



COMMUNITY  
TOURISM  
FOUNDATIONS®

**RESEARCH AND PLANNING**

# **2008 HOPE AND FRASER CANYON VISITOR STUDY FINDINGS**

**FINAL (Without Mapping Analysis)**

**September 2009**

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## ACKNOWLEDGEMENTS

The 2008 Hope and Fraser Canyon Visitors Study was a comprehensive survey of travellers to Hope and the Fraser Canyon between June and August of 2008.

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.

- Hope Visitor Centre
- BC Parks (Coquihalla Canyon)
- Hell's Gate Airtram
- Yale Museum

This report was written by Nicolette Douglas Consulting on contract with Research and Planning, Tourism British Columbia.

## Executive Summary

The Community Tourism Foundations Visitor Study of Hope and the Fraser Canyon was undertaken in the summer (June 3<sup>rd</sup> through August 29<sup>th</sup>) of 2008. The study was designed to provide information on the characteristics and volume of travellers to Hope and the Fraser Canyon and to support marketing plan design and product development in the Hope and Fraser Canyon area. The project was funded, managed and carried out by Tourism British Columbia's Research and Planning department. Special thanks to Inge Wilson, Manger of the Hope Visitor Centre for directly managing the Intercept Interviewers during the summer months.

The study objectives were:

1. To profile travellers who visit Hope and the Fraser Canyon in terms of traveller and trip characteristics.
2. To estimate visitor volume and tourism expenditures of travellers to Hope and the Fraser Canyon during June – August 2008.
3. To profile users of the Hope Visitor Centre in terms of traveller and trip characteristics.
4. To understand travellers perceptions of the Hope and Fraser Canyon area.

### *Methods*

A multi-location, two-stage survey design was used to examine the study objectives.

Stage 1: The first stage consisted of interviewing travellers at two locations in the Hope area and two locations in the Fraser Canyon area. The purpose of collecting information at the two sites was to obtain information about the typical traveller to the Hope and Fraser Canyon areas during their trip. The interview sites for Hope and the Fraser Canyon included:

- Hope: Hope Visitor Center and the Coquihalla Canyon.
- Fraser Canyon: Hell's Gate and the Yale Museum.

Two interviewers collected data between June 3<sup>rd</sup> and August 29<sup>th</sup>, 2008. 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 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 Fraser Canyon and Hope region (including Dogwood Valley, Sunshine Valley, Laidlaw, Flood and the Chawathil Reserve). 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 Organized Tour Groups, Day Trip Visitors and Business Travellers. The interviewers recorded responses on handheld computers (Palm Pilots) using Techneos Data Entryware software.

Stage 2: 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 to understand travellers' perceptions of the Hope and Fraser Canyon regions and British Columbia upon trip completion.

Information presented here is representative of travellers to the Hope area, the Fraser Canyon area and the Hope and Fraser Canyon area combined between June and August of 2008.

## **Results**

The results of the study have been segmented by type of traveller to the Hope area, the Fraser Canyon area and collectively the Hope and Fraser Canyon region. The report is organized by those traveller segments including: overnight non-business travellers, non-business day trip travellers, and business travellers.

Between June 3<sup>rd</sup> and August 29<sup>th</sup>, 2008, a total of 1,876 people were approached at all interview sites in Hope and the Fraser Canyon. Of those, 1,204 agreed to complete the interview but 93 were excluded (55 were residents, 37 had been previously interviewed and one survey was incomplete), leaving 1,111 respondents eligible for interview (Table 1). The analysis in this report excludes respondents who indicated that their trip was 356 days or more, therefore a grand total of 1,105 useable traveller surveys were completed, of those, 669 (61%) respondents completed the traveller survey in the Hope region and 436 (39%) respondents completed the traveller survey in the Fraser Canyon region.

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.

A total of 641 mailback surveys were sent out. Responses were accepted until January 30, 2009. A total of 376 respondents completed and returned the mailback survey for a response rate of 58%.

### ***Overnight Non-Business Travellers***

- Over half (55%) of overnight non-business travellers to Hope and the Fraser Canyon were from somewhere in Canada, 32% were from British Columbia and 23% were from other parts of Canada. The United States represented 10% and overseas visitors represented 35% of overnight non-business travellers.
- Close to one-fifth (19%) of Canadian travellers from outside of British Columbia were from Alberta while an additional 10% were from Ontario, fewer were from Saskatchewan (4%), Quebec (3%), and Manitoba (3%).
- Almost a one-fifth (19%) of American travellers were from Washington State, almost one-sixth (16%) were from California, and one-seventh (14%) were from Oregon. Fewer were from Alaska (5%), Arizona (5%), Florida (4%), Missouri (4%) or Texas (4%).

- International travellers, other than U.S. residents, accounted for 35% of overnight non-business travellers. Almost one-quarter of overseas travellers were from Germany (24%), and approximately one-fifth were from the Netherlands (21%) and the United Kingdom (18%); while just under 10% were from Australia. Fewer were from Switzerland (7%), Denmark (4%), New Zealand (3%), Austria (2%), Belgium (2%), Italy (2%), or other countries.
- One-fifth of overnight non-business travellers were under 35 years old (18%) and 35 to 44 years old (18%). One-quarter of travellers were 45 to 55 years old (27%) and over one-third were 55 years old or older (37%).
- Overnight non-business travellers to Hope and the Fraser Canyon were highly educated. Over two-fifths had a University Degree, Masters or PhD (45%), while over one-third had some college or technical diploma (36%), and 16% had a high school diploma.
- Close to two-fifths (38%) of travellers were high-income earners with a household income of over \$100,000 annually and one-quarter (26%) earned between \$65,000 and \$99,000. The remaining third (36%) earned less than \$65,000 per year.
- Over one-half (53%) of overnight non-business travellers to Hope and the Fraser Canyon were male. The difference in gender distribution is greater in Hope – males 55% and females 45%, whereas in the Fraser Canyon there is an even distribution of gender.
- On average, there were 2.8 people per overnight non-business traveller party to Hope and the Fraser Canyon. Over one-quarter (27%) of these travel parties had children while the remaining 73% were adult only travel parties. More travellers to the Fraser Canyon travelled with children (30%) than did to Hope (26%). The median travel party size for all travel parties and both regions was 2.
- Visitors to Hope and the Fraser Canyon were frequent travellers. taking an average of 3.2 overnight non-business trips in the past two years, with 22% taking four or more trips (over one-quarter (29%) of travellers to Hope taking four or more trips). Over two-thirds (69%) of overnight non-business travellers had been to the region once or twice before. Of the first-timers, there were more first time visitors to the Fraser Canyon (58%) than to Hope (36%).
- Overnight non-business travellers' entire trip away from home averaged at 18 days, with 11 of those days spent in British Columbia and 2 days in the Hope and Fraser Canyon region. Travellers spent slightly more time in Hope than they did in the Fraser Canyon.
- Approximately 42% of overnight non-business travellers in Hope and the Fraser Canyon did not actually have a primary destination and were touring. Nearly one-tenth (9%) of travellers' primary destination was Hope and the Fraser Canyon, while one-fifth (20%) were destined for other communities in the Vancouver, Coast and Mountains region or the other tourism regions in BC (20%). In total one-half (49%) were visiting British Columbia, whilst 6% were visiting other Provinces in Canada and 3% were destined for the United States.
- When looking at only those travellers that specified a destination (i.e. excludes those who stated none or touring) one-half indicated that their primary destination was the Vancouver, Coast and

Mountains tourism region (50%). This is followed by Vancouver Island (13%) and the Thompson Okanagan region (10%). Fewer were destined for the Cariboo and the Chilcotin Coast (5%), Kootenay Rockies (4%) or Northern BC (2%) regions.

- The most common type of accommodation used in the Hope and Fraser Canyon region was 'Camping/RV' (46%) followed by Hotel/Motel/Resort (40%). Significantly more travellers to Fraser Canyon made use of Camping/RV (55%) than did those to Hope (44%).
- Over one-half (54%) of overnight non-business travellers could spend a few more hours than originally planned in Hope and the Fraser Canyon, with approximately one-quarter (23%) being able to spend at least one extra day (23%). Approximately one-quarter (23%) were inflexible in terms of spending more time in the region.
- The most popular primary activity for overnight non-business travellers was general sightseeing (65%), followed by outdoor land activities (12%) and Hope/Fraser Canyon specific sights (11%). Fewer travellers indicated their primary activity was for shopping, dining or entertainment (4%) or for culture, attractions or an event (2%).
- Overnight non-business travellers responses from the mailback questionnaire indicated that the most popular specific activities that travellers participated in while on their trip were visiting a 'Municipal, Provincial or National Park' (79%), visiting a 'Museum, Heritage or Historical Site' (62%), participating in 'Wildlife Viewing' (60%) and 'Shopping for local arts and crafts' (50%).
- Approximately four-fifths (81%) of non-business travellers travelled to and departed from Hope and the Fraser Canyon via Car/Truck/Motor Cycle and one-fifth (18%) by RV. Fewer travellers travelled to/from the region by bicycle and bus.
- Travellers to Hope and the Fraser Canyon region spent an average of \$3,492 per travel party and \$1,252 per person on their entire trip. Travellers to Hope spent \$3,455 per travel party and \$1,247 per person, whilst travellers to the Fraser Canyon spent \$3,548 per travel party and \$1,254 per person on the entire trip away from home.
- Travellers to Hope and the Fraser Canyon region spent an average of \$187.14 per day per travel party and \$67.08 per person per day. Travellers to Hope spent \$176.45 per travel party and \$63.24 per person per day, whilst travellers to the Fraser Canyon spent \$203.22 per travel party and \$71.81 per person per day.
- Spending patterns varied noticeably depending on the origin of the travellers, ranging from \$206.19 per party per day for travellers from other Canadian provinces/territories (excluding B.C.) to \$162.41 for those visiting from the United States. There were also notable differences in expenditures when broken down by primary accommodation type, which ranged from \$82.85 for those staying with friends or relatives to \$263.82 for those using B&B's (per party per day). There were also noteworthy differences in expenditures based upon respondents' age category. Results ranged from \$135.29 for travellers under the age of 24 to \$201.04 for travellers between the ages of 45-54 (per party per day).

- Overnight non-business travellers to Hope and the Fraser Canyon planned ahead. Close to one-half (46%) planned their trip thirteen or more weeks in advance (3 months plus).
- The information sources used before a non-business traveller's trip differed from those information sources that travellers used during their trip. Past experience (57%), advice from friends and relatives (55%), and visitor guides and brochures (49%) were the most commonly used information sources before trips. Approximately 25% of travellers used local and regional tourism websites for their planning. During trips, Visitor Centres were the most commonly used information source (63%) followed by visitor guides and brochures (63%) and past experience (35%).
- When asked to describe Hope and the Fraser Canyon's atmosphere/mood on the mailback questionnaire, the majority of travellers identified its beauty and nature (46%), while 41% identified a relaxed/safe/calm atmosphere and 40% described the friendliness of the region. Fewer responded that Hope and the Fraser Canyon felt like it was interesting (9%).
- Of all comments made about Hope and the Fraser Canyon images, there were more positive than negative comments. Positive responses were dominated by the natural beauty and scenic landscapes of the Hope and Fraser Canyon region (46%), the presence of family/friends and friendliness of people in general (25%), the quiet/non-crowded/peaceful nature (20%), the roads/links/highway; accessibility (10%) and wildlife/nature/wilderness (9%).
- Negative perceptions of overnight leisure travellers focused on the limited/poor restaurants (5%), rain (4%), traffic (4%), limited accommodation (4%), and lack of major attractions (3%).
- A variety of characteristics were identified as unique to the area. The most common unique characteristics were the beautiful scenery/landscape (31%), lakes/rivers (12%), Othello Tunnels (12%), historic/quaint (10%) and Hell's Gate/Fraser Canyon (10%).
- 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 Hope and Fraser Canyon region again. Although there was less consensus (i.e. a lower percentage of travellers mentioning the same things), 'better/more cafes/restaurants', 'better highway/road signage', 'more/better accommodation' and 'better facilities/rest areas' were the most common service improvement areas.
- Over three-quarters of respondents rated their overall travel experience as good (56%) or excellent (21%). Ratings for each trip component were also high. Customer service (94%), access to information about Hope and the Fraser Canyon (85%), recreation and adventure opportunities (82%), attractions, and events (80%) stand out as strengths with most respondents rating these components as either good or excellent. Dining (69%) received the lowest rating.
- Over one-half (56%) of travellers visited the Hope Visitor Centre. Of those, 3% reported that the centre fell short of their expectations while 43% said it exceeded their expectations.
- Of the 44% of visitors that did not use the Hope Visitor Centre the most common reason for skipping it was they 'didn't need it/knew what to do' (50%), had 'insufficient time' (22%) and 'had information prior to the trip' (11%).

- The intentions to return on a trip within British Columbia were quite high with 87% indicating that they were 'likely' or 'very likely' to return to British Columbia. Not surprisingly, the intentions to return Hope and the Fraser Canyon were somewhat lower with nearly 62% of travellers saying they were 'likely' or 'very likely' to return to the area while 19% were 'not likely' or 'not likely at all'. This suggests that although there are many one-time travellers to the area, there is also a large portion of travellers who are potential repeat travellers.

### ***Non-Business Day Trippers***

- The most popular trip purpose for leisure day trip travellers was leisure (96%), while 4% visited friends and family. None travelled for other reasons.
- As expected the vast majority of non-business day trippers were from British Columbia (99%), with only 1% originating from Washington State.
- Almost all non-business day trip travellers were destined for Hope and the Fraser Canyon (89%) although some were touring around for the day (9%) and 2% were bound for the Thompson Okanagan.
- Visitors to Hope and the Fraser Canyon were frequent travellers. They took an average of 5.81 non-business trips in the past two years (Hope 5.69; Fraser Canyon 6.03); the median is 3 trips for both regions. Just under half (46%) of non-business day trippers took four or more trips (Hope 48%; Fraser Canyon 40%), while one-fifth of travellers took one, two or three non-business trips.
- Almost all non-business day trip travellers used a car/truck/motorcycle as their primary transportation (99%), while only 1% used an RV.
- The most popular primary activity for non-business day trippers was general sightseeing (42%), followed by Hope/Fraser Canyon specific sightseeing (33%), outdoor land based activities (10%) and outdoor water based activities (6%). Fewer travellers indicated their primary activity was for shopping, dining or entertainment (2%).
- During the on-site interview, travellers were asked whether they had visited (or plan on visiting) selected British Columbia communities (Lillooet, Lytton, Boston Bar, Yale and Hope). Over 7-in-10 non-business day trippers to Hope and the Fraser Canyon also spent time (at least 1 hour) in Hope. Less than 1-in-10 visited any of the other listed communities.
- Travellers were asked, "*How did you hear about the Coquihalla Canyon Provincial National Park/Hell's Gate?*" The most popular information source was Word of Mouth (46%), followed by Fraser Canyon Signage (40%) and then having been to the area previously (34%).
- The average daily expenditure for non-business day trippers while in Hope and Fraser Canyon was \$76.70 per travel party or \$25.82 per person. On a per person basis, British Columbians spent the most amount during their visit to the Hope and Fraser Canyon region.

### ***Business Travellers***

- Not surprisingly, the majority of business travellers were British Columbian residents (50%), followed by Other Canadians (30%). Travellers from the United States and other international countries represented 7% and 13%, respectively, of all business travellers.
- The average total trip length for business travellers was 11 days away from home, of which 9 days were spent in British Columbia and nearly 3 days were spent in Hope and Fraser Canyon.
- The average daily expenditure for business travellers while in Hope and Fraser Canyon was \$175.75 per travel party or \$79.89 per person.
- On a per person basis, Canadians (other than those from British Columbia) spent the most amount during their visit to the Hope and Fraser Canyon region, spending 40% more than the overall average.
- Business visitors to Hope and the Fraser Canyon were frequent travellers. They took an average of 6.2 trips in the past two years (Hope 7.3; Fraser Canyon 5). Over one-third (37%) of business travellers took five or more trips (Hope 40%; Fraser Canyon 33%).
- Business travellers were asked, "*How did you hear about the Coquihalla Canyon Provincial National Park/Hell's Gate?*" The most popular information source was Word of Mouth (46%), followed by Fraser Canyon Signage (40%) and then having been to the area previously (34%).

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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 the Hope and Fraser Canyon area led Research and Planning, Tourism British Columbia to determine that the region would benefit from a comprehensive visitor study in the summer of 2008. Information from this visitor study will help develop a research based tourism plan for the Hope and Fraser Canyon region.

In 2001, Research and Planning, Tourism British Columbia started the 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, 24 independent studies have been conducted to evaluate the impact of the 22 different Visitor Centres. Because of similar objectives, proven methodology and efficiencies created, it was determined that the Hope and Fraser Canyon Visitor Study would encompass the Value of the Visitor Centre methodology and objectives.

Specifically, the study objectives were:

1. To profile travellers who visit Hope and the Fraser Canyon in terms of traveller and trip characteristics.
2. To profile users of the Hope Visitor Centre in terms of traveller and trip characteristics.
3. To understand travellers perceptions of the Hope and Fraser Canyon area.

The results of the study have been segmented by type of traveller to the Hope area, the Fraser Canyon area and collectively the Hope and Fraser Canyon region. The report is organized by those traveller segments including: overnight non-business travellers, non-business day trip travellers, and business travellers.

## Section 2. Methodology

A multi-location, two-stage survey design was used to examine the study objectives. The first stage consisted of interviewing travellers at two locations in the Hope area and two locations in the Fraser Canyon area. The purpose of collecting information at the two sites was to obtain information about the typical traveller to the Hope and Fraser Canyon areas during their trip. The interview sites for Hope and the Fraser Canyon included:

- Hope: Hope Visitor Center and the Coquihalla Canyon.
- Fraser Canyon: Hell's Gate and the Yale Museum.

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 to understand travellers' perceptions of the Hope and Fraser Canyon regions and British Columbia upon trip completion.

Information presented here is representative of travellers to the Hope area, the Fraser Canyon area and the Hope and Fraser Canyon area combined between June and August of 2008.

### 2.1 Data Collection and Analysis Methods

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

The first stage consisted of interviewing travellers at various locations in Hope and the Fraser Canyon. The purpose of collecting information at the multiple sites was to obtain information about the typical traveller to the Hope and Fraser Canyon regions during their trip. The interview sites included:

- Hope Visitor Center,
- Coquihalla Canyon,
- Hell's Gate,
- Yale Museum.

Two interviewers collected data between June 3<sup>rd</sup> and August 29<sup>th</sup>, 2008. 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 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 Fraser Canyon and Hope region (including Dogwood Valley, Sunshine Valley, Laidlaw, Flood and the Chawathil Reserve). 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 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,
- travel party size
- previous visitation to the area,
- other communities visited during their trip,
- primary trip purpose,
- trip duration,
- primary destination,
- primary mode of transportation,
- primary leisure activity in the Hope and Fraser Canyon region,
- primary accommodation in the Hope and Fraser Canyon region,
- trip planning habits,
- length of stay in the Hope and Fraser Canyon region and in British Columbia,
- method of arrival/departure to/from the Hope and Fraser Canyon region,
- daily expenditures, and
- trip flexibility.

Between June 3<sup>rd</sup> and August 29<sup>th</sup>, 2008, a total of 1,876 people were approached at all interview sites in Hope and the Fraser Canyon. Of those, 1,204 agreed to complete the interview but 93 were excluded (55 were residents, 37 had been previously interviewed and one survey was incomplete), leaving 1,111 respondents eligible for interview (Table 1). The analysis in this report excludes respondents who indicated that their trip was 356 days or more, therefore a grand total of 1,105 useable traveller surveys were completed, of those, 669 (61%) respondents completed the traveller survey in the Hope region and 436 (39%) respondents completed the traveller survey in the Fraser Canyon region.

Table 1. Overall visitor survey intercept results.

Location <sup>1</sup>	Travellers Approached	Part of Tour Group	Agreed to Interview	From Local Community <sup>2</sup>	Other Exclusions <sup>3</sup>	Eligible for Interview	Useable Traveller Surveys <sup>4</sup>
Hope	1,178	13	743	40	30	673	669 (61%)
Fraser Canyon	698	10	461	15	8	438	436 (39%)
<b>Hope and Fraser Canyon</b>	<b>1,876</b>	<b>23</b>	<b>1,204</b>	<b>55</b>	<b>38</b>	<b>1,111</b>	<b>1,105 (100.0%)</b>

1. Four interview sites were used: Hope Visitor Centre, Coquihalla Canyon, Hell’s Gate and the Yale Museum.

2. The Fraser Canyon and Hope region (including Dogwood Valley, Sunshine Valley, Laidlaw, Flood and the Chawathil Reserve). Visitor Centre respondents were not asked this question in the intercept survey.

3. Excludes 1 incomplete survey and 37 respondents who had been previously interviewed at ‘other’ locations.

4. Includes business travellers (n = 31), day trippers (business & non-business n =129) and organized tour group respondents (n = 23), who received a shorter version of the intercept survey. Excludes respondents who indicated that their trip was 356 days or more (n=6: 5 non-business travellers, 1 business traveller), excludes residents of the Hope and Fraser Canyon region (n=55) and also excludes 1 incomplete survey and 37 respondents who had been previously interviewed at ‘other’ locations.

Of all the general visitor surveys completed, almost one-third were completed at the Hope Visitor Centre (32%, Table 2), and at the Coquihalla Canyon (29%), while over one-quarter were completed at Hell’s Gate (28%) and just over one-tenth were completed as the Yale Museum (11%).

Table 2. Overall visitor survey intercept interview results at various sites in Hope and the Fraser Canyon.

Location	Travellers Approached	Part of Tour Group	Agreed to Interview	From Local Community <sup>1</sup>	Other Exclusions <sup>2</sup>	Eligible for Interview	Useable Traveller Survey <sup>3</sup>
Hope Visitor Centre	685	1	386	26	8	352	<b>349 (32%)</b>
Coquihalla Canyon	493	12	357	14	22	321	<b>320 (29%)</b>
Hell’s Gate	536	5	327	9	6	312	<b>311 (28%)</b>
Yale Museum	162	5	134	6	2	126	<b>125 (11%)</b>

1. The Fraser Canyon and Hope region (including Dogwood Valley, Sunshine Valley, Laidlaw, Flood and the Chawathil Reserve) Visitor Centre respondents were not asked this question in the intercept survey.
2. Excludes 1 incomplete survey and 37 respondents who had been previously interviewed at ‘other’ locations.
3. Includes business travellers (n = 31), day trippers (business & non-business n =129) and organized tour group respondents (n = 23), who received a shorter version of the intercept survey. Excludes respondents who indicated that their trip was 356 days or more (n=6: 5 non-business travellers, 1 business traveller), excludes residents of the Hope and Fraser Canyon region (n=55) and also excludes 1 incomplete survey and 37 respondents who had been previously interviewed at ‘other’ locations.

### 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,
- trip routing patterns,
- trip activities,
- trip planning,
- trip expenditures,
- perceptions about the mood and atmosphere in Hope and Fraser Canyon,
- use of other VCs in British Columbia,
- positive and negative images of Hope and Fraser Canyon,
- unique characteristics of Hope and Fraser Canyon as a vacation destination,
- satisfaction with Hope and Fraser Canyon and British Columbia, and
- the likelihood of returning to Hope and Fraser Canyon and British Columbia.

Mailback questionnaires were sent to consenting visitors with a business reply envelope and a *British Columbia Magazine* in two batches (batch A and batch B) to ensure that visitors who had travelled to Hope and the Fraser Canyon early on in the season would receive their mailback questionnaire in a reasonable amount of time upon their arrival home, thus ensuring the likelihood of a more accurate trip/experience retention. On August 5, 2008 (for visitors interviewed between June 3 and July 24; batch A) and September 8, 2008 (for visitors interviewed between July 27 and August 29; batch B) the first mailing (questionnaire, and a *British Columbia Magazine*) was sent. On August 22, 2008 for batch A and October 6, 2008 for batch B, the second mailing, a reminder postcard, was sent out to those who had not yet returned their mailback questionnaires. The third and final mailing consisted of another copy of the questionnaire and a business reply envelope and was sent to non-responders on September 8, 2008 for batch A and October 20, 2008 for batch B.

