



TOURISM BRITISH COLUMBIA
C A N A D A

RESEARCH SERVICES

VALUE OF THE CAMPBELL RIVER VISITOR CENTRE STUDY RESULTS - FOR DISTRIBUTION

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Research Services
Tourism British Columbia
300-1803 Douglas St.
Box 9830 Stn. Prov. Gov't.
Victoria, BC V8W 9W5
Web: www.tourismbc.com/research
Email: Research@tourismbc.com
Phone: 250-387-1567

Executive Summary

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

1. To profile travellers who use the Campbell River VC in terms of traveller and trip characteristics.
2. To measure the influence the Campbell River VC has on the decision-making process of travellers in British Columbia: the influence the VC 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. Travellers were interviewed at two locations, the Campbell River VC and at a reference site (Discovery Pier). The purpose of collecting information from Discovery Pier was to obtain information about the typical traveller to the Campbell River region for comparison with travellers who used the VC. On-site interviews collected information from travellers during their trip and a mailback questionnaire collected information from travellers after their trip. The purpose of the mailback questionnaire was to gather information about trip motivation, planning, experiences and activities, to compare mid-trip and post trip perceptions regarding the VC's impact on traveller behaviour, and to understand travellers' perceptions of the Campbell River region and British Columbia upon trip completion.

- Between June 4 and September 4 of 2006, 3,978 people were approached at either the Campbell River VC or at Discovery Pier. Of those, 2,538 agreed to complete the interview but 1,145 were excluded because they were from the local area. Twenty-eight respondents who were travelling in an organized tour group were removed from the analysis in an effort to represent the results of independent travellers. This resulted in 1,365 useable surveys. Seven hundred thirty (54%) were conducted at the Campbell River VC and six hundred thirty-five (47%) were conducted at Discovery Pier.
- Fifty-three percent of travellers at either the Campbell River VC or Discovery Pier agreed to complete the mailback survey and 66% of these returned them by January 4, 2007, resulting in 428 useable mailback surveys for analysis.
- At the Campbell River VC, 42% of travellers were from British Columbia, 16% were from other provinces in Canada, 14% were from the US and 29% were from other countries. At Discovery Pier, the proportion of travellers from British Columbia (50%) and from other provinces in Canada (22%) was higher; where as, the proportion of travellers from the US (11%) and from other countries (18%) was lower. The higher proportion of travellers from international countries (other than the US) at the Campbell River VC was the most notable difference.
- At the Campbell River VC, the average travel party size was 2.4 people and only 15% of travel parties included children. Those parties at the VC who travelled with children had 4.1 members

in their party on average. The average travel party size was slightly larger at Discovery Pier (2.6 people) and a larger proportion were travelling with children (21%). Those parties at Discovery Pier who travelled with children had 4.4 members in their party on average.

- The majority of respondents were travelling for leisure purposes (78% Campbell River VC; 68% Discovery Pier), while fewer were travelling to visit friends and family (12% Campbell River VC; 21% Discovery Pier) or for business (10% Campbell River VC; 11% Discovery Pier).
- Most travellers at both locations used car/truck/motorcycles (81% Campbell River VC; 85% Discovery Pier) as primary mode of transportation.
- Most travellers at both locations specified their primary accommodation as resorts/hotels/motels/B&Bs (48% Campbell River VC; 42% Discovery Pier), while fewer were using campgrounds or RV parks (35% Campbell River VC; 27% Discovery Pier). A considerably lower proportion of travellers at the Campbell River VC were staying with friends or relatives (12%) compared to those interviewed at Discovery Pier (28%).
- Over half (54%) of the travellers interviewed at the Campbell River VC had a primary destination within British Columbia, 44% were touring with no particular primary destination and the remaining 2% had primary destinations outside British Columbia. The proportion of travellers interviewed at Discovery Pier who had a primary destination within British Columbia was higher (69%), the proportion that were touring with no particular primary destination was lower (30%) and the proportion with destinations outside British Columbia was similar (1%).
- Over a third (37%) of mailback respondents originally intercepted at the Campbell River VC had considered other destinations. Slightly less (30%) of those originally interviewed at Discovery Pier had thought of other locations to visit. The majority of alternative destinations were other places on Vancouver Island (58% Campbell River VC; 59% Discovery Pier).
- Top motivations to travel for mailback respondents from the Campbell River VC included seeing natural wonders and important natural sites (19%), spending quality time with family and/or friends (19%), experiencing unspoiled nature (17%), and rest/relaxation (16%). At Discovery Pier, spending quality time with family and/or friends was stated as a primary trip motivation by notably more respondents (31%) and there was less emphasis on experiencing unspoiled nature (10%). Seeing natural wonders and important natural sites (17%) and rest/relaxation (17%) were among the top responses at Discovery Pier, which was similar to results at the Campbell River VC.
- Overall, travellers at the Campbell River VC spent an average of 21 days away from home, including 15 days in British Columbia and 4 days in the Campbell River region. Similarly, travellers at Discovery Pier spent 19 days away from home, including 14 days in British Columbia and 5 days in the Campbell River region. A very small proportion of travellers at both sites indicated that they were just passing through the Campbell River region (6% Campbell River VC; 3% Discovery Pier).

- The majority of travellers at the Campbell River VC and Discovery Pier spent three weeks or more planning their trip, with the most common planning horizon being greater than 13 weeks (42% Campbell River VC; 38% Discovery Pier).
- For Campbell River VC mailback respondents, travel guide books/brochures (70%), the Internet (63%), past experience (56%), and advice from friends or relatives (50%) were among the top information sources used before travel. Discovery Pier respondents relied on similar sources, however the order of the top sources varied slightly--past experience (66%), travel guide books/brochures (57%), the Internet (53%), and advice from friends or relatives (53%). For both groups, travel guide books/brochures, the Internet, advice from friends or relatives and past experience were noted as the most useful information sources to utilize before travel.
- Visitor Centres were the top information source used during travel for both groups (81% Campbell River VC; 52% Discovery Pier). Also important, but less frequently used during travel included sources such as travel guide books (66% Campbell River VC; 48% Discovery Pier), past experience (31% Campbell River VC; 33% Discovery Pier), and advice from friends or relatives (28% Campbell River VC; 34% Discovery Pier).
- The majority of travellers at both the Campbell River VC and at Discovery Pier were flexible regarding trip activities in that they had less than a quarter of their trip activities in Campbell River planned before arriving in the region (66% Campbell River VC; 64% Discovery Pier). Nearly half (48%) of travellers at the Campbell River VC stated they could extend their stay in the region by a day or more, whereas only 38% of travellers at Discovery Pier were very flexible with time in the region. Flexibility in terms of spending additional time in British Columbia was similar between interview sites with 37% of travellers at Campbell River VC and 32% of travellers at Discovery Pier indicating they could extend their trip by a day or more.
- Mailback respondents were asked about participation in activities during the trip they were interviewed. Results were similar between sites with the five most participated in activities being soft adventure activities (80% Campbell River VC; 75% Discovery Pier), visiting parks (79% Campbell River VC; 72% Discovery Pier), shopping for local arts and crafts (55% Campbell River VC; 57% Discovery Pier), visiting a museum, heritage or historic site (55% Campbell River VC; 53% Discovery Pier), and participating in fine dining (41% Campbell River VC; 47% Discovery Pier).
- In terms of interest in activities on future trips, the top activities were the same at each site but the order varied slightly. At the Campbell River VC, travellers were most interested in visiting parks (75%), participating in soft adventure activities (73%), visiting a museum, heritage or historic site (61%), shopping for local arts and crafts (57%) and visiting a farm, farmers' market, orchard or food processor (51%). At Discovery Pier, travellers were most interested in soft adventure activities (76%), visiting parks (69%), visiting a museum, heritage or historic site (59%), shopping for local arts and crafts (52%) and fine dining (51%).
- Most travellers interviewed at the Campbell River VC spoke with a Visitor Information Counsellor (89%).

- Most travellers were very satisfied (83%) or satisfied (15%) with the services offered at the Campbell River VC. Satisfaction with the VC remained high regardless of market origin or primary trip purpose. The biggest difference was seen between travellers who did or did not speak to a Counsellor with those who spoke to a Counsellor providing higher satisfaction ratings than those who did not speak to a Counsellor.
- Only 11% of travellers had suggestions to improve the services offered at the Centre. The most common suggestion was to improve VC signage.
- Forty percent of visitors interviewed at Discovery Pier had stopped, or planned to stop, at the Campbell River VC on their current trip. In the mailback survey, Discovery Pier respondents were asked if they had visited the Campbell River VC. Forty-three percent indicated that they actually had visited.
- Over half (58%) of the mailback respondents originally intercepted at the Campbell River VC visited at least one other VC in British Columbia during their trip. Fewer (45%) Discovery Pier mailback respondents visited another VC in the province.
- Positive images of the Campbell River region were dominated by the natural beauty and scenery of the region, the presence of family and friends and friendliness of people in general, the ocean/harbour, the activities, and the peacefulness of the region.
- Negative perceptions from Campbell River VC mailback respondents focused on lack of/confusing signage, rainy weather, limited restaurants, crime/drugs, limited shopping, limited activities and crowds. For Discovery Pier mailback respondents, the pulp mill, limited shopping, expensive transportation, high costs and the ferries were the most frequent concerns.
- A variety of characteristics were identified as unique to the Campbell River region. The most common were beautiful scenery, ocean/harbour, location/proximity, fishing, roads/accessibility and activities.
- Respondents to the mailback questionnaire were asked to rate various components of their trip and their overall travel experience in the Campbell River region. Ratings were high for overall travel experience and for each trip component regardless of respondents' original interview location.
- Respondents to the mailback questionnaire were also asked about their satisfaction with their trip in British Columbia. Most travellers were either very satisfied (85% Campbell River VC; 74% Discovery Pier) or somewhat satisfied (6% Campbell River VC; 11% Discovery Pier) with their experience in all of British Columbia.
- Nearly three-quarters of mailback respondents indicated that they were either 'very likely' (49% Campbell River VC; 54% Discovery Pier) or 'likely' (23% Campbell River VC; 26% Discovery

Pier) to return to the Campbell River region for a future trip. Most travellers (79% Campbell River VC; 80% Discovery Pier) indicated that this return trip would occur in the summer.

- In terms of likelihood of taking another leisure trip in British Columbia, an even larger proportion of mailback respondents indicated that they were 'very likely' (75% Campbell River VC; 82% Discovery Pier) or 'likely' (16% Campbell River VC; 9% Discovery Pier) to take such a trip.
- Travellers' spending was similar between the two interview sites with the average daily expenditures per party calculated as \$185.06 at the Campbell River VC and \$185.07 at Discovery Pier. Average daily expenditure **per person** was also calculated. Travellers interviewed at the Campbell River VC spent \$76.53 per person per day and travellers interviewed at Discovery Pier spent \$69.54 per person per day. Average daily expenditure varied depending on respondents' market origin, accommodation type, travel party size and age.
- In the summer of 2006, Campbell River VC users were estimated to have spent over \$9 million in the Campbell River region and over \$28 million on their trip throughout the rest of the province.
- The Campbell River VC had a positive impact on traveller behaviour. Forty percent of travellers learned about new activities, places or attractions; 21% reported that they would stay extra time in the region; 9% would stay extra time in other parts of British Columbia; and 30% would make another trip to/in British Columbia as a result of the information they obtained at the Campbell River VC¹.

¹ Additional spending as a result of these findings was calculated and presented in the full study results. These estimates can be obtained from the Campbell River Visitor Centre.

Table of Contents

| | |
|---|-----------|
| TABLE OF CONTENTS | 6 |
| INTRODUCTION | 7 |
| METHODS | 7 |
| DATA COLLECTION - INTERVIEW | 7 |
| DATA COLLECTION - MAILBACK..... | 9 |
| DATA ANALYSIS | 9 |
| RESULTS | 11 |
| TOURIST CHARACTERISTICS (DEMOGRAPHICS)..... | 11 |
| TRIP CHARACTERISTICS | 14 |
| TRIP PLANNING | 19 |
| TRIP FLEXIBILITY | 21 |
| TRAVELLER ACTIVITIES | 23 |
| USE OF THE VISITOR CENTRE..... | 25 |
| PERCEPTIONS OF THE CAMPBELL RIVER REGION AND BRITISH COLUMBIA..... | 29 |
| EXPENDITURES | 34 |
| IMPACT OF THE VC ON TRAVELLER BEHAVIOUR IN BRITISH COLUMBIA | 37 |
| CONCLUSIONS | 42 |
| LIMITATIONS | 44 |
| APPENDICES | 45 |
| APPENDIX A - INTERVIEW SCHEDULE AND INTERVIEWS COMPLETED | 46 |
| APPENDIX B - QUESTIONNAIRES | 49 |
| APPENDIX C - RESPONSE BIAS TESTING | 84 |
| APPENDIX D - SUGGESTIONS TO IMPROVE SERVICES OFFERED AT THE VC | 90 |
| APPENDIX E - OTHER VCS VISITED | 93 |
| APPENDIX F - COMMENTS FROM CAMPBELL RIVER VC MAILBACK SURVEY | 95 |

Introduction

Visitor Information Counsellors at British Columbia's 114 Visitor Centres (VCs) provided travel counselling and advice to nearly 1.7 million visitor parties in 2006. In addition, many more visitors used the VCs without actually speaking with a Counsellor. The use of the VCs provides communities with an opportunity to influence the activities and satisfaction of travellers, 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 Centres (VCs) can use to measure the impact of the VC on traveller behaviour and to determine the economic benefit of the VC. A pilot project was conducted in 2001 to test the methodology of measuring such impacts. This study at the Campbell River VC in the summer of 2006 was designed using the methodology developed in the 2001 pilot project.

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

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

Methods

A two-location, two-stage survey design was used to examine the study objectives. Travellers were interviewed at two locations, the Campbell River VC and at a reference site (Discovery Pier). The purpose of collecting information at Discovery Pier was to obtain information about the typical traveller to the Campbell River region for comparison with travellers who used the VC. On-site interviews collected information from travellers during their trip and a mailback questionnaire collected information from travellers after their trip. The purpose of the mailback questionnaire was to gather information about trip motivation, planning, experiences and activities, to compare mid-trip and post trip perceptions regarding the VC's impact on traveller behaviour, and to understand travellers' perceptions of the Campbell River region and British Columbia upon trip completion.

Data Collection - Interview

Two interviewers collected data between June 4 and September 4, 2006. For the most part, the interviewers' schedule consisted of a systematic sample of four continuous days of interviewing followed by two days off, alternating on a daily basis between the VC and Discovery Pier (Appendix A).

Potential respondents were randomly selected at each location, as they exited the VC or passed a predetermined point at Discovery Pier. Respondents were asked if they were willing to participate in an eight to ten minute interview and were given a *Super, Natural British Columbia*[®] refrigerator magnet for their time if they agreed to participate. Respondents were then asked if they were residents of the Campbell River region (includes anyone living north of the Oyster River, south of Brown's Bay, and east of the Buttle Lake junction as well as those living on Quadra and Cortes Islands). If so, they were

eliminated from the remainder of the interview ensuring that only non-resident travellers were interviewed. Travellers who were part of an organized tour group were also screened out of the survey in an effort to focus on independent travellers. Business travellers were eliminated after the first few questions of the interview. The interviewers recorded responses on handheld computers (Palm Pilots) using Techneos Data Entryware software.

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

- traveller demographics,
- primary trip purpose,
- primary destination,
- primary mode of transportation,
- trip duration,
- length of stay in the Campbell River region and in British Columbia,
- primary accommodation,
- daily expenditures,
- trip flexibility,
- use of the VC,
- perceived impacts of the VC on the rest of their trip,
- satisfaction with the VC, and
- suggestions to improve the services offered at the VC.

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.

Between June and September 2006, 3,978 people were approached at either the Campbell River VC or at Discovery Pier. Of those, 2,538 agreed to complete the interview but 1,145 were excluded because they were from the local area. Twenty-eight respondents who were travelling in an organized tour group were removed from the analysis in an effort to represent the results of independent travellers. This resulted in 1,365 useable surveys. Seven hundred thirty (54%) were conducted at the Campbell River VC and six hundred thirty-five (47%) were conducted at Discovery Pier (Table 1).

Table 1. Travellers surveyed at the Campbell River VC and Discovery Pier.

| | Travellers Approached | Agreed to Interview | From Local Community¹ | Part of Organized Tour Group | Useable Traveller Surveys² |
|--------------------|----------------------------------|--------------------------------|---|---|--|
| Campbell River VC | 1,826 | 1,106 | 366 | 10 | 730 (53.5%) |
| Discovery Pier | 2,152 | 1,432 | 779 | 18 | 635 (46.5%) |
| Grand Total | 3,978 | 2,538 | 1,145 | 28 | 1,365 (100.0%) |

1. The Campbell River region includes the area north of the Oyster River, south of Brown's Bay, and east of the Buttle Lake junction as well as Quadra and Cortes Islands.

2. Includes 141 business travellers who were eliminated from the survey after the first several questions of the interview (74 Campbell River VC; 67 Discovery Pier).

Data Collection - Mailback

Mailback questionnaires were sent to consenting visitors with a business reply envelope and a *British Columbia Magazine* in mid-July 2006 (for visitors interviewed between June 4 and July 17) and in mid-September 2006 (for visitors interviewed between July 18 and September 4). The first mailing was followed by a second mailing of a reminder postcard and a third mailing of just a questionnaire and a business reply envelope. Responses were accepted until early January 2007.

The mailback questionnaire collected a variety of information including (see mailback questionnaire in Appendix B):

- travel party demographics,
- trip duration,
- length of stay in British Columbia,
- primary destination,
- destination decision-making,
- trip motivation,
- trip activities,
- trip planning,
- trip expenditures,
- the VC's impact on their trip,
- use of other VCs in British Columbia,
- positive and negative images of the Campbell River region,
- unique characteristics of the Campbell River region as a vacation destination,
- satisfaction with the Campbell River region and British Columbia, and
- the likelihood of returning to the Campbell River region and British Columbia.

Fifty-three percent of travellers at either the Campbell River VC or Discovery Pier agreed to complete the mailback survey and sixty-six percent of these returned them by January 4, 2007, resulting in 428 useable surveys for analysis (Table 2).

Table 2. Mailback survey response from travellers intercepted at the Campbell River VC and Discovery Pier.

| | Travellers Asked to Participate in Mailback ¹ | Agreed to Complete Mailback | Incomplete Addresses | No Response | Useable Mailback Surveys |
|--------------------|--|-----------------------------|----------------------|-------------|--------------------------|
| Campbell River VC | 655 | 363 (55.4%) | 0 | 126 | 237 (65.3%) |
| Discovery Pier | 568 | 288 (50.7%) | 0 | 97 | 191 (66.3%) |
| Grand Total | 1223 | 651 (53.2%) | 0 | 223 | 428 (65.7%) |

1. Does not include business travellers (n=141) or 1 respondent who dropped out of the survey.

Data Analysis

Descriptive statistics were used to analyze and summarize results of the report. 'Don't know/No response' answers and responses from business travellers have been excluded from the analyses for all questions unless otherwise noted.

For most sections, the report presents results at the Visitor Centre beside results at the reference site in an effort to compare potential differences between travellers who use Visitor Centres and typical travellers to the region. When necessary, results are presented by traveller sub-group (e.g. segmented based on traveller demographics or trip characteristics) to examine the difference among sub-groups.

In an effort to provide practical and actionable information to meet stakeholders’ operational or marketing needs, this report will focus on practical differences rather than statistical differences. The rationale for this approach is that very small and unimportant differences can be found to be statistically significant under certain circumstances. As such, this report typically takes note of where there is a difference of ± 10 percentage points (ppts) or more. In the report’s tables, differences that are 10 ppts or more higher than the Reference Site are highlighted in blue, while differences that are 10 ppt or more lower are shown in red (Figure 1).

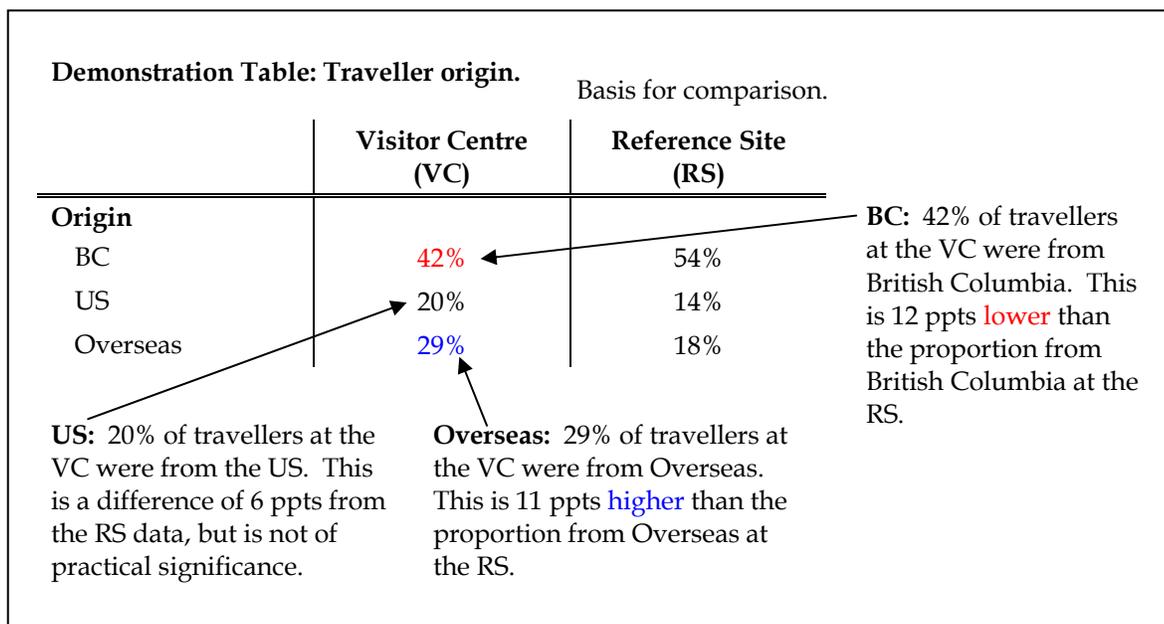


Figure 1. Interpreting the tables. Data is fictitious and for illustrative purposes only.

The study design produced four sets of data (the interview responses at the Visitor Centre and reference site, and the mailback responses from these two locations). At both locations, the respondents and the responses could vary between the interview and mailback questionnaires because travellers 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 travellers interviewed on-site. In addition, the responses to similar questions in the interview and mailback questionnaires could vary due to real differences in traveller behaviour (for example, a traveller may have perceived that the VC had a different impact on their trip when they were interviewed compared to the responses on the mailback questionnaire).

Response biases were assessed to ensure validity of the final results by way of examining practical differences among the aforementioned data sets. Results of these assessments (Appendix C) and several

other factors 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 asked in the interview and when sample sizes permitted. All results presented in the remainder of this report are from the interview unless otherwise noted.

Results

Tourist Characteristics (Demographics)

At the Campbell River VC, 42% of travellers were from British Columbia, 16% were from other provinces in Canada, 14% were from the US and 29% were from other countries (Table 3). At Discovery Pier, the proportion of travellers from British Columbia (50%) and from other provinces in Canada (22%) was higher; where as, the proportion of travellers from the US (11%) and from other countries (18%) was lower. The higher proportion of travellers from international countries (other than the US) at the Campbell River VC was the most notable difference.

At both the Campbell River VC and Discovery Pier, the majority of travellers from provinces outside of British Columbia originated from Alberta (51% Campbell River VC; 58% Discovery Pier) and Ontario (31% Campbell River VC; 28% Discovery Pier). Fewer travellers were from Quebec, Manitoba, Saskatchewan, Newfoundland/Labrador, Nova Scotia, New Brunswick and the North West Territories (Figure 2).

