



**TOURISM BRITISH COLUMBIA**  
C A N A D A

## **RESEARCH SERVICES**

# **VALUE OF THE CHILLIWACK VISITOR INFO CENTRE STUDY RESULTS - FOR DISTRIBUTION**

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## Executive Summary

Due to increasing needs in communities around the province, Research Services, Tourism British Columbia has developed a methodology that Visitor Info Centres (VICs) can use to measure the impact of the VIC on traveler behaviour and to determine the economic impact of the VIC. The purpose of this study was to assess the impact of the Chilliwack Visitor Info Centre. Specifically, the study objectives were:

1. To profile travelers who use the Chilliwack VIC in terms of traveler and trip characteristics.
2. To measure the influence the Chilliwack VIC has on the decision-making process of travelers in British Columbia: the influence the VIC has on the length of stay, expenditures, and selection of additional or alternative activities, attractions or destinations.

A two-location, two-stage survey design was used to examine the study objectives. Travelers were interviewed at two main locations, the Chilliwack VIC and a reference site (Bridal Falls). Bridal Falls is a small community, just east of Chilliwack off Highway 1 (Trans Canada). There is access for travelers on both sides of the highway. The interview location was a rest area between the gas station and the ice-cream shop in Bridal Falls. The purpose of collecting information at Bridal Falls was to obtain information about the typical traveler to the Chilliwack region for comparison to travelers who used the VIC. On-site interviews collected information from travelers during their trip and a mailback questionnaire collected information from travelers after their trip. The primary purpose of the mailback questionnaire was to compare mid-trip and complete trip perceptions of the VIC impacts on traveler behaviour and to understand traveler perceptions of the Chilliwack region and British Columbia after their trip was complete.

- Between July and August of 2004, 1,114 people were approached at the Chilliwack VIC or Bridal Falls. Of those, 542 agreed to complete the interview but 199 were excluded because they were from the local area. This resulted in 343 useable surveys. Two hundred and twenty seven (66%) were conducted at the Chilliwack VIC and 116 (34%) were conducted at Bridal Falls.
- At the Chilliwack VIC, 27% of travelers were from British Columbia, 41% were from other provinces in Canada, 23% were from the US and 9% were from Overseas. A much higher proportion of travelers at Bridal Falls were from British Columbia (65%), but fewer were from other provinces in Canada (20%), from the US (7%) or from Overseas (7%). This suggests residents of British Columbia were less likely to use the VIC.
- At the Chilliwack VIC, the average party size was 2.7 people and a third (33%) of travel parties had children. Those parties at the VIC that traveled with children had, on average, 3.9 members in their party. The travel party size and the proportion of parties with children were similar at Bridal Falls, however, the average size of parties with children tended to be larger.
- The majority of travelers at the Chilliwack VIC were traveling for leisure purposes (71%) while fewer were traveling to visit friends and family (25%) or for business (4%). Nearly the same

proportion of visitors at Bridal Falls were traveling for leisure (70%), fewer were traveling to visit friends and family (21%) and slightly more were traveling for business (7%).

- Most travelers at both the Chilliwack VIC and Bridal Falls used a private vehicle for transportation (83% and 89%, respectively).
- A statistically higher proportion of travelers at the Chilliwack VIC made use of commercial accommodations such as resorts/hotels/motels/B&Bs (39%) compared to those interviewed at Bridal Falls (27%). Similarly, travelers at the Chilliwack VIC were more likely to stay at campgrounds/RV parks (40% Chilliwack VIC; 35% Bridal Falls). Travelers at Bridal Falls were more likely to stay with friends and relatives (19% Chilliwack VIC; 32% Bridal Falls).
- The primary destination of travelers was similar between locations. Most travelers mentioned a primary destination within British Columbia (69% Chilliwack VIC; 84% Bridal Falls), with fewer listing destinations outside British Columbia (8% Chilliwack VIC; 8% Bridal Falls). The main difference was that more travelers at the Chilliwack VIC (23%) said they were touring with no particular primary destination than those interviewed at Bridal Falls (9%).
- Travelers at the Chilliwack VIC spent an average of 20 days away from home, including 10 days in British Columbia and 3.0 days in the Chilliwack region. Travelers at Bridal Falls spent nearly the same amount of time in British Columbia (9 days), but less time away from home (12 days) and less time in the Chilliwack region (1.7 days).
- The Internet was the top information source for both travel groups; however, a significantly larger proportion of travelers at the Chilliwack VIC used the Internet than those at Bridal Falls (48% Chilliwack VIC; 31% Bridal Falls). Also important, but less frequently used information sources included friends, relatives, clubs and other associations (27% Chilliwack VIC; 30% Bridal Falls); brochures and books (23% Chilliwack VIC; 19% Bridal Falls); prior knowledge (19% Chilliwack VIC, 24% Bridal Falls) and travel agents, airlines and auto clubs (15% Chilliwack VIC; 12% Bridal Falls).
- A small proportion of travelers at both the Chilliwack VIC and Bridal Falls obtained travel information from Tourism Chilliwack or the Chilliwack VIC prior to their trip (7% Chilliwack VIC; 5% Bridal Falls).
- Travelers at the Chilliwack VIC differed in their trip flexibility relative to travelers at Bridal Falls. Sixty percent of travelers at the Chilliwack VIC were very flexible in the activities that they planned to participate in while in the Chilliwack region whereas only 36% of travelers at Bridal Falls were very flexible. Travelers at the Chilliwack VIC were also more flexible in terms of the time that they had to spend in the Chilliwack region (27% Chilliwack VIC; 13% Bridal Falls). Over a third (38%) of travelers at the Chilliwack VIC responded they were very flexible in the amount of time in British Columbia versus just over a quarter of travelers (27%) at Bridal Falls.

- Most travelers interviewed at the Chilliwack VIC spoke with a Travel Counsellor (90%). While the proportion of travelers that spoke with a Counsellor was high across origin categories, US (98%) and Overseas (95%) visitors were statistically more likely to speak to a Counsellor than visitors from BC (83%) or Other Canada (88%).
- All travelers interviewed at the Chilliwack VIC indicated that the VIC met or exceeded their expectations. Fifty-four percent of travelers said that the VIC exceeded their expectations while 46% said the VIC met their expectations. The majority of travelers (61%) felt the VIC provided good information. Many travelers also commented on the helpful staff (39%) and the friendly staff (23%) at the VIC.
- Only 14% of travelers interviewed at the Chilliwack VIC had suggestions for products and/or services that were not available that they would have liked to have found. The majority of these responses suggested that expanded/more specific information or more retail options were services they would have liked to have found at the VIC.
- Less than half of travelers were aware that you could book accommodation at some VICs throughout the province (38% Chilliwack VIC; 45% Bridal Falls), with nearly a quarter of travelers (24%) at the Chilliwack VIC indicating that it was likely or very likely that they would make future accommodation bookings at a VIC compared to 17% of travelers at Bridal Falls.
- On average, travelers at the Chilliwack VIC spent \$151.61 per day and those at Bridal Falls spent \$163.91 per day.
- In the summer of 2004, Chilliwack VIC users spent \$1.1 million in the Chilliwack region and another \$7.1 million while traveling throughout the rest of the province.
- Over a third of travelers (37%) at the Chilliwack VIC indicated that they learned about new activities as a result of their stopping at the VIC. Nearly half (45%) replied that they would make another trip, and 12% replied that they would extend their stay by one or more nights as a result of their stopping at the VIC. <sup>1</sup>

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<sup>1</sup> Additional spending as a result of these findings was calculated and presented in the full study results. These estimates can be obtained from the Chilliwack Visitor Info Centre.

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## Introduction

Visitor Info Centre Counsellors at British Columbia's 113 Visitor Info Centres (VICs) provided travel counselling and advice to over 1.66 million visitor parties in 2004. In addition, many more visitors used the VICs without actually speaking with a Counsellor. The use of the VICs provides communities with an opportunity to influence the activities and satisfaction of travelers, thus increasing the length of stay and the probability of a return visit to the community and British Columbia. Due to increasing needs in communities around the province, Research Services, Tourism British Columbia has developed a methodology that Visitor Info Centres (VICs) can use to measure the impact of the VIC on traveler behaviour and to determine the economic impact of the VIC. A pilot project was conducted in 2001 to test the methodology of measuring such impacts. This study at the Chilliwack VIC in the summer of 2004 was designed using the methodology developed in the 2001 pilot project.

The purpose of this study was to assess the impact of the Chilliwack Visitor Info Centre. Specifically, the study objectives were:

1. To profile travelers who use the Chilliwack VIC in terms of traveler and trip characteristics.
2. To measure the influence the Chilliwack VIC has on the decision-making process of travelers in British Columbia: the influence the VIC has on the length of stay, expenditures, and selection of additional or alternative activities, attractions or destinations.

## Methods

### Data Collection

A two-location, two-stage survey design was used to examine the study objectives. Travelers were interviewed at two main locations, the Chilliwack VIC and a reference site (Bridal Falls). Bridal Falls is a small community, just east of Chilliwack off Highway 1 (Trans Canada). There is access for travelers on both sides of the highway and it serves as the exit to Bridal Falls Provincial Park. The interview location was a rest area between a gas station and ice-cream shop in Bridal Falls. The purpose of collecting information at Bridal Falls was to obtain information about the typical traveler to the Chilliwack region for comparison to travelers who used the VIC. In an effort to find the most appropriate reference site in the beginning of the field season, three of the reference site shifts were conducted at other locations besides Bridal Falls. Two of these shifts were at the Yellow Barn and one was at Cultus Lake. Data from these shifts have been included with the Bridal Falls information. In addition, travelers were studied during and after their trip. On-site interviews collected information from travelers during their trip and a mailback questionnaire collected information from travelers after their trip. The primary purpose of the mailback questionnaire was to compare mid-trip and complete trip perceptions of the VIC impacts on traveler behaviour and to understand traveler perceptions of the Chilliwack region and British Columbia after their trip was complete.

Two interviewers collected data between July 1 and August 31, 2004 at both the Chilliwack VIC and Bridal Falls. For the most part, the interviewers' schedules consisted of a systematic sample of two days on and two days off.

Potential respondents were randomly chosen as they exited the Chilliwack VIC or while stopped at Bridal Falls. Respondents were asked if they were willing to participate in the interview and were given a *Super, Natural British Columbia*<sup>®</sup> refrigerator magnet for their time if they agreed to participate. Respondents were asked if they were residents from the Chilliwack region (includes the city of Chilliwack, Bridal Falls and Cultus Lake). If so, they were eliminated from the remainder of the interview ensuring that only non-resident travelers were interviewed. Business travelers were eliminated after the first several questions of the interview. The interviewers recorded most responses on Palm handheld computers using Techneos Data Entryware software.

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

- traveler demographics,
- trip-planning habits,
- primary trip purpose,
- primary destination,
- primary accommodation,
- primary leisure activity,
- mode of transportation,
- length of stay in the Chilliwack region and in British Columbia,
- local attractions visited,
- use of the VIC,
- trip flexibility,
- daily expenditures,
- perceived impacts of the VIC on the rest of their trip,
- satisfaction with the VIC, and
- suggestions to improve the VIC.

In addition, mailing addresses were collected from those respondents in the interview who agreed to participate in the mailback questionnaire. A copy of British Columbia Magazine and a chance to win a digital camera were used as incentives to achieve a high participation rate in the mailback questionnaire.

Mailback questionnaires were sent out with a business reply envelope and a British Columbia Magazine in mid-September 2004. The first mailing was followed by a second mailing of a reminder postcard and a third mailing of just a questionnaire and business reply envelope. Responses were accepted until the end of December 2004. There was a 55% response rate from the Chilliwack VIC and a 61% response rate from Bridal Falls. The mailback questionnaire collected a variety of information including (see mailback questionnaire in Appendix B):

- length of stay in the Chilliwack region and British Columbia,
- primary trip purpose,
- primary destination,
- primary accommodation,
- daily expenditures,
- the VIC's impact on their trip,
- positive and negative images of the Chilliwack region,
- the unique characteristics of the Chilliwack region as a vacation destination,
- satisfaction with the VIC,

- satisfaction with the Chilliwack region and British Columbia, and
- the likelihood of returning to the Chilliwack region and British Columbia.

### **Data Analysis**

The study design produced four sets of data that are available for analysis – the interview and mailback responses at each location (interview at Chilliwack VIC, interview at Bridal Falls, mailback at Chilliwack VIC and mailback at Bridal Falls). At both locations, the respondents and the responses could vary between the interview and mailback questionnaires. The respondents could differ because travelers could drop out of the study by not agreeing to complete the mailback questionnaire or by not completing the mailback questionnaire even if they had agreed to complete it (which could cause non-response bias). Both instances could cause the mailback questionnaire results to be unrepresentative of travelers interviewed on-site.

The responses to similar questions in the interview and mailback questionnaires could vary due to real differences in traveler behaviour (for example, a traveler may have perceived that the VIC had a different impact on their trip when they were interviewed compared to the responses on the mailback questionnaire). A series of significance tests were conducted to assess statistical significance of differences between the two data sets (Appendix C). Results of those tests and several other factors (sample size issues and results from similar studies at other locations) indicated that the interview information is the best source of data when the same or similar questions were asked on both the interview and mailback questionnaire. Thus, mailback questionnaire responses were used only when the question was not previously asked in the interview and when sample sizes permitted. Therefore, all results presented in the remainder of this report are from the interview unless otherwise noted.

Where possible, results are presented for both locations --the Chilliwack VIC and the reference site (Bridal Falls). Where practical and when assumptions such as sample size were met, significance tests were conducted to assess differences between the locations. All statistical tests used a 0.05 significance level. To ensure that results represented independent travelers, respondents who indicated that they were part of an organized tour group were removed from analysis. Appendix I contains descriptive statistics about these visitors.

## Results

Between July and August 2004, 1,114 people were approached at the Chilliwack VIC or Bridal Falls. Of those, 542 agreed to complete the interview but 199 were excluded because they were from the local area. This resulted in 343 useable surveys. Two hundred and twenty seven (66%) were conducted at the Chilliwack VIC and 116 (34%) were conducted at Bridal Falls (Table 1).

Table 1. Travelers surveyed at the Chilliwack VIC and Bridal Falls.

	<b>Travelers Approached</b>	<b>Agreed to Interview</b>	<b>From Local Community<sup>1</sup></b>	<b>Useable Traveler Surveys</b>
Chilliwack VIC	584	352	125	<b>227 (66.2%)</b>
Bridal Falls	530	190	74	<b>116 (33.8%)</b>
<b>Grand Total</b>	<b>1,114</b>	<b>542</b>	<b>199</b>	<b>343 (100.0%)</b>

1. Residents living in the Chilliwack region include those that live in the city of Chilliwack, Bridal Falls and Cultus Lake.

Twenty-one respondents (6%) intercepted at Bridal Falls indicated that they were part of an organized tour group. Their responses have been removed from all analysis in an effort to represent the results of independent travelers. Appendix I contains descriptive statistics about visitors who were part of an organized tour group.

### Tourist Characteristics (Demographics)

At the Chilliwack VIC, 27% of travelers were from British Columbia, 41% were from other provinces in Canada, 23% were from the US and 9% were from Overseas (Table 2). A much higher proportion of travelers at Bridal Falls were from British Columbia (65%), fewer were from other provinces in Canada (20%), from the US (7%) or from Overseas (7%). Travelers' residence categories differed statistically between the Chilliwack VIC and Bridal Falls.

At both the Chilliwack VIC and Bridal Falls, the majority of travelers from provinces outside of British Columbia originated from Alberta (Figure 1). Fewer travelers were from Ontario, Saskatchewan, Quebec, Manitoba, New Brunswick or Northwest Territories. Similarly, at both sites, the majority of travelers from the United States were from Washington, while the proportion of travelers from California was also high, particularly at Bridal Falls. Travelers from a variety of other US states were intercepted at the Chilliwack VIC (Figure 2). Most overseas travelers at the Chilliwack VIC and Bridal Falls were European (71% and 86%, respectively), while fewer were from Asia/Pacific (19% and 14%, respectively; Figure 3). Travelers from Belize and Puerto Rico were also represented at the Chilliwack VIC.

There was no significant difference in the education or annual household income between travelers interviewed at the Chilliwack VIC and Bridal Falls (Table 2). The age of travelers intercepted at the VIC and Bridal Falls exhibited slight differences, which were not statistically different. Only ten percent of travelers at the VIC were under the age of 34, whereas 17% of those at Bridal Falls were under the age of 34. It was also more common for VIC travelers to be older, with 14% of those interviewed at the VIC over the age of 65, as compared to 5% at Bridal Falls.

Table 2. Traveler demographics at the Chilliwack VIC and Bridal Falls.

	Chilliwack VIC		Bridal Falls	
	Number of Responses <sup>1</sup>	Percentage of Responses	Number of Responses <sup>1</sup>	Percentage of Responses
<b>Origin*</b>				
British Columbia	62	27.3%	61	64.9%
US	52	22.9%	7	7.4%
Overseas	21	9.3%	7	7.4%
Other Canada	92	40.5%	19	20.2%
<b>Age<sup>2</sup></b>				
Under 24 Years	9	4.2%	5	5.9%
25-34 Years	12	5.6%	9	10.6%
35-44 Years	54	25.4%	31	36.5%
45-54 Years	66	31.0%	21	24.7%
55-64 Years	43	20.2%	15	17.6%
65 Years or Older	29	13.6%	4	4.7%
<b>Education<sup>2</sup></b>				
Less Than High School	6	2.8%	2	2.4%
High School	35	16.5%	17	20.2%
Some Technical, College or University	35	16.5%	9	10.7%
College or Technical Diploma	47	22.2%	16	19.0%
University Degree	58	27.4%	32	38.1%
Masters or a PhD Degree	31	14.6%	8	9.5%
<b>Income<sup>2</sup></b>				
Less than \$25,000	7	3.3%	3	3.5%
\$25,000 to \$49,999	21	9.8%	10	11.6%
\$50,000 to \$64,999	38	17.8%	20	23.3%
\$65,000 to \$99,999	60	28.0%	16	18.6%
\$100,000 or More	37	17.3%	18	20.9%
Don't Know/No Response	51	23.8%	19	22.1%
<b>Party Size<sup>2</sup></b>				
Average Party Size-Total	213	2.70	84	2.94
Average Party Size-Parties without children	143	2.10	51	1.92
Proportion with children	71	33.2%	34	39.5%
Average Party Size-Parties with children*	70	3.94	33	4.52

\* Indicates there are statistical differences at the p=0.05 level between the Chilliwack VIC and Bridal Falls.

1. The total number of responses does not always equal the number of useable surveys presented in Table 1 because some respondents did not complete the full interview.
2. Business travelers were not asked these questions and therefore were excluded from this analysis.

At the Chilliwack VIC, the average party size was 2.7 people and a third (33%) of travel parties included children. Those parties at the VIC who traveled with children had, on average, 3.9 members in their party. The travel party size and the proportion of parties with children were similar at Bridal Falls; however, the average size of parties with children tended to be larger at Bridal Falls (3.9 Chilliwack VIC; 4.5 Bridal Falls).

### Origin of Canadian Travelers From Outside of BC by Province

Where are you from?

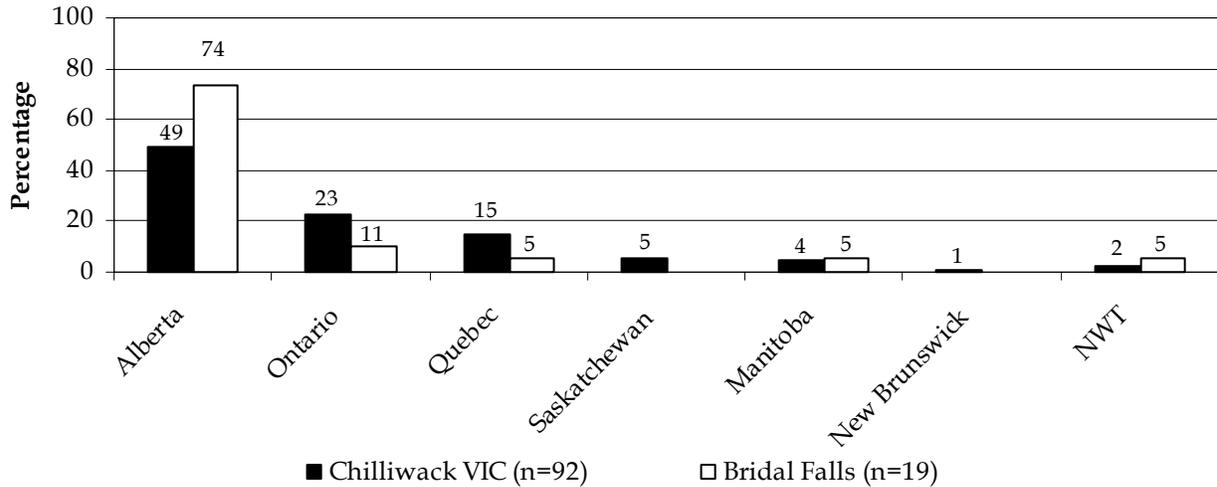


Figure 1. The percentage of travelers from provinces outside of BC at the Chilliwack VIC and Bridal Falls.

### Origin of U.S. Travelers by State

Where are you from?

