



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

## **RESEARCH SERVICES**

# **VALUE OF THE KAMLOOPS 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 Kamloops Visitor Info Centre (Kamloops VIC). Specifically, the study objectives were:

1. To profile travelers who use the Kamloops VIC in terms of traveler and trip characteristics.
2. To measure the influence the Kamloops 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 one-location, two-stage survey design was used to examine the study objectives. Two interviewers collected data between June 30 and August 30, 2005 at the Kamloops VIC. Travelers were interviewed at the Kamloops VIC to obtain information about the typical traveler to the VIC. Travelers were studied during and after their trip. On-site interviews were used to collect information from travelers during their trip and a mailback questionnaire collected information after the trip. The primary purposes of the mailback questionnaire were to compare mid-trip and complete trip perceptions of the VIC impacts on traveler behaviour and to understand travelers' perceptions of the Kamloops region and British Columbia after their trip was complete.

- Between June 30 and August 30 of 2005, 1,291 people were approached at the Kamloops VIC, 908 agreed to complete the interview, but 401 were excluded because they were from the Kamloops region. Three respondents who were part of an organized tour group were also removed from the analysis to ensure the sample was composed of independent travelers, resulting in 504 useable surveys.
- At the Kamloops VIC, 34% of travelers were from British Columbia, 35% were from other provinces/territories in Canada, 18% were from Overseas and 13% were from the United States.
- Overall, the average party size was 2.7 people and 28% of travel parties had children. Those parties with children had an average of 4.3 people traveling in their group.
- The majority of travelers at the Kamloops VIC were traveling for leisure purposes (69%), while fewer were traveling to visit friends and family (21%) or for work/business (7%).
- The majority of travelers at the Kamloops VIC used their own car/truck/motorcycle (86%), 12% traveled in a private RV, and the remaining 1% by other modes of transportation (bicycle, bus and plane).
- Nearly half of the travelers at the Kamloops VIC were staying in a resort/hotel/motel/B&B (44%) while over a third were staying in campgrounds/RV parks (34%). Fewer were staying with friends and relatives (16%) or in other accommodations (5%).
- Overall, travelers intercepted at the Kamloops VIC planned to spend an average of 18 days away from home, including 10 days in British Columbia and 3 days in the Kamloops region.

- Of those travelers who were spending time in Kamloops, nine percent obtained travel information from the Adventure Kamloops website and four percent obtained travel information from the Kamloops VIC prior to their trip.
- Over three-quarters of the travelers (78%) planned their trip more than three weeks in advance. Over half (59%) spent more than two months pre-planning their trip.
- Over half of the travelers (62%) used the Internet to plan their trip. Other frequently used information sources included friends, relatives, clubs and other associations (31%), brochures and books (27%), travel agents, airlines and auto associations (19%) and VICs (13%).
- Nearly half of travelers at the Kamloops VIC (45%) were very flexible in the activities that they planned to participate in while in the area. Travelers were less flexible in terms of time, with over a quarter (28%) indicating that they were very flexible with time spent in Kamloops and a similar proportion (28%) stating that they were very flexible with time spent in British Columbia.
- Travelers were asked about their primary leisure activity in Kamloops. Two in ten travelers (21%) indicated that they spent time sightseeing. Shopping (12%) and visiting friends and family (11%) ranked second and third in terms of the number of responses.
- Ninety percent of travelers at the Kamloops VIC spoke with a Visitor Info Centre Counsellor.
- An overwhelming majority (99%) of travelers responded that the VIC met or exceeded their expectations. Fifty-nine percent of travelers indicated that the VIC exceeded their expectations while 40% felt that the VIC met their expectations.
- Only 9% of travelers indicated that they would have liked to have found additional products or services at the Kamloops VIC. These included the need for more specific information, trail maps, improved signage, ability to book accommodations, more souvenir sales and money exchange facilities.
- Around half (50%) of travelers visited another VIC in British Columbia during their trip. The vast majority (94%) indicated they were likely or very likely to visit another VIC in British Columbia as a result of their experience at the Kamloops VIC.
- Over half (67%) of mailback respondents owned a valid passport. Whereas all Overseas visitors (100%) owned passports, passport ownership was lower among visitors from the United States (73%), British Columbia (64%) and Other Canada (57%; Table 12).
- In the mailback survey, natural beauty/scenery, weather and friendly people were the three most frequently cited positive images travelers had of their visit to the Kamloops region.
- Poor weather/forest fire smoke, lack of attractions/amenities or early closures, cost and poor/inadequate signage were the most frequently cited negative images travelers had of the Kamloops region as reported in the mailback survey.

- Beauty/nature, weather, location and outdoor activities were most frequently cited as unique characteristics of the Kamloops region in the mailback survey.
- Travelers at the Kamloops VIC spent an average of \$168.31 per party per day. The expenditure varied depending on primary accommodation type, ranging from \$99.63 for those staying with family and friends to \$238.97 for those using resorts/hotels/motels/B&Bs.
- In the summer of 2005, Kamloops VIC users spent over \$2.3 million in the Kamloops region and another \$10.6 million while traveling throughout the rest of the province.
- The Kamloops VIC had a positive impact on traveler behaviour. Thirty-seven percent of travelers indicated that they learned about a new activity or destination at the VIC. Nine percent replied that they would stay at least one extra night as a result of the information that they had obtained at the VIC, and 33% said that they would make another trip to British Columbia as a result of the information that they had learned <sup>1</sup>.
- Over half of those interviewed had previously visited Kamloops (55%) and over a quarter had used the Kamloops VIC (29%) during those trips. Over half of those who had previously visited Kamloops (62%) had done so within the past two years. Almost half of those who had previously visited Kamloops (48%) had done so two or more times within the past two years.
- Forty-two percent of those who had previously visited Kamloops had spent three or more days in Kamloops on their last visit. The primary purpose of those who spent time in Kamloops (on their last trip) was to visit family and friends (41%), followed by work/business (13%) and visiting attractions (13%).

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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 Kamloops Visitor Info Centre.

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## Introduction

Visitor Info Counsellors at British Columbia's 111 Visitor Info Centres (VICs) provided travel counselling and advice to over 1.7 million visitor parties in 2005. In addition, many more travelers used VICs without actually speaking with a Counsellor. The use of VICs provides communities with an opportunity to influence the activities and satisfaction of travelers, increasing their 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 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 Kamloops VIC in the summer of 2005 was based on the methodology developed in the 2001 pilot project.

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

1. To profile travelers who use the Kamloops VIC in terms of traveler and trip characteristics.
2. To measure the influence the Kamloops 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 one-location, two-stage survey design was used to examine the study objectives. Two interviewers collected data between June 30 and August 30, 2005 at the Kamloops VIC. The interviewers' schedule varied in order to ensure that different days of the week were covered. Potential respondents were randomly chosen as they exited the Kamloops VIC. 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. In addition, respondents were asked if they were residents of the Kamloops region (anywhere within an hour drive of downtown Kamloops including areas south of Barriere and north of Merritt and between Cache Creek and Chase) and, if so, were eliminated from the remainder of the interview, ensuring that only travelers were interviewed. The interviewers recorded all responses on Palm handheld computers using Technos Entryware.

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

- traveler demographics,
- trip-planning habits,
- primary trip purpose,
- primary destination,
- primary accommodation,
- mode of transportation,
- length of stay in British Columbia and in the Kamloops region,
- trip activities in the Kamloops region,
- use of the VIC,
- previous visits to the Kamloops region,
- trip flexibility,

- daily trip expenditures,
- perceived impacts of the VIC on the rest of their trip activities,
- satisfaction with the VIC, and
- suggestions to improve the VIC.

In addition, mailing addresses were collected from those travelers who indicated a willingness to answer a mailback questionnaire upon the completion of their trip. The primary purpose of this mailback questionnaire was to compare mid-trip and complete trip perceptions of the impact of the VIC on traveler behaviour and to understand travelers' perceptions of the Kamloops region and British Columbia after their trip was complete. 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.

Similar studies conducted in British Columbia have collected information from travelers at a reference site (where tourists congregate in the community) in addition to the VIC. The purpose of the reference site is to collect information about the typical traveler to the community and build a profile of travelers who are not presently using the VIC. In Kamloops, data was not collected at a reference site because a suitable location to serve as a reference site could not be identified.

### **Data Analysis**

The study design produced two sets of data that are available for analysis – data from the interview and mailback questionnaires. 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 the 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 data was the better source of information when the same or similar questions were asked on both questionnaires. 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.

## Results

Between June and August 2005, 1,291 people were approached at the Kamloops VIC, 908 agreed to the interview, but 401 were excluded because they were from the Kamloops region. Three respondents indicated that they were part of an organized tour group and were removed from the analysis in an effort to represent the results of independent travelers, resulting in 504 useable surveys (Table 1).

Table 1. Travelers surveyed at the Kamloops VIC.

	Travelers Approached	Agreed to Interview	From Local Community <sup>1</sup>	Organized Tour Group	Useable Traveler Surveys
<b>Kamloops VIC</b>	1,291	908	401	3	504

1. Residents living in the Kamloops region (anywhere within an hour drive of downtown Kamloops including areas south of Barriere and north of Merritt and between Cache Creek and Chase).

### Tourist Characteristics (Demographics)

At the Kamloops VIC, over a third of travelers were either from British Columbia (34%) or Other Canada (35%), while fewer were from Overseas (18%) or from the United States (13%; Table 2).

Most travelers from provinces other than British Columbia were from Alberta (57%) or Ontario (21%) while fewer travelers were from Quebec (10%), Saskatchewan (5%), Manitoba (5%), New Brunswick (1%), Nova Scotia (1%), PEI (1%) or the Yukon (1%; Figure 1). Travelers from 24 different States were intercepted at the Kamloops VIC (Figure 2). Half of these US travelers came from Washington (19%), California (14%), Arizona (6%), Pennsylvania (6%) or Oregon (6%). Most Overseas travelers (81%) were European, with almost a quarter (24%) from the UK, 19% from Germany and another 11% from the Netherlands (Figure 3). Over half of travelers (51%) at the Kamloops VIC were between 35 and 54 years of age, close to a third (31%) were over the age of 55 while only 17% were under the age of 35 (Table 2). The majority of travelers (69%) had at least a college or technical diploma, with the most frequently stated education category being a university degree (35%). Thirty-eight percent of travelers had annual household incomes above \$65,000. Nearly half (44%) of those interviewed chose not to respond to the income question.

At the Kamloops VIC, the average party size was 2.7 people and only 28% of travel parties included children. Those parties that traveled with children had, on average, 4.3 people traveling in their group.



**Origin of Canadian Travelers from Outside British Columbia by Province**

*Where are you from?*

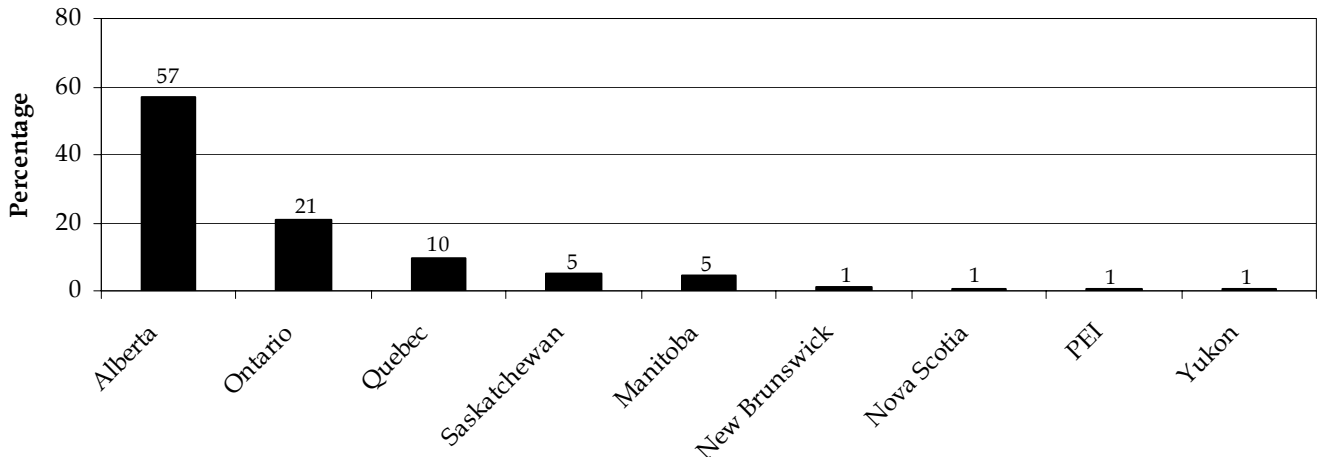


Figure 1. Percentage of travelers from provinces outside of British Columbia at the Kamloops VIC (n=176).