Travellers from 25 US states were intercepted at the Campbell River VC and 15 US states at Discovery Pier. The largest proportion of US visitors was from Washington (32% Campbell River VC; 21% Discovery Pier) and California (17% Campbell River VC; 27% Discovery Pier). At both sites, a tenth of US visitors were from Oregon and just under a tenth were from Arizona (8% Campbell River VC; 7% Discovery Pier, Figure 3).

At the Campbell River VC and Discovery Pier, most overseas travellers were from Europe (87% and 88%, respectively), while fewer were from Asia/Pacific (12% at both sites, Figure 4).

With respect to age and education, there were no practical differences between respondents at the Campbell River VC and Discovery Pier. At both locations, 68% of travellers were over the age of 44 with the largest proportion between 55 to 64 years of age. The majority of respondents at both locations had at least a diploma or a university degree (78% Campbell River VC; 66% Discovery Pier, Table 3).

At the Campbell River VC, the average travel party size was 2.4 people and only 15% of travel parties included children. Those parties at the VC who travelled with children had 4.1 members in their party on average. The average travel party size was slightly larger at Discovery Pier (2.6 people) and a larger proportion were travelling with children (21%). Those parties at Discovery Pier who travelled with children had 4.4 members in their party on average (Table 3).

Table 3. Traveller demographics at the Campbell River VC and Discovery Pier.

| | Campbell River VC | | Discovery Pier | |
|---|----------------------|--------------------------|----------------------|--------------------------|
| | Number of Travellers | Percentage of Travellers | Number of Travellers | Percentage of Travellers |
| Origin | | | | |
| BC | 306 | 41.9% | 316 | 49.9% |
| Other Canada | 117 | 16.0% | 137 | 21.6% |
| US | 99 | 13.6% | 67 | 10.6% |
| Other International | 208 | 28.5% | 113 | 17.9% |
| Age¹ | | | | |
| Under 24 Years | 14 | 2.1% | 28 | 5.0% |
| 25-34 Years | 95 | 14.5% | 58 | 10.3% |
| 35-44 Years | 97 | 14.9% | 93 | 16.5% |
| 45-54 Years | 167 | 25.6% | 150 | 26.6% |
| 55-64 Years | 171 | 26.2% | 153 | 27.2% |
| 65 Years or Older | 109 | 16.7% | 81 | 14.4% |
| Education¹ | | | | |
| Less Than High School | 5 | 0.8% | 31 | 5.6% |
| High School | 103 | 16.1% | 128 | 23.1% |
| Some Technical, College or University | 35 | 5.5% | 32 | 5.8% |
| College or Technical Diploma | 150 | 23.4% | 132 | 23.8% |
| University Degree | 242 | 37.8% | 176 | 31.7% |
| Masters or a PhD Degree | 105 | 16.4% | 56 | 10.1% |
| Party Size¹ | | | | |
| Average Party Size-Total | 655 | 2.39 | 568 | 2.62 |
| Average Party Size-Parties without children | 558 | 2.10 | 450 | 2.17 |
| Proportion with children | 97 | 14.8% | 118 | 20.8% |
| Average Party Size-Parties with children | 97 | 4.05 | 118 | 4.35 |

1. Business travellers were not asked these questions and therefore are not part of the analysis.

Origin of Canadian Travellers From Outside British Columbia

Where do you live (usual place of residence)?

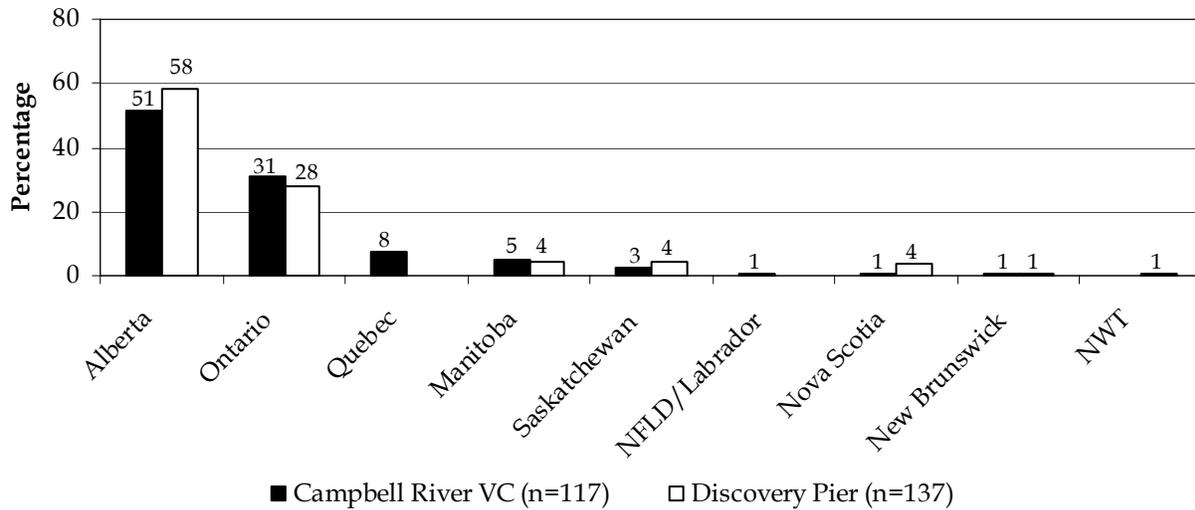


Figure 2. The percentage of travellers from provinces outside of British Columbia at the Campbell River VC and Discovery Pier.

Origin of U.S. Travellers by State

Where do you live (usual place of residence)?

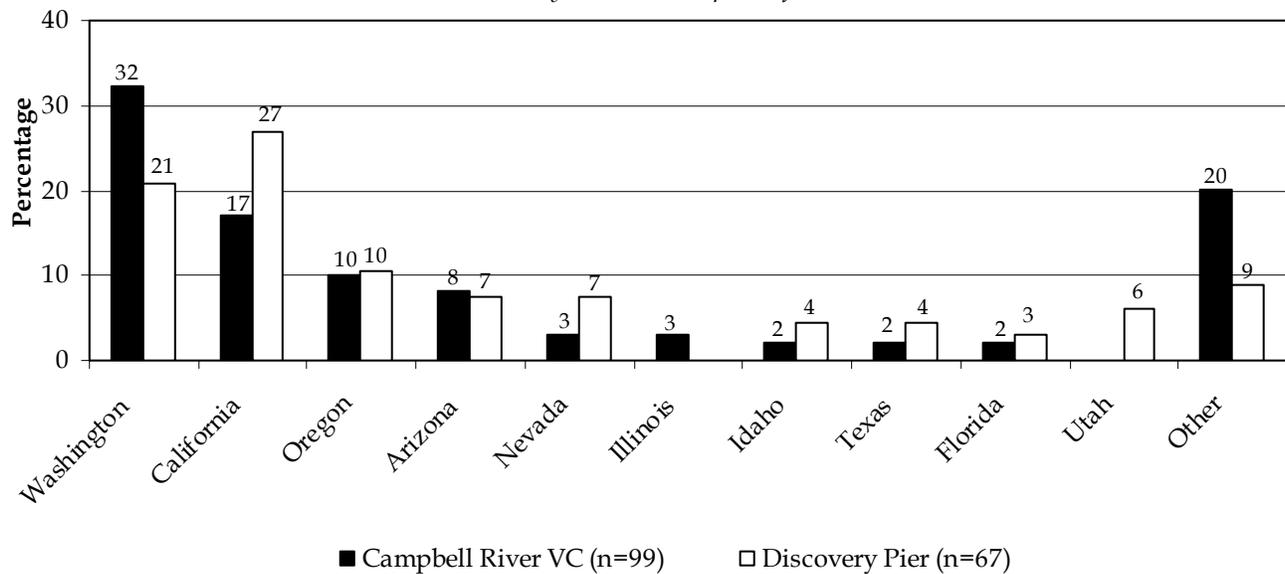


Figure 3. The percentage of US travellers from each state at the Campbell River VC and Discovery Pier. At the VC, 'Other' includes visitors from 16 states: Colorado, Connecticut, District of Columbia, Georgia, Hawaii, Louisiana, Maine, Maryland, Michigan, New Hampshire, New York, North Carolina, Pennsylvania, South Carolina, Vermont and Virginia. At Discovery Pier, 'Other' includes visitors from 6 states: Georgia, Iowa, Michigan, Missouri, South Carolina and Virginia.

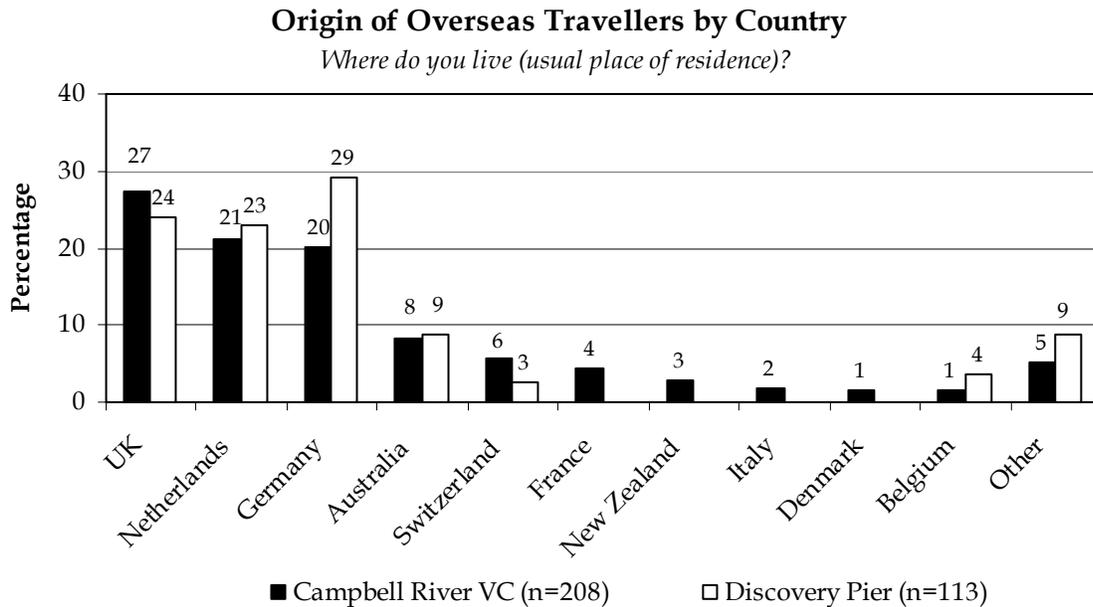


Figure 4. The percentage of travellers from countries other than Canada and the US at the Campbell River VC and Discovery Pier. At the VC, 'Other' includes travellers from Austria, Ireland, Norway, Sweden, Indonesia, Oman, Kenya and South Africa. At Discovery Pier, 'Other' includes travellers from Denmark, France, Italy, Hungary, Portugal, Japan, Indonesia and South Africa.

Trip Characteristics

The majority of respondents were travelling for leisure purposes (78% Campbell River VC; 68% Discovery Pier), while fewer were travelling to visit friends and family (12% Campbell River VC; 21% Discovery Pier) or for business (10% Campbell River VC; 11% Discovery Pier, Table 4).

Most travellers at both locations used car/truck/motorcycles (81% Campbell River VC; 85% Discovery Pier) as primary mode of transportation. Recreational vehicles/campers were the next most frequently cited mode of transportation (11% Campbell River VC; 9% Discovery Pier). At both interview sites, other modes of transportation like buses, boats, bicycles and planes were mentioned but by far less respondents (Table 4).

A large proportion of travellers at both locations specified their primary accommodations as resorts/hotels/motels/B&Bs (48% Campbell River VC; 42% Discovery Pier), while fewer were using campgrounds or RV parks (35% Campbell River VC; 27% Discovery Pier). A considerably lower proportion of travellers at the Campbell River VC were staying with friends or relatives (12%) compared to those interviewed at Discovery Pier (28%, Table 4).

Table 4. The primary trip purpose, mode of transportation and primary accommodations of travellers at the Campbell River VC and Discovery Pier.

| | Percentage of Travellers | |
|---|--------------------------|----------------|
| | Campbell River VC | Discovery Pier |
| Primary Trip Purpose | n=730 | n=635 |
| Leisure | 78.1% | 68.3% |
| Visiting Friends & Family | 11.5% | 20.5% |
| Work/Business Activity | 10.1% | 10.6% |
| Other ¹ | 0.3% | 0.6% |
| Mode of Transportation² | n=655 | n=567 |
| Car/Truck/Motorcycle | 80.8% | 84.5% |
| RV/Camper | 10.7% | 9.0% |
| Bus | 2.7% | 1.1% |
| Boat | 2.6% | 1.8% |
| Bicycle | 1.1% | 0.7% |
| Foot | 0.9% | 1.4% |
| Plane | 0.6% | 0.9% |
| Other ³ | 0.6% | 0.7% |
| Primary Accommodations^{2,4} | n=621 | n=475 |
| Resort/Hotel/Motel/B&B | 48.0% | 41.7% |
| Campground/RV Park | 34.9% | 26.9% |
| Friends or Relatives | 11.9% | 28.2% |
| Other ⁵ | 5.2% | 3.2% |

1. Other trip purpose responses included travelling for medical reasons (n=3), funerals (n=1) and real estate (n=1).

2. Business travellers were not asked these questions and therefore were not part of the analysis.

3. Other transportation responses included train (n=4), ferry (n=2) and taxi (n=2).

4. Daytrip travellers who were not using accommodation were excluded from the analysis (n=125).

5. Other accommodation responses included boats (n=29), vehicles in unspecified locations (n=7), rental houses (n=4), hostels (n=3), cabins (n=2), and timeshares/condos (n=2).

Over half (54%) of travellers interviewed at the Campbell River VC had a primary destination within British Columbia, 44% were touring with no particular primary destination and the remaining 2% had primary destinations outside British Columbia. The proportion of travellers interviewed at Discovery Pier who had a primary destination within British Columbia was higher (69%), the proportion that were touring with no particular primary destination was lower (30%) and the proportion with destinations outside British Columbia was similar (1%).

Most of the visitors at the Campbell River VC who were travelling to destinations within British Columbia were travelling to Vancouver Island (88%), including 59% who specified the Campbell River region as their primary destination. Other regional travel destinations included Vancouver, Coast and Mountains (9%), Thompson Okanagan (1%), Kootenay Rockies (1%), Northern British Columbia (1%) and Cariboo Chilcotin Coast (<1%). Similarly at Discovery Pier, most respondents were travelling to Vancouver Island (94%), including 71% who specified the Campbell River region as their primary destination. Other regional travel destinations included Vancouver, Coast and Mountains (5%), Northern British Columbia (1%) and Thompson Okanagan (<1%).

Fourteen travellers at the Campbell River VC had primary destinations outside of British Columbia, of which, six were going to other Canadian destinations, four were headed to Alaska and four were travelling to other US destinations. Of the six travellers at Discovery Pier whose primary destinations were outside of British Columbia, five were going to other Canadian destinations and one was travelling to Alaska.

Mailback respondents were asked if they had considered other destinations or routes in planning their trip. Of those originally intercepted at the Campbell River VC, over a third (37%) had thought of other destinations. Slightly less (30%) of those originally interviewed at Discovery Pier had considered other locations to visit. The majority of alternative destinations were other places on Vancouver Island (58% Campbell River VC; 59% Discovery Pier). Over a third of the Vancouver Island alternatives were classified as mid-island communities such as Nanaimo, Parksville and Courtenay (38% Campbell River VC; 35% Discovery Pier) and nearly a fifth were west-island communities like Tofino, Ucluelet and Port Alberni (22% Campbell River VC; 17% Discovery Pier). Significantly fewer responses (less than 10% at both sites) were other regions in British Columbia, other provinces/territories in Canada or international destinations.

Two hundred twenty-one mailback respondents from the Campbell River VC provided 289 reasons for selecting their primary destination. The most frequent responses were as follows:

- Landscape/scenery/nature (15%),
- Friends and/or family (15%),
- Never visited before/recommended (13%),
- Past experience (11%), and
- Attractions (9%).

One hundred eighty-three mailback respondents from Discovery Pier provided 241 reasons for selecting their primary destination. The most frequent responses were as follows:

- Friends and/or family (23%),
- Landscape/scenery/nature (16%),
- Sports (11%),
- Never visited before/recommended (8%), and
- Past experience (7%).

Mailback respondents were also asked about their main motivation for travelling (Figure 5). Top responses at the Campbell River VC included seeing natural wonders and important natural sites (19%), spending quality time with family and/or friends (19%), experiencing unspoiled nature (17%), and rest and relaxation (16%). At Discovery Pier, spending quality time with family and/or friends was stated as a primary trip motivation by notably more respondents (31%) and there was less emphasis on experiencing unspoiled nature (10%). Seeing natural wonders and important natural sites (17%), and rest and relaxation (17%) were among the top responses at Discovery Pier, which was similar to results at the Campbell River VC.

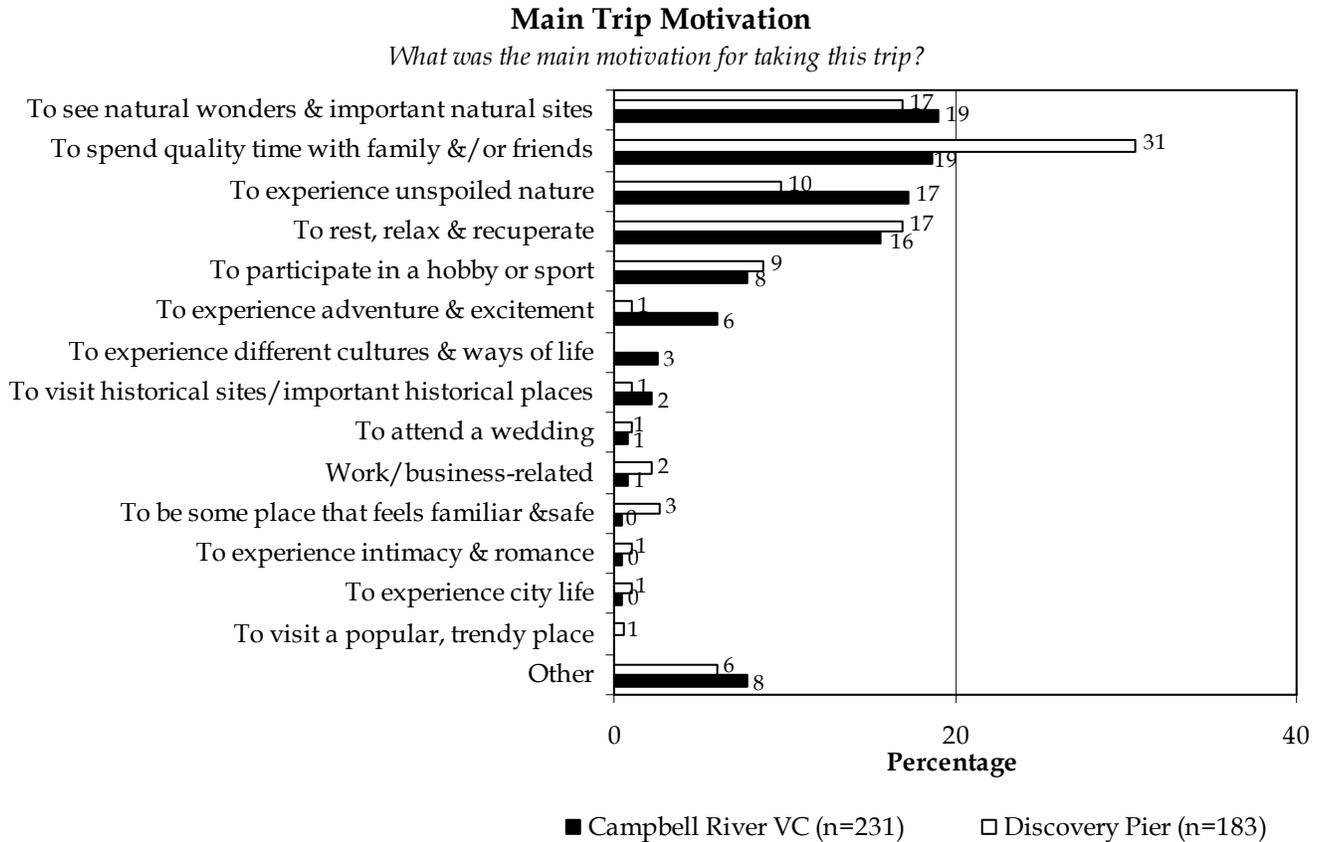


Figure 5. Main trip motivation for travellers at the Campbell River VC and at Discovery Pier. At the VC, 'Other' includes travelling for general interest/enjoyment, travelling to a particular accommodation or attraction, travelling to find a future residence, to drop off a package and for nostalgic reasons. At Discovery Pier, 'Other' includes travelling for general interest/enjoyment/sightseeing, travelling to attend a funeral, travelling for medical reasons, and travelling somewhere new.

Overall, travellers at the Campbell River VC spent an average of 21 days away from home, including 15 days in British Columbia and 4 days in the Campbell River region. Similarly, travellers at Discovery Pier spent 19 days away from home, including 14 days in British Columbia and 5 days in the Campbell River region. A very small proportion of travellers indicated that they were just passing through the Campbell River region (6% Campbell River VC; 3% Discovery Pier).

The average days spent in the Campbell River region remained fairly constant regardless of market origin at both interview sites; however, there were practical differences in the average number of days spent away from home and in British Columbia among different market origins. At the Campbell River VC, travellers from outside the province spent substantially more time away from home than travellers who lived in British Columbia, with travellers from international countries (other than the US) taking the longest trips (Figure 6). This trend was also seen at Discovery Pier; however, there was also a notable difference between the US and other international markets with travellers from other international markets on considerably longer trips (Figure 7). At the Campbell River VC, travellers from other international countries spent significantly more time in British Columbia than travellers from within the province. At Discovery Pier, travellers from other international countries and from other provinces in

Canada spent considerably more time in British Columbia than travellers from within the province. Another practical difference seen at Discovery Pier was US travellers spent notably less time in British Columbia than other international travellers.

Average Days Spent Away From Home and in British Columbia by Travellers to the Campbell River VC

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 Campbell River region?

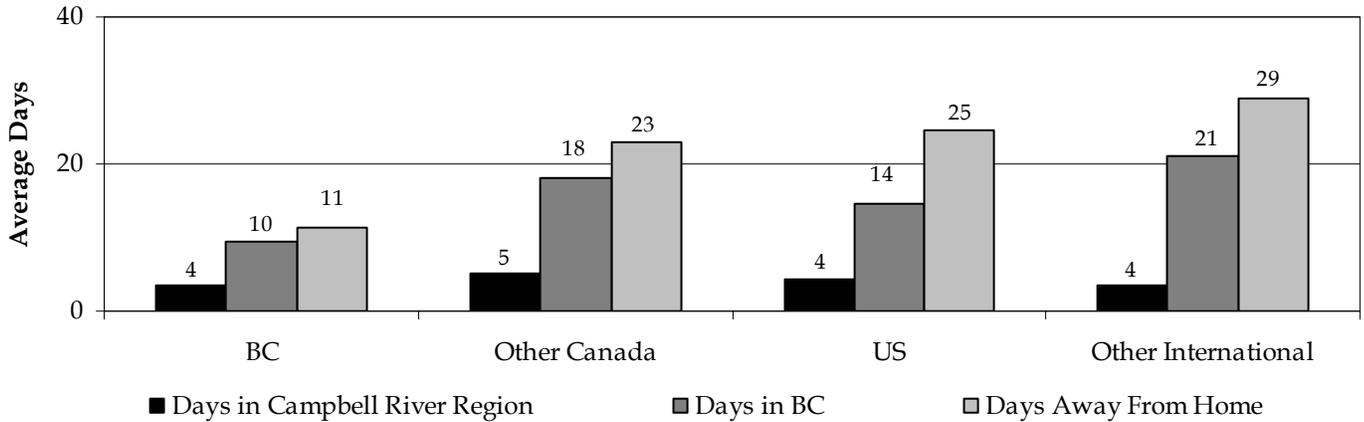


Figure 6. The average number of days spent away from home, in British Columbia and in the Campbell River region by traveller origin at the Campbell River VC (n=655 'Away from home'; n=654 'Days in British Columbia'; n=606 'Days in Campbell River region').

