



## Research & Planning

# 2008 Williams Lake Stampede Study

September 2008

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## ACKNOWLEDGEMENTS

The Williams Lake Stampede Study was a partnership of Tourism British Columbia and the Williams Lake Stampede. Funding for this study came from the Tourism British Columbia's Community Tourism Foundations® program.

Tourism British Columbia would like to gratefully acknowledge the Williams Lake Stampede for assisting with the project by providing access for on-site interviews of their clients.

## Executive Summary

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

The study objective was:

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

### Methods

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

### Results

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

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

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## 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 & 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 Cariboo-Chilcotin Coast tourism region led, Tourism British Columbia to determine that the region would benefit from a visitor study in the summer of 2008. Williams Lake recently was accepted into the CTF program and information from the visitor study will help develop a research based tourism plan for the Williams Lake region.

The purpose of the Value of the Visitor Centre/Community Tourism Foundations® Williams Lake Visitor Study was to develop a visitor profile of travellers to the Williams Lake region and to measure the value of Williams Lake's Visitor Centre.

Specifically, the study objectives were:

1. To profile travellers who visit Williams Lake in terms of traveller and trip characteristics.
2. To profile users of the Visitor Centre in terms of travellers and trip characteristics.
3. To estimate the influence of the Williams Lake Visitor Centre on the decision-making process of travellers in British Columbia, on the length of stay, expenditures, and selection of additional or alternative activities, attractions or destinations.

In the planning stages of the overall Williams Lake Visitor Study, community stakeholders suggested that collecting information from travellers to the annual Williams Lake Stampede would supplement information collected from the overall Williams Lake Visitor Study and provide benefits to the community, as the event is the largest tourism attraction during the summer. Tourism British Columbia approached the Williams Lake Stampede to conduct on-site interviews during three days of the Williams Lake Stampede (June 27-29, 2008) and received permission.

The study objective for the Williams Lake Stampede Study was:

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

The Williams Lake Stampede Study conducted by Tourism British Columbia can be used as a stand-alone study, but can also be compared with information collected for the overall Williams Lake Visitor Study and/or information collected by the Williams Lake Stampede. This report focuses on the Williams Lake Stampede Study conducted from June 27-29, 2008.

## Methodology

To fulfill the objective of this study, intercept interviews were used to examine the characteristics of spectators to the Williams Lake Stampede. The survey design consisted of interviewing spectators in front of the Grandstand, inside the main gates of the Williams Lake Stampede.

Two interviewers collected data between June 27 and June 29, 2008. Due to the scheduling of the Williams Lake Visitor Study, the last day of the Stampede (June 30<sup>th</sup>) was not included in the Williams Lake Stampede Study, as this was a scheduled day off for the interviewers. The interviewers intercepted Williams Lake Stampede attendees from 11am to 7pm on Friday, June 27, and 10am to 6pm on Saturday, June 28 and Sunday, June 29.

Potential respondents were randomly selected through systematic random sampling at the interview site. Respondents were asked if they were willing to participate in a five minute interview and were given a *Super, Natural British Columbia*<sup>®</sup> magnet for their time, if they agreed to participate. Respondents were then asked if they were spectators at the Williams Lake Stampede (i.e. not a participant, coach, media, volunteer, etc.). If not, they were eliminated from the remainder of the interview, ensuring that only spectators were interviewed. In order to meet the objectives of the Stampede Study, an abbreviated interview was designed for spectators of the Williams Lake Stampede who were from the Williams Lake region (including the area north of 140 Mile House, south of McLeese Lake and between Riske Creek and Horsefly/Likely). The interviewers recorded responses on handheld computers (Palm Pilots) using Techneos Data Entryware software.

During the interview, questions were asked about (the interview questionnaire is available in Appendix A):

- spectator demographics
- primary trip purpose
- primary destination
- primary mode of transportation
- length of stay in the Williams Lake region
- primary accommodation in the Williams Lake region
- primary leisure activity in the Williams Lake region
- prior trips to the Williams Lake Stampede
- days planning to attend at the Williams Lake Stampede
- ticket purchasing at the Williams Lake Stampede
- satisfaction with the Williams Lake Stampede
- daily expenditures at the Williams Lake Stampede and in the Williams Lake region

Between June 27 and June 29, 2008, a total of 249 people were approached at the Williams Lake Stampede. Of those, 147 agreed to complete the interview but 21 were excluded because they were not spectators and 8 had been previously interviewed. A total of 118 useable spectator surveys were completed, of those, 75 (64%) respondents were non-locals and 43 respondents were locals (36%, Table 1).