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

*Where are you from?*

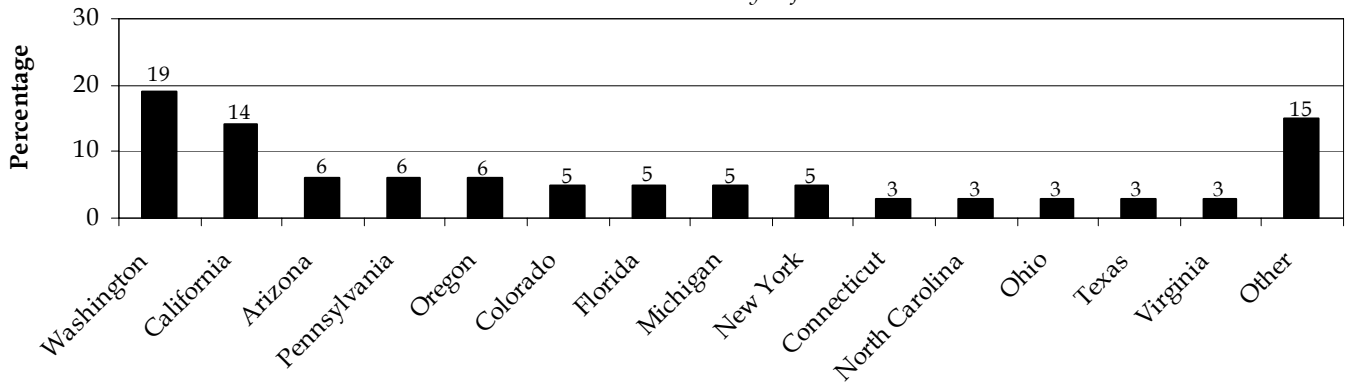


Figure 2. Percentage of US travelers from each state at the Kamloops VIC (n=65). Other includes Alabama, Delaware, Kentucky, Maine, Minnesota, New Hampshire, New Jersey, Oklahoma, South Carolina, and Utah.

**Origin of Overseas Travelers by Origin**

*Where are you from?*

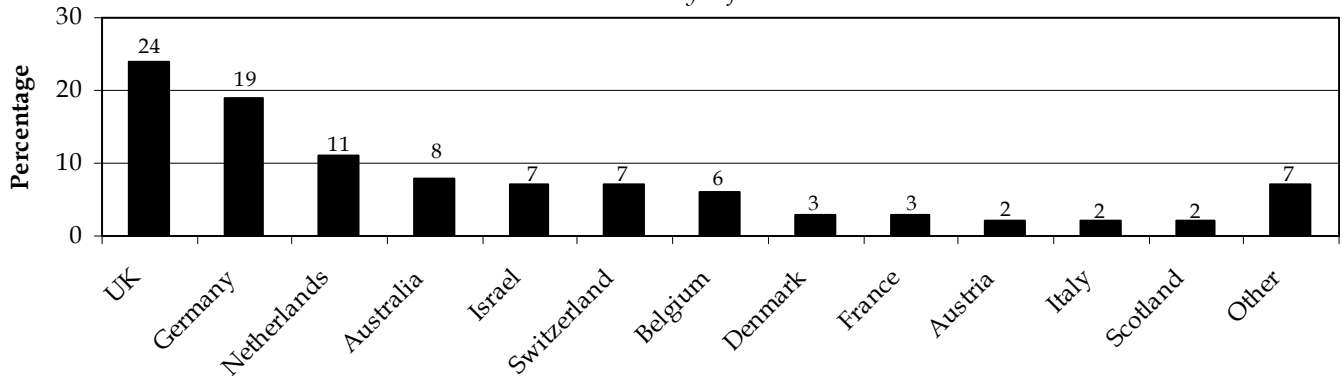


Figure 3. Percentage of travelers from each Overseas country at the Kamloops VIC (n=91). Other includes Czech Republic, Greece, India, South Africa, and South Korea.

Table 2. Traveler demographics at the Kamloops VIC.

	Kamloops VIC	
	Number of Responses <sup>1</sup>	Percentage of Responses
<b>Origin</b>		
British Columbia	172	34.1%
Other Canada	176	34.9%
Overseas	91	18.1%
US	65	12.9%
<b>Age<sup>2</sup></b>		
Under 24 Years	25	5.6%
25-34 Years	53	11.8%
35-44 Years	113	25.2%
45-54 Years	117	26.1%
55-64 Years	93	20.8%
65 Years or Older	47	10.5%
<b>Education<sup>2</sup></b>		
Less Than High School	4	0.9%
High School	62	13.9%
Some Technical, College or University	50	11.2%
College or Technical Diploma	85	19.1%
University Degree	155	34.8%
Masters or a PhD Degree	67	15.0%
Don't Know/No Response	23	5.2%
<b>Income<sup>2</sup></b>		
Less than \$25,000	10	2.2%
\$25,000 to \$49,999	31	7.0%
\$50,000 to \$64,999	42	9.4%
\$65,000 to \$99,999	89	20.0%
\$100,000 or More	78	17.5%
Don't Know/No Response	195	43.8%
<b>Party Size<sup>2</sup></b>		
Average Party Size-Total	448	2.70
Average Party Size-Parties without children	321	2.05
Proportion with Children	127	28.3%
Average Party Size-Parties with children	127	4.34

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 all the questions of the interview.
2. Business travelers were not asked these questions and therefore were excluded from this analysis.

**Trip Characteristics**

Almost three-quarters of travelers (69%) at the Kamloops VIC were traveling for leisure purposes while fewer were traveling to visit friends and family (21%) or for business (7%; Table 3).

The majority of those visiting the Kamloops VIC were using their own car/truck/motorcycle (86%) as their primary mode of transportation, while a further 12% were traveling in a private RV. Fewer visitors were traveling by bicycle (1%), bus (less than 1%) or airplane (less than 1%).

Nearly half of travelers were staying in a resort/hotel/motel/B&B (44%), over a third were staying in a campground/RV park (34%) and another 16% were staying with friends or relatives. Fewer were staying in a cabin/cottage/apartment (2%), hostel (1%) or other accommodation (1%; Table 3).

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

	Percentage of Responses (n=502)
<b>Primary Trip Purpose</b>	
Leisure	69.3%
Visiting Friends & Family	21.3%
Work/Business Activity	7.4%
Other <sup>1</sup>	1.2%
Don't Know/No Response	0.8%
<b>Mode of Transportation</b>	
Private Car/Truck/Motorcycle	86.3%
Private RV	12.4%
Bicycle	0.6%
Bus	0.4%
Airplane	0.4%
<b>Primary Accommodations<sup>2</sup></b>	
Resort/Hotel/Motel/B&B	44.3%
Campground/RV Park	34.4%
Friends or Relatives	15.8%
Other <sup>3</sup>	4.8%
Don't Know/No Response	0.7%

1. Other primary trip purposes included church camp (n=1), medical visit (n=1), moving (n=1), picking up people from the airport (n=1) and picking up daughter in van (n=1)
2. Business travelers were not included in this analysis because they were not asked about primary accommodation.
3. Other primary accommodation included cabin/cottage/apartment (n=12), hostel (n=7), boat (n=2) and back of suburban vehicle (n=1).

Travelers were asked about their primary destination. Over half (55%) of them had a destination somewhere within British Columbia, 32% were touring with no particular primary destination and 13% indicated their destination was outside British Columbia. Twelve percent of all travelers indicated that Kamloops was their primary destination.

Of the 55% of travelers who were visiting destinations within British Columbia, over half (52%) were traveling to the Thompson Okanagan. The remainder were traveling to other regions including Vancouver, Coast and Mountains (28%), Vancouver Island (11%), Kootenay Rockies (4%), Cariboo Chilcotin Coast (3%) and Northern British Columbia (2%).

Of the 13% of travelers who indicated their destination was outside British Columbia, almost three-quarters (74%) were traveling to Alberta, 8% to Saskatchewan, 7% to other Canadian provinces/territories, 8% to the US and 3% to other destinations.

On the mailback questionnaire, travelers were asked if it was their first trip to Kamloops. Over a third (38%) of respondents indicated that it was their first trip. Of those who had been to the area previously, a quarter (26%) had not been to Kamloops in the previous five years, two-fifths (40%) had made between one and three previous trips while the remaining one-third (34%) had made more than three previous trips to Kamloops.

Travelers were asked how much time they would spend in Kamloops. Over half of respondents (59%) indicated they would spend some time while the remainder were just passing through. The majority (97%) of those spending time in Kamloops were staying for at least a day.

Overall, travelers at the Kamloops VIC planned to spend an average of 18 days away from home, including 10 days in British Columbia and 3 days in Kamloops. Visitors from Overseas were on longer trips and were planning to spend more days traveling in British Columbia than travelers from Other Canada, British Columbia, or the US (Figure 4). The number of days in British Columbia and the number of days away from home are significantly different based on the origin of travelers.

**Average Days Spent Away From Home and in British Columbia by Travelers at the Kamloops VIC**

*How many days will you be away from home?  
How many of those days will be spent in British Columbia?  
How many of those days will be spent in Kamloops?*

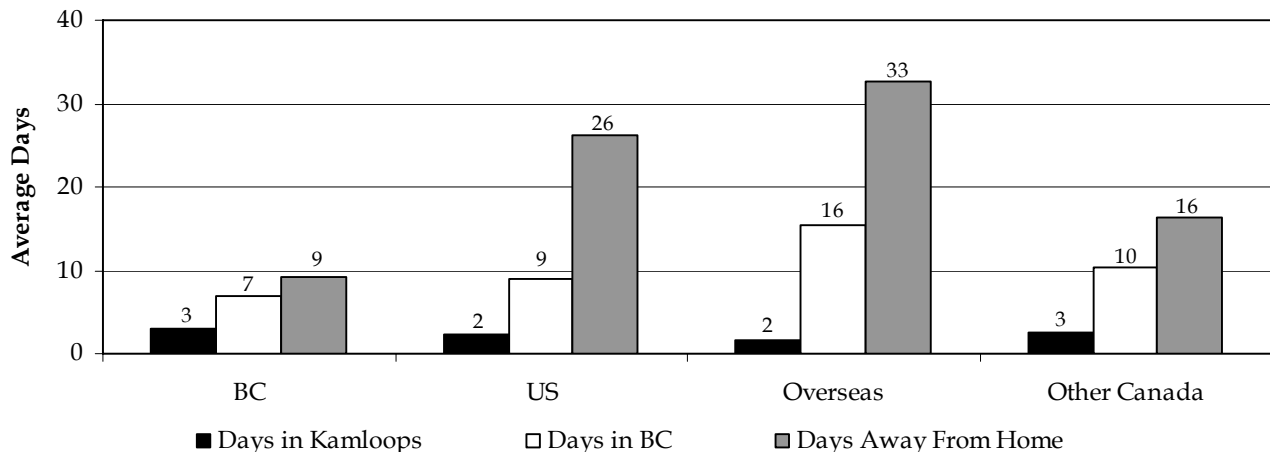


Figure 4. The average number of days spent away from home and in British Columbia by traveler origin at the Kamloops VIC.

Of those travelers who were spending time in Kamloops, nine percent obtained travel information from the Adventure Kamloops website and four percent obtained travel information from the Kamloops VIC prior to their trip.

### Trip Planning

Travelers were asked how far in advance they started planning their trip. Results indicate that the large majority of trips conducted by travelers to the Kamloops VIC were not spontaneous, as 78% planned their trip three or more weeks in advance (Table 4). Over half of the travelers at the Kamloops VIC spent more than two months planning their trip (59%).

Table 4. Trip planning horizons for travelers at the Kamloops VIC.

<b>Trip Planning Horizons</b>	<b>Percentage of Respondents (n=449)</b>
During The Trip	4.7%
Day of Departure	2.2%
1-6 Days	6.0%
1-2 Weeks	9.4%
3-8 Weeks	18.9%
9-12 Weeks	9.4%
13+ Weeks	49.4%

Travelers were asked what information sources they used to plan their trip. Nearly two thirds (62%) used the Internet to plan their trip (Figure 5). Other frequently used information sources included Friends, Relatives, Clubs and other Associations (31%); Brochures and Books (27%); Travel Agents, Airlines and Auto Associations (19%) and VICs (13%). Less frequently used information sources included Tourism British Columbia/1-800 # (8%) or other sources (4%). A very small proportion of travelers (less than 1%) said that they used Media Coverage, Tour Operators/Tourism Specific Businesses or Print/TV Advertising.

**Percentage of Travelers Using Each Information Source**

*What information sources did you use to plan your trip?*

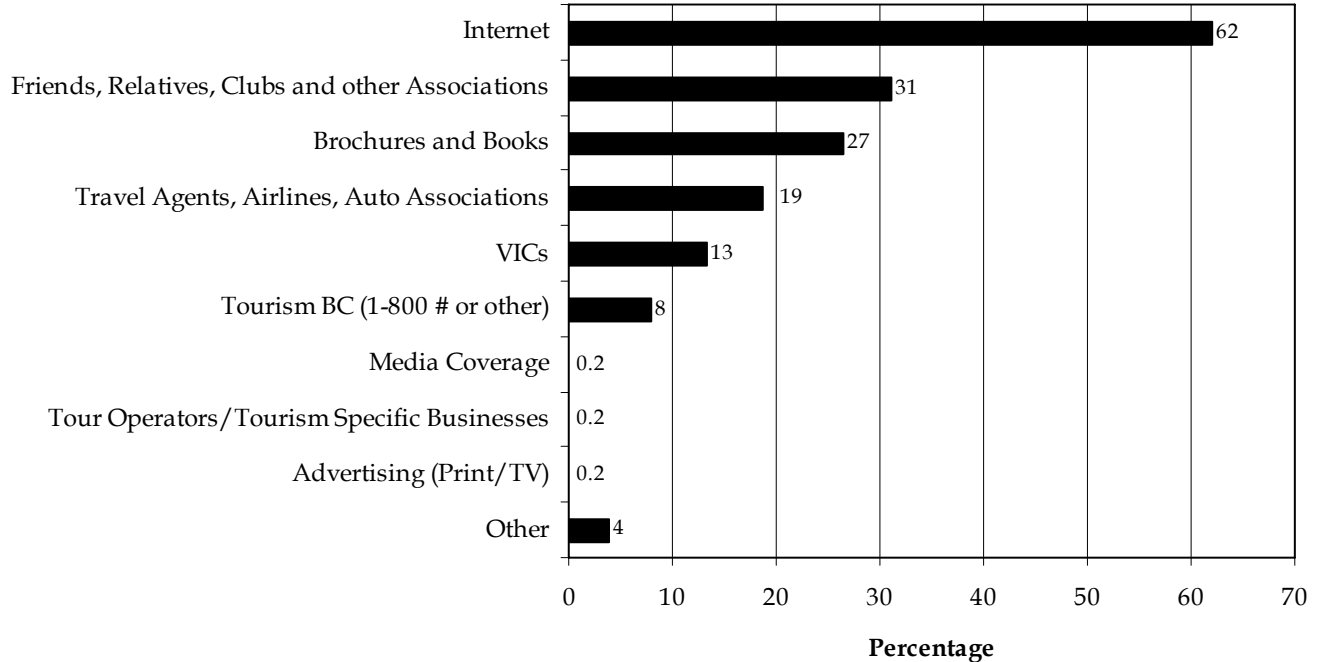


Figure 5. The percentage of travelers using each information source for trip planning at the Kamloops VIC (n=407). Percentages add to more than 100% because travelers could use more than one information source for planning their trip. Travelers who stated that they used no information sources (n=51) or who stated 'Don't Know' (n=2) were excluded from the analysis.

