



TOURISM BRITISH COLUMBIA
C A N A D A

®

2008 BC SHORT HAUL GOLF MARKET STUDY: VANCOUVER, CALGARY & EDMONTON

**Prepared For:
Tourism British Columbia**

**Prepared By:
Roger Barnes Marketing Planning**

● **Roger
Barnes**
MARKETING PLANNING



Acknowledgments

- This report is one output of a partnership of Tourism Kamloops and Tourism British Columbia to study the British Columbia golf market. Tourism British Columbia gratefully acknowledges the support of Tourism Kamloops for this project.
- Kamloops specific findings are not included in this report. Please contact Tourism Kamloops at (250) 372-8000 for more information.
- This study was conducted for Tourism Kamloops and Tourism British Columbia by Roger Barnes Marketing Planning.
- SM SampleHome provided a targeted list for this survey.

Contents

Marketing Situation	4
Research Objectives	6
Research Approach	8
Review of Main Findings	9
A. Golf Tourist Profile and Golf Travel Behaviour	10
B. Golf Travel Behaviour	30
C. BC Golf Destination Awareness and Imagery	46
Conclusions and Implications	54

Marketing Situation

- While the touring market is the largest sector of British Columbia's tourism market, vacations and getaways for specific activities are becoming increasingly important in driving tourism revenue.
- Golf tourism is becoming increasingly important to British Columbia and to many of its regions and communities.
- Tourism BC has been developing marketing programs to increase visitation for specific activities, including golf, as well as ski, food/wine and outdoor adventure.
- Tourism Kamloops has similarly implemented marketing programs to increase golf tourism in Kamloops.
- The 2006 Travel Activities and Motivations Survey (TAMS) found that five percent of Canadian adults took an overnight trip to play golf in the past two years. The TAMS study gives a good understanding of the size and profile of sectors, but further research is needed to give in-depth understanding of sector behaviour and attitudes.

Marketing Situation

- To provide understanding of the short-haul British Columbia and Kamloops golf tourism markets, Tourism Kamloops and Tourism British Columbia commissioned marketing research among golf tourists, defined as golfers who took an overnight leisure trip purposely for golf.
- This study focused on golfers from Vancouver, Edmonton and Calgary.
- This report only covers findings for British Columbia as a whole, for Kamloops specific findings please contact Tourism Kamloops at (250) 372-8000.

Research Objectives

- To understand golf-motivated travel by short-haul overnight golf tourists.
- To determine the demographic and travel profile of golf tourists.
- To determine the nature of golf travel including travel party composition, golf behaviour and other activities on golf trips
- To determine awareness, visitation and attitudes to major BC golf destinations.

Research Approach

- The study focused on avid, or golf motivated travelers living in Vancouver, Calgary, and Edmonton, key markets for British Columbia's golf tourism industry.
- A telephone survey of golf motivated travelers was conducted in the target markets.
- In order to reduce costs of finding golf motivated travelers a targeted list service used.
 - This reflects the cost of finding members of specific vertical travel markets such as golf, which have relatively low incidence in the general population.
 - SM SampleHome maintains a list of 2.2 million Canadian homes categorized by interests and behaviour.
- Interviewing was conducted using the SM SampleHome "Golf Enthusiasts" list
 - The list includes approximately 25% of all Canadian homes that include at least one person who "plays or watches golf"
 - The incidence of golf motivated travelers will be higher in this group than in the general population.

Research Approach

- Initial questions probed golf tourism. Respondents meeting the following criteria qualified for the study:
 - Anyone who played 3 or more rounds of golf in 2007, and
 - Took at least one “overnight leisure trip where the main purpose of trip was to play golf” in 2007
 - 13 percent of the list qualified.
- Telephone interviews were conducted with 250 golfers who took overnight trips in 2007 to play golf.
 - 100 from Vancouver, 75 from Edmonton and 75 from Calgary
- Target quotas and weighting was used to match age/gender to TAMS golf motivated traveler profile.
- Fieldwork was completed February 21 – March 13, 2008
- At 95% level, statistical confidence limits:
 - On 250 = +/-6%, on 100 = +/-10%, on 75= +/-11%

Review of Main Findings

- All figures following are percentages of identified golf tourists.
- Quotas and weighting has been used to match the study sample to the TAMS golf tourist profile in terms of age and gender.
- The sample sizes for each individual city are limited, and care should be taken, especially based on each Alberta city sample of 75.
- Some results are shown on a “total basis” over all three markets, especially to allow breakdowns of sub-groups, e.g., more frequent golf tourists. “Alberta” is used as a short-form reference for “Calgary and Edmonton”.
- More detail and notes about each graph are shown on each table following.

A. Golf Tourist Profile and Golf Travel Behaviour



Profile of Canadian Overnight Golf Tourists

- The 2006 Travel Activities and Motivations Survey (TAMS) profile of Canadian adults who took an overnight trip to play golf
- This study's sample was weighted to match this profile

	Male	Female	Total
% of total			
Aged 18 - 34	13.5	5.8	19.3
35-44	15.0	6.8	21.8
45-54	13.6	7.5	21.1
55-64	17.0	7.1	24.0
65 and over	8.3	5.4	13.8
Males			67.3
Females			32.7

Golf Tourist Profile



Number of Golf Trips in 2007

- 35% of all golf tourists took three or more overnight golf trips in 2007

	Vancouver	Edmonton	Calgary
	100	75	75
	%	%	%
One	35	40	41
Two	32	22	26
Three	22	12	19
Four – Six	9	17	11
Seven or more	2	8	2
Average	2.5	2.9	2.5
Median	2.0	2.0	2.0

Number of Golf Trips in BC in the Last Two Years

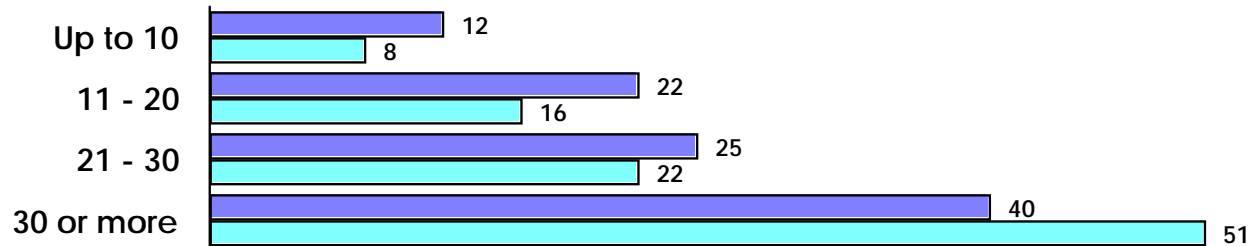
- 78% of golf tourists took at least one golf trip within BC in the last two years

	Van 100 %	Alberta 150 %	Edm 75 %	Calgary 75 %
Any BC golf trips in 2 Years	81	76	69	84
One Only	14	17	16	20
Two	19	27	25	28
3 – 4	26	16	11	20
5 or more	22	14	15	15
Average among total	2.9	2.4	2.1	2.6
Average among those taking any	3.6	3.1	3.1	3.1

