



## RESEARCH AND PLANNING

# 2007 PRINCE RUPERT VISITOR STUDY FINDINGS

FINAL

**June 2008**

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## ACKNOWLEDGEMENTS

The 2007 Prince Rupert Visitors Study was a comprehensive survey of travellers to Prince Rupert between June and August of 2007.

The Prince Rupert Visitor Study was a partnership of Tourism British Columbia and Tourism Prince Rupert. Partial funding for this study came from the Tourism British Columbia's Community Tourism Foundations program.

Tourism British Columbia would like to gratefully acknowledge the following organizations that assisted with the project by providing access for on-site interviews of their clients and/or by providing administrative data.

- BC Ferries
- Alaska State Ferries
- Prince Rupert Port Authority
- City of Prince Rupert
- Museum of Northern British Columbia
- VIA Rail
- Prince Rupert Airport
- Prince Rupert Chamber of Commerce (Visitor Centre)
- Prince Rupert Yacht Club

This report was partially written by the Liddie Sorenson-Lawrence on contract with Research and Planning, Tourism British Columbia.

## Executive Summary

The Community Tourism Foundations Visitor Study of Prince Rupert was undertaken in the summer (June 1 through August 31) of 2007. The study was designed to provide information on the characteristics and volume of travellers to Prince Rupert and to support marketing plan design and product development in the Prince Rupert area. Partial funding for this project was provided 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 and Planning department.

The study objectives were:

1. To profile travellers who visit Prince Rupert in terms of traveller and trip characteristics.
2. To estimate visitor volume and tourism expenditures of travellers to Prince Rupert during June – August 2007.
3. To profile users of the Visitor Centre in terms of travellers and trip characteristics.
4. To estimate the influence of the Prince Rupert Visitor Centre on the decision-making process of travellers in British Columbia, on the length of stay, expenditures, and selection of additional or alternative activities, attractions or destinations.

## Methods

To fulfill the multiple objectives of this study information was collected using a number of methods and data sources. Information was collected from:

- Administrative data from transportation sites (BC Ferries, Alaska State Ferries, Prince Rupert Airport, VIA Rail and the Prince Rupert Yacht Club),
- A comprehensive visitor survey with an on-site interview and mailback questionnaire (45% response rate),
- A survey of Prince Rupert fishing charter businesses,
- Vehicle counts at the Rushbrook Floats boat launch,
- A postcard survey left on vehicles at the Rushbrook Floats boat launch,
- An exit survey of cruise ship passengers administered by the Ambassador Program in Prince Rupert, and
- A cruise ship passenger survey administered by the Northwest Cruise Ship Association and the Prince Rupert Port Authority.

Information presented here is representative of travellers to Prince Rupert between June and August of 2007.

## Results

The results of the study have been segmented by type of traveller to the Prince Rupert region. The report is organized by those traveller segments including: overnight leisure travellers, leisure day trip travellers, anglers, cruise ship passengers and business travellers.

Overall, between June and August of 2007 it was estimated that about 190,000 travellers visited Prince Rupert. Those travellers spent approximately \$52.2 million dollars in the Prince Rupert region (Table ES1). Leisure travellers accounted for 79% of all travellers and 57% of all traveller revenues. Although business travellers accounted for only 21% of traveller volume they were responsible for 43% of traveller revenues, due to their longer length of stay and higher daily expenditures. Cruise ship passengers accounted for a high proportion of traveller volume (46% of total) but only nine percent of expenditures because of their comparatively short length of stay and lower expenditures.

Table ES1. The number of travellers and their expenditures in Prince Rupert between June and August 2007.

Traveller Segment	Travellers in Prince Rupert in June, July and August 2007			
	Volume	Percent of Total Volume	Expenditures in Prince Rupert	Percent of Total Expenditures
<b>Total Leisure Travellers</b>	<b>149,558</b>	<b>79.2%</b>	<b>\$29,704,470</b>	<b>56.9%</b>
General Overnight <sup>1,2</sup>	44,483	23.5%	\$ 8,597,117	16.5%
Day Trips	2,414	1.3%	\$142,096	0.3%
Anglers	15,003	7.9%	\$16,130,904	30.9%
Cruise Ship Passengers <sup>3</sup>	87,658	46.4%	\$4,834,353	9.3%
<b>Total Business Travellers</b>	<b>39,367</b>	<b>20.8%</b>	<b>\$22,499,925</b>	<b>43.1%</b>
General Business <sup>4</sup>	6,855	3.6%	\$20,793,683	39.8%
Cruise Crew <sup>3</sup>	32,512	17.2%	\$1,706,242	3.3%
<b>Grand Total</b>	<b>188,925</b>	<b>100.0%</b>	<b>\$52,204,395</b>	<b>100.0%</b>

1. Travellers that said their primary activity was fishing were deducted from this estimate to reduce the chance of 'double counting' as an independent angler estimates was produced.
2. Group tour travellers were included in this estimate.
3. Cruise passenger and crew estimates were obtained from a report entitled, The Economic Contribution of the International Cruise Industry in Canada 2007 (see full citation in methods section of this report). The estimates here are slightly less than those found in the report because they have been adjusted for a slightly shorter study period. Note that a crew member could have visited Prince Rupert on several different cruises over the study period. In this study, consistent with World Tourism Organization definitions, each visit would be considered to have been made by a different traveller.
4. Travellers were not asked their travel party size, therefore erring on the side of caution; we have assumed that there was only one person in each travel party.

## Overnight Leisure Travellers

- Over half (55%) of overnight leisure travellers to Prince Rupert were from somewhere in Canada, 29% were from British Columbia and 27% were from other parts of Canada. Residents from the United States and other international countries each represented 22% of overnight leisure travellers.
- Over half (58%) of Canadian travellers from outside of British Columbia were from Alberta while an additional 25% were from Ontario, fewer were from Manitoba (6%), Saskatchewan (5%), Quebec (3%), the Territories (3%) and only 1% were from the Maritime Provinces in Eastern Canada. Almost a quarter (21%) of American travellers were from Washington State, 17% were from California and eight percent were from Montana. Fewer, were from Oregon (7%), Alaska (7%) or Idaho (4%).
- International travellers, other than U.S. residents, accounted for 22% of overnight leisure travellers. Almost all travellers from countries other than Canada or the U.S. were European (84%), 15% were from the Asia/Pacific and only 1% were from other countries.

- Only 11% of overnight leisure travellers were under 35 years old while over 56% were 55 years old or older and a third were between 35 and 54 years old. Overnight leisure travellers to Prince Rupert were skewed to older age groups.
- Overnight leisure travellers to Prince Rupert were highly educated. Over 47% had a University Degree, Masters or PhD. Twenty percent had a college or technical degree, and 18% had a high school diploma.
- More than one-third of travellers were high income earners with a household income of over \$100,000 annually while another 25% earned between \$65,000 and \$99,000. The remaining 40% earned less than \$65,000 per year.
- On average, there were 2.6 people per overnight leisure traveller party. Approximately 13% of these travel parties had children while the remaining 87% of parties were adult only.
- Visitors to Prince Rupert were frequent travellers taking an average of 3.4 leisure trips in the past year with 32% taking four or more trips.
- Just over one third (36%) of overnight leisure travellers had previously been to Prince Rupert. Not surprisingly, British Columbian residents had the highest incidence of previous visitation to Prince Rupert (64%). In comparison, 28% of U.S. travellers and 11% of other international travellers had previously visited Prince Rupert.
- Approximately 35% of overnight leisure travellers in Prince Rupert did not have a primary destination and were touring. Twenty-three percent of overnight leisure travellers were primarily visiting Prince Rupert and 10% were visiting Alaska. Just over 1-in-4 were destined for somewhere else in BC – of these nearly 18% were destined for the Northern BC region.
- The most common type of accommodation used in both Prince Rupert and the rest of the trip was a hotel/motel/resort, followed by camping/RV, staying at Bed and Breakfasts, followed by friends and relatives.
- Although approximately half (51%) of overnight leisure travellers were inflexible in terms of spending more time in Prince Rupert, 1-in-3 travellers could spend at least one extra day. In addition, 16% could spend a few more hours than originally planned.
- The average trip time away from home for overnight leisure travellers was 28 days, of which 16 days were spent in British Columbia and nearly 3 days were spent in Prince Rupert. Trip length was significantly different depending on the origin of the traveller.
- The most popular primary activity for overnight leisure travellers was general sightseeing (49%) followed by other sports and recreation (15%) and fishing (11%). Fewer travellers indicated their primary activity was shopping or entertainment (7.6%) or culture, attractions or an event (7.4%).
- Overnight leisure travellers responses from the mailback questionnaire indicated that the most popular specific activities that visitors participated in while on their trip were 'Wildlife Viewing'

(75%), visiting a 'Municipal, Provincial or National Park' (73%) and visiting a 'Museum, Heritage or Historical Site' (66%). While in Prince Rupert, participation in these various activities shifted with 'Shopping for Local Arts and Crafts' (56%) being the most popular followed by 'Wildlife Viewing' (53%) and visiting a 'Museum, Heritage or Historical Site' (52%).

- Approximately two-thirds of visitors travelled to and departed from Prince Rupert via road (Car/Truck/Motor Cycle/RV). Ferries were the second most popular arrival and departure mode of transportation to and from Prince Rupert. Fewer travellers travelled to/from Prince Rupert via air, private boat, train, bicycle, and bus. Of the 25% of travellers arriving by ferry, the majority (82%) came on a BC Ferry from Port Hardy, followed by arrivals on the ferry from the Queen Charlotte Islands and arrivals on the Alaska State Ferry.
- On the mailback questionnaire travellers were asked to draw in the route of their trip. The most popular highway and ferry route travelled was Hwy 16 from Prince George to Prince Rupert, where over three quarters of respondents travelled at sometime during their trip. The BC Ferries Inside Passage route from Port Hardy to Prince Rupert was the second most popular route, used by more than half of respondents. Other popular routes included, the BC Ferries Queen Charlotte Islands route (Prince Rupert to Skidegate), Hwy 16/Hwy 93 from Banff to Prince George, Hwy 97 from Prince George to Cache Creek, BC Ferries Vancouver to Victoria routes, Hwy 1/Hwy 19 on Vancouver Island, and Hwy 37 from Terrace to Stewart.
- Travellers indicated they stayed overnight in many communities along the most popular route of Hwy 16 from Prince George to Prince Rupert, including Prince George, Smithers and Terrace. Also, travellers frequently stayed overnight in communities along Vancouver Island's Hwys 19 and 1, including Port Hardy, Campbell River, Nanaimo and Victoria.
- Overall, daily expenditures on a trip and in Prince Rupert were approximately \$296 and \$202, respectively. However, there were significant differences in daily expenditure based on traveller origin and main purpose of trip. Canadians from outside of British Columbia (\$229) spent significantly more in Prince Rupert than travellers from British Columbia (\$192), the U.S. (\$194), or other International (\$193). In all cases, travellers had a higher average daily expenditure on their trip than in Prince Rupert.
- Overnight leisure travellers to Prince Rupert planned ahead. Over half (55%) planned their trip thirteen or more weeks in advance.
- Advice from friends and relatives (53%), visitor guides and brochures (53%) and past experience (48%) were the most commonly used information sources before trips. Approximately 35% of travellers used local and regional websites for their planning. During trips, Visitor Centres were the most commonly used information source (65%) followed by visitor guides and brochures (60%) and advice from friends and relatives (33%).
- When asked to describe Prince Rupert's atmosphere/mood on the mailback questionnaire, the majority of travellers (63%) described how friendly people in the region were while 45% identified a relaxed/safe/calm atmosphere and 32% identified its beauty and nature. Fewer responded that Prince Rupert felt like it was expanding and prosperous (14%) or interesting (13%).

- Of all comments made about Prince Rupert images, almost two thirds were positive (63%) and just over one third were negative (37%). Positive responses were dominated by the natural beauty and scenic landscapes of the Prince Rupert region (46%), the presence of family/friends and friendliness of people in general (26%), the quiet/not crowded/peaceful nature (22%) and the wildlife/nature/wilderness (19%).
- Negative perceptions of overnight leisure travellers focused on rain (23%), limited activities (14%), unattractive/ run-down town (11%), the limited/poor restaurants (10%) and social problems (9%).
- A variety of characteristics were identified as unique to Prince Rupert. The most common unique characteristics were the wildlife/nature/wilderness (37%), attractions (27%), ocean/harbour/waterfront (25%), roads/links/highway accessibility (22%), and the beautiful scenery/landscape (15%).
- Respondents were also asked to provide suggestions for new or expanded services they would like to see if they visited the Prince Rupert region again. Although there was less consensus (i.e. a lower % of travellers mentioning the same things), 'more RV parks/campgrounds' and 'better/more cafes/restaurants' were the most common service improvement areas. Fewer overnight leisure travellers indicated that more accessible visitor information (9%), improved walkways (8%) and more/better shops (8%).
- Over four-fifths of respondents rated their overall travel experience as good (57%) or excellent (25%). Ratings for each trip component were also high. Access to information about Prince Rupert (81%), customer service (80%), recreation and adventure opportunities (78%) and local signage (78%) stand out as strengths with most respondents rating these components as either good or excellent. Attractions and events (70%) received the lowest rating.
- Nearly 72% of travellers visited the Prince Rupert Visitor Centre. Of those, 7% reported that the centre fell short of their expectations while 36% said it exceeded their expectations.
- Prince Rupert was compared to other, similar, communities by asking if Prince Rupert rated 'better', 'the same' or 'worse' on 25 key attributes. Prince Rupert's largest advantages were 'Aboriginal Culture' (+59), 'Fishing' (+53), 'Wildlife Viewing' (+37), and 'Water-Based Outdoor Recreation Activities' (+36). The three areas where Prince Rupert fell short compared to other destinations were having a 'Fun Nightlife and Entertainment' (-14), having 'Plenty of Things That Appeal to Children' (-10), and having 'Excellent Shopping' (-10).

## Anglers that Travelled to Prince Rupert

- An estimated 10,091 guided and 4,102 non-guided anglers visited Prince Rupert between June and August of 2007. Charter fishing businesses commented that they had fewer than expected clients in June because of the Highway 16 road closure due to a landslide.
- There were an estimated 68 fishing charter businesses in Prince Rupert in 2007. The majority of charter fishing businesses used Rushbrook Floats to obtain access to the ocean (74%). Fewer fishing charter businesses used a marina, the yacht club or had unknown methods of accessing

the ocean (26%). A quarter of these businesses were large (>200 clients), 46% were medium (100-199 clients) and 29% were small businesses (<100 clients).

- Fishing charter businesses indicated that the majority of their clients (guided anglers) came from other Canadian provinces followed by British Columbia, the U.S. and other international countries. Less than one percent of guided anglers came from Prince Rupert.
- Overall, travelling anglers spent 5.8 days in Prince Rupert and 3.1 days fishing in Prince Rupert. There was an average of 3.3 people in each fishing party in Prince Rupert. Travelling anglers spent an average of \$261.40 per day. Expenditures were more when the whole fishing party or whole fishing trip were accounted for.
- Guided and non-guided travelling anglers differed in their characteristics. The majority (69%) of anglers interviewed indicated they were on a guided-trip. Guided travelling anglers spent fewer days fishing and fewer days in Prince Rupert but had more anglers in their fishing party and spent more per person per day. As a result guided anglers spent slightly more per party per trip (because they had a larger party size and had a higher daily expenditure).

## **Cruise Ship Passengers**

- The vast majority of Prince Rupert cruise ship passengers were from the United States (97%), only a few were from overseas (2%), other Canadian provinces (0.9%) or British Columbia (0.2%). American cruise ship passengers represented 48 different states. Almost 15 percent were from California, eight percent were from Texas, seven percent were from Washington State and six percent were from Florida.
- Only 16% of cruise ship passengers were under 35 years old, a third of cruise ship passengers were between 36 and 50 years of age and 50% were 51 years of age and older.
- On average, there were 7.1 cruise ship passengers in each party. Almost a third of cruise ship passengers were on board with three to five other passengers.
- Not surprisingly, 89% of cruise ship passengers had not previously been to Prince Rupert.
- On average, cruise ship passengers spent 3.6 hours on shore in Prince Rupert. About a quarter of passengers spent less than one to two hours or two to three hours on shore.
- Cruise ship passengers were also asked to rate their experience while in Prince Rupert. Passengers were most impressed with Prince Rupert's shore excursions (66% rated as excellent) and hospitality (65% rated as excellent), fewer cruise ship passengers rated Prince Rupert's shopping and customer service as excellent (39%).

## **Business Travellers**

- Not surprisingly, the majority of business travellers were BC residents (79%), followed by Other Canadians (12%). Travellers from the United States and other international countries represented 5% and 4%, respectively, of all business travellers. The majority of Canadian visitors from outside of BC were from Alberta (35%) while an additional 29% of non-BC Canadian business travellers were from Manitoba.



- The average total trip length for business travellers was 30 days away from home, of which 21 days were spent in British Columbia and nearly 8 days were spent in Prince Rupert.
- The average daily expenditure for business travellers while in Prince Rupert was \$396.
- Over 7-in-10 (71%) of business travellers had previously been to Prince Rupert. Business travellers that had previously been to Prince Rupert were frequent visitors; they averaged 7.66 trips in the past two years.

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## Section 1. Introduction

In 2005 Tourism British Columbia introduced the Community Tourism Foundations (CTF) Program®, which was designed to assist communities in developing their tourism potential. Facilitators are hired by Tourism British Columbia's Partnership Marketing division to work with selected communities to develop multi-year tourism development and marketing plans. Research and Planning, Tourism British Columbia assists Facilitators by providing some funding and guidance for research projects to support the CTF program. A lack of current information available about visitors to Northwest British Columbia and Prince Rupert's participation in the CTF program led Research and Planning, Tourism British Columbia to determine that the region would benefit from a comprehensive visitor study in the summer of 2007. Information from this visitor study will help develop a research based tourism plan for the Prince Rupert region.

In 2001, Research and Planning, Tourism British Columbia started Value of the Visitor Centre program. The program uses visitor survey methodology to measure the economic impact of Visitor Centres in British Columbia. Since then, 23 independent studies have been conducted to evaluate the impact of the 21 different Visitor Centres. Because of similar objectives, proven methodology and efficiencies created, it was determined that the Prince Rupert Visitor Study would encompass the Value of the Visitor Centre methodology and objectives.

The purpose of the Prince Rupert Visitor Study was to develop a visitor profile of travellers to the Prince Rupert region and to measure the value of Prince Rupert's Visitor Centre.

Specifically, the study objectives were:

1. To profile travellers who visit Prince Rupert in terms of traveller and trip characteristics.
2. To estimate visitor volume and tourism expenditures of travellers to Prince Rupert during June – August 2007.
3. To profile users of the Visitor Centre in terms of travellers and trip characteristics.
4. To estimate the influence of the Prince Rupert Visitor Centre on the decision-making process of travellers in British Columbia, on the length of stay, expenditures, and selection of additional or alternative activities, attractions or destinations.

Two reports were generated from this visitor study. This report outlines the general visitor study results. A second report entitled, "*The Value of the Prince Rupert Visitor Centre*" outlines characteristics of the travellers that use the Visitor Centre and the value the Visitor Centre brings to Prince Rupert and British Columbia. The Value of the Visitor Centre report is available from Research and Planning, Tourism British Columbia under a separate cover.

## Section 2. Methodology

To fulfill the multiple objectives of this study information was collected using a number of methods and data sources. Information was collected from:

- Administrative data from transportation sites (BC Ferries, Alaska State Ferries, Prince Rupert Airport, VIA Rail and the Prince Rupert Yacht Club),
- A comprehensive visitor survey with an on-site interview and mailback questionnaire,
- A survey of Prince Rupert fishing charter businesses,
- Vehicle counts at the Rushbrook Floats boat launch,
- A postcard survey left on vehicles at the Rushbrook Floats boat launch,
- An exit survey of cruise ship passengers administered by the Ambassador Program in Prince Rupert, and
- A cruise ship passenger survey administered by the Northwest Cruise Ship Association and the Prince Rupert Port Authority.

How data was collected and used (analyzed) for each of the above data sources is described in the following methodology section.

### *2.1 Data Collection and Analysis Methods*

#### **Administrative Data Collection**

BC Ferries, Alaska State Ferries, Prince Rupert Airport, VIA Rail provided embarking (departing) passenger count information for June, July and August 2007. BC Ferries passenger counts were provided for people leaving Prince Rupert on the ferry to the Queen Charlotte Islands and for Port Hardy. The Prince Rupert Yacht Club provided the number of visiting boats during the study period.

#### **Visitor Survey - On-Site Interviews**

A multi-location, two-stage survey design was used to examine the characteristics of travellers to Prince Rupert. The first stage consisted of interviewing travellers at various locations in Prince Rupert. The purpose of collecting information at the multiple sites was to obtain information about the typical traveller to the Prince Rupert region during their trip. The interview sites included:

- Prince Rupert Visitor Centre,
- Cow Bay,
- Museum/Cultural District,
- BC Ferries Departures for Port Hardy,
- BC Ferries Departures for Queen Charlotte Islands,
- Alaska State Ferry,
- VIA Rail,
- Air Canada Airport Bus,
- Hawk Air Airport Bus, and,
- Angler Sites (Rushbrook Floats, Wampler's marina, Stromdahl's marina).

The second stage, the mailback questionnaire, collected information from travellers after their trip (see questionnaire in Appendix C). The purpose of the mailback questionnaire was to gather

information about trip planning, experiences and activities in order to understand travellers' perceptions of the Prince Rupert region and British Columbia upon trip completion.

Due to the multiple objectives of this project, there were two streams of survey data collected. Information to fulfill objectives one and two (to collect general traveller characteristics and to estimate visitor volume and expenditures) of this project was collected at the Prince Rupert Visitor Centre and other sites in Prince Rupert. Information collected to fulfill objective three of this project (to determine the Value of the Visitor Centre) was collected only at the Prince Rupert Visitor Centre. Except for Table 1 (Interview Survey Results) and Table 3 (Mailback Survey Results), this report outlines the results of the general visitor survey results. Results from the Value of the Visitor Centre project are available under separate cover from Research and Planning, Tourism British Columbia.

Four interviewers collected data between June 1 and August 31, 2007. For the majority of the summer, the interviewers' schedule consisted of a systematic sample of four continuous days of interviewing followed by two days off. Each day of interviewing, the two interviewers rotated between the different interview sites. The interview dates and number of interviews conducted are detailed in Appendix A.

Potential respondents were randomly selected at each location through systematic random sampling at the various interview sites. 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 Prince Rupert region (including Kaien, Ridley, and Digby islands as well as the surrounding mainland area south to Port Edward). If so, they were eliminated from the remainder of the interview, ensuring that only non-resident travellers were interviewed. In order to meet the objectives of the Visitor Study, an abbreviated interview was designed for Cruise Ship passengers, anglers, Organized Tour Groups, Day Trip Visitors and business travellers. The interviewers recorded responses on handheld computers (Palm Pilots) using Techneos Data Entryware software.

During the general survey interview, questions were asked about (interview questionnaires are available in Appendix B):

- traveller demographics,
- primary trip purpose,
- primary destination,
- other communities visited during their trip,
- primary mode of transportation,
- trip duration,
- length of stay in the Prince Rupert region and in British Columbia,
- primary accommodation,
- method of arrival/departure to/from the Prince Rupert region,
- primary accommodation in the Prince Rupert region,
- primary leisure activity in the Prince Rupert region,
- daily expenditures, and
- trip flexibility.

Between June 1<sup>st</sup> and August 31<sup>st</sup>, 2007, a total of 3,355 people were approached at all interview sites in Prince Rupert. Of those, 2,489 agreed to complete the interview but 458 were excluded because they were from the local area and 114 had been previously interviewed. A grand total of 1,857 useable traveller surveys were completed, of those, 1,421 (76.5%) respondents completed the general

traveller survey and 436 respondents completed the Value of the Prince Rupert Visitor Centre survey (23.9%, Table 1).

Table 1. Overall visitor survey intercept results.

Data Collection Type <sup>1</sup>	Travellers Approached	Agreed to Interview	Previously Interviewed <sup>2</sup>	From Local Community <sup>3</sup>	Useable Traveller Surveys
General Traveller Survey (A) (Visitor Centre and Other Sites)	2,504	1,941	114	363	<b>1,421 (76.5%)<sup>4</sup></b>
Value of VC Survey (B) (Visitor Centre Only)	851	548	n/a	95	<b>436 (23.5%)<sup>5</sup></b>
<b>Grand Total (A + B)</b>	<b>3,355</b>	<b>2,489</b>	<b>114</b>	<b>458</b>	<b>1,857 (100.0%)</b>

1. Two surveys were used in this study, the general traveller survey, used at the Prince Rupert Visitor Centre and other sites and the Value of the Visitor Centre survey (see separate report available from Research and Planning, Tourism British Columbia).

2. Visitor Centre respondents were not asked this question in the intercept survey.

3. The Prince Rupert region includes Kaien, Ridley, and Digby Islands as well as the surrounding mainland area south to Port Edward.

4. Includes cruise ship passengers (n = 336), business travellers (n = 283), day trippers (n = 29) and organized tour group respondents (n = 66), who received a shorter version of the intercept survey.

5. Excludes travellers that were part of an organized tour group (n=12) and 5 incomplete surveys.

Of all the general visitor surveys completed, almost one fifth were completed at the Prince Rupert Visitor Centre (18%), and with Air Canada passengers on the airport bus (18%) while 16% were completed in the Cow Bay area (Table 2). Fewer surveys were completed at the BC Ferries terminal with passengers departing for Port Hardy (9%), the Queen Charlotte Islands (8%) and at the Alaska State Ferries terminal (6%). Surveys were also completed with Hawk Air passengers on the airport bus (7%), at anglers sites (3%), in the cultural district of Prince Rupert (4%), at the museum in Prince Rupert(8%) and at the VIA rail terminal (6%).

Table 2. Overall visitor survey intercept interview results at various sites in Prince Rupert.

	Travellers Approached	Agreed to Interview	Previously Interviewed <sup>2</sup>	From Local Community	Useable Traveller Surveys <sup>4</sup>
Airport Bus - Air Canada	355	253	0	0	<b>253 (17.8%)</b>
Airport Bus - Hawk Air	116	94	0	0	<b>94 (6.5%)</b>
Angler Sites	173	154	9	66	<b>36<sup>3</sup> (2.5%)</b>
Alaska State Ferry <sup>1</sup>	97	88	3	2	<b>83 (5.8%)</b>
BC Ferries departures to: Port Hardy <sup>1</sup>	183	145	5	16	<b>124 (8.7%)</b>
BC Ferries departures to: Queen Charlotte Islands <sup>1</sup>	143	124	2	13	<b>109 (7.7%)</b>
Cow Bay	424	321	23	76	<b>222 (15.6%)</b>
Cultural District	202	156	16	80	<b>60 (4.2%)</b>
Museum	231	162	19	38	<b>105 (7.4%)</b>
VIA Rail	119	101	11	10	<b>80 (5.6%)</b>
Visitor Centre	461	343	26	62	<b>255 (17.9%)</b>
<b>Grand Total</b>	<b>2,504</b>	<b>1,941</b>	<b>114</b>	<b>363</b>	<b>1,421 (100.0%)</b>

1. Both vehicle and foot passengers who were intercepted.

2. Respondents were removed from analysis if previously interviewed at another location.

3. Angler site respondents who did not fish or were not planning to fish on the day they were intercepted were removed from the analysis (n = 43).

4. Includes cruise ship passengers (n = 215), business travellers (n = 256), leisure day trippers (n = 18) and organized tour group respondents (n = 66), who received a shorter version of the intercept survey.

The angler site intercept interview locations included Rushbrook Floats, Wampler's marina and Stromdahl's marina. Initially, Rushbrook Floats was the only angler site location used. Starting July 21<sup>st</sup> Wampler's and Stromdahl's were added in efforts to obtain more angler information.

To collect information from travellers departing at the airport travellers were approached on bus to the airport. The airport bus is a service provided by the City of Prince Rupert. Travellers are picked up at a downtown location and are transported, via a ferry, to the Prince Rupert Airport. Interviewers first performed a count of residents and non-residents, and then handed out a paper version of the intercept interview (Appendix B) to non-resident travellers for both Hawk Air and Air Canada flights. Before the bus arrived at the airport, the interviewer collected the paper interview questionnaires from the respondents.

### **Visitor Survey -Mailback Questionnaires**

At the end of the intercept interview, mailing addresses were collected from those respondents 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.

The general traveller mailback questionnaires (available in Appendix C) collected a variety of information including:

- travel party demographics,
- trip duration,
- length of stay in British Columbia,
- primary destination,
- destination decision-making,
- trip motivation (not included),
- trip routing patterns,
- trip activities,
- trip planning,
- trip expenditures,
- feelings about the mood and atmosphere in Prince Rupert,
- use of other VCs in British Columbia,
- positive and negative images of Prince Rupert,
- unique characteristics of Prince Rupert as a vacation destination,
- tourism destination comparison of Prince Rupert,
- satisfaction with Prince Rupert and British Columbia, and
- the likelihood of returning to Prince Rupert and British Columbia.

In order to reduce the length of the mailback survey for the respondents, two versions were compiled. They were similar in all sections, except one questionnaire included a lengthy question focusing on the comparison of Prince Rupert to similar destinations, by rating if Prince Rupert was better, worse or the same for a number of indicators and the other focused on use of the Visitor Centre in Prince Rupert and around the province.

Those travellers that completed the Value of the Visitor Centre interview portion of the visitor survey received a mailback survey that focused on questions that asked about the impact of the Visitor Centre on the traveller's entire trip. Mailback survey results from the Value of the Visitor Centre project are available under separate cover from Research and Planning, Tourism British Columbia.

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Research and Planning, Tourism British Columbia

Mailback questionnaires were sent to consenting visitors with a business reply envelope and a British Columbia Magazine on September 24, 2007. A second mailing, a reminder postcard, was sent out to those who had not yet returned their mailback questionnaires on October 15, 2007. The third and final mailing consisted of another copy of the questionnaire and a business reply envelope and was sent to non-responders on October 27, 2007.

A total of 705 mailback surveys were sent out. Responses were accepted until January 10, 2008. A total of 319 respondents completed and returned the general traveller mailback survey for a response rate of 45.2% (Table 3). A higher proportion of travellers who completed the Value of the Visitor Centre portion of this study completed and returned their mailback questionnaire (61.2%).

Table 3. Overall visitor survey mailback survey responses.

	Prince Rupert Travellers That:					
	Were Asked to Participate in Mailback Survey	Agreed to Mailback Survey	Incomplete Addresses	No Response	Useable Mailback Surveys	Response Rate
General Traveller Survey (A) (Visitor Centre and Other Sites)	1,407	705	0	386	319	45.2%
Value of VC Survey (B) (Visitor Centre Only)	257	170	0	66	104	61.2%
<b>Grand Total (A + B)</b>	<b>1,664</b>	<b>875</b>	<b>0</b>	<b>452</b>	<b>423</b>	<b>48.3%</b>

The volume of travellers in Prince Rupert was calculated using administrative data collected from the various departure modes. The surveys conducted at each transportation site and at the various sites in downtown Prince Rupert and angling sites were weighted or 'balanced' using the administrative passenger data. The data was weighted to ensure the data collected was representative of the population of travellers in Prince Rupert during the summer of 2007. See Appendix D for detailed weighting methods.

Travellers to Prince Rupert were described using simple frequencies and averages from the interview and mailback survey data collected in 2007.

A trip routing question was included in the mailback questionnaires and respondents were asked to draw on a provided map:

- their travelling route in British Columbia,
- where they stayed overnight, and
- the number of nights spent in the specified communities.

Geographic Information Systems (GIS) was used to create the mailback questionnaire map (Appendix C), and was used to analyze and visually portray the data from the trip routing question. GIS can be defined as a computer based system that provides data input, management, manipulation and analysis, and output of geo-referenced information<sup>1</sup>.

For each useable mailback questionnaire, if the respondent travelled on road, ferry or rail routes the individual route segments were identified. If a segment was travelled on twice (i.e. if the respondent travelled to and from on the same route) this was captured in the data entry of the maps. The

<sup>1</sup> Aronoff, S. (1989). *Geographic Information Systems: A Management Perspective*. Ottawa, Ontario: WDL Publications.

segments were then summarized to produce a frequency map using proportional symbology, where thicker lines (representing the road, ferry or rail route) indicate more travel on that route.

For the community portion, the frequency of travellers spending the night in the community was summarized to produce a proportional symbology map, where the larger circles (representing the community) indicate where more respondents spent overnight. The average length of stay was also summarized for the communities by using choropleth (colour gradation) mapping, where darker colours represent longer amounts of overnight stays in communities. Only communities where  $\geq 2.5\%$  of respondents spent overnight in were included in the maps, to ensure that the maps are legible. See Appendix H for a more detailed description of the methods of mapping analysis.

## **Fishing Charter Survey**

An inventory of fishing charter businesses was conducted with information from listings of businesses with Tourism Prince Rupert and a list of business licenses from the City of Prince Rupert. A total of 68 businesses were identified. A survey was emailed or faxed to all businesses from Tourism Prince Rupert. Data was sent back to Tourism Prince Rupert or Tourism British Columbia (See Appendix E). Data collected included:

- Number of clients
- Number of client days,
- Origin of clients,
- Party size,
- Percent fishing for Salmon or Halibut,
- Average price per day of fishing.

A total of 24 of 68 surveys (35% response rate) were received from fishing charter businesses. Similar to the visitor survey portion of this report, data were weighted up or 'balanced' to ensure all 68 businesses were accounted for. See Appendix E for a detailed description of weighting methods for the fishing charter survey.

## **Rushbrook Floats Postcard Mailback Survey**

To supplement the on-site survey data collected from anglers, a short postage-paid postcard questionnaire was distributed to vehicles at Rushbrook Floats. Interviewers distributed the postcards when they conducted the vehicle counts throughout August 2007.

## **Rushbrook Floats Vehicle Counts**

Tourism Prince Rupert identified that the majority of anglers used the Rushbrook Floats boat launch to access saltwater fishing opportunities around Prince Rupert. Consequently, on approximately every second day of interviewing, an interviewer performed a vehicle count at the Rushbrook Floats boat launch. The interviewer was provided a count sheet and instructed to count the number of vehicles (with and without boat trailers):

- That were guide vehicles,
- With British Columbia License Plates,
- With Alberta License Plates,
- With Washington License Plates, and
- With Other License Plates.

Vehicle count data was used with on-site survey data to estimate the total number of anglers and their expenditures at Rushbrook Floats. See Appendix E for detailed methods on angler volume and expenditure calculations.

Anglers were described using weighted data collected from the on-site angler interviews as well as the postage paid postcard survey.

## Cruise Ship Passenger Exit Survey

To supplement the information collected from cruise ship passengers in the intercept interview locations, information collected through Tourism Prince Rupert's Ambassador Program was collected and summarized for the study period. Tourism Prince Rupert volunteers distributed a paper questionnaire to cruise ship passengers as they were boarding the cruise ship. The questionnaire included (Appendix B):

- name of vessel,
- origin of cruise traveller,
- demographics (age and gender),
- first cruise to Alaska
- impressions of Prince Rupert
- evaluation of Prince Rupert's shore excursions, hospitality and customer service.

The Tourism Prince Rupert questionnaire contained more questions specifically related to cruise ship passengers and had more than 1,300 responses – making it a better source of information about cruise ship passengers. Therefore, the Tourism Prince Rupert questionnaire was used to summarize cruise ship passengers in this report.

The exit survey of cruise ship passengers was summarized using simple frequencies and averages.

The total cruise ship passenger estimates with their expenditures were estimated by Prince Rupert Port Authority using a data from a report entitled, *The Economic Contribution of the International Cruise Industry in Canada 2007 A Survey-based Analysis of the Impacts of Passenger, Crew and Cruise Line Spending*.<sup>2</sup>

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<sup>2</sup> Business Research and Economic Advisors (March 2008) Prepared for the Northwest Cruise Ship Association, Cruise Newfoundland and Labrador St. Lawrence Cruise Association, Atlantic Canada Cruise Association and Cruise BC. Exton, PA, USA.



## Section 3. Overview of Results

The results of the study have been segmented by type of traveller to the Prince Rupert region. The following sections of the report are organized by those traveller segments including: overnight leisure travellers, leisure day trip travellers, anglers, cruise ship passengers and business travellers. As discussed in the methods section of this report, there is a varying amount of information available for each of the segments of this report.

Overall, between June and August of 2007 it was estimated about 190,000 travellers visited Prince Rupert. Those travellers spent approximately \$52.2 million dollars in the Prince Rupert region (Table 4). Leisure travellers accounted for 79% of all travellers and 57% of all traveller expenditures. Although business travellers accounted for only 21% of traveller volume they accounted for 43% of traveller expenditures, due to their longer length of stay and their higher daily expenditures. Cruise ship passengers accounted for a high proportion of traveller volume (46% of total) but only nine percent of expenditures because of their comparatively short length of stay and therefore lower expenditures.

Table 4. The number of travellers and their expenditures in Prince Rupert between June and August 2007.

Traveller Segment	Travellers in Prince Rupert in June, July and August 2007			
	Volume	Percent of Total Volume	Expenditures in Prince Rupert	Percent of Total Expenditures
<b>Total Leisure Travellers</b>	<b>149,558</b>	<b>79.2%</b>	<b>\$29,704,470</b>	<b>56.9%</b>
General Overnight <sup>1,2</sup>	44,483	23.5%	\$ 8,597,117	16.5%
Day Trips	2,414	1.3%	\$142,096	0.3%
Anglers	15,003	7.9%	\$16,130,904	30.9%
Cruise Ship Passengers <sup>3</sup>	87,658	46.4%	\$4,834,353	9.3%
<b>Total Business Travellers</b>	<b>39,367</b>	<b>20.8%</b>	<b>\$22,499,925</b>	<b>43.1%</b>
General Business <sup>4</sup>	6,855	3.6%	\$20,793,683	39.8%
Cruise Crew <sup>3</sup>	32,512	17.2%	\$1,706,242	3.3%
<b>Grand Total</b>	<b>188,925</b>	<b>100.0%</b>	<b>\$52,204,395</b>	<b>100.0%</b>

1. Travellers that said their primary activity was fishing were deducted from this estimate to reduced the chance of 'double counting' as an independent angler estimates was produced.

2. Group tour travellers were included in this estimate.

3. Cruise passenger and crew estimates were obtained from a report entitled, The Economic Contribution of the International Cruise Industry in Canada 2007 (see full citation in methods section of this report). The estimates here are slightly less than those found in the report because they have been adjusted for a slightly shorter study period.

4. Travellers were not asked their travel party size, therefore erring on the side of caution, we have assumed that there is only one person in each travel party.

## Section 4. Overnight Leisure Travellers

Overnight leisure travellers were those people in the Prince Rupert region for leisure purposes but were not anglers or Cruise Ship Passengers. Overnight leisure travellers comprised about one quarter (24%) of all travellers to Prince Rupert and about 17% of all expenditures (\$8.6 million, Table 4). This section explores the overnight leisure travellers' demographics, trip and traveller characteristics, transportation and routing patterns and trip planning characteristics. It also summarizes what overnight leisure travellers thought about Prince Rupert's atmosphere, images, quality of experience and competitive advantages.

### 4.1 Demographics and Traveller Characteristics

#### Origin

Over half (55%) of overnight leisure travellers to Prince Rupert were from somewhere in Canada, 29% were from British Columbia and 27% were from other parts of Canada (Table 5). The United States and Overseas visitors both represented 22% of overnight leisure travellers.

Over half (58%) of Canadian travellers from outside of British Columbia were from Alberta while an additional 25% were from Ontario, fewer were from Manitoba (6%), Saskatchewan (5%), Quebec (3%), the Territories (3%) and only 1% were from the Maritime Provinces in Eastern Canada (Figure 1). Almost a quarter (21%) of American travellers were from Washington State, 17% were from California and eight percent were from Montana. Fewer, were from Oregon (7%), Alaska (7%) or Idaho (4%). The remaining 37% of U.S. residents were from twenty-one 'other' states. A list of these states with their percentages can be found in Appendix F.

International travellers, other than U.S. residents, accounted for 22% of overnight leisure travellers. Almost all travellers from other countries were European (84%), 15% were from the Asia/Pacific and only 1% were from other countries (Bolivia and United Arab Emirates, Figure 3). Almost a third (39%) of overseas travellers were from the United Kingdom, 18% were from Germany and just over 10% were from Australia or the Netherlands. Fewer were from Switzerland (7%), Belgium (5%), Italy (3%), Norway (3%), New Zealand (3%), Austria (3%) or other countries. 'Other' includes France (1.8%), Denmark (1.2%), Spain (1.0%), Luxembourg (0.82%), Ireland (0.61%), Sweden (0.35%), Singapore (0.31%), Greece (0.18%), Hong Kong (0.18%), United Arab Emirates (0.18%), Bolivia (0.18%) and Japan (0.12%).

#### Age

Only 11% of overnight leisure travellers were under 35 years old while over 56% of travellers were 55 years old or older and a third of travellers were between 35 and 54 years old. Overnight leisure travellers to Prince Rupert were skewed to older age groups (Table 5).

#### Education

Overnight leisure travellers to Prince Rupert were highly educated. Over 47% had a University Degree, Masters or PhD. Twenty percent had a college or technical degree, and 18% had a high school diploma (Table 5).

Table 5. Overnight leisure traveller demographics.

