



2012 In-Market Research Report



Thompson Okanagan



TourismBC

enrg RESEARCH GROUP



Executive Summary

This report summarizes key highlights for the Thompson Okanagan (TOTA) region taken from the British Columbia In-Market study conducted in November 2011 and April 2012. A full report on the findings, plus summaries of the other BC tourism regions are available under separate covers.

- *Visitors to any BC region are looking for destinations which offer value for money, a place to relax and unwind and which serve as a good getaway from everyday life.*
- *Most BC and Albertan residents are familiar with Thompson Okanagan destinations. Familiarity is significantly lower among Washington State residents.*
- *Key activities which motivate trips to TOTA are sightseeing, nature, wildlife viewing and visiting friends or relatives.*
- *Visitors to TOTA are most likely to participate in sightseeing, nature, wildlife viewing; shopping, visiting wineries, visiting friends or relatives and hiking on their trip.*
- *Half (49%) of respondents are likely to visit the Thompson Okanagan in the next two years, most likely for a 'mini-vacation' (3-5 nights), followed by a 'getaway' (1-2 nights) and a 'vacation' (6+ nights) during the summer. Winter and spring are popular seasons to take 'day trips' in comparison to other seasons. Outdoor recreation activities and trips to relax and unwind are key motivators for future trips to TOTA.*
- *The Internet (on a computer as opposed to a mobile device) is heavily relied-upon for pre-trip planning, while information centres and online (at accommodations) are the most popular information sources during trips.*
- *Lack of interest in visiting or returning to the region, as well as preferring to visit a different or international location are key reasons given by respondents who are unlikely to take a trip to TOTA in the next two years.*
- *Half (50%) of visitors to TOTA have a positive overall impression of the region, which ranks it 4th out of the 6 British Columbia Tourism regions, after VI, KR and VCM.*



Background & Methodology



BACKGROUND

This document highlights the results of a two-part In-Market study conducted among residents of British Columbia, Alberta, Western Washington State and Eastern Washington State in late 2011 and early 2012. These surveys were conducted to update similar studies conducted in 2008 and 2006.

The purpose of these ongoing studies is to provide the Ministry and the six tourism regions with market profiles and brand attitudes from key regional markets.

DATA COLLECTION

The surveys were distributed to respondents on-line. Survey programming, hosting and data collection was undertaken by NRG Research, utilizing Research Now's on-line panel. A quota sample was used to ensure that each region had enough responses to create reliable profiles. In total, n=3,051 surveys were conducted in 2011/2012, with n=753 evaluations conducted for the Thompson Okanagan (TOTA) region (other than Kelowna or Kamloops).

DATA ANALYSIS

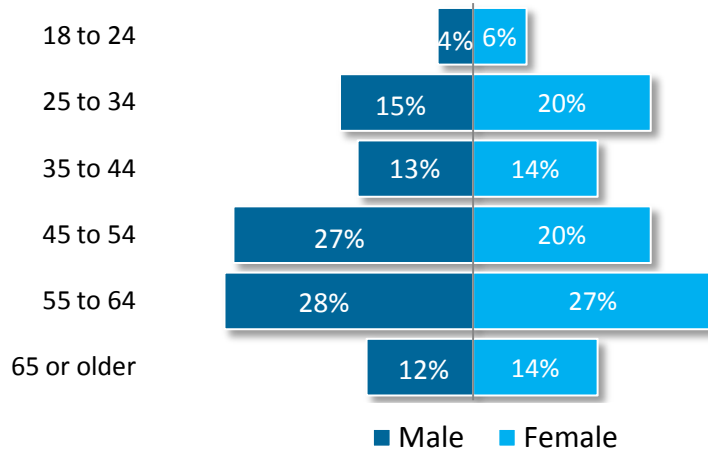
The data was weighted to accurately reflect the population of travellers from each of the markets profiled, based on region, gender, age and education.



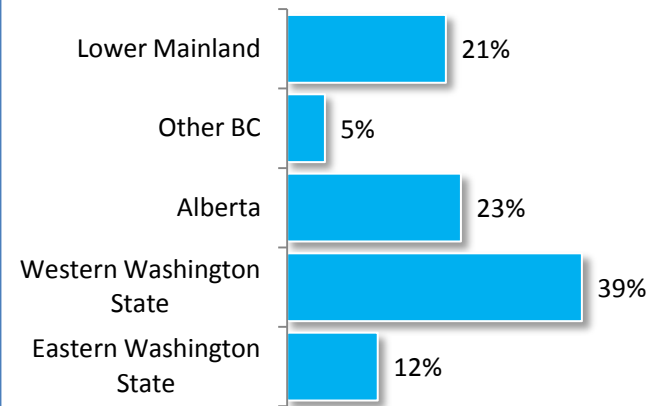
Respondent Characteristics - TOTA

- Respondents who evaluated the Thompson Okanagan (n=753) represent an even proportion of males and females, and spread of age. The largest group were from Western Washington, followed by Alberta. They were mostly post-secondary educated and with a wide range of income levels.