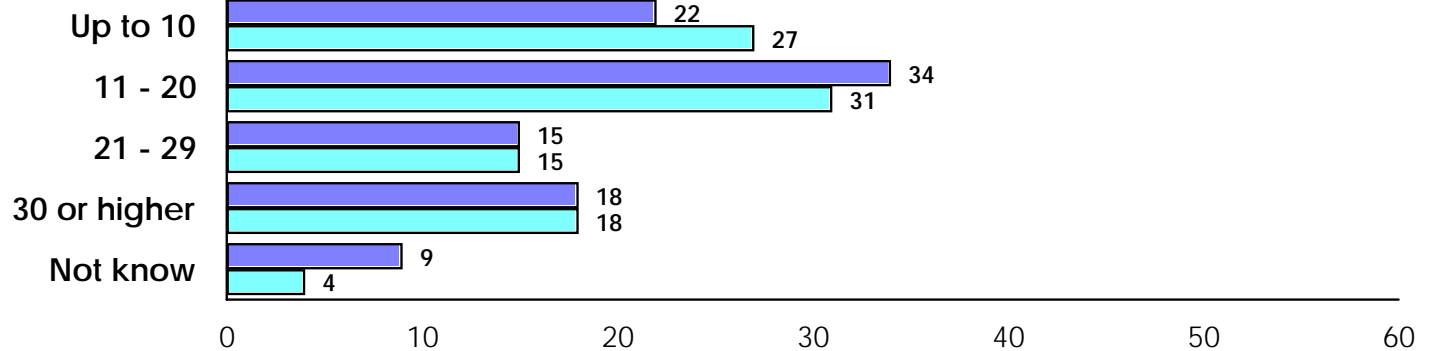
Golfing Profile of Golf Tourists

■ All Golf Tourists ■ 3+ Trips in 2007

Rounds of Golf Played in 2007



Golf Handicap

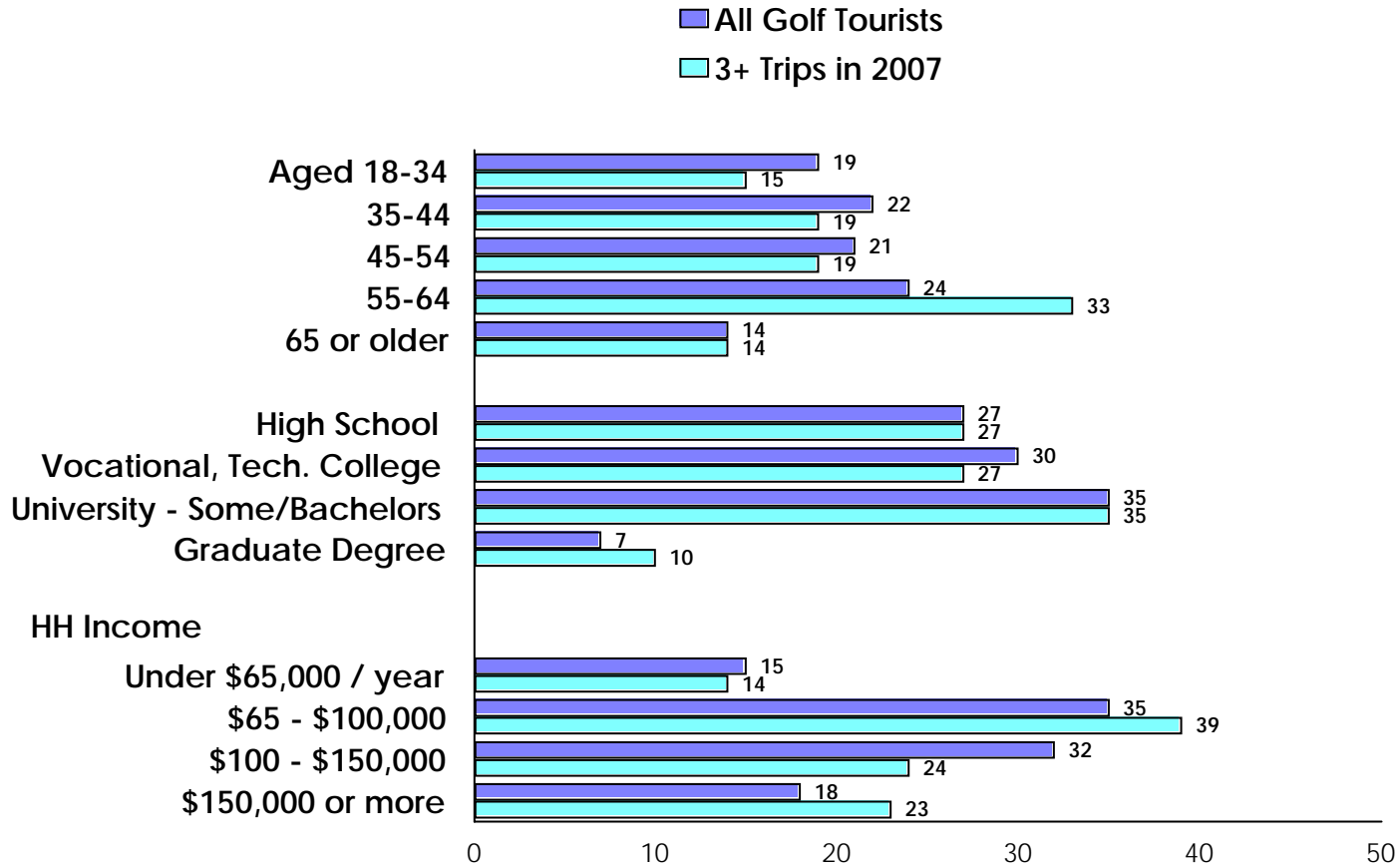


Golfing Profile of Golf Tourists

		All Golf Tourists	Frequent: 3+ Golf Trips	Golf Trip to BC 2 yrs
Taken overnight golf trip in 2007		250 %	88 %	191 %
Rounds of Golf Played in 2007	Up to 10	12	8	11
	11 – 20	22	16	18
	21 – 30	25	22	33
	31 or more	40	51	44
	Average	39	50	41
Golf Handicap (Approx)	Up to 10	22	27	24
	11 – 19	34	31	29
	20 – 29	15	15	22
	30 or higher	18	18	18
	Not know	9	4	8
	Average	18	17	17

Those initially not knowing their handicap (26%) were asked for their "average to good" score on a par-72 course. Handicap estimated as approx score less 72. Nine percent not able to give reply to either approach.

Demographic Profile of Golf Tourists



Demographic Profile of Golf Tourists

		All Golf Tourists	Frequent: 3+ Golf Trips	Golf Trip to BC 2 yrs
Taken overnight golf trip in 2007		250 %	88 %	191 %
Age	18-34	19	15	21
	35-44	22	19	22
	45-54	21	19	18
	55-64	24	33	26
	65 or older	14	14	14
Gender	Male	67	68	68
	Female	33	32	32

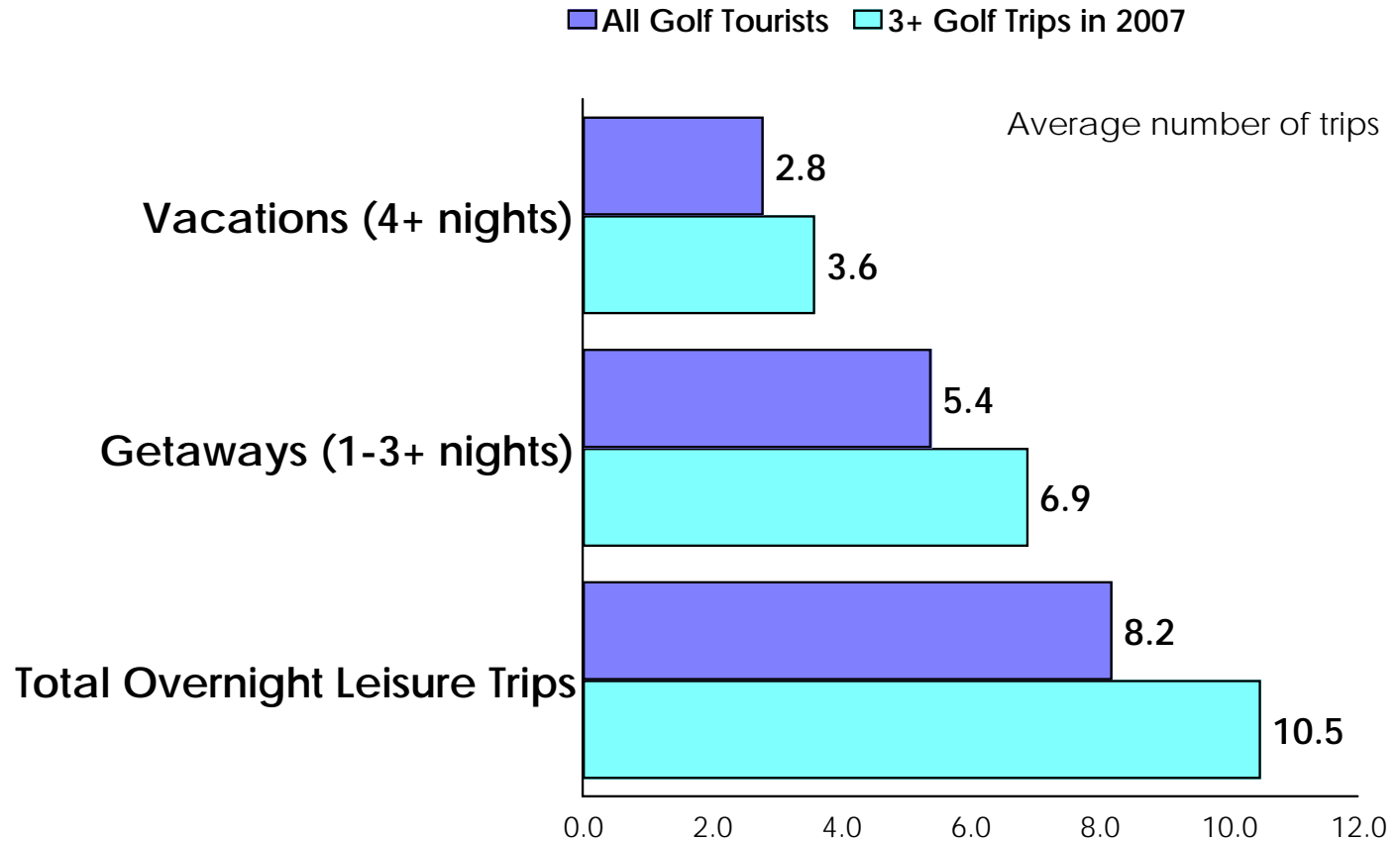
Demographic Profile of Golf Tourists

		All Golf Tourists	Frequent: 3+ Golf Trips	Golf Trip to BC 2 yrs
Taken overnight golf trip in 2007		250	88	191
		%	%	%
Education	High School	27	27	25
	Vocational, Tech. College	30	27	30
	University – Some/Bachelors	35	35	37
	Graduate Degree	7	10	6
HH Income <i>(exc. Refused)</i>	Under \$65,000 / year	15	14	11
	\$65 - \$100,000	35	39	38
	\$100 - \$150,000	32	24	31
	\$150,000 or more	18	23	21

