



RESEARCH SERVICES

VALUE OF THE SOUTH CARIBOO VISITOR CENTRE STUDY RESULTS - FOR DISTRIBUTION

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Executive Summary

Due to increasing needs in communities around the province, Research Services, Tourism British Columbia has developed a methodology that Visitor 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 South Cariboo Visitor Centre. Specifically, the study objectives were:

1. To profile travellers who use the South Cariboo VC in terms of traveller and trip characteristics.
2. To measure the influence the South Cariboo 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 South Cariboo VC and at a reference site (108 Heritage Site). The purpose of collecting information from 108 Heritage Site was to obtain information about the typical traveller to the South Cariboo 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 South Cariboo region and British Columbia upon trip completion.

- Between June 4 and September 4 of 2006, 2,100 people were approached either at the South Cariboo VC or 108 Heritage Site. Of those, 1,726 agreed to complete the interview but 400 were excluded because they were from the local area. Twenty-four respondents who were travelling in an organized tour group were removed from the analysis in an effort to represent the results of independent travellers. Three incomplete surveys were also excluded. This resulted in 1,299 useable surveys. Seven hundred and eighty five (60%) were conducted at the South Cariboo VC and five hundred and fourteen (40%) were conducted at 108 Heritage Site.
- Sixty-eight percent of travellers at either the South Cariboo VC or 108 Heritage Site agreed to complete the mailback survey and 64% of these returned the mailback surveys by January 4, 2007, resulting in 525 useable mailback surveys for analysis.
- Travellers at both interview sites were fairly similar with respect to their market origins. At the South Cariboo VC, 55% of travellers were from British Columbia, 21% were from international countries other than the US, 13% were from other provinces in Canada and 12% were from the US. At 108 Heritage Site, the proportion of travellers from British Columbia (52%) and from other provinces in Canada (10%) was slightly lower; whereas, the proportion of travellers from other international countries (23%) and the US (14%) was slightly higher.
- At the South Cariboo VC, the average travel party size was 2.6 people and nearly a quarter of travel parties (22%) included children. Those parties at the VC who travelled with children had

4.4 members in their party on average. The average travel party size was larger at 108 Heritage Site (3.1 people) and a notably larger proportion were travelling with children (32%). Those parties at 108 Heritage Site who travelled with children had, on average, 4.6 members in their travel party.

- The majority of respondents were travelling for leisure purposes (78% South Cariboo VC; 76% 108 Heritage Site), or to visit friends and family (14% South Cariboo VC; 22% 108 Heritage Site) while fewer were travelling for business (6% South Cariboo VC; 2% 108 Heritage Site).
- Most travellers at both locations used car/truck/motorcycles (87% South Cariboo VC; 84% 108 Heritage Site) or RV/Campers (11% South Cariboo VC; 15% 108 Heritage Site) as their primary mode of transportation.
- A higher proportion of travellers at both locations were staying at resorts/hotels/motels/B&Bs (40% South Cariboo VC; 39% 108 Heritage Site) or using campgrounds or RV parks (39% South Cariboo VC; 36% 108 Heritage Site). Fewer respondents reported staying with friends or relatives (14% South Cariboo VC; 21% 108 Heritage Site).
- Almost three-fifths (59%) of travellers interviewed at the South Cariboo VC had a primary destination within British Columbia, 29% were touring with no particular primary destination and the remaining 12% had primary destinations outside British Columbia. The proportion of travellers interviewed at 108 Heritage Site who had a primary destination within British Columbia was similar (59%), the proportion that were touring with no particular destination was considerably lower (13%) and the proportion with destinations outside British Columbia was considerably higher (28%).
- One-third (33%) of mailback respondents originally intercepted at the South Cariboo VC had considered other destinations, most popular of which were places in the Cariboo Chilcotin Coast (43%), other provinces/territories in Canada (35%) and the Thompson Okanagan (26%). A similar proportion (34%) of those originally interviewed at 108 Heritage Site had thought of other locations to visit including places in the Thompson Okanagan (42%), other provinces/territories in Canada (26%) and the Lower Mainland (23%).
- Travellers at both the South Cariboo VC and 108 Heritage Site were similar in terms of their primary motivations for travel. Spending quality time with family and/or friends was stated as a primary trip motivation by over a quarter of respondents at the South Cariboo VC (28%) and a substantially higher proportion at 108 Heritage Site (44%). The opportunity to rest, relax and recuperate (19% South Cariboo VC, 16% 108 Heritage Site) and seeing natural wonders and important natural sites (16% South Cariboo VC, 13% 108 Heritage Site) rounded out the top three motivations for travel.
- Travellers at both locations were fairly similar in terms of the length of their trip as well as time spent in BC and in the South Cariboo region. Overall, travellers at the South Cariboo VC spent an average of 20 days away from home, including 12 days in British Columbia and 4 days in the South Cariboo region. Similarly, travellers at 108 Heritage Site spent 19 days away from home,

including 12 days in British Columbia and 4 days in the South Cariboo region. Over one fifth of travellers at both sites indicated that they were just passing through the South Cariboo region (22% South Cariboo VC; 26% 108 Heritage Site).

- The majority of travellers at the South Cariboo VC and 108 Heritage Site spent three weeks or more planning their trip, with the most common planning horizon being greater than 13 weeks (40% South Cariboo VC; 43% 108 Heritage Site).
- For South Cariboo VC mailback respondents, past experience (64%), travel guide books (56%), advice from friends/relatives (47%), the Internet (44%) and Visitor Centres (38%) were among the top information sources used before travel. 108 Heritage Site mailback respondents relied on similar sources, however the order of the top sources varied - travel guide books (62%), past experience (59%), advice from friends/relatives (57%), the Internet (49%) and Visitor Centres (26%) were cited as top information sources.
- Visitor Centres (71%), travel guide books (56%) and previous experience (37%) were most frequently cited as information sources used during travel by South Cariboo VC mailback respondents. For visitors interviewed at 108 Heritage Site, the most frequently mentioned information sources used during travel included travel guide books (57%), Visitor Centres (55%) and advice from friends/relatives (39%).
- The majority of travellers at both the South Cariboo VC and at 108 Heritage Site were flexible regarding trip activities in that they had less than a quarter of their trip activities in South Cariboo planned before arriving in the region (66% South Cariboo VC; 69% 108 Heritage Site).
- Nearly one-half of travellers at the South Cariboo VC (47%) and almost two-fifths at 108 Heritage Site (39%) were very flexible with time in the region and could extend their stay by a day or more. However, at both interview sites, approximately one-third of respondents also indicated that they were inflexible in terms of time in the region (32% South Cariboo VC; 35% 108 Heritage Site).
- Over two-fifths of travellers at the South Cariboo VC (44%) and more than a third of travellers at 108 Heritage Site (37%) were flexible with time in British Columbia and could extend their stay by a day or more. However, a similarly large proportion of respondents were also inflexible with respect to extending their trip in British Columbia (41% South Cariboo VC, 46% 108 Heritage Site).
- In the mailback survey, travellers were asked about leisure activities they participated in during their trip. The three most frequently cited activities by visitors at the South Cariboo VC included participating in soft adventure activities (72%), visiting parks (67%), or visiting a museum, heritage or historic site (52%). The activities participated in most frequently by respondents from 108 Heritage Site included visiting a museum, heritage or historic site (79%), visiting parks (72%), and participating in soft adventure activities (70%).

- 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 South Cariboo VC, travellers were most interested in participating in soft adventure activities (73%), visiting parks (67%), visiting a museum, heritage or historic site (57%), shopping for local arts and crafts (52%) and visiting a farm, farmers' market, orchard or food processor (47%). At 108 Heritage Site, travellers were most interested in visiting a museum, heritage or historic site (74%), visiting parks (73%), participating in soft adventure activities (73%), shopping for local arts and crafts (53%) and visiting a farm, farmers' market, orchard or food processor (48%).
- A majority of travellers interviewed at the South Cariboo VC spoke with a Visitor Information Counsellor (90%).
- Practically all travellers were very satisfied or satisfied (99.9%) with the services offered at the South Cariboo VC.
- Only 7% of travellers had suggestions to improve the services offered at the Centre. The most common suggestion was to improve the facility/equipment.
- Forty-one percent of visitors interviewed at 108 Heritage Site had stopped, or planned to stop, at the South Cariboo VC on their current trip. In the mailback survey, 57% indicated that they actually had visited the South Cariboo VC.
- Almost half (48%) of the mailback respondents originally intercepted at the South Cariboo VC visited at least one other VC in British Columbia during their trip. A similar proportion (48%) of 108 Heritage Site mailback respondents visited at least one other VC in the province.
- Positive images of the South Cariboo region were dominated by the beautiful scenery/landscapes of the region, the presence of family and friends, the quietness/uncrowdedness of the region, the lakes/rivers, and the roads/links/highways.
- Negative perceptions from South Cariboo VC mailback respondents focused on pine beetle, mosquitoes/wasps/insects, gas prices and lack of/confusing signage. Negative images mentioned by 108 Heritage Site mailback respondents included pine beetle, road conditions and a lack of major attractions.
- A variety of characteristics were identified as unique to the South Cariboo region. The most commonly cited were beautiful scenery, lakes/rivers and tranquility/lack of crowds.
- Respondents to the mailback questionnaire were asked to rate various components of their trip and their overall travel experience in the South Cariboo region. Ratings were high for overall travel experience and for each trip component regardless of respondents' interview location.
- Respondents to the mailback questionnaire were asked about their satisfaction with their trip in British Columbia. The vast majority of travellers indicated that they were either 'very satisfied'

(77% South Cariboo VC; 83% 108 Heritage Site) or 'somewhat satisfied' (8% South Cariboo VC; 7% 108 Heritage Site) with their experience in all of British Columbia.

- Almost four-fifths of mailback respondents indicated that they were either 'very likely' (57% South Cariboo VC; 59% 108 Heritage Site) or 'likely' (22% South Cariboo VC; 23% 108 Heritage Site) to return to the South Cariboo region for a future trip. Most travellers (77% South Cariboo VC; 77% 108 Heritage Site) indicated that this return trip would occur in the summer.
- In terms of likelihood of taking another leisure trip in British Columbia, an overwhelming majority of travellers indicated that they were either 'very likely' (82% South Cariboo VC; 74% 108 Heritage Site) or 'likely' (11% South Cariboo VC; 17% 108 Heritage Site) to take such a trip.
- Average daily expenditures per party for travellers interviewed at the South Cariboo VC (\$141.66) were lower than that spent by visitors interviewed at 108 Heritage Site (\$151.48). Average daily expenditure **per person** was also calculated. Travellers interviewed at the South Cariboo VC spent \$53.40 per person per day and travellers interviewed at 108 Heritage Site spent \$49.88 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, South Cariboo VC users were estimated to have spent almost \$3 million in the South Cariboo region and over \$8 million on their trip throughout the rest of the province.
- The South Cariboo VC had a positive impact on traveller behaviour. Thirty-nine percent learned about new activities, places or attractions; 22% reported that they would spend extra time in the region; 8% would spend extra time in other parts of British Columbia, and 40% would make another trip to/in British Columbia as a result of the information obtained at the South Cariboo 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 South Cariboo Visitor Centre.

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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 South Cariboo 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 South Cariboo Visitor Centre. Specifically, the study objectives were:

1. To profile travellers who use the South Cariboo VC in terms of traveller and trip characteristics.
2. To measure the influence the South Cariboo 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 South Cariboo VC and at a reference site (108 Heritage Site). The purpose of collecting data at 108 Heritage Site was to obtain information about the typical traveller to the South Cariboo 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 South Cariboo 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 108 Heritage Site (Appendix A).

Potential respondents were randomly selected at each location, as they exited the VC or passed a predetermined point at 108 Heritage Site. 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 South Cariboo region (includes anyone living north of Clinton, south of 140 Mile House, and between the Fraser River and Lac Des Roches). 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 South Cariboo 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, 2,100 people were approached at either the South Cariboo VC or 108 Heritage Site. Of those, 1,726 agreed to complete the interview but 400 were excluded because they were from the local area. Twenty-four respondents who were travelling in an organized tour group were also removed from the analysis in an effort to represent the results of independent travellers. Three surveys that were barely filled out, and for all practical purposes considered incomplete, were also excluded resulting in 1,299 useable surveys. Seven hundred and eighty five (60%) of these were conducted at the South Cariboo VC and five hundred and fourteen (40%) were conducted at 108 Heritage Site (Table 1).

Table 1. Travellers surveyed at the South Cariboo VC and 108 Heritage Site.

	Travellers Approached	Agreed to Interview	From Local Community ¹	Part of Organized Tour Group	Incomplete Surveys	Useable Traveller Surveys ²
South Cariboo VC	1,372	1,092	290	15	2	785 (60.4%)
108 Heritage Site	728	634	110	9	1	514 (39.6%)
Grand Total	2,100	1,726	400	24	3	1,299 (100.0%)

1. South Cariboo region includes the area north of Clinton, south of 140 Mile House, and between the Fraser River and Lac Des Roches.

2. Includes 58 business travellers who were eliminated from the survey after the first several questions of the interview (48 from the South Cariboo VC; 10 from 108 Heritage Site).

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 South Cariboo region,
- unique characteristics of the South Cariboo region as a vacation destination,
- satisfaction with the South Cariboo region and British Columbia, and
- the likelihood of returning to the South Cariboo region and British Columbia.

Sixty-eight percent of travellers at either the South Cariboo VC or 108 Heritage Site agreed to complete the mailback survey and 64% of these returned the mailback surveys by January 4, 2007, resulting in 525 useable surveys for analysis (Table 2).

Table 2. Mailback survey response from travellers intercepted at the South Cariboo VC and 108 Heritage Site.

	Travellers Asked to Participate in Mailback¹	Agreed to Complete Mailback	Incomplete Addresses	No Response	Useable Mailback Surveys
South Cariboo VC	713	494 (69.3%)	4	172	318 (64.4%)
108 Heritage Site	485	324 (66.8%)	3	114	207 (63.9%)
Grand Total	1,198	818 (68.2%)	7	286	525 (64.2%)

1. Does not include business travellers (n=58) or the 3 respondents who dropped out of the survey. Also excluded are 43 travellers who did not respond to the request to participate in the mailback 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).

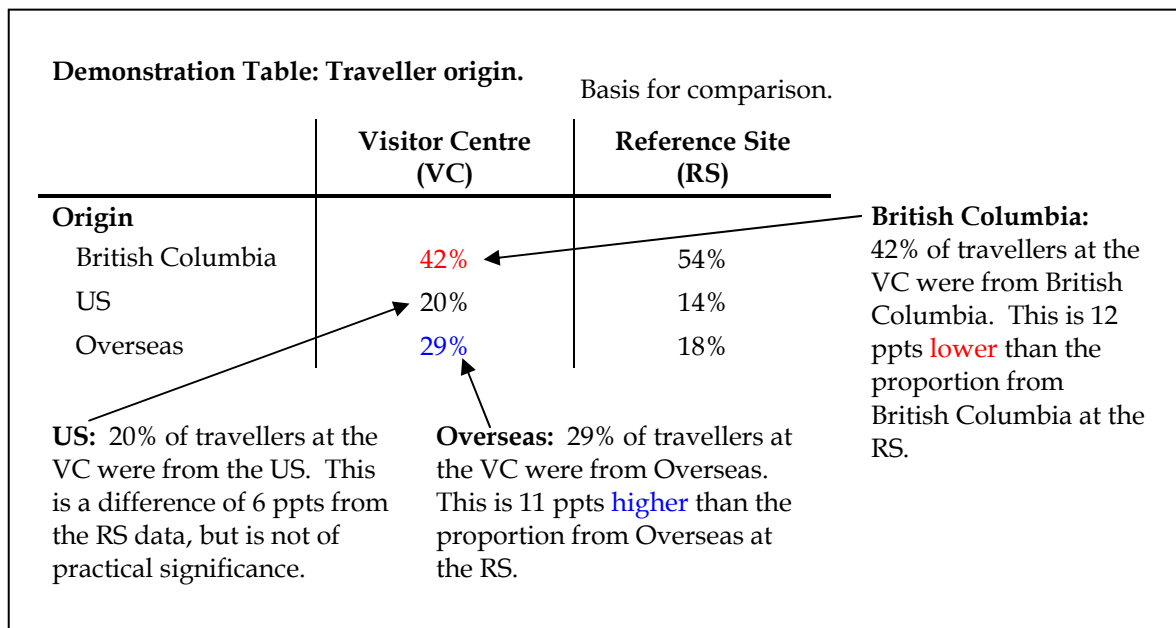


Figure 1. Interpreting the tables. Data is fictitious and for illustrative purposes only.

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. Similarly, 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)

Travellers at both locations were similar with respect to their market origins. At the South Cariboo VC, 55% of travellers were from British Columbia, 21% were from international countries other than the US, 13% were from other provinces in Canada and 12% were from the US. At 108 Heritage Site, the proportion of travellers from British Columbia (52%) and from other provinces in Canada (10%) was slightly lower; whereas, the proportion of travellers from other international countries (23%) and the US (14%) was slightly higher (Table 3).

At both the South Cariboo VC and 108 Heritage Site, the majority of travellers from provinces outside of British Columbia originated from Alberta (60% South Cariboo VC; 54% 108 Heritage Site) and Ontario (22% South Cariboo VC; 25% 108 Heritage Site). Fewer travellers were from Saskatchewan, Quebec, Manitoba, Newfoundland/Labrador, Nova Scotia, North West Territories and the Yukon (Figure 2).

The largest proportion of US visitors were from Washington (28% South Cariboo VC; 35% 108 Heritage Site), Oregon (16% South Cariboo VC; 14% 108 Heritage Site) and California (13% South Cariboo VC; 15% 108 Heritage Site). US visitors also came from thirty-one additional states, most popular of which were Arizona, Alaska, Colorado, Texas, Idaho and Hawaii (Figure 3).

At the South Cariboo VC and 108 Heritage Site, most overseas travellers were from Europe (96% for both locations), while fewer were from Asia/Pacific (3% South Cariboo VC; 4% 108 Heritage Site, Figure 4).

With respect to age and education, there were no practical differences between respondents at the South Cariboo VC and 108 Heritage Site. At both locations, over two-thirds of travellers were 45 years of age or older (70% South Cariboo VC; 69% 108 Heritage Site). Three-fifths of respondents at each location (61% South Cariboo VC; 59% 108 Heritage Site) had at least a diploma or a university degree (Table 3).

At the South Cariboo VC, the highest proportion of travellers came from households with annual income of \$25,000 to \$49,999 (28%). Over a third (36%) of travellers at 108 Heritage Site came from households with annual income of \$65,000 to \$99,999 (Table 3).

At the South Cariboo VC, the average travel party size was 2.6 people and nearly a quarter of travel parties (22%) included children. Those parties at the VC who travelled with children had 4.4 members in their party on average. At 108 Heritage Site, the average travel party size was larger (3.1 people) and a

notably larger proportion of travel parties included children (32%). Those parties at 108 Heritage Site who travelled with children had 4.6 members in their party on average (Table 3).

Table 3. Traveller demographics at the South Cariboo VC and 108 Heritage Site.