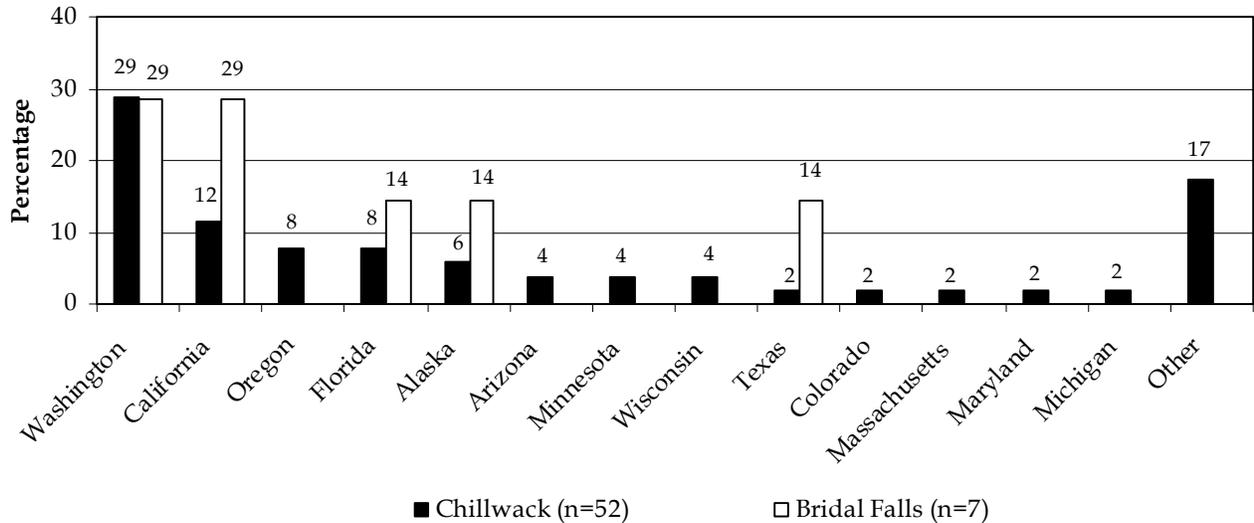


Figure 2. The percentage of US travelers from each state at the Chilliwack VIC and Bridal Falls. Other includes Missouri, Mississippi, North Carolina, North Dakota, New York, South Carolina, Tennessee, Utah and Virginia.

### Origin of Overseas Travelers by Country

Where are you from?

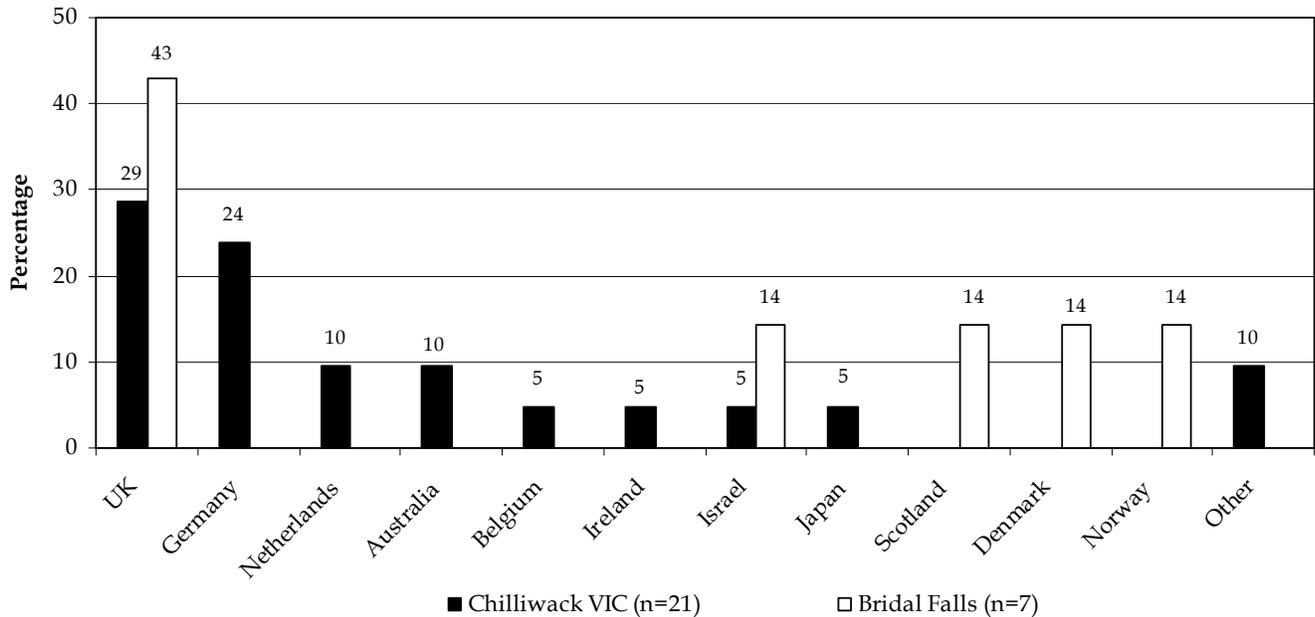


Figure 3. The percentage of travelers from each overseas country at the Chilliwack VIC and Bridal Falls.

### Trip Characteristics

The majority of travelers at the Chilliwack VIC were traveling for leisure purposes (71%) while fewer were traveling to visit friends and family (25%) or for business (4%). Nearly the same proportion of visitors at Bridal Falls were traveling for leisure (70%), fewer visitors were traveling to visit friends and family (21%) and slightly more (7%) were traveling for business (Table 3).

While visiting the Chilliwack region, most travelers at both locations used a private vehicle for transportation (Chilliwack VIC 83%; Bridal Falls 89%). A larger proportion of travelers at the Chilliwack VIC used a private RV or camper (17%) than those at Bridal Falls (10%). A small percentage of travelers (1%) at Bridal Falls made use of buses as their mode of transportation.

A statistically higher proportion of travelers at the Chilliwack VIC stayed at campground/RV parks (40%) compared to those interviewed at Bridal Falls (35%). Similarly, travelers at the Chilliwack VIC were more likely to use commercial accommodation such as a resort/hotel/motel/B&B (39% Chilliwack VIC; 27% Bridal Falls). Travelers at Bridal Falls were more likely to stay with friends and relatives (19% Chilliwack VIC; 32% Bridal Falls). Other accommodation used by travelers included dormitories, furnished apartment rentals, cabins, hostels and rest areas.

Table 3. The primary trip purpose, mode of transportation and primary accommodations of travelers at the Chilliwack VIC and Bridal Falls.

	Percentage of Responses	
	Chilliwack VIC	Bridal Falls
<b>Primary Trip Purpose</b>	<b>n=226</b>	<b>n=94</b>
Leisure	70.8%	70.2%
Visiting Friends & Family	24.8%	21.3%
Work/Business Activity	4.4%	7.4%
Other <sup>1</sup>	0.0%	1.1%
<b>Mode of Transportation</b>	<b>n=227</b>	<b>n=93</b>
Private Car/Truck/Motorcycle	82.8%	89.2%
Private RV/Camper	17.2%	9.7%
Bus	0.0%	1.1%
<b>Primary Accommodations*<sup>2</sup></b>	<b>n=206</b>	<b>n=71</b>
Resort/Hotel/Motel/B&B	38.8%	26.8%
Campground/RV Park	40.3%	35.2%
Friends and Relatives	19.4%	32.4%
Other <sup>3</sup>	1.5%	5.6%

\* Indicates there are statistical differences at the p=0.05 level between the Chilliwack VIC and Bridal Falls.

1. Other purposes mentioned included traveling for medical reasons.
2. Business travelers were not included in this analysis because they were not asked about primary accommodation. Day trippers who stated that they did not stay in accommodations were also removed from the analysis.
3. Other responses at the VIC included dormitories, furnished apartment rentals and cabins; other responses at Bridal Falls included cabins, hostels and rest areas.

The primary destination of travelers was similar between locations. Most travelers mentioned a primary destination within British Columbia (69% Chilliwack VIC; 84% Bridal Falls), with fewer listing destinations outside British Columbia (8% Chilliwack VIC; 8% Bridal Falls). The main difference was that more travelers at the Chilliwack VIC (23%) said they were touring with no particular primary destination than at Bridal Falls (9%).

Of the 69% of visitors at the Chilliwack VIC who were traveling to destinations within British Columbia, the majority were traveling to the Vancouver, Coast and Mountains region (56%)—48% of which specified the Chilliwack region as their primary destination. The remainder were traveling to other regions—Vancouver Island (23%), Thompson Okanagan (10%), Kootenay Rockies (8%) and Cariboo Chilcotin Coast (3%). A similar pattern existed for travelers at Bridal Falls. The majority were traveling to the Vancouver, Coast and Mountains region (60%)—47% of which specified the Chilliwack region as their primary destination. The remainder were traveling to other regions—Thompson Okanagan (23%), Vancouver Island (12%), Cariboo Chilcotin Coast (3%), Kootenay Rockies (1%) and Northern British Columbia (1%).

Most travelers at the Chilliwack VIC with destinations outside of British Columbia were going to Alaska (37%) or Alberta (32%), fewer were traveling to other US states (21%) or to other Canadian provinces/territories (11%). At Bridal Falls, travelers with destinations outside of British Columbia were traveling to Alaska (43%), Alberta (29%), other US states (14%) or other Canadian provinces/territories (14%).

Overall, travelers at the Chilliwack VIC spent an average of 20 days away from home, including 10 days in British Columbia and 3.0 days in the Chilliwack region (Figure 4). Travelers at Bridal Falls spent 12 days away from home, including 9 days in British Columbia and 1.7 days in the Chilliwack region (Figure 5). While the average days spent in British Columbia is similar between locations, the differences in the average days spent away from home and the average days spent in the Chilliwack region are statistically different with those intercepted at the VIC spending more time away from home and more time in the Chilliwack region.

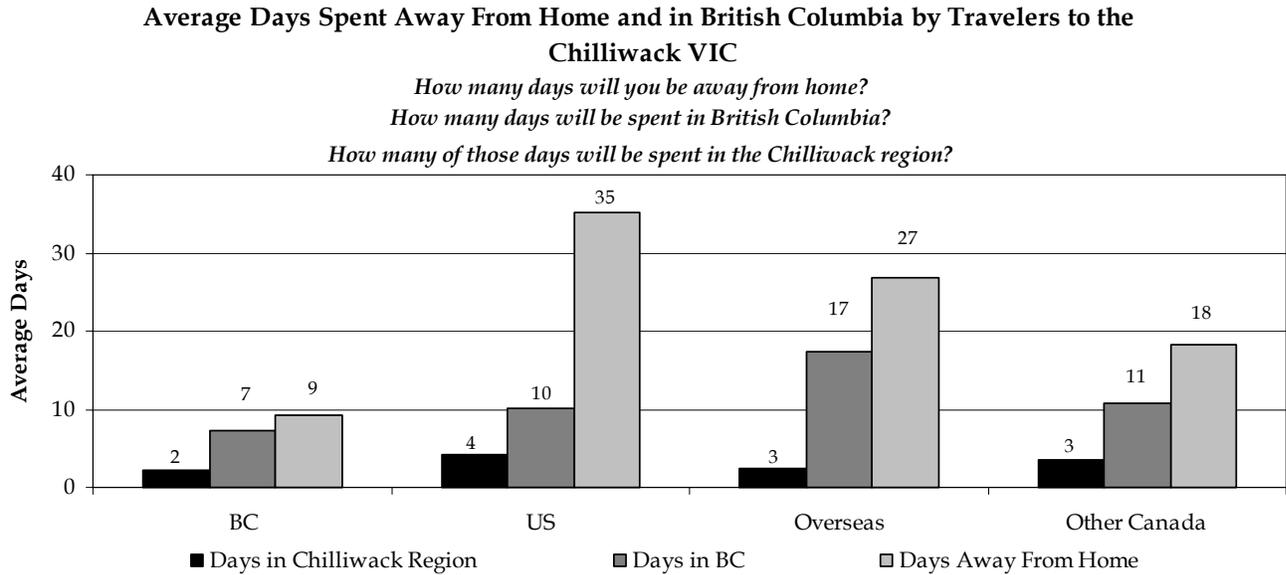


Figure 4. The average number of days spent away from home and in British Columbia by traveler origin at the Chilliwack VIC (n=224 (Away from home), n=226 (Days in BC), n=99 (Chilliwack region)).

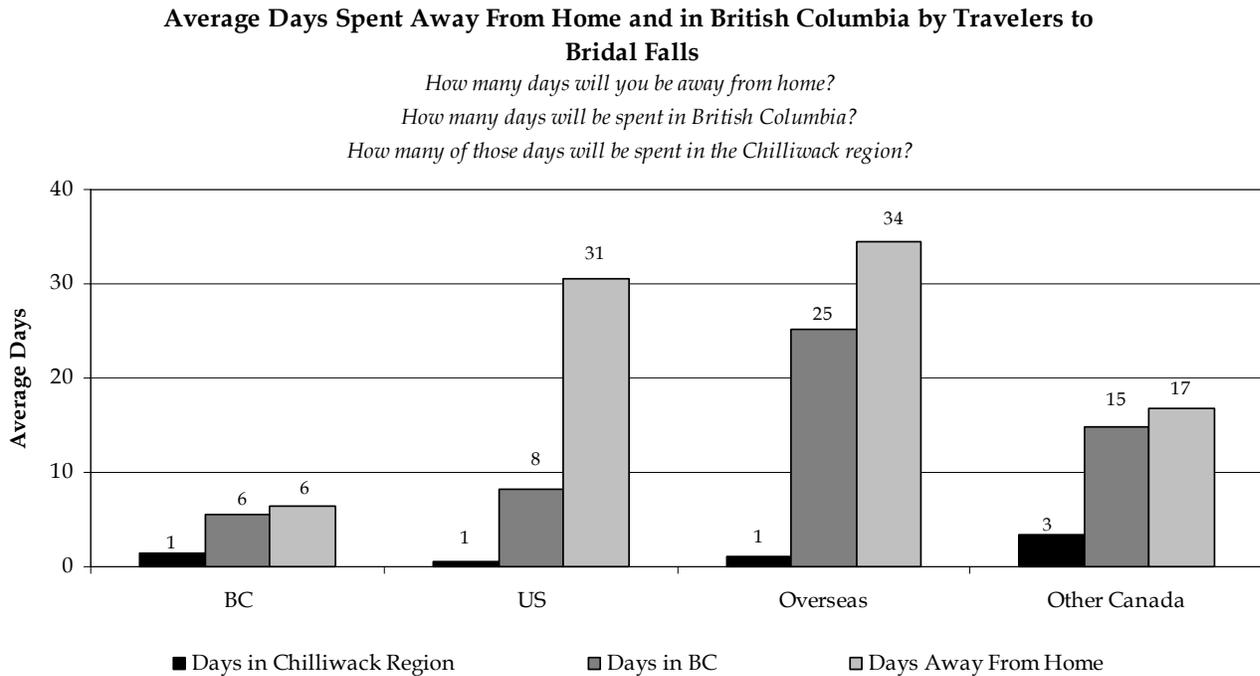


Figure 5. The average number of days spent away from home and in British Columbia by traveler origin at Bridal Falls (n=92 (Away from home), n=93 (Days in BC), n=38 (Chilliwack region)).

## Trip Planning

The majority of travelers at the Chilliwack VIC and Bridal Falls spent more than three weeks planning their trip, with the most common planning horizon being greater than 13 weeks (42% Chilliwack VIC; 26% Bridal Falls). Travelers at the Chilliwack VIC were more likely to have longer trip planning horizons than travelers at Bridal Falls (Table 4).

Table 4. Trip planning horizons for travelers at the Chilliwack VIC and Bridal Falls.

Trip Planning Horizons	Percentage of Respondents	
	Chilliwack VIC (n=216)	Bridal Falls (n=85)
During The Trip	1.4%	0.0%
Day of Departure	2.8%	5.9%
1-6 Days	6.5%	18.8%
1-2 Weeks	15.7%	15.3%
3-8 Weeks	24.5%	22.4%
9-12 Weeks	7.4%	11.8%
13+ Weeks	41.7%	25.9%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Travelers were asked what information sources they used to plan their trip. A fair proportion of travelers said that they did not use any information sources (13% Chilliwack VIC; 22% Bridal Falls). The Internet was the top information source for both travel groups; however, a significantly larger proportion of travelers at the Chilliwack VIC used the Internet than those at Bridal Falls (48% Chilliwack VIC; 31% Bridal Falls; Figure 6). Also important, but less frequently used information sources included friends, relatives, clubs and other relations (27% Chilliwack VIC; 30% Bridal Falls); brochures and books (23% Chilliwack VIC; 19% Bridal Falls); prior knowledge (19% Chilliwack VIC, 24% Bridal Falls) and travel agents, airlines, and auto clubs (15% Chilliwack VIC; 12% Bridal Falls). A higher proportion of travelers at the Chilliwack VIC used VICs or Tourism British Columbia as sources of information, while travelers at Bridal Falls were more likely to rely on prior knowledge.

Travelers were asked if they obtained travel information from Tourism Chilliwack or the Chilliwack VIC prior to their visit. Results were similar at both locations. Seven percent (7%) of travelers at the Chilliwack VIC and 5% of travelers at Bridal Falls had obtained travel information from Tourism Chilliwack or the Chilliwack VIC prior to their trip. Those who had obtained information prior to their trip were asked if the information influenced them to extend their length of stay in the Chilliwack region. At the Chilliwack VIC, 21% (n=3) said that the information influenced them to stay longer. On average, these travelers extended their stay by 1.7 nights. At Bridal Falls, no one said that the information influenced them to extend their length of stay. Given the low sample size, caution is advised in interpreting this data.

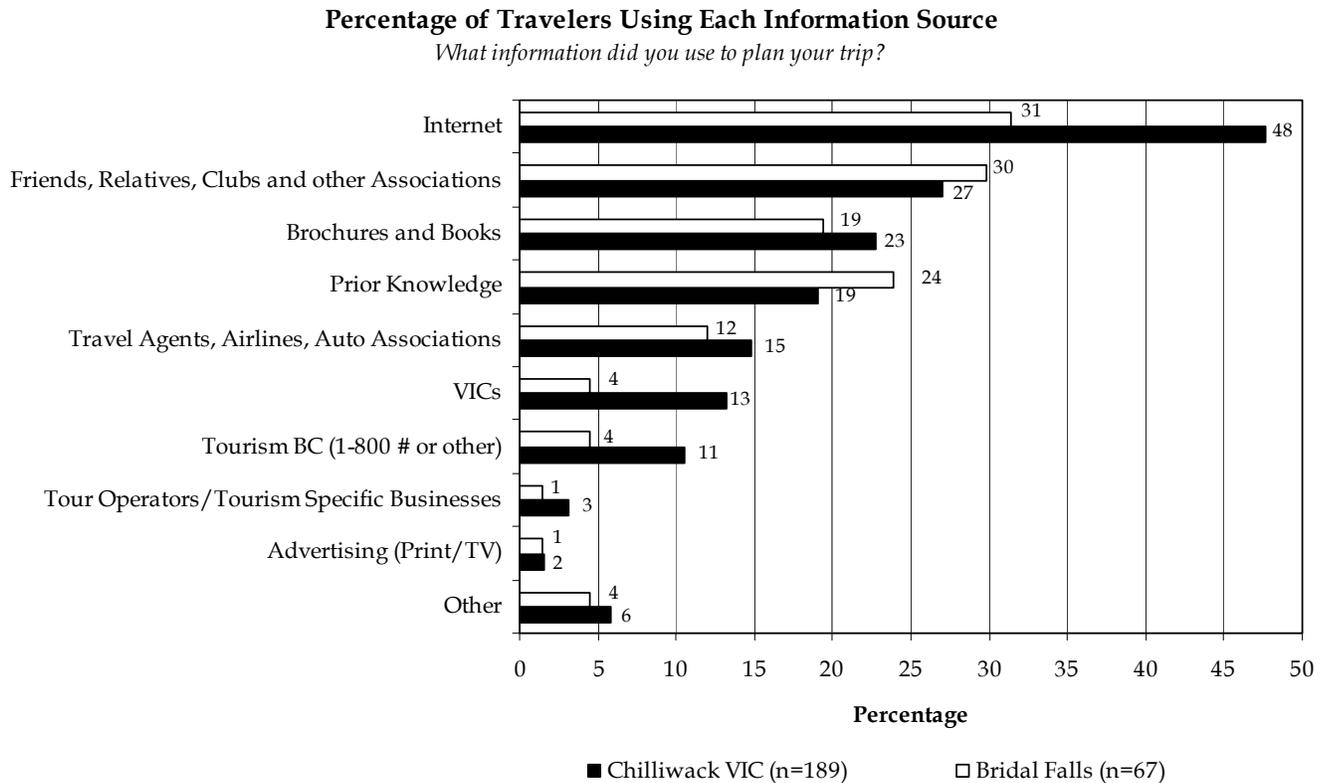


Figure 6. The percentage of travelers using each information source for trip planning at the Chilliwack VIC and Bridal Falls. Percentages add to more than 100% because travelers could use more than one information source for planning their trip. Travelers who stated that they used no information sources were excluded from the analysis (n=27 Chilliwack VIC, n=19 Bridal Falls).

**Trip Flexibility**

Travelers were asked about their flexibility in terms of:

- the activities they would participate in,
- the amount of time they could spend in the Chilliwack region, and
- the amount of time that they could spend in British Columbia.

Sixty percent of travelers at the Chilliwack VIC and 36% of travelers at Bridal Falls were very flexible in the activities that they planned to participate in while in the Chilliwack region (Figure 7). Respondents at the Chilliwack VIC were also more flexible in terms of the time that they had to spend in the Chilliwack region with 27% very flexible compared to 13% at Bridal Falls (Figure 8). In regard to the flexibility in the amount of time in British Columbia, over a third (38%) of travelers at the Chilliwack VIC responded they were very flexible versus just over a quarter (27%) of travelers at Bridal Falls (Figure 9).