Travel Behaviour of Golf Tourists



Total Number of Leisure Trips in 2007



Total Number of Leisure Trips in 2007

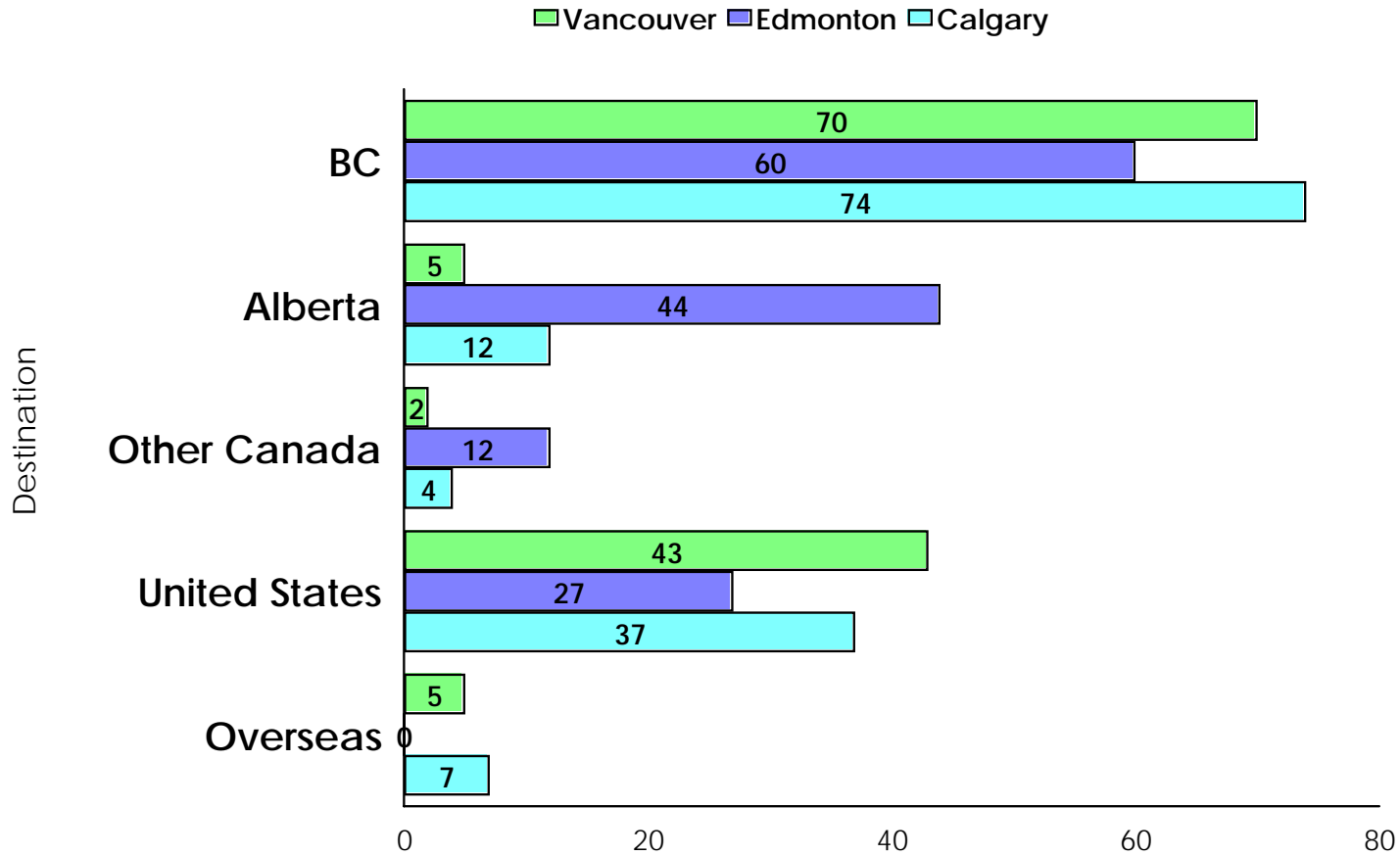
		All Golf Tourists	Frequent: 3+ Golf Trips	Golf Trip in BC 2 yrs
		250 %	88 %	191 %
Vacations (4+ nights)				
	0 - 1	26	13	25
In 12 months	2	26	23	27
	3 or more	47	62	48
	Average	2.8	3.6	2.9
Getaways (1-3+ nights)				
	0 - 1	20	7	17
In 12 months	2 - 3	28	19	28
	4 - 6	31	44	32
	7 or more	20	28	20

Number of Golf Trips in 2007

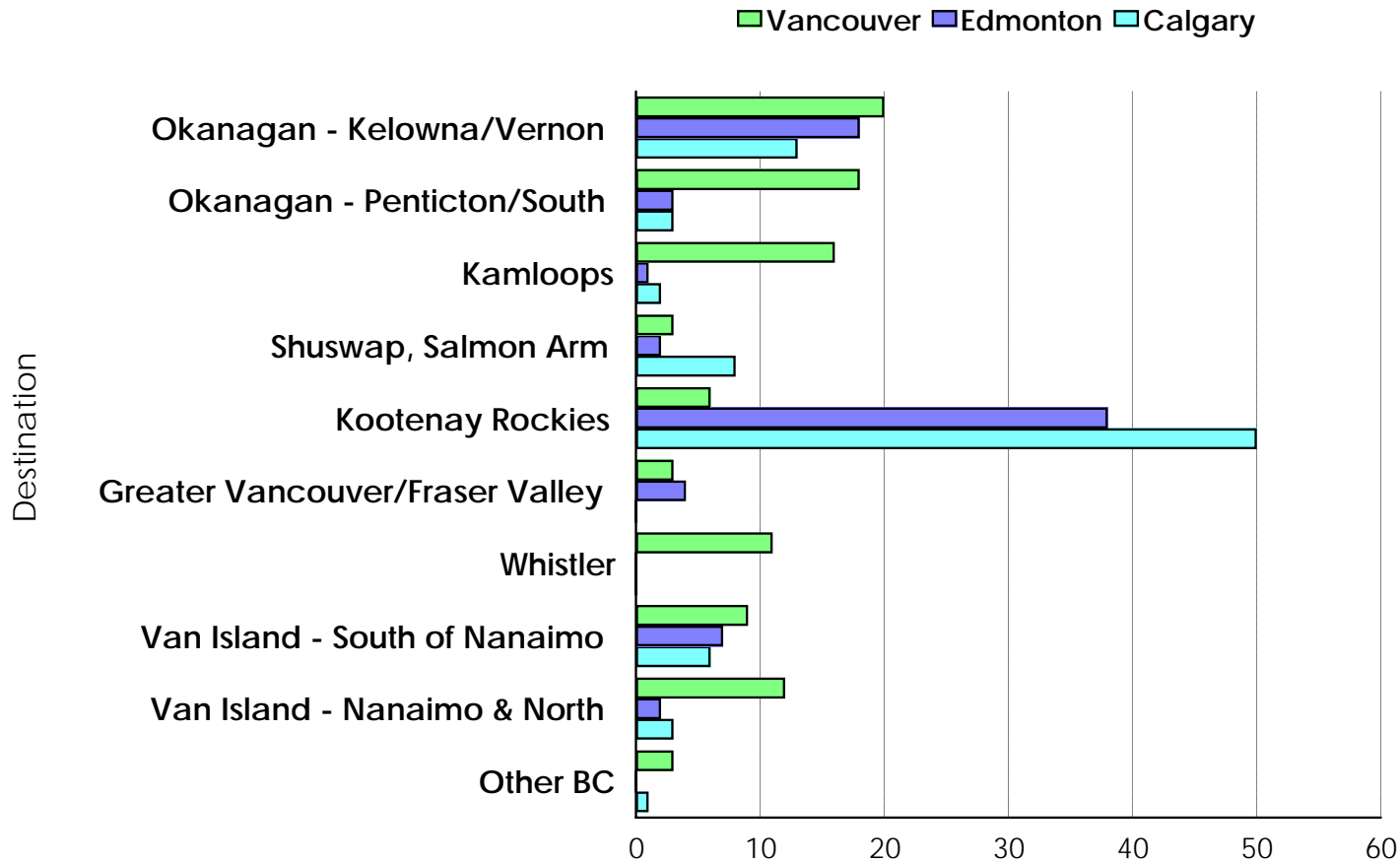
- 35% of all golf tourists took three or more overnight golf trips in 2007

	Vancouver	Edmonton	Calgary
	100	75	75
	%	%	%
One	35	40	41
Two	32	22	26
Three	22	12	19
Four – Six	9	17	11
Seven or more	2	8	2
Average	2.5	2.9	2.5
Median	2.0	2.0	2.0

Destinations Visited for Golf Trips in 2007



Major BC Destinations for Golf Trips Visited in 2007



Major Destinations for Golf Trips Visited in 2007 - Detailed

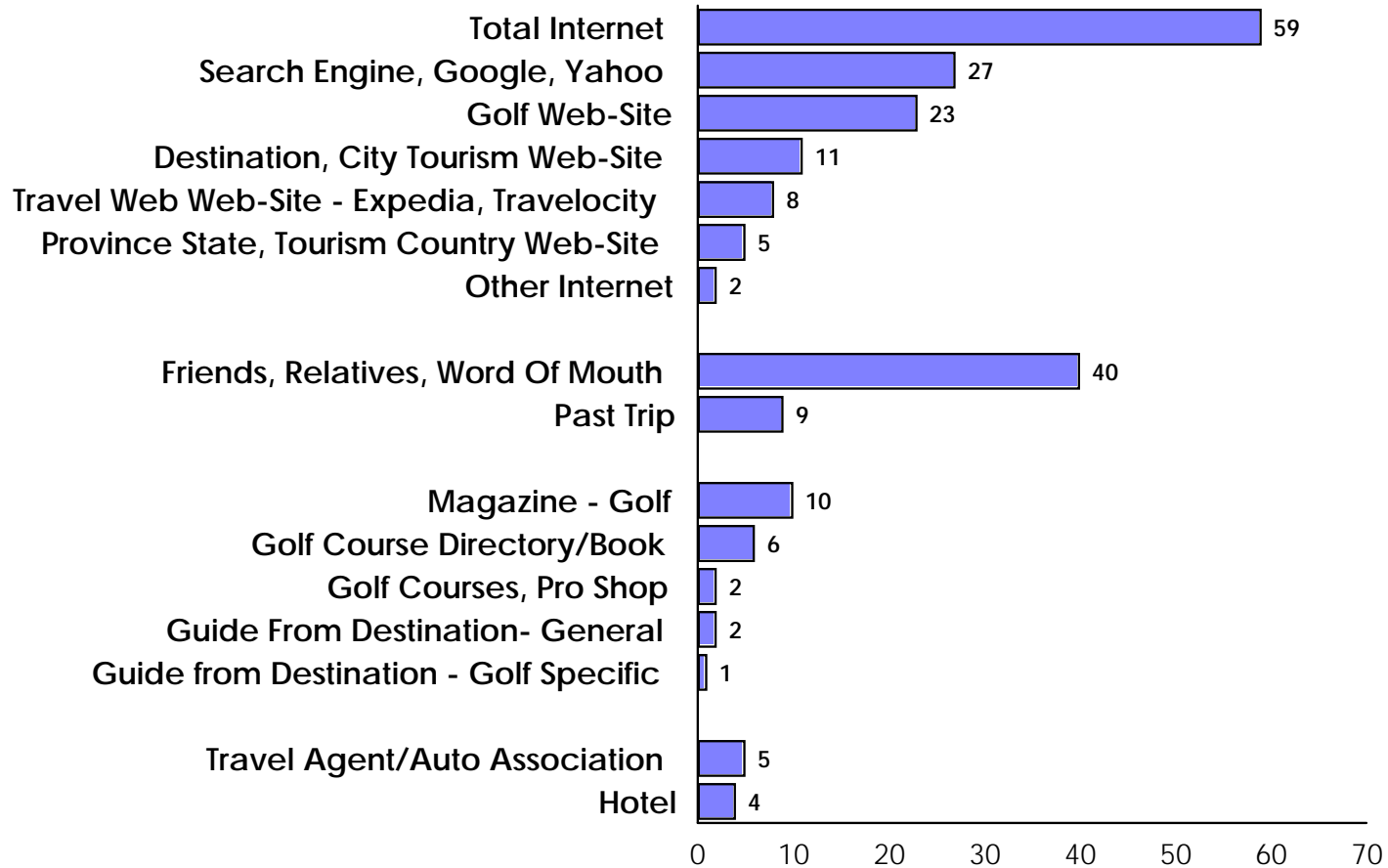
	Vancouver	Edmonton	Calgary
	100	75	75
	%	%	%
BC Total	70	60	74
Okanagan – Kelowna/Vernon	20	18	13
Okanagan - Penticton/Oliver/Osoyoos	18	3	3
Kamloops	16	1	2
Shuswap, Salmon Arm	3	2	8
BC Kootenay Rockies	6	38	50
Greater Vancouver/Fraser Valley	3	4	-
Whistler	11	-	-
Vancouver Island – Victoria, South of Nanaimo	9	7	6
Other Vancouver Island – Nanaimo, North	12	2	3
Other BC	3	-	1
Alberta	5	44	12
Other Canada	2	12	4
US Total	43	27	37
California (inc. Palm Springs)	15	6	8
Arizona (inc. Phoenix)	8	16	15
Hawaii	5	3	2
Florida	5	3	3
Nevada (inc. Reno, Las Vegas)	4	4	2
Texas	2	-	6
Washington State	13	-	1