**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 Kamloops region, and
- the amount of time that they could spend in British Columbia.

Nearly half (45%) of travelers at the Kamloops VIC were very flexible in the activities that they planned to participate in while in the area (Figure 6). In addition, over a quarter of the travelers were very flexible with the amount of time that they could spend in the Kamloops region (28%; Figure 7) and in British Columbia (28%; Figure 8).

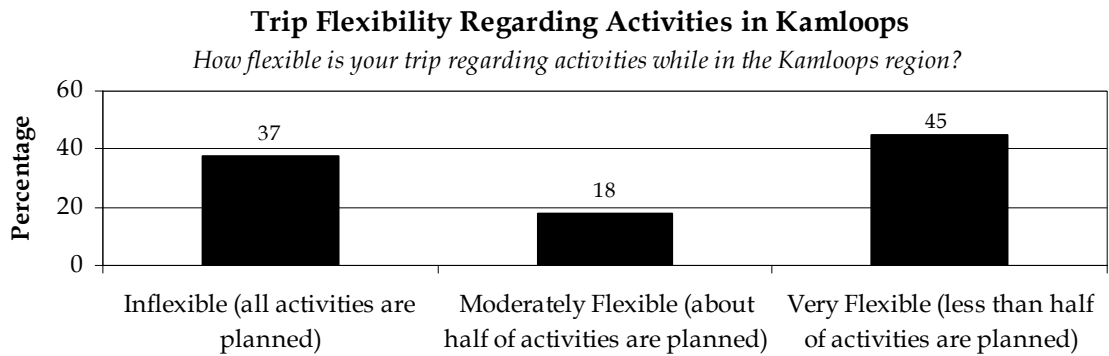


Figure 6. Travelers rating of trip flexibility regarding activities in the Kamloops region for travelers at the Kamloops VIC (n=442). Travelers who responded 'Don't Know' were excluded from this analysis (n=12).

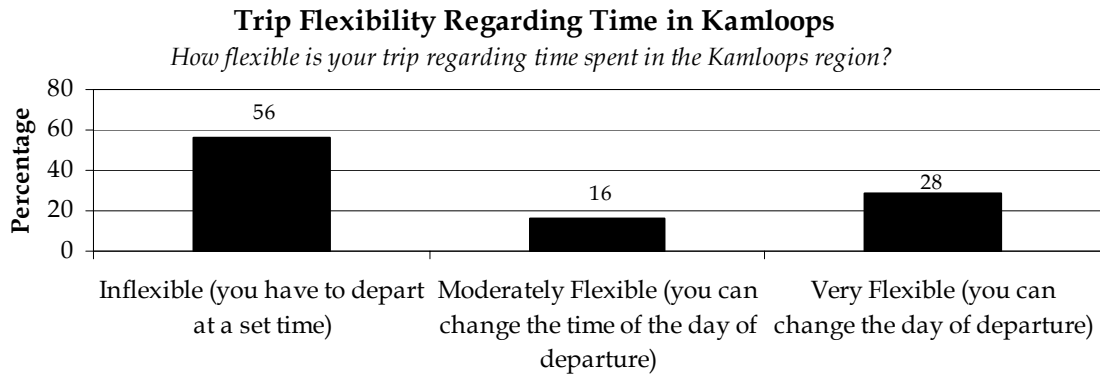


Figure 7. Travelers rating of trip flexibility regarding the time in Kamloops for travelers at the Kamloops VIC (n=443). Travelers who responded 'Don't Know' were excluded from this analysis (n=11).

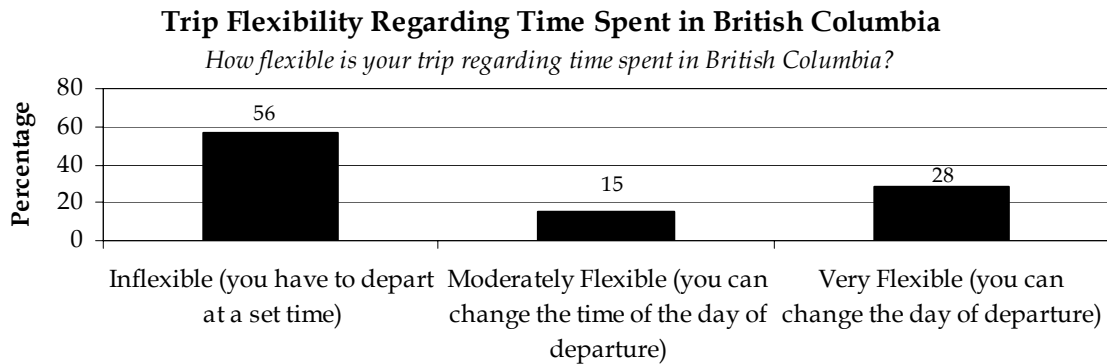


Figure 8. Travelers rating of trip flexibility regarding time spent in British Columbia for travelers at the Kamloops VIC (n=439). Travelers who responded 'Don't Know' were excluded from this analysis (n=15).

**Traveler Activities**

Travelers were asked about their primary leisure activities while in Kamloops (Table 5). A small proportion (4%) said that they had no primary leisure activity or that their primary leisure activity was unknown. Of those who had a primary leisure activity in Kamloops, 21% identified sightseeing/touring as their primary activity. Shopping (12%) and visiting friends and family (11%) ranked second and third in terms of the number of responses. Less frequently mentioned activities

included sporting events and festivals (8%), hiking/walking (8%), visiting attractions (7%), fishing (7%), golfing (5%), rest and relaxation (5%), swimming/water related activities (4%), camping (3%), cycling (3%) and eating out (2%). Four percent of travelers mentioned other primary leisure activities including visiting wineries, horseback riding and moving.

Table 5. Primary leisure activities in the Kamloops region of travelers at the Kamloops VIC

Primary Activity in Kamloops	Percentage of Respondents (n=185)
Sightseeing/touring	21.1%
Shopping	11.9%
Visiting friends & family	11.4%
Sporting events and festivals	8.1%
Hiking/walking	7.6%
Attractions	7.0%
Fishing	6.5%
Golfing	5.4%
Rest & relaxation	4.9%
Swimming/water related activities	4.3%
Camping	3.2%
Cycling	2.7%
Eating out	1.6%
Other <sup>1</sup>	4.3%

1. Other primary leisure activities includes moving (n=4), horseback riding (n=2) and visiting wineries (n=2).

### Use of the VIC

Travelers stopped at the Kamloops VIC for a variety of reasons (Figure 9). The most common reasons given were for a map (34%), attractions information (32%), route information (30%), accommodation information (18%) or camping information (15%). Fewer travelers stopped by to use the washrooms (11%), to take a break from travel (6%), to learn about local services (3%) or to purchase refreshments (3%). Very few travelers said that they stopped to obtain information related to events (2%), dining (2%), adventure recreation (2%), to use the Internet/telephone (1%), or for other reasons (2%) such as using the centre as a meeting point or to purchase a British Columbia Parks parking pass.

Respondents were also asked what type of information they obtained at the VIC (Figure 10). Maps were the most common piece of information received, as indicated by 68% of respondents, followed by route information (52%), attraction information (48%), accommodation information (25%), and camping information (22%). Fewer travelers obtained information about outdoor recreation activities (6%), dining opportunities (5%), events (4%) or local services (3%). One percent or less mentioned using the washroom and obtaining British Columbia Parks parking pass. Only 5% of travelers said that they did not obtain anything from the VIC.



**Reasons for Stopping at the Kamloops VIC**

*Why did you stop at the VIC today?*

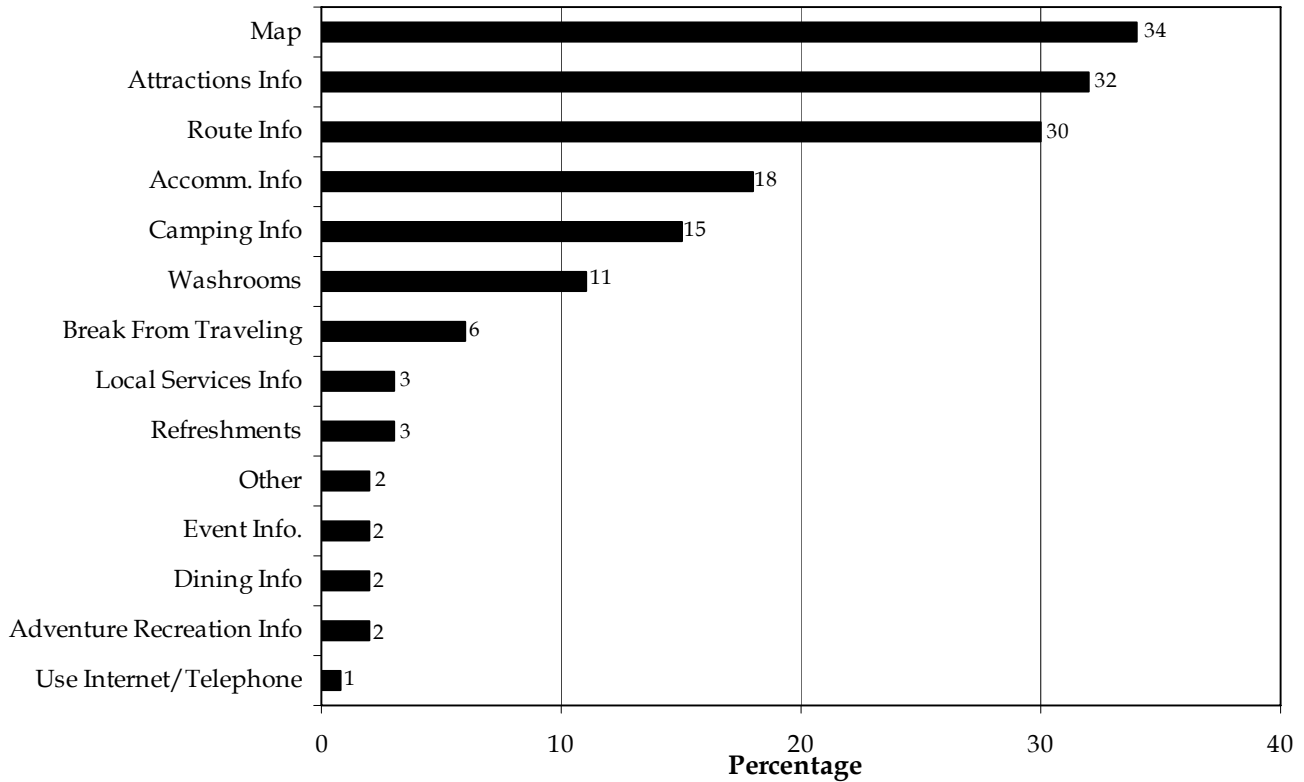


Figure 9. The reasons why travelers stopped at the Kamloops VIC (n=459). Other includes using the VIC as a meeting point and purchasing a British Columbia Parks parking pass. The total number of responses exceeds 100% because respondents could give more than one reply.