Average Days Spent Away From Home and in British Columbia by Travellers to Discovery Pier

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 Campbell River region?

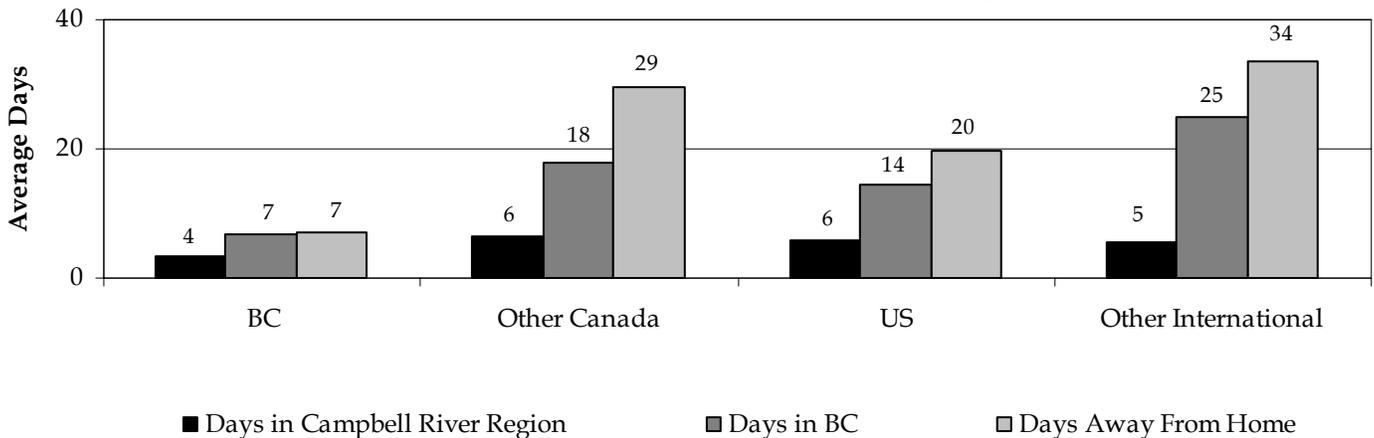


Figure 7. The average number of days spent away from home, in British Columbia and in the Campbell River region by traveller origin at Discovery Pier (n=566 'Away from home'; n=566 'Days in British Columbia'; n=542 'Campbell River region').

Trip Planning

Mailback respondents were asked about trip planning. Most travellers at the Campbell River VC and Discovery Pier spent three weeks or more planning their trip, with the most common planning horizon being greater than 13 weeks (42% Campbell River VC; 38% Discovery Pier, Table 5).

Table 5. Trip planning horizons for travellers at the Campbell River VC and Discovery Pier.

| Trip Planning Horizons | Percentage of Travellers | |
|------------------------|---------------------------|------------------------|
| | Campbell River VC (n=232) | Discovery Pier (n=181) |
| Day of Departure | 1.3% | 4.4% |
| 1-6 Days | 9.1% | 12.2% |
| 1-2 Weeks | 10.3% | 9.4% |
| 3-8 Weeks | 24.6% | 21.0% |
| 9-12 Weeks | 12.5% | 14.9% |
| 13+ Weeks | 42.2% | 38.1% |

Travellers were asked what information sources they used before their trip and they were asked to indicate the most useful information sources. For Campbell River VC respondents, travel guide books/brochures (70%), the Internet (63%), past experience (56%), and advice from friends or relatives (50%) were among the top information sources used before travel (Figure 8). Discovery Pier respondents relied on similar sources, however the order of the top sources varied slightly--past experience (66%), travel guide books/brochures (57%), the Internet (53%), and advice from friends or relatives (53%) were among the top information sources used before travel (Figure 8). For both groups, travel guide books/brochures, the Internet, advice from friends or relatives and past experience were noted as the most useful information sources to utilize before travel.

Travellers were also asked what information sources they used during their trip (Figure 9). Visitor Centres were the top information source used during travel for both groups (81% Campbell River VC; 52% Discovery Pier). Also important, but less frequently used during travel included travel guide books/brochures (66% Campbell River VC; 48% Discovery Pier), past experience (31% Campbell River VC; 33% Discovery Pier), and advice from friends or relatives (28% Campbell River VC; 34% Discovery Pier).

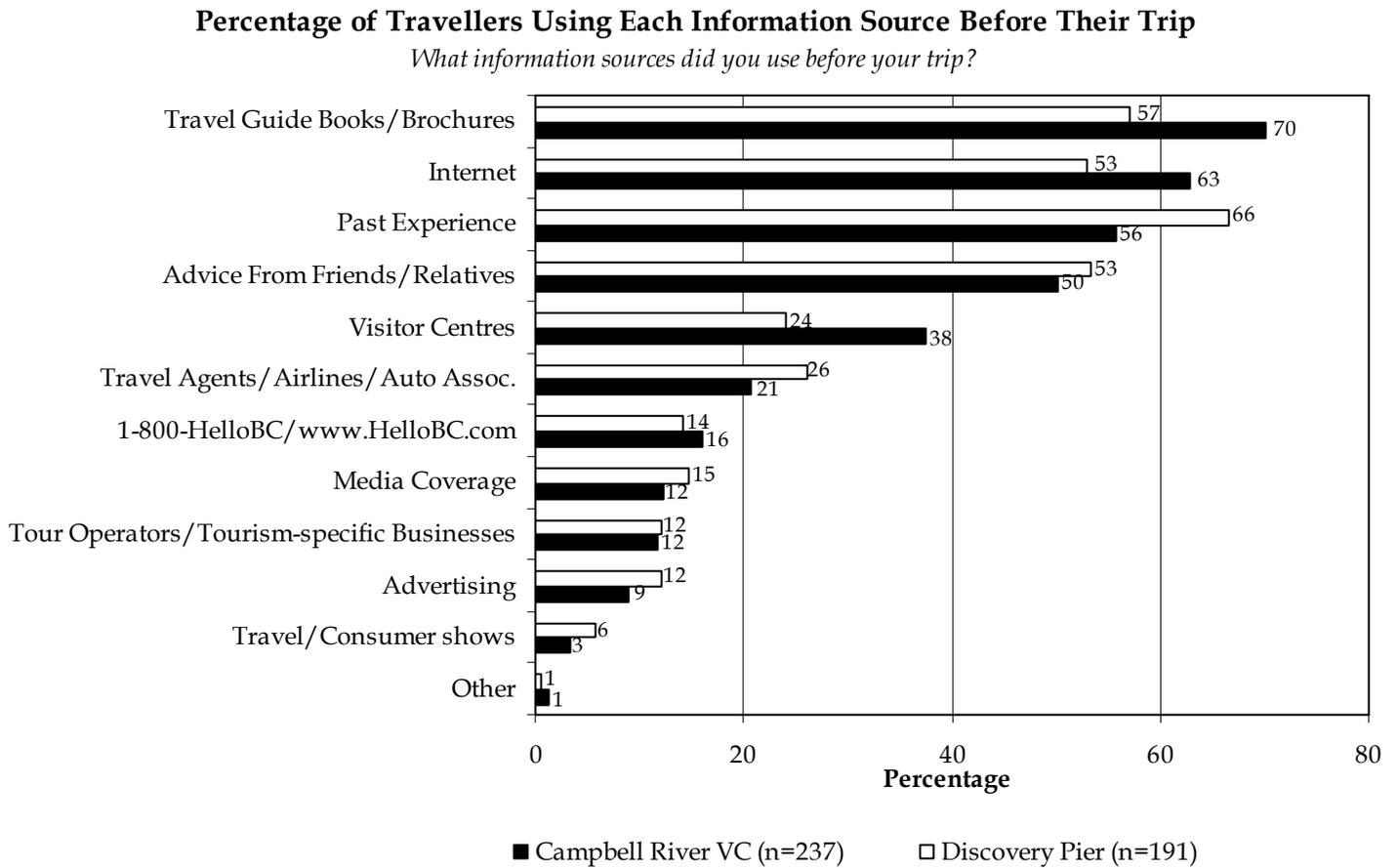


Figure 8. The percentage of travellers using each information source before their trip at the Campbell River VC and at Discovery Pier. Percentages add to more than 100% because travellers could use more than one information source before their trip. At the VC, 'Other' includes the Canadian High Commission, a ferry schedule and marine charts. At Discovery Pier, 'Other' includes BC Ferries Reservations.

Percentage of Travellers Using Each Information Source During Their Trip

What information sources did you use during your trip?

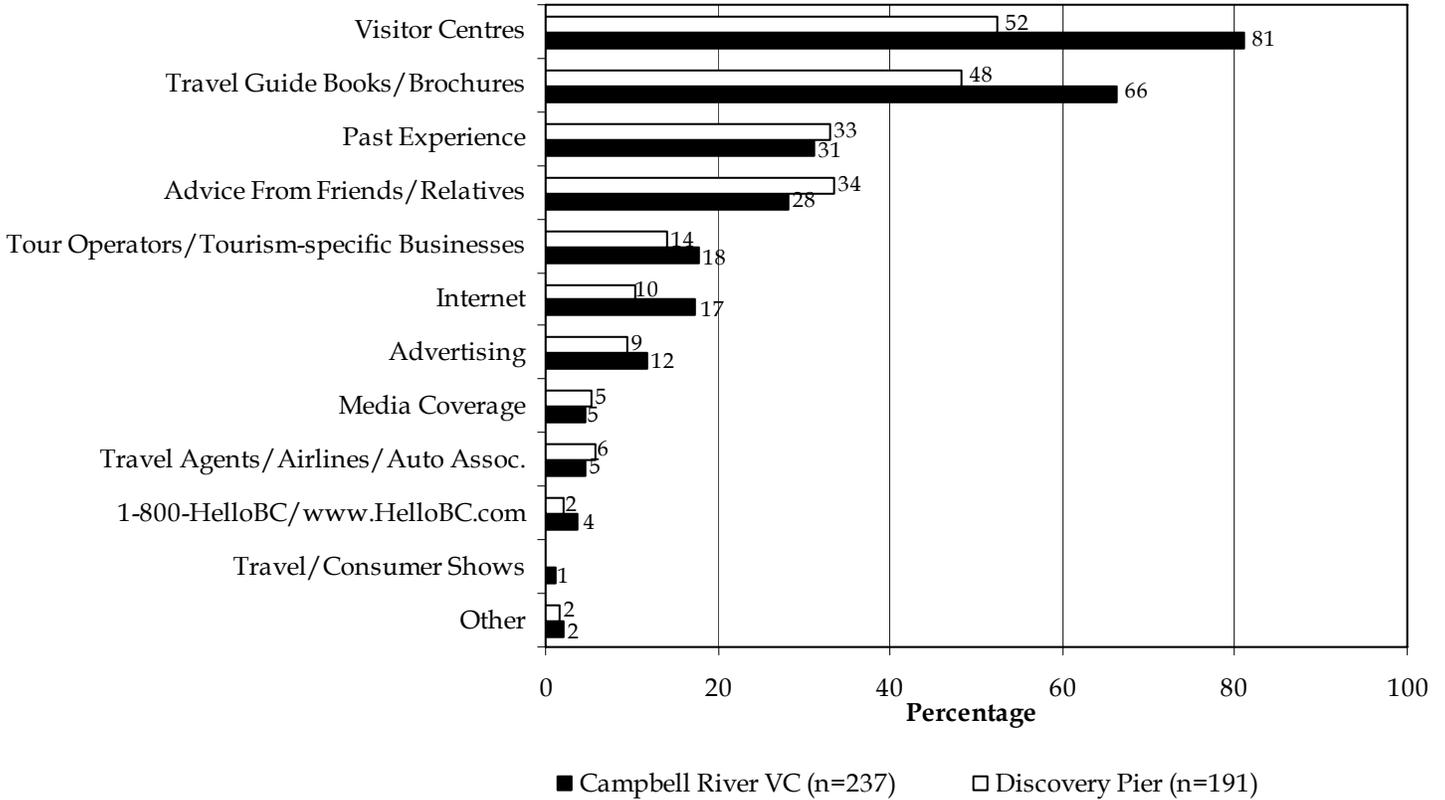


Figure 9. The percentage of travellers using each information source during their trip at the Campbell River VC and at Discovery Pier. Percentages add to more than 100% because travellers could use more than one information source during their trip. At the VC, 'Other' includes a ferry schedule and local knowledge. At Discovery Pier, 'Other' includes a Canada Customs agent and local knowledge.

Trip Flexibility

Travellers were asked about their flexibility in terms of:

- the percentage of trip activities that were planned before their arrival in the region,
- the amount of time that they had to spend in the Campbell River region, and
- the amount of time that they had to spend in British Columbia.

The majority of travellers at both the Campbell River VC and at Discovery Pier were flexible regarding trip activities in that they had less than a quarter of their trip activities in Campbell River planned before arriving in the region (66% Campbell River VC; 64% Discovery Pier, Figure 10). Nearly half (48%) of travellers at the Campbell River VC stated they could extend their stay in the region by a day or more, whereas only 38% of travellers at Discovery Pier were very flexible with time in the region. At both interview sites, less than one-fifth (19%) indicated that they were inflexible in terms of time in the region

(Figure 11). Travellers were less flexible in terms of spending additional time in British Columbia with nearly half of travellers at both sites indicating that they were inflexible (52% Campbell River VC; 47% Discovery Pier). That said, nearly a third of travellers at both sites indicated that they were very flexible in terms of spending additional time in British Columbia (37% Campbell River VC; 32% Discovery Pier, Figure 12).

Percentage of Pre-Planned Activities in the Campbell River Region

What percentage of your trip activities in Campbell River were planned before you arrived in the region?

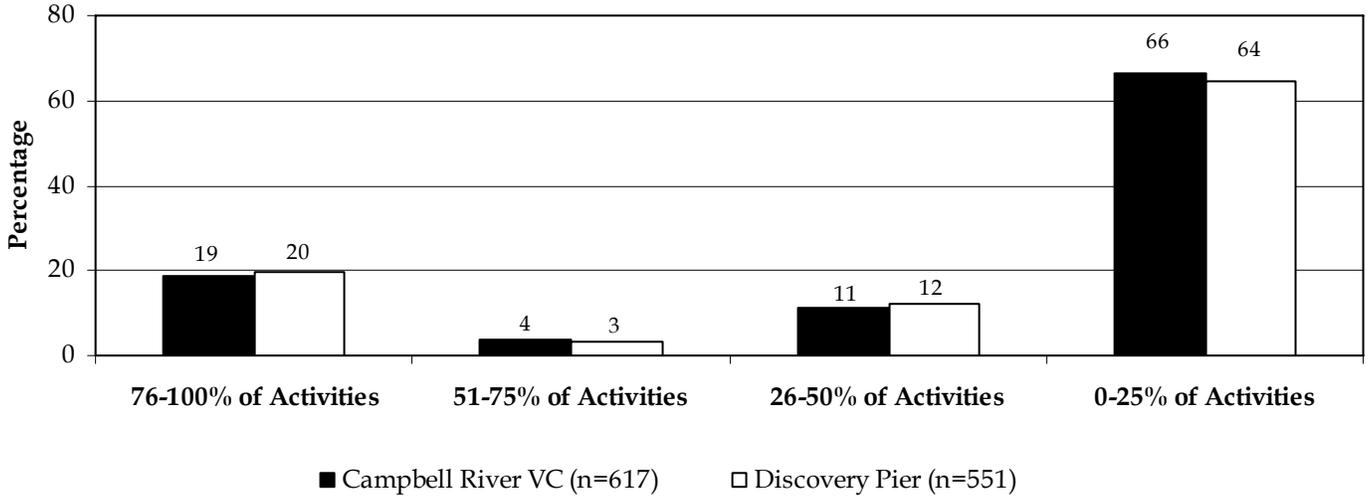


Figure 10. The percentage of pre-planned activities in the Campbell River region for travellers at the Campbell River VC and Discovery Pier.

Trip Flexibility Regarding Time in the Campbell River Region

Which statement best describes your flexibility in the amount of time you have to spend in the region?

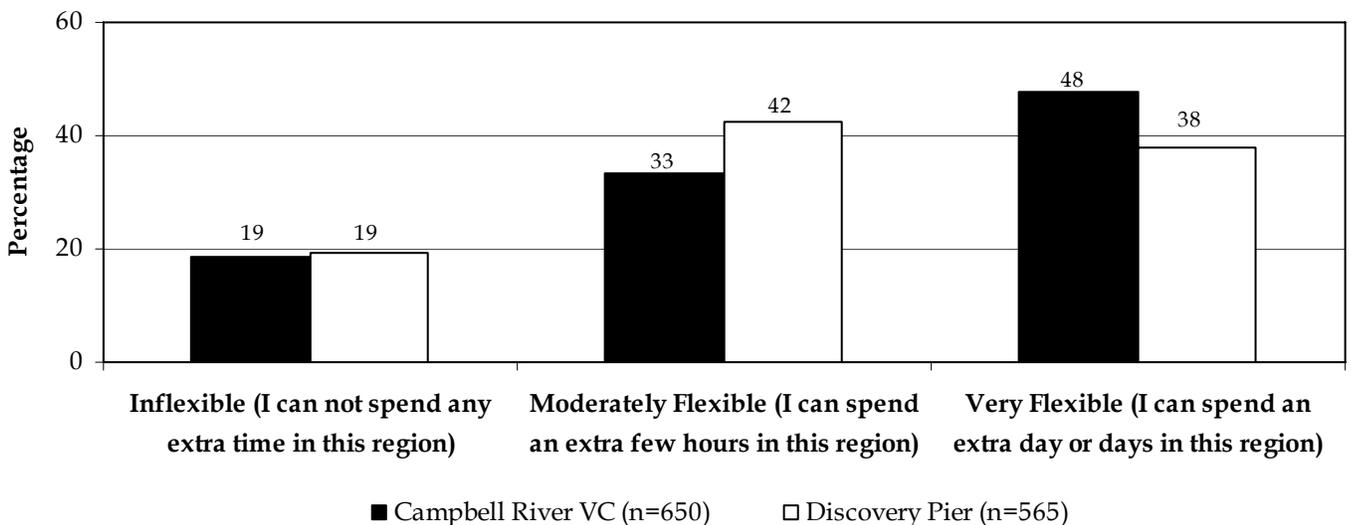


Figure 11. Travellers' rating of trip flexibility regarding the time in the Campbell River region for travellers at the Campbell River VC and Discovery Pier.

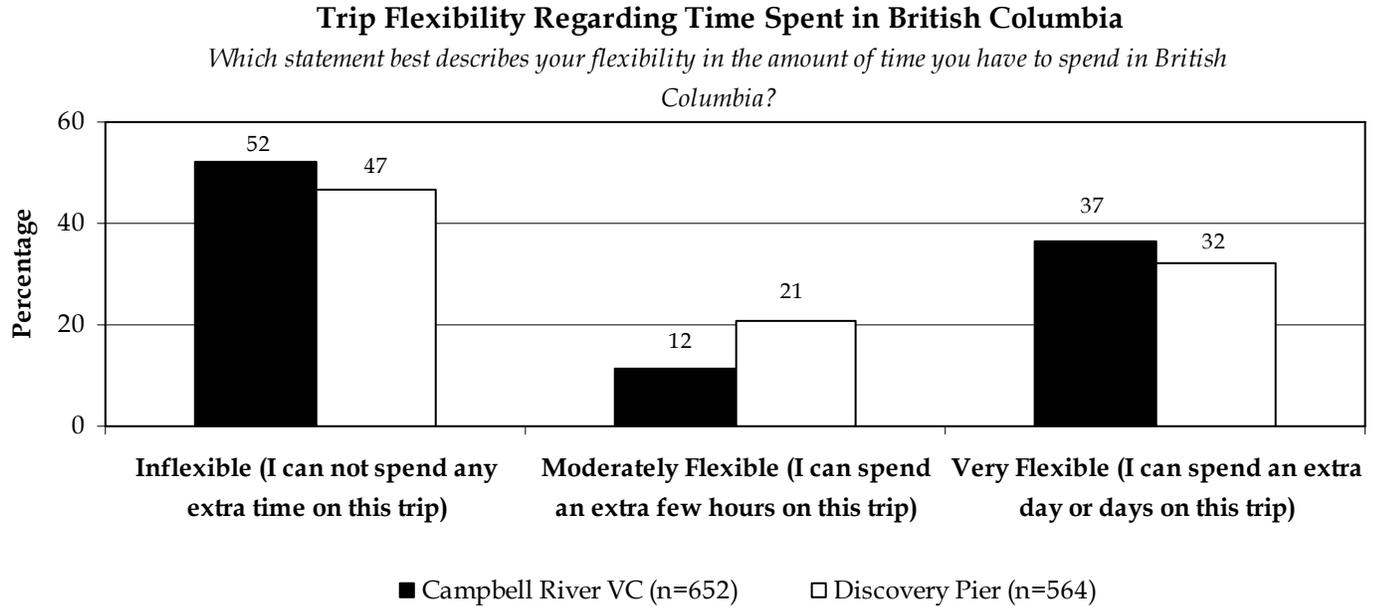


Figure 12. Travellers’ rating of trip flexibility regarding the time spent in British Columbia for travellers at the Campbell River VC and Discovery Pier.

Traveller Activities

Mailback respondents were asked about their participation in activities during the trip they were interviewed and their interest in activities on future trips. In terms of participation, results were similar between sites with the five most participated in activities being soft adventure activities (80% Campbell River VC; 75% Discovery Pier), visiting parks (79% Campbell River VC; 72% Discovery Pier), shopping for local arts and crafts (55% Campbell River VC; 57% Discovery Pier), visiting a museum, heritage or historic site (55% Campbell River VC; 53% Discovery Pier), and participating in fine dining (41% Campbell River VC; 47% Discovery Pier, Table 6).

In terms of interest in activities on future trips, the top activities were the same at each site but the order varied slightly (Table 7). At the Campbell River VC, travellers were most interested in visiting parks (75%), participating in soft adventure activities (73%), visiting a museum, heritage or historic site (61%), shopping for local arts and crafts (57%) and visiting a farm, farmers’ market, orchard or food processor (51%). At Discovery Pier, travellers were most interested in soft adventure activities (76%), visiting parks (69%), visiting a museum, heritage or historic site (59%), shopping for local arts and crafts (52%) and fine dining (51%). Other noteworthy differences between sites included interest in hard adventure activities and First Nations attractions/events with a higher proportion of travellers from Campbell River VC being interested in these activities.

Table 6. Participation in trip activities for travellers at the Campbell River VC and Discovery Pier.

| Participation in Activities | Percentage of Travellers | |
|---|---------------------------|------------------------|
| | Campbell River VC (n=237) | Discovery Pier (n=191) |
| Soft adventure activities ¹ | 79.7% | 75.4% |
| Visiting parks ² | 78.5% | 71.7% |
| Shopping for local arts and crafts | 54.9% | 56.5% |
| Visiting a museum, heritage or historic site | 54.9% | 52.9% |
| Fine dining | 40.5% | 47.1% |
| Visiting an art gallery or studio | 37.1% | 31.9% |
| Visiting a farm, farmers' market, orchard or food processor | 32.9% | 37.2% |
| Visiting a First Nations attraction or event | 28.7% | 19.4% |
| Attending a festival, fair or exhibition | 28.3% | 32.5% |
| Attending or participating in a sporting event ³ | 13.9% | 15.2% |
| Visiting a family attraction ⁴ | 13.9% | 13.6% |
| Participating in hard adventure activities ⁵ | 13.1% | 6.8% |
| Visiting a winery | 13.1% | 11.5% |
| Golfing or attending a golfing event | 9.3% | 8.4% |
| Visiting a spa | 4.2% | 6.3% |
| Other ⁶ | 3.4% | 4.2% |

1. Includes activities such as wildlife viewing, fishing, boating, kayaking, cycling and hiking.

2. Includes municipal, provincial or national parks, or natural areas outside parks.

3. Does not include golf.

4. Includes activities such as mini golf, waterslides and zoos.

5. Includes activities such as white water rafting, rock climbing and mountain biking.

6. At the VC, 'Other' activities included general sightseeing, visiting a casino, hot springs, recreation centre, live theatre and a rail journey. At Discovery Pier, 'Other' activities included a carriage horse ride, visiting the Pier, painting/photography, pulp mill tour, pub dining, wandering and a wedding.

