had taken, with nearly a third indicating it to be Not Very/Not at all Important.

Importance vs. Satisfaction in Planning and Purchasing Trip

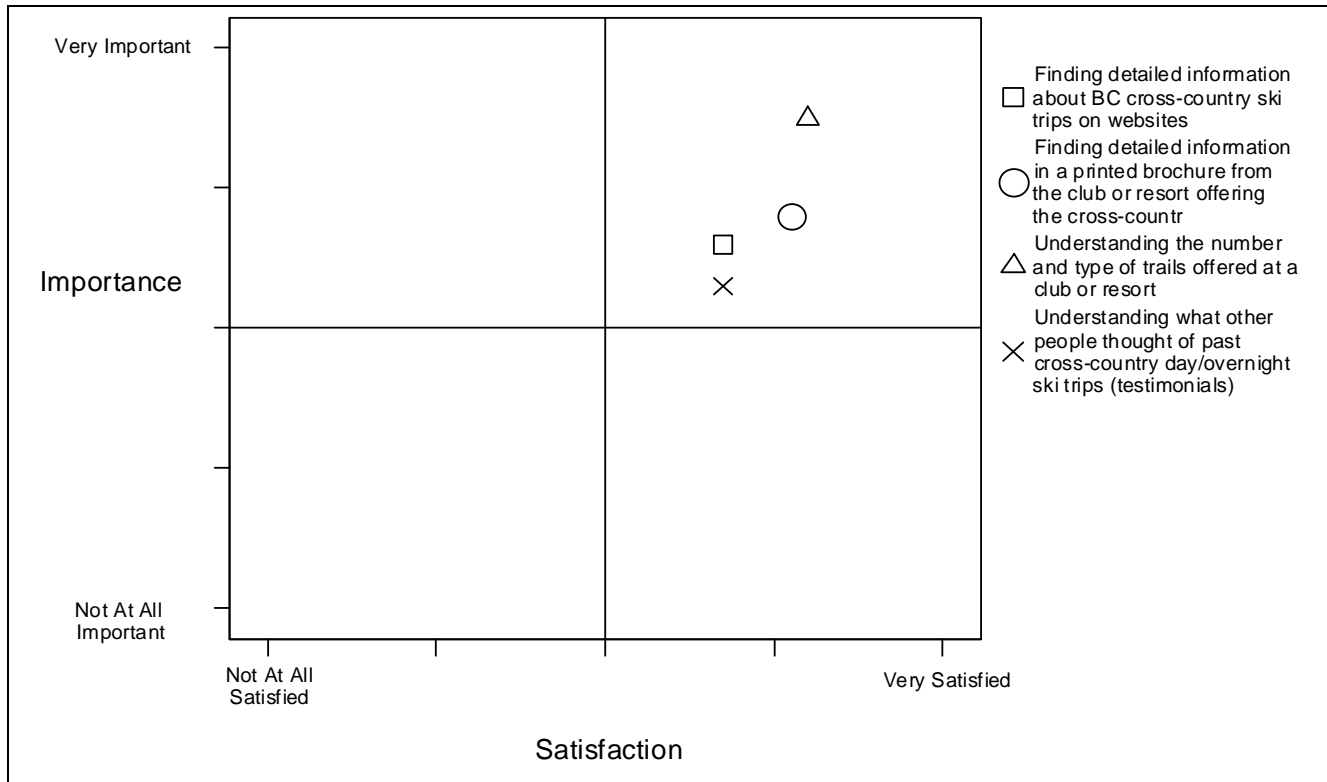


Figure 19. Importance vs. satisfaction in planning and purchasing trip.

Satisfaction With and Importance of Various Services at the Nordic Ski Facility/Resort

Respondents were asked to rate the importance of several services provided at the facility/resort where they cross-country skied. Skiers were most likely to rate the overall value for price paid (92.4%, Figure 20), followed by the quality of customer service from ticket sellers, food and beverage servers and ski school instructors (84.3%) as somewhat/very important. The top three services provided at the facility/resort that were rated as not at all important by respondents were child care services (day care, lessons, etc.) (65.0%), accessibility from a major airport (53.4%), and entertainment/night life (46.5%).

Importance vs. Satisfaction in While on Trip

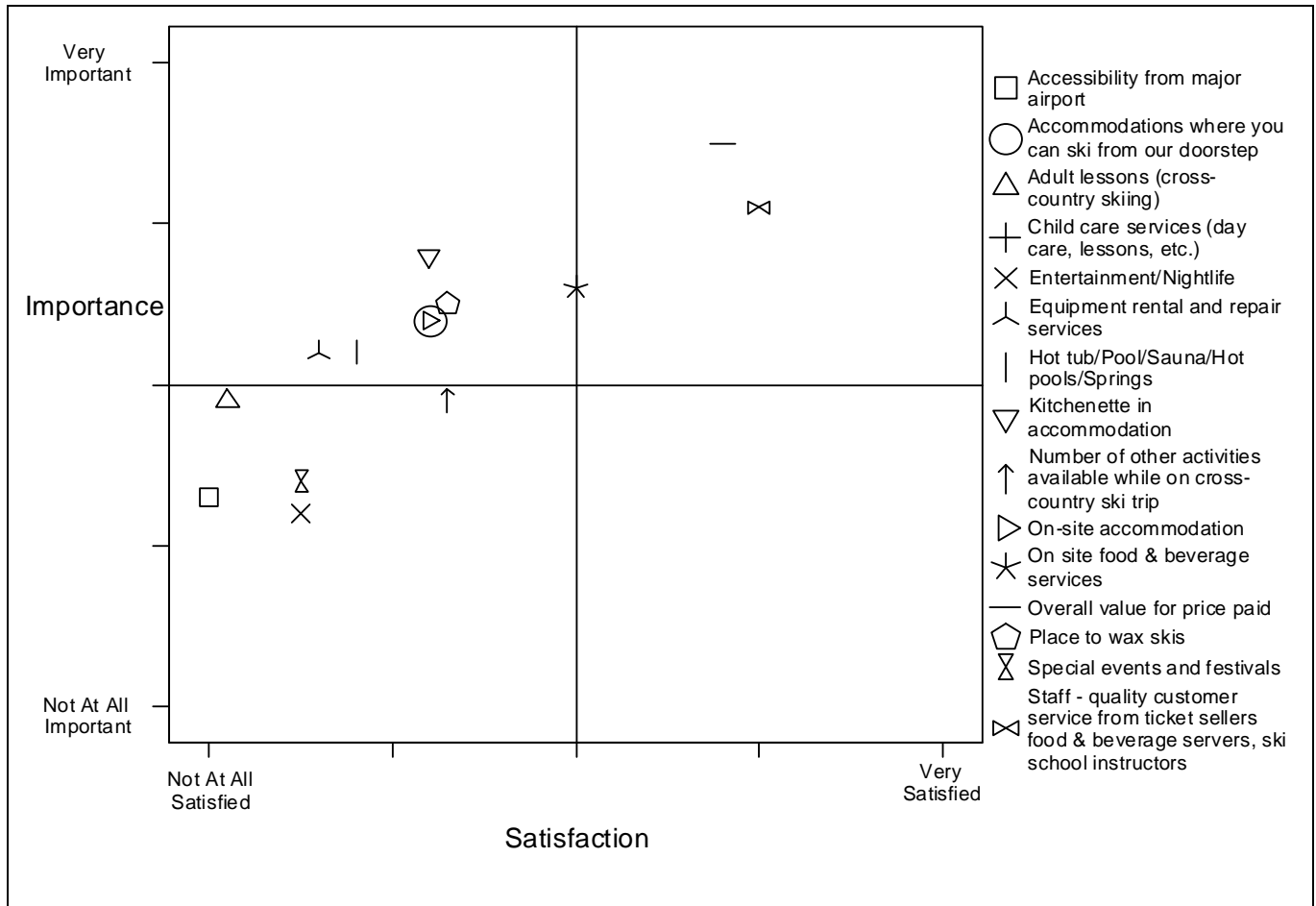


Figure 20. Importance vs. satisfaction in amenities at facility/resort where cross-country skied.

Respondents placed the most importance on the quality of trails and snow while cross-country skiing. For example over four-fifths (83.4%) of skiers felt that trail grooming/maintenance was very important with an additional 13.2% who rated it as somewhat important. Nearly three-quarters (73.4%) rated the quality of snow conditions as very important while another 23.4% found this element to be somewhat important. More than nine out of ten respondents classified signage (91.9%) and the diversity of cross-country trails (96.0%) as somewhat/very important. Only six in ten (62.3%) skiers said that encountering few people while on the nordic ski trails was either very/somewhat important to them.

Generally skiers were satisfied with the different factors directly related to their time cross-country skiing. Approximately nine out of ten respondents were somewhat/very satisfied with quality of snow conditions (92.0%, Figure 21), the diversity of cross-country trails (90.3%) and the trail grooming/maintenance (87.7%). Four in five respondents were either somewhat/very satisfied with the number of people encountered while on the cross-country ski trails (80.1%) and the signage (79.4%).

Importance vs. Satisfaction in While on Trip

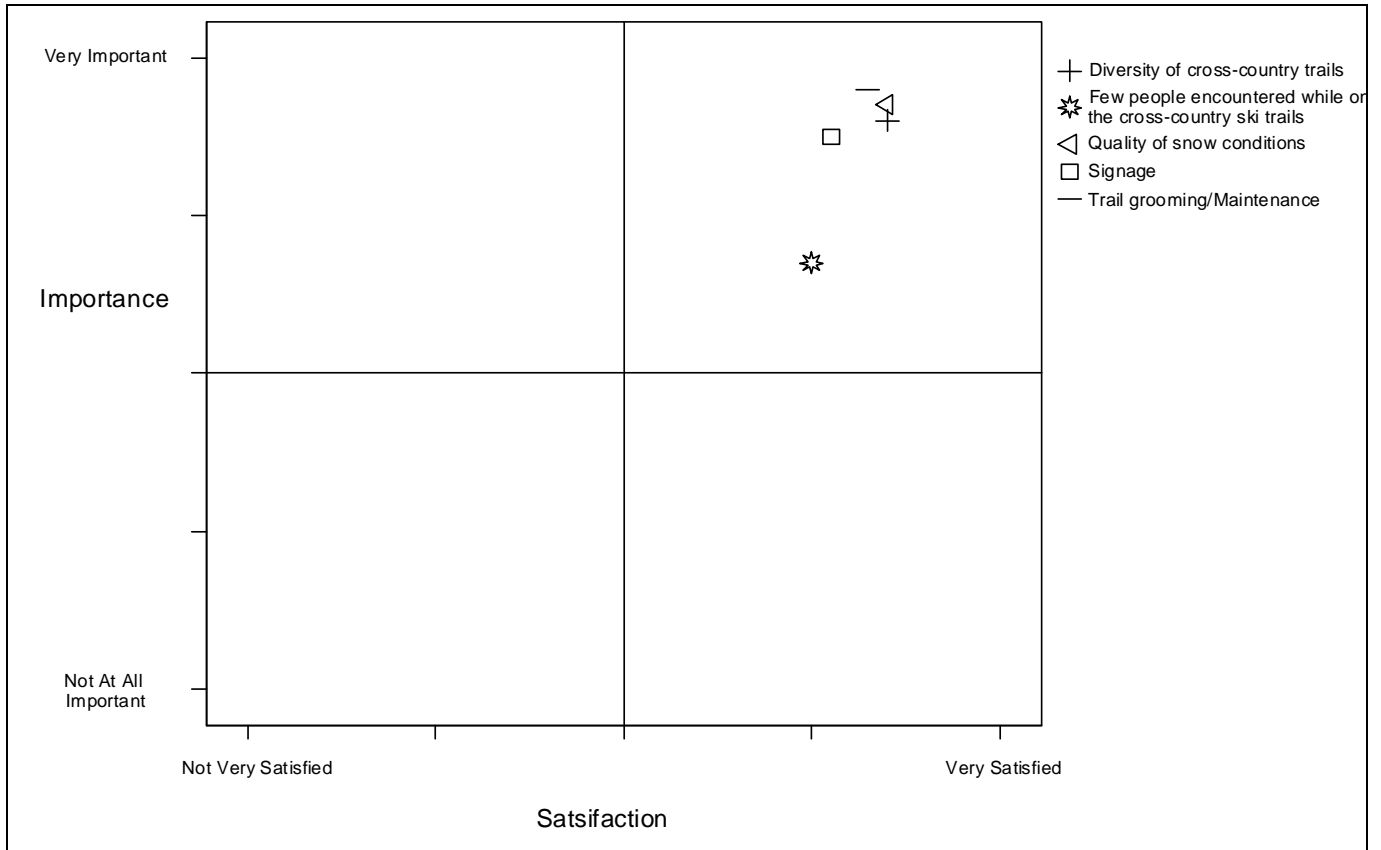


Figure 21. Importance vs. satisfaction with services at facility/resort where cross-country skied.

Overall Satisfaction with Nordic Ski Trip

Overall, the level of satisfaction with their cross-country ski trip was high. The majority (80.5%, Figure 22) of respondents indicated that they were Very Satisfied with their cross-country ski trip while an additional 11.5% were Somewhat Satisfied, while less than 10% indicated being not satisfied with their trip.

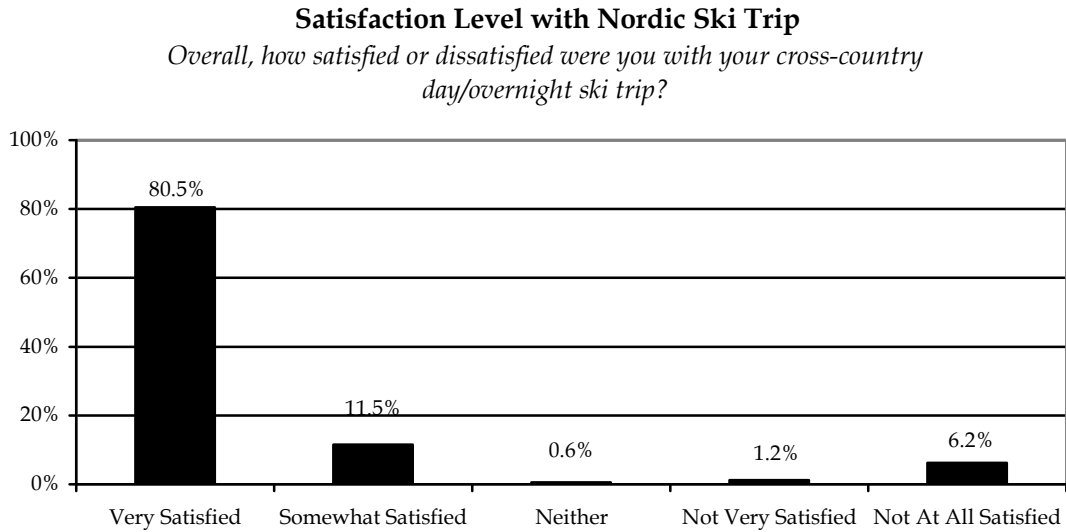


Figure 22. Satisfaction with nordic ski trip.

Reasons commonly cited for skiers' dissatisfaction included the quality of trails (21.1%) and oversight trail markers/bad signage (15.8%). A complete list of respondents' explanations for their satisfaction and dissatisfaction can be found in Appendix E.

There was little variation of overall satisfaction levels between tourism regions (Table 7). Regardless of regional destination, an overwhelming majority of respondents were satisfied with their nordic ski trip.

Section 10. Entire British Columbia Trip Information

Primary Purpose

Over three-quarters (78.1%, Figure 23) of respondents reported that the primary purpose of their entire trip was to participate in cross-country skiing. The primary purpose of almost all (93.5%) respondents on a day trip was to participate in cross-country skiing, however; the longer the trip, the less likely the primary purpose of the trip was to cross-country ski.

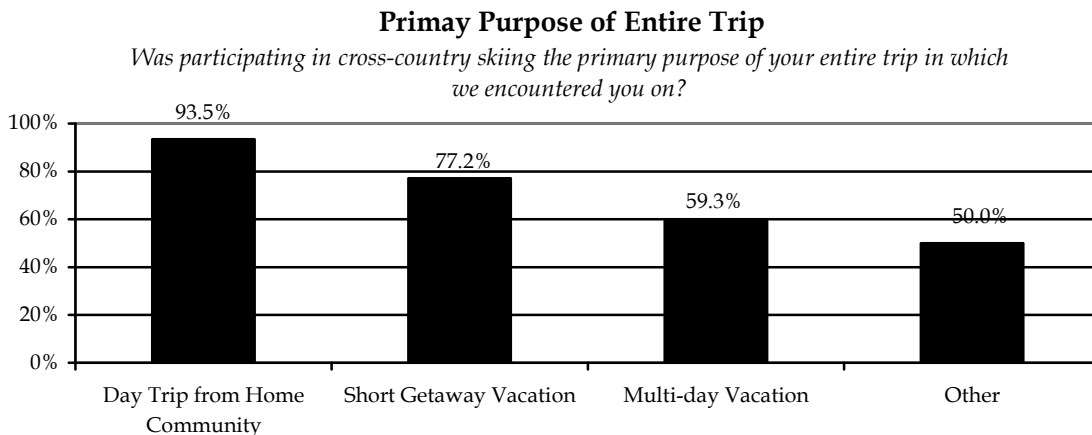


Figure 23. Percentage of respondents indicating primary purpose of trip was for nordic activities by trip type.

Cross-country skiing was least frequently cited as the primary purpose of respondents visiting the Kootenay Rockies region as compared to the other tourism regions (Table 12).

Table 12. Nordic skiing as primary purpose of entire trip by tourism region.

Tourism Region	%
Thompson Okanagan	82.2%
Vancouver, Coast & Mountains	80.7%
Vancouver Island, Victoria & the Gulf Islands	79.8%
Kootenay Rockies	60.9%

*Please note only four visitors to the Cariboo, Chilcotin, Coast responded to this question, therefore data was not included.

Among those respondents who indicated that nordic skiing was not the primary purpose of their entire trip in British Columbia, the majority of those on a multi-day vacation (60.4%, Figure 24), a short getaway vacation (47.6%) and a day trip (33.8%) listed downhill skiing as the primary purpose of their trip. Visiting family/friends was the second most frequently listed purpose by skiers on a multi-day vacation (36.4%) and those on a short getaway vacation (19.0%), while sightseeing/vacation was the purpose cited second most often by those on day trips (22.2%).

