



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

## **RESEARCH SERVICES**

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

March 2006

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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 Victoria Visitor Info Centre. Specifically, the study objectives were:

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

A two-location, two-stage survey design was used to examine the study objectives. Travelers were interviewed at two main locations, the Victoria VIC and at a number of Reference Sites (including the Royal BC Museum, the Pacific Undersea Gardens and the Royal London Wax Museum) that are frequented by travelers. The purpose of collecting information from the Reference Sites was to obtain information about the typical traveler to the Victoria Region for comparison with travelers who used the VIC. On-site interviews collected information from travelers during their trip and a mailback questionnaire collected information from travelers after their trip. The primary purpose of the mailback questionnaire was to compare mid-trip and complete trip perceptions of the VIC impacts on traveler behaviour and to understand traveler perceptions of the Victoria Region and British Columbia after their trip was complete.

- Between June and September of 2005, 3,528 people were approached at the Victoria VIC or at various Reference Sites. Of those, 1,661 agreed to complete the interview but 324 were excluded because they were from the Victoria Region. One hundred and thirteen 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 1,224 useable surveys. Of those, 618 (50%) were conducted at the Victoria VIC and 606 (50%) were conducted at the Reference Sites.
- At the Victoria VIC, 8% of travelers were from British Columbia, 21% were from other provinces in Canada, 39% were from the US and 32% were from Overseas. A much higher proportion of travelers at the Reference Sites were from British Columbia (15%) and the US (45%), and lower proportions were from other provinces in Canada (17%) or from Overseas (23%). Since the proportion of travelers from the US and British Columbia intercepted at the Reference Sites was higher than at the VIC, this suggests that these travelers were less likely to use the VIC than travelers from other markets.
- At the Victoria VIC, the average party size was 2.4 people and 11% of travel parties had children. Those parties at the VIC that traveled with children had, on average, 4.5 members in their party. The average travel party size (3.0), the proportion of parties with children (17%) and the average size of parties with children (4.7) tended to be larger at the Reference Sites.

- The majority of respondents were traveling for leisure purposes (81% at both locations) while fewer were traveling to visit friends and family (13% Victoria VIC; 14% Reference Sites) or for business (5% Victoria VIC; 4% Reference Sites).
- Most travelers at both the Victoria VIC and Reference Sites used a ferry for transportation (82% and 83%, respectively).
- A higher proportion of travelers at the Victoria VIC stayed at campgrounds/RV parks compared to those interviewed at Reference Sites (11% Victoria VIC; 7% Reference Sites). Travelers at Reference Sites were significantly more likely to stay in a resort/hotel/motel/B&B than were those interviewed at the Victoria VIC (63% Victoria VIC; 70% Reference Sites).
- Most travelers at both the Victoria VIC and Reference Sites had primary destinations within British Columbia (75% Victoria VIC; 77% Reference Sites).
- Travelers at the Victoria VIC spent an average of 21 days away from home, including 11 days in British Columbia and 4 days in the Victoria Region. Travelers at Reference Sites spent significantly less time away from home (14 days) and in British Columbia (9 days), and only slightly less time in the Victoria Region (3 days).
- The majority of travelers at the Victoria VIC and Reference Sites spent more than 2 weeks planning their trip, with the most common planning horizon being greater than 13 weeks (45% Victoria VIC; 46% Reference Sites). Travelers at the Victoria VIC were more likely to have longer trip planning horizons than travelers at the Reference Sites.
- For overall trip planning, the Internet was the top information source for both travel groups (70% Victoria VIC; 69% Reference Sites). Other less frequently mentioned information sources included brochures and books (29% Victoria VIC; 32% Reference Sites); friends, relatives, clubs and other associations (26% Victoria VIC; 28% Reference Sites); and travel agents, airlines and auto clubs (20% Victoria VIC; 18% Reference Sites). Information usage for trip planning purposes was fairly similar for both groups.
- Both travel groups were similar in their use of Tourism Victoria or the Victoria VIC for pre-trip travel information (15% Victoria VIC; 16% Reference Sites).
- Travelers at the Reference Sites were very flexible in terms of the activities that they planned to participate in while in the Victoria Region, similar to travelers at the Victoria VIC (89% Reference Site; 84% Victoria VIC). While some travelers were flexible in terms of the time that they had to spend in the Victoria Region (24% Victoria VIC; 20% Reference Sites), a higher proportion were inflexible with respect to staying longer in the Victoria Region (51% Victoria VIC; 52% Reference Sites) and in British Columbia (73% Victoria VIC; 74% Reference Sites).
- Travelers were asked about their primary leisure activity. The most frequently cited activities by travelers interviewed at the Victoria VIC included sightseeing (73%), walking (6%) and visiting

attractions (3%). The most common responses given by those intercepted at Reference Sites included sightseeing (77%), walking (5%), shopping (4%) and visiting attractions (4%).

- Over half of all travelers interviewed at the Victoria VIC spoke with a Visitor Information Counsellor (56%).
- Almost all travelers interviewed at the Victoria VIC indicated that the VIC met or exceeded their expectations. Twenty-two percent of travelers said that the VIC exceeded their expectations while 75% said the VIC met their expectations. The majority of travelers (87%) felt the VIC provided good information. Many travelers also commented on the helpful staff (36%) and the friendly people (31%) at the VIC.
- A large proportion of travelers interviewed at the Victoria VIC indicated that the performance of the Visitor Information Counsellor they spoke to was very good or excellent. Fifty-two percent of travelers said that the counsellor was excellent while 32% said the counsellor was very good.
- Respondents rated the services they received very positively, indicating that the Visitor Information Counsellors provided prompt service (97%), were willing to provide assistance (97%), were friendly (96%), took time to understand the respondents personal travel needs (94%), and had the knowledge to answer the respondents local tourism questions (91%).
- One-tenth (10%) of travelers interviewed at the Victoria VIC had suggestions for products and/or services that were not available that they would have liked to have found. The most common suggestions included internet access and washroom facilities.
- One-third of travelers at the Victoria VIC indicated they were likely (16%) or very likely (17%) to book and purchase event and attraction tickets at a VIC. The proportion of reference site visitors who indicated they were likely (10%) or very likely (11%) to do the same was much lower.
- Almost half (47%) of the travelers interviewed at Reference Sites had stopped, or planned to stop, at the Victoria VIC on their current trip. In the mailback survey, Reference Site respondents were asked if they had visited the Victoria VIC. Almost three-fifths (59%) indicated that they had.
- Over two-thirds of mailback respondents (68% for both locations) visited another VIC in British Columbia during their trip. Eighty-two percent of Victoria VIC respondents indicated they were likely or very likely to visit another VIC in British Columbia as a result of their experience at the Victoria VIC.

- Mailback respondents were asked whether they owned a valid passport. Eighty-eight percent of respondents from the Victoria VIC and 82% of those interviewed at Reference Sites indicated that they had valid passports. As expected, all Overseas travelers (100%) had valid passports. The proportions were lower for travelers from the US (89% Victoria VIC; 78% Reference Sites), Other Canada (77% Victoria VIC; 74% Reference Sites) and from British Columbia (57% Victoria VIC; 65% Reference Sites).
- The natural beauty and scenery of the Victoria Region, warm friendly people and local attractions were most frequently cited as positive images mailback respondents had of their visit to the Victoria Region.
- In the mailback survey, panhandlers/homeless people, high costs, crowds and traffic were the most frequently cited negative images travelers had of the Victoria Region.
- Beautiful scenery, ocean/harbour, attractions, architecture, weather, location and gardens/flowers were most frequently cited as unique characteristics of the Victoria Region by mailback respondents.
- On average, travelers at the Victoria VIC spent \$250.40 per day, less than the \$280.76 spent by those at Reference Sites. Average daily expenditure of travelers interviewed at the Victoria VIC varied depending on primary accommodation type, ranging from \$112.06 for those staying with family and friends to \$305.37 for those using resorts/hotels/motels/B&Bs. For those interviewed at Reference Sites, expenditures ranged from \$186.46 for those staying with family and friends to \$320.45 for those using resorts/hotels/motels/B&Bs.
- In the summer of 2005, Victoria VIC users spent over \$128 million in the Victoria Region and almost \$228 million while traveling throughout the rest of the province.
- The Victoria VIC had a positive impact on traveler behaviour. Twenty percent of travelers indicated that they learned about a new activity or destination at the VIC. Two 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>

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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 Victoria Visitor Info Centre.

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## Introduction

Visitor Information 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 visitors used the VICs without actually speaking with a Counsellor. The use of the VICs provides communities with an opportunity to influence the activities and satisfaction of travelers, thus increasing the length of stay and the probability of a return visit to the community and British Columbia. Due to increasing needs in communities around the province, Research Services, Tourism British Columbia has developed a methodology that Visitor Info Centres (VICs) can use to measure the impact of the VIC on traveler behaviour and to determine the economic impact of the VIC. A pilot project was conducted in 2001 to test the methodology of measuring such impacts. This study at the Victoria VIC in the summer of 2005 was designed using the methodology developed in the 2001 pilot project.

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

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

## Methods

### Data Collection

A two-location, two-stage survey design was used to examine the study objectives. Travelers were interviewed at two main locations, the Victoria VIC and at a number of Reference Sites (including the Royal BC Museum, the Pacific Undersea Gardens and the Royal London Wax Museum) that are frequented by travelers. The purpose of collecting information from the Reference Sites was to obtain information about the typical traveler to the Victoria Region for comparison with travelers who used the VIC. On-site interviews collected information from travelers during their trip and a mailback questionnaire collected information from travelers after their trip. The primary purpose of the mailback questionnaire was to compare mid-trip and complete trip perceptions of the VIC impacts on traveler behaviour and to understand traveler perceptions of the Victoria Region and British Columbia after their trip was complete.

Two interviewers collected data between June 2 and September 28, 2005 at the Victoria VIC and between June 4 and September 27, 2005 at the Reference Sites. For the most part, the interviewers' schedules consisted of a systematic sample of four days on and two days off, alternating, on a daily basis, between the VIC and Reference Sites (Appendix A).

Potential respondents at the VIC were randomly chosen as they exited the building while, at the Reference Sites, pedestrians were approached on a random basis. Respondents were asked if they were willing to participate in the interview and were given a *Super, Natural British Columbia*® refrigerator magnet for their time if they agreed to participate. Respondents were asked if they were residents from

the Victoria Region (includes areas south of the Malahat, between Sooke and Sidney). If so, they were eliminated from the remainder of the interview ensuring that only non-resident travelers were interviewed. Business travelers were eliminated after the first several questions of the interview. The interviewers recorded most responses on Palm handheld computers using Technos Data Entryware software.

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

- traveler demographics,
- trip-planning habits,
- primary trip purpose,
- primary destination,
- primary accommodation,
- primary leisure activity,
- mode of transportation,
- length of stay in the Victoria Region and in British Columbia,
- use of the VIC,
- trip flexibility,
- daily expenditures,
- perceived impacts of the VIC on the rest of their trip, and
- satisfaction with the VIC.

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

Mailback questionnaires were sent out to visitors with a business reply envelope and a British Columbia Magazine in mid-September 2005. The mailback questionnaire collected a variety of information including (see mailback questionnaire in Appendix B):

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

### **Data Analysis**

The study design produced four sets of data that are available for analysis – the interview responses at each location (Victoria VIC and Reference Sites) and mailback responses from each location (Victoria VIC and Reference Sites).



At both locations, the respondents and the responses could vary between the interview and mailback questionnaires because travelers could drop out of the study by not agreeing to complete the mailback questionnaire or by not completing the mailback questionnaire even if they had agreed to complete it (which could cause non-response bias). Both instances could cause the mailback questionnaire results to be unrepresentative of travelers interviewed on-site.

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

Where possible, results are presented for both locations --the Victoria VIC and the Reference Sites. Where practical and when assumptions such as sample size were met, significance tests were conducted to assess differences between the locations. All statistical tests used a 0.05 significance level. To ensure that results represented independent travelers, respondents who indicated that they were part of an organized tour group were removed from analysis.

## Results

Between June and September 2005, 3,528 people were approached at the Victoria VIC or at various Reference Sites. Of those, 1,661 agreed to complete the interview but 324 were excluded because they were from the local area. One hundred and thirteen respondents who were traveling in an organized tour group were also excluded from the analysis in an effort to represent the results of independent travelers. This resulted in 1,224 useable surveys. Six hundred and eighteen (50%) were conducted at the Victoria VIC and 606 (50%) were conducted at the Reference Sites (Table 1).

Table 1. Travelers surveyed at the Victoria VIC and Reference Sites.

	Travelers Approached	Agreed to Interview	From Local Community <sup>1</sup>	Part of Organized Tour Group	Useable Traveler Surveys
Victoria VIC	1,774	802	133	51	618 (50.5%)
Reference Sites	1,754	859	191	62	606 (49.5%)
<b>Grand Total</b>	3,528	1,661	324	113	1,224 (100.0%)

1. The Victoria Region includes areas south of the Malahat, between Sooke and Sidney.

### Tourist Characteristics (Demographics)

At the Victoria VIC, 8% of travelers were from British Columbia, 21% were from other provinces in Canada, 39% were from the US and 32% were from Overseas (Table 2). A much higher proportion of travelers at Reference Sites were from British Columbia (15%) and the US (45%), whereas fewer were from other provinces in Canada (17%) or from Overseas (23%). The difference in travelers' residence categories between the Victoria VIC and the Reference Sites was statistically significant.

At both the Victoria VIC and Reference Sites, the majority of travelers from provinces outside of British Columbia originated from Alberta (41% Victoria VIC; 41% Reference Sites) and Ontario (35% Victoria VIC; 40% Reference Sites). Fewer travelers were from Quebec, Saskatchewan, Manitoba, Nova Scotia, NorthWest Territories, Prince Edward Island or Newfoundland/Labrador (Figure 1). The largest proportion of all US visitors was from Washington (17% Victoria VIC; 33% Reference Sites) and California (21% Victoria VIC; 15% Reference Sites). Other frequent states of origin included Oregon, Colorado, Arizona, Florida, Texas, Minnesota, New York, Illinois, Massachusetts, Missouri and North Carolina (Figure 2). Most Overseas travelers at the Victoria VIC and Reference Sites were European (74% and 71%, respectively), while fewer were from Asia/Pacific (22% and 21%, respectively). Travelers from Mexico were also represented at both locations (Figure 3).

There were no significant differences between respondents at the Victoria VIC and Reference Sites with respect to annual household income, age or education. A greater proportion of respondents at the Victoria VIC chose not to respond to the income question. Of those who did, a greater proportion of VIC respondents came from households with annual incomes of less than \$50,000 relative to travelers at Reference Sites. Twenty-two percent of travelers at the VIC were under the age of 34, whereas 18% of those at Reference Sites were under the age of 34. It was also more common for Reference Site travelers to be older, with 22% of those interviewed over the age of 65, as compared to 18% at the VIC. The majority of respondents at both locations had at least a diploma or a university degree (80% Victoria VIC; 74% Reference Sites, Table 2).

Table 2. Traveler demographics at the Victoria VIC and Reference Sites.

	Victoria VIC		Reference Sites	
	Number of Responses <sup>1</sup>	Percentage of Responses	Number of Responses <sup>1</sup>	Percentage of Responses
<b>Origin*</b>				
British Columbia	51	8.3%	90	14.9%
US	243	39.4%	272	44.9%
Overseas	196	31.8%	141	23.3%
Other Canada	126	20.5%	103	17.0%
<b>Age<sup>2</sup></b>				
Under 24 Years	30	5.8%	29	5.4%
25-34 Years	81	15.8%	66	12.2%
35-44 Years	81	15.8%	77	14.3%
45-54 Years	122	23.7%	138	25.6%
55-64 Years	125	24.3%	131	24.3%
65 Years or Older	74	14.4%	97	18.0%
Don't Know/No Response	1	0.2%	1	0.2%
<b>Education<sup>2</sup></b>				
Less Than High School	0	0.0%	5	0.9%
High School	54	10.6%	75	13.9%
Some Technical, College or University	45	8.8%	56	10.4%
College or Technical Diploma	119	23.3%	118	21.9%
University Degree	191	37.5%	165	30.7%
Masters or a PhD Degree	96	18.8%	116	21.6%
Other	2	0.4%	0	0.0%
Don't Know/No Response	3	0.6%	3	0.6%
<b>Income <sup>2</sup></b>				
Less than \$25,000	24	4.7%	15	2.8%
\$25,000 to \$49,999	46	9.1%	46	8.6%
\$50,000 to \$64,999	51	10.1%	73	13.7%
\$65,000 to \$99,999	112	22.1%	104	19.5%
\$100,000 or More	137	27.0%	166	31.2%
Don't Know/No Response	137	27.0%	128	24.1%
<b>Party Size<sup>2</sup></b>				
Average Party Size-Total	522	2.44	554	3.01
Average Party Size-Parties without children	466	2.20	460	2.65
Proportion with children	56	10.7%	94	17.0%
Average Party Size-Parties with children*	56	4.46	94	4.72

\* Indicates there are statistical differences at the p=0.05 level between Victoria VIC and Reference Sites.

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

At the Victoria VIC, the average party size was 2.4 people and only 11% of travel parties included children. Those parties at the VIC who traveled with children had, on average, 4.5 members in their party. The average travel party size (2.4 Victoria VIC; 3.0 Reference Sites), the proportion of parties with children (11% Victoria VIC; 17% Reference Sites) and the average size of parties with children (4.5 Victoria VIC; 4.7 Reference Sites) were larger at the Reference Sites (Table 2).

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

Where are you from?

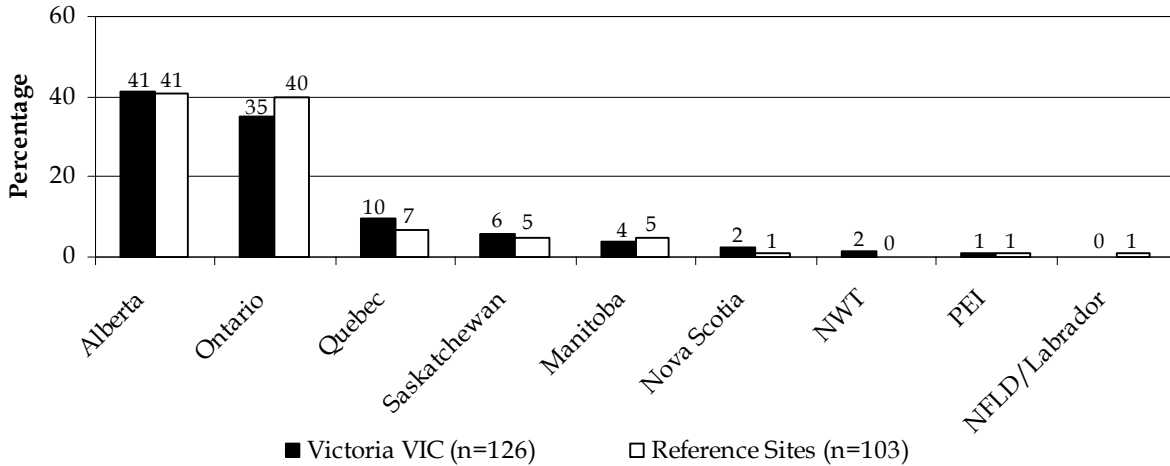


Figure 1. The percentage of travelers from provinces outside of British Columbia at the Victoria VIC and Reference Sites.

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

Where are you from?

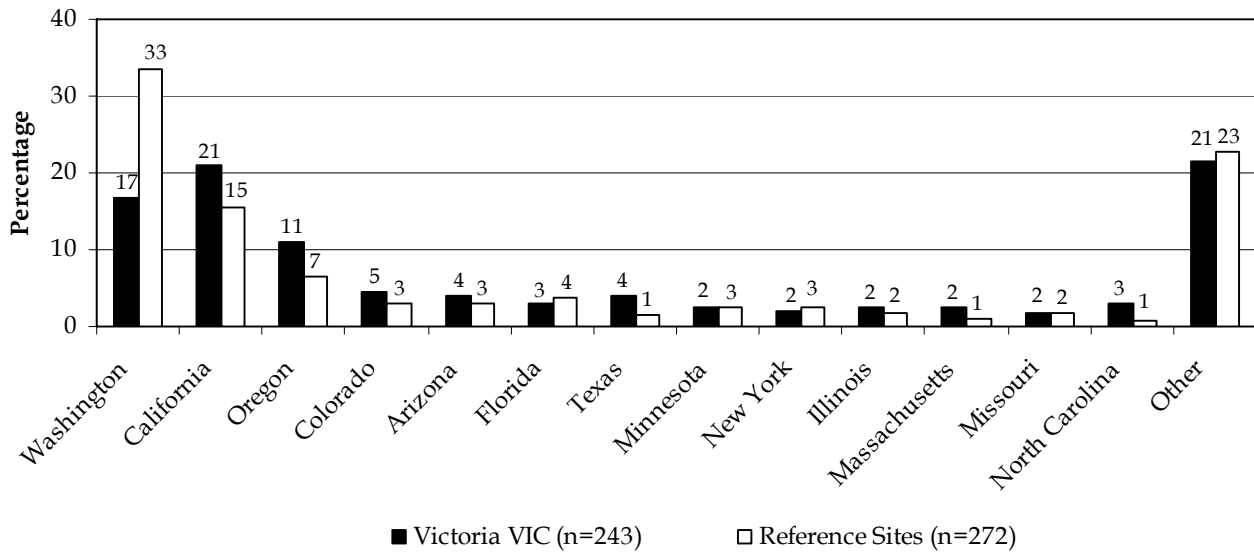


Figure 2. The percentage of US travelers from each state at the Victoria VIC and Reference Sites. Other includes visitors from 31 other states.