Table 7. Interest in future trip activities for travellers at the Campbell River VC and Discovery Pier.

| Interest in Activities on Future Trips | Percentage of Travellers | |
|---|---------------------------|------------------------|
| | Campbell River VC (n=237) | Discovery Pier (n=191) |
| Visiting parks ¹ | 75.1% | 68.6% |
| Soft adventure activities ² | 73.4% | 75.9% |
| Visiting a museum, heritage or historic site | 61.2% | 59.2% |
| Shopping for local arts and crafts | 57.4% | 52.4% |
| Visiting a farm, farmers' market, orchard or food processor | 50.6% | 49.7% |
| Fine dining | 46.0% | 50.8% |
| Visiting an art gallery or studio | 44.3% | 39.8% |
| Attending a festival, fair or exhibition | 43.5% | 42.4% |
| Visiting a First Nations attraction or event | 42.2% | 33.5% |
| Visiting a winery | 33.3% | 33.5% |
| Participating in hard adventure activities ³ | 26.2% | 15.7% |
| Attending or participating in a sporting event ⁴ | 22.8% | 26.2% |
| Visiting a family attraction ⁵ | 21.9% | 20.9% |
| Golfing or attending a golfing event | 14.3% | 15.7% |
| Visiting a spa | 13.1% | 17.8% |
| Other ⁶ | 1.7% | 3.1% |

1. Includes municipal, provincial or national parks, or natural areas outside parks.
2. Includes activities such as wildlife viewing, fishing, boating, kayaking, cycling and hiking.
3. Includes activities such as white water rafting, rock climbing and mountain biking.
4. Does not include golf.
5. Includes activities such as mini golf, waterslides and zoos.
6. At the VC, 'Other' activities included general sightseeing, visiting a casino, hot springs and live theatre. At Discovery Pier, 'Other' activities included a carriage horse ride, visiting the Pier, painting/photography, pulp mill tour, pub dining and wandering.

Use of the Visitor Centre

This section mainly summarizes data from travellers who were interviewed at the Campbell River VC unless otherwise noted.

Travellers stopped at the Campbell River VC for a variety of reasons (Figure 13). The three most common reasons given were to obtain attraction information (44%), to get a map (27%) and to obtain route information (20%). Fewer travellers mentioned wanting information about adventure and recreation opportunities (14%), accommodation (10%) or camping (7%). Six percent of respondents stopped to use the washrooms. Less than 5% of respondents stopped to visit the nearby art gallery; to use the computer/internet; to get information on events, dining, ferries, buses or real estate; to purchase merchandise; or to take a break from travelling. Three percent of travellers stated other reasons for stopping at the VC including general interest; gathering information about cruise ships, weather and sponsorship programs; using the phone book; buying garden show tickets and fishing licenses; retrieving taxation forms; and seeking out an appliance repair shop.

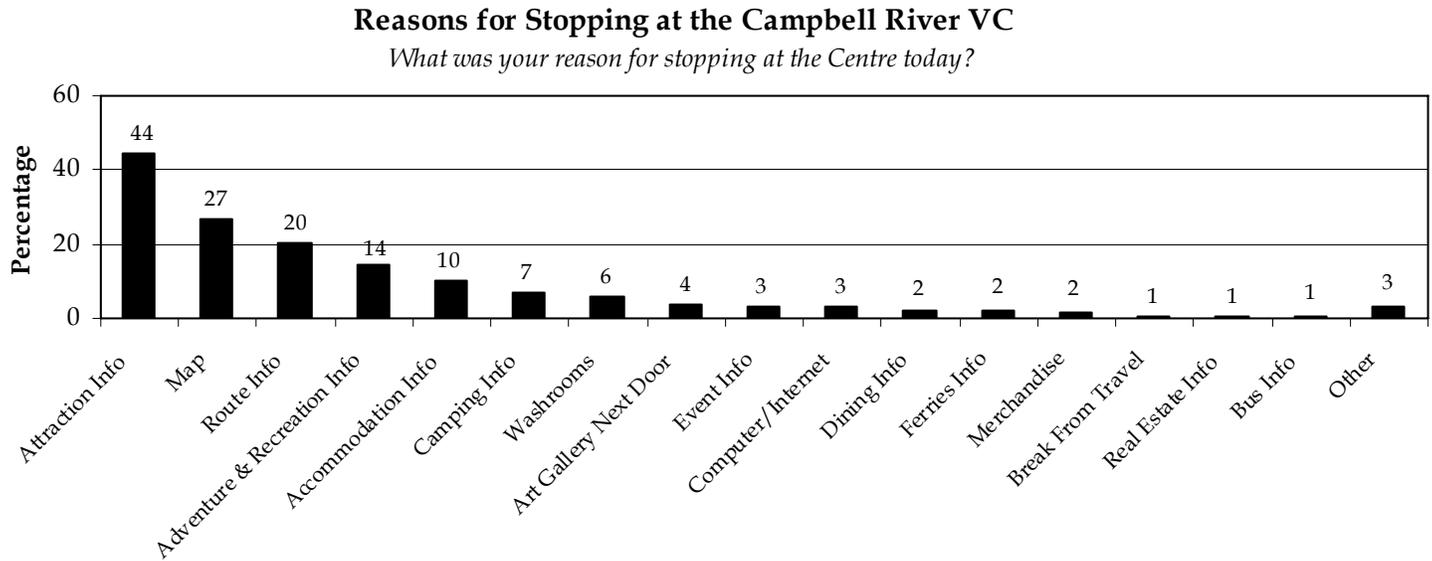


Figure 13. The reasons why travellers stopped at the Campbell River VC (n=654). The total exceeds 100% because respondents could give more than one reply.

When travellers were asked what information or other things they actually obtained at the VC, they identified various types of information (Figure 14). The most frequently obtained items included maps (57%), attraction information (49%), route information (28%), and adventure and recreation information (25%). Fewer travellers mentioned obtaining information about accommodation (15%), campgrounds (9%), events (7%) and dining (6%). Five percent of travellers mentioned that they purchased merchandise. A small proportion of travellers used the computer/internet (2%), got information about ferries (2%) and obtained a newspaper (1%). Four percent of travellers obtained other things from the VC including use of washrooms and phone books; purchasing fishing licenses, refreshments and a BC Parks parking pass; and obtaining employment leads, real estate information, weather reports, cruise ship information, taxation forms, a bus schedule and laundromat locations. Thirteen percent of travellers stated that they did not obtain anything from the VC.

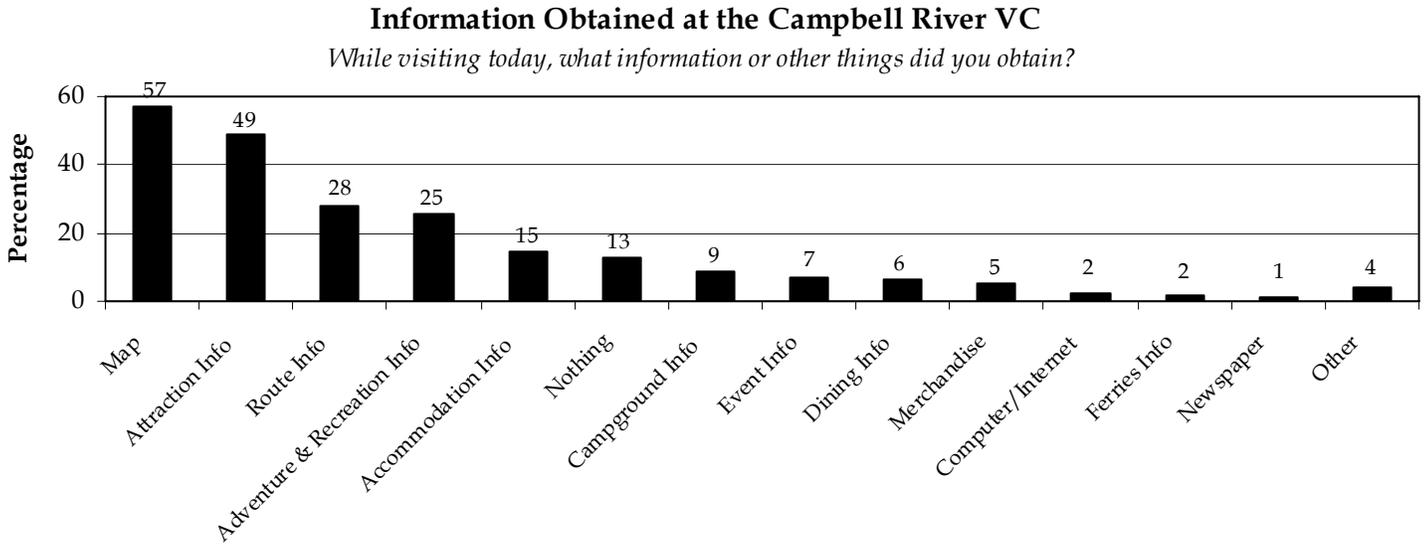


Figure 14. The information obtained by travellers at the Campbell River VC (n=655). The total exceeds 100% because respondents could give more than one reply.

Most travellers interviewed at the Campbell River VC spoke with a Counsellor (89%, Table 8). While the proportion of travellers that spoke with a Counsellor was similar across origin categories, visitors from Other International (92%), the US (92%) and Other Canada (91%) were slightly more likely to speak to a Counsellor than were visitors from British Columbia (85%).

Table 8. The percentage of travellers who spoke with a Counsellor at the Campbell River VC by traveller origin.

| Traveller Origin | Percentage that Spoke with a Counsellor | |
|---------------------|---|--------------|
| | Yes (n=584) | No (n=71) |
| BC | 85.3% | 14.7% |
| Other Canada | 90.6% | 9.4% |
| US | 91.8% | 8.2% |
| Other International | 91.8% | 8.2% |
| Total | 89.2% | 10.8% |

Counsellors at the Campbell River VC record the number of visitor parties that they speak with throughout each day. This number was divided, on a daily basis, by the proportion of travellers who responded that they had spoken to a Counsellor to determine an estimate of 13,641 parties (excluding locals) that used the Campbell River VC between June 4 and September 4, 2006. This estimate is approximately 10% more than the 12,360 parties that the VC staff recorded as speaking with a Counsellor during the same period.

Travellers were asked, “How satisfied or dissatisfied are you with the services offered at the Campbell River VC?”. Most travellers were very satisfied (83%) or satisfied (15%) with the services offered at the Campbell River VC (97% satisfied or very satisfied, Table 9). Satisfaction with the VC remained high regardless of market origin or primary trip purpose. The biggest difference was seen between travellers

who did or did not speak to a Counsellor with those who spoke to Counsellor providing higher satisfaction ratings (98%) than those who did not speak to a Counsellor (90%).

Mailback respondents originally intercepted at Discovery Pier who had visited the Campbell River VC were asked to rate their satisfaction with the services offered. A large proportion of travellers were very satisfied (48%) or satisfied (35%) with the services offered at the Campbell River VC (83% satisfied or very satisfied). A small proportion (14%) of travellers were very dissatisfied with the services provided.

Table 9. The proportion of travellers who were dissatisfied, impartial or satisfied with the services offered at the Campbell River VC by traveller origin, those that did or did not speak with a Counsellor and primary trip purpose.

| | Percentage of Travellers | | |
|--------------------------------|---|---|-------------------------------------|
| | Dissatisfied or Very Dissatisfied (n=3) | Neither Dissatisfied nor Satisfied (n=15) | Satisfied or Very Satisfied (n=634) |
| Overall | 0.5% | 2.3% | 97.2% |
| Origin | | | |
| BC | 0.4% | 2.0% | 97.5% |
| Other Canada | 0.0% | 2.8% | 97.2% |
| US | 0.0% | 1.0% | 99.0% |
| Other International | 1.0% | 2.9% | 96.1% |
| Spoke with a Counsellor | | | |
| Yes | 0.3% | 1.5% | 98.1% |
| No | 1.4% | 8.6% | 90.0% |
| Primary Purpose | | | |
| Leisure | 0.4% | 2.3% | 97.3% |
| Visiting friends & family | 1.2% | 2.4% | 96.4% |
| Other | 0.0% | 0.0% | 100.0% |

Respondents were asked, "What suggestions do you have to improve the services offered at the Centre?". Eleven percent of travellers (n=70) had suggestions (Appendix D). Nearly a third (32%) of the suggestions referred to improving signage to the VC and another 30% regarded improving the information offered at the VC. Fewer suggestions came forward about facilities and equipment (12%), staffing (10%), snacks and refreshments (8%), and hours of operation (1%). Six percent of responses were general comments that were unrelated to the Visitor Centre.

Forty percent of visitors interviewed at Discovery Pier had stopped, or planned to stop, at the Campbell River VC on their current trip. In the mailback survey, Discovery Pier respondents were asked if they had visited the Campbell River VC. Forty-three percent indicated that they had actually stopped at the Visitor Centre. Reasons for not visiting the VC included not needing to stop (76%), insufficient time (14%), not knowing about the VC (4%), having been to the VC on a previous trip (2%), visiting another VC (2%), having no interest (1%), inconvenient VC location (<1%), poor weather (<1%) and the VC being closed upon stopping (<1%).

In the mailback questionnaire, travellers were asked if they had visited any other VCs in British Columbia. Over half (58%) of the respondents interviewed at the Campbell River VC indicated that they had visited at least one other VC in British Columbia and just under a half (45%) of the respondents at Discovery Pier responded affirmatively about visiting another VC in British Columbia. The locations of the other VCs are diverse, and are listed in Appendix E.

Perceptions of the Campbell River Region and British Columbia

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

At both sites, a majority of respondents provided positive comments towards the Campbell River region (87% Campbell River VC; 86% Discovery Pier), over two-fifths of respondents provided negative comments (41% Campbell River VC; 42% Discovery Pier) and a number of respondents did not provide any comment (11% Campbell River VC; 13% Discovery Pier). Of the responses provided, positive responses (928) were over three times as many as negative responses (264) of the region. Positive responses were dominated by the natural beauty and scenery of the Campbell River region (20% Campbell River VC; 19% Discovery Pier), the presence of family and friends and friendliness of people in general (14% Campbell River VC; 11% Discovery Pier), the ocean/harbour (8% Campbell River VC; 12% Discovery Pier), the activities (5% Campbell River VC; 3% Discovery Pier) and the peacefulness of the region (5% Campbell River VC; 3% Discovery Pier, Figure 15).

Twelve Most Frequent Positive Images of the Campbell River Region

What positive images come to mind when you think of Campbell River as a vacation destination?

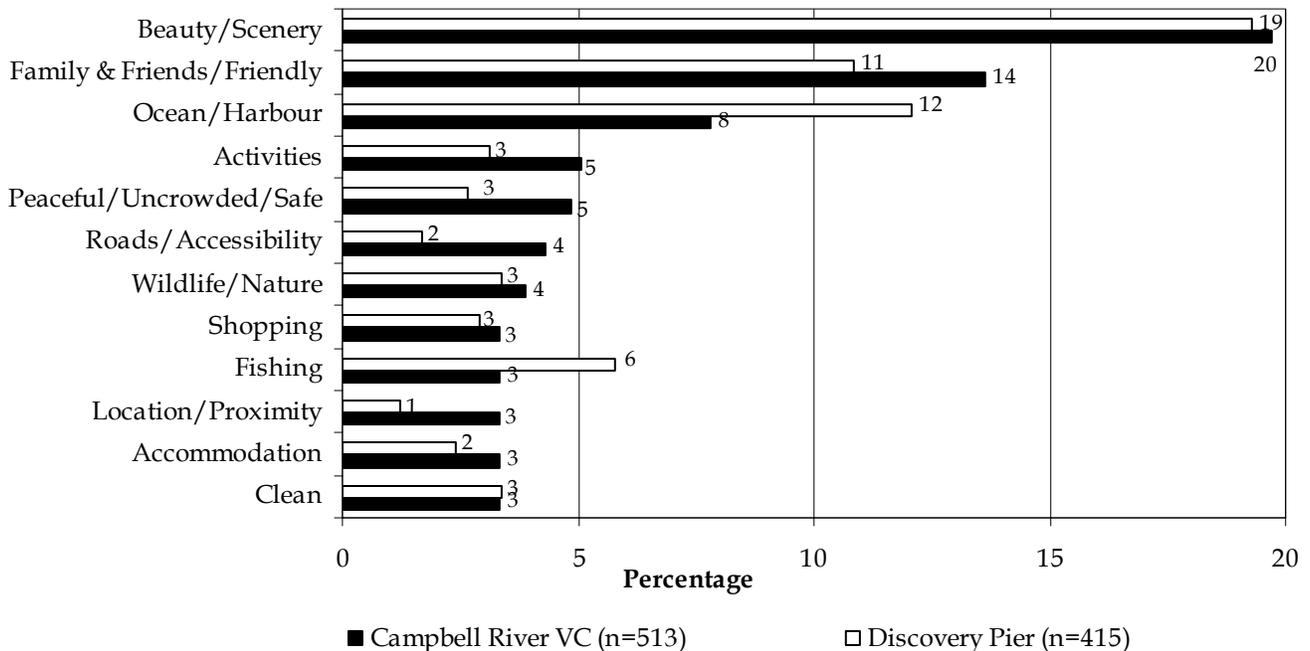


Figure 15. The most frequent positive images respondents had of the Campbell River region. At the Campbell River VC, 207 respondents replied with 513 images; while at Discovery Pier, 165 travellers replied with 415 images.

Negative perceptions from respondents at the Campbell River VC focused on lack of/confusing signage (10%), rainy weather (7%), limited restaurants (5%), crime/drugs (4%), limited shopping (4%), limited activities (4%) and crowds (4%). At Discovery Pier, the pulp mill (12%), limited shopping (8%), expensive transportation (6%), high costs (5%) and the ferries (5%) were the most frequent concerns.

Fourteen Most Frequent Negative Images of the Campbell River Region

What negative images come to mind when you think of Campbell River as a vacation destination?

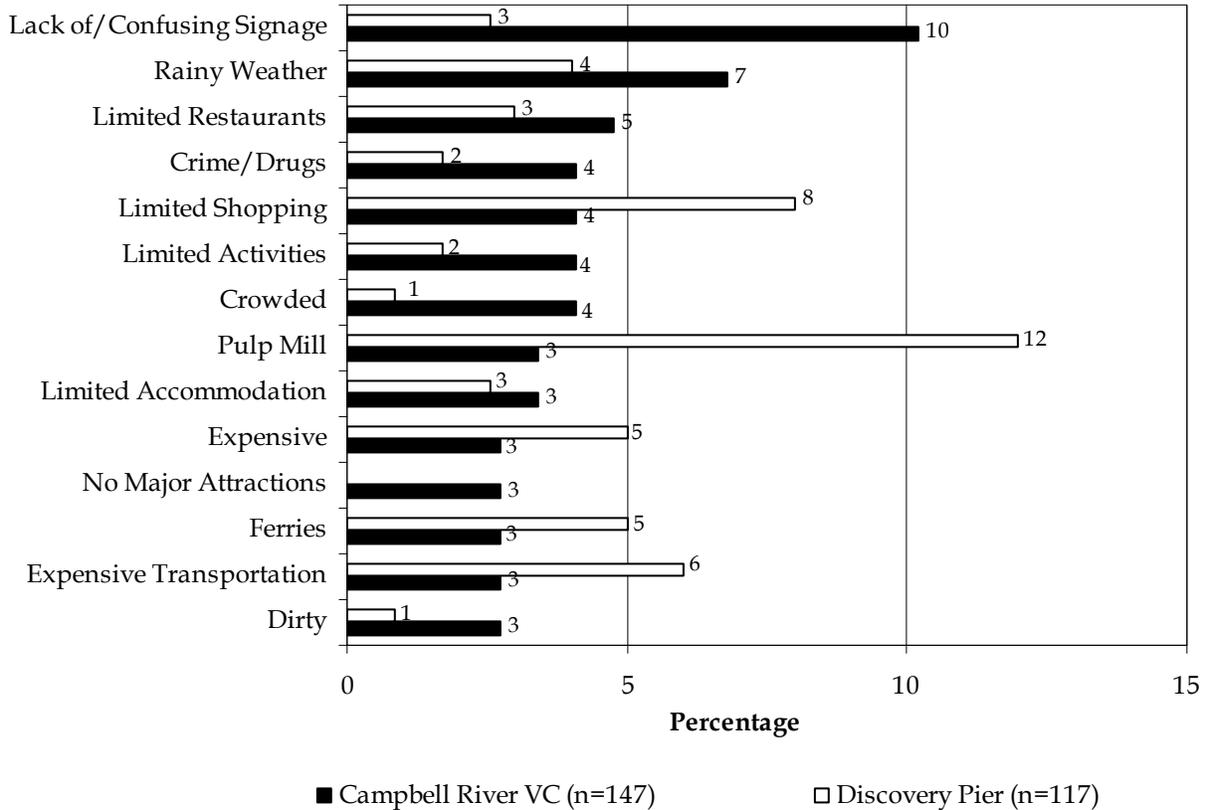


Figure 16. The most frequent negative images respondents had of the Campbell River region. At the Campbell River VC, 98 respondents replied with 147 images; while at Discovery Pier, 80 travellers replied with 117 images.

Mailback respondents were asked to identify up to three unique characteristics of the Campbell River region that differentiate it from other regions as a vacation destination. These characteristics could be useful for promotional activities to attract travellers to the area. A variety of characteristics were identified as unique to the area (Figure 17). The most common were beautiful scenery (15% Campbell River VC; 12% Discovery Pier), ocean/harbour (11% Campbell River VC; 15% Discovery Pier), location/proximity (11% Campbell River VC; 5% Discovery Pier), fishing (9% Campbell River VC; 12% Discovery Pier), and roads/accessibility (7% Campbell River VC; 2% Discovery Pier). Other less frequently mentioned unique characteristics included activities (5% Campbell River VC; 5% Discovery Pier), wildlife/nature (5% Campbell River VC; 3% Discovery Pier), and presence of family and friends and friendliness of people in general (5% Campbell River VC; 5% Discovery Pier).

Eleven Most Frequent Unique Attributes of the Campbell River Region

What are the unique characteristics of the Campbell River region as a vacation destination? Unique characteristics are those that make the region different from other destinations.