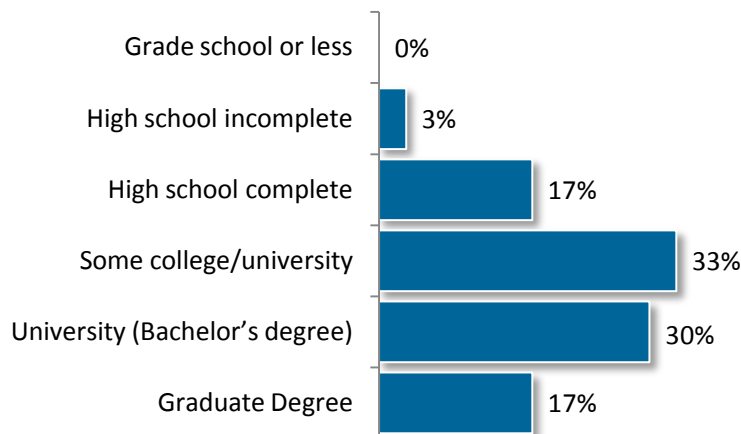
Gender & Age



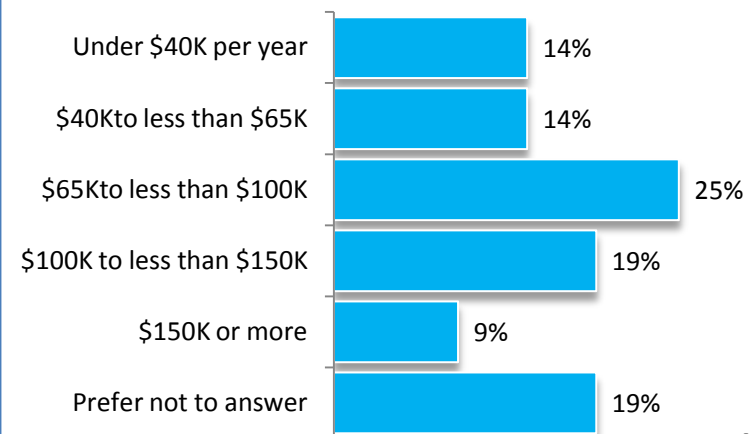
Respondent Origin



Education



Household Income

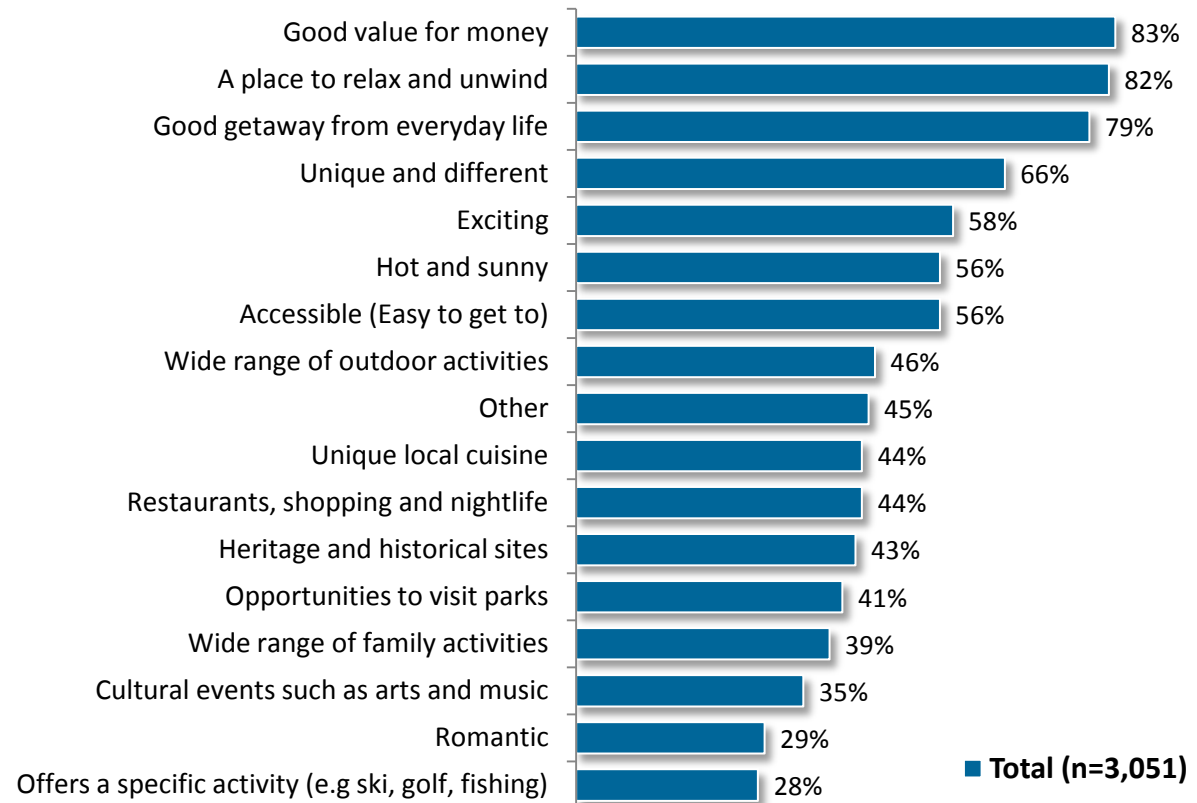




Top Factors in choosing a BC destination

- The most important factors, (top 2 box ratings*), for choosing a BC destination are those which offer good value for money, a place to relax and unwind and serves as a good getaway from everyday life. After the top three factors, there is a significant drop in the proportion of ratings to destinations which are unique and different, exciting and hot and sunny.

Top Factors in choosing a destination

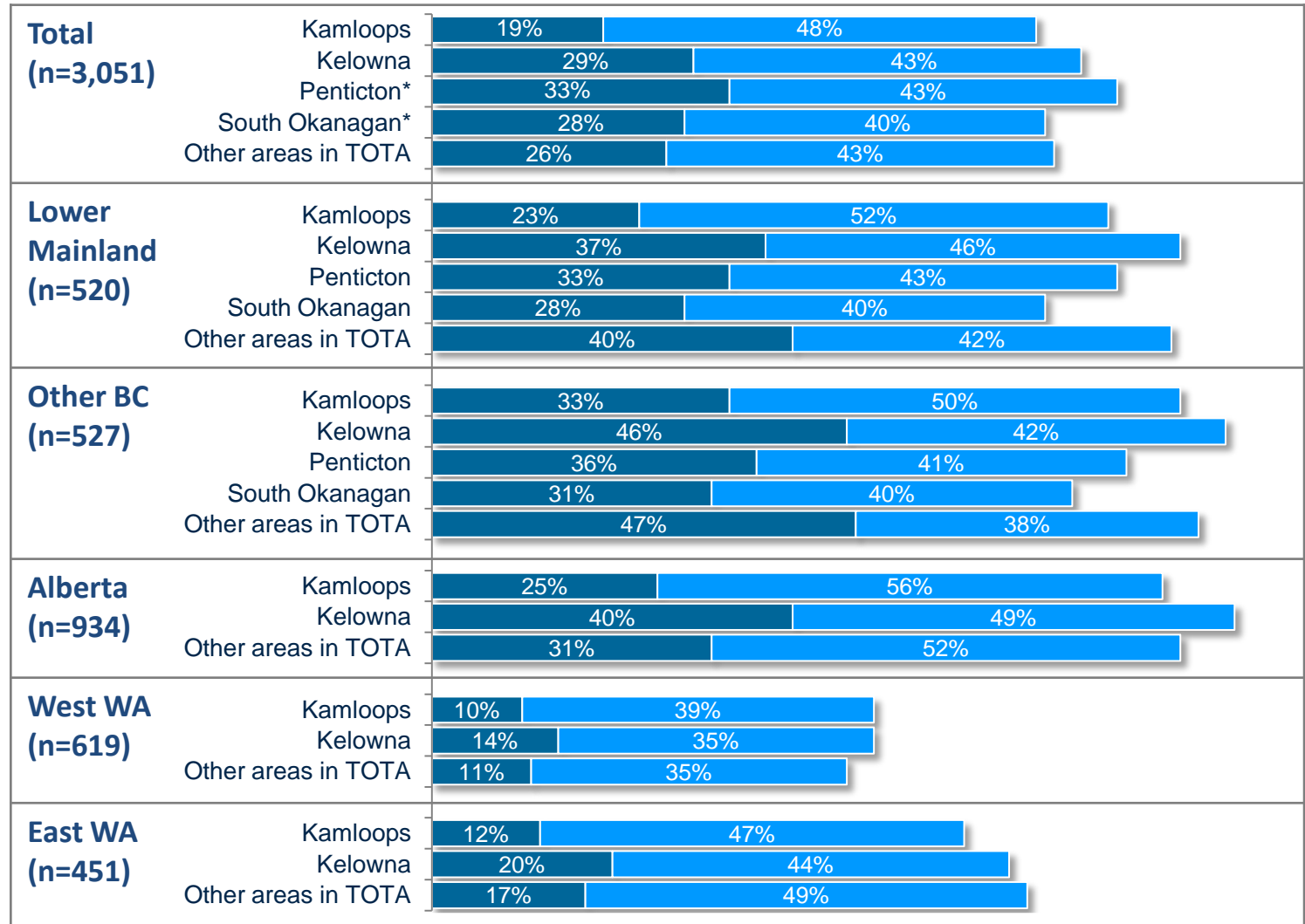


* Top 2 box includes ratings of 4 or 5 out of 5 on a 5 point scale where 1 is 'Not at all important' and 5 is 'Very important'.



Familiarity with TOTA – by Origin

- Not surprisingly, BC and Albertan respondents have the highest familiarity with regions in TOTA. Kamloops and Kelowna are the most known areas overall. Penticton and the South Okanagan are well-known to Lower Mainland and Other BC respondents.



*Note: Only BC residents rated their familiarity with Penticton & South Okanagan.