Primay Purpose of Entire Trip
What was the primary purpose of your entire trip in which we encountered you on?

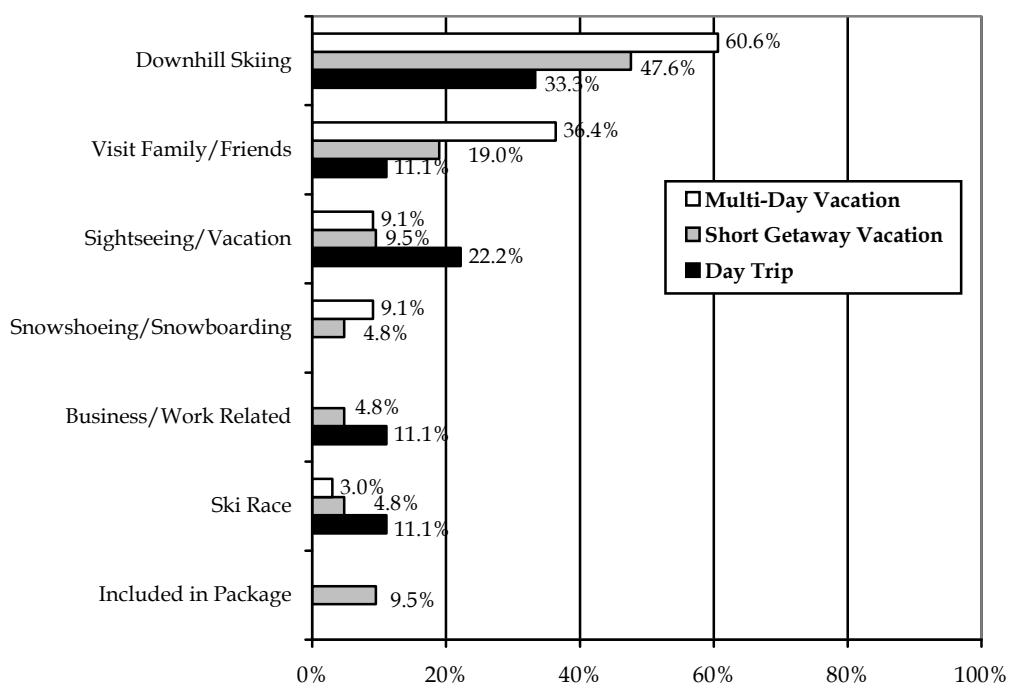


Figure 24. Percentage of respondents indication primary purpose of trip was for nordic activities by trip type.

Similarly downhill skiing was listed as the primary purpose by visitors from Overseas (100.0%), elsewhere in Canada (72.2%), the USA (56.3%) and British Columbia (40.0%), followed by visiting family and friends.

Number of Days Away From Home/in British Columbia on Trip

Over two-fifths (43.0%) of skiers spent one to three nights away from home on their trip in the province of British Columbia and an additional 21.5% spent four or five nights away.

Market Origin and Number of Days Away From Home/in British Columbia on Trip

Over half (55.5%, Table 13) of nordic skiers from British Columbia spent between one and three nights away from home in British Columbia while on their trip. The majority (37.1%) of respondents residing elsewhere in Canada spent between six and ten nights in British Columbia, with another one in five (20.0%) spending four to five nights and another one in five (20.0%) spending twenty-one or more nights of their entire trip in the province of British Columbia. The majority of nordic skiers from the United States spent either one to three nights (44.1%) or six to ten nights (35.3%) of their trip in British Columbia.

Table 13. Nights spent away from home by respondent origin.

Nights Spent Away From Home On Trip in British Columbia*	Respondent Origin		
	British Columbia	Other Canada	USA
1 to 3 nights	55.9%	2.9%	44.1%
4 to 5 nights	23.4%	20.0%	14.7%
6 to 10 nights	11.7%	37.1%	35.3%
11 to 15 nights	3.6%	14.3%	-
16 to 20 nights	1.8%	5.7%	2.9%
21+ nights	3.6%	20.0%	2.9%
Total	100%	100%	100%

*Due to small sample size from overseas respondents (n=4), analysis for this group was not included.

Time Spent Participating in Cross-Country Skiing Activities

Slightly more than half (52.8%) of the nordic skiers respondents spent more than one day cross-country skiing, while less than half (47.2%) spent one day or less cross-country skiing during their entire trip. A large majority of those on a short getaway vacation (80.6%) or on a multi-day vacation (85.1%) spent more than one day cross-country skiing.

Nordic skiers from the United States (73.0%, Figure 25) and from Canada (other than British Columbia, 71.1%) were most likely to spend more than a day participating in cross-country skiing activities throughout the course of their entire trip.

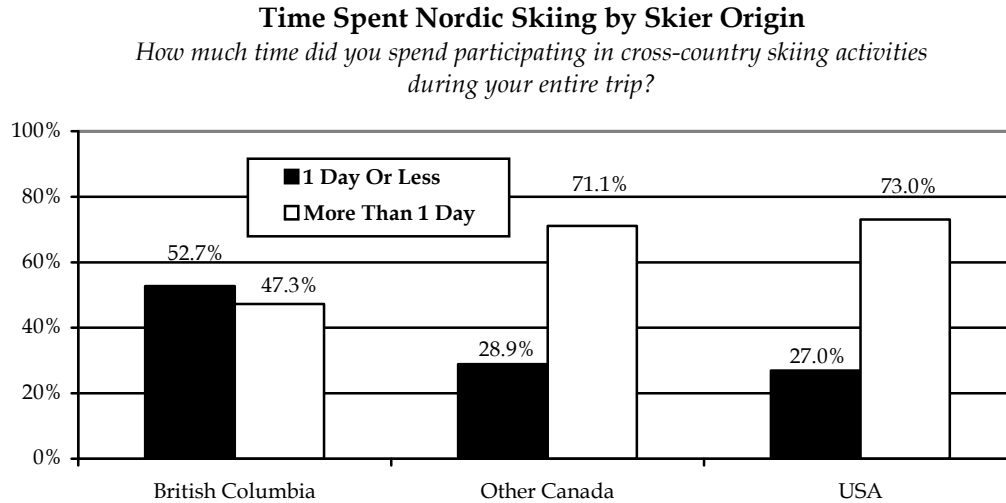


Figure 25. Time spent cross-country skiing by market of origin.

Among survey respondents who spent more than one day cross-country skiing, approximately half (50.3%) spent between one and three days and an additional 36.0% spent more than three but less than six days participating in cross-country ski activities.

Of the nordic skiers who spent more than one day participating in cross-country skiing activities during their entire trip, the majority visiting each of the tourism regions: Kootenay Rockies (58.3%), Thompson Okanagan (44.0%), Vancouver Island, Victoria & the Gulf Islands (48.4%) and Vancouver, Coast and Mountains (81.1%) spent between two and four days participating in nordic skiing activities.

Accommodation(s) Used in British Columbia

The three most frequently cited types of accommodation used by respondents on their entire trip to/within British Columbia were hotel/motels (24.9%), resorts (22.0%) and apartment/ cabin/ condo/ chalet rentals (21.5%, Table 14).

Table 14. Accommodations used in British Columbia.

Accommodations Used While in British Columbia	%
Hotel/motel	24.9%
Resort	22.0%
Rented apartment/cabin/condo/chalet	21.5%
Friends or relatives	15.8%
Own home (2 nd home)/Time Share	8.4%
Bed and breakfast	4.5%
Hostel	1.7%
Ranch	1.1%
Total	100%

There appeared to be some variation in the primary type of accommodation used on respondents' (who skied) entire trip to/within British Columbia depending on the tourism region visited. While nordic skiers in the Vancouver, Coast and Mountains (27.7%) were most likely to stay at a resort, those skiing in the Thompson Okanagan (27.3%) were most likely to stay with friends or relatives. Respondents skiing in the Kootenay Rockies (36.0%) were most likely to stay at a hotel/motel while those in the Vancouver Island, Victoria and the Gulf Island region (27.9%) were most likely to stay in a rented apartment/cabin/condo/chalet. Data from visitors to the Cariboo, Chilcotin Coast region were not included due to small sample size.

While the top three most frequently used accommodations were the same for skiers on a short getaway vacation and those on a multi-day vacation, the order varied between the two groups of respondents. Hotel/motels (27.3%) were used most often by skiers on a short getaway vacation, followed by a resort (22.7%) and rented apartments/cabins/condos/chalets (19.3%). Among skiers on a multi-day vacation, rented apartments/cabins/condos/chalets (24.7%) were used most often followed by resorts (23.5%) and hotel/motels (22.2%).

Other Activities

Nearly two-thirds (62.6%, Table 15) of all survey respondents indicated that they had participated in alpine skiing/snowboarding during their trip to British Columbia. The findings from the survey demonstrate that the longer a respondent's trip to British Columbia, the more likely they were to participate in alpine skiing. Nearly four-fifths (78.0%, Table 12) of skiers on a multi-day vacation went alpine skiing/snowboarding while less than two-thirds (61.4%) of respondents on a short getaway vacation and less than half (47.4%) of skiers on a day trip from their home community.

Approximately two-thirds or more of skiers visiting the Kootenay Rockies (62.1%), Vancouver, Coast & Mountains (63.0%) or Vancouver Island, Victoria & the Gulf Islands (69.1%) participated in alpine skiing/snowboarding while on their trip but only half of those visiting the Thompson Okanagan (50.0%).

Table 15. Activities frequently participated in.

Activities	During Trip in British Columbia	During Leisure Trips in Past Year
Alpine skiing/snowboarding	62.6%	51.0%
Snowshoeing	35.8%	34.4%
Hiking/climbing	22.5%	81.0%
Wildlife viewing (whale, bear, birds, etc.)	18.2%	40.1%
Running/jogging	9.6%	35.4%
Ice skating	9.1%	18.7%
Golfing	5.3%	18.4%
Snowmobiling	1.1%	1.0%
Fishing	0.5%	15.0%

Respondents were also asked if they had participated in various activities (see Table 15) on other leisure trip in the past year. Over four-fifths (81.0%) of respondents indicated that they had participated in hiking/climbing with more than half (51.0%) choosing Alpine skiing/snowboarding and two-fifths (40.1%) selecting wildlife viewing (whale, bear, birds, etc.).

Nine out of ten (90.1%, Table 16) survey respondents visited a municipal, provincial or national park, or natural area while on their trip in British Columbia. Slightly more than one in ten (13.0%) skiers visited a museum, heritage or historical site or a spa while on their trip. While there was little variation by trip type of those who had visited a museum, heritage or historical site, individuals on a short getaway (23.7%) were more likely than those on a multi-day vacation (9.8%) or a day trip from their home community (4.4%) to visit a spa on their trip.

Table 16. Places visited while on trip.

Activities	During Trip in British Columbia	During Leisure Trips in Past Year
Municipal provincial or national park, or natural area outside a park	90.1%	92.4%
Museum, heritage or historical site	13.0%	55.3%
Spa	13.0%	19.6%
First Nations attraction or event	5.3%	17.8%
Family attraction (mini golf, zoo, etc.)	2.3%	17.5%

When asked about leisure trips taken in the past year, respondents were most likely to have visited provincial or national parks, or natural areas outside a park (92.4%, Table 16). Over half of respondents (55.3%) visited a museum, heritage or historical sites during leisure trips taken in the past year, the largest proportion of which were from the United States (63.6%).

The majority of skiers (94.8%, Table 17) said that while on their trip in British Columbia they dined out. Those who skied in the Kootenay Rockies (100.0%) were most likely to have dined out while on their trip while those visiting the Thompson Okanagan (80.6%) were least likely. However, those visiting the Thompson Okanagan were more likely (54.8%) to have shopped for local arts and crafts while on their trip than those visiting the Kootenay Rockies (37.0%), Vancouver Island, Victoria and the Gulf Island (36.7%), and the Vancouver, Coast and Mountains (31.0%).

Table 17. Other activities.

Activities	During Trip in British Columbia	During Leisure Trips in Past Year
Dining out	94.8%	91.4%
Shopped for local arts and crafts	37.3%	59.6%
Attended a festival, fair or exhibition	11.4%	43.9%
Other activities	8.8%	18.9%
Attended or participated in a sporting event	6.7%	31.4%

More than nine in ten (91.4%) respondents said that they had dined out while on leisure trips taken during the past year. Visitors from the United States (72.7%) were more likely than visitors from British Columbia (57.2%), or other Canada (62.9%) to have shopped for local arts and crafts in the past year. Survey respondents residing in British Columbia (46.2%) were more likely than those from the rest of Canada (40.0%), or the USA (36.4%) to have attended a festival, fair or exhibition in the past year.

Section 11. British Columbia as a Nordic Ski Trip Destination

Unique Characteristics of British Columbia

The majority of survey respondents (57.7%, Table 18), regardless of trip type (day trips, short vacations, multi-day vacations), primary regional destination and/or market of origin (Canada, USA), listed good snow conditions most often as one of characteristics that makes British Columbia unique as a cross-country ski trip destination. The largest proportion of respondents who cited good snow conditions as a unique characteristic of British Columbia were skiers visiting the Thompson Okanagan (80.6%). Although natural environment was the second unique characteristics most frequently listed by all visitors, this characteristic was listed most among skiers from British Columbia (44.2%) than elsewhere in Canada (32.4%) and the United States (36.7%).

Table 18. Top 10 unique characteristics of BC as a nordic ski trip destination.

Characteristic	%
Good snow conditions	57.7%
Natural environment	42.3%
Well maintained/groomed trails	37.1%
Good transportation/accessibility	18.0%
Good weather	16.2%
Good services/helpful/friendly	14.3%
Not crowded	11.8%
Good accommodations	8.8%
Choices of destinations	7.4%
Cost - good value	6.6%

Satisfaction with Choices of Cross-Country Ski Areas in British Columbia

Two-thirds (67.3%, Figure 26) of skiers were very satisfied with cross-country ski areas in British Columbia while another 20.2% were somewhat satisfied. Approximately one in ten (10.3%) respondents said that they were somewhat/very dissatisfied with cross-country ski areas in British Columbia.

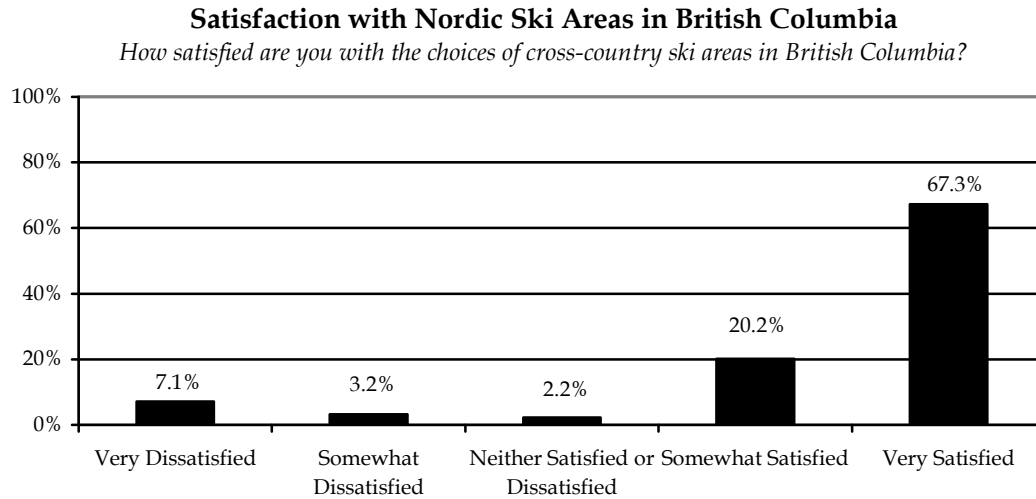


Figure 26. Satisfaction with nordic ski areas in British Columbia.

Future Nordic Ski Trips Within British Columbia

Nearly nine out of ten (88.3%, Figure 27) skiers said that it is very likely that they will take another trip in British Columbia in the next two years, and an additional 11.1% said that it was likely that they would. As can be seen in the chart below only 3.8% of respondents said that they were somewhat/not likely to take another trip to British Columbia in the next two years and none of the respondents said that it was not at all likely.

Eight in ten (80.2%, Figure 27) skiers said that it is very likely they will take another cross-country ski trip in British Columbia.

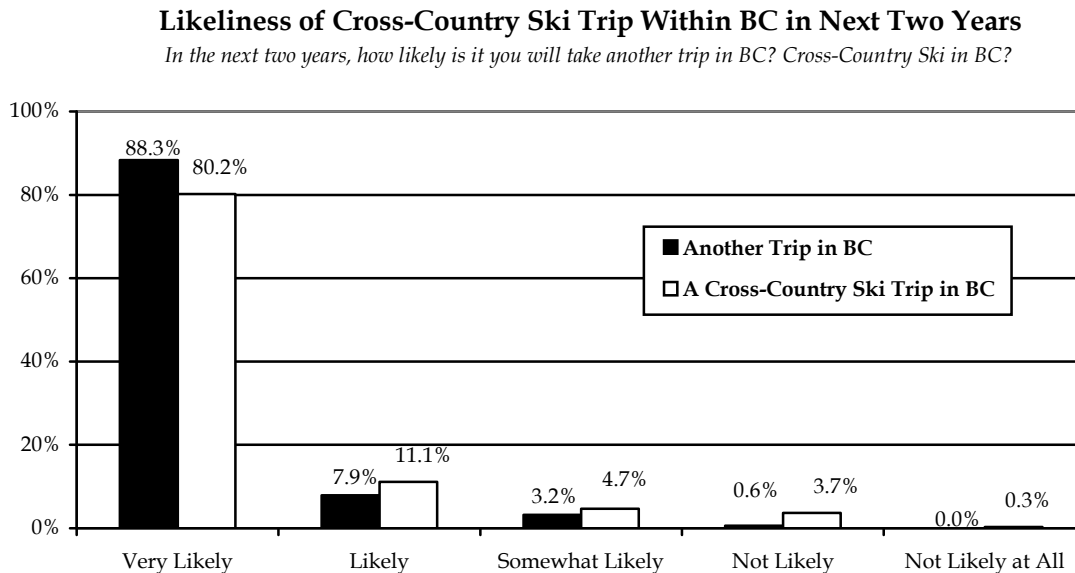


Figure 27. Likelihood of Future Leisure & Cross-Country Ski Trips in British Columbia in the next 2 years.