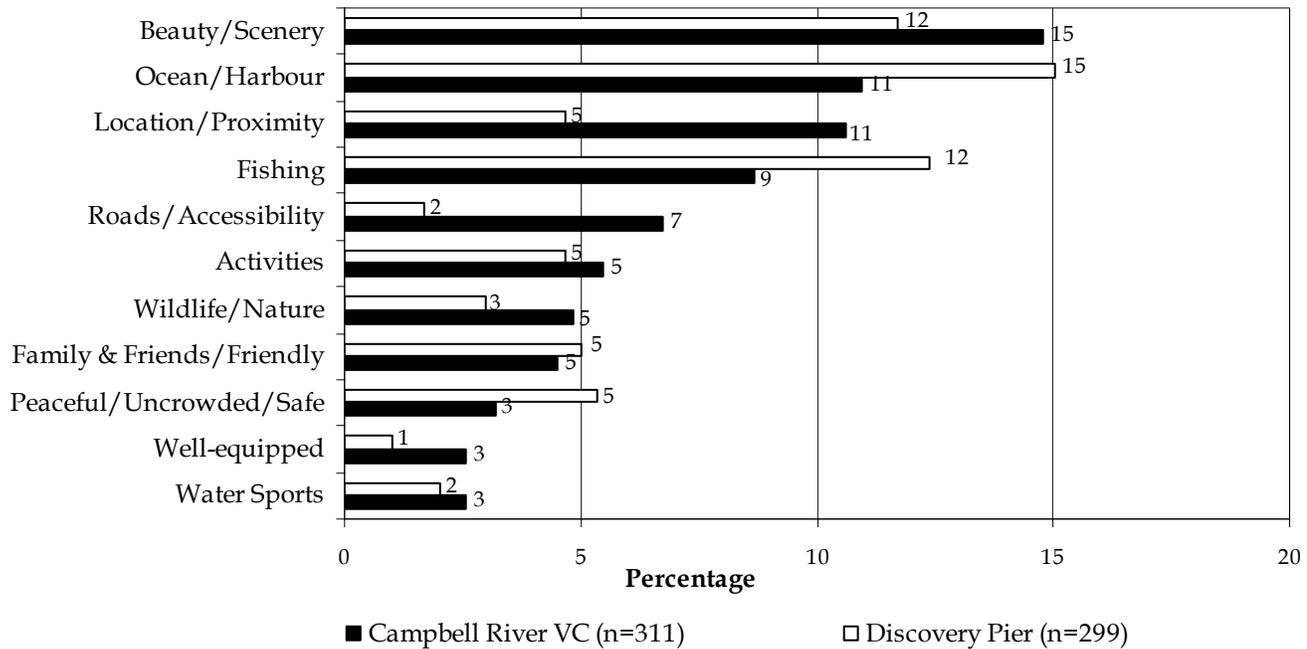


Figure 17. The most frequent unique characteristics of the Campbell River region. At the Campbell River VC, 147 respondents replied with 311 characteristics; while at Discovery Pier, 138 travellers replied with 299 characteristics.

Respondents to the mailback questionnaire were asked to rate various components of their trip and their overall travel experience in the Campbell River region (Figure 18). Ratings were high for overall travel experience (94% Campbell River VC; 93% Discovery Pier) and for each trip component regardless of respondents' original interview location. Access to information about Campbell River (97% Campbell River VC; 92% Discovery Pier), customer service (94% Campbell River VC; 90% Discovery Pier) and recreation/adventure opportunities (89% Campbell River VC; 91% Discovery Pier) stand out as strengths with most respondents rating these components as either good or excellent. The only notable difference between sites was seen in travellers' rating of local signage with a lower proportion of respondents from the Campbell River VC rating local signage as good or excellent.

Respondents to the mailback questionnaire were also asked about their satisfaction with their trip in British Columbia (Figure 19). Most travellers were either very satisfied (85% Campbell River VC; 74% Discovery Pier) or somewhat satisfied (6% Campbell River VC; 11% Discovery Pier) with their experience in all of British Columbia.

Percentage of Travellers Rating Trip Components as Good or Excellent

Please rate your experience with each component of your trip and your overall travel experience in the Campbell River region.

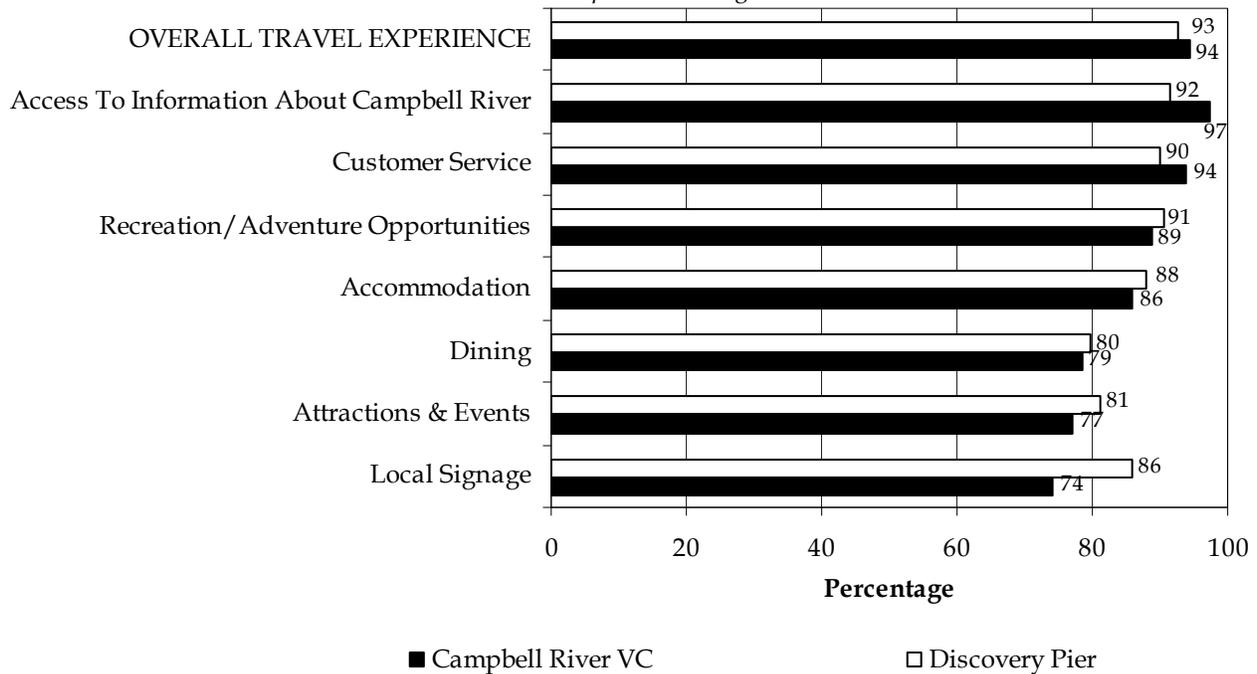


Figure 18. Travellers' rating of trip components and overall trip experience in the Campbell River region.

Satisfaction With Trip In British Columbia

Overall, how satisfied or dissatisfied were you with your trip in British Columbia?

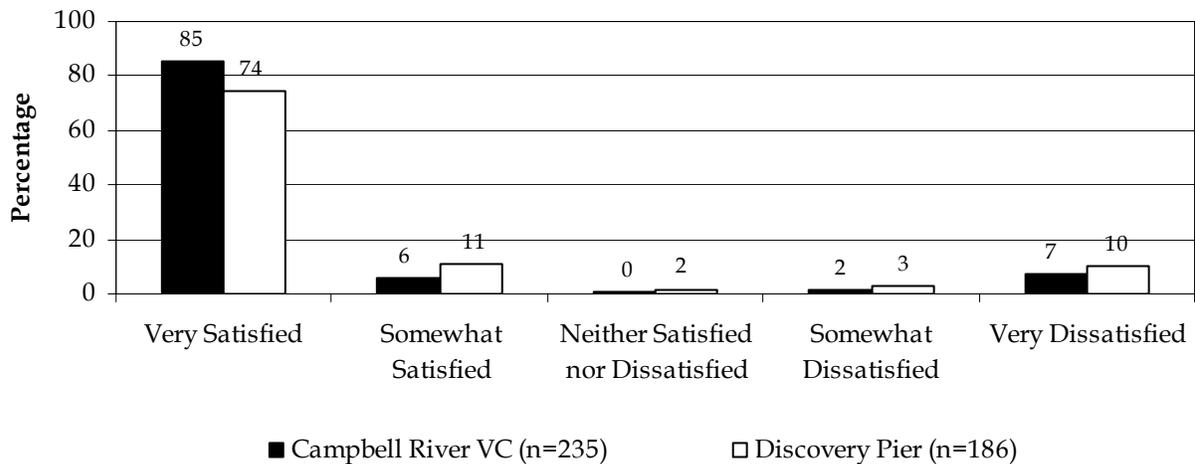


Figure 19. British Columbia trip satisfaction for travellers at the Campbell River VC and Discovery Pier.

Mailback respondents were asked about their likelihood of returning to the Campbell River region or to the province of British Columbia for another leisure trip. Nearly three-quarters of travellers indicated that they were either 'very likely' (49% Campbell River VC; 54% Discovery Pier) or 'likely' (23% Campbell River VC; 26% Discovery Pier) to return to the Campbell River region for a future trip (Figure 20). Most travellers (79% Campbell River VC; 80% Discovery Pier) indicated that this return trip would occur in the summer. Respondents who said that they were not likely to return to the region were asked to explain why not. The most prevalent explanation was the desire to explore other places and attractions. Other reasons included cost, distance, living close by, limited activities, limited scenery, concerns about campgrounds, having had a bad experience downtown and at the waterfront, and limited services.

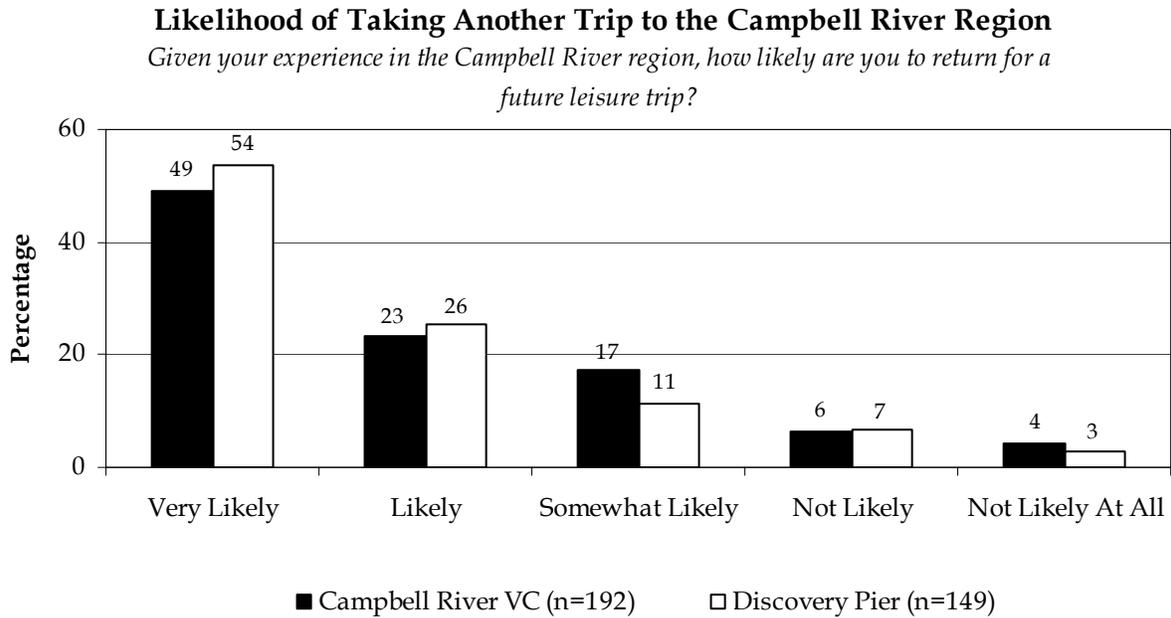


Figure 20. The likelihood of travellers taking another leisure trip to the Campbell River region.

In terms of likelihood of taking another leisure trip to/in British Columbia, an even larger proportion of travellers indicated that they were 'very likely' (75% Campbell River VC; 82% Discovery Pier) or 'likely' (16% Campbell River VC; 9% Discovery Pier, Figure 21). Respondents who said that they would make a return trip to/in British Columbia had many reasons. Most of the reasons referred to the beautiful scenery British Columbia has to offer and the many interesting places/attractions to explore. Activities, living within the province, having family and friends in the province, and just loving British Columbia in general were also prevalent responses. Respondents who said that they were not likely to return to British Columbia also provided their rationale. The most prevalent explanation was the desire to explore other places and attractions. Other reasons included distance, inconvenience due to age or poor health, and cost. Respondents who were somewhat likely or undecided about taking another trip in British Columbia provided positive commentary as well as barriers or constraints. Family and friends, beautiful scenery, and good accommodation, transportation and services within British Columbia were among the reasons to return while the desire to explore other places and to participate in other activities, cost, distance and travellers' age were among the reasons not to return.

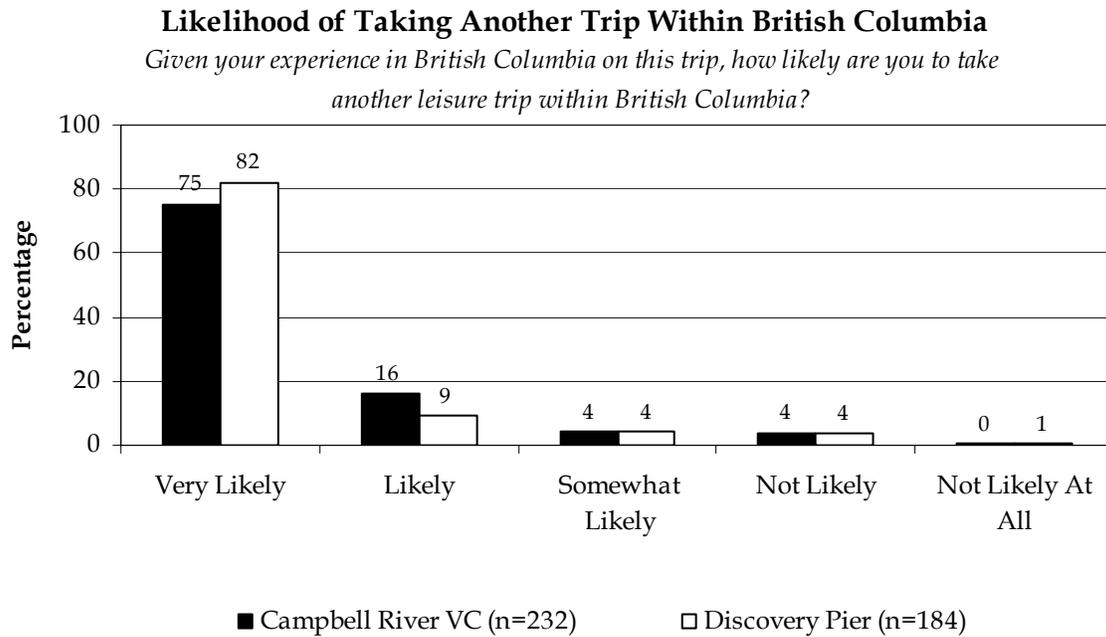


Figure 21. The likelihood of travellers taking another leisure trip to/in British Columbia.

Expenditures

Travellers were asked, “In Canadian Dollars, what were your travel party’s total expenditures *yesterday*, including accommodations?”. Overall, results were similar at the two interview sites with the average daily expenditures per party calculated as \$185.06 at the Campbell River VC and \$185.07 at Discovery Pier (Table 10).

Travellers from British Columbia interviewed at the VC spent notably less (\$153.53) on average than travellers from British Columbia interviewed at Discovery Pier (\$168.65), but the average daily expenditures of the other markets were similar between interview locations. At both the Campbell River VC and Discovery Pier, US travellers spent considerably more per party per day than did travellers from other places of origin, with travellers from British Columbia having the lowest average daily expenditures (Table 10).

There were also noteworthy differences in expenditures based upon the primary type of accommodation used by respondents at both interview sites. Respondents interviewed at the Campbell River VC who stayed in campgrounds (\$121.11) or with friends or relatives (\$110.06) spent notably less than their counterparts interviewed at Discovery Pier (\$136.44 and \$129.51 respectively). At both the Campbell River VC and Discovery Pier, travellers who stayed in resorts, hotels, motels or B&Bs spent considerably more than those staying in other types of accommodation, with travellers staying in the homes of friends or relatives having the lowest average daily expenditures (Table 10).

Given that respondents were asked to provide expenditures based upon the spending of their entire travel party, it is not surprising that larger parties spent notably more than smaller parties at both the Campbell River VC and Discovery Pier. Differences between interview sites were also seen. Travel parties of three to six people at the Campbell River VC spent more (\$227.04) than their counterparts interviewed at Discovery Pier (\$200.72), but travel parties of seven or more people at the VC spent less (\$345.00) than large groups at Discovery Pier (\$365.91, Table 10).

There were also noteworthy differences in expenditures based upon respondents' age category between interview sites. Respondents who were 24 years and under (\$67.22) and respondents who were between 25-34 years (\$191.55) spent less than their counterparts interviewed at Discovery Pier (\$184.37 and \$215.28 respectively), but respondents who were between 55-64 years at the VC spent more (\$193.48) than respondents in this age category at Discovery Pier (\$179.06). There was also variation in average daily expenditures among age categories, but results were different at the two interview sites. At the Campbell River VC, respondents who were 45-54 years had the highest daily expenditures (\$194.71) and those who were under 24 years had the lowest (\$67.22). At Discovery Pier, respondents who were 25-34 years had the highest daily expenditures (\$215.28) and those who were over 65 years had the lowest (\$170.94, Table 10).

Average daily expenditure **per person** was also calculated. Travellers interviewed at the Campbell River VC spent \$76.53 per person per day and travellers interviewed at Discovery Pier spent \$69.54 per person per day.

Table 10. The average daily expenditures of travellers at the Campbell River VC and Discovery Pier.

| \$ CDN Daily Expenditures* | Average Per Party Daily Expenditure | |
|-------------------------------|--|-------------------------------------|
| | Campbell River VC (n=523) ¹ | Discovery Pier (n=396) ² |
| Overall | \$185.06 | \$185.07 |
| Origin | | |
| BC | \$153.53 | \$168.65 |
| Other Canada | \$185.50 | \$177.18 |
| US | \$221.70 | \$230.78 |
| Other International | \$194.44 | \$188.40 |
| Primary Accommodations | | |
| Resort/Hotel/Motel/B&B | \$251.55 | \$255.63 |
| Campground/RV Park | \$121.11 | \$136.44 |
| Friends or Relatives | \$110.06 | \$129.51 |
| Other | \$201.67 | \$142.00 |
| Travel Party Size | | |
| 1 person | \$126.00 | \$132.82 |
| 2 people | \$174.68 | \$176.05 |
| 3-6 people | \$227.04 | \$200.72 |
| 7 or more people ³ | \$345.00 | \$365.91 |
| Age | | |
| Under 24 Years ⁴ | \$67.22 | \$184.37 |
| 25-34 Years | \$191.55 | \$215.28 |
| 35-44 Years | \$174.20 | \$179.79 |
| 45-54 Years | \$194.71 | \$191.28 |
| 55-64 Years | \$193.48 | \$179.06 |
| 65 Years or Older | \$174.21 | \$170.94 |

*The top and bottom 2% of responses were trimmed to ensure an accurate mean daily expenditure. Practical differences between respondents interviewed at the VC and Discovery Pier of \pm \$10 are colour-coded.

- 11% (n=72) of travellers began trip on the day of interview, and therefore did not have responses, 6% (n=40) Don't Know/No Response. Business travellers were not included in this analysis.
- 22% (n=122) of travellers began trip on the day of interview, and therefore did not have responses, 5% (n=30) Don't Know/No Response. Business travellers were not included in this analysis.
- Caution is advised when interpreting these numbers because the sample size for this category is low (n=5 at VC; n=14 at Discovery Pier).
- Caution is advised when interpreting these numbers because the sample size for this category is low (n=14 at VC; n=28 at Discovery Pier).

In the summer of 2006, Campbell River VC users were estimated to have spent over \$9 million in the Campbell River region and over \$28 million on their trip throughout the rest of the province (Table 11)². These figures do not represent the economic impact of the VC but rather the total expenditures of

² The definition of the Campbell River region used for this study is the area north of the Oyster River, south of Brown's Bay, and east of the Buttle Lake junction as well as Quadra and Cortes Islands.

travellers to the Campbell River region and in the rest of the province while on the trip during which they were interviewed at the Campbell River VC.

Table 11. Estimated expenditures of travellers who visited the Campbell River VC.

| June 4 - September 4, 2006 ¹ | Campbell River VC |
|---|-------------------|
| Estimated Total VC Parties for June 4 to September 4, 2006 | 13,641 |
| Average Daily Expenditures | \$185.06 |
| Estimated Total Expenditures in Campbell River Region by VC Users | \$9,342,238 |
| Estimated Total Expenditures outside of Campbell River Region by VC Users | \$28,523,887 |
| Estimated Total Expenditures in BC by VC Users | \$37,866,125 |

1. Visitor party statistics reported by the Campbell River VC include local residents but exclude visitor parties that do not talk to a Counsellor. Estimated total VC parties in this report exclude residents of the Campbell River region. However, all non-resident visitor parties are included, whether or not they spoke to a Visitor Information Counsellor. An estimated 89% of visitor parties speak to a Counsellor, thus the total number of visitor parties is larger than the number who spoke to a Counsellor.

Impact of the VC on Traveller Behaviour in British Columbia

Travellers were asked several questions to gauge how the Campbell River VC impacted their trip. The questions were as follows:

- a) *While at the Centre today, did you learn about any activities, places or attractions that you were previously not aware of?*
- b) *What were those activities, places or attractions?*
- c) *Will you spend some extra time in the Campbell River region as a result of the information obtained at the Campbell River Visitor Centre? How much time?*
- d) *Will you spend some extra time in other parts of British Columbia as a result of the information obtained at the Campbell River Visitor Centre? How much time?*
- e) *Will you make another trip in British Columbia in the future as a result of the information you obtained at the Campbell River VC?*

Results from these questions indicate that the Campbell River VC had an impact on traveller behaviour. Forty percent of travellers at the Campbell River VC said that they learned about new trip activities as a result of their stopping at the VC. Just over one-fifth (21%) replied they would spend extra time in the Campbell River region, nearly a tenth (9%) would spend extra time in other parts of British Columbia and nearly a third (30%) would make another trip in/to British Columbia as a result of the information obtained at the VC (Figure 22).

Those travellers who indicated they would stay extra time in the Campbell River region and/or in British Columbia, or would make another trip to/in British Columbia as a direct result of the VC were used to calculate the economic benefit of the Campbell River VC³.

³ Economic benefit estimates can be obtained from the Campbell River Visitor Centre.

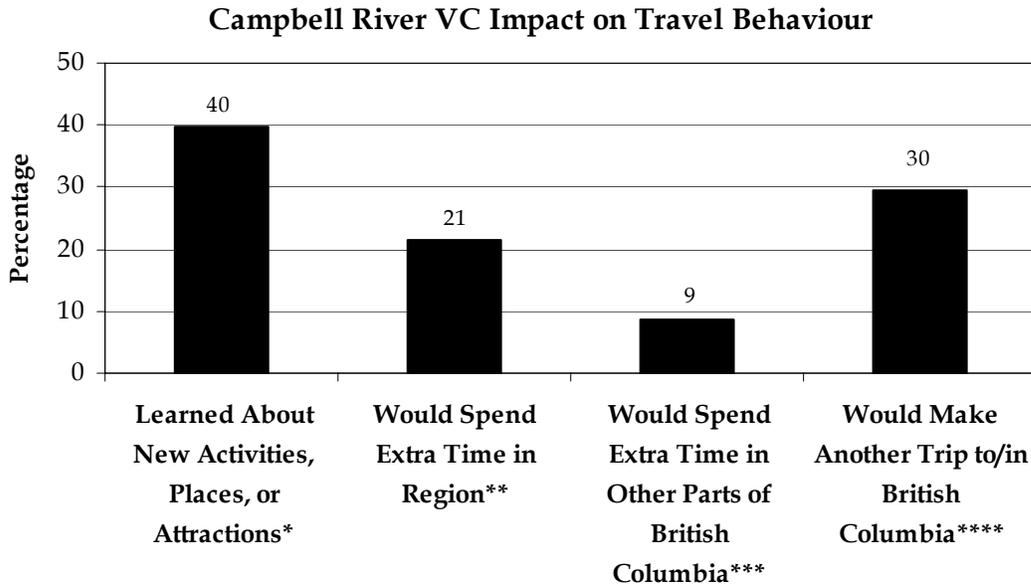


Figure 22. The proportion of travellers at the Campbell River VC that learned about new activities, places or attractions, would spend extra time in region, would spend extra time in other parts of British Columbia or would make another trip to/in British Columbia as a direct result of the Campbell River VC.
 * Don't Know/No Response =10 (1.5%); ** Don't Know/No Response =76 (14.3%); *** Don't Know/No Response =40 (9.5%); ****Don't Know/No Response=90 (13.7%).