Trip Planning Behaviour of Golf Tourists

		All Golf Tourists	Frequent: 3+ Golf Trips	Golf Trip in BC 2 yrs
Taken overnight golf trip in 2007		250 %	88 %	191 %
Overnight golf trips in 2007	One	38	N/A	32
	2	27	N/A	30
	3	18	54	21
	4 or more	16	46	16
	Average	2.6	4.9	2.7
Usual Booking Approach for Golf Trips	Use booking service*	13	10	13
	Make own arrangements	84	87	84
	Not known	3	3	3
Trip Planning of Last BC Golf Trip or Last Golf Trip	Did most of planning	30	32	29
	Some of planning	25	27	24
	Someone else did most	45	41	47

* Booking service arranges accommodation and tee times

Sources of Information Used for Overnight Golf Trips



Sources of Information Used for Overnight Golf Trips

	All Golf Tourists	Frequent: 3+ Golf Trips	Golf Trip in BC 2 yrs
Taken overnight golf trip in 2007	250 %	88 %	191 %
Internet			
Total	59	53	60
Search Engine, Google, Yahoo	27	21	25
Golf Site	23	23	24
Destination, City Tourism Site	11	6	13
Travel Site – Expedia, Travelocity	8	4	8
Province State, Tourism Country Site	5	8	6
Other Internet	2	2	2
Friends, Relatives, Word Of Mouth	40	44	39
Past Trip	9	11	10
Magazine – Golf	10	6	10
Golf Course Directory/Book	6	11	7
Golf Courses, Pro Shop	2	2	2
Guide From Destination- General	2	1	1
Guide from Destination - Golf Specific	1	2	1
Travel Agent/Auto Association	5	6	4
Hotel	4	8	5

B. Golf Travel Behaviour



Golf Trips to BC in the Last Two Years

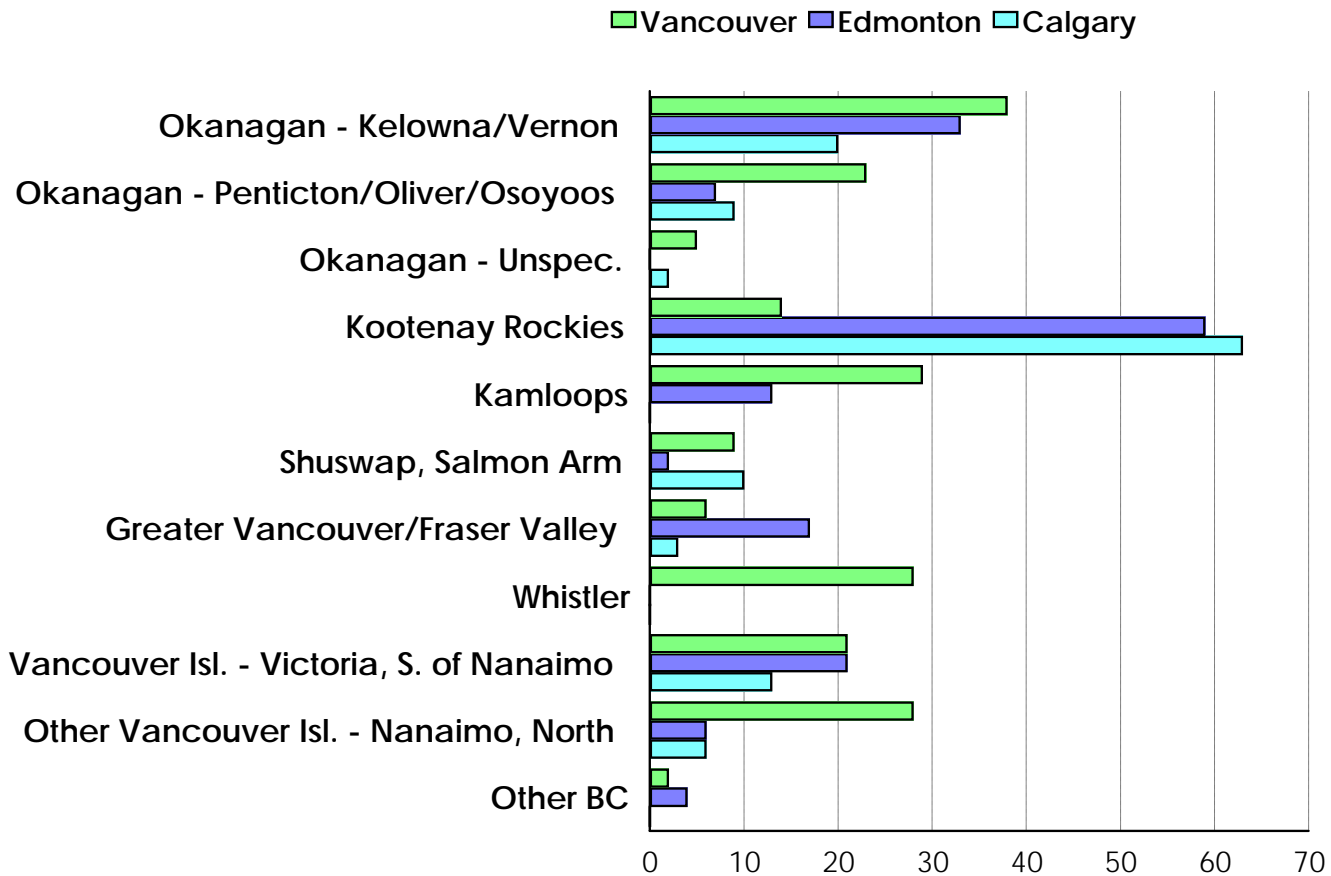


Number of Overnight Golf Trips taken in BC in the Last Two Years

- 78% of respondents took at least one golf trip within BC in the last two years

	Van 100 %	Alberta 150 %	Edm 75 %	Calgary 75 %
Any BC golf trips in 2 Years	81	76	69	84
One Only	14	17	16	20
Two	19	27	25	28
3 – 4	26	16	11	20
5 or more	22	14	15	15
Average among total	2.9	2.4	2.1	2.6
Average among those taking any	3.6	3.1	3.1	3.1

Major BC Golf Destinations Visited in Last Two Years*



* Respondents were asked to recall all golf trip destinations within BC they took in the last two years (unaided recall, no list provided)

Major BC Golf Destinations Visited in Last Two Years

	In Last 2 Years			Last BC
	Vancouver*	Edmon*	Calgary*	Golf Trip**
	80 %	49 %	63 %	192 %
Okanagan – Kelowna/Vernon	38	33	20	17
Okanagan - Penticton/Oliver/Osoyoos	23	7	9	10
Okanagan – Unspec.	5	-	2	2
Kootenay/Rockies	14	59	63	35
Kamloops	29	13	-	9
Shuswap, Salmon Arm	9	2	10	4
Greater Vancouver/Fraser Valley	6	17	3	2
Whistler	28	-	-	5
Vancouver Isl. – Victoria, S. of Nanaimo	21	21	13	10
Other Vancouver Isl. – Nanaimo, North	28	6	6	6
Other BC	2	4	-	1

* Respondents were asked to recall all golf trip destinations within BC they took in the last two years (unaided recall, no list provided)

** Respondents were asked to state their last golf trip destination within BC

Characteristics of Last Golf Trip (BC or Elsewhere)



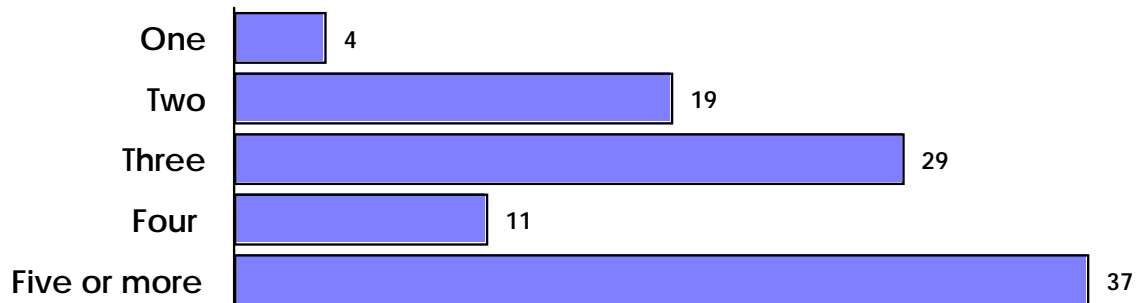
Reasons for Selection Last Golf Trip Destination