	Overnight Leisure Travellers to Prince Rupert
<b>Origin</b>	(=47,223)
British Columbia	29.4%
Other Canada	26.5%
United States	22.2%
Overseas	22.0%
<b>Gender</b>	
Male	58.2%
Female	41.8%
<b>Age</b>	
Under 24 Years	2.5%
25-34 Years	8.5%
35-44 Years	10.7%
45-54 Years	22.2%
55-64 Years	30.4%
65 Years or Older	25.8%
<b>Education</b>	
Less Than High School	2.2%
High School	17.9%
Some Technical, College or University	10.5%
College of Technical Diploma	20.0%
University Degree	30.8%
Masters or a PhD Degree	16.5%
Other	2.2%
<b>Income</b>	
Less than \$25,000	7.3%
\$25,000 to \$49,999	12.9%
\$50,000 to \$64,999	20.0%
\$65,000 to \$99,999	25.0%
\$100,000 to \$149,999	17.9%
\$150,000 or More	16.9%
<b>Party Size</b>	
Average Party Size-Total	2.56
Average Party Size-Parties without children	2.28
Proportion with Children	13.0%
Average Party Size with children	4.44

1. The total sample size n does not always equal the number of useable surveys presented in Table 1 because some respondents did not complete the full interview.
2. Don't Know's and No Responses were excluded.

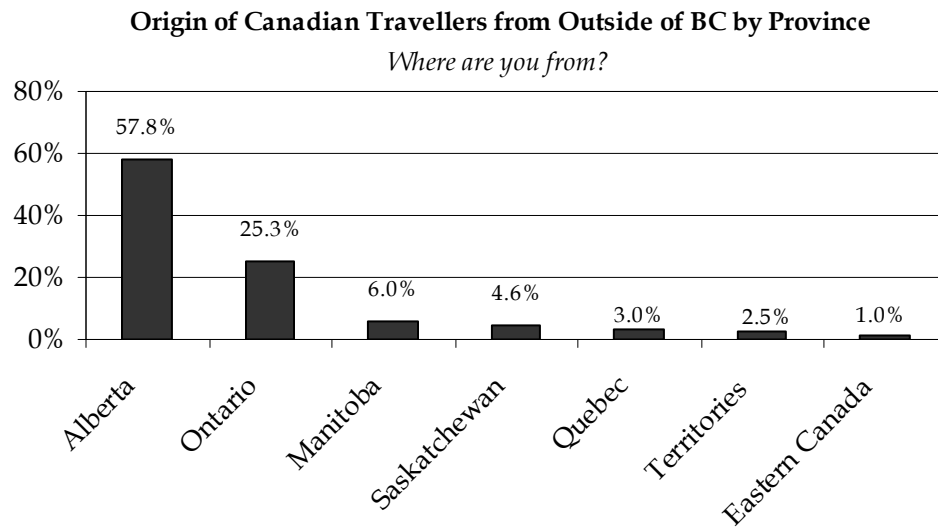


Figure 1. Other Canadian overnight leisure travellers by province to Prince Rupert.

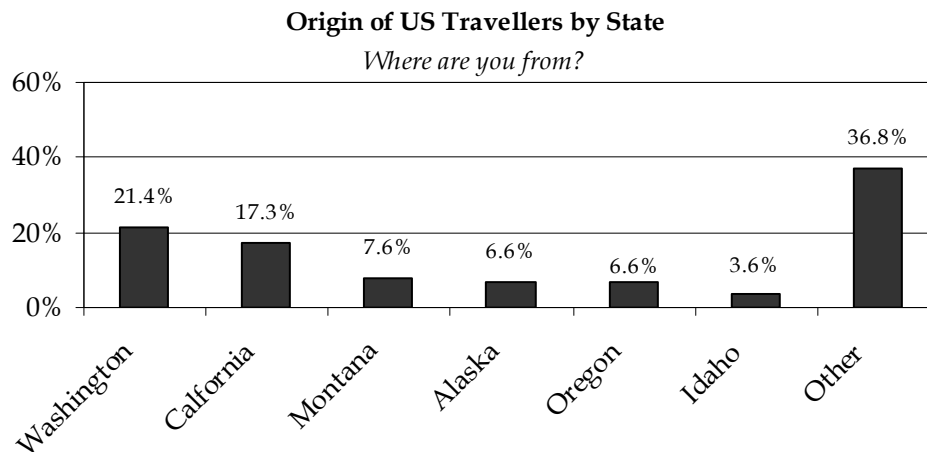


Figure 2. United States overnight leisure travellers by state to Prince Rupert.

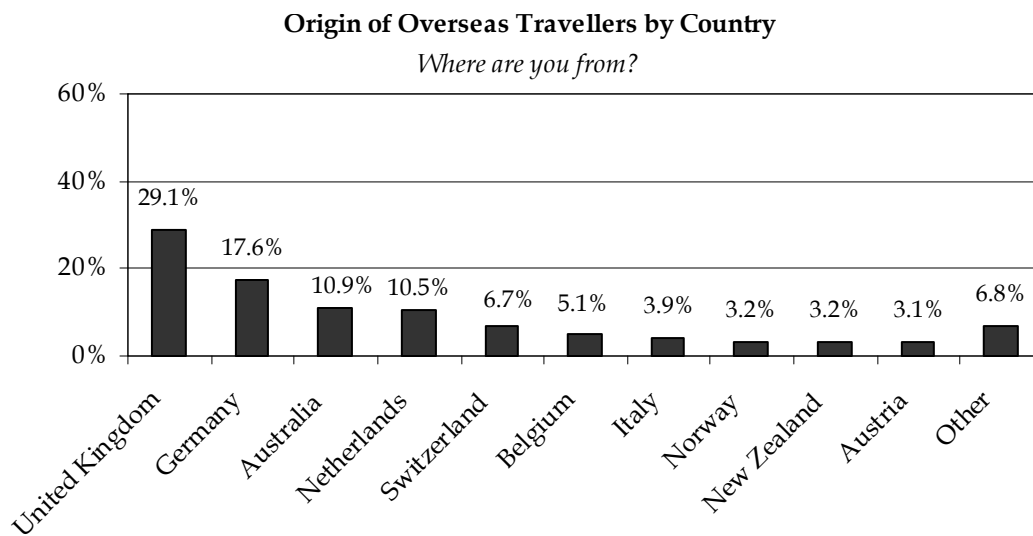


Figure 3. International overnight leisure travellers by country to Prince Rupert.

## Income

More than one-third of travellers were high income earners with a household income of over \$100,000 annually and another 25% earned between \$65,000 and \$99,000. The remaining 40% earned less than \$65,000 per year (Table 5).

## Travel Party Size

On average, there were 2.6 people per overnight leisure traveller party. Approximately 13% of these travel parties had children while the remaining 87% adult only travel parties. Those travel parties with children were larger (4.4 people on average) than those travelling without children (2.3 people, Table 5).

## Frequency of Travel

Visitors to Prince Rupert were frequent travellers. They took an average of 3.4 leisure trips in the past year, with 32% taking four or more trips. One quarter (25%) of travellers took three trips and 43% of travellers took one or two leisure trips (Figure 4).

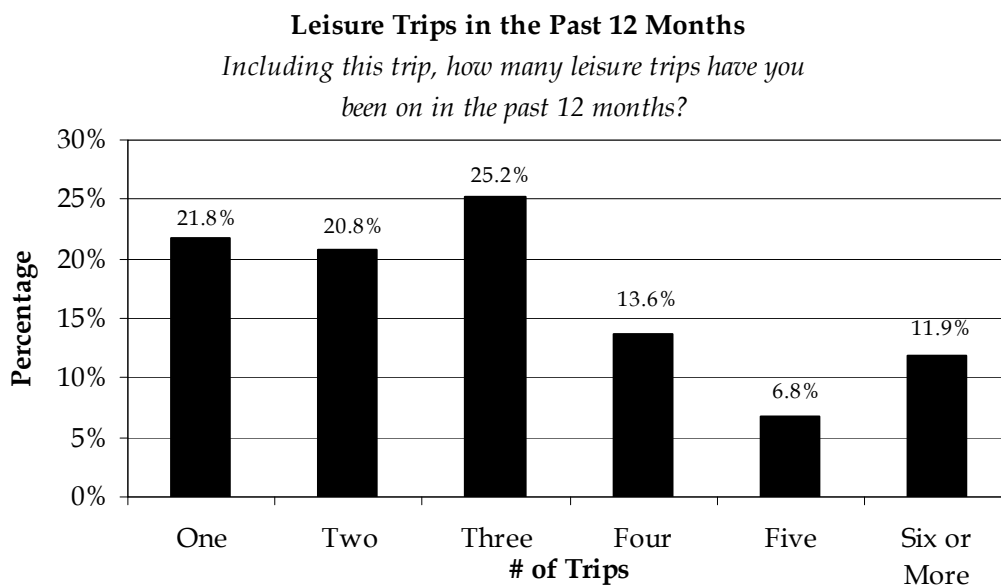


Figure 4. Overnight leisure travellers number of leisure trips in the past year.

The distribution of leisure trips taken in the last year was similar between British Columbian resident and Non-British Columbian residents except that, British Columbian residents were slightly more likely to have taken four or five leisure trips in the past year, although Non-British Columbian residents were more likely to have taken six or more (Figure 5).

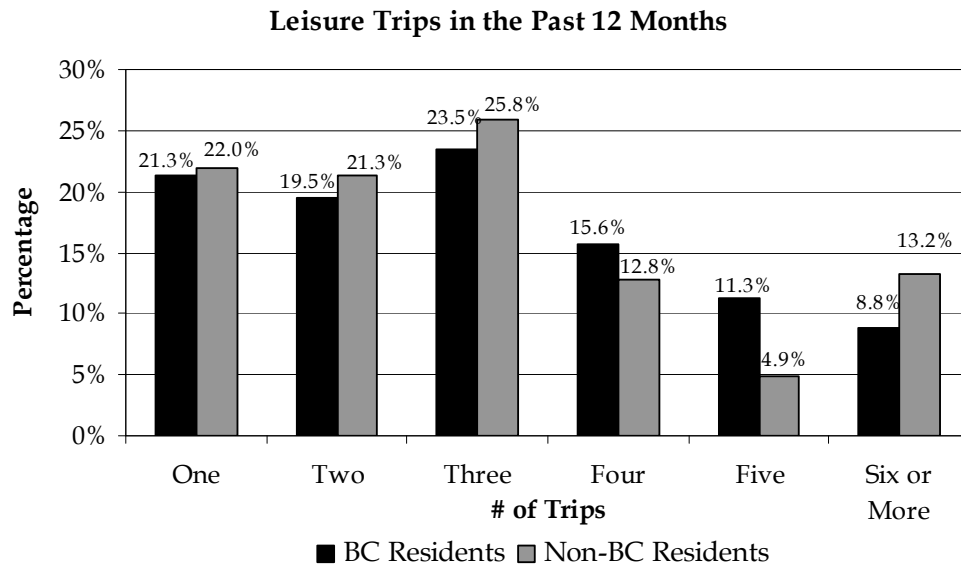


Figure 5. Overnight leisure travellers number of leisure trips in the past year for British Columbian residents and Non-British Columbian residents.

Just over one third (36%) of overnight leisure travellers had previously been to Prince Rupert. Not surprisingly, British Columbia residents had the highest incidence of previous visitation to Prince Rupert (64%). In comparison, 28% of U.S. travellers and 11% of other international travellers had previously visited Prince Rupert (Figure 6).

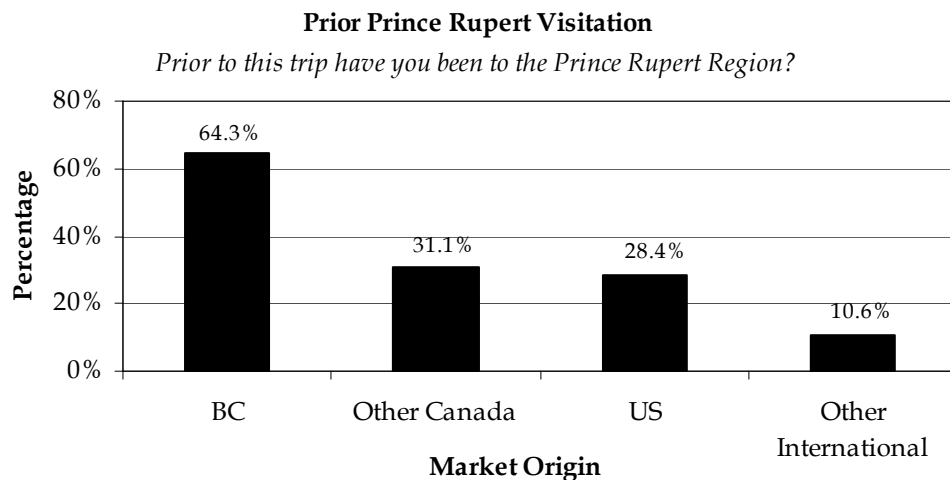


Figure 6. Overnight leisure travellers previous visitation to Prince Rupert by traveller origin.

Travellers that had already been to Prince Rupert had averaged 3.1 trips to Prince Rupert in the past two years. Nearly half (49%) of overnight leisure travellers had visited only once but 11% had visited six or more times (Figure 7).

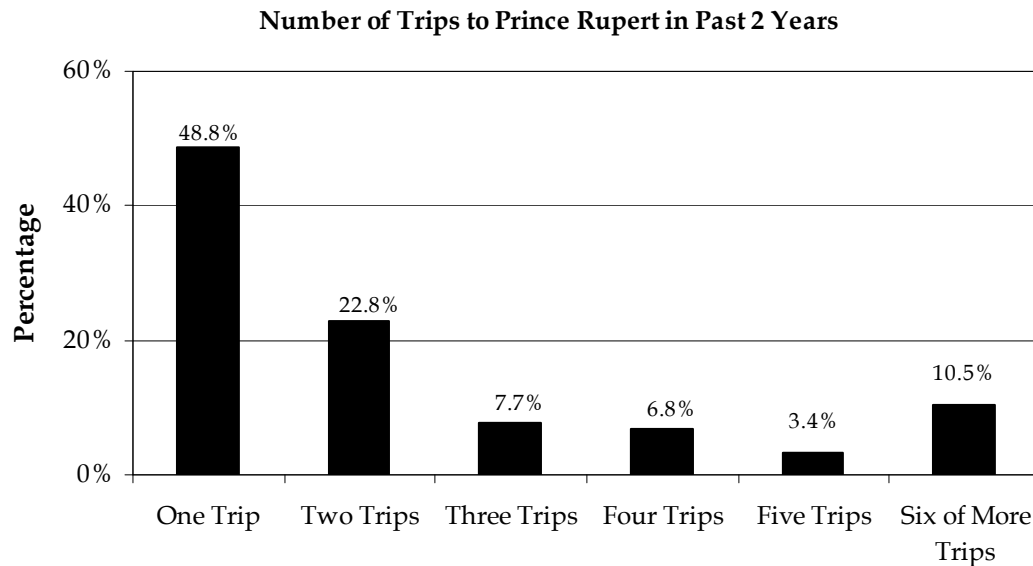


Figure 7. Overnight leisure travellers visitation to Prince Rupert in past two years.

Similar to travel incidence, frequency of travel was closely related to traveller origin. Of those Non-British Columbian residents who had previously been to Prince Rupert, the majority (59%) had only been once. However, of British Columbian residents who had previously been to Prince Rupert, 31% had been four or more times while 39% had been only once (Figure 8).

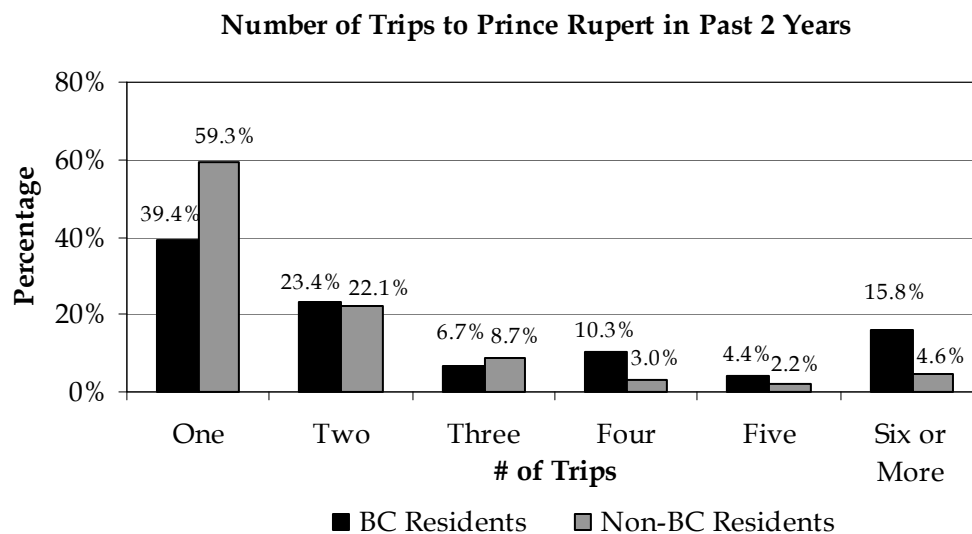


Figure 8. Overnight leisure travellers visitation to Prince Rupert in past two years by traveller origin.

## **4.2 Trip Characteristics**

This sub-section explores the trip characteristics of overnight leisure travellers to Prince Rupert including primary destination, trip purpose, type of accommodation, trip flexibility, trip length and trip activities.

### **Primary Destination**

Approximately 35% of overnight leisure travellers in Prince Rupert did not actually have a primary destination and were touring. Twenty-three percent of overnight leisure travellers were primarily visiting Prince Rupert while 10% were visiting Alaska. Just over 1-in-4 were destined for somewhere else in British Columbia - nearly 18% of these were destined for the Northern British Columbia region (Figure 9). Of those overnight leisure travellers who had a primary destination outside the area, 62% were on the way to their destination whereas 38% were returning from their vacation destination.

### **Trip Purpose**

As expected, the majority of overnight leisure travellers (78%) were visiting for leisure purposes while 19% were travelling to visit friends and family (Table 6). British Columbian residents were more likely to be visiting friends and family than non-residents (30% versus 14%) while Non-British Columbian residents had a higher incidence of travelling for leisure purposes (84%).

### **Type of Accommodation**

The most common type of accommodation used in both Prince Rupert and the rest of the trip was a Hotel/Motel/Resort (Figure 11). Interestingly, the mode of arrival to Prince Rupert was a predictor of the type of accommodation stayed at while in the area. The obvious example was that 97% of traveller arrivals by RV chose 'Camping/RV' as their primary accommodation. Nearly 6-in-10 traveller arrivals by bus chose to stay at B&Bs while an even split of visitors arrivals by plane stayed at Hotels/Motels/Resorts and with Family or Friends (39% and 37%, respectively).



Table 6. Trip characteristics of overnight leisure travellers to Prince Rupert.

	Overnight Leisure Travellers to Prince Rupert
<b>Trip Purpose</b>	
Leisure	78.3%
Visiting Friends & Family	18.8%
Other	2.8%
<b>Primary Destination</b>	
None - Touring	35.1%
Prince Rupert	22.7%
Other British Columbia	25.5%
Other Canada	5.4%
United States	11.2%
<b>Accommodation</b> ( <i>in Prince Rupert</i> )	
Hotel/Motel/Resort	45.7%
B&B	8.4%
Fishing Lodge/Resort	0.2%
Camping/RV	30.5%
Friends or Relatives	8.1%
Other <sup>3</sup>	7.1%
<b>Primary Activity</b>	
General Sightseeing	49.2%
Visiting Friends & Family	2.6%
Outdoor Adventure	5.0%
Shopping/Entertainment	7.6%
Culture/Attractions/Events	7.4%
Fishing	10.7%
Other Sports & Recreation	14.5%
Other	2.8%
<b>Trip Length<sup>3</sup></b>	
Average Length of Entire Trip	28 Days
Average Length of Trip in British Columbia	16 Days
Average Length in Prince Rupert	3 Days

1. The total sample size n does not always equal the number of useable surveys presented in Table 2 because some respondents did not complete the full interview.
2. Don't Know's and No Responses were excluded.
3. 'Other' includes private boat, fishing boat, condo and hostel.

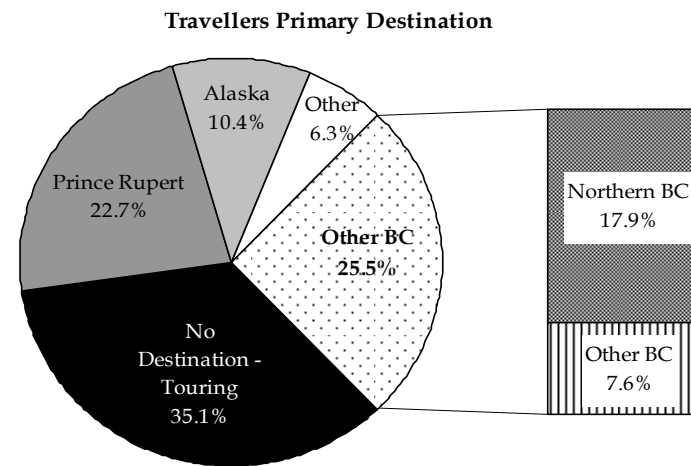


Figure 9. Overnight leisure travellers primary destination.

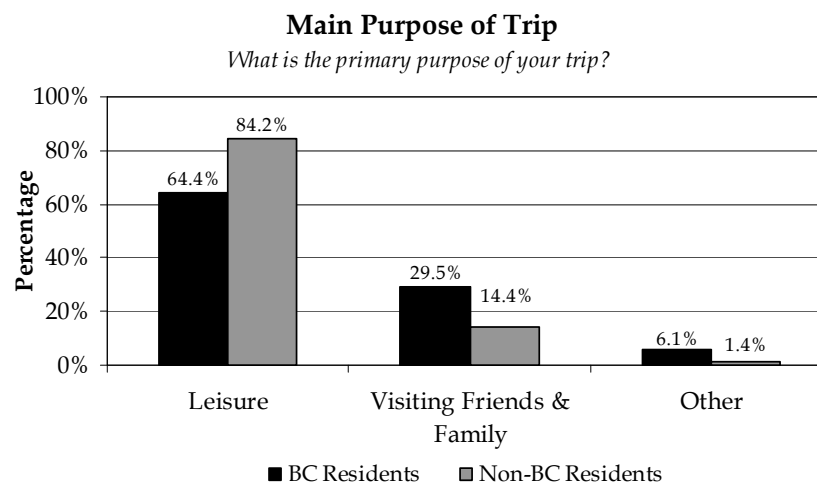


Figure 10. British Columbia and Non-British Columbia Residents overnight leisure travellers main trip purpose.

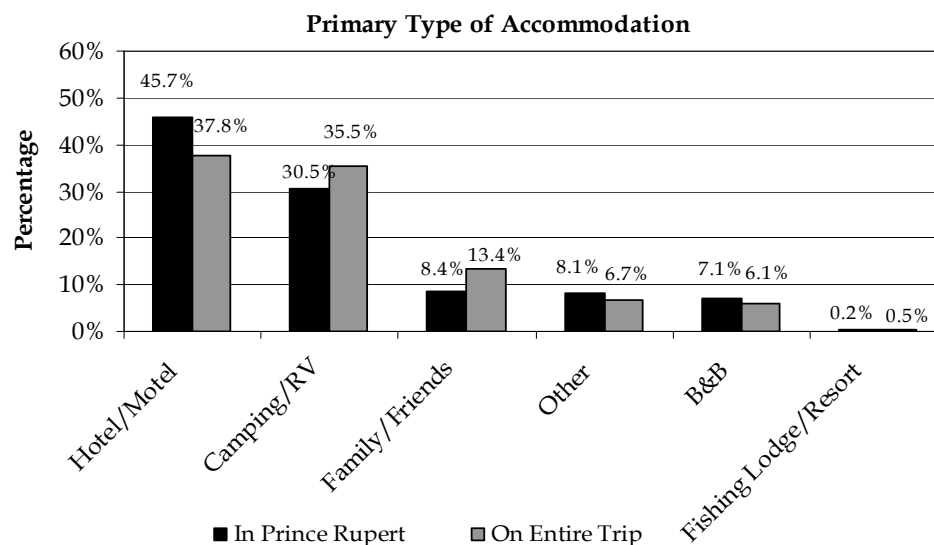


Figure 11. Overnight leisure travellers primary accommodation in Prince Rupert and on general trip in British Columbia.

## Trip Flexibility

Although approximately half (51%) of overnight leisure travellers were inflexible in terms of spending more time in Prince Rupert, 1-in-3 travellers could spend at least one extra day (Table 7). In addition, 16% could spend a few more hours than originally planned. Overall, for time in British Columbia, 47% of travellers indicated they could stay at least one more day and 44% reported they could not spend any extra time. If travellers could be convinced to stay longer, they will spend more money in the region.

Table 7. Overnight leisure travellers trip flexibility in Prince Rupert region and British Columbia.

<b>Trip Flexibility</b>	<b>Prince Rupert Region</b>	<b>British Columbia</b>
I can not spend any extra time at all	50.6%	43.7%
I can spend an extra few hours (less than a day)	15.9%	9.5%
I can spend an extra day or days	33.5%	46.8%

## Trip Length

The average trip time away from home for overnight leisure travellers was 28 days, of which 16 days were spent in British Columbia and nearly 3 days were spent in Prince Rupert. Trip length was significantly different depending on the origin of the traveller (Table 8). As expected, overseas travellers had the longest travel time in British Columbia although they spent the least amount of time in Prince Rupert (2 days). U.S. travellers were away from home the longest - almost 41 days - and on average spent 15 days in British Columbia and under 3 days in the Prince Rupert region. Meanwhile Canadian travellers (other than British Columbian residents) were away from home for approximately three weeks, in British Columbia for nearly two weeks and in Prince Rupert for just under 3 days. British Columbian residents, although they have the shortest total trip time, spent the most time in the Prince Rupert area (3 days).

Table 8. Overnight Leisure Traveller trip length<sup>1</sup> (in days) by traveller origin.

<b>Traveller Origin<sup>2</sup></b>	<b>In Prince Rupert</b>	<b>In British Columbia</b>	<b>Total Trip</b>
British Columbia	3.3	14.0	16.3
Other Canada	2.7	13.8	23.5
United States of America	2.6	15.0	40.8
Other International	1.9	20.7	37.5
<b>TOTAL</b>	<b>2.7</b>	<b>15.7</b>	<b>28.2</b>

1. 2% of responses were trimmed to ensure an accurate mean of trip length.

2. Length of trip in Prince Rupert, British Columbia and the total trip length are statistically different between traveller origin groups detailed in this table.

## Trip Activities

Travellers were asked several series of questions about their trip activities, in the on-site interview, travellers were asked, *What is your primary leisure activity while in Prince Rupert?* Subsequently, travellers were asked, *What other leisure activities will you or did you participate in while in Prince Rupert?* The second series of questions was asked on the mailback questionnaire. The questions

asked overnight leisure travellers if they had participated in a number of specific activities both in Prince Rupert and on their entire trip (Table 9).

The most popular primary activity for overnight leisure travellers was general sightseeing (49%) followed by other sports and recreation (15%) and fishing (11%). Fewer travellers indicated their primary activity was for shopping or entertainment (7.6%) or for culture, attractions or an event (7.4%).

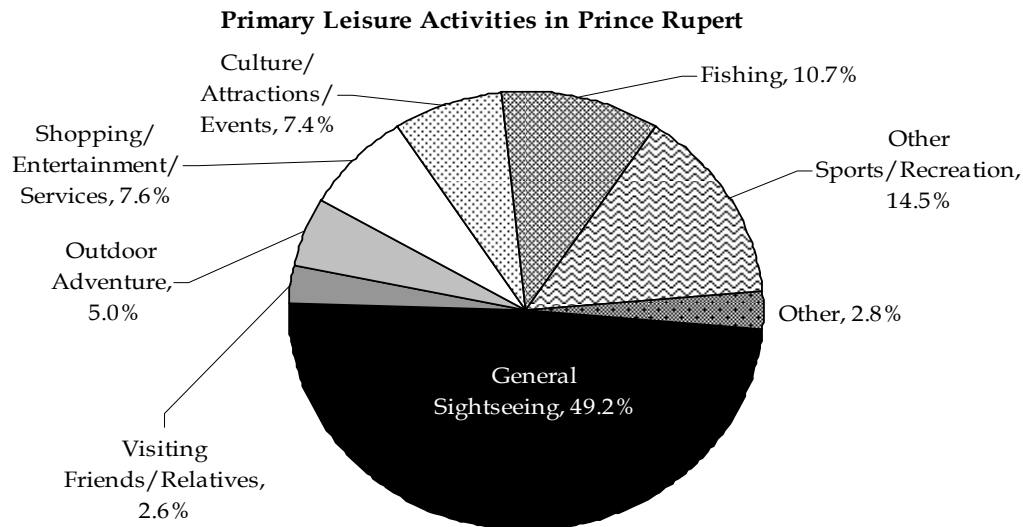


Figure 12. Overnight leisure travellers primary leisure activity in Prince Rupert.

When asked what other leisure activities travellers had participated in while in the Prince Rupert area, most indicated 'General Sightseeing' activities (43%), 'Cultural/Attractions/Events' (23%), and 'Other Sports and Recreation' (18%). This indicates that although certain activities may not be the primary thing visitors do while in the area, they do participate in an array of activities.

Overnight leisure travellers responses from the mailback questionnaire indicated that the most popular specific activities that visitors participated in while on their trip were 'Wildlife Viewing' (75%), visiting a 'Municipal, Provincial or National Park' (73%) and visiting a 'Museum, Heritage or Historical Site' (66%, Table 9). While in Prince Rupert, participation in these various activities shifted with 'Shopping for Local Arts and Crafts' (56%) being the most popular followed by 'Wildlife Viewing' (53%) and visiting a 'Museum, Heritage or Historical Site' (52%).

Table 9. Overnight leisure travellers activities in Prince Rupert region and on entire trip.

Travel Activities	Percent that Participated in while in the Prince Rupert Region	Percent that Participated in during Entire Trip
Golfing or attending a golfing event	1.9%	8.7%
Shopping for local arts and crafts	55.6%	59.1%
Participating in fine dining	40.7%	49.9%
Attending a festival, fair or exhibition	6.6%	19.3%
Attending or participating in a sporting event (other than golf)	2.5%	6.2%
Participating in:		
Wildlife Viewing (whale, bear, birds, etc.)	52.9%	75.4%
Fishing	12.3%	18.5%
Kayaking/Canoeing	5.4%	12.7%
Boating (other than kayaking/canoeing)	12.7%	16.4%
Mountain Biking	0.8%	4.8%
Cycling (other than mountain biking)	1.9%	4.3%
Hiking	20.4%	42.1%
Flight Seeing	5.9%	11.9%
White Water Rafting	0.4%	4.4%
Rock Climbing	0.1%	1.3%
Visiting a:		
Municipal, Provincial or National Park, or Natural Area Outside a Park	40.5%	73.0%
City or Municipal Facility (swimming pool, performing arts centre etc.)	8.3%	14.7%
First Nations Attraction or Event	22.5%	37.3%
Museum, Heritage or Historic Site	51.5%	66.1%
Art Gallery or Studio	29.4%	41.5%
Winery	0.3%	5.6%
Farm, Farmers' Market, Orchard or Food Processor	4.6%	23.7%
Family Attraction (mini golf, zoo, etc.)	0.4%	2.5%
Spa	0.0%	1.5%
Other <sup>1</sup>	4.6%	8.6%

1. Other included: visiting a casino, walking, hot springs, hospital/doctor visit and library.

### 4.3 Transportation and Routing Patterns

Transportation and routing pattern analysis was summarized using both the interview and mailback survey data. In the on-site interview, respondents were asked what arrival and departure mode they used (i.e. ferry, airport etc.) and also what their primary kind of transportation was (car/truck/motorcycle or an RV). Also, in the on-site interview, respondents were asked to comment on what nearby communities they had stopped at or planned to stop at during their trip. On the mailback questionnaire, travellers were asked to draw in their travel route indicating where they stayed overnight. All this information is summarized in this section of the report.

#### Transportation Mode

Approximately two-thirds of visitors travelled to and departed from Prince Rupert via road (Car/Truck/Motor Cycle/RV, Figure 13). Ferries were the second most popular arrival and departure mode of transportation to and from Prince Rupert. Fewer travellers travelled to/from Prince Rupert via air, private boat, train, bicycle, and bus.

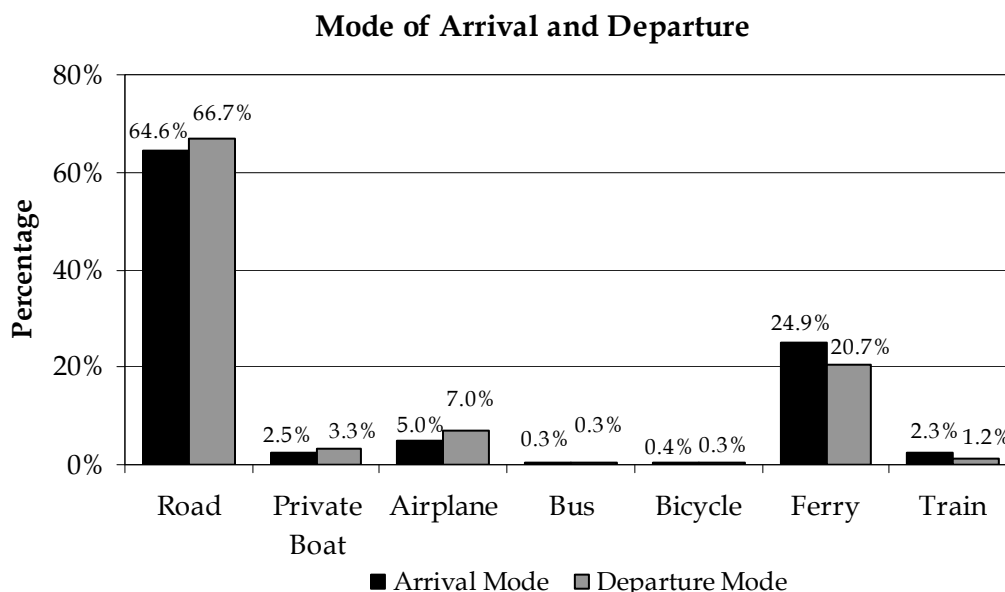


Figure 13. Overnight leisure traveller mode of arrival and departure from Prince Rupert.

Of the 25% of travellers arriving by ferry, the majority (82%) came on a BC Ferry from Port Hardy, followed by arrivals on the ferry from the Queen Charlotte Islands and arrivals on the Alaska State Ferry (Table 10). There was a different pattern in the ferry departures, less than half of travellers that departed by ferry travelled on the BC Ferry to Port Hardy (47%), the remainder of ferry departures were evenly split between the BC Ferry to the Queen Charlotte Islands and the Alaska State Ferry.

Table 10. Overnight leisure travellers arrival and departure modes for ferry and road travellers.

Transportation Mode	Percent of Arrivals	Percent of Departures
<b>Ferry- Overall</b>	<b>24.9%</b>	<b>20.7%</b>
<i>Alaska State Ferry</i>	7.2%	26.9%
<i>BC Ferries to/from Queen Charlotte Islands</i>	10.9%	26.1%
<i>BC Ferries to/from Port Hardy</i>	82.0%	47.0%
<b>Road – Overall</b>	<b>64.6%</b>	<b>66.7%</b>
<i>Car/Truck/Motorcycle</i>	81.0%	77.3%
<i>RV</i>	19.0%	22.7%

Of those who travellers that arrived in Prince Rupert by ferry, 53% left the Prince Rupert region via the road and only 38% leave via a ferry (Table 11). Of those travellers who arrived by train, the vast majority (79%) departed by ferry. Similarly, of those that arrived on the bus, 71% departed by ferry and 29% departed by airplane. Those travellers that arrived by road, private boat and airplane tended to leave by the same mode.

Table 11. Overnight leisure travellers arrival mode summarized by departure mode.

		Departure Mode						
		Road	Private Boat	Airplane	Bus	Bicycle	Ferry	Train
Arrival Mode	Road	84.7%	0.0%	1.3%	0.5%	0.0%	13.4%	0.1%
	Private Boat	0.0%	83.4%	11.8%	0.0%	0.0%	4.8%	0.0%
	Airplane	8.6%	6.8%	72.3%	0.0%	0.0%	10.4%	1.9%
	Bus	0.0%	0.0%	29.3%	0.0%	0.0%	70.7%	0.0%
	Bicycle	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%
	Ferry	52.9%	0.0%	5.0%	0.0%	1.2%	37.6%	3.3%
	Train	0.0%	0.0%	9.7%	0.0%	0.0%	79.3%	11.0%
	Total	66.9%	3.4%	7.2%	0.3%	0.3%	20.7%	1.2%
		Total	Total	Total	Total	Total	Total	Total

## **Routing Patterns**

On the mailback questionnaire travellers were asked to draw in the route for their trip. A number of maps have been produced to summarize highway and ferry route information, including a map which summarizes all traveller routes (Figure 14), followed by maps that summarize routes by traveller origin (British Columbia, Other Canada and International – including U.S. and Overseas, Figures 15-17).

The most popular highway and ferry route travelled was Hwy 16 from Prince George to Prince Rupert, travelled by over three quarters of respondents at sometime during their trip (Figure 15). The BC Ferries Inside Passage route from Port Hardy to Prince Rupert was the second most popular route, travelled by more than half of respondents. Other popular routes included, the BC Ferries Queen Charlotte Islands route (Prince Rupert to Skidegate), Hwy 16/Hwy 93 from Banff to Prince George, Hwy 97 from Prince George to Cache Creek, BC Ferries Vancouver to Victoria routes, Hwy 1/Hwy 19 on Vancouver Island, and Hwy 37 from Terrace to Stewart. Routes less travelled included those in bordering the U.S. and Alberta, some interior British Columbia routes (e.g. Hwy 20 from Williams Lake to Bella Coola).

Differences were apparent when routes taken by travellers of different origins were compared. The three main routes were taken by British Columbian residents were Hwy 16 between Prince George and Prince Rupert, Hwy 97 from 100 Mile House to Prince George, and the British Columbia Ferries Inside Passage route from Port Hardy to Prince Rupert (Figure 15). The linking routes of Port Hardy to Vancouver (either through Victoria or Nanaimo) and Vancouver to 100 Mile House (on Hwy 1) formed a circle route that was travelled by British Columbian residents. Additionally, more than half of the British Columbian residents indicated that they travelled to the Queen Charlotte Islands from Prince Rupert. Alberta highway routes that were travelled by British Columbian residents were those that connected British Columbia through Dawson Creek (Hwys 43 and 49). As expected, routes in the bordering U.S. states of Washington, Idaho and Montana, and the Kootenay Rockies were not travelled frequently (<10%) by British Columbian residents.

The most popular travel routes of Canadian residents from outside of British Columbia were those from the major centres of Edmonton and Calgary to British Columbia which included Hwy 16 from Jasper, and Hwys 1 and 43 from Lake Louise and Grande Prairie (Figure 16). Similar to British Columbian resident routing, the bordering U.S. states and the Kootenay Rockies were not travelled much by Other Canadian residents. However, Other Canadian residents travelled more frequently in the Northern Canadian territories, continuing on Hwy 1 in the Yukon, and Hwys 77 and 35 to the Northwest Territories. A variety of smaller routes were travelled in Alberta, whereas British Columbian residents only travelled on the main highways in Alberta.

International residents (U.S. and Overseas residents) travel routes were different from both British Columbia and other Canadian residents (Figure 17). International travellers preferred to tour throughout the province instead of following main routes when travelling to Prince Rupert. International residents travelled on the BC Ferries Inside Passage and on Vancouver Island more frequently (which was highlighted by the travel on Hwy 4 to Tofino/Ucluelet and taking the BC Ferries Tsawwassen-Swartz Bay route between Vancouver and Victoria). The touring component of other Canadian residents was predominately on Hwy 1 around Cache Creek and Kamloops, whereas the International residents travelled throughout the region, particularly in the Okanagan Valley. As expected, there was more travel in the U.S., with more routes taken in Washington, Idaho and Montana. International residents travelled further north into Alaska via the Alaska State Ferry and on



Hwys 1 and 93, the route connecting Banff and Jasper National Parks, when compared to the two other traveller origins.

Rail routes and flight routes were analyzed, but were not visually portrayed due to small sample size for the rail routes (44 useable maps) and the cluttering of the map due to the number of flight routes (> 40 individual routes). Less than 10% of all respondents travelled on a rail route. The most popular routes included the route from Prince George to Prince Rupert; other routes included the routes between Vancouver and Alberta (Calgary and Jasper) and the service from Victoria to Courtenay/Comox.

Less than 10% of all overnight leisure travellers took a flight on their trip. Of those, the most popular flights included Vancouver to/from Prince Rupert, Vancouver to/from Eastern Destinations) and Vancouver to/from Seattle (Table 12).

Table 12. The most travelled airline routes of overnight leisure travellers.