A number of trip and traveller characteristics could influence the impact of the VC on traveller behaviour. Characteristics like traveller origin, speaking with a Visitor Information Counsellor, primary trip purpose, flexibility in trip activities while in the Campbell River region, flexibility in the time spent in the Campbell River region and flexibility in the time spent in British Columbia were examined to understand if they influenced the impact the Campbell River VC had on traveller behaviour (Table 12).

Travellers from the US were more likely to learn about new activities, places or attractions than respondents from other market origins. Otherwise, traveller origin did not have a significant influence on how travellers responded to the impact questions.

Travellers who did not speak with a Visitor Information Counsellor were far less likely to be influenced by the information they received compared to those that did speak to a Counsellor. A considerably higher proportion of travellers who spoke with a Counsellor learned about new activities, places or attractions; would spend extra time in the region; and would take another trip to/in British Columbia as a result of the information obtained at the VC.

Those who came on their trip for leisure purposes were more likely to learn about new activities, places or attractions than those who came to visit friends and family. Otherwise, primary trip purpose did not have a significant influence on how travellers responded to the impact questions. Trip flexibility, particularly with respect to time in the region, influenced the impact the VC had on traveller behaviour. Respondents who were flexible with the amount of time in the region were much more likely to learn about new activities, places or attractions.

Travellers at the Campbell River VC learned about a wide range of new activities (Figure 23). A total of 322 activities, places or attractions were mentioned. The most common response was provincial parks (14%) such as nearby Elk Falls, Strathcona Park and Rebecca Spit followed by arts and cultural attractions (12%) such as museums, heritage sites and art galleries. Activities like wildlife viewing (particularly whale and bear watching) and land-based recreation (particularly hiking) were also frequently mentioned (both 11%). A tenth (10%) of the responses referred to city parks, walkways and marinas. Other activities, places or attractions that travellers learned about at the VC included natural features (7%), dining opportunities (6%), northern Gulf Islands (5%), festivals and events (5%), water-based recreation (5%), accommodation (4%), shopping (4%), other communities on Vancouver Island (3%), transportation (3%), Saratoga Speedway (<1%) and shower facilities (<1%).

Additional comments regarding the Campbell River VC made by respondents to the mailback survey are included in Appendix F.

Table 12. The impact of the Campbell River VC on traveller behaviour by traveller origin, travellers who did and did not speak with a Counsellor, primary trip purpose and flexibility.

| | Percentage of Travellers Who: | | | |
|---|--|----------------------------------|--|--------------------------|
| | Learned About New Activities, Places or Attractions* | Would Stay Extra Time in Region* | Would Stay Extra Time in Other Parts of BC* ¹ | Would Make Another Trip* |
| Overall | 39.7% | 21.4% | 8.7% | 29.6% |
| Origin | | | | |
| BC | 32.7% | 19.3% | 7.4% | 27.8% |
| Other Canada | 37.7% | 22.2% | 13.6% | 32.1% |
| US | 50.5% | 29.1% | 9.0% | 38.1% |
| Other International | 44.0% | 19.8% | 8.4% | 26.6% |
| Spoke With A Counsellor | | | | |
| Yes | 43.5% | 23.4% | 9.1% | 31.0% |
| No | 8.5% | 5.2% | 6.0% | 18.3% |
| Primary Trip Purpose² | | | | |
| Leisure | 41.3% | 21.2% | 8.1% | 29.7% |
| Visiting Friends & Family | 29.8% | 23.7% | 11.3% | 29.8% |
| Activity Flexibility - Region | | | | |
| 76-100% of activities pre-planned | 30.4% | 20.9% | 8.3% | 32.2% |
| 51-75% of activities pre-planned ³ | 22.7% | 5.0% | 5.9% | 18.2% |
| 26-50% of activities pre-planned | 41.4% | 22.8% | 4.4% | 31.4% |
| 0-25% of activities pre-planned | 44.9% | 22.9% | 9.3% | 29.3% |
| Time Flexibility - Region | | | | |
| Inflexible (no extra time) | 29.5% | n/a ⁴ | 5.7% | 23.8% |
| Moderately Flexible (extra few hours) | 39.2% | 14.3% | 12.4% | 31.8% |
| Very Flexible (extra day(s)) | 44.1% | 26.4% | 8.8% | 30.5% |
| Time Flexibility - BC | | | | |
| Inflexible (no extra time) | 39.8% | 18.5% | 4.7% | 28.3% |
| Moderately Flexible (extra few hours) | 38.7% | 15.1% | 8.0% | 28.0% |
| Very Flexible (extra day(s)) | 39.9% | 26.7% | 10.9% | 31.9% |

* Due to a relatively high number of 'Don't Know/No Response' answers, 'Don't Know/No Response' answers were kept in the denominator to calculate the percent of respondents who said 'Yes.' This approach is consistent with previous years and avoids overestimating impact.

1. Caution is advised when interpreting these numbers because the sample size for this response is low (n=37).
2. Six 'Other' cases excluded from analysis in order to display the most pertinent information.
3. Caution is advised when interpreting these numbers because the sample size for this category is low (n=22).
4. Respondents who indicated that they had no extra time to spend in the region regarding trip flexibility were not asked the impact question about willingness to stay extra time in the region.

Top 10 New Activities, Places or Attractions Learned About

What activities, places or attractions did you learn about that you were not previously aware of?

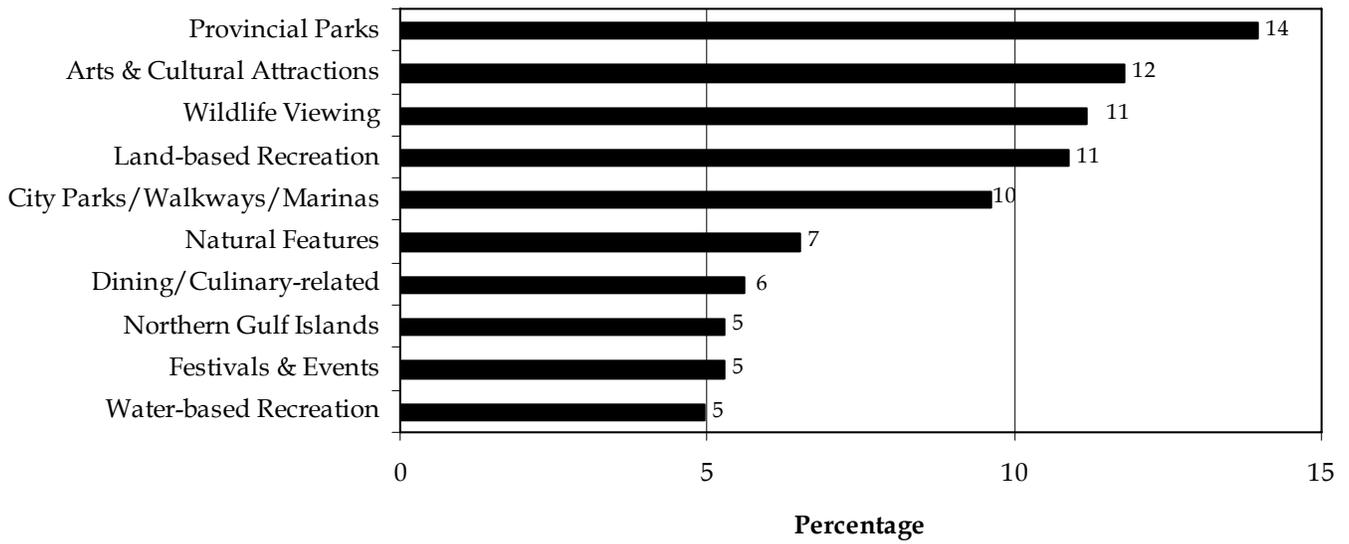


Figure 23. The top 10 activities, places or attractions that respondents learned about at the Campbell River VC.

Conclusions

1. Travellers who stop at the Campbell River VC differ slightly from the typical traveller intercepted at Discovery Pier. Relative to travellers at Discovery Pier, those at the Campbell River VC were more likely to:
 - Be from international countries,
 - Stay in a resort/hotel/motel/B&B or a campground/RV Park and less likely to stay with friends or relatives,
 - Tour independently with no particular primary destination,
 - Be flexible in terms of time spent in the Campbell River region while on the trip,
 - Use travel guide books, the Internet and Visitor Centres as information sources prior to travel,
 - Use travel guide books and Visitor Centres as information sources during travel,
 - Be interested in hard adventure activities and First Nations attractions or events,
 - Stop at other Visitor Centres throughout the province,
 - Be critical of local signage, and
 - Be very satisfied with their trip in British Columbia.

Travellers at the Campbell River VC were similar to travellers at Discovery Pier in their:

- Age,
 - Education,
 - Travel party size and proportion travelling with children,
 - Primary trip purpose,
 - Mode of transportation,
 - Total trip duration,
 - Duration of stay in British Columbia,
 - Duration of stay in the Campbell River region,
 - Flexibility in terms of the proportion of pre-planned activities in the region,
 - Flexibility in terms of time spent in British Columbia,
 - Daily expenditures,
 - Trip planning horizons,
 - Consideration of alternative destinations,
 - Reasons for selecting a primary destination,
 - Participation in trip activities,
 - Overall satisfaction with their travel experience in the region,
 - Likelihood of returning to the region, and
 - Likelihood of returning to British Columbia.
2. The profile of travellers can be applied:
 - To ensure that the current information provided to VC users reflects the needs of travellers using the VC.
 - For business planning and management of new and existing tourism businesses in the Campbell River region. The data presented provides details on the types of clients new tourism businesses in the Campbell River region can expect and characteristics, interests and

trip flexibility of potential clients who could be attracted through marketing (brochures, etc.) at the Campbell River VC.

- To design a marketing plan to attract travellers who do not currently use the VC. For example, a plan could be designed to encourage travellers who are visiting friends and family in the Campbell River region to use the Campbell River VC.
3. Most travellers were very satisfied (83%) or satisfied (15%) with the services offered at the Campbell River VC. Only 11% of travellers had suggestions to improve the services offered at the Centre. Nearly a third (32%) of the suggestions referred to improving signage to the VC and another 30% regarded improving the information offered at the VC. Fewer suggestions came forward about facilities and equipment (12%), staffing (10%), snacks and refreshments (8%), and hours of operation (1%).
 4. The Campbell River VC had a positive impact on traveller behaviour. Forty percent of travellers learned about new activities, places or attractions; 21% reported that they would stay extra time in the region; 9% would stay extra time in other parts of British Columbia; and 30% would make another trip to/in British Columbia as a result of the information they obtained at the Campbell River VC.
 5. Most visitors who stopped at the VC spoke to a Visitor Information Counsellor (89%). Travellers who spoke to Counsellors were more likely to learn about new activities, places or attractions, to spend extra time in the region and to take a future trip to/in British Columbia as a result of the information obtained at the VC compared to those who did not. These findings highlight the importance of having Counsellors available to help travellers.

Limitations

1. These results are representative of travellers who stopped at the Campbell River VC or Discovery Pier between June 4 and September 4 of 2006. Trip and traveller 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 Campbell River VC had on travellers who did not live in the Campbell River region. This study did not explore the impact on travellers 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 some of the results should be treated with caution.
4. Findings from similar studies at other Visitor Centres in British Columbia have differed from these results; therefore, the findings presented in this report cannot be applied to other VCs.
5. Results presented here do not represent the full range of analysis that can be completed with the data collected. For example, a profile of travellers visiting friends and family versus those that were travelling for leisure could be developed. Please contact Angela Xu, Research Services, Tourism British Columbia (Angela.Xu@tourismbc.com) for more information on obtaining custom reports using this data.

Appendices

Appendix A - Interviewer schedule and interviews completed

Appendix B - Questionnaires

Appendix C - Response bias testing

Appendix D - Suggestions to improve services offered at VC

Appendix E - Listing of other VCs visited

Appendix F - Comments from Campbell River VC mailback survey

Appendix A - Interview Schedule and Interviews Completed

Table A1. The day and number of travellers approached, the number who agreed to the interview, the number of residents, number of refusals, number travelling in a tour group and the number of independent tourists interviewed at the Campbell River VC during the study period.

| | Campbell River VC (June-September 2006) | | | | | |
|--------------|---|--------------------|---------------------|------------|--------------------|------------|
| | Number of People Approached | Agree to Interview | Number of Residents | Refusals | Part of Tour Group | Tourists |
| June 4 | 16 | 14 | 1 | 2 | 0 | 13 |
| June 6 | 52 | 35 | 11 | 17 | 0 | 24 |
| June 10 | 59 | 38 | 13 | 21 | 0 | 25 |
| June 12 | 85 | 55 | 21 | 30 | 0 | 34 |
| June 16 | 56 | 39 | 14 | 17 | 0 | 25 |
| June 18 | 39 | 19 | 1 | 20 | 0 | 18 |
| June 22 | 65 | 39 | 10 | 26 | 0 | 29 |
| June 24 | 51 | 40 | 21 | 11 | 2 | 17 |
| June 28 | 88 | 58 | 27 | 30 | 0 | 31 |
| June 30 | 86 | 55 | 25 | 31 | 0 | 30 |
| July 4 | 66 | 42 | 20 | 24 | 2 | 20 |
| July 6 | 63 | 44 | 13 | 19 | 0 | 31 |
| July 10 | 82 | 55 | 21 | 27 | 0 | 34 |
| July 12 | 55 | 40 | 7 | 15 | 0 | 33 |
| July 16 | 49 | 26 | 5 | 23 | 0 | 21 |
| July 18 | 71 | 46 | 7 | 25 | 1 | 38 |
| July 22 | 63 | 34 | 11 | 29 | 0 | 23 |
| July 24 | 83 | 41 | 12 | 42 | 0 | 29 |
| July 28 | 77 | 38 | 13 | 39 | 1 | 24 |
| July 30 | 50 | 26 | 8 | 24 | 0 | 18 |
| August 3 | 61 | 39 | 11 | 22 | 0 | 28 |
| August 5 | 45 | 31 | 10 | 14 | 1 | 20 |
| August 9 | 58 | 37 | 15 | 21 | 2 | 20 |
| August 11 | 51 | 26 | 11 | 25 | 0 | 15 |
| August 15 | 51 | 29 | 8 | 22 | 0 | 21 |
| August 17 | 45 | 25 | 6 | 20 | 0 | 19 |
| August 21 | 49 | 30 | 12 | 19 | 0 | 18 |
| August 23 | 50 | 26 | 8 | 24 | 0 | 18 |
| August 24 | 7 | 4 | 0 | 3 | 0 | 4 |
| August 27 | 42 | 18 | 4 | 24 | 0 | 14 |
| August 29 | 41 | 20 | 5 | 21 | 0 | 15 |
| September 2 | 35 | 18 | 8 | 17 | 1 | 9 |
| September 4 | 35 | 19 | 7 | 16 | 0 | 12 |
| Total | 1,826 | 1,106 | 366 | 720 | 10 | 730 |

Table A2. The day and number of travellers approached, the number who agreed to the interview, the number of residents, number of refusals, number travelling in a tour group and the number of independent tourists interviewed at Discovery Pier during the study period.

| | Discovery Pier (June-September 2006) | | | | | |
|--------------|--------------------------------------|--------------------|---------------------|------------|--------------------|------------|
| | Number of People Approached | Agree to Interview | Number of Residents | Refusals | Part of Tour Group | Tourists |
| June 5 | 71 | 51 | 36 | 20 | 0 | 15 |
| June 7 | 83 | 68 | 35 | 15 | 0 | 33 |
| June 11 | 180 | 92 | 55 | 88 | 2 | 35 |
| June 13 | 51 | 41 | 24 | 10 | 0 | 17 |
| June 17 | 74 | 52 | 25 | 22 | 0 | 27 |
| June 19 | 72 | 49 | 25 | 23 | 0 | 24 |
| June 23 | 88 | 69 | 48 | 19 | 0 | 21 |
| June 25 | 201 | 116 | 76 | 85 | 0 | 40 |
| June 29 | 61 | 55 | 34 | 6 | 0 | 21 |
| July 1 | 72 | 45 | 36 | 27 | 2 | 7 |
| July 5 | 71 | 54 | 26 | 17 | 0 | 28 |
| July 11 | 51 | 32 | 11 | 19 | 0 | 21 |
| July 13 | 48 | 30 | 9 | 18 | 0 | 21 |
| July 14 | 50 | 25 | 11 | 25 | 0 | 14 |
| July 17 | 66 | 44 | 24 | 22 | 1 | 19 |
| July 19 | 64 | 41 | 18 | 23 | 1 | 22 |
| July 23 | 117 | 69 | 42 | 48 | 0 | 27 |
| July 25 | 50 | 33 | 14 | 17 | 1 | 18 |
| July 29 | 66 | 41 | 20 | 25 | 0 | 21 |
| July 31 | 59 | 41 | 22 | 18 | 0 | 19 |
| August 4 | 46 | 30 | 15 | 16 | 0 | 15 |
| August 6 | 93 | 60 | 33 | 33 | 1 | 26 |
| August 10 | 36 | 24 | 12 | 12 | 1 | 11 |
| August 12 | 60 | 40 | 23 | 20 | 2 | 15 |
| August 16 | 51 | 38 | 20 | 13 | 2 | 16 |
| August 18 | 48 | 38 | 16 | 10 | 2 | 20 |
| August 22 | 43 | 33 | 10 | 10 | 1 | 22 |
| August 24 | 39 | 28 | 11 | 11 | 0 | 17 |
| August 28 | 37 | 25 | 12 | 12 | 1 | 12 |
| August 30 | 42 | 28 | 12 | 14 | 0 | 16 |
| September 3 | 62 | 40 | 24 | 22 | 1 | 15 |
| Total | 2,152 | 1,432 | 779 | 720 | 18 | 635 |

Appendix B – Questionnaires

Appendix B - Interview Questions (Campbell River VC)

Good morning / afternoon / evening. My name is _____ and I'm conducting a survey on behalf of Tourism British Columbia. We'd like to ask you about your trip to the Campbell River 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?

1. 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.*

2. Are you a resident of the Campbell River Region? *We mean anyone living north of the Oyster River, south of Brown's Bay, and east of the Buttle Lake junction as well as people living on Quadra and Cortes Islands.*

NO YES *Thanks for agreeing to participate, however, we are only interviewing visitors from outside the area.*

3. Are you part of an organized tour group?

NO YES *Thanks for agreeing to participate, however, we are only interviewing visitors who travel independently.*

4. Where are you live (usual place of residence)?

Province _____ OR State _____ OR Country (Other International)

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

IF FROM BC 5. What is the **primary** purpose of your trip? Is it for Leisure, Visiting Friends and Family or Business?

- LEISURE
- VISITING FRIENDS & FAMILY
- WORK/BUSINESS ACTIVITY *Thanks for participating. That completes the interview for business travellers.*
- OTHER (SPECIFY _____)
- DK/NR

IF NOT FROM BC 5. What is the **primary** purpose of your trip to British Columbia? Is it for Leisure, Visiting Friends and Family or Business?

- LEISURE
- VISITING FRIENDS & FAMILY
- WORK/BUSINESS ACTIVITY *Thanks for participating. That completes the interview for business travellers.*
- OTHER (SPECIFY _____)
- DK/NR

6. What is your **primary** destination (the place that you will spend the most time)?

_____ NONE, TOURING DK/NR

IF FROM BC 7. What is your **primary** (most often used) mode of transportation while on this trip?

- CAR/TRUCK/MC
- RV
- BUS
- BICYCLE
- OTHER _____
- DK/NR

IF NOT FROM BC 7. What is your **primary** (most often used) mode of transportation while in British Columbia?

- CAR/TRUCK/MC
- RV
- BUS
- BICYCLE
- OTHER _____
- DK/NR

8. Including the day you left your residence and the day you will return, how many days will you be away from your residence for this trip? _____ days (**Consult calendar; include day left and day returning**)

9. How many of those days will be spent travelling in British Columbia? _____ days

10. And how much time will be spent in the Campbell River region? We mean the area north of the Oyster River, south of Brown's Bay, and east of the Buttle Lake junction as well as Quadra and Cortes Islands. (**Consult study area map**)

NONE - JUST _____ HOURS **OR** _____ DAYS DK/NR
PASSING THROUGH

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

RESORT / HOTEL / MOTEL / B&B CAMPGROUND / RV PARK FRIENDS OR RELATIVES OTHER _____

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

\$ _____ BEGAN TRIP TODAY DK/NR

IF SPENDING TIME IN REGION 13. Please think about the activities you will participate in or have participated in while in the Campbell River region. What percentage of those were planned before you arrived in this region?

_____ % DK/NR

14. Which of the following statements best describes your flexibility in the amount of time you have to spend in the Campbell River region?

- A. I CAN NOT SPEND ANY EXTRA TIME IN THIS REGION AT ALL
- B. I CAN SPEND AN EXTRA FEW HOURS IN THIS REGION (LESS THAN A DAY)
- C. I CAN SPEND AN EXTRA DAY OR DAYS IN THIS REGION
- D. DK/NR

IF FROM BC AND ENTIRE TRIP IN BC 15. What about your flexibility in the amount of time you have to spend on this entire trip? (**Read choices, if necessary**)

- A. I CAN NOT SPEND ANY EXTRA TIME ON THIS TRIP AT ALL
- B. I CAN SPEND AN EXTRA FEW HOURS ON THIS TRIP (LESS THAN A DAY)
- C. I CAN SPEND AN EXTRA DAY OR DAYS ON THIS TRIP
- D. DK/NR

ELSE 15. What about your flexibility in the amount of time you have to spend in British Columbia? (**Read choices, if necessary**)

- A. I CAN NOT SPEND ANY EXTRA TIME IN BRITISH COLUMBIA
- B. I CAN SPEND AN EXTRA FEW HOURS IN BRITISH COLUMBIA (LESS THAN A DAY)
- C. I CAN SPEND AN EXTRA DAY OR DAYS IN BRITISH COLUMBIA
- D. DK/NR

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

16. What was your reason for stopping at the Centre today? **(Do not prompt, check all that apply)**

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

17. While visiting today, what information or other things did you obtain? **(Do not prompt, check all that apply)**

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

18. While visiting today, did you or anybody in your travel party speak with a Visitor Information Counsellor?

- NO YES DK/NR

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

- NO - Go to #21 YES - Go to #20 DK/NR - Go to #21

IF YES 20. What were those activities, places or attractions? **(Record up to three)**

1. _____
2. _____
3. _____

SKIP IF Q14 = A (NO EXTRA TIME IN REGION) 21. Will you spend some **extra** time in the Campbell River region as a result of the information obtained at the Campbell River Visitor Centre?

- NO YES How much? _____ hours **OR** _____ nights DK/NR

SKIP IF Q14 ≠ A (SOME EXTRA TIME IN REGION) AND Q15 = A (NO EXTRA TIME IN BC)

22. Will you spend some **extra** time in **other parts of British Columbia** as a result of the information obtained at the Campbell River Visitor Centre?

NO YES How much? _____ hours **OR** _____ nights DK/NR

23. Will you make another trip in British Columbia in the future as a result of the information you obtained at the Campbell River Visitor Centre?

NO YES DK/NR

24. How satisfied or dissatisfied are you with the services offered at the Campbell River Visitor Centre?

VERY DISSATISFIED DISSATISFIED NEITHER DISSATISFIED NOR SATISFIED SATISFIED VERY SATISFIED DK/NR

25. What suggestions do you have to improve the services offered at the Centre? **(Record up to three)**

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

26. 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

27. In which of the following age category are you?

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

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

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

29. Gender of respondent **(Record, don't ask)**

MALE FEMALE

30. As a follow-up to this interview, we would like to contact you after your trip to inquire about the rest of your trip in British Columbia. Participation would involve completing 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 be willing to participate?

NO YES

IF YES Can I get your name and mailing address?

| |
|------------------|
| Name: |
| Mailing Address: |
| City: |
| Province/State: |
| Country: |
| Postal/Zip Code: |

Thank you for participating!