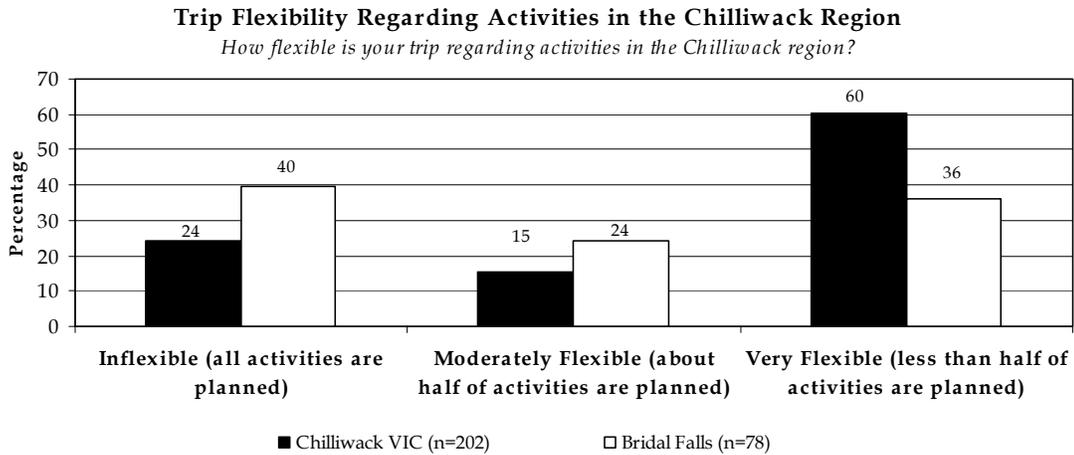


Figure 7. Travelers' rating of trip flexibility regarding activities in the Chilliwack region for travelers at the Chilliwack VIC and Bridal Falls. Don't Know/No Response = 14 (7%) at the Chilliwack VIC and Don't Know/No Response = 8 (10%) at Bridal Falls.

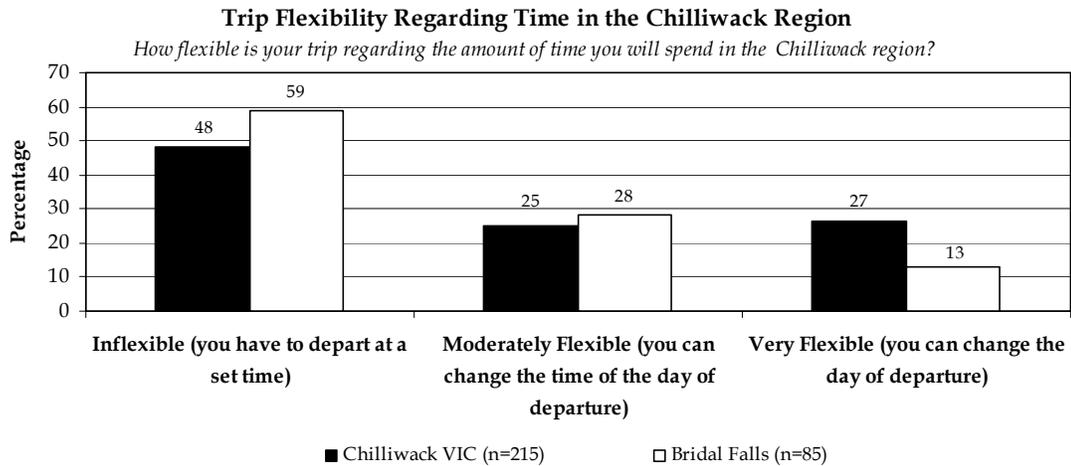


Figure 8. Travelers' rating of trip flexibility regarding the time in the Chilliwack region for travelers at the Chilliwack VIC and Bridal Falls. Don't Know/No Response = 1 (0.5%) at Chilliwack VIC and Don't Know/No Response = 1 (1%) at Bridal Falls.

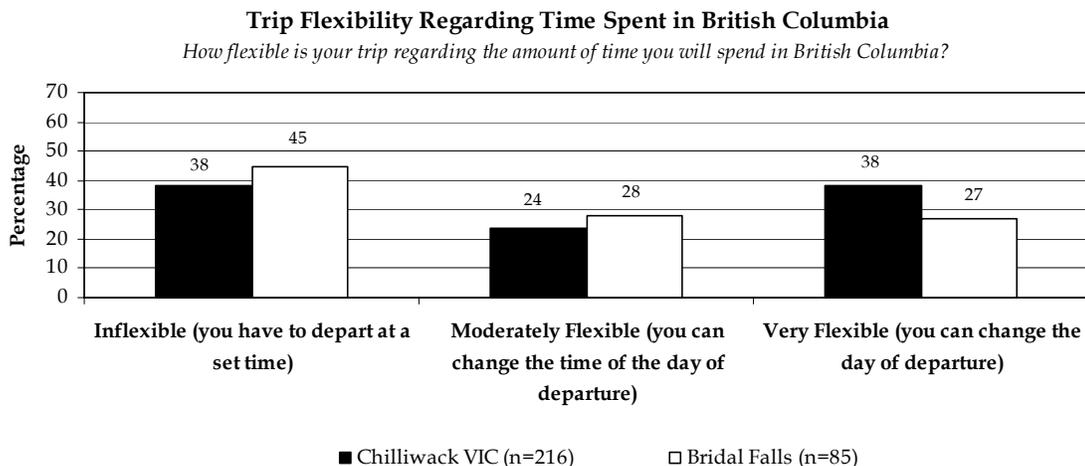


Figure 9. Travelers' rating of trip flexibility regarding the time spent in British Columbia for travelers at the Chilliwack VIC and Bridal Falls. (Don't Know/No Response = 1 (1%) at Bridal Falls).

## Traveler Activities

Travelers were asked about their primary leisure activities while in the Chilliwack region (Table 5). The most common response given at both the Chilliwack VIC and Bridal Falls was sightseeing (37% and 24%, respectively). Other popular activities at the VIC included rest and relaxation (16%), visiting friends and relatives (10%), attractions (8%) and camping (7%). For those travelers at Bridal Falls, other popular activities included water-based outdoor recreation activities (22%), camping (8%) and shopping (8%).

Table 5. Top ten primary leisure activities of travelers at Chilliwack VIC and Bridal Falls.

Primary Activity	Percentage of Respondents	
	Chilliwack VIC (n=89)	Bridal Falls (n=37)
Sightseeing	37.1	24.3
Rest & Relaxation	15.7	5.4
Visiting Friends & Relatives	10.1	5.4
Attractions <sup>1</sup>	7.9	2.7
Camping	6.7	8.1
Water-based Outdoor Recreation Activities <sup>2</sup>	5.6	21.6
Golf	5.6	2.7
Shopping	4.5	8.1
Land-based Outdoor Recreation Activities <sup>3</sup>	3.4	5.4
Special Events	2.2	2.7
Other <sup>4</sup>	1.1	13.5

1. Attractions included waterslides and Dinotown

2. Water-based outdoor recreation activities included fishing, boating, canoeing, swimming and water sports.

3. Land-based outdoor recreation activities included hiking, walking and biking.

4. Other activities included the beach, heritage sites, photography and attending a funeral.

Travelers who were spending time in the Chilliwack region were asked what attractions they had visited/planned to visit. At both locations, nearly half of the travelers indicated that they had not visited/planned to visit attractions or they did not know if they would visit attractions (47% Chilliwack VIC, 47% Bridal Falls). Those travelers that indicated they had visited/planned to visit attractions listed a variety of attractions, with Minter Gardens (22% Chilliwack VIC, 25% Bridal Falls) and Bridal Falls (20% Chilliwack VIC, 25% Bridal Falls) among the most popular attractions for both traveler groups (Figure 10). Not surprisingly, due to its proximity, Dinotown was the most popular attraction for travelers at Bridal Falls (30%). Other attractions (accounting for 24% at the Chilliwack VIC and 25% at Bridal Falls) included Harrison Hot Springs, Tap-ins Putting Course, Cultus Lake Golf Course, Atchelitz Museum, Downtown Chilliwack, Country Garden Centre, Santa's Funland, Yellow Barn, Salish Park, Teapot Trail, waterslides (non-specific) and the Fraser River.

**Percentage of Travelers Who Visited Or Planned To Visit Each Attraction**

*What attractions have you visited or do you plan to visit while in the Chilliwack region?*

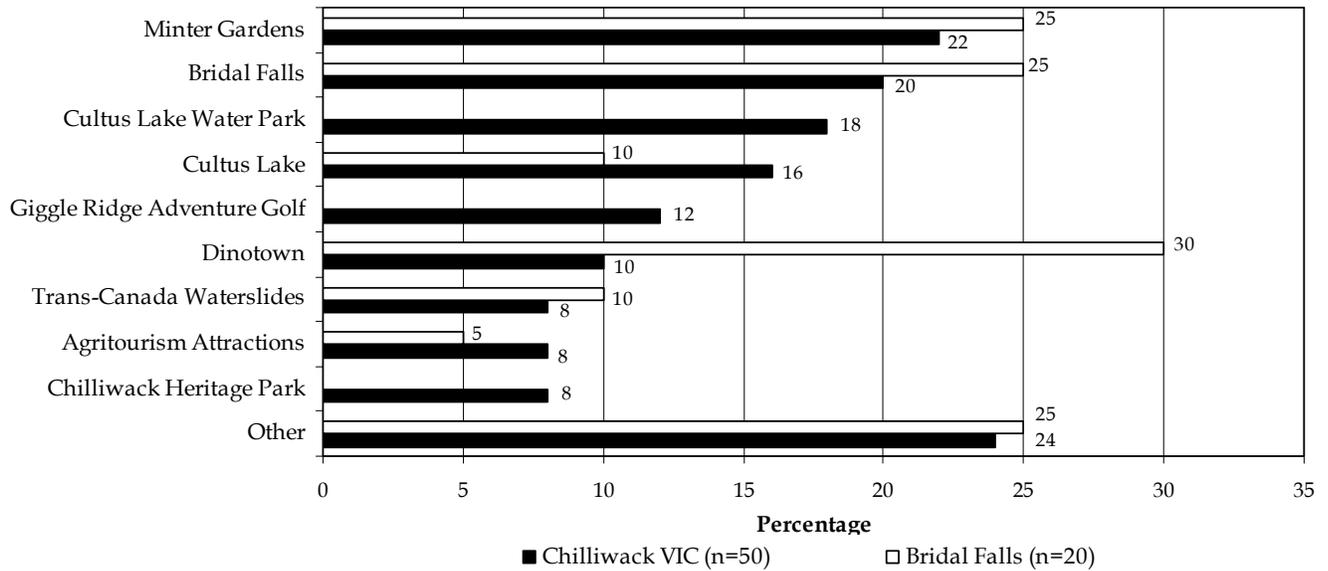


Figure 10. The percentage of travelers who visited or planned to visit attractions at the Chilliwack VIC and Bridal Falls. Percentages add to more than 100% because travelers could visit more than one attraction. Travelers who stated that they did not visit/plan to visit attractions and those that stated 'don't know' were excluded from the analysis (n=44 Chilliwack VIC, n=18 Bridal Falls). Other included; Atchelitz Museum, Cultus Lake Golf Course, Downtown Chilliwack, Country Garden Centre, Fraser River, Harrison Hot Springs, Salish Park, Santa's Funland, Tap-ins Putting Course, Waterslides (non-specific), Teapot Trail and the Yellow Barn.

**Use of the VIC**

This section summarizes data from travelers who were interviewed at the Chilliwack VIC. Sixteen percent (16%) of travelers had used the Chilliwack VIC on previous trips. Travelers stopped at the Chilliwack VIC for a variety of reasons (Figure 11). The most common reasons given were to get a map (24%), to obtain attractions information (21%), to attain route information (20%), to obtain accommodation/camping information (16%), or to use the washroom (16%). Seven percent of travelers stated other reasons for stopping at the VIC, which were to obtain banking/currency information; forest fire information; information on public showers; information on restaurants; coupons; and real estate information.

When travelers were asked what kind of information they obtained at the VIC, they identified various types of information (Figure 12). Over a third (38%) obtained attractions information, exactly one-third (33%) got a map, over a quarter (26%) attained route information, and exactly a quarter (25%) obtained accommodation/camping information. Additionally, travelers obtained adventure/outdoor recreation information (8%) and information about other BC destinations (8%). Fewer travelers mentioned obtaining information about events (5%), Chilliwack region in general (4%), shopping (2%), ferries (2%), outside BC destinations (2%), restaurants (2%), or parks (1%). Seven percent of travelers stated other information obtained at the VIC – the most notable included the following: coupons; banking/currency information; forest fire information; information on public showers; real estate information; local phone numbers; and a souvenir purchase. Eight percent of travelers said that they obtained no information.

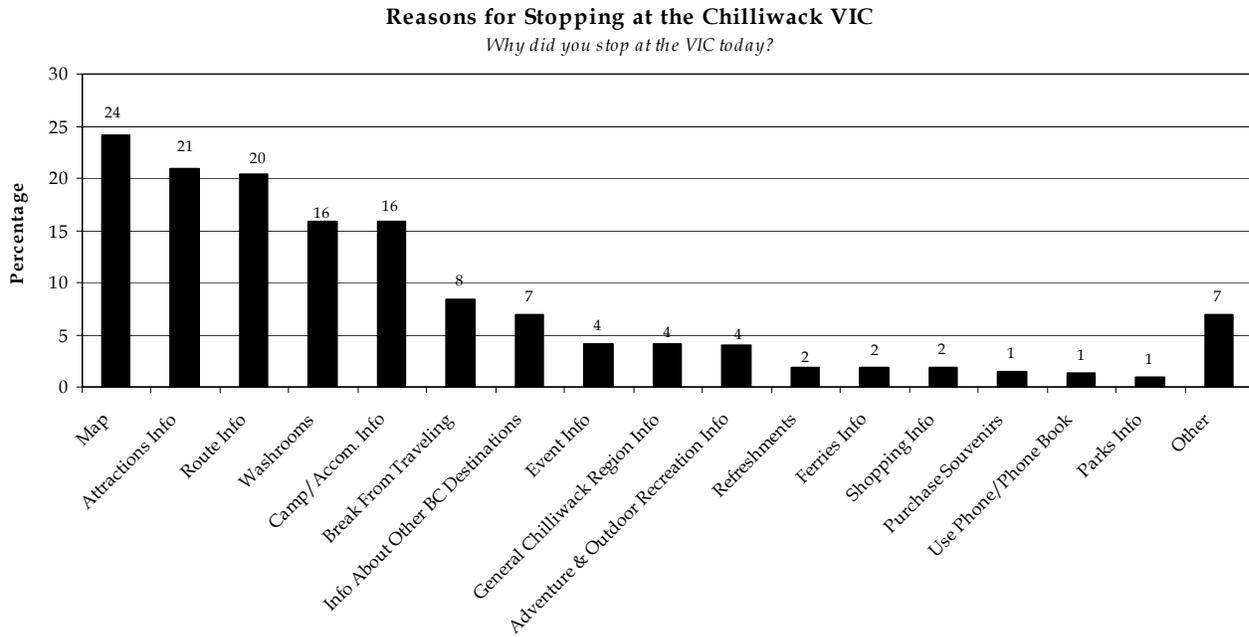


Figure 11. The reasons why travelers stopped at the Chilliwack VIC (n=215). The total exceeds 100% because respondents could give more than one reply.

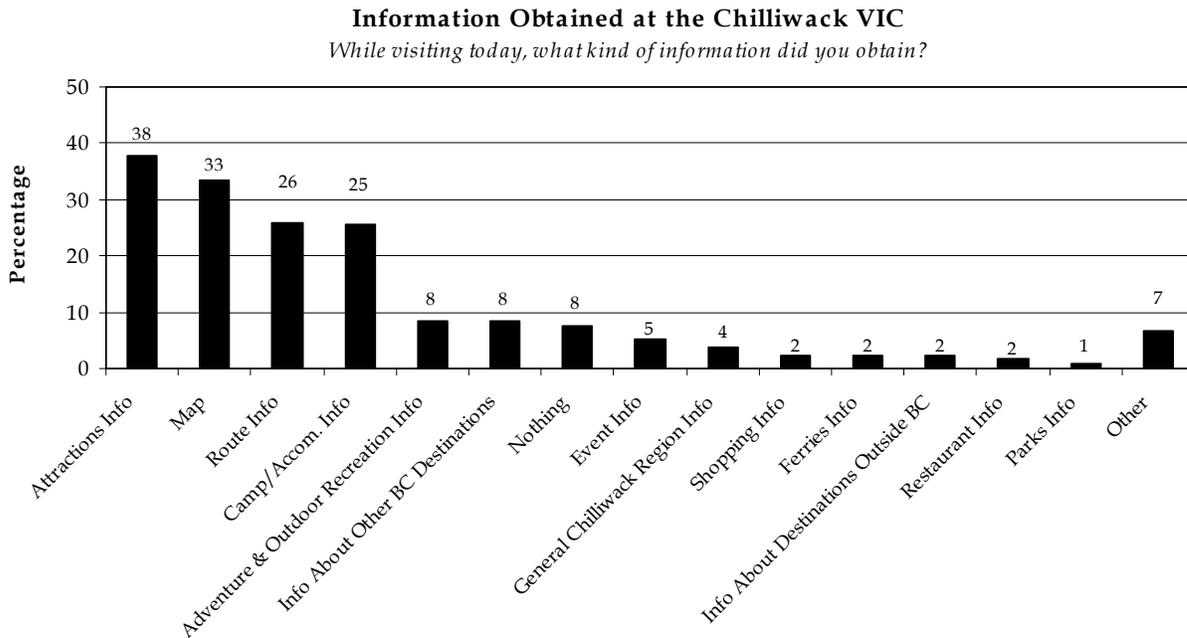


Figure 12. The information obtained by travelers at the Chilliwack VIC (n=212). The total exceeds 100% because respondents could give more than one reply. Travelers who stated 'don't know' (n=3) were excluded from the analysis.

Most travelers interviewed at the Chilliwack VIC spoke with a Counsellor (90%; Table 6). Almost all travelers from the US (98%) and Overseas (95%) spoke with a Counsellor while fewer traveler from BC (83%) or other provinces in Canada (88%) spoke with a Counsellor.

Table 6. The percentage of travelers who spoke with a Counsellor at the Chilliwack VIC by traveler origin.

Traveler Origin	Percentage that Spoke with a Counsellor*	
	Yes (n=193)	No (n=22)
BC	83.0	17.0
US	98.0	2.0
Overseas	95.2	4.8
Other Canada	87.8	12.2
<b>Total</b>	<b>89.8</b>	<b>10.2</b>

\*Statistically different at the p=0.06 level between residence categories.

Counsellors at the Chilliwack VIC record the number of visitor parties that they speak with throughout each day. This number was divided, on a daily basis, by the proportion of travelers who responded that they had spoken with a Counsellor to determine an estimate of 5,201 parties (excluding locals) that used the Chilliwack VIC between July 1 and August 31, 2004. This estimate is approximately 11% more than the 4,703 parties that the VIC staff recorded as speaking with a Counsellor during the same time period.

Travelers were asked, "Overall, how well did the VIC meet your expectations?" All travelers responded that the VIC met or exceeded their expectations (Table 7). Fifty-four percent of travelers indicated that the VIC exceeded their expectations while 46% felt the VIC met their expectations.

The majority of Overseas, US and BC travelers found that the VIC exceeded their expectations (71%, 63% and 56%, respectively) whereas less than half (44%) of travelers from Other Canada found that their expectations were exceeded. The most common response for travelers from Overseas, US and BC was that their expectations were exceeded, while the most common response for travelers from other provinces in Canada was that their expectations were met. Almost the same proportion of travelers who spoke with a Counsellor as those that did not speak with a Counsellor replied that the VIC exceeded their expectations (55% and 52%, respectively). The majority of leisure travelers found that the VIC exceeded their expectations (58%) whereas less than half (44%) of those who were on a trip to visit friends and family found that their expectations were exceeded. Travelers visiting friends and family most often indicated that their expectations were met.

Table 7. The proportion of travelers who felt the Chilliwack VIC fell short, met or exceeded their expectations by traveler origin, those that did or did not speak with a Counsellor and primary trip purpose.

	Percentage of Travelers who Felt the Chilliwack VIC Fell Short, Met, or Exceeded Their Expectations <sup>1</sup>		
	Fell Short (n=0)	Met (n=97)	Exceeded (n=115)
<b>Overall</b>	0.0%	45.8%	54.2%
<b>Origin*</b>			
BC	0.0%	44.2%	55.8%
US	0.0%	36.7%	63.3%
Overseas	0.0%	28.6%	71.4%
Other Canada	0.0%	55.6%	44.4%
<b>Spoke with a Counsellor</b>			
Yes	0.0%	45.5%	54.5%
No	0.0%	47.6%	52.4%
<b>Primary Purpose**</b>			
Leisure	0.0%	41.7%	58.3%
Visit friends & family	0.0%	56.4%	43.6%

\*Statistically different at the p=0.05 level.

\*\*Statistically different at the p=0.06 level.

1. Excludes 2 Don't Know/No Response responses.

Travelers at the Chilliwack VIC were also asked why the VIC met or exceeded their expectations (Figure 13). Of the 209 respondents, the majority (61%) felt that the VIC provided good information, while others felt that the VIC had helpful staff (39%), friendly staff (23%) and a nice building/area (13%). Fewer made positive comments about the VIC serving their needs (10%), being clean (10%), having ice-cream for sale (4%), being well-organized (4%), having good access (4%), having good facilities such as washrooms, air-conditioning, a water-cooler and a gift shop (1%), or other reasons (3%). Responses in the 'other' category included; generosity of the VIC in reference to free materials and coupons that were distributed; experience was pleasurable in general; and the VIC was adequately staffed.