<b>Airline Route</b>	<b>Rank Order (Most to Least Travelled)</b>
Vancouver to/from Prince Rupert	1
Vancouver to/from Eastern Destinations (i.e. Toronto, United Kingdom; does not include Calgary or Edmonton)	2
Seattle to/from Prince Rupert	3
Vancouver to/from Terrace	4
Vancouver to/from Prince George	5

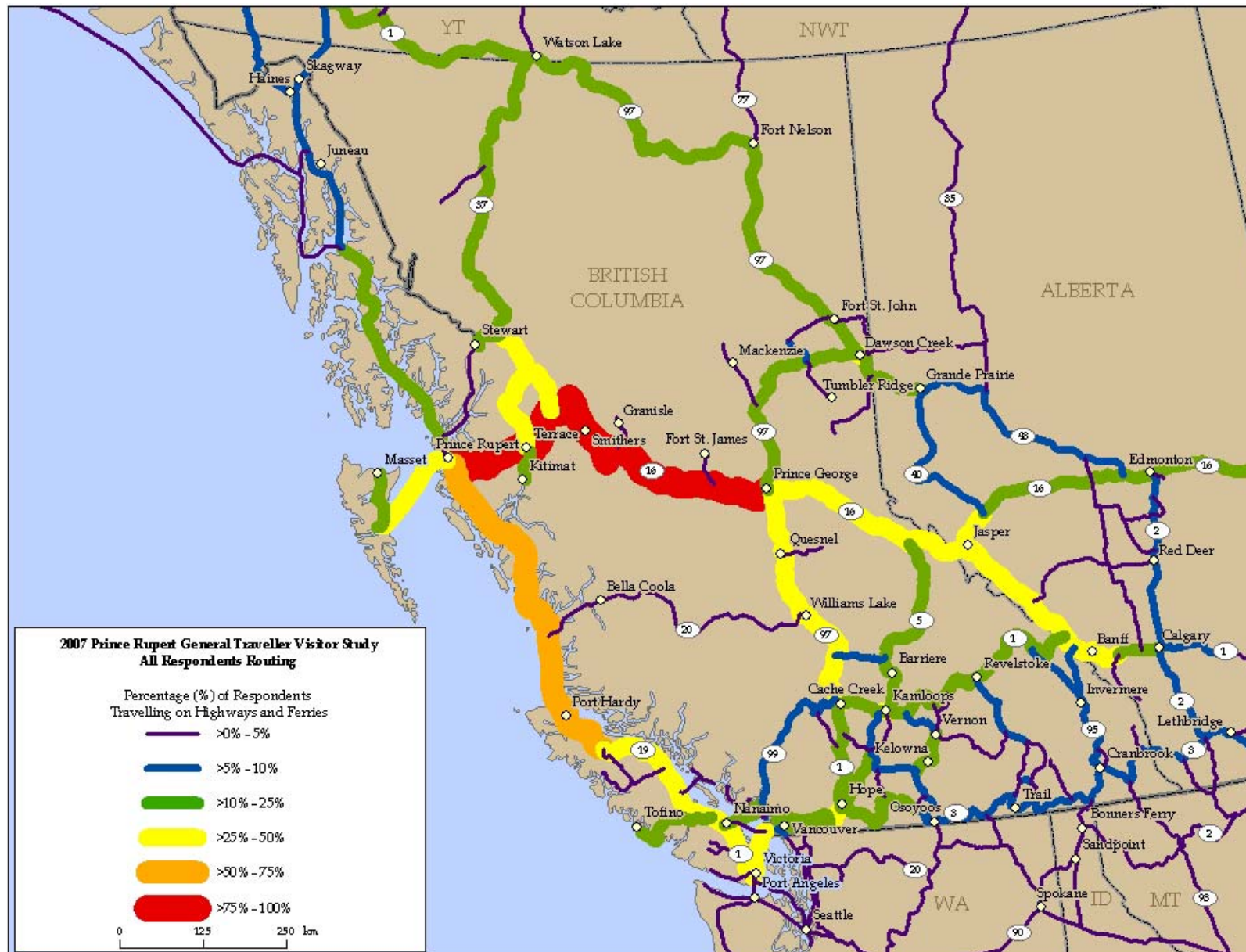


Figure 14. Prince Rupert's overnight leisure travellers routes travelled in British Columbia.

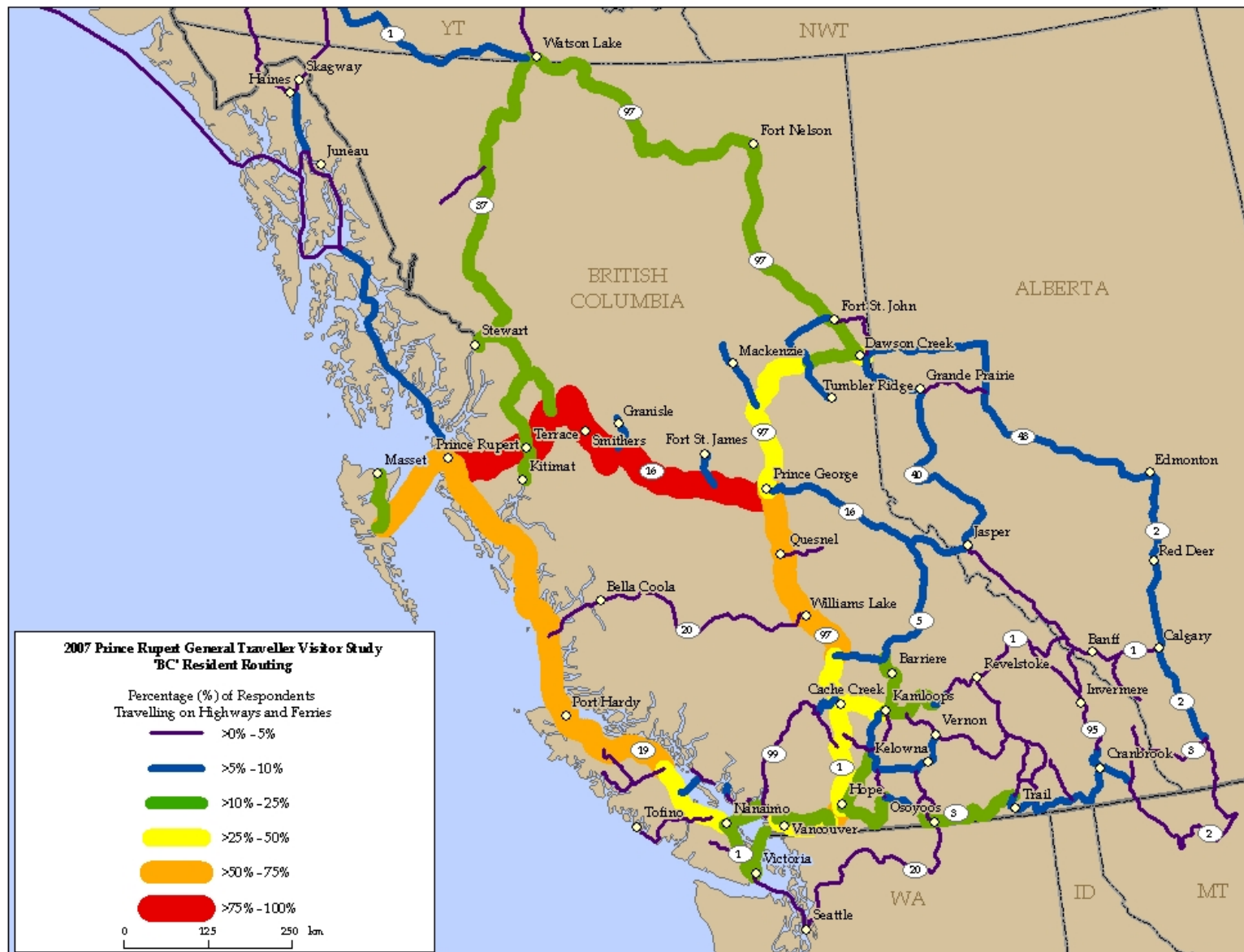


Figure 15. Prince Rupert's British Columbian resident overnight leisure travellers routes travelled in British Columbia.

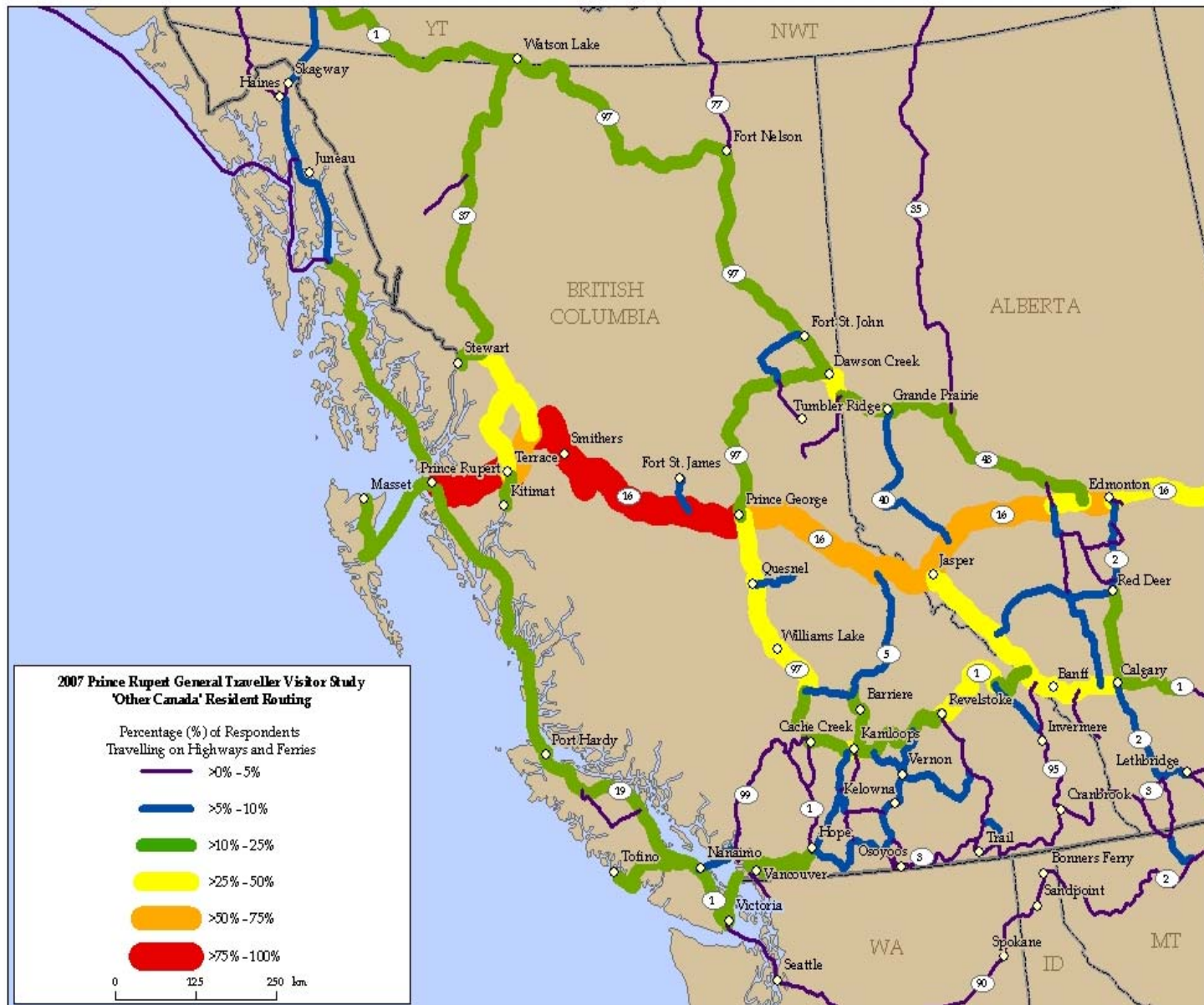


Figure 16. Prince Rupert's 'Other Canadian' resident overnight leisure travellers routes travelled in British Columbia.



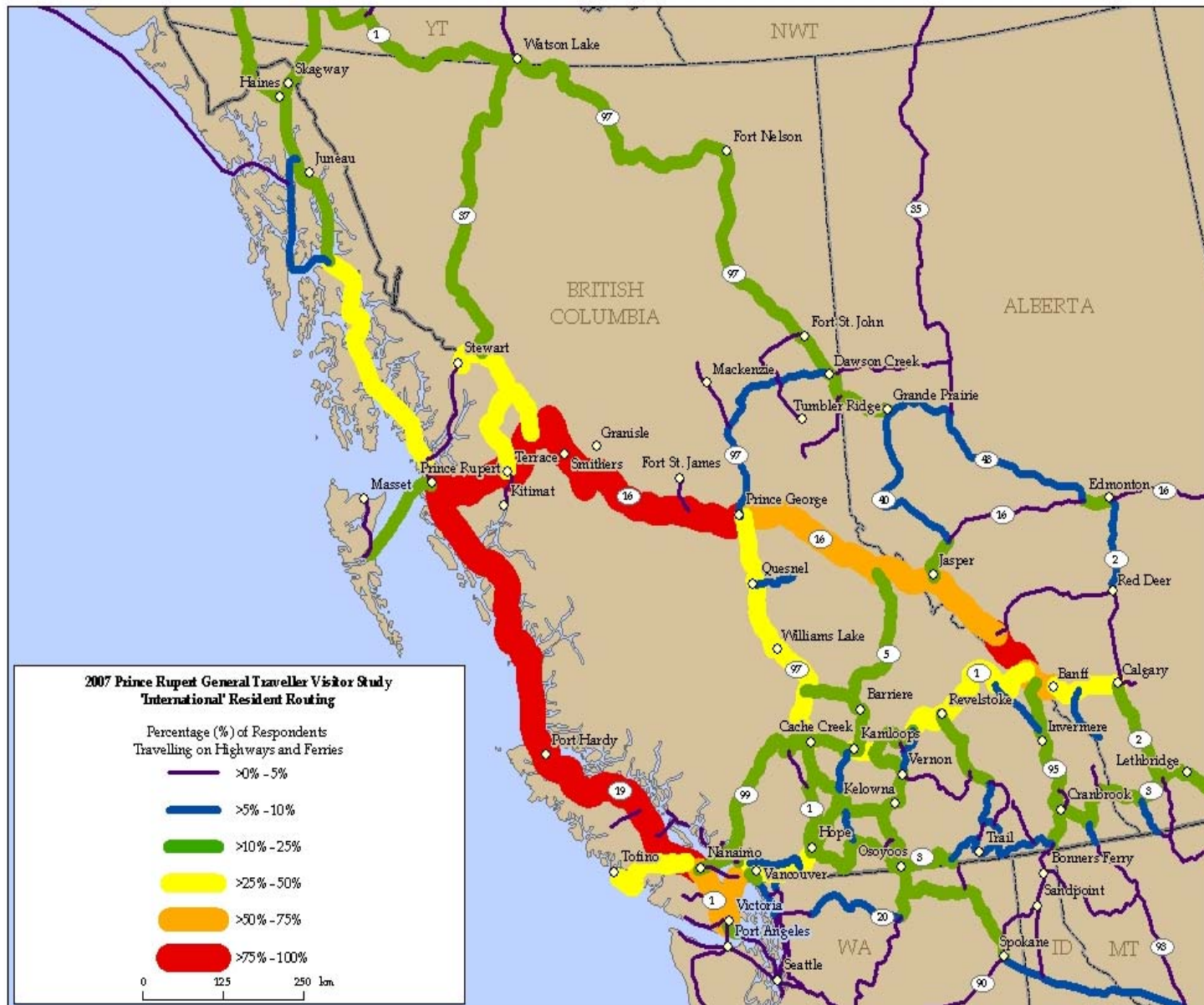


Figure 17. Prince Rupert's 'International' overnight leisure traveller routes travelled in British Columbia.

## Communities Visited

During the on-site interview, travellers were asked whether they had visited selected British Columbia communities or regions during their trip (Alaska, Queen Charlotte Islands, Smithers, Terrace, Prince George and Vancouver Island). These results are summarized in this section of the report. In addition, on the mailback questionnaire, travellers were asked to indicate, on a map of British Columbia, the communities they had stayed overnight. These responses have been summarized by traveller origin.

Over half (52%) of overnight leisure travellers to Prince Rupert also spent time (at least 1 hour) in Prince George while 48% visited communities on Vancouver Island and 44% visited Smithers. Less than a quarter of leisure visitors indicated they visited Queen Charlotte Islands (Figure 18).

Those that were mainly travelling by private boat were more likely to visit Alaska and Vancouver Island and, as expected, were significantly less likely to visit land-locked destinations such as Smithers, Terrace and Prince George. Bus and Bicycle travellers were significantly more likely to visit Vancouver Island, likely due to the use of the Inside Passage (Port Hardy) ferry route.

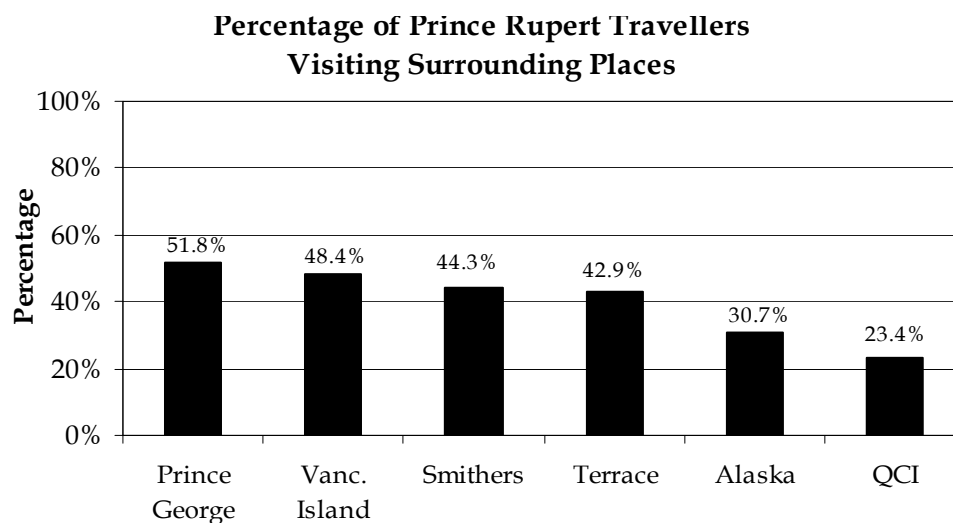


Figure 18. Overnight leisure travellers communities visited, other than Prince Rupert.

Similar to the routing analysis from the mailback questionnaire map question, communities that travellers spent at least one night in were analyzed for all travellers and by traveller origin (Figures 19-22). Results from the mailback questionnaire indicated that as expected, almost all travellers stayed overnight in Prince Rupert, with an average length of stay between 2-3 nights (Table 13).

Travellers indicated they stayed overnight in many communities along Hwy 16 from Prince George to Prince Rupert, including Prince George, Smithers and Terrace. Also, travellers frequently stayed overnight in communities along Vancouver Island's Hwys 19 and 1, including Port Hardy, Campbell River, Nanaimo and Victoria. In British Columbia, most communities along Hwy 16 and in the interior had an average length of stay of 1-2 nights, which indicated that respondents spent the night and continued to travel shortly after arriving in the community. Around the Prince Rupert region, respondents stayed more than 2 nights, which included Terrace, Kitimat, Tlell and Queen Charlotte City. The longest average length of stay of all communities was Queen Charlotte City, with an

average length of stay of 5 nights. Less than half of respondents travelled to Vancouver and Victoria, where they stayed an average of three to four nights. In Alberta, respondents spent between two and three nights along Hwys 1 and 93, indicating respondents spent time enjoying Banff and Jasper National Parks.

Table 13. Overnight leisure travellers top ten communities that there were overnight stays in.

<b>Communities Visited:</b>	<b>Rank Order (Most to Least Travelled)</b>
Prince Rupert	1
Prince George	2
Port Hardy	3
Smithers	4
Vancouver	5
Victoria	6
Terrace	7
Jasper	8
Queen Charlotte City	9
Stewart	10

The communities visitors spent nights in mirror the popular routes taken by each visitor origin, as discussed previously (Figures 14-17). A number of places were frequented by all traveller origin groups, but the length of stay varied by group. For example, Other Canadian travellers spent more nights in Prince Rupert (>3-4 nights) than British Columbia and International travellers.

For British Columbian residents, the majority of overnight visits occurred along Hwy 97 (Cache Creek to Prince George) and Hwy 16 (Prince George to Prince Rupert), following the circle route (Lower Mainland to Vancouver Island to Prince Rupert to Prince George and back to the Lower Mainland) identified by routing analysis. Other locations travellers stayed overnight in included other communities in Northern British Columbia and Vancouver Island, the Okanagan and Kootenay Rockies. Overall, British Columbian resident travellers stayed in a greater variety of British Columbia communities than the other traveller groups, particularly in Provincial Parks, such as Tyhee Lake, Babine Lake and Mahood Lake. British Columbian residents did not spend very many nights in Alberta communities, Calgary had the highest percentage of respondents spending overnight (5.0%-10.0%) with an average stay of >3-4 nights. Residents of British Columbia spent more nights in the Queen Charlotte Islands than the other traveller origin groups.

Similar to the British Columbian residents, most Other Canadian residents spent nights in communities along Hwy 16 from Prince George to Prince Rupert. When compared to the British Columbian residents, the Other Canadian residents stayed overnight in established communities rather than the Provincial Parks in the area. From the routing analysis, the entry points from Alberta into British Columbia are similar to the community pattern, where Jasper and Grand Prairie/Dawson Creek were frequented by less than a quarter of travellers. Other Canadian travellers stayed in the major British Columbia centres, Vancouver and Victoria, and the Thompson Okanagan longer and more often than British Columbian residents.

Communities that International residents stayed overnight in were different from the British Columbia and other Canadian resident groups. The majority of the communities International

travellers stayed overnight in were located in the southern regions of British Columbia and Alberta. A clear route is prevalent from Jasper, to Prince George, to Smithers and Prince Rupert in the northern part of the province; between 25 and 50 percent of travellers stayed overnight in these communities. International resident travellers spent more time in Alaska (Ketchikan, Juneau and Skagway), Vancouver, Victoria and the Pacific Rim (Tofino and Ucluelet) than the other traveller origin groups.



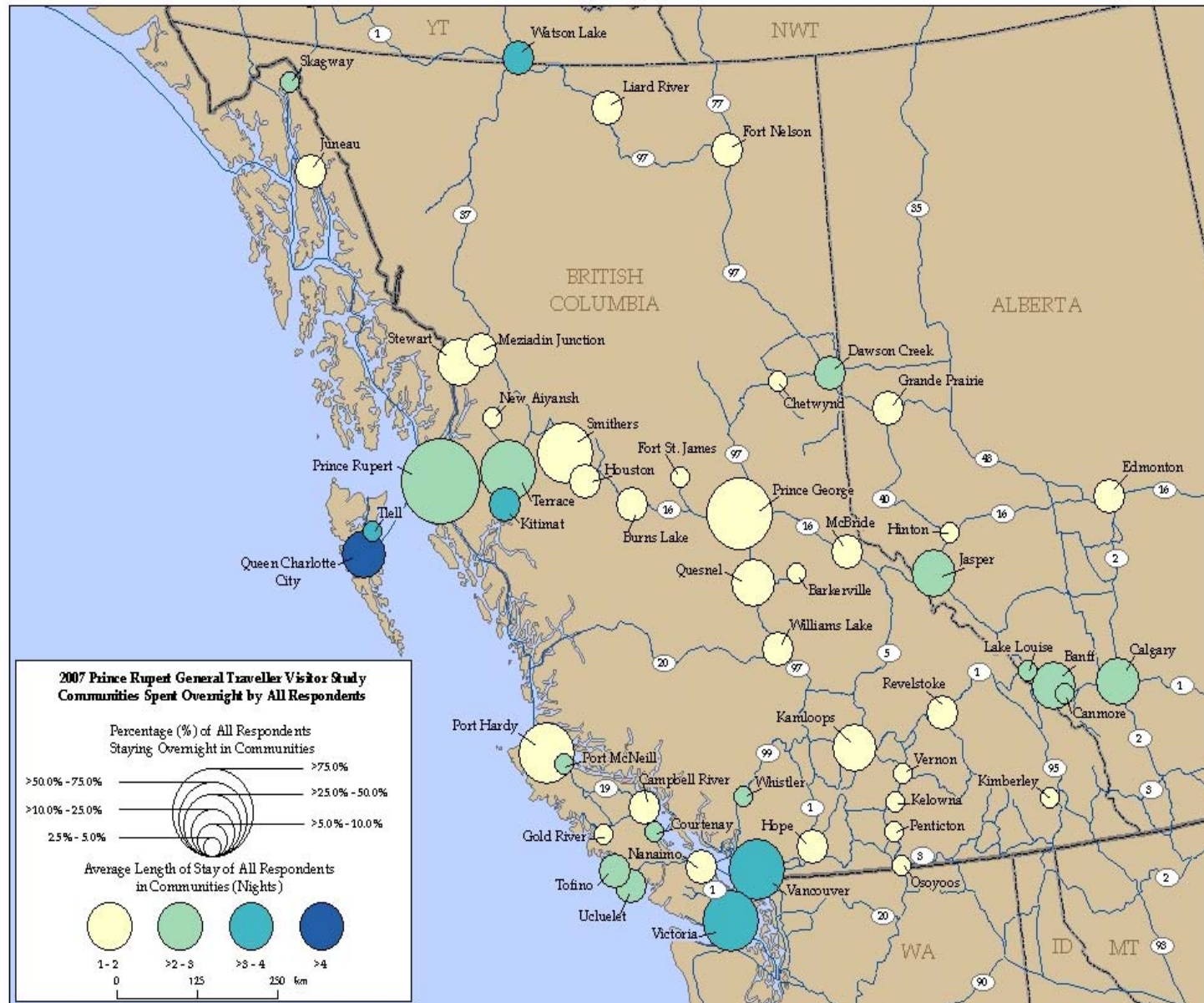


Figure 19. Communities that Prince Rupert's overnight leisure travellers stayed at least one night in and their average length of stay.

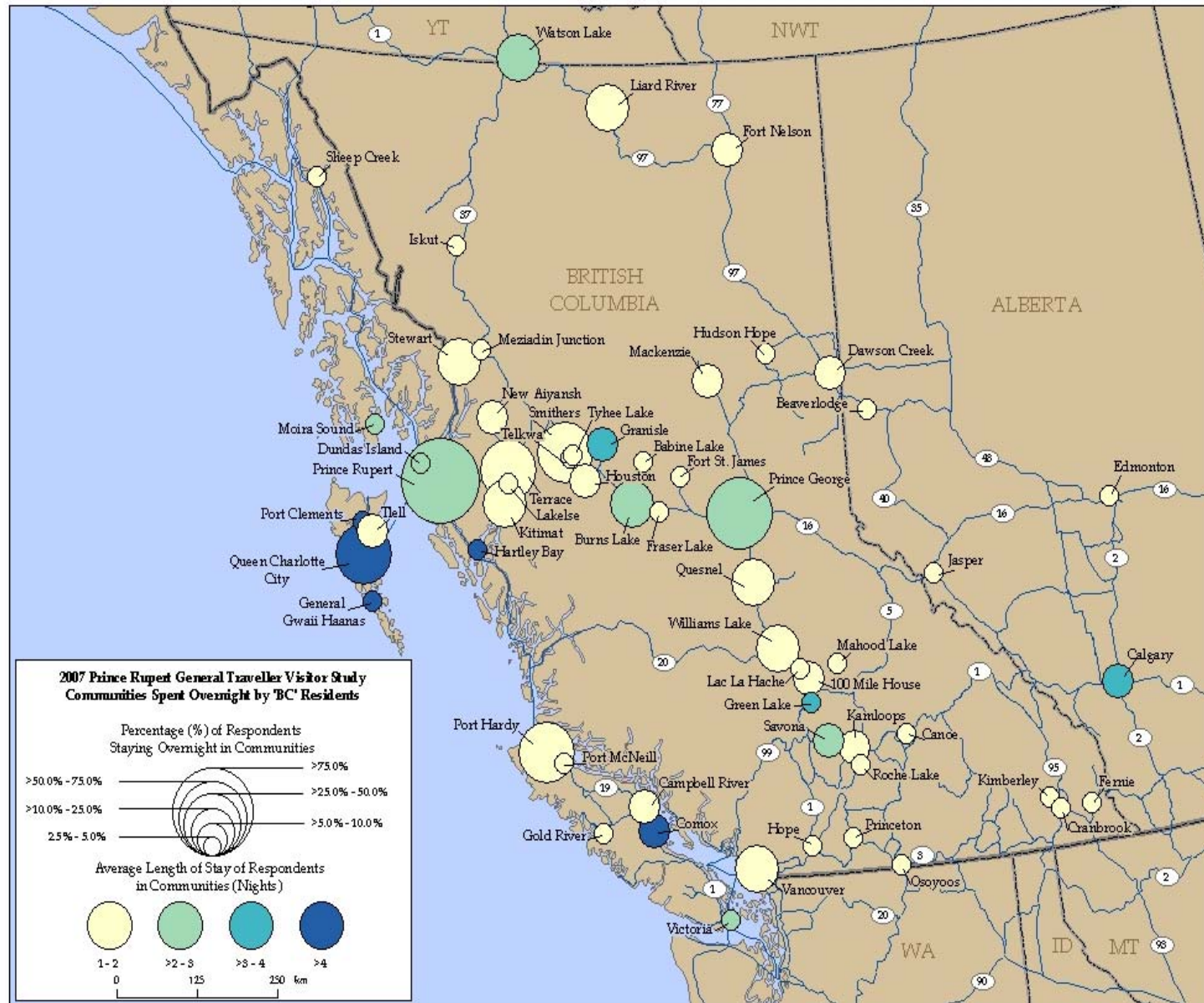


Figure 20. Communities that Prince Rupert's British Columbian resident overnight leisure travellers stayed at least one night in and their average length of stay.



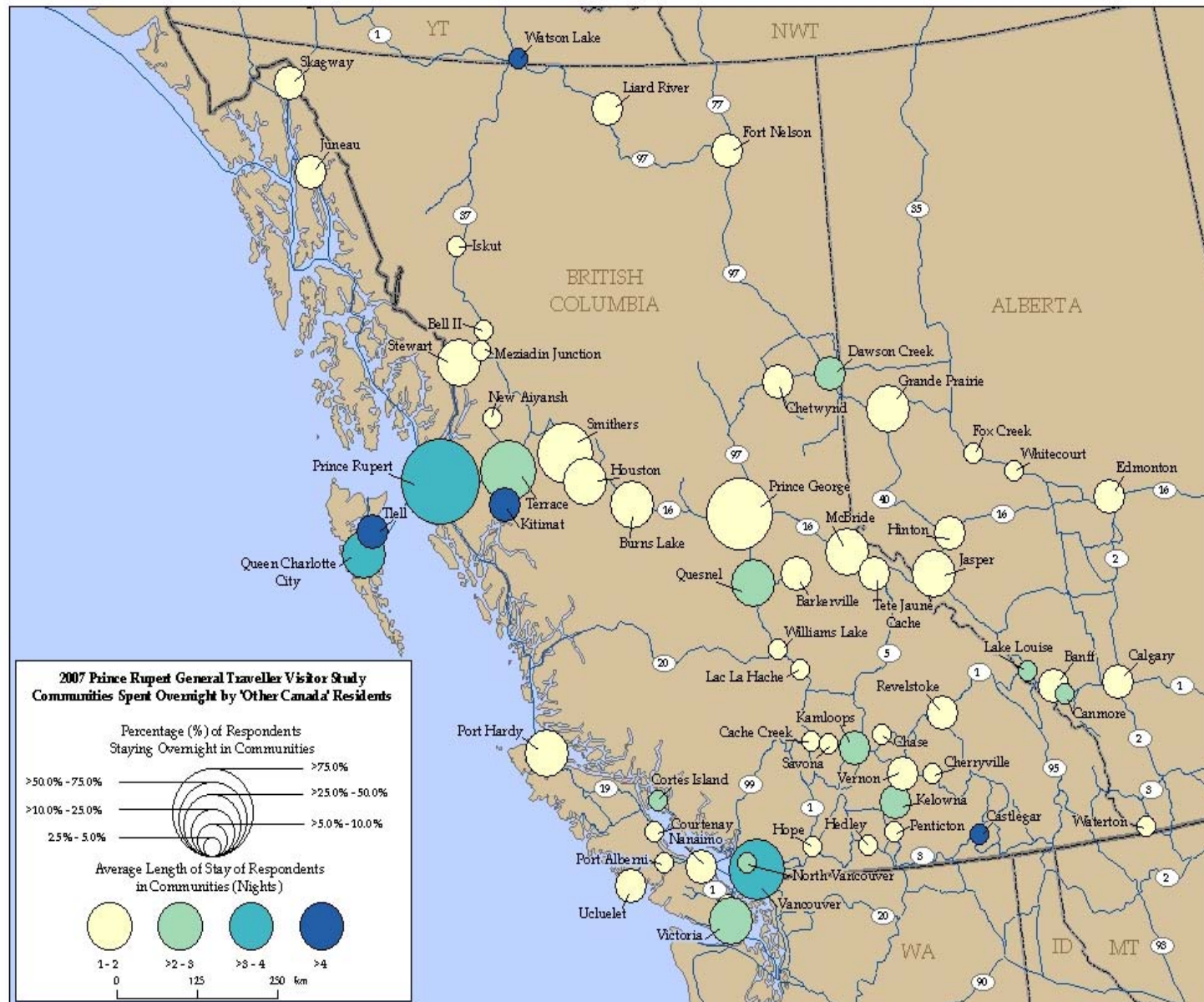


Figure 21. Communities that Prince Rupert's 'Other Canadian' resident overnight leisure travellers stayed at least one night in and their average length of stay.

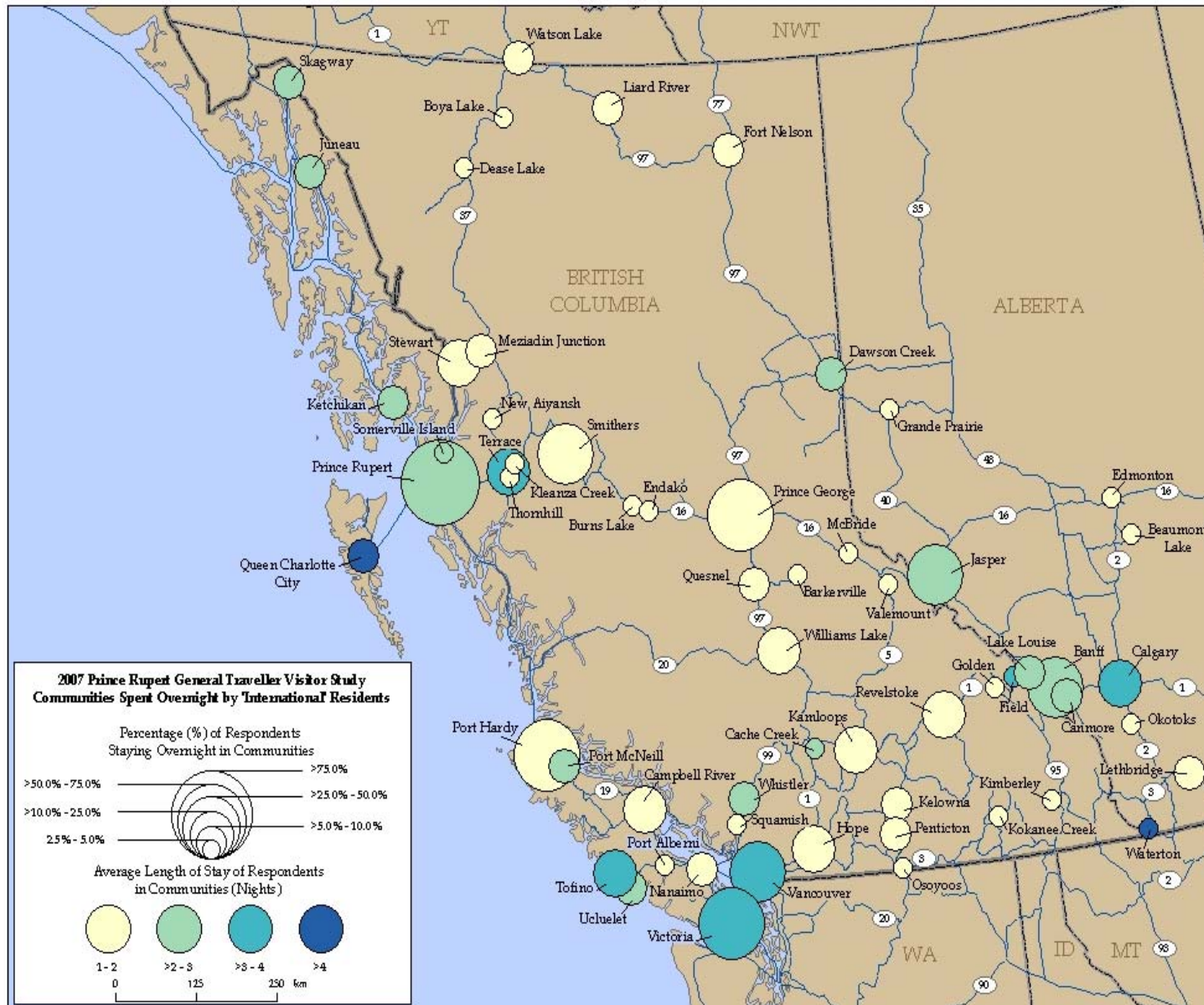


Figure 22. Communities that Prince Rupert's International resident overnight leisure travellers stayed at least one night in and their average length of stay.

#### 4.4 Traveller Expenditures

Travellers were asked two questions about their daily expenditures in the on-site interview, “In Canadian dollars, what were your travel party’s total expenditures yesterday, including accommodation?” was asked to understand and estimate expenditures on the traveller’s whole trip. To understand expenditures in Prince Rupert, travellers were asked, “In Canadian dollars, what will your travel party’s total expenditures be today in the Prince Rupert region, including accommodation?” Average daily expenditures on a traveller’s trip (referred to ‘on trip’) and while in Prince Rupert were summarized.

Overall, daily expenditures on a trip and in Prince Rupert were approximately \$296 and \$202, respectively. However, there were significant differences in daily expenditure based on traveller origin and main purpose of trip (Figure 23, Table 14). Canadians from outside of British Columbia (\$229), spent significantly more in Prince Rupert than travellers from British Columbia (\$192), the U.S. (\$194), or other International (\$193). In all cases, travellers had a higher average daily expenditure on their trip than while in Prince Rupert.

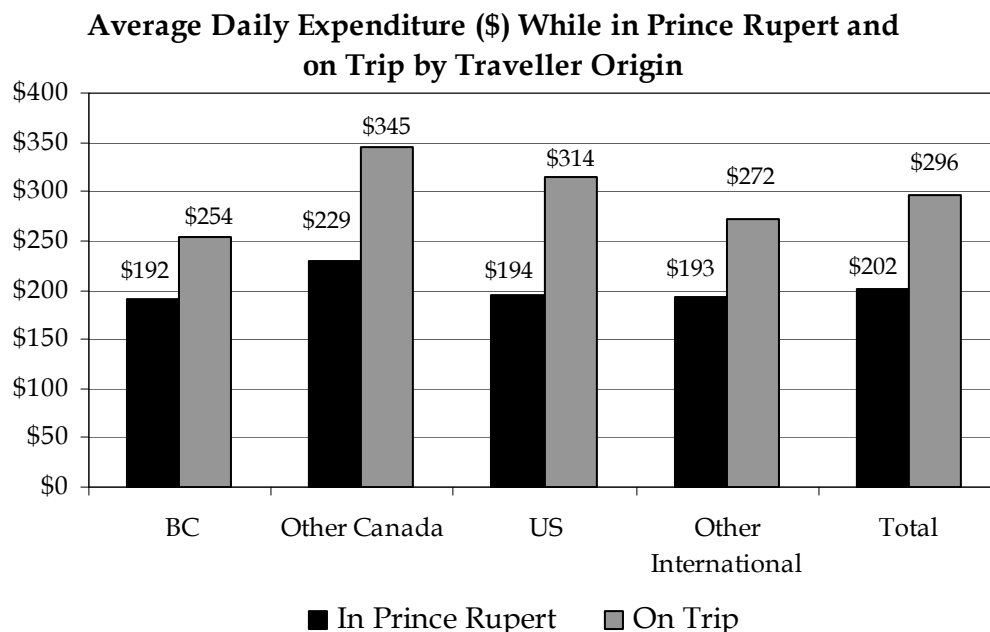


Figure 23. Overnight leisure travellers average daily expenditure by traveller origin.

As expected, those travellers whose primary purpose was to visit friends and family spent significantly less, with an average of \$168 in Prince Rupert and \$180 on their trip, than those travelling for leisure. Leisure travellers spent an average of \$204 daily in Prince Rupert and \$317 on their trip.

There were notable differences in expenditures when summarized by primary accommodation type (Table 14). Travellers that used hotels/motels/resorts as their primary accommodation had higher average daily expenditure in Prince Rupert (\$264) than those staying and bed and breakfasts (\$195) or with friends or relatives (\$133).

As expected, as travel party size increases, so does the average daily expenditure. Average daily expenditures in Prince Rupert increased from \$123 for people travelling alone to \$244 for those parties that had between 3 and 6 people. There were also noteworthy differences in expenditures based

upon a traveller's age. Those travellers that were between 45 and 54 years old had the highest daily expenditure while those under 24 years old spend the least amount.

Table 14. Overnight leisure travellers average daily expenditures by primary accommodations, travel party size and age.