Appendix B - Interview Questions (Discovery Pier)

Good morning / afternoon / evening. My name is _____ and I'm conducting a survey on behalf of Tourism British Columbia. We'd like to ask you about your trip to the Campbell River 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?

1. Would you have approximately 8 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.*

2. Are you a resident of the Campbell River Region? *We mean anyone living north of the Oyster River, south of Brown's Bay, and east of the Buttle Lake junction as well as people living on Quadra and Cortes Islands.*

NO YES *Thanks for agreeing to participate, however, we are only interviewing visitors from outside the area.*

3. Are you part of an organized tour group?

NO YES *Thanks for agreeing to participate, however, we are only interviewing visitors who travel independently.*

4. Where are you live (usual place of residence)?

Province _____ OR State _____ OR Country (Other International)

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

IF FROM BC 5. What is the **primary** purpose of your trip? Is it for Leisure, Visiting Friends and Family or Business?

LEISURE

VISITING FRIENDS & FAMILY

WORK/BUSINESS ACTIVITY *Thanks for participating. That completes the interview for business travellers.*

OTHER (SPECIFY _____)

DK/NR

IF NOT FROM BC 5. What is the **primary** purpose of your trip to British Columbia? Is it for Leisure, Visiting Friends and Family or Business?

LEISURE

VISITING FRIENDS & FAMILY

WORK/BUSINESS ACTIVITY *Thanks for participating. That completes the interview for business travellers.*

OTHER (SPECIFY _____)

DK/NR

6. What is your **primary** destination (the place that you will spend the most time)?

_____ NONE, TOURING DK/NR

IF FROM BC 7. What is your **primary** (most often used) mode of transportation while on this trip?

CAR/TRUCK/MC RV BUS BICYCLE OTHER _____ DK/NR

IF NOT FROM BC 7. What is your **primary** (most often used) mode of transportation while in British Columbia?

CAR/TRUCK/MC RV BUS BICYCLE OTHER _____ DK/NR

8. Including the day you left your residence and the day you will return, how many days will you be away from your residence for this trip? _____ days (**Consult calendar; include day left and day returning**)

9. How many of those days will be spent travelling in British Columbia? _____ days

10. And how much time will be spent in the Campbell River region? We mean the area north of the Oyster River, south of Brown's Bay, and east of the Buttle Lake junction as well as Quadra and Cortes Islands. (**Consult study area map**)

NONE - JUST PASSING THROUGH _____ HOURS **OR** _____ DAYS DK/NR

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

RESORT / HOTEL / MOTEL / B&B CAMPGROUND / RV PARK FRIENDS OR RELATIVES OTHER _____

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

\$ _____ BEGAN TRIP TODAY DK/NR

IF SPENDING TIME IN REGION 13. Please think about the activities you will participate in or have participated in while in the Campbell River region. What percentage of those were planned before you arrived in this region?

_____ % DK/NR

14. Which of the following statements best describes your flexibility in the amount of time you have to spend in the Campbell River region?

- A. I CAN NOT SPEND ANY EXTRA TIME IN THIS REGION AT ALL
- B. I CAN SPEND AN EXTRA FEW HOURS IN THIS REGION (LESS THAN A DAY)
- C. I CAN SPEND AN EXTRA DAY OR DAYS IN THIS REGION
- D. DK/NR

IF FROM BC AND ENTIRE TRIP IN BC 15. What about your flexibility in the amount of time you have to spend on this entire trip? (**Read choices, if necessary**)

- A. I CAN NOT SPEND ANY EXTRA TIME ON THIS TRIP AT ALL
- B. I CAN SPEND AN EXTRA FEW HOURS ON THIS TRIP (LESS THAN A DAY)
- C. I CAN SPEND AN EXTRA DAY OR DAYS ON THIS TRIP
- D. DK/NR

ELSE 15. What about your flexibility in the amount of time you have to spend in British Columbia? (**Read choices, if necessary**)

- A. I CAN NOT SPEND ANY EXTRA TIME IN BRITISH COLUMBIA
- B. I CAN SPEND AN EXTRA FEW HOURS IN BRITISH COLUMBIA (LESS THAN A DAY)
- C. I CAN SPEND AN EXTRA DAY OR DAYS IN BRITISH COLUMBIA
- D. DK/NR

16. On this trip, have you stopped or do you plan to stop at the Campbell River Visitor Centre?

NO YES DK/NR

IF NO Why not?

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

17. 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

18. 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

19. 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

20. Gender of respondent (**Record, don't ask**)

- MALE
- FEMALE

21. As a follow-up to this interview, we would like to contact you after your trip to inquire about the rest of your trip in British Columbia. Participation would involve completing 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 be willing to participate?

- NO
- YES

IF YES Can I get your name and mailing address?

| |
|------------------|
| Name: |
| Mailing Address: |
| City: |
| Province/State: |
| Country: |
| Postal/Zip Code: |

Thank you for participating!

Appendix B - Mailback Questionnaire (Campbell River VC)

The Campbell River Visitor Centre

What was your experience?



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

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



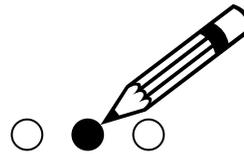
Your opinions are important...

Thank you for participating in this survey. Tourism British Columbia and its partners are working together to better understand your trip experiences and activities, and your impressions of the Campbell River region and British Columbia.

*If you have travelled within British Columbia more than once this year, **please tell us about the trip during which you were asked to participate in this survey.***

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

Please answer the survey questions by shading your answer using a pen or pencil. This will help us process the surveys accurately.



Please return your completed questionnaire in the enclosed envelope to:



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



If you have any questions, please call
(toll free) 1-877-877-8811 in North America
or 1-250-356-5629 from elsewhere.

About your trip...

This section asks questions about characteristics of your trip within British Columbia. Please answer all of the following questions with respect to the trip you were on when we interviewed you at the Campbell River Visitor Centre.

1. How many days did you spend away from your residence on this trip?

_____ day(s) away from residence

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 should be the same as your reply to Question 1.

_____ day(s) in British Columbia

3. What was your **primary destination** on this trip? Your primary destination is the place you stayed the longest or the place that immediately comes to mind as your destination when describing your trip. *Choose one answer only.*

Our primary destination was _____

We had no specific destination – we were touring around

4. When planning this trip, did you and/or your travel party consider other destinations or routes?

Yes

No

Don't know

↳ Where? *Please list up to three.*

1. _____

2. _____

3. _____

5. In general, what made you and/or your travel party choose the destination or route indicated in Question 3?

6. What was the **main** motivation for taking this trip? Choose **one** answer only.

- To rest, relax and recuperate
- To be some place that feels familiar and safe
- To spend quality time with family and/or friends
- To experience intimacy and romance
- To experience different cultures and ways of life
- To visit historical sites and important places in history
- To see natural wonders and important natural sites
- To experience unspoiled nature
- To visit a popular, trendy place
- To experience adventure and excitement
- To experience city life (e.g. nightlife, shopping)
- To participate in a hobby or sport (e.g. golfing, fishing, photographing)
- Other (specify) _____
- Don't know

7. A. What activities did you and/or your travel party participate in while on this trip?

Mark all that apply.

B. Will you and/or your travel party be interested in participating in these activities on future trips? *Circle one answer only.*

| Your activities | A Participated in during this trip <i>Mark all that apply</i> | B Interested in on future trips <i>Circle Yes, No or DK (Don't Know)</i> | | |
|--|--|--|----|----|
| Golfing or attending a golfing event | <input type="radio"/> | YES | NO | DK |
| Shopping for local arts and crafts | <input type="radio"/> | YES | NO | DK |
| Participating in fine dining | <input type="radio"/> | YES | NO | DK |
| Attending a festival, fair or exhibition | <input type="radio"/> | YES | NO | DK |
| Attending or participating in a sporting event (other than golf) | <input type="radio"/> | YES | NO | DK |

| Your activities (continued...) | A Participated in during this trip <i>Mark all that apply</i> | B Interested in on future trips <i>Circle Yes, No or DK (Don't Know)</i> | | |
|--|--|---|----|----|
| Participating in soft adventure activities (wildlife viewing, fishing, boating, cycling, hiking, etc.) | <input type="radio"/> | YES | NO | DK |
| Participating in hard adventure activities (white water rafting, rock climbing, mountain biking, etc.) | <input type="radio"/> | YES | NO | DK |
| Visiting a: | | | | |
| municipal, provincial or national park, or natural area outside a park | <input type="radio"/> | YES | NO | DK |
| First Nations attraction or event | <input type="radio"/> | YES | NO | DK |
| museum, heritage or historic site | <input type="radio"/> | YES | NO | DK |
| art gallery or studio | <input type="radio"/> | YES | NO | DK |
| winery | <input type="radio"/> | YES | NO | DK |
| farm, farmers' market, orchard or food processor | <input type="radio"/> | YES | NO | DK |
| family attraction (mini golf, zoo, etc.) | <input type="radio"/> | YES | NO | DK |
| spa | <input type="radio"/> | YES | NO | DK |
| Other (<i>specify</i>) _____ | <input type="radio"/> | YES | NO | DK |

8. How far in advance did you start planning for this trip? *Choose one answer only.*

- Day of departure
- 1-6 days
- 1-2 weeks
- 3-8 weeks
- 9-12 weeks
- 13 weeks+
- Don't know

9. We would like to know the information sources you used to plan your trip before and during your trip. This includes information about where to stay, what route to take, where to eat and/or what to see and do.

A. What information sources did you use **before** your trip? *Mark all that apply.*

B. What were the **three most useful** information sources you used **before** your trip? *Mark top three only.*

C. What information sources did you use **during** your trip? *Mark all that apply.*

| Information sources | Before trip | | During trip |
|---|---|---|---|
| | A Used before trip <i>(mark all that apply)</i> | B Most useful information <i>(mark top 3)</i> | C Used during trip <i>(mark all that apply)</i> |
| Past experience/ been there before | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Advice from friends/relatives | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 1-800-HelloBC or www.HelloBC.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Internet (other than HelloBC website) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Travel agents, airlines, auto associations | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tour operators, tourism-specific businesses | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Travel guide books, visitor guides and brochures | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Advertising on TV / newspapers / magazines | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Media coverage (e.g. travel articles in newspapers, programs on TV) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Visitor Centres | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Travel / consumer shows | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other _____ | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

10. What were your travel party's **total** expenditures during the trip?

*Please include all purchases, taxes and tips **except long-haul flights**.
If you pre-paid any items prior to leaving on your trip (e.g. accommodation, tours, etc.), please include these in your estimate.*

TOTAL \$ _____ Canadian dollars

11. Approximately what percentage of the total expenditures was attributed to the following categories? Please fill in the appropriate proportions, **excluding long-haul flights**.

| Categories | % of total |
|---|-------------------|
| Accommodation (hotels, motels, lodge, camping/RV fees, etc.) | _____ % |
| Transportation (short-haul flights within British Columbia, vehicle rental, gas, repairs, ferry, taxi, bus, etc.) | _____ % |
| Food & beverage (include any taxes and tips paid) | _____ % |
| Shopping (clothing, gifts, film, books, etc.) | _____ % |
| Attractions (admission, shows, tours, etc.) | _____ % |
| Outdoor recreation (park pass, nature guide, etc.) | _____ % |
| Other entertainment (spa, etc.) | _____ % |
| Other (<i>specify</i>) _____ | _____ % |
| TOTAL | = 100 % |

About the Campbell River Visitor Centre...

*This section asks about your use of the **Campbell River Visitor Centre** on the trip that we interviewed you.*

12. Did you spend any **extra** time in the **Campbell River region as a result of** the information obtained at the Campbell River Visitor Centre? The Campbell River region is defined as the area north of the Oyster River, south of Brown's Bay, and east of the Buttle Lake junction, including Quadra and Cortes Islands.

- No
- Yes → How much additional time? _____ hours **OR** _____ night(s)
- Don't know

13. Did you spend any **extra** time on your trip in **other parts of British Columbia as a result of** the information obtained at the Visitor Centre?

- No
- Yes → How much additional time? _____ hours **OR** _____ night(s)
- Don't know

14. Will you take another trip in British Columbia **as a result of** the information obtained at the Visitor Centre?

- No
- Yes
- Don't know

15. We interviewed you at the Campbell River Visitor Centre. On this trip, did you visit any other Visitor Centres in British Columbia?

- No
- Yes → Where? Please specify

16. Is there anything else you would like to tell us about your experience at the Campbell River Visitor Centre?

Your travel experience...

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

| Positive | Negative |
|----------|----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |

18. What are the **unique** characteristics of the **Campbell River region** as a vacation destination? Unique characteristics are those that make the Campbell River region different from other destinations. *Please list up to three.*

1. _____

2. _____

3. _____

19. During the trip that we interviewed you, did you spend time in the **Campbell River region**?

Yes *Go to Q20* No *Go to Q22* Don't know *Go to Q22*

20. Please rate your experience with each component of your trip and your overall travel experience in the **Campbell River region**? *Choose one answer for each row.*

| | Very poor | Poor | Fair | Good | Excellent | Don't Know | N/A |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Accommodation | <input type="radio"/> |
| Local signage | <input type="radio"/> |
| Dining | <input type="radio"/> |
| Access to information about Campbell River | <input type="radio"/> |
| Customer service | <input type="radio"/> |
| Attractions and events | <input type="radio"/> |
| Recreation/adventure opportunities | <input type="radio"/> |
| Overall travel experience | <input type="radio"/> |

21. Given your experience traveling in the **Campbell River region**, how likely are you to return to the Campbell River region for a future leisure trip? *Choose one answer only.*

- Not likely at all
- Not likely
- Somewhat likely
- Likely
- Very likely
- Don't know

} → Please explain why.

↓
In which season are you most likely to take this leisure trip to the Campbell River region? *Choose one answer only.*

- Winter
- Spring
- Summer
- Fall
- Don't know

22. Overall, how satisfied or dissatisfied were you with your trip in **British Columbia**? *Choose one answer only.*

- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Very satisfied
- Don't know

23. Given your experience traveling in **British Columbia** on this trip, how likely are you to take another leisure trip within British Columbia? *Choose one answer only.*

- Not likely at all
- Not likely
- Somewhat likely
- Likely
- Very likely
- Don't know

} → Please explain why.

24. Who was in your travel party when you stopped at the Campbell River Visitor Centre? Please indicate their relationship to you, age and gender. Please start with yourself.

| Who? <i>e.g. wife, husband, partner, son daughter, parent, friend...</i> | Age <i>(in years)</i> | Gender <i>(M=Male, F=Female)</i> |
|--|--------------------------|-------------------------------------|
| 1 Myself | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |
| 6 | | |
| 7 | | |

25. Are you willing to participate in future research about your travel patterns and preferences in British Columbia? Participation may involve answering paper-based questionnaires similar to this one or web-based surveys. Your address information will be kept completely confidential and used only for research purposes.

No

Yes → What is your email address?
Please clearly print your email address.

_____ @ _____

Thank you for your help!

All completed surveys will be entered in a draw for a digital camera. The draw will be held in December 2006.



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

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

Appendix B - Mailback Questionnaire (Discovery Pier)

Your trip in British Columbia
What was your experience?



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

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

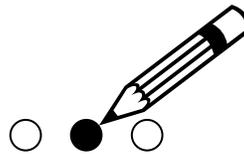
Your opinions are important...

Thank you for participating in this survey. Tourism British Columbia and its partners are working together to better understand your trip experiences and activities, and your impressions of the Campbell River region and British Columbia.

*If you have travelled within British Columbia more than once this year, **please tell us about the trip during which you were asked to participate in this survey.***

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

Please answer the survey questions by shading your answer using a pen or pencil. This will help us process the surveys accurately.



Please return your completed questionnaire in the enclosed envelope to:



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



If you have any questions, please call
(toll free) 1-877-877-8811 in North America
or 1-250-356-5629 from elsewhere.

About your trip...

This section asks questions about characteristics of your trip within British Columbia. Please answer all of the following questions with respect to the trip you were on when we interviewed you at Discovery Pier in Campbell River.

1. How many days did you spend away from your residence on this trip?

_____ day(s) away from residence

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 should be the same as your reply to Question 1.

_____ day(s) in British Columbia

3. What was your **primary destination** on this trip? Your primary destination is the place you stayed the longest or the place that immediately comes to mind as your destination when describing your trip. *Choose one answer only.*

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

4. When planning this trip, did you and/or your travel party consider other destinations or routes?

- Yes No Don't know

↳ Where? *Please list up to three.*

1. _____

2. _____

3. _____

5. In general, what made you and/or your travel party choose the destination or route indicated in Question 3?

6. What was the **main** motivation for taking this trip? Choose **one** answer only.

- To rest, relax and recuperate
- To be some place that feels familiar and safe
- To spend quality time with family and/or friends
- To experience intimacy and romance
- To experience different cultures and ways of life
- To visit historical sites and important places in history
- To see natural wonders and important natural sites
- To experience unspoiled nature
- To visit a popular, trendy place
- To experience adventure and excitement
- To experience city life (e.g. nightlife, shopping)
- To participate in a hobby or sport (e.g. golfing, fishing, photographing)
- Other (*specify*) _____
- Don't know

7. A. What activities did you and/or your travel party participate in while on this trip?

Mark all that apply.

B. Will you and/or your travel party be interested in participating in these activities on future trips? *Circle one answer only.*

| Your activities | A Participated in during this trip <i>Mark all that apply</i> | B Interested in on future trips <i>Circle Yes, No or DK (Don't Know)</i> | | |
|--|--|--|----|----|
| Golfing or attending a golfing event | <input type="radio"/> | YES | NO | DK |
| Shopping for local arts and crafts | <input type="radio"/> | YES | NO | DK |
| Participating in fine dining | <input type="radio"/> | YES | NO | DK |
| Attending a festival, fair or exhibition | <input type="radio"/> | YES | NO | DK |
| Attending or participating in a sporting event (other than golf) | <input type="radio"/> | YES | NO | DK |

| Your activities (continued...) | A Participated in during this trip <i>Mark all that apply</i> | B Interested in on future trips <i>Circle Yes, No or DK (Don't Know)</i> | | |
|--|--|--|----|----|
| Participating in soft adventure activities (wildlife viewing, fishing, boating, cycling, hiking, etc.) | <input type="radio"/> | YES | NO | DK |
| Participating in hard adventure activities (white water rafting, rock climbing, mountain biking, etc.) | <input type="radio"/> | YES | NO | DK |
| Visiting a: | | | | |
| municipal, provincial or national park, or natural area outside a park | <input type="radio"/> | YES | NO | DK |
| First Nations attraction or event | <input type="radio"/> | YES | NO | DK |
| museum, heritage or historic site | <input type="radio"/> | YES | NO | DK |
| art gallery or studio | <input type="radio"/> | YES | NO | DK |
| winery | <input type="radio"/> | YES | NO | DK |
| farm, farmers' market, orchard or food processor | <input type="radio"/> | YES | NO | DK |
| family attraction (mini golf, zoo, etc.) | <input type="radio"/> | YES | NO | DK |
| spa | <input type="radio"/> | YES | NO | DK |
| Other (<i>specify</i>) _____ | <input type="radio"/> | YES | NO | DK |

8. How far in advance did you start planning for this trip? *Choose one answer only.*

- Day of departure
- 1-6 days
- 1-2 weeks
- 3-8 weeks
- 9-12 weeks
- 13 weeks+
- Don't know

9. We would like to know the information sources you used to plan your trip before and during your trip. This includes information about where to stay, what route to take, where to eat and/or what to see and do.

A. What information sources did you use **before** your trip? *Mark all that apply.*

B. What were the **three most useful** information sources you used **before** your trip? *Mark top three only.*

C. What information sources did you use **during** your trip? *Mark all that apply.*

| Information sources | Before trip | | During trip |
|---|---|--|---|
| | A Used before trip (<i>mark all that apply</i>) | B Most useful information (<i>mark top 3</i>) | C Used during trip (<i>mark all that apply</i>) |
| Past experience/ been there before | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Advice from friends/relatives | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 1-800-HelloBC or www.HelloBC.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Internet (other than HelloBC website) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Travel agents, airlines, auto associations | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tour operators, tourism- specific businesses | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Travel guide books, visitor guides and brochures | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Advertising on TV / newspapers / magazines | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Media coverage (e.g. travel articles in newspapers, programs on TV) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Visitor Centres | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Travel / consumer shows | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other _____ | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

10. What were your travel party's **total** expenditures during the trip?

*Please include all purchases, taxes and tips **except long-haul flights**.
If you pre-paid any items prior to leaving on your trip (e.g. accommodation, tours, etc.), please include these in your estimate.*

TOTAL \$ _____ Canadian dollars

11. Approximately what percentage of the total expenditures was attributed to the following categories? Please fill in the appropriate proportions, **excluding long-haul flights**.

| Categories | % of total |
|---|----------------|
| Accommodation (hotels, motels, lodge, camping/RV fees, etc.) | _____ % |
| Transportation (short-haul flights within British Columbia, vehicle rental, gas, repairs, ferry, taxi, bus, etc.) | _____ % |
| Food & beverage (include any taxes and tips paid) | _____ % |
| Shopping (clothing, gifts, film, books, etc.) | _____ % |
| Attractions (admission, shows, tours, etc.) | _____ % |
| Outdoor recreation (park pass, nature guide, etc.) | _____ % |
| Other entertainment (spa, etc.) | _____ % |
| Other (<i>specify</i>) _____ | _____ % |
| TOTAL | = 100 % |

About the Campbell River Visitor Centre...

*This section asks about use of the **Campbell River Visitor Centre** on the trip that we interviewed you.*

12. Did you visit the Campbell River Visitor Centre on this trip?

- No Go to Q14
- Yes Go to Q13
- Don't know Go to Q15

13. How satisfied or dissatisfied were you with the services offered at the Visitor Centre?

- Very dissatisfied
 - Dissatisfied
 - Neither dissatisfied nor satisfied
 - Satisfied
 - Very satisfied
 - Don't know
- } → Go to Q15

14. Please let us know why you didn't visit the Campbell River Visitor Centre?

15. On this trip, did you visit other Visitor Centres in British Columbia?

- No
- Yes → Where? Please specify.

Your travel experience...

16. What positive and/or negative images come to mind when you think of the **Campbell River region** as a vacation destination? The Campbell River region is defined as the area north of the Oyster River, south of Brown's Bay, and east of the Buttle Lake junction, including Quadra and Cortes Islands. *Please list up to three.*

Positive

Negative

1. _____

1. _____

2. _____

2. _____

3. _____

3. _____

17. What are the **unique** characteristics of the **Campbell River region** as a vacation destination? Unique characteristics are those that make the Campbell River region different from other destinations. *Please list up to three.*

1. _____

2. _____

3. _____

18. During the trip that we interviewed you, did you spend time in the **Campbell River region**?

Yes *Go to Q19*

No *Go to Q21*

Don't know *Go to Q21*

19. Please rate your experience with each component of your trip and your overall travel experience in the **Campbell River region**? *Choose one answer for each row.*

| | Very poor | Poor | Fair | Good | Excellent | Don't Know | N/A |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Accommodation | <input type="radio"/> |
| Local signage | <input type="radio"/> |
| Dining | <input type="radio"/> |
| Access to information about Campbell River | <input type="radio"/> |
| Customer service | <input type="radio"/> |
| Attractions and events | <input type="radio"/> |
| Recreation/adventure opportunities | <input type="radio"/> |
| Overall travel experience | <input type="radio"/> |

20. Given your experience traveling in the **Campbell River region**, how likely are you to return to the Campbell River region for a future leisure trip? *Choose one answer only.*

- Not likely at all
- Not likely
- Somewhat likely
- Likely
- Very likely
- Don't know

} → Please explain why.