More than four fifths of respondents from USA (90.9%) and British Columbia (82.7%) were very likely to cross-country ski while on another trip in British Columbia, while slightly less than two-thirds (65.7%) of respondents from elsewhere in Canada stated that they were very likely.

Respondents who said that they were very likely to cross-country ski while on another trip in British Columbia (81.7%) were then asked how likely it was that, in the next two year, they would take another trip in British Columbia where the main motivation of the trip was to cross-country ski. Nearly three-quarters (72.9%) said that they were very likely; an additional 13.0% said that they were likely and 4.6% were somewhat likely. Approximately one in ten (9.2%) respondents said that they were not likely/not at all likely to take another trip in British Columbia over the next two years with the main motivation of the trip was to cross-country ski.

Nordic skiers were asked to list up to three destinations within British Columbia they would consider for future cross-country ski trips. Of those who responded, over two-thirds (68.0%, Table 19) listed a destination in the Thompson Okanagan region. Destinations in the Vancouver, Coast and Mountains region (48.9%) were listed as the next most likely to be considered for future nordic ski trips followed by the Kootenay Rockies (24.1%).

Table 19. Destinations in British Columbia considered for future trips.

Tourism Region	%
Thompson Okanagan	68.0%
Vancouver, Coast & Mountains	48.9%
Kootenay Rockies	24.1%
Cariboo, Chilcotin Coast	16.2%
Vancouver Island, Victoria and the Gulf Islands	13.9%
Northern British Columbia	4.1%

Respondents were asked to list up to three destinations outside of British Columbia that they would consider for future cross-country ski trips. Destinations in Alberta were cited most frequently (54.3%, Table 20). The table below lists the destinations outside of British Columbia that are considered by skiers.

Table 20. Destinations outside of British Columbia considered for future trips.

Destinations Outside of British Columbia	%	Destinations Outside of British Columbia	%
Alberta	54.3%	Oregon	3.8%
State	29.0%	Other	3.2%
Québec	26.9%	Atlantic Canada	2.2%
Other United States	12.9%	Manitoba	2.2%
Europe	9.1%	Australia/New Zealand	1.6%
Ontario	8.6%	Saskatchewan	1.1%
California	5.9%	Yukon	1.1%
Colorado	5.4%	Asia	1.1%
Anywhere, no where specified	4.3%		

Overall Satisfaction with Trip in British Columbia

The majority of respondents were very satisfied (84.8%, Figure 28) with their trip overall, while an additional 9.8% were somewhat satisfied. Less than one-twentieth (4.4%) of all respondents were either not very (0.7%) or not at all satisfied (3.7%) with their trip.

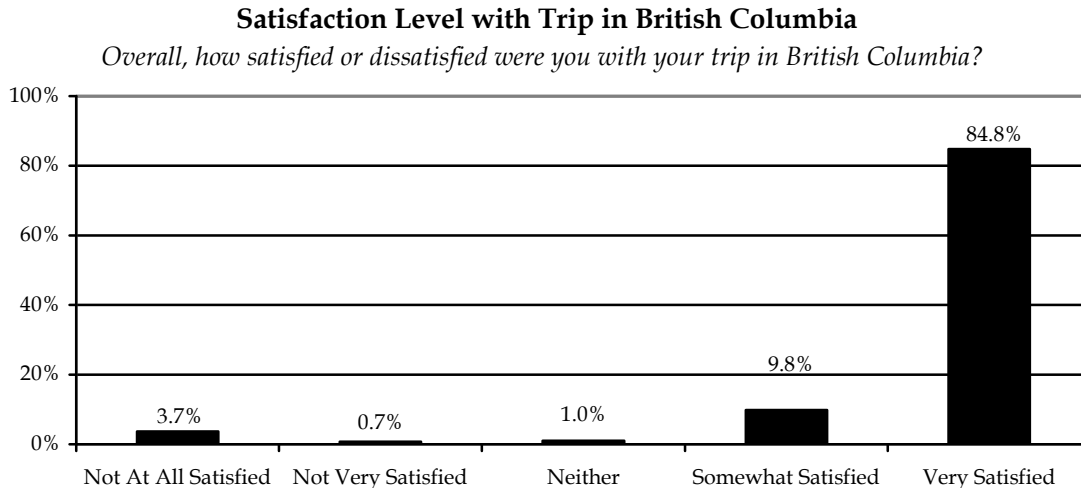


Figure 28. Level of Satisfaction with Trip in British Columbia

Survey respondents were asked to explain their level of satisfaction with their trip in British Columbia. A complete list of the comments provided is included in Appendix E.

Section 12. Trip Expenditures

Per Diem Expenditures While in British Columbia

Nordic skiers who were on an overnight trip in British Columbia spent an average of \$438.22 per travel party (approximately 4.8 persons per party) per day. Travel parties who were in British Columbia for 75 days or more (6 travel parties), one travel party who spent two nights in British Columbia and spent \$30,000, and one travel party with forty people, one night spent in British Columbia and expenditures totalling \$6,000 were trimmed from this analysis.

Nordic skiers who were on a day trip from their home community spent an average of \$74.34 per travel party (approximately 5.3 persons per travel party) for their outing. In this case, nordic skiers who's travel party's total expenditures was \$1000 or more (3 travel parties) were trimmed from this analysis.

Total Expenditures While in British Columbia

Approximately one-fifth (20.1%) of survey respondents spent \$50.00 or less while on their trip in British Columbia, slightly more than one-quarter (26.5%) spent between \$51.00 and \$300.00, and more than another fifth (22.3%) spent between \$301.00 and \$1,000. Less than one quarter (24.0%) of respondents spent between \$1,001.00 and \$5,000.00 while less than one in ten (7.1%) spent more than \$5,000.00.

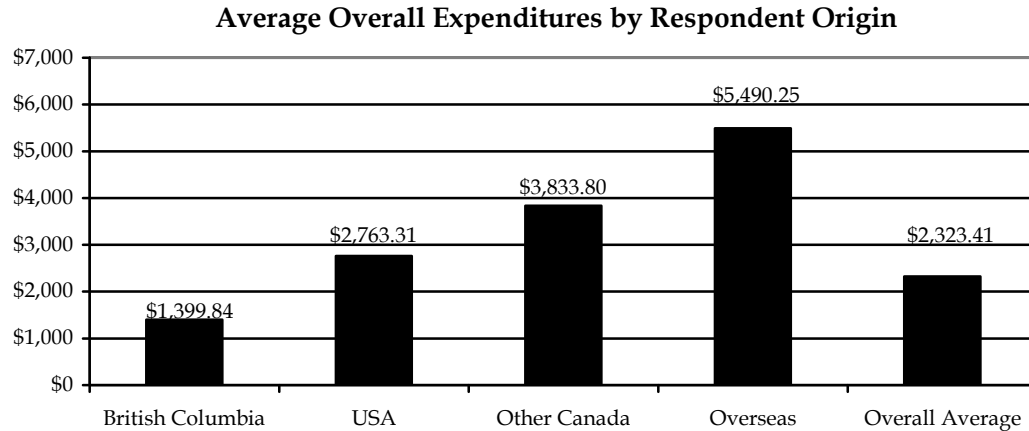


Figure 29. Level of satisfaction with trip in British Columbia

The majority (66.7%) of skiers residing overseas spent more than \$5,000.00. Skiers visiting from elsewhere in Canada (other than British Columbia) were most likely (69.7%) to report having spent more than \$1,001.00, while the majority (68.8%) of skiers from the United States reported having spent less, between \$501.00 and \$5,000.00. Over half (56.7%) of British Columbian residents reported having spent \$300.00 or less while on their trip (Figure 29).

As could be expected, the longer trip, the higher the total expenditures reported by respondent. Approximately half (50.5%) of respondents on a day trip from their home community spent \$50 or less, while an additional 28.0% spent between \$51.00 and \$100.00. Over half (55.7%) of skiers on a multi-day vacation, however, spent between \$1,001.00 and \$5,000.00 while another 17.7% spent more than \$5,000.00.

Section 13. Summary and Conclusions

Client Card Responses

- A total of 656 Client Cards were received.
- More women (56.4%) than men (43.6%) completed a Client Card.
- The majority of respondents (84.9%) were from Canada, one in eight (12.8%) were from the United States and less than one in twenty (2.3%) were from Overseas.
- British Columbia residents (86.7%) constituted the majority of Canadian respondents, followed by individuals residing in Ontario (6.0%) and then Alberta (3.7%).
- The size of travel parties varied, however, of Client Card respondents who indicated they cross-country skied on the day they completed the card, the majority (40.2%) were part of a two-person travel party.

- More than nine out of ten (93.6%) clients said that they cross-country ski while slightly less (89.9%) said that they were cross-country skiing on the day they filled out the Client Card.

Demographics of Mailback Questionnaire Respondents

- The majority of skiers interviewed rated themselves as Intermediate in all three types of skiing: cross country (60.9%), downhill (50.4%) and downhill backcountry (45.8%).
- The first type of skiing that Seven out of ten (71.7%) of respondents tried was downhill, while one-third (36.6%) first tried cross-country skiing.
- Half of respondent (51.8%) had cross-country skied for 21 years or more while slightly more (53.8%) had downhill skied for 21 years or more.
- Nearly nine out of ten (88.3%) respondents indicated that they started cross-country skiing because they enjoyed nature.
- Approximately three-fifths (60.3%) of nordic skiers who completed the Mailback Questionnaire were female, and the majority (77.1%) of all respondents were between the ages of 40 and 69 years old. Just over half (52.1%) of all nordic skiers in entire travel party were female.
- Over three-quarters of survey respondents (74.7%) indicated that they reside in the province of British Columbia while an additional 12.4% reside elsewhere in Canada.
- Over two-thirds of respondents (69.2%) had at least a university degree or higher (university degree 42.6%; Masters/PhD 26.6%) with an additional 13.6% having a college or technical diploma. A further 10.9% had completed some technical college or university.
- Nearly one-third (30.3%) identified as having an annual household income of approximately \$65,000.00 to \$99,999.00. The second most common annual household income among skiers was \$100,000.00 to \$149,999.00 (18.6%) followed by \$150,000.00 or more (17.9%).
- Slightly less than two-thirds (68.3%) of survey respondents travelled with their spouse/partner, almost half (45.4%) had at least one friend/tenant in their travel party, and approximately one-third of respondents (33.6%) were travelling with their son or daughter.
- Travel parties (including respondents) consisted of individuals from all different ages. Survey respondents travelled with individuals less than 11 years of age (7.9%) to over 70 years of age (6.5%).

Nordic Ski Trip Planning

- The amount of time in advance spent planning the cross-country ski trip varied from the day of the ski trip itself (15.4%) to over a year in advance (1.5%); however, the majority (36.5%) of survey respondents started planning the cross-country ski component of their entire trip the day of or one to two days (21.1%) leading up to their trip.
- The amount of time in advance skiers started planning their cross-country ski trip varied by the type of trip respondents were on. Over four-fifths (81.1%) of nordic skiers on a day trip from their home community started planning either the day of or up to seven days in advance. Nearly half (47.3%) of respondents on a short getaway vacation started planning the ski component of their trip between two weeks and two months beforehand, while two-thirds

(66.7%) of skiers on a multi-day vacation started planning their trip from one to five months (43.7%) or five to twelve months (23.0%) in advance.

- Slightly less than one-third (32.9%) of respondents thought about their destination before they thought about a cross-country ski trip, while a similar number of respondents (31.1%) started by considering a cross-country ski trip and then started thinking about a destination.
- Respondents were most likely (76.6%) to use their own experiences of previous visit(s) to the ski area planning their trip and also felt (65.5%) that their own personal experiences were the most useful source of information

Nordic Ski Trip Motivations

- The motivation cited by the largest number (64.8%) of nordic skiers for their ski trip was to have a recreational experience/for exercise.
- Respondents from British Columbia were more likely to cite recreational experience/exercise as their main motivation (67.2%) than respondents from other markets of origin (US 59.5%; Other Canada 55.3%).
- There were also differences in trip motivations across trip type. Those on a day trip were more likely to cite recreational experience/exercise (65.0%) as main motivation than those on a short-getaway (49.5%). A quarter of those on short getaways were motivated to spend quality time with Friends/family (27.4%) compared to less than 20% of those on a day trip (16.8%).

Nordic Ski Trip Characteristics

- Four-fifths (80.7%) of nordic skiers skied on classically (two grooves) groomed trails.
- Over two-thirds (69.2%) of cross-country ski facilities/resorts visited had accommodations available on-site and over three-quarters (78.6%) of respondents reported using these accommodations.
- Accommodations most commonly used in an adjacent community were, hotel/motel (22.4%) or with friends and/or relatives (22.4%).
- Less than half of the survey respondents (44.3%) had visited the cross-country ski facility/resort for which they completed the survey, during the spring summer or fall months. While at the ski facility/resort during the spring, summer or fall months, respondents were most likely to go hiking (60.7%), biking (26.9%) or skiing (20.0%).

Respondent's Perceptions of the Ski Trip

- The factor most frequently cited by respondents as being Somewhat Important (24.6%) or Very Important (64.1%) when planning their trip was understanding the number of trails offered at the club or resort. Although less than half (44.5%) were Very Satisfied with this element of their trip, more than one-third (36.9%) were Somewhat Satisfied.
- Skiers were most likely to rate the overall value for price paid (92.4%), followed by the quality of customer service from ticket sellers, food and beverage servers and ski school instructors (84.3%) as somewhat/very important. The top three services provided at the facility/resort that were rated as not at all important by respondents were child care services (day care, lessons, etc.) (65.0%), accessibility from a major airport (53.4%), and entertainment/night life (46.5%).

- Respondents placed the most importance on the quality of trails (96.6% somewhat/very important) and the quality of snow conditions (96.8%) somewhat/very important). Skiers were, for the most part satisfied with the different factors directly related to their time cross-country skiing.
- The majority (80.5%) of nordic skiers were very satisfied with their river trip. The top two reasons explaining their satisfaction were the scenery/beautiful outdoors/wildlife (42.4%) and that it was a great experience overall (33.4%).

Whole Trip Characteristics

- Respondents took a mix of day trips from their home community (40.6%), short getaway vacations (28.3%), and multi-day vacations (27.4%).
- Over half of skiers from British Columbia (51.8%) said that their cross-country ski trip was part of a day trip from their home community while the majority of respondents from elsewhere in Canada (78.9%) said that they were on multi-day vacations.
- Nearly two-thirds (64.8%) of respondents reported that the primary purpose of their entire trip was to participate in cross-country skiing.
- Over two-fifths (43.0%) of skiers spent one to three nights away from home on their trip in the province of British Columbia and an additional 21.5% spent four or five nights away.
- Slightly more than half (52.8%) of respondents spent more than one day cross-country skiing. Of those who spent more than one day cross-country skiing, approximately half (50.3%) spent between one and three days and more than one-third (36.0%) spent three to six days participating in cross-country ski activities.
- Slightly more (85.1%) respondents on a multi-day than short getaway vacation (80.6%) were likely to have spent more than one day cross-country skiing.
- The primary types of accommodation used on respondents' trip to/within British Columbia were hotel/motels (24.9%), resorts (22.0%) and apartment/cabin/condo/chalet rentals (21.5%).
- Hotel/motels (27.3%) were used most often by skiers on a short getaway vacation, and less than one in five (19.3%) rented apartments/cabins/condos/chalets while rented apartments/cabins/condos/chalets were used most frequently (24.7%) by skiers on a multi-day vacation and hotel/motels were used by slightly less frequently (22.2%).
- Nearly two-thirds (62.6%) of respondents said that they had participated in Alpine skiing/snowboarding during their trip to British Columbia. Skiers on a multi-day vacation were most likely (78.0%) to Alpine ski/snowboard while on their trip.
- Nine out of ten (90.1%) survey respondents visited a municipal, provincial or national park, or natural area while on their trip in British Columbia.
- The majority of skiers (94.8%) said that while on their trip in British Columbia they dined out, and more than nine in ten (91.4%) respondents said that they had dined out while on leisure trips taken during the past year.

British Columbia as a Nordic Ski Trip Destination

- The majority (57.7%) of all survey respondents cited British Columbia's good snow conditions as a characteristic that makes the province unique as a nordic ski trip destination.
- Two-thirds (67.3%) of skiers were very satisfied with cross-country ski areas in British Columbia while another 20.2% were somewhat satisfied. Approximately one in ten (10.3%) respondents said that they were somewhat/very dissatisfied with cross-country ski areas in British Columbia.
- Slightly less than nine out of ten (88.3%) skiers said that it is very likely and one in ten (11.1%) said that it is somewhat likely that they will take another trip in British Columbia in the next two years.
- Eight in ten (80.2%) skiers said that it is very likely they will take another cross-country ski trip in British Columbia.
- More than four fifths of respondents from the USA (90.9%) and British Columbia (82.7%) were very likely to cross-country ski while on another trip in British Columbia, slightly less than two-thirds (65.7%) of respondents from elsewhere in Canada stated that they were very likely.
- Destinations in the Thompson Okanagan region were most frequently (68.0%) cited by respondents as future nordic ski trip considerations.
- Outside of the province of British Columbia, destinations in Alberta (54.3%) were considered most frequently by respondents for future nordic ski trips.

Overall Satisfaction with Trip in British Columbia

- The majority (84.8%) of respondents were very satisfied and 9.8% were somewhat satisfied with their trip in British Columbia (not limited to their nordic ski experience).

Trip Expenditure

- Nordic skiers who were on an overnight trip in British Columbia spent an average of \$438.22 per travel party (approximately 4.8 persons per party) per day. Travel parties who were in British Columbia for 75 days or more (6 travel parties), one travel party who spent two nights in British Columbia and spent \$30,000, and one travel party with forty people, one night spent in British Columbia and expenditures totalling \$6,000 were trimmed from this analysis.
- Nordic skiers who were on a day trip from their home community spent an average of \$74.34 per travel party (approximately 5.3 persons per travel party) for their outing. In this case, nordic skiers who's travel party's total expenditures was \$1000 or more (3 travel parties) were trimmed from this analysis.
- Respondents total expenditures varied by respondent origin. The majority (66.7%) of skiers residing overseas spent more than \$5,000.00. Skiers visiting from elsewhere in Canada (other than British Columbia) were most likely (69.7%) to report having spent more than \$1,001.00, while the majority (68.8%) of skiers from the United States reported having spent less, between \$501.00 and \$5,000.00. Over half (56.7%) of British Columbian residents reported having spent \$300.00 or less while on their trip.