■ Very Familiar

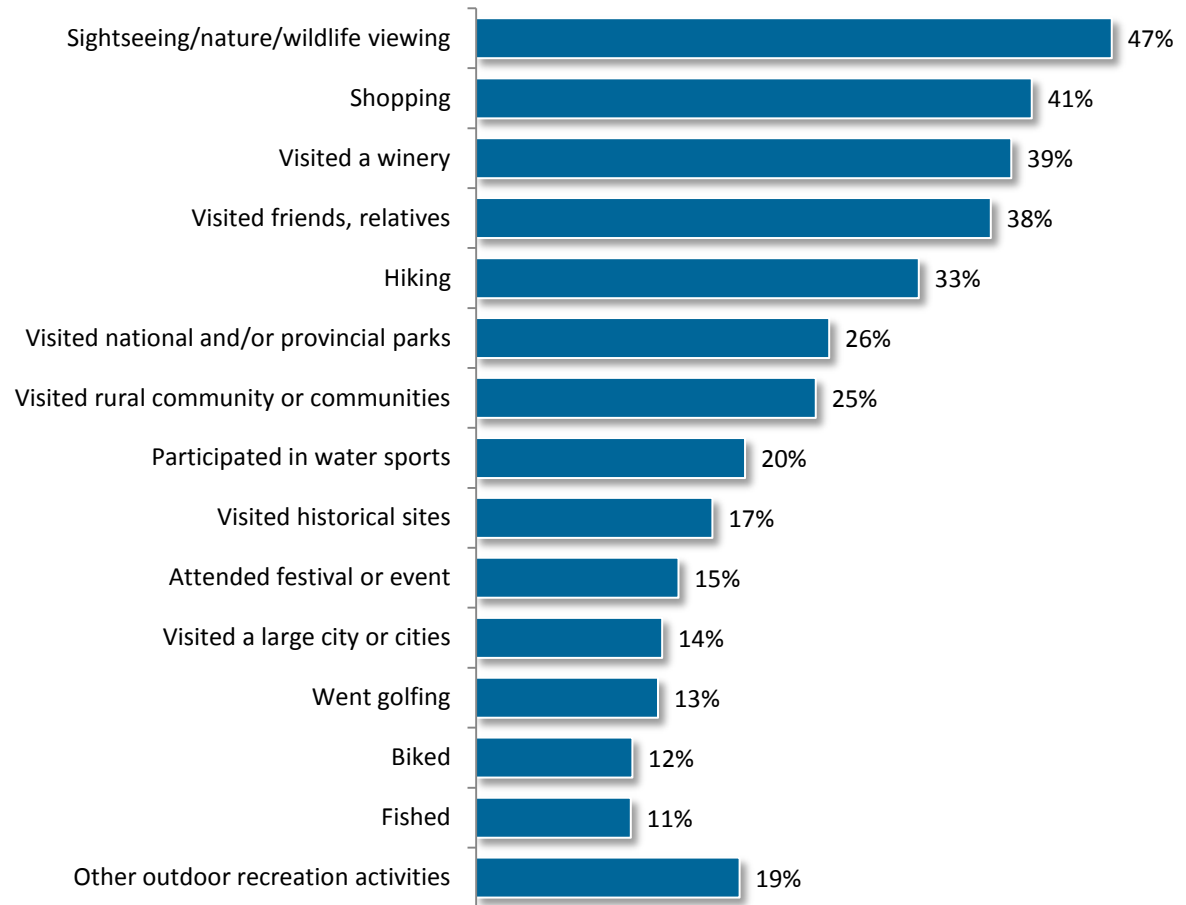
■ Somewhat Familiar



Activities Participated In - TOTA

- Visitors to Thompson Okanagan destinations (other than Kelowna or Kamloops) were most likely to have participated in sightseeing, nature, wildlife viewing, shopping, visiting wineries and visiting friends or relatives on their trip. Other key activities included hiking, visiting parks, rural communities and participating in water sports.

Top Activities Participated In – TOTA *



Base: Evaluated TOTA, n=753.

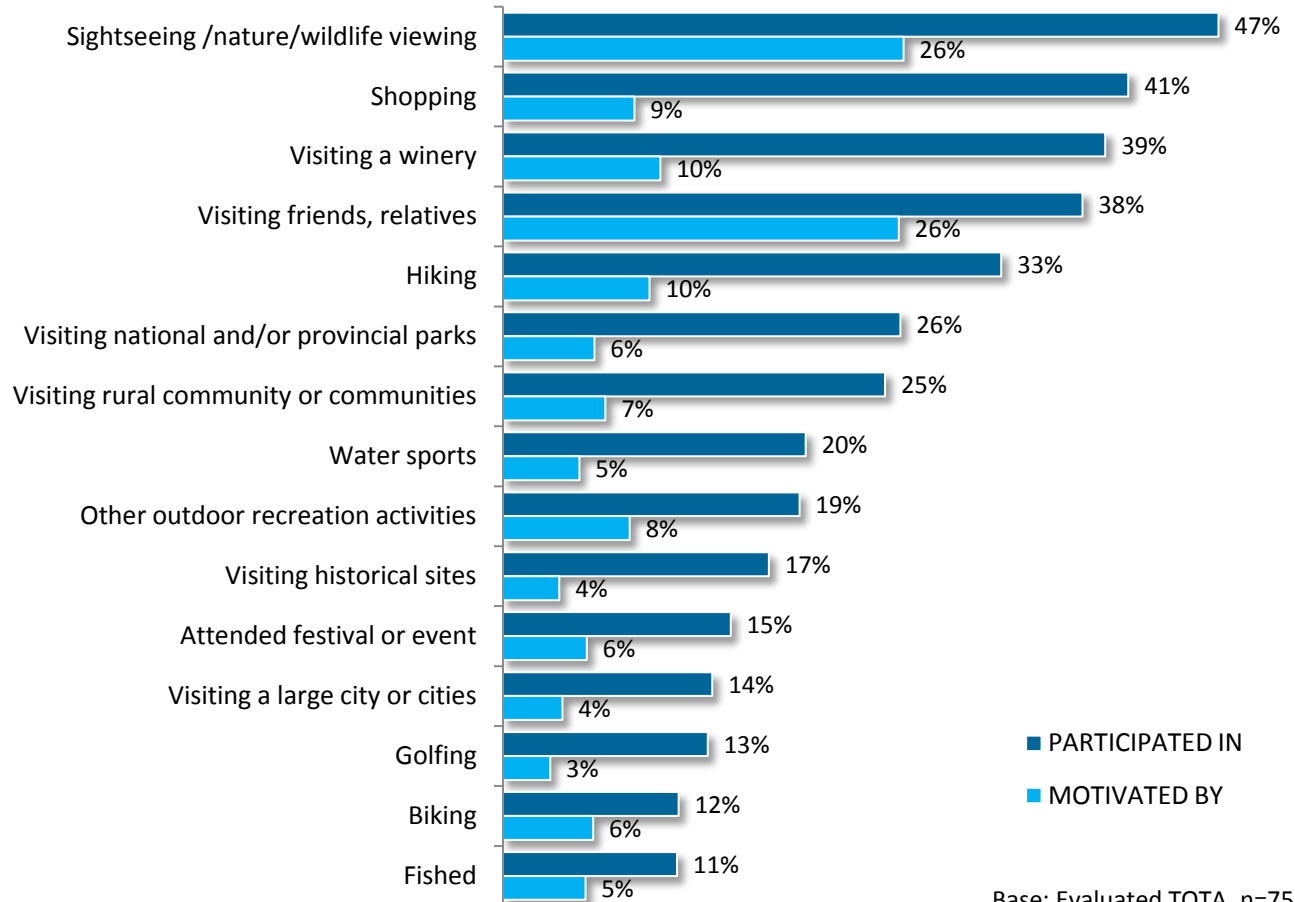
* Kamloops and Kelowna were omitted in evaluations of TOTA.



Motivating vs. Participating - TOTA

- Visitors to Thompson Okanagan destinations participated in a far greater range of activities while on their trip than they were originally motivated by. Sightseeing, visiting friends, relatives and visiting wineries and hiking were the most common trip motivators.
- Those activities with the largest gap in motivation vs. participation offer the largest opportunities to differentiate from competing destinations.