	Average Per Party Daily Expenditure <sup>2</sup> in Prince Rupert (\$ CDN)	Average Per Party Daily Expenditure <sup>2</sup> on Trip (\$ CDN)
<b>Overall</b>	<b>\$201.66</b>	<b>\$296.00</b>
<b>Primary Accommodations</b>		
Hotel/Motel/Resort	\$264.06	\$339.05
Campground/RV	\$148.34	\$265.29
Friends OR Relatives	\$132.73	\$238.59
Other	\$270.68	\$264.29
B&B	\$195.39	\$334.76
Fishing Lodge/Resort <sup>1</sup>	\$246.75	\$526.02
<b>Travel Party Size</b>		
1 person	\$123.21	\$157.30
2 people	\$193.32	\$273.08
3-6 people	\$243.55	\$417.10
7 or more people <sup>1</sup>	\$492.97	\$225.91
<b>Age</b>		
Under 24 Years <sup>1</sup>	\$116.29	\$120.47
25-34 Years <sup>1</sup>	\$184.41	\$246.39
35-44 Years	\$164.75	\$214.96
45-54 Years	\$249.01	\$333.71
55-64 Years	\$208.56	\$321.72
65 Years or Older	\$188.47	\$318.96

1. Please use caution when interpreting these results as the base sample size is small (under 20).

2. 2% of responses were trimmed to ensure an accurate mean expenditures.

On the mailback questionnaire, travellers were asked, "Approximately what percentage of your party's total expenditures were attributed to the following categories (accommodation, transportation, food and beverage, shopping, attractions, outdoor recreation, other entertainment and other) excluding long-haul flights?" On average, travellers spent the most on transportation (36%) followed by accommodation (31%) and food and beverage (19%, Table 15).

Table 15. Overnight leisure travellers distribution of travel party's total expenditures.

<b>Expenditure Categories</b>	<b>Average % of Total Trip Expenditure<sup>1</sup></b>	<b>Minimum % Value of Respondents</b>	<b>Maximum % Value of Respondents</b>
Accommodation (hotels, motels, lodge, camping/RV fees, etc.)	31.1%	0%	91%
Transportation (short-haul flights within British Columbia, vehicle rental, gas, repairs, ferry, taxi, bus, etc.)	35.5%	0%	95%
Food & Beverage (include any taxes and tips paid)	18.5%	2%	75%
Shopping (clothing, gifts, film, books, etc.)	9.5%	0%	70%
Attractions (admission, shows, tours, etc.)	6.4%	0%	50%
Outdoor Recreation (park pass, nature guide, etc.)	6.3%	0%	85%
Other Entertainment (spa, etc.)	4.6%	0%	80%
Other	15.2%	0%	90%

1. May add to more than 100% of total expenditure due to averaging.

The distribution of expenditure by category differed depending on travel party characteristics. British Columbian residents (24%) spent a smaller portion of their expenditures on accommodation compared to International travellers (42%, Table 16). Surprisingly, those whose primary trip purpose was to visit friends and relatives (VFR) reported spending a similar proportion of their expenditure on accommodation as pure leisure travellers; however, they did spend significantly less overall. Those travellers that stayed in primarily in hotels/motels/resorts, bed and breakfasts or fishing lodges spent the highest proportion of expenditure on accommodation (40%, 44% and 60%, respectively) whereas those that primarily stay at Campgrounds/RVs only spent 20% of trip expenditures on accommodation although they spent a higher proportion on transportation.

Table 16. Overnight leisure travellers distribution of expenditures by origin, primary purpose, primary accommodation, travel party size and age.

	Average % of Total Trip Expenditure by Category <sup>1</sup>							
	Accomm- -odation	Transport -ation	Food & Beverage	Shopping	Attractions	Outdoor Recreation	Other Entertain- -ment	Other
<b>Overall</b>	31.1%	35.5%	18.5%	9.5%	6.4%	6.3%	4.6%	15.2%
<b>Origin</b>								
British Columbia	24.2%	40.1%	21.0%	11.3%	4.7%	8.2%	3.8%	21.4%
Other Canada	31.7%	36.4%	18.4%	9.9%	7.7%	5.6%	6.5%	15.7%
U.S.	30.9%	38.0%	16.8%	8.2%	5.9%	6.2%	2.0%	9.3%
Other International	42.3%	21.4%	16.7%	7.7%	7.1%	5.6%	6.4%	9.3%
<b>Primary Purpose</b>								
Leisure	31.5%	33.8%	18.4%	8.5%	6.8%	6.9%	3.7%	18.8%
Visiting Friend and Family (VFR)	30.5%	39.1%	18.9%	11.7%	5.2%	2.2%	6.6%	6.2%
Other <sup>2</sup>	28.1%	42.2%	17.2%	20.8%	3.9%	8.5%	0.0%	0.0%
<b>Primary Accommodations</b>								
Hotel/Motel/Resort	40.0%	27.8%	17.7%	8.5%	6.4%	5.0%	4.2%	10.4%
Campground/RV	20.2%	43.9%	18.8%	8.8%	7.8%	8.5%	2.0%	20.3%
Friends OR Relatives	29.0%	38.9%	19.8%	13.7%	3.7%	3.8%	8.9%	1.0%
Other	27.2%	37.3%	23.4%	7.8%	4.8%	4.7%	3.6%	28.4%
B&B	44.4%	24.1%	14.3%	9.1%	7.8%	7.3%	4.4%	14.2%
Fishing Lodge/Resort <sup>2</sup>	60.0%	20.0%	7.5%	5.0%	0.0%	0.0%	0.0%	0.0%
<b>Travel Party Size</b>								
1 person	29.8%	46.8%	19.3%	8.3%	5.4%	4.0%	1.1%	15.3%
2 people	31.2%	35.2%	18.8%	9.7%	6.2%	6.5%	4.3%	7.4%
3-6 people	31.3%	32.3%	17.7%	9.5%	7.1%	6.1%	6.0%	23.9%
7 or more people <sup>2</sup>	31.8%	44.2%	11.9%	8.1%	4.0%	0.0%	0.0%	0.0%
<b>Age</b>								
Under 24 Years <sup>2</sup>	33.4%	22.3%	18.0%	23.5%	9.7%	5.6%	0.5%	0.0%
25-34 Years <sup>2</sup>	30.3%	36.2%	22.0%	4.4%	5.0%	4.8%	1.6%	0.3%
35-44 Years	21.4%	41.5%	15.2%	13.1%	6.5%	12.1%	5.8%	6.6%
45-54 Years	32.6%	34.8%	16.3%	10.0%	9.8%	6.1%	3.5%	9.6%
55-64 Years	30.3%	35.8%	20.6%	10.0%	5.1%	5.2%	5.7%	8.8%
65 Years or Older	33.2%	35.1%	18.0%	7.8%	5.4%	7.1%	5.4%	35.0%

1. Please use caution when interpreting these results as the base sample size is small (under 20).

2. May add to more than 100% of total expenditure due to averaging.



## 4.5 Trip Planning

The mailback questionnaire asked travellers about their trip planning behaviour. This section explores details about travellers' trip planning behaviour including: their planning horizon, other destinations considered, information sources used for planning, and travel booking patterns.

### Trip Planning Horizon

Overnight leisure travellers to Prince Rupert planned ahead. Over half (55%) planned their trip thirteen or more weeks in advance (3 months plus, Figure 24). As expected, long-haul travellers, had a longer planning horizon than British Columbia and Other Canadian resident travellers. Thirty-four percent of British Columbian resident travellers planned between three and eight weeks ahead of time, which was a higher proportion than any other traveller origin groups (Figure 25).

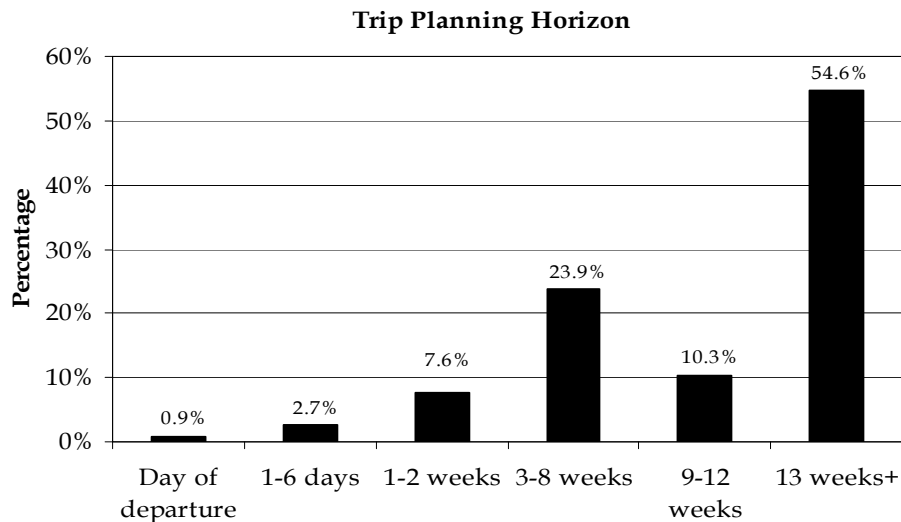


Figure 24. Overnight leisure travellers trip planning horizon.

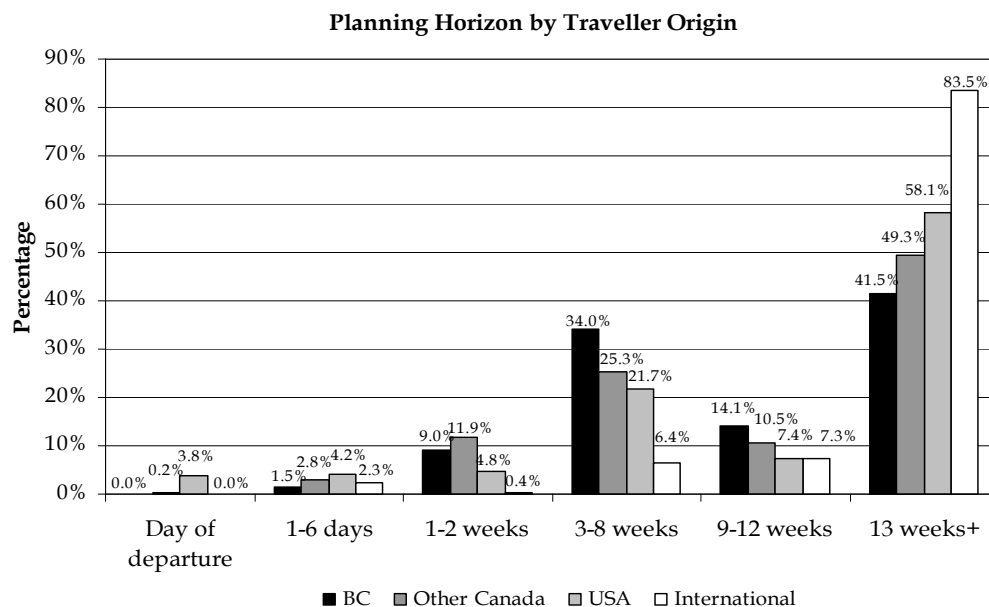


Figure 25. Overnight leisure travellers trip planning horizon by traveller origin.

## Destination Considerations

As previously noted, in the on-site interview, 23% of overnight leisure travellers indicated that Prince Rupert was their primary destination. As a follow-up on the mailback questionnaire, travellers were asked a series of questions about other destinations. First travellers were asked, “*When planning your trip, did you and/or your travel party consider other destinations or routes?*”. This was followed up by “*If yes, where?*” and finally, “*In general, what made you and/or your travel party choose the destination or route that you indicated?*”

When planning their trip, only 31% of overnight leisure travellers in Prince Rupert considered another destination or route for their trip. Of those that considered other destinations, more than half (56%) considered a destination within British Columbia, 16% considered other Canadian destinations, 15% considered Alaska, eight percent considered other U.S. destinations and five percent considered other international destinations (Table 17). The majority of travellers that considered a British Columbia destination mentioned Northern British Columbia, followed by Vancouver Island and the Vancouver Coast and Mountains tourism regions. Of those travellers that considered other destinations within the Northern British Columbia region, the Queen Charlotte Islands (46%) and Prince George (36%) were the most popular.

Table 17. Overnight leisure travellers ‘Other destinations’ considered for current trip.

Other Destinations Considered	Percent of Other Destination Considered by overnight leisure travellers
All British Columbia Destinations	56.3%
<i>Northern British Columbia</i>	26.5%
<i>Vancouver Island</i>	11.1%
<i>Vancouver, Coast &amp; Mountains</i>	5.8%
<i>Thompson Okanagan</i>	2.9%
<i>Kootenay Rockies</i>	1.5%
<i>Cariboo, Chilcotin Coast</i>	1.2%
<i>Unspecified British Columbia</i>	7.3%
Other Canadian Destinations	15.8%
Alaska	14.9%
Other U.S. Destinations	7.9%
Other International Destinations	5.2%

The main reasons travellers chose Prince Rupert as their primary destination was for sports/ fishing/ golf (32%), to visit friends and relatives (28%), and because they had never been before/it was recommended (22%). Nearly 18% noted they visited because of Prince Rupert’s landscape, scenery or nature.

Travellers that incorporated Prince Rupert into their trip although did not have it as their primary destination had a variety of reasons for choosing their destination. The main reasons travellers chose their respective destinations (outside Prince Rupert) was that they had never been before/it was recommended (35%), they were visiting friends and relatives (32%) and the destination’s landscape/scenery/nature (22%).

## Information Sources

Travellers were also asked what information sources they used before and during their trip on the mailback questionnaire. The information sources travellers used when planning their vacation ranged from word of mouth and previous experience to media coverage and consumer shows.

The information sources used before a traveller's trip differed from those information sources that travellers used during their trip (Figure 26). Advice from friends and relatives (53%), visitor guides and brochures (53%) and past experience (48%) were the most commonly used information sources before trips. Approximately 35% of travellers used local and regional websites for their planning. During trips, Visitor Centres were the most commonly used information source (65%) followed by visitor guides and brochures (60%) and advice from friends and relatives (33%).

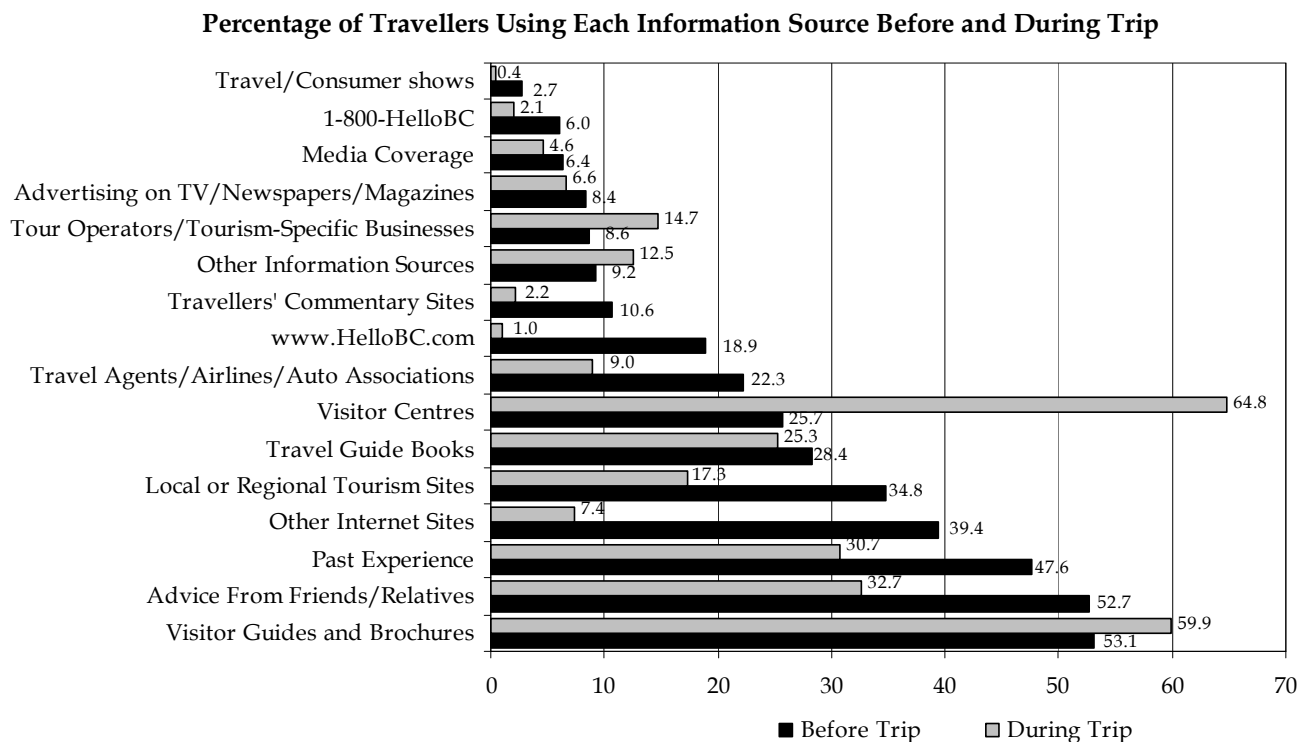


Figure 26. Overnight leisure travellers information sources used before and during their trip.

Travellers were also asked to rate the three most useful information sources used before their trip. About a third of overnight leisure travellers indicated that both visitor guides and brochures (33%) and advice from friends and relatives (32%) were among the top three information sources used prior to their trip (Table 18). Fewer travellers indicated that their past experience, Visitor Centres and other Internet sites (other than local or regional tourism sites) and local or regional tourism sites were among the top three information sources.

Table 18. Overnight leisure travellers top three most useful information sources used before trip.

Most Useful Information Sources	Percentage
Visitor Guides and Brochures	33.6%
Advice From Friends/Relatives	31.9%
Past Experience	29.2%
Visitor Centres	26.6%
Other Internet sites	24.5%
Local or Regional Tourism Sites	20.2%
Travel Guide Books	17.1%
Travel Agents, Airlines, Auto Associations	11.1%
www.HelloBC.com	10.7%
Other Useful Information Sources	8.7%
Tour Operators, Tourism-Specific Businesses	6.7%
1-800-HelloBC	2.9%
Media Coverage	2.8%
Travellers' Commentary Sites	2.2%
Advertising on TV/Newspapers/Magazines	0.9%
Travel/Consumer Shows	0.0%

## Booking

This research also investigated what proportion of travel services were booked or purchased before and during a traveller's trip. On average, 41% of accommodations were booked prior to leaving while just over half (55%) of transportation was booked prior to departing on their trip. In contrast, attractions, events and activities were generally booked during their trip (Table 19). Considering a large proportion of travellers had some flexibility in their travels, this result was expected.

Table 19. Overnight leisure travellers percentage of each travel service booked before and during trip.

Travel Services	Average Percentage Booked:	
	Before Trip	During Trip
Paid accommodation (hotels, motels, lodge, camping/RV, etc.)	40.5%	59.5%
Transportation within British Columbia	55.2%	44.2%
Permanent attractions (museums, theme/amusement parks, gardens, zoos, etc.)	3.9%	96.1%
Events (festivals, concerts, etc.)	9.4%	90.6%
Other activities (spa, recreational activities, etc.)	8.5%	91.5%

Not surprisingly, traveller origin was a key determinant of how much of a trip was pre booked or purchased (Table 20). International resident travellers reported they booked approximately 70% of their accommodations and 78% of their British Columbia transportation prior to departure. This compares to Canadians (other than British Columbian residents) who only booked 24% of accommodations and 51% of British Columbia transportation prior to departure. Leisure travellers booked a higher proportion of all travel services (with the exception of permanent attractions) before leaving their home than their counterparts who were visiting friends and relatives. Travellers that stayed primarily at hotels/motels/resorts and bed and breakfasts were more likely to book their accommodation before their trip compared to their counterparts that were camping.

Table 20. Overnight leisure travellers percentage of each travel service booked before and during trip by traveller origin, primary purpose, primary accommodation, travel party size and age.

	Paid Accommodation		Transportation in British Columbia		Permanent Attractions		Events		Other Activities	
	Before	During	Before	During	Before	During	Before	During	Before	During
<b>Overall</b>	40.5%	59.5%	55.2%	44.8%	3.9%	96.1%	9.4%	90.6%	8.5%	91.5%
<b>Origin</b>										
British Columbia	40.2%	59.8%	59.1%	40.9%	4.3%	95.7%	12.2%	87.8%	6.2%	93.8%
Other Canada	23.7%	76.3%	50.5%	49.5%	1.0%	99.0%	10.4%	89.6%	7.7%	92.3%
U.S.	43.1%	56.9%	40.2%	59.8%	3.7%	96.3%	6.0%	94.0%	9.3%	90.7%
Other International	70.4%	29.6%	77.6%	22.4%	6.7%	93.3%	7.7%	92.3%	12.3%	87.7%
<b>Primary Purpose</b>										
Leisure	45.5%	54.5%	56.7%	43.3%	3.5%	96.5%	10.8%	89.2%	11.2%	88.8%
Visiting Friend and Family (VFR)	26.7%	73.3%	50.0%	50.0%	5.9%	94.1%	4.4%	95.6%	0.9%	99.1%
Other <sup>1</sup>	17.2%	82.8%	10.0%	90.0%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%
<b>Primary Accommodations</b>										
Hotel/Motel/Resort	49.3%	50.7%	71.4%	28.6%	7.4%	92.6%	8.0%	92.0%	5.5%	94.5%
Campground/RV	15.5%	84.5%	35.6%	64.4%	1.0%	99.0%	8.1%	91.9%	13.0%	87.0%
Friends OR Relatives	41.5%	58.5%	46.3%	53.7%	0.3%	99.7%	7.4%	92.6%	1.3%	98.7%
Other	45.9%	54.1%	38.7%	61.3%	0.0%	85.2%	4.8%	95.2%	7.6%	92.4%
B&B	78.5%	21.5%	71.7%	28.3%	5.5%	94.5%	26.9%	73.1%	15.4%	84.6%
Fishing Lodge/Resort <sup>1</sup>	37.5%	62.5%	93.3%	6.7%	0.0%	100.0%	NA	NA	0.0%	100.0%
<b>Travel Party Size</b>										
1 person	36.4%	63.6%	44.9%	55.1%	5.9%	94.0%	11.4%	88.6%	9.3%	90.7%
2 people	37.8%	62.2%	54.5%	45.5%	2.3%	97.7%	13.0%	87.0%	9.0%	91.0%
3-6 people	46.7%	53.3%	59.6%	40.4%	7.1%	92.9%	0.1%	99.3%	7.3%	92.8%
7 or more people <sup>1</sup>	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%
<b>Age</b>										
Under 24 Years <sup>1</sup>	48.8%	51.2%	47.3%	52.7%	1.4%	98.6%	1.4%	98.6%	16.9%	83.1%
25-34 Years <sup>1</sup>	28.2%	71.8%	72.6%	27.4%	2.9%	97.1%	7.2%	92.8%	7.9%	92.1%
35-44 Years	60.1%	39.9%	66.9%	33.1%	0.7%	99.3%	0.0%	100.0%	5.8%	94.2%
45-54 Years	42.4%	57.6%	58.0%	42.0%	4.4%	95.6%	5.4%	94.6%	12.4%	87.5%
55-64 Years	36.8%	63.2%	52.4%	47.6%	5.5%	94.5%	11.7%	88.3%	6.1%	93.8%
65 Years or Older	40.9%	59.1%	50.5%	49.5%	2.3%	97.7%	14.7%	85.3%	7.0%	93.0%

1. Please use caution when interpreting these results as the base sample size is small (under 20).

## 4.6 Prince Rupert's Atmosphere, Images, Quality of Experiences and Competitive Advantages

This section explores how people feel about Prince Rupert. It describes the experiences and images travellers had while in the Prince Rupert region. Travellers were asked to describe Prince Rupert's mood or atmosphere in Prince Rupert as well as its positive, negative and unique attributes. This section also details Prince Rupert's competitive advantages and disadvantages compared to other destinations and reviews travellers experiences with various tourism services (including the Visitor Centre) in Prince Rupert. Finally it this section outlines traveller's intentions to return to both Prince Rupert and British Columbia.

### Prince Rupert Characteristics

When asked to describe Prince Rupert's atmosphere/mood on the mailback questionnaire, the majority of travellers (63%) described how friendly the region was while 45% identified a relaxed/safe/calm atmosphere and 32% identified its beauty and nature (Table 12). Fewer responded that Prince Rupert felt like it was expanding and prosperous (14%) and interesting (13%).

Table 21. Overnight leisure travellers top 5 descriptors of the mood in Prince Rupert.

Top 5 Descriptions of the Mood/Atmosphere in Prince Rupert <sup>1</sup>	Percent of Travellers <sup>2</sup>
Friendly	62.8%
Relaxed/Safe/Calm	45.1%
Beauty/Nature	31.2%
Expanding/Prosperous	13.7%
Interesting	12.9%

1. A complete list of mood descriptors can be found in Appendix F.

2. Percentage may add to more than 100% due to multiple responses.

On the mailback questionnaire, travellers were asked, *"What positive and negative images come to mind when you think of the Prince Rupert region as a vacation destination?"* Positive and negative image questions were asked to obtain an understanding of what travellers perceive Prince Rupert to be doing right and what regional stakeholders can work on in terms of attracting and keeping travellers in the region.

Of all comments made about Prince Rupert images, almost two thirds were positive (63%) and just over one third were negative (37%). Positive responses were dominated by the natural beauty and scenic landscapes of the Prince Rupert region (46%), the presence of family/friends and friendliness of people in general (26%), the quiet/not crowded/peaceful nature (22%) and the wildlife/nature/wilderness (19%, Table 22).

Negative perceptions of overnight leisure travellers focused on rain (23%), limited activities (14%), unattractive/ run-down town (11%), the limited/poor restaurants (10%) and social problems (9%, Table 22).

Table 22. Overnight leisure travellers frequent positive and negative images respondents had of the Prince Rupert region.

Top 5 Positive and Negative Images Associated with Prince Rupert Region <sup>1</sup>	Percent of Travellers <sup>2</sup>
<b>Positive</b>	
Beautiful Scenery/Landscape	45.9%
Family & Friends/Friendly/Courteous	26.1%
Quiet/Not Crowded/Peaceful	21.5%
Wildlife/Nature/Wilderness	19.0%
Ocean/Harbour/Waterfront	18.3%
<b>Negative</b>	
Weather - Rain	22.5%
Limited Activities	13.8%
Unattractive/Run Down Town	10.7%
Limited/Poor Restaurants	9.9%
Social Problems/Drugs/Crime/Depressed	9.3%

1. A complete list of mood descriptors can be found in Appendix F.

2. Percentage may add to more than 100% due to multiple responses.

Mailback respondents were asked to identify up to three unique characteristics of the Prince Rupert region that differentiate it from other regions as a vacation destination. These characteristics could be useful for promotional activities to attract travellers to the area. A variety of characteristics were identified as unique to the area (Table 23). The most common unique characteristics were the wildlife/nature/wilderness (37%), attractions (27%), ocean/harbour/waterfront (25%), roads/links/highway accessibility (22%), and the beautiful scenery/landscape (15%).

Table 23. Overnight leisure travellers top 5 most unique characteristics of the Prince Rupert region.

Top 5 Unique Characteristics of the Prince Rupert Region <sup>1</sup>	Percent of Travellers <sup>2</sup>
Wildlife/Nature/Wilderness	36.5%
Attractions	26.7%
Ocean/Harbour/Waterfront	24.6%
Roads/Links/Highway. Accessibility	22.2%
Beautiful Scenery/Landscape	14.6%

1. A complete list of mood descriptors can be found in Appendix F.

2. Percentage may add to more than 100% due to multiple responses.

Similarly to unique characteristics, mailback respondents were asked to provide suggestions for new or expanded services they would like to see if they visited the Prince Rupert region again. Although there was less consensus (i.e. a lower % of travellers mentioning the same things), 'more RV parks/campgrounds' and 'better/more cafes/restaurants' were the most common service improvement areas (Table 24). Fewer overnight leisure travellers indicated that more accessible visitor information (9%), improved walkways (8%) and more/better shops (8.0%).



Table 24. Overnight leisure travellers' top 5 suggested new or expanded services in Prince Rupert.

Top 5 Suggested New or Expanded Services for the Prince Rupert Region <sup>1</sup>	Percent of Travellers <sup>2</sup>
More RV Parks/Campgrounds	19.6%
Better/More Cafes/Restaurants	11.6%
More Accessible Visitor Information	8.6%
Improve Walkways	8.1%
More/Better Shops	8.0%

1. A complete list of mood descriptors can be found in Appendix F.

2. Percentage may add to more than 100% due to multiple responses.

## Quality of Prince Rupert Experiences

Respondents to the mailback questionnaire were asked to rate various components of their trip and their overall travel experience in the Prince Rupert region (Figure 27, Table 25). Over four-fifths of respondents rated their overall travel experience as good (57%) or excellent (25%). Ratings for each trip component were also high. Access to information about Prince Rupert (81%), customer service (80%), recreation and adventure opportunities (78%) and local signage (78%) stand out as strengths with most respondents rating these components as either good or excellent. Attractions and events (70%) received the lowest rating.

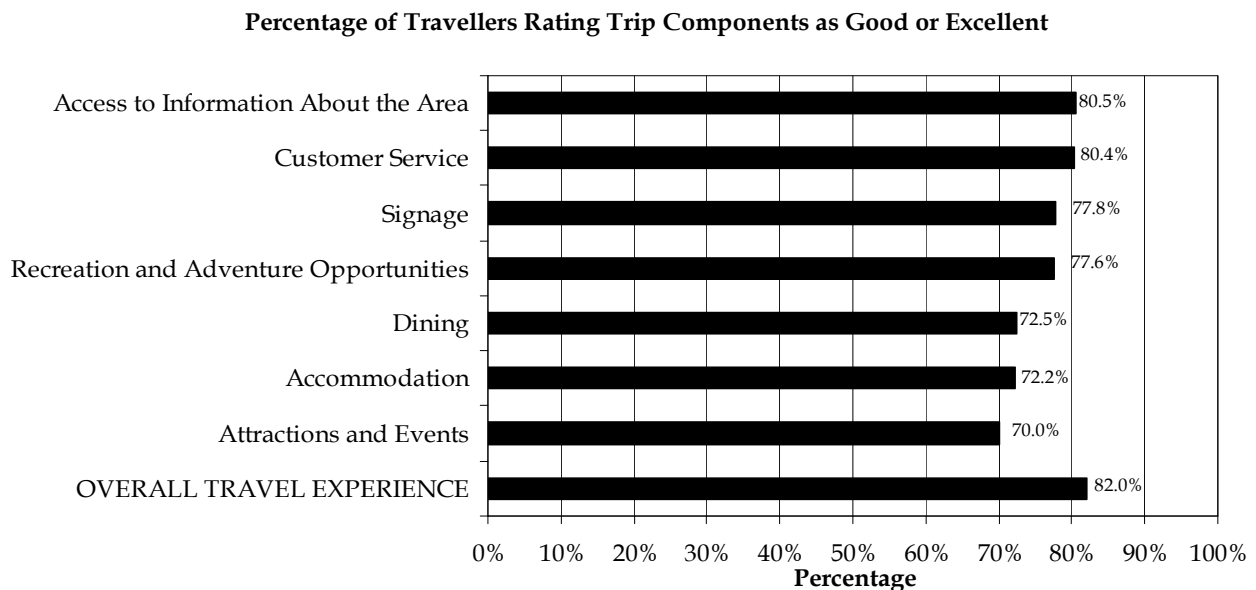


Figure 27. Overnight leisure travellers proportion that rated each trip component as good or excellent.

Table 25. Overnight leisure travellers ratings of experience with tourism services in Prince Rupert.

Experience in Prince Rupert Region <sup>1</sup>	Very Poor (1)	Poor (2)	Fair (3)	Good (4)	Excellent (5)	Average
Accommodation	2.4%	4.5%	20.8%	45.4%	26.8%	4.32
Signage	0.2%	2.9%	19.1%	68.5%	9.3%	4.01
Dining	0.8%	5.3%	21.4%	56.6%	15.9%	4.07
Access to Information About the Area	0.5%	2.9%	16.1%	48.2%	32.3%	4.27
Customer Service	0.2%	2.8%	16.7%	53.8%	26.6%	4.20
Attractions and Events	0.7%	6.8%	22.5%	49.8%	20.2%	4.56
Recreation and Adventure Opportunities	0.6%	4.1%	17.7%	48.2%	29.4%	4.77
<b>Overall Travel Experience</b>	<b>0.1%</b>	<b>1.7%</b>	<b>16.2%</b>	<b>57.2%</b>	<b>24.8%</b>	<b>4.07</b>

1 - Don't Knows and No Responses were excluded.

## Use of the Prince Rupert Visitor Centre

Nearly 72% of travellers visited the Prince Rupert Visitor Centre. Of those, 7% reported that the centre fell short of their expectations while 36% said it exceeded their expectations. Of the 28% of visitors that did not use the Prince Rupert Visitor Centre the most common reason for skipping it was they 'didn't need it/knew what to do' (45%), had 'insufficient time' (35%) and 'didn't know about it' (12%). Over 7-in-10 travellers also visited other Visitor Centres in British Columbia. The high usage of Visitor Centres both in Prince Rupert and in other British Columbia communities suggests that these centres are an effective means of contacting and communicating with overnight leisure travellers to Prince Rupert. A complete list of other Visitor Centres used can be found in Appendix E. For a more detailed analysis of traveller's use of the Prince Rupert Visitor Centre see the report entitled, *Value of the Prince Rupert Visitor Centre* available from Research and Planning, Tourism British Columbia.

## Prince Rupert Competitive Advantages

Travellers were asked if they had previously visited any areas or towns that they thought were similar to the Prince Rupert region. The most popular specific comparison travellers made were to Port Hardy (10%), Campbell River (6%), Terrace (5%) and Ketchikan, Alaska (4%, Table 26).

Table 26. Overnight leisure travellers top 10 mentions comparable communities to Prince Rupert.

Communities <sup>1</sup>	Percentage of Responses
Port Hardy	9.9%
Campbell River	6.4%
Terrace	4.7%
Ketchikan, Alaska	4.1%
Nanaimo	2.9%
Queen Charlotte City	2.9%
Smithers	2.9%
Juneau, Alaska	2.3%
Stewart	2.3%
Tofino/Ucluelet	2.3%

1. A complete list of comparable communities mentioned can be found in Appendix F.

Prince Rupert was compared to these other communities by asking if Prince Rupert rated 'Better', 'The Same' or 'Worse' on 25 key attributes. Table 27 details the proportions for each of these attributes. Figure 28 displays 'Prince Rupert Advantages' which is the difference between those travellers that responded Prince Rupert was better and those that responded the comparable destination was better.

Prince Rupert's largest advantages were 'Aboriginal Culture' (+59), 'Fishing' (+53), 'Wildlife Viewing' (+37), and 'Water-Based Outdoor Recreation Activities' (+36). The three areas where Prince Rupert fell short compared to other destinations were having a 'Fun Nightlife and Entertainment' (-14), having 'Plenty of Things That Appeal to Children' (-10), and having 'Excellent Shopping' (-10, Figure 28).

There were differences in what British Columbian residents and Non-British Columbian residents perceived as Prince Rupert's competitive advantages (Table 28). For example, Non-British Columbian residents were more likely to indicate that Prince Rupert feels quite different from home and is safe and clean when compared to other similar communities. On the other hand, British Columbian residents were more likely than Non-British Columbian residents to indicate that Prince Rupert has good prices for accommodation, good water-based outdoor recreation activities, offers lots of deals and promotions, is a good place for adults travelling without children, has lots of different activities to do, is an exciting place to be and is a good place for land-based activities compared to other similar communities. A complete list of differences between British Columbian residents and Non-British Columbian residents can be found in Appendix F.

Table 27. Prince Rupert's competitive advantages and disadvantages as rated by Overnight leisure travellers.

Prince Rupert has/is a ....	Compared to Similar Communities			
	Worse	The Same	Better	Net Advantage/ Disadvantage
Good base for visiting other places in the area	23.4%	51.0%	25.6%	2
Good value for money	4.3%	75.1%	20.6%	16
Good place for land-based outdoor recreation activities	11.9%	53.6%	34.5%	23
Good place for water-based outdoor recreation activities	6.6%	50.7%	42.7%	36
Good place for Aboriginal culture	2.5%	36.4%	61.2%	59
Good place for wildlife viewing	8.1%	46.8%	45.1%	37
Good place for fishing	4.4%	38.0%	57.6%	53
Good place to relax and unwind	12.1%	66.6%	21.2%	9
Good place for arts and culture	14.2%	52.3%	33.5%	19
Good place for heritage and historical sites	6.9%	56.2%	36.9%	30
Good place for friendly people	4.0%	70.5%	25.6%	22
Good opportunities to visit provincial parks	18.1%	61.5%	20.4%	2
Plenty of things that appeal to children	20.2%	69.1%	10.6%	-10
Good place for adults travelling without children	2.5%	80.7%	16.8%	14
Safe and clean place	7.2%	80.5%	12.3%	5
Beautiful natural scenery	9.4%	53.7%	36.9%	28
Excellent shopping	32.0%	45.9%	22.1%	-10
Excellent restaurants	6.2%	54.4%	39.4%	33
Place that offers lots of special deals and promotions	15.5%	66.2%	18.2%	3
A place that feels quite different from home	4.2%	56.0%	39.8%	36
An exciting place to be	18.2%	59.4%	22.3%	4
Good place with lots of different activities and things to do	20.9%	50.0%	29.1%	8
Good prices for accommodation	18.3%	57.9%	23.7%	5
Good place for higher quality accommodation	22.5%	34.3%	43.2%	21
Fun nightlife and entertainment	35.1%	44.2%	20.7%	-14

**Prince Rupert Competitive Advantages and Disadvantages**

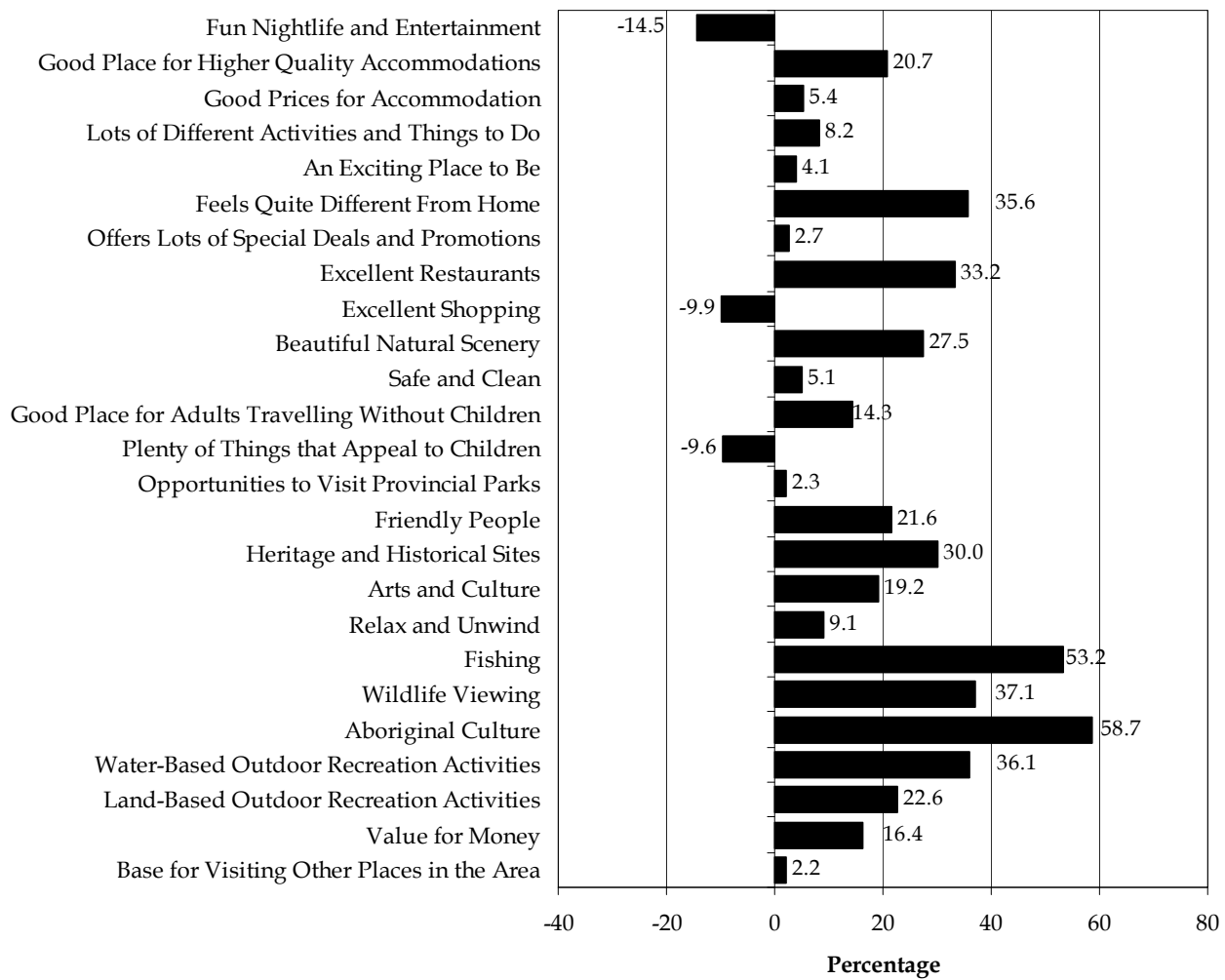


Figure 28. Prince Rupert's competitive advantages and disadvantages as rated by overnight leisure travellers.

Table 28. Prince Rupert's net advantages and disadvantages by British Columbia and Non-British Columbian resident overnight leisure travellers.