Table 1. Travellers surveyed at the Williams Lake Stampede.

	Travellers Approached	Agreed to Interview	Spectator <sup>1</sup>	Previously Interviewed	Useable Surveys <sup>2</sup>
June 27	65	44	37	3	34
June 28	78	42	36	3	33
June 29	106	61	53	2	51
<b>Overall</b>	<b>249</b>	<b>147</b>	<b>126</b>	<b>8</b>	<b>118</b>

1. Stampede spectators do not include participants, coaches, the media or volunteers.

2. Includes 75 tourist surveys and 43 resident surveys. Respondents were defined as 'residents' if they lived in the area north of 140 Mile House, south of McLeese Lake and between Riske Creek and Horsefly/Likely.

## Overview of Results

### Characteristics (Demographics)

This sub-section describes the spectators who were intercepted at the Williams Lake Stampede in terms of demographics, specifically regarding origin, age, education, annual household income, travel party size, and years of residence in Williams Lake. The following section is segmented into Tourist spectators and Resident spectators of the Williams Lake Stampede. Due to small sample sizes, caution should be used when interpreting results.

#### *Tourists*

##### *Origin*

The large majority of tourists who were spectators at the Williams Lake Stampede were from British Columbia (71%), followed by other Canadian provinces (15%) and from countries outside of Canada (15%, Table 2).

The largest proportion of the eleven Canadian travellers from outside of British Columbia were from Ontario (54%) while over a third were from Alberta (36%) and remaining were from Saskatchewan (9%). The three US travellers who were intercepted at the Williams Lake Stampede were from two different states: Oregon and Washington (2 and 1 respectively). Of the eight overseas travellers, all were from European countries. Three were from the United Kingdom (38%), two from Germany (25%), with the remaining spectators travelling from Finland, the Netherlands and Switzerland (one each).

##### *Age*

Tourists intercepted at the Williams Lake Stampede were predominately 35 years or older (89%), evenly split amongst four different age categories (Table 2).

##### *Education*

Over one-third of tourists at the Williams Lake Stampede had a high school education (33%), followed by either having a college or technical diploma or university degree (19% each respectively, Table 2).

### *Income*

A large number of respondents at the Williams Lake Stampede chose not to answer a question on annual household income (42%). Of those who responded, the largest proportion came from households with an annual income of \$100,000 to \$149,999 (23%), followed by \$65,000 to \$99,000 and \$25,000 to \$49,999 (21% each respectively, Table 2).

### *Travel Party Size*

For tourists interviewed at the Williams Lake Stampede, the average party size was 3.2 people and over a quarter of travel parties were travelling with children (26%). Of those parties that travelled with children, on average, 4.7 people were travelling in their group (Table 2).

## **Residents**

### *Age*

The large majority of intercepted residents who were spectators at the Williams Lake Stampede were between the ages of 35 and 54 years (63%, Table 2).

### *Education*

Similar to the tourist spectators at the Williams Lake Stampede, the largest group of respondents had completed their high school degree (37%). Over half of the respondents had at least completed some post-secondary education (54%, Table 2).

### *Income*

Over one-third of resident spectators chose not to answer the annual household question. Of those who responded nearly over 70% had annual household incomes less than \$64,999 (Table 2).

### *Party Size*

For residents interviewed at the Williams Lake Stampede, the average party size was 3.3 people and over a quarter of travel parties were travelling with children (28%). Of those parties that travelled with children, on average, 4.6 people were travelling in their group (Table 2).

### *Years of Residence*

The average length of residency in Williams Lake of spectators interviewed at the Williams Lake Stampede was 22.8 years, ranging from a minimum of one year to a maximum of 56 years of residence (Table 2).

Table 2. Traveller demographics at the Williams Lake Stampede.