	South Cariboo VC		108 Heritage Site	
	Number of Travellers	Percentage of Travellers	Number of Travellers	Percentage of Travellers
Origin				
British Columbia	428	54.5%	269	52.3%
Other Canada	102	13.0%	52	10.1%
US	94	12.0%	73	14.2%
Other International	161	20.5%	120	23.3%
Age¹				
Under 24 Years	24	3.3%	20	4.0%
25-34 Years	75	10.2%	36	7.2%
35-44 Years	124	16.8%	97	19.4%
45-54 Years	186	25.2%	139	27.7%
55-64 Years	184	25.0%	126	25.1%
65 Years or Older	144	19.5%	83	16.6%
Education¹				
Less Than High School	23	3.1%	18	3.6%
High School	163	22.3%	122	24.3%
Some Technical, College or University	101	13.8%	66	13.1%
College or Technical Diploma	168	23.0%	104	20.7%
University Degree	191	26.1%	147	29.3%
Masters or a PhD Degree	86	11.7%	45	9.0%
Income²				
Less than \$25,000	4	6.0%	2	4.8%
\$25,000 to \$49,999	19	28.4%	8	19.0%
\$50,000 to \$64,999	10	14.9%	9	21.4%
\$65,000 to \$99,999	18	26.9%	15	35.7%
\$100,000 or More	16	23.9%	8	19.0%
Party Size¹				
Average Party Size-Total	737	2.63	503	3.08
Average Party Size-Parties without children	576	2.15	343	2.37
Proportion with children	161	21.8%	160	31.7%
Average Party Size-Parties with children	161	4.35	160	4.58

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

2. Annual household income was only asked on a quarter of the mailback surveys through random selection, hence the smaller sample size. This was done to test the impact that the income question has on response rate. Mailback surveys which did not include the income question generated a marginally higher response rate.

Origin of Canadian Travellers From Outside of BC by Province

Where are you from?

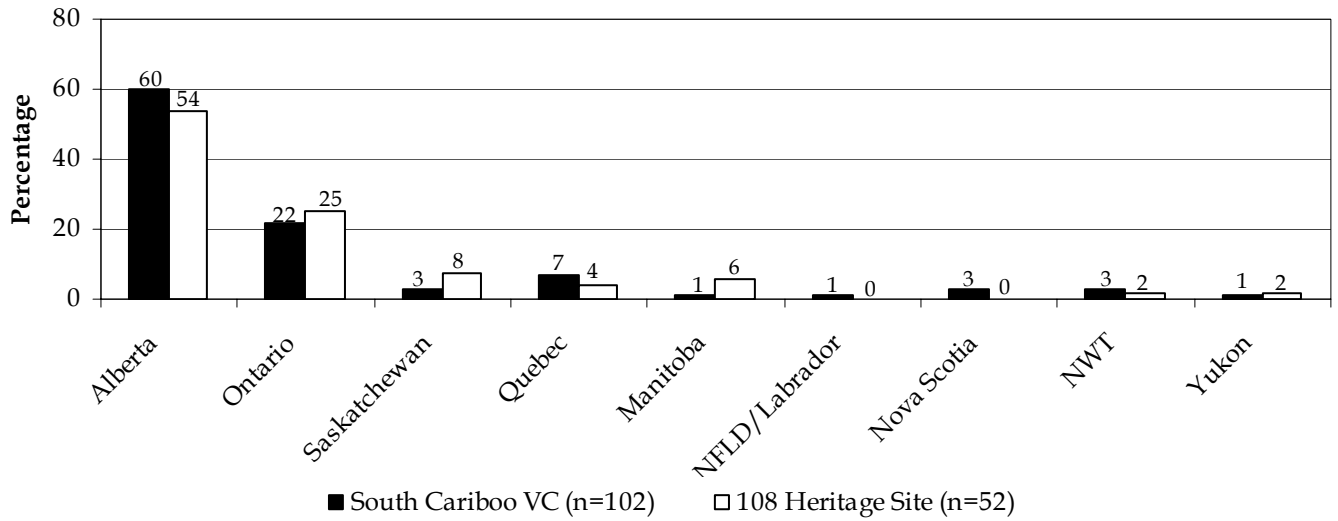


Figure 2. The percentage of travellers from provinces outside of British Columbia at the South Cariboo VC and 108 Heritage Site.

Origin of U.S. Travellers by State

Where are you from?

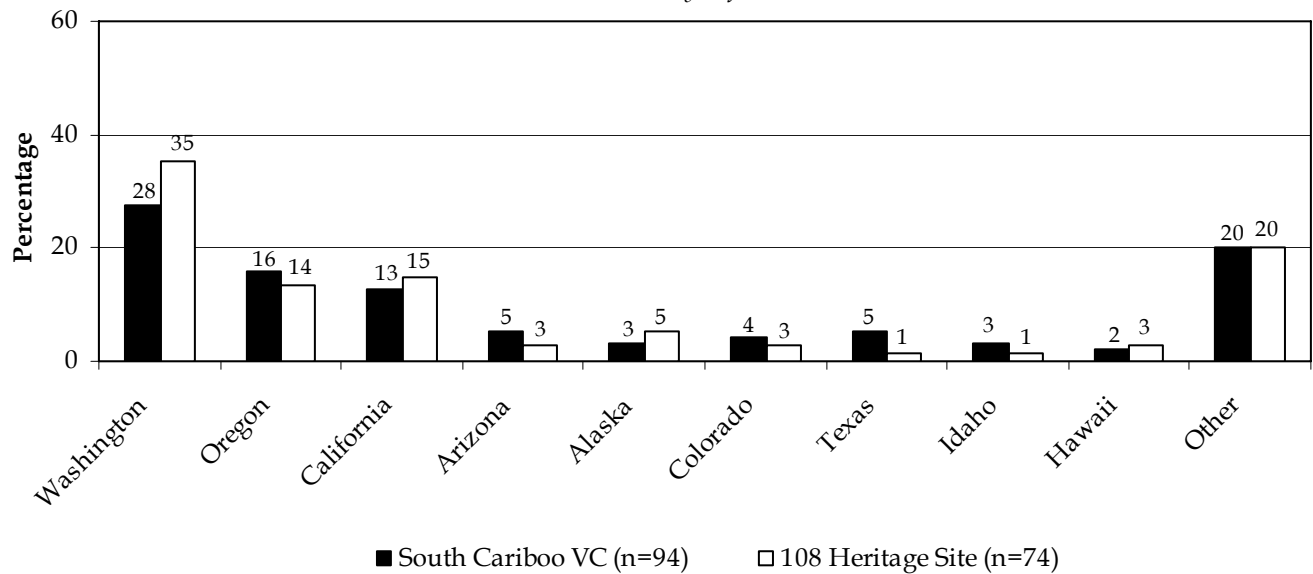


Figure 3. The percentage of US travellers from each state at the South Cariboo VC and 108 Heritage Site. At the VC, 'Other' includes visitors from 15 states: Alabama, Kansas, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nevada, New Mexico, Ohio, Utah, Vermont, Virginia, Wisconsin and Wyoming. At 108 Heritage Site, 'Other' includes visitors from 13 states: Florida, Illinois, Indiana, Michigan, Missouri, Montana, New Jersey, North Carolina, North Dakota, South Carolina, South Dakota, Virginia and Wisconsin.

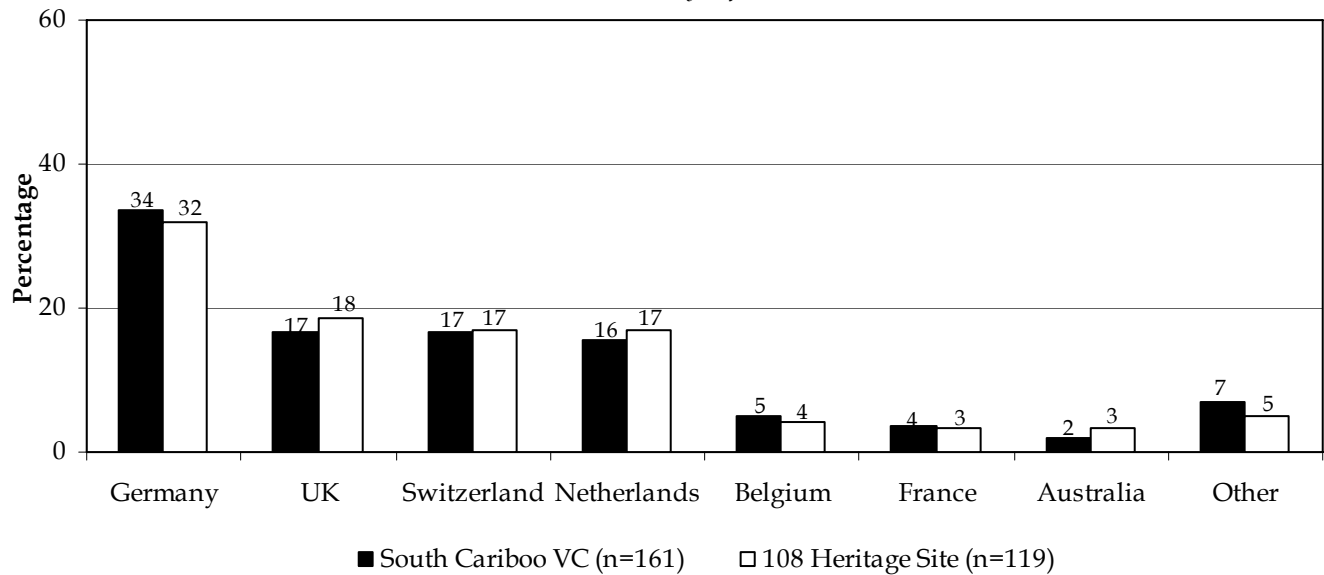
Origin of Overseas Travellers by Country*Where are you from?*

Figure 4. The percentage of travellers from countries other than Canada and the US at the South Cariboo VC and 108 Heritage Site. At the VC, 'Other' includes travellers from Austria, Czech Republic, Denmark, Israel, Luxembourg, New Zealand and Sweden. At 108 Heritage Site, 'Other' includes travellers from Austria, Denmark, New Zealand, Spain and Sweden.

Trip Characteristics

The majority of respondents were travelling for leisure purposes (78% South Cariboo VC; 76% 108 Heritage Site), or to visit friends and family (14% South Cariboo VC; 22% 108 Heritage Site) while fewer were travelling for business (6% South Cariboo VC; 2% 108 Heritage Site, Table 4).

Most travellers at both locations used car/truck/motorcycles (87% South Cariboo VC; 84% 108 Heritage Site) as their primary mode of transportation. Recreational vehicles/campers were the next most frequently cited mode of transportation (11% South Cariboo VC; 15% 108 Heritage Site). Other less frequently mentioned modes of transportation included plane, train, hitch-hiking and walking (Table 4).

A higher proportion of travellers at both locations were staying at resorts/hotels/motels/B&Bs (40% South Cariboo VC; 39% 108 Heritage Site) or using campgrounds or RV parks (39% South Cariboo VC; 36% 108 Heritage Site). Fewer respondents reported staying with friends/relatives (14% South Cariboo VC; 21% 108 Heritage Site, Table 4).

Table 4. The primary trip purpose, mode of transportation and primary accommodations of travellers at the South Cariboo VC and 108 Heritage Site.

	Percentage of Travellers	
	South Cariboo VC	108 Heritage Site
Primary Trip Purpose	n=784	n=514
Leisure	78.3%	75.9%
Visiting Friends & Family	14.2%	21.6%
Work/Business Activity	6.1%	1.9%
Other ¹	1.4%	0.6%
Mode of Transportation²	n=737	n=504
Car/Truck/Motorcycle	87.4%	84.1%
RV/Camper	11.4%	15.1%
Bus	0.0%	0.2%
Bicycle	0.7%	0.0%
Other ³	0.5%	0.6%
Primary Accommodation^{2,4}	n=727	n=499
Resort/Hotel/Motel/B&B	40.2%	39.1%
Campground/RV Park	39.2%	35.5%
Friends or Relatives	14.3%	21.0%
Other ⁵	7.7%	5.4%

1. Other trip purpose responses included travelling for medical reasons (n=2), funeral (n=1), moving (n=6), Katimavik (n=1), fiddle championship (n=1), wedding (n=1) and real estate (n=2). Excludes day trip (n=1).
2. Business travellers were not asked these questions and therefore were not part of the analysis.
3. Other transportation responses included plane (n=3), train (n=1), hitch-hiking (n=1), relatives (n=1) and walking (n=1).
4. Daytrip travellers who were not using accommodation were excluded from the analysis (n=15).
5. Other accommodation responses included vehicles in unspecified locations (n=7), hostels (n=1), cabins (n=51), rental houses (n=3) and second homes (n=5).

Almost three-fifths (59%) of travellers interviewed at the South Cariboo VC had a primary destination within British Columbia, 29% were touring with no particular primary destination and the remaining 12% had primary destinations outside British Columbia. The proportion of travellers interviewed at 108 Heritage Site who had a primary destination within British Columbia was similar (59%), the proportion that were touring with no particular destination was considerably lower (13%) and the proportion with destinations outside British Columbia was considerably higher (28%).

A majority of the visitors at the South Cariboo VC (69%) who were travelling to destinations within British Columbia were travelling to the Cariboo Chilcotin Coast, including 46% who specified the South Cariboo region as their primary destination. Other regional travel destinations included Northern British Columbia (9%), Vancouver, Coast and Mountains (9%), Thompson Okanagan (6%), Vancouver Island (4%) and the Kootenay Rockies (3%). Similarly at 108 Heritage Site, most respondents were travelling to the Cariboo Chilcotin Coast (64%), including 42% who specified the South Cariboo region as their primary destination. Other regional travel destinations included Northern British Columbia (16%), Thompson Okanagan (8%), Vancouver, Coast and Mountains (6%), Vancouver Island (4%) and the Kootenay Rockies (1%).

The eighty-nine travellers at the South Cariboo VC whose primary destinations were outside of British Columbia were going to US destinations (69%), other Canadian destinations (30%), or to other international destinations (1%). The sixty six travellers at 108 Heritage Site whose primary destinations were outside of British Columbia were either going to the US (77%) or other Canadian destinations (23%). Amongst visitors whose primary destination was not BC, Alaska was the US destination cited most often (89% South Cariboo VC; 92% 108 Heritage Site) whereas the most frequently mentioned Canadian destination was Alberta (67% South Cariboo VC; 53% 108 Heritage Site).

Mailback survey respondents were asked whether they had considered other destinations or routes when planning their trip. Almost two-thirds of respondents (67% South Cariboo VC; 66% 108 Heritage Site) did not consider other destinations or routes. Amongst the 33% of South Cariboo VC respondents who considered going elsewhere, alternative destinations included places in the Cariboo Chilcotin Coast (43%), other provinces/territories in Canada (35%) and the Thompson Okanagan (26%). Fewer respondents considered visiting Northern BC (18%), the Lower Mainland (14%), the Kootenay Rockies (12%), international destinations (12%) or Vancouver Island (2%). Alternative destinations mentioned by the 34% of 108 Heritage Site respondents who considered going elsewhere included places in the Thompson Okanagan (42%), other provinces/territories in Canada (26%) and the Lower Mainland (23%). Fewer respondents considered visiting other places in the Cariboo Chilcotin Coast (19%), Northern BC (15%), international destinations (17%), Vancouver Islands (13%) or the Kootenay Rockies (9%).

In the mailback survey, visitors were asked to provide reasons for choosing their primary destinations or routes. Two hundred ninety-nine mailback respondents from the South Cariboo VC provided 376 reasons for selecting their primary destination. The most frequent responses were as follows:

- Visiting friends/family (21%),
- Landscape/scenery (19%),
- Never visited before/recommended (18%),
- Quickest/shortest route (11%)
- Sports (11%).

One hundred ninety-six mailback respondents from 108 Heritage Site provided 230 reasons for selecting their primary destination. The most frequent responses were as follows:

- Visiting friends/family (35%),
- Landscape/scenery (12%),
- Never visited before/recommended (12%),
- Attractions (10%),
- Personal reasons (10%).

Travellers at both the South Cariboo VC and 108 Heritage Site were similar in terms of their primary motivations for travel. Spending quality time with family and/or friends was most frequently cited by over a quarter of respondents at the South Cariboo VC (28%) and a substantially higher proportion at 108 Heritage Site (44%). The opportunity to rest, relax and recuperate (19% South Cariboo VC, 16% 108 Heritage Site) and seeing natural wonders and important natural sites (16% South Cariboo VC, 13% 108 Heritage Site) rounded out the top three motivations for travel (Figure 5).

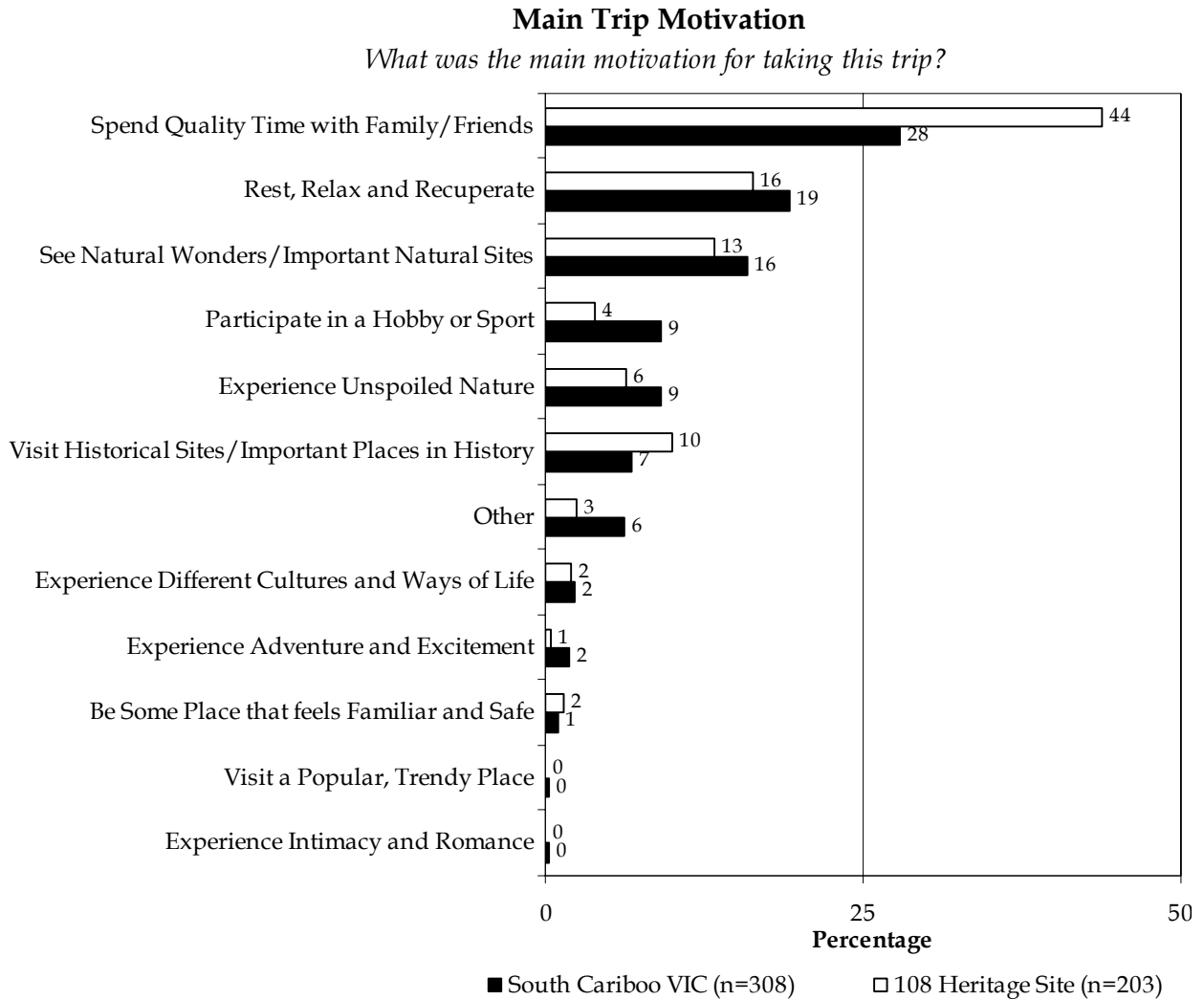


Figure 5. Main trip motivation for travellers at the South Cariboo VC and at 108 Heritage Site. At the VC, 'Other' includes moving, real estate, medical reasons, volunteering, picking up/dropping off people, job search/interview, convention, conference, meetings and business. At 108 Heritage Site, 'Other' includes job search/interview, work and conference.