Prince Rupert has/is a ....	Net Advantage/Disadvantages Compared to Similar Communities <sup>1</sup>		
	British Columbia Resident	Non-British Columbia Resident <sup>2</sup>	Point Difference between BC Residents and Non-Residents
A place that feels quite different from home	10.9	36.4	25.5
Safe and clean place	-10.2	9.7	20.0
Good prices for accommodation	17.6	0.5	17.1
Good place water-based outdoor recreation activities	38.4	22.9	15.5
Place that offers lots of special deals and promotions	10.9	-3.7	14.6
Good place for adults travelling without children	21.7	7.6	14.2
Good place with lots of different activities and things to do	17.1	3.1	14.0
An exciting place to be	12.4	-1.2	13.6
Good place for land-based outdoor recreation activities	23.0	12.6	10.4

1. Only those factors with at least a 10 point difference between British Columbian residents and Non-British Columbian residents are displayed.

2. Non-British Columbian residents includes Canadians that live in other provinces, U.S. residents and other international countries.

## Return Intentions

Mailback respondents were asked about their likelihood of returning to Prince Rupert or the province of British Columbia for another leisure trip. The intentions to return on a trip within British Columbia were quite high with nearly 86% indicating that they were 'likely' or 'very likely' to return to British Columbia (Figure 29). Not surprisingly, the intentions to return to Prince Rupert were lower. However, nearly 52% of travellers said they were 'likely' or 'very likely' to return to the area while 25% were 'not likely' or 'not likely at all'. This suggests that although there are many one-time travellers to the area, there are also a large portion of travellers who are potential repeat travellers.

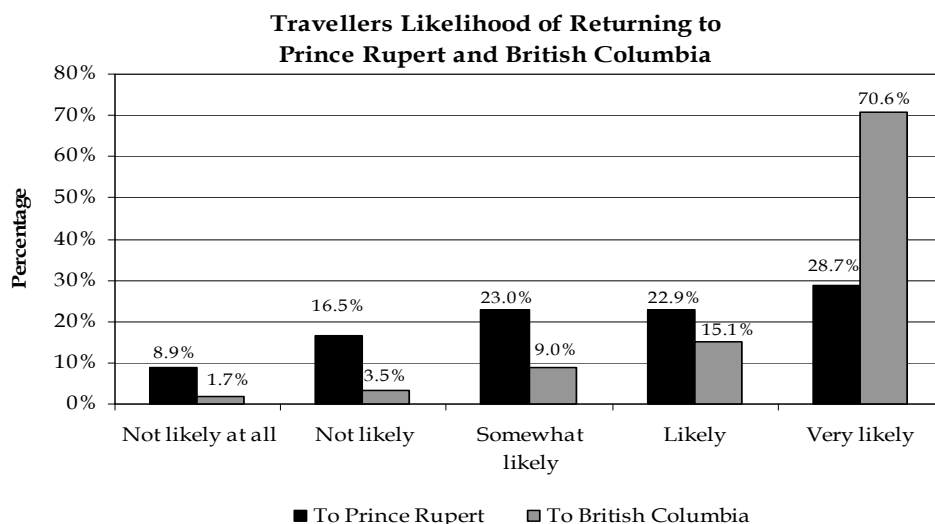


Figure 29. Overnight leisure travellers intentions to return to British Columbia and Prince Rupert.

It is not surprising that those from near-in markets, especially British Columbian residents, responded that they had a higher likelihood of returning to Prince Rupert and area. In fact, 73% of British Columbian residents indicated they were 'likely' or 'very likely' to return to Prince Rupert whereas only 14% of international visitors were 'likely' or 'very likely' to return. Intentions to return to British Columbia follow a similar pattern, although return intentions remain higher for all traveller origin (Figure 30).

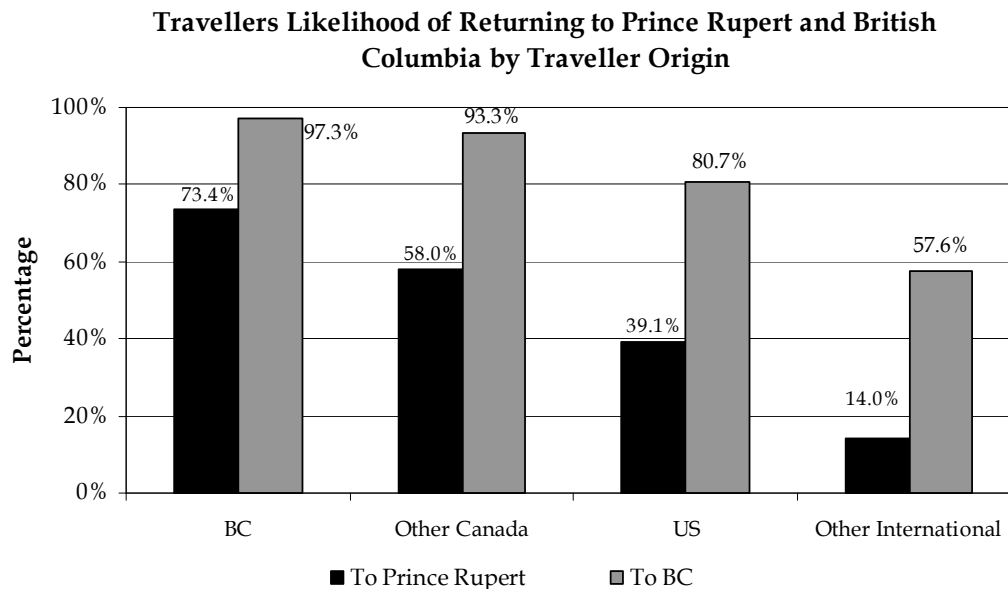


Figure 30. Percent of overnight leisure travellers likely or very likely to return to Prince Rupert and British Columbia by traveller origin.

Overall travellers were very satisfied with their trip within British Columbia with nearly 90% indicating that they were 'Somewhat' or 'Very' satisfied with their experience in British Columbia (Figure 27).

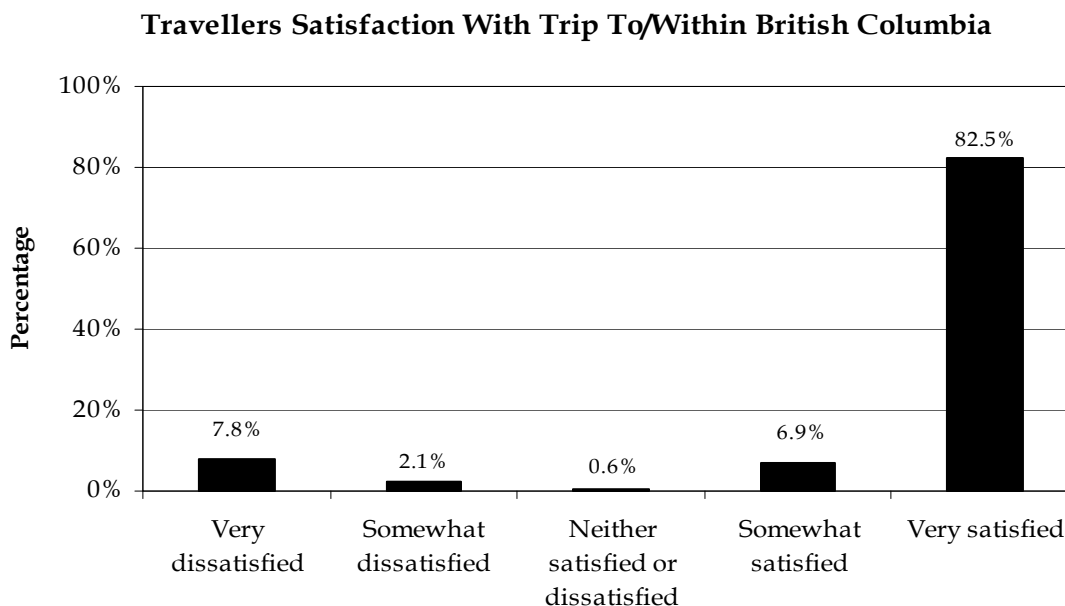


Figure 31. Overnight leisure travellers overall satisfaction with trip in British Columbia.

### **Overnight Group Tour Travellers**

Although not summarized here, there were 3,955 travellers (1,545 parties) that were part of an organized tour group during the study period. These travellers averaged 1.23 days in the area. With average daily expenditures of \$70.74 in Prince Rupert, organized tour group travellers account for an estimated total of \$136,932 in expenditures.



## Section 5. Leisure Day-Trip Travellers

*Please use caution when interpreting results as this section is based on a small sample size.*

Leisure day-trip travellers are those people that were in the Prince Rupert region travelling for leisure purposes but did not stay overnight. As expected, due to Prince Rupert's location, there were only a small number of leisure day travellers, estimated at about 2,400 (1.3% of all travellers) who spent about \$142,000 (< 1% of all expenditures, Table 4).

As expected all leisure day trip travellers were from British Columbia. All leisure day trip travellers were from cities and towns within Northern British Columbia, therefore it is not surprising that they visited other destinations either on their way to or from home, for example, 94% had visited Terrace.

The most popular trip purpose for leisure day trip travellers was leisure (72%) although 21% visited friends and family and seven percent travelled for other reasons. More than 85% of leisure day trip travellers had been to Prince Rupert before. Those past visitors reported that they had been to Prince Rupert an average of six times.

Almost all leisure day trip travellers were destined for Prince Rupert (92%) although some were touring around for the day (7%) and 1% were bound for another destination in Northern British Columbia. Almost all leisure day trip travellers used car/truck/motorcycle as their primary transportation (92%). General Sightseeing (33%) was the most popular trip activity for leisure day trip travellers followed by shopping/entertainment/services (24%) and other sports/recreation' (24%).

Table 29. Trip characteristics of leisure day trip travellers to Prince Rupert.

Leisure Day Trip Travellers to Prince Rupert <sup>1,2</sup>	Percentage
<b>Trip Purpose</b>	
Leisure	71.8%
Visiting Friends & Family	21.1%
Other	7.0%
<b>Mode of Transportation</b>	
Car/Truck/Motorcycle	92.4%
Other	7.6%
<b>Expenditure</b>	
Average Daily Expenditure	\$150.69
<b>Previous Visitation</b>	
Never Been Before	14.6%
Been Before	85.4%
Average # of Trips	5.75
<b>Primary Activities</b>	
General Sightseeing	33.2%
Shopping/Entertainment/Services	24.4%
Other Sports/Recreation	24.4%
Visiting Friends & Relatives	8.1%
Culture/Attractions/Events	8.1%
Fishing	1.6%

1. The total sample size n does not always equal the number of useable surveys presented because some respondents did not complete the full interview.
2. Due to small sample size, please use caution when interpreting leisure day trip traveller results (n=16).

## Section 6. Anglers that Travelled to Prince Rupert

It was estimated there were 15,003 anglers (from outside of Prince Rupert) in Prince Rupert between June and August of 2007 (Tables 4, 30). Those anglers spent a total of about \$16.1 million dollars in Prince Rupert. This section compiles information from a variety of sources including: a survey of fishing charter businesses, vehicle counts at Rushbrook Floats and surveys of anglers at Rushbrook Floats Wampler's and Stromdahl's marinas.

Table 30. The estimated total number of Prince Rupert tourist anglers and their expenditures in June, July and August 2007.

	June, July and August 2007	
	Number of Tourist Anglers	Expenditures of Tourist Anglers
Total Charter <sup>1</sup>	10,901 (72.6%)	\$11,895,946(73.7%)
Total Independent <sup>2</sup>	4,102 (27.3%)	\$4,234,908 (26.3%)
<b>TOTAL</b>	<b>15,003</b>	<b>\$16,130,904</b>

1. Includes estimates from a fishing charter survey with a 35% response rate.

2. Includes estimates of independent anglers at Rushbrook Floats only, other independent anglers could gain access to fishing at marinas or other boat launches. Also, this does not include anglers from Prince Rupert which could inflate the estimate of anglers by approximately another 55%.

### 6.2 Survey of Fishing Charter Businesses

As discussed in the methodology section of this report, a survey of fishing charter businesses was conducted to estimate the number of clients they had during the study period. In that survey, the number of clients, the origin of clients, the number of people in each party, how much time was spent fishing for salmon, halibut and other species, as well as the average daily expenditure by clients with the charter business was collected. This information is summarized in this section of the report.

There were an estimated total of 10,091 guided anglers in Prince Rupert between June and August of 2007. Almost 40% of those anglers fished in July while slightly fewer (30%) fished in June and August (Table 31). Charter fishing businesses commented that they had fewer clients in June because of the Highway 16 road closure due to a landslide (Appendix E).

Table 31. The estimated number of guided clients by month in 2007 study period and the percentage of total.

Month	Estimated Charter Clients (Tourists Only) <sup>1</sup>	
	Number	Percentage of Total
June	3,258	29.9%
July	4,280	39.3%
August	3,362	30.8%
<b>TOTAL</b>	<b>10,091</b>	<b>100.0%</b>

1. Prince Rupert residents were removed from these estimated although they are displayed below in Table 32 below.

There was an estimated 68 fishing charter businesses in Prince Rupert in 2007. Based on the survey, the majority of charter fishing businesses used Rushbrook Floats to obtain access to the ocean (74%). Fewer fishing charter businesses used a marina, the yacht club or had unknown methods of accessing the ocean (26%). A quarter of these businesses were large (>200 clients), 46% were medium (100-199

clients) and 29% were small businesses (<100 clients). Twenty-four businesses responded to the survey which equalled a 35% response rate.

Fishing charter businesses indicated that the majority of their clients (guided anglers) came from other Canadian provinces, followed by British Columbia, the U.S. and other international countries (Table 32). Less than one percent of guided anglers came from Prince Rupert.

Table 32. The percentage of clients of Prince Rupert fishing charter companies by origin.

Origin	Percent of Anglers <sup>1</sup>
Prince Rupert	0.9%
British Columbia	33.1%
Other Canada	51.6%
U.S.	6.9%
Other International	3.4%

1. This value is an average of all proportions that respondents to charter fishing survey reported.

Overall, charter fishing businesses in Prince Rupert catered to an average party size of 3.4. More than half of fishing parties had four or more guided anglers in them while a quarter (24%) had 3 anglers, 10% had two anglers, four percent had more than five anglers and only one percent had one angler (Table 33).

Table 33. The percentage of clients of Prince Rupert fishing charter companies that have a party size 1 -5.

Party Size	Percent of Anglers <sup>1</sup>
1 person	1.2%
2 people	10.2%
3 people	23.8%
4 people	56.3%
5 or more people	4.4%

1. This value is an average of all proportions that respondents to charter fishing survey reported.

In Prince Rupert, clients of charter fishing business paid between \$200 and \$600 per person to fish each day in the summer of 2007. Charter fishing businesses indicated their average cost per person per day of fishing was \$285. This value does not represent total expenditures per person per day as anglers spend money at other businesses while they were in Prince Rupert.

Charter fishing businesses indicated that just over half of their clients (51%) were fishing for salmon while 43% were fishing for halibut and 7% were fishing for other species of fish.

Table 34. The percentage of clients of Prince Rupert fishing charter companies that fish for halibut and salmon.

Clients Fishing For:	Percent of Anglers <sup>1</sup>
Halibut	42.9%
Salmon	50.5%
Other Fish	6.6%

1. This value is an average of all proportions that respondents to charter fishing survey reported.

Charter fishing businesses were also asked, “Where there any other factors affecting your businesses this summer? The majority of comments were about the road closures in May and June of 2007 due to a mudslide on Highway 16. Other comments included that the fishing business is a part time effort and that the guide had another job, and also that engine malfunctions had some impact on the number of clients served for several businesses. See Appendix E for a complete list of comments.

## 6.2 Survey of Travelling Anglers

### Rushbrook Floats Vehicle Counts

Counts of vehicles at Rushbrook Floats occurred in each of the months of the study period in 2007. Rushbrook Floats is the boat launch where the majority of anglers gain access to the ocean to fish. The number of vehicles and the origin of the license plates were recorded so an estimate of the number of anglers by origin could be obtained. A detailed description of the methods used for this portion of the report can be found in Appendix E.

There was an estimated 4,102 independent (non-guided) travelling anglers in Prince Rupert between June and August of 2007. Just over a third of travelling anglers fished in July and August while 30% fished in June (Table 35). Most likely, there were fewer travelling anglers in June because of the Highway 16 road closure due to a landslide. The majority of those tourist travelling anglers were from British Columbia (62%) and fewer (38%) were from outside of British Columbia (approximately 88% of those were from Alberta, nine percent were from Washington State and three percent were from other places).

Table 35. The estimated number of independent tourist anglers by month in the 2007 study period and the percentage of total.

Month	Estimated Independent Anglers (Tourists Only) <sup>1</sup>	
	Number	Percentage of Total
June <sup>1</sup>	1,249	30.4%
July	1,452	35.4%
August	1,402	34.2%
<b>TOTAL</b>	<b>4,102</b>	<b>100.0%</b>

1. The estimate for independent anglers is lower than expected in June because of the Highway 16 road closure due to a landslide.

### Rushbrook Floats/Wamplers/Stromdahls Angler Survey Results

As described in the methods section, interviews of people at Rushbrook Floats were completed as well as at Wampler’s and Stromdahl’s marinas in June and July. In addition, in August, postcards

were distributed to vehicles at Rushbrook Floats and returned to Tourism British Columbia by mail. Both guided and non-guided (independent) anglers were interviewed. The following section describes a summary of the similar information collected during the interview and on the postcard. Caution is warranted when interpreting these results as sample sizes were small and methodologies differed throughout the study period.

Overall, travelling anglers spent 5.8 days in Prince Rupert and 3.1 days fishing in Prince Rupert. There was an average of 3.3 people/fishing party in Prince Rupert. Travelling anglers spent an average of \$261.40 per person per day in Prince Rupert. Expenditures were more when the whole fishing party or whole fishing trip were accounted for (see Table 36 for guided and non-guided estimates).

Guided and non-guided travelling anglers differed in their characteristics. The majority (69%) of anglers interviewed indicated they were on a guided-trip. Guided travelling anglers spent fewer days fishing and fewer days in Prince Rupert but had more anglers in their fishing party and spent more per person per day (Table 36). As a result guided anglers spent more per party per trip (because they had a larger party size and had a higher daily expenditure).

Table 36. The estimated number of independent tourist anglers by month in the 2007 study period and the percentage of total.

<b>Travelling Angler Characteristic<sup>1</sup></b>	<b>Guided</b>	<b>Non-Guided</b>
Average Days Fishing	2.79	3.96
Average Days in Prince Rupert	4.05	6.21
Average People in Vehicle/Party	3.71	2.67
Average \$ Spent/Person/Day in PR	\$272.98	\$170.10
Average \$ Spent/Party/Day in PR	\$2,814.01	\$2,434.20
Average \$ Spent/Person/Trip in PR	\$1,091.32	\$1,032.30

1. Data were weighted for several data collection types so the result of multiplying days in Prince Rupert by expenditure does not equal the trip expenditure (per party or per person).

## Section 7. Cruise Ship Passengers

Cruise Ship Passengers comprised almost one half (46%) of all travellers to Prince Rupert and accounted for about nine percent of all expenditures (\$4.8 million, Table 4). In addition, there were approximately 32,500 crew that exited cruise ships in Prince Rupert and spent about \$1.7 million (3% of all traveller expenditures). This section compiles information obtained from a Cruise Ship Passenger exit survey conducted by Prince Rupert Ambassadors in the summer of 2007. It summarizes information about Cruise Ship Passenger demographics, shore excursions, ratings of their experiences in Prince Rupert and their on-shore expenditures.

### *7.1 Cruise Ship Passenger Demographics and Characteristics*

#### **Origin**

The vast majority of Prince Rupert cruise ship passengers were from the United States (97%), only a few were from overseas (2%), other Canadian provinces (0.9%) or British Columbia (0.2%, Table 32). American cruise ship passengers came from 48 different states, although almost 15 percent were from California, eight percent were from Texas, seven percent were from Washington State and six percent were from Florida (Figure 32). Fewer than five percent of travellers were from 44 other states, a complete list of other states travellers were from can be found in Appendix G).

#### **Age**

Only 16% of cruise ship passengers were under 35 years old, a third of cruise ship passengers were between 36 and 50 years of age and 50% were 51 years of age and older.

#### **Travel Party**

On average, there were 7.1 cruise ship passengers in each party. Almost a third of cruise ship passengers were on board with three to five other passengers. Fewer were travelling by themselves (17%) or with one other person (20%). More than 17% of cruise ship passengers were on board with groups of more than 11 people.

#### **Previous Visitation to Prince Rupert**

Not surprisingly, 89% of cruise ship passengers had not previously been to Prince Rupert.

Table 37. Cruise passenger demographics.

	Prince Rupert Cruise Passengers
<b>Origin</b>	
British Columbia	0.2%
Other Canada	0.9%
United States	96.8%
Overseas	2.1%
<b>Gender</b>	
Male	29.7%
Female	70.3%
<b>Age</b>	
0 - 20	8.6%
21 - 35	7.2%
36 - 50	34.3%
51 - 64	34.1%
65+	15.8%
<b>Party Size</b>	
1	16.5%
2	19.7%
3-5	31.1%
6-10	15.5%
11+	17.3%
Average	7.1

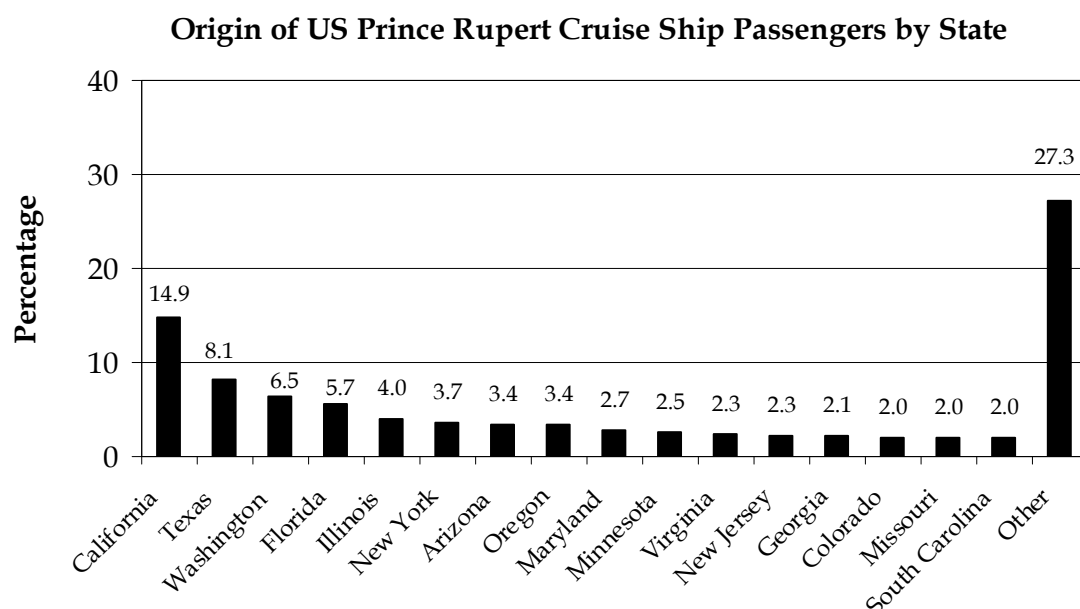


Figure 32. Origin of U.S. Prince Rupert cruise ship passengers by state.



## 7.2 Cruise Ship Passenger Excursion Characteristics

On average, cruise ship passengers spent 3.6 hours on shore in Prince Rupert. About a quarter of passengers spent less than one to two hours or two to three hours on shore. Less than 10% spent one hour or less and about 15% of cruise ship passengers spent more than 5 hours on shore (Table 38).

Table 38. Percentage of time cruise ship passengers spent on-shore in Prince Rupert.

Prince Rupert cruise ship passengers time spent on-shore	Percentage
1 hour or less	7.2%
1 - 2 hours	25.3%
2 - 3 hours	25.1%
3 - 5 hours	27.9%
5 plus hours	14.5%
Average hours spent on-shore	3.6

The majority of travellers (66%) did not plan to take a shore excursion while in Prince Rupert.

Excluding shore excursions, cruise ship passengers spent an average of \$108 while on-shore in Prince Rupert. Almost half spent less than \$50 while one-fifth spent between \$76 and \$100.

Table 39. Cruise ship passengers expenditures (excluding shore-excursions) spent on-shore in Prince Rupert.

Cruise ship passengers expenditures in Prince Rupert <sup>1</sup>	Percentage
< \$50	49.1%
\$51 - 75	5.1%
\$76 - 100	21.6%
\$101 - 200	13.7%
\$201 plus	10.5%
Average \$\$ spent on-shore	\$108.72

1. 2% of responses were trimmed to ensure accurate mean expenditures.

Cruise ship passengers were also asked to rate their experience while in Prince Rupert. Passengers were most impressed with Prince Rupert's shore excursions (66% rated as excellent) and hospitality (65% rated as excellent), fewer cruise ship passengers rated Prince Rupert's shopping and customer service as excellent (39%, Table 40). Overall, 34% of cruise ship passengers rated their overall impression of Prince Rupert as excellent and more than half (53%) rated it as good.

Table 40. Cruise ship passengers ratings of Prince Rupert's hospitality, shopping and customer service, shore excursions and overall impression.

Cruise ship passengers ratings of.....	Percentage Rating				
	Poor (4)	Fair (3)	Good (2)	Excellent (1)	Average
Prince Rupert's hospitality	0.3%	3.4%	31.5%	64.8%	1.39
Prince Rupert's shopping and customer service	1.3%	9.8%	50.0%	39.0%	1.73
Shore excursion <sup>1</sup>	1.0%	3.1%	30.2%	65.6%	1.40
Overall Impression of Prince Rupert	1.0%	12.2%	52.6%	34.1%	1.80

1. Only includes cruise ship passengers that had already been on their shore excursion (n=408).

Cruise ship passengers were asked to provide comments about a series of topics including, how the people of Prince Rupert could make their visit more enjoyable, what wasn't available (in terms of shopping and customer service), an example of the hospitality they received, what could be done to improve their shore excursion and a description of a positive and negative experience in Prince Rupert.

There was a wide variety of comments about how the people of Prince Rupert could make their visit more enjoyable (See Appendix G, Table A18). Most of the comments included, more/better shopping (13% of all comments), more activities/attractions (8%), suggestions for more/better information (6%) and more/better transportation (bus - 6%). Similar comments were obtained about what wasn't available in their shopping or customer service experience (Appendix G, Table A20). Most specific comments were about having souvenirs (5%), specific brands/types of clothing (4%), food and drink (4%) and arts/crafts or First Nations items (2%).

Very few specific examples about hospitality were obtained in the cruise ship passenger survey. Most comments were general in nature and were about the friendly nature of individuals in community (51%) and the information received (26%). Some people commented that specific stores, store clerks/waiters, bus drivers, leaders of excursions, were very friendly and outgoing (Appendix G, Table A19).

Most cruise ship passengers commented that their shore excursion/tour was great and nothing could be done to improve it (34%). A few passengers commented on wanting more time on the tour (7%), more information provided/map (6%), or had a comment about the transportation (5%), a specific type of tour (4%), adjusting the length or cost of the tours available plus there were a few comments about improving the weather (3% - Appendix G, Table A21).

Cruise ship passengers were also asked about what positive or negative experiences they had while in Prince Rupert. The majority of responses described the positive experiences they had including, general happy comments (41%), pleasant individuals (21%), enjoyed the tours (10%), the beauty/nature of the area (9%) while in Prince Rupert (Appendix G, Table A22). A few negative experiences were mentioned which included, wanting more shopping/shops (18%), not a very interesting destination (11%), transportation (11%), wanted more space on tours (9%, Appendix G, Table A23).

Cruise ship passengers were also asked if they would come back to Prince Rupert. The vast majority (84%) indicated they would like to come back, while 15% said they would not come back and one percent said they were unsure (maybe).

## Section 8. Business Travellers

Business travellers are those people that indicated their primary purpose of travel was for business. Excluding cruise ship crew, business travellers comprised about 4% of all travellers but 40% of all expenditures in Prince Rupert in the summer of 2007 (Table 4). Business travellers stayed longer and on a daily basis, spent almost double what overnight leisure travellers did while they were in Prince Rupert. If cruise ship crew are included, business travellers comprised about 21% of all travellers and 43% of expenditures in Prince Rupert between June and August 2007.

### *8.1 Demographics and Business Traveller Characteristics*

#### **Origin**

Not surprisingly, the majority of business travellers were British Columbian residents (79%), followed by Other Canadians (12%, Table 41). Travellers from the United States and other international countries represented 5% and 4%, respectively, of all business travellers.

The majority of Canadian visitors from outside of British Columbia were from Alberta (35%) while an additional 29% of non-British Columbia Canadian business travellers were from Manitoba (Figure 33). While only 7% of U.S. business travellers were from Washington, over 14% were from California and 9% were from Oregon. (Figure 34). Travellers from countries other than the U.S. accounted for 4% of all business travellers. Within this segment, 87% were from Asia/Pacific and 13% were from Europe.

### *8.2 Trip Characteristics*

#### **Trip Length**

The average total trip length for business travellers was 30 days away from home, of which 21 days were spent in British Columbia and nearly 8 days were spent in Prince Rupert. Trip length was significantly different depending on the origin of the business traveller (Table 42). As expected, international (other than U.S) business travellers had the longest travel time in British Columbia although they spent the least amount of time in Prince Rupert (3 days). U.S. business travellers were away from home the longest (just over 78 days), they spent an average of 9 days in British Columbia and 4 days in the Prince Rupert region. Meanwhile, Canadian business travellers (other than British Columbian residents) were away from home for an average of 10 days, in British Columbia for nearly 9 days and in Prince Rupert just under 5 days. Business travellers from British Columbia had the second shortest total trip time but spent the most time in the Prince Rupert area (9 days).

Table 41. Business travellers trip and traveller characteristics.

	Business Travellers to Prince Rupert
<b>Origin</b>	
British Columbia	78.9%
Other Canada	12.1%
United States	5.4%
Other International	3.6%
<b>Trip Length<sup>3</sup></b>	
Average Length of Entire Trip	30 Days
Average Length of Trip in British Columbia	21 Days
Average Length in Prince Rupert	8 Days
<b>Expenditure<sup>3</sup></b>	
Average Daily Expenditure	\$396.45
<b>Previous Visitation</b>	
Never Been Before	28.6%
Been Before	71.4%
Average # of Trips	7.66
<b>Mode of Transportation</b>	
Airplane/Helicopter	49.9%
Car/Truck/Motor Cycle	29.5%
Private Boat	16.3%
Ferry	3.3%
Train	1.0%

1. The total sample size n does not always equal the number of useable surveys presented because some respondents did not complete the full interview.
2. Don't Know's and No Responses were excluded.
3. 2% of responses were trimmed to ensure an accurate mean length and expenditure.

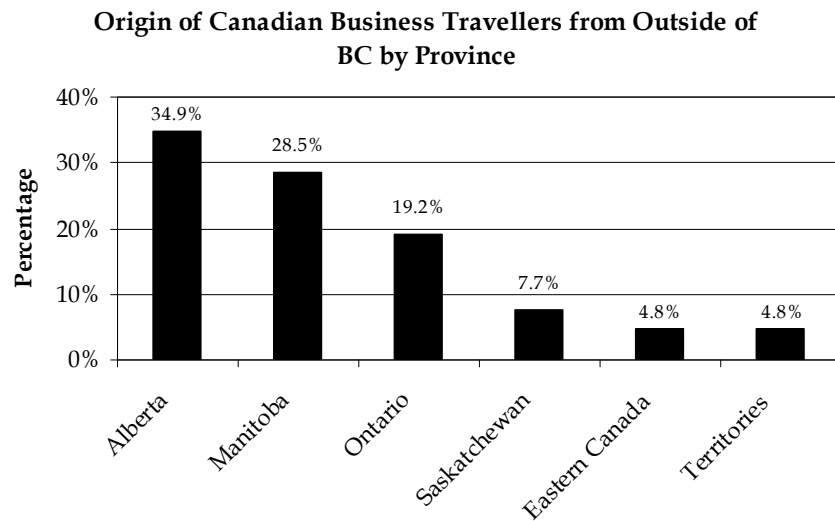


Figure 33. Other Canadian business travellers to Prince Rupert.

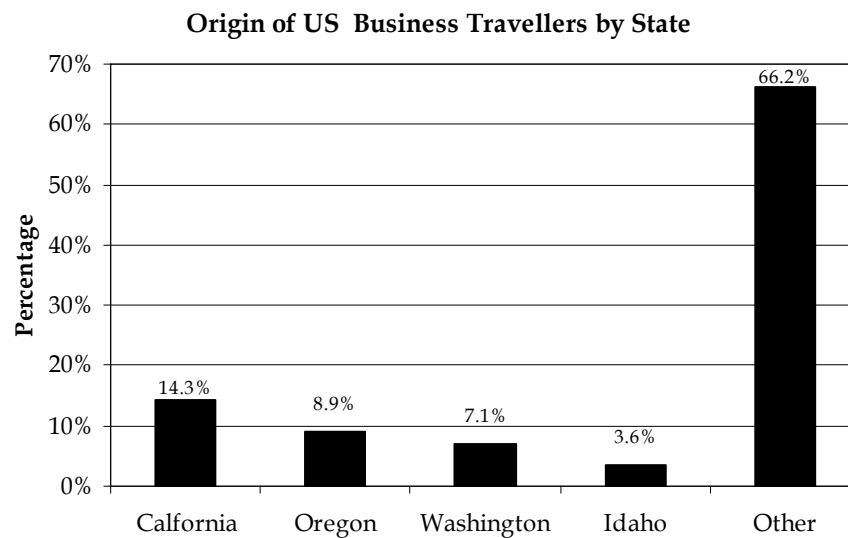


Figure 34. United States business travellers (by state) to Prince Rupert.

Table 42. Business Traveller trip length (in Days) by traveller origin

Traveller Origin <sup>1</sup>	In Prince Rupert	In British Columbia	Total Trip
British Columbia	8.65	23.79	28.91
Other Canada	4.81	8.65	9.74
United States of America	4.42	9.18	78.33
Other International	3.19	53.61	56.71
<b>TOTAL</b>	<b>7.66</b>	<b>21.12</b>	<b>29.51</b>

1. 2% of responses were trimmed to ensure an accurate mean length.

## Trip Expenditures

The average daily expenditure for business travellers while in Prince Rupert was \$396. However, there were significant differences in daily expenditure based on traveller origin (Figure 35). Business travellers from Canada spent significantly more than their U.S. and Other International counterparts.

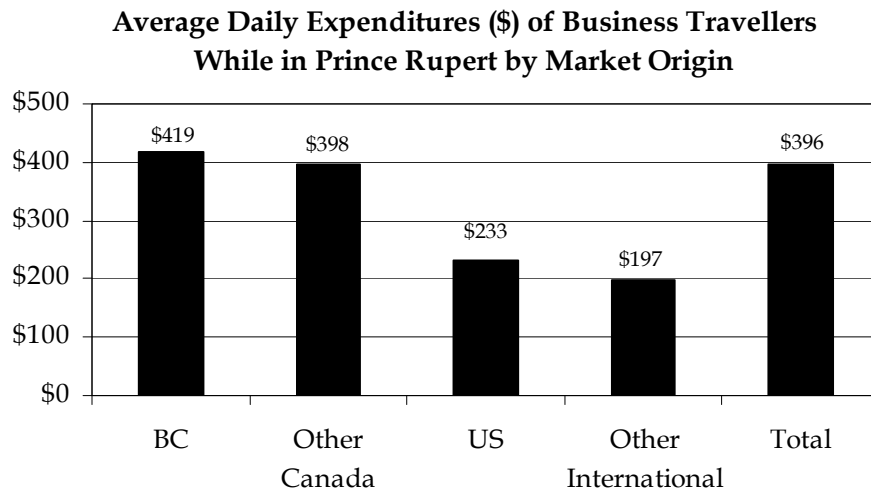


Figure 35. Business travellers average daily expenditure by traveller origin.

## Frequency of Travel

Over 7-in-10 (71%) of business travellers had previously been to Prince Rupert. Business travellers that had previously been to Prince Rupert were frequent visitors, averaging 7.66 trips in the past two years. Nearly one third (33%) had visited six or more times (Figure 36).

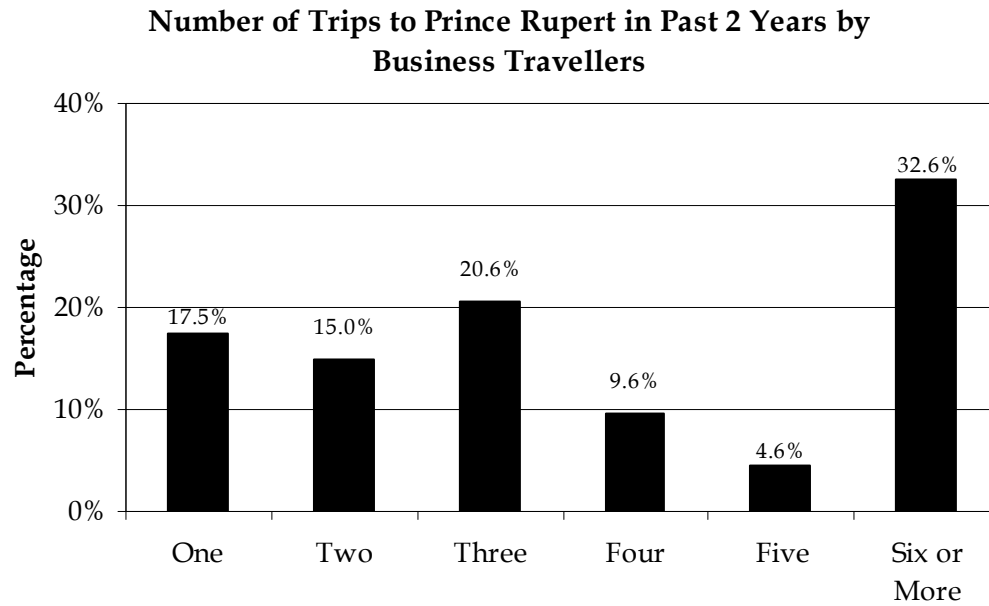


Figure 36. Business travellers number of trips to Prince Rupert in past two years.

### Mode of Transportation

Almost half of business travellers departed Prince Rupert via airplane (49.9%) fewer departed by car/truck/motorcycle (30%), followed by private boat (16%), ferry (3%) and the train (1%, Figure 37). All business travellers that departed by ferry were going to Queen Charlotte Islands.

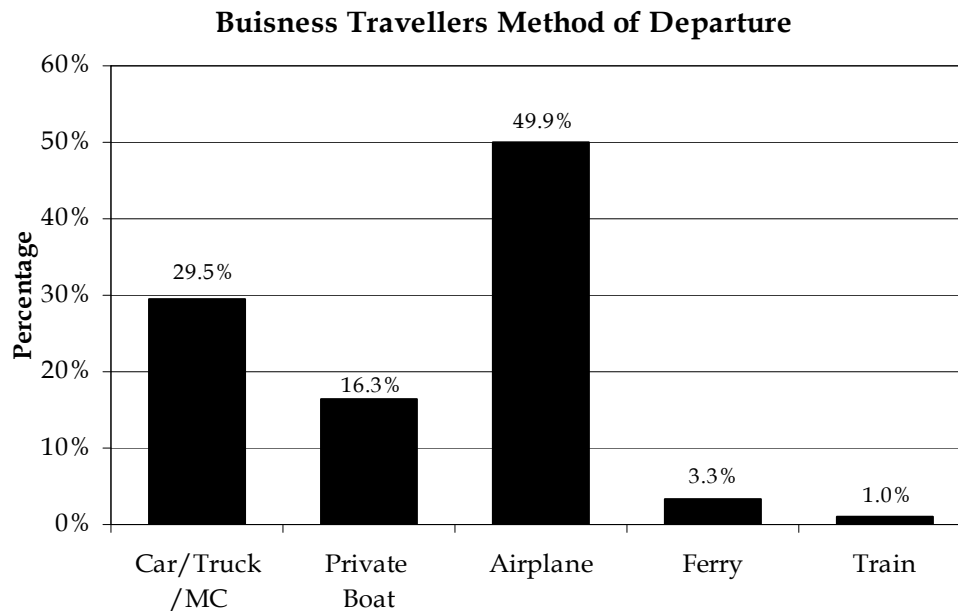


Figure 37. Business travellers Prince Rupert departure mode.

## Section 9. Conclusions

Overall, between June and August of 2007 an estimated 190,000 travellers visited Prince Rupert. These travellers spent approximately \$52.2 million dollars in the Prince Rupert region. Leisure travellers accounted for 79% of all travellers and 57% of all traveller revenues. Although business travellers accounted for only 21% of traveller volume they accounted for 43% of traveller revenues, due to their longer length of stay and their higher daily expenditures. Cruise ship passengers accounted for a high proportion of traveller volume (46% of total) but only nine percent of expenditures because of their comparatively short length of stay and therefore lower expenditures.

Overnight leisure travellers were from Canada (56%), predominantly male (58%) and were 55 years or older (56%). Prince Rupert travellers were highly educated with 47% having at least a university degree and relatively affluent, with 35% having an annual household income of \$100,000 or more. On average there were 2.56 people per travel party and the vast majority were not travelling with children. These visitors were frequent travellers, taking an average of 3.4 leisure trips in the past year and over 1-in-3 having previously been to Prince Rupert.

Personal vehicle was the most popular mode of transportation and, although Camping/RV was a popular option for accommodations in Prince Rupert, the majority of overnight leisure travellers stayed in a hotel/motels/resort. These travellers generally sightsee, stay approximately 3 days in Prince Rupert and spending an average of \$201 per day (per party) in the area.