Motivating vs. Participating Activities



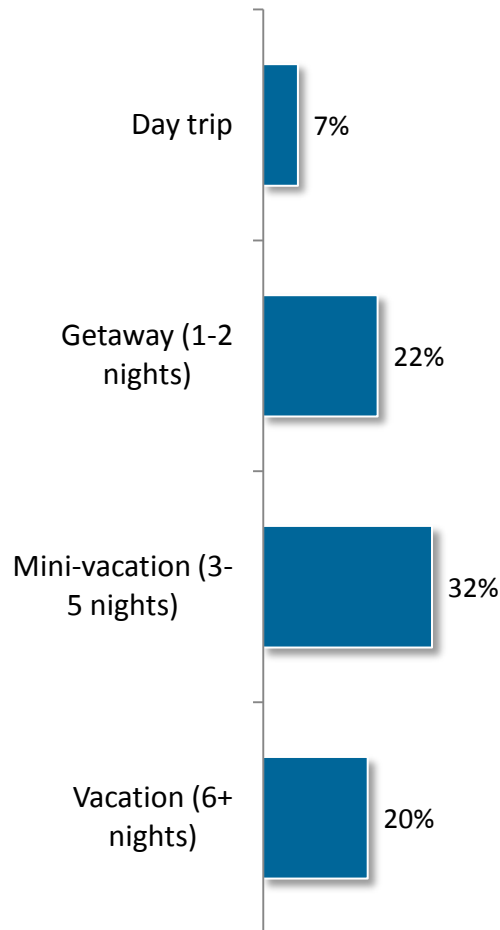
Base: Evaluated TOTA, n=753.



Future Trips to the Thompson Okanagan

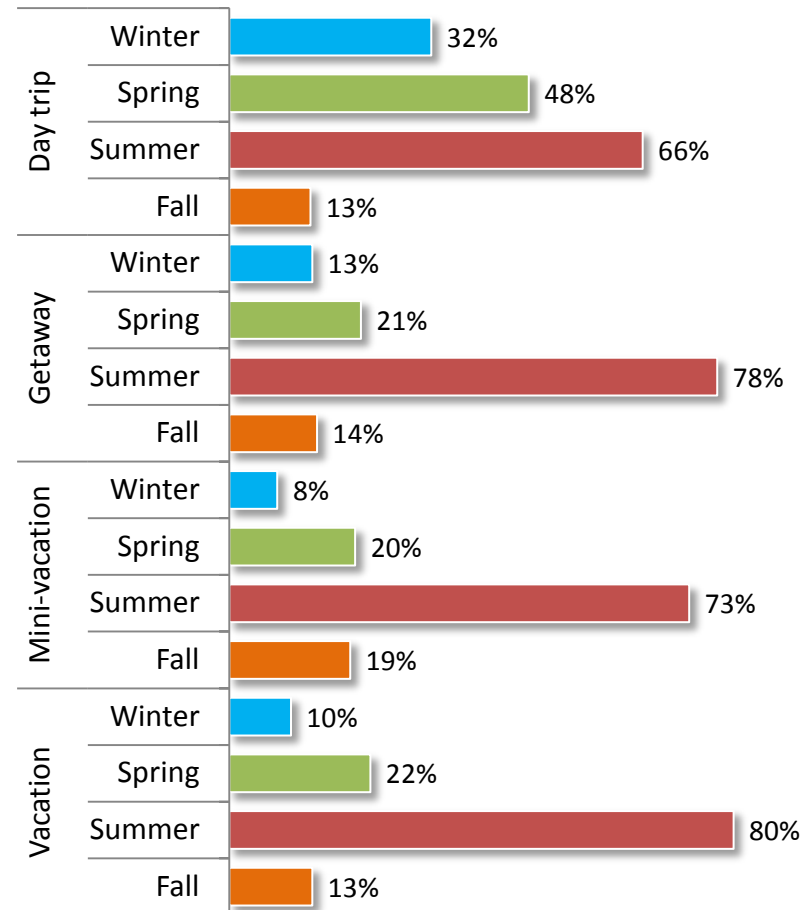
- One-third of those who evaluated TOTA are likely to take a ‘Mini-vacation’ the region in the next two years, 22% say they are likely to take a ‘getaway’, and 20% a vacation.
- In comparison to other trip types, TOTA is a popular destination for winter daytrips. Visitors prefer to visit the region in the summer for getaways, mini-vacations and vacations.

Likelihood to Take Different Trip Durations (% top 2 box)



Base: Evaluated TOTA, n=753.

Season of Trip by Trip Type



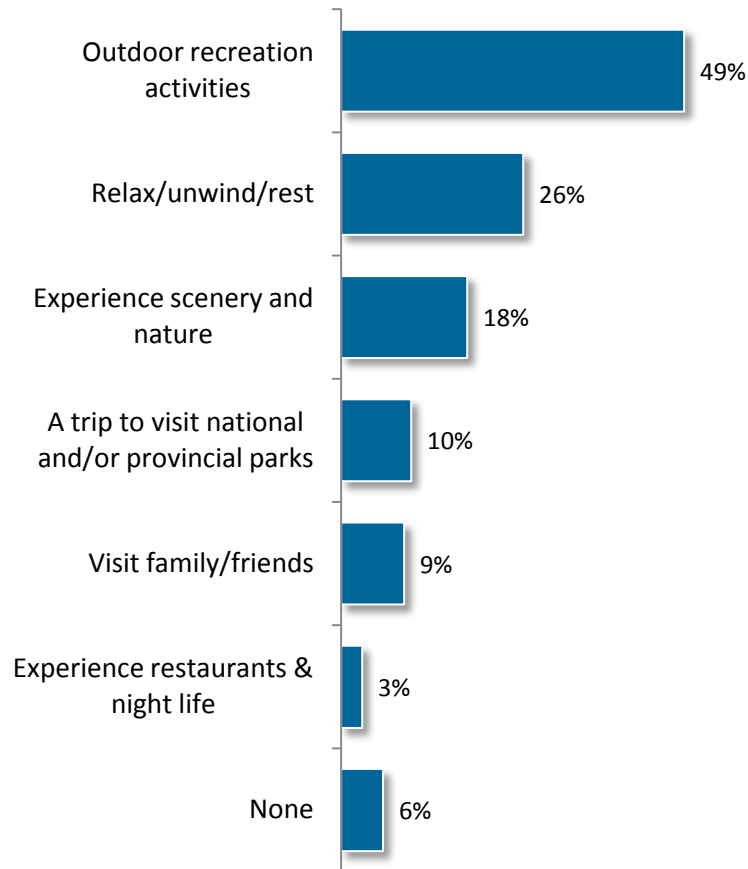
Base: Likely to take trip. Day, n=49, Getaway, n=162, Mini V, n=239, Vacation, n=147.



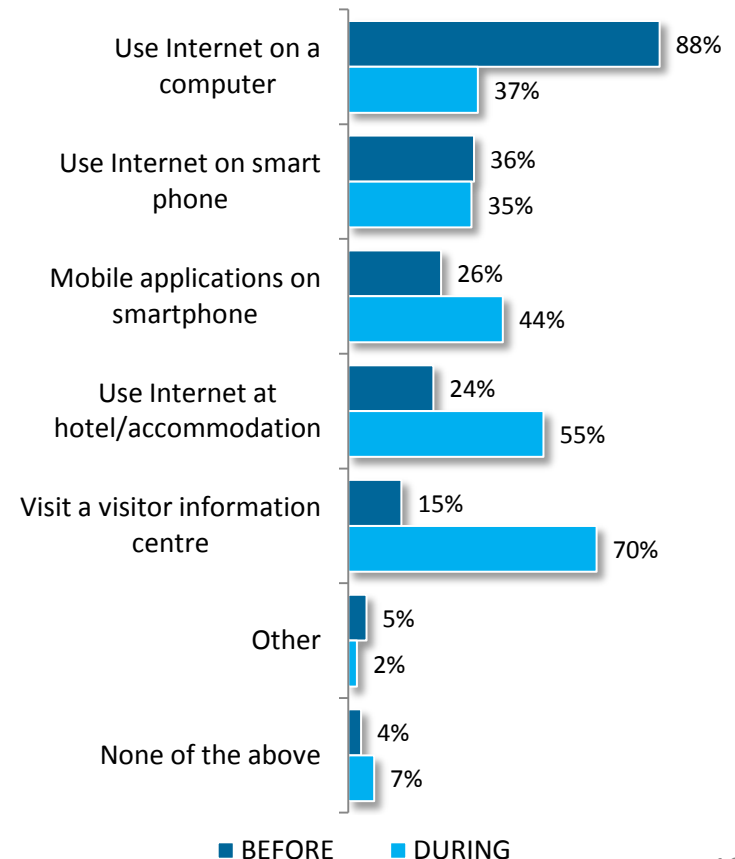
Future Trips to the Thompson Okanagan

- Participating in outdoor recreation activities are a motivator for almost half of those likely to take a trip to TOTA, followed by a trip to relax and unwind and to experience scenery and nature.
- The Internet (accessed on a computer) is the key pre-trip information source, while visitor centres, Internet at accommodations and Internet on mobile devices would be used for information during future trips.