Overall, travellers at the South Cariboo VC spent an average of 20 days away from home, including 12 days in British Columbia and 4 days in the South Cariboo region. Similarly, travellers at 108 Heritage Site spent 19 days away from home, including 12 days in British Columbia and 4 days in the South Cariboo region. A number of travellers indicated that they were just passing through the South Cariboo region (22% South Cariboo VC; 26% 108 Heritage Site).

On average, US visitors at both the South Cariboo (Figure 6) and 108 Heritage Site (Figure 7) spent substantially more time away from home on their trip than travellers from any other market origin. Travellers from other international destinations were a distant second followed by Canadians from outside BC. Regardless of survey location, BC Residents spent the fewest number of days away from home. With respect to length of stay in BC, other international travellers interviewed at both locations

spent more time on average in BC than visitors from other origins. Although the length of stay in the South Cariboo region was fairly similar for all traveller groups, visitors from the US tended, on average, to spend the least amount of time in this region. This was true for those interviewed at the South Cariboo VC (Figure 6) as well as at 108 Heritage Site (Figure 7).

Average Days Spent Away From Home and in British Columbia by Travellers to the South Cariboo 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 South Cariboo region?

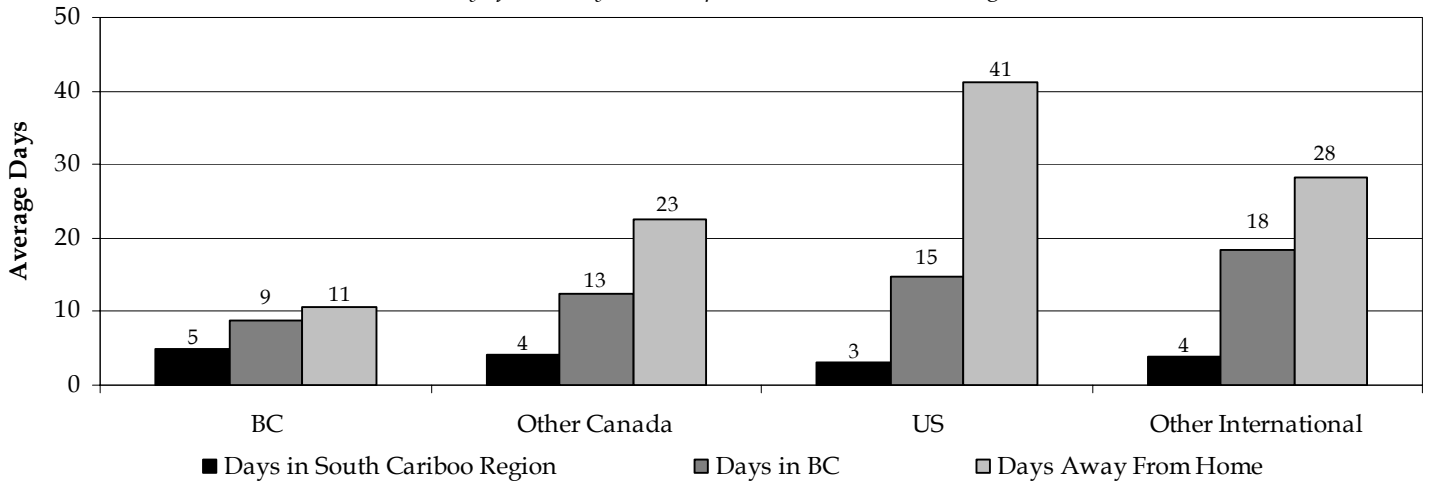


Figure 6. The average number of days spent away from home, in British Columbia and in the South Cariboo region by traveller origin at the South Cariboo VC (n=705 'Away from home'; n=700 'Days in British Columbia'; n=545 'South Cariboo region').

Average Days Spent Away From Home and in British Columbia by Travellers to 108 Heritage Site

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 South Cariboo region?

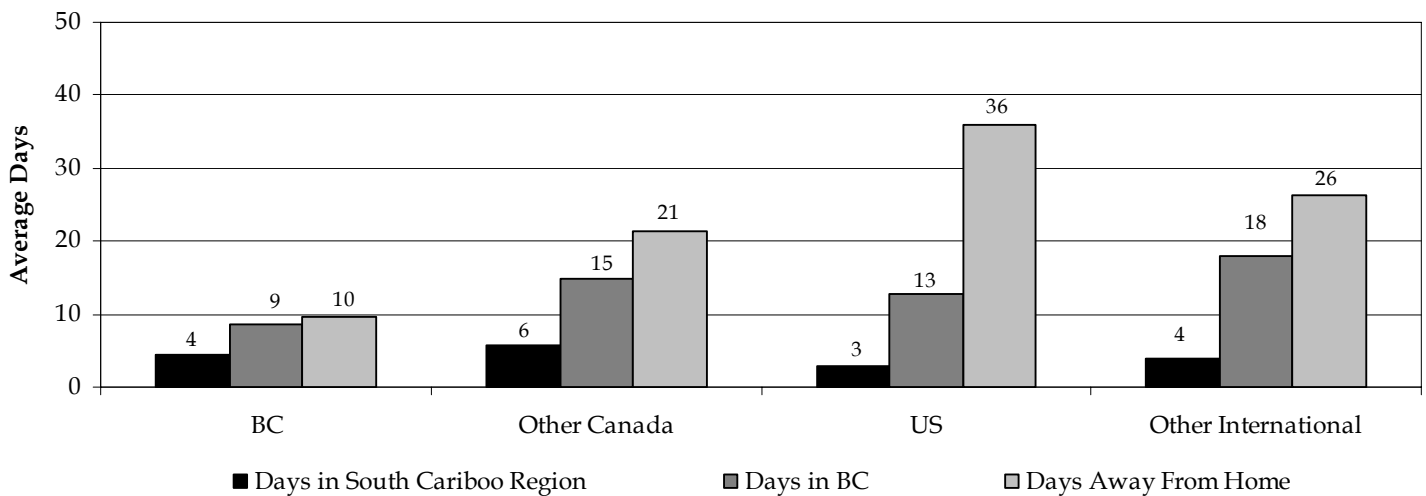


Figure 7. The average number of days spent away from home, in British Columbia and in the South Cariboo region by traveller origin at 108 Heritage Site (n=486 'Away from home'; n=489 'Days in British Columbia'; n=359 'South Cariboo region').

Trip Planning

Based on responses from the mailback survey, travellers at the South Cariboo VC and 108 Heritage Site were similar to each other with respect to their trip planning horizons. The majority of travellers at the South Cariboo VC and 108 Heritage Site spent three weeks or more planning their trip (77% South Cariboo VC; 80% 108 Heritage Site, with the most common planning horizon being greater than 13 weeks (40% South Cariboo VC; 43% 108 Heritage Site, Table 5).

Table 5. Trip planning horizons for travellers at the South Cariboo VC and 108 Heritage Site.

Trip Planning Horizons	Percentage of Respondents	
	South Cariboo VC (n=305)	108 Heritage Site (n=199)
Day of Departure	2.0%	2.0%
1-6 Days	9.5%	10.1%
1-2 Weeks	11.8%	8.0%
3-8 Weeks	26.1%	24.1%
9-12 Weeks	10.8%	12.6%
13 Weeks+	39.9%	43.2%
Total	100.0%	100.0%

In the mailback survey, travellers were asked about information sources they had used to plan their trip. Past experience (64%), travel/visitor guide and brochures (56%), advice from friends/relatives (47%), the Internet (44%) and Visitor Centres (38%) were the five information sources mentioned most frequently by travellers interviewed at the South Cariboo VC. Although the proportions varied, travel/visitor guide and brochures (62%), past experience (59%), advice from friends/relatives (57%), the Internet (49%) and Visitor Centres (26%) were also cited as the top five information sources for those interviewed at the 108 Heritage Site (Figure 8).

Percentage of Travellers Using Each Information Source Before Their Trip

What information sources did you use to plan your trip?

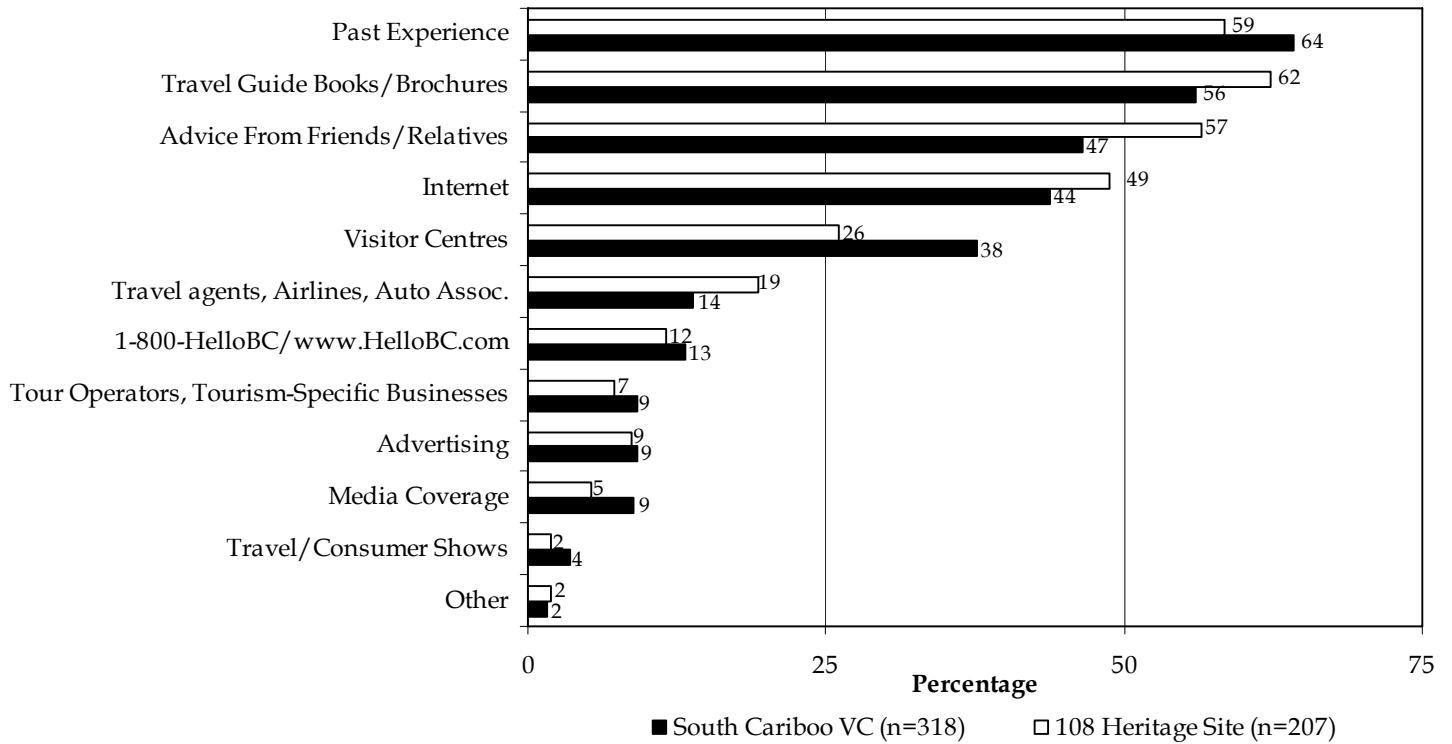


Figure 8. The percentage of travellers using each information source for trip planning at the South Cariboo VC and 108 Heritage Site. Percentages add to more than 100% because travellers could use more than one information source for planning their trip. At the VC, 'Other' includes bus driver and road signs. At 108 Heritage Site, 'Other' includes talking with locals and telephone contact.

Mailback survey respondents were also asked to identify three sources of information that they found to be most useful before their trip. Travel guide books and brochures (48%), Visitor Centres (39%) and previous experience (39%) were the three information sources cited most frequently by visitors interviewed at the South Cariboo VC. Visitors interviewed at 108 Heritage Site listed travel guide books and brochures (52%), previous experience (41%) and advice from friends/relatives (41%) as the three information sources they found most useful. A noticeably lower proportion mentioned Visitor Centres (28%) as a useful pre-trip information source.

In the mailback survey, travellers were also asked to identify sources of information that they used during the trip. Visitor Centres (71%), travel guide books and brochures (56%) and previous experience (37%) were cited most often by visitors interviewed at the South Cariboo VC. Information sources used most often during the trip by visitors interviewed at 108 Heritage Site included travel guide books and brochures (57%), Visitor Centres (55%) and advice from friends/relatives (39%). A notably higher proportion of South Cariboo VC respondents used Visitor Centres than did their counterparts interviewed at 108 Heritage Site. Visitors at the South Cariboo VC were less reliant on advice from friends and relatives compared to those interviewed at 108 Heritage Site (Figure 9).

Percentage of Travellers Using Each Information Source During Their Trip

What information sources did you use during your trip?

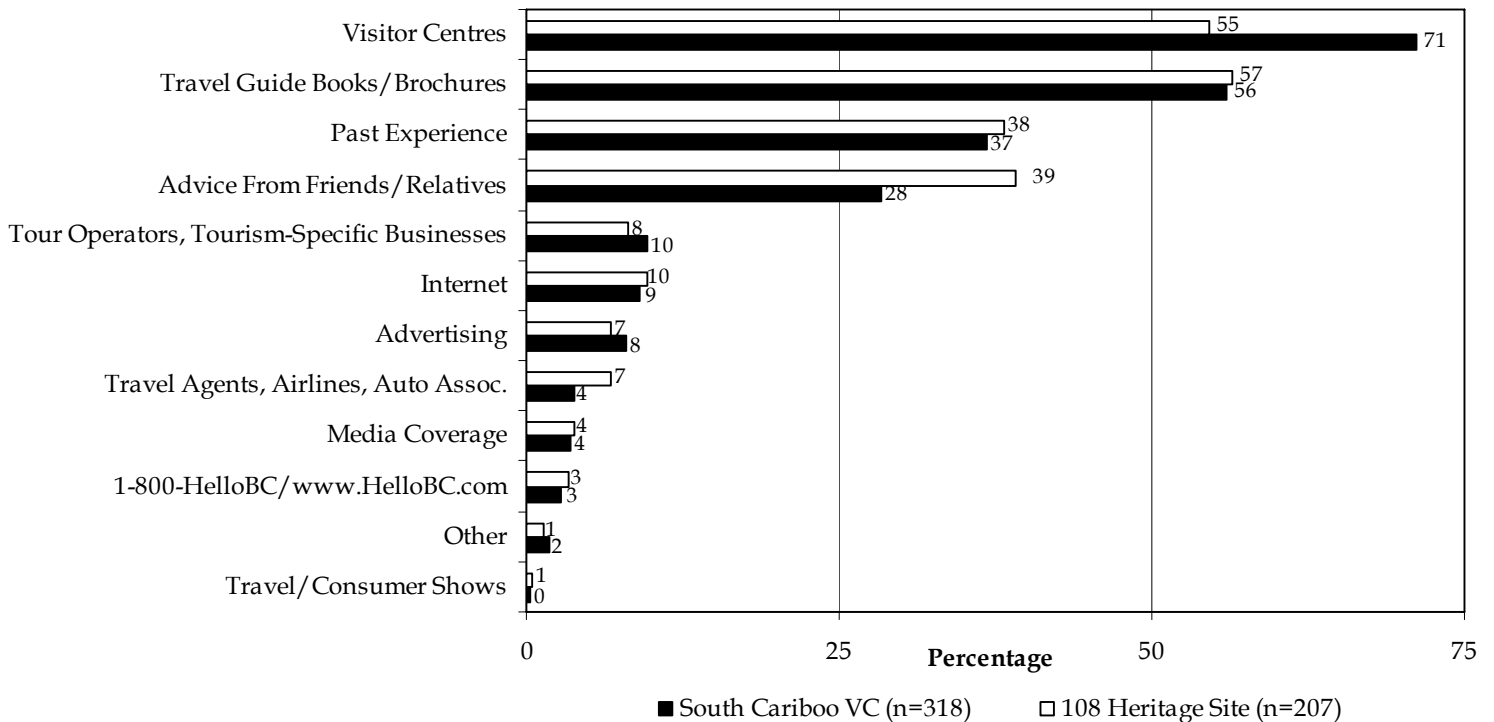


Figure 9. The percentage of travellers using each information source during their trip at the South Cariboo VC and 108 Heritage Site. Percentages add to more than 100% because travellers could use more than one information source during their trip. At the VC, 'Other' includes campground discussions, Canadian fireman, local advice, posted signs and road signs. At 108 Heritage Site, 'Other' includes staff at hotels, talking with locals and telephone contact.

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 South Cariboo region, and
- the amount of time that they had to spend in British Columbia.

The majority of travellers at both the South Cariboo VC and at 108 Heritage Site were flexible regarding trip activities in that they had less than a quarter of their trip activities in South Cariboo planned before arriving in the region (66% South Cariboo VC; 69% 108 Heritage Site, Figure 10). Minimal planning by two-thirds of these travellers highlights the opportunity that exists to influence them through information that is provided or made available to them during their trip.

Nearly half of travellers at the South Cariboo VC (47%) and over a third of travellers at 108 Heritage Site (39%) were very flexible with time in the region and could extend their stay by a day or more. However, at both interview sites, almost one-third of respondents indicated that they were inflexible in terms of time they could spend 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 (41% South Cariboo VC; 46% 108 Heritage Site). That said, there were almost as many respondents who indicated they were flexible with respect to spending additional time in British Columbia (44% South Cariboo, 37% 108 Heritage Site, Figure 12).

Percentage of Pre-Planned Activities in the South Cariboo Region

What percent of your trip activities in South Cariboo were planned before you arrived in the region?

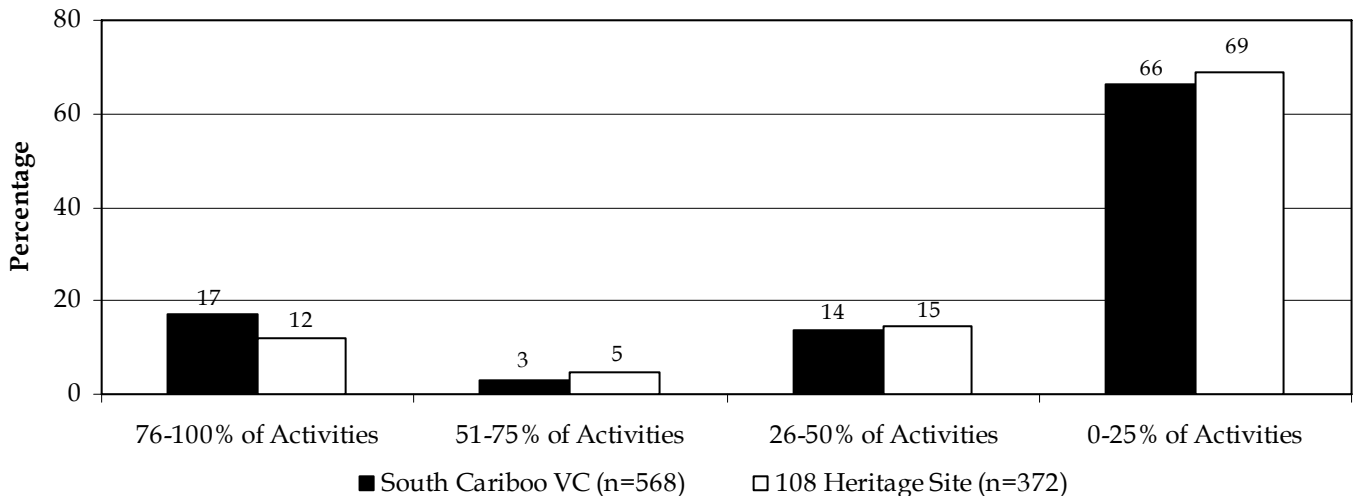


Figure 10. The percentage of pre-planned activities in the South Cariboo region for travellers at the South Cariboo VC and 108 Heritage Site.