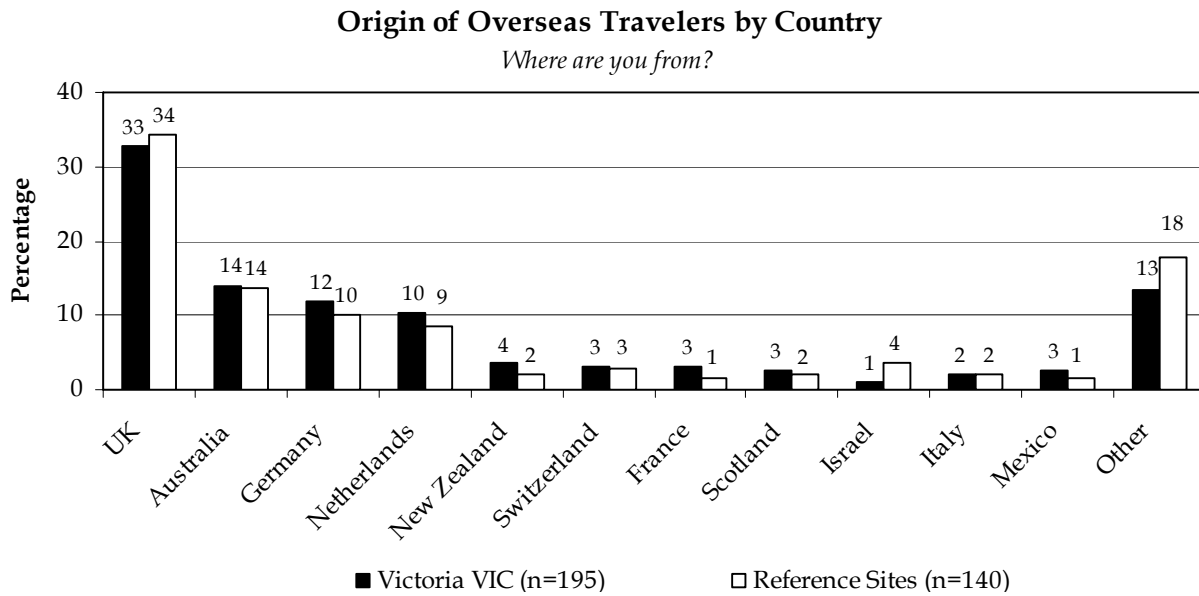


Figure 3. The percentage of travelers from each overseas country at the Victoria VIC and Reference Sites.

### Trip Characteristics

The majority of travelers were traveling for leisure purposes (Victoria VIC 81%; Reference Sites 81%), while fewer were traveling to visit friends and family (Victoria VIC 13%; Reference Sites 14%) or for business (Victoria VIC 5%; Reference Sites 4%, Table 3).

While visiting the Victoria Region, most travelers at both locations used a ferry for transportation (Victoria VIC 82%; Reference Sites 83%). A plane/float plane was the next most frequently cited mode of transportation (14% at both locations).

A higher proportion of travelers at the Victoria VIC stayed at campground/RV parks (11%) compared to those interviewed at Reference Sites (7%). Travelers at the Reference Sites were more likely to use commercial accommodation such as a resort/hotel/motel/B&B (63% Victoria VIC; 70% Reference Sites). Travelers at both locations were equally likely to stay with friends and relatives (15% Victoria VIC, 14% Reference Sites).

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

	Percentage of Responses	
	Victoria VIC	Reference Sites
<b>Primary Trip Purpose</b>	<b>n=614</b>	<b>n=606</b>
Leisure	80.8%	81.2%
Visiting Friends & Family	12.9%	14.0%
Work/Business Activity	5.0%	3.8%
Other <sup>1</sup>	1.3%	1.0%
<b>Mode of Transportation</b>	<b>n=605</b>	<b>n=580</b>
Ferry	82.0%	82.9%
Cruise Ship	2.0%	1.6%
Private Boat	1.7%	1.0%
Plane	10.1%	12.2%
Float Plane	3.8%	1.7%
Other <sup>2</sup>	0.5%	0.5%
<b>Primary Accommodations*<sup>3</sup></b>	<b>n=533</b>	<b>n=522</b>
Resort/Hotel/Motel/B&B	62.9%	70.1%
Campground/RV Park	11.3%	6.7%
Friends or Relatives	14.8%	14.4%
Other <sup>4</sup>	11.1%	8.8%

\* Indicates there are statistical differences at the p=0.05 level between the Victoria VIC and Reference Sites.

1. Other purposes mentioned included relocation, looking for real estate, airport drop-off, basketball tournament, bible study workshop, visiting doctor or attending graduation.
2. Other modes of transportation included car, helicopter and helijet.
3. Business travelers were not included in this analysis because they were not asked about primary accommodation.
4. Other responses included apartment, boat, cabin, rental property, cruiseship, host family, home exchange, hostel and timeshare.

Three-quarters (75%) of travelers interviewed at the Victoria VIC had a primary destination within British Columbia, 10% were touring with no particular primary destination and the remaining 15% had primary destinations outside British Columbia. The proportion of travelers interviewed at Reference Sites who had a primary destination within British Columbia was slightly higher (77%); the proportion that were touring with no particular primary destination was lower (8%) whereas the proportion with destinations outside British Columbia was similar (15%).

The majority of the visitors at the Victoria VIC who were traveling to destinations within British Columbia were traveling to Vancouver Island (75%), including 62% who specified Victoria as their primary destination. Other regions visited by these travelers included Vancouver, Coast and Mountains (19%) and the Kootenay Rockies (6%). A similar pattern existed for travelers at the Reference Sites. The majority were traveling to Vancouver Island (80%), including 68% who specified Victoria as their primary destination. Other regions visited included Vancouver, Coast and Mountains (14%), Kootenay Rockies (5%) and the Thompson Okanagan (1%).

Travelers at the Victoria VIC whose primary destinations were outside of British Columbia were going to Alaska (39%), Washington (27%), other US States (12%), other overseas destinations (9%), Alberta (8%) or other Canadian Provinces (5%). Travelers at the Reference Sites whose primary destinations were outside of British Columbia were going to Washington (42%), Alaska (35%), other US States (14%), Alberta (7%), other Canadian Provinces (1%) or other overseas destinations (1%).

Overall, travelers at the Victoria VIC spent an average of 21 days away from home, including 11 days in British Columbia and 4 days in the Victoria Region. Travelers at the Reference Sites spent 14 days away from home, including 9 days in British Columbia and 3 days in the Victoria Region. While the average days spent in the Victoria Region is similar between locations, visitors at the Victoria VIC spent significantly more time both away from home and in British Columbia than did those intercepted at the Reference Sites.

For travelers at both the Victoria VIC (Figure 4) and at Reference Sites (Figure 5), there were significant differences in the average numbers of days spent away from home, in British Columbia and in the Victoria Region by visitors from different market origins.

**Average Days Spent Away From Home and in British Columbia by Travelers to the Victoria VIC**

*How many days will you be away from home?*

*How many days will be spent in British Columbia?*

*How many of those days will be spent in the Victoria region?*

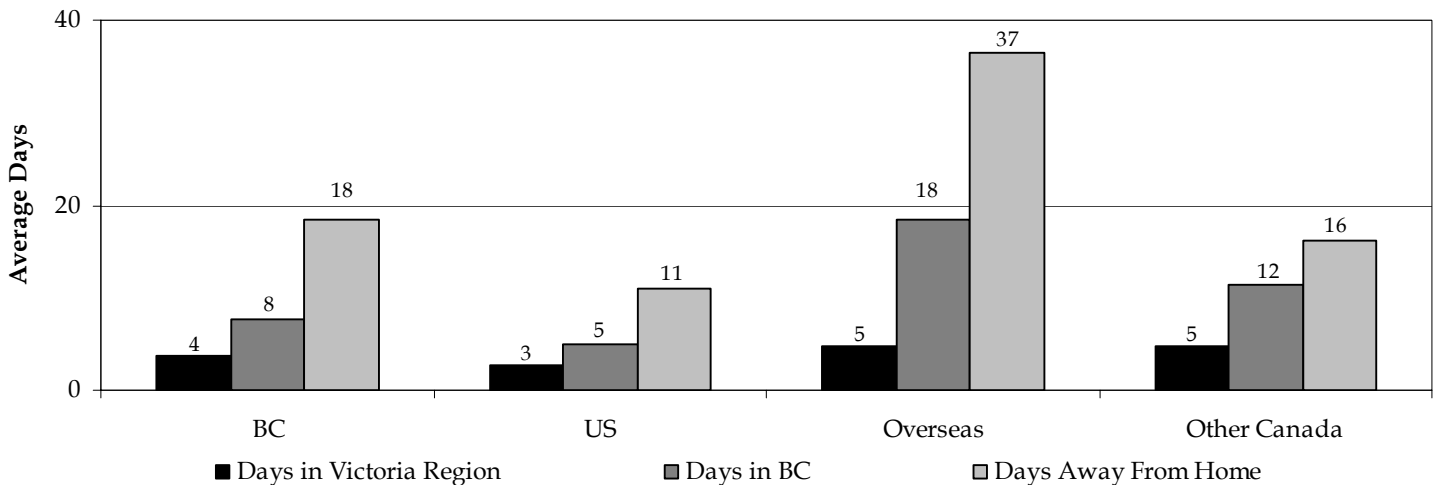


Figure 4. The average number of days spent away from home, in British Columbia and in the Victoria Region by traveler origin at the Victoria VIC (n=603 'Away from home'; n=606 'Days in British Columbia'; n=598 'Victoria Region'). The number of days spent away from home, in British Columbia and in the Victoria Region are significantly different at the p=0.05 level with respect to the origin of travelers.

**Average Days Spent Away From Home and in British Columbia by Travelers to Reference Sites**

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

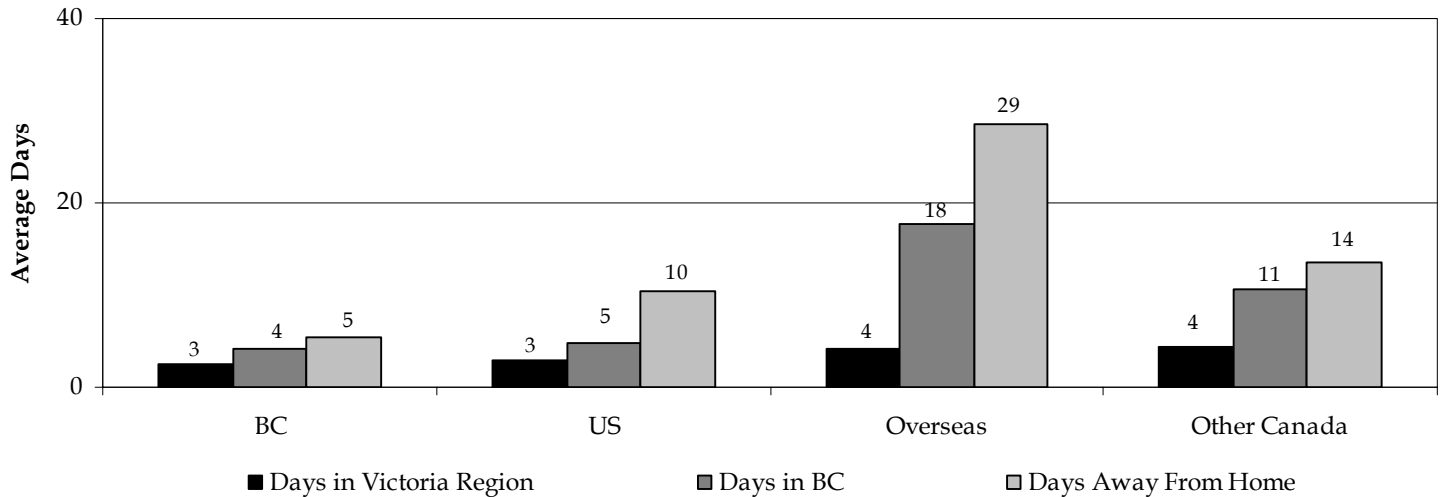


Figure 5. The average number of days spent away from home, in British Columbia and in the Victoria Region by traveler origin at Reference Sites (n=599 'Away from home'; n=599 'Days in British Columbia'; n=593 'Victoria Region'). The number of days spent away from home, in British Columbia and in the Victoria Region are significantly different at the p=0.05 level with respect to the origin of travelers.

**Trip Planning**

Over two-fifths (42%) of travelers at the Reference Sites were visiting the Victoria Region for the first time. A significantly higher proportion of those interviewed at the Victoria VIC (55%) were first time visitors to the region. The majority of travelers at the Victoria VIC and Reference Sites spent more than 2 weeks planning their trip, with the most common planning horizon being greater than 13 weeks (45% Victoria VIC; 46% Reference Sites). Travelers at the Victoria VIC were more likely to have longer trip planning horizons than travelers at the Reference Sites (Table 4).

Table 4. Trip planning horizons for travelers at the Victoria VIC and Reference Sites.

Trip Planning Horizons	Percentage of Respondents	
	Victoria VIC (n=565)	Reference Sites (n=563)
During The Trip	1.1%	0.9%
Day of Departure	0.5%	1.1%
1-6 Days	7.3%	8.7%
1-2 Weeks	8.1%	9.6%
3-8 Weeks	23.2%	21.7%
9-12 Weeks	14.2%	11.7%
13+ Weeks	45.1%	45.8%
Don't Know/No Response	0.5%	0.5%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>



Travelers were asked what information sources they used to plan their trip. A few travelers said that they did not use any information sources (4% Victoria VIC; 7% Reference Sites). The Internet was the top information source for both travel groups (70% Victoria VIC; 56% Reference Sites). Also important, but less frequently used information sources included brochures and books (29% Victoria VIC; 32% Reference Sites); friends, relatives, clubs and other associations (26% Victoria VIC; 28% Reference Sites); and travel agents, airlines, and auto clubs (20% Victoria VIC; 18% Reference Sites, Figure 6).

**Percentage of Travelers Using Each Information Source**

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

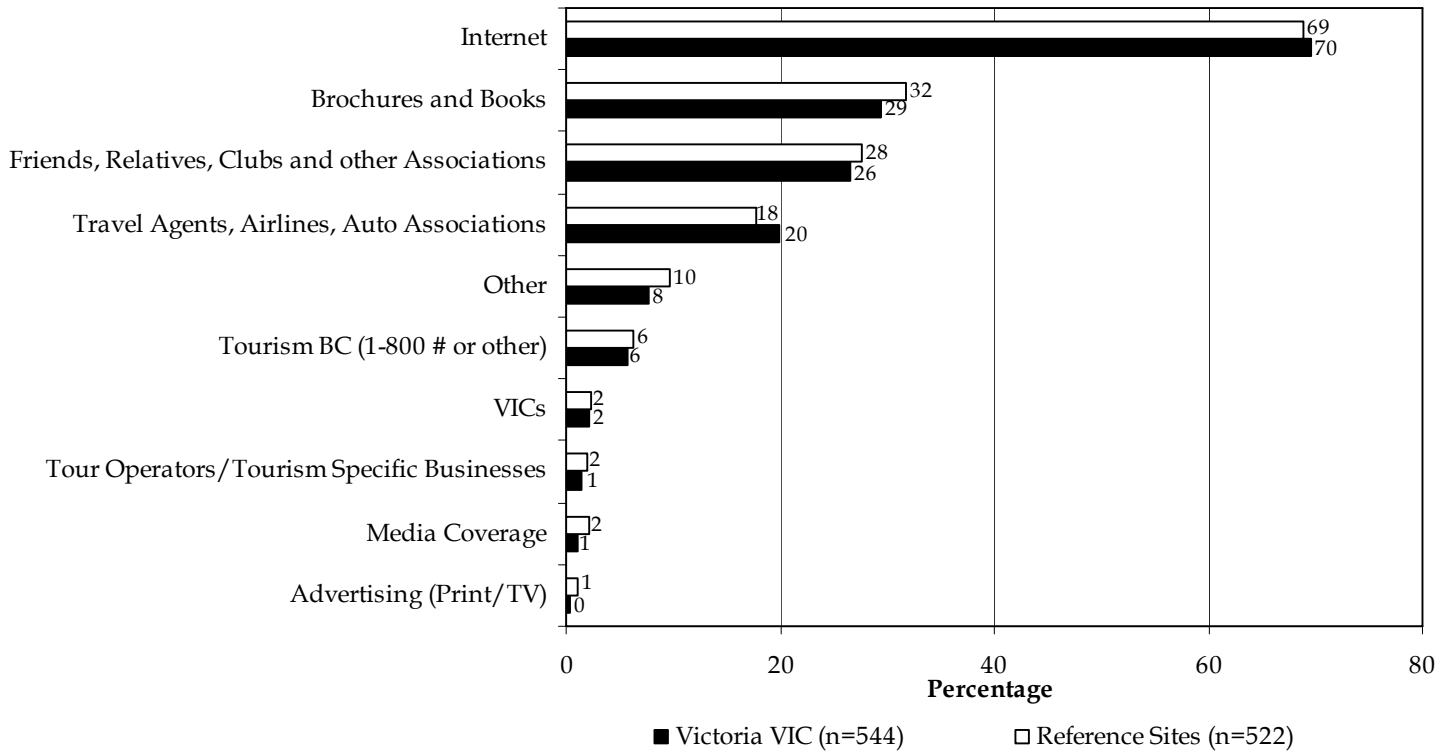


Figure 6. The percentage of travelers using each information source for trip planning at the Victoria VIC and Reference Sites. Percentages add to more than 100% because travelers could use more than one information source for planning their trip. Travelers who stated that they used no information sources were excluded from the analysis (n=23 Victoria VIC, n=41 Reference Sites). Other includes previous knowledge or experience, library, BC Ferries, Chamber of Commerce and won trip.

In addition to the previous trip planning question, travelers were asked if they obtained travel information from Tourism Victoria or the Victoria VIC prior to their visit. Results were similar at both locations. Fifteen percent (15%) of travelers at the Victoria VIC and 16% of travelers at Reference Sites had obtained travel information from Tourism Victoria or the Victoria VIC prior to their trip.

### 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 Victoria Region, and
- the amount of time that they could spend in British Columbia.

Eighty-four percent of travelers at the Victoria VIC and 89% of travelers at Reference Sites were very flexible in the activities that they planned to participate in while in the Victoria Region (Figure 7). Although more than half of the travelers were inflexible in terms of the time that they had to spend in the Victoria Region, at least one-fifth of respondents at both locations indicated they were very flexible (24% Victoria VIC; 20% Reference Sites, Figure 8). Almost three-quarters of respondents were inflexible when it came to spending additional time in British Columbia (73% Victoria VIC; 74% Reference Sites), and amongst those that did have some options, the proportion that were very flexible was relatively low (13% Victoria VIC; 12% Reference Sites, Figure 9).

#### Trip Flexibility Regarding Activities in the Victoria Region

*How flexible is your trip regarding activities in the Victoria Region?*

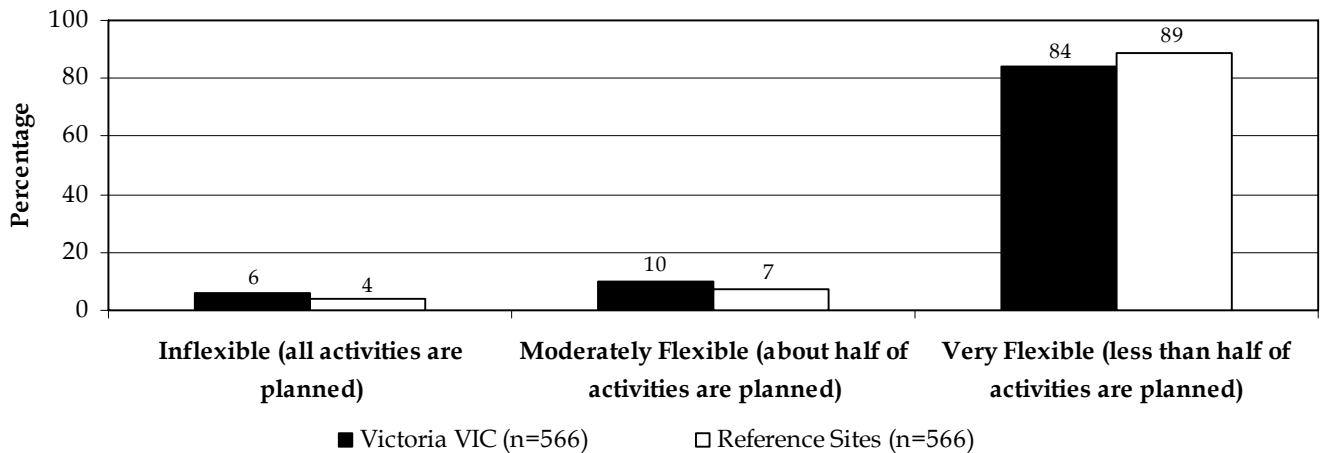


Figure 7. Travelers' rating of trip flexibility regarding activities in the Victoria Region for travelers at the Victoria VIC and Reference Sites. Don't Know/No Response (n=1 at Victoria VIC, n=2 at Reference Sites).