Main Activities for future trips



Trip Planning Tools



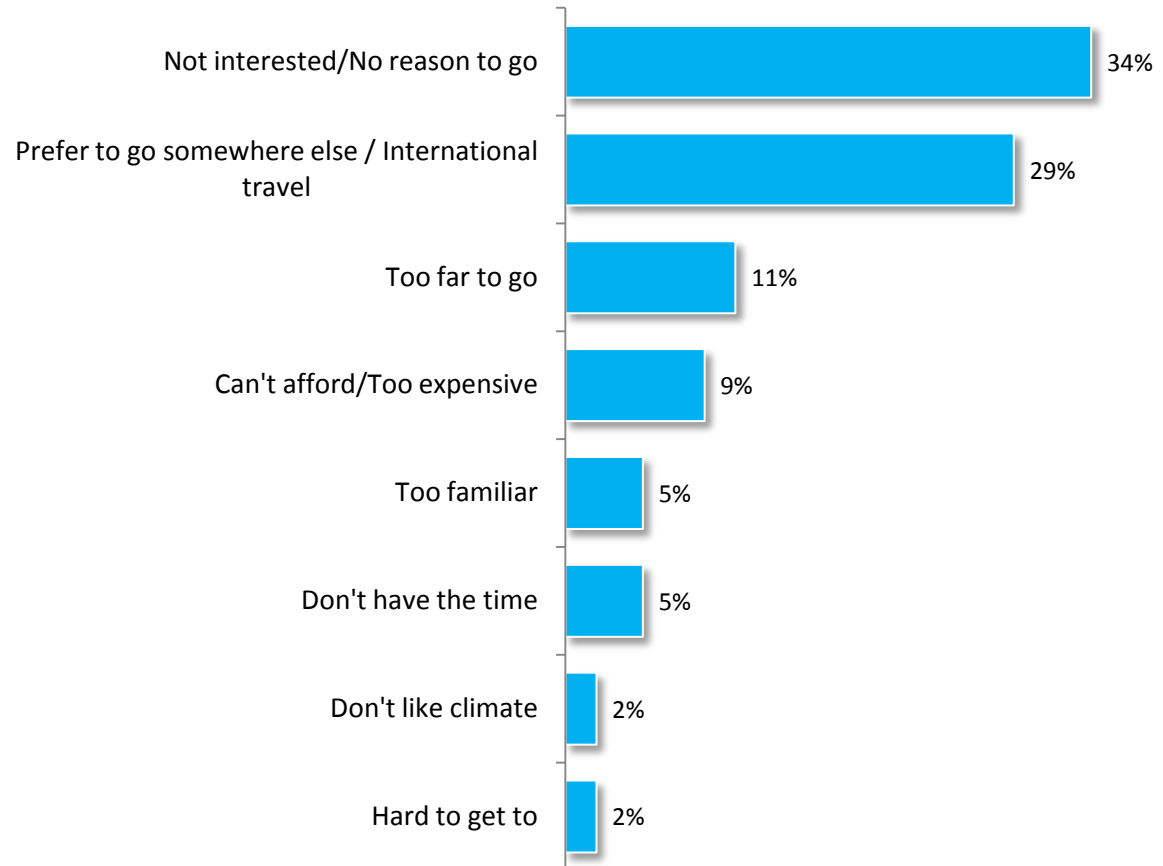
Base (Both charts): Likely to take a trip to TOTA, n=370.

Reasons for being unlikely to visit - TOTA

- Those not likely to visit Thompson Okanagan in the next 2 years cited not being interested/having no reason to go, followed by preferring to go to a different/international destination (29%) and it being too far to travel to (11%).



Reasons for being unlikely to visit



Factors Associated with Thompson Okanagan



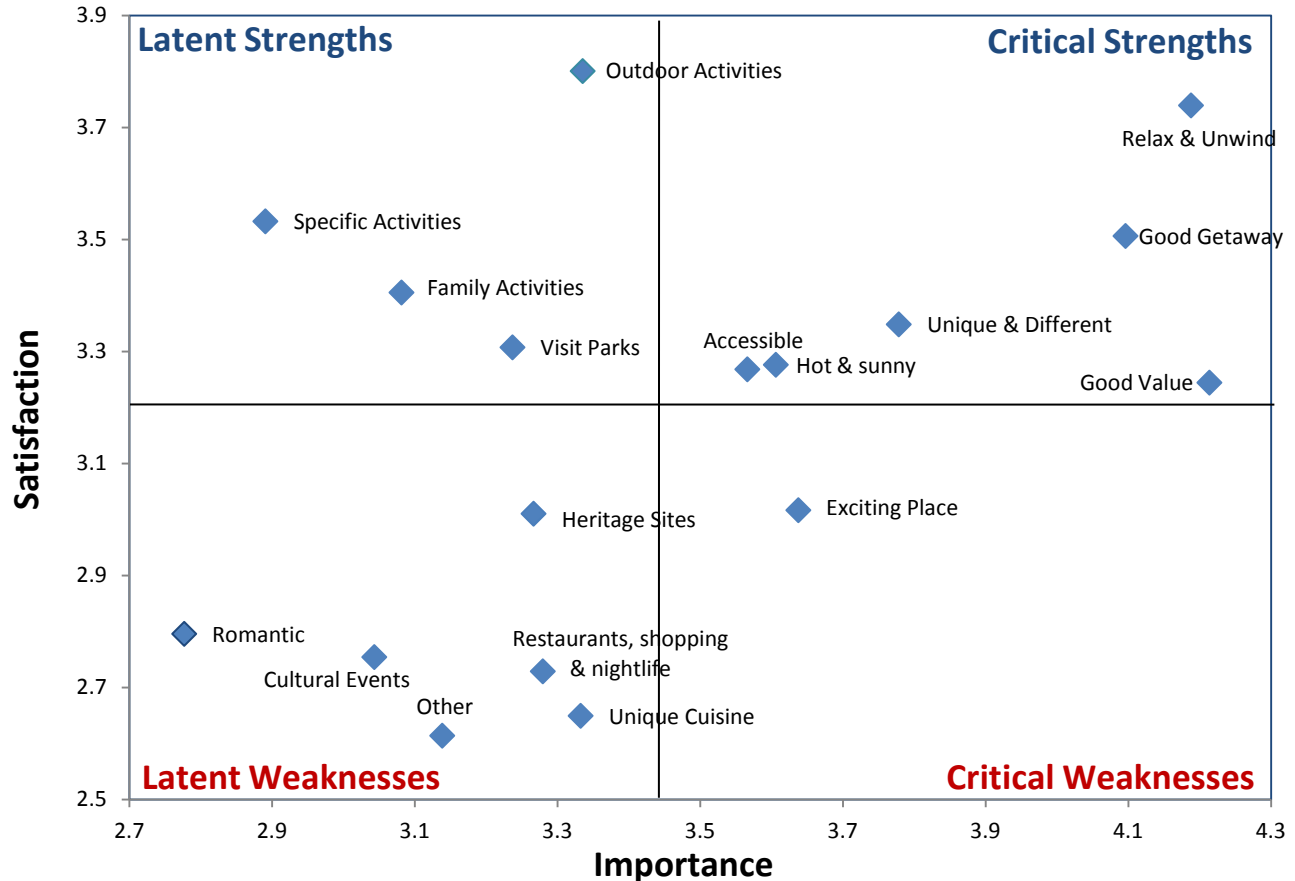
- Respondents from BC (both Lower Mainland and Other BC residents) associate the Thompson Okanagan region with being accessible, hot and sunny, a place to relax and unwind, offering good value for money and restaurants, shopping and nightlife.
- Residents of Calgary, Edmonton and other Albertan regions also associate TOTA with being accessible, hot and sunny and a place to relax and unwind.
- Eastern Washington respondents are the most likely to associate TOTA with offering value for money, for being a place to relax and unwind and to a lesser degree, to visit parks. In contrast, Western Washington respondents most strongly associate TOTA with being a place to visit parks, a place for specific activities and to a lesser extent, offering good value for money.
- Specific associations are highlighted in the table below:

<p>Lower Mainland/ Other BC</p> <ul style="list-style-type: none"> • Accessible • Hot and sunny • A place to relax and unwind • Offers good value for money • Restaurants, Shopping and Nightlife 	<p>Calgary/ Edmonton/ Other Alberta</p> <ul style="list-style-type: none"> • Accessible • Hot and Sunny • A place to relax and unwind • Restaurants, Shopping and Nightlife
<p>Eastern Washington</p> <ul style="list-style-type: none"> • Offers good value for money • A place to relax and unwind • Opportunities to visit national/provincial parks 	<p>Western Washington</p> <ul style="list-style-type: none"> • Opportunities to visit national/provincial parks • Specific Activity • Offers good value for money



Factors Associated with TOTA – Importance/Satisfaction Matrix

- The importance/satisfaction matrix divides attributes into four quadrants based on the average importance and satisfaction scores for each attribute. The axis of the matrix shows the overall average importance and satisfaction scores (out of 5) for all attributes.
- Being a place to relax and unwind, a good getaway, being unique and different, being hot and sunny, accessible and good value are critical strengths for TOTA.
- Outdoor activities, specific activities, family activities and visit national/provincial parks are latent strengths for the region.

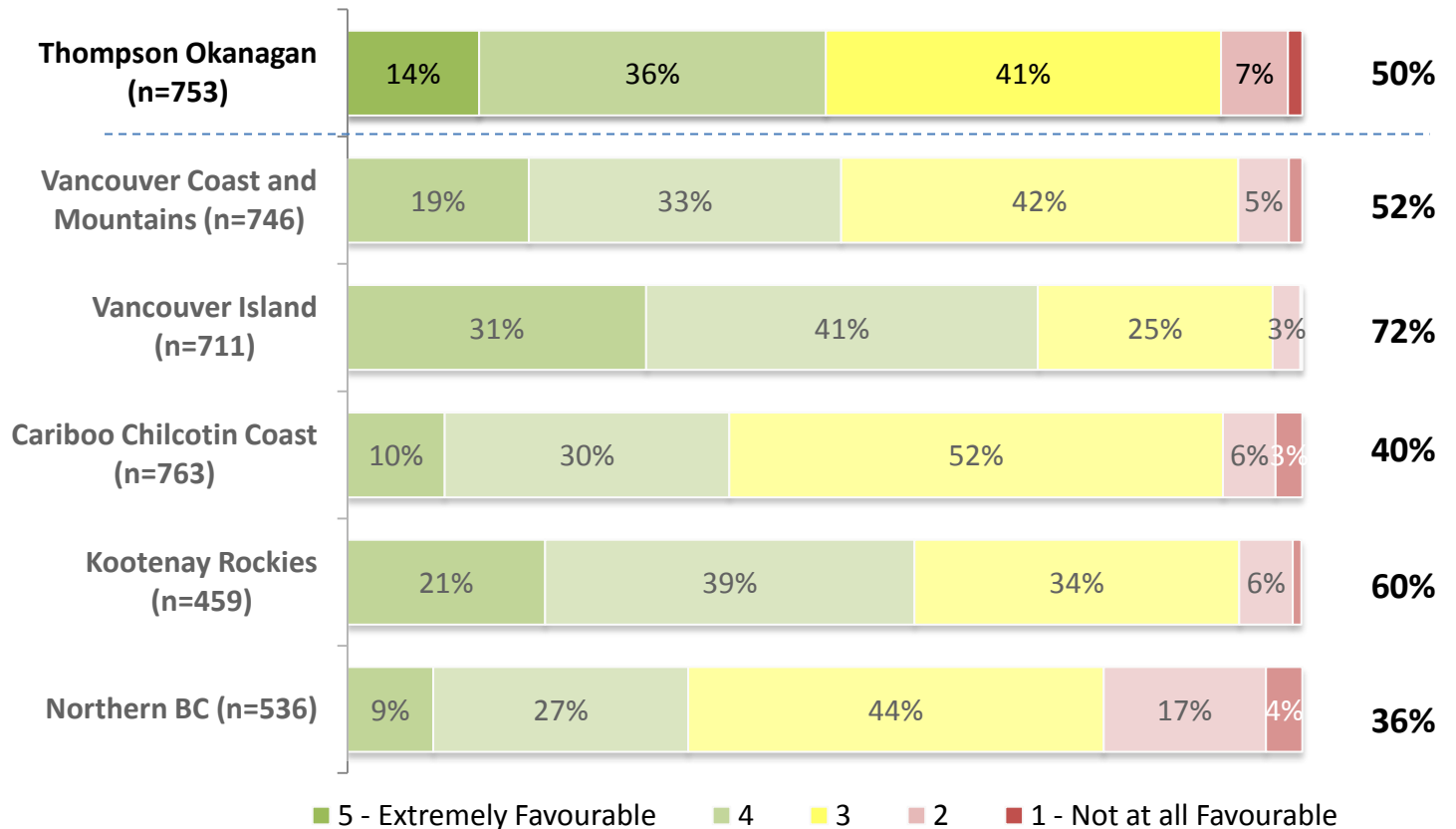




Overall Impressions

- Half of respondents which are familiar with the Thompson Okanagan have a very favourable overall impression of the region.
- TOTA is rated similarly to VCM, but falls behind in comparison to overall impressions of Vancouver Island and the Kootenay Rockies.

Overall Impressions of BC Regions as Vacation Destinations * Top 2 Box



* Main urban centres were omitted from the following regional evaluations:
VCM: Vancouver, Richmond & Whistler. **VI:** Victoria. **TOTA:** Kelowna & Kamloops.



Implications to Consider

- Leverage the high proportion of the target population who are ‘very familiar’ with Kamloops, Kelowna, Penticton, South Okanagan and ‘Other areas in TOTA’ to draw attention to less well-known areas and highlight the extensive range of activities available in the region. This will also help address the key reasons given by those unlikely to visit in the next two years: not being interested and preferring a different destination.
- The relatively lower familiarity with the region among Washington State residents presents a growth opportunity. Leverage the ‘value for money’ association this market has with the region and highlight the key activities it offers: Sightseeing, shopping, visiting wineries and hiking.
- Maintain exceptional quality of service, availability of information and visibility of visitor centres. Visitors to TOTA tend to have a few activities planned but make most decisions about what to participate in while on their trip, placing a high level of importance on visitor centres and other information sourced during the visit.
- Convert the relatively popular daytrips taken to the region in winter and spring to longer stays, while promoting the region as a good destination for ‘getaways’ and day trips to grow shoulder-season visits.
- Focus promotional material on activities that are key trip motivators, have high rates of participation and can be participated in during shoulder-seasons: sightseeing, shopping, outdoor recreation activities, visiting wineries and relaxing and unwinding.
- Consider using promotional material that targets the different associations the various target populations have with the region. For example, respondents from BC and Alberta are more likely to associate the region with being accessible, hot and sunny and a place to relax and unwind, while Washington residents are more likely to consider it to offer value for money and a place with opportunities to visit parks.