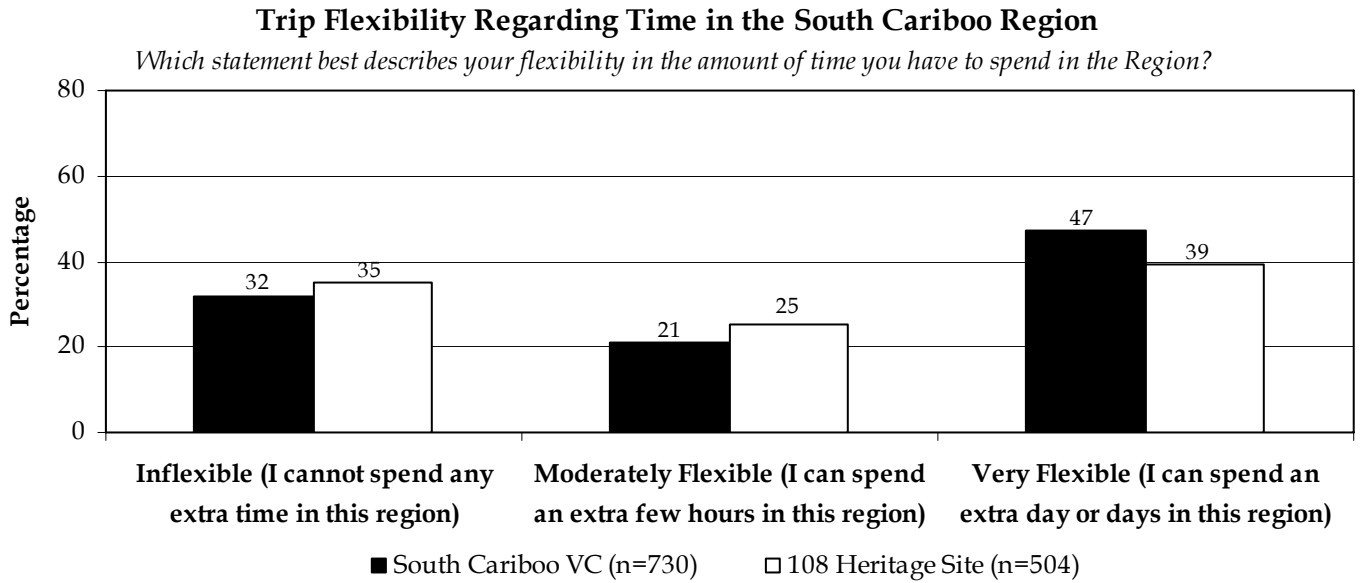


Figure 11. Travellers' rating of trip flexibility regarding the time in the South Cariboo region for travellers at the South Cariboo VC and 108 Heritage Site.

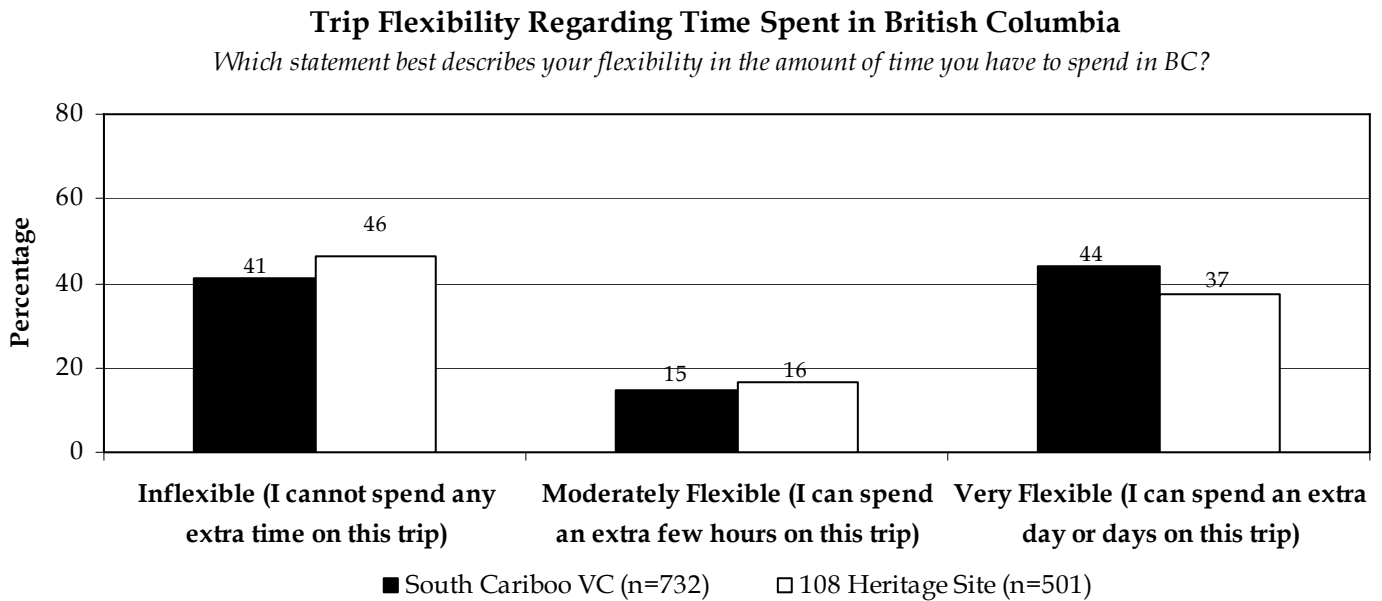


Figure 12. Travellers' rating of trip flexibility regarding the time spent in British Columbia for travellers at the South Cariboo VC and 108 Heritage Site.

Traveller Activities

In the mailback survey, travellers were asked about leisure activities they participated in during their trip (Table 6). The most frequently cited activities by visitors at the South Cariboo VC included participating in soft adventure activities (72%), visiting parks (67%), visiting a museum, heritage or historic site (52%), shopping for local arts and crafts (50%) and participating in fine dining (33%). The activities participated in most frequently by respondents at 108 Heritage Site included visiting a museum, heritage or historic site (79%), visiting parks (72%), participating in soft adventure activities (70%), shopping for local arts and crafts (54%) and visiting a farm, farmers' market, orchard or food processor (37%). A substantially higher proportion of visitors interviewed at 108 Heritage Site visited a museum, heritage or historic site than did their counterparts at the South Cariboo VC (Table 6).

Table 6. Participation in trip activities for travellers at the South Cariboo VC and 108 Heritage Site.

Participation in Activity	Percentage of Respondents	
	South Cariboo VC (n=318)	108 Heritage Site (n=207)
Participating in soft adventure activities ¹	72.0%	69.6%
Visiting parks ²	67.0%	72.0%
Visiting a museum, heritage or historic site	52.2%	79.2%
Shopping for local arts and crafts	50.0%	54.1%
Participating in fine dining	32.7%	29.5%
Visiting a farm, farmers' market, orchard or food processor	31.1%	36.7%
Visiting an art gallery or studio	21.1%	20.8%
Attending a festival, fair or exhibition	19.2%	25.6%
Attending or participating in a sporting event ³	17.3%	9.2%
Visiting a First Nations attraction or event	13.2%	19.8%
Visiting family attraction ⁴	10.7%	15.0%
Visiting a winery	10.4%	8.7%
Participating in hard adventure activities ⁵	8.8%	7.2%
Golfing or attending a golfing event	8.2%	9.7%
Visiting a spa	6.3%	8.2%
Other ⁶	1.9%	1.4%

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 visiting casino, bible camp, church services, fiddle contest and square dance. At 108 Heritage Site, 'Other' activities included visiting casino, factory tour and geocaching.

In the mailback survey, travellers were asked about leisure activities they would participate in on future leisure trips. The most frequently cited activities by visitors at the South Cariboo VC included participating in soft adventure activities (73%), visiting parks (67%), visiting a museum, heritage or historic site (57%), shopping for local arts and crafts (52%) and visiting a farm, farmers' market, orchard or food processor (47%). The activities cited most frequently by respondents at 108 Heritage Site included visiting a museum, heritage or historic site (74%), visiting parks (73%), participating in soft adventure activities (73%), shopping for local arts and crafts (53%) and visiting a farm, farmers' market, orchard or food processor (48%). A substantially higher proportion of visitors interviewed at 108 Heritage Site would visit a museum, heritage or historic site than would their counterparts at the South Cariboo VC (Table 7).

Table 7. Future leisure trip activity preferences of travellers at South Cariboo VC and 108 Heritage Site.

Participation in Activity on Future Trip	Percentage of Respondents	
	South Cariboo VC (n=318)	108 Heritage Site (n=207)
Participating in soft adventure activities ¹	72.6%	72.9%
Visiting parks ²	67.3%	73.4%
Visiting a museum, heritage or historic site	56.6%	74.4%
Shopping for local arts and crafts	51.6%	53.1%
Visiting a farm, farmers' market, orchard or food processor	46.9%	47.8%
Attending a festival, fair or exhibition	39.0%	46.9%
Participating in fine dining	34.0%	39.1%
Visiting an art gallery or studio	31.4%	30.0%
Visiting a winery	28.6%	27.5%
Visiting a First Nations attraction or event	27.7%	33.8%
Attending or participating in a sporting event ³	27.0%	18.4%
Visiting family attraction ⁴	22.3%	31.4%
Participating in hard adventure activities ⁵	21.4%	21.3%
Visiting a spa	16.4%	21.3%
Golfing or attending a golfing event	12.9%	14.5%
Other ⁶	2.5%	1.0%

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 include visiting casino, helping others, meeting friends, fiddle contest and square dance. At 108 Heritage Site, 'Other' activities include visiting bison and alpaka ranches and geocaching.

Use of the Visitor Centre

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

Travellers stopped at the South Cariboo VC for a variety of reasons (Figure 13). The three most common reasons cited were to obtain information on attractions (51%), routes (23%) or a map (21%). Fewer travellers mentioned using the washroom facilities (9%), obtaining camping information (8%), taking a break from travel (7%), purchasing merchandise (6%), or obtaining information on accommodation (6%) or adventure recreation opportunities (5%). Less than 5% of respondents stopped to purchase refreshments, obtain information on events and dining opportunities, or to purchase BC Parks parking passes. Fifteen percent of travellers stated other reasons for stopping at the VC including general interest, information on local area information (including services and amenities), using a phone/fax/internet/ mailbox, meeting point for friends/relatives, real estate information, mechanical difficulties with their automobiles, or seeking pine beetle wood information.

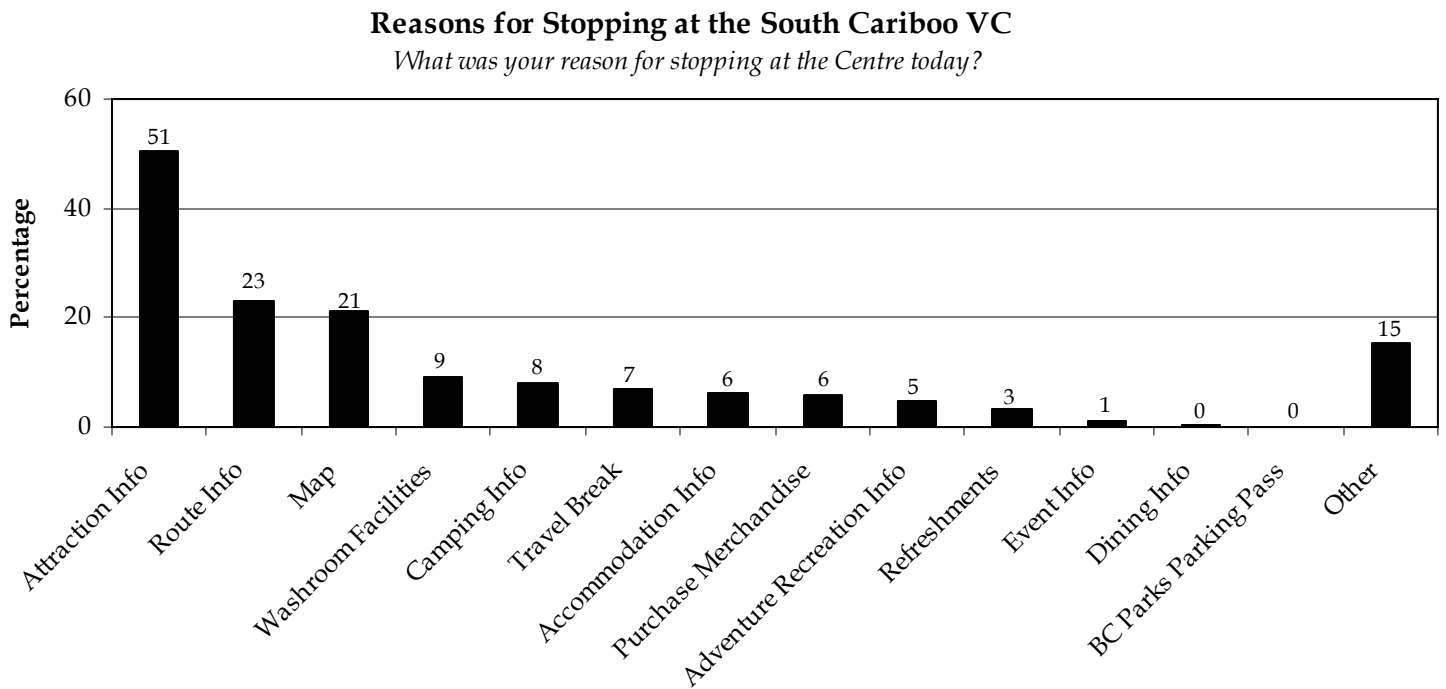


Figure 13. The reasons why travellers stopped at the South Cariboo VC (n=736). The total exceeds 100% because respondents could give more than one reply.

When travellers were asked what information or other things they actually obtained at the VC, 19% of travellers stated that they did not obtain anything whereas 81% identified various types of information. The most frequently obtained items included attraction information (55%), maps (51%) and route information (24%). Fewer travellers mentioned purchasing merchandise (7%), obtaining information about campgrounds (7%) or accommodation (6%). Five percent of travellers obtained other things from the VC including guides/brochures, use of phone book/internet, general information, relocation/real estate information and the use of washrooms. Less than 5% of travellers obtained information on adventure recreation opportunities, dining, events, refreshments or BC Parks parking passes (Figure 14).

Information Obtained at the South Cariboo VC

While visiting today, what information or other things did you obtain?

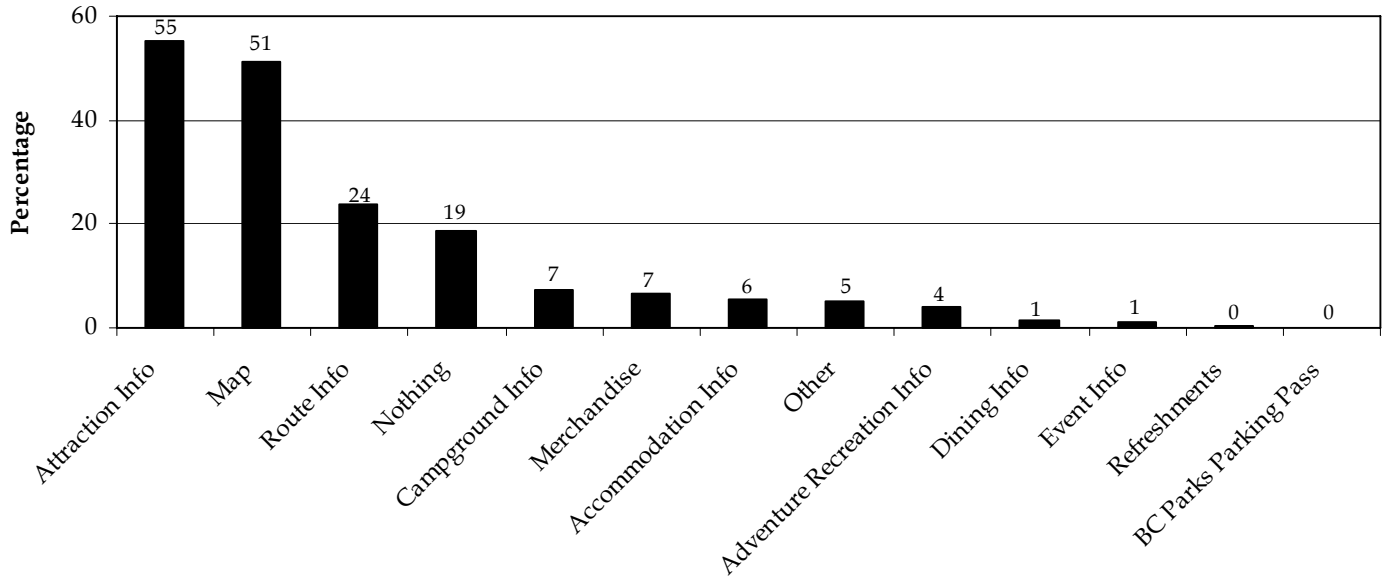


Figure 14. The information obtained by travellers at the South Cariboo VC (n=736). The total exceeds 100% because respondents could give more than one reply.

A majority of travellers interviewed at the South Cariboo VC spoke with a Counsellor (90%, Table 8). Visitors from outside BC (other international origins (95%), the US (94%) and other parts of Canada (93%)) were somewhat more likely to speak to a counsellor than were visitors from British Columbia (87%, Table 8).

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

Traveller Origin	Percentage that Spoke with a Counsellor	
	Yes (n=665)	No (n=71)
British Columbia	87.0%	13.0%
Other Canada	92.9%	7.1%
US	93.6%	6.4%
Other International	95.0%	5.0%
Total	90.4%	9.6%

Counsellors at the South Cariboo 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 6,433 parties (excluding locals) that used the South Cariboo VC between June 4 and September 4, 2006. This estimate is approximately 9% more than the 5,878 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 South Cariboo VC?" Practically all travellers were very satisfied or satisfied (99.9%) with the services offered at the South Cariboo VC (Table 9). Satisfaction with the VC remained high regardless of market origin, primary trip purpose or whether travellers did or did not speak to a Counsellor.

Table 9. The proportion of travellers who were dissatisfied, impartial or satisfied with the services offered at the South Cariboo 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=1)	Neither Dissatisfied nor Satisfied (n=0)	Satisfied or Very Satisfied (n=733)
Overall	0.1%	0.0%	99.9%
Origin			
British Columbia	0.0%	0.0%	100.0%
Other Canada	1.0%	0.0%	99.0%
US	0.0%	0.0%	100.0%
Other International	0.0%	0.0%	100.0%
Spoke with a Counsellor			
Yes	0.2%	0.0%	99.8%
No	0.0%	0.0%	100.0%
Primary Purpose			
Leisure	0.2%	0.0%	99.8%
Visiting friends & family	0.0%	0.0%	100.0%
Other	0.0%	0.0%	100.0%

Respondents were asked, "What suggestions do you have to improve the services offered at the Centre?" Seven percent of travellers (n=47) had suggestions (Appendix D). Two-fifths (40%) of the suggestions referred to facility/equipment and another 26% regarded improving the information at the VC. Fewer suggestions came forward about snacks and refreshments (17%), improving signage (6%) and hours of operation (4%). Six percent of responses were general comments that were unrelated to the Visitor Centre.

Forty-one percent of visitors interviewed at 108 Heritage Site had stopped, or planned to stop, at the South Cariboo VC on their current trip. For those who hadn't stopped, or planned to stop at the VC, reasons for not visiting included not needing to stop (60%), having no interest (15%), insufficient time (9%), did not know about it (8%), stopped elsewhere (3%), not on route (1%), already visited on a previous trip (1%), closed/crowded/too busy upon stopping (1%), missed it (<1%) and other general reasons (<1%).