- The longer the trip, the higher the total expenditures reported by respondent. Over half (55.7%) of skiers on a multi-day vacation spent between \$1,001.00 and \$5,000.00 while approximately half (50.5%) of respondents on a day trip from their home community spent \$50.00 or less.

Section 14. Limitations

When interpreting results from this study, it is important to keep in mind the following limitations:

- Data is not weighted. The size, distribution and characteristics of nordic skiers and of available nordic ski areas in British Columbia is unknown at time of analysis.
- These results are representative of nordic skiers who skied at participating nordic ski areas (see acknowledgements). These results cannot be applied to all nordic ski areas in British Columbia, nor can it be assumed that the results are representative of all skiers who nordic ski in British Columbia.
- Overseas nordic skiers represent a very small proportion of all respondents and results from this group should be used with extreme caution.
- Distribution of the client cards was from late December 2007 up to the end of March 2008. Therefore, trip, traveller, and other characteristics of nordic skiers (collected on the Mailback Questionnaire) at other times of the ski season could differ from those interviewed during the study period.
- It is assumed that client cards were randomly distributed to nordic skiers at participating locations, but randomness can be difficult to achieve when those tasked with the responsibility of distributing the cards also have other tasks which may be considered a higher priority during busy times.
- The number of returned client cards from each participating ski area may not be proportionate to their total nordic clients during their business season nor is it necessarily proportionate when compared to the return-rate across all study participants.
- Some of the statistics contained within this report were produced with small sample sizes; consequently these results should be treated with caution.
- All data were based on survey responses and are only as accurate as the data provided by individuals completing the survey.
- Results presented here do not represent the full range of analysis that can be completed with the data collected. For example, a profile of nordic skiers from each facility (where n=100 or greater) could be developed. Please contact Carol Jenkins, Research and Planning Tourism British Columbia (Carol.Jenkins@tourismbc.com) for more information on obtaining custom reports using this data.

Appendices

Appendix A – Client Card

Appendix B – Mailback Questionnaire

Appendix C - Local Versus Non-Local Tables

Appendix D - Nordic Ski Clubs

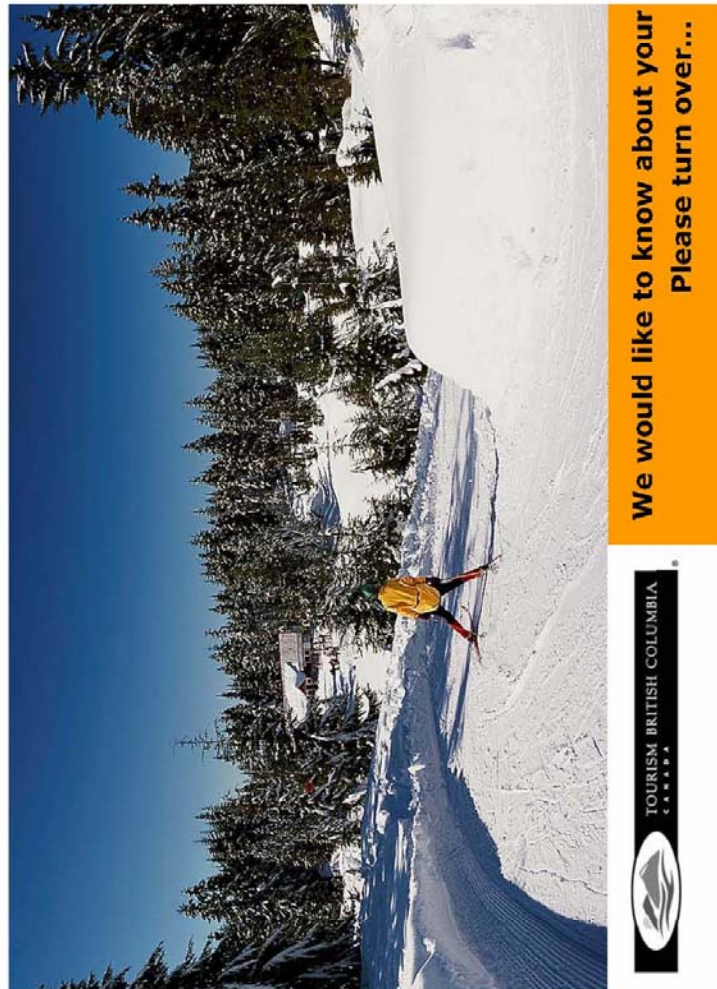
Appendix E - Satisfaction and Importance of Trip Characteristics Tables

Appendix F – Comments: Satisfaction with Trip in British Columbia

Appendix G – Comments: Satisfaction with Cross-Country Day/Overnight Ski Trip

Appendix H – Comments: Additional Comments about Trip in British Columbia or Suggestions on What the Province of British Columbia could do to Enhance your Cross-Country Ski Trip Experiences.

Appendix A - Client Card



We, the suppliers of cross-country (Nordic) skiing in British Columbia, along with Tourism British Columbia, would like to learn more about your experience today. Your responses will help us to improve the quality of cross-country skiing in the future. Please, can you tell us a little bit about yourself?

1 a) Do you cross country ski? <input type="checkbox"/> Yes <input type="checkbox"/> No	2 a) How many people, including yourself, came here with you today? _____	3 a) Was the main reason for your trip today to cross country ski? <input type="checkbox"/> Yes <input type="checkbox"/> No	4) Where is your place of residence (residing six plus months in a year)? Town/City _____ Prov//State _____ Country _____
1 b) Are you cross country skiing today? <input type="checkbox"/> Yes <input type="checkbox"/> No	2 b) From the number of people above, how many, including yourself, are cross country skiing today? _____	3 b) If NO, what was the main reason for your trip? _____	5) What is your gender? <input type="checkbox"/> Male <input type="checkbox"/> Female 6) What is your age? _____ years

In order to fully evaluate the quality of your experience we would like to mail you a questionnaire. We invite you to fill out the contact information below and to thank you, a copy of the popular **British Columbia Magazine** and a questionnaire will be sent to you. Upon return of your completed questionnaire, your name will be entered in a draw to win a **digital camera**. All your info is kept confidential and will be used solely for the purpose of this study. We thank you for participating in this important research and helping us to improve your ski experience in BC. If you have any questions regarding this research, please contact carol.jenkins@tourismbc.com (250-356-5800) or krista.morten@tourismbc.com (250-356-2293).

Please PRINT the following information to participate in the Nordic Skiers in British Columbia Research Study.

Name: _____ (First) _____ (Last)

Mailing Address: Unit/Suite/Apt# _____ Street# and Street Name _____ City _____

Province/State _____ Country _____ Postal /Zip Code _____

Phone: () _____ - _____ E-mail: _____

Please complete and return this card before you leave today.

Appendix B – Mailback Questionnaire

Your cross-country ski trip in British Columbia



Please return your completed questionnaire in the enclosed, self-addressed and postage-paid envelope to:

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

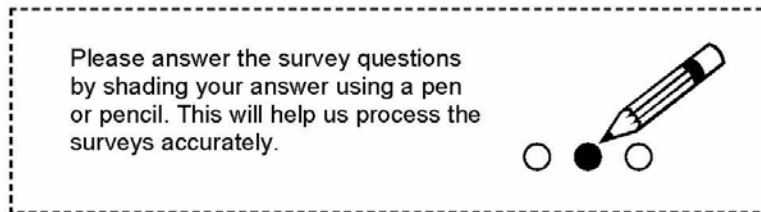
Your opinions are important...

Thank you for participating in this survey.

Tourism British Columbia and its partners are working together to better understand your experiences, activities and impressions of your cross-country skiing trip in British Columbia.

If you have travelled within British Columbia more than once this year to cross-country (nordic) ski, please tell us about the trip during which you completed a client card and agreed to participate in this survey.

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



Please return your completed questionnaire in the enclosed envelope to:



Tourism British Columbia
Research & Planning
Box 9830, STN PROV GOV'T
300-1803 Douglas Street
Victoria, BC
Canada V8W 9W5



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

Characteristics of the cross-country day/overnight ski trip we encountered you on...

Your cross-country ski trip may have been just a day trip from your home or part of a larger trip within British Columbia. This section asks some questions about the characteristics of all of your time away from home.

- (1) Your cross-country ski trip may have been just a day trip from your home or perhaps a short getaway trip (less than 4 nights) or even part of a longer multi-day vacation (4 nights or more) to/within British Columbia. What best describes your trip?
Please mark the most appropriate response.
- ☐ I was on a day trip from my home community which included my cross-country ski trip
 - ☐ I was on a short getaway vacation (less than 4 nights) which included my cross-country ski trip
 - ☐ I was on a multi-day vacation (4 nights or more) which included my cross-country ski trip
 - ☐ Other (specify) _____

- (2) Was participating in cross-country skiing the **primary purpose** of your entire trip (please refer to your selection from Q1 for definition of "entire trip") in which we encountered you on?

Please mark the most appropriate response.

- ☐ Yes
- ☐ No → What was the primary purpose of your trip? _____
- ☐ Don't Know _____

- (3) What would you consider to be your **main motivation** for participating in cross-country skiing on your trip?

Please mark the most appropriate response.

- ☐ To spend quality time with family and/or friends
- ☐ To meet new people
- ☐ To escape crowds, spend quality time alone
- ☐ To have a recreational experience, exercise
- ☐ To rest, relax, recuperate
- ☐ To be closer to/experience the natural environment
- ☐ To develop skills, learn something new
- ☐ Other (please specify) _____
- ☐ Don't Know

- (4) Primary destination is the place you stayed the longest or the place that immediately comes to mind as your destination when describing your trip. What was your **primary destination**?

Please mark the most appropriate response.

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

- (5) Which type(s) of cross-country skiing did you participate in while on your day/overnight ski trip?

Please mark all that apply.

- ☐ I cross-country skied on classically (two grooves) groomed trails
- ☐ I cross-country skate skied on wide, path-like groomed trails
- ☐ I cross-country skied on ungroomed trails
- ☐ I cross-country skied in areas without trails
- ☐ Other (please describe) _____

- (6) How much time did you spend participating in cross-country skiing activities during your entire trip?

Please mark the most appropriate response.

- ☐ (1 day or less) → _____ hour(s) of cross-country skiing
- ☐ (more than 1 day) → _____ day(s) of cross-country skiing

- (7) <If you answered that you were on a day trip in Q1, go to Q14>

How many nights were you away from your residence on your entire trip?

_____ night(s) away from residence

- (8) Of the above nights, how many 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 response to Q7.

_____ night(s) in British Columbia

- (9) Did the cross-country ski facility/resort that you visited have accommodation available on-site?

Please mark the most appropriate response.

- ☐ Yes
☐ No <if no, go to Q11>
☐ Don't Know

- (10) Did you stay overnight, on-site with the cross-country ski facility/resort?

Please mark the most appropriate response.

- ☐ Yes
☐ No
☐ Don't Know

- (11) Did you stay overnight in an adjacent community (within 2 hours of the cross-country ski facility/resort headquarters) in order to participate in your cross-country ski trip?

Please mark the most appropriate response.

- ☐ Yes
☐ No <if no, go to Q13>
☐ Don't Know

- (12) What kind of accommodation did you use in the adjacent community?

Please mark the most appropriate response.

- ☐ Hotel/Motel ☐ Friends or Relatives
☐ Resort ☐ Other (please specify) _____
☐ Bed and Breakfast

- (13) What was your primary (most often used) type of accommodation on your entire trip to/within British Columbia?

Please mark the most appropriate response.

- ☐ Hotel/Motel ☐ Friends or Relatives
☐ Resort ☐ Other (please specify) _____
☐ Bed and Breakfast

- (14) How many ski trips do you take on average each year?

Please write in **NONE** where appropriate, if you have not taken any of the ski trip options below.

	Total Number of Cross-Country (Nordic) Ski Trips	Total Number of Downhill (Alpine) Ski Trips
Day Trip		
Getaway Trip (less than 4 nights)		
Vacation Trip (4 nights or more)		

- (15) We would like to know which activities you have participated in while on trips you have taken. From the table on the following page...

- A. Which activities did you and/or your travel-party (those you travelled with, that you also shared travel expenses with) participate in while on this trip?
- B. Which activities have you and or your travel party participated in while on other leisure trips in the past year?

Your activities	A Participated in while on this trip <i>(mark all that apply)</i>	B Participated in while on other leisure trips in the past year <i>(mark all that apply)</i>
Participated in...		
Alpine skiing/Snowboarding	<input type="radio"/>	<input type="radio"/>
Snowshoeing	<input type="radio"/>	<input type="radio"/>
Ice Skating	<input type="radio"/>	<input type="radio"/>
Snowmobiling	<input type="radio"/>	<input type="radio"/>
Running/Jogging	<input type="radio"/>	<input type="radio"/>
Mountain biking	<input type="radio"/>	<input type="radio"/>
Hiking/Climbing	<input type="radio"/>	<input type="radio"/>
Wildlife viewing (whale, bear, birds, etc.)	<input type="radio"/>	<input type="radio"/>
Fishing	<input type="radio"/>	<input type="radio"/>
Golfing	<input type="radio"/>	<input type="radio"/>
Visited 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"/>
Family attraction (mini golf, zoo, etc.)	<input type="radio"/>	<input type="radio"/>
Spa	<input type="radio"/>	<input type="radio"/>
Other activities included...		
Dining out	<input type="radio"/>	<input type="radio"/>
Shopped for local arts and crafts	<input type="radio"/>	<input type="radio"/>
Attended a festival, fair or exhibition	<input type="radio"/>	<input type="radio"/>
Attended or participated in a sporting event (other than cross-country or downhill skiing)	<input type="radio"/>	<input type="radio"/>
Other (please specify)		

- (16) Have you visited the cross-country ski facility/resort in which we encountered you at, during the spring, summer or fall months?
- ☐ Yes → What did you do at the ski facility/resort? _____
- ☐ No _____
- ☐ Don't Know _____
- (17) We'd like you to think about the spring, summer and fall month activities that you participated in last year. What were the top 3 activities that you spent your time doing?
1. _____
2. _____
3. _____

How did you plan your cross-country ski trip?

This section asks you about how you planned the cross-country day/overnight ski trip we encountered you on.

- (18) How far in advance did you start planning (started gathering information on and began making arrangements for) the cross-country ski component of your entire trip?

Please mark the most appropriate response.

- ☐ The day I went cross-country skiing
☐ 1-2 days
☐ 3-7 days
☐ 8-13 days
☐ 2-4 weeks
☐ 1-2 months
☐ 3-4 months
☐ 5-12 months
☐ More than one year

- (19) Apart from any cost or budgetary considerations, what did you consider first when planning the cross-country ski component of your entire trip?

Please mark the most appropriate response.

- ☐ Thought about the destination and then thought about cross-country skiing and other activities
☐ Started by considering a cross-country ski trip and then started thinking about a destination
☐ Looked for package deals without considering any destinations, activities or travel experiences
☐ Someone else planned the trip
☐ Don't Know/Not Sure
☐ Other (please specify) _____

- (20) What information sources helped you plan your cross-country ski trip?

A. Please mark all the information sources which helped you plan for and ultimately helped you make the decision to take this trip.

B. Please mark the top three most influential information sources you used.

Information sources	A Used when making the decision to take the trip (mark <u>all that apply</u>)	B Most influential information (mark <u>top three</u>)
Previous visit(s) to this ski area	<input type="radio"/>	<input type="radio"/>
Past experience on cross-country ski trips (other than with this club or resort)	<input type="radio"/>	<input type="radio"/>
Advice from friends/relatives/acquaintances	<input type="radio"/>	<input type="radio"/>
1-800-HelloBC	<input type="radio"/>	<input type="radio"/>
Internet Sites:		
Business website for the ski facility/resort I cross-country skied at	<input type="radio"/>	<input type="radio"/>
www.bcnordic.com	<input type="radio"/>	<input type="radio"/>

Information sources	A Used when making the decision to take the trip (mark <u>all that apply</u>)	B Most influential information (mark top three)
Internet Sites (continued)...		
www.HelloBC.com	<input type="radio"/>	<input type="radio"/>
A local or regional tourism website	<input type="radio"/>	<input type="radio"/>
Traveller review website (for example: tripadvisor.com, etc.)	<input type="radio"/>	<input type="radio"/>
Other websites (other than those mentioned above)	<input type="radio"/>	<input type="radio"/>
Advertising on/in:		
TV	<input type="radio"/>	<input type="radio"/>
Magazines/Newspapers	<input type="radio"/>	<input type="radio"/>
Cross-country ski facility/resort brochures	<input type="radio"/>	<input type="radio"/>
Tourism/Travel/Visitor Guides	<input type="radio"/>	<input type="radio"/>
Which ones? _____		
Cross-country skiing feature articles on/in...		
TV	<input type="radio"/>	<input type="radio"/>
Magazines/Newspapers	<input type="radio"/>	<input type="radio"/>
Which ones? _____		
Other Sources...		
Tour Operators/travel agents	<input type="radio"/>	<input type="radio"/>
Package deal	<input type="radio"/>	<input type="radio"/>
Visitor Centres	<input type="radio"/>	<input type="radio"/>
Tourism specific business referrals (i.e. from an accommodation property)	<input type="radio"/>	<input type="radio"/>
Other (please specify)	_____	_____

What did you think about your cross-country day/overnight ski trip?

This section asks for your opinion on the level of importance of several scenarios common to cross-country ski trips, as well as your satisfaction with these scenarios.

- (21) A. Using the table on the following page, how important were each of the following factors to you while planning, purchasing and while on your cross-country ski trip?
- B. Using the table on the following page, how satisfied you were with each of the following factors when considering your cross-country ski trip this winter?

	A Importance to me:					B My satisfaction with:				
	Very important	Neither	Not at all important			Very satisfied	Neither	Not at all satisfied		
Planning for your trip...										
Finding detailed information in a printed brochure from the club or resort offering the cross-country skiing	①	②	③	④	⑤	①	②	③	④	⑤
Finding detailed information about BC cross-country ski trips on websites	①	②	③	④	⑤	①	②	③	④	⑤
Understanding the number and type of trails offered at a club or resort	①	②	③	④	⑤	①	②	③	④	⑤
Understanding what other people thought of past cross-country day/overnight ski trips (testimonials)	①	②	③	④	⑤	①	②	③	④	⑤

(22) From the table below, please consider:

A. How important was each of the following services to you while on your cross-country day/overnight ski trip in which we encountered you on?

B. How satisfied were you with each of the following services when on your cross-country day/overnight ski trip this winter?