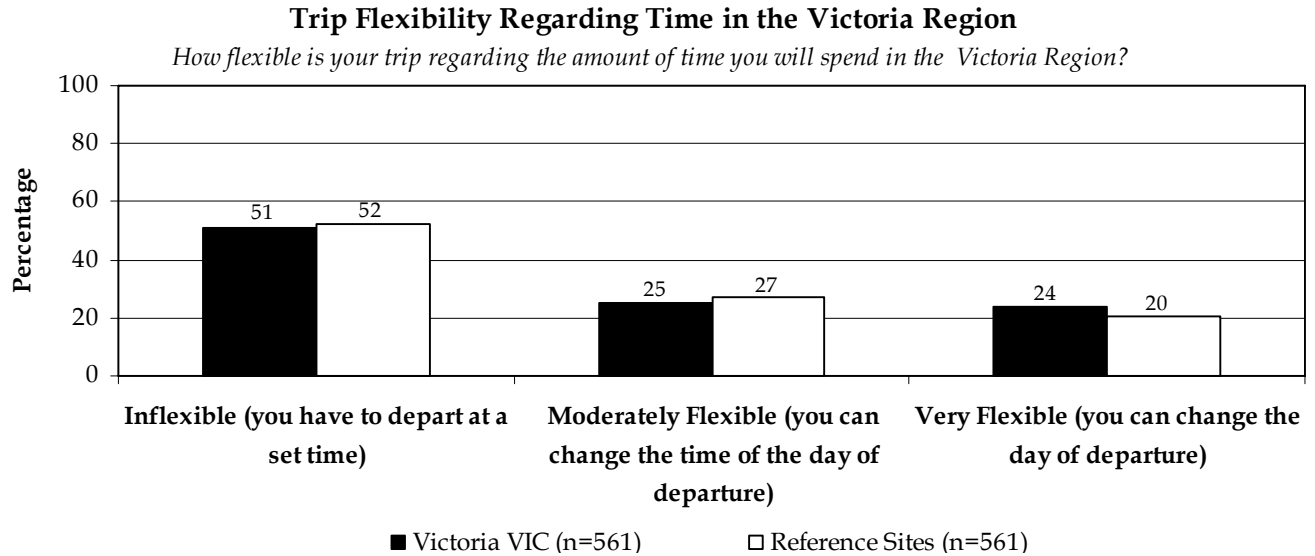


Figure 8. Travelers' rating of trip flexibility regarding the time in the Victoria Region for travelers at the Victoria VIC and Reference Sites. Don't Know/No Response (n=1 at Reference Sites).

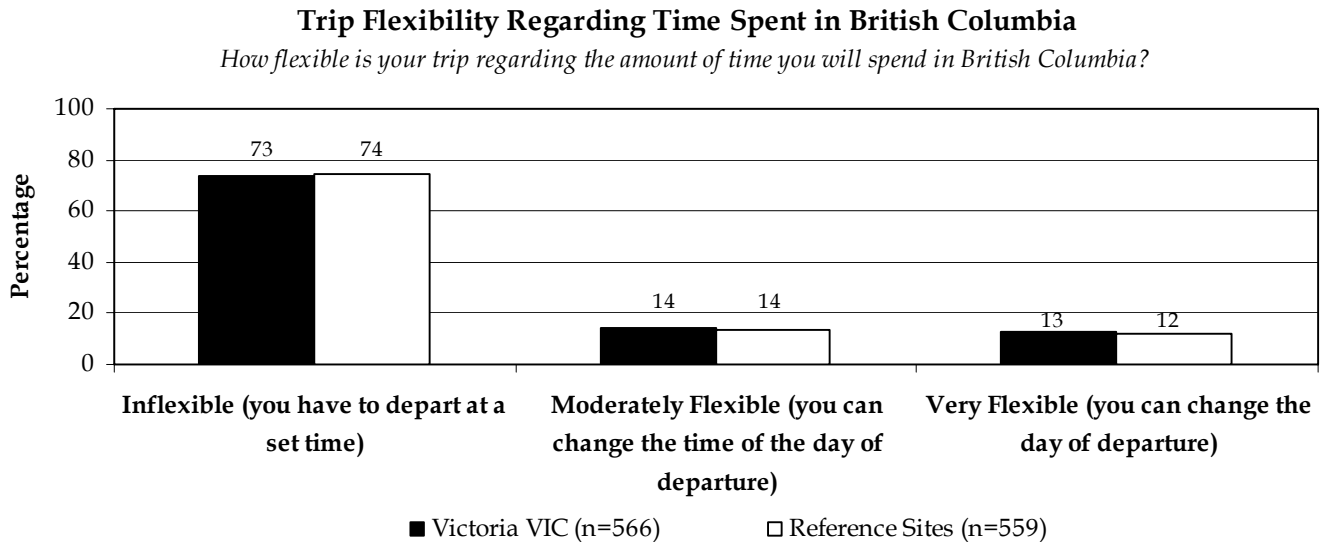


Figure 9. Travelers' rating of trip flexibility regarding the time spent in British Columbia for travelers at the Victoria VIC and Reference Sites. Don't Know/No Response (n=1 at Reference Sites).

### Traveler Activities

Travelers were asked about their primary leisure activities while in the Victoria Region (Table 5). The three most frequently cited activities at the Victoria VIC were sightseeing (73%), walking (6%) and visiting attractions (3%). The most common responses given at the Reference Sites were sightseeing (77%), walking (5%), shopping (4%) and visiting attractions (4%).

Table 5. Primary leisure activities of travelers at Victoria VIC and Reference Sites.

Primary Activity	Percentage of Respondents	
	Victoria VIC (n=551)	Reference Sites (n=545)
Sightseeing	72.6%	76.7%
Whalewatching	1.8%	1.1%
Visiting Friends & Relatives	0.9%	1.5%
Attractions <sup>1</sup>	3.8%	4.0%
Touring	1.8%	1.7%
Water-based Outdoor Recreation Activities <sup>2</sup>	1.8%	1.5%
Walking	6.0%	5.1%
Shopping	3.4%	4.0%
Land-based Outdoor Recreation Activities <sup>3</sup>	2.9%	1.5%
Special Events <sup>4</sup>	1.5%	0.9%
Eating out	1.3%	1.3%
Other <sup>5</sup>	2.2%	0.7%

1. Attractions include Butchart Gardens, museums, art galleries, Legislature, Bug Zoo, Imax.

2. Water-based outdoor recreation activities include fishing, kayaking, swimming, diving, sailing and boating.

3. Land-based outdoor recreation activities include hiking, cycling, biking, camping, golf, and backpacking.

4. Special events include Tall Ships and Dragon Boat festivals.

5. Other activities include resting, bible camp, real estate, adventure tourism, nature, watching sports, culture, writer/researcher.

### Use of the VIC

This section mainly summarizes data from travelers who were interviewed at the Victoria VIC unless otherwise noted. Almost half of travelers (48%) who had been to Victoria in the past had used the Victoria VIC on previous trips. Travelers who stopped at the Victoria VIC during their current trip did so for a variety of reasons (Figure 10). The three most common reasons given were: to obtain attraction information (51%), to get a map (38%) or to obtain route information (34%). Fewer travelers mentioned obtaining information about accommodation (6%), adventure recreation opportunities (5%), events (5%), camping (2%), purchasing activity tickets (1%) and wristbands for the Tall Ships Festival (1%). Eighteen percent of travelers stated other reasons for stopping at the VIC, which included seeking information on dining locations, ferry and bus schedules, tours, GST refunds, local shopping/services, checking out the VIC, using restrooms and ATMs.

When travelers were asked what kind of information they actually obtained at the VIC, they identified various types of information (Figure 11). The most frequently obtained items included maps (56%), attraction information (48%) and route information (38%). Fewer travelers mentioned obtaining information about adventure recreation opportunities (6%), accommodation (5%), events (5%), purchasing tickets or booking accommodation (3%) or campgrounds (2%). Eleven percent of travelers obtained other information from the VIC including using the ATM or inquiring about banking/currency exchange, bus and ferry schedules, dining information, tour information, tax refunds, washrooms, tide information, shopping/service information, real estate information and local telephone numbers. Eight percent of travelers stated that they did not obtain any information from the VIC.

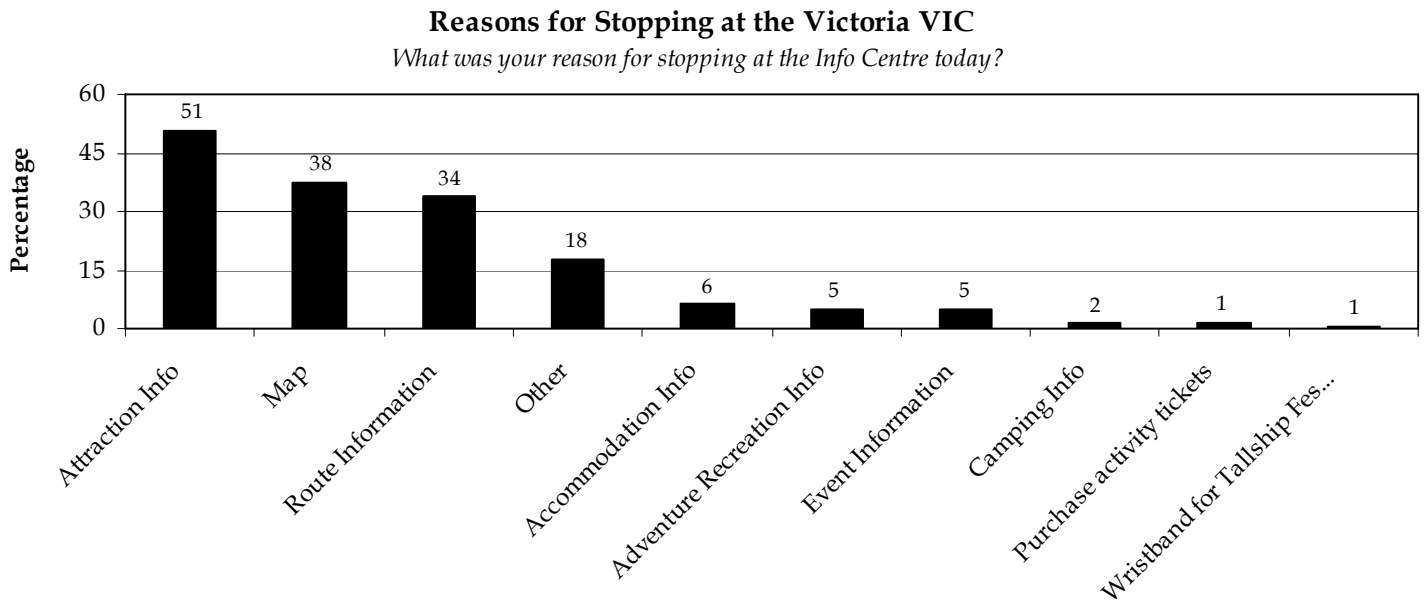


Figure 10. The reasons why travelers stopped at the Victoria VIC (n=546). Not included above are break from travelling (0.4%), BC Parks parking pass (0.2%), refreshments (0.2%) and book accommodation (0.0%). The total exceeds 100% because respondents could give more than one reply.

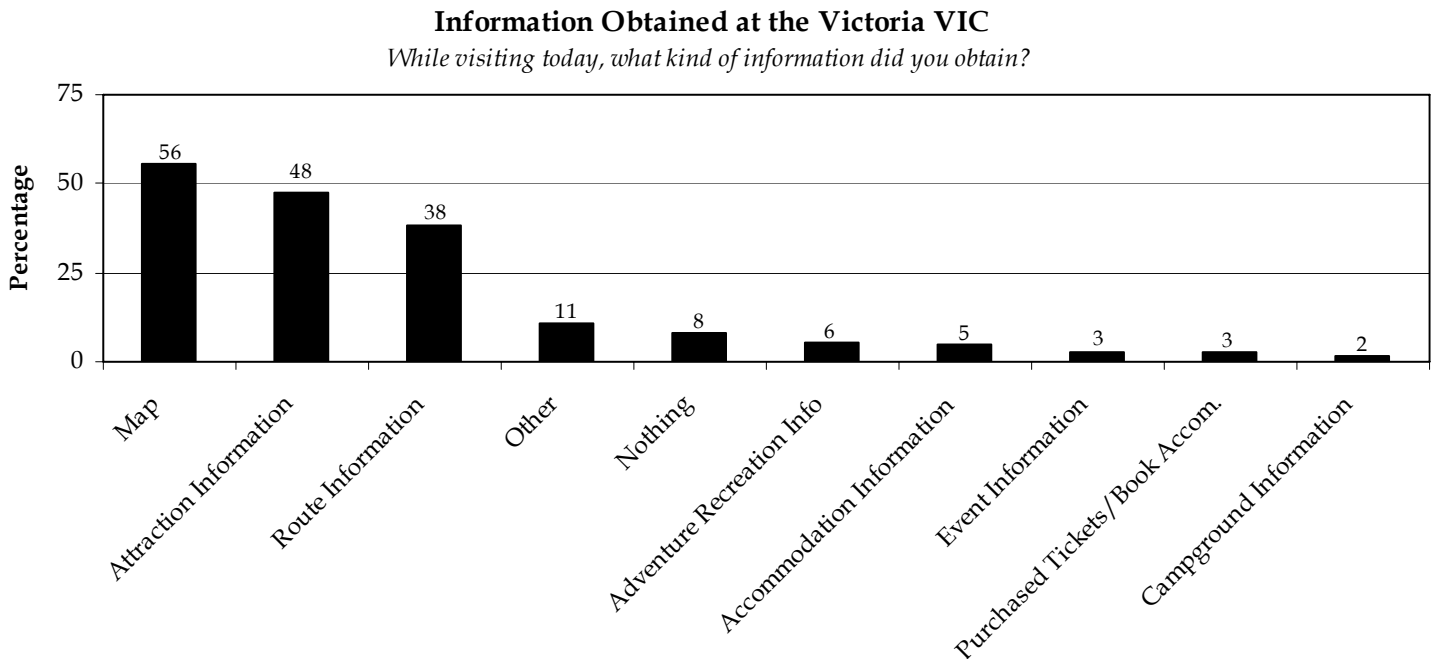


Figure 11. The information obtained by travelers at the Victoria VIC (n=562). The total exceeds 100% because respondents could give more than one reply.

Over half of the travelers interviewed at the Victoria VIC spoke with a Counsellor (56%, Table 6). While the proportion of travelers that spoke with a Counsellor was fairly similar across origin categories, Overseas (58%) and US (57%) visitors were slightly more likely to speak to a Counsellor than were visitors from Other Canada (53%) or British Columbia (48%).

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

Traveler Origin	Percentage that Spoke with a Counsellor	
	Yes (n=305)	No (n=244)
British Columbia	47.5%	52.5%
US	56.8%	43.2%
Overseas	57.6%	42.4%
Other Canada	52.7%	47.3%
<b>Total</b>	55.6%	44.4%

Travelers were asked, "How long did you have to wait before being assisted by a Visitor Information Counsellor?" Almost two-thirds of respondents (63%) received immediate assistance while another 16% were served within a minute (Table 7).

Table 7. Length of time before being assisted by a Counsellor at the Victoria VIC.

Waiting Time	Percentage of Travelers (n=304)
None	62.8%
1 Minute or Less	16.1%
2 minutes	9.2%
3 minutes	3.3%
4 minutes	1.3%
5 minutes	5.6%
6-15 minutes	1.6%

Travelers were asked, "Overall, how would you describe the performance of the counsellor that you spoke to?" The majority (84%) of travelers responded positively indicating that the counsellor that spoke to them was very good (32%) or excellent (52%, Table 8).

Table 8. Performance of Counsellor that you spoke to at the Victoria VIC.

Performance <sup>1</sup>	Percentage of Travelers (n=301)
Poor	1.0%
Adequate	3.7%
Good	11.0%
Very Good	32.2%
Excellent	52.2%

1. Excludes 1 Don't Know response.

Respondents who spoke to a Visitor Information Counsellor were asked to respond to a number of statements evaluating the service they received. Respondents rated the services they received very positively, indicating that the Counsellors provided prompt service (97%), were willing to provide assistance (97%), were friendly (96%), took time to understand the respondents personal travel needs

(94%), and had the knowledge to answer the respondents local tourism questions (91%). There were some differences in these evaluations based upon the origins of the respondents (Table 9). Respondents also disagreed (31%) or strongly disagreed (59%) with the statement that the time they spent waiting negatively impacted their experience. A higher proportion of visitors from Overseas and Other Canada felt their experiences were negatively impacted by the delay in getting served (Table 10).

Table 9. Level of agreement with various statements about Visitor Information Counsellor at VIC

Statement	Level of Agreement By Traveler Origin <sup>1</sup>				
	BC	US	Overseas	Other Canada	Overall
The Counsellor gave prompt service	100.0%	98.4%	97.0%	94.7%	97.2%
The Counsellor was willing to help you	100.0%	98.4%	95.9%	96.6%	97.2%
The Counsellor was friendly	89.5%	98.4%	93.8%	94.8%	95.6%
The Counsellor took time to understand your personal travel needs <sup>2</sup>	100.0%	96.7%	89.7%	93.0%	93.9%
The Counsellor had the knowledge to answer your local tourism questions	88.9%	92.6%	87.5%	93.1%	90.8%

\* Travelers who responded 'Don't Know' were excluded from this analysis.

1. Percentage stating that they agree or strongly agree with the statement.

Table 10. The time you had to wait negatively impacted your experience.

Response	Level of Agreement By Traveler Origin <sup>1</sup>				
	BC	US	Overseas	Other Canada	Overall
Strongly disagree	50.0%	76.9%	40.9%	50.0%	58.6%
Disagree	50.0%	19.2%	40.9%	37.5%	31.0%
Neutral	0.0%	3.8%	9.1%	0.0%	5.2%
Agree	0.0%	0.0%	4.5%	0.0%	1.7%
Strongly Agree	0.0%	0.0%	4.5%	12.5%	3.4%

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

Travelers were asked, "Overall, how well did the VIC meet your expectations?" Almost all (96%) of travelers responded that the VIC either met or exceeded their expectations (Table 11). Twenty-two percent of travelers indicated that the VIC exceeded their expectations while 75% felt the VIC met their expectations.

Over a fifth of US, British Columbia and Other Canada travelers felt that the VIC exceeded their expectations (26%, 23% and 22%) whereas a lower proportion of travelers from Overseas (16%) found that their expectations were exceeded. A higher proportion of travelers who spoke with a counsellor replied that the VIC exceeded their expectations (27%) compared to those that did not speak to a counsellor (14%). Similarly, a higher proportion of travelers who were traveling for leisure (22%) felt that the VIC exceeded their expectations compared to 15% of those who were visiting family and friends (Table 11).

Table 11. The proportion of travelers who felt the Victoria 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 Victoria VIC Fell Short, Met, or Exceeded Their Expectations <sup>1</sup>		
	Fell Short (n=19)	Met (n=379)	Exceeded (n=109)
<b>Overall</b>	3.7%	74.8%	21.5%
<b>Origin</b>			
British Columbia	5.7%	71.4%	22.9%
US	2.4%	71.9%	25.7%
Overseas	4.4%	80.0%	15.6%
Other Canada	4.9%	73.5%	21.6%
<b>Spoke with a Counsellor<sup>2</sup></b>			
Yes	3.1%	69.6%	27.3%
No	4.7%	81.7%	13.6%
<b>Primary Purpose</b>			
Leisure	3.7%	74.1%	22.2%
Visit friends & family	3.0%	82.1%	14.9%

1. Excludes 30 Don't Know/No Response responses.

2. Indicates there are statistical differences at the p=0.05 level between the Victoria VIC and Reference Sites.

Travelers at the Victoria VIC were also asked why the VIC met or exceeded their expectations (Figure 12). Of the 490 respondents, the majority (87%) felt that the VIC provided good information, while others felt that the VIC had helpful staff (36%), friendly people (31%) and good access (26%). Fewer made positive comments about the VIC having a nice building/area (4%) and being clean (3%). Responses in the 'other' category included prompt service, bilingual staff, ability to book tickets at VIC, clear displays, labelled sections, Counsellors expanding ideas of what to do and the availability of plenty of information.

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

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

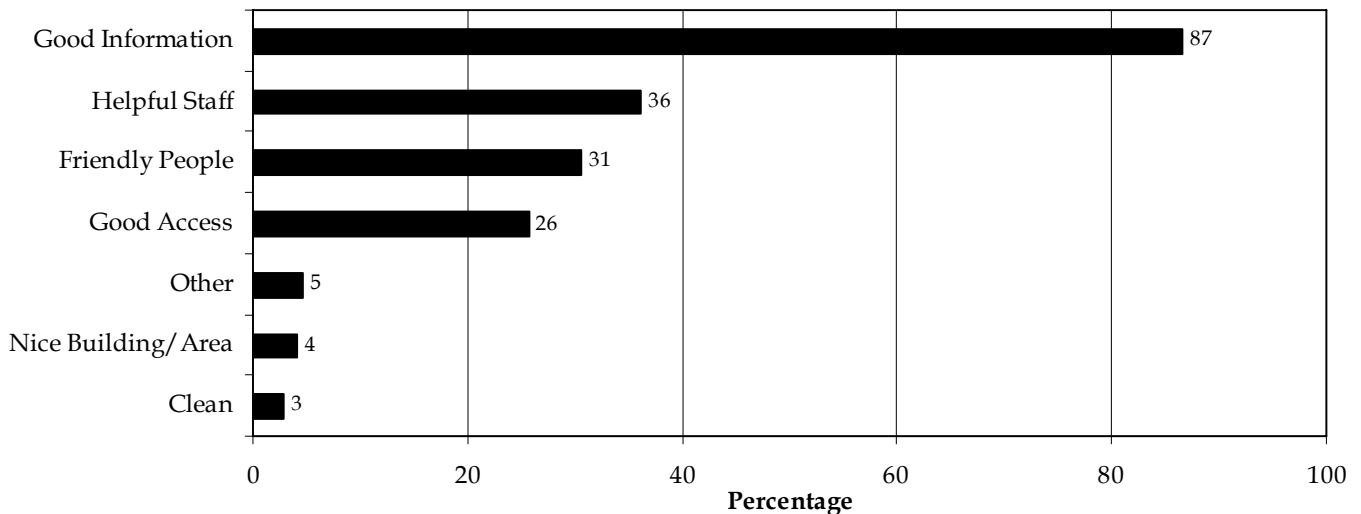


Figure 12. The reasons why travelers felt the Victoria VIC met or exceeded their expectations (n=490).