In the mailback survey, 108 Heritage Site respondents were asked if they had visited the South Cariboo VC. Almost three-fifths (57%) of visitors indicated that they had. For those who hadn't visited the VC, reasons included already knowing what to do and see (43%), insufficient time (20%), already visited on a previous trip (11%), previous knowledge of the area (10%), having information prior to trip (6%), not

knowing about VC (4%), overcrowding or closed VC (3%), obtaining information from the Internet (1%) and visiting another VC (1%).

In the mailback questionnaire, travellers were also asked if they had visited any other VCs in British Columbia. Of the 312 valid responses from those interviewed at the South Cariboo VC, almost half (48% or 149 responses) indicated that they had visited at least one other VC in British Columbia. Of the 200 valid responses from those interviewed at 108 Heritage Site, a similar proportion (48% or 95 responses) indicated that they had visited at least one other VC in British Columbia. The locations of the other VCs visited are diverse, and are listed in Appendix E.

Perceptions of the South Cariboo 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 South Cariboo region as a vacation destination?”* Positive and negative image questions were asked to obtain an understanding of what travellers perceive the South Cariboo region to be doing right and what the South Cariboo region 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 South Cariboo region (86% South Cariboo VC; 84% 108 Heritage Site), over two fifths of respondents provided negative comments (40% South Cariboo VC; 41% 108 Heritage Site) and a number of respondents did not provide any comment to the perceptions questions (13% South Cariboo VC; 16% 108 Heritage Site). Of the responses provided, over three times as many were positive (1,061) as were negative (310). Positive responses were dominated by the beautiful scenery/landscape of the region (24% South Cariboo VC; 29% 108 Heritage Site), family and friends (17% South Cariboo VC; 12% 108 Heritage Site), quiet/uncrowded (8% South Cariboo VC; 8% 108 Heritage Site), lakes/rivers (7% South Cariboo VC) and roads/links/highways (6% 108 Heritage Site, Figure 15).

Ten Most Frequent Positive Images of the South Cariboo Region

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

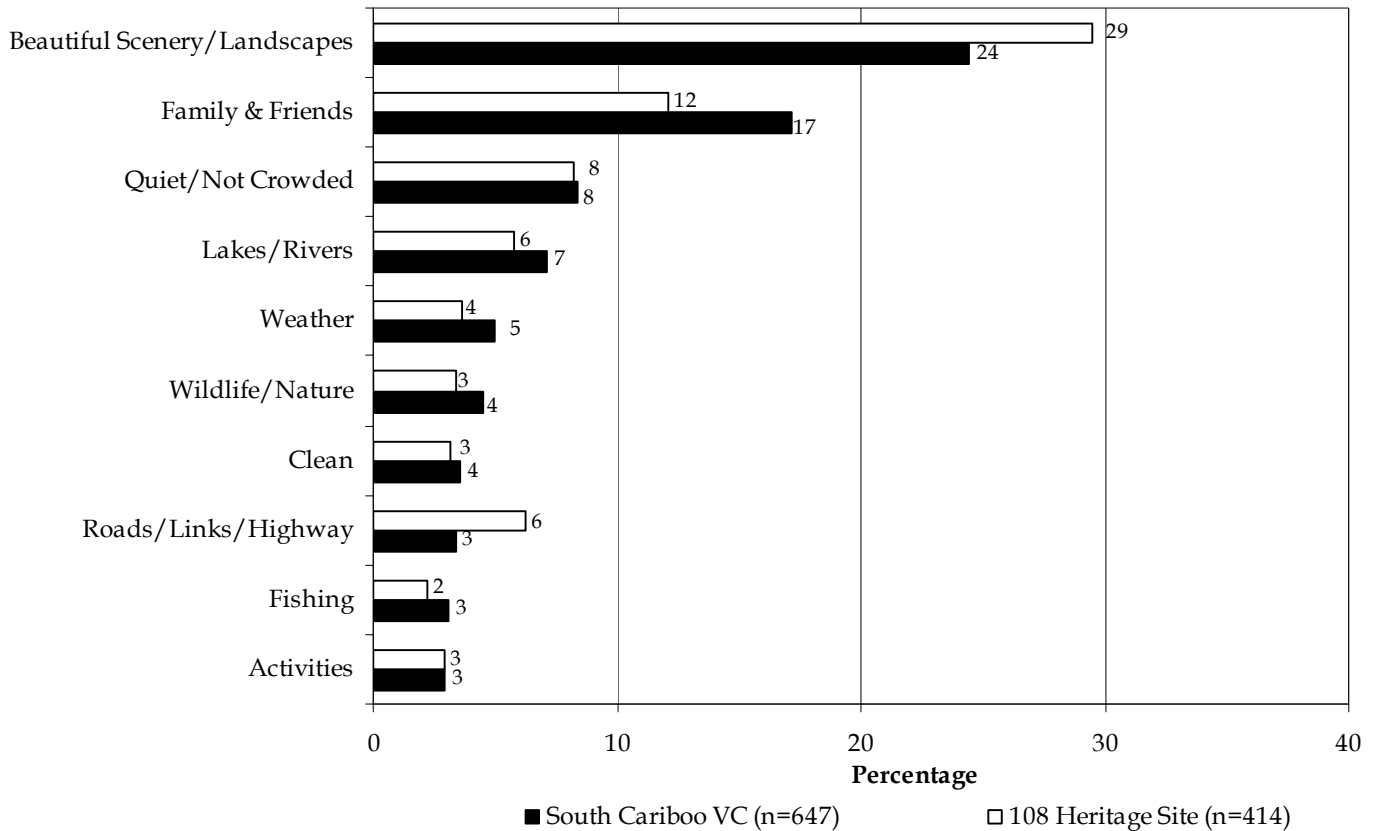


Figure 15. The most frequent positive images respondents had of the South Cariboo. At the South Cariboo VC, 274 respondents replied with 647 images; while at 108 Heritage Site, 173 travellers replied with 414 images.

At the South Cariboo VC, negative images were associated with the pine beetle (11%), mosquitoes/wasps/insects (9%), gas prices (7%) and lack of/confusing signage (5%). Negative images mentioned by 108 Heritage Site respondents included pine beetle (9%), road conditions (7%) and a lack of major attractions (5%, Figure 16).

Eleven Most Frequent Negative Images of the South Cariboo Region

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

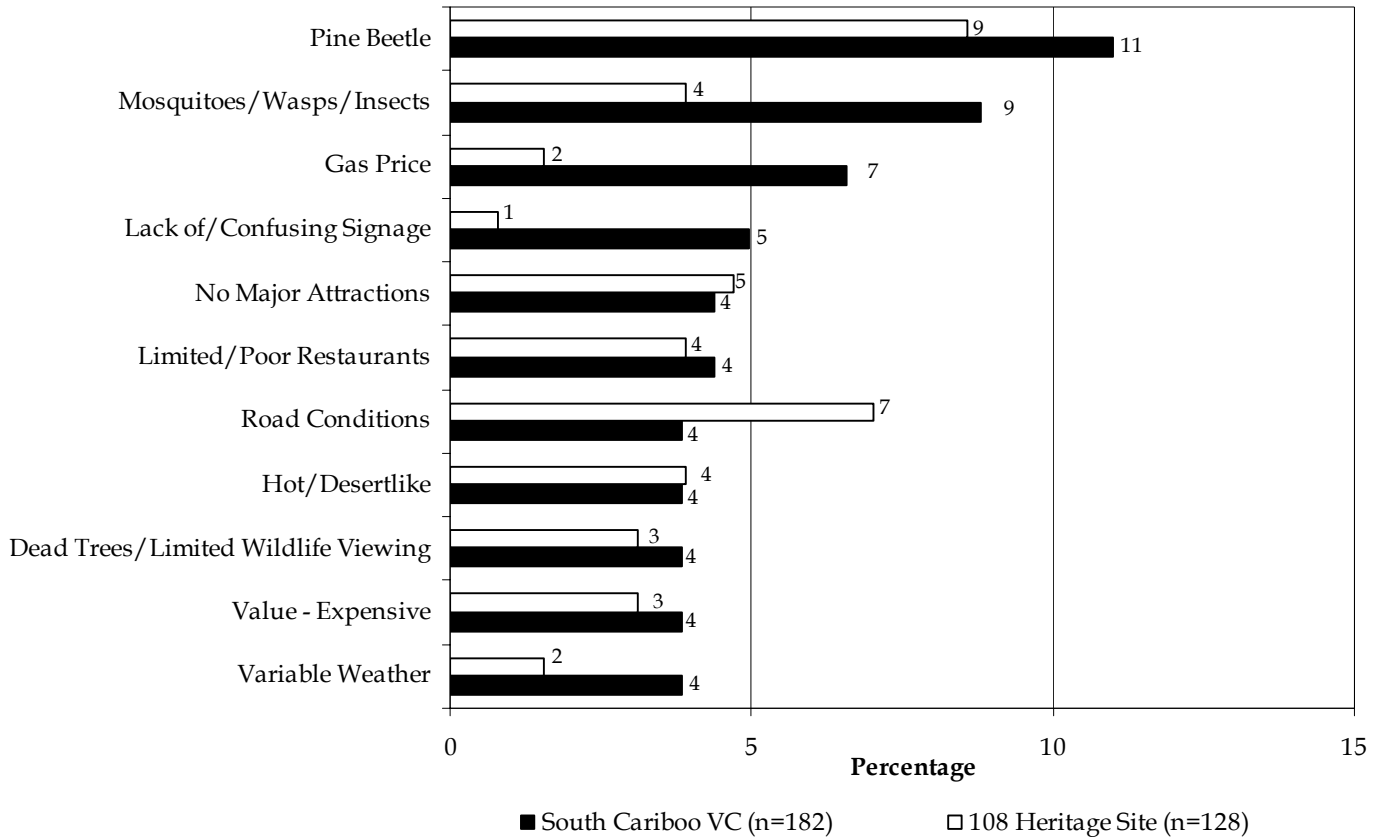


Figure 16. The most frequent negative images respondents had of the South Cariboo region. At the South Cariboo VC, 126 respondents replied with 182 images, while at 108 Heritage Site, 84 travellers replied with 128 images.

Mailback respondents were asked to identify up to three unique characteristics of the South Cariboo region that differentiate it from other regions as a vacation destination. These characteristics could be useful for promotional activities to attract more travellers to the area. A variety of characteristics were identified as unique to the area by respondents. The most common were beautiful scenery (17% South Cariboo VC; 21% 108 Heritage Site), lakes/rivers (15% South Cariboo VC; 9% 108 Heritage Site) and tranquility/lack of crowds (10% South Cariboo VC; 10% 108 Heritage Site; Figure 17).

Ten Most Unique Attributes of the South Cariboo

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

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

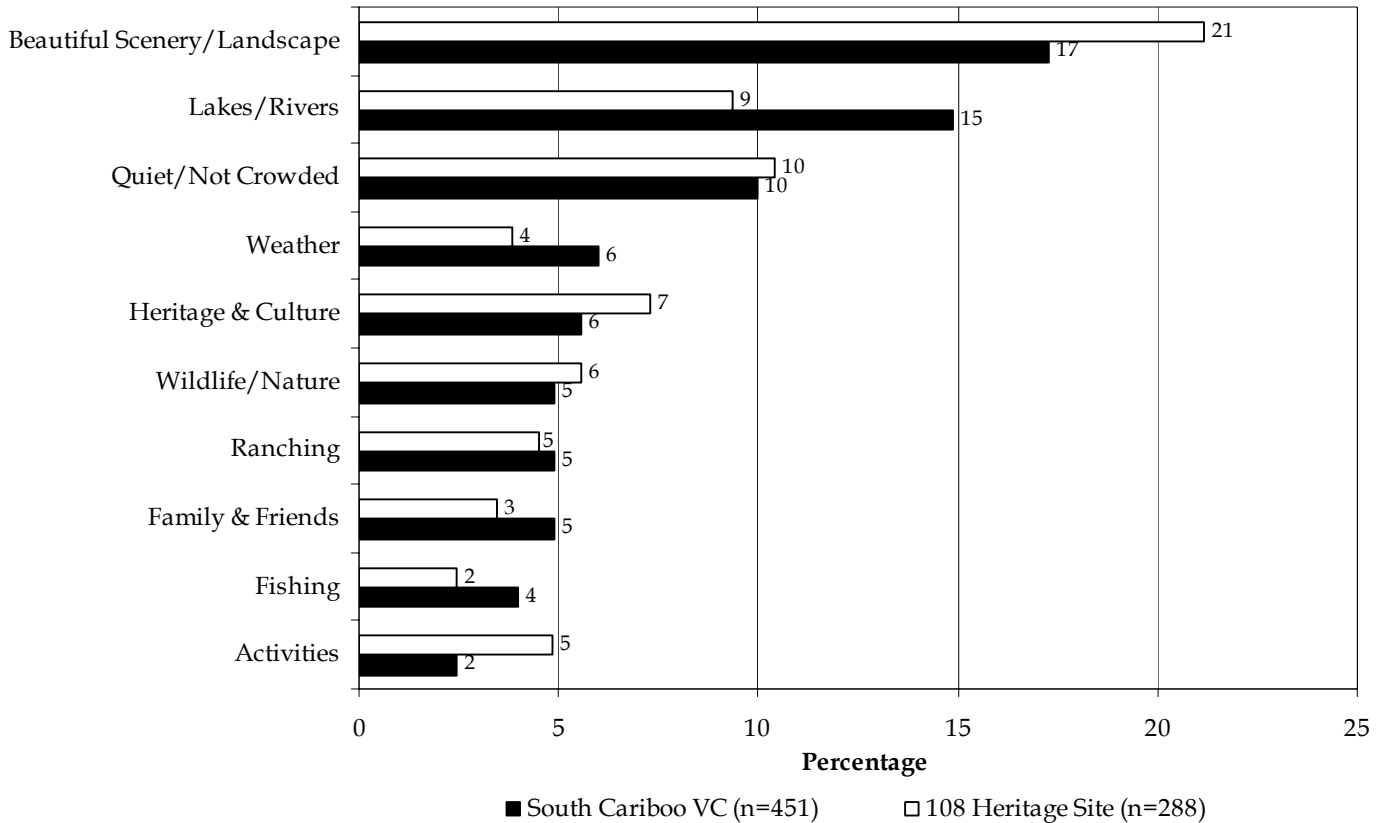


Figure 17. The most frequent unique characteristics respondents had of the South Cariboo region. At the South Cariboo VC, 206 respondents replied with 451 images, while at 108 Heritage Site, 135 travellers replied with 288 images.

Respondents to the mailback questionnaire were asked to rate various components of their trip and their overall travel experience in the South Cariboo region (Figure 18). Ratings were high for overall experience (95% South Cariboo VC; 98% 108 Heritage Site; rated good or excellent) and for each trip component regardless of respondents' original interview location. Access to information about South Cariboo (95% South Cariboo VC; 96% 108 Heritage Site), customer service (95% South Cariboo VC; 96% 108 Heritage Site) and recreation/adventure opportunities (90% South Cariboo VC; 90% 108 Heritage Site) 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 attractions and events with a lower proportion of respondents from the South Cariboo VC rating local attractions and events as good or excellent.

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 South Cariboo region.

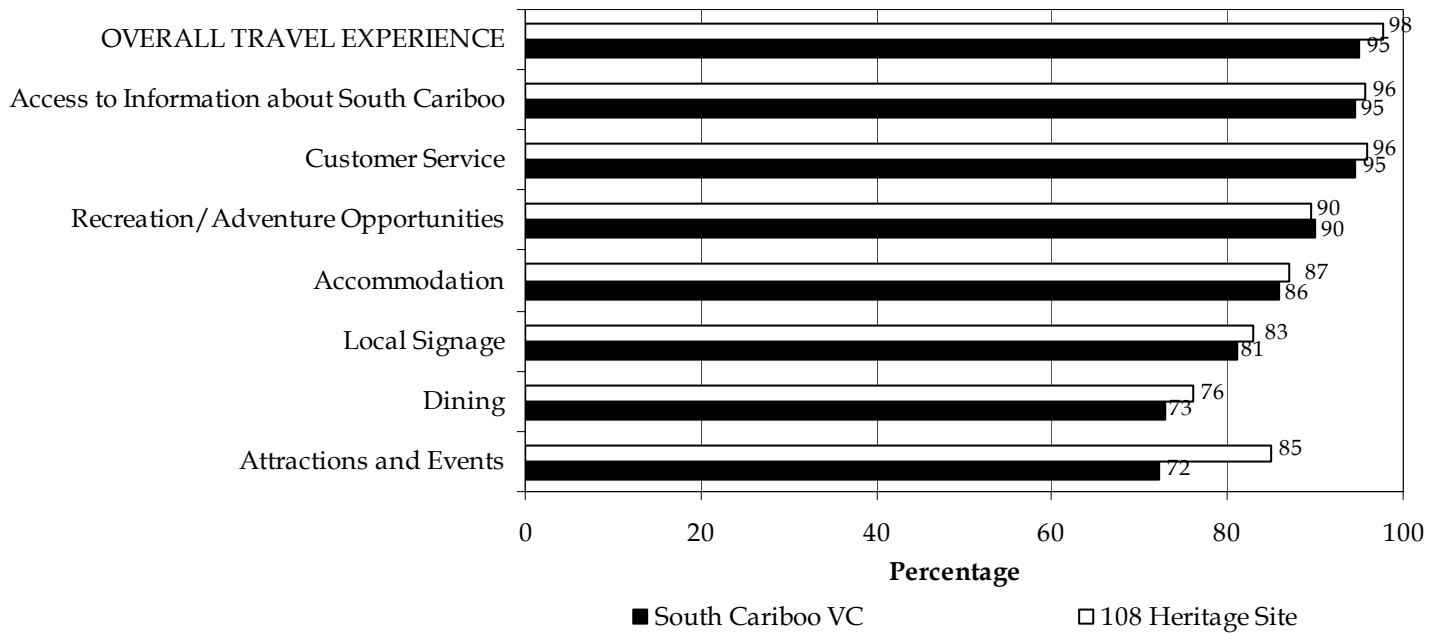


Figure 18. Travellers’ rating of trip components and overall trip experience in the South Cariboo region.

Respondents to the mailback questionnaire were asked about their satisfaction with their trip in British Columbia. The vast majority of travellers indicated that they were either ‘very satisfied’ (77% South Cariboo VC; 83% 108 Heritage Site) or ‘somewhat satisfied’ (8% South Cariboo VC; 7% 108 Heritage Site) with their trip (Figure 19).

