



Research & Planning

2008 Williams Lake Stampede Study

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Executive Summary

The Value of the Visitor Centre/Community Tourism Foundations® Visitor Study of Williams Lake was undertaken in the summer (June 2 through August 29) of 2008. The study was designed to provide information on the characteristics of travellers to Williams Lake, to measure the impact of the Williams Lake Visitor Centre on traveller behaviour, and to determine the economic benefit of the Visitor Centre. In the planning stages of the overall Williams Lake Visitor Study community stakeholders identified that collecting information at the Williams Lake Stampede would be beneficial to the community, as the Stampede is the largest tourism event in the summer. Therefore, Tourism British Columbia approached the Williams Lake Stampede to conduct on-site interviews during three days of the annual summer event and received permission. Funding for this project was provided by Tourism British Columbia's Community Tourism Foundations® program in partnership with key stakeholders in the area. The project was managed and carried out by Tourism British Columbia's Research & Planning department.

The study objective was:

1. To profile spectators (both local and non-local) of the Williams Lake Stampede in terms of traveller and trip characteristics.

Methods

To fulfill the objective of this study, information was collected using on-site interviews conducted on palm pilots by two researchers hired and trained by Tourism British Columbia. Information presented here is representative of spectators to the Williams Lake Stampede between June 27-29, 2008.

Results

- Between June 27 and June 29, 2008, a total of 249 people were approached at the Williams Lake Stampede. Of those, 147 agreed to complete the interview but 21 were excluded because they were not spectators and 8 had been previously interviewed. A total of 118 useable spectator surveys were completed, of those, 75 (64%) respondents were non-locals and 43 respondents were locals (36%).
- Nearly three-quarters of the tourist spectators interviewed at the Williams Lake Stampede were from British Columbia (71%).
- Over two-thirds of intercepted spectators (both tourist and resident spectators), were between the ages of 35 to 64 years old (tourists – 65%, residents – 81%).
- Nearly three-quarters of the tourist and resident spectators who were interviewed were travelling without children (tourists - 74%, residents – 72%).
- For the tourist spectators who were interviewed, the primary trip purpose to the Williams Lake region was for the Williams Lake Stampede (51%), followed by leisure and visiting family/friends (21% each respectively).
- Cars/trucks/motorcycles were the primary mode of transportation for the majority of interviewed tourist travellers (77%).

- Campgrounds/RV parks were the primary accommodation type for 37% of interviewed tourist travellers, closely followed by staying with family/friends (33%), and at resorts/hotels/motels (30%).
- The average time spent in the Williams Lake region was three days for tourist spectators who were interviewed.
- The average length of residency for residents who were interviewed at the Williams Lake Stampede was 22.8 years, ranging from a minimum of one year to a maximum of 56 years.
- Nearly all intercepted resident spectators have previously visited the Williams Lake Stampede (95%).
- Over half of the tourist spectators who were intercepted have previously visited the Williams Lake Stampede (51%).
- Saturday was the most popular day of attendance for the tourist spectators who were interviewed (72%).
- Sunday was the most popular day of attendance for the resident spectators who were interviewed (67%).
- The Stampede Parade was the most popular attended event of the spectators who attended the Williams Lake Stampede on Saturday, June 29 (tourists – 67%, residents – 81%).
- The overall experience at the Williams Lake Stampede was rated as either very satisfied (tourists – 67%, residents – 63%) or satisfied (tourists – 30%, residents – 37%).
- Suggestions for improvement to the services offered at the Williams Lake Stampede included having a better variety of food to purchase, including a grandstand show, and having more comfortable seating in the Grandstand.