There were a limited number of negative responses. These were related to: a busy facility, the VIC was too hot, the touch screen frustrating (not tracking properly), trying to sell shuttle and not public transit (not appreciated by visitor), no money exchange facility, no museum tickets, lack of back-packer's hostel/travel information, no bathroom, various Counsellor related issues (disinterested, inadequately informed, curt/impatient, need for staff with more travel experience (and older staff)), inability to make long distance calls, lack of bus schedules and lack of merchandise (hats).

Respondents were asked, "Were there any products and/or services that were not currently available at the Victoria VIC that you would have liked to have found?" Ten percent of travelers (n=54) had suggestions for other products/services which ranged from air conditioning to water fountains (Appendix D). The most frequently suggested items included Internet access and washroom facilities.

At the Victoria VIC and Reference Sites, travelers were asked how likely they would be to book and purchase event and attraction tickets at a Visitor Centre in the future. A third of travelers (33%) at the Victoria VIC indicated that it was likely or very likely that they would book or purchase future event and attraction tickets at a VIC, with fewer (21%) of the Reference Site travelers making this commitment (Figure 13). About one quarter of travelers interviewed at both the Victoria VIC and Reference Sites (23% and 27%, respectively) indicated they were 'somewhat likely' to make future bookings at a VIC.

### Likelihood of Booking and Purchasing Event and Attraction Tickets at a Visitor Info Centre

*In the future, how likely are you to book and purchase your event and attraction tickets at a Visitor Info Centre?*

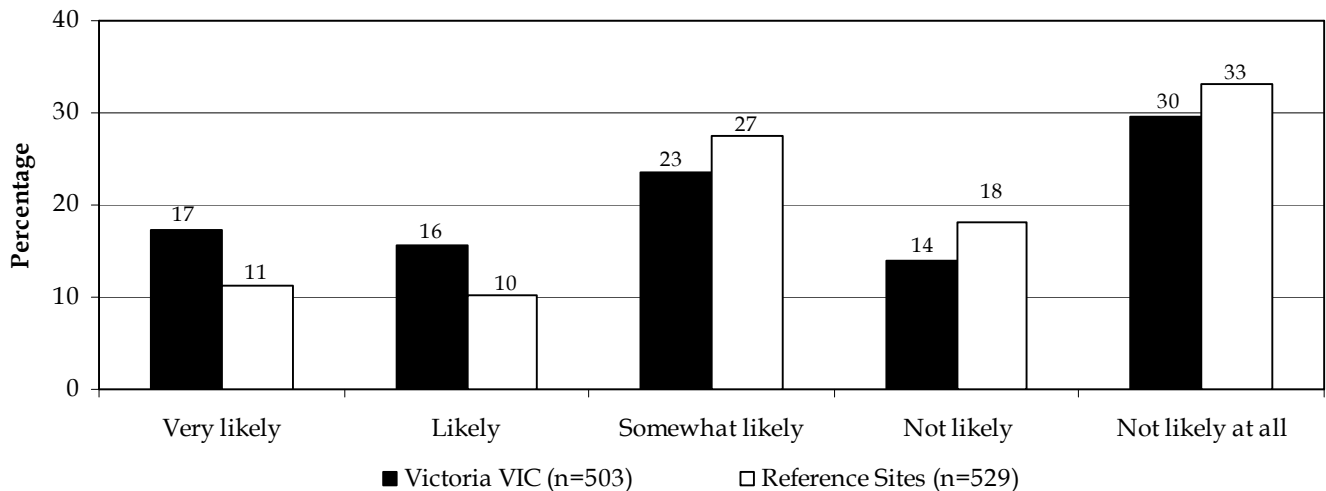


Figure 13. The likelihood of travelers booking and purchasing event and attraction tickets at a Visitor Info Centre. Travelers who responded 'don't know' were excluded from this analysis (n=20 Victoria VIC; n=25 Reference Sites).

Almost half (47%) of Reference Site visitors had stopped, or planned to stop, at the Victoria VIC on their current trip. In the mailback survey, Reference Site respondents were asked if they had visited the Victoria VIC. Almost three-fifths (59%) indicated that they had. Reasons provided for not visiting the VIC included previous knowledge of the area (27%), already knowing what to do and see (24%), insufficient time (16%), having travel guide book/ map (9%), obtaining information prior to trip (9%), obtaining necessary information from Internet (6%), not knowing about VIC (4%), visiting another VIC (3%), overcrowding at the VIC (1%) and obtaining necessary information from hotel/ motel (1%).

In the mailback questionnaire, travelers were asked if they had visited any other VICs in British Columbia. Of the 180 valid responses from those interviewed at the Victoria VIC, two-thirds (68% or 122 responses) indicated that they had visited another VIC in British Columbia. Of the 165 valid responses from those interviewed at Reference Sites, a similar proportion (68% or 112 responses) indicated that they had visited another VIC in British Columbia. The locations of the other VICs visited are diverse, and are listed in Appendix D.

In addition, respondents were asked if, as a result of their experience at the Victoria VIC, they would stop to visit another VIC in British Columbia. A large majority indicated that they would, with 44% of visitors indicating that they were very likely, and another 38% stating they were likely to visit another VIC.

### Passport Ownership

Mailback respondents were asked whether they owned a valid passport. Eighty-eight percent of respondents from the Victoria VIC and 82% of those interviewed at Reference Sites indicated that they had valid passports. As expected, all Overseas travelers (100%) had valid passports. The proportions were lower for travelers from the US (89% Victoria VIC; 78% Reference Site), Other Canada (77% Victoria VIC; 74% Reference Sites) and from British Columbia (57% Victoria VIC; 65% Reference Sites: Table 12).

Table 12. Percentage of travelers holding valid passports by traveler origin.

Traveler Origin	Percentage Owning a Valid Passport	
	Victoria VIC(n=167)	Reference Sites (n=144)
British Columbia	57.1%	64.7%
Other Canada	77.1%	74.1%
US	88.7%	77.6%
Overseas	100.0%	100.0%
<b>Total</b>	88.0%	81.9%

Whereas passport ownership did not vary too much by age for travelers from the US and Other Canada, there were noticeable differences amongst British Columbia residents: those under the age of forty-five had the lowest ownership (43%); those between the ages of 45-54 had the highest ownership (83%). British Columbia residents between the ages of 45-54 were half as likely to own a passport (43%) compared to their peer age groups from Other Canada (79%) and the US (84%). British Columbia residents aged 55 and older were also less likely to own a passport than were similar aged non-resident counterparts. Interestingly, British Columbia residents aged 45-54 had higher levels of passport ownership than those of their peer group from outside British Columbia, a possible reflection of their propensity for outbound travel (Table 13).

Table 13. Percentage of travelers holding valid passports by traveler origin and age

Traveler Origin	Percentage Owning a Valid Passport <sup>1</sup>		
	BC (n=31) <sup>2</sup>	Other Canada (n=62)	US (n=111)
Under 45 <sup>3</sup>	42.9%	78.6%	84.2%
45-54	83.3%	76.9%	79.2%
55-64	58.3%	72.7%	84.6%
65 or older	66.7%	76.9%	82.8%
<b>Total</b>	61.3%	75.8%	82.9%

1. Results include both Victoria VIC and Reference Site Travelers.

2. Small samples for respondents under 45 (n=3) and 65 or older (n=4).

3. Due to small sample sizes, recoded to include combination of respondents aged under 25, 25-34 and 35-44.

### Perceptions of the Victoria 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 Victoria Region as a vacation destination?*” Positive and negative image questions were asked to obtain an understanding of what travelers perceive the Victoria Region to be doing right and what the Victoria Region can work on in terms of attracting and keeping travelers in the region.

Overall, respondents had over three times as many positive responses (891) as negative (250) of the region. Positive responses were dominated by the natural beauty and scenery of the Victoria Region (19% Victoria VIC; 17% Reference Sites), warm friendly people (17% Victoria VIC; 19% Reference Sites), local attractions (8% Victoria VIC; 10% Reference Sites), the ocean/harbour (8% Victoria VIC; 4% Reference Sites), weather (7% Victoria VIC; 4% Reference Sites) and the cleanliness of the region (7% Victoria VIC; 10% Reference Sites, Figure 14).

### Ten Most Frequent Positive Images of the Victoria Region

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

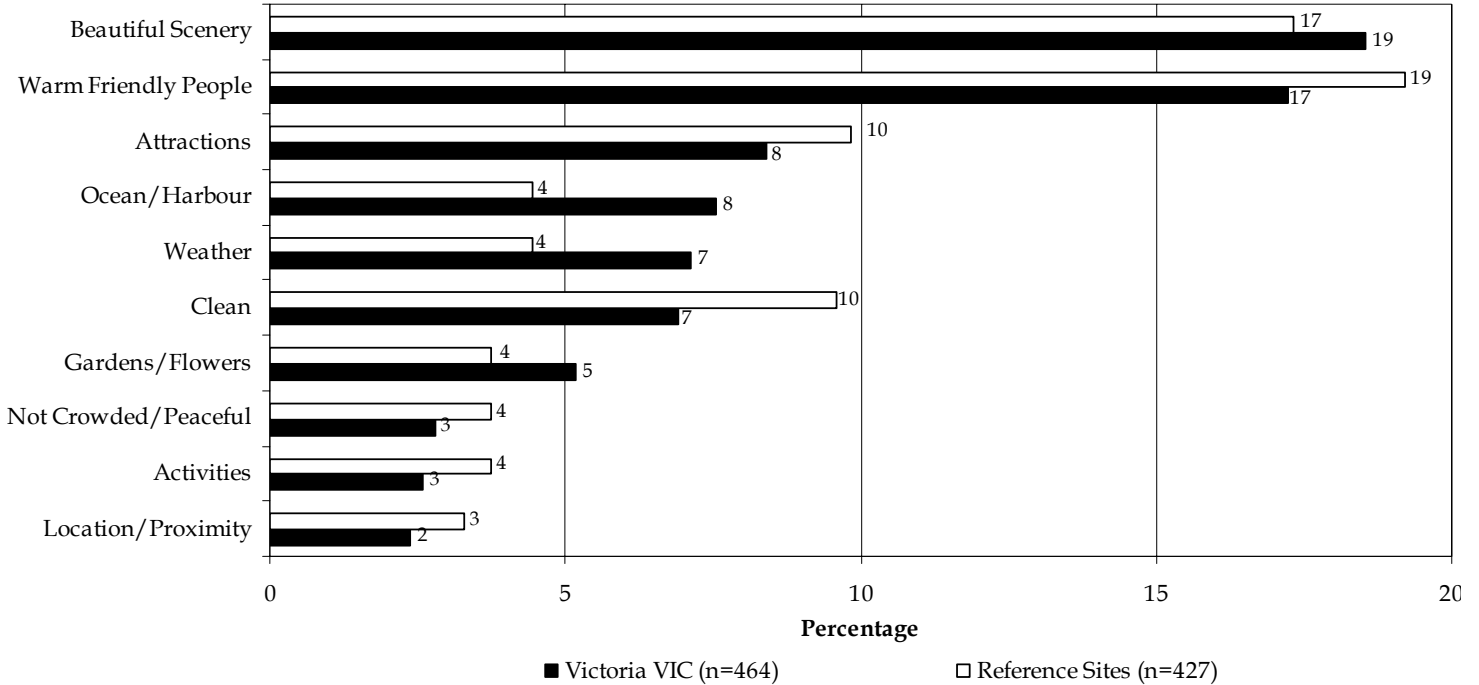


Figure 14. The most frequent positive images respondents had of the Victoria Region. At the Victoria VIC, 171 respondents replied with 464 images; while at Reference Sites, 158 travelers replied with 427 images.

The negative images respondents mentioned were associated with panhandlers/homeless people (13% Victoria VIC; 8% Reference Sites), high costs (10% Victoria VIC; 15% Reference Sites), crowds (9% Victoria VIC; 7% Reference Sites), traffic (7% Victoria VIC; 7% Reference Sites), public transportation (6% Victoria VIC; 6% Reference Sites) and ferry trip (5% Victoria VIC; 7% Reference Sites, Figure 15).

Mailback respondents were asked to identify up to three unique characteristics of the Victoria Region that differentiate it from other regions as a vacation destination. These characteristics could be useful for promotional activities to attract more travelers to the area. A variety of characteristics were identified as unique to the area by respondents (Figure 16). The most common were beautiful scenery (11% Victoria VIC; 10% Reference Sites), ocean/harbour (9% Victoria VIC; 7% Reference Sites), attractions (8% Victoria VIC; 11% Reference Sites), architecture (8% Victoria VIC; 3% Reference Sites), weather (7% Victoria VIC; 5% Reference Sites), location (6% Victoria VIC; 5% Reference Sites) and gardens/flowers (6% Victoria VIC; 10% Reference Sites). Other less frequently mentioned unique characteristics included warm friendly people (5% Victoria VIC; 5% Reference Sites), the British atmosphere (5% Victoria VIC; 7% Reference Sites) and the lack of crowds/peaceful experience (4% Victoria VIC; 4% Reference Sites).

### Ten Most Frequent Negative Images of the Victoria Region

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

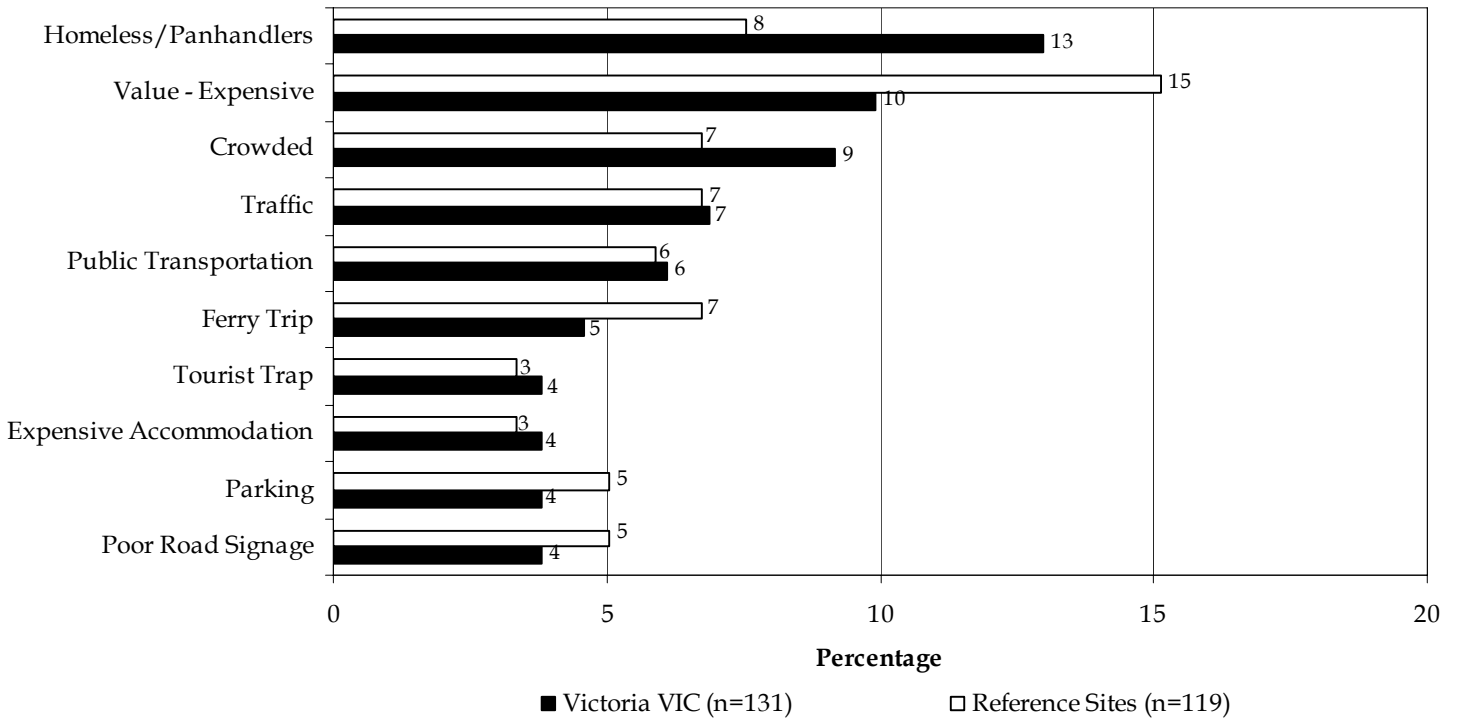


Figure 15. The most frequent negative images respondents had of the Victoria Region. At the Victoria VIC, 89 respondents replied with 131 images, while at Reference Sites, 80 travelers replied with 119 images.

### Ten Most Unique Attributes of the Victoria Region

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

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

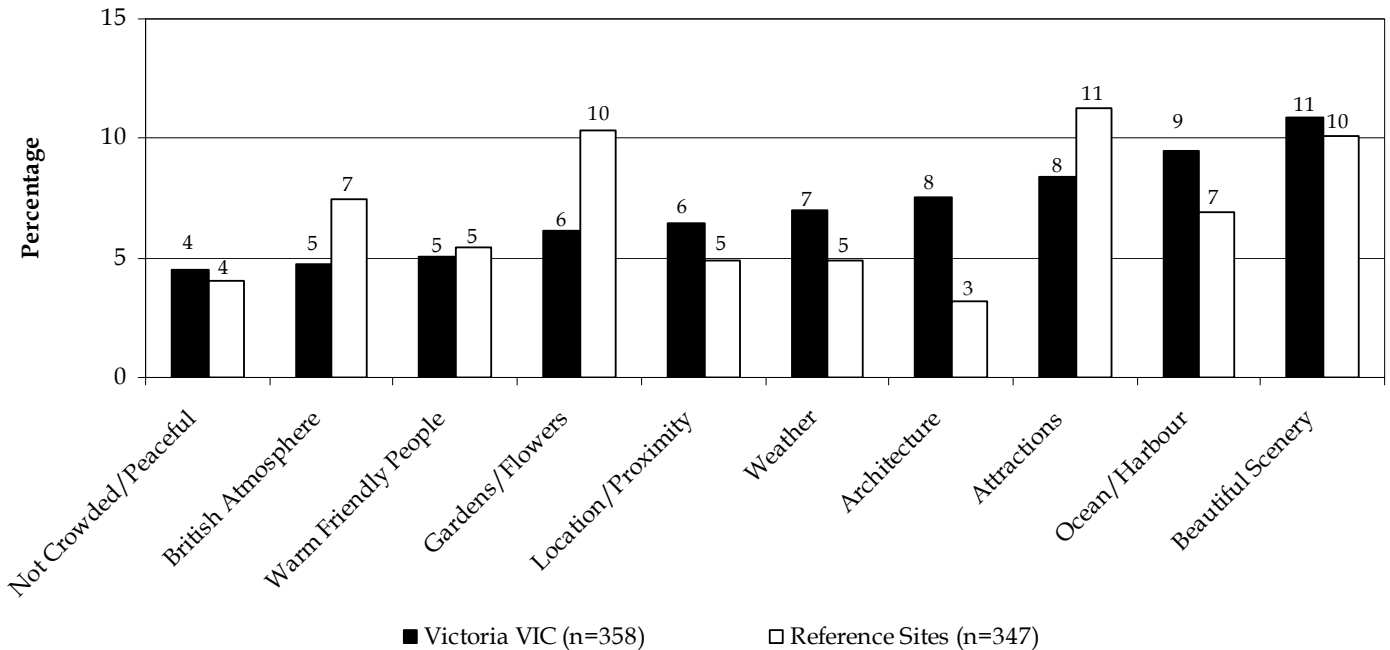


Figure 16. The most frequent unique characteristics respondents had of the Victoria Region. At the Victoria VIC, 152 respondents replied with 358 images, while at Reference Sites, 151 travelers replied with 347 images.

Mailback respondents were asked which paid attractions they recalled visiting in Victoria during their trip. Butchart Gardens (68% Victoria VIC; 65% Reference Sites), Royal BC Museum (47% Victoria VIC; 73% Reference Sites), IMAX (22% Victoria VIC; 26% Reference Sites), historic sites (14% Victoria VIC; 20% Reference Sites), Butterfly Gardens (12% Victoria VIC; 13% Reference Sites), whale watching (10% Victoria VIC; 13% Reference Sites), city tour (10% Victoria VIC; 11% Reference Sites) and Maritime Museum (7% Victoria VIC; 12% Reference Sites) were the most frequently cited attractions. Other less frequently mentioned attractions included the Art Gallery (6% Victoria VIC; 8% Reference Sites) and the Royal Wax Museum (4% Victoria VIC; 9% Reference Sites, Figures 17).