If a service was not available at the cross-country ski club or resort on the trip in which we encountered you on, please mark N/A (not applicable).

	A Importance to me:						B My satisfaction with:							
	Very important	Neither	Not at all important	Don't know	N/A		Very important	Neither	Not at all important	Don't know	N/A			
Services provided at the facility/resort where you cross-country skied...														
Staff – quality customer service from ticket sellers, food & beverage servers, ski school instructors.	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>
Equipment rental and repair services	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>
Child care services (day care, lessons, etc.)	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>
Adult lessons (cross-country skiing)	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>
Trail grooming/Maintenance	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>
Quality of snow conditions	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>
Signage	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>
Diversity of cross-country trails	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>
Few people encountered while on the cross-country ski trails	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>

	A Importance to me:						B My satisfaction with:							
	Very important	Neither	Not at all important	Don't know	N/A		Very important	Neither	Not at all important	Don't know	N/A			
Services provided at the facility/resort where you cross-country skied (continued)...														
Accessibility from major airport	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>
Number of other activities available while on cross-country ski trip	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment/Night life	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>
Special events and festivals	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>
On-site food & beverage services	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>
On-site accommodation	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>
Accommodations where you can ski from your doorstep	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>
Kitchenette in accommodation	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>
Hot tub/Pool/Sauna/Hot pools/Springs	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>
Place to wax skis	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>
Overall value for price paid	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>	①	②	③	④	⑤	<input type="checkbox"/>	<input type="checkbox"/>

Trip expenditures....

- (23) On the trip where you took your cross-country ski expedition, what do you estimate your travel party's (those you travelled with, that you also shared travel expenses with) total expenditures were while in British Columbia?

Please fill in the appropriate amount in Canadian dollars.

\$ _____ CANADIAN DOLLARS

Satisfaction with your trip...

- (24) Overall, how satisfied or dissatisfied were you with your cross-country day/overnight ski trip?

Please mark one response only.

- ☐ Very Dissatisfied
☐ Somewhat Dissatisfied
☐ Neither Satisfied or Dissatisfied
☐ Somewhat Satisfied
☐ Very Satisfied
☐ Don't Know

Please explain why.

- (25) Overall, how satisfied or dissatisfied were you with your trip in British Columbia?

Please mark one response only.

- ☐ Very Dissatisfied
☐ Somewhat Dissatisfied
☐ Neither Satisfied or Dissatisfied
☐ Somewhat Satisfied
☐ Very Satisfied
☐ Don't Know

Please explain why.

British Columbia as a cross-country day/overnight ski trip destination....

This section asks for your opinions on British Columbia as a cross-country ski destination.

- (26) What are the unique characteristics of British Columbia as a cross-country ski trip destination? "Unique characteristics" are those that make British Columbia different from other destinations.

Please fill in up to three unique characteristics.

1. _____
2. _____
3. _____

- (27) What destinations, both inside and outside of British Columbia would you consider for future cross-country day/overnight ski trips? Please fill in up to three locations inside of British Columbia and three locations outside of British Columbia.

Please write in NONE if you are not considering another cross-country day/overnight ski trip.

- | Within BC | Outside BC |
|-----------|------------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |

- (28) How satisfied are you with the choice of cross-country ski areas in British Columbia?

Please mark one response only.

- ☐ Very Dissatisfied
☐ Somewhat Dissatisfied
☐ Neither Satisfied or Dissatisfied
☐ Somewhat Satisfied
☐ Very Satisfied
☐ Don't Know

- (29) In the next two years, how likely is that you will take another trip in British Columbia?

Please mark one response only.

- ☐ Not Likely at All
☐ Not Likely
☐ Somewhat Likely
☐ Likely
☐ Very Likely
☐ Don't Know
- } → < go to Q32 >

- (30) In the next two years, how likely is that you will cross-country ski while on another trip in British Columbia?

Please mark one response only.

- ☐ Not Likely at All
☐ Not Likely
☐ Somewhat Likely
☐ Likely
☐ Very Likely
- } → < go to Q32 >

☐ Don't Know

- (31) In the next two years, how likely is that you will take another trip in British Columbia with the main motivation of the trip being to cross-country ski?

Please mark one response only.

- ☐ Not Likely at All
☐ Not Likely
☐ Somewhat Likely
☐ Likely
☐ Very Likely
☐ Don't Know

About you...

This section asks about your ski habits as well as some general questions.

- (32) Are you a member of a cross-country (nordic) ski club?

Please mark one response only.

- ☐ Yes, in British Columbia
☐ Yes, but not in British Columbia
☐ No
☐ Don't Know

Which one? _____

- (33) We are interested in understanding more about the duration in which you have skied, which level you would consider yourself to be, and the order in which you first started participating in the ski types listed below.

Please write in NONE where appropriate, if you have never participated in any of the ski types listed below.

	How many years have you participated in this activity?	Would you consider yourself to be a Beginner (B), Intermediate (I) or Expert (E)?	Please rank (from 1 to 3) in the order in which you first started the ski types.
Cross-Country Skiing (trail and non-trail)			
Downhill (Alpine) Skiing			
Downhill (Alpine) Backcountry Skiing (downhill in a remote, non-motorized, non-groomed setting)			

- (34) Why did you start cross-country skiing?

Please mark all that apply.

- ☐ Because my family and/or friends do it
☐ Because it's cheaper than downhill (alpine) skiing
☐ Because I feel it's a better work-out than downhill (alpine) skiing
☐ Because I believe it's less stressful on the body than downhill (alpine) skiing
☐ Because I believe injuries and accidents are less likely to occur than with downhill (alpine) skiing
☐ Because I enjoy being in nature
☐ Because I feel it's impact on the environment is less than downhill (alpine) skiing
☐ Because it's relaxing, quiet, and serene
☐ Because there are less people on the cross-country trails than the downhill (alpine) skiing trails
☐ Because the equipment is more comfortable than downhill (alpine) skiing equipment
☐ Because cross-country ski equipment has improved so much over the years
☐ Other _____

- (35) From the selection of education choices below, which best describes the level you have attained?

Please mark one response only.

- | | |
|--|--|
| <input type="radio"/> Less than high school | <input type="radio"/> University degree |
| <input type="radio"/> High school | <input type="radio"/> Masters/PhD degree |
| <input type="radio"/> Some technical college or university | <input type="radio"/> Other |
| <input type="radio"/> College or technical diploma | |

- (36) From the selection below, which best describes (before taxes and in Canadian dollars) your annual household income?

Please mark one response only.

- | | |
|--|--|
| <input type="radio"/> Less than \$25,000 | <input type="radio"/> \$100,000 to \$149,999 |
| <input type="radio"/> \$25,000 to \$49,999 | <input type="radio"/> \$150,000 or more |
| <input type="radio"/> \$50,000 to \$64,999 | <input type="radio"/> I prefer not to answer this question |
| <input type="radio"/> \$65,000 to \$99,999 | <input type="radio"/> Don't Know |

- (37) Who was in your immediate travel party (those you travelled with, that you also shared travel expenses with) on this trip? Please indicate their relationship to you, -their age and their gender. Start with yourself and fill in their relationship to you and their age.

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

- (38) Please share any additional comments about your trip in British Columbia or suggestions on what the province of British Columbia could do to enhance your cross-country ski trip experiences?

- (39) Are you willing to participate in future Tourism British Columbia research? 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 chance to win a digital camera (approx. \$300 value).
The draw will be held in December 2008.**

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

**Tourism British Columbia, Research & Planning,
Box 9830, Stn. Prov. Gov't., 300-1803 Douglas St, Victoria, BC Canada V8W 9W5**

Appendix C – Local Versus Non-Local Tables

		Local	Non-Local
What best describes your trip? (local 129, non-local 203)	I was on a day trip from my home community which included my cross-country ski trip	79.8%	18.2%
	I was on a short getaway vacation (less than 4 nights) which included my cross-country ski trip	9.3%	39.9%
	I was on a multi-day vacation (4 nights or more) which included my cross-country ski trip	5.4%	39.4%
	Other	5.4%	2.5%
		100.0%	100.0%
Was the primary purpose of your entire trip was to participate in cross-country skiing? (local 130, non-local 204)	Yes	91.5%	69.6%
	No	8.5%	30.4%
		100.0%	100.0%
The main motivation for participating in cross-country skiing on your trip. (local 131, non-local 207)	To spend quality time with family and/or friends	19.1%	23.2%
	To meet new people	0.0%	0.5%
	To escape crowds, spend quality time alone	2.3%	2.9%
	To have a recreational experience, exercise	61.1%	57.0%
	To rest, relax, recuperate	1.5%	0.0%
	To be closer to/experience the natural environment	9.9%	7.2%
	To develop skills, learn something new	2.3%	4.8%
	Other	3.8%	4.3%
		100.0%	100.0%
How much time did you spend participating in cross-country skiing activities during your entire trip? (local 129, non-local 206)	1 day or less	72.1%	31.6%
	more than 1 day	27.9%	68.4%
		100.0%	100.0%
Number of hours of cross-country skiing? (local 76, non-local 55)	1.5	1.3%	1.8%
	2	10.5%	7.3%
	2.5	2.6%	1.8%
	2.75	1.3%	1.8%
	3	31.6%	10.9%
	3.5	5.3%	0.0%
	4	28.9%	30.9%
	4.5	1.3%	1.8%
	5	7.9%	20.0%
	6	6.6%	16.4%
	7	0.0%	1.8%
	8	2.6%	5.5%
		100.0%	100.0%
Number of days of cross-country skiing (local 35, non-local 140)	1 to 3 days	31.4%	55.0%
	4 to 5 days	17.1%	21.4%
	6 to 10 days	11.4%	16.4%
	11 to 15 days	2.9%	3.6%
	16 to 20 days	17.1%	0.7%
	21 or more days	20.0%	2.9%
		100.0%	100.0%

How many nights were you away from your residence on your entire trip? (local 29, non-local 162)	zero nights	27.6%	3.1%
	1 to 3 nights	48.3%	38.3%
	4 to 5 nights	6.9%	22.2%
	6 to 10 nights	6.9%	20.4%
	11 to 15 nights	0.0%	6.2%
	16 to 20 nights	3.4%	1.2%
	21 or more nights	6.9%	8.6%
		100.0%	100.0%
How many nights were spent in British Columbia? (local 23, non-local 163)	zero nights	8.7%	0.6%
	1 to 3 nights	60.9%	39.3%
	4 to 5 nights	8.7%	22.7%
	6 to 10 nights	8.7%	22.1%
	11 to 15 nights	0.0%	5.5%
	16 to 20 nights	4.3%	2.5%
	21 or more nights	8.7%	7.4%
		100.0%	100.0%
Did the cross-country ski facility/resort that you visited have accommodation available on site? (local 37, non-local 167)	Yes	75.7%	68.3%
	No	24.3%	31.7%
		100.0%	100.0%
Did you stay overnight, on-site with the cross-country ski facility/resort? (local 33, non-local 141)	Yes	48.5%	61.7%
	No	51.5%	38.3%
		100.0%	100.0%
Did you stay overnight in an adjacent community in order to participate in your cross-country ski trip? (local 36, non-local 164)	Yes	30.6%	49.4%
	No	69.4%	50.6%
		100.0%	100.0%
What kind of accommodation did you use in the adjacent community? (local 20, non-local 96)	Hotel/Motel	5.0%	26.0%
	Resort	15.0%	14.6%
	Bed and Breakfast	5.0%	7.3%
	Friends or Relatives	15.0%	24.0%
	Other	60.0%	28.1%
		100.0%	100.0%
Other kind of accommodation did you use in the adjacent community. (local 12, non-local 27)	Own Home (2nd home)	83.3%	22.2%
	Hostel	.0%	3.7%
	Rented apartment/Cabin/Condo/chalet	8.3%	59.3%
	Time share / Own vacation property	.0%	14.8%
	Ranch	8.3%	.0%
	Campground	.0%	.0%
		100.0%	100.0%

What was your primary type of accommodation on your entire trip to/within British Columbia? (local 35, non-local 166)	Hotel/Motel	14.3%	25.3%
	Resort	17.1%	21.1%
	Bed and Breakfast	2.9%	4.2%
	Friends or Relatives	14.3%	16.3%
	Other	51.4%	33.1%
		100.0%	100.0%
Other primary type of accommodation on your entire trip to/within British Columbia. (local 17, non-local 54)	Own Home (2nd home)	64.7%	22.2%
	Hostel	.0%	5.6%
	Rented apartment/Cabin/Condo/chalet	23.5%	64.8%
	Time share / Own vacation property	.0%	5.6%
	Ranch	5.9%	1.9%
	Campground	5.9%	.0%
		100.0%	100.0%

Activities (Mark all that apply)	While on this Trip		While on other Leisure Trips	
	Local N=131	Non-Local N=209	Local N=131	Non-Local N=209
Alpine skiing/Snowboarding	23.7%	41.1%	41.2%	45.9%
Snowshoeing	20.6%	19.1%	30.5%	29.2%
Ice skating	0.8%	7.7%	13.7%	17.7%
Snowmobiling	0.0%	1.0%	0.8%	1.0%
Running/Jogging	4.6%	5.7%	30.5%	30.6%
Mountain biking	3.1%	4.8%	32.8%	37.8%
Hiking/Climbing	8.4%	14.8%	64.9%	73.2%
Wildlife viewing (whale, bear, birds etc.)	9.9%	10.0%	38.9%	32.1%
Participated in Fishing while on this trip	0.0%	0.5%	13.0%	12.9%
Golfing	4.6%	1.9%	17.6%	14.8%
Visited a Municipal, provincial or national park, or natural area outside a park	31.3%	36.8%	71.8%	76.6%
Visited a First Nations attraction or event	1.5%	2.4%	17.6%	12.4%
Visited a Museum, heritage or historical site	5.3%	4.8%	38.2%	48.8%
Visited a Family attraction (mini golf, zoo, etc.)	1.5%	0.5%	15.3%	13.4%
Visited a spa while on this trip	3.1%	6.2%	17.6%	14.8%
Dining out	34.4%	66.0%	68.7%	79.4%
Shopped for local arts and crafts	13.0%	26.3%	44.3%	52.2%
Attended a festival, fair or exhibition	2.3%	9.1%	42.7%	32.1%
Attended or participated in a sporting event	2.3%	4.8%	30.5%	23.0%
Other	4.6%	5.3%	16.0%	15.3%

		Local	Non-Local
Have you visited the cross-country ski facility/resort in which we encountered you at, during the spring, summer or fall months? (local 125, non-local 207)	Yes	68.8%	29.5%
	No	31.2%	70.5%
		100.0%	100.0%
How far in advance did you start planning the cross-country ski component of your entire trip? (local 127, non-local 204)	The day I went cross-country skiing	27.6%	7.8%
	1-2 days	36.2%	11.8%
	3-7 days	13.4%	6.4%
	8-13 days	0.8%	8.3%
	2-4 weeks	3.1%	13.2%
	1-2 months	3.9%	22.5%
	3-4 months	9.4%	15.7%
	5-12 months	3.9%	12.7%
	More than a year	1.6%	1.5%
		100.0%	100.0%
What did you consider first when planning the cross-country ski component of your entire trip? (local 122, non-local 200)	Thought about the destination and then thought about cross-country trip	36.1%	32.0%
	Started by considering a cross-country ski trip and then destination	27.9%	34.0%
	Looked for package deals without considering any destination	0.8%	1.5%
	Someone else planned the trip	8.2%	14.0%
	Other	27.0%	18.5%
		100.0%	100.0%

Information Sources (Mark all that apply)	Used when making the decision to take this trip	
	Local (n=131)	Non-Local (n=209)
Previous visit(s) to this ski area	90.8%	68.4%
Past experiences on cross-country ski trips	50.4%	47.8%
Advice from friends/relatives/acquaintances	47.3%	56.9%
Business website for the ski facility/resort I cross-country skied at	42.0%	51.7%
Advertising in Cross-country ski facility/resort brochures	31.3%	26.3%
A local or regional tourism website	17.6%	19.6%
Other websites	13.0%	19.1%
Advertising in Magazines/Newspapers	10.7%	8.6%
Cross-country skiing feature articles in Magazines/Newspapers	9.9%	10.5%
Visitor centres	8.4%	9.1%
Advertising in Tourism/Travel/Visitor guides	6.9%	9.1%
www.bcnordic.com	3.8%	4.8%
Tourism specific business referrals (i.e. from an accommodation property)	3.8%	1.4%
Tour Operators/travel agents	2.3%	1.4%
Package deal	2.3%	7.2%
www.HelloBc.com	1.5%	1.0%
1-800-HelloBC	0.8%	1.0%
Advertising on TV	0.8%	0.5%
Traveller review website	0.0%	1.4%
Cross-country skiing feature articles on TV	0.0%	1.0%

Information Sources (Top 3)	Most influential information sources
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	Local (n=131)	Non-Local (n=209)
Advice from friends/relatives/acquaintances	42.7%	55.0%
Past experiences on cross-country ski trips	41.2%	43.1%
Business website for the ski facility/resort I cross-country skied at	38.9%	38.8%
Advertising in Cross-country ski facility/resort brochures	19.1%	23.4%
A local or regional tourism website	15.3%	15.8%
Advertising in Magazines/Newspapers	8.4%	4.8%
Other websites	7.6%	10.0%
Advertising in Tourism/Travel/Visitor guides	6.9%	7.2%
Cross-country skiing feature articles in Magazines/Newspapers	6.1%	7.7%
Visitor centres	5.3%	4.8%
Other sources	5.3%	8.1%
Tourism specific business referrals (i.e. from an accommodation property)	3.1%	2.4%
Advertising on TV	2.3%	0.0%
Tour Operators/travel agents	2.3%	1.4%
www.bcnordic.com	1.5%	1.9%
www.HelloBc.com	1.5%	1.4%
Traveller review website	1.5%	1.9%
1-800-HelloBC	0.8%	2.4%
Cross-country skiing feature articles on TV	0.8%	0.5%
Package deal	0.8%	4.3%