Between the two batches, a total of 641 mailback surveys were sent out. Responses were accepted until January 30, 2009. A total of 376 respondents completed and returned the mailback survey for an overall response rate of 58% (Table 3).

Table 3. Overall visitor survey mailback survey responses.

	Were Asked to Participate in Mailback Survey	Hope and the Fraser Canyon That:			Useable Mailback Surveys	Response Rate
		Agreed to Mailback Survey	Incomplete Addresses	No Response		
Hope	580	391	0	170	221	56.5%
Fraser Canyon	370	256	0	101	155	60.5%
Hope and the Fraser Canyon	950	647	0	271	376	58.1%

Travellers to Hope and the Fraser Canyon were described using simple frequencies and averages from the interview and mailback survey data collected in 2008.

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 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.

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

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 E for a more detailed description of the methods of mapping analysis.

## Section 3. Overnight Non-Business Travellers

Overnight non-business travellers were those people in the Hope and Fraser Canyon region for leisure, visiting friends and relatives or for other purposes (excluding business travel). Overnight non-business travellers comprised about 86% of all interviewed travellers to Hope and the Fraser Canyon. This section explores the overnight non-business travellers' demographics, trip and traveller characteristics, transportation and routing patterns and trip planning characteristics. It also summarizes what overnight non-business travellers thought about Hope and the Fraser Canyon's atmosphere, images and quality of experience. Please note that Don't Know's and No Responses were excluded from this analysis.

### 3.1 Demographics

This sub-section explores the demographics of overnight non-business travellers to Hope and the Fraser Canyon including, traveller origin, gender, age, education, income levels and travel party size.

#### *Origin: Overview*

Over half (55%) of overnight non-business travellers to Hope and the Fraser Canyon were from somewhere in Canada, 32% were from British Columbia and 23% were from other parts of Canada (Table 5). The United States represented 10% and overseas visitors represented 35% of overnight non-business travellers.

Slightly more British Columbian and U.S. overnight non-business travellers visited the Fraser Canyon (34% and 11% respectively) than those that visited Hope (31% and 9% respectively). Likewise, Hope saw slightly more travellers from the other Canadian provinces (24%) and overseas (36%) than did the Fraser Canyon (21% and 34% respectively).

Table 4. Origin of overnight non-business travellers.

Origin	Hope and the Fraser Canyon	Hope	Fraser Canyon
British Columbia	32.1%	30.7%	34.4%
Other Canada	22.8%	24.1%	20.9%
United States	10.0%	9.4%	11.1%
Overseas	35.0%	35.9%	33.6%
<b>Total Overnight Non-Business Travellers</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

#### *Origin: Canadian Travellers*

Close to one-fifth of Canadian travellers from outside of British Columbia were from Alberta (19%, Table 5) while an additional 10% were from Ontario, fewer were from Saskatchewan (4%), Quebec (3%), and Manitoba (3%).

Table 5. Origin by Canadian Province of overnight non-business travellers.

Origin	Hope and the Fraser Canyon	Hope	Fraser Canyon
British Columbia	58.5%	56.0%	62.3%
Alberta	19.4%	20.3%	18.1%
Ontario	11.3%	12.7%	9.3%
Saskatchewan	4.0%	5.1%	2.5%
Quebec	2.5%	2.8%	2.0%
Manitoba	2.5%	2.2%	2.9%
Other Canada	1.7%	0.9%	2.9%
<b>Total Canada</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

### *Origin: U.S. Travellers*

Almost a one-fifth of American travellers were from Washington State (19%, Table 6), one-sixth were from California (16%) and Oregon (14%). Fewer were from Alaska (5%), Arizona (5%), Florida (4%), Missouri (4%) or Texas (4%). The remaining 28% of U.S. residents were from nineteen ‘other’ states. A list of these states with their percentages can be found in Appendix D.

Table 6. Origin by U.S. State of overnight non-business travellers.

Origin	Hope and the Fraser Canyon	Hope	Fraser Canyon
Washington	18.9%	20.4%	17.1%
California	15.8%	5.6%	29.3%
Oregon	13.7%	14.8%	12.2%
Alaska	5.3%	3.7%	7.3%
Arizona	5.3%	7.4%	2.4%
Florida	4.2%	5.6%	2.4%
Missouri	4.2%	5.6%	2.4%
Texas	4.2%	1.9%	7.3%
Other United States	28.4%	35.2%	19.5%
<b>Total United States</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

### *Origin: Overseas Travellers*

International travellers, other than U.S. residents, accounted for 35% of overnight non-business travellers. Almost one-quarter of overseas travellers were from Germany (24%, Table 7), and one-fifth were from the Netherlands (21%) and the United Kingdom (18%); while just under 10% were from Australia. Fewer were from Switzerland (7%), Denmark (4%), New Zealand (3%), Austria (2%), Belgium (2%), Italy (2%), or other countries.

Table 7. Origin by Overseas country of overnight non-business travellers.

Origin	Hope and the Fraser Canyon	Hope	Fraser Canyon
Germany	24.2%	29.0%	16.1%
Netherlands	21.1%	18.8%	25.0%
United Kingdom	18.4%	16.9%	21.0%
Australia	8.8%	8.7%	8.9%
Switzerland	6.6%	5.8%	8.1%
Other Overseas	20.8%	20.8%	21.0%
<b>Total Overseas</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

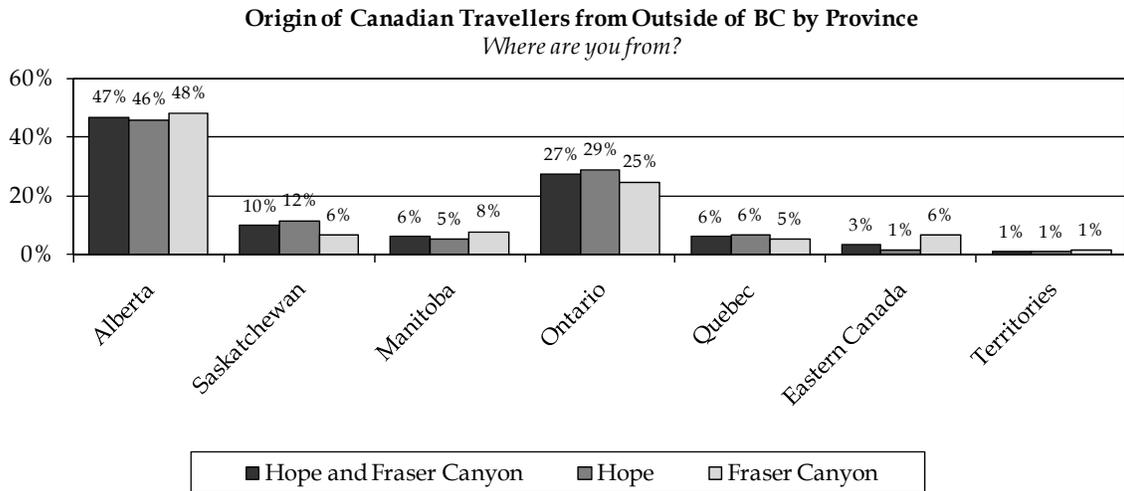


Figure 1. Origin by Canadian Province of overnight non-business travellers.

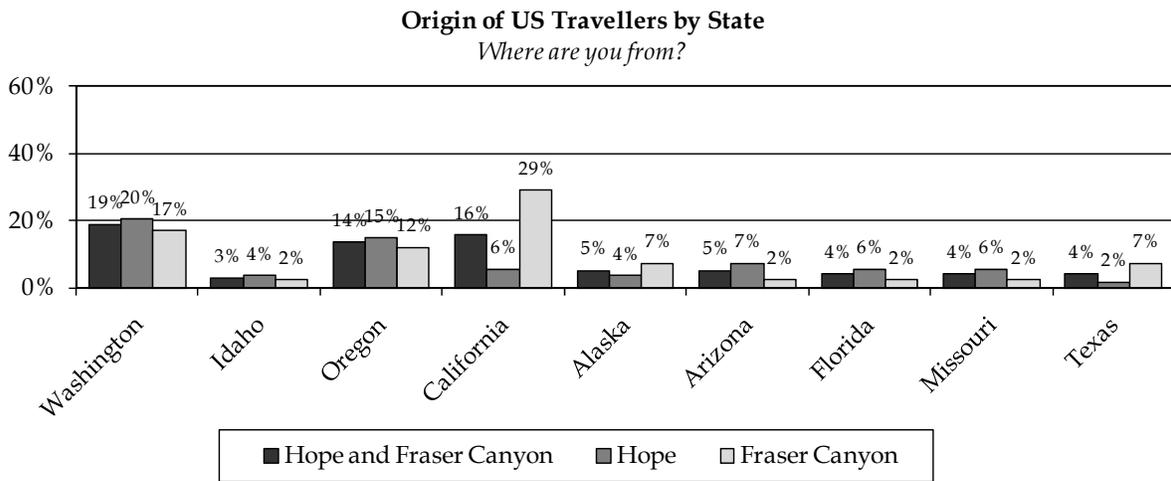


Figure 2. Origin by U.S. State overnight non-business travellers.

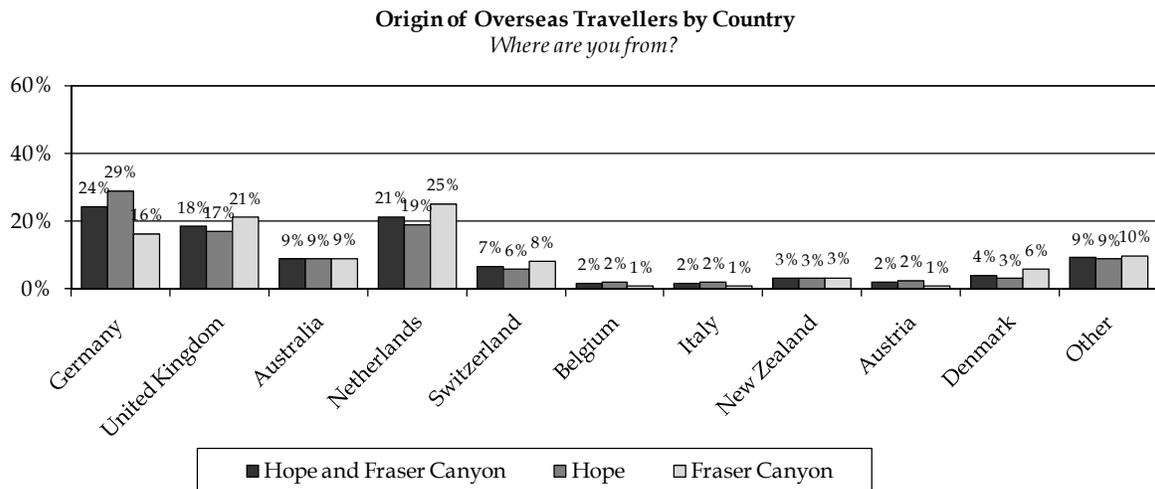


Figure 3. Origin by Overseas country overnight non-business travellers.

## Gender

Over one-half of overnight non-business travellers to Hope and the Fraser Canyon were male (53%, Table 12). The difference in gender is more significant in Hope – males 55% and females 45%, whereas in Fraser Canyon there is an even distribution of gender.

## Age

One-fifth of overnight non-business travellers were under 35 years old (18%, Table 8) and 35 to 44 years old (18%). One-quarter of travellers were 45 to 55 years old (27%) and over one-third were 55 years old or older (37%). Overnight non-business travellers to Hope and the Fraser Canyon were skewed to older age groups. There was little difference in age when comparing travellers to Hope versus the Fraser Canyon.

Table 8. Gender, Age, Education, Income Levels and Travel Party Size of overnight non-business travellers.

	Hope and the Fraser Canyon	Hope	Fraser Canyon
<b>Gender</b>			
Male	53.4%	55.3%	50.5%
Female	46.6%	44.7%	49.5%
<b>Total Gender</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
<b>Age</b>			
Under 24 Years	2.4%	2.3%	2.4%
25-34 Years	16.0%	17.8%	13.0%
35-44 Years	18.2%	17.7%	19.0%
45-54 Years	26.8%	26.7%	26.9%
55-64 Years	22.5%	21.6%	23.9%
65 Years or Older	14.2%	14.0%	14.7%
<b>Total Age</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
<b>Education</b>			
Less Than High School	2.6%	2.1%	3.3%
High School	16.3%	17.0%	15.2%
Some Technical, College or University	13.7%	12.0%	16.3%
College of Technical Diploma	22.7%	22.4%	23.2%
University Degree	28.9%	28.3%	29.8%
Masters or a PhD Degree	15.7%	18.2%	11.9%
Other	0.1%	0.0%	0.3%
<b>Total Education</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
<b>Income</b>			
Less than \$25,000	3.6%	4.4%	2.3%
\$25,000 to \$49,999	13.8%	13.6%	14.1%
\$50,000 to \$64,999	18.9%	17.0%	21.9%
\$65,000 to \$99,999	26.2%	29.5%	20.9%
\$100,000 to \$149,999	24.1%	23.4%	25.2%
\$150,000 or More	13.4%	12.0%	15.7%
<b>Total Income</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
<b>Travel Party Size*</b>			
Adults	2.27	2.29	2.23
Children less than 18 years old	1.95	1.95	1.95
Total Travel Party	2.79	2.77	2.83

\*2% of responses were trimmed to ensure an accurate mean length

## Education

Overnight non-business travellers to Hope and the Fraser Canyon were highly educated. Over two-fifths had a University Degree, Masters or PhD (45%, Table 10), while over one-third had some college or technical diploma (36%), and 16% had a high school diploma. There was little difference in education when comparing travellers to Hope versus the Fraser Canyon. There was a slightly larger percentage of overnight non-business travellers to Hope (69%) than to the Fraser Canyon (65%) who had graduated from a post-secondary institution.

## Income

Close to two-fifths of travellers were high-income earners with a household income of over \$100,000 annually (38%, Table 11) and one-quarter earned between \$65,000 and \$99,000 (26%). The remaining third earned less than \$65,000 per year (36%). There was a slightly larger percentage of overnight non-business travellers to Hope (65%) than to the Fraser Canyon (62%) whose household income was \$65,000 or more per year.

## Travel Party Size

On average, there were 2.8 people per overnight non-business traveller party to Hope and the Fraser Canyon. Over one-quarter of these travel parties had children (27%) while the remaining 73% were adult only travel parties. More travellers to Fraser Canyon travelled with children (30%) than did to Hope (26%). The median travel party size for all travel parties and both regions was 2 (Table 15).

## 3.2 Trip Characteristics

This sub-section explores the trip characteristics of overnight non-business travellers to Hope and the Fraser Canyon including, trip purpose, primary destination, frequency of travel, type of accommodation, trip flexibility, trip length and trip activities.

### Trip Purpose

As expected, the majority of overnight non-business travellers were visiting for leisure purpose (82%, Table 9) while 17% were travelling to visit friends and family.

Table 9. Main trip purpose of overnight non-business travellers.

Trip Purpose	Hope and the Fraser Canyon	Hope	Fraser Canyon
Leisure	82.1%	82.5%	81.56%
Visiting Friends & Family	17.1%	16.6%	17.9%
Other	0.7%	0.9%	0.5%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

### Primary Destination: Overview

Approximately 42% of overnight non-business travellers in Hope and the Fraser Canyon did not actually have a primary destination and were touring. Nearly one-tenth of travellers primary destination was Hope and the Fraser Canyon (9%), while one-fifth were destined for other communities in the Vancouver, Coast and Mountains region (20%) and the other tourism regions in BC (20%), in total one-half were visiting British Columbia (49%, Table 10), whilst 6% were visiting other Provinces in Canada and 3% were destined for the United States. Of those overnight non-business travellers who had a primary destination outside the area, 62% were on the way to their destination whereas 39% were returning from their vacation destination.

Table 10. Primary destination of overnight non-business travellers.

Destination	Hope and the Fraser Canyon	Hope	Fraser Canyon
British Columbia	49.1%	47.8%	51.1%
Other Canada	6.2%	8.0%	3.3%
United States	3.3%	2.4%	4.6%
No Destination - Touring	41.5%	41.7%	41.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

### Primary Destination: By BC Tourism Region

When looking at only those travellers that specified a destination (i.e. excludes those who stated none or touring) one-half indicated that their primary destination was the Vancouver, Coast and Mountains tourism region (50%, Table 11). This is followed by Vancouver Island (13%) and Thompson Okanagan (10%) regions. Fewer were destined for the Cariboo Chilcotin Coast (5%), Kootenay Rockies (4%) or Northern BC (2%) regions. Of the 50% of Vancouver Coast and Mountains travellers, 16% were destined for Hope and the Fraser Canyon region, while 34% were destined for other communities in the Vancouver Coast and Mountains tourism region.

Table 11. Primary BC destinations (tourism regions) of overnight non-business travellers.

	Hope and the Fraser Canyon	Hope	Fraser Canyon
<b>BC (includes only those that specified a destination)</b>			
Hope and Fraser Canyon	15.9%	17.3%	13.8%
Vancouver, Coast & Mountains (excludes Hope and the Fraser Canyon)	34.2%	35.5%	32.3%
Total Vancouver, Coast & Mountains (includes Hope and the Fraser Canyon)	50.2%	52.8%	46.1%
Thompson Okanagan	10.1%	9.6%	11.1%
Kootenay Rockies	3.8%	3.3%	4.6%
Northern BC	2.0%	0.6%	4.1%
Cariboo Chilcotin Coast	4.7%	1.5%	9.7%
Vancouver Island	13.0%	14.3%	11.1%

### Primary Destination: By Province or State

When looking at only those travellers that specified a destination (i.e. excludes those who stated none or touring) four-fifths indicated that their primary destination was British Columbia (84%, Table 12), this is followed by Alberta (13%). Only 3% were destined for Alaska and 1% was destined for Washington. Few travellers were destined for other Canadian provinces or American states.

Table 12. Primary Canadian and U.S. destinations of overnight non-business travellers.

	Hope and the Fraser Canyon	Hope	Fraser Canyon
<b>Canada</b> (includes only those that specified a destination)			
British Columbia	83.9%	82.1%	86.6%
Alberta	8.2%	10.7%	4.1%
Manitoba	0.4%	0.6%	0.0%
Nova Scotia	0.5%	0.9%	0.0%
Ontario	0.4%	0.6%	0.0%
Quebec	0.2%	0.0%	0.5%
Saskatchewan	0.5%	0.6%	0.5%
Yukon	0.4%	0.3%	0.5%
<b>U.S.</b> (includes only those that specified a destination)			
Alaska	2.7%	2.1%	3.7%
California	0.4%	0.3%	0.5%
Washington	1.4%	0.9%	2.3%
Oregon	0.4%	0.3%	0.5%
Other USA	0.7%	0.6%	0.9%

### Frequency of Travel

Visitors to Hope and Fraser Canyon were frequent travellers. They took an average of 3.2 overnight non-business trips in the past two years, with Hope travellers taking slightly more (3.5) versus Fraser Canyon traveller (2.8, Table 13).

Just over half (51%, Table 13) of Hope and Fraser Canyon travellers had never been to the area before. Of those who had, over two-thirds (69%, Figure 4) of overnight non-business travellers had been to the region one or two times and two-fifths (22%) had been there four or more times in the past; including the trip they were intercepted on. Overall, there were more first time visitors to the Fraser Canyon (58%) than to Hope (36%).

Table 13. Previous visitation of overnight non-business travellers to Hope and the Fraser Canyon

Previous Visitation	Hope and the Fraser Canyon	Hope	Fraser Canyon
Never Been Before	50.7%	51.7%	49.2%
Been Before	49.3%	48.3%	50.8%
Average number of Trips*	3.18	3.47	2.76

\*2% of responses were trimmed to ensure an accurate mean

Number of Trips to Hope and the Fraser Canyon in Past 2 Years

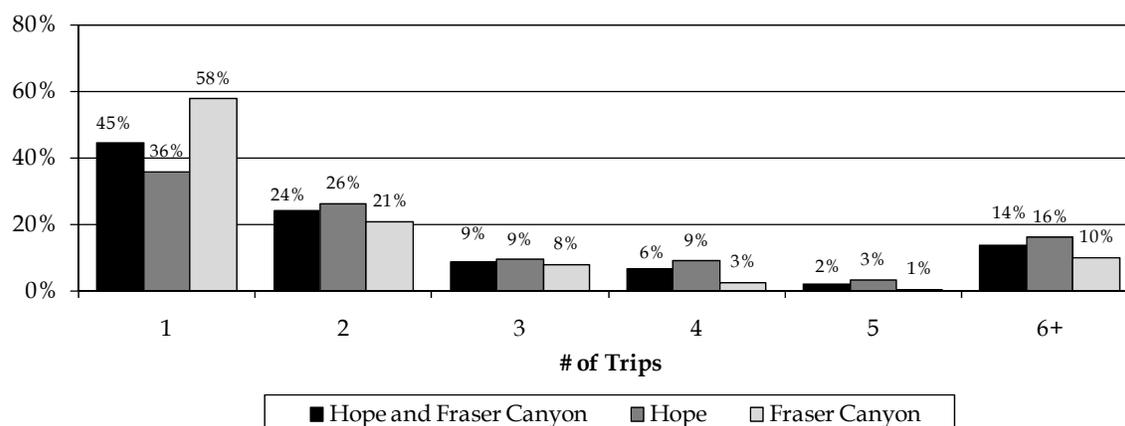


Figure 4. Overnight non-business travellers number of trips to Hope and Fraser Canyon in the past two years.

### Type of Accommodation Used

The most common type of accommodation used in the Hope and Fraser Canyon region was 'Camping/RV' (46%, Table 14) followed by Hotel/Motel/Resort (40%). Significantly more travellers to the Fraser Canyon made use of Camping/RV (55%) than did those to Hope (44%).

The most common type of accommodation used by overnight non-business travellers on their entire trip was Hotel/Motel/Resort (39%), followed closely by 'Camping/RV' (38%).

Table 14. Type of Accommodation of overnight non-business travellers.

	Hope and the Fraser Canyon	Hope	Fraser Canyon
<b>Hope and Fraser Canyon Region Accommodation Type</b>			
Hotel/Motel/Resort	39.6%	40.7%	35.4%
Campground/RV	45.9%	43.7%	55.4%
B&B	7.5%	8.6%	3.1%
Friends or Relatives	4.8%	4.5%	6.2%
Other (includes cabin and house)	2.1%	2.6%	0.0%
<b>Entire Trip Accommodation Type</b>			
Hotel/Motel/Resort	39.4%	37.6%	42.3%
Campground/RV	38.1%	39.8%	35.5%
B&B	14.3%	13.9%	14.9%
Friends or Relatives	4.3%	3.8%	3.5%
Other (includes cabin, cottage, house, apartment, townhouse, condo, campus housing and hostel)	3.8%	4.9%	3.8%

### ***Trip Flexibility***

Over one-half of overnight non-business travellers could spend a few more hours than originally planned in Hope and the Fraser Canyon (54%, Table 15), with approximately one-quarter (23%) being able to spend at least one extra day (23%). Approximately one-quarter (23%) were inflexible in terms of spending more time in the region.

Overall, for time in British Columbia, over one-half (57%) were inflexible in terms of spending more time; however, 29% of travellers indicated they could stay at least one more day and 14% reported being able to spend a few extra hours. If travellers could be convinced to stay longer, they will spend more money in the region.

Table 15. Overnight non-business travellers trip flexibility.

