

Downhill Skiing/Snowboarding

2009 OUTDOOR RECREATION STUDY BC RESIDENT PARTICIPATION



Overview

The Outdoor Recreation Study was conducted to better understand BC residents' outdoor activity choices and preferences. Outdoor recreation is defined as outdoor activities that take place in a natural setting, as opposed to a cultivated or highly managed landscape. The study consisted of two phases. The first phase was a telephone survey; results are weighted to be representative of all BC residents over the age of 18. Phase two, a follow-up survey completed by either mail or email, included BC residents who participated in outdoor recreation and agreed to participate in the follow-up survey. Results in this section compare to all follow-up respondents (total). This is a profile of BC residents who participated in downhill skiing and/or snowboarding with lift access in British Columbia in a twelve-month period (corresponding to approximately October 2008 to September 2009).

Phase I: Telephone results

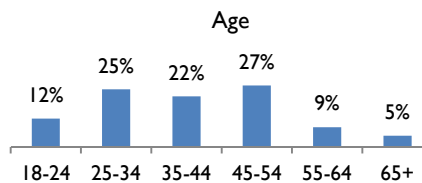
Incidence of activity

Over nine in ten (91%) British Columbia residents (over the age of 18) participated in at least one outdoor recreation activity during a twelve-month period. Almost one in five (19%) British Columbia residents participated in downhill skiing and/or snowboarding with lift access during a twelve-month period. Residents of the Kootenay Rockies (29%) had a higher incidence of downhill skiing and/or snowboarding with lift access than those who live in the other regions of the province.

	All BC residents	Cariboo Chilcotin Coast	Kootenay Rockies	Northern BC	Thompson Okanagan	Vancouver, Coast & Mountains	Vancouver Island
Downhill skiing/snowboarding with lift access	19%	19%	29%	19%	21%	18%	17%

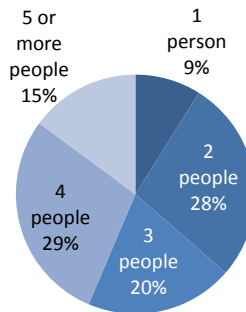
Characteristics

BC residents of all ages participated in downhill skiing and/or snowboarding with lift access, with approximately a quarter each between the ages of 25-34 (25%), 35-44 (22%), and 45-54 (27%).



The majority (64%) of BC residents who participated in downhill skiing and/or snowboarding with lift access have three or more people living in their household (average 3.2 people). Half (50%) have a child under the age of 18 years living in their household.

Household composition



50% have a child under the age of 18 living at home

Over half (52%) of BC residents who participate in downhill skiing and/or snowboarding with lift access had at least a college or university degree. By contrast, one-fifth (21%) had an education level of high school or less.

Slightly more male (56%) BC residents reported participating in downhill skiing and/or snowboarding with lift access than female BC residents.

Two-fifths (44%) of BC residents who downhill ski/snowboard had a household income of \$100,000 or more. Please note that 15% of respondents preferred to not answer this question and were not included in proportions.

Household income	
Less than \$25,000	4%
\$25,000 to \$49,999	12%
\$50,000 to \$64,999	12%
\$65,000 to \$99,999	28%
\$100,000 to \$149,999	28%
\$150,000 or more	16%

Other activities

The top five other most popular activities of British Columbia residents who indicated they had downhill skied and/or snowboarded (with lift access) in a twelve-month period were day hiking trips (77%), swimming in a lake or river (74%), road biking or cycling (64%), beach activities at a lake or river (61%), and oceanside beach activities, including picnicking (55%).

Top 10 other activities

Activity	Downhill ski/snowboard
Hiking on a day trip	77%
Swimming in a lake or river	74%
Road biking or cycling	64%
Beach activities, including picnicking, at a lake or river	61%
Oceanside beach activities, including picnicking	55%
Vehicle access camping in a tent	47%
Mountain biking on trails with no lift access	44%
Nature viewing (does not include bird, whale or bear watching) or scenic photography	43%
Swimming in the ocean	41%
Motorized boating on a lake or river (not including houseboating)	36%

Phase 2: Follow-up results

Outdoor recreation characteristics

Three-quarters (75%) of BC residents who downhill skied and/or snowboarded (with lift access) participate in outdoor recreation activities at least once a week, compared to almost two-thirds (64%) of other BC residents who participate in outdoor recreation.

Frequency of outdoor recreation activities

	Downhill ski/snowboard	Total
Daily	25%	25%
Once a week	50%	39%
Once a month	15%	15%
Once every several months	2%	6%
Several times a year	7%	12%
Once a year	1%	2%

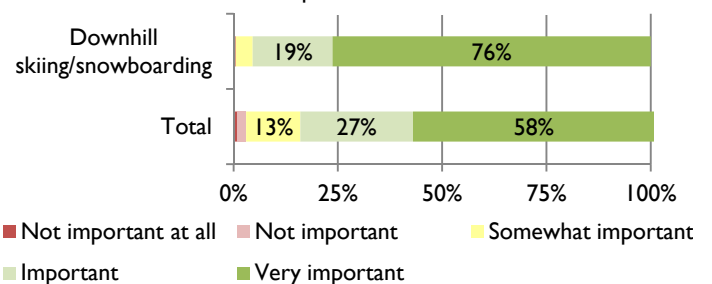
BC residents were asked, “Overall, who do you most like to do outdoor recreation activities with?” Over half (60%) of BC residents who had downhill skied and/or snowboarded (with lift access) indicated they prefer doing outdoor recreation activities with immediate family members, followed by friends (23%).