**Information Obtained at the Kamloops VIC**

*While visiting today, what kind of information did you obtain?*

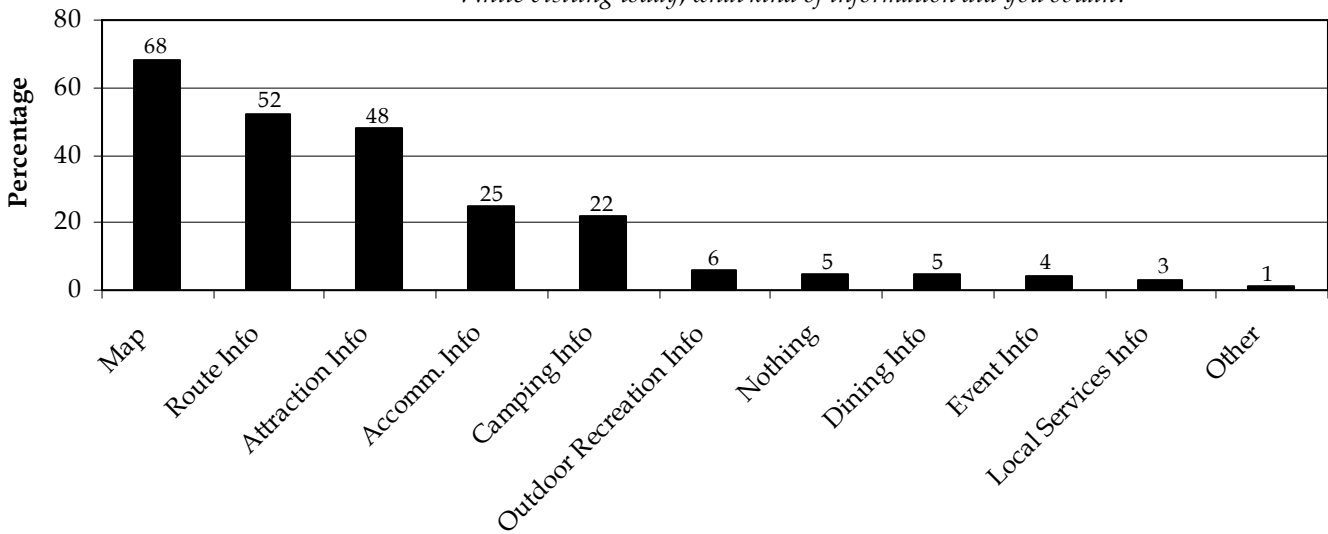


Figure 10. The information obtained by travelers at the Kamloops VIC (n=245). Other includes washroom and British Columbia parking pass. The total number of responses exceeds 100% because respondents could give more than one reply.

Nearly all travelers stopping at the Kamloops VIC spoke with a Counsellor (90%; Table 6). Visitors from the US (100%) or Overseas (95%) were more likely to speak with a Counsellor than were those from British Columbia (82%) or Other Canada (91%; Table 6).

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

Traveler Origin	Percentage that Spoke with a Counsellor <sup>1</sup>	
	Yes (n=404)	No (n=44)
British Columbia	82.0%	18.0%
Other Canada	91.0%	9.0%
US	100.0%	0.0%
Other World	95.0%	5.0%
<b>Total</b>	<b>90.0%</b>	<b>10.0%</b>

1. Sample sizes were not sufficient to test statistical differences.

Travelers were asked, "Overall, how well did the VIC meet your expectations?" Almost all travelers (99%) responded that the VIC met or exceeded their expectations (Table 7). Over half of travelers (59%) indicated that the VIC exceeded their expectations while 40% felt that the VIC met their expectations. Very few travelers (1%) stated that the VIC fell short of their expectations.

More travelers from the US (67%), Overseas (64%) or Other Canada (60%) indicated that the Kamloops VIC exceeded their expectations than did those from British Columbia (52%). Travelers that spoke with a Counsellor were more likely to say that the VIC exceeded their expectations. Travelers that were traveling for leisure (63%) were more likely than those visiting friends and family (47%) to give the VIC a higher rating. Due to small sample sizes, the statistical significance of these differences cannot be measured.

Table 7. The proportion of travelers who felt the Kamloops 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 Kamloops VIC Fell Short, Met, or Exceeded Their Expectations <sup>1</sup>		
	Fell Short (n=5)	Met (n=178)	Exceeded (n=262)
<b>Overall</b>	<b>1.1%</b>	<b>40.0%</b>	<b>58.9%</b>
<b>Origin</b>			
British Columbia	0.0%	48.2%	51.8%
Other Canada	1.9%	38.6%	59.5%
US	0.0%	33.3%	66.7%
Overseas	2.3%	33.7%	64.0%
<b>Spoke with a Counsellor</b>			
Yes	1.2%	38.2%	60.6%
No <sup>2</sup>	0.0%	59.5%	40.5%
<b>Primary Purpose<sup>3</sup></b>			
Leisure	0.6%	36.2%	63.2%
Visit friends & family	2.0%	51.5%	46.5%

1. Excludes 3 'Don't Know/No Response' responses.

2. Low sample sizes (n=5).

3. Excludes 4 'Don't Know/No Response' responses and 6 'other' responses (n=10).

Travelers at the Kamloops VIC were also asked why the VIC fell short, met or exceeded their expectations. The majority of travelers (90%) felt that the VIC provided good information, with many also commenting about the helpful staff (62%) and friendly people (51%; Figure 11). Fewer made comments about cleanliness (13%), the nice building/area (9%) or good access (9%). Five percent of travelers provided other positive comments, half of which referred to their ability to obtain what they needed from the VIC. Only five travelers said that the VIC fell short of their expectations – citing the lack of information on a coin collection, the unavailability of shirts that fit, the lack of accommodation information for destinations outside British Columbia and the inability to call to book accommodations.

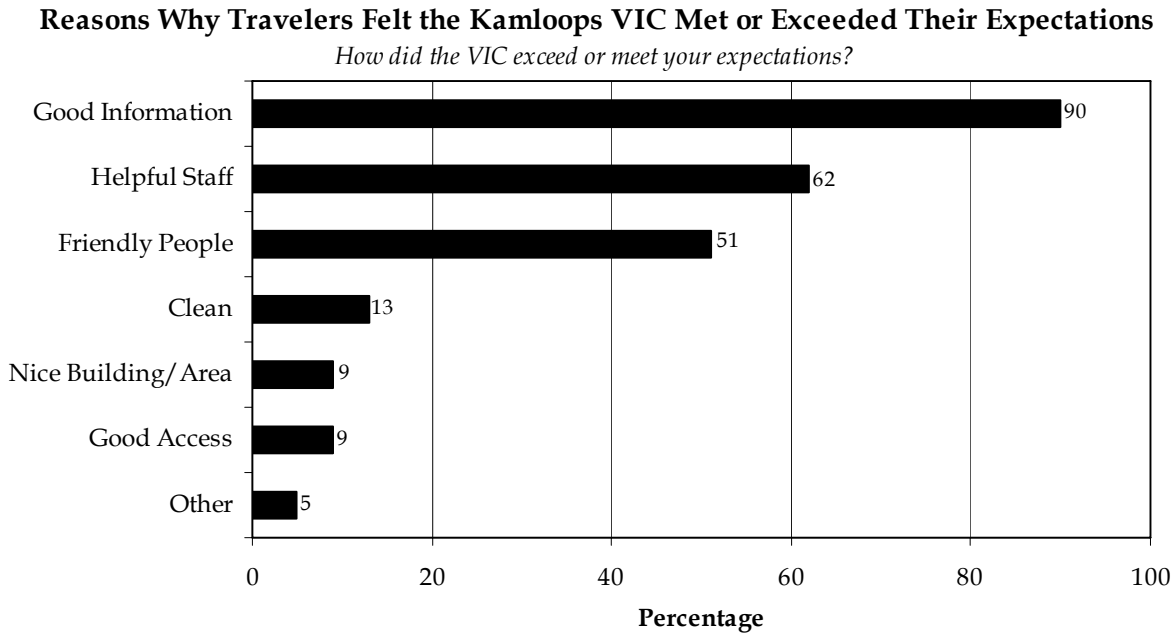


Figure 11. The reasons why travelers felt the Kamloops VIC met or exceeded their expectations (n=445). Other includes getting what they wanted (n=5), ability to make reservations from VIC (n=4), Internet access (n=1), coupons (n=1), good picnic area (n=1), nice place for dogs to stretch (n=1), ice cream (n=1), ability to park trailer (n=1), pleasant (n=1), sofa (n=1) and not specified (n=5).

In the mailback survey, respondents were asked, “Were there any products and/or services that were not currently available at the Kamloops VIC that you would have liked to have found?” Only 9% of respondents indicated that they would have liked to have found additional products and/or services. Of these travelers, over a third (38%) mentioned the need for more information (specifically on hotels, attractions, Sun Peaks, local hot and cold water springs, campsites and RV resorts), 19% mentioned road/trail maps, 13% suggested the ability to book accommodations, 13% suggested souvenir sales (including city pins and Kamloops baseball hats) and 7% suggested money exchange facilities. Other products and/or services that travelers mentioned included use of the Internet, and facilities for pets.

In the mailback questionnaire, travelers at the Kamloops VIC were asked if they had visited any other VICs in British Columbia. Of the 172 travelers asked, half (50%) of them indicated that they had visited another VIC. Of those who stopped at other VICs in British Columbia, over half (53%) visited two or more VICs and 30% stopped at three or more. The locations of the other VICs visited were diverse, and are listed in Appendix D.

Additionally, mailback respondents were asked if, as a result of their experience at the Kamloops VIC, they would stop to visit another VIC in British Columbia. The vast majority of respondents indicated that they were either very likely (67%) or likely (27%) to visit other VICs as a result of their stop at the Kamloops VIC.

**Passport Ownership**

Mailback respondents were asked whether they owned a valid passport. Sixty-seven percent of respondents reported owning a valid passport. Passport ownership varied by market of origin. Whereas all Overseas visitors (100%) owned passports, passport ownership was lower among visitors from the United States (73%), British Columbia (64%) and Other Canada (57%; Table 8).

Table 8. Percentage of travelers holding valid passports by traveler origin.

<b>Traveler Origin</b>	<b>Percentage Owning a Valid Passport (n=169)</b>
British Columbia	64.0%
Other Canada	56.8%
US	72.7%
Overseas	100.0%
<b>Total</b>	<b>66.9%</b>

**Perceptions of the Kamloops 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 Kamloops region as a vacation destination?*” Positive and negative image questions were asked to obtain an understanding of what travelers perceive the Kamloops region to be doing right and what the Kamloops region can work on in terms of attracting and keeping travelers in the region. Overall, respondents had over three times as many positive responses (365) as negative (113) of the region. Positive responses were dominated by the natural beauty of the Kamloops region (26% of positive responses; Figure 12), followed by the weather (15%), friendly people (14%), the local attractions and activities (11%), accessibility (10%), and the quality of shopping / services available in Kamloops (7%).

The negative images respondents mentioned were associated with poor weather/forest fire smoke (28%), the lack of attractions/amenities or early closures (14%), cost (12%), poor or inadequate signage (12%), landscape/urban sprawl (11%) and the traffic (9%). Other images cited included run down/dirty restaurants/motels (4%), pulp mill and/or its smell (4%) and mosquitoes (2%; Figure 13).

**Ten Most Frequent Positive Images of the Kamloops Region**

*What positive images come to mind when you think of the Kamloops Region as a vacation destination?*

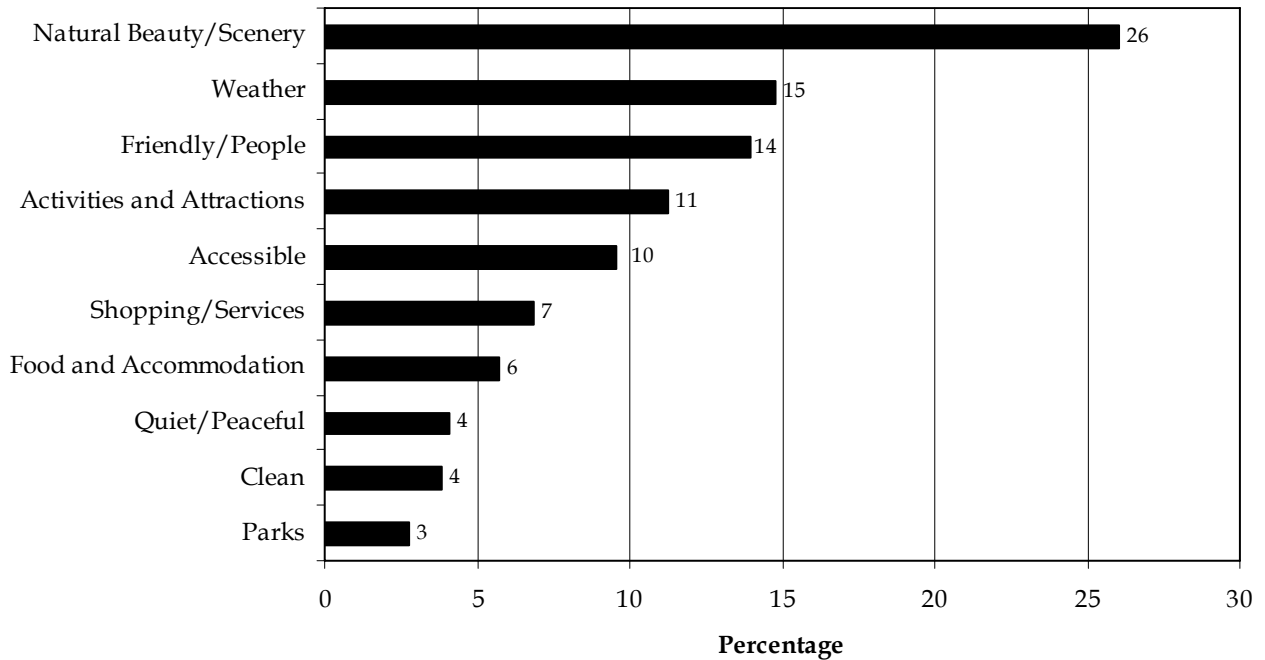


Figure 12. The ten most frequent positive images respondents had of the Kamloops region. At the Kamloops VIC, 151 respondents replied with 365 positive images.