	Hope and the Fraser Canyon	Hope	Fraser Canyon
<b>Trip Flexibility in Region</b>			
I cannot spend any extra time at all	23.2%	27.3%	16.9%
I can spend an extra few hours (less than a day)	54.2%	49.1%	62.1%
I can spend an extra day or days	22.6%	23.6%	21.0%
<b>Trip Flexibility in British Columbia</b>			
I cannot spend any extra time at all	56.6%	58.6%	53.5%
I can spend an extra few hours (less than a day)	14.4%	12.7%	17.1%
I can spend an extra day or days	29.0%	28.7%	29.3%

### ***Trip Length***

Overnight non-business travellers entire trip away from home averaged at 18 days, with 11 of those days spent in British Columbia and 2 days in the Hope and Fraser Canyon region (Table 16). Travellers spent slightly more time in Hope than they did in the Fraser Canyon.

The median length of stay for overnight non-business travellers to the Hope and Fraser Canyon region, to Hope and also to the Fraser Canyon was 14 days (Table 16).

Table 16. Average and Median length of stay of overnight non-business travellers to the Hope and the Fraser Canyon region, British Columbia and their entire trip.

	Hope and the Fraser Canyon	Hope	Fraser Canyon
<b>Average* length of stay- days</b>			
Hope and the Fraser Canyon	1.9	1.95	1.82
British Columbia	10.87	11.16	10.34
Total trip	17.55	18.23	16.5
<b>Median length of stay - days</b>			
Hope and the Fraser Canyon	1	1	2
British Columbia	10	10	8
Total trip	14	14	14

\*2% of responses were trimmed to ensure an accurate mean length of stay

## 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 Hope/Fraser Canyon?" Subsequently, travellers were asked, 'What other leisure activities will you or did you participate in while in Hope/Fraser Canyon?' The second series of questions was asked on the mailback questionnaire. The questions asked overnight non-business travellers if they had participated in a number of specific activities both in Hope and the Fraser Canyon and on their entire trip.

The most popular primary activity for overnight non-business travellers was general sightseeing (65%, Table 17), followed by outdoor land activities (12%) and Hope/Fraser Canyon specific sights (11%). Fewer travellers indicated their primary activity was for shopping, dining or entertainment (4%) or for culture, attractions or an event (2%).

Table 17. Primary leisure activities of overnight non-business travellers to Hope and the Fraser Canyon

Primary Activity	Hope and the Fraser Canyon	Hope	Fraser Canyon
General Sightseeing	64.5%	54.0%	78.4%
Hope/Fraser Canyon Specific Sightseeing -	10.5%	11.0%	9.9%
Visiting Friends/Relatives	0.8%	1.2%	0.3%
Outdoor Land Based Activities	12.4%	17.8%	5.2%
Outdoor Water Based Activities	1.7%	2.1%	1.2%
Culture/Attractions/ Events	2.3%	0.9%	4.0%
Shopping/Dining /Entertainment/ Services	4.3%	7.0%	0.6%
Other	3.6%	6.1%	0.3%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Overnight non-business travellers responses from the mailback questionnaire indicated that the most popular specific activities that travellers participated in while on their trip were visiting a 'Municipal, Provincial or National Park' (79%), visiting a 'Museum, Heritage or Historical Site' (62%), participating in 'Wildlife Viewing' (60%) and 'Shopping for local arts and crafts' (50%).

The activities travellers participated in, in Hope and the Fraser Canyon were similar to those on their trip, such as visiting 'Municipal, Provincial or National Park' (51%), visiting a 'Museum, Heritage or Historical Site' (43%) and 'Shopping for local arts and crafts' (34%).

Table 18. Overnight non-business traveller's activities in the Hope and Fraser Canyon region and on entire trip.

<b>Travel Activities – Hope and the Fraser Canyon</b>	<b>Percent that Participated in while in the Hope Fraser Canyon Region</b>	<b>Percent that Participated in during Entire Trip</b>
Golfing or attending a golfing event	2.1%	7.7%
Shopping for local arts and crafts	34.3%	50.3%
Participating in fine dining	14.4%	39.1%
Attending a festival, fair or exhibition	6.6%	21.5%
Attending or participating in a sporting event (other than golf)	0.5%	8.5%
Participating in:	27.9%	59.8%
Wildlife Viewing (whale, bear, birds, etc.)	2.7%	8.0%
Fishing	1.3%	10.1%
Kayaking/Canoeing	2.1%	12.8%
Boating (other than kayaking/canoeing)	1.9%	3.7%
Mountain Biking	3.2%	9.0%
Cycling (other than mountain biking)	30.1%	49.2%
Hiking	0.0%	4.8%
Horseback Riding	1.1%	4.3%
White Water Rafting	27.9%	44.1%
Picnicking	6.6%	5.9%
Gold Panning/Rock Hounding	50.5%	79.0%
Visiting a:	3.7%	16.0%
Municipal, Provincial or National Park, or Natural Area Outside a Park	6.1%	21.5%
City or Municipal Facility (swimming pool, performing arts centre etc.)	42.8%	62.2%
First Nations Attraction or Event	5.3%	21.8%
Museum, Heritage or Historic Site	2.9%	18.6%
Art Gallery or Studio	5.9%	36.7%
Winery	8.2%	22.3%
Farm, Farmers' Market, Orchard or Food Processor	0.3%	6.1%
Family Attraction (mini golf, zoo, etc.)	4.3%	5.1%
Spa	0.5%	4.8%
Natural Wonders	2.1%	7.7%
Other (includes gliding, motorcycle, beach, swimming, attending family reunions and a wedding)	34.3%	50.3%

Table 19. Overnight non-business travellers' activities in the Hope region and on entire trip.

<b>Travel Activities - Hope</b>	<b>Percent that Participated in while in the Hope Region</b>	<b>Percent that Participated in during Entire Trip</b>
Golfing or attending a golfing event	3.2%	8.6%
Shopping for local arts and crafts	29.9%	47.5%
Participating in fine dining	14.0%	42.5%
Attending a festival, fair or exhibition	8.1%	14.9%
Attending or participating in a sporting event (other than golf)	0.0%	9.0%
Participating in:	24.0%	60.6%
Wildlife Viewing (whale, bear, birds, etc.)	1.8%	5.0%
Fishing	1.4%	10.0%
Kayaking/Canoeing	1.4%	9.0%
Boating (other than kayaking/canoeing)	2.7%	4.5%
Mountain Biking	4.5%	10.4%
Cycling (other than mountain biking)	34.8%	57.9%
Hiking	0.0%	4.5%
Horseback Riding	0.5%	5.9%
White Water Rafting	25.8%	44.3%
Picnicking	2.3%	3.6%
Gold Panning/Rock Hounding	56.1%	82.4%
Visiting a:	4.5%	16.3%
Municipal, Provincial or National Park, or Natural Area Outside a Park	4.5%	23.1%
City or Municipal Facility (swimming pool, performing arts centre etc.)	35.7%	59.3%
First Nations Attraction or Event	3.6%	21.3%
Museum, Heritage or Historic Site	1.8%	20.8%
Art Gallery or Studio	5.0%	37.1%
Winery	3.2%	18.6%
Farm, Farmers' Market, Orchard or Food Processor	0.5%	6.3%
Family Attraction (mini golf, zoo, etc.)	2.7%	4.5%
Spa	0.5%	5.0%
Natural Wonders	3.2%	8.6%
Other <sup>1</sup>	29.9%	47.5%

1. Other included: gliding, motorcycle, beach, swimming, attending family reunions and a wedding.

Table 20. Overnight non-business travellers' activities in the Fraser Canyon region and on entire trip.

<b>Travel Activities - Fraser Canyon</b>	<b>Percent that Participated in while in the Fraser Canyon Region</b>	<b>Percent that Participated in during Entire Trip</b>
Golfing or attending a golfing event	0.6%	6.5%
Shopping for local arts and crafts	40.6%	54.2%
Participating in fine dining	14.8%	34.2%
Attending a festival, fair or exhibition	4.5%	31.0%
Attending or participating in a sporting event (other than golf)	1.3%	7.7%
Participating in:	33.5%	58.7%
Wildlife Viewing (whale, bear, birds, etc.)	3.9%	12.3%
Fishing	1.3%	10.3%
Kayaking/Canoeing	3.2%	18.1%
Boating (other than kayaking/canoeing)	0.6%	2.6%
Mountain Biking	1.3%	7.1%
Cycling (other than mountain biking)	23.2%	36.8%
Hiking	0.0%	5.2%
Horseback Riding	1.9%	1.9%
White Water Rafting	31.0%	43.9%
Picnicking	12.9%	9.0%
Gold Panning/Rock Hounding	42.6%	74.2%
Visiting a:	2.6%	15.5%
Municipal, Provincial or National Park, or Natural Area Outside a Park	8.4%	19.4%
City or Municipal Facility (swimming pool, performing arts centre etc.)	52.9%	66.5%
First Nations Attraction or Event	7.7%	22.6%
Museum, Heritage or Historic Site	4.5%	15.5%
Art Gallery or Studio	7.1%	36.1%
Winery	15.5%	27.7%
Farm, Farmers' Market, Orchard or Food Processor	0.0%	5.8%
Family Attraction (mini golf, zoo, etc.)	6.5%	5.8%
Spa	0.6%	4.5%
Natural Wonders	0.6%	6.5%
Other <sup>1</sup>	40.6%	54.2%

1. Other included: gliding, motorcycle, beach, swimming, attending family reunions and a wedding.

### 3.3 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 how they accessed the Coquihalla Canyon Provincial Park, which direction they were travelling in and 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 (the mapping analysis) will be summarized in this section of the report in the near future.

#### *Transportation Mode*

Approximately four-fifths of non-business travellers travelled to and departed from Hope and the Fraser Canyon via Car/Truck/Motor Cycle (81%, Table 21 and one-fifth by RV (18%). Fewer travellers travelled to/from the region by bicycle and bus.

Table 21. Mode of Transportation of overnight non-business travellers to Hope and the Fraser Canyon

Mode of Transportation	Hope and the Fraser Canyon	Hope	Fraser Canyon
Car/Truck/Motor Cycle	80.8%	79.1%	83.5%
RV	18.1%	19.3%	16.3%
Bus	0.2%	0.3%	0.0%
Bicycle	0.7%	1.0%	0.3%
Other	0.1%	0.2%	0.0%

#### *Routing Patterns – coming soon*

#### *Communities Visited*

During the on-site interview, travellers were asked whether they had visited selected British Columbia communities or regions during their trip (Lillooet, Lytton, Boston Bar, Yale and Hope). 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.

Close to three-quarters of overnight non-business travellers to Hope and the Fraser Canyon also spent time (at least 1 hour) in Hope (72%, Figure 5), while 16% visited Lytton, 15% visited Lillooet, 13% visited Yale and 11% visited Boston Bar.

As is expected a larger number of travellers intercepted in the Hope region spent time in Hope (86%), compared to those in the Fraser Canyon (62% visited Hope). One-quarter of Fraser Canyon travellers also visited Lytton (25%), while close to one-fifth visited Lillooet (18%) and Boston Bar (18%), this is significantly higher than Hope region travellers to these communities.

**Percentage of Travellers Planning on Visiting Surrounding Places**  
*On this trip, have you or are you planning to stop and spend time (at least 1 hr) in any of the following communities?*

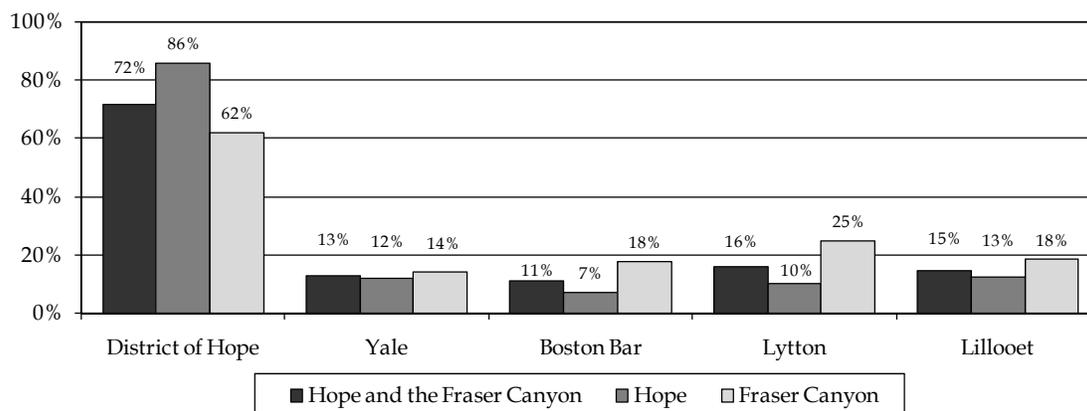


Figure 5. Percentage of Travellers Planning on Visiting Surrounding Places.

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 14-17). Mapping analysis will be added to this report in Sept/Oct 2009.

### 3.4 Traveller Expenditures

This sub-section explores the expenditures of respondents who visited Hope and the Fraser Canyon. Travellers were asked, “In Canadian dollars, what were your travel party’s total expenditures **yesterday**, including accommodation?” They were also asked, “In Canadian dollars, what will your travel party’s total expenditures be for **today** in Hope/Fraser Canyon, including accommodation?” Average daily expenditures are summarized by per Party, and per Person. Additionally, this section describes the total expenditures of travellers who visited Hope and the Fraser Canyon as well as other areas of British Columbia, “In Canadian dollars, what were your travel party’s **total** expenditures during the trip (including accommodation and excluding long-haul flights)?”

#### **Total Expenditures for entire Trip**

Travellers to Hope and the Fraser Canyon region spent an average of \$3,492.26 per travel party and \$1,251.72 per person on their entire trip (Table 22). Travellers to Hope spent \$3,454.53 per travel party and \$1,247.12 per person, whilst travellers to the Fraser Canyon spent \$3,548.13 per travel party and \$1,253.76 per person on the entire trip away from home.

Table 22. Average total expenditures of non-business overnight travellers for their entire trip (to the Hope and the Fraser Canyon region)

Average Total expenditures - entire trip	Hope and the Fraser Canyon	Hope	Fraser Canyon
Travel Party Average <sup>1</sup>	\$3,492.26	\$3,454.53	\$3,548.13
Travel Party Median	\$2,500.00	\$2,500.00	\$2,500.00
Per Person Average <sup>1</sup>	\$1,251.71	\$1,247.12	\$1,253.76
Per Person Median	\$1,250.00	\$1,250.00	\$1,250.00

1. The top and bottom 2% of responses were trimmed to ensure accurate 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 to Hope and the Fraser Canyon region spent the most on accommodation (33%) followed by transportation (29%) and food and beverage (21%, Table 23).

Table 23. Overnight non-business traveller's distribution of travel party's total expenditures – Hope and Fraser Canyon region.

<b>Expenditure Categories – Hope and Fraser Canyon Region</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.)	33.4%	0.0%	100.0%
Transportation (short-haul flights within British Columbia, vehicle rental, gas, repairs, ferry, taxi, bus, etc.)	29.2%	0.0%	100.0%
Food & Beverage (include any taxes and tips paid)	21.3%	0.5%	100.0%
Shopping (clothing, gifts, film, books, etc.)	11.2%	0.0%	100.0%
Attractions (admission, shows, tours, etc.)	9.0%	0.0%	40.0%
Outdoor Recreation (park pass, nature guide, etc.)	6.0%	0.0%	30.0%
Other Entertainment (spa, etc.)	3.6%	0.0%	20.0%
Other	13.6%	0.0%	97.4%

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

Table 24. Overnight non-business traveller's distribution of travel party's total expenditures – Fraser Canyon

<b>Expenditure Categories – Fraser Canyon</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.)	33.8%	0.0%	100.0%
Transportation (short-haul flights within British Columbia, vehicle rental, gas, repairs, ferry, taxi, bus, etc.)	28.5%	0.0%	100.0%
Food & Beverage (include any taxes and tips paid)	20.7%	1.0%	100.0%
Shopping (clothing, gifts, film, books, etc.)	11.0%	0.0%	100.0%
Attractions (admission, shows, tours, etc.)	9.9%	0.0%	40.0%
Outdoor Recreation (park pass, nature guide, etc.)	6.5%	0.0%	30.0%
Other Entertainment (spa, etc.)	4.2%	0.0%	20.0%
Other	15.3%	0.0%	90.0%

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

Table 25. Overnight non-business traveller's distribution of travel party's total expenditures – Hope

<b>Expenditure Categories – Hope</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.)	33.2%	0.0%	100.0%
Transportation (short-haul flights within British Columbia, vehicle rental, gas, repairs, ferry, taxi, bus, etc.)	29.9%	1.0%	94.0%
Food & Beverage (include any taxes and tips paid)	21.8%	0.5%	60.0%
Shopping (clothing, gifts, film, books, etc.)	11.4%	0.0%	100.0%
Attractions (admission, shows, tours, etc.)	8.3%	0.0%	30.0%
Outdoor Recreation (park pass, nature guide, etc.)	5.8%	0.0%	27.0%
Other Entertainment (spa, etc.)	3.2%	0.0%	20.0%
Other	12.6%	0.0%	97.4%

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

## Average Daily Expenditures on trip

*“In Canadian dollars, what were your travel party’s total expenditures **yesterday**, including accommodation?”*

Travellers to Hope and the Fraser Canyon region spent an average of \$187.14 per day per travel party and \$67.08 per person per day (Table 26). Travellers to Hope spent \$176.45 per travel party and \$63.24 per person per day, whilst travellers to the Fraser Canyon spent \$203.22 per travel party and \$71.81 per person per day (see table 30).

Table 26. Trip Expenditures of non-business overnight travellers to Hope and the Fraser Canyon

Average daily expenditures including accommodation	Hope and the Fraser Canyon	Hope	Fraser Canyon
Travel Party Average <sup>1</sup>	\$187.14	\$176.45	\$203.22
Travel Party Median	\$160.00	\$150.00	\$200.00
Per Person Average <sup>1</sup>	\$67.08	\$63.24	\$71.81
Per Person Median	\$80.00	\$75.00	\$100.00

1. The top and bottom 2% of responses were trimmed to ensure accurate expenditures

Spending patterns varied noticeably depending on the origin of the travellers, ranging from \$206.19 per party per day for travellers from other Canadian provinces/territories (excluding B.C.) to \$162.41 for those visiting from the United States (Table 27). There were also notable differences in expenditures when broken down by primary accommodation type, which ranged from \$82.85 for those staying with friends or relatives to \$263.82 for those using B&B’s (per party per day). There were also noteworthy differences in expenditures based upon respondents’ age category. Results ranged from \$135.29 for travellers under the age of 24 to \$201.04 for travellers between the ages of 45-54 (per party per day).

Table 27. The average daily expenditures of overnight non-business travellers to Hope and the Fraser Canyon Region.

Average Daily Expenditures - Hope and Fraser Canyon Region	Average Daily Expenditure per Party (CDN\$)* Hope and Fraser Canyon Region (n=774)	Average per Person Daily Expenditure (CDN\$)* Hope and Fraser Canyon Region (n=774)
<b>Overall</b>	\$187.14	\$67.08
<b>Origin</b>		
BC	\$165.72	\$59.40
Other Canada	\$206.19	\$73.90
United States	\$162.41	\$58.21
Other International	\$195.43	\$70.05
<b>Primary Accommodations</b>		
Resort/Hotel/Motel	\$228.41	\$81.87
Campground/RV	\$127.47	\$45.69
Friends OR Relatives <sup>1</sup>	\$82.85	\$29.70
Other <sup>2</sup>	\$144.29	\$51.72
B&B <sup>3</sup>	\$263.82	\$94.56
Fishing Lodge/Resort <sup>4</sup>	\$150.00	\$53.76

Average Daily Expenditures – Hope and Fraser Canyon Region	Average Daily Expenditure per Party (CDN\$)* Hope and Fraser Canyon Region (n=774)	Average per Person Daily Expenditure (CDN\$)* Hope and Fraser Canyon Region (n=774)
<b>Age</b>		
Under 24 Years <sup>5</sup>	\$135.29	\$48.49
25-34 Years	\$178.86	\$64.11
35-44 Years	\$194.47	\$69.70
45-54 Years	\$201.04	\$72.06
55-64 Years	\$186.19	\$66.73
65 Years or Older	\$163.46	\$58.59

\*The top and bottom 2% of responses were trimmed to ensure an accurate mean daily expenditure. Practical differences of ± 10% from the overall average are colour-coded (10 points or more higher than the overall is blue and 10 points or more lower is red).

1. Caution is advised when interpreting these numbers because the sample size for this category is low (n=13).
2. Caution is advised when interpreting these numbers because the sample size for this category is low (n=7).
3. Caution is advised when interpreting these numbers because the sample size for this category is low (n=22).
4. Caution is advised when interpreting these numbers because the sample size for this category is low (n=1).
5. Caution is advised when interpreting these numbers because the sample size for this category is low (n=17).

### *Average Daily Expenditures – in the Hope and Fraser Canyon region*

*“In Canadian dollars, what will your travel party’s total expenditures be for today in Hope/Fraser Canyon, including accommodation?”*

Travellers to Hope and the Fraser Canyon region spent an average of \$83.89 per day per travel party and \$30.07 per person per day in the region (Table 28). Travellers to Hope spent \$81.45 per travel party and \$29.40 per person per day in Hope, whilst travellers to the Fraser Canyon spent \$86.75 per travel party and \$30.65 per person per day in Fraser Canyon.

Table 28. Trip Expenditures of non-business overnight travellers in the Hope and the Fraser Canyon region.

Total daily expenditures including accommodation	Hope and the Fraser Canyon	Hope	Fraser Canyon
Travel Party Average <sup>1</sup>	\$83.89	\$81.45	\$86.75
Travel Party Median	\$60.00	\$50.00	\$75.00
Per Person Average <sup>1</sup>	\$30.07	\$29.40	\$30.65
Per Person Median	\$30.00	\$25.00	\$37.50

1. The top and bottom 2% of responses were trimmed to ensure accurate expenditures

Spending patterns varied noticeably depending on the origin of the travellers, ranging from \$96.03 per party per day for travellers from other Canadian provinces/territories (excluding B.C.) to \$75.85 for those visiting from British Columbia (Table 29). There were also notable differences in expenditures when broken down by primary accommodation type, which ranged from \$48.89 for those staying with friends or relatives to \$250 for those staying at a Fishing Lodge/Fishing Resort (per party per day). There were also noteworthy differences in expenditures based upon respondents’ age category. Results ranged from \$54.44 for travellers under the age of 24 to \$91.47 for travellers between the ages of 45-54 (per party per day).

Table 29. The average daily expenditures of overnight non-business travellers in the Hope and the Fraser Canyon region.

Average Daily Expenditures in Hope and Fraser Canyon Region	Average Daily Expenditure per Party (CDN\$)*	Average per Person Daily Expenditure (CDN\$)*
	Hope and Fraser Canyon Region (n=624)	Hope and Fraser Canyon Region (n=624)
<b>Overall</b>	\$83.89	\$30.07
<b>Origin</b>		
BC	\$75.85	\$27.19
Other Canada	\$96.03	\$34.42
United States	\$83.52	\$29.94
Other International	\$83.17	\$29.81
<b>Primary Accommodations</b>		
Resort/Hotel/Motel	\$119.92	\$42.98
Campground/RV	\$79.01	\$28.32
Friends OR Relatives <sup>1</sup>	\$48.89	\$17.52
Other <sup>2</sup>	\$64.29	\$23.04
B&B <sup>3</sup>	\$128.53	\$46.07
Fishing Lodge/Resort <sup>4</sup>	\$250.00	\$89.61
<b>Age</b>		
Under 24 Years <sup>5</sup>	\$54.44	\$19.51
25-34 Years	\$74.50	\$26.70
35-44 Years	\$86.28	\$30.92
45-54 Years	\$91.47	\$32.78
55-64 Years	\$87.76	\$31.46
65 Years or Older	\$74.63	\$26.75

\*The top and bottom 2% of responses were trimmed to ensure an accurate mean daily expenditure. Practical differences of  $\pm 10\%$  from the overall average are colour-coded (10 points or more higher than the overall is blue and 10 points or more lower is red).