Only one negative response was provided by a traveler who indicated that the VIC met his/her expectations. The comment referred to poor signage. The traveler explained that it was difficult to know where to turn into the VIC driveway.

**Reasons Why Travelers Felt the Chilliwack VIC Met or Exceeded Their Expectations**

*How did the VIC exceed or meet your expectations?*

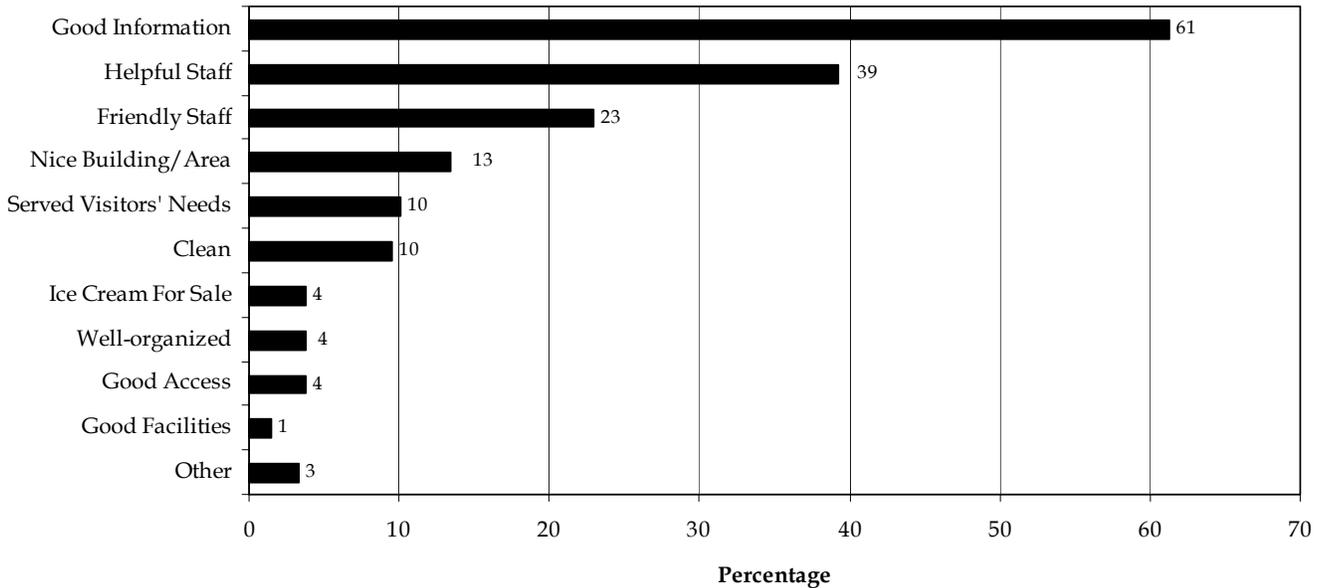


Figure 13. The reasons why travelers felt the Chilliwack VIC met or exceeded their expectations (n=209). Travelers who stated 'don't know' (n=3) were excluded from the analysis.

Respondents were asked, "Were there any products and/or services that were not available at the Chilliwack VIC that you would have liked to have found?" Only 14% of travelers (n=30) had suggestions for other products/services with 35 ideas brought forward (travelers could provide more than one suggestion). Of these comments, 31% referred to expanding information—specifically, these travelers wanted more information on agri-tourism, biking, casinos, local festivals and events, wildlife in British Columbia, local shopping, backcountry hiking, car clubs and the Washington State ferries. Another 31% of comments referred to expanding the VIC's retail products, with the majority of comments about refreshments (particularly coffee) and snacks. Other retail suggestions were stamps, a better variety of postcards, fishing licenses and the Milepost (roadside guide for Alaska). Just over a quarter (26%) of the comments referred to expanding services at the VIC. Suggested services included a public phone, reservation services (accommodation, camping and ferries), currency exchange and public internet access. Fewer comments (9%) referred to the provision of cost-saving extras such as free maps and coupons for accommodations throughout British Columbia. One comment referred to enhancing the VIC's surroundings by having totem poles on site.

Travelers interviewed at Bridal Falls were also asked about the Chilliwack VIC. Eleven percent of the travelers at Bridal Falls planned to stop or had already stopped at the Chilliwack VIC, 85% of travelers were not planning to stop, and 3% did not know/were unsure if they would stop.

At the Chilliwack VIC and Bridal Falls, travelers were asked if they were aware that accommodation booking services were offered at some VICs throughout the province. Overall, 40% of travelers (38% Chilliwack VIC, 45% Bridal Falls) were aware that they could book accommodation at some VICs throughout British Columbia. A quarter of travelers (24%) at the Chilliwack VIC indicated that it was likely or very likely that they would make future accommodation bookings at a VIC, with fewer (17%) of

the Bridal Falls travelers making this claim (Figure 14). Over a third of travelers interviewed at both the Chilliwack VIC and Bridal Falls (36% and 38%, respectively) indicated they were ‘somewhat likely’ to make future bookings at a VIC.

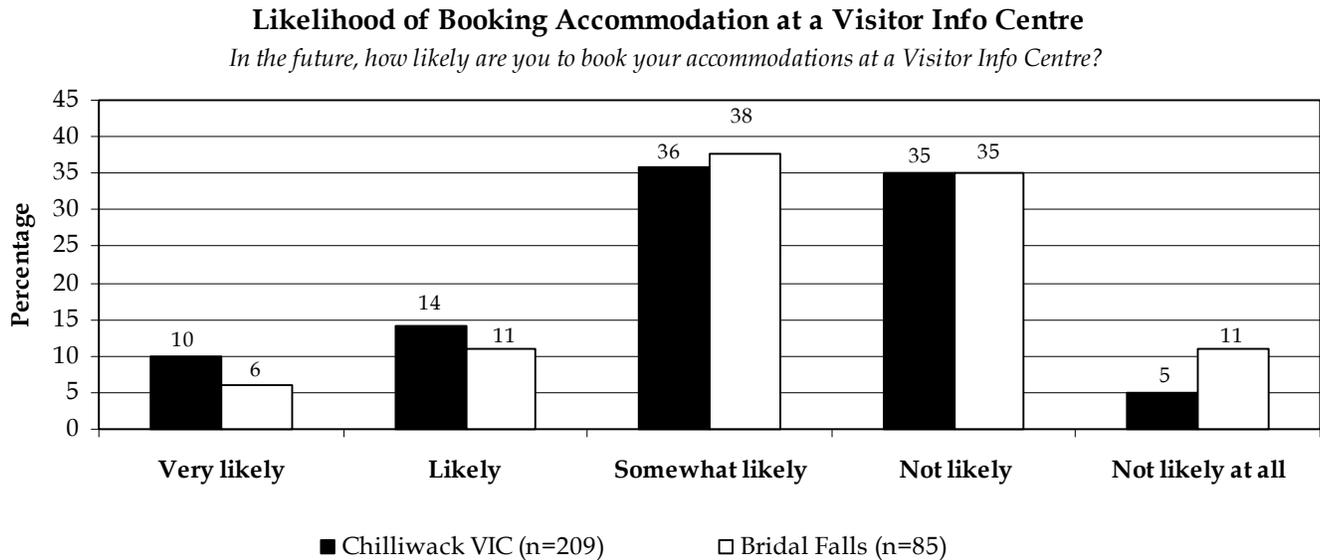


Figure 14. The likelihood of travelers making future accommodation bookings at a Visitor Info Centre. Travelers who responded ‘don’t know’ were excluded from this analysis (n=5 Chilliwack VIC; n=1 Bridal Falls).

In the mailback questionnaire, travelers at the Chilliwack VIC were asked if they had visited any other VICs in British Columbia. Of the 90 valid responses, just over one third (36% or 32 responses) indicated that they had visited another VIC in British Columbia (2 respondents mentioned Alberta Information Centres as well as BC VICs). Of those that stopped at other VICs in British Columbia, 38% visited two or more VICs and 22% stopped at three or more. The locations of the other VICs visited are diverse, and are listed in Appendix F.

In addition, respondents were asked if, as a result of their experience at the Chilliwack VIC, they would stop to visit another VIC in British Columbia. A large majority indicated that they would, with 54% of visitors indicating that they were very likely, while another 32% responded they were likely to visit another VIC.

**Perceptions of the Chilliwack Region and British Columbia**

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

Positive images were broadly similar between locations (Figure 15). By far the most commonly mentioned image is of the natural beauty and scenery of the area. However, travelers to the VIC were more likely than travelers at Bridal Falls to be impressed by the attractions and amenities as by the friendliness of the locals. Other frequently mentioned images include the outdoor activities, the weather, the cleanliness of the region, as well as the quiet and peaceful nature of the region, the fresh produce, and the region’s accessibility.

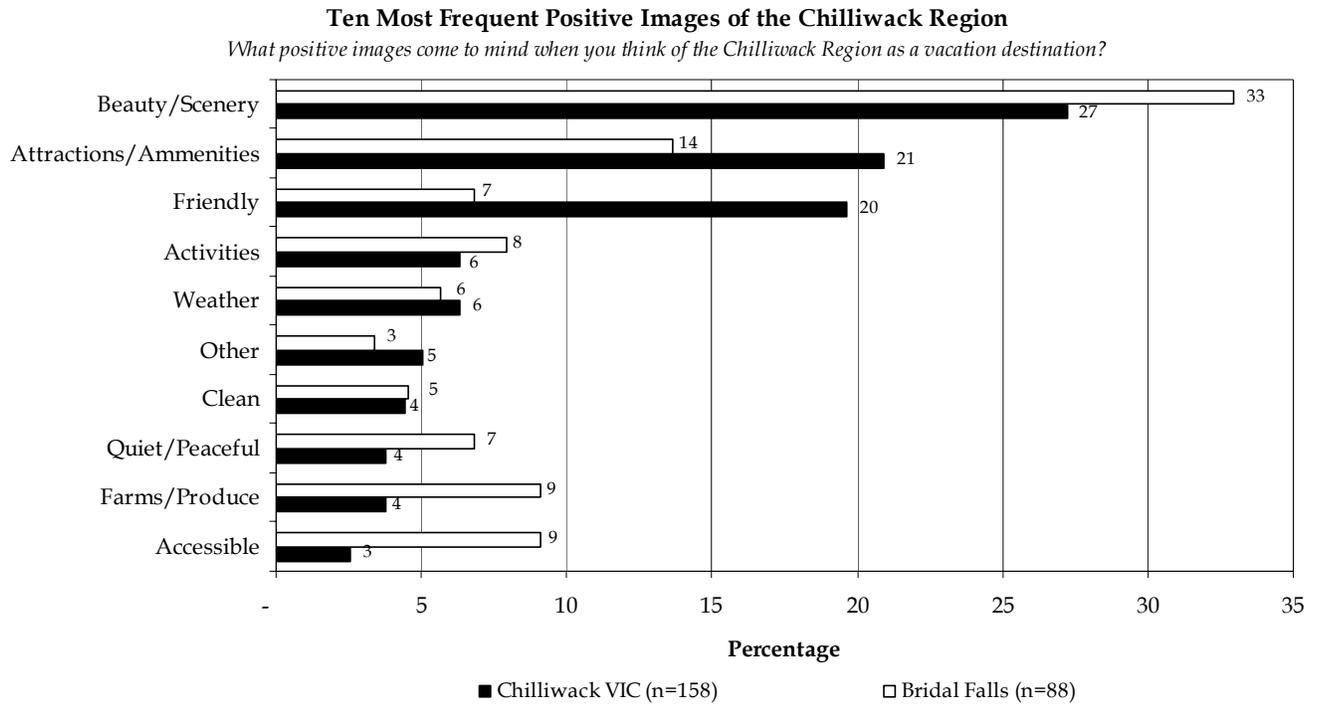


Figure 15. The most frequent positive images respondents had of the Chilliwack Region. At the Chilliwack VIC, 69 respondents replied with 158 images; while at Bridal Falls, 37 travelers replied with 88 images.

There was considerable variation in the negative images of the Chilliwack Region between the two locations (Figure 16). For those interviewed at the Chilliwack VIC, the most commonly mentioned negative image was traffic, accounting for one quarter of all of the responses, followed by complaints about crowding and the area's smell. For visitors at Bridal Falls, an equal number of negative comments were made about the traffic, pollution, and the region having poor accommodation and not enough to do (uneventful).

**Ten Most Frequent Negative Images of the Chilliwack Region**

What negative images come to mind when you think of the Chilliwack Region as a vacation destination?

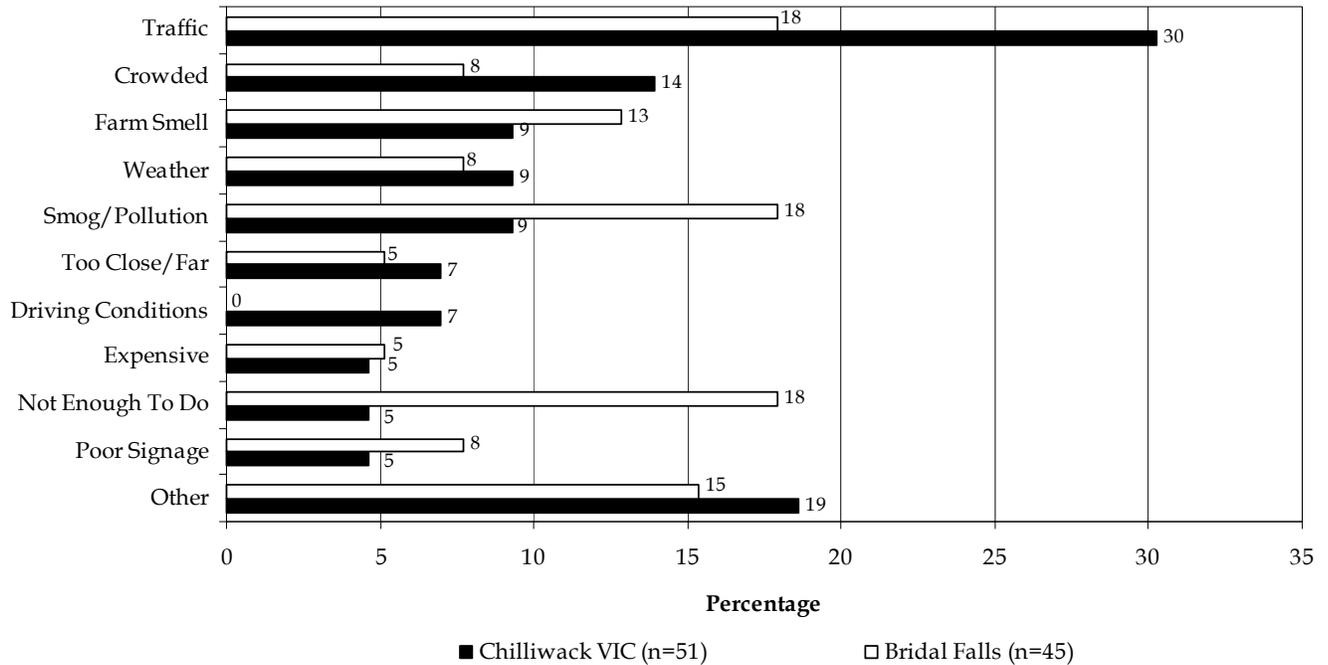


Figure 16. The most frequent negative images respondents had of the Chilliwack region. At the Chilliwack VIC, 31 respondents replied with 51 images, while at Bridal Falls, 35 travelers replied with 45 images.

Mailback respondents were asked to identify up to three unique characteristics of the Chilliwack Region that differentiate it from other regions as a vacation destination (Figure 17). These characteristics can be used to attract other travelers to the area. The responses for both traveler locations were very similar, with the beauty of the area and the natural environment being featured prominently. Other important characteristics were the camping and recreational activities available in the region, as well as the region’s convenient location. Travelers interviewed at Bridal Falls were slightly more likely to mention Bridal Falls/Cultus Lake and other area attractions as unique features (however, this may be due to the fact that respondents were intercepted at Bridal Falls). Both groups also mentioned the farms, the friendliness of local residents, good infrastructure, the peaceful nature of the region, and the climate.

### Ten Most Unique Attributes of the Chilliwack Region

What are the most unique attributes of the Chilliwack Region as a vacation destination?

Unique attributes are those that make the Chilliwack Region different from other vacation destinations

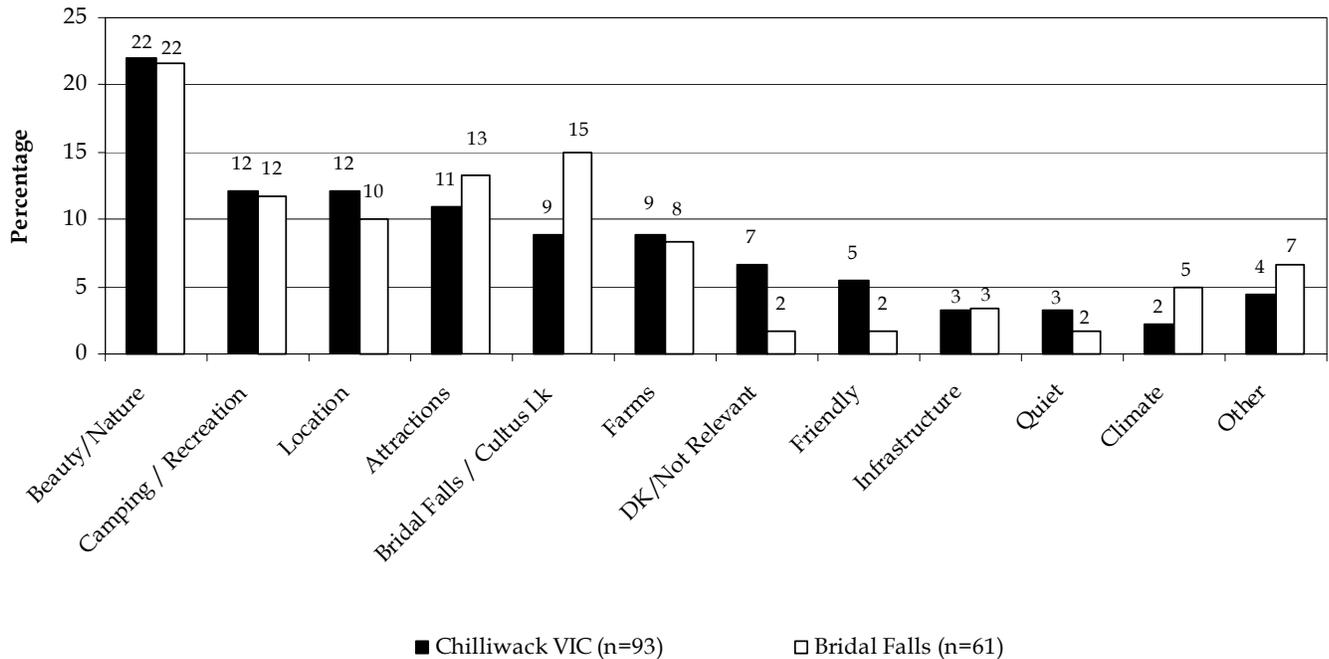


Figure 17. The most frequent unique characteristics respondents had of the Chilliwack Region. At the Chilliwack VIC, 54 respondents replied with 93 images, while at Bridal Falls, 28 travelers replied with 61 images.

In the mailback questionnaire, travelers were asked about their satisfaction with the Chilliwack Region and the Province of British Columbia (Figures 18, 19). The majority of travelers interviewed at both the Chilliwack VIC and Bridal Falls were 'very satisfied' with their trip to the Chilliwack Region (65%, 74%; respectively). A higher proportion of travelers interviewed at the VIC (24%) responded they were 'somewhat satisfied' than at Bridal Falls (13%). A higher proportion of travelers interviewed at both locations were either very or somewhat satisfied with their trip to British Columbia (90% Chilliwack VIC, 91% Bridal Falls) as a whole than their trip to the Chilliwack Region.

Respondents to the mailback survey were also asked if they were likely to return to either the Chilliwack region or to British Columbia (Figures 20, 21). Responses varied between the travelers interviewed at the Chilliwack VIC and those interviewed at Bridal Falls. More travelers interviewed at Bridal Falls indicated they were either 'likely' or 'very likely' to return to the Chilliwack region (83%) and British Columbia (100%) than at Chilliwack VIC (59% and 84%, respectively).

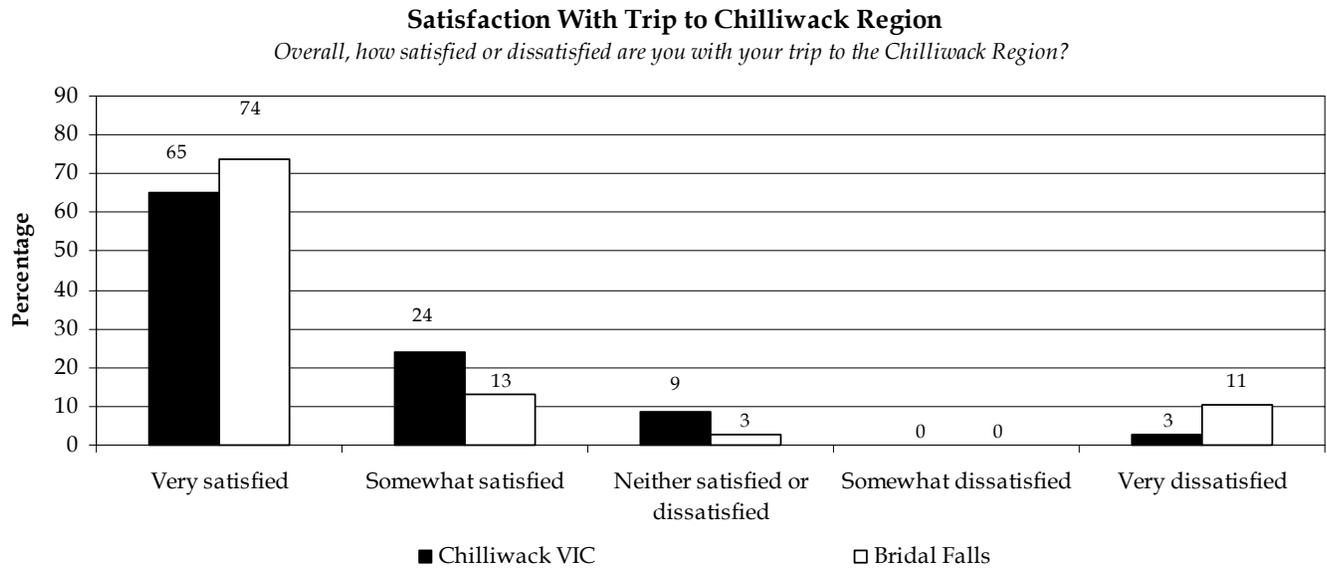


Figure 18. The Chilliwack Region trip satisfaction for travelers at the Chilliwack VIC and at Bridal Falls. Travelers who responded 'Don't Know' were excluded from this analysis.