Appendix:



Thompson Okanagan: Evaluations by Respondent Origin





Appendix - Regional Evaluations by Respondent Origin

- The tables on the following slides take a more in-depth review of the Thompson Okanagan region.
- Responses have been tabulated based on the origin of the respondent who evaluated the region.
- The data in these tables uses the 'WT2' weighting scheme. That is, it accurately reflects the population of travellers from each of the markets profiled, based on region, gender and age.
- Cells that have been highlighted in either blue (higher) or pink (lower) represent a difference compared to at least one other region.
- Bases are not weighted. In a few instances, the base size is very low. As such, these results should be interpreted with caution. These cases have been highlighted with an asterisk.

Importance of Factors in Choosing a Destination Among those who have Visited TOTA



Destination Attributes – Top 2 Box Importance	Origin of Respondent					Total
	Lower Mainland	Other BC	Alberta	West WA	East WA	
Offers good value for money	88.9%	88.7%	91.9%	67.7%	82.7%	80.7%
A place to relax and unwind	85.0%	85.2%	79.4%	61.8%	95.0%	75.6%
Serves as a good getaway from everyday life	78.2%	78.6%	75.8%	70.5%	80.0%	74.9%
Unique and different, feels quite different from home	73.4%	71.1%	61.7%	65.4%	68.0%	67.2%
An exciting place to be	64.3%	49.0%	63.3%	38.8%	39.3%	50.6%
Hot and sunny	72.1%	65.9%	59.2%	48.6%	33.6%	56.5%
Accessible (Easy to get to)	60.0%	58.1%	60.0%	44.9%	56.0%	53.6%
Offers wide range of outdoor activities	38.0%	30.3%	20.3%	43.5%	63.3%	37.8%
Unique local cuisine	41.8%	33.1%	45.7%	53.2%	27.5%	45.1%
Restaurants, shopping and nightlife	35.7%	28.5%	46.9%	34.3%	50.9%	38.1%
Heritage and historical sites	40.8%	20.8%	47.0%	44.6%	50.2%	42.5%
Opportunities to visit national, provincial or state parks	51.5%	28.0%	32.7%	28.3%	46.5%	35.9%
Offers wide range of activities for the entire family	47.9%	30.6%	35.8%	12.4%	43.7%	29.6%
Offers cultural events such as arts and music	37.2%	21.6%	25.7%	29.9%	36.4%	30.4%
Romantic	21.7%	19.8%	16.4%	37.7%	29.3%	27.3%
Offers a specific activity (like ski, golf, fishing etc.)	21.0%	16.2%	20.7%	35.1%	14.2%	25.4%
Other	62.0%	43.6%	49.8%	73.8%	33.9%	62.9%
UNWEIGHTED BASE:	42	76	37	36	24*	215

*Caution: Low base

Activities Participated In – TOTA by Origin



Activities Participated In	Origin of Respondent					Total
	Lower Mainland	Other BC	Alberta	West WA	East WA	
Sightseeing/nature/wildlife viewing	44.7%	31.5%	61.3%	44.9%	38.6%	46.8%
Shopping	37.2%	48.6%	59.5%	26.8%	47.6%	40.9%
Hiking	22.7%	32.8%	43.8%	30.7%	46.4%	32.6%
Visiting friends, relatives	46.3%	51.9%	45.3%	23.1%	25.6%	37.9%
Visiting national and/or provincial parks	15.9%	17.4%	38.6%	29.2%	26.4%	26.0%
Visiting rural community or communities	20.7%	20.2%	26.8%	29.9%	22.9%	25.0%
Visiting historical sites	13.0%	10.8%	27.9%	11.4%	35.3%	17.4%
Visiting a large city or cities	18.2%	14.8%	8.7%	9.2%	26.5%	13.7%
Other outdoor recreation activities	18.1%	20.1%	15.5%	23.0%	20.6%	19.4%
Fishing	10.5%	21.1%	6.2%	14.8%	4.9%	11.4%
Visiting a winery	41.2%	39.5%	44.2%	36.2%	31.0%	39.4%
Arts and cultural activities	14.5%	7.5%	8.5%	9.4%	7.5%	10.4%
Participated in water sports	19.9%	22.9%	24.3%	15.5%	19.2%	19.8%
Attended festival or event	14.9%	12.1%	11.8%	19.2%	10.4%	14.9%
Visited aboriginal culture or heritage sites	2.5%	2.0%	10.8%	5.3%	10.1%	5.8%
Biking	8.3%	13.0%	9.1%	17.1%	6.5%	11.5%
Golf	13.5%	17.4%	22.9%	7.2%	5.0%	13.4%
Whale watching	0.0%	0.0%	0.8%	0.0%	0.0%	0.2%
Watching sporting events	2.2%	5.2%	5.7%	20.8%	12.9%	9.8%
Skiing or snowboarding	6.4%	11.1%	3.8%	11.3%	1.3%	7.3%
Participated in sporting events	5.7%	5.2%	2.6%	12.9%	4.0%	7.0%
None of the above	3.5%	17.6%	0.0%	0.0%	0.0%	2.7%
UNWEIGHTED BASE:	118	151	78	62	46	455

Activities Which Motivated Trips – TOTA by Origin



Motivating Activities	Origin of Respondent					Total
	Lower Mainland	Other BC	Alberta	West WA	East WA	
Sightseeing/nature/wildlife viewing	16.4%	6.5%	40.1%	31.3%	27.4%	26.2%
Shopping	6.1%	10.8%	12.8%	5.7%	15.4%	8.6%
Hiking	4.0%	8.5%	8.6%	15.6%	11.5%	9.6%
Visiting friends, relatives	32.4%	40.2%	27.6%	17.4%	12.9%	25.9%
Visiting national and/or provincial parks	3.3%	5.7%	9.7%	5.0%	9.9%	6.0%
Visiting rural community or communities	4.6%	1.9%	3.3%	13.4%	3.9%	6.7%
Visiting historical sites	1.2%	3.1%	2.9%	6.0%	7.6%	3.7%
Visiting a large city or cities	4.2%	2.2%	3.2%	2.2%	13.9%	3.9%
Other outdoor recreation activities	9.2%	7.6%	2.9%	12.8%	3.9%	8.3%
Fishing	5.3%	7.5%	1.5%	9.1%	0.0%	5.4%
Visiting a winery	15.9%	15.9%	10.4%	5.0%	2.7%	10.3%
Arts and cultural activities	4.1%	1.5%	0.8%	0.6%	2.7%	1.9%
Participated in water sports	8.6%	5.0%	4.7%	3.0%	0.0%	5.0%
Attended festival or event	10.4%	4.3%	1.3%	4.5%	4.0%	5.5%
Visited aboriginal culture or heritage sites	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Biking	3.5%	4.2%	1.6%	13.5%	0.0%	5.9%
Golf	2.7%	5.8%	0.8%	5.0%	1.1%	3.1%
Whale watching	0.0%	0.0%	0.8%	0.0%	0.0%	0.2%
Watching sporting events	0.0%	1.0%	0.0%	8.0%	0.0%	2.5%
Skiing or snowboarding	4.3%	5.8%	0.0%	2.2%	1.3%	2.6%
Participated in sporting events	1.7%	0.0%	0.0%	0.0%	2.7%	0.7%
None of the above	14.5%	27.2%	0.0%	0.0%	0.0%	6.9%
UNWEIGHTED BASE:	118	151	78	62	46	455