1. Caution is advised when interpreting these numbers because the sample size for this category is low (n=9).
2. Caution is advised when interpreting these numbers because the sample size for this category is low (n=7).
3. Caution is advised when interpreting these numbers because the sample size for this category is low (n=17).
4. Caution is advised when interpreting these numbers because the sample size for this category is low (n=1).
5. Caution is advised when interpreting these numbers because the sample size for this category is low (n=18).

### 3.5 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 non-business travellers to Hope and the Fraser Canyon planned ahead. Close to one-half (46%, Table 30) planned their trip thirteen or more weeks in advance (3 months plus).

Table 30. Trip Planning Horizon of overnight non-business travellers to Hope and the Fraser Canyon

Planning Horizon	Hope and the Fraser Canyon	Hope	Fraser Canyon
Day of Departure	3.3%	3.2%	3.3%
1-6 days	8.7%	8.7%	8.7%
1-2 weeks	7.6%	8.3%	6.7%
3-8 weeks	21.7%	20.2%	24.0%
9-12 weeks	12.8%	14.7%	10.0%
13 weeks+	45.9%	45.0%	47.3%

### Destination Considerations

As previously noted, in the on-site interview, 16% of overnight non-business travellers indicated that Hope and the Fraser Canyon 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 37% of overnight non-business travellers to Hope and the Fraser Canyon considered another destination or route for their trip. Of those that considered other destinations, two-thirds (67%, Table 31) considered a destination within British Columbia, 18% considered other Canadian destinations, 14% percent considered other U.S. destinations and one percent considered other international destinations. The majority of travellers that considered a British Columbia destination mentioned Vancouver, Coast and Mountains, followed by Vancouver Island and the Thompson Okanagan tourism regions.

Table 31. Overnight non-business travellers ‘Other destinations’ considered for current trip.

Other Destinations Considered	Hope and the Fraser Canyon	Hope	Fraser Canyon
All British Columbia Destinations	66.7%	72.4%	58.9%
<i>Vancouver, Coast &amp; Mountains</i>	25.0%	25.0%	25.0%
<i>Thompson Okanagan</i>	11.4%	11.8%	10.7%
<i>Kootenay Rockies</i>	2.3%	2.6%	1.8%
<i>Northern British Columbia</i>	5.3%	7.9%	1.8%
<i>Cariboo, Chilcotin Coast</i>	3.8%	3.9%	3.6%
<i>Vancouver Island</i>	12.9%	15.8%	8.9%
<i>Unspecified British Columbia</i>	6.1%	5.3%	7.1%
Other Canadian Destinations	18.2%	17.1%	19.6%
Other U.S. Destinations	14.4%	9.2%	21.4%
Other International Destinations	0.8%	1.3%	0.0%

The main reasons travellers chose Hope and the Fraser Canyon as their primary destination was to visit friends and relatives (24%), Hope and the Fraser Canyon’s landscape, scenery or nature (18%), attractions (17%), it was the quickest/shortest/direct route (16%) and because they had never been before/it was recommended (13%).

### Information Sources

Travellers were also asked on the mailback questionnaire what information sources they used before and during their trip and which they found most useful. 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 non-business traveller’s trip differed from those information sources that travellers used during their trip. Past experience (57%, Figure 6, Table 32), advice from friends and relatives (55%), and visitor guides and brochures (49%) were the most commonly used information sources before trips. Approximately 25% of travellers used local and regional tourism websites for their planning. During trips, Visitor Centres were the most commonly used information source (63%, Figure 6, Table 33) followed by visitor guides and brochures (63%) and past experience (35%).

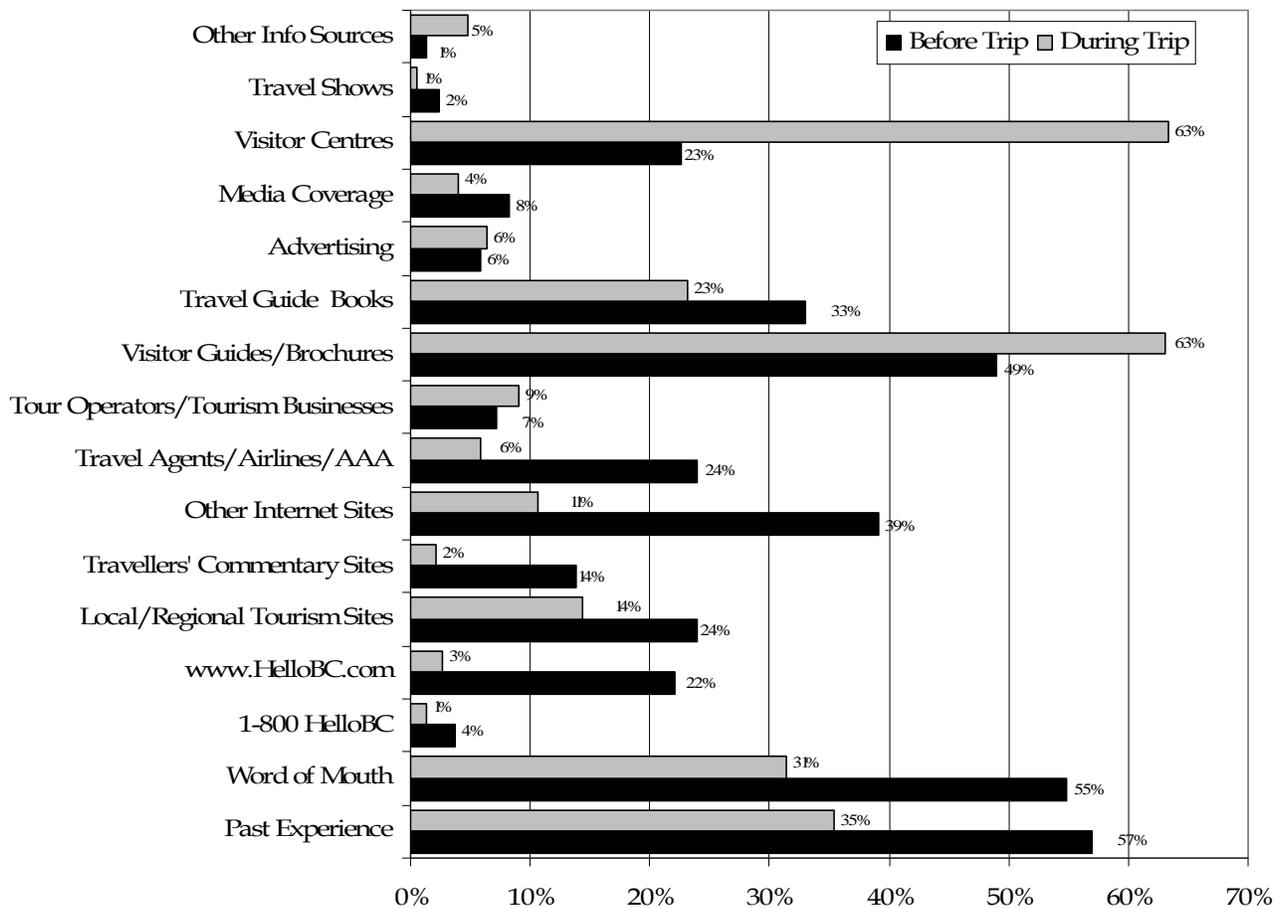


Figure 6. Percentage of Hope and the Fraser Canyon overnight non-business travellers using each information source before and during their trip.

Table 32. Information Sources used before their trip by overnight non-business travellers to Hope and the Fraser Canyon

Information Sources- Before Trip	Hope and the Fraser Canyon	Hope	Fraser Canyon
Past experience/ been there before	56.9%	56.1%	58.1%
Advice from friends/relatives	54.8%	55.2%	54.2%
1-800-HelloBC	3.7%	3.6%	3.9%
www.HelloBC.com	22.1%	21.3%	23.2%
Local or regional tourism sites	23.9%	23.5%	24.5%
Travellers' commentary sites	13.8%	14.0%	13.5%
other Internet sites	39.1%	37.6%	41.3%
Travel agents, airlines, auto associations	23.9%	24.4%	23.2%
Tour operators, tourism-specific businesses	7.2%	5.4%	9.7%
Visitor guides and brochures	48.9%	48.4%	49.7%
Travel guide books	33.0%	32.1%	34.2%
Advertising on TV / newspapers / magazines	5.9%	6.8%	4.5%
Media coverage (e.g. travel articles in newspapers, programs on TV)	8.2%	10.4%	5.2%
Visitor Centres	22.6%	23.5%	21.3%
Travel / consumer shows	2.4%	4.1%	0.0%
Other information sources used	1.3%	0.9%	1.9%

Table 33. Information Sources used during their trip by overnight non-business travellers to Hope and the Fraser Canyon

Information Sources- During Trip	Hope and the Fraser Canyon	Hope	Fraser Canyon
Past experience/ been there before	35.4%	38.0%	31.6%
Advice from friends/relatives	31.4%	33.0%	29.0%
1-800-HelloBC	1.3%	1.4%	1.3%
www.HelloBC.com	2.7%	2.3%	3.2%
Local or regional tourism sites	14.4%	18.1%	9.0%
Travellers' commentary sites	2.1%	2.7%	1.3%
other Internet sites	10.6%	11.3%	9.7%
Travel agents, airlines, auto associations	5.9%	4.5%	7.7%
Tour operators, tourism-specific businesses	9.0%	6.8%	12.3%
Visitor guides and brochures	63.0%	64.3%	61.3%
Travel guide books	23.1%	22.2%	24.5%
Advertising on TV / newspapers / magazines	6.4%	7.7%	4.5%
Media coverage (e.g. travel articles in newspapers, programs on TV)	4.0%	5.0%	2.6%
Visitor Centres	63.3%	69.2%	54.8%
Travel / consumer shows	0.5%	0.5%	0.6%
Other information sources used	4.8%	5.4%	3.9%

Travellers were also asked to rate the three most useful information sources used before their trip. About a third of overnight non- travellers indicated that visitor guides and brochures (34%, Table 34), advice from friends and relatives (34%) and past experience (30%) were among the top three information sources used prior to their trip. 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 34. Overnight non-business travellers' top three most useful information sources used before trip.

<b>Most Useful Information Sources (In rank order by Hope and the Fraser Canyon)</b>	<b>Hope and the Fraser Canyon</b>	<b>Hope</b>	<b>Fraser Canyon</b>
Advice from friends/relatives	34.0%	34.8%	32.9%
Visitor guides and brochures	34.0%	32.6%	36.1%
Past experience/ been there before	30.1%	27.6%	33.5%
Visitor Centres	24.5%	26.2%	21.9%
Travel guide books	23.4%	21.7%	25.8%
other Internet sites	22.3%	19.9%	25.8%
Local or regional tourism sites	13.0%	12.2%	14.2%
Travel agents, airlines, auto associations	12.2%	13.6%	10.3%
www.HelloBC.com	11.4%	10.9%	12.3%
Travellers' commentary sites	5.3%	6.3%	3.9%
Tour operators, tourism-specific businesses	3.2%	2.3%	4.5%
Media coverage (e.g. travel articles in newspapers, programs on TV)	2.1%	3.2%	0.6%
Other information sources used	1.9%	1.8%	1.9%
1-800-HelloBC	1.6%	1.8%	1.3%
Advertising on TV / newspapers / magazines	0.8%	0.5%	1.3%
Travel / consumer shows	0.8%	0.9%	0.6%

### ***Booking and Purchasing***

This research also investigated what proportion of travel services were booked or purchased before and during a traveller's trip. On average, 51% of accommodations were booked prior to leaving while just over half (54%, Table 35) of transportation was booked prior to departing on their trip. In contrast, attractions, events and activities were generally purchased during their trip (Table 36). Considering a large proportion of travellers had some flexibility in their travels, this result was expected.

Table 35. Overnight leisure travellers' percentage of each travel service booked before their trip.

<b>Booked before trip</b>	<b>Hope and the Fraser Canyon</b>	<b>Hope</b>	<b>Fraser Canyon</b>
Booked accommodation before trip (hotels, motels, lodge, camping/RV, etc.)	51.3%	55.6%	45.1%
Booked transportation within BC before trip	53.6%	56.5%	49.8%
Booked permanent attractions before trip (museums, theme/amusement parks, gardens, zoos, etc.)	5.6%	5.0%	6.4%
Booked events before trip (festivals, concerts, etc.)	5.5%	4.6%	6.8%
Booked other activities before trip (spa, recreational activities, etc.)	6.0%	3.9%	8.1%

Table 36. Overnight leisure travellers’ percentage of each travel service purchased during their trip.

Purchased during trip	Hope and the Fraser Canyon	Hope	Fraser Canyon
Purchased accommodation during trip (hotels, motels, lodge, camping/RV, etc.)	51.3%	55.6%	45.1%
Purchased transportation within BC during trip	53.6%	56.5%	49.8%
Purchased permanent attractions during trip (museums, theme/amusement parks, gardens, zoos, etc.)	5.6%	5.0%	6.4%
Purchased events during e trip (festivals, concerts, etc.)	5.5%	4.6%	6.8%
Purchased other activities during trip (spa, recreational activities, etc.)	6.0%	3.9%	8.1%

### 3.6 Hope and Fraser Canyon’s Atmosphere, Images, Unique Characteristics and Quality of Experiences

This section explores how people feel about Hope and the Fraser Canyon. It describes the experiences and images travellers had while in the Hope and Fraser Canyon region. Travellers were asked to describe Hope and the Fraser Canyon’s mood or atmosphere, as well as its positive, negative and unique attributes. This section also reviews traveller’s experiences at the Visitor Centre in Hope. Finally this section outlines traveller’s intentions to return to both Hope and Fraser Canyon and British Columbia.

#### *Atmosphere*

When asked to describe Hope and the Fraser Canyon’s atmosphere/mood on the mailback questionnaire, the majority of travellers identified its beauty and nature (46%, Table 37), while 41% identified a relaxed/safe/calm atmosphere and 40% described how friendly the region. Fewer responded that Hope and Fraser Canyon felt like it was interesting (9%).

Table 37. Overnight non-business travellers’ top 5 descriptors of the mood in Hope and the Fraser Canyon

Top 5 Descriptions of the Mood/Atmosphere in Hope and the Fraser Canyon <sup>1</sup>	Hope and the Fraser Canyon	Hope	Fraser Canyon
Beauty/Nature/Wildlife	45.7%	32.1%	65.2%
Relaxed/Safe/Calm	41.2%	49.3%	29.7%
Friendly	39.6%	50.7%	23.9%
Excellent/Awesome/Spectacular	18.1%	11.3%	27.7%
Cheerful/Optimistic	12.0%	13.1%	10.3%

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

#### *Positive and Negative Images*

On the mailback questionnaire, travellers were asked, “What positive and negative images come to mind when you think of the Hope and Fraser Canyon region as a vacation destination?” Positive and negative image questions were asked to obtain an understanding of what travellers perceive Hope and the Fraser Canyon 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 Hope and the Fraser Canyon images, there were more positive than negative comments. Positive responses were dominated by the natural beauty and scenic landscapes of the Hope and Fraser Canyon region (46%, Table 38), the presence of family/friends and friendliness of people in general (25%), the quiet/not crowded/peaceful nature (20%), the Roads/Links/Highway; Accessibility (10%) and wildlife/nature/wilderness (9%).

Negative perceptions of overnight leisure travellers focused on the limited/poor restaurants (5%), rain (4%), traffic (4%), limited accommodation (4%), and lack of major attractions (3%).

Table 38. Overnight non-business travellers' positive and negative images respondents had of the Hope and Fraser Canyon region

<b>Top 5 Positive and Negative Images Associated with Hope and the Fraser Canyon<sup>1</sup></b>	<b>Hope and the Fraser Canyon</b>	<b>Hope</b>	<b>Fraser Canyon</b>
<b>Positive</b>			
Beautiful Scenery/Landscape	46.0%	40.3%	54.2%
Family & Friends/Friendly/Courteous	25.3%	25.8%	24.5%
Quiet/Not Crowded/Peaceful	20.2%	24.0%	14.8%
Roads/Links/Highway; Accessibility	10.4%	10.4%	10.3%
Wildlife/Nature/Wilderness	9.3%	6.8%	12.9%
<b>Negative</b>			
Limited/Poor Restaurants	4.8%	5.9%	3.2%
Weather - Rain	4.0%	5.4%	1.9%
Traffic	3.7%	4.5%	2.6%
Limited Accommodation	3.5%	2.7%	4.5%
No Major Attractions	3.2%	3.6%	2.6%

1. A complete list of positive and negative comments can be found in Appendix D.

### **Unique Characteristics**

Mailback respondents were asked to identify up to three unique characteristics of the Hope and Fraser Canyon 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. The most common unique characteristics were the beautiful scenery/landscape (31%, Table 39), lakes/rivers (12%), Othello Tunnels (12%), historic/quaint (10%) and Hell's Gate/Fraser Canyon (10%).

Table 39. Overnight non-business travellers' top 5 most unique characteristics of the Hope and Fraser Canyon region

<b>Top 5 Unique Characteristics of the Hope and Fraser Canyon Region<sup>1</sup></b>	<b>Hope and the Fraser Canyon</b>	<b>Hope</b>	<b>Fraser Canyon</b>
Beautiful scenery/landscape	30.6%	24.0%	40.0%
Lakes/Rivers	12.0%	11.3%	12.9%
Othello Tunnels	11.7%	17.6%	3.2%
Historic/Quaint	10.4%	4.1%	19.4%
Hell's Gate/Fraser Canyon	9.6%	3.2%	18.7%

1. A complete list of unique characteristics can be found in Appendix D.

### New/Expanded Services

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 Hope and Fraser Canyon region again. Although there was less consensus (i.e. a lower percentage of travellers mentioning the same things), ‘better/more cafes/restaurants’, ‘better Highway/road signage’, more/better accommodation’ and ‘better facilities/rest areas’ were the most common service improvement areas (Table 40).

Table 40. Overnight non-business travellers’ top 5 suggested new or expanded services in the Hope and Fraser Canyon region

Top 5 Suggested New or Expanded Services for the Hope and Fraser Canyon <sup>1</sup>	Hope and the Fraser Canyon	Hope	Fraser Canyon
None, leave as is	9.0%	9.5%	8.4%
Better/More Café/Restaurant	7.2%	8.6%	5.2%
Better Highway/road signage	6.1%	6.3%	5.8%
More better accommodation	4.8%	3.6%	6.5%
Better facilities / Rest areas	4.8%	4.5%	5.2%
Unique tourist attraction	3.5%	3.6%	3.2%

1. A complete list of new or expanded services can be found in Appendix D.

### Quality of Hope and Fraser Canyon Experiences

Respondents to the mailback questionnaire were asked to rate various components of their trip and their overall travel experience in the Hope and Fraser Canyon region. Over three-quarters of respondents rated their overall travel experience as good (56%) or excellent (21%). Ratings for each trip component were also high. Customer service (94%, Figure 7), access to information about Hope and Fraser Canyon (85%), recreation and adventure opportunities (82%), attractions, and events (80%) stand out as strengths with most respondents rating these components as either good or excellent. Dining (69%) received the lowest rating.

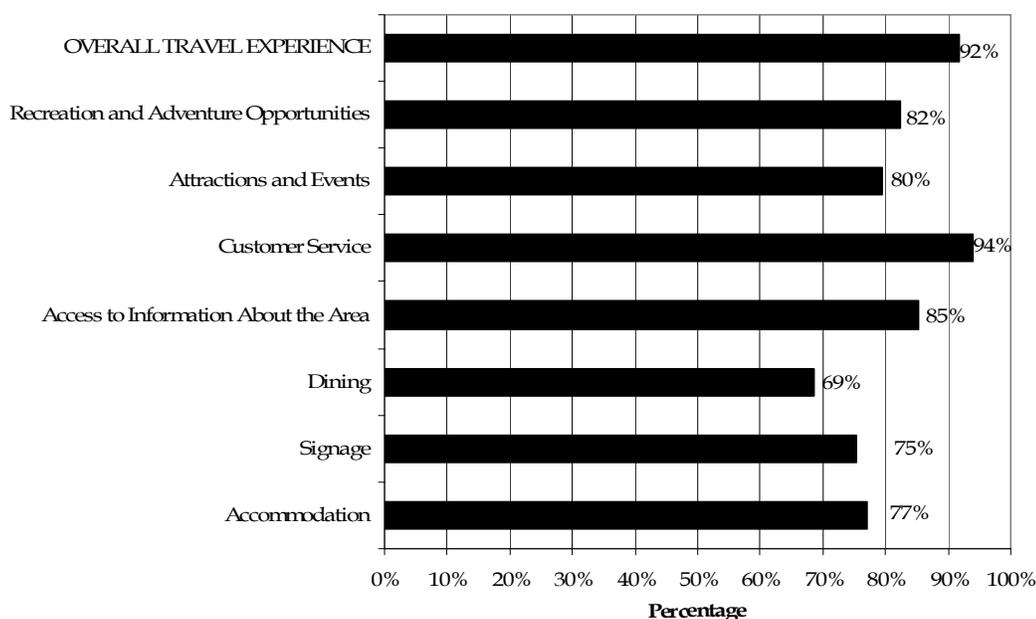


Figure 7. Overnight non-business travellers’ proportion that rated each trip component as good or excellent.

Table 41. Overnight non-business travellers' ratings of experience with tourism services in Hope and the Fraser Canyon.

Experience in the Hope and Fraser Canyon Region <sup>1</sup>	Very Poor (1)	Poor (2)	Fair (3)	Good (4)	Excellent (5)	Average
Accommodation	1.6%	2.1%	19.3%	56.1%	20.9%	5
Signage	1.5%	5.9%	17.3%	66.2%	9.2%	3.95
Dining	0.5%	5.1%	25.8%	55.3%	13.4%	4.59
Access to Information About the Area	0.0%	2.5%	12.4%	55.8%	29.3%	4.28
Customer Service	0.0%	0.0%	6.1%	59.7%	34.2%	4.47
Attractions and Events	0.0%	2.1%	18.3%	57.1%	22.5%	4.55
Recreation and Adventure Opportunities	0.5%	2.3%	14.8%	51.9%	30.6%	4.79
<b>Overall Travel Experience</b>	<b>0.0%</b>	<b>0.3%</b>	<b>8.0%</b>	<b>64.3%</b>	<b>27.3%</b>	<b>4.22</b>

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

Table 42. Overnight non-business travellers' ratings of experience with tourism services in Hope

Experience in Hope	Very Poor (1)	Poor (2)	Fair (3)	Good (4)	Excellent (5)	Average
Accommodation	1.9%	2.9%	18.1%	51.4%	25.7%	4.99
Signage	1.3%	6.0%	18.1%	61.7%	12.8%	4
Dining	0.8%	3.4%	26.9%	52.1%	16.8%	4.61
Access to Information About the Area	0.0%	0.6%	10.0%	53.1%	36.3%	4.36
Customer Service	0.0%	0.0%	5.3%	63.8%	30.9%	4.49
Attractions and Events	0.0%	2.5%	21.8%	55.5%	20.2%	4.75
Recreation and Adventure Opportunities	0.8%	1.7%	16.7%	56.7%	24.2%	4.7
<b>Overall Travel Experience</b>	<b>0.0%</b>	<b>0.0%</b>	<b>9.1%</b>	<b>67.1%</b>	<b>23.8%</b>	<b>4.2</b>

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

Table 43. Overnight non-business travellers' ratings of experience with tourism services in the Fraser Canyon

Experience in Fraser Canyon	Very Poor (1)	Poor (2)	Fair (3)	Good (4)	Excellent (5)	Average
Accommodation	1.2%	1.2%	20.7%	62.2%	14.6%	5.01
Signage	1.6%	5.7%	16.3%	71.5%	4.9%	3.89
Dining	0.0%	7.1%	24.5%	59.2%	9.2%	4.56
Access to Information About the Area	0.0%	4.9%	15.4%	59.3%	20.3%	4.18
Customer Service	0.0%	0.0%	5.3%	63.8%	30.9%	4.44
Attractions and Events	0.0%	1.7%	14.9%	58.7%	24.8%	4.3
Recreation and Adventure Opportunities	0.0%	3.1%	12.5%	45.8%	38.5%	4.89
<b>Overall Travel Experience</b>	<b>0.0%</b>	<b>0.7%</b>	<b>6.6%</b>	<b>61.0%</b>	<b>31.6%</b>	<b>4.25</b>

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

## Use of the Hope Visitor Centre

Over one-half of travellers visited the Hope Visitor Centre (56%, Table 44). Of those, 3% reported that the centre fell short of their expectations while 43% said it exceeded their expectations.