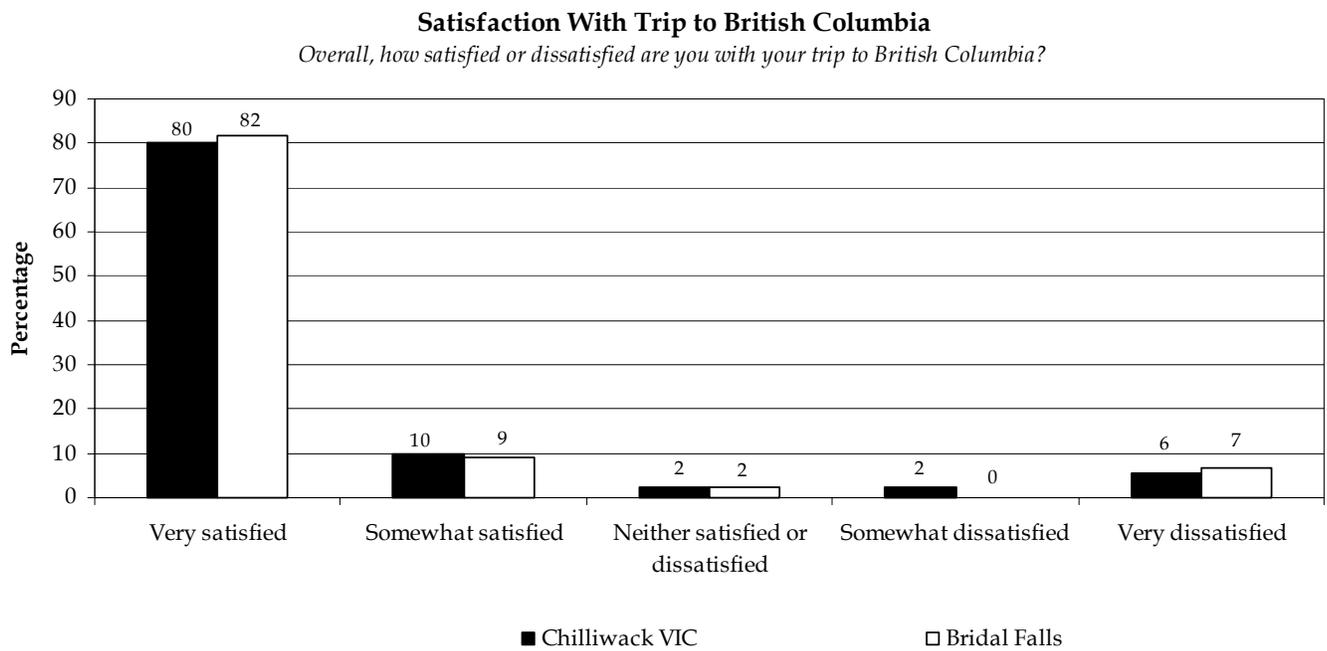


Figure 19. British Columbia trip satisfaction for travelers at the Chilliwack VIC and at Bridal Falls. Travelers who responded 'Don't Know' were excluded from this analysis.

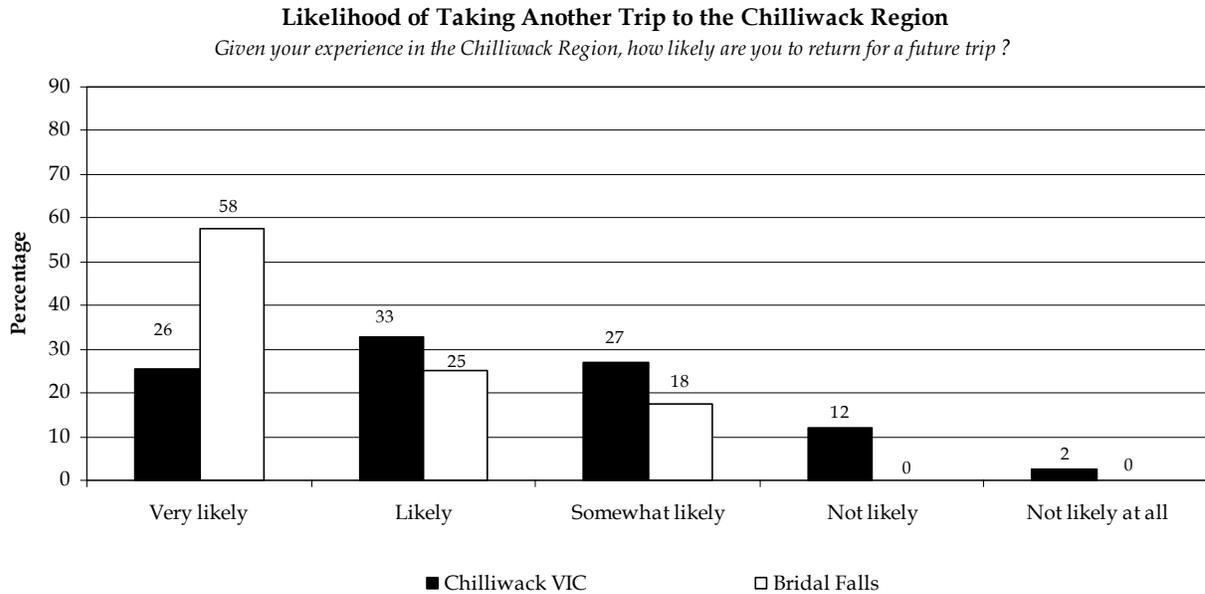


Figure 20. The likelihood of travelers taking another trip to the Chilliwack Region. Travelers who responded ‘Don’t Know’ were excluded from this analysis.



Figure 21. The likelihood of travelers taking another trip within British Columbia. Travelers who responded ‘Don’t Know’ were excluded from this analysis.

**Expenditures**

Travelers were asked, “In Canadian Dollars, what were your travel party’s total expenditures *yesterday*, including accommodations?” Overall, travelers at the Chilliwack VIC spent slightly less (average of \$151.61) than travelers interviewed at Bridal Falls (average of \$163.91; Table 8). However, there was not a statistically significant difference between the two groups. While there were no statistical difference in expenditures by traveler origin at the VIC, on average, Overseas travelers spent slightly more per party per day than travelers from British Columbia, Other Canada or the US. At Bridal Falls, however, US travelers had the highest average daily per party expenditure.

Table 8. The average daily expenditures of travelers at the Chilliwack VIC and Bridal Falls.

\$ CDN Daily Expenditures*	Average Per Party Daily Expenditure	
	Chilliwack VIC (n=160) <sup>1</sup>	Bridal Falls (n=46) <sup>2</sup>
British Columbia	\$162.61	\$101.11
US	\$136.26	\$233.33
Overseas	\$186.18	\$194.00
Other Canada	\$148.48	\$197.06
<b>Total<sup>3</sup></b>	<b>\$151.61</b>	<b>\$163.91</b>

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

1. 19% (40) of travelers began trip on the day of interview or were on the trip as a day trip, and therefore did not have responses, 5% (10) Don't Know/No Response. Business travelers not included in this analysis.
2. 40% (34) of travelers began trip on the day of interview or were on the trip as a day trip, and therefore did not have responses, 5% (4) Don't Know/No Response. Business travelers not included in this analysis.
3. Overall, there is no statistical difference in the mean between the Chilliwack VIC and Bridal Falls, nor is there a statistical difference when comparing expenditure data by origin at either site. There is a statistical difference in the Other Canada data figures depending on the location of the interview.

In the summer of 2004, Chilliwack VIC users spent \$1.1 million in the Chilliwack region and another \$7.1 million while traveling throughout the rest of the province (Table 9). These figures do not represent the economic impact of the VIC but rather the total expenditures of travelers in the Chilliwack region and in the rest of the province while on the trip during which they were interviewed at the Chilliwack VIC.

Table 9. Estimated expenditures of travelers who visited the Chilliwack VIC.

July 1 - August 31, 2004 <sup>1,2</sup>	Chilliwack VIC
Estimated Total VIC parties from July 1 - August 31, 2004	5,201
Average Daily Expenditures	\$152
Estimated Total Expenditures in the Chilliwack Region by VIC Users	\$1,053,862
Estimated Total Expenditures outside of the Chilliwack Region by VIC Users	\$7,067,931
Estimated Total Expenditures in British Columbia by VIC Users	\$8,121,793

1. For details on the methods used to calculate the numbers, please see Appendix D.
2. Does not include residents of the Chilliwack region.

### Impact of the VIC on Traveler Behaviour in British Columbia

Travelers were asked several questions to gauge how the Chilliwack VIC impacted their trip. They were:

1. *While at the centre today, did you learn about any activities, places or attractions that you were not previously aware of?*
2. *What were those activities and when will you participate in them?*
3. *Do you think you will make another trip in British Columbia in the future as a result of the information you obtained at this VIC?*
4. *On this trip, do you feel you will stay an extra night or nights in British Columbia as a result of stopping at the VIC?*

Results from these questions indicated that the Chilliwack VIC had an impact on traveler behaviour. Over a third of travelers (37%) at the Chilliwack VIC indicated that they had learned about new activities as a result of their stopping at the VIC. Nearly half (45%) replied they would make another trip, and 12% replied that they would extend their stay by one or more nights as a result of their stopping at the VIC (Figure 22). Those travelers who indicated they would stay extra time or would make another trip to British Columbia as a direct result of the VIC were used to calculate the economic impact of the Chilliwack VIC.<sup>2</sup>

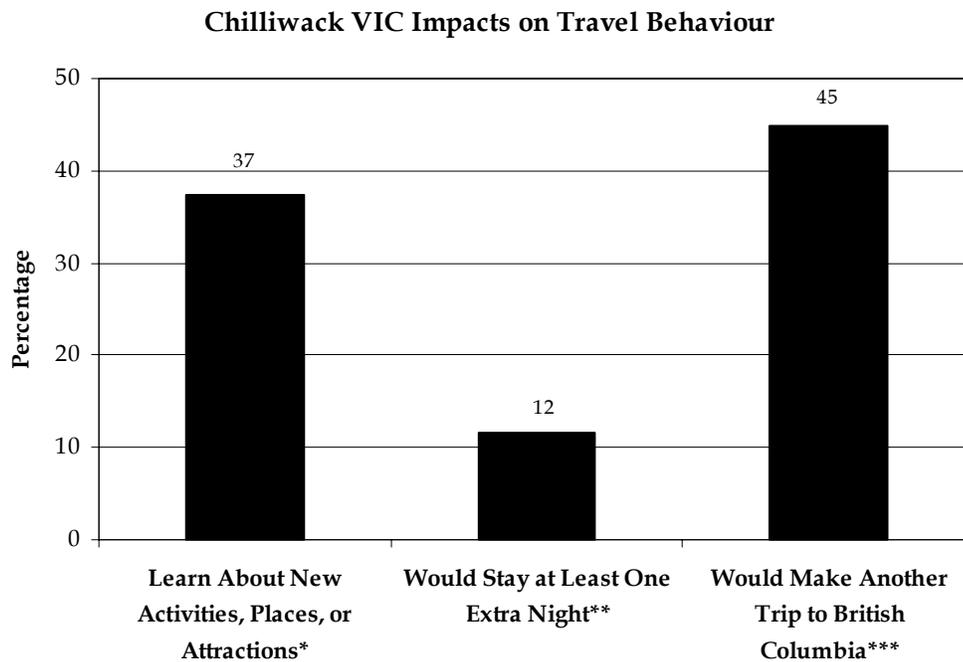


Figure 22. The proportion of travelers (n=214) at the Chilliwack VIC that learned about new activities, places or attractions, stayed at least one extra night or would make another trip to BC as a direct result of the Chilliwack VIC. \* Don't Know/No Response =11 (5.1%); \*\* Don't Know/No Response =34 (15.9%); \*\*\* Don't Know/No Response =27 (12.6%).

A number of trip and traveler characteristics could influence the impact of the VIC on traveler behaviour. Characteristics like traveler origin, speaking with a VIC Counsellor, primary trip purpose, flexibility in

<sup>2</sup> Economic impact estimates can be obtained from the Chilliwack Visitor Info Centre.

activities participated in while in the Chilliwack region, flexibility in the time spent in the Chilliwack region, or the time spent in British Columbia were examined to understand if they influenced the impact the Chilliwack VIC had on traveler behaviour (Table 10). Travelers from the US were more likely to learn about new activities, places or attractions, to stay an extra night, or to make another trip to British Columbia as a result of information obtained. Travelers from Overseas were less likely to stay an extra night or to make a return trip to British Columbia as a result of the information obtained.

Travelers who spoke with a Counsellor were more likely to be influenced by the information they received compared to those that did not speak to a Counsellor. A higher proportion of travelers who spoke with a VIC Counsellor learned about new activities, would stay an extra night, and would take another trip to British Columbia. Similarly, a higher proportion of travelers who came on their trip for leisure purposes learned about new activities, would stay an extra night, and would take another trip to British Columbia than those who came to visit friends and family. Travelers who were inflexible in terms of activities, time in the Chilliwack region and time in British Columbia were least likely to learn about new activities, to spend extra time, or to make another trip as a result of information obtained at the Chilliwack VIC.

Table 10. The impact of the Chilliwack VIC on traveler behaviour by traveler origin, travelers who did and did not speak with a Counsellor, primary trip purpose and flexibility.

	Percentage of Travelers Who:		
	Learned About New Activities, Places or Attractions <sup>2</sup>	Would Stay an Extra Night or Nights <sup>3</sup>	Would Make Another Trip <sup>4</sup>
<b>Origin</b>			
British Columbia	28.3%	7.5%	50.9%
US	48.0%	18.0%	52.0%
Overseas	28.6%	4.8%	38.1%
Other Canada	38.9%	12.2%	38.9%
<b>Spoke With A Counsellor</b>			
Yes	41.1%	13.0%	46.9%
No	4.5%	0.0%	27.3%
<b>Primary Trip Purpose<sup>1</sup></b>			
Leisure	41.8%	15.2%	47.5%
Visiting Friends and Family	25.5%	1.8%	38.2%
<b>Flexibility with Activities</b>			
Inflexible (all activities are planned)	33.3%	6.3%	43.8%
Moderately Flexible (about half of activities are planned)	45.2%	19.4%	48.4%
Very Flexible (less than half of activities are planned)	38.5%	12.3%	45.9%
<b>Time Flexibility in the Chilliwack Region</b>			
Inflexible (you have to depart at a set time)	32.4%	3.9%	41.2%
Moderately Flexible (you can change the time of the day for departure)	42.6%	14.8%	48.1%
Very Flexible (you can change the day of departure)	42.1%	22.8%	49.1%
<b>Time Flexibility in British Columbia</b>			
Inflexible (you have to depart at a set time)	32.1%	3.7%	37.0%
Moderately Flexible (you can change the time of the day for departure)	51.0%	17.6%	56.9%
Very Flexible (you can change the day of departure)	34.1%	15.9%	45.1%

1. Business travelers were not asked these impact questions.

2. Statistically different at the 0.05 level for spoke with a VIC Counsellor and time flexibility in BC.

3. Statistically different at the 0.05 level for origin, primary trip purpose, time flexibility in the Chilliwack region and time flexibility in BC. Sample size issues exist for spoke with a counsellor so statistical significance cannot be judged.

4. Not statistically different at the 0.05 level.

Travelers at the Chilliwack VIC learned about a wide range of new activities (Table 11). A total of 103 new activities were learned about at the VIC, with 70% of travelers indicating that they planned to participate in these activities. Most of the travelers who said that they would participate in new activities planned to do so on their current trip (90%). Of those who were participating in the new activity on their current trip, 20% indicated that they would spend extra time on the trip to complete the activity. Travelers reported learning about festivals and events; Vancouver attractions; outdoor/adventure activities; Minter Gardens; other destinations in British Columbia; routes/attractions along routes; agri-tourism attractions/farms; heritage attractions; Bridal Falls; downtown Chilliwack; golf-related attractions; restaurants; campgrounds/RV parks; Dinotown; natural attractions; ferry routes; Cultus Lake and other lakes in the area; waterslides; BC Parks; and the Chilliwack Heritage Park.

Table 11. The proportion of travelers who learned about each new activity, the proportion that would participate in that new activity, when they would participate in those activities, the proportion that would spend extra time in the Chilliwack region and the average number of hours spent participating in each activity.

Top Eleven New Activities That Travelers Learned About	% Of All New Activities (n=103)	% That Will Participate	Timeline For Participation (Percentage of Total for each)*			% That Will Spend Extra Time	Average Hrs. Spent On Each Activity*
			Sometime on this trip	On a future trip	Unsure		
Festivals and events	14.6%	29.4%	100.0%	0.0%	0.0%	0.0%	N/A
Vancouver attractions	10.7%	81.8%	100.0%	0.0%	0.0%	66.7%	28.1
Outdoor/adventure activities	10.7%	62.5%	80.0%	0.0%	20.0%	0.0%	N/A
Minter Gardens	9.7%	83.3%	90.0%	10.0%	0.0%	22.2%	3.5
Other destinations in BC	5.8%	80.0%	100.0%	0.0%	0.0%	25.0%	N/A
Routes/attractions along routes	5.8%	100.0%	80.0%	20.0%	0.0%	0.0%	N/A
Agri-tourism attractions/farms	5.8%	57.1%	75.0%	25.0%	0.0%	33.3%	2.0
Heritage attractions	4.9%	100.0%	100.0%	0.0%	0.0%	20.0%	1.0
Bridal Falls	3.9%	100.0%	100.0%	0.0%	0.0%	0.0%	N/A
Downtown Chilliwack	3.9%	100.0%	100.0%	0.0%	0.0%	0.0%	N/A
Golf-related attractions	3.9%	100.0%	100.0%	0.0%	0.0%	50.0%	24.0

N/A - Don't Know/No Response

\*Caution is advised when interpreting these results due to small sample sizes.

## Conclusions

1. Travelers who stop at the Chilliwack VIC differ from the typical traveler intercepted at Bridal Falls. Relative to travelers at Bridal Falls, those at the Chilliwack VIC were more likely to be:
  - From the US or from other Canadian Provinces and less likely to be from British Columbia,
  - Part of a smaller travel party when the group includes children,
  - Staying in a resort/hotel/motel/B&B or a campground/RV Park and less likely to be staying with friends and relatives,
  - Touring independently with no particular primary destination,
  - Spending more days away from home on the trip,
  - Spending more days in the Chilliwack region on the trip,
  - Having longer trip planning horizons,
  - Using the Internet and VICs as information sources to plan the trip and less likely to be using no information sources,
  - More flexible in terms of the activities they participate in and the time spent in the Chilliwack region while on the trip,
  - Sightseeing or resting/relaxing as their primary leisure activity, and less likely to be participating in water-based outdoor recreation activities.

Travelers at the Chilliwack VIC were similar to travelers at Bridal Falls in their:

- Age,
  - Education,
  - Income,
  - Primary trip purpose,
  - Mode of transportation,
  - Average overall party size and party size without children,
  - Duration of stay in British Columbia,
  - Flexibility in terms of time spent in British Columbia,
  - Daily expenditures,
  - Awareness and likelihood of booking accommodations at VICs throughout the province.
2. The profile of travelers at the Chilliwack VIC can be applied:
    - To ensure that the current information provided to VIC users reflects the needs of travelers using the VIC. For example, is there enough information at the Chilliwack VIC about local sightseeing?
    - To design a marketing plan to attract travelers who do not currently use the VIC. For example, a plan could be designed to encourage travelers who are in the Chilliwack region visiting friends and family to use the Chilliwack VIC.
  3. The profile of travelers at the Chilliwack VIC and Bridal Falls can be used for business planning and management of new and existing tourism businesses in the Chilliwack region. The data presented provides details on the types of clients new tourism businesses in the Chilliwack region can expect and characteristics, interests and trip flexibility of potential clients who could be attracted through marketing (brochures, etc.) at the Chilliwack VIC.

4. The majority of travelers found that the VIC met (46%) or exceeded (54%) their expectations. The top reasons given for the positive ratings of the Chilliwack VIC included good information, helpful staff and friendly people.
5. The Chilliwack VIC had a positive impact on traveler behaviour. Thirty-seven percent of travelers learned about new activities/places/attractions; 12% reported that they would stay at least one additional night and 45% would make another trip as a direct result of the information they obtained at the Chilliwack VIC. Future research should be conducted to determine what percentage of travelers who said they would return actually do return as a result of the information obtained.
6. Almost all visitors who stopped at the VIC spoke to a Travel Counsellor (90%), with many travelers mentioning that staff were helpful (39%) and friendly (23%). Travelers who spoke to Counsellors were statistically more likely to learn about new activities/places/attractions as compared to those who did not.