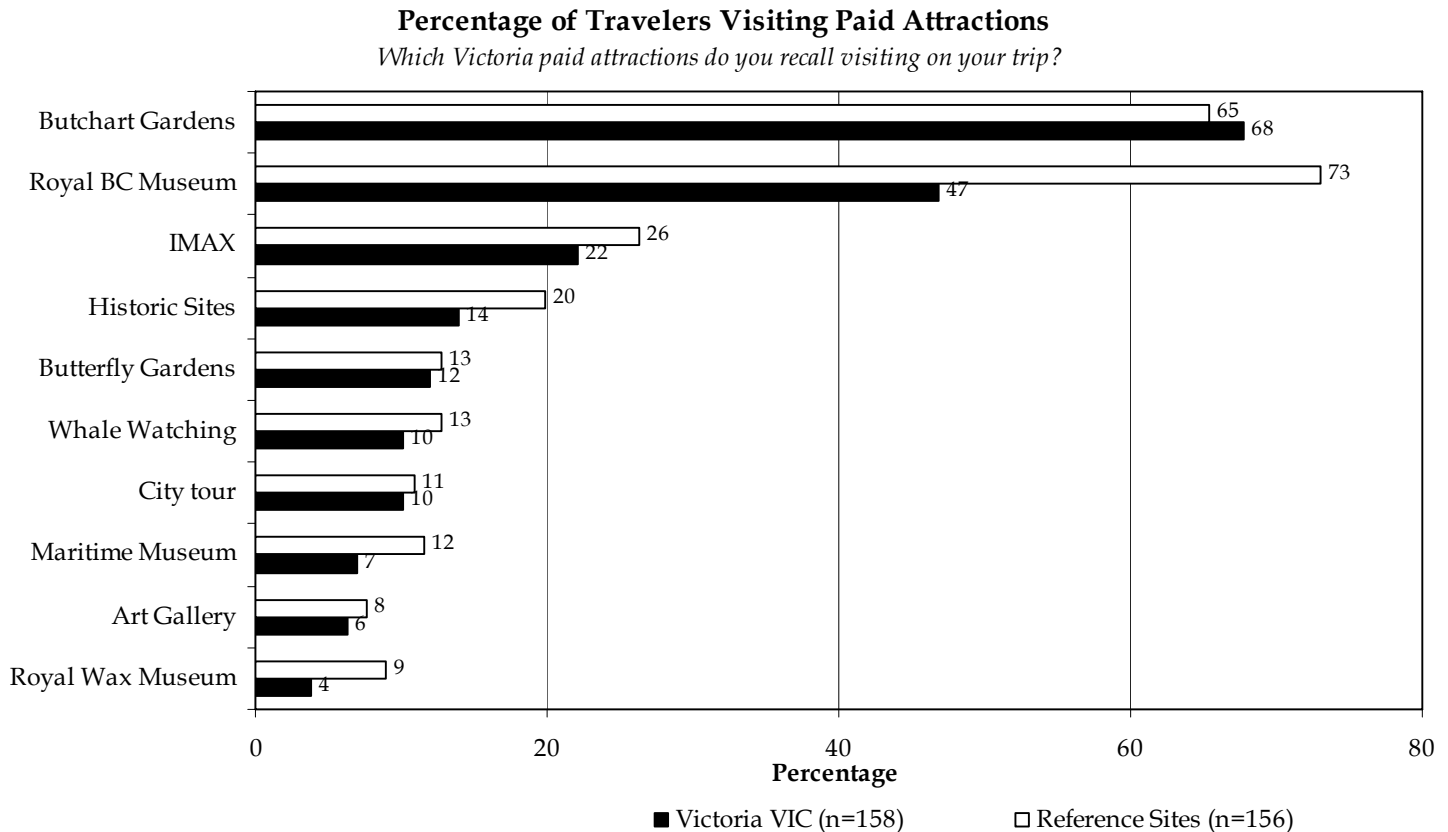


Figure 17. Percentage of travelers visiting paid attractions in Victoria.

Respondents to the mailback questionnaire were asked about their satisfaction with their trip to the Victoria Region and British Columbia (Figures 18 and 19). The majority of travelers were either ‘somewhat satisfied’ (11% Victoria VIC; 5% Reference Sites) or ‘very satisfied’ (79% Victoria VIC; 83% Reference Sites) with their trip to the Victoria Region. Trip satisfaction was even higher when travelers were asked about their experience in all of British Columbia, with a majority of respondents reporting that they were either ‘somewhat satisfied’ (7% Victoria VIC; 7% Reference Sites) or ‘very satisfied’ (90% Victoria VIC; 88% Reference Sites).

Travelers responding to the mailback survey at the Victoria VIC were asked their likelihood of returning to the Victoria Region or the province of British Columbia on a future trip. Over four-fifths of travelers indicated that they were either ‘very likely’ (48% Victoria VIC; 54% Reference Sites) or ‘likely’ (35% Victoria VIC; 27% Reference Sites) to return to the Victoria Region on a future trip (Figure 20). A larger proportion of travelers indicated they were ‘likely’ (28% Victoria VIC; 24% Reference Sites) or ‘very

likely' (63% Victoria VIC; 59% Reference Sites) to take another trip to or within British Columbia (Figure 21).

### Satisfaction With Trip to Victoria Region

Overall, how satisfied or dissatisfied are you with your trip to the Victoria Region?

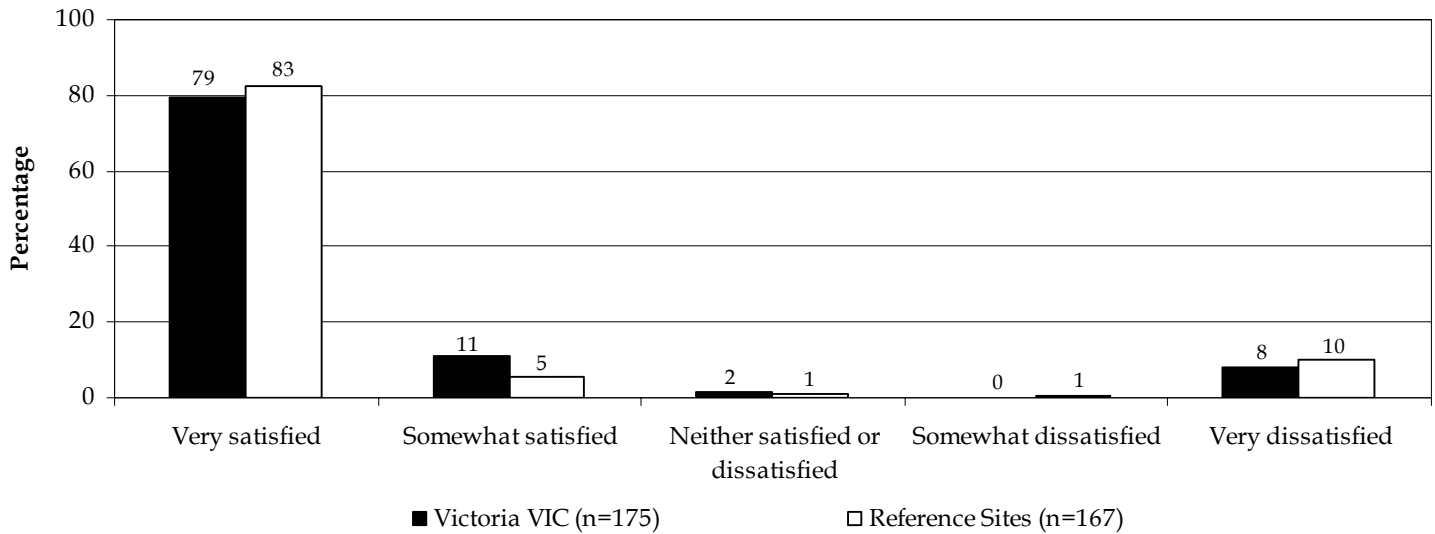


Figure 18. Victoria Region trip satisfaction for travelers at the Victoria VIC and Reference Sites.

### Satisfaction With Trip to British Columbia

Overall, how satisfied or dissatisfied are you with your trip to British Columbia?

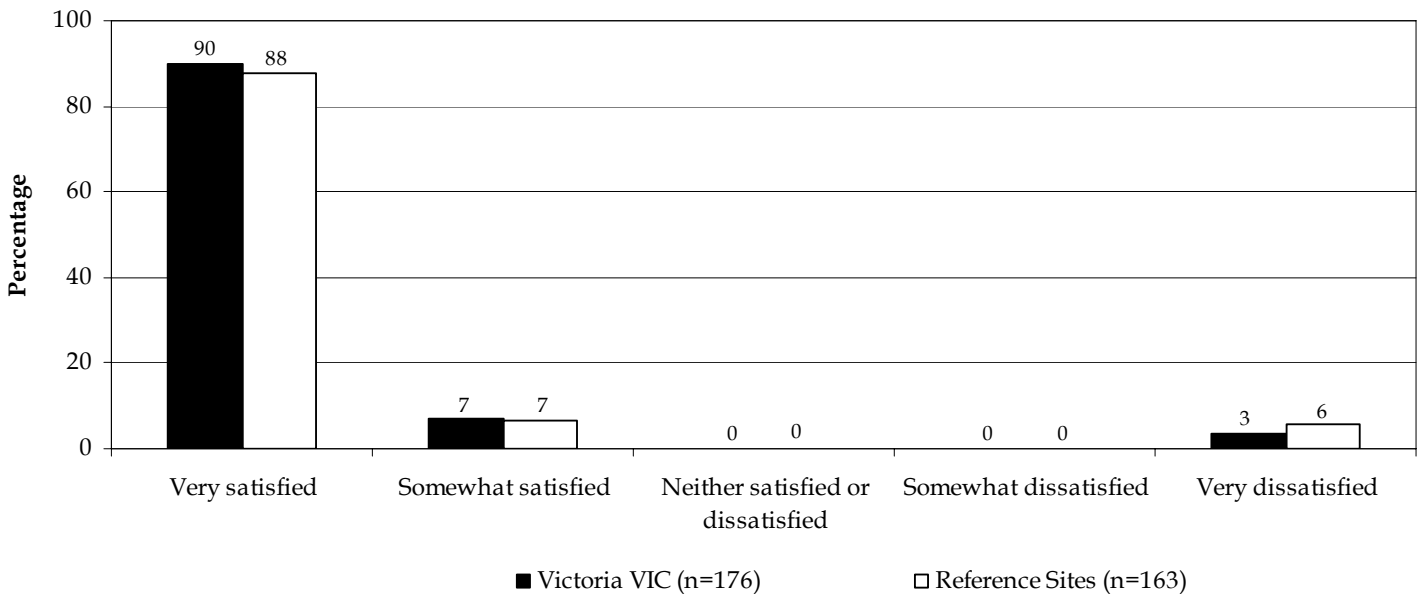


Figure 19. British Columbia trip satisfaction for travelers at the Victoria VIC and Reference Sites. Travelers at Reference Sites who responded 'Don't Know' (n=2) were excluded from this analysis.

### Likelihood of Taking Another Trip to the Victoria Region

Given your experience in the Victoria Region, how likely are you to return for a future trip ?

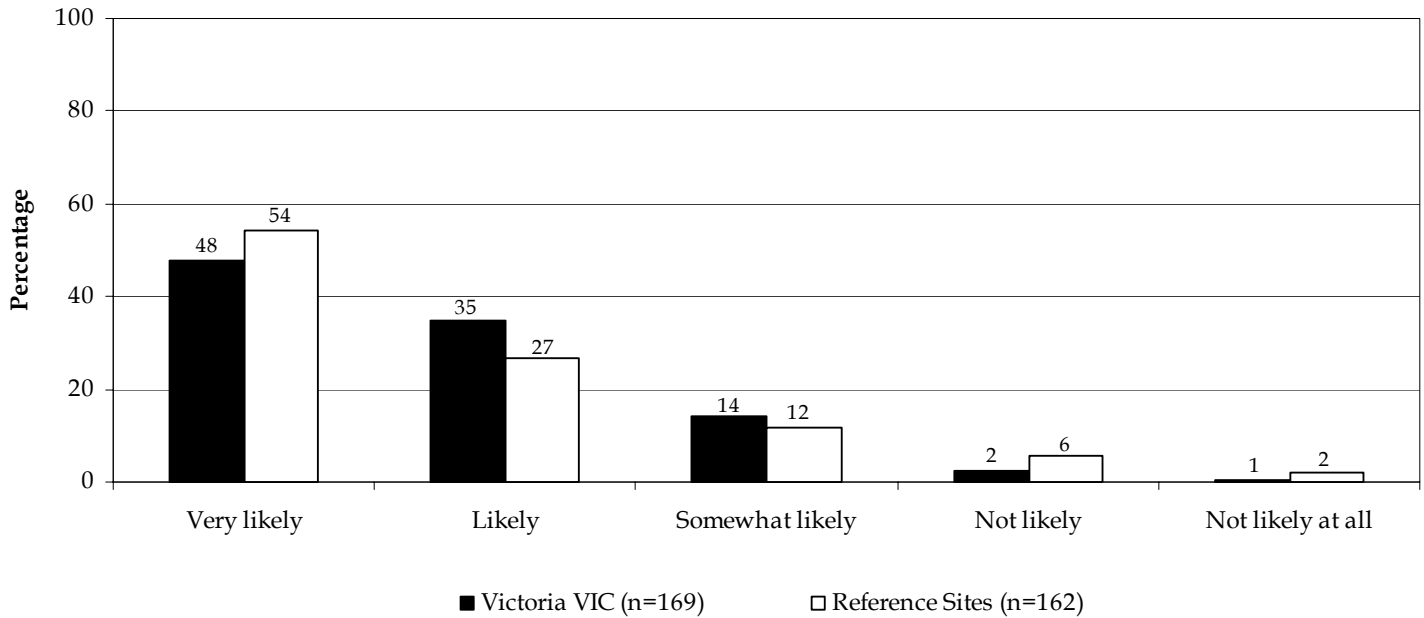


Figure 20. The likelihood of travelers taking another trip to the Victoria Region. Travelers who responded 'Don't Know' (n=7 (Victoria VIC) and n=5 (Reference Sites)) were excluded from this analysis.

### Likelihood of Taking Another Trip to British Columbia

Given your experience in British Columbia, how likely are you to return for a future trip ?

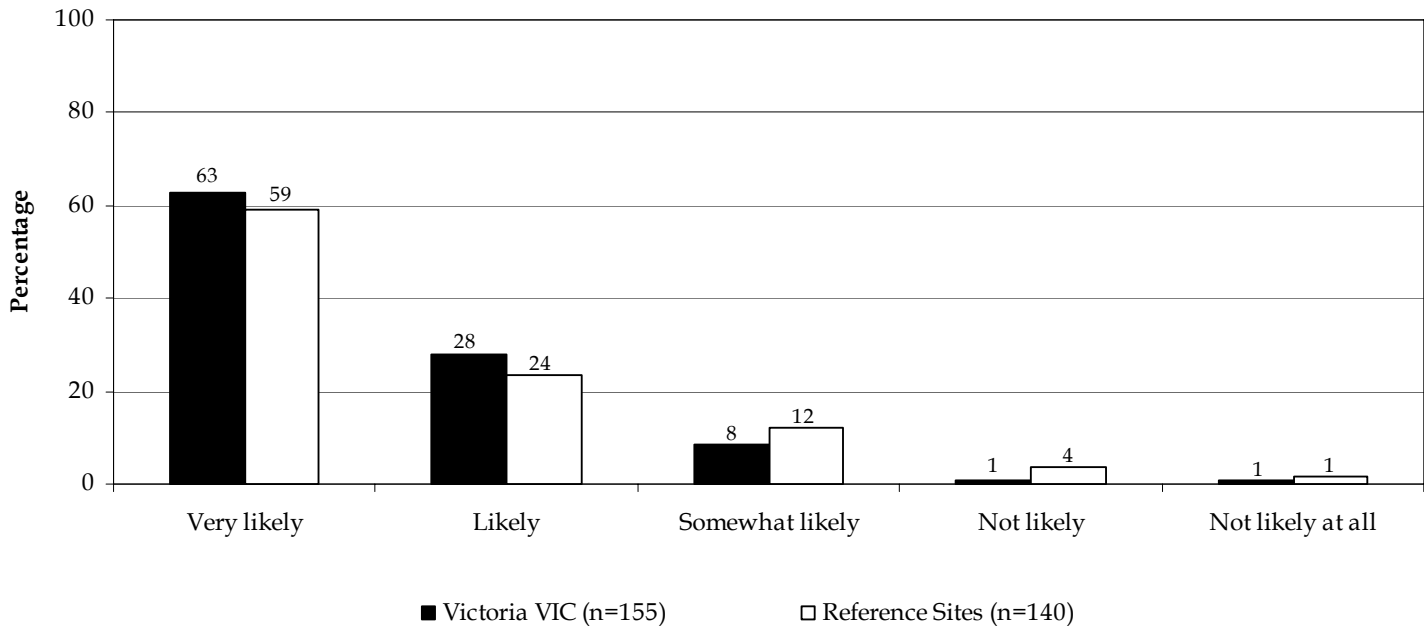


Figure 21. The likelihood of travelers taking another trip within British Columbia. Travelers who responded 'Don't Know' (n=7 (Victoria VIC) and n=4 (Reference Sites)) were excluded from this analysis.



## Expenditures

Travelers were asked, "In Canadian Dollars, what were your travel party's total expenditures *yesterday*, including accommodations?" Overall, travelers at the Victoria VIC spent significantly less (average of \$250.40) than did travelers interviewed at Reference Sites (average of \$280.76; Table 14). At both the Victoria VIC and Reference Sites, US travelers spent more per party per day than did travelers from other places of origin. There were also significant differences in expenditures based upon the primary type of accommodation used by respondents from both the Victoria VIC as well as Reference Sites. In addition, respondents staying with family and friends that were surveyed at the Victoria VIC spent significantly less (\$112.06 vs. \$184.46) than did their counterparts interviewed at Reference Sites (Appendix F).

Table 14. The average daily expenditures of travelers at the Victoria VIC and Reference Sites.

\$ CDN Daily Expenditures*	Average Per Party Daily Expenditure	
	Victoria VIC (n=381) <sup>1</sup>	Reference Sites (n=388) <sup>2</sup>
British Columbia	\$203.60	\$292.61
US	\$298.66	\$301.53
Overseas	\$212.17	\$251.00
Other Canada	\$237.90	\$260.00
<b>Total</b>	<b>\$250.40</b>	<b>\$280.76</b>

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

1. 22% (n=125) of travelers began trip on the day of interview or were on the trip as a day trip, and therefore did not have responses, 8% (n=47) Don't Know/No Response. Business travelers were not included in this analysis.
2. 21% (n=116) of travelers began trip on the day of interview or were on the trip as a day trip, and therefore did not have responses, 8% (n=44) Don't Know/No Response. Business travelers were not included in this analysis.

In the summer of 2005, Victoria VIC users expended over \$128 million in the Victoria Region and almost \$228 million on their trip throughout the rest of the province (Table 15)<sup>2</sup>. These figures do not represent the economic impact of the VIC but rather the total expenditures of travelers to the Victoria Region and in the rest of the province while on the trip during which they were interviewed at the Victoria VIC.

Table 15. Estimated expenditures of travelers who visited the Victoria VIC.

June 2 - September 28, 2005 <sup>1, 2</sup>	Victoria VIC
Estimated Total VIC parties for June, July and August 2005	129,510
Average Daily Expenditures	\$250.40
Estimated Total Expenditures in Victoria by VIC Users	\$128,206,648
Estimated Total Expenditures outside of Victoria by VIC Users	\$227,922,930
Estimated Total Expenditures in British Columbia by VIC Users	\$356,129,578

1. For details on the methods used to calculate the numbers, please see Appendix G.

2. Visitor party statistics reported by the Victoria VIC include local residents but exclude visitor parties that do not talk to a Counsellor. Estimated Total VIC parties in this report exclude residents of the Victoria Region. However, all non-resident visitor parties are included, whether or not they spoke to a Visitor Information Counsellor. Only an estimated 56% of visitor parties speak to a Counsellor, thus the total number of visitor parties is much larger than the number who spoke to a Counsellor.

<sup>2</sup> The definition of the Victoria Region used for this study is "the city of Victoria and areas south of the Malahat and between Sooke and Sidney".

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

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

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

Results from these questions indicated that the Victoria VIC had an impact on traveler behaviour. One-fifth of travelers (20%) at the Victoria VIC indicated that they had learned about new activities as a result of their stopping at the VIC. One-third (33%) replied they would make another trip, and 2% replied that they would extend their stay by one or more nights as a result of their stopping at the VIC (Figure 22).

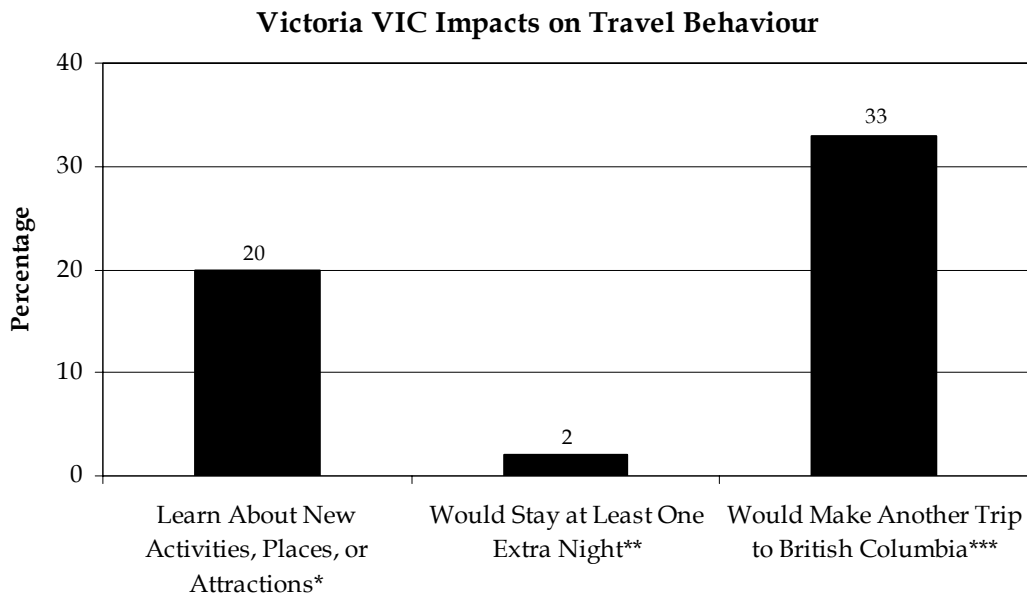


Figure 22. The proportion of travelers at the Victoria VIC that learned about new activities, places or attractions, stayed at least one extra night or would make another trip to British Columbia as a direct result of the Victoria VIC.