Table 44. Overnight non-business travellers' use of the Hope Visitor Centre and their expectations of it.

Hope Visitor Centre	Hope and the Fraser Canyon	Hope	Fraser Canyon
I visited the Hope Visitor Centre	56%	73%	31%
I did not visit the Hope Visitor Centre	44%	27%	69%
<b>Of those that visited the Hope Visitor Centre:</b>			
Fell short of original expectations	2.5%	3.2%	0.0%
Met original expectations	54.7%	49.0%	73.9%
Exceeded original expectations	42.9%	47.8%	26.1%

Of the 44% of visitors that did not use the Hope Visitor Centre the most common reason for skipping it was they 'didn't need it/knew what to do' (50%, Table 45), had 'insufficient time' (22%) and 'had information prior to the trip' (11%).

Table 45. Overnight non-business travellers' reasons for not visiting a regional Visitor Centre

Travellers that did not use a visitor centre:	Hope and the Fraser Canyon	Hope	Fraser Canyon
Don't need it/Knew what to do and see/passing through	50.3%	46.6%	52.5%
Insufficient time	22.0%	24.1%	20.8%
Had info prior to trip	10.7%	6.9%	12.9%
Know the area	5.7%	6.9%	5.0%
Don't know about it	5.0%	6.9%	4.0%
Crowded/closed Visitor Info Centre	4.4%	6.9%	3.0%
Visited Previously	3.1%	6.9%	1.0%
Travel guide book/Map	2.5%	3.4%	2.0%
Got from Hotel/Motel/Friend/Restaurant	2.5%	3.4%	2.0%
Info from Internet Site	1.9%	5.2%	0.0%
Visited Other Visitor Info Centre	1.9%	1.7%	2.0%
Could not find it / Hard to find	1.3%	1.7%	1.0%

Over 6-in-10 travellers also visited other Visitor Centres in British Columbia. The high usage of Visitor Centres both in the Hope and Fraser Canyon region and in other British Columbia communities suggests that these centres are an effective means of contacting and communicating with overnight leisure travellers to Hope and Fraser Canyon. A complete list of other Visitor Centres used can be found in Appendix D.

## Return Intentions

Mailback respondents were asked about their likelihood of returning to Hope and Fraser Canyon or the province of British Columbia for another leisure trip. The intentions to return on a trip within British Columbia were quite high with 87% indicating that they were 'likely' or 'very likely' to return to British Columbia (Figure 8). Not surprisingly, the intentions to return Hope and Fraser Canyon were lower. However, nearly 62% of travellers said they were 'likely' or 'very likely' to return to the area while 19% 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.

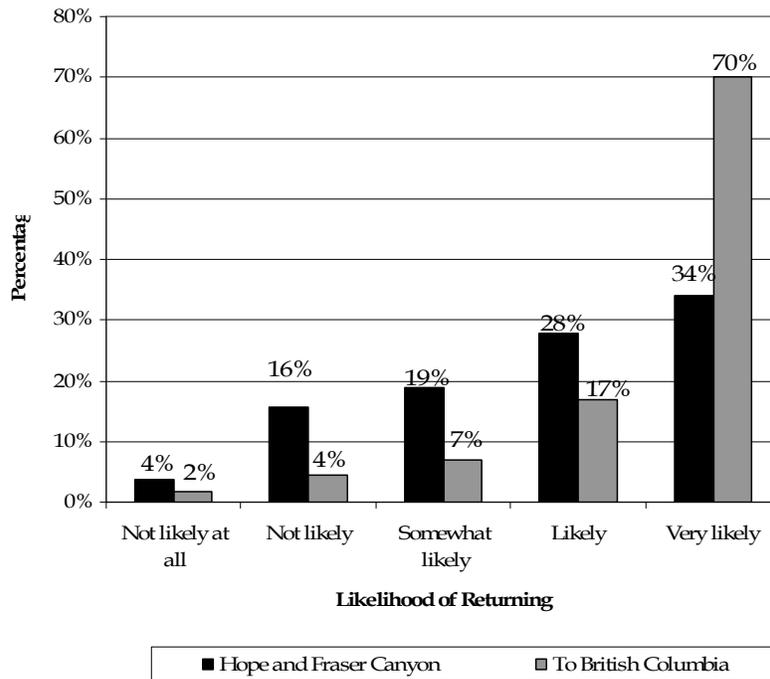


Figure 8. Overnight non-business travellers’ intentions to return to British Columbia as well as Hope and Fraser Canyon.

Overall travellers were very satisfied with their trip within British Columbia with 87% indicating that they were ‘Somewhat’ or ‘Very’ satisfied with their experience in British Columbia (Figure 9).

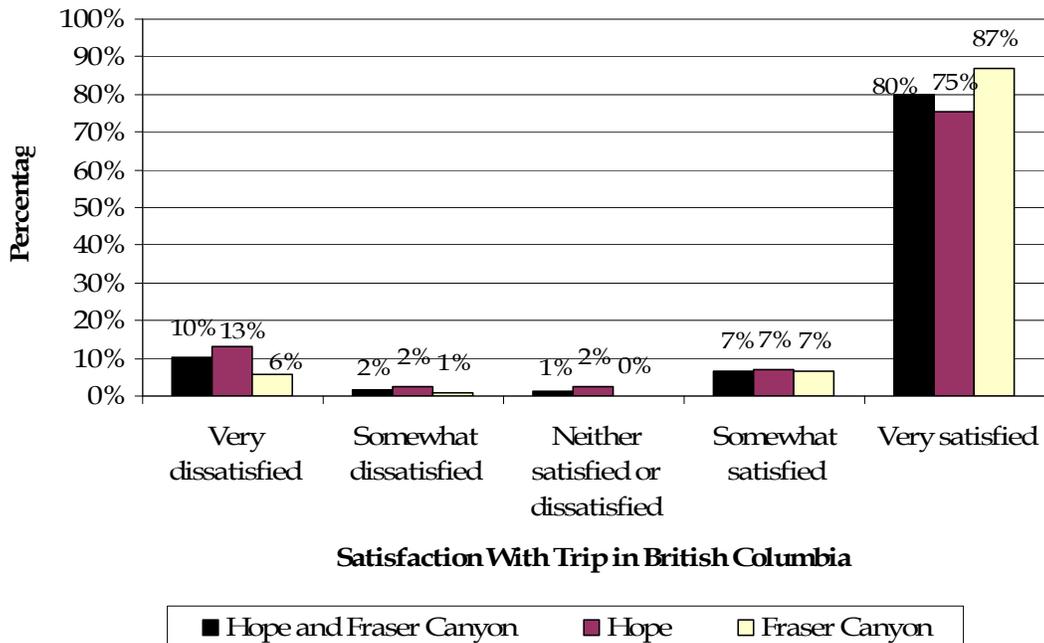


Figure 9. Overnight non-business travellers overall satisfaction with trip in British Columbia.

### ***Overnight Group Tour Travellers***

There were no overnight non-business travellers that indicated that they were part of an organized tour group during the study period

## Section 4. Non-Business Day Trippers

Please note that Don't Know's and No Responses were excluded from this analysis.

Non-business day trippers are those people that were in the Hope and Fraser Canyon region travelling for purposes other than business but did not stay overnight. As expected, due to the location of Hope and the Fraser Canyon (with ease of access from highway), there were only a large number of leisure day travellers, estimated at about 11% of all travellers. Of the 11% of day-trippers 4% were respondents from Fraser Canyon and 8% from the Hope region.

### 4.1 Demographics and Trip Characteristics

#### *Origin*

As expected the vast majority of non-business day trippers were from British Columbia (99%, Table 46), with only 1% originating from Washington State.

Table 46. Origin of non-business day trippers to Hope and the Fraser Canyon

Origin	Hope and the Fraser Canyon	Hope	Fraser Canyon
British Columbia	99.2%	98.8%	100.0%
Washington State	0.8%	1.2%	0.0%

#### *Primary Destination*

Almost all non-business day trip travellers were destined for Hope and the Fraser Canyon (89%, Table 47) although some were touring around for the day (9%) and 2% were bound for the Thompson Okanagan.

Five percent of Hope respondents were touring, while 94% were destined for Hope and 16% of Fraser Canyon respondents were touring, while destined 80% were destined for Fraser Canyon.

Table 47. Primary destination of non-business day trippers to Hope and Fraser Canyon

Primary Destination	Hope and the Fraser Canyon	Hope	Fraser Canyon
None/Touring	8.8%	4.9%	16.3%
Hope Fraser Canyon	88.8%	93.9%	79.1%
<b>Regions:</b>			
Vancouver Coast & Mountains	88.8%	93.9%	79.1%
Thompson Okanagan	1.6%	1.2%	2.3%
Oregon	0.8%	0.0%	2.3%

### Trip Purpose

The most popular trip purpose for leisure day trip travellers was leisure (96%, Table 48), while 4% visited friends and family and none travelled for other reasons.

Table 48. Primary trip purpose of non-business day trippers to Hope and Fraser Canyon

Primary trip purpose	Hope and the Fraser Canyon	Hope	Fraser Canyon
Leisure	96.0%	96.4%	95.3%
Visiting Friends and Relatives	4.0%	3.6%	4.7%
Other	0.0%	0.0%	0.0%

### Traveller Expenditures

The average daily expenditure for non-business day trippers while in Hope and the Fraser Canyon was \$76.70 per travel party or \$25.82 per person (Table 49).

Table 49. Trip Expenditures of non-business day trippers to Hope and the Fraser Canyon

Total daily expenditures	Hope and the Fraser Canyon	Hope	Fraser Canyon
Travel Party Average <sup>1</sup>	\$76.70	\$70.15	\$90.79
Travel Party Median	\$50.00	\$50.00	\$100.00
Per Person Average <sup>1</sup>	\$25.82	\$24.02	\$29.57
Per Person Median	\$25.00	\$25.00	\$33.33

1. The top and bottom 2% of responses were trimmed to ensure accurate expenditures.

On a per person basis, British Columbians spent the greatest amount during their visit to the Hope and Fraser Canyon region. Sample sizes are too small for a meaningful analysis based on origins other than those from British Columbia. Small sample sizes also limit the inferences that can be made about expenditures and travel party size (Table 50).

Table 50. The average daily expenditures of non-business day trippers to Hope and the Fraser Canyon Region.

Average Daily Expenditures - Hope And Fraser Canyon Region	Average Daily Expenditure per Party (CDN\$)* Hope and Fraser Canyon Region (n=104)	Average per Person Daily Expenditure (CDN\$)* Hope and Fraser Canyon Region (n=104)
<b>Overall</b>	<b>\$76.70</b>	<b>\$25.82</b>
<b>Origin</b>		
BC	\$77.39	\$26.06
United States <sup>1</sup>	\$5.00	\$1.68

\*The top and bottom 2% of responses were trimmed to ensure an accurate mean daily expenditure. Practical differences of  $\pm 10\%$  from the overall average are colour-coded (10 points or more higher than the overall is blue and 10 points or more lower is red).

1. Caution is advised when interpreting these numbers because the sample size for this category is low (n=1).

### Frequency of Travel

Visitors to Hope and the Fraser Canyon were frequent travellers. They took an average of 5.81 non-business trips in the past two years (Hope 5.69; Fraser Canyon 6.03, Table 51); the median is 3 trips for both regions. Just under half (46%) of non-business day trippers took four or more trips (Hope 48%; Fraser Canyon 40%), while one-fifth of travellers took one, two or three non-business trips.

More than 94% of non-business day trip travellers had been to the Hope and Fraser Canyon region before (Hope 96%; Fraser Canyon 95%).

Table 51. Previous visitation of non-business day trippers to Hope and Fraser Canyon

Previous Visitation	Hope and the Fraser Canyon	Hope	Fraser Canyon
Never Been Before	5.6%	4.8%	7.0%
Been Before	94.4%	95.2%	93.0%
Average number of Trips*	5.81	5.69	6.03

\*2% of responses were trimmed to ensure an accurate mean

### Mode of Transportation

Almost all non-business day trip travellers used a car/truck/motorcycle as their primary transportation (99%, Table 52), while only 1% used an RV.

Table 52. Mode of Transportation of non-business day trippers to Hope and Fraser Canyon

Mode of Transportation	Hope and the Fraser Canyon	Hope	Fraser Canyon
Car/Truck/Motor Cycle	99.2%	98.8%	100.0%
RV	0.8%	1.2%	0.0%

### Trip Activities

Travellers were asked, "What is your primary leisure activity while in Hope/Fraser Canyon?" The most popular primary activity for non-business day trippers was general sightseeing (42%, Table 53), followed by Hope/Fraser Canyon specific sightseeing (33%), outdoor land based activities (10%) and outdoor water based activities (6%). Fewer travellers indicated their primary activity was for shopping, dining or entertainment (2%).

Table 53. Primary leisure activities of non-business day trippers to Hope and Fraser Canyon

Primary Activity	Hope and the Fraser Canyon	Hope	Fraser Canyon
General Sightseeing	42%	33%	61%
Hope/Fraser Canyon Specific Sightseeing -	33%	40%	19%
Visiting Friends/Relatives	2%	2%	2%
Outdoor Land Based Activities	10%	13%	2%
Outdoor Water Based Activities	6%	6%	5%
Culture/Attractions/ Events	3%	1%	7%
Shopping/Dining /Entertainment/ Services	2%	2%	2%
Other	2%	2%	2%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

### Communities Visited

During the on-site interview, travellers were asked whether they had visited (or plan on visiting) selected British Columbia communities (Lillooet, Lytton, Boston Bar, Yale and Hope). Over 7-in-10 non-business day trippers to Hope and the Fraser Canyon also spent time (at least 1 hour) in Hope (Table 54). Less than 1-in-10 visited any of the other listed communities.

Table 54. Other communities visited by non-business day trippers to Hope and Fraser Canyon

Communities Visited	Hope and the Fraser Canyon	Hope	Fraser Canyon
Hope	71.4%	85.5%	51.2%
Yale	8.1%	1.2%	26.7%
Boston Bar	1.7%	0%	5.1%
Lytton	1.6%	0%	5.0%
Lillooet	0%	0%	0%

### Information Sources

Travellers were asked, *How did you hear about the Coquihalla Canyon Provincial National Park/Hell's Gate?* The most popular information source was Word of Mouth (46%, Table 55), followed by Fraser Canyon Signage (40%) and then having been to the area previously (34%).

Table 55. Source of Information for Coquihalla Canyon Provincial National Park/Hell's Gate by non-business day trippers to Hope and the Fraser Canyon

Source of Information	Hope and the Fraser Canyon	Hope	Fraser Canyon
BC Parks Website	3.1%	3.1%	n/a
Hell's Gate Website	0%	n/a	0.0%
Other Internet	3.2%	1.6%	6.7%
BC Parks Highway Signage	0%	0%	n/a
Other Advertising Signage	3.1%	3.1%	n/a
Billboard	23.3%	n/a	23.3%
Signage – Fraser Canyon	40.4%	%	40.4%
Been there before	34%	35.9%	30%
Word of mouth	45.7%	48.2%	40%
Guide Book, Brochure or Map	6.4%	7.8%	3.3%
Hope Visitor Center	2.1%	1.6%	3.3%
Other Visitor Centre	0%	0%	0%

Note: n/a not all categories were asked on both questionnaires

## Section 5. Business Travellers

*Note: Use caution when interpreting these results due to the low sample size. Don't Know's and No Responses were excluded from this analysis.*

Business travellers are those people that indicated their primary purpose of travel was for business. Business travellers comprised about 3% of all travellers in Hope and Fraser Canyon in the summer of 2008. Business travellers stayed longer on a daily basis than overnight non-business travellers while they were in Hope and Fraser Canyon.

### 5.1 Demographics and Business Traveller Characteristics

#### *Origin*

Not surprisingly, the majority of business travellers were British Columbian residents (50%, Table 56), followed by Other Canadians (30%). Travellers from the United States and other international countries represented 7% and 13%, respectively, of all business travellers.

Canadian visitors from outside of British Columbia were from Alberta (10%), Ontario (10%), and Manitoba (7%). The U.S. business travellers were from Missouri and Virginia. Travellers from countries other than the U.S. accounted for 13% of all business travellers. Within this segment, 25% were from Asia/Pacific and 75% were from Europe.

Table 56. Origin of business travellers to Hope and the Fraser Canyon

Origin	Hope and the Fraser Canyon	Hope	Fraser Canyon
<b>British Columbia</b>	50.0%	50.0%	50.0%
<b>Other Canada</b>	30.0%	31.3%	28.6%
Alberta	10.0%	0.0%	21.4%
Ontario	10.0%	18.8%	0.0%
Manitoba	6.7%	6.3%	7.1%
Other Canada	3.3%	6.3%	0.0%
<b>United States</b>	6.7%	6.3%	7.1%
Other Overseas	13.3%	12.5%	14.3%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

### 5.2 Trip Characteristics

#### *Trip Length*

The average total trip length for business travellers was 11 days away from home, of which 9 days were spent in British Columbia and nearly 3 days were spent in Hope and Fraser Canyon (Table 57).

Table 57. Average Trip Length of business travellers to Hope and the Fraser Canyon

Trip Length – Average*	Hope and the Fraser Canyon	Hope	Fraser Canyon
Total Trip Time	11.2	11	11.4
Trip Time in British Columbia	8.8	10.2	6.9
Time in Region	2.8	3.4	1.7

\*2% of responses were trimmed to ensure an accurate mean length

Table 58. Median Trip Length of business travellers to Hope and the Fraser Canyon

Trip Length – Median	Hope and the Fraser Canyon	Hope	Fraser Canyon
Total Trip Time	7	6	8
Trip Time in British Columbia	6.5	5.5	8
Time in Region	2	3	2

### Trip Expenditures

The average daily expenditure for business travellers while in Hope and the Fraser Canyon was \$175.75 per travel party or \$79.89 per person (Table 59).

Table 59. Trip Expenditures of business travellers to Hope and the Fraser Canyon

Total daily expenditures including accommodation	Hope and the Fraser Canyon	Hope	Fraser Canyon
Travel Party Average <sup>1</sup>	\$175.75	\$159.50	\$192.00
Travel Party Median	\$150.00	\$100.00	\$190.00
Per Person Average <sup>1</sup>	\$79.89	\$72.83	\$86.88
Per Person Median	\$75.00	\$50.00	\$95.00

1. The top and bottom 2% of responses were trimmed to ensure accurate expenditures.

On a per person basis, Canadians (other than those from British Columbia) spent the most amount during their visit to the Hope and Fraser Canyon region, spending 40% more than the overall average (Table 60).

Table 60. Overnight business travellers' trip and traveller characteristics to Hope and the Fraser Canyon Region.

Trip Length and Expenditures – Hope and Fraser Canyon Region	Average <sup>1</sup>	Median
Length of Entire Trip	11.2	7
Length of Trip in British Columbia	8.8	6.5
Length in the Hope and Fraser Canyon region	2.8	2
Party Expenditures	\$175.75	\$150.00
Per Person Expenditures	\$79.89	\$75.00

1. The top and bottom 2% of responses were trimmed to ensure an accurate mean trip length and expenditures.

Table 61. The average daily expenditures of overnight business travellers to Hope and the Fraser Canyon Region.

Average Daily Expenditure - -Hope and Fraser Canyon Region	Average Daily Expenditure per Party (CDN\$)* Hope and Fraser Canyon Region (n=20)	Average per Person Daily Expenditure (CDN\$)* Hope and Fraser Canyon Region (n=20)
<b>Overall</b>	<b>\$175.75</b>	<b>\$79.89</b>
<b>Origin</b>		
BC <sup>1</sup>	\$150.71	\$68.50
Other Canada <sup>2</sup>	\$248.57	\$112.99
United States <sup>3</sup>	\$100.00	\$45.45
Other International <sup>4</sup>	\$130.00	\$59.09

\*The top and bottom 2% of responses were trimmed to ensure an accurate mean daily expenditure. Practical differences of ± 10% from the overall average are colour-coded (10 points or more higher than the overall is blue and 10 points or more lower are red).

2. Caution is advised when interpreting these numbers because the sample size for this category is low (n=7).
3. Caution is advised when interpreting these numbers because the sample size for this category is low (n=7).
4. Caution is advised when interpreting these numbers because the sample size for this category is low (n=2).
5. Caution is advised when interpreting these numbers because the sample size for this category is low (n=4).

### Frequency of Travel

Business visitors to Hope and the Fraser Canyon were frequent travellers. They took an average of 6.2 trips in the past two years (Hope 7.3; Fraser Canyon 5, Table 62). Over one-third (37%) of business travellers took five or more trips (Hope 40%; Fraser Canyon 33%).

More than two-thirds of business travellers had been to the Hope and Fraser Canyon region (63%) before (Hope 63%; Fraser Canyon 64%).

Table 62. Previous visitation of business travellers to Hope and the Fraser Canyon

Previous Visitation	Hope and the Fraser Canyon	Hope	Fraser Canyon
Never Been Before	37%	38%	36%
Been Before	63%	63%	93.0%
Average number of Trips*	6.2	7.3	5

\*2% of responses were trimmed to ensure an accurate mean length

### Information Sources

Business travellers were asked, "How did you hear about the Coquihalla Canyon Provincial National Park/Hell's Gate?" The most popular information source was Word of Mouth (46%), followed by Fraser Canyon Signage (40%) and then having been to the area previously (34%).

## Section 6. Conclusions

Between June and August of 2008, non-business travellers accounted for 86% of all travellers to Hope and the Fraser Canyon. Overnight non-business travellers were from Canada (55%), predominantly male (53%) and were 45 years or older (64%). Hope and Fraser Canyon travellers were highly educated with 45% having at least a university degree and relatively affluent, with 38% having an annual household income of \$100,000 or more. On average there were 2.8 people per travel party and the majority were not travelling with children. These visitors were frequent travellers, taking an average of 3.2 non-business trips in the past two years. There were more first time visitors to the Fraser Canyon (58%) than to Hope (36%).

Personal vehicle was the most popular mode of transportation and, and Camping/RV was a popular option for accommodations in Hope and the Fraser Canyon. Significantly more travellers to Fraser Canyon made use of Camping/RV (55%) than did those to Hope (44%). These travellers generally sightsee, stay approximately 2 days in Hope and Fraser Canyon and spend an average of \$83.89 per day (per party) in the area.

More than half of overnight non-business travellers indicated they were somewhat flexible in their time and could spend a few extra hours or days in Hope and Fraser Canyon. This represents an important opportunity to extend travellers time spend in Hope and Fraser Canyon. A high proportion of travellers (> 50% of respondents) participated in shopping for local arts and crafts, wildlife viewing, visiting parks and visiting a museum, heritage or historic sites on their trip in British Columbia. Together these activities/facilities represent potential consumer demand and therefore product development opportunities in Hope and Fraser Canyon.