## Limitations

1. These results are representative of travelers who stopped at the Chilliwack VIC or Bridal Falls between July 1 and August 31 of 2004. The results do not represent the impact of the Chilliwack VIC for the whole year. Applying these results to the remaining months in the year could over estimate the impact of the VIC because the study was completed during the peak tourism period. In addition, trip and traveler characteristics of visitors at other times of the year could differ from those interviewed during the study period.
2. These results are representative of the impact the Chilliwack VIC had on travelers who did not live in the Chilliwack region. Also, this study did not explore the economic impact of travelers who call or email for information prior to their visit.
3. Some of the statistics contained within this report were produced with small sample sizes; consequently the results should be treated with caution.
4. Results from similar studies at other VICs have differed substantially from those presented here and therefore the results presented here cannot be applied to other Visitor Info Centres.
5. Results presented here do not represent the full range of analysis that can be completed with the data collected. Please contact Krista Morten, Research Services Tourism British Columbia (Krista.Morten@tourismbc.com) for more information on obtaining custom reports using this data. For example, a profile of travelers visiting friends and family versus those that were traveling for leisure could be developed.

## Applications

An estimate of 5,201 parties visited the Chilliwack VIC between July 1 and August 31, 2004. A number of percentages have been produced in the pages of this report that can be applied to the total number of parties.

### Example

If a user of this report wanted to know how many parties at the Chilliwack VIC came in an RV, the following calculation could be done.

**5,201 parties \* 0.172 (percentage of RVers) = 895 non-resident parties with a RV at the Chilliwack VIC between July 1 and August 31, 2004.**

## Appendices

- Appendix A - Interviewer schedule and interviews completed
- Appendix B - Questionnaires
- Appendix C - Response bias testing
- Appendix D - Calculation of total VIC use
- Appendix E - Expenditures by site and accommodation type
- Appendix F - Listing of other VICs visited
- Appendix G - Comments from Chilliwack VIC
- Appendix H - Comments from Bridal Falls
- Appendix I - Characteristics of Organized Tour Group Travelers

**Appendix A – Interview Schedule and Interviews Completed**

Table A1. The day and number of travelers approached, the number who agreed to the interview, the number of residents, number of refusals and the number of tourists interviewed at the Chilliwack VIC and Bridal Falls during the study period.

	Chilliwack VIC					Bridal Falls				
	Number of People Approached	Agree to Interview-YES	Number of Residents	Refusals	Tourists	Number of People Approached	Agree to Interview-YES	Number of Residents	Refusals	Tourists
July 1	36	24	18	12	6					
July 5	29	15	7	14	8					
July 6	38	24	8	14	16					
July 8						43	20	10	23	10
July 9						38	17	2	21	15
July 10						84	37	19	47	18
July 12	44	24	9	20	15					
July 13						12	5	0	7	5
July 17	24	15	3	9	12					
July 18						18	12	6	6	6
July 19	27	17	9	10	8					
July 20						25	12	1	13	11
July 22	31	12	5	19	7					
July 23	21	16	2	5	14					
July 24						24	11	2	13	9
July 27	34	23	7	11	16					
July 28						37	7	2	30	5
July 29	28	18	5	10	13					
July 30	26	19	7	7	12					
July 31	39	16	7	23	9					
Aug 4	33	21	6	12	15					
Aug 5						34	10	5	24	5
Aug 9						43	11	4	32	7
Aug 10	20	16	4	4	12					
Aug 12	38	23	4	15	19					
Aug 13						41	17	6	24	11
Aug 16	32	22	4	10	18					
Aug 17						41	14	6	27	8
Aug 20	18	13	5	5	8					
Aug 21						31	3	3	28	0
Aug 22	16	12	3	4	9					
Aug 24	27	15	6	12	9					
Aug 25						26	4	3	22	1
Aug 28	23	7	6	16	1					
Aug 29						33	10	5	23	5
<b>Total</b>	<b>584</b>	<b>352</b>	<b>125</b>	<b>232</b>	<b>227</b>	<b>530</b>	<b>190</b>	<b>74</b>	<b>340</b>	<b>116</b>

In early July, three of the reference site shifts were conducted at other locations besides Bridal Falls – two shifts were at the Yellow Barn (127 people were approached, 57 agreed to an interview, 28 were tourists) and one shift was at Cultus Lake (18 people approached, 12 agreeing to an interview, 6 were tourists). Data from these sites are included in the reference site total under the heading Bridal Falls since the majority of the interviews were conducted at the Bridal Falls location..

## **Appendix B – Questionnaires**

## **Appendix B – Interview Questions (Chilliwack VIC)**

Good morning / afternoon / evening. My name is \_\_\_\_\_ and I'm conducting a survey on behalf of Tourism BC. We want to ask you about your trip to the Chilliwack region and your experiences in British Columbia. Can I please speak with someone in your party that is knowledgeable about your trip planning and expenditures?

Would you have approximately ten minutes to answer some questions? If you participate, we would like to give you a complimentary gift for your time.

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

Are you a resident of the Chilliwack region? The Chilliwack region includes the city of Chilliwack, Bridal Falls and Cultus Lake.

NO  YES *Thanks for agreeing to participate, in this study we are only interested visitors from outside the Chilliwack region.*

Are you part of an organized tour group?

NO  YES

Where are you from? **Prov.** \_\_\_\_\_ **State** \_\_\_\_\_ **Country (Overseas)** \_\_\_\_\_

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

What is the **primary** purpose of your trip to British Columbia? Is it for Leisure, Visiting Friends and Family or Business?

LEISURE  VISIT FRIENDS & FAMILY  WORK/BUSINESS ACTIVITY  OTHER \_\_\_\_\_  DK/NR

What is your primary destination? \_\_\_\_\_  NONE, TOURING  DK/NR

How did you get to the Chilliwack Visitor Info Centre? Was it by

CAR/TRUCK/MC  RV  BUS  BICYCLE  OTHER \_\_\_\_\_  DK/NR

What day did you leave your residence on this trip? \_\_\_\_/\_\_\_\_ month/day

When did you enter British Columbia? \_\_\_\_/\_\_\_\_ month/day **Do not ask if from B.C.**

What day do you plan to return to your residence? \_\_\_\_/\_\_\_\_ month/day

To confirm, you will be gone for a total of \_\_\_\_ days (**include day left and day returning**)

How many of those days will be spent travelling in British Columbia? \_\_\_\_\_ days

Of those, how much time will be spent in the Chilliwack region? The Chilliwack region includes the city of Chilliwack, Bridal Falls and Cultus Lake.

NONE-JUST PASSING THROUGH *Go to Accommodation* \_\_\_\_\_ HOURS \_\_\_\_\_ DAYS  DK/NR

If WORK/BUSINESS what is the likelihood that you will return for leisure?

NOT LIKELY AT ALL  NOT LIKELY  SOMEWHAT LIKELY  LIKELY  VERY LIKELY  DK/NR

If NOT LIKELY AT ALL or NOT LIKELY why not? \_\_\_\_\_   
DK/NR

If SOMEWHAT LIKELY, LIKELY or VERY LIKELY why? \_\_\_\_\_   
DK/NR

**That completes the interview for business travellers. Thank you for participating!**

IF NOT JUST PASSING THROUGH, What is your primary (most time spent) leisure activity while in the Chilliwack region? \_\_\_\_\_  NONE  DK/NR

What attractions have you or do you plan to visit while you are in the Chilliwack region? **Do not prompt, check all that apply**

- MINTER GARDENS  DINOTOWN  CULTUS LAKE WATER PARK  OTHER \_\_\_\_\_
- CHILLIWACK HERITAGE PARK  GIGGLE RIDGE ADVENTURE GOLF  NONE  OTHER \_\_\_\_\_

On this trip, which of the following best describes your **primary** (most often used) type of accommodation? Is it a  RESORT/HOTEL/MOTEL/B&B  CAMPGROUND/RV  FRIENDS OR RELATIVES  OTHER \_\_\_\_\_

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

\$ \_\_\_\_\_  BEGAN TRIP TODAY  DK/NR

How flexible is your trip regarding the activities you will participate in while in the Chilliwack region? Is it

- INFLEXIBLE  MODERATELY FLEXIBLE (about half of activities are planned)  VERY FLEXIBLE (less than half of activities are planned)  DK/NR

How flexible is your trip regarding the amount of time you will spend in the Chilliwack region? Is it

- INFLEXIBLE (You have to depart at a set time)  MODERATELY FLEXIBLE (You can change the time of the day for departure)  VERY FLEXIBLE (You can change the day of departure)  DK/NR

How flexible is your trip regarding the amount of time you will spend in the BC? Is it

- INFLEXIBLE (You have to depart at a set time)  MODERATELY FLEXIBLE (You can change the time of the day for departure)  VERY FLEXIBLE (You can change the day of departure)  DK/NR

How far in advance did you start planning this trip? Was it

- DURING THE TRIP  DAY OF DEPARTURE  1-6 DAYS  1-2 WEEKS  3-8 WEEKS  9-12 WEEKS  13 WEEKS+  DK/NR

What information sources did you use to plan your trip? **Do not prompt, check all that apply**

- INTERNET  TRAVEL AGENTS, AIRLINES, AUTO ASSOCIATIONS  BROCHURES AND BOOKS  VICs  TOURISM BC 1-800 # OR OTHER  DK/NR
- MEDIA COVERAGE  FRIENDS, RELATIVES, CLUBS AND OTHER ASSOCIATIONS  TOUR OPERATORS/TOURISM SPECIFIC BUSINESSES  ADVERTISING (PRINT/TV)  OTHER \_\_\_\_\_  NONE

Did you obtain travel information from Tourism Chilliwack or the Chilliwack Visitor Info Centre prior to this visit?

- NO *Go to Used VIC Before?*  YES  DK/NR

If YES, did that information influence you to extend your length of stay in the Chilliwack region beyond what you had originally planned?

- NO *Go to Used VIC Before?*  YES  DK/NR

If YES, how long? \_\_\_\_\_ HOURS OR \_\_\_\_\_ NIGHTS  DK/NR

**Now, I'd like to ask you a few questions about your use of the Chilliwack Visitor Info Centre.**

Have you used this Visitor Info Centre before?

- NO       YES       DK/NR

What was your reason for stopping at the Info Centre today? **Do not prompt-check all that apply**

- |   |  |
|---|--|
| <input type="checkbox"/> TO OBTAIN A MAP                              | <input type="checkbox"/> TO PURCHASE A BC PARKS PARKING PASS                       |
| <input type="checkbox"/> TO OBTAIN ROUTE INFORMATION                  | <input type="checkbox"/> TO USE THE CENTRE'S WASHROOM FACILITIES                   |
| <input type="checkbox"/> TO OBTAIN ATTRACTION INFO                    | <input type="checkbox"/> TO TAKE A BREAK FROM TRAVELING AND GET OUT OF OUR VEHICLE |
| <input type="checkbox"/> TO OBTAIN ACCOMMODATION INFO (NOT CAMPING)   | <input type="checkbox"/> TO OBTAIN REFRESHMENTS                                    |
| <input type="checkbox"/> TO OBTAIN CAMPING INFO                       | <input type="checkbox"/> OTHER _____   |
| <input type="checkbox"/> TO OBTAIN ADVENTURE RECREATION ACTIVITY INFO | <input type="checkbox"/> OTHER _____   |
| <input type="checkbox"/> TO OBTAIN EVENT INFORMATION                  |  |

While visiting today, what type of information did you obtain? **Do not prompt-check all that apply**

- |   |  |
|---|--|
| <input type="checkbox"/> NOTHING  | <input type="checkbox"/> EVENT INFORMATION     |
| <input type="checkbox"/> MAP  | <input type="checkbox"/> BC PARKS PARKING PASS |
| <input type="checkbox"/> ROUTE INFORMATION                                | <input type="checkbox"/> DK/NR                 |
| <input type="checkbox"/> ATTRACTION INFORMATION                           | <input type="checkbox"/> OTHER _____           |
| <input type="checkbox"/> ACCOMMODATION (EXCLUDING CAMPGROUND) INFORMATION | <input type="checkbox"/> OTHER _____           |
| <input type="checkbox"/> CAMPGROUND INFORMATION                           | <input type="checkbox"/> OTHER _____           |
| <input type="checkbox"/> ADVENTURE RECREATION ACTIVITY INFORMATION        |  |

While visiting today, did you speak with a Visitor Information Counsellor?

- NO       YES       DK/NR

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

- NO *Go to Extend in BC*       YES       DK/NR

IF YES, what were those activities, places or attractions?	Will you participate in them?	IF YES, will it be sometime on this trip or on a future trip?	IF SOMETIME ON THIS TRIP, will you stay extra time to complete this activity?	If YES, how many additional hours?
1. _____	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DK/NR	<input type="checkbox"/> SOMETIME ON THIS TRIP <input type="checkbox"/> ON A FUTURE TRIP <input type="checkbox"/> UNSURE <input type="checkbox"/> DK/NR	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DK/NR	_____hr
2. _____	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DK/NR	<input type="checkbox"/> SOMETIME ON THIS TRIP <input type="checkbox"/> ON A FUTURE TRIP <input type="checkbox"/> UNSURE <input type="checkbox"/> DK/NR	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DK/NR	_____hr
3. _____	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DK/NR	<input type="checkbox"/> SOMETIME ON THIS TRIP <input type="checkbox"/> ON A FUTURE TRIP <input type="checkbox"/> UNSURE <input type="checkbox"/> DK/NR	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DK/NR	_____hr

Overall, will you extend this trip in British Columbia by staying an extra night or nights as a result of the information obtained at the Chilliwack Visitor Info Centre?

- NO       YES If yes, how many nights \_\_\_\_\_  DK/NR

Will you make another trip in British Columbia in the future as a result of the information you obtained at the Chilliwack Visitor Info Centre?

- NO       YES       DK/NR

Overall, how well did the Chilliwack Visitor Info Centre live up to your original expectations? Did it EXCEED, MEET OR FALL SHORT of your expectations?

- FELL SHORT       MET       EXCEEDED       DK/NR

How did the VIC exceed, meet, or fall short of your expectations? **Do not prompt, check all that apply**

**POSITIVE**

- HELPFUL STAFF
- GOOD INFORMATION
- FRIENDLY PEOPLE
- GOOD ACCESS
- NICE BUILDING/AREA
- CLEAN
- OTHER \_\_\_\_\_
- OTHER \_\_\_\_\_

**NEGATIVE**

- POOR SIGNAGE
- POOR WASHROOMS
- POOR PARKING
- IMPROVE OUTSIDE AREA
- OTHER \_\_\_\_\_
- OTHER \_\_\_\_\_
- DK/NR

Were there any other products and/or services that were not currently available at the Chilliwack Visitor Info Centre that you would have like to have found?

- NO       YES       DK/NR

If YES, what were they? \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

Are you aware that you can book accommodation at some Info Centres throughout British Columbia?

- NO       YES       DK/NR

In the future, how likely are you to book your accommodation at a Visitor Info Centre?

- NOT LIKELY AT ALL     NOT LIKELY     SOMEWHAT LIKELY     LIKELY     VERY LIKELY     DK/NR

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

Including yourself, how many people are in your travel party today? How many are children under 18 and how many are adults?

\_\_\_\_\_ Adult(s)      \_\_\_\_\_ Child(ren) (under 18)      = \_\_\_\_\_ Total

IF FROM CANADA OR US, what is your postal/zip code? \_\_\_\_\_

In which of the following age category are you?

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

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

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

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

- A. LESS THAN \$25,000                               D. \$65,000 to \$99,999  
 B. \$25,000 to \$44,999                               E. \$100,000 PLUS  
 C. \$45,000 to \$64,999                               F. DK/NR

Gender of respondent **Record, do not ask**

- MALE                       FEMALE

As a follow-up to this interview, we would like to contact you after your trip to inquire how the Visitor Info Centre influenced the rest of your trip in British Columbia. Participation would involve completing one short questionnaire that will be mailed to you. In exchange, we are pleased to offer you one free edition of British Columbia Magazine and a chance to win a digital camera. All contact information will be kept confidential and only used for this study. Would you like to participate?

- NO                       YES

If YES, can I get your name and mailing address?

Name:
Mailing Address:
City:
Province/State (if from overseas or skipped above):
Country (if skipped above):
Postal/Zip Code (if from overseas or skipped above):

**Thank you for participating!**

## **Appendix B – Interview Questions (Reference Site-Bridal Falls)**

Good morning / afternoon / evening. My name is \_\_\_\_\_ and I'm conducting a survey on behalf of Tourism BC. We want to ask you about your trip to the Chilliwack region and your experiences in British Columbia. Can I please speak with someone in your party that is knowledgeable about your trip planning and expenditures?

Would you have approximately ten minutes to answer some questions? If you participate, we would like to give you a complimentary gift for your time.

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

Are you a resident of the Chilliwack region? The Chilliwack region includes the city of Chilliwack, Bridal Falls and Cultus Lake.

NO  YES *Thanks for agreeing to participate, in this study we are only interested visitors from outside the Chilliwack region.*

Are you part of an organized tour group?

NO  YES

Where are you from? Prov. \_\_\_\_\_ State \_\_\_\_\_ Country (Overseas) \_\_\_\_\_

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

What is the **primary** purpose of your trip to British Columbia? Is it for Leisure, Visiting Friends and Family or Business?

LEISURE  VISIT FRIENDS & FAMILY  WORK/BUSINESS ACTIVITY  OTHER \_\_\_\_\_  DK/NR

What is your primary destination? \_\_\_\_\_  NONE, TOURING  DK/NR

How did you get here? Was it by

CAR/TRUCK/MC  RV  BUS  BICYCLE  OTHER \_\_\_\_\_  DK/NR

What day did you leave your residence on this trip? \_\_\_\_/\_\_\_\_ month/day

When did you enter British Columbia? \_\_\_\_/\_\_\_\_ month/day **Do not ask if from B.C.**

What day do you plan to return to your residence? \_\_\_\_/\_\_\_\_ month/day

To confirm, you will be gone for a total of \_\_\_\_ days (**include day left and day returning**)

How many of those days will be spent travelling in British Columbia? \_\_\_\_\_ days

Of those, how much time will be spent in the Chilliwack region? The Chilliwack region includes the city of Chilliwack, Bridal Falls and Cultus Lake.

NONE-JUST PASSING THROUGH *Go to Accommodation* \_\_\_\_\_ HOURS \_\_\_\_\_ DAYS  DK/NR

If WORK/BUSINESS what is the likelihood that you will return for leisure?

NOT LIKELY AT ALL  NOT LIKELY  SOMEWHAT LIKELY  LIKELY  VERY LIKELY  DK/NR

If NOT LIKELY AT ALL or NOT LIKELY why not? \_\_\_\_\_   
DK/NR

If SOMEWHAT LIKELY, LIKELY or VERY LIKELY why? \_\_\_\_\_   
DK/NR

**That completes the interview for business travellers. Thank you for participating!**

IF NOT JUST PASSING THROUGH, What is your primary (most time spent) leisure activity while in the Chilliwack region? \_\_\_\_\_  NONE  DK/NR

What attractions have you or do you plan to visit while you are in the Chilliwack region? **Do not prompt, check all that apply**

- MINTER GARDENS       DINOTOWN       CULTUS LAKE WATER PARK       OTHER \_\_\_\_\_  
 CHILLIWACK HERITAGE PARK       GIGGLE RIDGE ADVENTURE GOLF       NONE       OTHER \_\_\_\_\_

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

- RESORT/HOTEL/MOTEL/B&B       CAMPGROUND/RV       FRIENDS OR RELATIVES       OTHER \_\_\_\_\_

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

- \$ \_\_\_\_\_       BEGAN TRIP TODAY       DK/NR

How flexible is your trip regarding the activities you will participate in while in the Chilliwack region? Is it

- INFLEXIBLE (all activities are planned)       MODERATELY FLEXIBLE (about half of activities are planned)       VERY FLEXIBLE (less than half of activities are planned)       DK/NR

How flexible is your trip regarding the amount of time you will spend in the Chilliwack region? Is it

- INFLEXIBLE (You have to depart at a set time)       MODERATELY FLEXIBLE (You can change the time of the day for departure)       VERY FLEXIBLE (You can change the day of departure)       DK/NR

How flexible is your trip regarding the amount of time you will spend in the BC? Is it

- INFLEXIBLE (You have to depart at a set time)       MODERATELY FLEXIBLE (You can change the time of the day for departure)       VERY FLEXIBLE (You can change the day of departure)       DK/NR

How far in advance did you start planning this trip? Was it

- DURING THE TRIP       DAY OF DEPARTURE       1-6 DAYS       1-2 WEEKS       3-8 WEEKS       9-12 WEEKS       13 WEEKS+       DK/NR

What information sources did you use to plan your trip? **Do not prompt, check all that apply**

- INTERNET       TRAVEL AGENTS, AIRLINES, AUTO ASSOCIATIONS       BROCHURES AND BOOKS       VICs       TOURISM BC 1-800 # OR OTHER       DK/NR  
 MEDIA COVERAGE       FRIENDS, RELATIVES, CLUBS AND OTHER ASSOCIATIONS       TOUR OPERATORS/TOURISM SPECIFIC BUSINESSES       ADVERTISING (PRINT/TV)       OTHER \_\_\_\_\_       NONE

Did you obtain travel information from Tourism Chilliwack or the Chilliwack Visitor Info Centre prior to this visit?

- NO *Go to VIC Stop?*       YES       DK/NR

If YES, did that information influence you to extend your length of stay in the Chilliwack region beyond what you had originally planned?