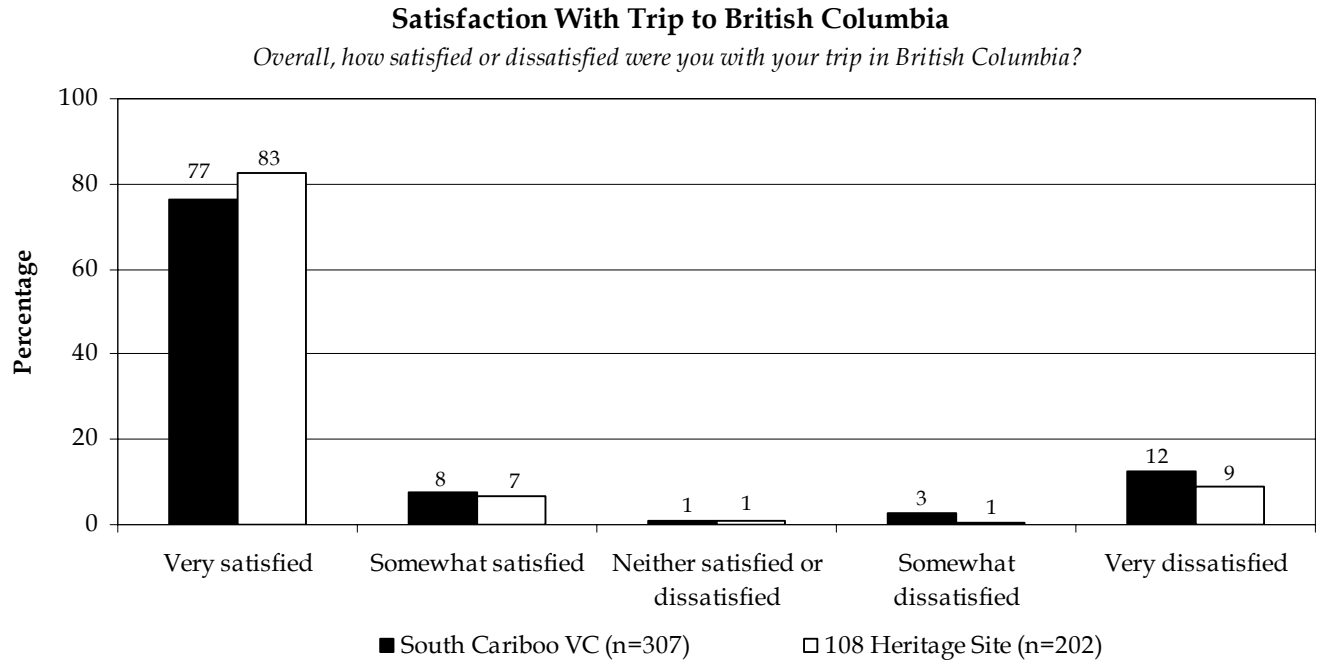


Figure 19. Satisfaction with trip to BC by travellers at South Cariboo VC and 108 Heritage Site.

Travellers responding to the mailback survey were asked about their likelihood of returning to the South Cariboo region for a future leisure trip. Almost four-fifths (79%) of visitors interviewed at the South Cariboo VC indicated that they were 'very likely' (57%) or 'likely' (22%) to return. A slightly higher proportion (82%) of travellers at 108 Heritage Site stated that they were also 'very likely' (59%) or 'likely' (23%) to return to the South Cariboo region (Figure 20). Most travellers (77% South Cariboo VC; 77% 108 Heritage Site) 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 distance, cost, limited activities, old age, limited attractions, no provincial campgrounds, lack of quality facilities to suit their needs, living close by and/or lack of family in the area.

Likelihood of Taking Another Trip to the South Cariboo Region

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

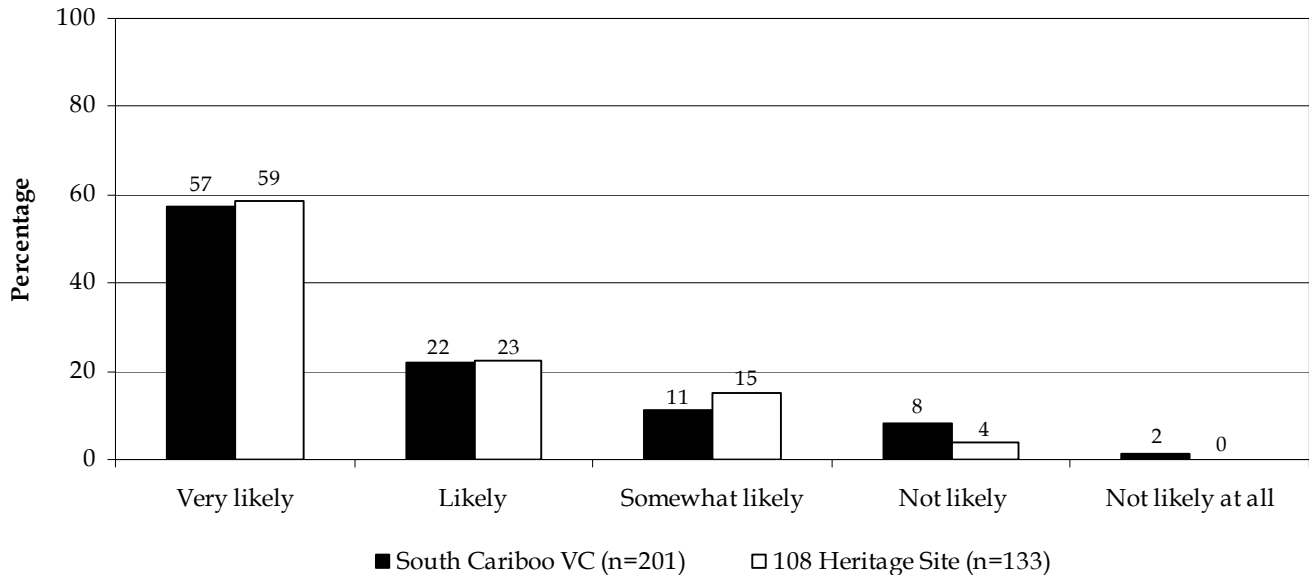


Figure 20. The likelihood of travellers taking another leisure trip to the South Cariboo region

In terms of their likelihood of taking another leisure trip to/in British Columbia, an overwhelming majority of travellers indicated that they were either ‘very likely’ (82% South Cariboo VC; 74% 108 Heritage Site) or ‘likely’ (11% South Cariboo VC; 17% 108 Heritage Site) to take another trip (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 just loving British Columbia in general, interesting places/attractions to explore and living within the province. Beautiful scenery, family and friends, activities, affordability/relaxation and insufficient time on the current trip were additional reasons provided for taking another trip. 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 and cost. Respondents who were somewhat likely or undecided about taking another trip to/in British Columbia provided positive commentary as well as barriers or constraints. Friends, beautiful scenery, previous experiences and fishing/hiking opportunities 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 poor camping experiences were among the reasons not to return.

Likelihood of Taking Another Leisure Trip Within British Columbia

Given your experience in British Columbia, how likely are you to take another leisure trip?

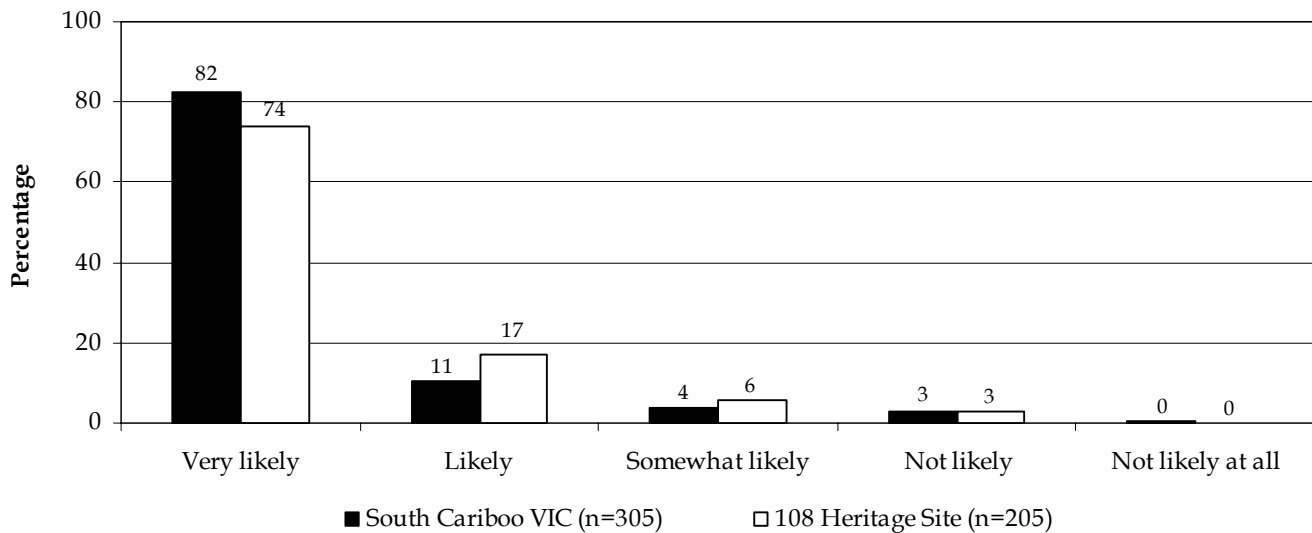


Figure 21. The likelihood of travellers taking another leisure trip to/in British Columbia.

Expenditures

Travellers were asked, "In Canadian Dollars, what were your travel party's total expenditures *yesterday*, including accommodations?" Overall, the average daily expenditure for travellers interviewed at the South Cariboo VC was lower (\$141.66) than it was for those at 108 Heritage Site (\$151.48).

Travellers from BC interviewed at the VC spent substantially less (\$123.92) on average than BC travellers interviewed at 108 Heritage Site (\$146.12). Canadians from outside BC that were interviewed at the VC spent more (\$158.13) than did their counterparts interviewed at 108 Heritage Site (\$146.74). With respect to market origin, visitors from the US had the highest daily expenditures (\$162.92) at the South Cariboo VC, whereas respondents from other International destinations had the highest daily expenditures (\$160.76) at 108 Heritage Site. Respondents from BC had the lowest expenditures at both sites (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 South Cariboo VC who stayed in resorts, hotels, motels or B&Bs spent notably less (\$175.78) than did those interviewed at 108 Heritage Site (\$196.17). At both the South Cariboo VC and 108 Heritage Site, travellers who stayed in resorts, hotels, motels or B&Bs spent considerably more than did those staying in campgrounds/RV parks or with friends/relatives (Table 10).

Given that expenditure was asked as a per party daily total, it is not surprising that larger parties spent notably more than smaller parties at both the South Cariboo VC and 108 Heritage Site. Solo travellers at the South Cariboo VC (\$87.38) spent much less than did their counterparts at 108 Heritage Site (\$127.35). Other than this, responses were fairly consistent by travel party size for both the South Cariboo VC and 108 Heritage Site (Table 10).

There were also noteworthy differences in expenditures based upon respondents' age category between interview sites. South Cariboo VC respondents who were 35-44 years (\$137.07) or between 55-64 years (\$142.74) spent less than did their counterparts interviewed at 108 Heritage Site (\$156.63 and \$157.04 respectively). There was also variation in average daily expenditures among age categories, but results were fairly similar at the two interview sites. At both the South Cariboo VC and 108 Heritage Site, respondents who were 45-54 years had the highest daily expenditures whereas those who were between 25-34 years had the lowest expenditures (Table 10).

Average daily expenditure **per person** was also calculated. Travellers interviewed at the South Cariboo VC spent \$53.40 per person per day and travellers interviewed at 108 Heritage Site spent \$49.88 per person per day.

Table 10. The average daily expenditures of travellers at the South Cariboo VC and 108 Heritage Site.

\$ CDN DAILY Expenditures*	Average Per Party Daily Expenditure	
	South Cariboo VC (n=616) ¹	108 Heritage Site (n=422) ²
Overall	\$141.66	\$151.48
Origin		
British Columbia	\$123.92	\$146.12
Other Canada	\$158.13	\$146.74
US	\$162.92	\$155.32
Other International	\$153.21	\$160.76
Primary Accommodations		
Resort/Hotel/Motel/B&B	\$175.78	\$196.17
Campground/RV Park	\$130.75	\$131.83
Friends or Relatives	\$93.90	\$89.67
Other ³	\$87.37	\$162.09
Travel Party Size		
1 person ⁴	\$87.38	\$127.35
2 people	\$143.80	\$145.04
3-6 people	\$153.68	\$159.61
7 or more people ⁵	\$132.64	\$191.94
Age		
Under 24 Years ⁶	\$139.47	\$145.89
25-34 Years	\$120.79	\$120.36
35-44 Years	\$137.07	\$156.63
45-54 Years	\$152.06	\$158.58
55-64 Years	\$142.74	\$157.04
65 Years or Older	\$142.50	\$138.44

*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 108 Heritage Site of $\pm 10\%$ are colour-coded.

- 13% (n=93) of travellers began trip on the day of interview, and therefore did not have responses, 1% (n=6) Don't Know/No Response. Business travellers were not included in this analysis.
- 9% (n=45) of travellers began trip on the day of interview, and therefore did not have responses, 2% (n=12) 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=17 at 108 Heritage Site).
- Caution is advised when interpreting these numbers because the sample size for this category is low (n=17 at 108 Heritage Site).
- Caution is advised when interpreting these numbers because the sample size for this category is low (n=11 at VC; n=16 at 108 Heritage Site).
- Caution is advised when interpreting these numbers because the sample size for this category is low (n=19 at VC; n=18 at 108 Heritage Site).

In the summer of 2006, South Cariboo VC users were estimated to have spent \$2.8 million in the South Cariboo region and \$8.1 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 travellers to the South Cariboo region and in the rest of the province while on the trip during which they were interviewed at the South Cariboo VC.

Table 11. Estimated expenditures of travellers who visited the South Cariboo VC.

June 4 - September 4, 2006 ¹	South Cariboo VC
Estimated Total VC parties for June, July, August and September 2006	6,433
Average Daily Expenditures	\$141.66
Estimated Total Expenditures in South Cariboo Region by VC Users	\$2,817,911
Estimated Total Expenditures outside of South Cariboo Region by VC Users	\$8,118,353
Estimated Total Expenditures in British Columbia by VC Users	\$10,936,264

1. Visitor party statistics reported by the South Cariboo 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 South Cariboo region. However, all non-resident visitor parties are included, whether or not they spoke to a Visitor Information Counsellor. An estimated 90% 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 South Cariboo VC impacted their trip. The questions were as follows:

1. *While at the Centre today, did you learn about any activities, places or attractions that you were previously not aware of?*
2. *What were those activities, places or attractions?*
3. *Will you spend some extra time in the South Cariboo Region as a result of the information obtained at the South Cariboo Visitor Centre? How much time?*
4. *Will you spend some extra time in other parts of British Columbia as a result of the information obtained at the South Cariboo Visitor Centre? How much time?*
5. *Will you make another trip in British Columbia in the future as a result of the information you obtained at the South Cariboo VC?*

Results from these questions indicate that the South Cariboo VC had an impact on traveller behaviour. Thirty-nine percent of travellers at the South Cariboo VC said that they learned about new trip activities as a result of their stopping at the VC. Twenty-two percent replied they would spend extra time in the South Cariboo region, eight percent would spend extra time in other parts of British Columbia, and two-fifths (40%) would make another trip to/in British Columbia as a result of the information obtained at the VC (Figure 22).

² The definition of the South Cariboo region used for this study is the area north of Clinton, south of 140 Mile House, and between the Fraser River and Lac Des Roches.

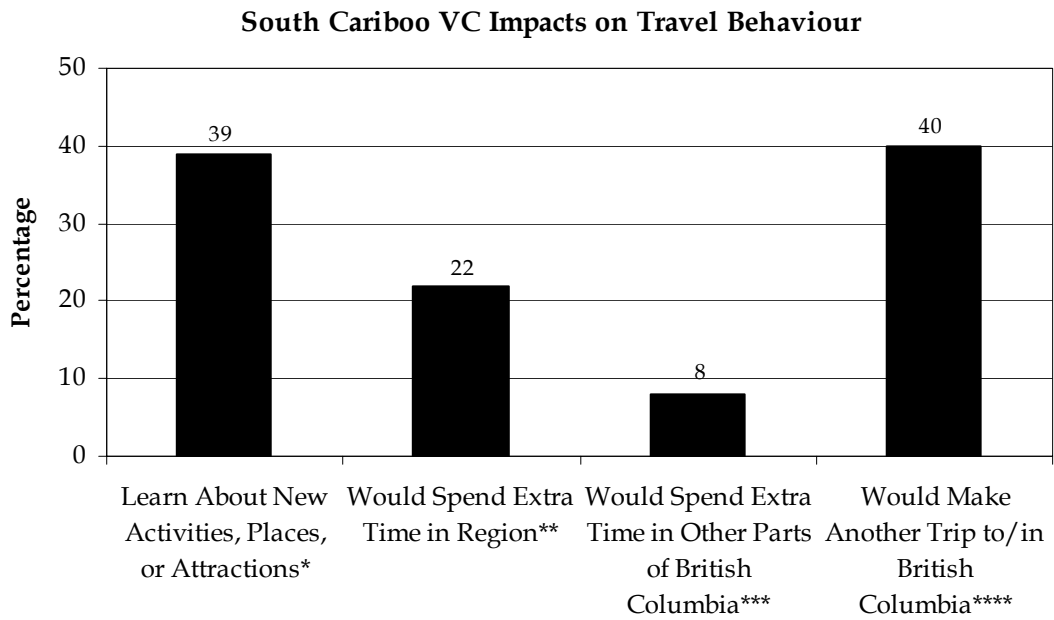


Figure 22. The proportion of travellers at the South Cariboo VC that learned about new activities, places or attractions, would spend extra time in region, would spend extra time in other parts of British Columbia or would make another trip to/in British Columbia as a direct result of the South Cariboo VC.
 * Don't Know/No Response =54 (7.4%); ** Don't Know/No Response =130 (4.5%); *** Don't Know/No Response =210 (28.5%); ****Don't Know/No Response=256 (34.9%).

Those travellers who indicated they would stay extra time in the South Cariboo region and/or 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 South Cariboo VC³.

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 South Cariboo region, flexibility in the time spent in the South Cariboo region, or flexibility in the time spent in British Columbia were examined to understand if they influenced the impact the South Cariboo VC had on traveller behaviour (Table 12).

Other international travellers were most likely and BC residents were least likely to learn about new activities, places or attractions. Other international travellers were much less likely when compared to Canadian travellers from other provinces to make another trip to BC in the future as a result of information obtained from the VC.

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 and would spend extra time in the region as a result of the information obtained at the VC.

³ Economic benefit estimates can be obtained from the South Cariboo Visitor Centre.

Those who came on their trip for leisure purposes were more likely to learn about new activities, places or attractions and spend extra time in the region, but were less likely to make another trip than were those who came to visit family and friends. A considerably higher proportion of travellers who had not pre-planned activities for their trip learned about new activities, places or attractions as a result of the information obtained at the VC. Trip flexibility, with respect to time in the region and in BC, influenced the impact the VC had on traveller behaviour. Respondents who were very flexible with the amount of time in the region and in BC were generally more likely to spend extra time in the region and province and take another trip to/in British Columbia as a result of the information obtained at the VC. Interestingly, almost two-fifths of those who were inflexible with respect to the time they could spend in the region (42%) and in BC (39%) indicated a desire to make another trip as a result of information obtained at the VC (Table 12).

Travellers at the South Cariboo VC learned about a wide range of new activities. A total of 280 activities, places or attractions were mentioned. The most common response was arts/cultural/local attractions such as heritage sites and waterfalls (24%), accommodations such as campgrounds and ranches (15%) and water based recreation such as lakes and lake tours (13%). Other less frequently mentioned items included land based recreation (9%), festivals and events (9%), other community information (8%), route information (6%), local shopping/service related information (5%), learning about provincial parks (4%) and wildlife viewing opportunities (3%; Figure 23).