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

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

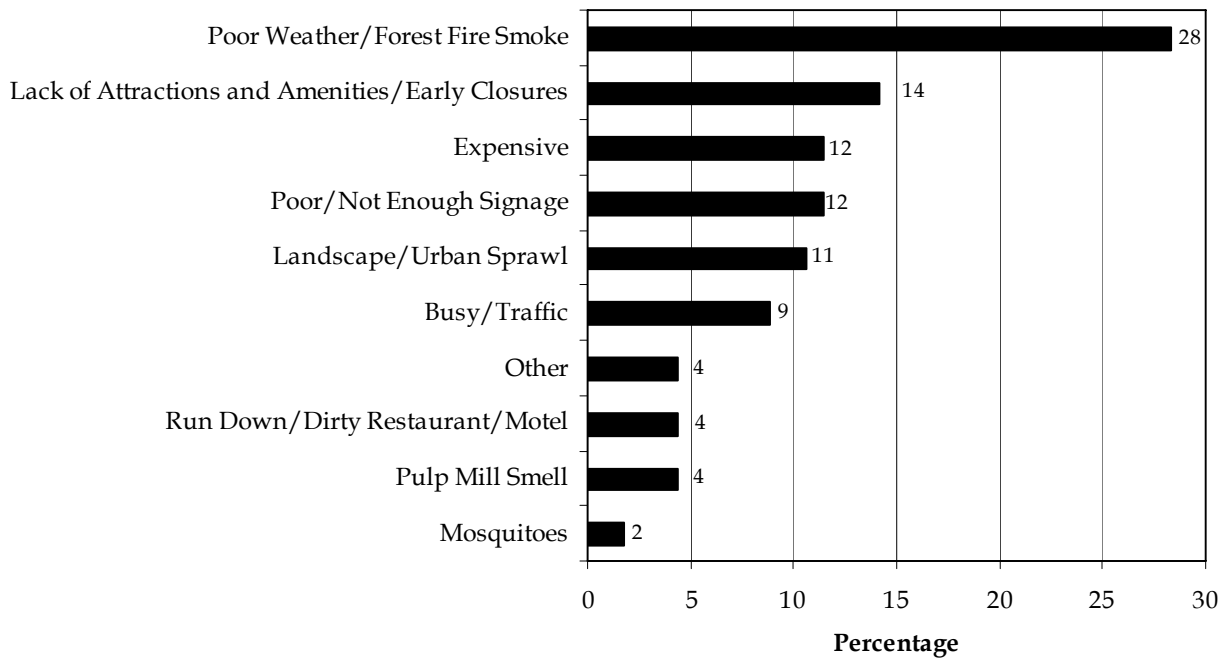


Figure 13. The ten most frequent negative images respondents had of the Kamloops region. At the Kamloops VIC, 84 respondents replied with 113 negative images.

In addition to asking about the positive and negative images of the Kamloops region, travelers were asked about the unique characteristics of the Kamloops region as a vacation destination on the mailback questionnaire. Unique characteristics of the Kamloops region can be used to attract more travelers to the area. A variety of characteristics were identified as unique to the area by respondents (Figure 14). The most common were it's beauty/nature (26%), weather (18%), location (10%), and outdoor activities (10%). Other unique characteristics mentioned included shopping/restaurants (7%), lakes/waterfalls (7%), and local attractions (6%).

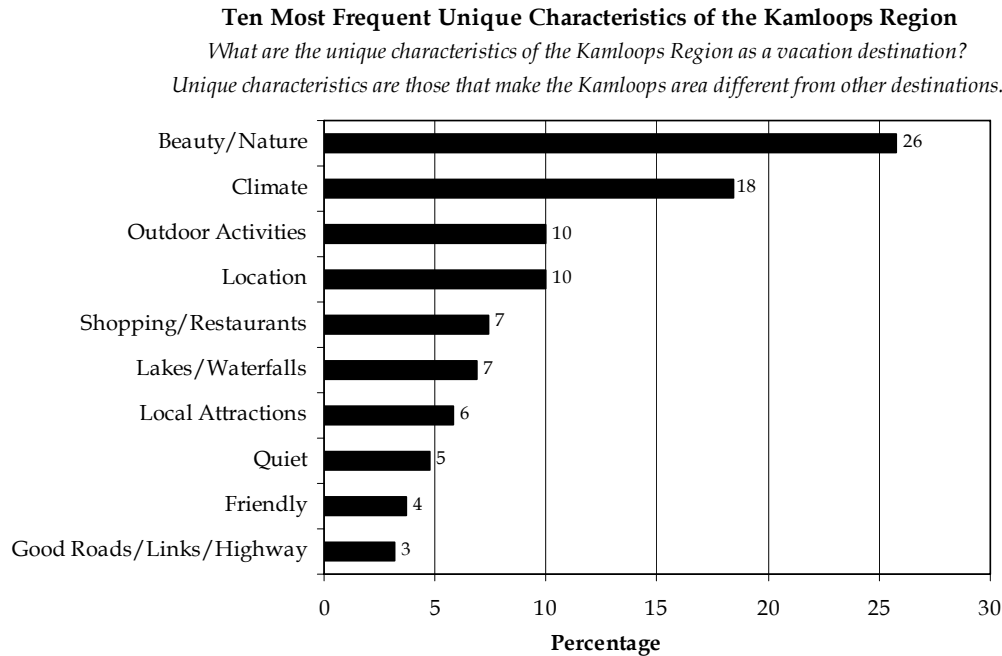


Figure 14. The ten most frequently mentioned unique characteristics of the Kamloops region. At the Kamloops VIC, 103 respondents replied with 190 characteristics.

Respondents to the mailback questionnaire were asked about their satisfaction with their trip to the Kamloops region and British Columbia (Figures 15 and 16). Eighty-four percent of travelers were either 'somewhat satisfied' or 'very satisfied' with their experience in the Kamloops region. Trip satisfaction was even higher when travelers were asked about their experience in all of British Columbia, with 92% of respondents reporting that they were either 'somewhat satisfied' or 'very satisfied'.

Travelers responding to the mailback survey at the Kamloops VIC were asked their likelihood of returning to the Kamloops region and the province of British Columbia on a leisure trip (Figures 17 and 18). A total of 75% of travelers indicated that they were either 'very likely' or 'likely' to return to the Kamloops region on a leisure trip. A larger proportion of travelers indicated they were 'likely' or 'very likely' to take another trip to or within British Columbia (92%).

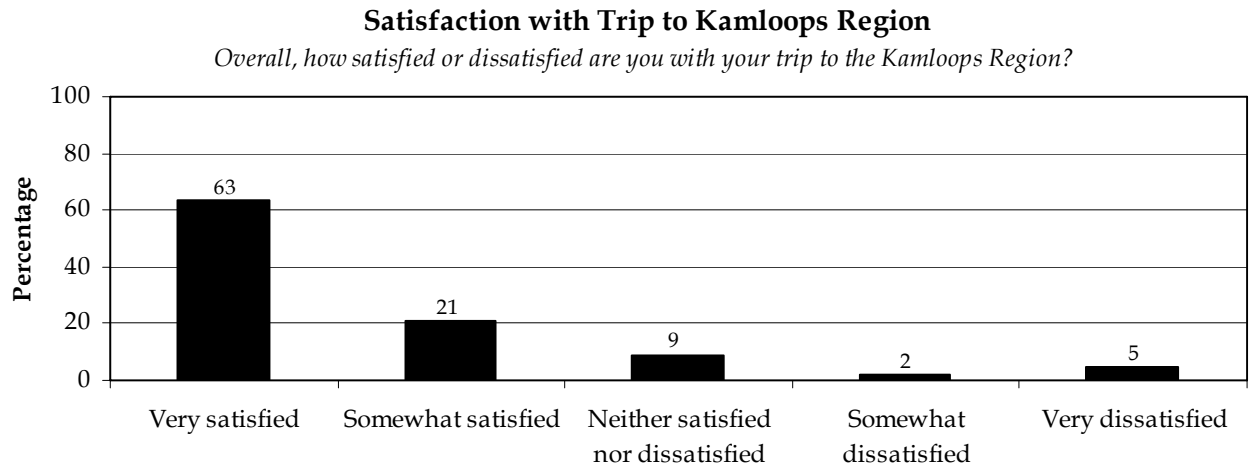


Figure 15. The Kamloops region satisfaction for travelers at the Kamloops VIC. Travelers who responded 'Don't Know' were excluded from this analysis (n=8).

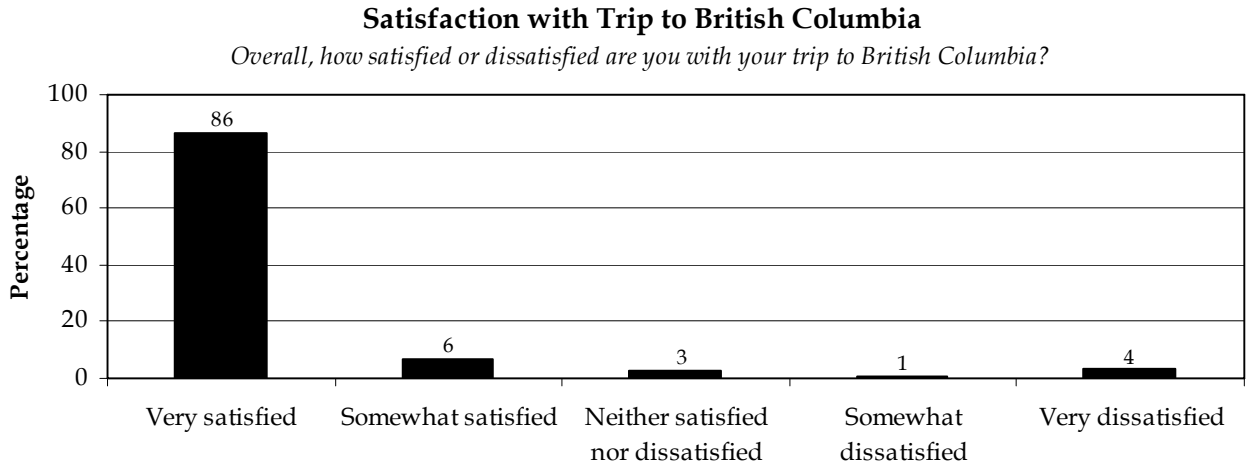


Figure 16. British Columbia trip satisfaction for travelers at the Kamloops VIC.

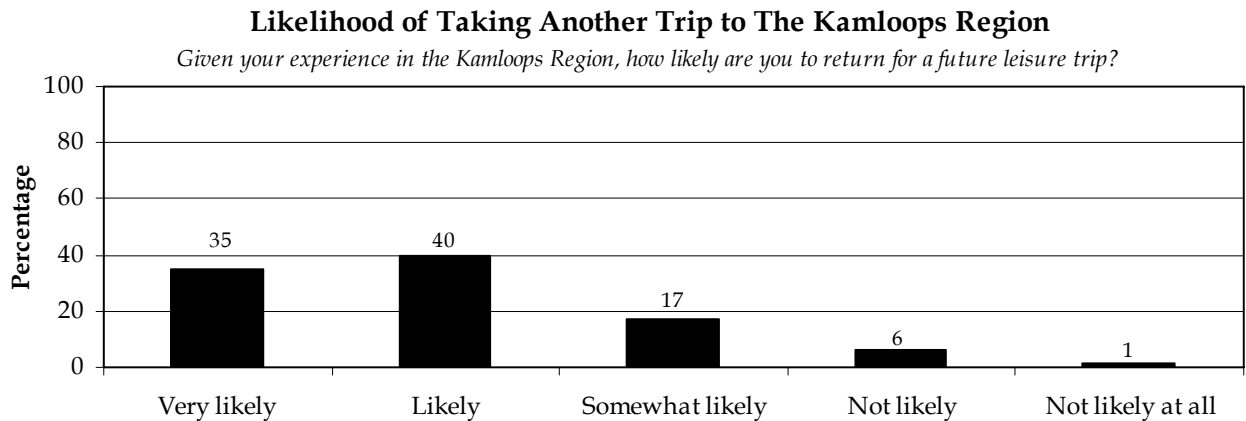


Figure 17. The likelihood for travelers at the Kamloops VIC to make another leisure trip to the Kamloops region. Travelers who responded 'Don't Know' were excluded from this analysis (n=14).

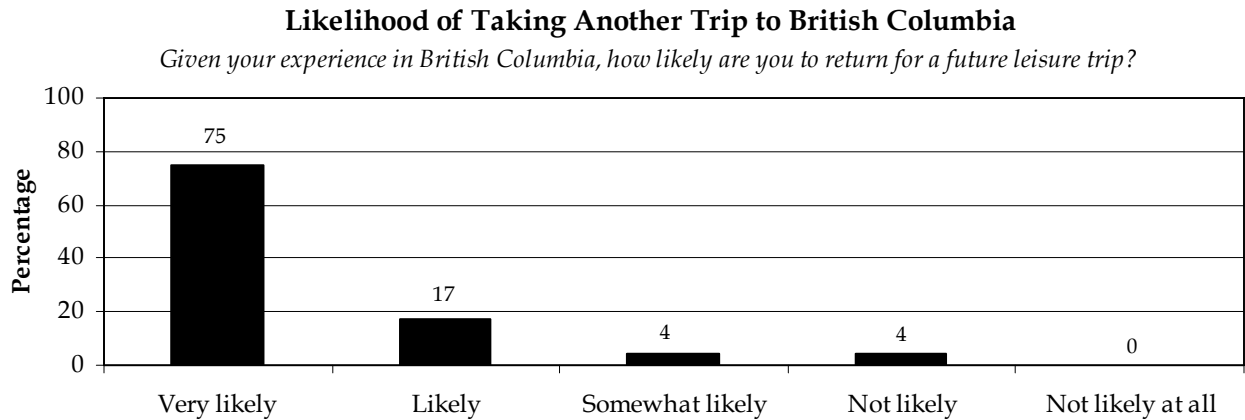


Figure 18. The likelihood for travelers at the Kamloops VIC to make another leisure trip to British Columbia. Travelers who responded ‘Don’t Know’ were excluded from this analysis (n=3).