		Importance to me			Satisfaction with	
		Local	Non-Local		Local	Non-Local
Finding detailed information in a printed brochure from the club or resort offering the cross-country skiing	Very important	46.7%	35.3%	Very satisfied	43.9%	33.1%
	Somewhat important	29.0%	32.1%	Somewhat satisfied	30.6%	38.5%
	Neither	8.4%	13.0%	Neither	24.5%	24.9%
	Somewhat not important	5.6%	5.4%	Somewhat not satisfied	1.0%	3.0%
	Not at all important	10.3%	14.1%	Not at all satisfied	0.0%	0.6%
		100%	100%		100%	100%
Finding detailed information about BC cross-country ski trips on websites	Very important	24.0%	33.1%	Very satisfied	23.3%	20.4%
	Somewhat important	31.0%	36.0%	Somewhat satisfied	30.2%	36.3%
	Neither	20.0%	12.9%	Neither	44.2%	36.3%
	Somewhat not important	7.0%	6.7%	Somewhat not satisfied	1.2%	5.1%
	Not at all important	18.0%	11.2%	Not at all satisfied	1.2%	1.9%
		100%	100%		100%	100%
Understanding the number and type of trails offered at a club or resort	Very important	71.3%	59.8%	Very satisfied	51.9%	40.2%
	Somewhat important	18.3%	28.4%	Somewhat satisfied	29.2%	41.3%
	Neither	5.2%	6.7%	Neither	14.2%	13.0%
	Somewhat not important	3.5%	2.6%	Somewhat not satisfied	4.7%	4.3%
	Not at all important	1.7%	2.6%	Not at all satisfied	0.0%	1.1%
		100%	100%		100%	100%
Understanding what other people thought of past cross-country day/overnight ski trips (testimonials)	Very important	22.6%	19.7%	Very satisfied	22.5%	22.4%
	Somewhat important	26.4%	33.7%	Somewhat satisfied	28.1%	32.2%
	Neither	18.9%	18.5%	Neither	43.8%	41.4%
	Somewhat not important	14.2%	11.8%	Somewhat not satisfied	4.5%	3.3%
	Not at all important	17.9%	16.3%	Not at all satisfied	1.1%	0.7%
		100%	100%		100%	100%

		Importance to me			Satisfaction with	
		Local	Non-Local		Local	Non-Local
Staff - quality customer service from ticket sellers food & beverage servers, ski school instructors	Very important	51.2%	35.3%	Very satisfied	49.6%	34.9%
	Somewhat important	34.4%	44.1%	Somewhat satisfied	34.8%	47.7%
	Neither	5.6%	10.3%	Neither	8.7%	9.7%
	Somewhat not important	0.0%	1.0%	Somewhat not satisfied	0.9%	0.5%
	Not at all important	6.4%	5.9%	Not at all satisfied	3.5%	2.1%
	Don't know	0.0%	1.0%	Don't know	0.0%	0.5%
	N/A	2.4%	2.5%	N/A	2.6%	4.6%
		100%	100%		100%	100%
Equipment rental and repair services	Very important	19.6%	15.3%	Very satisfied	21.6%	14.4%
	Somewhat important	18.8%	20.4%	Somewhat satisfied	17.6%	13.8%
	Neither	13.4%	11.7%	Neither	12.7%	11.0%
	Somewhat not important	6.3%	5.1%	Somewhat not satisfied	5.9%	3.9%
	Not at all important	21.4%	15.8%	Not at all satisfied	9.8%	6.6%
	Don't know	3.6%	1.5%	Don't know	8.8%	5.0%
	N/A	17.0%	30.1%	N/A	23.5%	45.3%
		100%	100%		100%	100%
Child care services (day care, lessons, etc.)	Very important	1.8%	2.2%	Very satisfied	6.4%	1.7%
	Somewhat important	4.6%	4.8%	Somewhat satisfied	3.2%	2.3%
	Neither	7.3%	8.6%	Neither	6.4%	5.7%
	Somewhat not important	3.7%	0.5%	Somewhat not satisfied	2.1%	2.3%
	Not at all important	31.2%	30.6%	Not at all satisfied	18.1%	9.1%
	Don't know	0.9%	1.6%	Don't know	6.4%	10.3%
	N/A	50.5%	51.6%	N/A	57.4%	68.6%
		100%	100%		100%	100%
Adult lessons (cross-country skiing)	Very important	19.1%	8.8%	Very satisfied	21.4%	9.1%
	Somewhat important	19.1%	16.6%	Somewhat satisfied	12.2%	9.7%
	Neither	11.3%	11.4%	Neither	13.3%	6.3%
	Somewhat not important	6.1%	3.1%	Somewhat not satisfied	8.2%	2.3%
	Not at all important	20.9%	24.4%	Not at all satisfied	8.2%	10.3%
	Don't know	2.6%	2.1%	Don't know	8.2%	9.1%
	N/A	20.9%	33.7%	N/A	28.6%	53.1%
		100%	100%		100%	100%
Trail grooming/Maintenance	Very important	84.8%	81.3%	Very satisfied	51.7%	58.7%
	Somewhat important	9.6%	15.3%	Somewhat satisfied	32.8%	29.6%
	Neither	2.4%	3.0%	Neither	8.6%	6.1%
	Somewhat not important	0.8%	0.0%	Somewhat not satisfied	4.3%	4.6%
	Not at all important	0.8%	0.0%	Not at all satisfied	0.9%	0.5%
	Don't know	0.8%	0.0%	Don't know	0.9%	0.0%
	N/A	0.8%	0.5%	N/A	0.9%	0.5%
		100%	100%		100%	100%

		Local	Non-Local		Local	Non-Local
Quality of snow conditions	Very important	74.0%	70.9%	Very satisfied	58.3%	56.1%
	Somewhat important	18.1%	26.1%	Somewhat satisfied	28.3%	36.7%
	Neither	3.1%	1.5%	Neither	8.3%	3.6%
	Somewhat not important	1.6%	0.5%	Somewhat not satisfied	1.7%	2.0%
	Not at all important	0.8%	0.0%	Not at all satisfied	0.8%	0.5%
	Don't know	0.8%	0.0%	Don't know	0.8%	0.0%
	N/A	1.6%	1.0%	N/A	1.7%	1.0%
		100%	100%		100%	100%
Signage	Very important	62.8%	60.9%	Very satisfied	41.0%	38.3%
	Somewhat important	29.8%	29.7%	Somewhat satisfied	34.2%	42.9%
	Neither	5.0%	6.9%	Neither	19.7%	12.8%
	Somewhat not important	0.0%	1.0%	Somewhat not satisfied	2.6%	5.1%
	Not at all important	1.7%	1.0%	Not at all satisfied	1.7%	0.5%
	Don't know	0.0%	0.0%	Don't know	0.0%	0.0%
	N/A	0.8%	0.5%	N/A	0.9%	0.5%
		100%	100%		100%	100%
Diversity of cross-country trails	Very important	70.4%	65.8%	Very satisfied	56.4%	55.6%
	Somewhat important	24.8%	30.2%	Somewhat satisfied	28.2%	36.2%
	Neither	4.0%	3.0%	Neither	12.0%	4.1%
	Somewhat not important	0.0%	0.5%	Somewhat not satisfied	3.4%	3.1%
	Not at all important	0.8%	0.0%	Not at all satisfied	0.0%	0.0%
	Don't know	0.0%	0.0%	Don't know	0.0%	0.5%
	N/A	0.0%	0.5%	N/A	0.0%	0.5%
		100%	100%		100%	100%
Few people encountered while on the cross-country ski trails	Very important	31.5%	22.2%	Very satisfied	44.3%	39.1%
	Somewhat important	32.3%	37.4%	Somewhat satisfied	32.2%	39.1%
	Neither	18.5%	27.1%	Neither	11.3%	13.7%
	Somewhat not important	7.3%	8.4%	Somewhat not satisfied	4.3%	3.6%
	Not at all important	8.1%	3.4%	Not at all satisfied	5.2%	1.0%
	Don't know	0.0%	0.5%	Don't know	0.0%	1.0%
	N/A	2.4%	1.0%	N/A	2.6%	2.5%
		100%	100%		100%	100%
Accessibility from major airport	Very important	9.3%	10.4%	Very satisfied	9.2%	10.6%
	Somewhat important	5.9%	11.9%	Somewhat satisfied	10.2%	11.7%
	Neither	5.9%	10.0%	Neither	13.3%	11.7%
	Somewhat not important	4.2%	4.5%	Somewhat not satisfied	2.0%	2.8%
	Not at all important	44.9%	32.8%	Not at all satisfied	19.4%	7.3%
	Don't know	0.8%	2.5%	Don't know	5.1%	5.6%
	N/A	28.8%	27.9%	N/A	40.8%	50.3%
		100%	100%		100%	100%

		Local	Non-Local		Local	Non-Local
Number of other activities available while on cross-country ski trip	Very important	8.5%	8.6%	Very satisfied	15.0%	15.2%
	Somewhat important	23.9%	29.3%	Somewhat satisfied	17.0%	28.1%
	Neither	13.7%	22.7%	Neither	21.0%	20.2%
	Somewhat not important	6.0%	10.1%	Somewhat not satisfied	2.0%	6.2%
	Not at all important	29.9%	17.2%	Not at all satisfied	15.0%	5.6%
	Don't know	1.7%	1.5%	Don't know	4.0%	3.9%
	N/A	16.2%	10.6%	N/A	26.0%	20.8%
		100%	100%		100%	100%
Entertainment/Nightlife	Very important	3.4%	2.0%	Very satisfied	4.1%	3.9%
	Somewhat important	8.5%	17.2%	Somewhat satisfied	10.3%	17.4%
	Neither	11.0%	20.2%	Neither	17.5%	24.2%
	Somewhat not important	10.2%	14.1%	Somewhat not satisfied	5.2%	10.1%
	Not at all important	44.1%	34.8%	Not at all satisfied	24.7%	13.5%
	Don't know	0.8%	0.5%	Don't know	7.2%	3.9%
	N/A	22.0%	11.1%	N/A	30.9%	27.0%
		100%	100%		100%	100%
Special events and festivals	Very important	4.3%	5.6%	Very satisfied	5.3%	6.3%
	Somewhat important	12.2%	12.2%	Somewhat satisfied	12.8%	10.9%
	Neither	15.7%	27.9%	Neither	22.3%	28.6%
	Somewhat not important	13.0%	11.7%	Somewhat not satisfied	6.4%	6.3%
	Not at all important	33.9%	31.0%	Not at all satisfied	18.1%	13.1%
	Don't know	1.7%	1.0%	Don't know	7.4%	5.7%
	N/A	19.1%	10.7%	N/A	27.7%	29.1%
		100%	100%		100%	100%
On site food & beverage services	Very important	25.4%	23.2%	Very satisfied	23.2%	19.7%
	Somewhat important	26.3%	36.4%	Somewhat satisfied	28.3%	30.3%
	Neither	24.6%	22.2%	Neither	25.3%	21.9%
	Somewhat not important	1.7%	4.0%	Somewhat not satisfied	4.0%	6.7%
	Not at all important	12.7%	10.1%	Not at all satisfied	9.1%	5.6%
	Don't know	0.0%	0.0%	Don't know	1.0%	1.1%
	N/A	9.3%	4.0%	N/A	9.1%	14.6%
		100%	100%		100%	100%
On-site accommodation	Very important	14.5%	32.1%	Very satisfied	15.5%	33.9%
	Somewhat important	9.4%	24.9%	Somewhat satisfied	11.3%	19.2%
	Neither	12.0%	11.4%	Neither	11.3%	9.6%
	Somewhat not important	2.6%	2.6%	Somewhat not satisfied	1.0%	2.8%
	Not at all important	29.1%	13.0%	Not at all satisfied	17.5%	5.6%
	Don't know	0.0%	0.0%	Don't know	5.2%	1.7%
	N/A	32.5%	16.1%	N/A	38.1%	27.1%
		100%	100%		100%	100%

		Local	Non-Local		Local	Non-Local
Accommodations where you can ski from our doorstep	Very important	19.7%	29.9%	Very satisfied	20.6%	32.4%
	Somewhat important	10.3%	25.3%	Somewhat satisfied	8.2%	17.9%
	Neither	8.5%	13.4%	Neither	9.3%	12.3%
	Somewhat not important	3.4%	5.7%	Somewhat not satisfied	1.0%	2.2%
	Not at all important	27.4%	11.3%	Not at all satisfied	18.6%	6.1%
	Don't know	0.0%	0.0%	Don't know	5.2%	1.7%
	N/A	30.8%	14.4%	N/A	37.1%	27.4%
		100%	100%		100%	100%
Kitchenette in accommodation	Very important	21.4%	50.8%	Very satisfied	20.6%	41.2%
	Somewhat important	8.5%	16.1%	Somewhat satisfied	5.2%	15.8%
	Neither	9.4%	7.3%	Neither	9.3%	6.2%
	Somewhat not important	3.4%	1.6%	Somewhat not satisfied	1.0%	2.3%
	Not at all important	24.8%	9.8%	Not at all satisfied	16.5%	5.1%
	Don't know	0.9%	0.5%	Don't know	6.2%	4.0%
	N/A	31.6%	14.0%	N/A	41.2%	25.4%
		100%	100%		100%	100%
Hot tub/Pool/Sauna/Hot pools/Springs	Very important	13.7%	21.2%	Very satisfied	13.8%	23.1%
	Somewhat important	14.5%	25.4%	Somewhat satisfied	8.5%	20.8%
	Neither	12.0%	16.9%	Neither	9.6%	11.0%
	Somewhat not important	4.3%	6.3%	Somewhat not satisfied	5.3%	2.3%
	Not at all important	26.5%	15.3%	Not at all satisfied	16.0%	8.7%
	Don't know	0.0%	0.5%	Don't know	6.4%	5.8%
	N/A	29.1%	14.3%	N/A	40.4%	28.3%
		100%	100%		100%	100%
Place to wax skis	Very important	30.2%	26.0%	Very satisfied	24.7%	17.8%
	Somewhat important	22.4%	21.4%	Somewhat satisfied	21.6%	24.1%
	Neither	9.5%	17.2%	Neither	10.3%	14.4%
	Somewhat not important	2.6%	7.3%	Somewhat not satisfied	7.2%	6.9%
	Not at all important	16.4%	14.1%	Not at all satisfied	9.3%	8.0%
	Don't know	1.7%	1.0%	Don't know	7.2%	6.3%
	N/A	17.2%	13.0%	N/A	19.6%	22.4%
		100%	100%		100%	100%
Overall value for price paid	Very important	61.7%	58.4%	Very satisfied	52.0%	39.0%
	Somewhat important	23.5%	30.5%	Somewhat satisfied	25.0%	40.7%
	Neither	4.3%	2.6%	Neither	7.0%	7.7%
	Somewhat not important	0.9%	0.5%	Somewhat not satisfied	1.0%	3.8%
	Not at all important	5.2%	2.1%	Not at all satisfied	7.0%	2.2%
	Don't know	0.9%	0.0%	Don't know	1.0%	0.0%
	N/A	3.5%	5.8%	N/A	7.0%	6.6%
		100%	100%		100%	100%

Appendix D – Nordic Ski Clubs

Nordic Club (n=126)	%
Sovereign Lake	19.0%
Vancouver Skiers	9.5%
Nordic Wrecks	6.3%
Black Jack Ski Club	5.6%
Toby Creek Nordic Ski Club	4.8%
Overlander Ski Club – Kamloops	4.0%
Nelson Nordic Ski Club	3.2%
Strathcona Nordics	3.2%
Telemark Westbank.	3.2%
Whistler Nordics	2.4%
Unknown	2.4%
Caledonia Nordics.	1.6%
Golden Nordic Ski Club	1.6%
Larch Hills Nordic Society	1.6%
Nickel Plate	1.6%
Squamish Nordic Club	1.6%
B.S.A.B.C. and V.I.S.A.S. Volunteer Insts.	0.8%
Back of Bow Bow, Victoria, Australia.	0.8%
BC Disabled Skiers.	0.8%
Becky Scott Club – Panorama (Invermere)	0.8%
Canmore Nordic Ski Club	0.8%
Cariboo Ski Touring Club (Quesnel)	0.8%
Castlegar Nordic	0.8%
Chelsea Nordic Nalelertok.	0.8%
CXC	0.8%
Edmonton Nordic Ski Club	0.8%
Foothills Nordic Ski Club, Calgary, AB	0.8%
Gatineau Park	0.8%
Glacier Nordic Ski Club.	0.8%
Golden Outdoor Recreation Association	0.8%
Highlands Nordic	0.8%
Hollyburn Jackrabbits	0.8%
Juneau Nordic Ski Club	0.8%
Kamloops Outdoor Club	0.8%
Kawartha Nordic S.C.	0.8%
Kongsberger Ski Club.	0.8%
Member of the Ridge Meadows Outdoor Club, involved in all fo	0.8%
Methow Valley, Washington.	0.8%
Nicola Nordic Ski Club	0.8%
North Okanagan C.C. Ski Club	0.8%
Pathfinders Outdoor Club	0.8%
Red River Nordic (MB)	0.8%
Spokane Nordic	0.8%
Whitewater Resort	0.8%
Washington Biathlon	0.8%
Washington Ski Touring Club.	0.8%
West Van Senior Center	0.8%
Saskatchewan: Regina Nordic	0.8%
Seattle Mountaineers	0.8%
Shuswap outdoors!	0.8%
Northern Illinois Nordic.	0.8%
Thunder Bay Nordic Trails	0.8%
Total	100.0%

Appendix E – Satisfaction and Importance of Trip Characteristics Tables

A complete table of each characteristic and the level of importance and satisfaction attributed to each by survey respondents is provided below.