	<u>Last BC Golf Trip Taken in 2 Years</u>				<u>No BC Trip*</u>
	Total	Okanagan	Kootenay Rockies	Other BC	Last Trip Elsewhere
	191 %	56 %	70 %	65 %	58 %
Like courses, good selection of courses	32	35	32	30	15
Friends, relatives in area	24	28	15	28	25
Been before, go often, like the area	23	18	34	17	14
Affordable, deal	15	10	18	15	18
Easy to get to	14	2	15	24	15
Like the weather, climate	12	23	7	8	19
Group, work trip	7	9	6	7	7
Other activities, camping, fishing	5	2	7	6	7
Tournament	5	2	5	7	7
Property, time share	5	4	7	3	6
Good accommodations	4	2	4	7	4
Try somewhere new	5	4	2	8	2
Earlier, later golf season than home	4	4	7	-	-

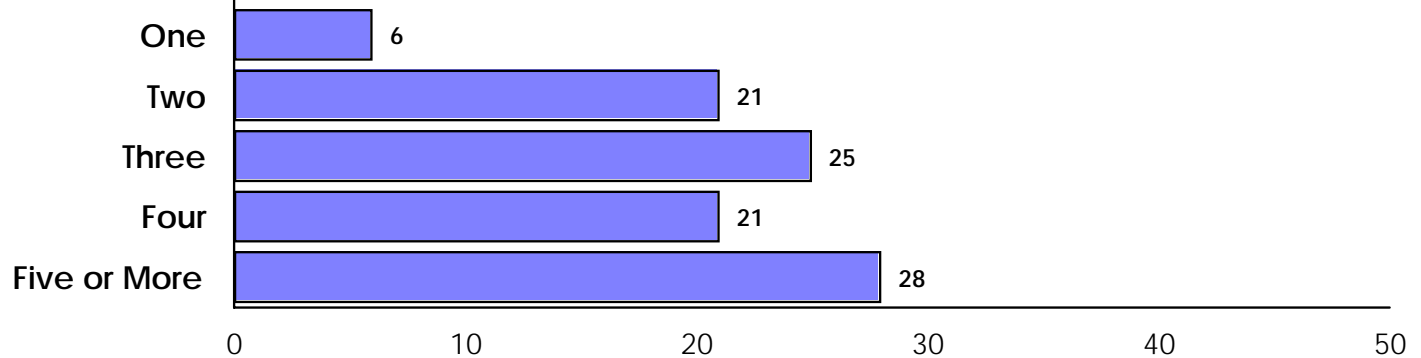
* Respondents that had not taken a golf trip within BC in the last two years were asked about their last golf trip elsewhere

Characteristics of Last BC Golf Trip

Trip Length: Number of Nights



Rounds on Trip



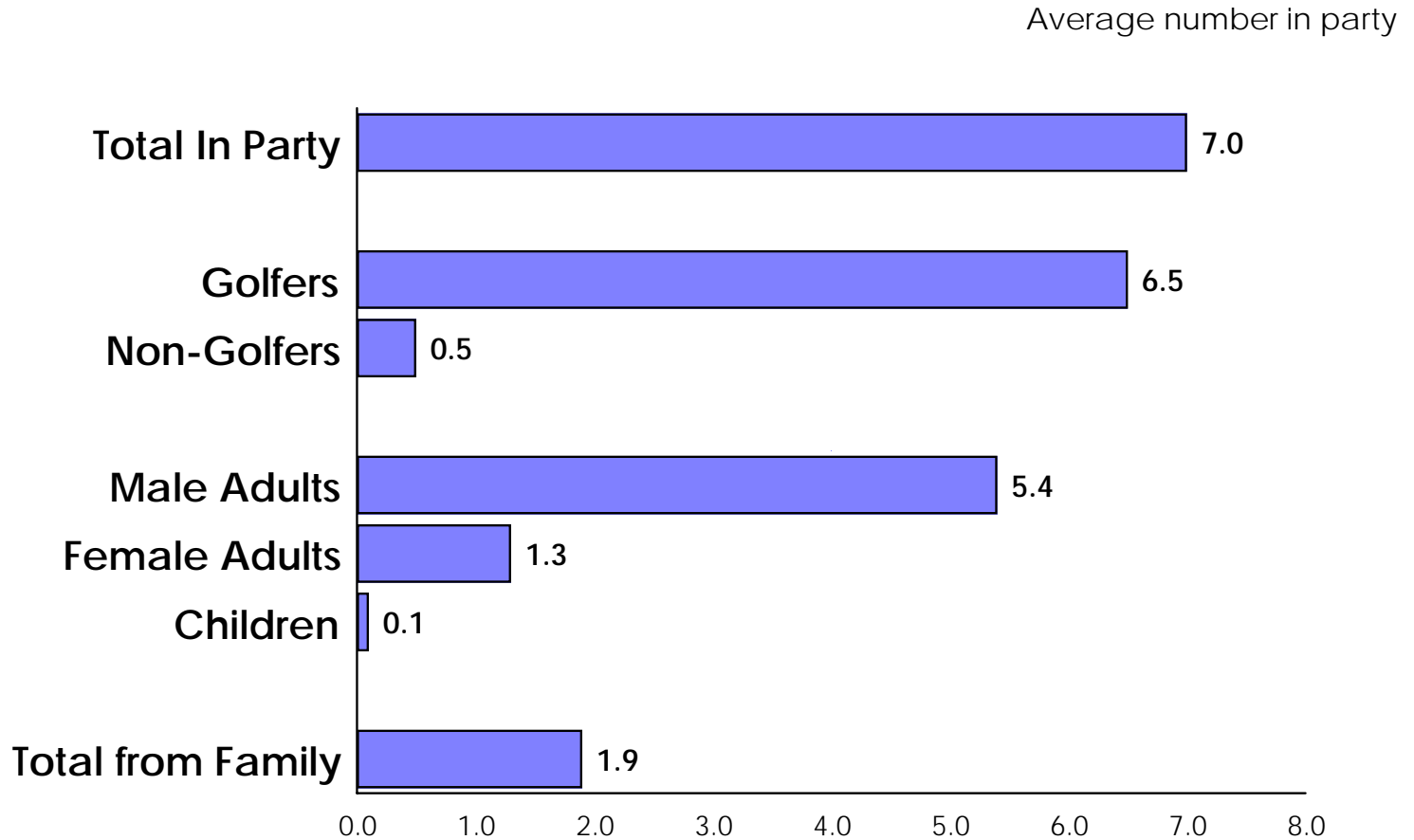
* Responses include golf tourists that have taken a golf trip within BC in the last two years

Characteristics of Last Golf Trip

		<u>Last BC Golf Trip Taken in 2 Years</u>				<u>No BC Trip*</u>
		Total	Okanagan	Kootenay Rockies	Other BC	Last Trip Elsewhere
		191 %	56 %	70 %	65 %	58 %
Nights away from home	One	4	2	6	4	4
	Two	19	17	17	23	12
	Three	29	35	21	32	16
	Four	11	14	15	6	7
	Five or more	37	32	42	37	51
	Average	4.7	4.5	4.9	4.7	5.7
Rounds of 18 hole golf played on trip	Zero-One	6	5	2	10	26
	Two	21	11	21	28	22
	Three	25	23	24	27	10
	Four	21	31	20	13	11
	Five or More	28	30	33	21	32
	Average	4.0	4.0	4.5	3.6	3.9
9 hole rounds	Any	6	4	5	11	21

* Respondents that had not taken a golf trip within BC in the last two years were asked about their last golf trip elsewhere

Party Composition of Last BC Golf Trip



* Responses include golf tourists that have taken a golf trip within BC in the last two years

Party Composition of Last Golf Trip

		<u>Last BC Golf Trip Taken in 2 Years</u>				<u>No BC Trip*</u>
		Total	Okanagan	Kootenay Rockies	Other BC	Last Trip Elsewhere
		191 %	56 %	70 %	65 %	58 %
People in Party	1 - 3	30	26	27	37	45
	4 - 6	39	33	41	42	39
	7 or more	31	41	31	20	15
Number Golfers In Party	1 - 3	34	29	31	40	49
	4 - 6	40	34	41	43	36
	7 or more	26	37	26	17	14
Average # In Party	Total In Party	7.0	9.4	6.0	6.0	6.0
	Golfers	6.5	9.2	5.3	5.6	5.8
	Non-Golfers	0.5	0.2	0.7	0.4	0.2