- NO *Go to VIC Stop?*       YES       DK/NR

If YES, how long? \_\_\_\_\_ HOURS OR \_\_\_\_\_ NIGHTS       DK/NR

On this trip, have you stopped or do you plan to stop at the Chilliwack Visitor Info Centre?

- NO       YES       DK/NR

Are you aware that you can book accommodation at some Info Centres throughout British Columbia?

- NO       YES       DK/NR

In the future, how likely are you to book your accommodation at a Visitor Info Centre?

- NOT LIKELY AT ALL       NOT LIKELY       SOMEWHAT LIKELY       LIKELY       VERY LIKELY       DK/NR

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

Including yourself, how many people are in your travel party today? How many are children under 18 and how many are adults?

\_\_\_\_\_ Adult(s)                      \_\_\_\_\_ Child(ren) (under 18)                      = \_\_\_\_\_ Total

IF FROM CANADA OR US, what is your postal/zip code? \_\_\_\_\_

In which of the following age category are you?

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

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

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

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

- A. LESS THAN \$25,000
- B. \$25,000 to \$44,999
- C. \$45,000 to \$64,999
- D. \$65,000 to \$99,999
- E. \$100,000 PLUS
- F. DK/NR

Gender of respondent **Record, do not ask**

- MALE
- FEMALE

As a follow-up to this interview, we would like to contact you after your trip to inquire about the rest of your trip in British Columbia. Participation would involve completing one short questionnaire that will be mailed to you. In exchange, we are pleased to offer you one free edition of British Columbia Magazine and a chance to win a digital camera. All contact information will be kept confidential and only used for this study. Would you like to participate?

- NO
- YES

If YES, can I get your name and mailing address?

Name:
Mailing Address:
City:
Province/State <i>(if from overseas or skipped above)</i> :
Country <i>(if skipped above)</i> :
Postal/Zip Code <i>(if from overseas or skipped above)</i> :

**Thank you for participating!**

## **Appendix B – Mailback Questionnaire (Chilliwack VIC)**

# ***The Chilliwack Visitor Info Centre Did it change your trip?***



Please return your completed questionnaire in the enclosed envelope to:

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



**Section 1 – This first section asks questions about characteristics of your trip within British Columbia.** Please answer all of the following questions in regard to the trip that we encountered you on at the Chilliwack Visitor Info Centre.

1. How many days did you spend away from home on the trip that we encountered you on? *Fill in the most appropriate response.*

\_\_\_\_\_ DAY(S) AWAY FROM HOME

2. How many of those days were spent in British Columbia? If you are from British Columbia and you spent your whole vacation within the Province, this reply should equal your reply to question 1. *Fill in the most appropriate response.*

\_\_\_\_\_ DAY(S) IN BRITISH COLUMBIA

3. How many of those days were spent in the Chilliwack region? The Chilliwack region includes the city of Chilliwack, Bridal Falls and Cultus Lake. *Fill in the most appropriate response.*

\_\_\_\_\_ DAY(S) IN THE CHILLIWACK REGION

4. What was the primary purpose of your trip in British Columbia? *Circle the most appropriate response.*

- A. LEISURE
- B. VISIT FRIENDS AND FAMILY
- C. WORK OR BUSINESS ACTIVITY
- D. OTHER *Specify:* \_\_\_\_\_

5. Was your primary destination within the Chilliwack region? *Circle the most appropriate response.*

- A. YES → What was your primary destination within the Chilliwack region?  
\_\_\_\_\_
- B. NO → What was your primary destination?  
\_\_\_\_\_
- C. DON'T KNOW

6. Was this your first trip to the Chilliwack region? *Circle the most appropriate response.*

- A. YES
- B. NO → How many trips have you made in the last 5 years?  
*Specify:* \_\_\_\_\_ trips
- C. DON'T KNOW

7. Which of the following best describes your **primary** (most often used) type of accommodation while in British Columbia? *Circle the most appropriate response.*

- A. RESORT / HOTEL / MOTEL / BED AND BREAKFAST
- B. CAMPGROUND / RV PARK
- C. FRIENDS OR RELATIVES
- D. OTHER *Specify:* \_\_\_\_\_

8. We encountered you at the Chilliwack Visitor Info Centre, on that trip did you visit any other Visitor Info Centres in British Columbia? *Circle the most appropriate response.*

- A. YES → Where? *Specify:* \_\_\_\_\_
- B. NO \_\_\_\_\_
- C. DON'T KNOW \_\_\_\_\_

**Section 2 – This section asks questions about the impact of the Chilliwack Info Centre on your trip.**

9. Overall, did you extend your trip within British Columbia by staying an extra night or nights as a result of the information obtained at the Chilliwack Visitor Info Centre? *Circle the most appropriate response.*

- A. YES → How many additional nights did you spend? *Specify:* \_\_\_\_\_ nights
- B. NO
- C. DON'T KNOW

10a. We want to know about any new activities, attractions, events or destinations that you learned about at the Chilliwack Visitor Info Centre. On the trip where we interviewed you, did you participate in any additional activities, attractions, events or destinations as a result of the information you received at the Chilliwack Visitor Info Centre? *Circle the most appropriate response.*

- A. YES → Go to Q10b and then 10c
- B. NO → Go to Q11
- C. DON'T KNOW → Go to Q11

10b. What were those additional attractions, events or destinations that you learned about at the Chilliwack Visitor Info Centre? *List up to three (3) activities.*

- Activity 1 \_\_\_\_\_
- Activity 2 \_\_\_\_\_
- Activity 3 \_\_\_\_\_

10c. For each activity listed above please complete the questions in the table below. Please complete the table below, referring to these three activities.

Activity	Did you <b>lengthen your stay</b> to participate in this activity? <i>Circle YES or NO</i>	If YES, how much <b>additional time</b> did you take for this activity? <i>Fill in the appropriate amount of time in hours or days.</i>
1	A. NO → Go to Activity 2 B. YES → _____	_____ HOURS OR ____ DAYS
2	A. NO → Go to Activity 3 B. YES → _____	_____ HOURS OR ____ DAYS
3	A. NO → Go to Q11 B. YES → _____	_____ HOURS OR ____ DAYS



**Section 3 – This section asks questions about your daily expenditures while in British Columbia.**

16. On the trip you visited the Chilliwack Visitor Info Centre, what do you estimate was your travel party's average **DAILY** expenditure while in British Columbia? *Fill in the appropriate amount in Canadian dollars.*

\$ \_\_\_\_\_ CANADIAN DOLLARS

17. Approximately what percentage of your average daily expenditure (24 hr. period) in British Columbia was attributable to each of the following categories: *Fill in the appropriate proportion.*

- \_\_\_\_\_ % ACCOMMODATION
- \_\_\_\_\_ % TRANSPORTATION
- \_\_\_\_\_ % FOOD AND BEVERAGE
- \_\_\_\_\_ % SHOPPING
- \_\_\_\_\_ % ATTRACTIONS
- \_\_\_\_\_ % OUTDOOR RECREATION
- \_\_\_\_\_ % OTHER ENTERTAINMENT
- \_\_\_\_\_ % OTHER *Specify:* \_\_\_\_\_

**= 100%**

**Section 4 – This section asks questions about the Chilliwack region as a vacation destination.**

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

**Positive**

**Negative**

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

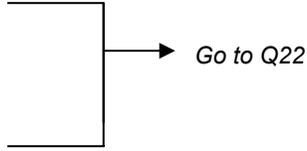
19. What are the unique characteristics of the **Chilliwack region** as a vacation destination? Unique characteristics are those that make the Chilliwack region different from other destinations. *Please fill in up to three unique characteristics.*

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

20. Overall, how satisfied or dissatisfied were you with your trip to the **Chilliwack region**? *Circle the appropriate response.*

- A. VERY DISSATISFIED
- B. SOMEWHAT DISSATISFIED
- C. NEITHER SATISFIED OR DISSATISFIED
- D. SOMEWHAT SATISFIED
- E. VERY SATISFIED
- F. DON'T KNOW

21. Given your experience in the **Chilliwack region**, how likely are you to return for a future leisure trip? *Circle the appropriate response.*

- A. NOT LIKELY AT ALL → Go to Q23
  - B. NOT LIKELY
  - C. SOMEWHAT LIKELY
  - D. LIKELY
  - E. VERY LIKELY
  - F. DON'T KNOW
- 

22. On your next trip to the Chilliwack region, would an organized tour package be of interest to you? *Circle the appropriate response.*

- A. YES
- B. NO
- C. DON'T KNOW

**Section 5 – This section asks questions about British Columbia as a vacation destination.**

23. Overall, how satisfied or dissatisfied were you with your trip in **British Columbia**? *Circle the appropriate response.*

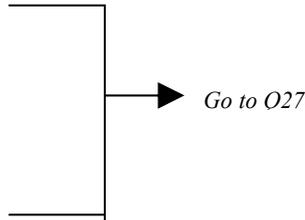
- A. VERY DISSATISFIED
- B. SOMEWHAT DISSATISFIED
- C. NEITHER SATISFIED OR DISSATISFIED
- D. SOMEWHAT SATISFIED
- E. VERY SATISFIED
- F. DON'T KNOW

24. Are you a resident of British Columbia? *Circle the most appropriate response.*

- A. YES → Go to Q26
- B. NO → Go to Q25

25. Given your experience in **British Columbia**, how likely are you to return for a future vacation?  
*Circle the appropriate response.*

- A. NOT LIKELY AT ALL
- B. NOT LIKELY
- C. SOMEWHAT LIKELY
- D. LIKELY
- E. VERY LIKELY
- F. DON'T KNOW



26. Given your experience traveling in **British Columbia**, how likely are you to decide to take another vacation within British Columbia? *Circle the appropriate response.*

- A. NOT LIKELY AT ALL
- B. NOT LIKELY
- C. SOMEWHAT LIKELY
- D. LIKELY
- E. VERY LIKELY
- F. DON'T KNOW

27. Who was in your travel party when you stopped at the Chilliwack Visitor Info Centre? Please indicate their relationship to you, age and gender. Please start with yourself. *Fill in the appropriate response.*

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

28. Are you willing to participate in future research about your travel patterns and/or preferences in British Columbia? Participation could involve answering questionnaires similar to this one.  
*Circle the appropriate response.*

- A. YES
- B. NO
- C. DON'T KNOW

29. Is there anything else you would like to tell us about your experience at the Chilliwack Visitor Info Centre? Any comments you have will help improve service at all Visitor Info Centres.



**Thank you for your help.**

**For your chance to win a digital camera,  
please return your completed questionnaire in the enclosed envelope to**

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

## **Appendix B - Mailback Questionnaire (Reference Site-Bridal Falls)**

# ***Your trip in British Columbia What was your experience?***



Please return your completed questionnaire in the enclosed envelope to:

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

**Section 1 – This first section asks questions about characteristics of your trip within British Columbia.** Please answer all of the following questions in regard to the trip that we encountered you on at Bridal Falls, the Yellow Barn or Cultus Lake.

1. How many days did you spend away from home on the trip that we encountered you on? Fill in the most appropriate response.

\_\_\_\_\_ DAY(S) AWAY FROM HOME

2. How many of those days were spent in British Columbia? If you are from British Columbia and you spent your whole vacation within the Province, this reply should equal your reply to question 1. Fill in the most appropriate response.

\_\_\_\_\_ DAY(S) IN BRITISH COLUMBIA

3. How many of those days were spent in the Chilliwack region? The Chilliwack region includes the city of Chilliwack, Bridal Falls and Cultus Lake. Fill in the most appropriate response.

\_\_\_\_\_ DAY(S) IN THE CHILLIWACK REGION

4. What was the primary purpose of your trip in British Columbia? Circle the most appropriate response.

- A. LEISURE
- B. VISIT FRIENDS AND FAMILY
- C. WORK OR BUSINESS ACTIVITY
- D. OTHER Specify: \_\_\_\_\_

5. Was your primary destination within the Chilliwack region? Circle the most appropriate response.

- A. YES → What was your primary destination within the Chilliwack region?  
\_\_\_\_\_
- B. NO → What was your primary destination?  
\_\_\_\_\_
- C. DON'T KNOW

6. Was this your first trip to the Chilliwack region? Circle the most appropriate response.

- A. YES
- B. NO → How many trips have you made in the last 5 years?  
Specify: \_\_\_\_\_ trips
- C. DON'T KNOW

7. Which of the following best describes your **primary** (most often used) type of accommodation while in British Columbia? *Circle the appropriate response.*

- A. RESORT / HOTEL / MOTEL / BED AND BREAKFAST
- B. CAMPGROUND/RV PARK
- C. FRIENDS OR RELATIVES
- D. OTHER *Specify:* \_\_\_\_\_

**Section 2 – This section asks questions about your daily expenditure while in British Columbia.**

8. On the trip you encountered our Researcher at Bridal Falls, the Yellow Barn or Cultus Lake, what do you estimate was your travel party's average **DAILY** expenditure while in British Columbia? *Fill in the appropriate amount in Canadian dollars.*

\$ \_\_\_\_\_ CANADIAN DOLLARS

9. Approximately what percentage of your average daily expenditure (24 hr. period) in British Columbia was attributable to each of the following categories: *Fill in the appropriate proportion.*

- \_\_\_\_\_ % ACCOMMODATION
  - \_\_\_\_\_ % TRANSPORTATION
  - \_\_\_\_\_ % FOOD AND BEVERAGE
  - \_\_\_\_\_ % SHOPPING
  - \_\_\_\_\_ % ATTRACTIONS
  - \_\_\_\_\_ % OUTDOOR RECREATION
  - \_\_\_\_\_ % OTHER ENTERTAINMENT
  - \_\_\_\_\_ % OTHER *Specify:* \_\_\_\_\_
- = 100%**

**Section 3 – This section asks questions about the use of Visitor Info Centres while in British Columbia.**

10. Did you visit the Chilliwack Visitor Info Centre? *Circle the most appropriate response.*

- A. YES → *Go to Q11*
- B. NO → *Go to Q13*
- C. DON'T KNOW → *Go to Q13*

11. How useful was the information that you received at the Chilliwack Visitor Info Centre? *Circle the most appropriate response.*

- A. NOT USEFUL AT ALL
- B. NOT USEFUL
- C. SOMEWHAT USEFUL
- D. USEFUL
- E. VERY USEFUL
- F. DID NOT RECEIVE ANY INFORMATION
- G. DON'T KNOW

12. Overall, how well did that Visitor Info Centre live up to your original expectations? *Circle the most appropriate response.*

- A. FELL SHORT
  - B. MET
  - C. EXCEEDED
  - D. DON'T KNOW
- Go to Q14

13. Why didn't you visit the Chilliwack Visitor Info Centre? *Please fill in the appropriate response.*

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14. Did you visit any other Visitor Info Centres in British Columbia? *Circle the most appropriate response.*

- A. YES → Where? *Specify:* 1. \_\_\_\_\_
- B. NO 2. \_\_\_\_\_
- C. DON'T KNOW 3. \_\_\_\_\_

**Section 4 – This section asks questions about the Chilliwack region as a vacation destination.**

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

Positive	Negative
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

16. What are the unique characteristics of the **Chilliwack region** as a vacation destination?

Unique characteristics are those that make the Chilliwack region different from other destinations. *Please fill in up to three unique characteristics.*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

17. Overall, how satisfied or dissatisfied were you with your trip to the **Chilliwack region**? *Circle the appropriate response.*

- A. VERY DISSATISFIED
- B. SOMEWHAT DISSATISFIED
- C. NEITHER SATISFIED OR DISSATISFIED
- D. SOMEWHAT SATISFIED
- E. VERY SATISFIED
- F. DON'T KNOW

18. Given your experience in the **Chilliwack region**, how likely are you to return for a future leisure trip? *Circle the appropriate response.*

- A. NOT LIKELY AT ALL
- B. NOT LIKELY
- C. SOMEWHAT LIKELY
- D. LIKELY
- E. VERY LIKELY
- F. DON'T KNOW

**Section 5 – This section asks questions about British Columbia as a vacation destination.**

19. Overall, how satisfied or dissatisfied were you with your trip in **British Columbia**? *Circle the appropriate response.*

- A. VERY DISSATISFIED
- B. SOMEWHAT DISSATISFIED
- C. NEITHER SATISFIED OR DISSATISFIED
- D. SOMEWHAT SATISFIED
- E. VERY SATISFIED
- F. DON'T KNOW

20. Are you a resident of British Columbia? *Circle the most appropriate response.*

- A. YES → Go to Q22
- B. NO → Go to Q21

21. Given your experience in **British Columbia**, how likely are you to return for a future vacation? *Circle the appropriate response.*

- A. NOT LIKELY AT ALL
  - B. NOT LIKELY
  - C. SOMEWHAT LIKELY
  - D. LIKELY
  - E. VERY LIKELY
  - F. DON'T KNOW
- Go to Q23

22. Given your experience traveling in **British Columbia**, how likely are you to decide to take another vacation within British Columbia? *Circle the appropriate response.*

- A. NOT LIKELY AT ALL
- B. NOT LIKELY
- C. SOMEWHAT LIKELY
- D. LIKELY
- E. VERY LIKELY
- F. DON'T KNOW

23. Who was in your travel party when you encountered our Researcher at Bridal Falls, the Yellow Barn or Cultus Lake? Please indicate their relationship to you, age and gender. Please start with yourself. *Fill in the appropriate response.*

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

24. Are you willing to participate in future research about your travel patterns and/or preferences in British Columbia? Participation could involve answering questionnaires similar to this one. *Circle the appropriate response.*

- A. YES
- B. NO
- C. DON'T KNOW

25. Is there anything else you would like to tell us about your experience in the Chilliwack region?  
Any comments you have will help improve British Columbia as a tourist destination.



**Thank you for your help.**

**For your chance to win a digital camera,  
please return your completed questionnaire in the enclosed envelope to**

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

## **Appendix C - Response Bias Testing**

## **Response Bias Testing**

### **Methods**

The study design produced four sets of data that are available for analysis - the interview and mailback questionnaires at each location (interview Chilliwack VIC, interview Bridal Falls, mailback Chilliwack VIC and mailback Bridal Falls). At both locations, the respondents and the responses could vary between the interview and mailback questionnaires. The respondents could differ because travelers could drop out of the study by not agreeing to complete the mailback questionnaires or by not completing the mailback questionnaire if they had agreed to complete it. Both instances could cause the mailback questionnaire results to be unrepresentative of travelers interviewed (non-response bias).

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

Representativeness was assessed by:

1. Comparing demographics, trip and traveler characteristics between those who agreed and did not agree to complete the mailback questionnaire at both locations (Tables A2, A3).
2. Comparing demographics, trip and traveler characteristics between those who responded and those who did not respond to the mailback questionnaire at both locations (of those who agreed; Tables A2, A3).

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

### **Results**

#### **Differences in Respondents who Agreed or Did Not Agree to Mailback**

- At the Chilliwack VIC, there were some differences in those respondents who agreed to participate in the mailback questionnaire and those who did not agree to participate in the mailback questionnaire.
- How well the VIC lived up to original expectations varied statistically between respondents who did or did not agree to participate in the mailback survey with the proportion of respondents who said the VIC exceeded their expectations. The proportion of respondents who said the VIC exceeded their expectations were more likely to agree to participate in the mailback questionnaire.
- Whether respondents would take a future trip to/in BC as a result of the information obtained at the VIC varied statistically between respondents who did or did not agree to participate in the mailback survey. The proportion of respondents who would take a future trip was larger for those that agreed to the mailback questionnaire.

- At Bridal Falls, there were no statistical differences in those respondents who agreed to participate in the mailback questionnaire and those who did not; however, for residence category conclusions could not be made due to sample size issues.

### **Differences in Respondents that Returned/Did Not Return the Mailback Questionnaire**

- No non-responses bias issues with residence or gender at either location.

### **Differences in Interview/Mailback Responses**

- Overall, responses to the mailback survey were very consistent with those given during the interview at both locations.
- There were some changes in the impact of the VIC on people's trip. A higher proportion of those interviewed at the VIC indicated that they would participate in an activity that they learned about from the VIC, although this could reflect intentions at the time rather than actually doing the activity. Similarly, there was a difference between the interview response and the mailback response in regards to if the traveler was extending a trip or would make another trip. In both cases, the difference was not due to large changes in overall intention, but rather a change from a 'Don't Know' response to a 'No' response for extending the trip, and an increase in the numbers saying don't know instead of no in the case of another trip to BC.

### **Conclusions**

- Overall, few differences existed between those who agreed to participate in the mailback questionnaire and those who did not agree to participate in the mailback questionnaire.
- Mailback responses are generally representative of the population that was interviewed.
- All of the questions regarding the impact of the VIC were different between the interview and mailback questionnaire responses. A higher proportion of respondents in the mailback questionnaire indicated they extended their trip in British Columbia, while a higher proportion of respondents in the interview indicated they learned new activities, or would take another trip to BC as a result of the new information. The interview data was used to summarize the impact of the Chilliwack VIC had on travelers because almost all of the other variables tested did not indicate bias between the mailback questionnaire and interview results. Mailback questionnaire responses were used only when the question was not asked in the interview. There is a chance that results presented here could underestimate the economic impacts from travelers extending their trip but overestimate economic impacts from travelers participating in new activities.

Table A2. A summary of the comparisons between those that agreed to the mailback questionnaire and those that did not, those that did and did not respond to the mailback questionnaire and between the interview and mailback responses for the Chilliwack VIC.