**Expenditures**

Travelers were asked, “In Canadian dollars, what were your travel party’s total expenditures yesterday, including accommodations?” Travelers at the Kamloops VIC spent an average of \$168.31 per day (Table 9). Spending patterns varied depending on the origin of the traveler, with Overseas travelers having the highest average daily expenditure at \$181.64. There was a significant difference in expenditures when broken down by primary accommodation type, which ranged from \$99.63 for those staying with friends/relatives to \$238.97 for those using resorts/hotels/motels/B&Bs (see Appendix E for expenditure by accommodation category details).

Table 9. The average daily expenditures of travelers at the Kamloops VIC.

<b>\$ CDN Daily Expenditures*</b>	<b>Average Per Party Daily Expenditure (n=342)<sup>1</sup></b>
British Columbia	\$138.34
Other Canada	\$173.74
US	\$180.39
Overseas	\$181.64
<b>Total</b>	<b>\$168.31</b>

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

1. 18.4% (n=84) of travelers began trip on the day of the interview and therefore did not have a response. Don’t Know / No Response =15 (3.3%). Business travelers were not included in this analysis.

In the summer of 2005, Kamloops VIC users expended nearly \$2.3 Million in the Kamloops region and over \$10.6 million on their trip throughout the rest of the province (Table 10). These figures do not represent the economic impact of the VIC but rather the total expenditures of travelers to the Kamloops region and in the rest of the province while on the trip during which they were interviewed at the Kamloops VIC.



Table 10. Estimated expenditures of travelers who visited the Kamloops VIC.

June 30 - August 30, 2005 <sup>1,2</sup>	Kamloops VIC
Estimated Total VIC parties for June, July and August 2005	7,659
Average Daily Expenditures	\$168.31
Estimated Total Expenditures in Kamloops by VIC Users	\$2,281,782
Estimated Total Expenditures outside of Kamloops by VIC Users	\$10,609,642
Estimated Total Expenditures in British Columbia by VIC Users	\$12,891,424

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

### Impact of the VIC on Traveler Behaviour

Travelers were asked four questions to gauge how the Kamloops VIC impacted their trip. These 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? On this trip or on a future trip?*
3. *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?*
4. *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?*

Responses to these questions indicate that the Kamloops VIC had a positive impact on traveler behaviour. Thirty-seven percent of travelers indicated that they learned about one or more new activities, places or attractions while at the VIC. Nine percent replied that they would stay at least one extra night as a result of the information that they had obtained, and 33% said that they would make another trip to British Columbia as a result of the information that they had learned (Figure 19).

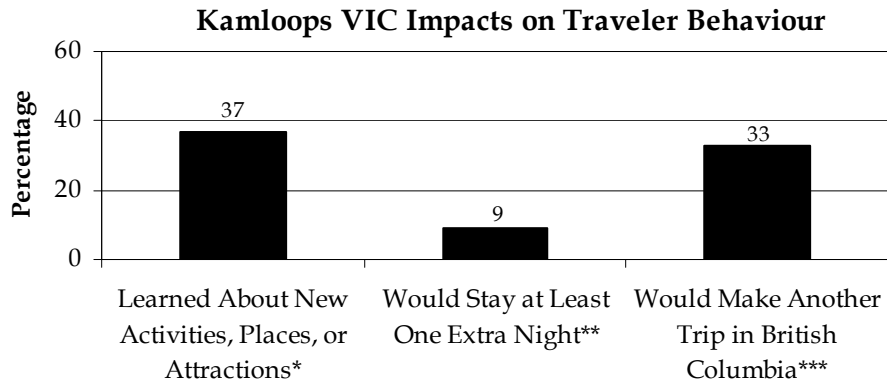


Figure 19. The proportion of travelers (n=450) at the Kamloops VIC who learned about new activities, places or attractions, stayed at least one extra night or would make another trip to British Columbia as a direct result of the Kamloops VIC. \*Don't Know/No Response (n=7, 1.6%) \*\*Don't Know/No Response (n=30, 6.7%) \*\*\*Don't Know/No Response (n=54, 12.1%).

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 Kamloops VIC <sup>2</sup>.

A number of trip and traveler characteristics could influence the impact of the VIC on traveler behaviour. Characteristics such as traveler origin, speaking with a VIC Counsellor, primary trip purpose, flexibility in activities participated in while in the Kamloops region, flexibility in the time spent in the Kamloops region, or the time spent in British Columbia were examined to understand if they influenced the impact of the Kamloops VIC (Table 11). Traveler origin influenced whether travelers would stay an extra night, with Overseas travelers the most likely to stay an extra night as a result of the information they obtained. Results showed that travelers who spoke to a Counsellor were more likely to learn about new activities, to stay an extra night or to make another trip to British Columbia. However, small sample sizes did not permit statistical testing of this finding.

Primary trip purpose influenced whether travelers would stay an extra night as a result of the information they obtained. Those who came on their trip for leisure purposes were more likely to learn about new activities, stay an extra night and make another trip to British Columbia than those who came to visit family and friends. Travelers who were very flexible in terms of activities, time spent in Kamloops and time in British Columbia were the most likely to say that they would spend extra time and make another trip as a result of the information obtained at the Kamloops VIC.

Travelers who visited the Kamloops VIC learned about a variety of new activities (Table 12). A total of 172 activities were mentioned and nearly two thirds (62%) of travelers indicated that they planned to participate in these activities. Most of these travelers (90%) planned to do so on their current trip and of these, 6% indicated that they would spend additional time on the trip to complete the activity. The top ten new activities that travelers learned about were the Heritage Railtour, the Wildlife Park, shopping/entertainment/ opportunities to eat out, various outdoor activities, lakes and beaches, powwows, walking tours, art galleries and museums, sporting/art events, and children's festivals. Travelers also reported learning about ranches, ginseng farms, Hell's Gate and other destinations.

Additional comments regarding the Kamloops VIC made by respondents to the mailback survey are included in Appendix F.

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

Table 11. The impact of the Kamloops 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 Attraction <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	26.4%	9.6%	30.3%
US	52.6%	7.3%	34.5%
Overseas	51.9%	12.2%	46.2%
Other Canada	33.8%	8.1%	42.3%
<b>Spoke With A Counsellor</b>			
Yes	40.2%	10.0%	38.4%
No	9.1%	2.5%	31.7%
<b>Primary Trip Purpose<sup>1</sup></b>			
Leisure	41.3%	10.9%	40.6%
Visiting Friends & Family	26.7%	4.1%	28.7%
<b>Flexibility with Activities</b>			
Inflexible (all activities are planned)	18.0%	4.5%	24.8%
Moderately Flexible (about half of activities are planned)	46.1%	6.8%	25.0%
Very Flexible (less than half of activities are planned)	51.1%	15.2%	53.9%
<b>Time Flexibility in the Kamloops region</b>			
Inflexible (you have to depart at a set time)	31.0%	4.6%	27.9%
Moderately Flexible (you can change the time of the day of departure)	45.7%	12.1%	34.9%
Very Flexible (you can change the day of departure)	46.2%	18.7%	60.6%
<b>Time Flexibility in British Columbia</b>			
Inflexible (you have to depart at a set time)	34.7%	3.4%	27.3%
Moderately Flexible (you can change the time of the day of departure)	31.3%	12.7%	36.5%
Very Flexible (you can change the day of departure)	45.8%	20.8%	59.2%

1. Business travelers were not asked these impact questions.
2. Statistically different at the 0.05 level for origin, primary trip purpose, flexibility with activities and time flexibility in Kamloops. A small sample size did not permit statistical testing of impact of 'spoke with a counsellor'. Not statistically different at the 0.05 level for time flexibility in British Columbia. In order to achieve minimum expected counts for testing statistical significance, DK/NR responses were removed and, for primary trip purpose, the other category (n=3) was removed from the analysis.
3. Statistically different at the 0.05 level for primary trip purpose, flexibility with activities, time flexibility in Kamloops and time flexibility in British Columbia. Sample size issues did not permit statistical testing of spoke with a counsellor. Not statistically different at the 0.05 level for origin. In order to achieve minimum expected counts for testing statistical significance, DK/NR responses were removed and, for primary trip purpose, the other category (n=3) was removed from the analysis.
4. Statistically different at the 0.05 level for primary trip purpose, flexibility with activities, time flexibility in Kamloops and time flexibility in British Columbia. Sample size issues did not permit statistical testing of spoke with a counsellor. Not statistically different at the 0.05 level for origin. In order to achieve minimum expected counts for testing statistical significance, DK/NR responses were removed and, for primary trip purpose, the other category (n=3) was removed from the analysis.

Table 12. The proportion of travelers who learned about each new activity, the proportion who would participate in that new activity, when they would participate in those activities, the proportion of travelers who would spend extra time in the Kamloops region to do that activity and the average number of extra hours spent participating in that activity.

Top Ten New Activities That Travelers Learned	% Of All New Activities (n=172)	% That Will Participate	Timeline For Participation (Percentage of Total for each) <sup>1</sup>			% That Will Spend Extra Time <sup>1</sup>	Average Hrs. Spent On Each Activity <sup>1,2</sup>
			Sometime on this	On a future trip	Unsure		
Heritage Railtour	18.0%	90.3%	100.0%	0.0%	0.0%	0.0%	NA
Wildlife Park	15.1%	34.6%	66.7%	0.0%	33.3%	16.7%	5.0
Downtown Shopping/ Entertainment/Eating Out	14.0%	66.7%	100.0%	0.0%	0.0%	0.0%	NA
Outdoor Activities	10.5%	66.7%	61.5%	7.7%	30.8%	12.5%	2.0
Lakes/Beaches	6.4%	63.6%	100.0%	0.0%	0.0%	0.0%	NA
Powwows	5.8%	30.0%	66.7%	0.0%	33.3%	0.0%	NA
Walking Tour	5.8%	80.0%	100.0%	0.0%	0.0%	12.5%	3.0
Art Galleries/ Museums	4.7%	62.5%	100.0%	0.0%	0.0%	0.0%	NA
Sporting/ Arts Events	3.5%	33.3%	100.0%	0.0%	0.0%	0.0%	NA
Children's Festival	2.9%	0.0%	NA	NA	NA	NA	NA

1. Caution is advised when interpreting due to small sample sizes.

2. Average hours spent on the activity (of those who indicated that they would participate).

### Previous Visitation To Kamloops

Besides core intercept questions, the surveys also include a number of questions specific to the needs of the different communities in which they are conducted. In the case of Kamloops these included additional questions on previous visitation to Kamloops covering the amount of time spent, primary trip purpose and VIC usage.

Over half of those interviewed had previously visited Kamloops (55%) and over a quarter had used the Kamloops VIC (29%) during these trips. Over half of those who had previously visited Kamloops had done so within the past two years (62%; Table 13).

Table 13. Most Recent Previous Visit to Kamloops by travelers interviewed at the Kamloops VIC.

Most Recent Trip to Kamloops	Percentage of Responses (n=242) <sup>1</sup>
Last month	9%
2 - 6 months ago	10%
6 months - 1 year ago	13%
1 - 2 years ago	30%
> 2 years ago	38%

1. Travelers who responded 'Don't Know' were excluded from this analysis (n=3).

Almost half of those who had previously visited Kamloops had done so two or more times within the past two years (48%; Table 14). Forty-two percent of those who had previously visited Kamloops had

spent 3 or more days on their last visit (Table 15). The primary purpose of those who spent time in Kamloops was to visit family and friends (41%), followed by work/business (13%) and visiting attractions (13%; Table 16).

Table 14. Number of Previous Visits to Kamloops by travelers interviewed at the Kamloops VIC.

Number of Visits (past 2 years)	Percentage of Responses (n=243)
None	38%
1	15%
2	19%
3 or more	29%

Table 15. Time Spent in Kamloops on Previous Visits by travelers interviewed at the Kamloops VIC.

Time Spent in Kamloops	Percentage of Responses (n=86)
< 1 day	7%
1 day	26%
2 days	26%
3 or more days	42%

Table 16. Primary Trip Purpose on Previous Visit to Kamloops by travelers interviewed at the Kamloops VIC.

Primary Purpose of Trip to Kamloops	Percentage of Responses (n=79) <sup>1</sup>
Visit friends & family	41%
Attractions	13%
Work/business activity	13%
Sporting events	6%
Shopping	4%
Passing Through	4%
Stop Over	4%
Convocation/Wedding	4%
Skiing	3%
Fishing	1%
Personal appointments (e.g. doctor/dentist)	1%
Other	8%

1. Travelers who responded 'Don't Know' were excluded from this analysis (n=5).

## Conclusions

1. Travelers who stopped at the Kamloops VIC:
  - Were most likely to be over the age of 45 (57%),
  - Were likely to have attained at least a college or technical diploma (69%),
  - Were predominantly medium to high income earners (47% > \$50,000 annual household income),
  - Were most likely to be traveling without children (72%).