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

Table 12. The impact of the South Cariboo 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*	Would Make Another Trip*
Overall	38.9%	21.8%	8.4%	40.5%
Origin				
British Columbia	29.9%	21.4%	6.7%	44.5%
Other Canada	39.8%	20.0%	13.6%	46.4%
US	39.4%	24.3%	12.5%	39.4%
Other International	59.4%	22.5%	6.7%	27.7%
Spoke With A Counsellor				
Yes	42.0%	22.8%	8.5%	40.7%
No	9.9%	11.6%	7.7%	38.0%
Primary Trip Purpose¹				
Leisure	40.3%	22.6%	8.8%	40.1%
Visiting Friends & Family	34.2%	19.4%	7.8%	46.8%
Activity Flexibility - Region				
76-100% of activities pre-planned	35.4%	22.4%	12.0%	59.4%
51-75% of activities pre-planned ²	38.9%	28.6%	28.6%	50.0%
26-50% of activities pre-planned	51.9%	22.4%	12.3%	36.8%
0-25% of activities pre-planned	43.4%	22.8%	6.0%	33.0%
Time Flexibility - Region				
Inflexible (no extra time)	34.3%	N/A ³	8.2%	42.0%
Moderately Flexible (extra few hours)	42.1%	15.8%	4.4%	34.2%
Very Flexible (extra day(s))	40.7%	25.0%	10.4%	43.0%
Time Flexibility - BC				
Inflexible (no extra time)	39.9%	20.2%	7.3%	39.1%
Moderately Flexible (extra few hours)	38.9%	16.5%	2.8%	21.3%
Very Flexible (extra day(s))	38.2%	24.5%	10.9%	48.4%

* 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. Twelve 'Other' cases excluded from analysis in order to display the most pertinent information.
2. Caution is advised when interpreting these numbers because the sample size for this category is low (n=18).
3. 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 Learnt About

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

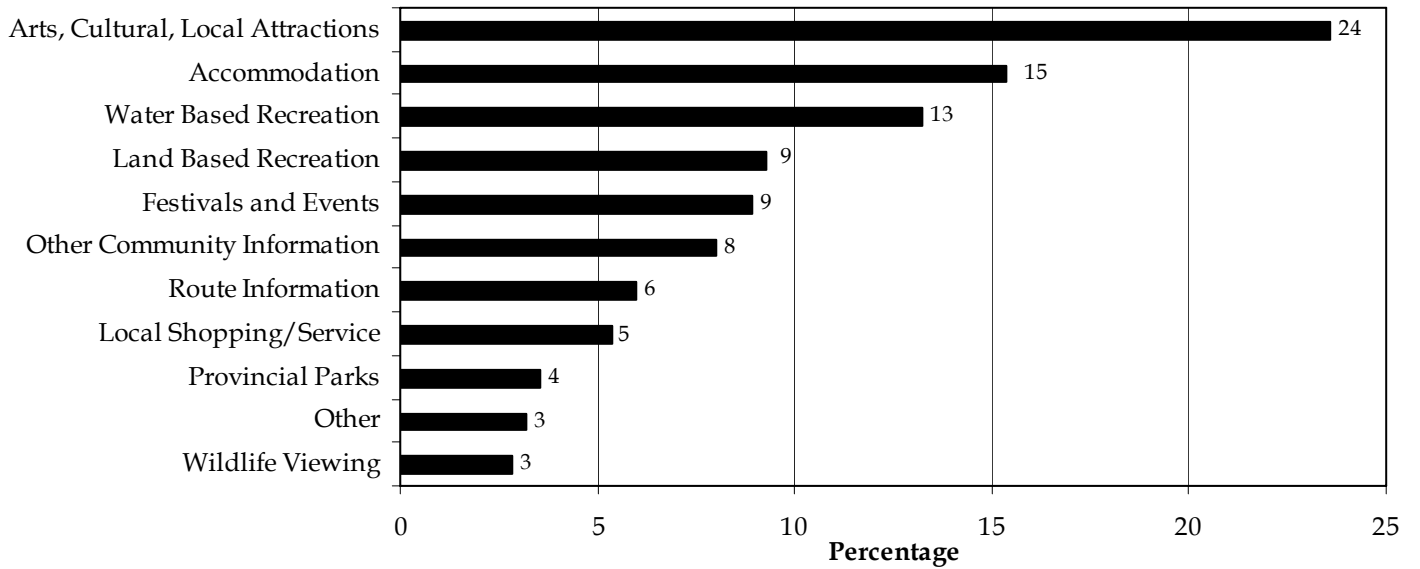


Figure 23. The top 10 activities, places or attractions that respondents learned about at the South Cariboo VC.

Conclusions

1. Travellers who stop at the South Cariboo VC differ slightly from the typical traveller intercepted at 108 Heritage Site. Relative to travellers at 108 Heritage Site, those at the South Cariboo VC were less likely to:

- Travel in large parties,
- Travel with children, or
- Spend as much on their travel party expenditures.

Travellers at the South Cariboo VC were similar to travellers at 108 Heritage Site in their:

- Market origin,
- Age,
- Education,
- Primary trip purpose,
- Primary accommodation,
- Mode of transportation,
- Primary destination,
- Primary motivation for travel,
- Activity participation,
- Intent to participate in activities on future leisure trips,
- Total trip duration,
- Duration of stay in British Columbia,
- Duration of stay in the South Cariboo region,
- Trip planning horizons,
- Use of information for trip planning,
- Pre-planning of activities before arriving in the South Cariboo region, and
- Flexibility in terms of time spent in the South Cariboo region and in 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 South Cariboo region. The data presented provides details on the types of clients new tourism businesses in the South Cariboo region can expect and characteristics, interests and trip flexibility of potential clients who could be attracted through marketing (brochures, etc.) at the South Cariboo 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 in the South Cariboo region visiting friends and family to use the South Cariboo VC.

3. Most travellers were very satisfied (92%) or satisfied (8%) with the services offered at the South Cariboo VC. Only 7% of travellers had suggestions to improve the services offered at the Centre. Two-fifths (40%) of the suggestions referred to facility/equipment and another 26% regarded improving the information at the VC. Fewer suggestions came forward about snacks and refreshments (17%), improving signage (6%) and hours of operation (4%).

4. The South Cariboo VC had a positive impact on traveller behaviour. Thirty-nine percent of travellers learned about new activities, places or attractions; 22% reported that they would stay extra time in the region; 8% would stay extra time in other parts of British Columbia; and 40% would make another trip to/in British Columbia as a result of the information they obtained at the South Cariboo VC.

5. Most visitors who stopped at the VC spoke to a Visitor Information Counsellor (90%). 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 South Cariboo VC or 108 Heritage Site 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 South Cariboo VC had on travellers who did not live in the South Cariboo 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 VCs in British Columbia have differed from those presented here. Therefore the findings presented here cannot be applied to other Visitor Centres.
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 the VC

Appendix E - Other VCs Visited

Appendix F - Comments from South Cariboo 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 South Cariboo VC during the study period.

	South Cariboo VC (June-September 2006)					
	Number of People Approached	Agree to Interview	Number of Residents	Refusals	Part of Tour Group	Tourists
Jun 4	25	16	1	9	0	15
Jun 6	34	20	7	14	1	12
Jun 10	42	23	3	19	0	20
Jun 12	34	22	7	12	0	15
Jun 16	38	28	8	10	0	20
Jun 18	29	13	2	16	0	11
Jun 22	37	27	9	10	0	18
Jun 24	40	29	4	11	0	25
Jun 28	46	36	12	10	0	24
Jun 30	43	36	8	7	0	28
Jul 4	39	35	11	4	0	24
Jul 6	48	45	13	3	1	31
Jul 10	53	44	13	9	0	31
Jul 12	43	34	8	9	0	26
Jul 16	44	38	9	6	0	29
Jul 18	59	47	9	12	0	38
Jul 22	51	41	11	10	0	30
Jul 24	51	44	14	7	0	30
Jul 28	60	50	13	10	2	35
Jul 30	46	31	4	15	0	27
Aug 3	56	49	12	7	3	34
Aug 5	79	61	17	18	0	44
Aug 9	55	52	14	3	2	36
Aug 11	57	46	11	11	2	33
Aug 15	34	31	10	3	0	21
Aug 17	30	26	4	4	1	21
Aug 21	41	36	12	5	1	23
Aug 23	25	21	7	4	0	14
Aug 27	28	24	4	4	0	20
Aug 29	48	34	13	14	0	21
Sep 2	31	29	10	2	2	17
Sep 4	26	24	10	2	0	14
Total*	1,372	1,092	290	280	15	787

* Included above are two incomplete surveys conducted on July 24.

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 108 Heritage Site during the study period.

	108 Heritage Site (June-September 2006)					
	Number of People Approached	Agree to Interview	Number of Residents	Refusals	Part of Tour Group	Tourists
Jun 5	17	13	2	4	0	11
Jun 7	18	13	0	5	1	12
Jun 11	22	11	1	11	0	10
Jun 13	30	26	0	4	0	26
Jun 17	16	14	1	2	0	13
Jun 19	16	9	3	7	0	6
Jun 23	25	22	2	3	0	20
Jun 25	20	16	4	4	0	12
Jun 29	25	21	2	4	0	19
Jul 1	76	62	35	14	0	27
Jul 5	28	25	3	3	0	22
Jul 7	31	28	3	3	1	24
Jul 11	21	21	4	0	0	17
Jul 17	24	22	1	2	0	21
Jul 19	23	21	4	2	0	17
Jul 23	21	20	1	1	0	19
Jul 25	23	23	4	0	0	19
Jul 29	28	24	4	4	2	18
Jul 31	28	27	2	1	0	25
Aug 4	35	30	4	5	0	26
Aug 6	22	20	3	2	0	17
Aug 10	22	20	0	2	0	20
Aug 12	23	22	3	1	0	19
Aug 16	31	30	6	1	2	22
Aug 18	23	22	2	1	3	17
Aug 22	20	19	2	1	0	17
Aug 24	13	11	2	2	0	9
Aug 28	16	15	3	1	0	12
Aug 30	10	8	3	2	0	5
Sep 3	21	19	6	2	0	13
Total*	728	634	110	94	9	515

* Included above is one incomplete survey conducted on August 12.

Appendix B - Questionnaires

Appendix B - Interview Questions (South Cariboo 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 South Cariboo region and your experiences in British Columbia. Can I please speak with someone in your travel party who 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 South Cariboo region? The South Cariboo region is defined as the area north of Clinton, south of 140 Mile House, and between the Fraser River and Lac Des Roches.

- 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 do you live (usual place of residence)?

Province _____ **OR** State _____ **OR** Country (other international) _____

To start, 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 South Cariboo? The South Cariboo region is defined as the area north of Clinton, south of 140 Mile House, and between the Fraser River and Lac Des Roches. (**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 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 South Cariboo. 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 South Cariboo?

- 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 South Cariboo 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 Q15 = A (NO EXTRA TIME IN REGION) 21. Will you spend some **extra** time in the South Cariboo as a result of the information obtained at the Centre?

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

SKIP IF Q15 ≠ A (SOME EXTRA TIME IN REGION) AND Q16 = 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 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 South Cariboo Visitor Centre?

- NO YES DK/NR

24. How satisfied or dissatisfied are you with the services offered at the South Cariboo 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 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?

- | | |
|--|---|
| <input type="checkbox"/> A. UNDER 24 YEARS | <input type="checkbox"/> E. 55-64 YEARS |
| <input type="checkbox"/> B. 25-34 YEARS | <input type="checkbox"/> F. 65 YEARS OR OLDER |
| <input type="checkbox"/> C. 35-44 YEARS | <input type="checkbox"/> G. DK/NR |
| <input type="checkbox"/> D. 45-54 YEARS | |

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

- | | |
|--|--|
| <input type="checkbox"/> A. LESS THAN HIGH SCHOOL | <input type="checkbox"/> E. UNIVERSITY DEGREE |
| <input type="checkbox"/> B. HIGH SCHOOL | <input type="checkbox"/> F. MASTERS/PHD DEGREE |
| <input type="checkbox"/> C. SOME TECHNICAL COLLEGE OR UNIVERSITY | <input type="checkbox"/> G. OTHER _____ |
| <input type="checkbox"/> D. COLLEGE OR TECHNICAL DIPLOMA | <input type="checkbox"/> 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 (108 Heritage Site)

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 South Cariboo region and your experiences in British Columbia. Can I please speak with someone in your travel party who 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 South Cariboo region? The South Cariboo region is defined as the area north of Clinton, south of 140 Mile House, and between the Fraser River and Lac Des Roches.

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 do you live (usual place of residence)?

Province _____ OR State _____ OR Country (other international) _____

To start, 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 (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 South Cariboo? The South Cariboo region is defined as the area north of Clinton, south of 140 Mile House, and between the Fraser River and Lac Des Roches. **(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 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 South Cariboo. 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 South Cariboo?

- 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 South Cariboo Visitor Centre?

NO YES DK/NR

IF NO Why not? _____

Now, I'd like to ask 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 (South Cariboo VC)

The South Cariboo 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**



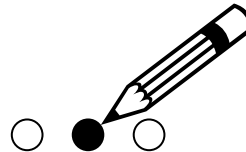
Your opinions are important...

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 South Cariboo region and British Columbia.

*If you have traveled 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 South Cariboo Visitor Centre in 100 Mile House.

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, canoeing, 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 (specify) _____	<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 %

Please turn over

About the South Cariboo Visitor Centre...

*This section asks about your use of the **South Cariboo Visitor Centre in 100 Mile House** on the trip that we interviewed you.*

12. Did you spend any **extra** time in the **South Cariboo region as a result of** the information obtained at the South Cariboo Visitor Centre? The South Cariboo region is defined as the area just south of Clinton, north to 140 Mile House, west to the Fraser River and east to Lac Des Roches.

- 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 South Cariboo Visitor Centre in 100 Mile House. 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 South Cariboo Visitor Centre?

Your travel experience...

This section asks about your experiences, activities and impressions of your trip to the South Cariboo region and British Columbia.

17. What positive and/or negative images come to mind when you think of the **South Cariboo 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 **South Cariboo region** as a vacation destination? Unique characteristics are those that make the South Cariboo 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 **South Cariboo region**?

Yes *Go to Q20*

No *Go to Q23*

Don't know *Go to Q23*

20. Please think about the activities you participated in the **South Cariboo region** during your trip. What percentage of those activities were planned before you arrived in the region? An activity is considered 'planned' if prior to arriving in the region, you had booked it or decided to participate in it. For example, if you participated in 10 activities and had planned 3 of them, your answer to this question would be 30%.

Please fill in the most appropriate response.

_____ %

Don't know

21. Please rate your experience with each component of your trip and your overall travel experience in the **South Cariboo region**? *Choose one answer for each row.*

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

22. Given your experience traveling in the **South Cariboo region**, how likely are you to return to the South Cariboo 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 South Cariboo region? *Choose one answer only.*

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

23. 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

24. 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.

About you...

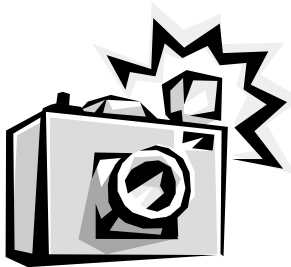
25. Who was in your travel party when you stopped at the South Cariboo Visitor Centre in 100 Mile House? Please indicate their relationship to you, age and gender.
 Please start with yourself.

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	_____	_____

26. Before taxes, in Canadian dollars, what is your approximate **annual household** income? *Choose one answer only.*
- Less than \$25,000
 - \$25,000 to \$49,999
 - \$50,000 to \$64,999
 - \$65,000 to \$99,999
 - \$100,000 plus
 - Don't know
27. 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 (108 Heritage Site)

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**

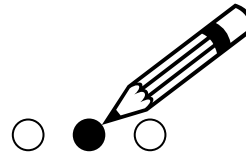
Your opinions are important...

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 South Cariboo region and British Columbia.

*If you have traveled 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.



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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 108 Heritage Site (13 kilometres north of 100 Mile House in British Columbia).

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, canoeing, 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 %

Please turn over

About the South Cariboo Visitor Centre...

*This section asks about use of the **South Cariboo Visitor Centre in 100 Mile House** on the trip that we interviewed you.*

12. Did you visit the South Cariboo 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 South Cariboo Visitor Centre?

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

- No
- Yes → Where? Please specify.

Your travel experience...

This section asks about your experiences, activities and impressions of your trip to the South Cariboo region and British Columbia.

16. What positive and/or negative images come to mind when you think of the **South Cariboo region** as a vacation destination? The South Cariboo region is defined as the area just south of Clinton, north to 140 Mile House, west to the Fraser River and east to Lac Des Roches. *Please list up to three.*

Positive

Negative

1. _____
2. _____
3. _____

1. _____
2. _____
3. _____

17. What are the **unique** characteristics of the **South Cariboo region** as a vacation destination? Unique characteristics are those that make the South Cariboo 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 **South Cariboo region**?

Yes *Go to Q19*

No *Go to Q22*

Don't know *Go to Q22*

19. Please think about the activities you participated in the **South Cariboo region** during your trip. What percentage of those activities were planned before you arrived in the region? An activity is considered 'planned' if prior to arriving in the region, you had booked it or decided to participate in it. For example, if you participated in 10 activities and had planned 3 of them, your answer to this question would be 30%.

Please fill in the most appropriate response.

_____ %

Don't know

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

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

21. Given your experience traveling in the **South Cariboo region**, how likely are you to return to the South Cariboo 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 **South Cariboo 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.

About you...

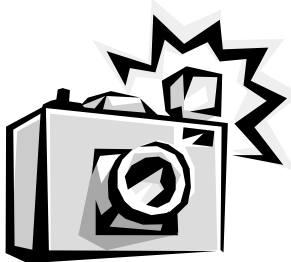
24. Who was in your travel party when we interviewed you at the 108 Heritage Site?
 Please indicate their relationship to you, age and gender. Please start with yourself.

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. Before taxes, in Canadian dollars, what is your approximate **annual household** income? *Choose one answer only.*
- Less than \$25,000
 - \$25,000 to \$49,999
 - \$50,000 to \$64,999
 - \$65,000 to \$99,999
 - \$100,000 plus
 - Don't know
26. 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:

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Box 9830, Stn Prov Gov't,
300- 1803 Douglas Street,
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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 South Cariboo VC and interview 108 Heritage Site) and the mailback questionnaires (mailback South Cariboo VC and mailback 108 Heritage Site). At the South Cariboo 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 A2, A3).
2. Comparing demographics, trip and traveller characteristics between those who responded and those who did not respond to the mailback questionnaire (Tables A2, A3).

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 A4, A5).

Results

Differences in Respondents who Agreed or Did Not Agree to Mailback

- At the South Cariboo 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 who agreed to participate in the mailback questionnaire were more likely to be from BC and spent less time away from home compared to those who did not agree to the mailback questionnaire.
- At 108 Heritage Site, respondents who agreed to participate in the mailback questionnaire spent less time away from home, less time in BC during their trip, and spent more money on average compared to those who did not agree to the mailback questionnaire.

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

- At the South Cariboo VC, there were very few differences between respondents who did and did not respond to the mailback questionnaire.
- Respondents who completed the mailback questionnaire were more likely to be older and spent less money on average compared to those who did not complete the mailback questionnaire.
- At 108 Heritage Site, respondents who completed the mailback questionnaire were less likely to be from international origins, more likely to be female, and spent more time in BC during their trip compared to those who did not complete the mailback questionnaire.

Differences in Interview/Mailback Responses

- Overall, responses to the mailback survey were fairly consistent with those given during the interview at both locations.
- At the South Cariboo VC, there were some differences between responses to the interview and mailback questionnaire. Mailback respondents indicated an increased desire to spend additional time in other parts of BC and to take another trip to/in BC than they had anticipated based on their responses to the intercept survey.
- At 108 Heritage Site, mailback respondents were more likely to be travelling with children than they had indicated on their responses to the intercept survey.

Conclusions

- Overall, few differences existed between those who agreed to participate in the mailback questionnaire and those who did not.
- Mailback responses are generally representative of the population that was interviewed.
- Most of the variables tested did not indicate significant difference 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 A2. A summary of the comparisons between those that agreed to the mailback questionnaire and those that did not, those that did and did not respond to the mailback questionnaire and between the interview and mailback responses for the South Cariboo VC.