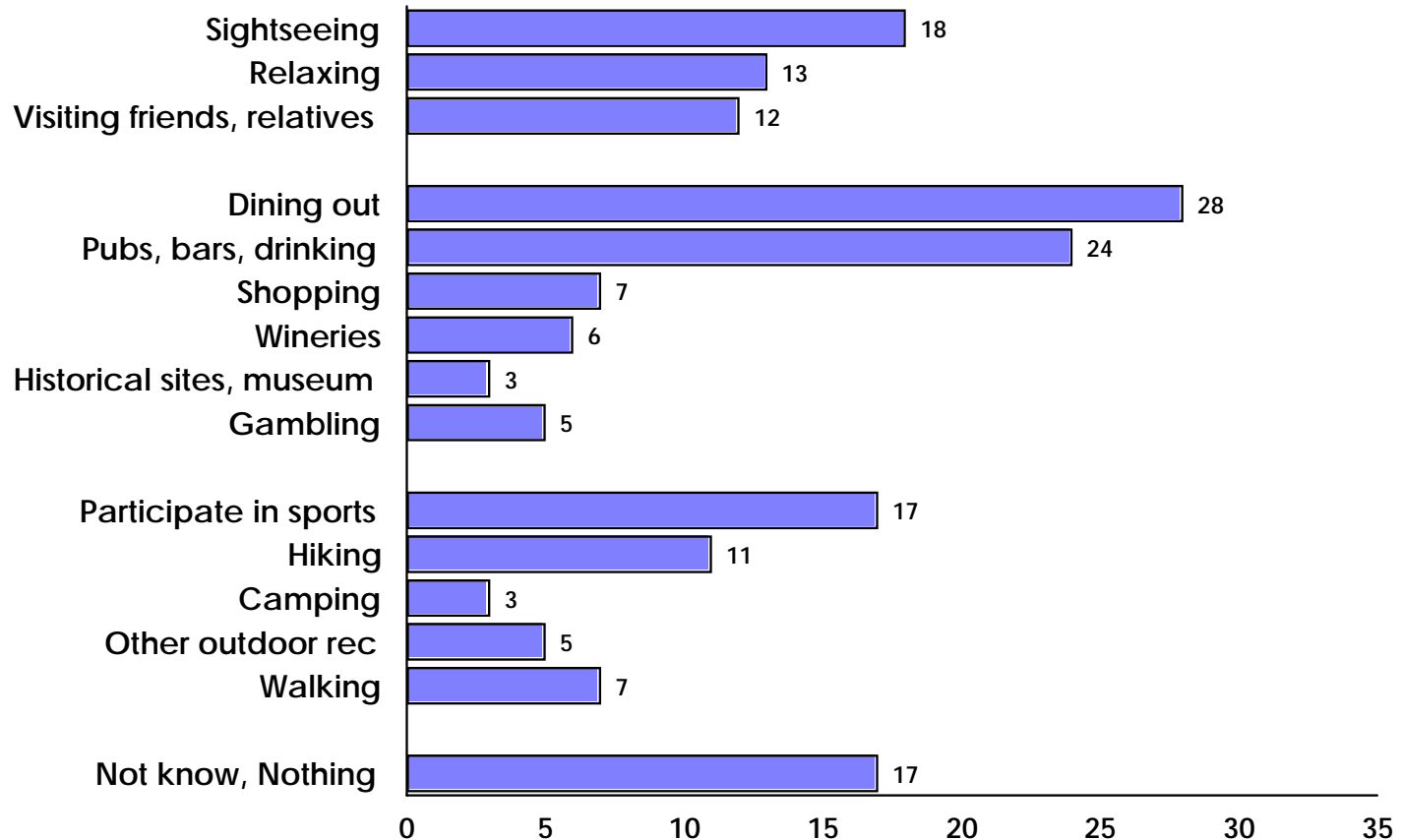
* Respondents that had not taken a golf trip within BC in the last two years were asked about their last golf trip elsewhere

Party Composition of Last Golf Trip

		<u>Last BC Golf Trip Taken in 2 Years</u>				<u>No BC Trip*</u>
		Total	Okanagan	Kootenay Rockies	Other BC	Last Trip Elsewhere
		191 %	56 %	70 %	65 %	58 %
Number Male Adults	Zero	4	4	5	3	4
	1	21	18	25	20	33
	2 – 3	28	23	20	38	29
	4 – 6	22	17	26	23	20
	7 or more	25	37	24	18	14
Number Female Adults	Zero	49	58	40	47	50
	1	24	19	25	28	20
	2 or more	26	23	33	23	29
Number Children	Any	5	3	11	1	4
Number from Family	Zero	21	25	18	20	16
	1	27	26	25	31	31
	2	37	38	32	32	36
	3 or more	15	11	23	18	15
Average # in Golf Party	Total in Party	7.0	9.4	6.0	6.0	6.0
	Male Adults	5.4	7.9	4.0	4.9	4.5
	Female Adults	1.3	1.3	1.5	1.1	1.3
	Children	0.1	0.1	0.3	-	0.1
	Total from Family	1.9	1.6	2.4	1.6	1.8

* Respondents that had not taken a golf trip within BC in the last two years were asked about their last golf trip elsewhere

Other Activities on Last BC Golf Trip



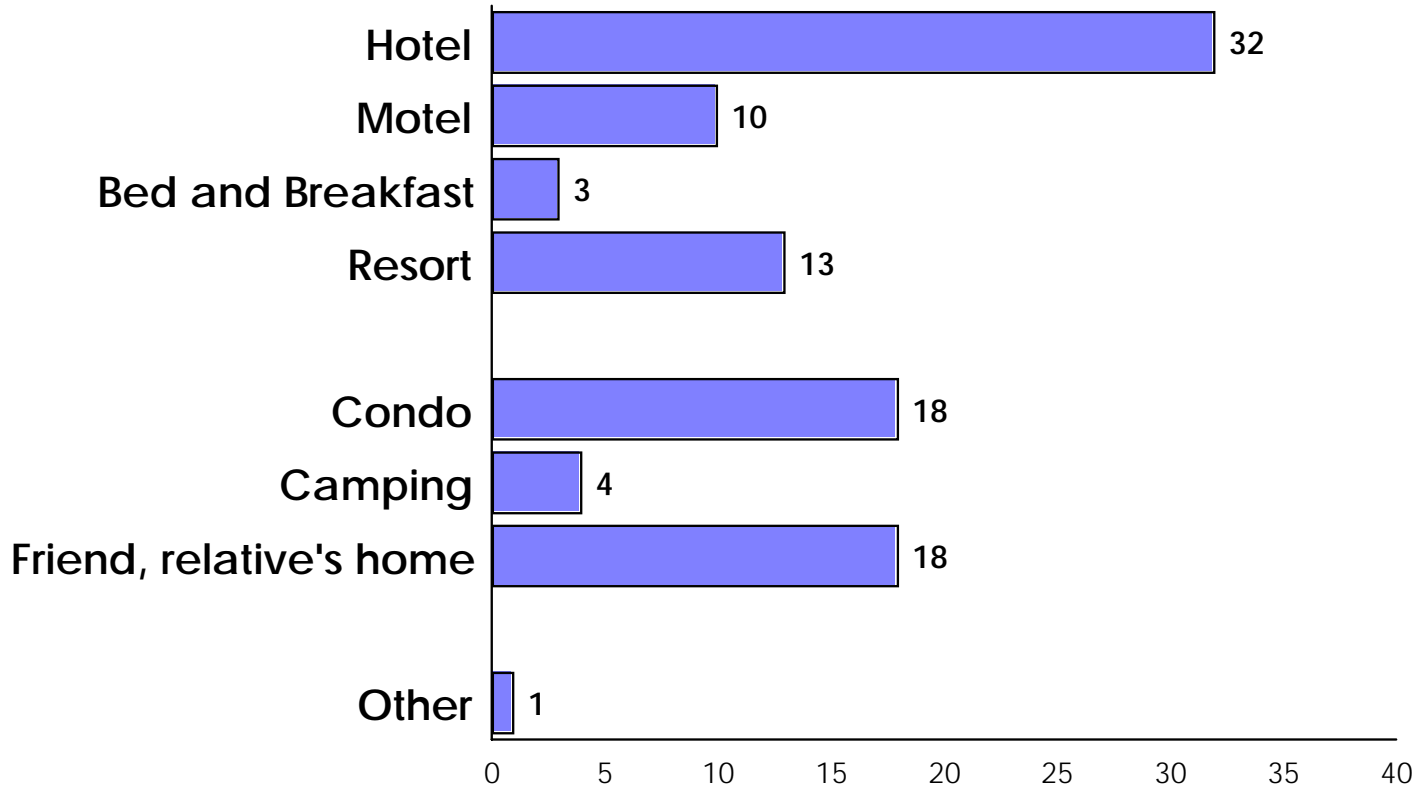
* Responses include golf tourists that have taken a golf trip within BC in the last two years

Other Activities on Last Golf Trip

	<u>Last BC Trip Taken in 2 Years</u>					<u>No BC Trip*</u>
	Total	Okanagan	Kootenay Rockies	Other BC	Non-Golfers	Last Trip Elsewhere
	191 %	56 %	70 %	65 %	26 %	58 %
Sightseeing	18	12	23	19	24	30
Relaxing	13	12	18	22	27	16
Visiting friends, relatives	12	21	6	9	11	9
Dining out	28	32	26	28	6	24
Pubs, bars, drinking	24	31	25	18	2	14
Shopping	7	6	11	12	23	27
Wineries	6	21	-	-	-	-
Historical sites, museum	3	-	1	7	-	-
Gambling	5	11	1	4	-	14
Arts, museums	1	-	-	2	4	2
Participate in sports	17	12	28	29	35	25
Watch sports	-	-	-	-	-	5
Hiking	11	6	12	15	23	6
Camping	3	2	6	1	7	8
Other outdoor rec	5	4	5	4	3	3
Walking	7	9	6	6	19	9
Not know, Nothing	17	10	11	31	9	4

* Respondents that had not taken a golf trip within BC in the last two years were asked about their last golf trip elsewhere

Type of Accommodation on Last BC Golf Trip



* Responses include golf tourists that have taken a golf trip within BC in the last two years