\* Don't Know/No Response =15 (2.8%); \*\* Don't Know/No Response =33 (6.1%); \*\*\* Don't Know/No Response =75 (13.8%).

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 Victoria VIC.<sup>3</sup>

<sup>3</sup> Economic impact estimates can be obtained from the Victoria Visitor Info Centre.

A number of trip and traveler characteristics could influence the impact of the VIC on traveler behaviour. Characteristics like traveler origin, speaking with a VIC Counsellor, primary trip purpose, flexibility in activities participated in while in the Victoria Region, flexibility in the time spent in the Victoria Region, or the time spent in British Columbia were examined to understand if they influenced the impact the Victoria VIC had on traveler behaviour (Table 16). Travelers from the US and Other Canada were more likely to learn about new activities, places or attractions. Travelers from British Columbia and the US were more likely to make another trip to British Columbia as a result of information obtained. Travelers from Other Canada and Overseas were more likely to stay an extra night as a result of the information obtained.

Travelers who spoke with a Counsellor were more likely to be influenced by the information they received compared to those that did not speak to a Counsellor. A higher proportion of travelers who spoke with a VIC Counsellor learned about new activities, places or attractions. Those who came on their trip for leisure purposes were more likely to learn about new activities, stay an extra night, and take another trip to British Columbia than those who came to visit friends and family. Although travelers who were inflexible regarding activity participation or spending additional time in the Victoria Region and in British Columbia did learn about new activities, places or attractions, they were least likely to spend extra time as a result of information obtained at the Victoria VIC. However, about a third of them (between 30%-38%) did indicate they would make another trip to the region in the future (Table 16).

Travelers at the Victoria VIC learned about a wide range of new activities (Table 17). A total of 124 new activities were learned about at the VIC, with over three-quarters (81%) of travelers indicating that they planned to participate in these activities. Furthermore, many of the travelers who said that they would participate in these newly learned activities planned to do so on their current trip (74%). Of those who were participating in the new activity on their current trip, 11% indicated that they would spend extra time on the trip to complete the activity. Travelers reported learning about whale watching, Craigdarroch Castle, Miniature World, ghost walk/tours, Butchart Gardens, Bug Zoo, Art Gallery, Royal BC Museum/Imax, Undersea Gardens and legislative tours.

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

Responses from VIC and reference site respondents were examined on the basis of interview month in order to identify any differences that may have existed on a monthly basis. Results from this analysis are summarized in Appendix H.

Table 16. The impact of the Victoria VIC on traveler behaviour by traveler origin, travelers who did and did not speak with a Counsellor, primary trip purpose and flexibility.

	Percentage of Travelers Who:		
	Learned About New Activities, Places or Attractions <sup>2</sup>	Would Stay an Extra Night or Nights <sup>3</sup>	Would Make Another Trip <sup>4</sup>
<b>Origin</b>			
British Columbia	14.6%	0.0%	41.5%
US	23.5%	1.8%	35.7%
Overseas	15.5%	2.3%	27.9%
Other Canada	21.1%	2.8%	32.1%
<b>Spoke With A Counsellor</b>			
Yes	22.0%	2.0%	32.6%
No	17.3%	2.1%	33.3% %
<b>Primary Trip Purpose<sup>1</sup></b>			
Leisure	20.1%	2.2%	34.2%
Visiting Friends and Family	17.3%	0.0%	25.7%
<b>Flexibility with Activities</b>			
Inflexible (all activities are planned)	15.6%	0.0%	37.5%
Moderately Flexible (about half of activities are planned)	21.2%	3.8%	36.5%
Very Flexible (less than half of activities are planned)	20.1%	2.0%	32.5%
<b>Time Flexibility in the Victoria Region</b>			
Inflexible (you have to depart at a set time)	15.0%	0.4%	29.6%
Moderately Flexible (you can change the time of the day for departure)	23.2%	1.5%	38.4%
Very Flexible (you can change the day of departure)	25.2%	6.3%	34.1%
<b>Time Flexibility in British Columbia</b>			
Inflexible (you have to depart at a set time)	18.0%	0.8%	32.7%
Moderately Flexible (you can change the time of the day for departure)	28.9%	1.3%	32.9%
Very Flexible (you can change the day of departure)	20.6%	10.3%	35.3%

1. Business travelers were not asked these impact questions.
2. Not statistically different at the 0.05 level.
3. Not statistically different at the 0.05 level.
4. Not statistically different at the 0.05 level.

Table 17. The proportion of travelers who learned about each new activity, the proportion that would participate in that new activity, when they would participate in those activities, the proportion that would spend extra time in the Victoria Region and the average number of hours spent participating in each activity.

Top Ten New Activities That Travelers Learned About	% Of All New Activities (n=124)	% That Will Participate	Timeline For Participation (Percentage of Total for each)*			% That Will Spend Extra Time	Average Hrs. Spent On Each Activity*
			Sometime on this trip	On a future trip	Unsure		
Whale watching	6.5%	62.5%	40.0%	60.0%	0.0%	0.0%	N/A
Craigdarroch Castle	6.5%	100.0%	50.0%	50.0%	0.0%	25.0%	2.0
Miniature World	5.6%	85.7%	66.7%	16.7%	16.7%	0.0%	N/A
Ghost Walk/Tours	4.8%	66.7%	100.0%	0.0%	0.0%	0.0%	N/A
Butchart Gardens	4.0%	100.0%	80.0%	0.0%	20.0%	75.0%	17.0
Bug Zoo	3.2%	100.0%	75.0%	25.0%	0.0%	0.0%	N/A
Art Gallery	3.2%	50.0%	50.0%	0.0%	50.0%	0.0%	N/A
Royal BC Museum/Imax	2.4%	100.0%	100.0%	0.0%	0.0%	0.0%	N/A
Undersea Gardens	2.4%	66.7%	100.0%	0.0%	0.0%	0.0%	N/A
Legislative Tours	2.4%	100.0%	66.7%	0.0%	33.3%	0.0%	N/A

N/A - Don't Know/No Response

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

## Conclusions

1. Travelers who stop at the Victoria VIC differ from the typical traveler intercepted at Reference Sites. Relative to travelers at Reference Sites, those at the Victoria VIC were more likely to be:
  - From Overseas or from other Canadian Provinces,
  - Part of a smaller travel party when the group includes children,
  - Staying in a campground/RV Park, although only a relatively small number of visitor parties at either location stayed in a campground/RV park,
  - Staying a resort/hotel/motel/B&B, although the majority of visitor parties at both locations stayed in a resort/hotel/motel/B&B,
  - Spending more days away from home on the trip,
  - Spending more days in British Columbia during the trip,
  - Flexible in terms of their activity participation while on the trip,
  - Flexible in terms of time spent in the Victoria Region while on the trip,
  - Spending less per travel party on their daily expenditures,
  - Interested in booking/purchasing event and attraction tickets at a VIC,
  - In possession of a valid passport,
  - Sightseeing as their primary leisure activity, and less likely to be visiting family and friends.

Travelers at the Victoria VIC were similar to travelers at Reference Sites in their:

- Age,
  - Education,
  - Household income,
  - Primary trip purpose,
  - Primary destination,
  - Mode of transportation,
  - Trip planning horizons,
  - Information sources used to plan trip,
  - Duration of stay in the Victoria Region,
  - Flexibility in terms of time spent in British Columbia,
  - Visiting other VICs in British Columbia,
  - Awareness and likelihood of booking accommodations at VICs throughout the province.
2. The profile of travelers at the Victoria VIC can be applied:
    - To ensure that the current information provided to VIC users reflects the needs of travelers using the VIC.
    - To design a marketing plan to attract travelers who do not currently use the VIC. For example, a plan could be designed to encourage travelers who are in the Victoria Region visiting friends and family to use the Victoria VIC.

3. The profile of travelers at the Victoria VIC and Reference Sites can be used for business planning and management of new and existing tourism businesses in the Victoria Region. The data presented provides details on the types of clients new tourism businesses in the Victoria Region can expect and characteristics, interests and trip flexibility of potential clients who could be attracted through marketing (brochures, etc.) at the Victoria VIC.
4. The majority of travelers found that the VIC met (75%) or exceeded (22%) their expectations. The top reasons given for the positive ratings of the Victoria VIC included good information, helpful staff, friendly people and good access.
5. The Victoria VIC had a positive impact on traveler behaviour. Twenty percent of travelers learned about new activities/places/attractions; 2% reported that they would stay at least one additional night and 33% would make another trip as a direct result of the information they obtained at the Victoria VIC.
6. Over half of all visitors who stopped at the VIC spoke to a Visitor Information Counsellor (56%), with many travelers giving high ratings for the staff's helpfulness, prompt service and friendliness. Travelers who spoke to Counsellors were more likely to learn about new activities/places/attractions compared to those who did not. This finding highlights the importance of having a Counsellor available to help travelers.
7. Similar research at other VICs in British Columbia has found that a much higher fraction of visitors who stop at VICs speak to a Visitor Information Counsellor than at the Victoria VIC. Given that travelers who speak to Counsellors are more likely to learn about new activities/places/attractions than those who do not, the Victoria VIC may want to investigate the feasibility of increasing the number of Counsellors available.

## Limitations

1. These results are representative of travelers who stopped at the Victoria VIC or Reference Sites between June 2 and September 28 of 2005. The results do not represent the economic impact of the Victoria VIC for the whole year. Applying these results to the remaining months in the year could over estimate the economic impact of the VIC because the study was completed during the peak tourism period. In addition, trip and traveler characteristics of visitors at other times of the year could differ from those interviewed during the study period.
2. These results are representative of the influence the Victoria VIC had on travelers who did not live in the Victoria Region. This study did not explore the impact on travelers who call or email for information prior to their visit.
3. Some of the statistics contained within this report were produced with small sample sizes; consequently the results should be treated with caution.
4. Findings from similar studies at other VICs in British Columbia have differed substantially from those presented here. Therefore the findings presented here cannot be applied to other Visitor Info Centres.
5. Results presented here do not represent the full range of analysis that can be completed with the data collected. Please contact 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.



## Appendices

Appendix A - Interviewer schedule and interviews completed

Appendix B - Questionnaires

Appendix C - Response bias testing

Appendix D - Wish list for products/services currently unavailable at VIC

Appendix E - Listing of other VICs visited

Appendix F - Expenditures by site and accommodation type

Appendix G - Comments from Victoria VIC

Appendix H - Intercept and mailback survey responses by interview month

**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, number traveling in a tour group and the number of tourists interviewed at the Victoria VIC during the study period.

	Victoria VIC (June, July, August)					
	Number of People Approached	Agree to Interview -YES	Number of Residents	Refusals	Part of Tour Group	Tourists
June 2	8	5	0	3	0	5
June 3	25	15	2	10	1	12
June 7	54	27	2	27	3	22
June 9	68	41	11	27	3	27
June 13	32	19	1	13	2	16
June 15	67	31	10	36	1	20
June 19	63	28	10	35	1	17
June 21	68	37	9	31	0	28
June 25	61	29	7	32	4	18
June 27	13	7	0	6	0	7
June 28	28	16	2	12	0	14
July 4	48	12	1	36	1	10
July 6	65	30	6	35	0	24
July 10	60	23	4	37	0	19
July 12	53	22	1	31	1	20
July 16	60	18	2	42	1	15
July 18	79	22	3	57	0	19
July 22	45	20	3	25	1	16
July 24	63	24	6	39	2	16
July 28	27	12	1	15	2	9
July 30	47	20	2	27	1	17
August 5	31	18	0	13	0	18
August 7	22	9	1	13	0	8
August 11	27	11	0	16	0	11
August 12	5	3	0	2	1	2
August 13	17	6	0	11	0	6
August 17	58	29	0	29	1	28
August 19	58	21	1	37	2	18
August 23	74	34	3	40	3	28
August 25	53	22	1	31	3	18
August 29	60	23	6	37	0	17

Table A1. The day and number of travelers approached, the number who agreed to the interview, the number of residents, number of refusals, number traveling in a tour group and the number of tourists interviewed at the Victoria VIC during the study period.

	Victoria VIC (September)					
	Number of People Approached	Agree to Interview- YES	Number of Residents	Refusals	Part of Tour Group	Tourists
September 2	34	16	2	18	0	14
September 4	6	4	1	2	0	3
September 5	14	11	3	3	1	7
September 8	48	25	7	23	1	17
September 10	42	24	7	18	5	12
September 14	50	24	7	26	2	15
September 16	47	25	3	22	3	19
September 20	43	22	3	21	3	16
September 22	5	3	1	2	0	2
September 26	31	11	4	20	2	5
September 28	15	3	0	12	0	3
<b>Total (June - September)</b>	<b>1,774</b>	<b>802</b>	<b>133</b>	<b>972</b>	<b>51</b>	<b>618</b>

Table A2. The day and number of travelers approached, the number who agreed to the interview, the number of residents, number of refusals, number traveling in a tour group and the number of tourists interviewed at Reference Sites during the study period.

	Reference Sites (June, July and August)					
	Number of People Approached	Agree to Interview -YES	Number of Residents	Refusals	Part of Tour Group	Tourists
June 4	107	58	30	49	1	27
June 10	68	36	16	32	2	18
June 14	67	34	12	33	4	18
June 16	42	23	4	19	2	17
June 20	61	28	6	33	4	18
June 22	51	22	2	29	0	20
June 26	57	35	10	22	4	21
June 27	38	18	2	20	1	15
June 28	25	9	1	16	0	8
June 29	57	26	3	31	2	21
July 5	35	11	0	24	1	10
July 7	66	32	4	34	1	27
July 11	48	22	2	26	1	19
July 13	47	25	1	22	0	24
July 17	51	29	3	22	5	21
July 19	59	25	2	34	1	22
July 23	46	23	4	23	1	18
July 25	52	18	1	34	0	17
July 29	31	15	1	16	3	11
July 31	69	39	11	30	3	25
August 6	3	1	1	2	0	0
August 8	6	3	0	3	0	3
August 12	9	6	0	3	0	6
August 13	5	1	0	4	1	0
August 14	43	19	5	24	0	14
August 18	60	25	2	35	1	22
August 20	63	24	2	39	3	19
August 24	53	25	3	28	3	19
August 26	51	25	3	26	1	21
August 30	66	24	6	42	2	16

Table A2. The day and number of travelers approached, the number who agreed to the interview, the number of residents, number of refusals, number traveling in a tour group and the number of tourists interviewed at Reference Sites during the study period.

	Reference Sites (September)					
	Number of People Approached	Agree to Interview -YES	Number of Residents	Refusals	Part of Tour Group	Tourists
September 3	33	18	7	15	2	9
September 5	22	14	3	8	0	11
September 9	44	24	8	20	2	14
September 11	43	27	6	16	1	20
September 15	50	27	7	23	4	16
September 17	47	27	7	20	3	17
September 21	30	20	6	10	0	14
September 23	30	16	7	14	2	7
September 27	19	5	3	14	1	1
<b>Total (June - September)</b>	<b>1,754</b>	<b>859</b>	<b>191</b>	<b>895</b>	<b>62</b>	<b>606</b>

## Appendix B – Questionnaires

## **Appendix B - Interview Questions (Victoria VIC)**



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

Would you have approximately 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 Victoria region? *The Victoria region includes areas south of the Malahat, between Sooke and Sidney.*

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

Are you part of an organized tour group?

YES  NO

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

↳ IF FROM BC, Are you a resident of Vancouver Island?  YES  NO

Before this trip, have you ever been to the Victoria region?

YES  NO

**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 you spend the most time)?

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

IF NOT RESIDENT OF VANCOUVER ISLAND, How did you get to the Victoria region? Was it by

FERRY  CRUISESHIP  PRIVATE BOAT  PLANE  FLOAT PLANE  OTHER \_\_\_\_\_  DK/NR

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

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

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

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

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

Of those, how much time will be spent in the Victoria region? *The Victoria region includes areas south of the Malahat, between Sooke and Sidney.*

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

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!**

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

Resort/Hotel/Motel/B&B  Campground/RV  FRIENDS Or Relatives  OTHER \_\_\_\_\_

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

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

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

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

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

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

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

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

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

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

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

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

IF SPENDING TIME IN VICTORIA, Did you obtain travel information from Tourism Victoria or the Victoria Visitor Info Centre prior to this visit?

- NO       YES       DK/NR

---

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

IF HAVE BEEN TO VICTORIA, On your previous trips to the Victoria region, 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)**

- TO OBTAIN A MAP       TO PURCHASE ACTIVITY TICKETS
- TO OBTAIN ROUTE INFORMATION       TO TAKE A BREAK FROM TRAVELING AND GET OUT OF OUR VEHICLE
- TO OBTAIN ATTRACTION INFO       TO OBTAIN REFRESHMENTS
- TO OBTAIN ACCOMMODATION INFO (NOT CAMPING)       TO OBTAIN A WRISTBAND FOR THE TALLSHIP FESTIVAL
- TO OBTAIN CAMPING INFO       TO BOOK ACCOMMODATION
- TO OBTAIN ADVENTURE RECREATION ACTIVITY INFO       OTHER \_\_\_\_\_
- TO OBTAIN EVENT INFORMATION       OTHER \_\_\_\_\_
- TO PURCHASE A BC PARKS PARKING PASS

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

- NOTHING       TALLSHIP FESTIVAL INFORMATION
- MAP       BC PARKS PARKING PASS
- ROUTE INFORMATION       PURCHASED TICKETS OR BOOKED ACCOMMODATION
- ATTRACTION INFORMATION       DK/NR
- ACCOMMODATION (EXCLUDING CAMPGROUND) INFORMATION       OTHER \_\_\_\_\_
- CAMPGROUND INFORMATION       OTHER \_\_\_\_\_
- ADVENTURE RECREATION ACTIVITY INFORMATION       OTHER \_\_\_\_\_
- EVENT INFORMATION

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

- NO       YES       DK/NR

(If YES) How long did you have to wait before being assisted by a Visitor Information Counsellor? \_\_\_\_\_ MINUTES.

(If YES i.e. spoke to a Counsellor) To what extent would you agree or disagree with the following statements?

<i>(read scale)</i>	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	DK/NR
THE COUNSELLOR WAS FRIENDLY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
THE COUNSELLOR TOOK TIME TO UNDERSTAND YOUR PERSONAL TRAVEL NEEDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
THE COUNSELLOR GAVE PROMPT SERVICE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
THE COUNSELLOR HAD THE KNOWLEDGE TO ANSWER YOUR LOCAL TOURISM QUESTIONS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
THE COUNSELLOR WAS WILLING TO HELP YOU	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
THE TIME YOU HAD TO WAIT NEGATIVELY IMPACTED YOUR EXPERIENCE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Overall, how would you describe the level of performance of the Counsellor that you spoke to? Was it

- POOR       ADEQUATE       GOOD       VERY GOOD       EXCELLENT       DK/NR

While at the VIC 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 Victoria 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 Victoria Visitor Info Centre?

- NO       YES       DK/NR

Overall, how well did the Victoria 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
- FACILITY TOO BUSY
- POOR PARKING
- IMPROVE OUTSIDE AREA
- OTHER \_\_\_\_\_
- OTHER \_\_\_\_\_
  
- DK/NR

Were there any other products and/or services that were not currently available at the Victoria VIC that you would have liked to have found?

- NO
- YES
- DK/NR

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

Are you aware that you can book and purchase event and attraction tickets at the Victoria Visitor Info Centre?

- NO
- YES
- DK/NR

In the future, how likely are you to book and purchase your event and attraction tickets at a Visitor Info Centre?

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

---

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

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

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

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

In which of the following age category are you?

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

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

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

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

- A. LESS THAN \$25,000
- B. \$25,000 to \$49,999
- C. \$50,000 to \$64,999
- D. \$65,000 to \$99,999
- E. \$100,000 PLUS
- 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!**

## **Appendix B - Interview Questions (Reference Sites)**

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

Would you have approximately 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 Victoria region? *The Victoria region includes areas south of the Malahat, between Sooke and Sidney.*

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

Are you part of an organized tour group?

YES  NO

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

↳ IF FROM BC, Are you a resident of Vancouver Island?  YES  NO

Before this trip, have you ever been to the Victoria region?

YES  NO

---

**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 you spend the most time)?

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

IF NOT RESIDENT OF VANCOUVER ISLAND, How did you get to the Victoria region? Was it by

FERRY  CRUISESHIP  PRIVATE BOAT  PLANE  FLOAT PLANE  OTHER \_\_\_\_\_  DK/NR

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

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

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

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

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

Of those, how much time will be spent in the Victoria region? *The Victoria region includes areas south of the Malahat, between Sooke and Sidney.*

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

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 the Victoria region?

\_\_\_\_\_  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 the Victoria region? Is it

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

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

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

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

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

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

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

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

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

IF SPENDING TIME IN VICTORIA, Did you obtain travel information from Tourism Victoria or the Victoria Visitor Info Centre prior to this visit?

NO  YES  DK/NR

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

NO  YES  DK/NR

Are you aware that you can book and purchase event and attraction tickets at the Victoria Visitor Info Centre?

NO  YES  DK/NR

In the future, how likely are you to book and purchase your event and attraction tickets at a Visitor Info Centre?

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

---

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

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

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

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



In which of the following age category are you?

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

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

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

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

- A. LESS THAN \$25,000
- B. \$25,000 to \$49,999
- C. \$50,000 to \$64,999
- D. \$65,000 to \$99,999
- E. \$100,000 PLUS
- 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!**

## **Appendix B - Mailback Questionnaire (Victoria VIC)**

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



Please return your completed questionnaire in the enclosed envelope to:

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

**Section 1** – This first section asks questions about characteristics of your trip within British Columbia. Please answer all of the following questions in regard to the trip that we encountered you outside of the Royal BC Museum, the Pacific Undersea Gardens or the Royal London Wax Museum.