Trip characteristics of travelers at the Kamloops VIC showed that:

  - The primary trip purpose was leisure (69%), followed by visiting friends and family (21%),
  - A private motor vehicle was the primary mode of transportation for the majority of travelers (86%),
  - Resorts/hotels/motels/B&Bs were the primary accommodation type for nearly half (44%) of the travelers, followed by campgrounds/RV parks (34%),
  - More than half of the travelers (59%) were spending time in the Kamloops region as opposed to just passing through and 12% indicated that Kamloops was their primary destination,
  - The average time spent in the Kamloops region was three days,
  - The Internet was the most common source of information for trip planning,
  - Over half of the travelers (55%) had previously visited the Kamloops region,
  - Travelers were more flexible in terms of their activities in Kamloops than they were with respect to their time in Kamloops and in British Columbia.

2. The profile of travelers at the Kamloops 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 Kamloops VIC about campgrounds?
  - To design a marketing plan to attract travelers who do not currently use the VIC. For example, a plan could be designed to encourage visitors who are in the Kamloops region visiting friends and relatives to visit the Kamloops VIC.
3. The profile of travelers at the Kamloops VIC can be used for business planning and management of new and existing tourism businesses in the Kamloops region. The data presented in this report provides details of the type of clients new tourism businesses in the region can expect and characteristics, interests and trip flexibility of potential clients who could be attracted through marketing (brochures, etc.) at the Kamloops VIC.
4. Nearly all travelers at the Kamloops VIC spoke with a VIC Counsellor (90%) and nearly all (99%) said that the VIC met or exceeded their expectations. Reasons for this included the provision of good information as well as the availability of friendly, helpful staff.

5. The Kamloops VIC had a positive impact on traveler behaviour. Thirty-seven percent of travelers learned about new activities/places/attractions, 9% reported that they would stay at least one additional night and 33% would make another trip to British Columbia as a direct result of the information they obtained at the Kamloops VIC.
  
6. The proportion of travelers who said that they learned about new activities, would stay an extra night or would make another trip to British Columbia as a result of the information obtained at the VIC was consistently larger for those travelers who had spoken to a VIC Counsellor. This finding highlights the importance of having a Counsellor available at all times to help travelers.

## Limitations

1. These results are representative of travelers who stopped at the Kamloops VIC between June and August of 2005. Trip and traveler characteristics of travelers at other times of the year could differ from those interviewed during the study period.
2. These results are representative of the impact the Kamloops VIC had on travelers who did not live in the Kamloops region. This study did not explore the impacts that the Kamloops VIC had on travelers calling or emailing for information prior to their visit to the area. In addition, it did not describe the benefits that local residents receive from the Kamloops VIC or the benefits of local residents collecting information for their non-resident guests.
3. 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.
4. Results presented do not represent the full range of analysis that can be completed with the data collected. Please contact Angela Xu, Research Services Tourism British Columbia (Angela.Xu@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 7,659 parties visited the Kamloops VIC between June and August 2005<sup>3</sup>. A number of percentages have been provided in 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 Kamloops VIC were traveling by RV between June 30 and August 30, 2005 the following calculation could be done:

**7,659 parties \* 0.124 (percentage of travelers using an RV) = 950 parties with RVs used the Kamloops VIC between June 30 and August 30, 2005.**

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<sup>3</sup> This estimate differs from the number of visitor parties counselled by VIC counsellors, as reported by the Kamloops VIC, because it a) excludes Kamloops area residents who visited the Kamloops VIC, and b) includes visitor parties that visited the VIC but did not talk to a counsellor.



## Appendices

Appendix A - Interviewer schedule and interviews completed

Appendix B - Questionnaires

Appendix C - Response bias testing

Appendix D - Other VICs visited in British Columbia

Appendix E - Expenditures by accommodation type

Appendix F - Comments regarding the Kamloops VIC

**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 Kamloops VIC during the study period.

	Kamloops VIC					
	Number of People Approached	Agree to Interview-YES	Refusals	Number of Residents	Traveling in Group	Tourists
June 30	7	3	4	1		2
July 4	33	16	17	1		15
July 6	42	28	14	10	1	17
July 10	45	25	20	5	1	19
July 12	55	36	19	12		24
July 16	59	32	27	11		21
July 17	40	27	13	7		20
July 18	31	24	7	9		15
July 19	30	25	5	7	1	17
July 22	46	35	11	10		25
July 23	44	29	15	10		19
July 24	32	27	5	6		21
July 25	41	30	11	13		17
July 28	40	27	13	12		15
July 29	50	33	17	14		19
July 30	41	31	10	6		25
July 31	35	19	16	1		18
August 5	38	29	9	17		12
August 6	36	22	14	11		11
August 7	36	26	10	10		16
August 8	43	31	12	18		13
August 11	44	37	7	24		13
August 12	26	23	3	3		20
August 13	33	20	13	5		15
August 14	19	8	11	2		6
August 15	37	34	3	19		15
August 17	33	20	13	14		6
August 18	33	25	8	15		10
August 19	24	20	4	9		11
August 20	26	19	7	11		8
August 23	46	36	10	28		8
August 24	35	26	9	18		8
August 25	29	19	10	15		4
August 26	26	20	6	12		8
August 27	10	7	3	4		3
August 29	29	23	6	18		5
August 30	17	16	1	13		3
<b>Total</b>	1,291	908	383	401	3	504

## **Appendix B – Questionnaires**

## **Interview Questions (Kamloops VIC)**

Good morning / afternoon / evening. My name is \_\_\_\_\_ and I'm conducting a survey on behalf of Tourism British Columbia. We want to ask you about your trip to Kamloops 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 10 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 complimentary gift for completing the interview? **Thank you.**

Are you a resident of the Kamloops region? *Kamloops includes areas south of Barriere and north of Merritt and between Cache Creek and Chase.*

NO  YES Thanks for agreeing to participate, in this study we are only interested in visitors from outside Kamloops.

Are you part of an organized tour group?

YES  NO

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 on this trip (i.e. the place that you spend the most time)?

\_\_\_\_\_  NONE, TOURING  DK/NR

How did you get to the Kamloops 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 Kamloops? *Kamloops includes areas south of Barriere and north of Merritt and between Cache Creek and Chase.*

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

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

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 travelers. Thank you for participating!**

IF NOT JUST PASSING THROUGH, What is your **primary** (most time spent) leisure activity while in Kamloops?

\_\_\_\_\_  NONE  DK/NR

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 Kamloops? 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 Kamloops? 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 British Columbia? 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

IF SPENDING TIME IN KAMLOOPS, Did you obtain travel information from Adventure Kamloops' website ([www.adventurekamloops.com](http://www.adventurekamloops.com)) prior to this visit?

NO  YES  DK/NR

IF SPENDING TIME IN KAMLOOPS, Did you obtain travel information from the Kamloops Visitor Info Centre prior to this visit?

NO  YES  DK/NR

Before this trip, have you ever been to Kamloops? *Kamloops includes areas south of Barriere and north of Merritt and between Cache Creek and Chase.*

NO *go to VIC section*  YES

How many times have you visited Kamloops in the past two years? \_\_\_\_\_ time(s)

When was your last trip to Kamloops? Was it

LAST MONTH  2 – 6 MONTHS AGO  6 MONTHS – 1 YEAR AGO  1-2 YEARS AGO  >2 YEARS AGO  DK/NR  
*Go To VIC Section* *Go To VIC Section*

**Thinking of the last trip you made to Kamloops before this trip ...**

How much time did you spend in Kamloops?

NONE - JUST PASSING THROUGH (LESS THAN 2 HOURS) \_\_\_\_\_ HOURS **OR** \_\_\_\_\_ DAYS  DK/NR

IF NOT PASSING THROUGH, What was the **primary** purpose of your trip to Kamloops? (**Do not prompt – check ONE**)

SPORTING EVENTS  ATTRACTIONS  SKIING  FISHING  SHOPPING  
 MEALS  WORK/BUSINESS ACTIVITY  VISIT FRIENDS & FAMILY  PERSONAL APPOINTMENTS (DOCTOR / DENTIST)  DK/NR  
 OTHER \_\_\_\_\_

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

IF HAVE BEEN TO KAMLOOPS, On your previous trips to Kamloops, have you used this Visitor Info Centre?

- 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 INFORMATION ON DINING                           |
| <input type="checkbox"/> TO OBTAIN CAMPING INFO                       | <input type="checkbox"/> TO OBTAIN REFRESHMENTS                                    |
| <input type="checkbox"/> TO OBTAIN ADVENTURE RECREATION ACTIVITY INFO | <input type="checkbox"/> OTHER _____   |
| <input type="checkbox"/> TO OBTAIN EVENT INFORMATION                  | <input type="checkbox"/> OTHER _____   |

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"/> DINING INFORMATION    |
| <input type="checkbox"/> ROUTE INFORMATION                                | <input type="checkbox"/> BC PARKS PARKING PASS |
| <input type="checkbox"/> ATTRACTION INFORMATION                           | <input type="checkbox"/> DK/NR                 |
| <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        | <input type="checkbox"/> OTHER _____           |

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 - Go to Extend in BC

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"/> NO <input type="checkbox"/> YES <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"/> NO <input type="checkbox"/> YES <input type="checkbox"/> DK/NR	_____hr
2. _____	<input type="checkbox"/> NO <input type="checkbox"/> YES <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"/> NO <input type="checkbox"/> YES <input type="checkbox"/> DK/NR	_____hr
3. _____	<input type="checkbox"/> NO <input type="checkbox"/> YES <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"/> NO <input type="checkbox"/> YES <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 Kamloops 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 Kamloops Visitor Info Centre?

- NO       YES       DK/NR

Overall, how well did the Kamloops 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? (*Don't 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

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

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

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

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 \$49,999       E. \$100,000 PLUS  
 C. \$50,000 to \$64,999       F. DK/NR

Gender of respondent (*Record, don't 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 a 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?

YES       NO

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!**

## **Mailback Questions (Kamloops VIC)**

# *The Kamloops 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 at the Kamloops 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 Kamloops region? By the Kamloops region we mean anywhere within an hour drive of downtown Kamloops. *Fill in the most appropriate response.*

\_\_\_\_\_ DAY(S) IN THE KAMLOOPS 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 Kamloops region? *Circle the most appropriate response.*

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

6. Was this your first trip to the Kamloops 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 Kamloops 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 Kamloops Visitor 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 Kamloops 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 Kamloops 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 Kamloops 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 Kamloops Visitor Info Centre? *Please list up to three (3) activities.*

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

- 10c. For each activity listed in question 10b 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

11. Will you take another trip to or within British Columbia as a result of the information that you obtained at the Kamloops Visitor Info Centre? *Circle the most appropriate response.*
- A. YES
  - B. NO
  - C. DON'T KNOW
12. How useful was the information that you received at the Kamloops 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
13. Overall, how well did the Kamloops 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

14. Were there any other products and/or services that were not currently available at the Kamloops Visitor Info Centre that you would have liked to have found? *Circle the most appropriate response.*

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

15. Given your experience at the Kamloops Visitor Info Centre, how likely are you to visit other Visitor Info Centres 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

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

16. On the trip you visited the Kamloops 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 Kamloops region as a vacation destination.**

18. What positive and/or negative images come to mind when you think of the **Kamloops 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 Kamloops region as a vacation destination? Unique characteristics are those that make the **Kamloops 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 **Kamloops 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 **Kamloops 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
- Go to Q24
- Go to Q22

22. On your next trip to the **Kamloops 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.**

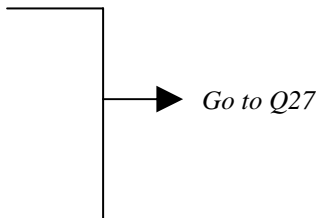
23. Overall, how satisfied or dissatisfied were you with your trip in **British Columbia**? *Circle the appropriate response.*

- 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 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 Kamloops 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, partner, son, daughter, parent, friend)</i>	Age <i>(in years)</i>	Gender <i>(M=Male, F=Female)</i>
1 Myself	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____

28. Is there anything else you would like to tell us about your experience at the Kamloops 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 C – Response Bias Testing**

## **Response Bias Testing**

### **Methods**

The study design produced two sets of data that are available for analysis – 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 that agreed and did not agree to complete the mailback questionnaire (Tables A2).
2. Comparing demographics, trip and traveler characteristics between those that responded and those that did not respond to the mailback questionnaire (Tables A2).

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 A3).

### **Results**

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

- At the Kamloops 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.
- The level of education varied statistically between respondents who did or did not agree to participate in the mailback survey. Of those that agreed, 75% had at least a college or technical diploma compared to only 58% of those did not agree to participate.
- There was also a significant difference between respondents based upon their whether their expectations of the VIC were met. 69% of those who agreed to participate in the mailback indicated that their expectations were exceeded compared to only 42% for those that did not agree to participate.
- Respondents who agreed to participate in the mailback survey spent significantly more on average and were almost twice as likely to return for another visit to British Columbia compared to those who did not agree to the mailback.

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

- The differences that arose when comparing those who indicated that they would participate in the mailback survey and those who sent in their responses were relatively minor. The only differences, as outlined in Table A2 were based on residence, gender and age. Overseas residents were much more likely to accept the mailback but not complete it. Similarly, male respondents were much more likely to accept the mailback but not complete it. Younger respondents were also more likely to accept the mailback but not complete it.