Preferred company

	Downhill ski/snowboard	Total
Alone (yourself)	4%	8%
Immediate family (spouse or children)	60%	55%
Extended family (parents, brothers and sisters, cousins)	8%	8%
Friends	23%	21%
With a club or special interest group	1%	3%
Other	5%	4%

Over three-quarters (76%) of BC residents who downhill skied and/or snowboarded (with lift access) considered outdoor recreation activities to be “very important,” with an additional 19% considering it to be “important.” In contrast to just over half (58%) of other BC residents considering outdoor recreation as “very important.”

Importance of outdoor recreation



Almost half (45%) of BC residents who downhill skied and/or snowboarded (with lift access) indicated they occasionally (less than half the time) travel outside their community to participate in outdoor recreation activities.

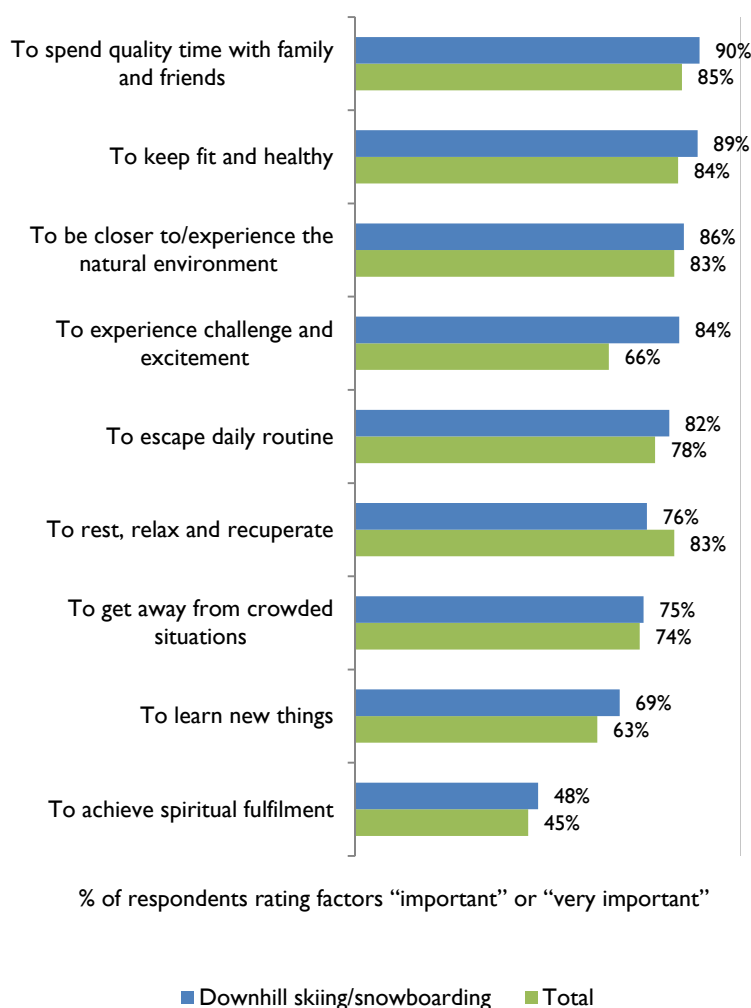
Frequency of travel outside of community to participate in outdoor recreation activities

	Downhill ski/snowboard	Total
Never - I always do outdoor recreation activities in my community	2%	8%
Occasionally (less than half the time)	45%	48%
Sometimes (about half the time)	36%	28%
Most of the time (more than half the time)	16%	14%
Always	1%	2%
Don't know	1%	1%

BC residents – Downhill skiing/snowboarding

BC residents were asked to provide a level of importance to various motivations for participating in their favourite activity. The top motivators for favourite outdoor recreation for BC residents who downhill skied and/or snowboarded (with lift access) included “to spend quality time with family and friends,” “to keep fit and healthy,” and “to be closer to/experience the natural environment.”

Motivations for participating in favourite activity



BC residents were asked about which information sources they were most likely to consider for a new activity or a new destination for an activity. BC residents who downhill skied and/or snowboarded (with lift access) indicated they were most likely to take advice from friends/relatives (88%), consider past experience (85%), use a BC Parks map (53%), and the website www.bcparks.ca (48%).

Information sources

	Downhill skiing/snowboard	Total
Advice from friends/relatives	88%	84%
Past experience/been there before	85%	82%
BC Parks Map	53%	50%
Internet - www.bcparks.ca	48%	41%
Backroads Mapbook	42%	35%
Visitor guides and brochures	42%	39%
Visitor Centres	39%	39%
Internet - Tourism websites	31%	30%
BC Recreation Sites and Trails Brochure	26%	29%
Internet - www.HelloBC.com	22%	16%
Media coverage	21%	23%
Internet - An activity-based website	19%	12%
Global Positioning System (GPS)	17%	14%
Advertising	16%	22%
Internet - www.sitesandtrailsbc.com	15%	15%
Internet - Other internet sites	15%	13%
Internet - Travellers' commentary sites	14%	11%
Travel agents, airlines, auto associations, tour operators, other	9%	9%
1-800-HelloBC	3%	4%
Other	7%	8%

For more information, please contact:

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Website: www.DestinationBC.ca/research.aspx

Outdoor Recreation Study 2009/2010 can be found [here](#).

Want more information?

Please email “subscribe” to tourismresearch@gov.bc.ca and receive research alerts.

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