Overnight non-business 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 past experience, word of mouth and visitor guides/brochures as their main information sources. Also, 25% of travellers used local or regional tourism 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 businesses in Hope and Fraser Canyon to aide travellers in planning their trip especially as the internet continues to increase in importance for trip planning.

During an overnight non-business traveller's trip, Visitor Centres became the single most popular source of information. Over one-half of travellers used the Hope 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-five percent of overnight non-business travellers rated the access to information about the area as good or excellent. All of this information suggests the importance of the Hope 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 unique characteristics provide clear evidence the friendly, relaxed and safe atmosphere coupled with the beautiful scenery (the natural environment of the mountains and rivers), outdoor activities (especially wildlife viewing) are key attributes that consumers have identified as positive and unique features of Hope and Fraser Canyon

as a tourism destination. These key attributes can be used for future tourism development and marketing activities in Hope and Fraser Canyon.

When prompted, non-business travellers mentioned the main negative attributes of Hope and Fraser Canyon limited/poor restaurants, rain, traffic, limited accommodation, and lack of major attractions. Overnight non-business travellers also suggested that Hope and Fraser Canyon could benefit from more 'better/more cafes/restaurants', 'better Highway/road signage', more/better accommodation' and 'better facilities/rest areas' were the most common service improvement areas.

## **Section 7. Limitations**

1. These results are representative of travellers who visited Hope and Fraser between June 3 and August 29, 2008. The results do not represent the travellers to Hope and Fraser Canyon for the whole year. Applying these results to the remaining months in the year could over-estimate expenditures of travellers to Hope and Fraser Canyon 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 (non-business day trippers 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.

## **Section 8. Appendices**

Appendix A. Interview Schedule and Completions

Appendix B. Intercept Questionnaires

Appendix C. Mailback Questionnaires

Appendix D. Overnight Non-Business Travellers Open-Ended Responses

## Appendix A. Interview Schedule and Completions

Table A1. The day and number of travellers approached, the number who agreed to interview, the number that were previously interviewed, the number of Tourists, the number travelling in a tour group, the number of business travellers, the number of day trippers, the number of incomplete surveys and the number of travellers who agreed to complete the mailback survey – at the Hope and Fraser Canyon interview sites during the study period.

Date	Hope Area CTF Region (includes Hope VC and Coquihalla Canyon)									
	Number of Refusals	Agree to Interview	Previously Interviewed	Previously Interviewed "Other" location	Tourists	Tour Group	Business	Day Trippers incl business	Incomplete Surveys	Agreed to Complete Mailback
Jun 03	16	21	0	0	17	0	1	1	0	11
Jun 04	0	0	0	0	0	0	0	0	0	0
Jun 05	3	15	0	0	15	0	0	1	0	9
Jun 06	0	0	0	0	0	0	0	0	0	0
Jun 09	18	16	0	0	14	0	1	0	0	9
Jun 10	0	0	0	0	0	0	0	0	0	0
Jun 11	5	14	1	0	12	2	0	0	0	6
Jun 12	0	0	0	0	0	0	0	0	0	0
Jun 15	20	23	0	0	20	0	2	4	0	8
Jun 16	0	0	0	0	0	0	0	0	0	0
Jun 17	8	21	0	0	21	0	0	3	0	7
Jun 18	0	0	0	0	0	0	0	0	0	0
Jun 21	19	25	0	0	22	0	0	3	0	10
Jun 22	0	0	0	0	0	0	0	0	0	0
Jun 23	8	18	0	0	18	0	0	2	0	12
Jun 24	0	0	0	0	0	0	0	0	0	0
Jun 27	28	31	1	0	29	0	1	0	1	15
Jun 28	0	0	0	0	0	0	0	0	0	0
Jun 29	29	42	18	0	40	1	1	14	0	18
Jun 30	0	0	0	0	0	0	0	0	0	0
<b>Total June</b>	<b>154</b>	<b>226</b>	<b>20</b>	<b>0</b>	<b>208</b>	<b>3</b>	<b>6</b>	<b>28</b>	<b>1</b>	<b>105</b>
Jul 03	26	17	1	0	13	0	0	1	0	7
Jul 04	0	0	0	0	0	0	0	0	0	0
Jul 05	12	29	2	0	27	0	1	6	0	13
Jul 06	0	0	0	0	0	0	0	0	0	0
Jul 09	18	35	0	0	33	0	0	0	0	23
Jul 10	0	0	0	0	0	0	0	0	0	0
Jul 11	8	20	0	0	19	0	0	2	0	12
Jul 12	0	0	0	0	0	0	0	0	0	0
Jul 15	23	30	0	0	26	0	1	2	0	14
Jul 16	0	0	0	0	0	0	0	0	0	0
Jul 17	8	18	0	0	17	0	0	2	0	14
Jul 18	0	0	0	0	0	0	0	0	0	0
Jul 21	21	28	0	0	28	0	0	3	0	20
Jul 22	0	0	0	0	0	0	0	0	0	0
Jul 23	4	24	0	0	24	1	1	2	0	11
Jul 24	0	0	0	0	0	0	0	0	0	0
Jul 27	19	25	0	0	25	1	0	0	0	15
Jul 28	0	0	0	0	0	0	0	0	0	0
Jul 29	3	21	0	0	20	1	0	2	0	13
Jul 30	0	0	0	0	0	0	0	0	0	0
<b>Total Jul</b>	<b>142</b>	<b>247</b>	<b>3</b>	<b>0</b>	<b>232</b>	<b>3</b>	<b>3</b>	<b>20</b>	<b>0</b>	<b>142</b>
Aug 02	25	28	0	0	28	0	0	1	0	18
Aug 03	0	0	0	0	0	0	0	0	0	0
Aug 04	15	33	1	0	31	0	0	13	0	14
Aug 05	0	0	0	0	0	0	0	0	0	0
Aug 08	23	25	0	0	24	0	0	1	0	15

Date	Hope Area CTF Region (includes Hope VC and Coquihalla Canyon)									
	Number of Refusals	Agree to Interview	Previously Interviewed	Previously Interviewed "Other" location	Tourists	Tour Group	Business	Day Trippers incl business	Incomplete Surveys	Agreed to Complete Mailback
Aug 09	0	0	0	0	0	0	0	0	0	0
Aug 10	3	14	0	0	14	0	0	2	0	9
Aug 11	0	0	0	0	0	0	0	0	0	0
Aug 14	18	33	2	0	31	0	1	1	0	18
Aug 15	0	0	0	0	0	0	0	0	0	0
Aug 16	17	36	0	0	35	2	1	12	0	17
Aug 17	0	0	0	0	0	0	0	0	0	0
Aug 20	13	25	3	0	22	0	3	2	0	14
Aug 21	0	0	0	0	0	0	0	0	0	0
Aug 22	9	21	0	0	17	2	1	1	0	10
Aug 23	0	0	0	0	0	0	0	0	0	0
Aug 26	12	24	0	0	22	0	1	1	0	13
Aug 27	0	0	0	0	0	0	0	0	0	0
Aug 28	4	31	0	0	30	3	0	3	0	16
Aug 29	0	0	0	0	0	0	0	0	0	0
<b>Total Aug</b>	<b>139</b>	<b>270</b>	<b>6</b>	<b>0</b>	<b>254</b>	<b>7</b>	<b>7</b>	<b>37</b>	<b>0</b>	<b>144</b>
<b>Grand Total</b>	<b>435</b>	<b>743</b>	<b>29</b>	<b>0</b>	<b>694</b>	<b>13</b>	<b>16</b>	<b>85</b>	<b>1</b>	<b>391</b>

Date	Fraser Canyon CTF Region (includes Hell's Gate and Yale Museum)									
	Number of Refusals	Agree to Interview	Previously Interviewed	Previously Interviewed "Other" location	Tourists	Tour Group	Business	Day Trippers incl business	Incomplete Surveys	Agreed to Complete Mailback
Jun 03	0	0	0	0	0	0	0	0	0	0
Jun 04	8	7	0	0	7	0	0	0	0	4.0
Jun 05	0	0	0	0	0	0	0	0	0	0
Jun 06	0	6	0	0	5	0	0	0	0	3
Jun 09	0	0	0	0	0	0	0	0	0	0
Jun 10	8	21	0	0	20	1	2	1	0	8.0
Jun 11	0	0	0	0	0	0	0	0	0	0
Jun 12	1	9	0	0	9	0	0	1	0	6
Jun 15	0	0	0	0	0	0	0	0	0	0
Jun 16	16	21	0	0	21	0	2	1	0	10
Jun 17	0	0	0	0	0	0	0	0	0	0
Jun 18	1	6	0	0	6	0	1	0	0	4
Jun 21	0	0	0	0	0	0	0	0	0	0
Jun 22	19	19	0	0	19	2	0	2	0	8
Jun 23	0	0	0	0	0	0	0	0	0	0
Jun 24	3	8	0	0	8	0	1	1	0	4
Jun 27	0	0	0	0	0	0	0	0	0	0
Jun 28	17	25	0	0	25	0	0	5	0	10
Jun 29	0	0	0	0	0	0	0	0	0	0
Jun 30	1	11	0	0	11	0	0	0	0	8
<b>Total June</b>	<b>74</b>	<b>133</b>	<b>0</b>	<b>0</b>	<b>131</b>	<b>3</b>	<b>6</b>	<b>11</b>	<b>0</b>	<b>65</b>
Jul 03	0	0	0	0	0	0	0	0	0	0
Jul 04	19	15	0	0	14	0	1	2	0	7
Jul 05	0	0	0	0	0	0	0	0	0	0
Jul 06	8	9	0	0	9	0	1	3	0	2
Jul 09	0	0	0	0	0	0	0	0	0	0
Jul 10	13	22	0	0	20	0	1	1	0	13
Jul 11	0	0	0	0	0	0	0	0	0	0
Jul 12	3	8	0	0	8	1	0	0	0	6
Jul 15	0	0	0	0	0	0	0	0	0	0
Jul 16	11	29	0	0	28	1	0	3	0	19
Jul 17	0	0	0	0	0	0	0	0	0	0
Jul 18	2	7	0	0	6	0	0	0	0	3
Jul 21	0	0	0	0	0	0	0	0	0	0
Jul 22	16	23	2	0	21	0	0	2	0	15
Jul 23	0	0	0	0	0	0	0	0	0	0
Jul 24	1	7	0	0	7	0	1	0	0	6
Jul 27	0	0	0	0	0	0	0	0	0	0
Jul 28	15	22	1	0	21	0	2	1	0	14
Jul 29	0	0	0	0	0	0	0	0	0	0
Jul 30	4	13	0	0	12	1	0	1	0	8
<b>Total Jul</b>	<b>92</b>	<b>155</b>	<b>3</b>	<b>0</b>	<b>146</b>	<b>3</b>	<b>6</b>	<b>13</b>	<b>0</b>	<b>93</b>
Aug 02	0	0	0	0	0	0	0	0	0	0
Aug 03	13	23	0	0	22	0	0	5	0	10
Aug 04	0	0	0	0	0	0	0	0	0	0
Aug 05	0	16	0	0	15	1	1	2	0	6
Aug 08	0	0	0	0	0	0	0	0	0	0
Aug 09	0	0	0	0	0	0	0	0	0	0
Aug 10	0	0	0	0	0	0	0	0	0	0
Aug 11	15	23	1	0	22	0	0	2	0	15
Aug 14	0	0	0	0	0	0	0	0	0	0
Aug 15	12	26	2	0	22	0	1	2	0	12
Aug 16	0	0	0	0	0	0	0	0	0	0
Aug 17	0	10	1	0	8	1	0	2	0	5
Aug 20	0	0	0	0	0	0	0	0	0	0
Aug 21	14	22	0	0	21	0	0	1	0	18

Date	Fraser Canyon CTF Region (includes Hell's Gate and Yale Museum)									
	Number of Refusals	Agree to Interview	Previously Interviewed	Previously Interviewed "Other" location	Tourists	Tour Group	Business	Day Trippers incl business	Incomplete Surveys	Agreed to Complete Mailback
Aug 22	0	0	0	0	0	0	0	0	0	0
Aug 23	1	16	0	0	15	1	1	4	0	8
Aug 26	0	0	0	0	0	0	0	0	0	0
Aug 27	13	29	0	0	29	1	0	2	0	18
Aug 28	0	0	0	0	0	0	0	0	0	0
Aug 29	3	8	1	0	7	0	0	0	0	6
<b>Total Aug</b>	<b>71</b>	<b>173</b>	<b>5</b>	<b>0</b>	<b>161</b>	<b>4</b>	<b>3</b>	<b>20</b>	<b>0</b>	<b>98</b>
<b>Grand Total</b>	<b>237</b>	<b>461</b>	<b>8</b>	<b>0</b>	<b>438</b>	<b>10</b>	<b>15</b>	<b>44</b>	<b>0</b>	<b>256</b>

Date	Combined (Hope Area CTF Region and Fraser Canyon CTF Region)									
	Number of Refusals	Agree to Interview	Previously Interviewed	Previously Interviewed "Other" location	Tourists	Tour Group	Business	Day Trippers incl business	Incomplete Surveys	Agreed to Complete Mailback
Jun 03	16	21	0	0	17	0	1	1	0	11
Jun 04	8	7	0	0	7	0	0	0	0	4
Jun 05	3	15	0	0	15	0	0	1	0	9
Jun 06	0	6	0	0	5	0	0	0	0	3
Jun 09	18	16	0	0	14	0	1	0	0	9
Jun 10	8	21	0	0	20	1	2	1	0	8
Jun 11	5	14	1	0	12	2	0	0	0	6
Jun 12	1	9	0	0	9	0	0	1	0	6
Jun 15	20	23	0	0	20	0	2	4	0	8
Jun 16	16	21	0	0	21	0	2	1	0	10
Jun 17	8	21	0	0	21	0	0	3	0	7
Jun 18	1	6	0	0	6	0	1	0	0	4
Jun 21	19	25	0	0	22	0	0	3	0	10
Jun 22	19	19	0	0	19	2	0	2	0	8
Jun 23	8	18	0	0	18	0	0	2	0	12
Jun 24	3	8	0	0	8	0	1	1	0	4
Jun 27	28	31	1	0	29	0	1	0	1	15
Jun 28	17	25	0	0	25	0	0	5	0	10
Jun 29	29	42	18	0	40	1	1	14	0	18
Jun 30	1	11	0	0	11	0	0	0	0	8
<b>Total June</b>	<b>228</b>	<b>359</b>	<b>20</b>	<b>0</b>	<b>339</b>	<b>6</b>	<b>12</b>	<b>39</b>	<b>1</b>	<b>170</b>
Jul 03	26	17	1	0	13	0	0	1	0	7
Jul 04	19	15	0	0	14	0	1	2	0	7
Jul 05	12	29	2	0	27	0	1	6	0	13
Jul 06	8	9	0	0	9	0	1	3	0	2
Jul 09	18	35	0	0	33	0	0	0	0	23
Jul 10	13	22	0	0	20	0	1	1	0	13
Jul 11	8	20	0	0	19	0	0	2	0	12
Jul 12	3	8	0	0	8	1	0	0	0	6
Jul 15	23	30	0	0	26	0	1	2	0	14
Jul 16	11	29	0	0	28	1	0	3	0	19
Jul 17	8	18	0	0	17	0	0	2	0	14
Jul 18	2	7	0	0	6	0	0	0	0	3
Jul 21	21	28	0	0	28	0	0	3	0	20
Jul 22	16	23	2	0	21	0	0	2	0	15
Jul 23	4	24	0	0	24	1	1	2	0	11
Jul 24	1	7	0	0	7	0	1	0	0	6
Jul 27	19	25	0	0	25	1	0	0	0	15
Jul 28	15	22	1	0	21	0	2	1	0	14
Jul 29	3	21	0	0	20	1	0	2	0	13
Jul 30	4	13	0	0	12	1	0	1	0	8
<b>Total Jul</b>	<b>234</b>	<b>402</b>	<b>6</b>	<b>0</b>	<b>378</b>	<b>6</b>	<b>9</b>	<b>33</b>	<b>0</b>	<b>235</b>
Aug 02	25	28	0	0	28	0	0	1	0	18
Aug 03	13	23	0	0	22	0	0	5	0	10
Aug 04	15	33	1	0	31	0	0	13	0	14
Aug 05	0	16	0	0	15	1	1	2	0	6
Aug 08	23	25	0	0	24	0	0	1	0	15
Aug 09	0	0	0	0	0	0	0	0	0	0
Aug 10	3	14	0	0	14	0	0	2	0	9
Aug 11	15	23	1	0	22	0	0	2	0	15
Aug 14	18	33	2	0	31	0	1	1	0	18
Aug 15	12	26	2	0	22	0	1	2	0	12
Aug 16	17	36	0	0	35	2	1	12	0	17
Aug 17	0	10	1	0	8	1	0	2	0	5
Aug 20	13	25	3	0	22	0	3	2	0	14
Aug 21	14	22	0	0	21	0	0	1	0	18

Date	Combined (Hope Area CTF Region and Fraser Canyon CTF Region)									
	Number of Refusals	Agree to Interview	Previously Interviewed	Previously Interviewed "Other" location	Tourists	Tour Group	Business	Day Trippers incl business	Incomplete Surveys	Agreed to Complete Mailback
Aug 22	9	21	0	0	17	2	1	1	0	10
Aug 23	1	16	0	0	15	1	1	4	0	8
Aug 26	12	24	0	0	22	0	1	1	0	13
Aug 27	13	29	0	0	29	1	0	2	0	18
Aug 28	4	31	0	0	30	3	0	3	0	16
Aug 29	3	8	1	0	7	0	0	0	0	6
<b>Total Aug</b>	<b>210</b>	<b>443</b>	<b>11</b>	<b>0</b>	<b>415</b>	<b>11</b>	<b>10</b>	<b>57</b>	<b>0</b>	<b>242</b>
<b>Grand Total</b>	<b>672</b>	<b>1204</b>	<b>37</b>	<b>0</b>	<b>1132</b>	<b>23</b>	<b>31</b>	<b>129</b>	<b>1</b>	<b>647</b>

## **Appendix B. Intercept Questionnaires**

Interviewer \_\_\_\_\_

Date \_\_\_\_\_

HOPE

**LOCATION**

HOPE VC     COQUIHALLA CANYON     OTHER

**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 Hope 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 the Fraser Canyon or Hope region on this trip?

NO     YES → Where?     HOPE VC     COQUIHALLA CANYON     YALE MUSEUM     HELL'S GATE     OTHER  
→ *Thank you. You will only be interviewed once.*

3. Are you a resident of the Fraser Canyon or Hope region? The Fraser Canyon region includes Lytton, Boston Bar, and Yale. The Hope region includes Dogwood Valley, Sunshine Valley, Laidlaw, Flood and the Chawathil Reserve.

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

**COQUIHALLA CANYON VISITORS ONLY**

▪ How did you hear about the Coquihalla Canyon Provincial Park?

BC PARKS WEBSITE     BC PARKS HIGHWAY SIGNAGE     BEEN THERE BEFORE     HOPE VISITOR CENTRE  
 OTHER INTERNET     OTHER ADVERTISING SIGNAGE     WORD OF MOUTH     OTHER VISITOR CENTRE \_\_\_\_\_  
 OTHER \_\_\_\_\_

▪ How did you access the Coquihalla Canyon Provincial Park?

VIA EXIT 183 ON HIGHWAY 5 (YELLOWHEAD-COQUIHALLA HIGHWAY)     THROUGH COMMUNITY OF HOPE

▪ How will you depart from the Coquihalla Canyon Provincial Park?

VIA EXIT 183 ON HIGHWAY 5 (YELLOWHEAD-COQUIHALLA HIGHWAY)     THROUGH COMMUNITY OF HOPE

4. Are you part of an organized tour group?

NO → *Go to Q5*     YES → *Go to Box 1*

**BOX 1 (ONLY FOR TOUR GROUP TRAVELLERS)**

▪ What is the total time you will spend in the Hope region on this tour?

\_\_\_\_\_ HOURS    OR    \_\_\_\_\_ DAYS     DK/NR

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

\$ \_\_\_\_\_     DK/NR

▪ 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

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

Interviewer \_\_\_\_\_ Date \_\_\_\_\_ HOPE

5. Where do you live (usual place of residence)?  
 Province \_\_\_\_\_ OR State \_\_\_\_\_ OR Country (other international) \_\_\_\_\_

6. Prior to this trip, have you been to Hope?  
 YES → Go to Q7       NO → Go to Q8       DK/NR → Go to Q8

7. Including this trip, how many times have you visited Hope in the past two years?  
 \_\_\_\_\_ time(s)

8. 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

**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 2  
 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 2  
 OTHER (SPECIFY \_\_\_\_\_) → Go to Q10

**BOX 2 (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 Hope? (**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

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

Interviewer \_\_\_\_\_ Date \_\_\_\_\_

HOPE

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

\_\_\_\_\_  NONE, TOURING  HOPE  DK/NR  
 → Go to Q12 → Go to Q12 → Go to Q12

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

WAY TO  WAY BACK  DK/NR

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. LILLOOET  YES  NO  DK/NR  RESIDENT  
 B. LYTTON  YES  NO  DK/NR  
 C. BOSTON BAR  YES  NO  DK/NR  
 D. YALE  YES  NO  DK/NR  
 E. DISTRICT OF HOPE SKIP IF HOPE VC  YES  NO  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  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  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 Hope 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 / FISHING 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

Interviewer \_\_\_\_\_

Date \_\_\_\_\_

HOPE

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

18. What is the total time you will spend in Hope?

- NONE, JUST PASSING THROUGH → Go to Q22
- A FEW HOURS (<12) \_\_\_\_\_ HOURS → Go to Q20
- ONE OR MORE DAY(S) \_\_\_\_\_ DAY(S) → Go to Q19
- DK/NR → Go to Q22

19. Which of the following best describes your **primary** (most often used) type of accommodation in Hope?

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

20. What is your **primary** (most time spent) leisure activity while in Hope?

- \_\_\_\_\_  NONE  DK/NR

21. In Canadian dollars, what will your travel party's total expenditures be for **today** in Hope, including accommodation?

- \$ \_\_\_\_\_  NONE  DK/NR

22. Which of the following statements best describes your flexibility in the amount of time you have to spend in Hope? **(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** 23. 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** 23. 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 VC** 24. On this trip, have or do you plan to stop at the Hope Visitor Centre?

- NO
- YES
- DK/NR

**IF NO** 25. Why not? \_\_\_\_\_

Interviewer \_\_\_\_\_

Date \_\_\_\_\_

HOPE

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

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

\_\_\_\_\_ trip(s)  DK/NR

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

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

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

- |  |  |
|--|--|
| <input type="checkbox"/> A. LESS THAN HIGH SCHOOL                | <input type="checkbox"/> E. UNIVERSITY DEGREE  |
| <input type="checkbox"/> B. HIGH SCHOOL                          | <input type="checkbox"/> F. MASTERS/PHD DEGREE |
| <input type="checkbox"/> C. SOME TECHNICAL COLLEGE OR UNIVERSITY | <input type="checkbox"/> G. OTHER              |
| <input type="checkbox"/> D. COLLEGE OR TECHNICAL DIPLOMA         | <input type="checkbox"/> H. DK/NR              |

29. 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"/> G. DK/NR                  |
| <input type="checkbox"/> D. \$65,000 TO \$99,999 |  |

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

- MALE  FEMALE

**31. 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** 32. Can I get your name and mailing address?

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

33. For quality assurance purposes, can my supervisor contact you by email to verify the information collected in this interview?

- NO  YES

**IF YES** 34. Can I get your name and email address?

Name:
Email Address:

**Thank you for participating!**

Interviewer \_\_\_\_\_

Date \_\_\_\_\_

FRASER CANYON

**LOCATION**

HELL'S GATE       YALE MUSEUM       OTHER

**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 Fraser Canyon 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 the Fraser Canyon or Hope region on this trip?