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

- Overall, respondents were quite consistent in their responses between the on-site interview and the mailback survey. There were no significant differences in the amount of time spent in British Columbia, the travel party size or the average expenditures between the on-site interview and the mailback. However, there was a significant difference in the average number of days away from home. The average for the on-site interview (19.6 days) was almost 1.5 days greater than the average reported on the mailback survey (18.1 days).

### **Conclusions**

- Some differences exist between those who agreed to participate in the mailback questionnaire and those who did not agree to participate in the mailback questionnaire.
- Those that participated in the mailback survey tended to report having spent less time away from home in their mailback survey compared to what they reported at the time they were interviewed.
- Due to the above factors and to be conservative in estimating economic impacts, the interview data was used to summarise the impact of the Kamloops VIC had on travelers. Mailback questionnaire responses were used only when the question was not asked in the interview.
- These results are consistent with similar research conducted by Research Services at other VICs in British Columbia.

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 Kamloops VIC.

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

Table A3. A summary of differences in data between the interview and mailback questionnaire at the Kamloops VIC.

Concept/Questions <sup>1</sup>	Trip Characteristics Results		Statistically Different? <sup>2</sup>
	Interview	Mailback	
Mean Days Away From Home	19.7	18.1	Y
Mean Days In British Columbia	10.2	10.2	N
Mean Daily Expenditures	183.21	194.45	N
Party Size	2.57	2.54	N
Primary Purpose - Leisure (%)	73.8	63.3	N
Primary Purpose - VFR (%)	25.6	32.0	N
Primary Purpose - Other (%)	0.6	4.7	N
VIC Live Up To Expectations - Fell Short (%)	2.4	1.8	N
VIC Live Up To Expectations - Met (%)	28.8	44.6	N
VIC Live Up To Expectations - Exceeded (%)	68.8	53.6	N
Parties with Children (%)	28.1	28.5	N
Learn About New Activities (%)	38.6	36.7	N
Overall Extend Trip (%)	7.6	12.4	N
Overall, Take Another Trip to/ within BC (%)	41.4	63.5	N

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

2. Only those respondents that answered both the interview and mailback expenditure questions were used. A paired-samples t-test was used to compare the expenditures between the interview and the mailback. Bivariate correlations were used to determine existence of significant differences in proportions between interview and mailback data.



**Appendix D – Other VICs Visited in British Columbia**

Table A4. Location of other VICs visited by mailback survey respondents

Location of Other VIC Visited <sup>4</sup>	Number of Responses	Location of Other VIC Visited <sup>4</sup>	Number of Responses
100 Mile House	2	Nelson	1
Abbotsford	1	Osoyoos	4
Alberta border*	1	Parksville	1
Animal Park*	1	Peachland*	1
Another visitor info centre going from the island to Cortez	1	Penticton	6
Banff*	4	Port Hardy	2
Big city*	1	Port McNeill	1
Cache Creek	1	Powell River	1
Campbell River	2	Prince George	2
Chilliwack	2	Prince Rupert	1
Clearwater	4	Qualicum Beach	3
Cumberland	1	Quesnel	1
Fernie	1	Radium H.S.	1
Field*	1	Revelstoke	10
Fort Langley	1	Richmond	1
Fort St. John	1	Rogers Pass*	2
General/Multiple	4	Salmon Arm	3
Glacier*	1	Sicamous	2
Golden	2	Sooke	1
Harrison Hot Springs	1	Sorrento	1
Hope	5	Sparwood	1
Invermere	1	Tofino	2
Inverness*	1	Ucluelet	2
Jasper*	5	Valemont	1
Kelowna	7	Vancouver	14
Langley	1	Vancouver Island	3
Lemon Creek*	1	Vernon	6
Long Beach*	1	Victoria	10
Merritt	3	Wells Gray	2
Mission	1	Whistler	3
Mount Robson	3	White Rock	2
Nakusp	2	Wild life park*	1
Nanaimo	3	Williams Lake	2

<sup>4</sup> The location marked with a \* are not part of the official British Columbia VIC network but are listed here because they were mentioned by respondents.

## **Appendix E - Expenditures by Accommodation Type**

Table A5. Kamloops VIC Daily Expenditure<sup>1</sup> by Accommodation Type (statistically significant difference)

	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
RESORT/HOTEL/MOTEL/B&B'S	149	238.97	125.46	10.28	0.00	700.00
CAMPGROUND/RV PARK	132	112.41	94.74	8.25	0.00	700.00
FRIENDS OR RELATIVES	46	99.63	90.31	13.32	0.00	350.00
<b>TOTAL<sup>2</sup></b>	<b>342</b>	<b>168.31</b>	<b>126.86</b>	<b>6.86</b>	<b>0.00</b>	<b>700.00</b>

1. The top and bottom 2% have been trimmed to ensure representativeness of the means.
2. Total includes 6 responses in cabin/cottage, 6 in hostel, and 3 in 'other' accommodation category.

## **Appendix F - Comments Regarding Kamloops Visitor Info Centre**

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

### Services/Amenities

- Best visitor centre I've ever been to, due to the amount of info. (Maps, brochures etc.) on all the different areas of B.C.
- Big visitor info centre with very much information. One of the best we've seen.
- Center was bright, clean.
- Center was well kept and clean, well stocked with brochures and ample staff. You offer an excellent service at the Kamloops office.
- Excellent facilities. Washrooms particularly appreciated after a long drive.
- Excellent service.
- Good restrooms!
- Great location.
- Great service & clean. Thanks!
- Great washrooms.
- It is clean & modern & not hot! (cool) Like the sofa. Info was v. good.
- It was clean, attractive and staff was very friendly – leaving a very good impression to visitors. The picnic tables were a very nice feature for car – weary travellers.
- Kamloops Visitor Info is one of the best laid out centres. We always make it a stop to check for new info/attractions etc.
- List of B & B's was very helpful.
- Maps, attractive coupons were made available.
- The center was nice with plenty of good information. I would definitely visit there again.
- The Kamloops Visitor Center is one of the best centers that we have been to. Lots of parking. Nice view. Only wish the "P.G." visitor center was the same calibre as Kamloops.
- The service was good at all visitor info centers. Thank you very much.
- They have availability of water & dumping station.
- This is a very nice spot to get directions and close to hwy.
- Travelling with pets – somewhere to exercise/feed etc. Too hot to leave in vehicle.
- Useful maps of local area.
- We booked ferry crossing there which we didn't expect to be able to do.
- We called in to collect a map of Kamloops for our daughter who was due to stay there for one night at a later date. Used toilets, brought book on wild flowers & had picnic lunch as it was lunch time.
- We enjoy travelling in B.C. and Alberta and it is our habit to stop at the visitors info centre at every stop to learn what there is to do & see in that area. We like to pick up local maps and hiking trail/walking maps. We have always found the staff in the visitor's info centres to be wonderful people to talk to. The Kamloops Centre is one of the best. Thank you for a wonderful resource.
- We found it clean/friendly. We were not looking for information – just the picnic tables/bathrooms.
- We loved it!
- We were asking for maps and found everything we needed. Also, picked up souvenirs, were quite happy with our service.
- We were pleased to be able to leave our trailead at the visitors' center while we were touring around. That was nice & convenient.
- Well maintained visitor center.

- Yes – we were thrilled to find ice-cream for the grandchildren and good “reading material.”
- Thanks for the service.

### **Staff Friendly/Helpful**

- All the girls were very kindly. We really appreciate their help. We’ll go to visit you again in the future. Thanks.
- Because of our great experience in Kamloops, our 1<sup>st</sup> stop in Penticton was at their visitor center.
- Enjoyed our stop there, everyone was very friendly!
- Everyone there was friendly and out-going and appreciative of our being there!
- Everyone was friendly and helpful and smiling! A smile makes a big difference.
- Everyone was very friendly & helpful.
- Everyone we spoke to were very helpful. It proves to be a very useful stop.
- Friendly people, very helpful.
- Friendly staff.
- Friendly, helpful staff.
- Good selection of summer students and full time employees. Friendly, informative.
- Great staff – very helpful.
- I found the attendants at all centers very friendly, informative and enjoyed their job.
- It was great!
- Keep up the good work.
- People very helpful & friendly.
- People were courteous & informative. Great place.
- People were very friendly and made you want to come back. Thanks again!
- Personnel very polite and knowledgeable.
- Staff were extremely friendly & helpful. Did a great job of selling their area.
- Staff were helpful, polite and well-informed.
- Talking to real people who were interested in their job & knew about the area was wonderful. Computer info is not nice. Ladies researched info to help us & we appreciated their efforts.
- The friendliness of the staff makes the most difference. The first time I came, the woman was very helpful & friendly. The second time, a different staff person was brusque & dismissive.
- The friendly, helpful service was received at the Kamloops info center will make us more likely to use visitor centers as tools for planning our vacation.
- The girl who interviewed me was very pleasant and professional.
- The girls that helped me were very nice & friendly as they have been in the past when I have stopped there for info.
- The personnel were very friendly and helpful. They did not rush us and were very clear in their answers to our questions. They made me feel proud of the way they were representing our province.
- The staff very friendly, helpful, knowledgeable and put out that little extra effort.
- The staff were friendly & helpful unlike any other info center I have been to. Most times, I come out no further ahead but Kamloops people were willing to go the extra to help.
- The staff were very friendly, helpful and informative. Thanks for your great help! Way to go!
- The staff were very helpful, friendly and knowledgeable.

- The two girls we met in Kamloops answered to many of our questions. We wish to thank them.
- They are always very helpful & friendly. Thank you.
- They ladies there were very helpful, polite & knowledgeable.
- They made you feel welcome in B.C. and Canada like coming home to a beautiful place.
- They were polite and helpful. We are a mixed racial family, Indo Canadian/ Anglo Canadian which was really nice to be treated like a normal family on holidays. Thank you for that Kamloops!
- They were very courteous, helpful. Great customer service skills. It is not their fault the city's streets are so confusing.
- They were very nice & helpful.
- Very friendly & informative staff. Was very impressed.
- Very friendly & patient people according to my bad English. Thank you.
- Very friendly staff – great selection of material. It's a shame my memories are of some mis-information we received that led to lost time searching for a non-existent event.
- Very friendly, helpful staff.
- Very friendly, helpful staff.
- Very friendly, informative people.
- Very friendly. Offered info we wouldn't know to ask which was very helpful.
- Very helpful and friendly.
- Very helpful!
- Very nice and friendly people there.
- Very polite and helpful.
- We asked if dogs were allowed on the Hells Gate Tram. The info center staff went to great lengths to answer the question.
- We were just travelling through, but they took the time to locate a campground in Hope for us and also call it to confirm a camping spot for us. Very much appreciated!!
- Your people were very polite & friendly. I enjoyed dealing with them.
- Staff very friendly & helpful.
- Friendly people @ visitor center.
- People were informative & friendly.
- Staff was friendly, helpful, offered good ideas for our family.
- They have availability of water & dumping station.
- Very friendly & helpful
- Very friendly & helpful staff.
- Very friendly also.
- Very friendly and helpful young people.
- Very friendly staff.
- Very friendly.
- Very pleased with the information and the friendly staff.

### **Suggestions/Need for Improvement**

- Better coordination with hotels as to activities available in the area. Our hotel (Best Western) when I questioned the clerk, stated that the Weyerhaeuser tour was not available.
- Bilingual personnel for French visitor.



- I am always confused about access to the toll highway from the interpretive center.
- I can't remember for sure, however one of the visitor's centers we were at didn't have a public phone. There should be one at every visitor center.
- I really did not think that the entrance/exit to the parking lot was very good.
- I was cycling from Edmonton to Vancouver. A water fountain would have been nice, it was very hot when I was there July 25 approx. Thanks.
- I would've liked to have seen longer hours of operation on the weekends.
- Info center staff should become more knowledgeable about parks, trails, local outdoor events etc. as ecotourism is important for B.C.
- It would be convenient to have one at other highway entrances to Kamloops. (Small one with brochures).
- It would be so much better if one could phone a campsite like Lac Le Jouve to see if they were full, avoiding a long, unnecessary drive. I realize there is reservation service available, but this is not always the most convenient when you're unsure of your arrival date.
- More bilingual info. Too bad Canada is not bilingual coast to coast like it should. We had more French info in London, UK.
- Need more info about rental homes. Consider moving to the area. Beautiful town.
- Need more washroom facilities. Electrical socket was useful.
- Post location coordinates on B.C. website so we can program GPS eg. you get to a different city, you can find info center from any direction, in case you miss sign!!
- The only issue I have when I travel to and through Kamloops is signage for the highways. The signage is somewhat confusing & the frequency of signs is inadequate.
- Washrooms could have been cleaner.
- You might try something similar to Britain's "Book A Bed Ahead" system so that the visitor is assured of a room. In Britain the info ctr. gets 10% from hotels etc. for each booking.
- Entrance is confusing after a long drive. I turned in just driving by mistake. Need a place to visit outside in the shade. (a bench) Thanks.
- Access to hwy could be improved. (i.e. along side hwy).

### People Friendly

- We are sorry that we could not stay in the area longer. While we were there, we met two wonderful people in the park. They were horse mounted and told us they were benevolent.

### Survey - Others

- How one can win a digital camera if this questionnaire does not include name, address etc???
- I enjoyed talking with the 2 students conducting the survey, very informative. As I travel around B.C., I'm always looking for your info booths. They help us a lot. Thx.
- The young ladies who approached us at the visitor center were very good at getting responses. Lively, perky and sweet!
- We visited the center twice. Once at the beginning when we received maps & brochures and once at the end of our trip. We met the girls doing the survey at the end of the trip.