More than half of overnight leisure travellers indicated they were somewhat flexible in their time and could spend a few extra hours or days in Prince Rupert. This represents an important opportunity to extend travellers time spend in Prince Rupert. A high proportion of travellers (> 40% of respondents) participated in shopping for local arts and crafts, fine dining, wildlife viewing, hiking, visiting parks, visiting a museum, heritage or historic sites and art galleries/studios on their trip in British Columbia. Cruise ship passengers also indicated they would like to see more shopping, tours (including wildlife viewing) and restaurants. Together these activities/facilities represent potential consumer demand and therefore product development opportunities in Prince Rupert.

Not surprisingly, the most popular route for all travellers to get to Prince Rupert was Highway 16 between Prince Rupert and Prince George. However, the research indicates that overnight leisure travellers trip routes varied by traveller origin. International travellers used a larger variety of routes as they probably had more time to explore British Columbia. They were more likely to take the BC Ferry from Port Hardy to Prince Rupert (or vice-versa) than travellers from British Columbia or from other Canadian provinces. Travellers that were residents from outside of British Columbia were more likely to stay in established communities while British Columbian residents were more likely to camp at Provincial Parks during their trip

Overnight leisure travellers had a long planning horizon with the majority taking 13 or more weeks before departure to organize their trip. During the planning process most used visitor guides/brochures, word of mouth and past experience as their main information sources. Also, 35% of travellers used local or regional websites during their planning process. This demonstrates that information for travellers considering a trip must be available in print form and online at least four months in advance of the busy summer season. Use of the local/regional websites represents an



opportunity for Tourism Prince Rupert to aid travellers in planning their trip especially as the internet continues to increase in importance for trip planning.

During an overnight leisure traveller's trip, Visitor Centres became the single most popular source of information. Nearly three-quarters of travellers used the Prince Rupert Visitor Centre. A high proportion of travellers used visitor guide,/brochures, which are usually distributed at Visitor Centres, as a source of information. Also, the majority of permanent attractions, event and other activities were booked during a traveller's trip. Eighty-one percent of overnight leisure travellers rated the access to information about the area as good or excellent. All of this information suggests the importance of the Prince Rupert Visitor Center as a source of information or as a place to book activities and accommodations.

The information collected about the mood, positive images and competitive advantage attributes provide clear evidence the friendly, relaxed and safe atmosphere coupled with the beautiful scenery (the natural environment of the mountains and oceanfront), outdoor activities (especially wildlife viewing, fishing and Aboriginal cultural activities) are key attributes that consumers have identified as competitive advantages and unique features of Prince Rupert as a tourism destination. These key attributes can be used for future tourism development and marketing activities in Prince Rupert.

When prompted, overnight leisure travellers mentioned the main negative attributes of Prince Rupert was the poor weather (rain), limited activities and the unattractive/run down nature of the community. Competitive disadvantages included the lack of fun nightlife and entertainment, excellent shopping and things that appeal to children. Overnight leisure travellers also suggested that Prince Rupert could benefit from more RV/Campgrounds, more/better cafés and restaurants, improved access to visitor information, improve walkways and more/better shopping. Many of these comments were also reflected in the responses to cruise passenger survey and represent areas that Prince Rupert could work on to improve its image and attractiveness as a tourism destination.

Most cruise ship passengers were Americans and were from many states across the country. They were travelling in fairly large groups and most were more than 51 years old. Cruise ship passengers spent about 3 and half hours on shore and spent an average of \$100. Cruise ship passengers had high ratings of Prince Rupert's hospitality and shore excursions but, as previously mentioned, rated its shopping experiences slightly lower.

Fishing is an important activity to Prince Rupert's tourism industry; approximately 15,000 anglers visited Prince Rupert during the study period and spent more than \$16.1 million dollars. Charter fishing businesses commented that they had fewer than expected clients in June because of the Highway 16 road closure due to a landslide. Most of the anglers that travelled to Prince Rupert to fish were from other communities in British Columbia or provinces outside of British Columbia. The majority of those anglers used the services of a guide and guided anglers spent more than half of their time fishing for salmon.

Business travellers were also important to Prince Rupert's tourism industry. Features that enhance a business travellers experience in Prince Rupert (i.e. cell phone and internet access) should be considered during tourism development activities.

## Section 10. Limitations

1. These results are representative of travellers who visited Prince Rupert between June 1 and August 31, 2007. The results do not represent the travellers to Prince Rupert for the whole year. Applying these results to the remaining months in the year could over-estimate expenditures of travellers to Prince Rupert because the study was completed during the peak tourism period. In addition, trip and traveller characteristics of travellers at other times of the year could differ from those interviewed during the study period.
2. Some of the statistics contained within this report were produced with small sample sizes (leisure day-trip travellers, group tour travellers, travelling anglers and business travellers); consequently some of the results should be treated with caution.
3. Findings from similar studies in other communities in British Columbia have differed from these results; therefore, the findings presented in this report cannot be applied to other communities.

### Mapping

4. Due to the scale of the map, obtaining detailed routing of certain geographic areas is not possible, for example, it was difficult to interpret whether Highway 1 or Highway 7 was used when travelling into Vancouver, therefore the continuation of the route had to be analyzed to make the best interpretation for data entry purposes.
5. Only the main highway routes were included on the mailback questionnaire map; if all routes were included it would have been more difficult for the respondent to indicate what routes were taken (due to the cluttering of the map), as a result of this decision, some routes were manually drawn in by respondents. In these cases, attempts to match the route segments to the original road network layers were performed, if they did not match and were not frequent enough to justify adding another segment to the road network layer, routes were not included in the routing analysis; these were mainly logging or other back country roads.
6. Some respondents indicated what communities they spent overnight in but did not indicate for how many nights. In this case, attempts to interpret the length from other survey questions was used (i.e. how many days did you spend away from your residence on this trip? How many of those days were spent in British Columbia?), but if the length of stay was unclear it was omitted from the average length of stay analysis and in the frequency analysis.

### Anglers that travelled to Prince Rupert

7. The angling estimates only included information from a fishing charter survey and at vehicle counts at Rushbrook Floats, it did not include anglers that gained access from other sites.
8. These results are representative of anglers that travelled to Prince Rupert to fish and do not include local anglers. Local anglers could account for approximately 50% of all anglers that fish in Prince Rupert.
9. The number of guided anglers was estimated from data obtained from charter fishing businesses and are subject to the quality of the information provided to Tourism British Columbia from these businesses.

10. Low sample sizes of both the charter fishing business survey (35% response rate) and angler interviews (< 50 angler interviews) mean that caution is warranted when interpreting these results.

### **Cruise Passengers**

11. Cruise passenger volume and expenditure estimates were secondary data from a study by the Northwest Cruise Ship Association and were not conducted as part of this study.
12. The descriptive data about cruise passengers was obtained through a self-completed survey as cruise passengers returned to the ship. Therefore, it was only completed by passengers that departed visiting cruise ships, surveys were not completed by those that did not choose to go onshore in Prince Rupert. Also, although attempts were made to approach cruise passengers randomly as they got back on-board, a random approach can not be guaranteed as volunteers were used to distribute the survey mostly at the cruise ship ambassador information booth.
13. 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 Research and Planning Tourism British Columbia ([research@tourismbc.com](mailto:research@tourismbc.com)) for more information on obtaining custom reports using this data.

## **Section 11. Appendices**

- Appendix A. Interview Schedule and Completions
- Appendix B. Intercept Questionnaire(s)
- Appendix C. Mailback Questionnaire(s)
- Appendix D. Overall Weighting Methods
- Appendix E. Angler Survey Methods
- Appendix F. Overnight Leisure Travellers Open-Ended Responses
- Appendix G. Cruise Passengers Open-Ended Responses
- Appendix H. Detailed Mapping Methods

## Appendix A. Interview Schedule and Completions

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

	Prince Rupert Interview Sites (June 01. August 31, 2007)						
	Travellers Approached	Agreed to Interview	Previously Interviewed	From Local Community	Part of Organized Tour Group	Did Not Fish	Useable Traveller Surveys
Jun 01	47	40	2	4	0	0	34
Jun 02	69	52	3	18	0	0	31
Jun 03	75	56	12	27	0	0	17
Jun 04	74	60	8	27	0	0	25
Jun 07	27	23	2	13	0	6	2
Jun 08	89	77	4	12	4	0	57
Jun 09	20	15	0	13	0	0	2
Jun 10	54	37	2	4	0	0	31
Jun 13	84	54	3	7	0	0	44
Jun 14	69	51	0	14	0	0	37
Jun 15	23	22	0	1	0	0	21
Jun 16	53	38	1	10	2	0	25
Jun 19	8	7	0	0	0	0	7
Jun 20	102	78	2	3	0	1	72
Jun 21	34	26	0	2	1	0	23
Jun 22	46	33	5	9	0	0	19
Jun 25	37	32	0	2	0	0	30
Jun 26	59	49	2	14	0	0	33
Jun 27	73	58	4	2	0	0	52
Jun 28	58	38	7	4	0	0	27
July 01	89	62	4	31	2	0	25
July 02	60	50	3	18	0	7	22
July 03	30	24	1	8	0	2	13
July 04	40	27	0	7	0	1	19
July 07	32	28	3	10	0	3	12
July 08	37	36	1	3	0	5	27
July 09	19	17	0	6	0	4	7
July 10	59	48	2	4	0	0	42
July 13	18	16	0	1	0	0	15
July 14	74	57	2	4	0	3	48
July 15	44	34	0	3	0	0	31
July 16	17	13	0	1	0	2	10
July 19	9	9	2	1	0	0	6
July 20	7	7	0	0	0	0	7
July 21	12	7	0	0	0	0	7
July 22	47	44	3	0	0	0	41
July 25	23	20	1	1	0	0	18
July 26	46	35	2	3	3	0	27
July 27	19	16	2	2	0	0	12

	Travellers Approached	Agreed to Interview	Previously Interviewed	From Local Community	Part of Organized Tour Group	Did Not Fish	Useable Traveller Surveys
July 28	13	10	2	2	0	0	6
July 31	30	20	0	3	0	0	17
Aug 01	89	67	3	6	0	0	58
Aug 02	52	42	1	0	0	0	41
Aug 03	48	37	0	1	1	0	35
Aug 06	19	18	4	0	0	0	14
Aug 07	19	18	3	0	0	1	14
Aug 08	42	36	3	2	0	1	30
Aug 09	44	40	1	7	0	0	32
Aug 12	62	35	1	2	1	0	31
Aug 13	34	26	2	7	0	0	17
Aug 14	25	18	1	7	0	0	10
Aug 15	28	24	1	3	0	2	18
Aug 18	24	19	0	2	0	0	17
Aug 20	13	11	3	2	0	2	4
Aug 21	35	28	1	3	0	2	22
Aug 24	24	16	1	8	0	0	7
Aug 25	38	24	2	5	0	0	17
Aug 26	15	9	1	2	0	0	6
Aug 27	12	7	1	1	0	0	5
Aug 29	19	15	0	0	0	0	15
Aug 30	12	10	0	5	0	1	4
Aug 31	24	15	0	6	0	0	9
<b>Total</b>	<b>2,504</b>	<b>1,941</b>	<b>114</b>	<b>363</b>	<b>14</b>	<b>43</b>	<b>1,421</b>

Table A2. The day and number of useable traveller surveys completed at the following Prince Rupert reference cite locations: airport bus. Air Canada, airport bus. Hawk Air, various angler sites, Alaska state ferry, BC Ferries Port Hardy, BC Ferries QCI, Cow Bay, Prince Rupert cultural district, museum, Via Rail, and the Visitor Centre reference site.

	Prince Rupert Reference Site Useable Traveller Surveys (June 01. August 31, 2007)											
	Airport Bus. Air Canada	Airport Bus. Hawk Air	Angler Sites	Alaska State Ferry	BC Ferries. Port Hardy	BC Ferries. QCI	Cow Bay	Cultural District	Museum	Via Rail	VC- Reference Site	Daily Total
Jun 01				13		11		3	1	6		34
Jun 02		6						4	2		19	31
Jun 03								8	9			17
Jun 04							14				11	25
Jun 07								1	1			2
Jun 08	28			9	12						8	57
Jun 09							2					2
Jun 10	17	11									3	31
Jun 13							44					44
Jun 14					13	13					11	37
Jun 15		6				9				6		21
Jun 16	15							2	3		5	25
Jun 19									7			7
Jun 20	15				6						51	72
Jun 21	16	7										23
Jun 22				4							15	19
Jun 25		9	1	16				1	3			30
Jun 26					15			2	7		9	33
Jun 27	2							13	11	8		52
Jun 28	18						5				4	27
July 01	21							2	2			25
July 02		1	3								18	22
July 03				9			4					13
July 04	6		2		6				5			19
July 07							11	1				12
July 08			1		11	8				7		27
July 09								3	4			7
July 10	1				14		4				14	42
July 13		2					7			6		15
July 14			1	18				7	14		8	48
July 15		12				13		4	2			31
July 16			2				7		1			10
July 19								2	4			6
July 20	5	1							1			7
July 21			2				5					7

	Airport Bus. Air Canada	Airport Bus. Hawk Air	Angler Sites	Alaska State Ferry	BC Ferries. Port Hardy	BC Ferries. QCI	Cow Bay	Cultural District	Museum	Via Rail	VC. Reference Site	Daily Total
July 22		7	3			11				5	15	41
July 25						2	13			3		18
July 26	7		4		8						8	27
July 27		6				6						12
July 28			2	2					2			6
July 31	1						7					17
Aug 01							16	5	18		19	58
Aug 02		6	1			14	18		2			41
Aug 03	21				14							35
Aug 06			1	7			6					14
Aug 07			2				12					14
Aug 08			1				19	1	1	8		30
Aug 09					6	9	4				13	32
Aug 12	9								4	18		31
Aug 13							5				12	17
Aug 14	6		1	2					1			10
Aug 15		14								4		18
Aug 18			5				12					17
Aug 20		2	1					1				4
Aug 21	6		1				3				12	22
Aug 24				1			1			5		7
Aug 25					8	9						17
Aug 26			1				1			4		6
Aug 27	3			2								5
Aug 29	7				6		2					15
Aug 30		3	1									4
Aug 31					5	4						9
<b>Interview Sites Total</b>	<b>253</b>	<b>94</b>	<b>36</b>	<b>83</b>	<b>124</b>	<b>109</b>	<b>222</b>	<b>60</b>	<b>105</b>	<b>80</b>	<b>255</b>	<b>1,421</b>



## Appendix B. Intercept Questionnaires

## **General Intercept Questionnaire**

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 Prince Rupert 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. Have you or anybody in your travel party been previously interviewed in Prince Rupert on this trip?

☐ NO ☐ YES *Thank you. You will only be interviewed once.*

3. Are you a resident of the Prince Rupert region? The Prince Rupert region includes Kaien, Ridley, and Digby islands as well as the surrounding mainland area south to Port Edward.

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

4. Are you a cruise ship passenger?

☐ NO → Go to Q5 ☐ YES → Go to Box 1

### BOX 1 (ONLY FOR CRUISE SHIP PASSENGERS)

▪ Where do you live (usual place of residence)?

Province \_\_\_\_\_ OR State \_\_\_\_\_ OR Country (other international)

▪ Prior to this trip, have you been to the Prince Rupert region?

☐ YES ☐ NO ☐ DK/NR

**IF YES** ▪ Including this trip, how many times have you visited the Prince Rupert region in the past two years? \_\_\_\_\_ time(s)

▪ What is the total time you will spend onshore in Prince Rupert today?

\_\_\_\_\_ HOURS ☐ DK/NR

▪ Do you plan or did you take an organized tour in Prince Rupert today?

☐ YES ☐ NO ☐ DK/NR

**IF YES** ▪ Where will you or did you purchase that tour?

☐ PRIOR TO BOARDING ☐ ONBOARD CRUISE ☐ ONSHORE (In Prince Rupert) ☐ DK/NR

▪ What activities does this tour include? **(Check all that apply)**

☐ FISHING ☐ WILDLIFE VIEWING ☐ FLIGHT SEEING ☐ HISTORIC OR CULTURAL TOUR ☐ OTHER \_\_\_\_\_ ☐ DK/NR

▪ In Canadian dollars, how much will or did your travel party (same cabin) spend on this tour?

\$ \_\_\_\_\_ ☐ DK/NR

▪ In Canadian dollars, excluding the tour, what do you expect your travel party's (same cabin) total expenditures to be in Prince Rupert?

\$ \_\_\_\_\_ ☐ DK/NR

**ELSE** ▪ In Canadian dollars, what do you expect your travel party's (same cabin) total expenditures to be in Prince Rupert?

\$ \_\_\_\_\_ ☐ DK/NR

▪ How likely are you to return to Prince Rupert for another leisure trip? Are you...

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

***That concludes our interview. Thank you for participating!***

5. Are you part of an organized tour group?

☐ NO → Go to Q6

☐ YES → Go to Box 2

**BOX 2 (ONLY FOR TOUR GROUP TRAVELLERS)**

▪ What is the name of the tour company?

\_\_\_\_\_

☐ DK/NR

▪ What is the total time you will spend in Prince Rupert on this tour?

\_\_\_\_\_ HOURS

☐ DK/NR

▪ In Canadian dollars, excluding expenses for the tour, what do you expect your travel party's total expenditures to be in Prince Rupert?

\$ \_\_\_\_\_

☐ DK/NR

**That concludes our interview. Thank you for participating!**

6. Where do you live (usual place of residence)?

Province \_\_\_\_\_ OR State \_\_\_\_\_ OR Country (other international) \_\_\_\_\_

7. Prior to this trip, have you been to the Prince Rupert region? The Prince Rupert region includes Kaien, Ridley, and Digby islands as well as the surrounding mainland area south to Port Edward.

☐ YES → Go to Q8

☐ NO → Go to Q9

☐ DK/NR → Go to Q9

8. Including this trip, how many times have you visited the Prince Rupert region in the past two years?

\_\_\_\_\_ time(s)

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

**IF FROM BC** 9. What is the **primary** purpose of your trip? Is it for Leisure, Visiting Friends and Family or Business?

☐ LEISURE → Go to Q10

☐ VISITING FRIENDS & FAMILY → Go to Q10

☐ WORK/BUSINESS ACTIVITY → Go to Box 3

☐ OTHER (SPECIFY \_\_\_\_\_) → Go to Q10

**IF NOT FROM BC** 9. What is the **primary** purpose of your trip to British Columbia? Is it for Leisure, Visiting Friends and Family or Business?

☐ LEISURE → Go to Q10

☐ VISITING FRIENDS & FAMILY → Go to Q10

☐ WORK/BUSINESS ACTIVITY → Go to Box 3

☐ OTHER (SPECIFY \_\_\_\_\_) → Go to Q10

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

\_\_\_\_\_

☐ NONE, TOURING  
→ Go to Q12

☐ PRINCE RUPERT  
→ Go to Q12

☐ DK/NR  
→ Go to Q12

11. Are you on your way to this destination or on your way back?

☐ WAY TO

☐ WAY BACK

☐ DK/NR

**BOX 3 (ONLY FOR BUSINESS TRAVELLERS)**

- 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**)

**IF OVERNIGHT TRAVELLERS**

- How many of those days will be spent travelling in British Columbia? \_\_\_\_\_ days
- And what is the total time you will spend in the Prince Rupert region? (**Consult study area map**)
  - ☐ NONE - JUST PASSING THROUGH \_\_\_\_\_ HOURS      **OR**      \_\_\_\_\_ DAYS      ☐ DK/NR
  - In Canadian dollars, what were your travel party's total expenditures yesterday, including accommodation?
    - \$ \_\_\_\_\_      ☐ BEGAN TRIP TODAY      ☐ DK/NR

- IF DAY TRIPPERS** ▪ In Canadian dollars, what will your travel party's total expenditures be today?
- \$ \_\_\_\_\_      ☐ DK/NR

**ASK IF LOCATION = COW BAY, MUSEUM, CULTURAL DISTRICT, VC (RS) OR OTHER**

- How will you depart from the Prince Rupert region?
  - ☐ CAR/TRUCK/MC      ☐ RV      ☐ BUS      ☐ OTHER \_\_\_\_\_      ☐ FERRY
  - ☐ PRIVATE BOAT      ☐ AIRPLANE      ☐ BICYCLE      ☐ DK/NR      ☐ Which Ferry?      ☐ ASF      ☐ BCF QCI      ☐ BCF PH

**That concludes our interview. Thank you for participating!**

12. We are interested in the communities people visit while travelling in British Columbia. On this trip, have you or are you planning to stop and spend time at (at least 1 hour)..... (**Consult reference map**)

- |             |                              |                             |                                |                     |                              |                             |                                |
|-------------|------------------------------|-----------------------------|--------------------------------|---------------------|------------------------------|-----------------------------|--------------------------------|
| A. ALASKA   | <input type="checkbox"/> YES | <input type="checkbox"/> NO | <input type="checkbox"/> DK/NR | D. TERRACE          | <input type="checkbox"/> YES | <input type="checkbox"/> NO | <input type="checkbox"/> DK/NR |
| B. QCI      | <input type="checkbox"/> YES | <input type="checkbox"/> NO | <input type="checkbox"/> DK/NR | E. PRINCE GEORGE    | <input type="checkbox"/> YES | <input type="checkbox"/> NO | <input type="checkbox"/> DK/NR |
| C. SMITHERS | <input type="checkbox"/> YES | <input type="checkbox"/> NO | <input type="checkbox"/> DK/NR | F. VANCOUVER ISLAND | <input type="checkbox"/> YES | <input type="checkbox"/> NO | <input type="checkbox"/> DK/NR |

**IF FROM BC** 13. What is your **primary** (most often used) mode of transportation while on this trip?

- ☐ CAR/TRUCK/MC      ☐ RV      ☐ BUS      ☐ PRIVATE BOAT      ☐ BICYCLE      ☐ OTHER \_\_\_\_\_

**IF NOT FROM BC** 13. What is your **primary** (most often used) mode of transportation while in British Columbia?

- ☐ CAR/TRUCK/MC      ☐ RV      ☐ BUS      ☐ PRIVATE BOAT      ☐ BICYCLE      ☐ OTHER \_\_\_\_\_

14. 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**)

**IF Q 14 ≤ 1** ▪ What is your primary (most time spent) leisure activity while in the Prince Rupert region?

- \_\_\_\_\_      ☐ NONE      ☐ DK/NR

▪ In Canadian dollars, what will your travel party's total expenditures be today?

- \$ \_\_\_\_\_      ☐ DK/NR

**That concludes our interview. Thank you for participating!**

**IF Q 14 > 1** 15. How many of those days will be spent travelling in British Columbia? \_\_\_\_\_ days

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


☐ HOTEL / MOTEL / RESORT    ☐ B&B    ☐ FISHING LODGE / RESORT    ☐ CAMPGROUND / RV    ☐ FRIENDS OR RELATIVES    ☐ OTHER \_\_\_\_\_

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


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

**The next few questions ask specifically about your time in Prince Rupert.**

18. How did you arrive in the Prince Rupert region?

☐ CAR/TRUCK/MC    ☐ RV    ☐ BUS    ☐ OTHER \_\_\_\_\_    ☐ FERRY  
☐ PRIVATE BOAT    ☐ AIRPLANE    ☐ BICYCLE    ☐ DK/NR     Which Ferry?    ☐ ASF    ☐ BCF QCI    ☐ BCF PH

**ASK IF LOCATION = COW BAY, MUSEUM, CULTURAL DISTRICT, VC (RS) OR OTHER** 19. How will you depart from the Prince Rupert region?

☐ CAR/TRUCK/MC    ☐ RV    ☐ BUS    ☐ OTHER \_\_\_\_\_    ☐ FERRY  
☐ PRIVATE BOAT    ☐ AIRPLANE    ☐ BICYCLE    ☐ DK/NR     Which Ferry?    ☐ ASF    ☐ BCF QCI    ☐ BCF PH

20. What is the total time you will spend in the Prince Rupert region?

- ☐ NONE, JUST PASSING THROUGH → Go to Q25
- ☐ A FEW HOURS ( <12 ) \_\_\_\_\_ HOURS → Go to Q22
- ☐ ONE OR MORE DAY(S) \_\_\_\_\_ DAY(S) → Go to Q21
- ☐ DK/NR → Go to Q25

21. Which of the following best describes your **primary** (most often used) type of accommodation in the Prince Rupert region?

☐ HOTEL / MOTEL / RESORT    ☐ B&B    ☐ FISHING LODGE / RESORT    ☐ CAMPGROUND / RV    ☐ FRIENDS OR RELATIVES    ☐ OTHER \_\_\_\_\_

22. In Canadian dollars, what will your travel party's total expenditures be for **today** in the Prince Rupert region, including accommodation?

\$ \_\_\_\_\_    ☐ NONE    ☐ DK/NR

23. What is your **primary** (most time spent) leisure activity while in the Prince Rupert region?

\_\_\_\_\_    ☐ NONE    ☐ DK/NR

24. What **other** leisure activities will you or did you participate in while in the Prince Rupert region?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

25. Which of the following statements best describes your flexibility in the amount of time you have to spend in Prince Rupert? (**Read choices**)

- ☐ 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** 26. 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** 26. 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

**SKIP IF LOCATION = VC**

27. On this trip, have or do you plan to stop at the Prince Rupert Visitor Centre?

- ☐ NO ☐ YES ☐ DK/NR

**IF NO** 28. Why not? \_\_\_\_\_

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

29. 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

30. Including this trip, how many leisure trips have you taken in the past 12 months?

\_\_\_\_\_ trip(s) ☐ DK/NR

31. 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    |   |

32. 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              |

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

- |  |  |
|--|--|
| <input type="checkbox"/> A. LESS THAN \$25,000   | <input type="checkbox"/> E. \$100,000 TO \$149,999 |
| <input type="checkbox"/> B. \$25,000 TO \$49,999 | <input type="checkbox"/> F. \$150,000 PLUS         |
| <input type="checkbox"/> C. \$50,000 TO \$64,999 | <input type="checkbox"/> F. DK/NR                  |
| <input type="checkbox"/> D. \$65,000 TO \$99,999 |  |

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

- ☐ MALE ☐ FEMALE

35. 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** 36. Can I get your name and mailing address?

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

**Thank you for participating!**



## **Angler Intercept Questionnaire**

**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 Prince Rupert 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. Have you or anybody in your travel party been previously interviewed in Prince Rupert on this trip?

☐ NO ☐ YES *Thank you. You will only be interviewed once.*

3. Are you a resident of the Prince Rupert region? The Prince Rupert region includes Kaien, Ridley, and Digby islands as well as the surrounding mainland area south to Port Edward.

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

4. Did you go fishing today?

☐ YES ☐ NO *Thanks for agreeing to participate, however, we are only interviewing visitors to Prince Rupert for fishing.*

5. What kind of fishing? Was it salmon fishing, halibut fishing or both?

☐ SALMON ☐ HALIBUT ☐ BOTH ☐ DK/NR

6. Was this a guided fishing trip?

☐ YES ☐ NO

7. Where do you live (usual place of residence)?

Province \_\_\_\_\_ OR State \_\_\_\_\_ OR Country (other international) \_\_\_\_\_

8. Prior to this trip, have you been to the Prince Rupert region? The Prince Rupert region includes Kaien, Ridley, and Digby islands as well as the surrounding mainland area south to Port Edward.

☐ YES → Go to Q9 ☐ NO → Go to Q10 ☐ DK/NR → Go to Q10

9. Including this trip, how many times have you visited the Prince Rupert region in the past two years?

\_\_\_\_\_ time(s)

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

**IF FROM BC** 10. What is the **primary** purpose of your trip? Is it for Leisure, Visiting Friends and Family or Business?

- ☐ LEISURE → Go to Q11
- ☐ VISITING FRIENDS & FAMILY → Go to Q11
- ☐ WORK/BUSINESS ACTIVITY → Go to Box 1
- ☐ OTHER (SPECIFY \_\_\_\_\_) → Go to Q11

**IF NOT FROM BC** 10. What is the **primary** purpose of your trip to British Columbia? Is it for Leisure, Visiting Friends and Family or Business?

- ☐ LEISURE → Go to Q11
- ☐ VISITING FRIENDS & FAMILY → Go to Q11
- ☐ WORK/BUSINESS ACTIVITY → Go to Box 1
- ☐ OTHER (SPECIFY \_\_\_\_\_) → Go to Q11

**BOX 1 (ONLY FOR BUSINESS TRAVELLERS)**

- 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

#### IF OVERNIGHT TRAVELLERS

- How many of those days will be spent travelling in British Columbia? \_\_\_\_\_ days
- And what is the total time you will spend in the Prince Rupert region?  
☐ NONE - JUST PASSING THROUGH \_\_\_\_\_ HOURS OR \_\_\_\_\_ DAYS ☐ DK/NR
- In Canadian dollars, what were your travel party's total expenditures yesterday, including accommodation?  
 \$ \_\_\_\_\_ ☐ BEGAN TRIP TODAY ☐ DK/NR

#### IF DAY TRIPPERS

- In Canadian dollars, what will your travel party's total expenditures be today?  
 \$ \_\_\_\_\_ ☐ DK/NR
- How will you depart from the Prince Rupert region?  
☐ CAR/TRUCK/MC ☐ RV ☐ BUS ☐ OTHER \_\_\_\_\_ ☐ FERRY  
☐ PRIVATE BOAT ☐ AIRPLANE ☐ BICYCLE ☐ DK/NR ☐ Which Ferry? ☐ ASF ☐ BCF QCI ☐ BCF PH

**That concludes our interview. Thank you for participating!**

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

\_\_\_\_\_ ☐ NONE, TOURING → Go to Q13 ☐ PRINCE RUPERT → Go to Q13 ☐ DK/NR → Go to Q13

12. Are you on your way to this destination or on your way back?

☐ WAY TO ☐ WAY BACK ☐ DK/NR

#### IF FROM BC

13. What is your **primary** (most often used) mode of transportation while on this trip?

☐ CAR/TRUCK/MC ☐ RV ☐ BUS ☐ PRIVATE BOAT ☐ BICYCLE ☐ OTHER \_\_\_\_\_

#### IF NOT FROM BC

13. What is your **primary** (most often used) mode of transportation while in British Columbia?

☐ CAR/TRUCK/MC ☐ RV ☐ BUS ☐ PRIVATE BOAT ☐ BICYCLE ☐ OTHER \_\_\_\_\_

14. 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

**IF Q 14 ≤ 1 → GO TO Q24**

**IF Q 14 > 1 → GO TO Q15**

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

16. We are interested in the communities people visit while travelling in British Columbia. On this trip, have you or are you planning to stop and spend time at (at least 1 hour).....

A. ALASKA	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> DK/NR	D. TERRACE	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> DK/NR
B. QCI	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> DK/NR	E. PRINCE GEORGE	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> DK/NR
C. SMITHERS	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> DK/NR	F. VANCOUVER ISLAND	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> DK/NR

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

☐ HOTEL / MOTEL / RESORT    ☐ B&B    ☐ FISHING LODGE / RESORT    ☐ CAMPGROUND / RV    ☐ FRIENDS OR RELATIVES    ☐ OTHER \_\_\_\_\_

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

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

**The next few questions ask specifically about your time in Prince Rupert.**

19. What is the total time you will spend in the Prince Rupert region?

- ☐ A. A FEW HOURS ( <12 ) \_\_\_\_\_ HOURS  
☐ B. ONE OR MORE DAY(S) \_\_\_\_\_ DAY(S)  
☐ C. DK/NR

20. What is the total time you will spend **fishing** in the Prince Rupert region?

- ☐ A. A FEW HOURS ( <12 ) \_\_\_\_\_ HOURS  
☐ B. ONE OR MORE DAY(S) \_\_\_\_\_ DAY(S)  
☐ C. DK/NR

**ASK IF Q19 = B (OVERNIGHT IN PRINCE RUPERT)** 21. Which of the following best describes your **primary** (most often used) type of accommodation in the Prince Rupert region?

☐ HOTEL / MOTEL / RESORT    ☐ B&B    ☐ FISHING LODGE / RESORT    ☐ CAMPGROUND / RV    ☐ FRIENDS OR RELATIVES    ☐ OTHER \_\_\_\_\_

22. What is your **primary** (most time spent) leisure activity while in the Prince Rupert region?

\_\_\_\_\_    ☐ NONE    ☐ DK/NR

23. What **other** leisure activities will you or did you participate in while in the Prince Rupert region?

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

24. How did you arrive in the Prince Rupert region?

☐ CAR/TRUCK/MC    ☐ RV    ☐ BUS    ☐ OTHER \_\_\_\_\_    ☐ FERRY  
☐ PRIVATE BOAT    ☐ AIRPLANE    ☐ BICYCLE    ☐ DK/NR    ☐ Which Ferry?    ☐ ASF    ☐ BCF QCI    ☐ BCF PH

25. How will you depart from the Prince Rupert region?

☐ CAR/TRUCK/MC    ☐ RV    ☐ BUS    ☐ OTHER \_\_\_\_\_    ☐ FERRY  
☐ PRIVATE BOAT    ☐ AIRPLANE    ☐ BICYCLE    ☐ DK/NR    ☐ Which Ferry?    ☐ ASF    ☐ BCF QCI    ☐ BCF PH

26. In Canadian dollars, what will your travel party's total expenditures be for **today** in the Prince Rupert region, including accommodation?

\$ \_\_\_\_\_    ☐ NONE    ☐ DK/NR

**SKIP IF DAY TRIPPER (Q 14 ≤ 1)** 27. Which of the following statements best describes your flexibility in the amount of time you have to spend in Prince Rupert?

- ☐ 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

**SKIP Q28 IF DAY TRIPPER (Q14 ≤ 1)**

**IF FROM BC AND ENTIRE TRIP IN BC** 28. What about your flexibility in the amount of time you have to spend on this entire trip?

- ☐ 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** 28. What about your flexibility in the amount of time you have to spend in British Columbia?

- ☐ 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

29. On this trip, have or do you plan to stop at the Prince Rupert Visitor Centre?

- ☐ NO ☐ YES ☐ DK/NR

**IF NO** 30. Why not? \_\_\_\_\_

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

31. 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

32. Did you all travel here in the same vehicle?

- ☐ NO ☐ YES ☐ DK/NR

**IF NO** 33. Including yourself, how many people travelled in your vehicle? How many are children under 18 and how many are adults?

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

34. Including this trip, how many leisure trips have you taken in the past 12 months?

\_\_\_\_\_ trip(s) ☐ DK/NR

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

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

36. 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

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

- ☐ A. LESS THAN \$25,000
- ☐ B. \$25,000 TO \$49,999
- ☐ C. \$50,000 TO \$64,999
- ☐ D. \$65,000 TO \$99,999
- ☐ E. \$100,000 TO \$149,999
- ☐ F. \$150,000 PLUS
- ☐ F. DK/NR

38. Gender of respondent

- ☐ MALE
- ☐ FEMALE

39. 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** 40. Can I get your name and mailing address?

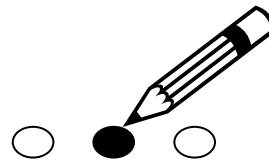
Name:
Mailing Address:
City:
Province/State:
Country:
Postal/Zip Code:

**Thank you for participating!**

## Bus (Self-Complete) Questionnaire



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



*Thank you for participating in this survey. Tourism Prince Rupert and Tourism British Columbia are working together to better understand your experiences, activities and impressions of your trip to the Prince Rupert region and British Columbia.*

*The survey asks questions about your trip in British Columbia, your time in Prince Rupert and ends with a few questions about yourself.*

*Your responses and personal information will be kept confidential and used only for this research project.*



If you have any questions, please call (toll free) 1-877-877-8811 in North America or 1-250-356-2293 from elsewhere.



## About your entire trip...

*This section asks questions about characteristics of your trip within British Columbia*

1. Have you or anybody in your travel party (people who share expenses with you) already participated in a survey while in Prince Rupert on this trip?

☐ No

☐ Yes

→ *Thank you. There's no need to complete the rest of the survey if we have already collected information from you on this trip.*

2. Are you part of an organized tour group?

☐ No

☐ Yes

→ *Thank you for agreeing to participate, however, we are only interviewing visitors who travel independently.*

3. Where do you live (usual place of residence)? *Fill in the most appropriate response.*

\_\_\_\_\_ Province/State **AND**

\_\_\_\_\_ Country

4. Prior to this trip, have you been to the Prince Rupert region? *The Prince Rupert region includes Kaien, Ridley, and Digby islands as well as the surrounding mainland area south to Port Edward. There is a map of these areas on the clipboard provided.*

☐ No

☐ Yes

└─→ Including this trip, how many times have you visited the Prince Rupert region in the past two years?  
\_\_\_\_\_ time(s)

5. What is the **primary** purpose of this trip? Is it for Leisure, Visiting Friends and Family or Business? *Choose one answer only.*

☐ Leisure → *Go to Q10*

☐ Visiting Friends and Family → *Go to Q10*

☐ Business → *Go to Q6 (Box 1)*

☐ Other \_\_\_\_\_ → *Go to Q10*

### Box 1. Business Travellers Only

6. 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? *Fill in the most appropriate response.*

\_\_\_\_\_ days away from home

7. How many of those days were spent in British Columbia? If you are from British Columbia and you spent your whole trip is within the province, this should be the same as your reply to Question 6. *Fill in the most appropriate response.*

\_\_\_\_\_ day(s) in British Columbia

8. How much time did you spend in the Prince Rupert region? *Fill in the most appropriate response.*

☐ None, I've just passed through

☐ A few hours (less than 12 hours) → How many hours? \_\_\_\_\_ Hours

☐ More than one day (greater than 12 hours) → How many days? \_\_\_\_\_ Days

9. What were your travel party's total expenditures yesterday, including accommodation?

**TOTAL** \$ \_\_\_\_\_ Canadian dollars

***That concludes our survey for business travellers. Thank you for participating!***

10. What is 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. *Mark one answer only.*

- ☐ Our primary destination was \_\_\_\_\_ → *Go to Q12*
- ☐ We had no specific destination. we were touring around → *Go to Q11*

11. If you recorded a primary destination in Q10, are you on **your way to** this destination or on your **way back**? *Mark one answer only.*

- ☐ On the **way to** my primary destination      ☐ On the **way back** from my primary destination      ☐ Don't Know

12. We are interested in the communities people visit while travelling in British Columbia. On this trip, have you, or are you planning to stop and spend time (at least 1 hour) at any of the following communities? *Mark one response only for each destination.*

DESTINATIONS	YES	NO	DON'T KNOW
Alaska	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Queen Charlotte Island, BC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Terrace, BC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smithers, BC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prince George, BC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vancouver Island, BC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. What is your **primary** (most often used) mode of transportation while on this trip? *Mark one response only.*

- ☐ Car, Truck or Motorcycle
- ☐ RV (Recreational Vehicle)
- ☐ Bus
- ☐ Airplane
- ☐ Private Boat
- ☐ Train
- ☐ Bicycle
- ☐ Other \_\_\_\_\_

14. 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? *Fill in the most appropriate response.*

\_\_\_\_\_ day(s) away from residence

15. 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 14. *Fill in the most appropriate response.*

\_\_\_\_\_ day(s) in British Columbia

16. On this trip, which of the following best describes your **primary** (most often used) type of accommodation? *Mark one response only.*

- ☐ Hotel/Motel/Resort (non-fishing)
- ☐ Fishing Lodge or Resort
- ☐ Bed and Breakfasts
- ☐ Campground/RV
- ☐ Friends or Relatives
- ☐ Other \_\_\_\_\_

17. What were your travel party's **total** expenditures yesterday, including accommodation? *Fill in the most appropriate response.*

**TOTAL**    \$ \_\_\_\_\_ Canadian dollars

## About your stay in Prince Rupert...

*This section asks questions about characteristics of your trip while in Prince Rupert*

18. How did you arrive in the Prince Rupert region? *Mark one response only.*

- |   |   |
|---|---|
| <input type="radio"/> Car, Truck or Motorcycle        | <input type="radio"/> Alaska State Ferry                        |
| <input type="radio"/> Ferry      _____ ➔ Which ferry? | <input type="radio"/> BC Ferry from Port Hardy                  |
| <input type="radio"/> RV (Recreational Vehicle)       | <input type="radio"/> BC Ferry from the Queen Charlotte Islands |
| <input type="radio"/> Bus                             |   |
| <input type="radio"/> Airplane                        |   |
| <input type="radio"/> Private Boat                    |   |
| <input type="radio"/> Train                           |   |
| <input type="radio"/> Bicycle                         |   |
| <input type="radio"/> Other _____                     |   |

19. How much time did you spend in the Prince Rupert region? *Mark one response only.*
- ☐ None, I've just passed through
  - ☐ A few hours (less than 12 hours) → How many hours? \_\_\_\_\_ Hours
  - ☐ More than one day (greater than 12 hours) → How many days? \_\_\_\_\_ Days → Go to Q20
20. If you stayed overnight in Prince Rupert, which of the following best describes your **primary** (most often used) type of accommodation? *Mark one response only.*
- ☐ Hotel/Motel/Resort (non-fishing)
  - ☐ Fishing Lodge or Resort
  - ☐ Bed and Breakfasts
  - ☐ Campground/RV
  - ☐ Friends or Relatives
  - ☐ Other \_\_\_\_\_
21. What were your travel party's total expenditures in Prince Rupert today, including accommodation? *Fill in the most appropriate response.*
- TOTAL** \$ \_\_\_\_\_ Canadian dollars
22. What is your **primary** (most time spent) leisure activity while in the Prince Rupert region? *Fill in the most appropriate response.*
- \_\_\_\_\_
23. What **other** leisure activities did you participate in while in the Prince Rupert region? *Fill in the most appropriate response.*
- 1. \_\_\_\_\_
  - 2. \_\_\_\_\_
  - 3. \_\_\_\_\_
24. Which of the following statements best describes your **flexibility** in the amount of time you had to spend in Prince Rupert? *Mark one response only.*
- ☐ I could not spend any extra time in Prince Rupert region at all
  - ☐ I could have spent an extra few hours (less than 1 day) in the Prince Rupert region
  - ☐ I could have spent an extra day in the Prince Rupert region
  - ☐ Don't Know
25. Which of the following statements best describes your **flexibility** in the amount of time you have to spend on this entire trip to/within British Columbia? *Mark one response only.*
- ☐ I can not spend any extra time in British Columbia at all
  - ☐ I can spend an extra few hours (less than a day) in British Columbia
  - ☐ I can spend an extra day in British Columbia
  - ☐ Don't Know

26. On this trip, did you stop at the Prince Rupert Visitor Centre? *Mark one response only.*

☐ Yes

☐ No —→ Why not? \_\_\_\_\_

## Now some questions about you...

27. Including yourself, how many people are in your travel party (people who you share expenses with) today? How many are children under 18 and how many are adults? *Fill in the most appropriate response.*

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

28. Including this trip, how many leisure trips have you taken in the past 12 months? *Fill in the most appropriate response.*

\_\_\_\_\_ trip(s)

☐ Don't Know

29. In which of the following age category are you? *Mark one response only*

☐ Under 24 years

☐ 25. 34 years

☐ 35. 44 years

☐ 45. 54 years

☐ 55. 64 years

☐ 65 years plus

30. What is the highest level of education that you have completed? *Mark one response only*

☐ Less than high school

☐ High school

☐ Some technical college or university

☐ College or technical diploma

☐ University degree

☐ Masters/PhD degree

☐ Other

31. Before taxes, in Canadian dollars, what is your approximate annual **household** income? *Mark one response only*

☐ Less than \$25,000

☐ \$25,000 to \$49,999

☐ \$50,000 to \$64,999

☐ \$65,000 to \$99,999

☐ \$100,000 to \$149,999

☐ I prefer not to answer this question

☐ Don't Know

32. What gender are you? *Mark one response only*

- ☐ Male  
☐ Female

33. **As a follow-up to this survey, we would like to contact you when you get home 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 (valued at \$300.00). All contact information will be kept confidential and only used for this study.**

**Would you be willing to participate?**

- ☐ No  
☐ Yes → Please provide your mailing address below.  
*Please clearly print your mailing address.*

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

34. Please share any additional comments you have about your stay in Prince Rupert and the province of British Columbia with us. *Write your comments in the box below.*

**Thank you for your help!**

**For More Information Please Contact:  
 Research and Planning, Tourism British Columbia  
 Box 9830, Stn Prov Gov't, 300-1803 Douglas Street  
 Victoria, BC Canada V8W 9W5**



## **Cruise Passenger Survey**

**PRINCE RUPERT CRUISE SHIP PASSENGER EXIT SURVEY**

Name of Vessel: \_\_\_\_\_ Date: \_\_\_\_\_

Where do you live? Country: \_\_\_\_\_ State/Province: \_\_\_\_\_

How old are you?