Characteristics While Planning Trip

Planning Trip		Percentage of Respondents				
		Very (1)	(2)	Neither (3)	(4)	Not At All (5)
Having a printed brochure from the business offering the river trip	Important	35.2%	27.7%	16.1%	7.9%	13.1%
	Satisfied	43.7%	30.3%	25.1%	0.8%	0.1%
Finding detailed information in printed brochures	Important	35.0%	29.2%	18.7%	6.0%	11.1%
	Satisfied	36.7%	34.2%	27.1%	1.8%	0.2%
Finding detailed information about BC river trips on websites	Important	43.0%	27.0%	15.5%	4.6%	9.9%
	Satisfied	37.0%	31.8%	28.4%	1.3%	1.5%
Understanding the best time of year to go	Important	40.6%	31.1%	18.1%	5.0%	5.2%
	Satisfied	34.7%	36.8%	24.1%	3.1%	1.3%
Understanding how I should prepare/ what I should bring	Important	65.7%	28.1%	3.6%	1.7%	1.0%
	Satisfied	53.9%	34.7%	7.9%	3.0%	0.5%
Understanding safety regulations required and used by the business offering the river trip	Important	61.0%	27.0%	8.3%	1.7%	2.1%
	Satisfied	65.9%	27.2%	6.3%	0.1%	0.5%
Understanding the different kinds of river trips available (motorized vs. non-motorized)	Important	33.3%	31.2%	24.7%	5.8%	5.0%
	Satisfied	39.6%	26.5%	28.3%	3.8%	1.7%
Understanding what other people thought of past trips (testimonials)	Important	20.7%	30.3%	29.4%	9.2%	10.5%
	Satisfied	29.0%	22.4%	44.3%	2.7%	1.6%

Characteristics While Purchasing Trip

While Purchasing Trip		Percentage of Respondents				
		Very (1)	(2)	Neither (3)	(4)	Not At All (5)
Ability to purchase trips online	Important	25.6%	23.5%	30.1%	6.4%	14.4%
	Satisfied	24.8%	19.0%	51.3%	3.0%	1.9%
Offering packages with my river trip including accommodation and/or transportation and/or other activities	Important	19.5%	21.8%	28.4%	11.5%	18.8%
	Satisfied	22.3%	23.0%	48.2%	5.0%	1.5%

Characteristics While on Trip

While on Trip		Percentage of Respondents				
		Very (1)	(2)	Neither (3)	(4)	Not At All (5)
Safety standards	Important	77.8%	17.6%	2.9%	1.0%	0.6%
	Satisfied	79.4%	18.0%	2.3%	0.1%	0.2%
Few people encountered while on the river	Important	21.7%	37.5%	29.8%	5.8%	5.1%
	Satisfied	45.7%	25.6%	24.4%	3.9%	0.4%
Number of other activities while on river trip	Important	11.6%	27.7%	40.3%	10.2%	10.2%
	Satisfied	32.2%	24.9%	39.8%	2.9%	0.2%
Nature of cultural interpretation	Important	26.0%	39.8%	22.1%	5.3%	6.8%
	Satisfied	45.7%	29.8%	21.1%	2.7%	0.6%
Scenery	Important	65.7%	28.9%	3.7%	1.0%	0.7%
	Satisfied	79.0%	17.6%	3.1%	0.1%	0.2%
Staff customer service from the business offering the river trip	Important	71.5%	25.5%	2.3%	0.2%	0.6%
	Satisfied	78.7%	17.0%	2.9%	0.6%	0.7%

Appendix F - Comments: Satisfaction with Cross-Country Day/Overnight Ski Trip

- 6 of us rent a condo – it's great
- Accommodations and ski trails were perfect!
- Airport pickup and return was good. Hotel was good. Restaurants available with many choices.
- All goals and expectations of trip were met and/or exceeded.
- At XXX; great variety of trails and super grooming. Watching the jumping on a sunny day was a nice extra.
- B.C. is my home province. Great snow and skiing conditions. Great experience!
- Beautiful accommodation, ski out from house with friends. The ski buddies were excellent.
- Beautiful setting, good trails, easy access with bus trip from Vancouver.
- Beautiful snow
- Beautiful sunny skies. Great groomed trails. Few people, nice place to gather.
- Beautiful terrain; would love to see cabin to snack in better equipped.
- Beautiful weather and snow
- Beautiful weather, great conditions.
- Club activity, XXX
- Compared to previous years, grooming was not as good.
- Completed my list of Poppet
- Complicated trail system with inadequate signage; poor snow conditions.
- Conditions good, terrain varied, trails groomed.
- Conditions were "formidable".
- Conditions were excellent as were instructors. All service staff were very well trained and helpful/courteous.
- Conditions were great, grooming good, food good
- Conditions were very good; well-groomed trails, not crowded at all (midweek), inexpensive trail fees, easy to drive to (one day trip).
- Could have been more trails.
- Cross country was great. Opportunity to use the lift. Some local as downhill, so lifts could do that.
- Decent weather, good skiing, nice accommodations
- Different places; interesting skiing.
- Diversity of trails including off track, groomed
- Early season conditions
- Enjoyed new XXX site.
- Even though the snow was marginal.
- Exceeded by expectations
- Excellent conditions and grooming
- Excellent grooming, signage, snow conditions, support, waxing room.
- Excellent ski conditions and accommodation. Good friends
- Excellent snow conditions, trail maintenance, ski instruction.
- Excellent snow conditions, very nice people working in a resort, very nice B&B
- Excellent tracks, terrain, variety, scenery and always friendly and helpful staff.
- Excellent trail conditions.
- Excellent trails and snow conditions.
- Excellent well located onsite accommodation, well maintained diverse trails, other activities (tubing) for children
- Except for trail grooming – not good.
- Excited about the XXX cross-country site.
- Exhilarating outdoor experience with good friends
- Expectation levels met for short duration trips.

- Fabulous trails, excellent grooming
- Fabulous trails, weather, terrain and I love the fact that alpine and cross country is so well integrated so the group can separate and still meet up for lunch!
- First part of Dec. Lack of good snow. Very cold
- Friendly staff, adequate accommodation, good facilities, restaurants, etc.
- Good company, good area
- Good conditions
- Good friends, good ski conditions – finally!
- Good healthy day out with little expense
- Good skiing
- Good skiing and conditions at XXX
- Good skiing weather, groomed trails, few people, pleasant accommodation.
- Good skiing, not too busy, nice ticket checker, easy to find trails, excellent grooming
- Good snow
- Good snow and grooming and weather.
- Good snow and trails, not too crowded, bus available to go to mountain
- Good snow and weather
- Good snow conditions – well maintained trails; variety of trails.
- Good snow conditions and grooming
- Good snow conditions, good grooming and track, setting by machine operator
- Good snow conditions, new experience
- Good snow conditions, was close to home.
- Good snow, annoying alarm at the cabin, enjoy the rec. center following
- Good snow, excellent trails and good accommodation.
- Good snow, good grooming
- Good snow, not crowded
- Good snow, trails not too crowded, bus service to resort
- Good spring ski
- Good time had by all
- Good trail conditions/grooming
- Good trails, conditions, not busy trails
- Good trails, good people.
- Good trip, good snow.
- Good value, lodging, meals, activities.
- Good weather, beautiful location.
- Good weather, fun time, good exercise, time with family, get to see XXX.
- Good weather, great snow
- Good weather, snow and grooming.
- Good weather, snow, grooming.
- Good weather; good trails.
- Good work out, learnt new skills
- Gorgeous day, great lessons, great weather, amazing location.
- Great accommodations for a group. Convenient skiing with variety of trails
- Great accommodations, great weather.
- Great skiing
- Great ski conditions close to home at a reasonable price

- Great ski condition
- Great ski area and conditions
- Great scenery/trail variety, wonderful lodge (nordic) with great food, great ambiance because low key, family, relaxed...
- Great price, quiet time of year and good snow and weather conditions
- Great place; staying on the mountain is terrific.
- Great place to visit with friends and ski.
- Great people!
- Great mountain
- Great group of friends/great food, good skiing, fun time
- Great food/accommodations/staff/other visitors/ski areas.
- Great day, great area, great company!
- Great day, good weather, childcare would make it better but rarely found it in ski resorts.
- Great conditions, poor food service, poor staff directions.
- Great conditions, friendly local cross-country skiers
- Great conditions and trails excellent day facility.
- Great clinic put on by the Silver Star staff.
- Great skiing conditions and good trails
- Great skiing very close to our home
- Great skiing, good snow temperature.
- Great snow and special B.C. resident accommodation rate
- Great snow and trail conditions, excellent grooming, beautiful scenery
- Great snow and trails
- Great snow conditions, friendly people
- Great snow! Good company
- Great snow, accommodations and good times with friends
- Great snow, good grooming, friendly people, beautiful environment
- Great snow, great food
- Great snow, great trail, grooming, excellent on hill, accommodation options
- Great snow, grooming, trails, facilities
- Great snow, trails groomed well – we had a great time.
- Great trails and cabin to eat lunch – none better
- Great trails and lots of variety
- Great trails at XXX, large variety.
- Great trails, great accommodation close to trails!
- Great trails, guides
- Great trails, snow conditions, grooming and fine weather
- Great trails, snow, weather and great cafe.
- Great vistas, great trails, easy accessibility
- Grooming could be a bit better.
- Grooming iffy
- Grooming was poor.
- Had a fun day with friends... mostly because we can bring our dogs on the trails... if we couldn't do that we would go elsewhere.
- Had fun
- Had to cross ploughed country roads while on trail; large snow bank made difficult execution.

- Hot tub not hot enough first day.
- I have a season's pass to Sovereign Lake. Excellent facility!
- I liked skiing at Callaghan cross country ski trails.
- I love XXX.
- I prefer skinny trails that are not logging roads.
- I would have like to stay on site (but too expensive), or even stay nearer. Excellent trails
- Instruction was below average.
- Interesting, great trails
- It was a lot of fun and everything went very well.
- Lack of signage on trails
- Live here – ski 2 to 3 times per week, shoe to live because of X-country skiing and area beauty.
- Lots of snow, good conditions, excellent accommodation
- Love XXX but live in fear of the management decisions to decrease cross country and snowshoe options.
- Low cost very well groomed trails, quiet, no people, beautiful country-side, great snow
- Low hassle, good skiing
- Met expectations, great weather, not too commercial.
- Met with old friends, good ski conditions, well groomed trails
- Mostly friendly people.
- Moved here so very happy.
- My skis were taken by a member of a school trip, so this caused a delay.
- New snow, freshly groomed, no crowds
- Nice groomed trails. Various ability levels; many easy or moderate. Great views. Liked the lodge to stop to eat a snack mid-trail.
- Nice weather, well groomed trails, our son and family came up from Van. Tubes for our grandson, also skating
- No surprises, great skiing facilities, good weather
- Overall, very good skiing (grooming, conditions, diversity and quality of trails), met many nice people, very nice accommodations, very good food, nice weather. (Signage for first time skiers to this area was poor.)
- Own place on the mountain
- People very friendly, easy to meet up with people to ski with lots of social activities available in the evening.
- Perfect ski conditions, great accommodation and no crowds.
- Phenomenal snow, A-1 grooming
- Poor instructor.
- Poor snow during our visit
- Quality of trails, snow, layout amenities
- Race well organized.
- Remote area with excellent trails, grooming and lessons.
- Service at XXX: poor; closed before Christmas during school holidays, closed on days advertised as fully open. Trails: very rarely were all groomed only one set Nordic trails. No advanced warning if closed; nothing on site.
- Service good, excellent facility and great snow conditions
- Skied 2 areas. Ski area at XXX extremely disappointing but XXX was wonderful.
- Skiing alone/can be lonesome.
- Skiing close to home; we live in B.C.
- Skiing is excellent at XXX
- Skiing was good, but weather was not good.
- Skiing was good, dining was good, visit with sister was good.

- Skiing was good, food/beverages expensive, long drive from home. Cross-country skiing always feels like 'second-class' citizen compared with downhill.
- Skiing was good, tracks were good enough, food was good.
- Snow conditions not so good (not fault of facility of course).
- Snow conditions were excellent
- Snow conditions were good, trails were good.
- Snow conditions were good.
- Snow conditions were great.
- Snow conditions were less than ideal – damaged two pairs of skis.
- Snow conditions, trail maintenance, diversity of trails.
- Snow was good.
- Snow was too wet.
- Snow wasn't as great this time of year (2007) as in years past.
- Snowshoe
- Staff patrolling trails; some where polite/nice, others weren't
- Temperature too high, snow sometimes sticking to ski bases, very slow descents
- Terrific accommodation at a good price, great trail system, bummed about the lack of snow
- The experience was different, enjoyable because it was a beautiful day and I was with friends.
- The instruction was excellent, and the staff was very friendly and accommodating.
- The snow and trails/grooming was perfect. Conditions were perfect. I learned to skate ski and was showing my 'skills' to my son who is an excellent skate skier.
- The snow conditions were great. Resort people made us feel welcome and even had complimentary mountain guides who introduced us to the trails.
- The snow was great, the trails were well groomed and the people were very nice.
- The trails were in great shape, the personnel were friendly and knowledgeable.
- The XXX ski area is excellent, but good overnight accommodation is expensive, and a hotel/motel/B&B has to be "decent" as ski days are short and evenings long.
- There is a lack of information on which runs have been groomed and on the general snow conditions.
- They have trails; wonderful.
- Thought the resort and staff didn't take cross-country seriously.
- Too early in season – poor conditions, food very average.
- Too expensive for the value
- Too few dog accessible trails, too few garbage cans, friendly staff
- Too many people, crowded
- Took a bus trip with XXX in Vancouver to site and back - excellent service and value.
- Trails OK, close to home in West Van.
- Transportation relaxing on bus/ferry, met friends, shared accommodation, comfortable, service helpful, skiing great. Some trouble with trail markers
- Trip went smoothly.
- Unique accommodation, great weather, well-groomed trails, wildlife spotting
- Very good trails, grooming, equipment availability at XXX through little support activity's amenities.
- Very satisfied – love XXX.
- We could ski in a new place every day and the trails/grooming were perfect.
- We enjoy having a place of our own.
- We enjoyed our ski at XXX.
- We love the trails at XXX.

- XC ski lodge staff always helpful if needed.
- Would have been very satisfied, but trail grooming was poor.
- Whistler Olympic Nordic Park, first time, fantastic snow and weather; great trails
- We travelled by bus. Conditions were good.
- We travel with a XXX bus – it's wonderful.
- We took lessons; we felt that the cc. ski instructors were not very good at teaching, only at demonstrating, and they were unable to really help when I found it difficult; they just suggested I try snowshoeing!!
- We rested, skied, enjoyed being together as a family, and could walk to the ski trails. Perfect!
- XXX – comfortable coach to mountains, great trails, great conditions, views.
- XXX (Nordic) Trail grooming/maintenance needs to be improved. Expensive (unless you have Season Pass and own equipment)
- XXX and XXX have excellent ski trails.
- XXX does an amazing job grooming.
- XXX is a beautiful facility.
- XXX is a major new XC resource in the XXX area – good trails, pretty good snow (far better than XXX).
- XXX is Excellent.
- XXX is great for skiing.
- XXX is one of the very best for snow accessibility and service. That is why I moved to live here.

Appendix G - Comments: Satisfaction with Trip in British Columbia

- #1 province in Canada.
- 45 minute trip from home
- Accommodation very average, food very average.
- Accommodation very expensive and too far from ski trails
- Airport pickup and return was good. Hotel was good. Restaurants available with many choices.
- All went very well.
- Although the best encountered in BC yet, snow is still too warm for first class XC skiing (horrible waxless skis are required).
- Always enjoy spending money in B.C.
- B.C. is always a wonderful place to travel and explore.
- B.C. is fantastic.
- B.C. is my home province. Great snow and skiing conditions. Great experience!
- B.C. is one incredible province!
- B.C. is the best. Conditions are consistently good at XXX.
- B.C. is the place to be especially the XXX. We have it all.
- B.C. resident. Skiing at home is nice.
- BC is beautiful, so is the mountains.
- BC is beautiful, sunshine is invigorating.
- BC is too expensive food, liquor, restaurants.
- BC Rockies are the greatest.
- Beautiful BC!
- Beautiful park; food and toilet facilities not completed.
- Beautiful scenery and trails
- Beautiful scenery, close to nature.
- Beautiful scenery, visit friends
- Beautiful scenery; great snow; good company, friendly resort
- Beautiful setting, good trails, easy access with bus trip from Vancouver.
- Close to home – 30 min to ski area.
- Close to home (XXX)
- Close to home, fine skiing
- Club activity
- Combined great activities with family visiting.
- Complicated trail system with inadequate signage; poor snow conditions.
- Concerned about rumours of future cutbacks in cross country skiing at XXX.
- Conditions were “formidable”.
- Decent weather, good skiing, nice accommodations
- Drove without incident from Vancouver, return, no negatives.
- Easy to get around, very scenic. People friendly and obliging.
- Enjoy living near XXX – since my knees no longer allow me to downhill ski.
- Enjoy spending time with family.
- Everyone was very friendly.
- Everything was exactly as advertised or better. “Exceeded expectations”.
- Family, not cross-country experience
- Friendly people

- Generally really good trip; weather preceded some planned events.
- Good
- Good early season snow.
- Good facilities, reasonable access; excellent trails and conditions.
- Good healthy day out with little expense
- Good range of activities in the area
- Good skiing and friends and restaurant
- Good snow and grooming and weather.
- Good snow conditions
- Good snow, good conditions
- Good snow, good mountains.
- Good snow, not crowded
- Good weather, close to home
- Good weather, fun time, good exercise, time with family, get to see XXX.
- Got lots of early season skiing and exercise.
- Great destination (XXX)
- Great family time.
- Great friends, great skiing, great food, lousy US dollar exchange rate
- Great location/snow conditions/trails.
- Great people!
- Great place
- Great place for winter sports recreation.
- Great place to be.
- Great place to visit
- Great ski (down-hill; cross country) conditions, beautiful place, no crowds (XXX)
- Great ski area and conditions
- Great snow, accommodations and good times with friends
- Great snow, excellent trails, friendly people.
- Great snow, trails groomed well – we had a great time. The only thing that seemed missing was that XXX had no good restaurants to find. Too many fast food places!
- Great to get away, dog could stay in cabin and come skiing with us
- Had a blast and learned a lot.
- Had a great time.
- Had good days of skiing in spite of snow being somewhat slow because of temperature.
- Happy to use the condo, a perfect getaway
- Highway 97 not well maintained, better dining and accommodations
- I am seasonal resident; spend summers and 6 to 8 weeks in winter.
- I live here
- I live here and like it here.
- I live here and like it.
- I live here and like my province a lot!
- I live here and love it!!
- I live here year round.
- I live here!
- I live here!
- I live here!