NO       YES → Where?  HOPE VC       COQUIHALLA CANYON       YALE MUSEUM       HELL'S GATE       OTHER  
→ *Thank you. You will only be interviewed once.*

3. Are you a resident of the Fraser Canyon or Hope region? The Fraser Canyon region includes Lytton, Boston Bar, and Yale. The Hope region includes Dogwood Valley, Sunshine Valley, Laidlaw, Flood and the Chawathil Reserve.

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

**HELL'S GATE VISITORS ONLY**

▪ How did you hear about Hell's Gate?

HELL'S GATE WEBSITE       TRAVEL GUIDE       BEEN THERE BEFORE       HOPE VISITOR CENTRE  
 OTHER INTERNET       BROCHURE       WORD OF MOUTH       OTHER VISITOR CENTRE \_\_\_\_\_  
 BILLBOARD       OTHER \_\_\_\_\_

4. Are you part of an organized tour group?

NO → *Go to Q5*       YES → *Go to Box 1*

**BOX 1 (ONLY FOR TOUR GROUP TRAVELLERS)**

▪ What is the total time you will spend in the Fraser Canyon (Lytton to Yale) on this tour?

\_\_\_\_\_ HOURS      OR      \_\_\_\_\_ DAYS       DK/NR

▪ In Canadian dollars, excluding expenses for the tour, what do you expect your travel party's total expenditures to be in the Fraser Canyon (Lytton to Yale) region?

\$ \_\_\_\_\_       DK/NR

▪ 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

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

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

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

6. Prior to this trip, have you been to the Fraser Canyon (Lytton to Yale) region? The Fraser Canyon region includes Lytton, Boston Bar and Yale.

YES → *Go to Q7*       NO → *Go to Q8*       DK/NR → *Go to Q8*

Interviewer \_\_\_\_\_

Date \_\_\_\_\_

FRASER CANYON

7. Including this trip, how many times have you visited the Fraser Canyon (Lytton to Yale) region in the past two years?

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

8. 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

**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 2
- 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 2
- OTHER (SPECIFY \_\_\_\_\_) → Go to Q10

**BOX 2 (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 Fraser Canyon (Lytton to Yale) 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

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

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

\_\_\_\_\_       NONE, TOURING → Go to Q12       FRASER CANYON (LYTTON TO YALE) → Go to Q12       DK/NR → Go to Q12

Interviewer \_\_\_\_\_ Date \_\_\_\_\_

FRASER CANYON

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

- WAY TO       WAY BACK       DK/NR

12. Which direction are you currently travelling in? (**Consult reference map**)

- NORTH       SOUTH

13. Was the highway signage clear on how to get to the Fraser Canyon?

- YES       NO       DK/NR

14. 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. LILLOOET                                | <input type="checkbox"/> YES | <input type="checkbox"/> NO | <input type="checkbox"/> DK/NR | <input type="checkbox"/> RESIDENT |
| B. LYTTON                                  | <input type="checkbox"/> YES | <input type="checkbox"/> NO | <input type="checkbox"/> DK/NR |                                   |
| C. BOSTON BAR                              | <input type="checkbox"/> YES | <input type="checkbox"/> NO | <input type="checkbox"/> DK/NR |                                   |
| D. YALE <small>SKIP IF YALE MUSEUM</small> | <input type="checkbox"/> YES | <input type="checkbox"/> NO | <input type="checkbox"/> DK/NR |                                   |
| E. HOPE                                    | <input type="checkbox"/> YES | <input type="checkbox"/> NO | <input type="checkbox"/> DK/NR |                                   |

**IF FROM BC** 15. What is your **primary** (most often used) mode of transportation while on this trip?

- CAR/TRUCK/MC       RV       BUS       BICYCLE       OTHER \_\_\_\_\_

**IF NOT FROM BC** 15. What is your **primary** (most often used) mode of transportation while in British Columbia?

- CAR/TRUCK/MC       RV       BUS       BICYCLE       OTHER \_\_\_\_\_

16. 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 16 ≤ 1**

▪ What is your primary (most time spent) leisure activity while in the Fraser Canyon (Lytton to Yale) 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 16 > 1**

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

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

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

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

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

Interviewer \_\_\_\_\_

Date \_\_\_\_\_

FRASER CANYON

**The next few questions ask specifically about your time in the Fraser Canyon (Lytton to Yale) region.**

20. What is the total time you will spend in the Fraser Canyon (Lytton to Yale) region?

- NONE, JUST PASSING THROUGH → Go to Q24
- A FEW HOURS (<12) \_\_\_\_\_ HOURS → Go to Q22
- ONE OR MORE DAY(S) \_\_\_\_\_ DAY(S) → Go to Q21
- DK/NR → Go to Q24

21. Which of the following best describes your **primary** (most often used) type of accommodation in the Fraser Canyon (Lytton to Yale) region?

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

22. What is your **primary** (most time spent) leisure activity while in the Fraser Canyon (Lytton to Yale) region?

- \_\_\_\_\_  NONE  DK/NR

23. In Canadian dollars, what will your travel party's total expenditures be for **today** in the Fraser Canyon (Lytton to Yale) region, including accommodation?

- \$ \_\_\_\_\_  NONE  DK/NR

24. Which of the following statements best describes your flexibility in the amount of time you have to spend in the Fraser Canyon (Lytton to Yale) region? (**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** 25. 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** 25. 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

26. On this trip, have or do you plan to stop at the Hope Visitor Centre?

- NO  YES  DK/NR

**IF NO** 27. Why not? \_\_\_\_\_

Interviewer \_\_\_\_\_

Date \_\_\_\_\_

FRASER CANYON

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

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

\_\_\_\_\_ trip(s)       DK/NR

29. 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    |   |

30. 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              |

31. 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"/> G. DK/NR                  |
| <input type="checkbox"/> D. \$65,000 TO \$99,999 |  |

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

- MALE       FEMALE

**33. 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** 34. Can I get your name and mailing address?

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

35. For quality assurance purposes, can my supervisor contact you by email to verify the information collected in this interview?

- NO       YES

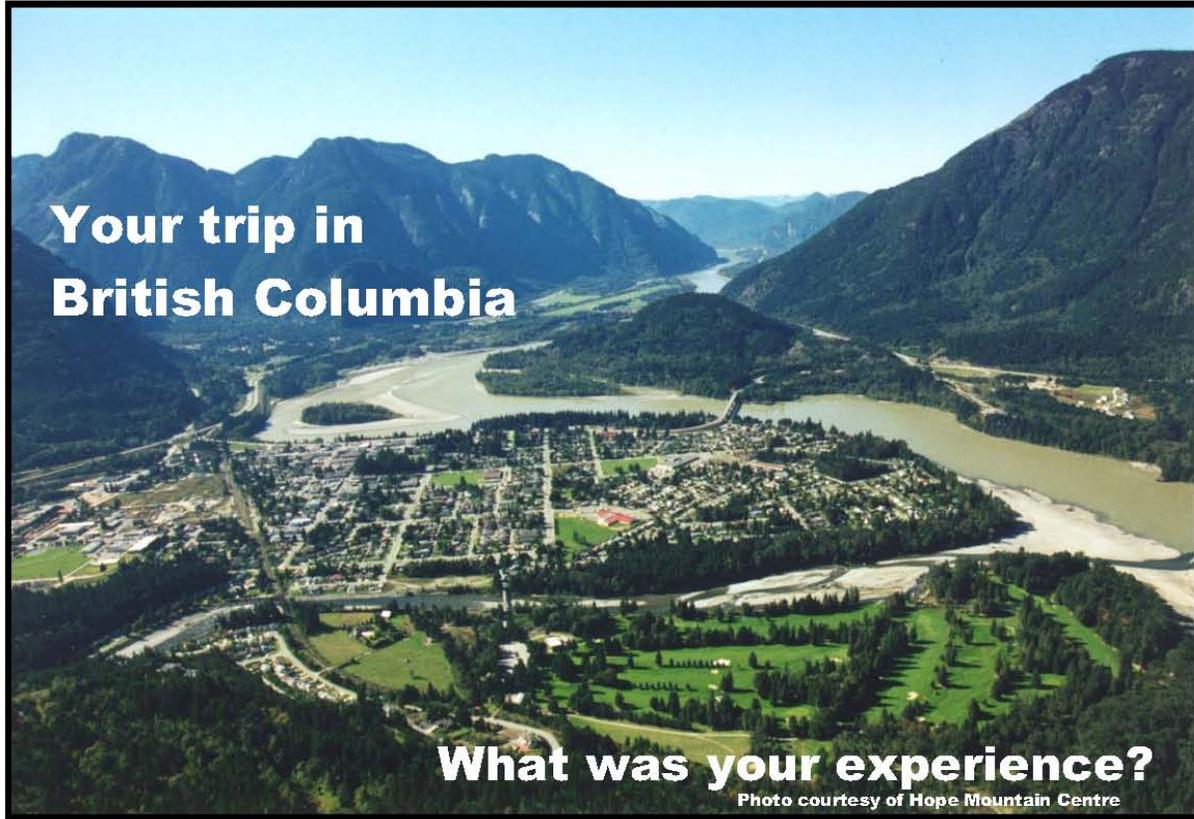
**IF YES** 36. Can I get your name and email address?

Name:
Email Address:

**Thank you for participating!**



## **Appendix C. Mailback Questionnaires**



**Your trip in  
British Columbia**

**What was your experience?**

Photo courtesy of Hope Mountain Centre

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

**Tourism British Columbia  
Research & Planning  
3<sup>rd</sup> Floor, 1803 Douglas Street  
Victoria, BC Canada V8T 5C3**



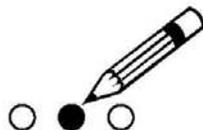
## Your opinions are important...

*Thank you for participating in this survey. Tourism British Columbia and the Hope Visitor Centre & Museum Complex are working together to better understand your experiences, activities and impressions of your trip to the **Hope 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 & Planning  
3<sup>rd</sup> Floor, 1803 Douglas Street  
Victoria, BC  
Canada V8T 5C3



If you have any questions, please call  
(toll free) 1-877-877-8811 in North America  
or 1-250-356-5800 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 Hope.*

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. \_\_\_\_\_

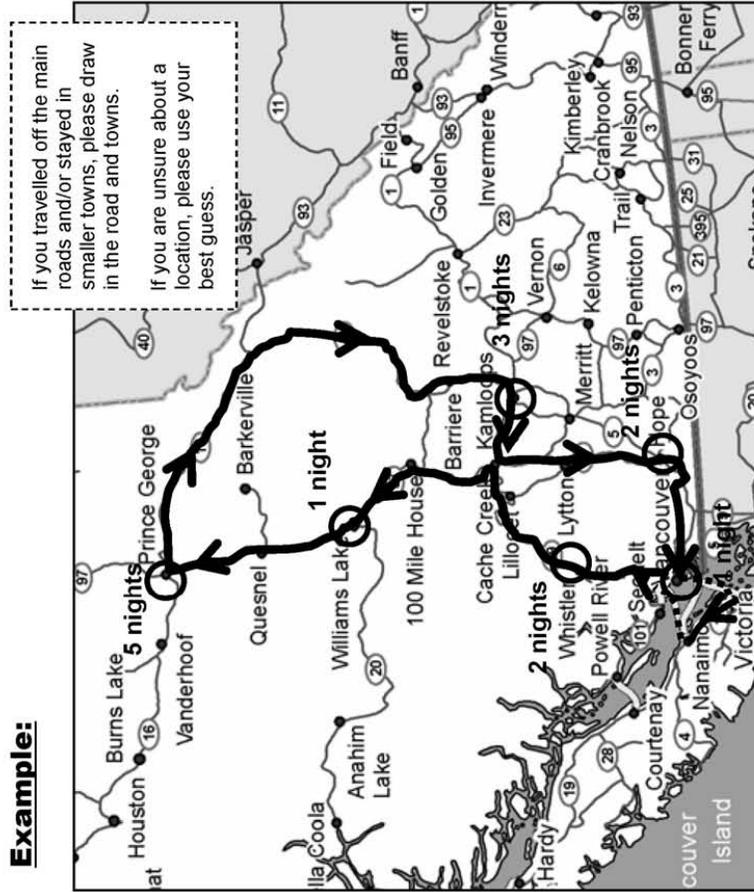
5. In general, what made you and/or your travel party choose the destination or route indicated in Question 3?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Mapping your trip...

6. Using the map below, 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
    - |||| where you took a train
  - B. **Circle** each place that you stayed overnight.
  - C. **Write in** how many nights you stayed in each place.

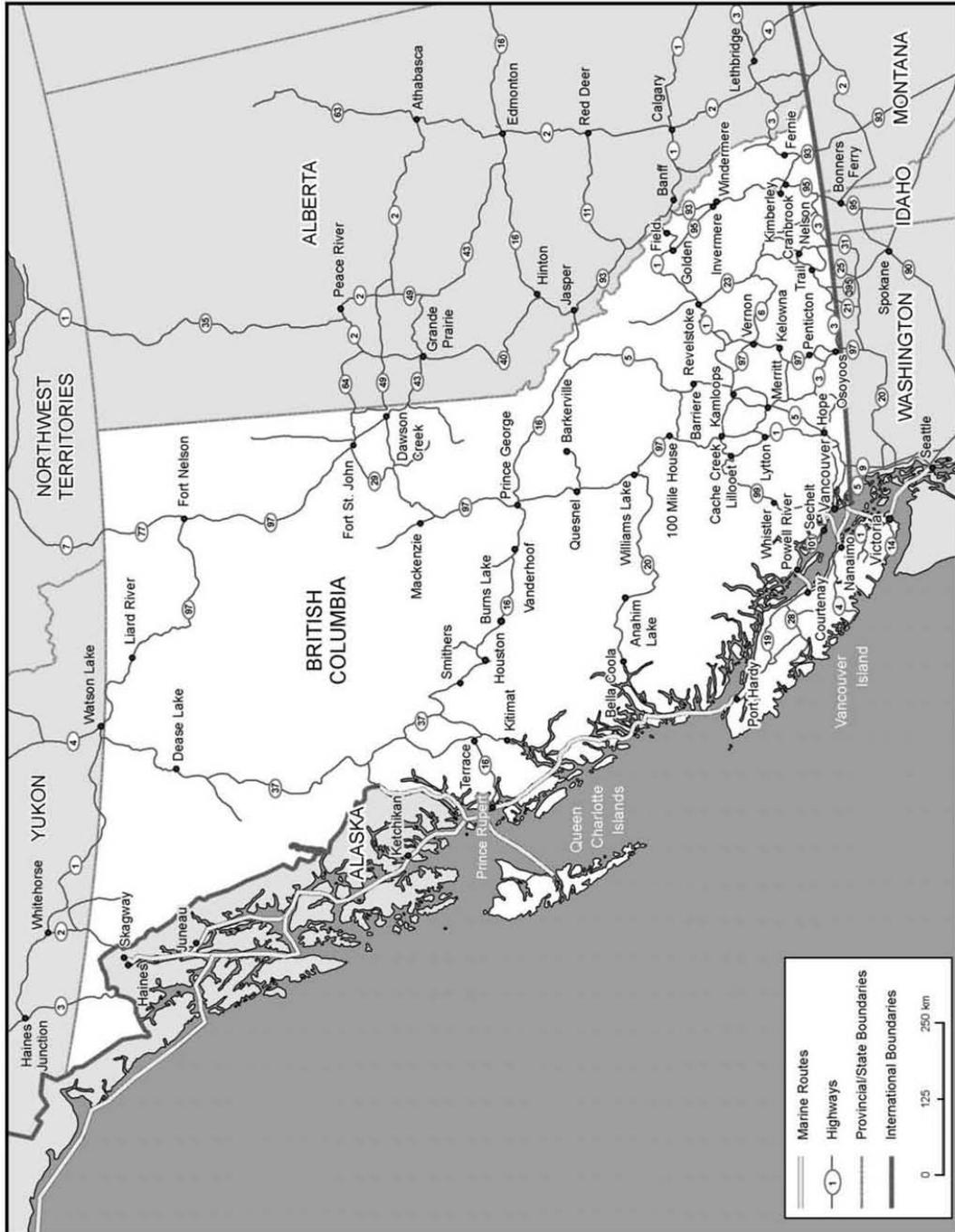
**Example:**



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

**On this map, please:**

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



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 **Hope region**?

*Mark all that apply.*

Your activities	A Participated in during this <u>trip</u> <i>Mark all that apply</i>	B Participated in while in the <b>Hope region</b> <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"/>
jet boating	<input type="radio"/>	<input type="radio"/>
boating (other than kayaking/canoeing/jet boating)	<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"/>
horseback riding	<input type="radio"/>	<input type="radio"/>
white water rafting	<input type="radio"/>	<input type="radio"/>
picnicking	<input type="radio"/>	<input type="radio"/>
gold panning/rock hounding	<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.hope.ca, www.hopechamber.ca)	<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		During trip	
	A Booked before 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 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) _____	_____ %
<b>TOTAL</b>	<b>= 100 %</b>

## What do you think about Hope?

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

13. How would you describe the mood or atmosphere of **Hope**? *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 **Hope region** as a vacation destination? *Please list up to three.*

### Positive

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

### Negative

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

15. What do you consider to be unique about the **Hope region**? Unique characteristics are those that make the **Hope 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 **Hope 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 **Hope 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 **Hope region**. Choose one answer for each row.

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

19. Given your experience travelling in the Hope region, how likely are you to return to the **Hope 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 Hope Visitor Centre...

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

20. Did you visit the **Hope 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 **Hope 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 **Hope 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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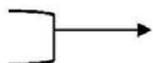
## Your overall travel experience...

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

24. 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.

---

---

---

25. 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...

26. Who was in your travel party when we encountered you in Hope?  
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 Myself	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____
6	_____	_____
7	_____	_____

27. Are you willing to participate in future research about your travel patterns and preferences in British Columbia? Participation may involve answering paper-based questionnaires similar to this one or web-based surveys. Your address information will be kept completely confidential and used only for research purposes.

- No  
 Yes → What is your email address?  
*Please clearly print your email address.*

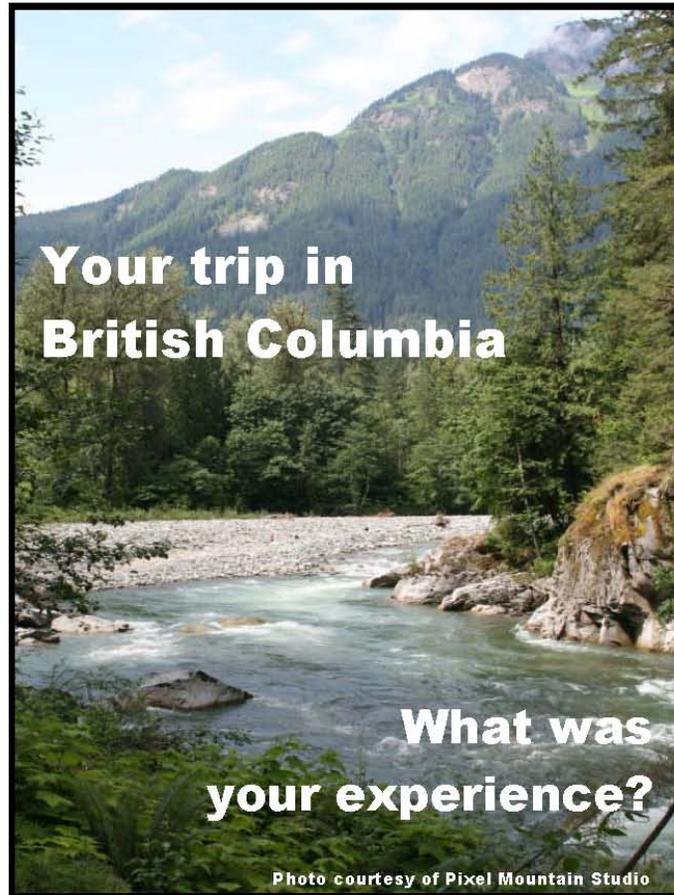
\_\_\_\_\_ @ \_\_\_\_\_

**Thank you for your help!**

All completed surveys will be entered in a draw for a digital camera. The draw will be held in December 2008. Please return your completed questionnaire in the enclosed postage-paid envelope to:



Tourism British Columbia  
 Research & Planning  
 3<sup>rd</sup> Floor, 1803 Douglas Street  
 Victoria, BC Canada V8T 5C3



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Research & Planning  
3<sup>rd</sup> Floor, 1803 Douglas Street  
Victoria, BC Canada V8T 5C3**



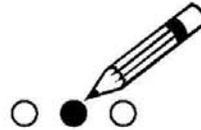
## Your opinions are important...

Thank you for participating in this survey. Tourism British Columbia, the Hope Visitor Centre & Museum Complex, Hell's Gate Airtram and the Yale Museum are working together to better understand your experiences, activities and impressions of your trip to the **Fraser Canyon 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.



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Victoria, BC  
Canada V8T 5C3



If you have any questions, please call  
(toll free) 1-877-877-8811 in North America  
or 1-250-356-5800 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 the Fraser Canyon.*

1. How many days did you spend away from your residence on this trip?

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

2. How many of those days were spent in British Columbia? If you are from British Columbia and you spent your whole vacation within the province, this should be the same as your reply to Question 1.

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

3. What was your **primary destination** on this trip? Your primary destination is the place you stayed the longest or the place that immediately comes to mind as your destination when describing your trip. *Choose one answer only.*

- Our primary destination was \_\_\_\_\_  
 We had no specific destination – we were touring around

4. When planning this trip, did you and/or your travel party consider other destinations or routes?

- Yes     No     Don't know

↳ **Where?** *Please list up to three.*

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

5. In general, what made you and/or your travel party choose the destination or route indicated in Question 3?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. If the Fraser Canyon region was not your primary destination, why did you choose to take the Fraser Canyon route?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Be prepared to flip your survey for the next question...*

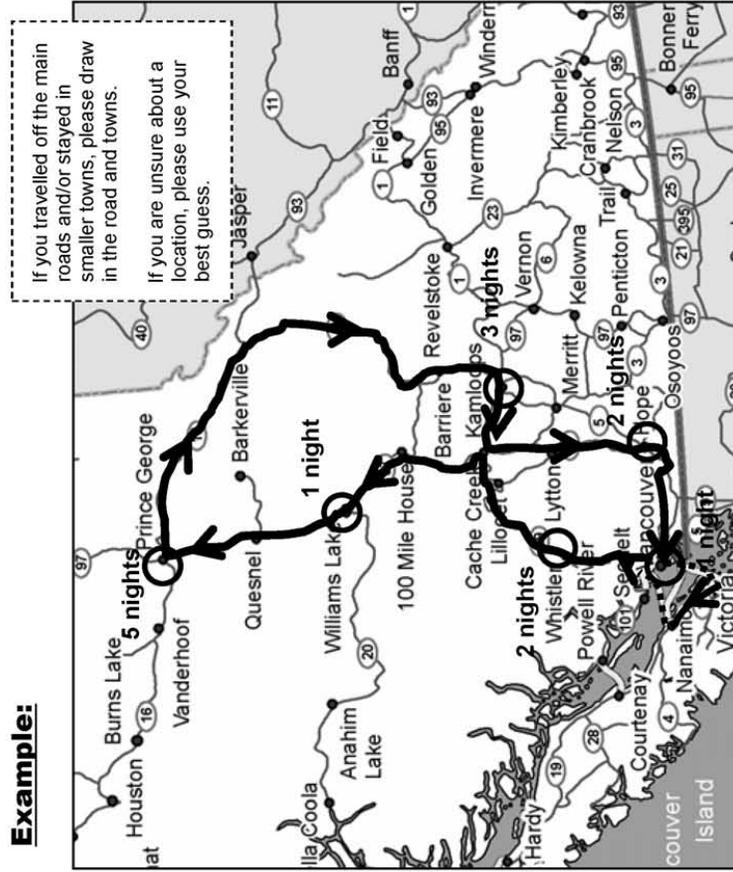
3

4

## Mapping your trip...

7. Using the map below, 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
  - |||| where you took a train
- B. **Circle** each place that you stayed overnight.
- C. **Write in** how many nights you stayed in each place.