☐ 0. 20

☐ 21. 35

☐ 36. 50

☐ 51. 64

☐ 65

Gender: ☐ male ☐ female How many people are travelling with you? \_\_\_\_\_

Is this the first time you have cruised to Alaska? ☐ yes ☐ no

Today's weather: ☐ rainy ☐ cloudy ☐ sunny

**Please rate each of the following:**

1. What is your overall impression of Prince Rupert?

☐ excellent

☐ good

☐ fair

☐ poor

What could we do to make your visit more enjoyable? \_\_\_\_\_

Would you come back to Prince Rupert? ☐ yes ☐ no

How much **time** did you spend on shore? \_\_\_\_\_

2. How would you rate the hospitality of the community during your stay?

☐ excellent

☐ good

☐ fair

☐ poor

Please provide an example \_\_\_\_\_

3. How was your shopping and customer service experience in Prince Rupert?

☐ excellent

☐ good

☐ fair

☐ poor

Is there anything that you were looking for that was **not** available? \_\_\_\_\_

4. Today, have you or are you planning to take an organized tour or shore excursion?

☐ yes

☐ no

→ *Go to Q5*

If YES, which tour did you take? \_\_\_\_\_

Please rate the tour or shore excursion: ☐ excellent ☐ good ☐ fair ☐ poor

What could we do to improve this tour or shore excursion?

\_\_\_\_\_

\_\_\_\_\_

5. Excluding any tours or shore excursions, what do expect your travel party's total expenditures to be in Prince Rupert?

\_\_\_\_\_ US Dollars

6. Please briefly describe a positive or negative experience while in Prince Rupert?

\_\_\_\_\_

\_\_\_\_\_



## Appendix C. Mailback Questionnaires

## Mailback Questionnaire Version 1 (Pink)



Research and Planning, Tourism British Columbia

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

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



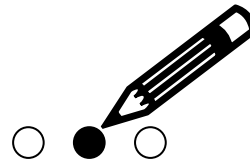
## Your opinions are important...

*Thank you for participating in this survey. Tourism British Columbia and Tourism Prince Rupert are working together to better understand your experiences, activities and impressions of your trip to the Prince Rupert region and British Columbia.*

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

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

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



**Please return your completed questionnaire in the enclosed envelope to:**



Tourism British Columbia  
Research and Planning  
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 entire 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 while in Prince Rupert.*

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?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Mapping your trip...*

6. Using the map to the right, please:

- A. **Trace** your party's travel route in the area shown on the map (preferably in coloured pen or marker). Please include your return route, even if you travelled the same way in both directions (please use arrows).

Use the symbols below to show:

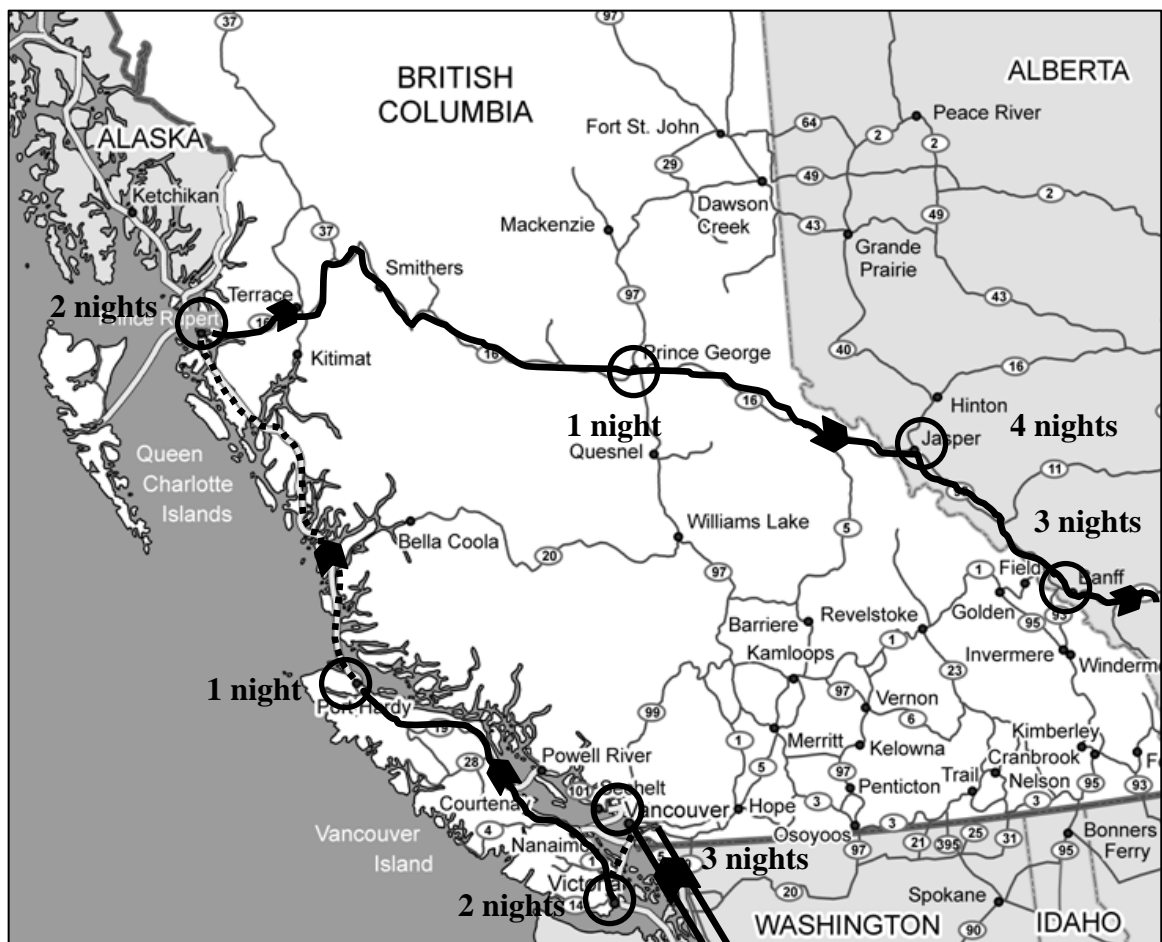
- \_\_\_\_\_ where you drove
- ===== where you took a flight
- \_\_\_\_ \_ where you took a cruise or ferry

- B. **Circle** each place that you stayed overnight.
- C. **Write in** how many nights you stayed in each place.

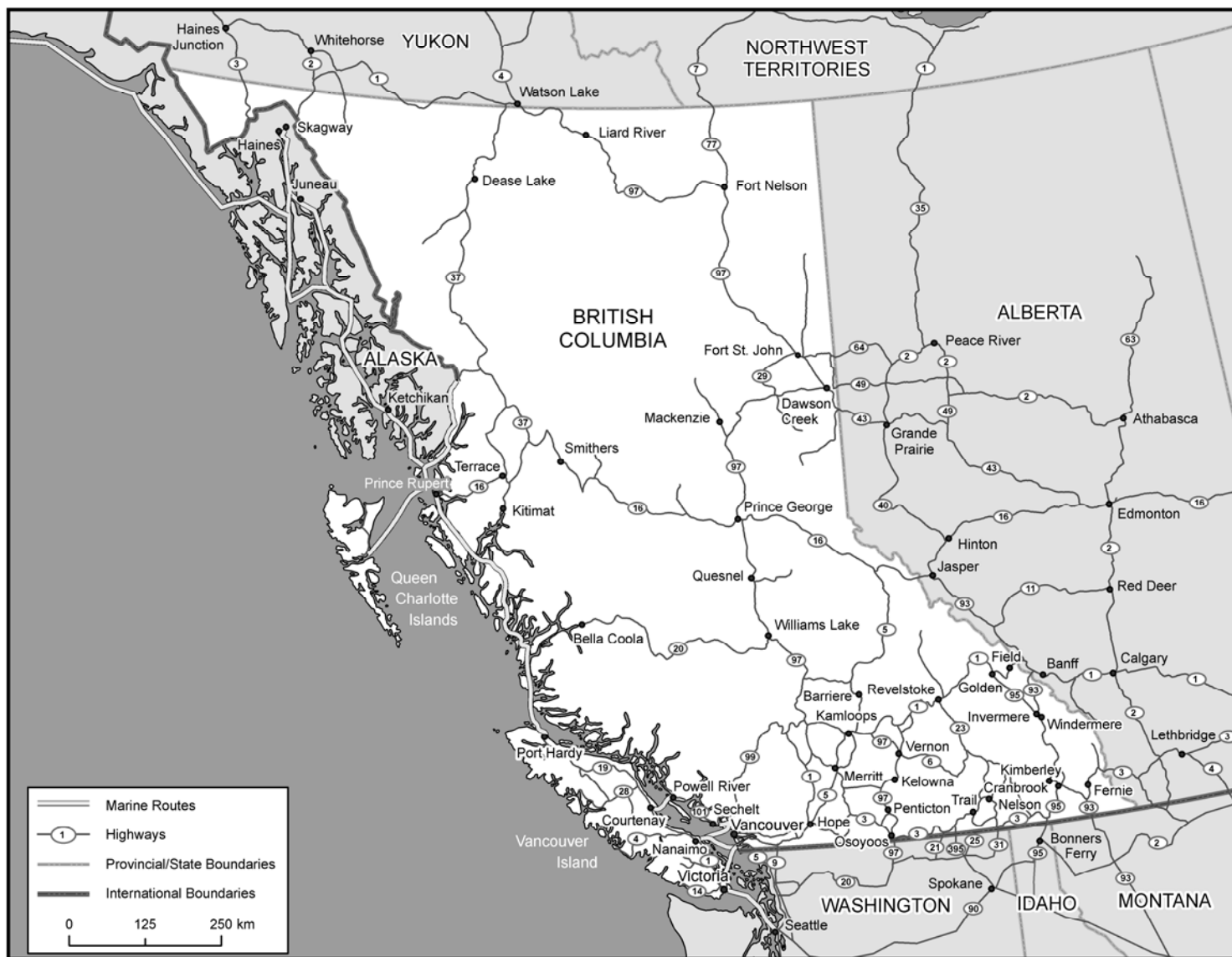
Example:

If you travelled off the main roads and/or stayed in smaller towns, please draw in the road and towns.

If you are unsure about a location, please use your best guess.



- On this map, please:
- A. TRACE your ROUTE
  - B. CIRCLE where you STAYED overnight
  - C. WRITE in the number of NIGHTS



*PS. It's okay if your map starts to look a bit messy.  
We appreciate your efforts!*

7. A. What activities did you and/or your travel party participate in while on this trip?  
*Mark all that apply.*
- B. What activities did you and/or your travel party participate in while in the Prince Rupert region?  
*Mark all that apply.*

<b>Your activities</b>	<b>A</b> Participated in during this trip <i>Mark all that apply</i>	<b>B</b> Participated in while in the <b>Prince Rupert</b> region <i>Mark all that apply</i>
Golfing or attending a golfing event	<input type="radio"/>	<input type="radio"/>
Shopping for local arts and crafts	<input type="radio"/>	<input type="radio"/>
Participating in fine dining	<input type="radio"/>	<input type="radio"/>
Attending a festival, fair or exhibition	<input type="radio"/>	<input type="radio"/>
Attending or participating in a sporting event (other than golf)	<input type="radio"/>	<input type="radio"/>
Participating in:		
wildlife viewing (whale, bear, birds, etc.)	<input type="radio"/>	<input type="radio"/>
fishing	<input type="radio"/>	<input type="radio"/>
kayaking/canoeing	<input type="radio"/>	<input type="radio"/>
boating (other than kayaking/canoeing)	<input type="radio"/>	<input type="radio"/>
mountain biking	<input type="radio"/>	<input type="radio"/>
cycling (other than mountain biking)	<input type="radio"/>	<input type="radio"/>
hiking	<input type="radio"/>	<input type="radio"/>
flight seeing	<input type="radio"/>	<input type="radio"/>
white water rafting	<input type="radio"/>	<input type="radio"/>
rock climbing	<input type="radio"/>	<input type="radio"/>
Visiting a:		
municipal, provincial or national park, or natural area outside a park	<input type="radio"/>	<input type="radio"/>
city or municipal facility (swimming pool, performing arts centre etc.)	<input type="radio"/>	<input type="radio"/>
First Nations attraction or event	<input type="radio"/>	<input type="radio"/>
museum, heritage or historic site	<input type="radio"/>	<input type="radio"/>
art gallery or studio	<input type="radio"/>	<input type="radio"/>
winery	<input type="radio"/>	<input type="radio"/>
farm, farmers' market, orchard or food processor	<input type="radio"/>	<input type="radio"/>
family attraction (mini golf, zoo, etc.)	<input type="radio"/>	<input type="radio"/>
spa	<input type="radio"/>	<input type="radio"/>
Other ( <i>specify</i> ) _____	<input type="radio"/>	<input type="radio"/>



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

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

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet sites:			
www.HelloBC.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
local or regional tourism sites (e.g. www.tourismprincerupert.com)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
travellers' commentary sites (e.g. www.tripadvisor.com, travel blogs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
other Internet sites	<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"/>
Visitor guides and brochures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel guide books (e.g. Lonely Planet, Frommer's, Fodor's)	<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 ( <i>specify</i> ) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. We would like to know what travel services you booked/purchased before leaving on your trip and what travel services you purchased during your trip.

A. What **percentage** (%) of each travel service did you book or purchase before your trip?

*If you did not purchase/book that service before your trip, please enter zero (0%).*

B. What **percentage** (%) of each travel service did you purchase during your trip?

*If you did not purchase that service during your trip, please enter zero (0%).*

Travel services	Before trip A Booked before trip		During trip B Purchased during trip	
Example:	75%	+	25%	= 100%
Paid accommodation (hotels, motels, lodge, camping/RV, etc.)	_____	+	_____	= 100%
Transportation within British Columbia	_____	+	_____	= 100%
Permanent attractions (museums, theme/amusement parks, gardens, zoos, etc.)	_____	+	_____	= 100%
Events (festivals, concerts, etc.)	_____	+	_____	= 100%
Other activities (spa, recreational activities, etc.)	_____	+	_____	= 100%

11. 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

12. Approximately what percentage of your party's 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 (specify) _____	_____ %
TOTAL	= 100 %

## What do you think about Prince Rupert?

*This section asks questions about your impressions and experiences of your trip to the Prince Rupert region.*

13. How would you describe the mood or atmosphere of Prince Rupert?

*Please write down **three** words or phrases.*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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

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

15. During the trip that we interviewed you, did you spend time (more than 1 hour) in the Prince Rupert region?

- ☐ Yes → Go to Question 16  
☐ No → Go to Question 20  
☐ Don't know → Go to Question 20

16. Please rate your experience with each component of your trip and your overall travel experience in the Prince Rupert 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 Prince Rupert	<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"/>
<b>Overall travel experience in Prince Rupert</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Are there any areas or towns you have previously visited that you think are similar to the **Prince Rupert** region? *Please list up to three.*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

18. We are interested in how you think **Prince Rupert** compares to other similar communities as a tourism destination.

A. Please choose and write in the space below, **one** destination you listed in Question 17.

\_\_\_\_\_

B. In the table below, please tell us if **Prince Rupert** is better, worse or the same as the destination you listed in 18 A.

Prince Rupert has/is a ...	Better	Worse	The Same	Don't know	N/A
Good base for visiting other places in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good place for land-based outdoor recreation activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good place for water-based outdoor recreation activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good place for Aboriginal culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good place for wildlife viewing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good place for fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good place to relax and unwind	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good place for arts and culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good place for heritage and historical sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendly people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good opportunities to visit provincial parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plenty of things that appeal to children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good place for adults travelling without children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safe and clean place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beautiful natural scenery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excellent shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excellent restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Place that offers lots of special deals and promotions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Place that feels quite different from home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An exciting place to be	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lots of different activities and things to do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good prices for accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good place for higher quality accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fun nightlife and entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Given your experience travelling in the **Prince Rupert** region, how likely are you to return to the Prince Rupert 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.

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## Your overall travel experience...

*This section asks questions about your impressions of British Columbia.*

20. 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

Please explain why.

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21. Given your experience travelling 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

## About you...

22. Who was in your travel party when we encountered you in Prince Rupert?  
Please indicate their relationship to you, age and gender. Please start with yourself.

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

23. 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 2007. Please return your completed questionnaire in the enclosed postage-paid envelope to:

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

## **Mailback Questionnaire Version 2 (Green)**

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**



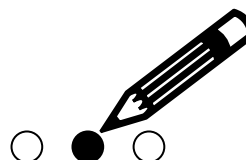


***Thank you for participating in this survey. Tourism British Columbia and Tourism Prince Rupert are working together to better understand your experiences, activities and impressions of your trip to the Prince Rupert region and British Columbia.***

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

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

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



**Please return your completed questionnaire in the enclosed envelope to:**



Tourism British Columbia  
Research and Planning  
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 entire 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 while in Prince Rupert.**

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?

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## Mapping your trip...

6. Using the map to the right, please:

- A. **Trace** your party's travel route in the area shown on the map (preferably in coloured pen or marker). Please include your return route, even if you travelled the same way in both directions (please use arrows).

Use the symbols below to show:

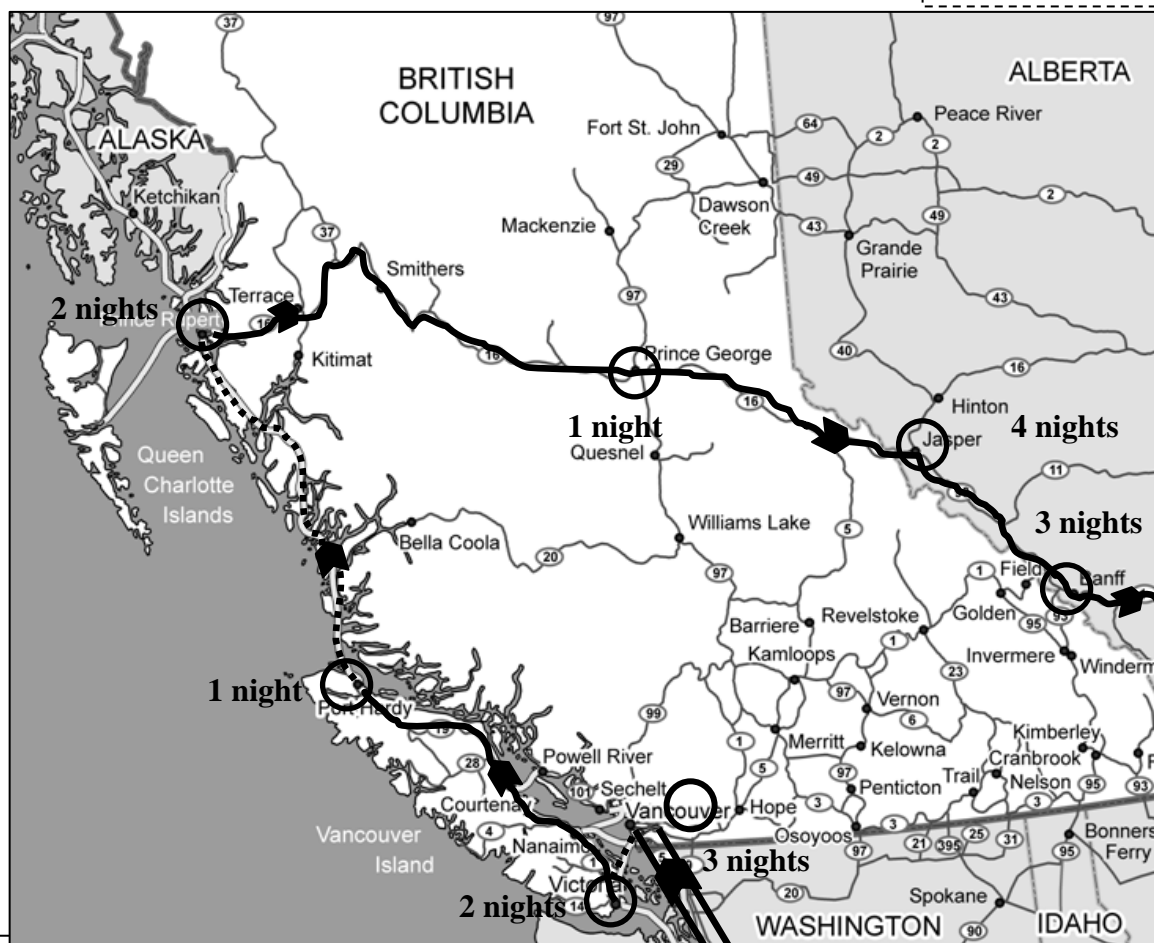
- where you drove
- ===== where you took a flight
- - - - where you took a cruise or ferry

- B. **Circle** each place that you stayed overnight.
- C. **Write in** how many nights you stayed in each place.

If you travelled off the main roads and/or stayed in smaller towns, please draw in the road and towns.

If you are unsure about a location, please use your best guess.

Example:



On this map, please:

- A. TRACE your ROUTE
- B. CIRCLE where you STAYED overnight
- C. WRITE in the number of NIGHTS



*PS. It's okay if your map starts to look a bit messy.  
**We appreciate your efforts!***

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

*Mark all that apply.*

B. What activities did you and/or your travel party participate in while in the Prince Rupert region?

*Mark all that apply.*

<b>Your activities</b>	<b>A</b> Participated in during this trip <i>Mark all that apply</i>	<b>B</b> Participated in while in the <b>Prince Rupert</b> region <i>Mark all that apply</i>
Golfing or attending a golfing event	<input type="radio"/>	<input type="radio"/>
Shopping for local arts and crafts	<input type="radio"/>	<input type="radio"/>
Participating in fine dining	<input type="radio"/>	<input type="radio"/>
Attending a festival, fair or exhibition	<input type="radio"/>	<input type="radio"/>
Attending or participating in a sporting event (other than golf)	<input type="radio"/>	<input type="radio"/>
Participating in:		
wildlife viewing (whale, bear, birds, etc.)	<input type="radio"/>	<input type="radio"/>
fishing	<input type="radio"/>	<input type="radio"/>
kayaking/canoeing	<input type="radio"/>	<input type="radio"/>
boating (other than kayaking/canoeing)	<input type="radio"/>	<input type="radio"/>
mountain biking	<input type="radio"/>	<input type="radio"/>
cycling (other than mountain biking)	<input type="radio"/>	<input type="radio"/>
hiking	<input type="radio"/>	<input type="radio"/>
flight seeing	<input type="radio"/>	<input type="radio"/>
white water rafting	<input type="radio"/>	<input type="radio"/>
rock climbing	<input type="radio"/>	<input type="radio"/>
Visiting a:		
municipal, provincial or national park, or natural area outside a park	<input type="radio"/>	<input type="radio"/>
city or municipal facility (swimming pool, performing arts centre etc.)	<input type="radio"/>	<input type="radio"/>
First Nations attraction or event	<input type="radio"/>	<input type="radio"/>
museum, heritage or historic site	<input type="radio"/>	<input type="radio"/>
art gallery or studio	<input type="radio"/>	<input type="radio"/>
winery	<input type="radio"/>	<input type="radio"/>
farm, farmers' market, orchard or food processor	<input type="radio"/>	<input type="radio"/>
family attraction (mini golf, zoo, etc.)	<input type="radio"/>	<input type="radio"/>
spa	<input type="radio"/>	<input type="radio"/>
Other ( <i>specify</i> ) _____	<input type="radio"/>	<input type="radio"/>

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

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

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet sites:			
www.HelloBC.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
local or regional tourism sites (e.g. www.tourismprincerupert.com)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
travellers' commentary sites (e.g. www.tripadvisor.com, travel blogs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
other Internet sites	<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"/>
Visitor guides and brochures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel guide books (e.g. Lonely Planet, Frommer's, Fodor's)	<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 (specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. We would like to know what travel services you booked/purchased before leaving on your trip and what travel services you purchased during your trip.

A. What percentage (%) of each travel service did you book or purchase **before** your trip?

*If you did not purchase/book that service before your trip, please enter zero (0%).*

B. What percentage (%) of each travel service did you purchase **during** your trip?

*If you did not purchase that service during your trip, please enter zero (0%).*

Travel services	Before trip A Booked before trip		During trip B Purchased during trip	
<b>Example:</b>	75%	+	25%	= 100%
Paid accommodation (hotels, motels, lodge, camping/RV, etc.)	_____	+	_____	= 100%
Transportation within British Columbia	_____	+	_____	= 100%
Permanent attractions (museums, theme/amusement parks, gardens, zoos, etc.)	_____	+	_____	= 100%
Events (festivals, concerts, etc.)	_____	+	_____	= 100%
Other activities (spa, recreational activities, etc.)	_____	+	_____	= 100%

11. 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 an items prior to leaving on your trip (e.g. accommodation, tours, etc.), please include these in your estimate.*

**TOTAL** \$ \_\_\_\_\_ Canadian dollars

12. Approximately what percentage of your party's 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 (specify) _____	_____ %
<b>TOTAL</b>	<b>= 100 %</b>

## What do you think about Prince Rupert?

*This section asks questions about your impressions and experiences of your trip to the Prince Rupert region.*

13. How would you describe the mood or atmosphere of Prince Rupert?

*Please write down three words or phrases.*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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

**Positive**

**Negative**

- |          |          |
|----------|----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |

15. What do you consider to be unique about the Prince Rupert region? Unique characteristics are those that make the Prince Rupert region different from other destinations. Please list up to three.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

16. What new or expanded services, activities and attractions would you like to see if you visited the **Prince Rupert** region again? *Please list up to three.*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

17. During the trip that we interviewed you, did you spend time (more than 1 hour) in the Prince Rupert region?

- ☐ Yes —————→ Go to Question 18  
☐ No —————→ Go to Question 20  
☐ Don't know —→ Go to Question 20



18. Please rate your experience with each component of your trip and your overall travel experience in the Prince Rupert 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 Prince Rupert	<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"/>
<b>Overall travel experience in Prince Rupert</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Given your experience travelling in the **Prince Rupert** region, how likely are you to return to the Prince Rupert 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.**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## About the Prince Rupert Visitor Centre...

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

20. Did you visit the Prince Rupert Visitor Centre on this trip?

- ☐ Yes → Go to Question 21  
☐ No → Go to Question 22  
☐ Don't know → Go to Question 23

21. Overall, how well did the Prince Rupert Visitor Centre live up to your original expectations?

- ☐ Fell short  
☐ Met  
☐ Exceeded  
☐ Don't know

→ Go to Question 23

22. Please let us know why you didn't visit the Prince Rupert Visitor Centre?

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

- ☐ Yes —————→Where? *Please specify.*
- ☐ No

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## Your overall travel experience...

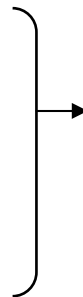
*This section asks questions about your impressions of British Columbia and your experience on BC Ferries.*

24. On this trip, did you use BC Ferries to travel to or from Prince Rupert?

- ☐ Yes —————→Go to Question 25
- ☐ No —————→Go to Question 26
- ☐ Don't know —→Go to Question 26

25. Overall, how satisfied or dissatisfied were you with your experience travelling on BC Ferries? *Choose one answer only.*

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



Please explain why.

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26. 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



Please explain why.

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24. Given your experience travelling 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

## About you...

28. Who was in your travel party when we encountered you in Prince Rupert?  
Please indicate their relationship to you, age and gender. Please start with yourself.

Who? e.g. wife, husband, partner, son  
daughter, parent, friend...      Age  
(in years)      Gender  
(M=Male, F=Female)

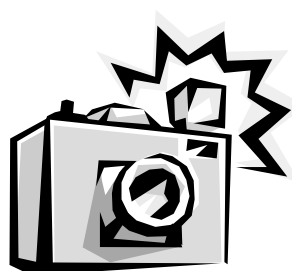
1 <b>Myself</b>		
2		
3		
4		
5		
6		
7		

29. 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 2007.

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 D. Overall Weighting Methods

1. Administrative (passenger count) data was available for each transportation site (where exit surveys were also completed) including BC Ferries (both departures for the Queen Charlotte Islands and Port Hardy), Alaska State Ferries, VIA Rail, the airport and yacht club (private boats).
2. The number of travellers at each site was estimated by multiplying the percent of travellers (non-residents) interviewed by the administrative passenger count data by month. The number of travellers at each site by month was summed which gives an estimate of the total number of tourists at the transportation sites.
3. To estimate the number of travellers not using a transportation mode to leave Prince Rupert it was assumed that interviews from downtown Prince Rupert (Cow Bay, VC/RS, Museum and Cultural District) were representative of *all* tourists to Prince Rupert.
  - Overall, 61.3% (67.8% in June, 55.4% in July and 59.5% in August) of tourists left from one of the transportation sites for which we have administrative data for (BC Ferries, Alaska State Ferries, VIA, Airport and Yacht Club). Therefore, 38.7% (32.2% in June, 44.6% in July and 40.5% in August) of tourists left by another method.
  - For each month, the number of travellers at transportation sites was divided by percentage of travellers using those sites as a departure mode in order to estimate the total number of travellers.
  - For each month, the number of travellers at each transportation site was subtracted from the total estimate to give an estimate of the number of travellers at non-transportation sites.
4. Survey data was used to allocate the number of travellers at non-transportation sites using other methods (Car/Truck/MC, RV, Bus, Bicycle and Other) by multiplying the percentage of each mode by month.
5. It was necessary to estimate the number of group and independent travellers. This was because more data was collected for independent travellers than for group travellers.
  - a. The proportion of group travellers by transportation site mode was used to determine the number of independent and group travellers (the proportion of group travellers was multiplied by the total number of travellers to obtain the number of group travellers). The number of group travellers was subtracted from all travellers to obtain an estimate of the number of independent travellers).
  - b. On-site surveys were less likely to capture group tour traffic, so this method could have caused an underestimate of the number of group tour travellers.
  - c. Therefore bus counts for BC Ferries departures to the Queen Charlotte Islands and Port Hardy were used to estimate the minimum number of group tour travellers. The number of buses were multiplied by 50 (the number of passengers a bus holds) and 10% was subtracted based on an estimated 90% occupancy rate.
  - d. For VIA Rail, the number of interviews completed with tour travellers in July was 0 so the mean percent for June and August was used to estimate the number of group travellers for July.

- e. For the airport, the number of interviews completed with tour travellers in August was 0 so the mean percent from June and July was used to estimate the number of group travellers for August.
  - f. It was assumed that all group travellers left via a transportation site. This means that virtually no group travellers left via private boat or on the road via Car/Truck/MC/RV/Bus/Bicycle.
- 6. The estimate of independent and group travellers was used to calculate the weight per survey by dividing the total number of travellers by mode by the number of interviews completed.
  - 7. For the mailback surveys, the total estimate of independent and group travellers was used to calculate the weight per survey by dividing the total number of travellers by mode by the number of mailback surveys returned. This procedure was done twice, once for each version of the mailback questionnaire (see description in Section 2 methodology of this report and Appendix C for each version of the mailback questionnaire).
  - 8. These estimates do not include anglers that did not stop at downtown interview sites or cruise passengers.

## Appendix E. Angler Survey Methods

## Rushbrook Floats Counts

Table A3. Rushbrook Floats vehicle counts in June, July and August 2007.

	Guide Vehicles		# of BC License Plates		# of AB License Plates		# of WA License Plates		# of Other License Plates		Grand Total
	Trailer	w/out	Trailer	w/out	Trailer	w/out	Trailer	w/out	Trailer	w/out	
Jun 01	2	-	44	6	9	-	-	-	2	1	64
Jun 02	3	1	47	31	8	1	-	-	-	-	91
Jun 03	2	1	49	35	6	3	-	-	1	-	97
Jun 04	1	-	34	8	6	3	-	-	1	-	53
Jun 08	1	-	34	6	6	1	-	-	-	-	48
Jun 10	-	-	38	4	2	-	-	-	-	-	44
Jun 14	1	-	42	7	11	1	-	-	2	-	64
Jun 16	7	2	66	39	7	3	-	-	1	-	125
Jun 20	4	3	58	16	9	5	-	-	1	-	96
Jun 22	2	2	55	23	15	4	1	-	-	1	103
Jun 26	3	1	50	30	18	8	-	1	2	4	117
Jun 28	-	5	58	34	11	6	1	-	2	2	119
<b>Total June</b>	<b>26</b>	<b>15</b>	<b>575</b>	<b>239</b>	<b>108</b>	<b>35</b>	<b>2</b>	<b>1</b>	<b>12</b>	<b>8</b>	<b>1,021</b>
Jul 02	2	3	71	24	26	10	-	1	2	2	141
Jul 03	3	2	66	31	13	12	-	1	3	1	132
Jul 10	-	2	71	22	19	7	-	-	-	1	122
Jul 14	4	3	68	27	10	1	-	1	1	-	115
Jul 22	2	3	52	16	8	6	2	-	-	-	89
Jul 27	4	-	18	49	5	-	1	-	-	-	77
<b>Total Jul</b>	<b>15</b>	<b>13</b>	<b>346</b>	<b>169</b>	<b>81</b>	<b>36</b>	<b>3</b>	<b>3</b>	<b>6</b>	<b>4</b>	<b>676</b>
Aug 07	2	2	51	14	12	4	-	-	1	-	86
Aug 09	4	5	59	29	10	6	1	-	2	-	116
Aug 13	3	2	47	19	12	7	-	-	1	1	92
Aug 15	4	1	49	14	17	6	-	-	1	-	92
Aug 21	5	-	40	18	6	9	-	-	1	-	79
Aug 25	7	-	45	18	8	2	-	-	-	2	82
Aug 27	4	1	45	19	16	4	-	1	-	1	91
<b>Total Aug</b>	<b>29</b>	<b>11</b>	<b>336</b>	<b>131</b>	<b>81</b>	<b>38</b>	<b>1</b>	<b>1</b>	<b>6</b>	<b>4</b>	<b>638</b>

## Rushbrook Floats Postcard Questions

Tourism British Columbia and Tourism Prince Rupert are conducting a visitor survey and your input is important to us. Please fill out this postage paid postcard and drop it in a mailbox in Canada. Thank you very much for your time!

- Where are you from?

City \_\_\_\_\_ Prov./State \_\_\_\_\_ Country \_\_\_\_\_

- Including you, how many people are in your vehicle? \_\_\_\_\_

- Today, were you on a guided fishing trip? ☐ Yes ☐ No

- Of the \_\_\_\_ day(s) in Prince Rupert, I spent \_\_\_\_ day(s) fishing.

- What are the total expenditures for this trip? Please include everyone on your vehicle for your estimate. \$ \_\_\_\_\_

«ID\_number»



## Angler Estimates Weighting Methodology

A survey of fishing charter businesses, vehicle counts at Rushbrook Floats, on-site angler interviews at Rushbrook Floats, Wampers marina and Stromdahls marina and a vehicle mailback postcard survey were all used to estimate the number of anglers and their expenditures in Prince Rupert in June, July and August of 2007.

### Methods used to estimate the total number of anglers

#### Estimates of Guided Anglers (Fishing Charter Survey)

1. An inventory concluded there were 68 fishing charter businesses in Prince Rupert in 2007.
2. Each business was sent a fishing charter survey (see Appendix E). The number of clients was collected on that survey. A total of 24 businesses responded to the survey (35% response rate).
3. The 68 businesses were classified into small (<100 clients, medium 100 to 200 clients and > 200 clients). Surveys were completed for 7 large, 12 medium and 5 small businesses.
4. For responding businesses, the average number of clients for each month and business size category was calculated.
5. The average monthly client estimate was multiplied by the total number of fishing charter businesses within each business size category.
6. The estimated total monthly counts were summed to equal the total number of clients for the study period.
7. The same procedure was completed for those businesses that used Rushbrook Floats to launch their boats. This estimate was subtracted from the total (10,901 clients) to obtain an estimate of the number of clients of businesses that did (7,474 clients) and did not (3,427 clients) use Rushbrook Floats.

Table A4. Fishing charter client estimates.

		June	July	August	Total
<b>Large Businesses (&gt;= 200 clients)</b>					
Number in Population	17				
Number of Surveys Completed	7				
% of Population with Completed Surveys	0.41				
Average Clients for Completed Surveys		93	109	94	
Average Client Estimate for Population		1,576	1,858	1,600	<b>5,034</b>
<b>Medium Businesses (100-199 clients)</b>					
Number in Population	31				
Number of Surveys Completed	12				
% of Population with Completed Surveys	0.39				
Average Clients for Completed Surveys		46	65	50	
Average Client Estimate for Population		1,418	2,018	1,550	<b>4,985</b>
<b>Small Businesses (&lt; 100 clients)</b>					
Number in Population	20				
Number of Surveys Completed	5				
% of Population with Completed Surveys	0.25				
Average Clients for Completed Surveys		13	20	11	
Average Client Estimate for Population		264	405	212	<b>881</b>
<b>Total Clients (Small, Medium, Large)</b>					
<b>Total Businesses</b>	<b>68</b>				
<b>Average Client Estimate for Population</b>		<b>3,258</b>	<b>4,280</b>	<b>3,362</b>	<b>10,901</b>

### Estimates of Non-Guided Anglers (Rushbrook Floats Counts)

1. BC and Non-BC vehicle (with and without boat trailers) license plates were counted on 25 days throughout June, July and August of 2007. The average vehicle count for BC and Non-BC, with boat trailer and without boat trailers was calculated for each month. The average count for each month was multiplied by the number of days in the month to give vehicle estimates for each month for BC and Non-BC trailer and non-trailer vehicles. The monthly estimates were added together to provide a total study period estimate of vehicles at Rushbrook Floats.
2. Vehicle counts were multiplied by the average number of people in each vehicle estimated from on-site interviews (June and July) or mailback postcards (August) to give a vehicle passenger estimate.
3. Vehicle passenger estimates were reduced for Prince Rupert residents because this project studied tourist anglers. Vehicle passengers estimates were multiplied by the average percentage of people from Prince Rupert collected in on-site interviews (June and July) or mailback postcards (August) and then subtracted from the BC vehicle passenger estimate to give a non-Prince Rupert resident vehicle passenger estimate.
4. Non-Prince Rupert resident vehicle passenger estimates were reduced for those people that were not fishing. Non-Prince Rupert resident vehicle passenger estimates for vehicles without boat trailers were multiplied the average percentage of people not fishing from the on-site interviews (June and July) or mailback postcards (August) to resulting in an estimate of the number of anglers at Rushbrook Floats.
5. The total number of Non-Prince Rupert, BC and Non-BC anglers were summed. This assumes that all non-resident anglers were only counted once at Rushbrook Floats.

Table A5. Rushbrook Floats vehicle and angler estimates.