Chilliwack VIC	✓ Indicates a Statistically Significant Difference		
	Agreed to Mailback <sup>1</sup>	Mailback Responses (Non-Response Bias)	Interview/Mailback Responses
Residence Category	N	N	N/A
Gender	N	N	N
Age	N	N	N
Party Size	N	N	N
Parties With Children	N	N	N
Income	N	N	N/A
Education	N	N	N/A
Met Expectations	✓	N	N
Days Away from Home	N	N	N
Days in BC	N	N	N
Daily Expenditure <sup>2</sup>	N <sup>3</sup>	N	N
Learn About New Activities	N	N	N
Overall Extend Trip	N	N	✓
Overall, Take Another Trip To/In BC	✓	N	✓

1. Represents only people that agreed to participate in the mailback questionnaire.

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

3. Significant at 7%.

Table A3. A summary of the comparisons between those that agreed to the mailback questionnaire and those that did not, those that did and did not respond to the mailback questionnaire and between the interview and mailback responses for Bridal Falls.

Bridal Falls	✓ Indicates a Statistically Significant Difference		
	Agreed to Mailback <sup>1</sup>	Non-Response	Interview/Mailback Responses
Residence Category	Sample Size Issues	Sample Size Issues	-
Gender	N	N	N
Age <sup>2</sup>	N	N <sup>6</sup>	N
Party Size	N	✓	✓
Parties With Children	N	N	N
Income <sup>3</sup>	N	N	-
Education <sup>4</sup>	N	N	-
Days Away from Home	N	N	N
Days in BC	N	N	N
Daily Expenditure <sup>5</sup>	N	N	N

1. Represents only people that agreed to participate in the mailback questionnaire.
2. In order to achieve the minimum expected count levels for testing statistical significance, it was necessary to group the two youngest age categories together and to group the two oldest age categories together.
3. In order to achieve the minimum expected count levels for testing statistical significance, it was necessary to group the two lowest income categories together and to group the two highest income categories together.
4. In order to achieve the minimum expected count levels for testing statistical significance, it was necessary to combine some of the education categories together.
5. Expenditure comparisons only included those that could answer the question in the interview. Those that started their trip on the day of the interview and those that did not answer the question were excluded. The top and bottom 2% of responses were trimmed.
6. Significant at 6%.

Table A4. A summary of differences in data between the interview and mailback questionnaire at both the Chilliwack VIC and Bridal Falls.

Location	Concept/Questions <sup>2</sup>	Trip Characteristics Results		Statistically Different? <sup>3</sup>
		Interview	Mailback	
<b>Chilliwack VIC<sup>1</sup></b>	Mean Days Away From Home	19.5	19.8	N
	Mean Days In BC	10.1	11.1	N
	Primary Purpose-Leisure (%)	72.5	61.7	Y
	Primary Purpose-VFR (%)	26.7	29.3	Y
	Primary Purpose-Other (%)	0.8	9.5	Y
	Primary Accommodations-Hotel (%)	33.7	39.3	N
	Primary Accommodations-Campground (%)	36.1	33.7	N
	Primary Accommodations-Friends & Rel. (%)	28.9	23.6	N
	Primary Accommodations-Other (%)	1.2	3.4	N
	Mean Daily Expenditures	164.19	172.19	N
	VIC Live Up To Expectations-Fell Short (%)	0	2.2	N
	VIC Live Up To Expectations-Met (%)	42	41.8	N
	VIC Live Up To Expectations-Exceeded (%)	58	56.0	N
	VIC Live Up To Expectations-DK/NR (%)	0.8	4.5	N
	Party Size	3.63	3.69	N
	Parties with Children	33%	34%	N
	Learn About New Activities	46.1%	25.0%	Y
	Overall Extend Trip <sup>4</sup>	10.1%	15.7%	Y
	Overall, Take Another Trip to/within BC <sup>5</sup>	47.2%	43.3%	Y
<b>Bridal Falls<sup>1</sup></b>				
	Mean Days Away From Home	12.0	11.7	N
	Mean Days In BC	10.3	9.9	N
	Primary Purpose-Leisure (%)	76.2	59.1	Y
	Primary Purpose-VFR (%)	21.4	34.1	Y
	Primary Purpose-Other (%)	2.4	6.8	Y
	Primary Accommodations-Hotel (%)	26.5	34.1	N
	Primary Accommodations-Campground (%)	32.4	27.3	N
	Primary Accommodations-Friends & Rel. (%)	35.3	29.5	N
	Primary Accommodations-Other (%)	5.9	9.1	N
	Mean Daily Expenditures	195.81	178.18	N
	Party Size	8.82	4.18	N
	Parties with Children	39%	38%	N

1. A paired-samples t-test was used to compare the expenditures between the interview and the mailback. Only those respondents that answered both the interview and mailback expenditure questions were used. The means in this table are not only those that had a paired response.

2. Travelers responding 'Don't Know' were excluded from statistical tests to meet sample size requirements.

3. Paired sample t-tests were run on variables with ratio level data (mean days from home, mean days in BC, mean daily expenditures and party size) and these results are displayed. Correlation coefficients tests were also run on those variables with ratio level data.

4. Statistically different due to a large number of mail back respondents changing answer from Don't Know to No

5. Statistically different due to a large number of mail back respondents changing answer from No to Don't Know

**Appendix D – Calculation of Total VIC Use**

### Calculation of total parties that use the Chilliwack VIC

1. A proportion of parties that spoke with a Counsellor on each day of the study period was obtained.
2. The number of parties (excluding locals) counted by VIC Counsellors was obtained for that day (daily party counts).
3. The daily party count was divided by the percentage of parties that replied they spoke with a Counsellor to obtain the estimated total daily parties.
4. The estimated total daily parties was averaged for each month and multiplied by the number of days in each month (estimated total monthly parties).
5. The estimated total monthly parties for July and August was summed to obtain total parties.

Table A5. The proportion of parties interviewed that spoke with a Counsellor, Chilliwack VIC counts of parties counselled and the estimated total daily parties and estimated total monthly parties.

Date	Spoke with a Counsellor (%)	Chilliwack VIC Daily Party Counts <sup>1</sup>	Estimated Total Daily Parties	Estimated Total Monthly Parties
July 1	100.0	61	61	
July 5	57.1	67	117	
July 6	85.7	70	82	
July 12	92.3	81	88	
July 17	83.3	84	101	
July 19	85.7	98	114	
July 22	100.0	68	68	
July 23	75.0	69	92	
July 27	81.3	78	96	
July 29	76.9	78	101	
July 30	90.9	82	90	
July 31	100.0	113	113	
<b>July Total</b>		<b>79.1</b>	<b>93.6</b>	<b>2,903</b>
August 4	100.0	90	90	
August 10	100.0	61	61	
August 12	100.0	83	83	
August 16	100.0	62	62	
August 20	100.0	71	71	
August 22	77.8	62	80	
August 24	87.5	60	69	
August 28	100.0	78	78	
<b>August Total</b>		<b>70.9</b>	<b>74.2</b>	<b>2,298</b>
<b>Total</b>				<b>5,201</b>

1. Excludes local parties.

**Appendix E - Expenditures by Accommodation Type**

Table A6. Chilliwack VIC Expenditure<sup>1</sup> by Accommodation Type (statistically significant difference)

	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
HOTEL/MOTEL/ RESORT/B&B	61	206.25	99.26	12.71	50.00	500.00
CAMPGROUND/ RV PARK	67	118.99	88.71	10.84	0.00	500.00
FRIENDS OR RELATIVES	31	114.68	108.55	19.50	0.00	400.00
<b>TOTAL<sup>2</sup></b>	<b>160</b>	<b>151.61</b>	<b>105.20</b>	<b>8.3</b>	<b>0.00</b>	<b>500.00</b>

1. Expenditures comparisons only included those that could answer the question in the interview. Those that started their trip on the day of the interview and those that did not answer the question were excluded. The top and bottom 2% of responses were trimmed.
2. Total includes 1 response in 'other' accommodation category, which was further specified as a furnished apartment rental.

Table A7. Bridal Falls Expenditure<sup>1</sup> by Accommodation Type (statistically significant difference)

	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
HOTEL/MOTEL/ RESORT/B&B	11	265.45	203.54	61.37	100.00	800.00
CAMPGROUND/ RV PARK	19	121.84	83.75	19.21	20.00	300.00
FRIENDS OR RELATIVES	14	132.50	133.56	35.69	5.00	500.00
<b>TOTAL<sup>2</sup></b>	<b>46</b>	<b>163.91</b>	<b>145.45</b>	<b>21.45</b>	<b>5.00</b>	<b>800.00</b>

1. Expenditures comparisons only included those that could answer the question in the interview. Those that started their trip on the day of the interview and those that did not answer the question were excluded. The top and bottom 2% of responses were trimmed.
2. Total includes 2 responses in 'other' accommodation category: 1 response of hostels and 1 response of rest areas.

**Appendix F - Other VICs Visited**

Table A8. Location of other VICs visited by mailback survey respondents.

Location of Other VIC Visited <sup>1</sup>	Number of Responses	Location of Other VIC Visited	Number of Responses
Abbotsford	2	Salmon Arm	2
Agassiz	1	Sicamous	1
Banff*	2	Squamish	1
Christina Lake	1	Sidney	1
Dawson Creek	2	Tete Jaune	1
Fort Nelson	1	Tofino	2
General/Multiple	2	Vancouver	7
Glacier NP*	1	Victoria	9
Hope	3	Vernon	2
Kamloops	3	Wells	2
Kelowna	1	Whistler	2
Loon Lake*	1	Armstrong	1
Nakusp	1	Keremeos	1
National Parks (many)*	1	Merritt	1
Okanagan	1	Mt. Robson	1
Port Alberni	2	Princeton	1
Qualicum Beach	2	Summerland	1
Revelstoke	1	Williams Lake	1
Richmond	1		

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

## **Appendix G - Comments from Chilliwack VIC Mailback Survey**

Comments are typed exactly as they appear in the mailback surveys – sentences were not corrected for spelling and grammar.

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

### **Services/Amenities**

Out of all the Info Centres we stopped at in Saskatchewan, Alta, B.C., this one had the most information. We unfortunately stopped off on our way home but picked up info for our next trip out there.

I wish the Visitor Centres in the U.S.A. were as helpful.

Our family have in the past (approx. 20 yrs.) made the VIC in Chilliwack a planned stop because of the lovely surrounding, picnic grounds and the immaculate washroom facilities.

Very clean facilities.

I love to come back and use the Centre.

The Visitor Centre was a very pleasant experience.

All I needed there were directions to the turnoff to Ross Lake area near Hope.

We received very helpful information on banking services in Chilliwack area.

Great ice cream and friendly staff!

The facilities were clean, nicely decorated inside and well-cared for outside. It was a safe, clean environment as far as restroom facilities were concerned. I thought it was very well-run.

Very clean. Lots of literature for people travelling within the area and BC. A nice stop to stop for a break.

The Centre was a pleasure to use.

We appreciated the use of the toilet facilities.

The clearly visible and easy to access highway location is excellent. Tourist offices that are off the highway delay travel too much.

It seemed that this Visitor Centre did for us what a Visitor Centre is there for. People who have a clue about the roads, directions, and understanding that, for first time visitors, no roads, towns, conditions are obvious or trivial. In other places I found this empathy lacking sometimes.

Clean bathroom facilities.

The Visitor Centre is conveniently located for travellers from Seattle. The visit didn't result in direct benefit to Chilliwack but it was very helpful in finding accommodations in the Cariboo.

Handy off hwy for a quick stop to other places.

All Visitor Centres in all states were very helpful and polite.

Out of all the Visitor Centres we stopped at coming from Manitoba, they were the most helpful in the information we needed. Thank you.

We stopped at the Visitor Info Centre to use the facilities and were very impressed with it generally.

It is a lovely setting and we usually stop at the Centre on our way home to and from the Coast or Island to have a picnic lunch (weather permitting). Grounds and facilities have always been well-maintained.

Chilliwack is conveniently located as a stopover when travelling to the Coast. I usually stop to collect information for planning the rest of my trip in more detail.

Everything is very helpful. When I travel to BC, I always stop at an Info Centre. They are always helpful to me on my travel experience, locating hotels and sightseeing. Thank you all.

Visitor Info Centres all over Canada were great! Thanks for all the information. It's very convenient for accommodations. It was an excellent vacation.

### **Staff Friendly and Helpful**

Very friendly and helpful staff in the Visitor Info Centre.

Very helpful and friendly (as well as) knowledgeable about the area and province as a whole.

Chilliwack Info Centre has very polite, competent professionals.

The researcher was very helpful about information on other parts of the province, i.e. Vernon, where we went later in the summer.

Very friendly personnel.

Very friendly and helpful.

The attendant gave us absolutely perfect instructions on getting to Stanley Park from the campground by Tsswassen ferry. It makes your day much easier as a tourist if you don't spend your time being lost (e.g. construction, one way streets, etc.). It was very much appreciated.

It was a very good experience. The people at the Centre was very friendly and helpful.

We were treated very courteously. They wanted to assist us in any area of our trip. Thanks for your hospitality!

Encounter a very friendly Tourism employee that made the survey/questionnaire enjoyable.

The staff was friendly but not intrusive.

Very friendly.

They went out of their way to ensure that we found a bank in the area to exchange money. They were very helpful.

Very helpful, very friendly. I went from lost to knowing exactly how to get where I needed to go in 5 mins. A pleasure to visit.

Staff were courteous, friendly and very helpful.

The guides and/or "girls asking questions" were fantastic. Their hospitality was evident!

Pleasant staff.

The staff were glad.

Pleasant, knowledgeable of the province.

The staff were very friendly and knowledgeable, and we ended up staying for a while and looking over the info on the local attractions, most of which we had not heard it before.

Very friendly, very helpful.

### **Suggestions/Need for improvement**

Having a telephone available and more help to choose hotels would help. Since we were visiting friends, they were there to help but still we always need information regarding prices, addresses, best way to get somewhere. Having French speaking employees is a good point too! Thank you.

We often stop at Chilliwack en route to - from Nelson/Vancouver for a "pee" break for us and our dog in summer. On this trip, garbage was full. It would be good to have hose - drinking areas for dog.

Try to keep Info Centres, Chamber of Commerce Info open to at least the end of Sept. Shutting down on Labour Day - No. Lots of retirees on the road. (Editorial Note: This comment does not apply to the Chilliwack VIC as it is open year round and on Labour Day weekend. This comment refers to other VICs throughout British Columbia).

Need some brochures for indoor activities owing to bad, rainy, cold weather.

### **Enjoyed Area**

BC beautiful travels. Easy road travelling.

I have travelled extensively thru BC and the Yukon - my favourite destinations (w/ Alaska) in North America.

I like very much the River Milky Way, the mountain and the Savage Mountain Ghost.

I have visited BC every year since 1967, most to the Okanagan area and on the Island for hockey school and fishing. Lots of family and friends live there, so the family and I visit. Lot of pictures of mountains. I love mountains. With rare exceptions the trip have been very nice.

I love BC and I would like some information about all the different region. I am travelling for my work as well as for vacation. I often don't know what to see or were to go. I would really appreciate some guides.

Your area is so nice it will sell itself. Thank you.

Weather usually good.

BC was wonderful - we have so much more to see. We will come back (when we have saved up).

### **Not enough or poor services**

Some problems making a quick calculation of speed limits in km.

### **Enjoyed activities or services**

I enjoy very much the corn and the ambiance that was.

### **Friendly People**

Most positive folks.

Found people in Canada extremely friendly and helpful. Plan on another trip in the future.

### **Survey - others**

We tend to be sporadic and spontaneous in what we do, what, where we visit. Gathering info about places helps us in future trips.

We sent in you first research questionnaires, must have gotten lost in the mail.

All of these questions were asked on site. Why are you asking me to repeat? Pls remove me from your mailing list.

I don't travel much now that I'm retired. Once or twice a year to the Vancouver area (financial limitations).

There is no place on the questionnaire for my name and address, so I am including it here.

## **Appendix H - Comments from Bridal Falls Mailback Survey**

Comments are typed exactly as they appear in the mailback surveys - sentences were not corrected for spelling and grammar.

Comments are grouped into the general categories of suggestions/need for improvement, not enough or poor services, enjoyed activities and services, friendly people, website and others.

### **Suggestions/Need for improvement**

More signs - larger directions. Would love to go to corn maze - How? Thank you.

### **Enjoyed Area**

Weather changeable, not too hot all the time. Fuel costs good compared to UK. Falls great, water part great, lakes great, parks great. There is very little to fault the areas - good family, friendly areas.

First time to British Columbia, lovely vacation, 19 days, no rain, very warm unlike Winnipeg. Would like to have spent some time in Chilliwack, perhaps next time.

BC is such a wonderful diverse province, so much to see in all areas.

Good proximity to Vancouver (GVRD).

We enjoyed our visit. We love the scenery. We will definitely come again, hopefully for a little longer.

Completely satisfied.

British Columbia is a very beautiful and friendly province.

Keep British Columbia clean, beautiful and friendly.

### **Not enough or poor services**

More advertising for those businesses and attractions in the area.

Very much smog!

Campground guide for BC was incomplete. Take the lead of Alberta - they do a better job.

### **Enjoyed activities or services**

Hired car - experience, excellent, experience with local police, following accident, very professional and calm. Shopping was a pleasant experience.

Always enjoy our stops, RV parks, restaurant and shops at Bridal Falls.

Always a great business and pleasure trip. Great gas prices as compared to Vancouver.

Enjoyed Othello tunnels very much!

I love Chilliwack, great recreational, great shopping, great shopping, great rest stop before having to deal with Van rat race.

We are golfers and have golfed in all regions and enjoyed them all. We spend a great deal of our time in own province, but have also traveled to Nfld and Yukon and Alaska.

**Friendly People**

Everyone we met in the area are very helpful and friendly.

The researcher was very pleasant in a congested fruit/vegetable busy area.

Love the friendly people!

Canadians are kind and polite.

**Website**

Keep their website up to date.

**Survey - others**

Is there any salmon related tourist spot?

I hope I win the digital camera. Thanks.

**Appendix I - Characteristics of Organized Tour Group Travelers (Bridal Falls)**

Table A9. Demographics of travelers who were part of an organized tour group.

	Bridal Falls (n=21) <sup>1</sup>	
	Number of Responses	Percentage of Responses
<b>Origin</b>		
British Columbia	5	23.8%
US <sup>2</sup>	5	23.8%
Overseas <sup>3</sup>	5	23.8%
Other Canada <sup>4</sup>	6	28.6%
<b>Age</b>		
Under 24 Years	5	25.0%
25-34 Years	6	30.0%
35-44 Years	3	15.0%
45-54 Years	3	15.0%
55-64 Years	2	10.0%
65 Years or Older	1	5.0%
<b>Education</b>		
Less Than High School	0	0.0%
High School	5	25.0%
Some Technical, College or University	2	10.0%
College or Technical Diploma	0	0.0%
University Degree	6	30.0%
Masters or a PhD Degree	7	35.0%
<b>Income</b>		
Less than \$25,000	5	25.0%
\$25,000 to \$49,999	5	25.0%
\$50,000 to \$64,999	1	5.0%
\$65,000 to \$99,999	1	5.0%
\$100,000 or More	4	20.0%
Don't Know/No Response	4	20.0%
<b>Party Size</b>		
Average Party Size-Total	20	47.75
Average Party Size-Parties without children	8	46.25
Proportion with children	12	60.0%
Average Party Size-Parties with children	12	48.75

1. All travelers who said they were part of an organized tour group were interviewed at Bridal Falls. Organized tour group travelers represent 6.1% of the total study sample and 18.1% of those interviewed at Bridal Falls. The total number of responses does not always equal 21 due to some non-response.
2. 40.0% from New Jersey, 20.0% from California, 20.0% from Louisiana and 20.0% from Nebraska.
3. 40.0% from Hong Kong, 20.0% from China, 20.0% from Korea and 20.0% from New Zealand.
4. 66.7% from Ontario, 16.7% from Alberta and 16.7% from Quebec.

Table A10. The primary trip purpose, mode of transportation, primary accommodations and primary destination of travelers who were part of an organized tour group.

	Percentage of Responses Bridal Falls (n=21) <sup>1</sup>
<b>Primary Trip Purpose</b>	
Leisure	76.2%
Visiting Friends & Family	14.3%
Other <sup>2</sup>	9.5%
<b>Mode of Transportation</b>	
Bus	100.0%
<b>Primary Accommodations</b>	
Resort/Hotel/Motel/B&B	95.2%
Other <sup>3</sup>	4.8%
<b>Primary Destination</b>	
None/Touring	19.0%
Kootenay Rockies	61.9%
Thompson Okanagan	9.5%
Cariboo Chilcotin Coast	4.8%
Vancouver, Coast & Mountains	4.8%

1. All travelers who said they were part of an organized tour group were interviewed at Bridal Falls. Organized tour group travelers represent 6.1% of the total study sample and 18.1% of those interviewed at Bridal Falls. The total number of responses does not always equal 21 due to some non-response.
2. Other primary trip purposes that were stated included extended educational study and a children's summer camp.
3. Other primary accommodations included cabins.

Table A11. The average days spent away from home, average days spent in BC, average days spent in the Chilliwack region and average daily per party expenditure of travelers who were part of an organized tour group.

	Bridal Falls (n=21) <sup>1</sup>
Average Days Spent Away from Home	12.9
Average Days Spent in BC	8.1
Average Days Spent in Chilliwack Region	0.0
Average Daily Per Party Expenditure <sup>2</sup>	\$203.50

1. All travelers who said they were part of an organized tour group were interviewed at Bridal Falls. Organized tour group travelers represent 6.1% of the total study sample and 18.1% of those interviewed at Bridal Falls. The total number of responses does not always equal 21 due to some non-response.
2. The top and bottom 2% of responses were trimmed to ensure an accurate mean daily expenditure. 23.8% (5) of travelers began trip on the day of interview, and therefore did not have responses, 9.5% (2) DK/NR.