Type of Accommodation on Last Golf Trip

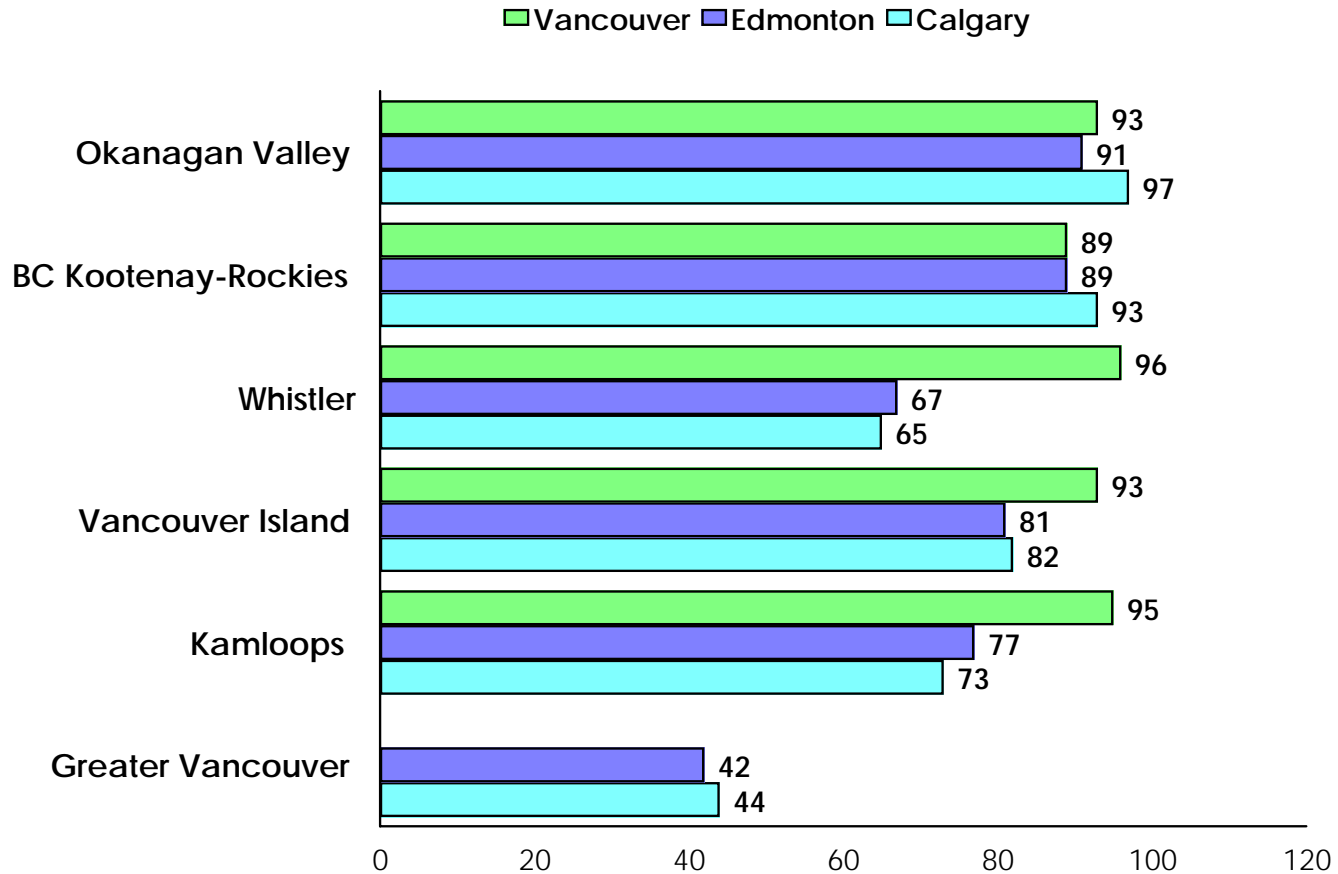
	<u>Last BC Golf Trip Taken in 2 Years</u>				<u>No BC Trip*</u>
	Total	Okanagan	Kootenay Rockies	Other BC	Last Trip Elsewhere
	191	56	70	65	58
	%	%	%	%	%
Hotel	32	27	26	41	28
Motel	10	20	11	3	4
Bed and Breakfast	3	5	2	1	-
Resort	13	11	10	17	5
Condo	18	13	33	8	21
Camping	4	2	7	4	13
Friend or relative's home	18	21	10	23	24
Other	1	-	1	3	5

* Respondents that had not taken a golf trip within BC in the last two years were asked about their last golf trip elsewhere

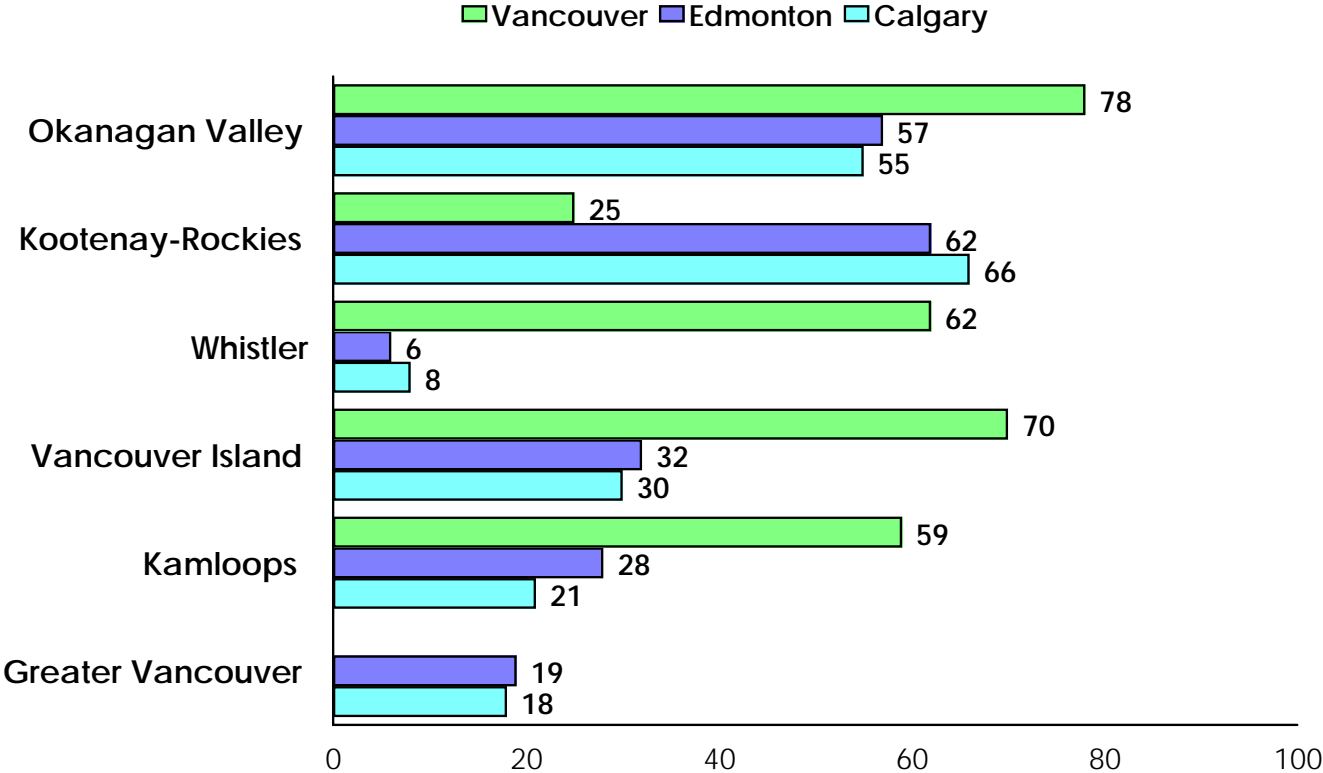
C. BC Golf Destination Awareness and Imagery



Awareness as Golf Destinations in BC



BC Destinations Visited for Golf in the Last Five Years

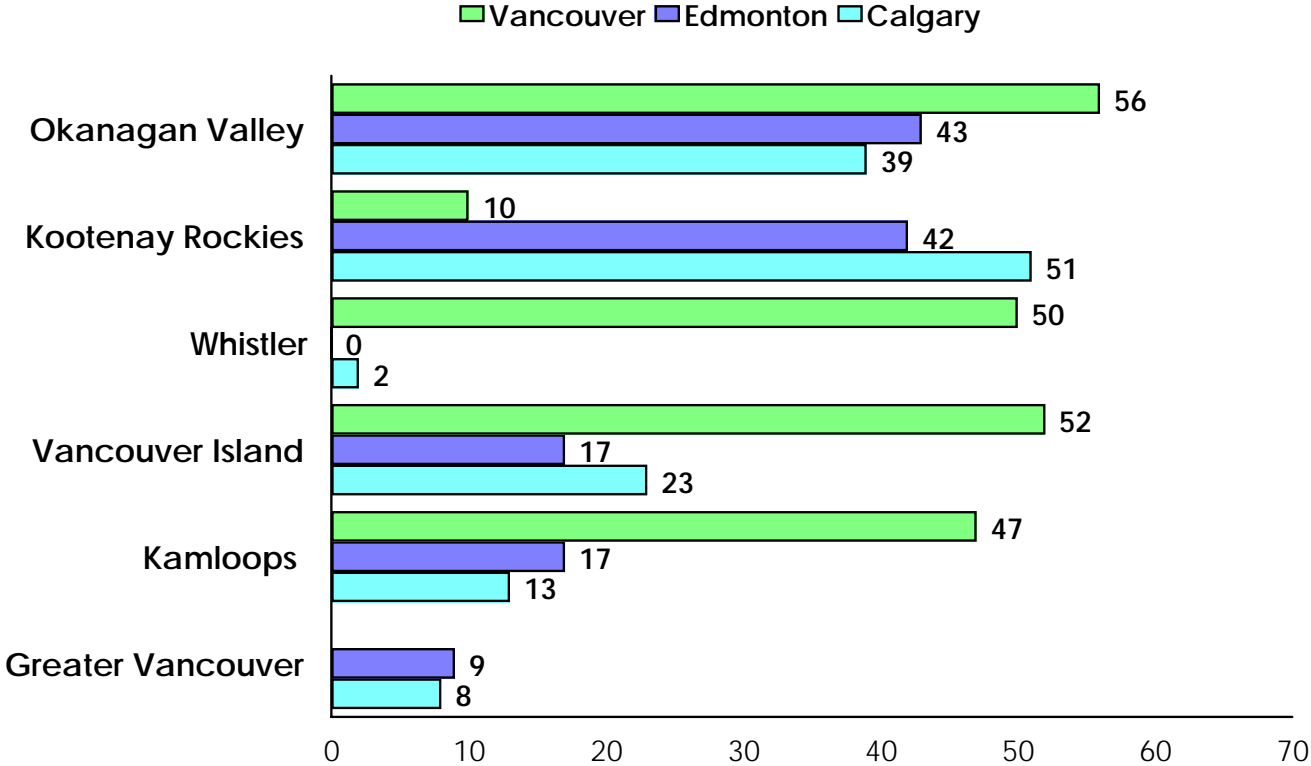


Awareness and Visitation of Selected BC Golf Destinations

	Vancouver	Edmonton	Calgary
	100 %	75 %	75 %
Aware as Golf Destinations			
Okanagan Valley	93	91	97
BC Kootenay-Rockies	89	89	93
Whistler	96	67	65
Vancouver Island	93	81	82
Kamloops	95	77	73
Greater Vancouver	N/A	42	44
Visited for Golf in Five Years			
Okanagan Valley	78	57	55
BC Kootenay-Rockies	25	62	66
Whistler	62	6	8
Vancouver Island	70	32	30
Kamloops	59	28	21
Greater Vancouver	N/A	19	18