	June 2007	July 2007	August 2007	Total
<b># of Days in Month</b>	30	31	31	
<b>Number of Counts</b>	12	6	7	
<b>1. RUSHBROOK FLOATS VEHICLE ESTIMATE</b>				
Total BC Vehicle Count (includes guide vehicles)	814	515	467	1,796
Average BC Vehicles/Count	68	86	67	
Total BC Vehicle Estimate	2,035	2,661	2,068	6,764
BC Trailer Vehicle Count	575	346	336	
BC Trailer Average Vehicle/Count	48	58	48	
BC Trailer Vehicle Count	1,438	1,788	1,488	4,713
BC Non-Trailer Vehicle Count	239	169	131	
BC Non-Trailer Average Vehicle/Count	20	28	19	
BC Non-Trailer Vehicle Count	598	873	580	2,051
Total NON-BC Vehicle Count	166	133	131	430
Average NON-BC Vehicles/Count	14	22	19	
Total Non-BC Vehicle Estimate	415	687	580	1,682
NON-BC Trailer Vehicle Count	122	90	88	
NON-BC Trailer Average Vehicle/Count	10	15	13	
NON-BC Trailer Vehicle Count	305	465	390	1,160
NON-BC Non-Trailer Vehicle Count	44	43	43	
NON-BC Non-Trailer Average Vehicle/Count	4	7	6	
NON-BC Non-Trailer Vehicle Count	110	222	190	523
<b>RF VEHICLE ESTIMATE GRAND TOTAL</b>	<b>2,450</b>	<b>3,348</b>	<b>2,648</b>	<b>8,446</b>

	June 2007	July 2007	August 2007	Total
BC Resident Trailer	1,438	1,788	1,488	4,713
BC Resident Non-Trailer	598	873	580	2,051
NON BC Resident Trailer	305	465	390	1,160
NON BC Resident Non-Trailer	110	222	190	523

<b>2. VEHICLE PASSENGER ESTIMATE</b>	June 2007	July 2007	August 2007	Total
<b>Total</b>				
BC Resident Passengers/Vehicle	3.1	3.1	3.3	
BC Resident Trailer	4,456	5,542	4,910	14,908
BC Resident Non-Trailer	1,852	2,707	1,914	6,474
Total BC Resident Passengers	6,309	8,249	6,825	21,382
Non-BC Resident Passengers/Vehicle	3.1	3.1	3.3	
NON BC Resident Trailer	946	1,442	1,286	3,673
NON BC Resident Non-Trailer	341	689	628	1,658
Total Non-BC Resident Passengers	1,287	2,130	1,914	5,331
<b>TOTAL PASSENGERS</b>	<b>7,595</b>	<b>10,379</b>	<b>8,739</b>	<b>26,713</b>

<b>3. REDUCE FOR PRINCE RUPERT RESIDENTS</b>	June 2007	July 2007	August 2007	Total
Percentage Residents from Prince Rupert	0.45	0.45	0.45	
Passengers from Prince Rupert	3,418	4,670	3,933	12,021
Total BC Resident Passengers	2,891	3,578	2,892	9,361
BC Resident Trailer (assume 80% PR residents were trailer)	1,722	1,805	1,764	5,292
BC Resident Non-Trailer (assume 20% PR residents were non-trailer)	1,169	1,773	1,128	4,069
Total Non-BC Resident Passengers	1,287	2,130	1,914	5,331
NON BC Resident Trailer	946	1,442	1,286	3,673
NON BC Resident Non-Trailer	341	689	628	1,658
<b>TOTAL NON-PRINCE RUPERT PASSENGERS</b>	<b>4,177</b>	<b>5,708</b>	<b>4,807</b>	<b>14,692</b>

<b>4. REDUCE FOR NOT FISHING</b>	June 2007	July 2007	August 2007	Total
BC Resident Non-Trailer	1,169	1,773	1,128	4,069
NON BC Resident Non-Trailer	341	689	628	1,658
Total Non-Trailer Anglers	1,510	2,461	1,756	5,727
Percentage Passengers Fishing (0.544 not fishing)	0.456	0.456	0.456	
BC Resident Anglers	533	808	514	1,856
Non-BC Residents Anglers	155	314	287	756
<b>Total Non-Trailer Anglers</b>	<b>688</b>	<b>1,122</b>	<b>801</b>	<b>2,612</b>

<b>5. TOTAL RE ANGLER DAYS</b>	June 2007	July 2007	August 2007	Total
BC Residents	2,255	2,614	2,279	7,147
NON-BC Resident	1,101	1,756	1,573	4,429
<b>TOTAL</b>	<b>3,356</b>	<b>4,369</b>	<b>3,851</b>	<b>11,576</b>

# Total Angler and Anglers Expenditures Estimates (Charter Fishing Survey and Rushbrook Float Counts)

1. To avoid double counting, the estimate of guided clients at Rushbrook Floats from the charter fishing survey was subtracted from the estimated total number of anglers at Rushbrook Floats.
2. Average guided and non-guided angler expenditures by month were estimated from on-site interviews.
3. To estimate angler expenditures average guided and non-guided expenditures from the on-site interviews (June and July) or mailback postcards (August) were used, giving estimated expenditures for guided and non-guided Rushbrook Floats anglers.
4. The guided angling tourist clients that did not use Rushbrook Floats to launch boats were added to the Rushbrook Floats estimates. The sub-totals by month were summed to give a total non-resident guided and non-guided angler estimate.
5. The expenditures of guided angling tourist clients that did not use Rushbrook Floats were added to the Rushbrook Float estimates to give an estimate of total angler expenditures.

Table A6. Total number of tourist anglers and their expenditure estimates.

<b>1. ADJUST FOR CHARTER CLIENTS</b>	<b>June 2007</b>	<b>July 2007</b>	<b>August 2007</b>	<b>Total</b>
<b>TOTAL RF Anglers (non-PR)</b>	<b>3,356</b>	<b>4,369</b>	<b>3,851</b>	<b>11,576</b>
TOTAL RF Charter Survey Anglers (non-PR)	2,107	2,918	2,449	7,474
TOTAL RF Independent Anglers (non-PR)	1,249	1,452	1,402	4,102

<b>2. AVERAGE EXPENDITURES (Per Angler/Trip)</b>	<b>June 2007</b>	<b>July 2007</b>	<b>August 2007</b>	<b>Total</b>
RF/Wampler/Stromdahls GUIDED (For June/July) Postcards for August	\$1091.32	\$1091.32	\$1091.32	
RF/Wampler/Stromdahls NON-GUIDED (For June/July) Postcards for August	\$1032.30	\$1032.30	\$1032.30	

<b>3. EXPENDITURES IN PR</b>	<b>June 2007</b>	<b>July 2007</b>	<b>August 2007</b>	<b>Total</b>
<b>TOTAL RF Anglers (non-PR)</b>	<b>\$ 3,588,750</b>	<b>\$4,682,646</b>	<b>\$4,120,120</b>	<b>\$12,391,516</b>
TOTAL RF Charter Survey Anglers (non-PR)	\$2,299,858	\$ 3,184,108	\$2,672,643	\$ 8,156,608
TOTAL RF Independent Anglers (non-PR)	\$1,288,893	\$1,498,538	\$1,447,478	\$4,234,908

<b>4. TOTAL NUMBER OF ANGLERS</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>Total Anglers</b>
Total Charter Survey Anglers	3,258	4,280	3,362	10,901
TOTAL RF Charter	2,107	2,918	2,449	7,474
Total Charter NON-RF	1,150	1,363	913	3,426
TOTAL RF Independent Anglers (non-PR)	1,249	1,452	1,402	4,102
<b>TOTAL ANGLERS (Charter and RF IND.)</b>	<b>4,506</b>	<b>5,732</b>	<b>4,765</b>	<b>15,003</b>

<b>5. EXPENDITURES OF ANGLERS (\$\$/PERSON/TRIP)</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>Total Expenditures</b>
Total Charter Survey Anglers	\$3,555,180	\$4,671,330	\$3,669,486	\$11,895,996
TOTAL RF Charter	\$2,299,858	\$3,184,108	\$2,672,643	\$ 8,156,608
Total Charter NON-RF	\$1,255,323	\$ 1,487,222	\$ 996,843	\$3,739,388
TOTAL RF Independent Anglers (non-PR)	\$1,288,893	\$1,498,538	\$1,447,478	\$4,234,908
<b>TOTAL ANGLERS (Charter and RF IND.)</b>	<b>\$4,844,073</b>	<b>\$6,169,868</b>	<b>\$5,116,963</b>	<b>\$16,130,904</b>

# Fishing Charter Businesses Survey Form



**COMMUNITY  
TOURISM  
FOUNDATIONS®**

## 2007 Prince Rupert Fishing Charter Survey

*This information is strictly confidential*

Company name:

What was your number of:	June	July	August	Total:
Clients (# of individuals fishing)				0
Client Days (# of days fishing)				0

What % of your clients were from:	June	July	August
Prince Rupert			
Other BC			
Other Canada			
United States			
Other International			
<b>Total:</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>

What % of your clients came in groups/parties of: (i.e. shared expenses with)	
1	
2	
3	
4	
5+	
<b>Total:</b>	<b>0%</b>

What % of time do your clients spend fishing for halibut, salmon or other species of fish? (per trip) (please see example on 'Instructions' tab)	Halibut	Salmon	Other	Total:
				0%

What is your company's average price per day of fishing?	\$	(per person)
--	----	--------------

Were there any factors affecting your business this summer?

For example, how did the road closure in May/June affect your business from last year?

Please return this form to **Margo Cullen**

Email: [mcullen@citytel.net](mailto:mcullen@citytel.net)

Fax: (250) 627-5105

For assistance, please contact Krista Morten at (250) 356-2293 ([krista.morten@tourismbc.com](mailto:krista.morten@tourismbc.com))

**Thank you for your participation!**

## Fishing Charter Businesses Survey Open Ended Responses

Table A7. Fishing charter businesses survey 'Other' Factors that impacted their number of clients and revenue in June, July and August 2007.

Fishing Charter Business Comments
Lucky that clients were able to get through road. Lost days because boat hit a log and damaged the prop and shaft, and also lost days because of a leg injury
I do not advertise as my profession does not allow full time chartering. In previous years there was a store front operation @ Atlin Terminal which booked & referred clients, but in 2007, this operation was not running and I have found my business to be
I lost 1 day due to road closure.
Mechanical issue with boat, the motor broke. Works another full-time job.
First year business - fuel prices restricted areas of fishing.
Flooding in June (9 trips lost) and major break down in August (15 trips lost).
June lots of cancellations because of flooding.
Look at it this way if you can't get through your not going to go fishing.
Road closure did not affect me because I was not fishing yet.
Full time job June and August.
Boat broke down last week of June and first week of July.
I lost 10 days due to the flood but gained some walk in clients because the river was high. I also lost \$5000.00 because of " " not paying me for charters I did for them.
The road closure lead to the forfeiture of 3 days of charters for a total of 12 guests. Roughly \$3000 in income. Weather conditions such as rain and wind continue to hamper summer fishing charters and the amount of fish that are caught.
No work in early June due to road closures (could not get down to the ocean). Closed Rushbrook fish cleaning facilities, now have to go to Wampler's or Atil - cleaning fish is a tourism attractions, good for promotion.
Lost 9 days because of flood of road closure. Loss of days due to weather in late August to September.
The road closure cost me six days of income, The Port Edward Harbour authority removing the charter fleets fish cleaning tables and telling us to vacate the only warf in Prince Rupert where we can conduct business disgusted a lot of my clients,, some wil
With the road closure I moved clients into July
The road closure did affect my business a bit. There was a period of time where fuel was not available. My clients were able to share a plane trip from Smithers with some other charter guests, so my guests made it out but I had to scramble for fuel in o
Increased gas prices. Had to charter flights out of Smithers \$1,700.
Lost a lot of clients due to road closure
Road Closure was the only major factor. Lost two three day charters worth about \$9,000.00.
High waters made busier, could not camp on Skeena

## **Appendix F. Overnight Leisure Travellers ‘Open Ended’ Category Responses**

Other Origin Categories

Mood/ Atmosphere

Positive and Negative Attributes

Table A8. Overnight leisure travellers from 'Other' U.S. states.

State	Percentage
Michigan	0.62%
Florida	0.60%
New York	0.54%
New Jersey	0.47%
Texas	0.46%
Arizona	0.40%
Minnesota	0.39%
Alabama	0.33%
Virginia	0.32%
Iowa	0.29%
Kansas	0.29%
New Mexico	0.27%
Colorado	0.23%
North Carolina	0.23%
Wisconsin	0.22%
Massachusetts	0.20%
Pennsylvania	0.16%
Indiana	0.11%
Missouri	0.11%
Ohio	0.11%
Arkansas	0.09%
Illinois	0.09%
Oklahoma	0.09%
Tennessee	0.09%
Maryland	0.06%
Maine	0.06%
Mississippi	0.05%
Utah	0.02%
Wyoming	0.09%



Table A9. Prince Rupert Net Advantages and Disadvantages by BC and Non-BC Residents

	Net Advantage	
	BC Resident	Non-BC Resident
Base for Visiting Other Places in the Area	0.1	1.3
Value for Money	17.6	12.8
Land-Based Outdoor Recreation Activities	23.0	12.6
Water-Based Outdoor Recreation Activities	38.4	22.9
Aboriginal Culture	44.7	41.8
Wildlife Viewing	34.7	29.2
Fishing	35.6	34.8
Relax and Unwind	7.7	6.5
Arts and Culture	17.2	9.3
Heritage and Historical Sites	28.5	19.5
Friendly People	19.2	20.5
Opportunities to Visit Provincial Parks	-2.6	1.7
Plenty of Things that Appeal to Children	-8.2	-1.6
Good Place for Adults Travelling Without Children	21.7	7.6
Safe and Clean	-10.2	9.7
Beautiful Natural Scenery	18.9	27.9
Excellent Shopping	-6.3	-9.9
Excellent Restaurants	25.6	18.1
Offers Lots of Special Deals and Promotions	10.9	-3.7
Feels Quite Different From Home	10.9	36.4
An Exciting Place to Be	12.4	-1.2
Lots of Different Activities and Things to Do	17.1	3.1
Good Prices for Accommodation	17.6	0.5
Good Place for Higher Quality Accommodations	12.7	5.9
Fun Nightlife and Entertainment	-2.8	-6.8

Figure A1. Prince Rupert Net Advantages and Disadvantages by BC and Non-BC Residents

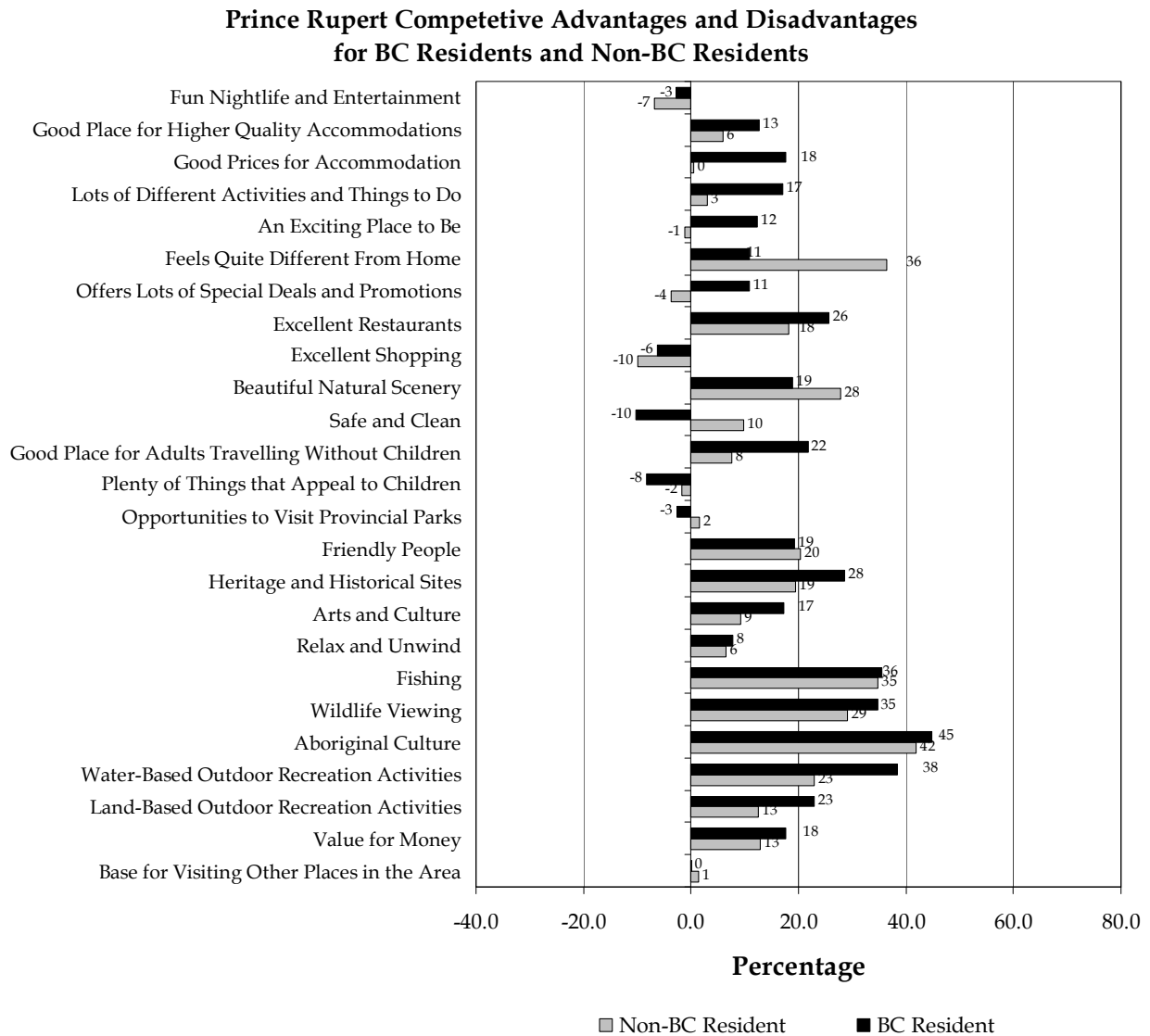


Table A10. Overnight leisure travellers complete list of Prince Rupert's mood/atmosphere characteristics.

Mood	Percentage
Friendly	62.7%
Relaxed/Safe/Calm	45.1%
Beauty/Nature	31.2%
Expanding/Prosperous	13.7%
Interesting	12.9%
Bad weather	10.3%
Tourist oriented	8.2%
Clean	7.3%
Excellent	5.8%
Dull/gloomy/dreary/unexcited	5.5%
Attractions	5.1%
Traditional/quaint	4.7%
Rustic /Country lifestyle	4.5%
Social problems/Drugs/Crime/Depressed	4.3%
Sea plane/ waterfront/buoyant	4.1%
Unfriendly	3.5%
Good weather	2.8%
Undeveloped/Slow growth	2.7%
Cheerful/Optimistics	2.6%
Run down	2.5%
Crowded	2.2%
Slow pace	2.1%
Industriouls	1.6%
Accommodation	1.4%
Outdoor activities	0.9%
Laws & Regulations	0.9%
Not favorite destination	0.9%
Good food	0.8%
Indigeneous culture	0.7%
East to get around	0.7%
Outpost	0.7%
Poor food/restaurants	0.6%
Shopping	0.6%
Remote/Isolated	0.6%
Very little shopping	0.5%
Unattractive building	0.3%
Busy Downtown	0.3%
Unattractive town	0.3%
Expensive	0.3%
Limited transportation	0.2%
Ambivalence	0.2%
Camping	0.2%
Ordinary	0.1%

Table A11. Overnight leisure travellers complete list of Prince Rupert's positive images.

Positive Images	Percentage
Beautiful scenery/landscape	45.7%
Family & Friends/Friendly/Courteous	25.7%
Quiet/Not crowded/Peaceful/Safe	21.2%
Wildlife/Nature/Wilderness	19.2%
Ocean/Harbour/Waterfront	18.6%
Attractions	18.5%
Restaurants (Foods)	13.7%
Shopping	12.8%
Fishing	11.1%
Roads/Links/Highway; Accessibility	8.8%
Clean	8.5%
Historic/Quaint	6.9%
Accommodation	4.5%
Activities/Recreation	4.3%
Location/Proximity	3.3%
Signage, informative	2.8%
Trails and Paths/Hiking	2.6%
Lively town atmosphere	2.5%
Water/Marine Sports	2.3%
Heritage & Culture	2.1%
Weather	1.4%
Salmon Fishery	1.2%
Ferry Trip	1.2%
First Nation Culture	1.1%
Architecture	1.1%
Tourism Oriented	1.1%
Arts and Crafts	0.9%
Value	0.9%
Camping	0.9%
Golfing	0.8%
Gardens/Flowers	0.8%
Island	0.8%
Transportation	0.7%
Prosperous/Developing	0.6%
Not touristy	0.5%
First Nation Village	0.4%
Visitor Info Centre	0.4%
Festivals	0.4%
Casino	0.4%
Ships/Cruiseships	0.4%
Parks	0.2%
Health	0.2%
Entertainment/Show/Buskers (night club, or night life)	0.1%
Well equipped/Cosmopolitan	0.1%
Water	0.1%

Table A12. Overnight leisure travellers complete list of Prince Rupert's negative images.

Negative Images	Percentage
Weather - Rain	23.1%
Limited Activities	13.7%
Unattractive/Run-down Town	11.0%
Limited/Poor Restaurant	9.8%
Social problems/Drugs/Crime/Depressed	9.2%
Isolated/Quiet	6.9%
Limited Campsite	6.0%
Value - Expensive, quality	5.8%
No Major Attractions	5.7%
Weather - Unsettled	5.2%
Limited Rest stops/Services	5.2%
Distance	4.2%
Shopping	4.1%
Need more information	3.6%
Dirty	3.4%
Undeveloped/Slow growth/Bad Economy	3.3%
Crowded	3.1%
Industrial/Pollution	2.8%
Public Transportation	2.7%
Weather - Cool	2.5%
Road Conditions	2.4%
Weather - Cold	2.1%
Dirty/Run Down Motel	1.9%
Expensive Transportation	1.9%
Touristy	1.7%
Limited RV Park	1.6%
Organization	1.6%
Lack of/Confusing Signage	1.6%
Unemployment	1.6%
Cafes/Bars/Restaurant	1.5%
Unattractive wildlife/nature/scenery	1.5%
Attraction Hours	1.4%
Parks	1.4%
Shop hours	1.4%
Opening/Closing hours	1.4%
No taxi available	1.4%
Parking	1.3%
Rules/Regulations	1.2%
Walking/Hard to get around/Inaccessible	1.2%
Ferry trip	0.7%
Commercial Appearance	0.7%
Limited/Poor Washrooms	0.6%
Aggressive/Poor/Speeding Drivers	0.6%
Ferry Information	0.5%
Lack of Time	0.5%
Noise from train/streets	0.4%
Gas Price	0.4%
Poverty	0.4%

<b>Negative Images</b>	<b>Percentage</b>
Walking uphill	0.3%
Water	0.3%
Restaurant Hours	0.2%
Weather - Hot/Desert Like	0.1%
Casinos	0.1%
Bench/shade	0.1%
Entertainment/Night life	0.1%
Limited Accommodation	0.1%

Table A13. Overnight leisure travellers complete list of Prince Rupert's unique attributes.

Unique	Percentage
Wildlife/Nature/Wilderness	36.8%
Attractions	27.2%
Ocean/Harbour/Waterfront	25.3%
Roads/Links/Highway; Accessibility	22.0%
Beautiful scenery/landscape	14.5%
Quiet/Not crowded/Peaceful/Safe	13.7%
Fishing	11.0%
Location/Proximity	8.0%
Ferry Trip	6.6%
Family & Friends/Friendly/Courteous	6.6%
Weather	6.1%
Salmon Fishery	6.1%
Historic/Quaint	5.8%
Heritage & Culture	5.8%
Island	5.3%
Architecture	4.2%
Shopping	3.5%
Transportation	3.5%
Not touristy	3.0%
Activities/Recreation	3.0%
Ships/Cruiseships	3.0%
Visitor Info Centre	2.8%
Restaurants (Foods)	2.8%
Float Planes/Waterways	1.7%
Well equipped/Cosmopolitan	1.2%
Accommodation	1.0%
Downtown	1.0%
Prosperous/Developing	0.7%
First Nation Village	0.4%
Value	0.2%
Lakes/Rivers	0.2%
Entertainment/Show/Buskers (night club, or night life)	0.2%
Expensive	0.2%
Arts and Crafts	0.2%
Sawmill	0.2%

Table A14. Overnight leisure travellers complete list of new services listed as beneficial for Prince Rupert.

New Services	Percentage
More RV Parks/Campground	20.8%
Better/More Café/Restaurant	12.3%
More accessible visitor information	9.2%
Improve walkways	8.6%
Shops	8.5%
Guided Tours / Day Tour	7.9%
Opening/Closing hours	6.3%
More better accommodation	6.3%
Better facilities	5.8%
Update downtown core	5.7%
Better public transportation	5.2%
Historic sites	4.8%
Frequent ferry services	4.8%
Better taxi services	3.8%
More tours/information on First Nation	3.5%
Trails names/information on trails	3.5%
Better information from Internet	3.5%
Hiking trails	3.4%
Walking tours	3.3%
New terminal	2.1%
Seal/Whale watching	2.1%
Fishing	2.1%
Golfing	2.1%
Unique tourist attraction	2.1%
Biking trails	2.0%
Enhance waterfront	1.7%
Natural-resource economy	1.5%
Salmon Run	1.3%
Night life/Night entertainment	1.3%
More frequent train services	1.0%
Fish Cannery Tour/Cannery Museum	1.0%
More land based activities	0.8%
Rental car services	0.7%
More arts/culture	0.7%
Bike Parking	0.7%
Car parking	0.7%
Boat trips	0.7%
More theatres/Fairground	0.7%
more viewing at attractions	0.4%
Marine museum	0.4%
Docks expansion/Dock facilities	0.4%
Better/bigger museum	0.4%
Bette air travel services	0.4%
More water activities	0.3%
Eco-center	0.3%
Better Highway/road signage	0.3%
Bike Rental	0.3%
Cost	0.3%



Table A15. Overnight leisure travellers complete list of Visitor Centres visited while on trip in BC.

Other Visitor Centres	Percentage
Victoria	10.4%
Port Hardy	7.7%
Queen Charlotte City	7.7%
Vancouver	7.7%
Prince George	6.6%
Multiple locations (ie all over/too many too list)	6.0%
Smithers	4.9%
Terrace	4.4%
Banff	3.8%
Jasper	3.8%
Burns Lake	1.6%
Hazelton	1.6%
Ketchikan	1.6%
Kitimat	1.6%
Mount Robson	1.6%
Pacific Rim NP	1.6%
Vancouver Island	1.6%
Airport (Vancouver)	1.1%
Campbell River	1.1%
Fort Nelson	1.1%
Houston	1.1%
Nanaimo	1.1%
Quesnel	1.1%
Revelstoke	1.1%
Tofino	1.1%
Alberta	0.5%
Alert Bay	0.5%
All in the National Parks	0.5%
Clearwater	0.5%
Courtenay	0.5%
Cranbrook	0.5%
Dawson Creek	0.5%
Fort S. John	0.5%
Gold River	0.5%
Hope	0.5%
Hudson	0.5%
Juneau	0.5%
Just the museum	0.5%
Kelowna	0.5%
Lake Louise	0.5%
Masset	0.5%
Merrit	0.5%
New Ayannish	0.5%
Nisga'a	0.5%
Okanagan Valley	0.5%
Osoyoos	0.5%
Petersberg	0.5%
Port Alberni	0.5%

<b>Other Visitor Centres</b>	<b>Percentage</b>
Port McNeill	0.5%
Powell River	0.5%
Stewart	0.5%
Tumbler Ridge	0.5%
Ucluelet	0.5%
Vanderhoof	0.5%
Williams Lake	0.5%

Table A16. Overnight leisure travellers complete list of comparable communities.

Comparable Communities	Percentage
Port Hardy	9.9%
Campbell River	6.4%
Terrace	4.7%
Ketchikan	4.1%
Nanaimo	2.9%
Queen Charlotte City	2.9%
Smithers	2.9%
Juneau, Alaska	2.3%
Stewart	2.3%
Tofino	2.3%
Kitimat	1.7%
Port Alberni	1.7%
Prince George	1.7%
Duneden, New Zealand.	1.2%
Gibson's Landing	1.2%
Port McNeil	1.2%
Powell River	1.2%
Quesnel	1.2%
Seward (Alaska)	1.2%
Skagway	1.2%
St. John.	1.2%
Thunder Bay Ontario	1.2%
Tobermary, Ontario	1.2%
Vancouver	1.2%
Vancouver Island	1.2%
Victoria	1.2%
Whitehorse	1.2%
Wrangell	1.2%
Alaska coast	0.6%
Alaska, Hyder.	0.6%
Alert Bay	0.6%
Anchorage	0.6%
Australia NSW Coast	0.6%
Banff	0.6%
Bellingham	0.6%
Bergen, Norway	0.6%
Bodo, Norway.	0.6%
Bridal Falls, Chilliwack.	0.6%
Burns Lake	0.6%
Calcutta, India	0.6%
Canmore	0.6%
Cape Breton, NS	0.6%
Cedar Point, GA	0.6%
Coastal B.C.	0.6%
Cormorant Island	0.6%
Digby, NS	0.6%
Fairbanks.	0.6%
Floro, Norway	0.6%

Comparable Communities	Percentage
Fort Bragg, CA.	0.6%
Geraldton, Ont.	0.6%
Gimili, MB	0.6%
Gopalpur on sea, Onssa, India.	0.6%
Haines, Alaska	0.6%
Halifax.	0.6%
Hazelton.	0.6%
Hernie	0.6%
Hobart, Tasmania, Australia	0.6%
Horseshoe Bay	0.6%
Jasper	0.6%
Long Island, New York.	0.6%
Maine Coast	0.6%
Mendiceno, CA.	0.6%
Monterey, California.	0.6%
Montreal.	0.6%
Moosonee, Ont	0.6%
New England, U.S.A.	0.6%
Newfoundland.	0.6%
New Zealand	0.6%
Parts of N.S. on the ocean.	0.6%
Pey Man Gtse, Sikkim, India.	0.6%
Port Dover, Ontario	0.6%
Port Townsend, WA.	0.6%
Rekjavic, Iceland.	0.6%
Rocky Harbour, NFLD	0.6%
Salmon Arm	0.6%
Saltspring Island.	0.6%
Sitka, Alaska	0.6%
St. Petersburg, Florida.	0.6%
Strahan, Tasmania	0.6%
Sydney Mines, NS	0.6%
Sydney, Cape Breton	0.6%
Trail	0.6%
Ullerpoo (Scotland)	0.6%
Vanderhoof	0.6%
White Rock, BC	0.6%
Wiarion, O.N	0.6%
Williams Lake	0.6%
Winnipeg, Manitoba	0.6%
Yahk	0.6%
Yarmouth, Nova Scotia area.	0.6%
Yellowknife, NWT	0.6%



## Appendix G. Cruise ship passengers 'Open Ended' Category Responses

Table A17. Origin of U.S. cruise passengers by state.

State	Percent
California	14.85
Texas	8.12
Washington	6.48
Florida	5.66
Illinois	4.03
New York	3.65
Arizona	3.40
Oregon	3.40
Maryland	2.71
Minnesota	2.52
Virginia	2.33
New Jersey	2.27
Georgia	2.14
Colorado	1.95
Missouri	1.95
South Carolina	1.95
Michigan	1.70
Massachusetts	1.51
New Mexico	1.38
Idaho	1.32
North Carolina	1.32
Nevada	1.32
Pennsylvania	1.32
Louisiana	1.20
Tennessee	1.20
Kentucky	1.13
Ohio	1.07
Utah	1.07
Oklahoma	1.01
Wisconsin	0.94
Indiana	0.88
Kansas	0.76
West Virginia	0.76
Connecticut	0.69
Alabama	0.63
Arizona	0.63
Montana	0.63
Hawaii	0.50
Mississippi	0.44
Wyoming	0.44
Iowa	0.38
Nebraska	0.38
North Dakota	0.25
Maine	0.19

State	Percent
Rhode Island	0.19
Washington DC	0.13
New Hampshire	0.13
Delaware	0.06

Table A18. Cruise ship passengers open-ended comments about making their stay more enjoyable.

What could we have done to make your stay more enjoyable?	% of Respondents
N/A	24.3%
More Stores/Shops	12.9%
Other	8.2%
More activities/attractions	8.0%
Suggestions for additional information	5.8%
Weather Change	5.8%
Additional transportation	5.7%
Suggestions for types of shops	4.7%
Suggested tours	4.4%
More things to do/sights to see	3.7%
Additional time	3.7%
Store open earlier/later	3.3%
Better Scenery/less hills	2.4%
Suggestions of food/restaurants	2.1%
Handicap accessibility	2.0%
Comments about specific tours	1.9%
More sightseeing/wildlife	1.7%
Additional spaces on tours	1.6%
Additional seating	1.6%
Closer shopping	1.4%
Better shops/bigger stores	1.3%
Transportation comments	1.3%
Less expensive	1.2%
More restaurants	1.0%
Ability to use US currency	.9%
Child oriented activities	.8%
Should have taken a tour	.5%
More restrooms	.5%
Cheaper tours	.4%

915 made 1035 comments, percentages add up to more than 100% due to multiple responses by individuals.



Table A19. Cruise ship passengers open-ended comments about an example of hospitality.

What is an example of hospitality?	% of Respondents
Individuals pleasant	51.1%
Information given/helped out	26.2%
Specific stores/places	18.1%
Store clerks/waiters	13.8%
Greeted	5.6%
Tour guides	5.6%
Directions given/asked if needed	5.4%
Visitor center/Information booth	5.4%
Local residents	5.0%
Interest taken in tourists	3.0%
Smiles given	2.7%
Other	2.7%
Cars stop for pedestrians	2.5%
Ambassador	1.9%
N/A	1.8%
Not pleasant	1.6%
Escorted/additional assistance	.9%
Items given away	.9%
Helpful with currency	.7%
Went out of way	.6%
Picture taken	.6%
Neutral position	.5%
Bad driving	.2%
Did not help	.2%

1,091 people made 1,716 comments, percentages add up to more than 100% due to multiple responses by individuals.

Table A20. Cruise ship passengers open-ended comments about shopping that was not available.

Was there anything you were looking for that was not available?	% of Respondents
Other	5.8%
Souvenirs	5.1%
Specific brand/type of clothing	4.2%
Food or drink	3.5%
Arts/crafts/Native items	2.2%
Jewellery items	2.0%
Activities	1.9%
Lower prices	1.9%
Children items	1.6%
Collectors items	1.4%
Kitchen items	1.1%
Animals/wildlife	1.0%
Camera	1.0%
Specific store	1.0%
More shops	1.0%
Specific transportation/transportation to area	.7%
US Currency Issues	.7%
Bookstore/books	.6%
Information/maps	.6%
Postal services/items	.6%
Everything found	.6%
Specific areas in town	.5%
N/A	63.8%

804 people made 828 comments, percentages add up to more than 100% due to multiple responses by individuals.

Table A21. Cruise ship passengers open-ended comments about how their tour or shore excursion could have been improved.

What could we do to improve this tour or shore excursion?	% of Respondents
Happy with tour	34.0%
N/A	18.4%
Other	11.1%
Longer in length/More time	7.0%
Increased information provided/clearer description/map	5.7%
Comments on food/beverage/restaurants	5.3%
Transportation comments	4.5%
Suggested tours/Overall tour comments	4.1%
Wildlife viewing/Nature viewing	4.1%
Improve weather	2.5%
Wheelchair accessibility/comments	2.5%
More stores/shopping	2.0%
Decrease group size	1.6%
Better viewing on trip	1.2%
Have no mechanical problems	1.2%
Shorter in length	.4%

244 people made 258 comments, percentages add up to more than 100% due to multiple responses by individuals.

Table A22. Cruise ship passengers open-ended comments about a positive experience in Prince Rupert.

<b>Please describe any positive or negative experiences while in Prince Rupert?</b> <i>Positive Experiences</i>	<b>% of Respondents</b>
General happy comments	41.3%
Individuals pleasant	21.0%
Enjoyed specific tours/areas or tour guides	10.4%
Enjoyed nature/wildlife/scenery	9.6%
Received info/maps/encountered helpful individuals	8.5%
Enjoyed shopping/stores or shop comments	6.1%
Museum comments	4.9%
Great weather	4.8%
Happy with food/beverage/restaurant	3.9%
Wished they had more time/willing to return	2.2%
Other happy comments	2.2%
Transportation Comments	1.9%
Enjoyed totem polls/Native items/arts/crafts	1.8%
Visitor Centre/Information booth comments	1.8%
Enjoyed fishing/fisherman	1.1%
Were greeted/Greeter	1.0%
Courteous traffic	.7%
Interest taken into tourists	.6%
Enjoyed passport stamp	.4%
US exchange/credit card comments	.4%
Ambassador comments	.3%
Handicap/wheelchair comments	.3%
Child comments	.3%
Free item given away	.2%
Good prices	.2%
Washroom comments	.1%

1046 people made 1317 comments, percentages add up to more than 100% due to multiple responses by individuals.

Table A23. Cruise ship passengers open-ended comments about a negative experience in Prince Rupert.

Please describe any positive or negative experiences while in Prince Rupert? <i>Negative Experiences</i>	% of Respondents
Wanted more shopping/stores or more shops open	18.4%
Other negative comments	11.9%
Not too much to do/Not very interesting	11.1%
Transportation comments	10.7%
Bad weather	9.8%
Negative tour comments/increased availability/Specific areas	9.0%
Negative food/beverage/restaurant comments	7.0%
Found expensive/Over priced	6.6%
Negative personal interaction	5.3%
Negative museum comments	4.5%
Wanted more time	4.5%
Wanted more information/maps/encountered helpful individuals	2.9%
US exchange comments	2.9%
General negative comments	2.5%
Negative fishing comments	2.0%
Wanted more time	2.0%
Child related comments	1.6%
More attraction/activities	1.6%
Too many hills	1.6%
Increase in nature/wildlife/scenery	1.2%
Individuals were tired	.8%
Washroom comments	.8%
Handicap comments	.4%
244 people made 291 comments, percentages add up to more than 100% due to multiple responses by individuals.	

## Appendix H. Detailed Mapping Methods

A trip routing question was included in the mailback questionnaires, where respondents were asked to draw on a provided map:

- their travelling route in British Columbia,
- where they stayed overnight, and
- the number of nights spent in the specified communities.

From the 319 usable returned mailback questionnaires (from the General Traveller Surveys), 97% completed the routing question and the community portion of the trip routing question. From further inspection, 10 surveys were not useable for the routing analysis and 23 were not useable for the community analysis, resulting in 298 and 286 useable surveys for the trip routing analysis, respectively (Table A23).

Table A24. Trip routing question responses.

	Useable Mailback Surveys	Completed Routing Portion	Useable Trip Routing Surveys	Completed Community Portion	Useable Community Surveys
Prince Rupert VC and Other Sites - General Traveller Survey	319	309	298	309	286

Geographic Information Systems (GIS) was used to create the mailback questionnaire map (Appendix C Q6), and was used to analyze and visually portray the data from the trip routing question. GIS can be defined as a computer based system that provides data input, management, manipulation and analysis, and output of geo-referenced information<sup>1</sup>.

The Canadian (British Columbia, Alberta, Yukon and Northwest Territories) highway and ferry routes that were included on the mailback questionnaire map were from an existing road network layer available through the Integrated Land Management Bureau, Government of British Columbia. For every road or ferry route, the line that represents the road or ferry route can be made up of multiple segments. In many cases, the segments of the road network layer occur at natural junction points (junctions between two roads) or at specific communities. For the data entry of the travel routing question, these individual segments were identified and used in the travel routing analysis. For routes that were not readily available and for routes that needed to be further segmented, (e.g. Alaska, Washington, Idaho, and Montana road and/or ferry routes) customized road network layers for the trip routing question were developed by GeoBC, Integrated Land Management Bureau, Ministry of Agriculture and Lands. GeoBC additionally provided a customized community file that was used in the community analysis for the trip routing question.

For respondents who used other modes of transportation, rail and flight routes were additionally analyzed. A rail network layer was available through the Integrated Land Management Bureau, Government of British Columbia for GIS analysis, and flight routes were analyzed separately as no GIS layer was available.

<sup>1</sup> Aronoff, S. (1989). *Geographic Information Systems: A Management Perspective*. Ottawa, Ontario: WDL Publications.

For each useable mailback questionnaire, if the respondent travelled on road, ferry or rail routes the individual segments were identified. If a segment was travelled on twice (i.e. if the respondent travelled to and from on the same route) this was captured in the data entry of the maps. The segments were then summarized to produce a frequency map using proportional symbology, where thicker lines (representing the road, ferry or rail route) indicate more travel on that route. For the community portion, the frequency of spending overnight in the community was summarized to produce a proportional symbology map, where the larger circles (representing the community) indicate where more respondents spent overnight. The average length of stay was additionally summarized for the communities by using choropleth (colour gradation) mapping, where darker colours represent longer amounts of overnight stays in communities.

This type of routing analysis is useful to determine how visitors travel to particular communities, in this case Prince Rupert. Knowledge of the routes that are taken and the communities that receive overnight stays can be useful for marketing development. The trip routing information can also be linked back to the interview and other mailback questionnaire responses, where respondents can be segmented based on visitor origin, primary destinations and other demographic information, for example.