### Example:



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



8. 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 **Fraser Canyon region**? *Mark all that apply.*

Your activities	A Participated in during this <u>trip</u>  <i>Mark all that apply</i>	B Participated in while in the <b>Fraser Canyon region</b>  <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"/>
jet boating	<input type="radio"/>	<input type="radio"/>
boating (other than kayaking/canoeing/jet boating)	<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"/>
horseback riding	<input type="radio"/>	<input type="radio"/>
white water rafting	<input type="radio"/>	<input type="radio"/>
picnicking	<input type="radio"/>	<input type="radio"/>
gold panning/rock hounding	<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 (specify) _____	<input type="radio"/>	<input type="radio"/>

6

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

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

10. 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.hope.ca, www.travelthecanyon.com, www.hopechamber.ca)	<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"/>

11. 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%

12. 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

13. 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 the Fraser Canyon area?

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

14. How would you describe the mood or atmosphere of the **Fraser Canyon region**?

*Please write down three words or phrases.*

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

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

**Positive**

**Negative**

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

16. What do you consider to be unique about the **Fraser Canyon region**? Unique characteristics are those that make the **Fraser Canyon region** different from other destinations. *Please list up to three.*

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

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

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

18. During the trip that we interviewed you, did you spend time (more than 1 hour) in the **Fraser Canyon region**?

- Yes → Go to Question 19
- No → Go to Question 21
- Don't know → Go to Question 21

19. Please rate your experience with each component of your trip and your overall travel experience in the **Fraser Canyon region**. *Choose one answer for each row.*

	Very Poor	Poor	Fair	Good	Excellent	Don't know	N/A
Accommodation	<input type="radio"/>						
Local signage	<input type="radio"/>						
Dining	<input type="radio"/>						
Access to information about the Fraser Canyon region	<input type="radio"/>						
Customer service	<input type="radio"/>						
Attractions and events	<input type="radio"/>						
Recreation/adventure opportunities	<input type="radio"/>						
Overall travel experience in the Fraser Canyon region	<input type="radio"/>						

20. Given your experience travelling in the **Fraser Canyon region**, how likely are you to return to the **Fraser Canyon 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 Hope Visitor Centre...

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

21. Did you visit the **Hope Visitor Centre** on this trip?

- Yes → Go to Question 22
- No → Go to Question 23
- Don't know → Go to Question 24

22. Overall, how well did the **Hope Visitor Centre** live up to your original expectations?

- Fell short
  - Met
  - Exceeded
  - Don't know
- } → Go to Question 24

23. Please let us know why you didn't visit the **Hope Visitor Centre**?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

- Yes → Where? Please specify.
  - No
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Your overall travel experience...

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

25. 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.
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

26. 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...

27. Who was in your travel party when we encountered you in the **Fraser Canyon region**? 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 Myself	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____
6	_____	_____
7	_____	_____

28. 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 2008. Please return your completed questionnaire in the enclosed postage-paid envelope to:

Tourism British Columbia  
Research & Planning  
3<sup>rd</sup> Floor, 1803 Douglas Street  
Victoria, BC Canada V8T 5C3

## **Appendix D. Overnight Non-Business Travellers Open Ended Responses**

- Other Origin Categories
- Mood/Atmosphere
- Positive and Negative Attributes
- Unique Characteristics
- New/Expanded services
- Visitor Centres visited while on trip

Table A2. Overnight non-business travellers to Hope and Fraser Canyon from 'Other' U.S. states.

<b>State</b>	<b>Percentage</b>
Arkansas	1.1%
Colorado	2.1%
Georgia	1.1%
Hawaii	1.1%
Idaho	3.2%
Illinois	1.1%
Iowa	1.1%
Maryland	1.1%
Massachusetts	1.1%
Michigan	1.1%
Minnesota	3.2%
Nebraska	1.1%
Nevada	2.1%
New Mexico	3.2%
New York	1.1%
North Carolina	1.1%
Oklahoma	1.1%
Tennessee	1.1%
Utah	1.1%
Total Other	28.4%

Table A3. Overnight non-business travellers complete list of Hope and Fraser Canyon’s mood/atmosphere characteristics.

Mood/Atmosphere in Hope and Fraser Canyon	Hope and Fraser Canyon	Hope	Fraser Canyon
Beauty/Nature/Wildlife	45.7%	32.1%	65.2%
Relaxed/Safe/Calm	41.2%	49.3%	29.7%
Friendly	39.6%	50.7%	23.9%
Excellent/Awesome/Spectacular	18.1%	11.3%	27.7%
Cheerful/Optimistic	12.0%	13.1%	10.3%
Interesting	9.3%	5.4%	14.8%
Informative/Helpful	8.0%	10.4%	4.5%
Western/Historic	5.3%	0.9%	11.6%
Clean	5.1%	6.3%	3.2%
Attractions	5.1%	5.9%	3.9%
Rustic /Country lifestyle	4.0%	5.0%	2.6%
Not favourite destination	3.7%	5.9%	0.6%
Outpost/Small town	3.2%	5.0%	0.6%
Mountains/Rugged	2.9%	0.9%	5.8%
Bad weather	2.7%	4.1%	0.6%
Traditional/quaint	2.4%	2.7%	1.9%
Gateway/Hwy/Good transportation	2.1%	2.3%	1.9%
Dull/gloomy/dreary/unexcited	2.1%	2.7%	1.3%
Slow pace	2.1%	3.2%	0.6%
Good weather	1.6%	2.3%	0.6%
Outdoor activities	1.6%	1.8%	1.3%
Busy	1.6%	1.4%	1.9%
Undeveloped/Slow growth	1.6%	1.4%	1.9%
Weather - too hot	1.3%	0.0%	3.2%
Expanding/Prosperous	1.1%	1.4%	0.6%
Easy to get around	1.1%	0.9%	1.3%
Camping	1.1%	0.9%	1.3%
Not touristic	1.1%	0.5%	1.9%
Shopping	0.8%	0.9%	0.6%
Accommodation	0.8%	1.4%	0.0%
Weather - Misty/rain	0.5%	0.9%	0.0%
Disappointed	0.5%	0.0%	1.3%
Indigenous culture	0.3%	0.5%	0.0%
Social problems/Drugs/Crime/Depressed	0.3%	0.5%	0.0%
Poor food/restaurants	0.3%	0.5%	0.0%
Expensive	0.3%	0.5%	0.0%
Unattractive town	0.3%	0.0%	0.6%
Noisy - Hwy and cars	0.3%	0.5%	0.0%

Table A4. Overnight non-business travellers complete list of Hope and Fraser Canyon’s positive images.

Positive Images	Hope and Fraser Canyon	Hope	Fraser Canyon
Beautiful scenery/landscape	46.0%	40.3%	54.2%
Family & Friends/Friendly/Courteous	25.3%	25.8%	24.5%
Quiet/Not crowded/Peaceful/Safe	20.2%	24.0%	14.8%
Roads/Links/Highway; Accessibility	10.4%	10.4%	10.3%
Wildlife/Nature/Wilderness	9.3%	6.8%	12.9%
Historic/Quaint	8.2%	5.4%	12.3%
Activities/Recreation	6.1%	5.9%	6.5%
Lakes/Rivers	6.1%	7.7%	3.9%
Clean	5.6%	6.8%	3.9%
Location/Proximity	5.6%	7.7%	2.6%
Othello Tunnels	4.5%	6.3%	1.9%
Visitor Info Centre	4.0%	4.5%	3.2%
Attractions	4.0%	5.0%	2.6%
Local attractions	3.7%	3.2%	4.5%
Weather	3.5%	1.8%	5.8%
Accommodation	2.7%	4.1%	0.6%
Camping	2.7%	3.2%	1.9%
Trails and Paths/Hiking	2.7%	3.2%	1.9%
Restaurants (Foods)	2.4%	3.6%	0.6%
Value	1.9%	2.3%	1.3%
Rest Stops/Services	1.3%	2.3%	0.0%
Hell's Gate/Fraser Canyon	1.3%	0.0%	3.2%
Parks	1.1%	0.5%	1.9%
Arts and Crafts	1.1%	1.4%	0.6%
Shopping	1.1%	1.4%	0.6%
Well equipped/Cosmopolitan	0.8%	0.9%	0.6%
Film making	0.8%	1.4%	0.0%
Signage, informative	0.8%	0.5%	1.3%
Waterfalls	0.8%	0.9%	0.6%
Fishing	0.5%	0.5%	0.6%
Railway	0.5%	0.0%	1.3%
Small town	0.5%	0.9%	0.0%
Water	0.5%	0.0%	1.3%
Weather - Hot	0.5%	0.5%	0.6%
First Nation Culture	0.5%	0.9%	0.0%
Island	0.3%	0.5%	0.0%
Hope Slide	0.3%	0.5%	0.0%
Swimming	0.3%	0.5%	0.0%
Mining History	0.3%	0.0%	0.6%
Biking	0.3%	0.0%	0.6%
Golfing	0.3%	0.5%	0.0%
Ocean/Harbour/Waterfront	0.3%	0.5%	0.0%

Table A5. Overnight non-business travellers complete list of Hope and Fraser Canyon’s negative images.

Negative Images	Hope and Fraser Canyon	Hope	Fraser Canyon
Limited/Poor Restaurant	4.8%	5.9%	3.2%
Weather - Rain	4.0%	5.4%	1.9%
Traffic	3.7%	4.5%	2.6%
Limited Accommodation	3.5%	2.7%	4.5%
No Major Attractions	3.2%	3.6%	2.6%
Unattractive/Run-down Town	2.9%	3.2%	2.6%
Social problems/Drugs/Crime/Depressed	2.9%	4.1%	1.3%
Lack of/Confusing Signage	2.7%	1.8%	3.9%
Limited Activities	2.7%	2.3%	3.2%
Isolated/Quiet/Small	2.4%	2.7%	1.9%
Limited Rest stops/Services	2.1%	0.9%	3.9%
Signage on Mountains	1.9%	1.8%	1.9%
Weather - Unsettled	1.9%	2.7%	0.6%
Weather - Hot/Desert Like	1.6%	0.0%	3.9%
Road Conditions	1.6%	0.0%	3.9%
Flat Landscape	1.3%	0.9%	1.9%
Campground	1.3%	1.4%	1.3%
Distance	1.3%	1.4%	1.3%
Value - Expensive, quality	1.3%	0.9%	1.9%
Unattractive wildlife/nature/scenery	1.3%	0.9%	1.9%
Shopping	1.1%	1.8%	0.0%
Aggressive/Poor/Speeding Drivers	1.1%	0.9%	1.3%
Limited Campsite	1.1%	1.4%	0.6%
Crowded/Busy	1.1%	0.9%	1.3%
Mosquitoes/Wasps/Insects	0.8%	0.0%	1.9%
Expensive Hotel/ Accommodation	0.8%	0.0%	1.9%
Weather - Windy	0.8%	0.9%	0.6%
Gas Price	0.8%	0.9%	0.6%
Undeveloped/Slow growth/Bad Economy	0.8%	1.4%	0.0%
Need more information	0.8%	0.9%	0.6%
Parking	0.8%	1.4%	0.0%
Touristy	0.8%	0.0%	1.9%
Entertainment/Night life	0.8%	1.4%	0.0%
Limited RV Park	0.5%	0.0%	1.3%
Commercial Appearance	0.5%	0.9%	0.0%
Highway/Not accessible	0.5%	0.0%	1.3%
Pine Beetle	0.5%	0.0%	1.3%
No Culture	0.5%	0.5%	0.6%
Attraction Hours	0.5%	0.5%	0.6%
Dirty	0.5%	0.5%	0.6%
Restaurant Hours	0.3%	0.5%	0.0%
Rules/Regulations	0.3%	0.0%	0.6%
Dirty/Run Down Motel	0.3%	0.5%	0.0%
Walking uphill	0.3%	0.0%	0.6%
Weather - Cold	0.3%	0.0%	0.6%
Visitor Info Centre	0.3%	0.5%	0.0%
Limited/Poor Washrooms	0.3%	0.5%	0.0%
Noise from train/streets	0.3%	0.0%	0.6%
Lack of Time	0.3%	0.5%	0.0%
Walking/Hard to get around/Inaccessible	0.3%	0.5%	0.0%

<b>Negative Images</b>	<b>Hope and Fraser Canyon</b>	<b>Hope</b>	<b>Fraser Canyon</b>
Expensive Transportation	0.3%	0.0%	0.6%
Road Construction	0.3%	0.0%	0.6%
Forest Fire/Smoky	0.3%	0.0%	0.6%
Urban Sprawl/Over Development	0.3%	0.5%	0.0%
Cafes/Bars/Restaurant	0.3%	0.5%	0.0%
Public Transportation	0.3%	0.0%	0.6%

Table A6. Overnight non-business travellers complete list of Hope and Fraser Canyon’s unique attributes.

Unique Attributes	Hope and Fraser Canyon	Hope	Fraser Canyon
Beautiful scenery/landscape	30.6%	24.0%	40.0%
Lakes/Rivers	12.0%	11.3%	12.9%
Othello Tunnels	11.7%	17.6%	3.2%
Historic/Quaint	10.4%	4.1%	19.4%
Hell's Gate/Fraser Canyon	9.6%	3.2%	18.7%
Wildlife/Nature/Wilderness	8.2%	6.8%	10.3%
Roads/Links/Highway; Accessibility	8.0%	8.1%	7.7%
Quiet/Not crowded/Peaceful/Safe	6.6%	8.1%	4.5%
Local attractions	5.1%	6.8%	2.6%
Location/Proximity	4.3%	6.3%	1.3%
Arts and Crafts	4.0%	6.8%	0.0%
Railway	3.2%	3.2%	3.2%
Family & Friends/Friendly/Courteous	2.9%	4.1%	1.3%
Attractions	2.9%	1.4%	5.2%
Activities/Recreation	2.4%	1.8%	3.2%
Trails and Paths/Hiking	2.4%	3.2%	1.3%
Weather	2.1%	2.7%	1.3%
Rest Stops/Services	2.1%	2.3%	1.9%
Fishing	1.3%	0.5%	2.6%
Film making	1.3%	2.3%	0.0%
Small town	1.3%	1.8%	0.6%
Hope Slide	1.3%	2.3%	0.0%
Parks	0.8%	0.9%	0.6%
Restaurants (Foods)	0.8%	0.9%	0.6%
Waterfalls	0.8%	1.4%	0.0%
Clean	0.5%	0.9%	0.0%
First Nation Culture	0.5%	0.0%	1.3%
Camping	0.5%	0.5%	0.6%
Ocean/Harbour/Waterfront	0.5%	0.5%	0.6%
Weather - Hot	0.5%	0.5%	0.6%
Well equipped/Cosmopolitan	0.3%	0.5%	0.0%
Accommodation	0.3%	0.5%	0.0%
Golfing	0.3%	0.5%	0.0%
Shopping	0.3%	0.0%	0.6%
Festivals	0.3%	0.5%	0.0%
Water/Marine Sports	0.3%	0.0%	0.6%
Signage, informative	0.3%	0.5%	0.0%
Heritage & Culture	0.3%	0.0%	0.6%
Wine/Vineyards	0.3%	0.5%	0.0%
Desert Like	0.3%	0.0%	0.6%
Salmon Fishery	0.3%	0.0%	0.6%
Visitor Info Centre	0.3%	0.5%	0.0%
Value	0.3%	0.0%	0.6%

Table A7. Overnight non-business travellers’ complete list of new services listed as beneficial for Hope and Fraser Canyon.

New/Expanded Services	Hope and Fraser Canyon	Hope	Fraser Canyon
None, leave as is	9.0%	9.5%	8.4%
Better/More Café/Restaurant	7.2%	8.6%	5.2%
Better Highway/road signage	6.1%	6.3%	5.8%
More better accommodation	4.8%	3.6%	6.5%
Better facilities / Rest areas	4.8%	4.5%	5.2%
Unique tourist attraction	3.5%	3.6%	3.2%
more viewing at attractions	2.4%	1.4%	3.9%
More water activities	2.4%	1.4%	3.9%
Historic sites	2.4%	0.9%	4.5%
Shops	2.1%	2.3%	1.9%
Hiking trails	2.1%	2.3%	1.9%
More accessible visitor information	1.6%	0.9%	2.6%
More RV Parks/Campground	1.1%	0.5%	1.9%
Better public transportation	1.1%	1.4%	0.6%
Update downtown core	1.1%	1.8%	0.0%
Opening/Closing hours	1.1%	0.0%	2.6%
Golfing	1.1%	0.9%	1.3%
Activities for Children	1.1%	0.9%	1.3%
Museum / Marine Museum	0.8%	0.9%	0.6%
More adventures	0.8%	0.9%	0.6%
Enhance waterfront	0.8%	0.9%	0.6%
More frequent train services	0.5%	0.5%	0.6%
better/bigger museum	0.5%	0.9%	0.0%
Walking tours	0.5%	0.0%	1.3%
Improve walkways	0.5%	0.9%	0.0%
More arts/culture	0.5%	0.5%	0.6%
Guided Tours / Day Tour	0.5%	0.9%	0.0%
Night life/Night entertainment	0.5%	0.9%	0.0%
Cost / Affordable attractions	0.5%	0.5%	0.6%
Donkey rides	0.5%	0.0%	1.3%
More advertising	0.5%	0.0%	1.3%
More Camp Sites	0.5%	0.5%	0.6%
Better interactivity	0.5%	0.5%	0.6%
Expand the site	0.5%	0.5%	0.6%
More sports events	0.5%	0.9%	0.0%
Wildlife reserve	0.5%	0.0%	1.3%
More tours/information on First Nation	0.3%	0.5%	0.0%
More land based activities	0.3%	0.5%	0.0%
Biking trails	0.3%	0.0%	0.6%
More theatres/Fairground	0.3%	0.5%	0.0%
Car parking	0.3%	0.5%	0.0%
Better interactivity	0.3%	0.5%	0.0%
Better local map	0.3%	0.5%	0.0%
Garden/Flower bed	0.3%	0.5%	0.0%
Patient local drivers	0.3%	0.0%	0.6%
Zoo	0.3%	0.5%	0.0%
Interact Payment	0.3%	0.5%	0.0%
More Camp Sites	0.3%	0.0%	0.6%
Boat trips	0.3%	0.5%	0.0%

<b>New/Expanded Services</b>	<b>Hope and Fraser Canyon</b>	<b>Hope</b>	<b>Fraser Canyon</b>
Trails names/information on trails	0.3%	0.0%	0.6%
Bike Rental	0.3%	0.5%	0.0%
More security/police	0.3%	0.5%	0.0%
Wireless Internet	0.3%	0.0%	0.6%
Guided Tours / Day Tour	0.3%	0.0%	0.6%

Table A8. Overnight non-business travellers' complete list of Visitor Centres visited while on trip in BC.

	Hope and Fraser Canyon	Hope	Fraser Canyon
Vancouver	8.0%	8.6%	7.1%
Multiple Locations	7.4%	8.6%	5.8%
Victoria	5.1%	5.4%	4.5%
Revelstoke	4.5%	5.9%	2.6%
Mt. Robson	4.0%	4.1%	3.9%
Golden	3.5%	5.0%	1.3%
Osoyoos	3.5%	3.6%	3.2%
Clearwater	3.2%	4.1%	1.9%
Kamloops	3.2%	2.7%	3.9%
Banff	2.9%	3.6%	1.9%
Field	2.9%	3.2%	2.6%
Jasper	2.7%	3.2%	1.9%
Kelowna	2.4%	2.3%	2.6%
Tofino	2.4%	3.2%	1.3%
Whistler	2.4%	1.4%	3.9%
Merritt	2.1%	1.4%	3.2%
Chilliwack	1.9%	3.2%	0.0%
Williams Lake	1.9%	1.8%	1.9%
Harrison Hot Springs	1.6%	0.9%	2.6%
Quesnel	1.6%	1.4%	1.9%
Wells Gray	1.6%	1.8%	1.3%
Lytton	1.3%	0.9%	1.9%
Penticton	1.3%	1.8%	0.6%
100 Mile House	1.1%	0.9%	1.3%
Lillooet	1.1%	1.4%	0.6%
Nanaimo	1.1%	0.9%	1.3%
Nelson	1.1%	0.9%	1.3%
Prince George	1.1%	0.5%	1.9%
Princeton	1.1%	1.8%	0.0%
Yale	1.1%	0.0%	2.6%
Cache Creek	0.8%	0.9%	0.6%
Campbell River	0.8%	0.9%	0.6%
Dawson Creek	0.8%	0.0%	1.9%
Glacier National Park	0.8%	1.4%	0.0%
Penticton	0.8%	1.4%	0.0%
Summerland	0.8%	0.9%	0.6%
Valemount	0.8%	0.9%	0.6%
Agassiz	0.5%	0.5%	0.6%
Barkerville	0.5%	0.0%	1.3%
Bella Coola	0.5%	0.9%	0.0%
Fort Langley	0.5%	0.5%	0.6%
Houston	0.5%	0.9%	0.0%
Hope	0.5%	0.9%	0.0%
Nakusp	0.5%	0.9%	0.0%
Port McNeil	0.5%	0.5%	0.6%
Qualicum Beach	0.5%	0.9%	0.0%
Radium	0.5%	0.5%	0.6%
Vernon	0.5%	0.9%	0.0%
Terrace	0.3%	0.5%	0.0%
Abbotsford	0.3%	0.5%	0.0%

	Hope and Fraser Canyon	Hope	Fraser Canyon
B.C. Ferries	0.3%	0.0%	0.6%
Calgary	0.3%	0.0%	0.6%
Cranbrook	0.3%	0.0%	0.6%
Canmore	0.3%	0.5%	0.0%
Castlegar	0.3%	0.5%	0.0%
Fairmont	0.3%	0.0%	0.6%
Fraser Lake	0.3%	0.5%	0.0%
Fort St. John.	0.3%	0.0%	0.6%
Greenwood	0.3%	0.5%	0.0%
Hell's Gate	0.3%	0.0%	0.6%
Ice Field Centre	0.3%	0.0%	0.6%
Kimberly	0.3%	0.5%	0.0%
Keremeos	0.3%	0.5%	0.0%
Kananaskis	0.3%	0.5%	0.0%
Lake Louise Village.	0.3%	0.0%	0.6%
Pemberton	0.3%	0.0%	0.6%
Parksville	0.3%	0.0%	0.6%
Port Alberni	0.3%	0.5%	0.0%
Prince Rupert	0.3%	0.0%	0.6%
Railway Museum in White Rock	0.3%	0.5%	0.0%
Rogers Pass	0.3%	0.5%	0.0%
Robson	0.3%	0.5%	0.0%
Richmond	0.3%	0.0%	0.6%
Sechelt	0.3%	0.5%	0.0%
Salmon Arm	0.3%	0.0%	0.6%
Shuswap	0.3%	0.5%	0.0%
Sidney	0.3%	0.5%	0.0%
Smithers	0.3%	0.5%	0.0%
Sooke.	0.3%	0.0%	0.6%
Squamish	0.3%	0.0%	0.6%
Squamish Adventure Centre	0.3%	0.5%	0.0%
Stewart	0.3%	0.0%	0.6%
Steveston	0.3%	0.0%	0.6%
Surrey	0.3%	0.5%	0.0%
Tumbler Ridge.	0.3%	0.0%	0.6%
Time	0.3%	0.0%	0.6%
Trail	0.3%	0.5%	0.0%
University of BC - Vancouver	0.3%	0.0%	0.6%
Vermont	0.3%	0.5%	0.0%
Yoho	0.3%	0.5%	0.0%