Participation vs. Motivation – TOTA by Origin



Participation Versus Motivation	Origin of Respondent										Total	
	Lower Mainland		Other BC		Alberta		West WA		East WA			
	P	M	P	M	P	M	P	M	P	M	P	M
Sightseeing/nature/wildlife viewing	45%	16%	32%	7%	61%	40%	45%	31%	39%	27%	47%	26%
Shopping	37%	6%	49%	11%	60%	13%	27%	6%	48%	15%	41%	9%
Hiking	23%	4%	33%	9%	44%	9%	31%	16%	46%	12%	33%	10%
Visiting friends, relatives	46%	32%	52%	40%	45%	28%	23%	17%	26%	13%	38%	26%
Visiting national and/or provincial parks	16%	3%	17%	6%	39%	10%	29%	5%	26%	10%	26%	6%
Visiting rural community or communities	21%	5%	20%	2%	27%	3%	30%	13%	23%	4%	25%	7%
Visiting historical sites	13%	1%	11%	3%	28%	3%	11%	6%	35%	8%	17%	4%
Visiting a large city or cities	18%	4%	15%	2%	9%	3%	9%	2%	27%	14%	14%	4%
Other outdoor recreation activities	18%	9%	20%	8%	16%	3%	23%	13%	21%	4%	19%	8%
Fishing	11%	5%	21%	8%	6%	2%	15%	9%	5%	0%	11%	5%
Visiting a winery	41%	16%	40%	16%	44%	10%	36%	5%	31%	3%	39%	10%
Arts and cultural activities	15%	4%	8%	2%	9%	1%	9%	1%	8%	3%	10%	2%
Participated in water sports	20%	9%	23%	5%	24%	5%	16%	3%	19%	0%	20%	5%
Attended festival or event	15%	10%	12%	4%	12%	1%	19%	5%	10%	4%	15%	6%
Visited aboriginal culture or heritage sites	3%	0%	2%	0%	11%	0%	5%	0%	10%	0%	6%	0%
Biking	8%	4%	13%	4%	9%	2%	17%	14%	7%	0%	12%	6%
Golf	14%	3%	17%	6%	23%	1%	7%	5%	5%	1%	13%	3%
Whale watching	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%
Watching sporting events	2%	0%	5%	1%	6%	0%	21%	8%	13%	0%	10%	3%
Skiing or snowboarding	6%	4%	11%	6%	4%	0%	11%	2%	1%	1%	7%	3%
Participated in sporting events	6%	2%	5%	0%	3%	0%	13%	0%	4%	3%	7%	1%
None of the above	4%	15%	18%	27%	0%	0%	0%	0%	0%	0%	3%	7%
UNWEIGHTED BASE:	118		151		78		62		46		455	

Likelihood of taking a trip – TOTA by Origin



Likelihood to take type of trip (% Probably/Definitely)	Origin of Respondent					Total
	Lower Mainland	Other BC	Alberta	West WA	East WA	
Day trip	8.2%	27.2%	2.2%	4.0%	11.0%	6.5%
Getaway (1-2 nights)	34.6%	31.0%	9.3%	18.4%	27.4%	21.5%
Mini-vacation (3-5 nights)	31.6%	46.0%	31.2%	34.0%	19.6%	31.7%
Vacation (6+ nights)	14.1%	25.5%	26.1%	20.8%	10.2%	19.6%
UNWEIGHTED BASE:	163	172	158	150	150	793

Activities Motivating Future Trips – TOTA by Origin



Main activities on future trips	Origin of Respondent					Total
	Lower Mainland	Other BC	Alberta	West WA	East WA	
A trip for outdoor recreation activities.	41.1%	58.7%	62.8%	42.7%	54.5%	48.6%
A trip to experience scenery and nature	8.6%	7.1%	22.0%	22.7%	25.6%	18.4%
A trip to relax/unwind/rest	28.9%	18.4%	27.8%	25.9%	24.7%	26.4%
A trip to visit family/friends	10.2%	24.7%	11.0%	6.2%	6.1%	9.3%
A trip to visit national and/or provincial parks	10.7%	11.9%	13.1%	9.3%	4.1%	10.1%
A trip to experience restaurants and night life	7.9%	8.5%	0.0%	0.6%	5.8%	3.3%
A skiing or snowboarding trip	3.5%	7.6%	0.0%	1.1%	0.0%	1.8%
A trip to visit historical sites	4.9%	0.7%	0.0%	0.0%	1.0%	1.3%
A trip to visit cities	0.8%	6.3%	2.3%	1.6%	3.2%	2.0%
A trip to see arts and cultural activities	1.7%	5.0%	8.0%	1.1%	1.0%	2.9%
A romantic getaway	0.0%	0.8%	0.0%	0.0%	0.0%	0.1%
A trip to experience aboriginal culture and heritage	1.8%	0.0%	0.0%	0.0%	0.0%	0.4%
A trip to experience multi-cultural life	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	6.9%	5.0%	0.0%	2.3%	0.0%	2.9%
None	5.8%	6.4%	1.3%	9.3%	7.1%	6.4%
UNWEIGHTED BASE:	95	113	72	62	62	404

Reasons for Being Unlikely to Visit – TOTA by Origin



Reasons for being unlikely to visit	Origin of Respondent					Total
	Lower Mainland	Other BC	Alberta	West WA	East WA	
Not interested/No reason to go	33.3%	15.1%	33.6%	33.3%	41.5%	33.9%
Prefer to go somewhere else / International travel	23.4%	11.7%	32.5%	30.2%	30.6%	28.9%
Can't afford/Too expensive	11.9%	18.2%	9.9%	8.1%	2.7%	8.8%
Too far to go	4.8%	7.5%	10.2%	14.2%	11.7%	10.9%
Don't like climate	2.9%	0.0%	3.6%	0.6%	3.4%	2.1%
Don't have the time	2.8%	8.6%	9.2%	3.8%	0.0%	4.6%
Too familiar	3.9%	31.8%	9.5%	2.8%	0.7%	5.4%
Border/passport hassle	0.0%	0.0%	0.0%	2.2%	1.8%	1.1%
Haven't thought about it	0.0%	0.0%	0.7%	2.7%	0.0%	1.2%
Hard to get to	3.0%	0.0%	0.7%	3.2%	0.0%	2.0%
Health issues	1.1%	1.2%	0.9%	0.4%	1.2%	0.8%
Already live there	0.0%	3.2%	0.0%	0.0%	0.0%	0.1%
Other	2.3%	1.1%	1.0%	3.2%	0.7%	2.1%
Don't know	14.4%	7.4%	5.4%	7.3%	5.9%	7.9%
UNWEIGHTED BASE:	68	59	86	88	88	389

Timing of Trip Planning – TOTA by Origin



	Timing of trip planning – tools used	Origin of Respondent					Total
		Lower Mainland	Other BC	Alberta	West WA	East WA	
Before	Use Internet on a computer	85.4%	83.3%	85.9%	89.9%	96.2%	88.2%
	Use Internet on smart phone	26.6%	20.4%	25.2%	48.6%	37.7%	35.6%
	Use Internet at hotel/accommodation	22.3%	18.9%	13.1%	31.5%	25.5%	24.1%
	Mobile applications on smartphone	16.9%	20.6%	19.1%	37.1%	24.9%	26.2%
	Visit a visitor information centre	16.9%	12.9%	8.3%	18.9%	10.6%	15.0%
	Other	6.6%	4.0%	6.2%	4.5%	2.1%	5.1%
	None of the above	5.9%	11.8%	4.1%	0.4%	3.8%	3.6%
During	Visit a visitor information centre	61.2%	63.5%	81.6%	70.0%	74.7%	70.3%
	Use Internet at hotel/accommodation	42.7%	40.9%	60.2%	62.3%	57.4%	55.3%
	Mobile applications on smartphone	34.8%	39.5%	47.5%	48.2%	43.5%	43.8%
	Use Internet on smart phone	38.3%	36.0%	42.5%	27.4%	39.5%	34.9%
	Use Internet on a computer	32.7%	28.3%	40.0%	41.9%	23.6%	36.7%
	Other	2.6%	3.0%	7.8%	0.0%	0.0%	2.4%
	None of the above	11.7%	17.8%	0.0%	7.5%	4.0%	7.3%
	UNWEIGHTED BASE:	95	113	72	62	62	404