BC Golf Destinations Visited at Least Twice in the Last Five Years

Two or More Visits for Golf in 5 Years



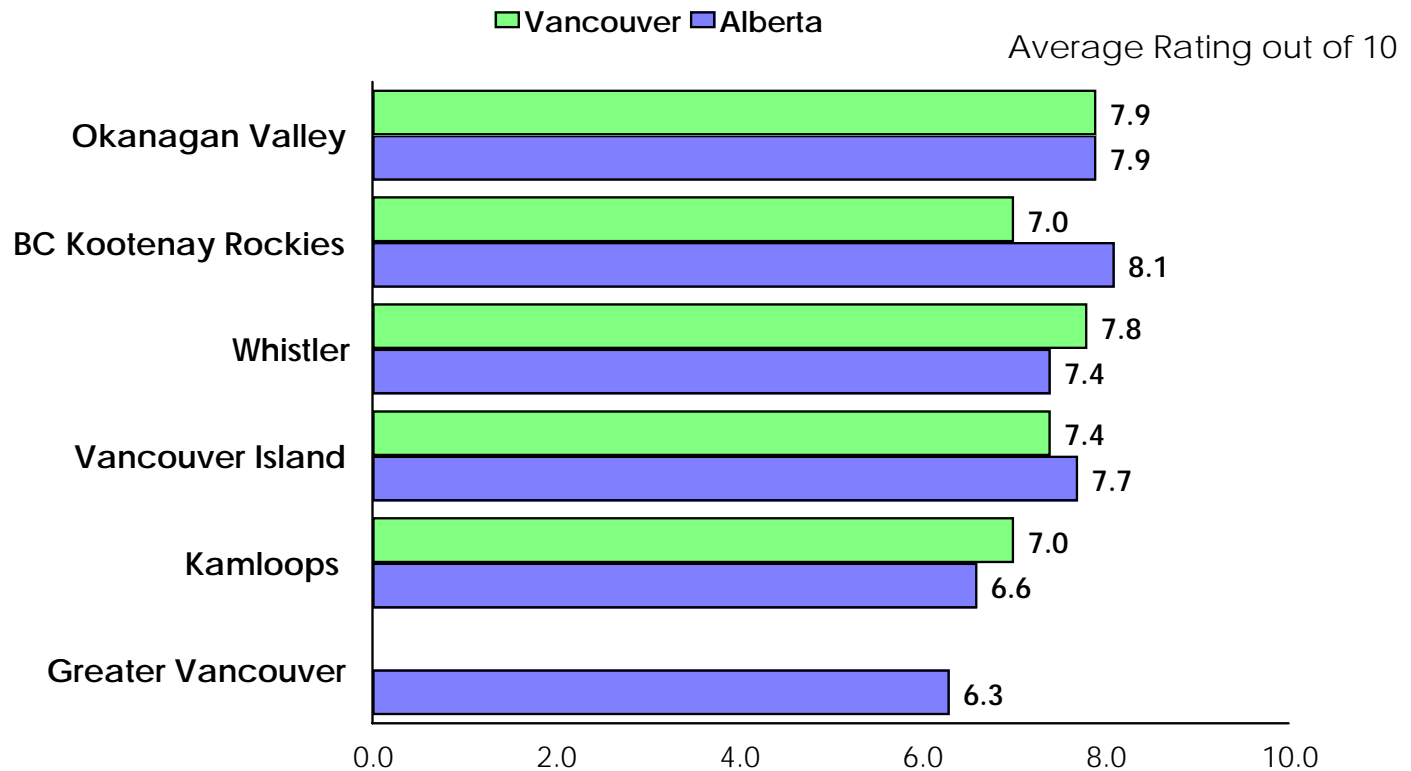
Visitation Frequency of Selected BC Golf Destinations

	Vanc ouver	Edm onton	Cal gary
	100 %	75 %	75 %
Visited 2+ times for Golf in 5 Years			
Okanagan Valley	56	43	39
BC Kootenay-Rockies	10	42	51
Whistler	50	-	2
Vancouver Island	52	17	23
Kamloops	47	17	13
Greater Vancouver	N/A	9	8
Average # Visits in 5 Years			
Okanagan Valley	2.8	1.4	1.6
BC Kootenay-Rockies	0.4	1.7	3.4
Whistler	2.2	0.1	0.1
Vancouver Island	3.0	0.7	0.6
Kamloops	1.9	0.5	0.5
Greater Vancouver	N/A	0.4	0.3



Imagery of BC Golf Destinations

- Based on your experience or impressions, using a scale from one to ten, where ten means excellent, and one means poor, how would you rate each of the following as golf destinations?



Imagery of BC Golf Destinations

- Based on your experience or impressions, using a scale from one to ten, where ten means excellent, and one means poor, how would you rate each of the following as golf destinations?

	Total	Van	Alberta	Edm	Calgary
Average Rating out of 10	250 %	100 %	150 %	75 %	75 %
Okanagan Valley	7.9	7.9	7.9	7.9	7.9
BC Kootenay-Rockies	7.8	7.0	8.1	8.1	8.1
Whistler	7.6	7.8	7.4	7.8	7.0
Vancouver Island	7.6	7.4	7.7	8.2	7.1
Kamloops	6.8	7.0	6.6	7.1	6.0
Greater Vancouver	6.3	N/A	6.3	6.8	5.8

Statistical confidence at 95% level of confidence:

On Total: +/- 0.3

On Vancouver and Alberta: +/- 0.4

On Calgary and Edmonton: +/- 0.5

Conclusions and Implications

1. Golf tourists are avid golfers, regularly taking golf-driven leisure trips. Golf tourists are high income and frequent leisure travellers.
 - The golf tourists identified in the sample are truly keen golfers and golf tourists. They play an average of 40 rounds of golf each year, and averaged 2.5 overnight trips for golf in 2007.
 - Golf abilities vary widely, from single digit handicap to over 30 handicap players. The average golf tourist plays off about 18.
 - The target golf tourist includes a broad range of ages and education levels, but there is a clear skew to higher income, with 85 percent reporting household income of over \$65,000. The “avid golf tourists” taking three or more golf trips a year have a similar profile to golf tourists in total.
 - Golf tourists are very frequent leisure travellers, averaging eight overnight leisure trips per year. The “avid” golf tourists taking three or more golf trips per year take over ten overnight leisure trips each year.

2. British Columbia is a popular golf destination for Vancouver and Alberta golfers, with California and Arizona also attractive for golf travel.

- Seven-in-ten Vancouver and Alberta golf tourists took an overnight golf trip in BC in 2007. As a result of this high penetration, golf tourists taking BC trips have the same profile as golf tourists overall.
- The leading overnight destinations for Vancouver golfers are BC and the US. Alberta golfers' destinations include BC, Alberta (especially Edmonton residents) and the United States.
- Forty percent of Vancouver golf tourists and one-third of Albertans played in the US last year, prime destinations including California, Arizona and (for BC golfers) Washington State.

3. Within BC, proximity and familiarity are important to destination selection. Vancouver golfers favour the Island, the Okanagan and Kamloops, while Alberta golfers prioritize the Kootenay Rockies and the Okanagan.

- The selection of BC destinations for golf trips is clearly heavily influenced by proximity and familiarity, with popular areas generating repeat visitation. Primary motivations volunteered for selection of BC golf destinations are the courses, having friends in the area, familiarity with the area, affordability and being easy to get to.
- Vancouver golfers chose a variety of destinations for their BC golf trips, including Vancouver Island, Whistler, the Okanagan and Kamloops in particular. The more distant Kootenay Rockies is known, but less visited, with only one-quarter having played there in the last five years.
- Conversely, for Alberta golfers, the Kootenay Rockies region is the most popular BC destination, with forty percent of Edmonton golf tourists and one-half of Calgary golf tourists having played there last year. Within the Okanagan, their second most popular destination, the Kelowna/Vernon area is dominant. While two-thirds know of Kamloops and Whistler as golf

4. BC golf trips are largely trips by golfers for golf, with limited other party members and activities involved.

- BC golf trips divide evenly between short trips of up to three nights and longer trips of four nights or more.
- Golf trips are primarily made up just of golfers, and male parties dominate. Almost all groups include males, and half are “males only” trips. The Okanagan seems to attract more large groups.
- Golf trips are very focused on golf, with golf being played on most days of the trip. Other prime activities are eating and drinking, plus other sports. Okanagan visitors may visit wineries, visitors to other areas also playing other sports.
- Among the small group of non-golfers in golf parties, general tourism activity, sports, hiking and walking and shopping are evident.
- Those who have not taken golf trips to BC seem slightly less “golf-focussed” on their trips elsewhere. Likely reflecting the “warm-weather” US

5. BC golf trip planning is largely carried out on-line or through referrals, mostly without booking services.

- On their last golf trip, about half were involved in planning their trip. When making their own golf arrangements, only about one-in-eight usually use a booking service, the vast majority organizing their trip themselves.
- The leading sources of information used in trip planning are the Internet (60%), word-of-mouth (40%) and golf magazines (10%). Within on-line sources for planning overnight golf trips, search engines and golf sites are most important followed by destination tourism sites.