- I live here.
- I live here.
- I live here.
- I live here. Beautiful place.
- I live here; I want great facilities where I live.
- I live in B.C.
- I live in B.C.
- I live in B.C. Excellent ski conditions and accommodation. Good friends
- I live in B.C. and love it here.
- I live in B.C., so this question is same; poor snow during our visit.
- I live in BC
- I live in BC nearby to ski area.
- I live in BC< so this is somewhat N/A.
- I love B.C.
- I love BC!
- I love BC!
- I went by bus, organized by XXX.
- I'm from Vancouver originally so getting in a ski day with an old friend was added bonus.
- I'm so pleased I can find what I want in my own province!
- In longer trips, poor trail grooming or closures became dissatisfied; expectations at times were not met.
- It all worked.
- It was beautiful and we enjoyed the international flavour.
- It was great.
- It's the best place on earth!!
- Live here by choice!
- Live here, love it!
- Live here.
- Live here.
- Live in B.C.
- Live in BC
- Live in BC
- Live in BC
- Live in BC – this was a day trip.
- Local (Vancouver) resident
- Lots of activity; enjoy the west; good visit with friends
- Love B.C.
- Love B.C.; plenty of ski resorts to visit
- Love BC – our home away from home. Plan to retire someday @ XXX.
- Love living in B.C.!
- Love the mountains for skiing, enjoy ski in-ski out resorts, great warm temperatures
- Love to bear XXX both XC and Telemark; the downhill runs.
- Love XXX but live in fear of the management decisions to decrease cross country and snowshoe options.
- Loved B.C.
- Loved XXX.
- Low hassle, good skiing

- Many diverse XC trails and great venues.
- Met expectations, great weather, not too commercial.
- Met good friends.
- Natural, mostly undisturbed, human-modified landscapes
- Nature.
- Nice people but higher costs this year – 2nd trip not to BC (first time!)
- Nice to get away.
- No major problem
- No surprises, great skiing facilities, good weather
- No worries. Just good fun!!!
- Not nice having to drive from XXX to ski at XXX.
- Note: Clear trail markers are important. Some oversight here
- Overall most places we've visited have been good experiences
- Perfect ski conditions, great accommodation and no crowds.
- Planes and buses almost on schedule, ski-in and out lodgings, variety of clement weather... Fresh snow especially enjoyed.
- Pretty good, weather not so good.
- Relaxing enough
- Rossland is a short drive.
- Safe, pleasant, resources excellent (grocery store, accessible gas, accommodation, variety, everyone helpful.
- Scenery, weather, fresh air.
- Short distance to drive
- Sigges – comfortable coach to mountains, great trails, great conditions, views.
- Skiing was our main/only activity
- So many great places this is near Vancouver.
- Staying in XXX is the best!
- Still a great XC technique camp at XXX!
- Super!
- Terrific accommodation at a good price, great trail system, bummer about the lack of snow
- The drive from Kelowna to XXX was pleasant, easy and not too long. The trails at XXX were interesting and the cabin was very comfortable.
- The holiday was good; accommodation costs were too high. Think about it... \$150.00 a night to sleep and under \$15 to ski.
- The roads were well maintained and plowed which made getting there less stressful.
- The scenery, the people, the activities (ski and snowshoe) were outstanding.
- The trees, snow, weather all together make a magnificent experience.
- There is a lack of information on which runs have been groomed and on the general snow conditions. On a good day when the trails have been groomed, the X-C ski experience is wonderful.
- Traffic congestion on Sea to Sky Highway was unpleasant. Also, lack of accommodations closer to the venue is a negative.
- Trails need better signage.
- Trails need better signage.
- Trip was shortened due to business.
- Very well run and close to where I live
- We also visited a cross-country ski area in Washington State. Overall, the cross-country ski areas we visited in B.C. were just as good and many were significantly better! (i.e. better snow conditions, better trails, better grooming)
- We chose our resort and accommodation carefully. They met expectations. We plan.

- We go to XXX a lot. We love it.
- We had fun, for good value.
- We had good conditions (most of the time).
- We liked XXX, it has good downhill runs and the staff are helpful. But the cross country routes are too hilly!!
- We live in BC
- We live in beautiful BC! What else can I say? "The best place on earth!"
- We lucked out with beautiful weather; the scenery was out of this world; friendly people
- We stayed with family so it wasn't expensive.
- We went cross country skiing, snowshoeing and to Hot Springs! Great family vacation!
- Weather and driving conditions were both bad.
- Weather was good; snow was excellent for skiing.
- Well kept facilities and trails.
- Well maintained access to a well developed and maintained ski resort
- Well, we live here.
- Whistler is great!
- Wonderful nature/wilderness experience.
- Would like the road to XXX, should be paved (2km).
- XXX is beautiful, with many opportunities to improve my skiing. Pricing is very important to me and XXX' prices are good.
- XXX was joyous – even if the XXX has little show – they groom well.

**Appendix H – Additional Comments About Trip in British Columbia or
Suggestions on What the Province of British Columbia Could Do To Enhance Your
Cross-country Ski Trip Experiences**

- 1) Spread a culture of respect for the environment. 2) Place value on quality of experience; stop promoting consumerism. 3) Place value on generosity and efforts to end poverty. 4) Place the highest value on measures that nurture human dignity.
- 1) The provision of financial support to groups like XXX would help sustain and promote Nordic skiing as a family sport. 2) Allowing NOT for profit societies to operate Nordic facilities would help support the sport.
- A map of the trails out on the trails would be nice. The booklets work ok, but you always have to be fishing them out of your bag.
- A planned package to ski at two or three key CC venues on one trip. A planned pre Olympic venue ski trip!!
- Actively promote the health and well being benefits the improved knowledge of the environment. Facilitate Resorts improving cross-country amenities, services etc.
- Advertise other “early-snow” destinations.
- After age 12, our daughter gave up Nordic in favour of snowboarding. Previously she was part of the Nordic club/race team at XXX. Having both downhill/Nordic so close together means she can do boarding and I can do ½ day at each.
- All the cross-country sites are in good conditions. There is also a variety of sites; something for beginners and the more experienced. What we need is for mother nature to provide us with good snow conditions.
- Assist with more trail and lodge improvements support school programs for children to participate consider cross country skiing as equally important as alpine.
- At XXX X-country rentals are done alongside downhill rentals. Staff do not know how to size skis for x-country and equipment is in bad condition (broken/not properly maintained). Would not rent there again.
- B and B type accommodation, or hostel-type with private rooms, small cabins etc. would be great to fit a budget of under \$100 per night (per person). I.e. 2 people = up to 200
- B.C.’s wild, natural landscapes, together with their wildlife is disappearing, everywhere I go, due to human impact. The govt of B.C. should preserve, regulate (zoning) and protect what remains.
- BC is the best!
- BCNordic.com is useful – I just looked at it. it will help me plan trips this next winter.
- Better highway signage for turnoffs!
- Better signage. Informed knowledgeable staff. More warming huts and bathrooms, specifically at XXX
- Better/ more public transportation to/from ski resorts near major cities (esp. Vancouver).
- British Columbia is gorgeous! We (family) have been skiing there (big white, sun peaks, silver star and XXX. (2x) for the last 5 years and loved every trip. Thank you fro great accommodations!
- Build more trails, cabins, lit trails.
- Childcare @ XXX would be awesome!!!
- Clear sign posting at trail intersections – large preference map at midway resting point (hut).
- Clearer publicity more about XXX. Please note comments refer to 1 day at forget name in Vancouver, 1 day at XXX, 1 day at XXX.
- Congratulations on the successful development of facilities, programs and personnel in BC.
- Continue to expand the trail network.
- Cross Country usually secondary part of downhill ski trip.
- Develop a province sponsored website which features all x-c ski destinations in B.C. and summarizes current conditions; trail maps; link to Google maps to driving dist.; costs; link to accommodations.
- Develop hut-to-hut backcountry/cross-country overnight system in B.C. parks.
- Develop more areas with good X country spots like XXX and XXX.
- Don’t elevate price for CC skiing.
- Encourage the development (with low environmental impact) or with trail networks. The trail network in Winthrop Washington should be a model to emulate (private/public) land use.
- Encouraged the Resorts and clubs to advertise their trails, provide good trail maps (some are very poor quality) and provide varied types of trails i.e. open meadow/alpine scenery, forested areas and lakes.
- Ensure that the management at XXX recognizes the economic, PR, etc. benefits of keeping cross-country active and strong at the mountain.

- Excellent trip! Bravo B.C. It'd be wonderful to have linked lodges where you ski from one to the next daily, as in the Nordic countries.
- Expand its trail network.
- Expand trails at more places.
- Fantastic grass roots support in local community's – XXX, XXX. Great snow: a great experience for just a one year visit.
- Great activity, nice community sense; good area to invest in for interior communities
- Great job, everything we needed was easily accessible. Maintain websites, support ski clubs like XXX.
- Have introduced two grand children 6 and 7 to CC skiing. Was only able to take them CC skiing 3 times, but they say they want to ski next year!
- I am a big fan of your Nordic facilities. Please include me in future research. My email address (domain name) lets you know where I am at.
- I am very happy with CC skiing in BC. Suggestion: we Nordic skiers love extensive, remote trail systems (example: the Gatineaux(where you have many trail options every time you visit. Perhaps something similar can be developed in XXX.
- I don't know what the province could do but I'd have liked the resort to have had more shops, restaurants and amenities open during the early season while we were there.
- I don't recall saying I would fill out a questionnaire and thought I would do this anyway when I received it. But this is more for out of BC residents – I only do evenings at XXX.
- I don't think I'm much help by answering this survey. I live in a ski town. This was not a vacation for me.
- I feel that this questionnaire is strictly for a possible plan of development. Other than hot tubs I would not be in favour of accommodation being built. There's lots of places to stay at the top of the hill and in XXX. Not far to travel.
- I find the hills attempting to combine alpine and cross country often sacrifice the cross country trails. Still a great idea but disappointing when the trail convolutes or ends (in the middle of an alpine run).
- I had not heard of the websites you mention – HelloBC.com, or phone line 1-800-HelloBC. We found it difficult to assess the different ski hills (XXX) when choosing a lesson and pass package.
- I had to answer this for a day trip but I do take overnight and holiday trips. The questionnaire is a little too long. Do separate cross-country back country questionnaires.
- I have skied in Alberta (Cannon), Saskatchewan and the Gatineau Hills near Ottawa and I found the snow and trail conditions the best at XXX but the gravel access road is terrible. It should be paved (2 km).
- I hope the province will continue to find trail development and grooming, and maintain lodges for day skiing. It is important to keep commercialization out of the parks.
- I live close to XXX and ski several times a week (so it wasn't a trip).
- I live here. I love it here.
- I live in XXX and teach school kids and disabled Nordic skiing. This questionnaire doesn't make sense for me to fill out but I tried.
- I live in XXX, BC so ski 5 to 6 days a week here.
- I thoroughly enjoyed my ski experience at XXX. I travelled from XXX to the resort on XXX Ski Bus which was great – I felt safe and I could sleep on the way up and back. I hope I win the camera!
- I travelled to BC as part of a Rotary Youth Exchange Trip. 30+ youth, 20 adults. Very nice experience. *Try shorter surveys, this one is quite long.
- I will be most upset if the BC government decides to "sell" XXX to XXX.
- I will CC ski anyway but I feel BC is not promoting this activity as much as it should. High aerobic/low impact/exciting sport done in sun on snow that can have tremendous impact on health/fitness and enhance positive attitudes.
- I would like to have a longer ski season with session to XXX – maybe you can motivate them for more trips.
- I would love to be able to pay a yearly ski pass price, even better a season's pass that would allow me to downhill and cross country (if I am doing one, I am not doing the other).
- I'd like to see quality cross-country trails developed and maintained in provincial park areas and on crown land, with the intent of providing low cost, environmentally friendly and sustainable recreation...

- I'm very satisfied with cross country skiing in B.C. For me it is a good way to get back to nature without the large developments of large downhill skiing resorts.
- If XXX were to be taken over and run by XXX I will NOT go to either place and I know that several of my family friends (who reside in B.C.) will NOT continue to ski at either place.
- Improve parking on Mount Washington.
- Increase public transportation for airport and ferry terminal to ski hill. Have weekend skip trip Victoria to Country Ret. Friday to Sunday with ski hill.
- Increase support to clubs to facilitate enhanced trail development and maintenance. Make more public lands available for cross country skiing development with complete prohibition of motorized vehicles in and near the trails year round.
- Is there a web site to direct people to just cross country skiing resorts or opportunities. Where are all the groomed and ungroomed trails in B.C.
- It was great.
- It would be nice to have a trail system like Sovereign Lake in Kamloops.
- It's great but we need MORE – facilities and options.
- It's great the way it is.
- Keep BC Tourism website up-to-date on all CC facilities and opportunities in the province. Encourage operators to ensure good, expeditious grooming of trails.
- Keep costs down please!
- Keep it economical. Keep the snowmobilers on another planet.
- Keep the roads open!
- Link cross country websites with dining out opportunities and accommodation opportunities.
- Long destinations (10k minimum) with differing way back to hut. (Long loops) with great track and snow!
- Love the not for profit spots in BC. They are more friendly, cost less, offer better groomed trails, feeling of shared community. For profit facilities are cold, money oriented and unfriendly. I appreciate that not everyone agrees.
- Maintain wilderness conditions, i.e. don't keep giving permits for more commercial operators.
- Make small overnight cabins available to backcountry skiers in the XXX, so we can spend time in the mountains longer than 1 day.
- Make sure people know number on their skis so not taken by other people; create a system for this. Better signage/clearer maps. Please note: The A/B column format of this questionnaire is extremely confusing.
- More cross country trails near XXX (or have more buses to reach the destinations) would be great. It is getting crowded at XXX.
- More food at XXX. Better entry and exit from highway (road was rough at lower end).
- More places like Sovereign Lake!
- More ski areas close to Vancouver please!
- More ski clubs share the trails with each other this past year. A good start to something that would improve the cost of buying a yearly pass.
- More trails at XXX and XXX
- More trails at XXX. Support small websites that support the sport like skiing info.
- More trails, and have open cottages in the mountains where you can go from cottage to cottage. Check out XXX for tips.
- NOT make B.C. a Mecca for X-C skiers resulting in over-crowding.
- Not much, pretty good already
- Note: Clear trail maps/signage would be very important on all trails – especially when snow starts. (also – thanks for providing for feedback!)
- Nothing, you do all very well. My only complaint is with XXX resort as they closed facility at 1:00 pm on perfect spring day due to low numbers of skier
- Offer shuttle service from XXX to XXX. Difficult to ski back to resort if you decide to ski XXX to XXX.
- On one trip to XXX this year/season, the ticket seller knew nothing about the conditions in the trails. There was a lot of low fog/cloud and although I know the trail very well, I got turned around. Several new skiers were completely lost

- Open up more trails where dogs are welcome. Back country is a great option when you have dogs, but sometimes it's nice to go to a resort with amenities. Those who do welcome dogs only seem to have one trail where we are allowed...
- Our trail signs were not matching our trail map due to trails that no longer existed so we got a little lost. So up-to-date trail maps and signs are really important. Also, do you offer any hut-to-hut or yurt-to-yurt destinations?
- Promote and enhance X-C skiing as a destination activity.
- Promote it more in the USA. My friends in the US have not heard of the various resorts in BC and are reluctant to travel the distance without better understanding of the destination. A brochure on various cross country ski locations in BC would be awesome.
- Protect the environment so we will have snow in the future. B.C. Tourism advertisements on TV etc.
- Provide better trail maps for each area.
- Provide trails free of charge and generate income from lodge and rentals.
- Provide transportation to ski areas. Open up more trails.
- Reduce cost for seniors.
- Regular bus service from town to hill
- Shuttle bus to ski hill (XXX) from XXX was convenient.
- Skate skiing is completely different than classic. All those people who lump the 2 together as 'cross country' are inaccurate. I think skate skiing deserves a category of its own separate from classic.
- Ski at XXX – previous skied XXX. XXX would benefit from a lodge similar to XXX's XXX Lodge.
- Ski hills like XXX need to improve their grooming, but I don't think there is much you can do about that.
- Slightly cheaper bus ride to and from XXX.
- Stopping to have lunch in a shelter or hut was quite civilized. Overall, experience (our 4th at XXX) was great! Thanks. Met fun old timers on the trails/hut.
- Support local areas with funds to maintain equipment, lodges, toilets, Etc. E.g. XXX.
- The areas could combine their resources and offer multi-area packages.
- The correct spelling of my name is XXX. (It was not spelled correct.)
- The most important aspect of this trip was that we could walk from our front door to the groomed cross country trails. Sadly, accommodate that close to the cross country ski trails is hard to find in BC.
- The province of BC could enhance my and others CC ski trip experience by supporting and promoting/advertising websites like www.benordic.com. I had not seen or heard of this website before I received this questionnaire. It is a great website!
- The rest of my party skied alpine. I went with them because XXX now offers good cross country (XXX) and world class downhill. I belong to a private ski club, mostly alpine, who rent 2 chalets in XXX for 8 weekends or 2-day midweek periods
- The X-C trail patrollers were very friendly and resourceful (in addition to checking tickets). The X-C host was very outgoing.
- Warming hut at far end of trail
- We are blessed with amazing X-C areas; XXX is fabulous as are XXX, XXX, etc. All of the above people are season pass holders at XXX in XXX.
- We come to XXX because we grew up there. Family and friends are living in the area; skiing is great, conditions usually very consistent, the area is beautiful, trails are well-maintained.
- We have friends in BC (XXX); staying with them makes the trip affordable. We chose hostels in other areas when we could. Family-friendly hostels are essential. We visit from Seattle.
- We like BC so much my husband and I will retire there in the summer.
- We live in XXX, 30 minutes from top of XXX.
- We love BC!
- We take a trip to Mt. Wash. Every year 4 women of which have been doing it for 26 years. We bring our own food, booze and rent a chalet for 4 nights Sun-Thurs.
- We were not on an overnight trip. Just a day trip to XXX. We just live down the road, ski there all the time.
- We will return for our 10th year as a group next year.

- Where needed, please put up and maintain proper trail signage. Sometimes there has been a lot of confusion as signs are hidden too high and/or on the back of a tree! I'm not good enough to end up on a black diamond trail!! Too dangerous and B.C.
- XXX – it would be good to get accurate info as to the condition of the trail to the lodge (sometimes they say it's been groomed when in fact it's not). Cheaper trail passes @ XXX!
- XXX and XXX combined provides the best CC skiing in BC.
- XXX and XXX is an amazing facility and luckily in our backdoor!
- XXX and XXX provided fabulous x-country skiing! I am already trying to plan a return trip for next year. (Accommodations at Silver Lode Inn were not so great, so will have to find a better place to stay.)
- XXX definitely needs to develop better signage, a more user friendly trail system (too many illogical one-way trails) and a decent day lodge. I understand the latter will be in place before 2
- XXX had a partner volunteer program that made the trip for me. (Q37 - 2 addl friends Male 51 and Female 50 something, plus their 3 sons 13, 18 and 19)
- XXX X-country area needs better signage. Larger and more appropriate. XXX needs better accommodations. XXX needs better trails.