South Cariboo VC	✓ Indicates a Practical Difference		
	Agreed to Mailback ¹	Mailback Responses (Non-Response Bias)	Interview/Mailback Responses
Origin	✓	N	n/a
Gender	N	N	N
Age	N	✓	N
Party Size	N	N	N
Parties With Children	N	N	N
Education	N	N	n/a
Days Away from Home	✓	N	N
Days in BC	N	N	N
Days in South Cariboo	N	N	n/a
Daily Expenditure ²	N	✓	N
Learn About New Activities	N	N	n/a
Extra Time in Region	N	N	N
Extra Time in Other Parts of BC	N	N	✓
Take Another Trip To/In BC	N	N	✓

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

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

Table A3. A summary of 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 108 Heritage Site.

108 Heritage Site	✓ Indicates a Practical Difference		
	Agreed to Mailback ¹	Mailback Responses (Non-Response Bias)	Interview/Mailback Responses
Origin	N	✓	n/a
Gender	N	✓	N
Age	N	N	N
Party Size	N	N	N
Parties With Children	N	N	✓
Education	N	N	n/a
Days Away from Home	✓	N	N
Days in BC	✓	✓	N
Daily Expenditure ²	✓	N	N

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

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

Table A4. A summary of differences in data between the interview and mailback questionnaire at the South Cariboo VC.

Concept/Questions	Trip Characteristics Results		Practical Difference?
	Interview	Mailback	
Mean Days Away From Home	19.94	17.59	N
Mean Days In BC	12.12	11.94	N
Mean Daily Expenditure	\$141.66	\$155.64	N
Mean Party Size	2.25	2.59	N
Age - Under 24 Years	3.3%	0.7%	N
Age - 25-34 Years	10.2%	8.3%	N
Age - 35-44 Years	16.8%	15.6%	N
Age - 45-54 Years	25.2%	22.8%	N
Age - 55-64 Years	25.0%	29.5%	N
Age - 65 Years or Older	19.5%	23.2%	N
Gender - Male	55.0%	48.4%	N
Gender - Female	45.0%	51.6%	N
Primary Destination - Study Area	45.9%	40.0%	N
Parties with Children	11.7%	19.3%	N
Extra Time in Region	21.9%	31.3%	N
Extra Time in Other Parts of BC	8.4%	20.4%	✓
Take Another Trip To/In BC	40.5%	52.4%	✓

Table A5. A summary of differences in data between the interview and mailback questionnaire at 108 Heritage Site.

Concept/Questions	Trip Characteristics Results		Practical Difference?
	Interview	Mailback	
Mean Days Away From Home	18.62	16.53	N
Mean Days In BC	12.02	10.93	N
Mean Daily Expenditure	\$151.48	\$155.88	N
Mean Party Size	2.45	2.92	N
Age - Under 24 Years	4.0%	2.0%	N
Age - 25-34 Years	7.2%	4.5%	N
Age - 35-44 Years	19.4%	18.0%	N
Age - 45-54 Years	27.7%	27.5%	N
Age - 55-64 Years	25.1%	32.0%	N
Age - 65 Years or Older	16.6%	16.0%	N
Gender - Male	52.8%	43.6%	N
Gender - Female	47.2%	56.4%	N
Primary Destination - Study Area	42.4%	34.6%	N
Parties with Children	22.0%	33.2%	✓

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 signs
- Williams Lake hard to find
- A sign up further for center

Information Related

- No info on boat licence
- The info people should know history of some of the sites better
- BC map detail not pay 5.00
- Wish new more about fishing
- Some route info need to be better
- More bike base info and resources
- Some of the material too complicated
- More stuff on 100 mile
- Better maps
- Free c map
- Better info on forester camp sites
- More brochures guided towards independent activities

Facility/Equipment

- More souvenirs geared to kids
- Internet access (3)
- Get internet
- More gift shop stuff
- Better access for RV
- Free internet service
- Fix the phone
- Internet
- Shaded place to park
- Kid corner
- Not enough space for puppies...what we have wont hold her dog " ;)
- Air conditioning
- Internet service (3)
- Nail polish remover
- Free fish hooks

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

Snacks/Refreshments

- Free coffee (2)
- Cold drinks
- Free beer (2)
- Ice cream
- Coffee bar
- Coffee

Hours of Operation

- The hours that they are open over the year
- Some info centers close too early

General Comments

- Lower gas prices
- More funds
- More stops on the highway

Appendix E - Other VCs Visited

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

Location of Other VC Visited ¹	Number of Responses	Location of Other VC Visited	Number of Responses
100 Mile House	5	Drumheller*	1
108 Heritage Site*	4	Duncan	2
Abbotsford	2	Fort Fraser*	1
Ashcroft Museum*	1	Fort Nelson	5
Ashcroft, BC*	2	Fort St James	4
Avola*	1	Fort St John	7
Banff*	4	Fraser Lake*	1
Barkerville*	9	Fort Langley	1
Beechers Plateau*	1	Gibsons	1
Bella Coola	4	Golden	5
Border with US*	1	Goldstream Park*	1
Burns Lake	3	Grand Cache*	1
Cache Creek*	4	Grand Forks	2
Campbell River	3	Granisle	1
Canmore*	1	Greenwood, BC	1
Carcross*	1	Grouse Mountain*	1
Chemainus	3	Hedley*	1
Chetwynd	1	Hell's Gate*	1
Chilliwack	2	Hope	13
Clearwater	12	Houston, BC	4
Clento Museum*	1	Hudsons Hope	4
Clinton*	5	Richmond	1
Comox	1	International Peace Garden*	1
Cottonwood House*	1	Jasper*	8
Courtenay	1	Tumbler Ridge	1
Cowichan Lake	2	Kamloops	15
Cranbrook	3	Kelowna	5
Creston	1	Kitimat	1
Dawson Creek	15	Kootenay National Park*	1
Fernie	1	Ksaw Village*	1
Field*	1	Lake Louise*	3
Dinosaur National Park*	1	Lillooet	7
Discovery Passage (ferry)*	1	Long Beach*	1

Location of Other VC Visited ¹	Number of Responses	Location of Other VC Visited	Number of Responses
Lumby, BC	1	Rogers Pass*	3
Lytton	5	Royal Tyrell Museum*	1
Manning Park*	2	Salmon Arm	1
Masset*	1	Sechelt	1
McBride	4	Sidney, BC	2
Merritt	8	Skagway*	1
Midway*	1	Smithers	12
Mission	1	Sparwood	1
Mount Robson	19	Stanley Park*	1
Nakusp	1	Stewart	6
Nanaimo	3	Sunshine Coast*	1
Nelson	3	Suspension Bridge*	1
New Hazelton	4	Telegraph Cove*	1
New Westminster	1	Terrace	6
Okanagan*	1	The center at the bottom of Kicking Horse Pass*	1
Okanagan Falls*	1	Tofino	3
Oliver	2	Tok*	1
Pacific Rim NP*	2	Tsuniah Lodge*	1
Parksville	1	Ucluelet	1
Peace Arch Boarder Crossing	1	Vancouver	20
Penticton	2	Vancouver (Canada Place)	1
Port Alberni	1	Vanderhoof	4
Port Hardy	3	Vernon	6
Port McNeil	1	Victoria	14
Powell River	1	Waterton Lake*	1
Prince George	24	Watson Lake*	1
Prince Rupert	15	Wells	5
Quesnel	23	Wells Gray*	6
Radium Hot Springs	1	Whistler	11
Revelstoke	6	White River Crossing*	1
Rocky Mountain, Cariboo Region inside passage cruise*	1	Williams Lake	29

1. The location 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 South Cariboo 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, and other.

Is there anything else you would like to tell us about your experience at the British Columbia Visitor Centre at South Cariboo?

Staff Friendly and Helpful

- Very helpful people.
- Very courteous and helpful.
- The staff were extremely helpful & wonderful ambassador for their area. We wished we could have stayed for some of the lovely hiking trails.
- Informative, friendly staff (helpful).
- Staff was friendly and very helpful.
- The staff were very pleasant and informative.
- Very pleasant & helpful regarding finding accommodations for the night. Excellent service!
- Very attractive & friendly representative.
- Very friendly staff. Excellent local info.
- It was friendly, helpful & pleasant.
- Very helpful, courteous staff. Good advice.
- Friendly, helpful people - lots of good information (brochures).
- The staff were extraordinarily helpful, more so than at most visitor centres.
- Very friendly
- Courteous help at South Cariboo Visitor Centre
- We found the staff very courteous, helpful and informative. The facility was very attractive and inviting, large parking area and well-located, easy access (we have an RV).
- Friendly
- Very friendly staff, helpful.
- People were friendly. Nice atmosphere for a picnic lunch and a rest.
- Very polite and helpful staff
- Friendly and helpful
- Very helpful
- Excellent, courteous & helpful staff. William Lake, also.
- Staff were very helpful; knowledge of attractions & interests; took the time to explain things; very pleasant.
- The people (workers) were very friendly and helpful. The facilities were very clean.
- The staff were very friendly.
- Pleasantly helpful
- Good information by professional people.
- I observed staff as friendly, helpful, patient, informative.
- Very courteous, pleasant people, very helpful. Good information & made calls for us to confirm information.
- Nice and helpful people.
- Very positive, friendly people & good advice.
- The people did a good job.

- Very kind and friendly people, helpful & very informative.
- Very friendly & helpful.
- Very friendly and a lot of extra tips and advice.
- Good service.
- The service was good.
- Very positive, took her time to inform us. Although we left the next day.
- Very friendly & helpful, the most welcome visitor centre in BC.
- Very polite and helpful
- Friendly staff. Clean washrooms.
- Very helpful, received excellent advice and bought the travel map book.
- Very friendly people
- Great service
- They are always very helpful.
- The lady was extremely helpful and polite.
- Always very friendly and helpful, all the Visitor Centres are very good!
- Excellent and friendly.
- No. The people at this Visitor Centre were very nice and helpful.
- They are always very friendly and helpful and give very good advices for 1 day excursions in the South Cariboo area!
- Friendly, helpful staff. Somewhat dissatisfied with my trip to British Columbia only because my husband had to be hospitalized several days in Quesnel and we had to return home ahead of planned time.
- Friendly and helpful
- I meet a very friendly and well informed staff.
- Very nice people!
- Very informative staff. Nice maps and brochures.
- Very friendly staff. Nicely set up.
- Very friendly people, very busy through, many people visiting.
- Just that the people there were very friendly and helpful.
- The staff were fantastic, helpful and friendly. We visited 2-3 times in 6 weeks to pick up info at host's kiosk.
- Staff was helpful, polite and enthusiastic.
- Very friendly, very informative
- No, they were friendly. Washrooms were clean.
- Good service
- Well versed employees; great help!
- The staff were very helpful and friendly.
- People helpful
- They were very friendly and very knowledgeable about what we were looking for.
- Excellent service

- Polite, helpful & gave maps to assist us.
- The German speaking lady was for us, an extremely good advisor and was also very friendly!
- Friendly and knowledgeable staff. Nice, clean and welcoming atmosphere.
- Very pleasant and helpful staff.
- They were pleasant, helpful and very informative.
- Very friendly and lots of useful information, well staffed and stocked.
- Very friendly!
- Very friendly, helpful staff.
- Very friendly and helpful staff. Lots of good pamphlets.
- Pleasant staff and amenities.
- The day before we were to arrive, we phoned the center to inquire if they had any info on a 1965 airplane crash. Upon our arrival the very friendly and informed staff not only had the recorded info ready. They had arranged with a local historian (Dee Dee Henderson) to meet with us.
- Very helpful & friendly, great bathrooms, one of the best visitor's centre's we have been to for information & resources. The staff was very thorough in their research to assist us.
- Good service, knowledgeable staff.
- Very friendly staff, aware of services in area.
- People were very helpful in giving info on Bella Coola and when to stay en route & once there.
- Friendly, knowledgeable service.
- Very friendly, helpful staff, they are a great asset.
- Polite, helpful. Thank you.
- The staff was helpful & informative.
- The information given was perfect, very nice and competent lady there.
- We received professional information.
- Personnel very helpful & well informed.
- The staff at the center were very friendly, I liked the way they took the time to chat.
- The people very extremely helpful, best visitor centre service been to.
- Everyone was friendly and helpful.
- It was nice to get the information in German from Birgit.
- Very friendly, the most helpful and knowledgeable of the visitor centres visited in BC.
- Friendly, helpful, excellent marketing tool for all of British Columbia.
- Informative, directed us to some sights and places we might have missed. Also confirmed condition of back roads.
- They answered all my questions, gave me a map that was very helpful and were very polite.
- Very helpful, lots of info
- A very pleasant and informative experience, very friendly & knowledgeable.
- Very welcoming. Well done!
- Very helpful people and enthusing our family for visiting unknown spots on our trip.
- At all Visitor Centres the staff are extremely helpful and mostly able to answer our questions. We needed a bit more help with where NOT to stay, so got some poor recommendations.

- Very helpful, loved the big map outside.
- Very helpful
- Have stopped several times over years. Friendly, helpful. Questions answered knowledgeable.
- Excellent service
- Received sufficient verbal and written information in a complaisant way.

Appreciated VC Services and Amenities

- I was very impressed with seeing the results on the wood from the pine beetle.
- It was good to find a number of areas in Forestry maps. Dist. maps showing backwards.
- Love the Cariboo country, been here several times.
- Beautiful set up; access to information; excellent; clean; staff friendly, helpful.
- The centre is excellent, staff are helpful. Brochures are well stocked, beautiful building.
- Nice and clean restrooms, friendly staff. We stop here often.
- Wonderful. Our daughter & her girlfriend's first trip. Will come again.
- Beautiful centre & very helpful & friendly staff.
- Good centre, nice building and a lot of travel information.
- Very helpful info about Moose Valley including the access road, landmarks, distances, road condition. Actually the person who helped us was overly wordy, provided more info than we needed or requested. Nevertheless, very helpful. Good merchandise in the store/visitor centre.
- It was very nice place including washrooms.
- Beautiful location (trails, pond). Good info, lots of stuff to look at (or buy).
- It was very pleasant.
- I always stop at the centre for updating info and any new destination info I can pass on to friends. I find it very informative & picturesque centre (I have property at Loon Lake & am visited by lots of friends). I love to promote the South Cariboo region.
- It was excellent.
- I like the fact that it featured pine beetle wood. I think it would be a good idea for all visitor info places to feature local products, to an even greater degree and industry.
- Positive experience
- Very well laid-out/plenty of info. If needed staff, appeared to be helpful.
- Neat, clean and organized. Staff very willing to assist with finding appropriate literature. During our visit to the 100 Mile House Visitor Centre, we picked up a lot of various pamphlets on parks and heritage sites in the area. Since May, we have come back to the area twice and thanks to the information we picked up at the Visitor Centre. We have visited: Big Bar Lake, Barkerville, Boron Lake (just visited but are planning a canoe trip for summer of '07 and '08), Wells Gray Park (Mahood Lake, Deception Falls, Mahood Falls, Canim Falls).
- Clean rest rooms at South Cariboo visitor centre.
- Tons of information. Very friendly & helpful staff. Very attractive building exhibits.
- Visible convenient location.
- We had lunch at the visitor centre. The picnic facilities were very nice and we enjoyed watching the water fowl. The centre was beautiful and the staff was very friendly.

- We had a positive experience. Since we were mainly looking for real estate, we focused on that. We found who we needed. The visitor centre was very helpful.
- Very nicely done place, staff very friendly and helpful.
- We've told many friends about our great trip and passed brochures on! We'll be returning soon.
- Best visitor centre I've been in.
- Very positive impression.
- This visitor centre was to our opinion one of the best, informative centre, very enthusiastic.
- Wonderful info, friendly staff.
- It was very good.
- Nice place and nice people
- Very nice place. Kind people.
- Lots of info, friendly service, great souvenirs, plus a small picnic area in the backyard. Highly recommended. How about signs for Huckleberry Butte and Olsen's Butte (in the Watch Lake/Lone Butte area).
- We liked very much, have gone back twice since.
- The Gang Ranch and off-road driving was one of the most beautiful days of our holiday!!
- Very clean. Friendly staff.
- Good stop, easy access, very busy.
- Nice, clean, well laid out, friendly
- Good time. Friendly visitor centre staff.
- Nice place to stop
- We were motorcycling, so the ample parking space was appreciated.
- Good picnic area, friendly.
- We really enjoy the outdoor picnic area and the nature walk around the bird sanctuary. After many hours driving it was wonderful to have an easily found, easily managed walk to take. Visitor centres are great when visible as a rest stop too which allows you to learn more of the area you may go back, stay longer, etc.
- Very nice pictures.
- Very nice.
- I appreciate the easy access, clean restrooms, friendly staff.
- Nice clean bathrooms! Friendly people.
- To be honest, I was just visiting the bathroom. We were on our way back from Barkerville. By the way, the bathroom was spotless.
- Centre is very clean, well stocked with info and souvenirs & has very pleasant staff.
- I liked your maps & the staff was very helpful.
- Bathroom was very clean.
- Everything was perfect.
- It was all very good.
- Excellent info, lots of souvenirs, friendly people beautiful country.
- Lovely place to stop and picnic.
- Very interesting

- We used the internet to locate a B&B at Sheridan Lake. It was a positive experience.
- It is a great centre
- It's perfect to inform about trips in the area! People in the South Cariboo Visitor Centre are very nice and helpful!
- Nice rest stop. Quit promoting this area! We don't want people knowing about it.
- It is our favorite place to stop.
- We always stop to view the birds on lake & check the bird list.
- Main reason for stopping was the birding opportunity behind the centre. Was treated very courteously by staff.
- Just enjoyed all your visitor centers. It was the first place we looked for.
- We have travelled for years, we stop at 100 M. at least twice a year. I think it is the best in BC.

Suggestions for VC Improvement

- Access to the center is a bit difficult with a long pick up & trailer.
- No. But please add public toilet in Vancouver.
- They may have folders, but not much personal experience of the places they talk about.
- Did not have a lot of money but was looking for adventure. Did not have much to offer. Looking for cliff-jumping, bouldering and tough hikes. The South Cariboo region has great terrain for motorbike riding. I would come back if they had good off-road trails.
- Internet access would be helpful.
- I was disappointed to discover that their information on my home area was outdated. Not their fault, it was sure centre's.
- Not a very friendly worker inside the Center - kind of condescending to our questions asked.
- Keep trying.

Other

- Hart is still broken. Got into a scrap with a bear, it was a draw.
- I had a bad injury right after & couldn't drive etc, for six weeks. Will return to 100 Mile, Williams Lake, Chilcotins in Sept/06.
- The fellow conducting the interview was very pleasant.
- Most relaxing trip. Laidback lifestyle. Comparison to Fiji. So much time and no rush.
- Just to drop off my kid, plan to tour around on a different occasion.
- The student who interviewed us was very kind.
- Had a great time in William's Lake and Barkerville.
- It was so very hot; we headed back to Saskatchewan and cancelled our last nights stay in BC at Clearwater.
- We were on our way home and didn't know anything about the region. If we pass that way again, we'll definitely spend more time in the region.
- This questionnaire does not apply to my travelling experience. I simply went to Penticton from Quesnel to stay with friends for a week.
- Canada was so beautiful and the roads were great and loved the trip so much.

- No, had a perfect trip
- I really enjoyed the scenery. (Mountains, lakes, streams, forests & back roads)
- We just left the Rocky's, also the nature and rest in Cariboo region. We really liked.
- Great scenery.
- To the Tourism of British Columbia, I am a regular traveller in BC campgrounds and they were the best in the country. But you have ruined it completely, taking away the tree firewood! I am really short of words to express my feelings about this. So much wood is being wasted in BC, and you the Tourism of BC are taking away the best pleasure of camping. Shame on you. The gasoline is so expensive. The campsites aren't cheap too. And on top of it, you are making us, the traveller, pay for the firewood. Indeed you could not come with a worst idea. That is very, very wrong and very ugly! Shame on the Tourism of BC.