1. How many days did you spend away from home on the trip that we encountered you on? *Fill in the 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 be the same as your reply to question 1. *Fill in the appropriate response.*

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

3. How many of those days were spent in the Victoria region? The Victoria region includes the city of Victoria and areas south of the Malahat and between Sooke and Sidney. *Fill in the appropriate response.*

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

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

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

5. Was your primary destination the Victoria region? *Circle the appropriate response.*

- A. YES
- B. NO → What was your primary destination?  
*Specify:* \_\_\_\_\_
- C. DON'T KNOW

6. Was this your first trip to the Victoria region? *Circle the 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 Victoria paid attractions do you recall visiting on your trip? *E.g. Royal BC Museum, IMAX, Butchart Gardens, Historic Sites, Butterfly Gardens, Bug Zoo, Art Gallery. Please list up to 5 attractions.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

8. On the trip you encountered our Researcher in Victoria outside of the Royal British Columbia Museum, the Pacific Undersea Gardens or the Royal London Wax Museum what do you estimate was your travel party's average **DAILY** expenditure while in British Columbia? *Fill in the appropriate amount in Canadian dollars.*

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

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

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

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

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

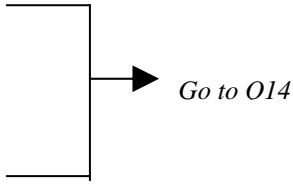
A. YES → Go to Q11  
B. NO → Go to Q13  
C. DON'T KNOW → Go to Q13

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

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

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

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



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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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

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

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

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

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

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

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

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

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

- A. VERY DISSATISFIED
- B. SOMEWHAT DISSATISFIED
- C. NEITHER SATISFIED NOR DISSATISFIED
- D. SOMEWHAT SATISFIED
- E. VERY SATISFIED
- F. DON'T KNOW

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

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

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

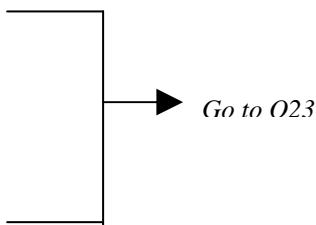
19. Overall, how satisfied or dissatisfied were you with your trip in **British Columbia**? *Circle the appropriate response.*

- A. VERY DISSATISFIED
- B. SOMEWHAT DISSATISFIED
- C. NEITHER SATISFIED NOR DISSATISFIED
- D. SOMEWHAT SATISFIED
- E. VERY SATISFIED
- F. DON'T KNOW

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

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

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

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

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

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

23. Do you have a valid passport? *Circle the appropriate response*

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

24. **Who was in your travel party when you encountered our Researcher in Victoria outside of the Royal BC Museum, the Pacific Undersea Gardens or the Royal London Wax Museum? Please indicate their relationship to you, age and gender. Please start with yourself. Fill in the appropriate response.**

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

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

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



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

**Thank you for your help.**

**For your chance to win a digital camera,  
please return your completed questionnaire in the enclosed envelope to  
*Tourism British Columbia Research Services*  
*Box 9830, Stn Prov Gov't, 300- 1803 Douglas St.*  
*Victoria, BC Canada V8W 9W5***

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

## **Response Bias Testing**

### **Methods**

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

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

Representativeness was assessed by:

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

Responses to similar questions in the interview and mailback questionnaires could vary due to real differences in traveler behaviour (for example, a traveler may have perceived that the VIC had a different impact on their trip when they were interviewed compared to the responses on the mailback questionnaire). Therefore a series of questions were asked in the same way on both the interview and mailback questionnaire. Differences between responses to the two questionnaires were assessed by comparing responses to key questions that were asked in both the interview and on the mailback questionnaire (Tables A3, A4).

### **Results**

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

- At the Victoria VIC, there weren't many differences between those respondents who agreed to participate with those who did not agree to participate in the mailback questionnaire.
- Respondents from Overseas and Other Canada were significantly more likely to agree to participate whereas US respondents were significantly more likely not to agree to participate in the mailback survey.
- Respondents who felt the VIC met their expectation were significantly more likely to agree to participate in the mailback questionnaire.
- Respondents who indicated they would take another trip to British Columbia in the future were significantly more likely to agree to participate in the mailback questionnaire.

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

- At the Victoria VIC, there weren't many differences between those respondents who received and completed the mailback questionnaire compared to those that did not return it.
- Respondents who did not return the mailback survey were significantly more likely to have lower annual household incomes. Mailback survey respondents were significantly more likely to have not disclosed their household incomes in the initial interview.
- Respondents who returned the mailback survey were significantly older compared to those who failed to send back the survey.
- Mailback survey respondents spent significantly more time away from home than did those who did not return the survey.

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

- Overall, responses to the mailback survey were very consistent with those given during the interview at both locations.
- The only significant differences in the standard set of variables used to compare responses from the interview survey with those from the mailback survey relate to the average daily expenditures and participation in new activities learned about whilst at the VIC. More specifically, respondents who completed the survey after they had visited the Victoria Region ended up spending significantly less than they had anticipated when completing the intercept survey. A higher proportion of mailback respondents also participated in activities they learnt about at the VIC than had indicated during the intercept survey.

### **Conclusions**

- Overall, few differences existed between those who agreed to participate in the mailback questionnaire and those who did not agree to participate in the mailback questionnaire.
- Mailback responses are generally representative of the population that was interviewed.
- Responses to most of the questions regarding the impact of the VIC were similar in both the interview and mailback questionnaire responses. The only variables where significant differences were found to exist between those that did and those that did not send in their agreed upon mailback surveys were with respect to age, household income and average time spent away from home. Responses provided to similar questions in the intercept and mailback survey matched up well for the most part, except for the average daily expenditures and participation in activities learned whilst at the VIC where respondents ended up spending significantly less money and participated in significantly more activities than they had initially anticipated.
- The interview data was used to summarize the impact of the Victoria VIC had on travelers because almost all of the other variables tested did not indicate bias between the mailback questionnaire and interview results. Mailback questionnaire responses were used only when the question was not asked in the interview. There is a chance that results presented here could underestimate the economic impacts from travelers extending their trip but there is also a possibility they could overestimate economic impacts from travelers participating in new activities.

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

Victoria 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	N/A
Age	N	✓	N/A
Party Size	N	N	N
Parties With Children	N	N	N
Income	N	✓	N/A
Education	N	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	✓
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 A4. A summary of differences in data between the interview and mailback questionnaire at the Victoria VIC.

Concept/Questions <sup>1</sup>	Trip Characteristics Results		Statistically Different? <sup>2</sup>
	Interview	Mailback	
Mean Days Away From Home	18.0	18.0	N
Mean Days In British Columbia	10.5	10.7	N
Mean Daily Expenditures	278.09	249.22	Y
Party Size	2.54	2.41	N
Primary Purpose - Leisure (%)	84.9	78.0	N
Primary Purpose - VFR (%)	14.5	18.4	N
Primary Purpose - Other (%)	0.6	3.6	N
VIC Live Up To Expectations - Fell Short (%)	4.2	6.7	N
VIC Live Up To Expectations - Met (%)	77.8	67.8	N
VIC Live Up To Expectations - Exceeded (%)	18.0	25.5	N
Parties with Children (%)	10.1	11.2	N
Learn About New Activities (%)	20.7	35.4	Y
Overall Extend Trip (%)	3.7	4.1	N
Overall, Take Another Trip to/within BC (%)	44.5	62.3	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 - Wish List for Products/Services Currently Unavailable at VIC**

Were there any products and/or services that were not currently available at the Victoria VIC that you would have liked to have found? (number in brackets refers to repeat comments)

- Air conditioning
- Working ATM
- Bakery
- Bathroom (7)
- Better map
- Brochure for water taxi
- Brochures on local camping stores & stores to buy necessities - too many tourist shop info.
- Bus line
- Butterfly gardens
- Coupons
- Detailed biking info & map
- Detailed island map (even on display)
- Detailed map of Vancouver Island (2)
- Events board in plain sight. This week's events.
- Free city tour
- Free road maps
- Hats
- Hostel info & backpacking trips
- Info for younger audience, like teenagers
- Info on Rockies (only had Vancouver phone #)
- Interactive map
- Interactive self-service system
- Internet access (7)
- Local dining West Coast flavour
- Map & tourist info on Port Angeles
- More info on kids activities
- More backpacking guides with reasonable rates for guides taking them
- More chairs in VIC (2)
- More detailed driving map of Victoria & Vancouver Island
- More info on public transit
- More restaurant information: diff types of restaurants & menus
- Other adventure tourism besides whale watching
- Parking
- Pepsi machine
- Price guides
- Public bus schedule not available
- RCMP costumed person
- Scuba brochure
- Sunblock
- Tourists books for sale
- T-shirts
- Victoria info in French & Italian
- Wanted to exchange for smaller bills in Cdn funds
- Washroom location
- Water fountain



**Appendix E - Other VICs Visited**

Table A5. Location of other VICs visited by mailback survey respondents.

Location of Other VIC Visited <sup>1</sup>	Number of Responses	Location of Other VIC Visited <sup>1</sup>	Number of Responses
Abbotsford	3	Oliver	2
Bamfield*	1	On the way to Port Renfrew	1
Banff*	9	One in the Kootenays	1
Borderline/custom (USA - Canada)	2	Osoyoos	2
Calgary*	1	Pacific Rim Park*	2
Campbell River	3	Parksville	4
Chemainus	3	Pemberton	2
Clearwater	1	Penticton	4
Comox/ Courtenay	3	Port Alberni	2
Duncan	3	Port Alice*	1
Ferries (North and South)	1	Port Hardy	4
Field*	1	Port Renfrew	1
Fort Nelson	1	Powell River	1
Fort St John	1	Prince George	2
General/multiple	9	Prince Rupert	5
Gold River	1	Qualicum Beach	3
Golden	2	Radium	1
Hope	1	Revelstoke	9
Hudson Hope	1	Road to Kelowna before Penticton turn	1
Jasper*	6	Rocky Mountains (several)*	1
Kamloops	2	Stanley*	1
Kelowna	4	Stewart	1
Langford	1	Summerland	2
Lonsdale Quay, North Vancouver	1	Sidney	4
Merritt	2	Tofino	9
Mission	1	Ucluelet	2
Mount Robson	3	Vancouver	38
Nanaimo	7	Vernon	2
Nelson	4	Victoria	1
New Westminster	1	Whistler	5

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

## Appendix F - Expenditures by Accommodation Type

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

ACCOMMODATION TYPE	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
RESORT/HOTEL/MOTEL/B&B	241	305.37	173.25	11.16	15.00	1000.00
CAMPGROUND/RV	48	157.63	110.40	15.94	20.00	500.00
FRIENDS OR RELATIVES <sup>2</sup>	47	112.06	78.74	11.49	15.00	300.00
OTHER	41	203.76	215.55	33.66	10.00	1000.00
<b>TOTAL<sup>2</sup></b>	<b>377</b>	<b>251.41</b>	<b>179.02</b>	<b>9.22</b>	<b>10.00</b>	<b>1000.00</b>

1. Expenditures comparisons only included those that could answer the question in the interview. Those that started their trip on the day of the interview and those that did not answer the question were excluded. The top and bottom 2% of responses were trimmed.
2. There were significant differences in average expenditures based on the type of accommodation.
3. Respondents staying with friends or relatives spent significantly less than did their counterparts interviewed at the Reference Sites. There were no other significant differences in the average expenditures based on accommodation type.

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

ACCOMMODATION TYPE	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
RESORT/HOTEL/MOTEL/B&B	262	320.45	160.84	9.94	25.00	1000.00
CAMPGROUND/RV	32	197.50	178.34	31.53	50.00	1000.00
FRIENDS OR RELATIVES <sup>2</sup>	56	184.46	173.03	23.12	5.00	800.00
OTHER	36	212.39	185.47	30.91	10.00	800.00
<b>TOTAL</b>	<b>386</b>	<b>280.45</b>	<b>175.89</b>	<b>8.95</b>	<b>5.00</b>	<b>1000.00</b>

1. Expenditures comparisons only included those that could answer the question in the interview. Those that started their trip on the day of the interview and those that did not answer the question were excluded. The top and bottom 2% of responses were trimmed.
2. There were significant differences in average expenditures based on the type of accommodation.
3. Respondents staying with friends or relatives spent significantly more than did their counterparts interviewed at the Victoria VIC. There were no other significant differences in the average expenditures based on accommodation type.

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

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

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

### **Staff Friendly and Helpful**

Generally find visitor information centers very helpful and staff knowledgeable. Have used to find out very odd things like where are laundries/carpet stores, fresh fish shops and have always had a good response.

Very friendly, helpful.

Staff were found to be polite, knowledgeable, and friendly. A great country.

I'm originally from Ontario, and after speaking with the person at the info center, I know why I feel that B.C. is such a great province.

The lady at the visitor centre was lovely.

The receptionist at the centre was polite, concise and correct in the information given. However, we really wanted very little info, as we were well prepared for our trip beforehand. The employee told us about local buses to Oak Bay as that is all we needed to know! Really loved Victoria and its lively authentic atmosphere.

Went out of their way to check if information was correct; times, dates, etc.

The service we received at the visitor's center was helpful and trustworthy.

Very friendly and pleasant atmosphere inside the building (enough space, daylight, etc).

All information answered my needs.

Very helpful and friendly staff.

Only to say we were given every possible help we could possibly have needed. We were given appropriate information concerning accommodations and suggestions of places to visit.

Unfortunately we were only staying in the area for a short time.

Enjoyed the information and the friendly staff.

Staff were very helpful and able to give us information regarding train travel and answer my queries.

The people at the info centre were very helpful. We had a great time.

Very friendly and helpful.

The young lady who talked to me was very polite informative and helpful.

Enjoyed the walking tour information. It was a great way to see the city.

Extremely helpful.

It was my impression that they knew everything and were eager to share that knowledge with us.

After all, we should have stayed longer in Victoria.

Everyone was very gracious.

The staff was polite as one would expect from Canadians. Will definitely go there again on the next trip when we'll try a whale watching tour. Wish we had your winter, and summer. Keep up the good work.

Staff was very friendly and helpful.

I was happy with the service provided.

Well organized, prompt, effective, and friendly service, although our question was a simple location question.

We got the information we requested quickly, cheerfully and efficiently.

Prompt, friendly service on a very crowded day.

The visit to visitor center was very informative.

I have visited Canada and in particular Vancouver and Vancouver Island Victoria on at least 9 occasions staying in the city I always visit the Victoria Visitor Centre. I am retired from tourism. I was manager for 60 Visitor Info Centres in Yorkshire England from 1974 to 1997 and the Victoria Centre has always impressed me with its facilities and excellent services. I visit the Visitor Centres in B.C. on every visit.

Location near downtown and ferry boat docks was great. Information and helpful literature was very adequate.

Everyone is very friendly and welcomed us.

Everyone very courteous and helpful.

Doing a nice job.

Thought the staff very friendly and helpful.

The personnel were very friendly and helpful.

It was well organized. Very helpful. We were sailing in the Gulf Islands and received literature that was helpful to our sail.

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

Please provide information on other locations, including accommodation and travel. Currently your visitor centers are too local in focus; doesn't help travelers.

More info about salmon and trout fishing in the rivers and at sea outfitter available or guide.

No comments for center. Recommend city consider installing drop boxes for homeless. US uses parking meters that advise donors that contributions of change are given to homeless shelters. This discourages panhandling.

Probably a bit more information with reference to the mainland, e.g. Vancouver and tour information and being able to book tours through tourist service (i.e. Rocky Mountain tours).

The Victoria Centre needs spruced up with paint and indoor remodel. Hire senior citizens to be counsellors; they have a wealth of information, reliable, proud and most generally love people. Offer benefits such as gas, meals, appreciation and a small monetary wage.

I was a little disappointed in the quality of fish food offered. We would have gone to Tofino had we had enough time. Coming from Hamburg, Germany, we will definitely spend more time in B.C. The next vac we spend in Canada visiting parks, Columbia's Rocky Mountain, and the other islands off the coast. What about walking trails, biking, etc?

Proper elevator to restaurant and harbour.

I wanted to buy a hanging flower basket.

When you travel with tourists from other countries, they want to have pictures taken with a RCMP officer. Maybe you could have a staff member do it on certain days or a retired officer.

Employ older staff who don't need to show off and win their fellow colleagues approval. Young staff are too concerned about their personal self and I felt they are not really there for the tourist (who are often well above their age group). Older staff have better life experience and info to help and share.

I only went there to find a bathroom. It would be nice if the bathroom was easier to find and not just on the bottom floor. Clean, accessible bathrooms are an often overlooked but very important thing to travelers.

Bus service could be better.

Like the California law where no premises can refuse you to use the toilets. Essential for the elderly. We realise that because of the tall ships, Victoria was packed more than usual, but we found the centre rather small.

I think it is too expensive. Every attraction costs too much money. Even if you want to book an attraction in your info center you have to pay extra.

### **Enjoyed Area**

We will be going again to Victoria next year for Wooden Boat Show. We love it there.

Wonderful.

We had a very nice and rich vacation in your country. Thanks a lot.

Our experience was very positive.

Great relaxing trip. 1<sup>st</sup> trip without kids in more than 20 years.

Son really liked Victoria and even wanted to see about attending college there.

It was a beautiful place to visit.

### **Not Enough or Poor Services**

When we went in it was really busy, we had to help ourselves to info.

Our experience may have been an anomaly. We weren't told much or offered any brochures, and we were told an event was on the next day, but when we went we found out it was the following day.

Unfortunately, the service was not good (though polite) and material was missing or not available.

The Visitor's Centre does not have access to public washrooms. The washroom at the lower level was quite congested and I found them very messy and unclean as a result. Victoria needs more public washrooms along harbour walkways.

On the day we were interviewed the centre was very busy. It was easier to get a survey than help from the desk.

The day I visited the centre it was quite crowded. I was in no hurry, but if I had been on a scheduled coach/boat/excursion where times are vital, then I feel there perhaps could have been a section for quick one off questions/directions. However, I must say there was more than enough literature available.

While the employee answered our specific question, he made no attempt to offer help in other "typical" tourist areas. He didn't initiate any questions or topics. There are times when a tourist doesn't know what info they need.

### **Enjoyed Activities or Services**

Good experience! All visitor info center ok.

Have travelled extensively worldwide. The "best" visitors/tourism information center that we've encountered anywhere.

I am from UK and had never been to Canada before. It is a beautiful country, clean, and all people very polite and helpful.

People were very friendly and helpful. We really enjoyed travelling in B.C.

It's location is excellent. We remembered it from our last trip 10 years ago.

Thank you for the B.C. Magazine and questionnaire. Here I feel I have been unable to answer some of questions as we travelled mostly with friends and stayed and dined with their families. We did do four ferry crossings and bust to and back Campbell River. We enjoyed Victoria, Campbell River, Williams Lake, Merritt, Green Lake (magic), Christina Lake, Penticton, visited Princeton Bakery (we have a bakery here) to Langley. My only complaint is I really did want to see a wild bear but after many rubbish dumps and roadside stops no bears. Next time. Saving grace was a red fox vixen early AM at Green Lake and heard and saw a loon. B.C. is definitely a wonderful place for a holiday.

Everything was just great. Can't wait to get back.



### Survey - Others

The person that interviewed us was very friendly and I enjoyed the time spent.

This is our first trip in couple of years. Used to go every year at our anniversary and stay at exec house and take in Victoria Day events. No more. This hiatus was due to the perceived anti-American attitude of Canada's leaders, including the one who called Pres Bush a "bastard". These public attitudes have taken \$ out of the tourist trade and should really be the focus of your questionnaire. You could do well to look introspectively for how to increase tourism. Attractions and ambiance won't offset political ignorance.

People doing surveys are often suspicious. Having a "mature" non-threatening lady, made it easier. Young people and older men would not have received my cooperation.

As we were on an organized tour with all excursions pre-paid, we had little use for the info centre, although a quick visit showed that there was plenty of information available to tourists regarding accommodation, excursions, etc.

This trip was a combination of a vacation and fact finding tour as we are in the process of immigration at the moment.

We were able to get minimal scuba info, but from that and speaking to locals as well as others back in US we are planning a 4 day, 3 night vacation to Nanaimo in mid-October. We hope to do a motorcycle tour of island in future. I actually spent a week in Canada this summer travelling Trans Can #1 from B.C. to Ontario. Mostly stopping and staying in National Parks; Jasper, Banff, Waterton as examples.

I didn't really use the visitor centre to good effect. I was asking about pharmacies as I had an eye infection. But next time I'll go there first as I'm definitely aware of it now.

I loved your country and in particular British Columbia.

We were simply looking for a restroom. The lady taking surveys kindly told us where one was since there wasn't one in the info center (as we expected). In the States, info centers have restrooms.

The lady who interviewed my friend and I was most informative, polite and well spoken.

I had great experiences in Victoria. However, the best experience will be, if happens, that I get the digital camera from you. Enjoy your day.

I didn't know about a follow-up questionnaire. This one I am willing to fill in, but please do not send another one. Thank you.

We were not there long enough, would like to have seen pacific rim, although got quite close, and Vancouver Islands mountains. On the mainland would like to see more of coastal mountain range and coast.

P.S. When I saw your rep in Victoria, I said I already had a copy of British Columbia mag (Fall) I would appreciate it, if you could send me a copy of British Columbia (Spring).

Even though I can't remember specifics, the interviewing lady was very helpful and left us both with a very positive image of Victoria to remember. Attached is a photo of the lady with my wife. Kind regards.

If I win the camera please donate it to the local hospital because we already have one. Thanks.

**Appendix H - Intercept and Mailback Survey Responses By Interview Month**

Table A10. Surveys by Month.

<b>Survey Month</b>	<b>Victoria VIC</b>	<b>Reference Sites</b>	<b>Overall</b>
June	30.1%	30.2%	30.1%
July	26.7%	32.0%	29.3%
August	24.9%	19.8%	22.4%
September	18.3%	18.0%	18.1%
Total	618	606	1224

Table A11. Demographics.