↓
In which season are you most likely to take this leisure trip to the **Campbell River region**? *Choose one answer only.*

- Winter Spring Summer Fall Don't know

21. Overall, how satisfied or dissatisfied were you with your trip in **British Columbia**? *Choose one answer only.*

- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Very satisfied
- Don't know

22. Given your experience traveling in **British Columbia** on this trip, how likely are you to take another leisure trip within British Columbia? *Choose one answer only.*

- Not likely at all
- Not likely
- Somewhat likely
- Likely
- Very likely
- Don't know

} → Please explain why.

23. Who was in your travel party when we interviewed you at Discovery Pier? Please indicate their relationship to you, age and gender. Please start with yourself.

| Who? <i>e.g. wife, husband, partner, son daughter, parent, friend...</i> | Age <i>(in years)</i> | Gender <i>(M=Male, F=Female)</i> |
|--|--------------------------|-------------------------------------|
| 1 Myself | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |
| 6 | | |
| 7 | | |

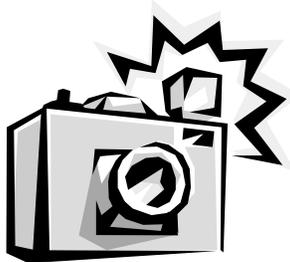
24. Are you willing to participate in future research about your travel patterns and preferences in British Columbia? Participation may involve answering paper-based questionnaires similar to this one or web-based surveys. Your address information will be kept completely confidential and used only for research purposes.

- No
- Yes → What is your email address?
Please clearly print your email address.

_____ @ _____

Thank you for your help!

All completed surveys will be entered in a draw for a digital camera. The draw will be held in December 2006.



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

Tourism British Columbia
 Research Services
 Box 9830, Stn Prov Gov't,
 300- 1803 Douglas Street,
 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 Campbell River VC and interview Discovery Pier) and the mailback questionnaires (mailback Campbell River VC and mailback Discovery Pier). At the Campbell River VC, the respondents and the responses could vary between the interview and mailback questionnaires. The respondents could differ because travellers 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 travellers 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 travellers interviewed.

Representativeness was assessed by:

1. Comparing demographics, trip and traveller characteristics between those who agreed and did not agree to complete the mailback questionnaire (Tables A3, A4).
2. Comparing demographics, trip and traveller characteristics between those who responded and those who did not respond to the mailback questionnaire (Tables A3, A4).

Responses to similar questions in the interview and mailback questionnaires could vary due to real differences in traveller behaviour (for example, a traveller may have perceived that the VC 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 A5, A6).

Results

Differences in Respondents who Agreed or Did Not Agree to Mailback

- At the Campbell River VC, there were very few differences between respondents who agreed to participate with those who did not agree to participate in the mailback questionnaire.
- Respondents from the Campbell River VC who agreed to participate in the mailback questionnaire were more likely to indicate that they would take another trip to British Columbia in the future as a result of the information obtained at the VC compared to those who did not agree to participate.
- Respondents from the Campbell River VC who agreed to the mailback questionnaire had higher average daily expenditures than those who did not agree to the mailback questionnaire.
- At Discovery Pier, there was only one notable difference between respondents who did or did not agree to the mailback questionnaire. The proportion of travellers in the 55-64 years of age category was significantly higher for those that agreed to the mailback questionnaire than for those that did not agree.

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

- At the Campbell River VC, there was only one notable difference between respondents who returned the mailback questionnaire compared to those that did not. Respondents who completed the mailback questionnaire were more often from British Columbia and less likely from other provinces/territories in Canada or from the United States. The proportion of respondents from international countries (other than the US) did not vary significantly.
- At Discovery Pier, there were two differences between respondents who returned the mailback questionnaire compared to those that did not. Respondents who returned the mailback survey were older and had higher levels of education compared to those who failed to send back the survey.

Differences in Interview/Mailback Responses

- Responses to the mailback survey were generally consistent with those given during the interview at both locations.
- At the Campbell River VC and Discovery Pier, the proportion of travellers with primary destinations within the study area was significantly lower for mailback respondents. This is likely attributed to respondents providing a broader location to the question upon reflecting on their completed trip (e.g. recording primary destination as Vancouver Island on the mailback survey versus saying Campbell River during the interview). The proportion of respondents with a primary destination within Vancouver Island was similar between data sets, which validates the above hypothesis and suggests that the difference is unlikely due to response bias.
- Additional differences between the data sets were seen at the Campbell River VC in how respondents answered the questions about the impact of the Visitor Centre.
- A higher proportion of respondents said that they spent extra time in the Campbell River region as a result of the Visitor Centre in the mailback survey than in the interview. Answers shifted from 'Don't Know' in the interview to 'Yes' in the mailback survey.
- A higher proportion of respondents also said that they spent extra time in the rest of British Columbia as a result of the Visitor Centre in the mailback survey than in the interview.
- A considerably higher proportion of respondents said that they would take another trip to/in British Columbia as a result of the Visitor Centre in the mailback survey than in the interview.
- The only other difference was seen at Discovery Pier. The proportion of respondents between 55-64 years of age was notably higher for the mailback survey than the proportion of respondents in this age category for the interview.

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.
- Most of the variables tested did not indicate significant differences between the mailback questionnaire and interview results.
- Responses to the questions regarding the impact of the VC were different in the mailback questionnaire than in the interview with fewer affirmative responses recorded in the interview.

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 Campbell River VC.

| Campbell River VC | ✓ Indicates a Practical Difference | | |
|--|------------------------------------|---|---------------------------------|
| | Agreed to Mailback | Mailback Responses (Non-Response Bias) | Interview/Mailback Responses |
| Origin | N | ✓ | n/a |
| Gender | N | N | N |
| Age | N | N | N |
| Party Size | N | N | N |
| Parties With Children | N | N | N |
| Education | N | N | n/a |
| Satisfaction with VC | N | N | n/a |
| Days Away from Home | N | N | N |
| Days in BC | N | N | N |
| Daily Expenditures ¹ | ✓ | N | N |
| Primary Destination - Study Area | N | N | ✓ |
| Primary Destination - Vancouver Island | N | N | N |
| Learn About New Activities | N | N | n/a |
| Extra Time in Region | N | N | ✓ |
| Extra Time in Other Parts of BC | N | N | ✓ |
| Take Another Trip To/In BC | ✓ | N | ✓ |

1. The top and bottom 2% of responses were trimmed.

Table A4. 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 Discovery Pier.

| Discovery Pier | ✓ Indicates a Practical Difference | | |
|--|------------------------------------|---|---------------------------------|
| | Agreed to Mailback | Mailback Responses (Non-Response Bias) | Interview/Mailback Responses |
| Origin | N | N | n/a |
| Gender | N | N | N |
| Age | ✓ | ✓ | ✓ |
| Party Size | N | N | N |
| Parties With Children | N | N | N |
| Education | N | ✓ | n/a |
| Days Away from Home | N | N | N |
| Days in BC | N | N | N |
| Daily Expenditure ¹ | N | N | N |
| Primary Destination - Study Area | N | N | ✓ |
| Primary Destination - Vancouver Island | N | N | N |

1. The top and bottom 2% of responses were trimmed.

Table A5. A summary of differences in data between the interview and mailback questionnaire at the Campbell River VC.

| Concept/Questions | Trip Characteristics Results | | Practical Difference? |
|--|------------------------------|----------|-----------------------|
| | Interview | Mailback | |
| Mean Days Away From Home | 20.8 | 17.7 | No |
| Mean Days In BC | 15.3 | 14.2 | No |
| Mean Daily Expenditure | \$185.06 | \$190.74 | No |
| Mean Party Size | 2.4 | 2.4 | No |
| Age - Under 24 Years | 2.1% | 1.7% | No |
| Age - 25-34 Years | 14.5% | 8.3% | No |
| Age - 35-44 Years | 14.9% | 13.9% | No |
| Age - 45-54 Years | 25.6% | 25.7% | No |
| Age - 55-64 Years | 26.2% | 32.2% | No |
| Age - 65 Years or Older | 16.7% | 18.3% | No |
| Gender - Male | 54.7% | 51.3% | No |
| Gender - Female | 45.3% | 48.7% | No |
| Primary Destination - Campbell River Region | 56.9% | 37.7% | Yes |
| Primary Destination - Vancouver Island | 84.6% | 81.8% | No |
| Parties with Children | 14.8% | 15.1% | No |
| Extra Time in Region (% said 'Yes') | 21.4% | 35.9% | Yes |
| Extra Time in Other Parts of BC (% said 'Yes') | 8.7% | 21.6% | Yes |
| Take Another Trip To/In BC (% said 'Yes') | 29.6% | 52.2% | Yes |

Table A6. A summary of differences in data between the interview and mailback questionnaire at Discovery Pier.

| Concept/Questions | Trip Characteristics Results | | Practical Difference? |
|---|------------------------------|----------|-----------------------|
| | Interview | Mailback | |
| Mean Days Away From Home | 19.0 | 15.9 | No |
| Mean Days In BC | 13.9 | 13.2 | No |
| Mean Daily Expenditure | \$185.07 | \$193.30 | No |
| Mean Party Size | 2.7 | 2.7 | No |
| Age - Under 24 Years | 5.0% | 1.7% | No |
| Age - 25-34 Years | 10.3% | 5.0% | No |
| Age - 35-44 Years | 16.5% | 15.6% | No |
| Age - 45-54 Years | 26.6% | 22.9% | No |
| Age - 55-64 Years | 27.2% | 39.7% | Yes |
| Age - 65 Years or Older | 14.4% | 15.1% | No |
| Gender - Male | 54.4% | 46.2% | No |
| Gender - Female | 45.6% | 53.8% | No |
| Primary Destination - Campbell River Region | 70.2% | 55.5% | Yes |
| Primary Destination - Vancouver Island | 92.7% | 87.0% | No |
| Parties with Children | 20.8% | 19.9% | No |

Appendix D - Suggestions to Improve Services Offered at the VC

What suggestions do you have to improve the services offered at the Centre? (number in brackets indicates total responses)

VC Signage/Directions

- Better signage when walking off of the ferry
- Better signage when coming from the north
- More and clearer signage to find the VC
- More visible signage
- Better signage (11)
- Better directions to get to VC
- Larger signage (2)
- More signage (4)
- More advertising for Internet
- VCs too hard to find throughout British Columbia
- Hard to get to Info Centres in British Columbia, directions are bad

Information Related

- Want a section of VC for activity brochures
- Separate section of brochures for activities for kids/families
- Provide a Top 10 Accommodations List
- Provide a Top 10 Restaurants List
- List of antique stores
- Need more information on Strathcona Park (safety information for female hikers)
- Need better maps of Strathcona Park
- Free maps
- No more fees for British Columbia road maps
- Maps more accessible
- Map of Campbell River in brochures
- More map information on destination
- Better maps and knowledge on the dams
- More detailed forestry map
- Accommodation Guide needs to be updated
- Linked accommodation guides
- Don't advertise so many costly activities
- More information on hiking trails
- More hiking information
- Trail lengths need to be posted
- More details in general
- Information in more languages for international visitors
- Population information

Facilities/Equipment Related

- Cleaner washrooms (2)
- Provide a handicap-only restroom
- Change tables in restroom
- Bigger washroom
- Bike rack
- Free Internet access

- More Internet access
- More RV parking

Staff Related

- More staff (5)
- Help only one customer at a time
- More positive attitudes
- Slow down when talking

Snacks/Refreshments

- Coffee (4)
- Refreshments
- Snacks

Hours of Operation

- Open later for the summer

General (Unrelated to VC)

- More tourist attractions in Campbell River
- The entry into town needs to be more beautiful
- Better marked trails
- No more pay parking for BC Parks
- Need the receptionist for provincial campsites to be local

Appendix E - Other VCs Visited

Table A7. Location of other VCs visited by mailback survey respondents.

| Location of Other VC Visited ¹ | Number of Responses | Location of Other VC Visited ¹ | Number of Responses | Location of Other VC Visited ¹ | Number of Responses |
|---|---------------------|---|---------------------|---|---------------------|
| Abbotsford | 2 | Jasper* | 6 | Radium | 1 |
| Ainsworth Hot Springs* | 1 | Kamloops | 5 | Revelstoke | 5 |
| Alert Bay | 1 | Kelowna | 5 | Richmond | 1 |
| Banff* | 9 | Kootenay NP* | 3 | Rogers Pass* | 5 |
| BC Ferries* | 3 | Ladysmith | 2 | Rossland | 1 |
| Beaver Creek* | 1 | Lake Louise* | 3 | Salmon Arm | 1 |
| Bella Coola | 4 | Lillooet | 2 | Sandspit | 1 |
| Blind Bay* | 1 | Manning Park* | 1 | Sayward* | 2 |
| Canmore* | 1 | Merritt | 1 | Sechelt | 1 |
| Chemainus | 4 | Mt. Robson | 9 | Shuswap* | 1 |
| Clearwater | 6 | Nanaimo | 23 | Sidney | 2 |
| Columbia Icefield* | 2 | Nelson | 1 | Sicamous | 1 |
| Courtenay/Comox | 23 | North Vancouver | 2 | Smithers | 5 |
| Cowichan* | 2 | Okanagan Lake* | 1 | Sooke | 5 |
| Cumberland | 1 | Osoyoos | 2 | Sparwood | 1 |
| Delta | 1 | Pacific Rim* | 8 | Squamish | 6 |
| Duncan | 4 | Parksville | 12 | Summerland | 1 |
| Fanny Bay* | 1 | Peachland | 1 | Surrey | 1 |
| Field* | 1 | Pemberton | 1 | Stewart | 2 |
| Fort Langley | 1 | Penticton | 3 | Terrace | 2 |
| Fraser Lake* | 1 | Port Alberni | 9 | Telegraph Cove* | 2 |
| Fraser River* | 1 | Port Alice* | 1 | Trail | 1 |
| Ganges (Salt Spring) | 1 | Port Hardy | 19 | Tofino | 23 |
| Gibsons | 1 | Port McLeod* | 2 | Ucluelet | 7 |
| Glacier NP* | 5 | Port McNeill | 7 | Union Bay* | 1 |
| Gold River | 8 | Port Renfrew* | 2 | Vancouver | 30 |
| Golden | 5 | Powell River | 5 | Vernon | 1 |
| Harrison Hot Springs | 1 | Prince George | 5 | Victoria | 40 |
| Hagensborg* | 1 | Prince Rupert | 11 | Wells Gray NP* | 3 |
| Hazelton | 1 | Quadra Island* | 1 | Whistler | 14 |
| Hope | 3 | Qualicum Beach | 14 | Williams Lake | 4 |
| 100 Mile House | 4 | Queen Charlotte | 1 | Woss* | 1 |
| Invermere | 1 | Quesnel | 2 | | |

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

Appendix F – Comments from Campbell River VC 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, appreciated VC services and amenities, suggestions for VC improvement, enjoyed Campbell River area, suggestions to improve Campbell River area and others.

Staff Friendly and Helpful

- Very pleasant and helpful staff.
- Very helpful.
- They were friendly, informative and helpful. Very pleased with their help.
- Well informed and very helpful staff. Very clean washroom facilities.
- Very friendly service.
- The staff were extremely friendly and helpful.
- They were friendly, helpful and informative.
- The people were helpful to the extreme. We learned information that helped us on our trip.
- People were very polite and willing to answer questions.
- Very friendly, gave us the information we needed and we plan to go back, spend more time.
- Courteous, friendly service. Readily accessible materials.
- Good service
- The staff was very knowledgeable and helpful. The gallery next door was exceptional!
- Very friendly staff - good info received. Nice art studio in same bldg.
- Great service. Appreciate the help booking hotels.
- Staff were very friendly.
- Very helpful, friendly and informative. Great people!
- Very helpful, friendly people
- It was ocean and inviting and the staff were very helpful.
- The people working there were very friendly and helpful.
- It was easy to find and the staff answered my questions quickly and in a friendly manner.
- Like most British Columbia Visitor Centers, the young people are pleasant, well informed and very helpful.
- Staff were friendly, quick to serve and knowledgeable of what they could do for us.
- Pleasant
- Friendly people, they gave us some good tips, thanks for that.
- No but very helpful as all the visitor centres were.
- Very interesting & helpful.
- Nice people, much information.
- We always stop there - friendly and helpful folks and WIFI.
- Pleasant
- Very helpful
- Friendly and enthusiastic staff. Unfortunately, we were not able to stay for the Stanley Cup!
- Excellent help - very pleased with information and attitude.
- Nice, clean place. Enjoyed being interviewed.
- Very friendly
- Nice and helpful
- Very friendly and helpful
- Very helpful and informative
- Helpful, friendly and polite, a well laid out centre.
- Very helpful, friendly people
- Pleasant and informative
- Extremely helpful and answered enquiries thoroughly.
- Very helpful people

- Staff were really friendly and helpful, making phone calls to help in our decisions as to what to do.
- They were very helpful and friendly. As a result, I used many of the other visitor centres when I had questions or for advice.
- Friendly, efficient, helpful
- Everyone was friendly and helpful!
- Very friendly personnel
- Very friendly, helpful
- Very pleasant employees, well presented & professional.
- We met very friendly and helpful people.
- We met 2 girls, they were super to give us support about where to stay and what to see.
- Outstanding information & customer service, always felt they would help with anything. Used it often for logistical questions, good hours of operation. Their service is a main reason I will return. Please tell the island businesses to have some indication of distance on their road signs. We walked from our boat and sometimes did not venture to businesses, despite their signs as we never knew how far.
- Your staff was polite, courteous & very friendly
- Friendly and helpful in obtaining information, knowledgeable regarding area. Took time to inquire what we needed.
- The staff were excellent, helpful and friendly.
- Everyone there was extremely helpful and pleasant. We wanted to get a new Accommodations British Columbia and recycle our old one.
- The Campbell River info centre is very friendly & most helpful.
- Very Friendly, efficient staff.
- Extremely pleasant & helpful staff.
- Staff were very enthusiastic, helpful and informative.
- Very pleasant people & very helpful.
- Easily accessible, staff were friendly, courteous and very helpful.
- The service and welcomed feeling was excellent at the visitor centre. It was wonderful to have a person who is great with people and who loves her job, thanks.
- Very friendly, helpful and knowledgeable staff.
- Friendly, knowledgeable staff, great resources.
- Very friendly staff, very helpful.
- Very friendly reception.
- Staff were knowledgeable & helpful.
- Informative & friendly
- Very helpful, polite.
- Informative, pleasant
- Without exception the most courteous, comprehensive, friendly, informative & helpful experience.
- Staff were helpful, centre was very busy.
- Very friendly & helpful.
- Friendly welcoming staff, willing to help. Knowledgeable about local services, excellent experience.
- Very helpful & friendly.
- Friendly, knowledgeable staff.

- Wonderful & knowledgeable staff.
- The staff was very knowledgeable & friendly.
- Very helpful staff, very nice people.
- Friendly people.
- Very helpful and friendly.
- Helpful, friendly and polite, a well laid out centre.!!!34768
- Very helpful, friendly people 36769

Appreciated VC Services and Amenities

- Useful maps, local information, and directions.
- The WIFI as very much appreciated.
- Good information - appreciate phone call re Uchuck schedule.
- We liked its location - downtown and near the ferry.
- Accessible building
- Beautiful artwork displayed, very bright and welcoming center.
- The agent booked a reservation at a motel. The center should receive a commission for the service.
- Liked being able to access the computer. The employees were helpful, well-informed and pleasant.
- Good info, pleasant room.
- I've enjoyed it to talk with you; it gave me good impressions to my regular interesting plans.
- The service was the best and it was the only one where we had Internet access which was really helpful.
- The people were very friendly. We got plenty of information and we could use the Internet to check and send mails.
- Very well documented
- Great services
- Very pleasant, informative service. Nice post cards. The TV was on with the World Cup Football, much appreciated by my husband while I chose PCs!
- Staff seemed well informed with accommodations in the area, but we decided to return to Courtenay for hotel accommodation.
- A female employee made it possible for us to get a reservation at the campground in Ucluelet for the busy weekend. She was very friendly, professional and helpful.
- Good service, I liked it and used the internet.
- Nice facility, knowledgeable & professional staff.
- People were very friendly, being able to get our email on our laptop using your wireless connection was invaluable & a big reason we came in.
- Very helpful employees, very clean building, easy to locate with road signage.
- Being of limited in some, still came up with a great room at Salmon, very great service.
- Great service.
- All the visitor centres in British Columbia were A++! The Campbell River personnel were better than the rest. Our accommodation fell through & we found 2 nights location with the help of the visitors centre. Very friendly & knowledgeable.
- Art gallery/gift shop very good.
- Friendly staff and convenient, central location with good parking.
- They had the information we needed about ferries to Sunshine Coast.

- The staff were very helpful! She called the City Planning Dept. to find where a street was (it wasn't on the map).
- It was very helpful in finding places to visit like Seymour Narrows and the museum.
- Booked the best whale trip I've ever been on, and there have been several.
- We bought tickets for an Orca trip and the lady said we had to take the 10:30 am ferry, but that was the ferry with dangerous cargo. So we had to take the ferry at 11:30 am and our trip start at 12:00 am, but she arranged that they waited for us. Good services.
- Conveniently located downtown; easy to spot, very nice and friendly people.
- Service was excellent; lots of personality.
- Very helpful, nicely laid out comprehensive, very useful!!!
- Very nice place. Unexpected shopping. Friendly staff. Greatest problem was getting a campsite without reservation. Very, very, very upsetting.

Suggestions for VC Improvement

- Washrooms were not up to standard; should be spotless, wastepaper overflowed on floor. Staff were friendly. Clear cut logging should not be allowed to the edge of main highways. The slash creates a fine hazard and it is extremely unsightly. We noticed this at several locations from Campbell River to Gold River corridor.
- Poor instructions to location of nearest sani-dump.
- Give practical ideas (of things to do) when pouring with rain.
- The staff were very helpful and polite. The exhibition hall needs a bit more professionalism in the way it presents exhibitions, etc.
- Art show was unimpressive. Good info, maps etc.
- Difficult to find.
- Staff could be more courteous & better informed.
- Hard to find!
- We had a difficult time finding the centre on foot from the ferry terminal. All signage appears to be for drivers.

Enjoyed Campbell River Area

- Great lake to swim in.
- We loved Campbell River, if had money, would move there.
- It is a very nice and friendly place, also the people.
- Recommended Upana Caves so we went, loved them and also saw a black bear up close and personal... have pictures to prove it!!!
- Nice place, pulp mill stinks.

Suggestions to Improve Campbell River Area

- Very helpful. We specifically went to Campbell River for scuba diving. This we felt was very poorly organized for the leisure traveller passing through. Even though there were two dive shops in Campbell River, neither could get us out for a couple of dives. We had to get someone from Quadra Island & that was purely by chance. We met a guy & good chatting in a restaurant one night. We could have wasted our whole trip to Campbell River.
- It was Sunday, much of the town felt closed. Enjoyed the Farmers Market.
- Thought it was just one big car park.
- Poor city planning. New infrastructure does not tie in well with earlier existing structures.

Haphazard development.

Other

- We were really just passing through Campbell River and had taken a break to walk out on the boardwalk and get a coffee. Don't feel I can answer #17 and #18.
- It is my home town - grew up there, two brothers there.
- We did not plan to stop, just wanted to ask about trip Jan 4 tourist attractions in area, but due to accommodations commitments we would not stay longer.
- We went to get a map
- Very good, staff pleasant, helpful but we were passing through. Plans already made.
- We met the mayor that day; everyone was so wonderful & kind.
- Excellent.
- You might consider info coordination with ferry reservations (short and long haul). RV excellent nearby, very poor in town. Wanted to stay longer but 1) unable to find suitable lodging for us and our pet. 2) Wanted to rent a car to drive to places like Tahsis, but they doubled the price for non-pavement.
- Positive thanx
- Good experience
- Very pleasant experience.
- It was just fine.
- Since I'm not really a visitor (tourist), I hope this helps at all. I was there to pick up a map of the city for my grandson to use while he stayed with us.
- The interview was most courteous and had a pleasant manner.
- Nice interviewer
- The interviewer was very pleasant and the information I requested inside was prompt and staff very friendly.