Characteristic (including month where significant differences exist between VIC and Ref. Site respondents)	June		July		August		September	
	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites
<b>Origin</b> <small>June, August</small>								
British Columbia	14.1%	20.2%	8.5%	17.0%	5.2%	10.8%	2.7%	6.4%
US	32.4%	42.1%	46.7%	43.8%	37.3%	48.3%	43.4%	47.7%
Overseas	37.3%	24.0%	18.8%	13.9%	35.9%	30.0%	36.3%	31.2%
Other Canada	16.2%	13.7%	26.1%	25.3%	21.6%	10.8%	17.7%	14.7%
<b>Gender</b> <small>July</small>								
Male	47.8%	38.4%	39.7%	53.4%	40.5%	44.4%	39.8%	43.1%
Female	52.2%	61.6%	60.3%	46.6%	59.5%	55.6%	60.2%	56.9%
<b>Age</b>								
Under 24 Years	5.1%	7.3%	11.4%	5.6%	5.3%	6.4%	1.0%	1.0%
25-34 Years	16.7%	12.1%	17.9%	13.6%	17.6%	9.2%	9.7%	13.7%
35-44 Years	13.5%	16.4%	22.0%	15.4%	16.0%	12.8%	11.7%	10.8%
45-54 Years	25.6%	24.2%	25.2%	29.6%	21.4%	26.6%	22.3%	20.6%
55-64 Years	26.9%	23.6%	15.4%	21.6%	26.7%	25.7%	28.2%	28.4%
65 Years or older	12.2%	16.4%	8.1%	14.2%	13.0%	19.3%	27.2%	25.5%
<b>Education</b> <small>June</small>								
Less Than High School	0.0%	1.2%	0.0%	1.2%			0.0%	1.0%
High School	9.7%	14.7%	13.2%	11.7%	7.6%	12.8%	12.9%	17.8%
Some Technical, College or University	7.8%	13.5%	5.0%	11.7%	11.5%	11.0%	11.9%	3.0%
College or Technical Diploma	26.0%	22.1%	17.4%	17.9%	26.7%	29.4%	22.8%	20.8%
University Degree	42.9%	29.4%	37.2%	32.1%	35.1%	30.3%	33.7%	31.7%
Masters or a PHD Degree	12.3%	19.0%	27.3%	25.3%	19.1%	16.5%	18.8%	25.7%
Other	1.3%	0.0%						
<b>Income</b>								
Less than \$25,000	4.0%	3.1%	6.7%	2.9%	10.0%	8.0%	6.1%	1.6%
\$25,000 to \$49,999	13.5%	14.5%	12.4%	10.9%	13.3%	6.7%	8.2%	11.5%
\$50,000 to \$64,999	10.3%	13.7%	13.3%	23.4%	13.3%	18.7%	24.5%	14.8%
\$65,000 to \$99,999	35.7%	26.0%	29.5%	28.5%	26.7%	25.3%	24.5%	19.7%
\$100,000 or More	36.5%	42.7%	38.1%	34.3%	36.7%	41.3%	36.7%	52.5%
<b>Party Size</b>								
Average Party Size - Total <small>June, July, August</small>	2.40	3.06	2.50	3.02	2.35	3.29	2.56	2.58
Average Party Size - Parties without children <small>August</small>	2.22	2.75	2.13	2.43	2.13	3.01	2.33	2.45
Proportion with Children <small>June</small>	9.9%	18.3%	16.8%	24.6%	12.0%	14.3%	2.9%	4.9%
Average Party Size with Children	4.06	4.42	4.33	4.83	3.94	4.94	10.33	5.00

Table A12. Primary trip purpose, mode of transportation and primary accommodation

	June		July		August		September	
	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites
<b>Primary Trip Purpose</b> <small>September</small>								
Leisure	79.0%	78.1%	78.7%	84.0%	83.4%	84.2%	83.2%	78.0%
Visiting Friends & Family	11.8%	16.4%	16.5%	11.3%	12.6%	10.0%	9.7%	19.3%
Work/Business	5.9%	3.8%	4.9%	4.6%	2.6%	4.2%	7.1%	1.8%
Other	3.2%	1.6%	0.0%	0.0%	1.3%	1.7%	0.0%	0.9%
<b>Mode of Transportation</b>								
Ferry	80.6%	83.0%	87.0%	87.6%	82.7%	79.5%	76.1%	78.5%
Cruise ship	4.4%	0.0%	0.0%	0.0%	0.7%	4.3%	2.7%	3.7%
Private Boat	1.1%	0.6%	3.1%	1.1%	1.3%	1.7%	0.9%	0.9%
Plane	11.7%	15.2%	8.6%	8.1%	8.0%	12.0%	12.4%	15.0%
Float Plane	1.7%	1.2%	0.6%	2.2%	7.3%	1.7%	7.1%	1.9%
Other	0.6%	0.0%	0.6%	1.1%	0.0%	0.9%	0.9%	0.0%
<b>Primary Accommodation</b>								
Resort/Hotel/Motel/B&B	60.0%	67.7%	55.5%	64.2%	66.9%	74.5%	72.9%	79.6%
Campground/RV	10.3%	7.5%	15.1%	10.9%	10.3%	3.1%	8.3%	2.0%
Friends or Relatives	13.5%	13.0%	20.5%	17.6%	13.2%	13.3%	10.4%	12.2%
Other	16.1%	11.8%	8.9%	7.3%	9.6%	9.2%	8.3%	6.1%

Table.A13. Primary destination.

	June		July		August		September	
	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites
Vancouver Island	56.6%	69.0%	63.5%	61.7%	56.8%	57.7%	38.4%	46.0%
Vancouver Coast Mountain	10.9%	6.9%	13.5%	10.4%	19.7%	15.3%	12.3%	17.5%
Thompson Okanagan	0.0%	0.6%	0.0%	1.1%	0.0%	0.9%	2.7%	0.0%
Kootenay Rockies	4.0%	2.9%	1.3%	1.6%	3.8%	2.7%	12.3%	12.7%
Northern BC	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
Other Canadian Provinces	2.9%	1.1%	3.2%	2.2%	3.0%	2.7%	1.4%	0.0%
US	12.0%	10.9%	9.6%	11.5%	10.6%	17.1%	19.2%	15.9%
Overseas	0.6%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
Touring	13.1%	8.6%	9.0%	11.5%	4.5%	2.7%	13.7%	7.9%

Table A14. Average length of stay and daily expenditures.

	June		July		August		September	
	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites
Average Days Away from Home <sup>June, July</sup>	22.43	12.06	23.48	15.31	17.44	17.09	18.61	13.90
Average Days in British Columbia <sup>June</sup>	9.89	7.49	13.29	8.88	10.80	9.91	8.53	9.25
Average Days in Victoria Region	4.27	3.48	3.70	3.22	3.55	3.40	3.48	3.64
Average Daily Expenditures (\$ CDN) <sup>July</sup>	246.11	263.38	216.14	287.70	268.69	290.53	307.96	289.84

Table A15. Trip planning horizons.

Advance Planning Timeframe	June		July		August		September	
	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites
During the Trip	0.0%	0.0%	2.1%	1.1%	2.1%	1.8%	0.0%	1.0%
Day of Departure	0.0%	0.6%	0.7%	0.6%	0.0%	1.8%	1.9%	1.9%
1-6 Days	7.6%	6.4%	9.7%	13.7%	4.8%	6.3%	6.8%	6.8%
1-2 Weeks	7.6%	9.9%	7.6%	8.6%	9.7%	8.1%	7.8%	12.6%
3-8 Weeks	21.8%	20.5%	26.4%	24.0%	16.6%	18.0%	31.1%	24.3%
9-12 Weeks	15.3%	12.3%	14.6%	12.0%	12.4%	6.3%	14.6%	16.5%
13 Weeks+	47.6%	50.3%	38.9%	40.0%	54.5%	57.7%	37.9%	36.9%

Table A16. Information source usage.

Information Sources	June		July		August		September	
	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites
Internet	68.7%	61.3%	71.7%	74.8%	69.0%	73.1%	69.3%	67.7%
Travel Agents, Airlines, Auto Associations	21.5%	23.3%	10.9%	10.1%	19.7%	14.4%	29.7%	25.0%
Brochures and Books	30.1%	30.7%	20.3%	27.7%	34.5%	32.7%	33.7%	39.6%
VICs	1.8%	1.8%	1.4%	2.5%	3.5%	1.9%	2.0%	3.1%
Tourism BC (1-800 # or other)	4.9%	9.8%	8.7%	5.7%	6.3%	3.8%	2.0%	4.2%
Media Coverage	2.5%	1.8%	0.7%	4.4%	0.7%	1.0%	0.0%	0.0%
Friends, Relatives, Clubs and other Associations	19.6%	21.5%	23.2%	21.4%	31.7%	38.5%	34.7%	36.5%
Tour Operators/Tourism Specific Businesses	0.6%	0.6%	0.0%	0.0%	1.4%	2.9%	5.0%	6.3%
Advertising (Print/TV)	0.6%	0.0%	0.0%	0.0%	0.7%	1.9%	0.0%	4.2%
Other	8.0%	10.4%	10.1%	10.1%	7.7%	12.5%	4.0%	5.2%

Table A17. Trip flexibility (Activities).

Level of Flexibility <small>August, September</small>	June		July		August		September	
	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites
Inflexible (all activities are planned)	2.4%	2.9%	7.5%	6.2%	9.7%	4.5%	5.8%	1.0%
Moderately Flexible (about half of activities are planned)	12.4%	10.4%	4.8%	8.4%	13.8%	4.5%	6.7%	1.9%
Very Flexible (less than half of activities are planned)	85.3%	86.7%	87.8%	85.4%	76.6%	91.1%	87.5%	97.1%

Table A18. Trip flexibility (time in the Victoria Region).

Level of Flexibility	June		July		August		September	
	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites
Inflexible (You have to depart at a set time)	52.7%	63.2%	59.9%	55.1%	46.2%	48.6%	41.2%	34.0%
Moderately Flexible (You can change the time of the day for departure)	20.1%	17.5%	17.0%	21.6%	28.0%	28.8%	43.1%	51.5%
Very Flexible (You can change the day of departure)	27.2%	19.3%	23.1%	23.3%	25.9%	22.5%	15.7%	14.6%

Table A19. Trip flexibility (time in British Columbia).

Level of Flexibility	June		July		August		September	
	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites
Inflexible (You have to depart at a set time)	68.4%	70.9%	74.7%	72.4%	73.8%	81.8%	78.8%	73.8%
Moderately Flexible (You can change the time of the day for departure)	11.1%	9.3%	13.0%	13.2%	17.2%	13.6%	16.3%	21.4%
Very Flexible (You can change the day of departure)	20.5%	19.8%	12.3%	14.4%	9.0%	4.5%	4.8%	4.9%

Table A20. Primary leisure activities of travelers.

Activity	June		July		August		September	
	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites
Sightseeing	61.0%	65.9%	69.5%	75.0%	79.1%	85.0%	89.9%	91.8%
Whalewatching	0.6%	1.2%	0.7%	1.7%	3.6%	0.0%	3.4%	1.2%
Visiting Friends & Relatives	1.2%	4.0%	1.3%	0.6%	0.7%	0.0%	0.0%	0.0%
Attractions <sup>1</sup>	10.5%	5.8%	1.3%	5.0%	0.7%	0.9%	0.0%	2.4%
Touring	4.7%	2.3%	1.3%	2.2%	0.0%	0.0%	0.0%	1.2%
Water-based Outdoor Recreation Activities <sup>2</sup>	0.6%	1.7%	2.6%	2.8%	0.7%	0.0%	4.5%	0.0%
Walking	5.2%	7.5%	8.6%	5.0%	7.9%	5.6%	0.0%	0.0%
Shopping	3.5%	6.9%	5.3%	2.8%	3.6%	2.8%	0.0%	2.4%
Land-based Outdoor Recreation Activities <sup>3</sup>	3.5%	0.6%	2.6%	3.3%	2.9%	0.9%	2.2%	0.0%
Special Events <sup>4</sup>	4.7%	1.2%	0.0%	1.1%	0.0%	0.9%	0.0%	0.0%
Other <sup>5</sup>	2.9%	1.2%	4.0%	0.0%	0.7%	1.9%	0.0%	0.0%
Eating out	1.7%	1.7%	2.6%	0.6%	0.0%	1.9%	0.0%	1.2%

1. Attractions include Butchart Gardens, museums, art galleries, Legislature, Bug Zoo, Imax.
2. Water-based outdoor recreation activities include fishing, kayaking, swimming, diving, sailing and boating.
3. Land-based outdoor recreation activities include hiking, cycling, biking, camping, golf, and backpacking.
4. Special events include Tall Ships and Dragon Boat festivals.
5. Other activities include resting, bible camp, real estate, adventure tourism, nature, watching sports, culture, writer/researcher.

Table A21. Post-trip satisfaction with trip to Victoria and British Columbia and likelihood of taking another trip to Victoria and British Columbia.

Post-Trip Evaluation	June		July		August		September	
	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites
Satisfaction <sup>1</sup> With Trip to Victoria	92.2%	84.2%	88.5%	90.6%	91.3%	85.7%	86.0%	88.2%
Satisfaction <sup>1</sup> With Trip to British Columbia	100.0%	94.7%	96.2%	96.9%	95.7%	92.7%	93.0%	93.5%
Likelihood <sup>2</sup> of Taking Another Trip to Victoria	87.5%	91.9%	76.9%	84.4%	80.4%	71.4%	87.5%	84.8%
Likelihood <sup>2</sup> of Taking Another Trip Within British Columbia	87.5%	100.0%	91.7%	100.0%	95.7%	91.3%	95.2%	93.8%

1. Somewhat or very satisfied.
2. Likely or very likely.

Table A22. The most frequently cited positive images of the Victoria Region.

Positive Image	June		July		August		September	
	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites
Friendly People/Warm	15.8%	17.9%	16.2%	20.0%	19.4%	19.0%	17.6%	18.9%
Beautiful Scenery/Landscape	18.0%	22.1%	16.2%	14.1%	17.7%	19.0%	23.1%	12.6%
Attractions	7.2%	8.4%	11.8%	7.1%	5.6%	9.5%	11.1%	13.7%
Clean	6.5%	6.3%	8.8%	15.3%	5.6%	7.6%	3.7%	10.5%
Ocean/Harbour	5.8%	5.3%	10.3%	2.4%	10.5%	7.6%	4.6%	4.2%
Weather	5.8%	4.2%	4.4%	5.9%	8.9%	4.8%	10.2%	4.2%
Gardens/Flowers	4.3%	1.1%	4.4%	2.4%	5.6%	4.8%	4.6%	6.3%
Not Crowded/Peace	2.2%	4.2%	4.4%	3.5%	3.2%	3.8%	2.8%	3.2%
Activities	2.2%	4.2%	2.9%	7.1%	3.2%	2.9%	2.8%	1.1%
Location/Proximity	2.2%	1.1%	2.9%	3.5%	2.4%	2.9%	1.9%	5.3%
Shopping	2.9%	5.3%	1.5%	2.4%	0.8%	2.9%	2.8%	3.2%
Restaurants	4.3%	3.2%	2.9%	3.5%	1.6%	1.0%	0.9%	1.1%
Historic/Quaint	2.2%	4.2%	2.9%	2.4%	0.8%	1.9%	1.9%	2.1%
Architecture	2.2%	2.1%	1.5%	1.2%	3.2%	1.0%	0.0%	1.1%
Transportation	6.5%	1.1%	0.0%	0.0%	0.8%	1.9%	1.9%	0.0%
Accommodation	2.2%	1.1%	0.0%	2.4%	1.6%	1.9%	0.0%	2.1%
City Atmosphere	0.7%	2.1%	1.5%	0.0%	3.2%	0.0%	0.9%	1.1%
British Atmosphere	0.7%	1.1%	0.0%	1.2%	1.6%	1.0%	0.9%	2.1%
Great Entertainment	0.7%	1.1%	1.5%	0.0%	1.6%	1.0%	0.9%	0.0%
Value	0.7%	0.0%	0.0%	0.0%	0.8%	2.9%	0.0%	2.1%
Well Equipped/Cosmopolitan	1.4%	0.0%	0.0%	1.2%	0.8%	1.0%	0.0%	1.1%
Ferry Trip	1.4%	0.0%	1.5%	1.2%	0.0%	0.0%	0.9%	0.0%



Table A23. The most frequently cited negative images of the Victoria Region.

Negative Image	June		July		August		September	
	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites
Value - Expensive	10.0%	22.9%	16.7%	17.4%	10.5%	15.2%	3.7%	0.0%
The Homeless/Panhandlers	25.0%	8.6%	8.3%	8.7%	7.9%	6.1%	7.4%	4.8%
Crowded	10.0%	8.6%	8.3%	8.7%	7.9%	3.0%	11.1%	9.5%
Traffic	2.5%	5.7%	12.5%	8.7%	7.9%	3.0%	7.4%	14.3%
Public Transportation	2.5%	8.6%	12.5%	0.0%	10.5%	6.1%	0.0%	4.8%
Ferry Trip	5.0%	8.6%	4.2%	4.3%	5.3%	6.1%	3.7%	4.8%
Poor Road Signage	2.5%	2.9%	0.0%	4.3%	2.6%	6.1%	11.1%	9.5%
Parking	2.5%	5.7%	8.3%	8.7%	0.0%	0.0%	3.7%	9.5%
Expensive Hotel/ Accommodation	2.5%	0.0%	4.2%	4.3%	2.6%	6.1%	7.4%	4.8%
Tourist Trap	5.0%	2.9%	4.2%	4.3%	5.3%	3.0%	0.0%	0.0%
Restaurant	2.5%	2.9%	4.2%	0.0%	0.0%	0.0%	7.4%	4.8%
Run Down Centre Core	5.0%	0.0%	4.2%	0.0%	0.0%	6.1%	3.7%	0.0%
Expensive Transportation	0.0%	2.9%	0.0%	4.3%	0.0%	6.1%	0.0%	4.8%
Taxes	0.0%	2.9%	0.0%	4.3%	2.6%	3.0%	0.0%	4.8%
Confusing Roads/Sign	2.5%	2.9%	0.0%	0.0%	2.6%	0.0%	0.0%	9.5%
Distance	5.0%	5.7%	0.0%	0.0%	2.6%	0.0%	3.7%	0.0%
Weather - Unsettled	5.0%	0.0%	0.0%	0.0%	2.6%	3.0%	0.0%	4.8%
Road Construction	0.0%	0.0%	0.0%	4.3%	0.0%	3.0%	7.4%	0.0%
Weather - Rain	0.0%	2.9%	0.0%	0.0%	2.6%	3.0%	3.7%	0.0%
Urban Sprawl	2.5%	0.0%	0.0%	0.0%	0.0%	3.0%	3.7%	0.0%
Walking	2.5%	2.9%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%
Campground	0.0%	2.9%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%

Table A24. The most frequently cited unique characteristics of the Victoria Region.

Unique Characteristic	June		July		August		September	
	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites	VIC	Ref. Sites
Beautiful Scenery/Landscapes	13.0%	10.6%	4.1%	11.5%	8.7%	6.3%	15.2%	8.8%
Attractions	6.5%	10.6%	6.1%	9.0%	12.0%	15.0%	7.6%	10.3%
Ocean/Harbour	10.2%	9.4%	12.2%	6.4%	9.8%	3.8%	5.4%	7.4%
Gardens/Flowers	6.5%	5.9%	4.1%	9.0%	4.3%	11.3%	5.4%	13.2%
British Atmosphere	1.9%	8.2%	6.1%	9.0%	7.6%	7.5%	3.3%	7.4%
Weather	4.6%	7.1%	6.1%	5.1%	10.9%	6.3%	7.6%	2.9%
Location/Proximity	6.5%	7.1%	10.2%	5.1%	3.3%	3.8%	8.7%	4.4%
Architecture	11.1%	5.9%	10.2%	1.3%	5.4%	2.5%	5.4%	1.5%
Historic/Quaint	5.6%	3.5%	8.2%	10.3%	3.3%	6.3%	2.2%	2.9%
Friendly People/Warm	2.8%	4.7%	4.1%	2.6%	3.3%	2.5%	9.8%	11.8%
Not Crowded/Peaceful	4.6%	4.7%	6.1%	0.0%	5.4%	5.0%	2.2%	7.4%
Island	4.6%	2.4%	0.0%	6.4%	2.2%	3.8%	2.2%	2.9%
Activities	2.8%	2.4%	4.1%	3.8%	3.3%	2.5%	0.0%	0.0%
Transportation	1.9%	1.2%	6.1%	1.3%	1.1%	1.3%	2.2%	1.5%
Ferry Trip	2.8%	1.2%	0.0%	3.8%	2.2%	2.5%	1.1%	1.5%
Clean	1.9%	1.2%	0.0%	1.3%	2.2%	1.3%	4.3%	2.9%
Restaurants	0.0%	2.4%	2.0%	1.3%	3.3%	3.8%	1.1%	0.0%
Shopping	0.9%	3.5%	2.0%	0.0%	0.0%	2.5%	3.3%	1.5%
Well equipped/Cosmopolitan	0.9%	0.0%	4.1%	1.3%	1.1%	1.3%	1.1%	2.9%
Wildlife/Nature	0.9%	1.2%	2.0%	1.3%	3.3%	2.5%	1.1%	0.0%
Whale Watching	2.8%	0.0%	0.0%	0.0%	4.3%	1.3%	1.1%	1.5%
Good Roads/Links/Highways	0.0%	1.2%	2.0%	1.3%	0.0%	1.3%	1.1%	0.0%