	<b>Tourists<sup>1,2</sup> (n = 75)</b>	<b>Residents<sup>2</sup> (n = 43)</b>
	<b>Percentage of Travellers</b>	<b>Percentage of Travellers</b>
<b>Origin</b>		
British Columbia	70.7%	100.0%
Other Canada	14.7%	0.0%
United States	4.0%	0.0%
Other International	10.7%	0.0%
<b>Age</b>		
Under 24 Years	4.2%	7.3%
25-34 Years	7.0%	12.2%
35-44 Years	19.7%	24.4%
45-54 Years	22.5%	39.0%
55-64 Years	22.5%	17.1%
65 Years or Older	23.9%	0.0%
<b>Education</b>		
Less Than High School	9.6%	7.0%
High School	32.9%	37.2%
Some Technical, College or University	13.7%	16.3%
College or Technical Diploma	19.2%	20.9%
University Degree	19.2%	16.3%
Masters or a PhD Degree	5.5%	2.3%
<b>Income<sup>3</sup></b>		
Less than \$25,000	11.6%	17.2%
\$25,000 to \$49,999	20.9%	24.1%
\$50,000 to \$64,999	14.0%	31.0%
\$65,000 to \$99,999	20.9%	13.8%
\$100,000 to \$149,999	23.3%	3.4%
\$150,000 or More	9.3%	10.3%
<b>Party Size</b>		
Average Party Size-Total	3.21	3.33
Average Party Size-Parties without children	2.69	2.84
Proportion with children	25.7%	27.9%
Average Party Size-Parties with children	4.68	4.58
<b>Years of Residence in Williams Lake</b>		
Average Number of Years	N/A	22.84

1. The total sample size n does not always equal the number of useable surveys presented in Table 1 because one respondent did not complete the full interview.

2. Don't Know's and No Responses were excluded, unless noted otherwise.

3. Large proportion of Don't Know's and No Responses for this question. Sample size for the question, tourists n=43 and residents n=29.

## **Trip Characteristics**

This sub-section describes the spectators who were intercepted at the Williams Lake Stampede in terms of trip characteristics, specifically regarding trip purpose, primary destination, mode of transportation, trip length, primary accommodation and primary activity in Williams Lake. The following section only includes Tourist spectators of the Williams Lake Stampede, as these questions were not applicable to the Resident spectators. Due to small sample sizes, caution should be used when interpreting results.

### ***Tourists***

#### *Trip Purpose*

The majority of tourists interviewed at the Williams Lake Stampede travelled to specifically attend the Williams Lake Stampede (51%), while fewer were travelling for leisure purposes and visiting family/friends (21%), and for business (5%, Table 3). A substantially higher proportion of BC residents were travelling to attend the Williams Lake Stampede (62%) as compared to non-BC residents (23%). Non-BC residents were more likely to be travelling for leisure purposes (41%) and visiting family/friends (27%, Figure 1).

#### *Primary Destination*

Williams Lake was the primary destination for nearly 80% of the tourist spectators who were intercepted at the Williams Lake Stampede. Only 8% of tourist spectators did not have a primary destination and were touring. Other primary destinations were all located within British Columbia and included the Cariboo-Chilcotin region (8%), the Northern BC region (4%), and the Vancouver, Coast and Mountains region (1%, Table 3). Nearly 90% of BC residents primary destination was Williams Lake, compared to half of Non-BC residents (55%, Figure 2).

#### *Mode of Transportation*

A large majority of tourist spectators were travelling via road, specifically 78% of respondents were travelling via Car/Truck/Motorcycle and 19% were travelling via RV/Camper (Table 3).

#### *Primary Accommodation in Williams Lake*

Types of accommodations spent overnight in Williams Lake were split evenly between staying at a campground/RV park (37%), staying with friends or relatives (33%), or staying at a resort/hotel/motel (30%). From the respondents who used hotels/motels/resorts, 25% stayed at the Sandman Inn, followed by the Super 8 Motel (19%), the Drummond Lodge & Motel and the Overlander Hotel (13% each respectively), and the Coast Fraser Inn, Lakeside Resort Motel, Stampeder Motel, Valleyview Motel, and the Williams Inn Hotel (6% each respectively). Nearly one-third of tourist spectators spent overnight at the Stampede Campground during their visit to Williams Lake (Table 3).

Not surprisingly, the largest proportion of Non-BC residents spent overnight at the Stampede Campground (37%), compared to only 26% of BC residents. Over one-third of BC residents spent overnight at friends or relatives (34%) or at resorts/hotel/motels (34%, Figure 3).

Table 3. Trip Characteristics of travellers at the Williams Lake Stampede.

	Percentage of Travellers (Tourists)
<b>Trip Purpose</b>	<b>n=75</b>
Williams Lake Stampede	50.7%
Leisure	21.3%
Visiting Friends & Family	21.3%
Work/Business Activity	5.3%
Other <sup>1</sup>	1.3%
<b>Mode of Transportation</b>	<b>n=75</b>
Car/Truck/Motorcycle	78.4%
RV/Camper	18.9%
Bus	2.7%
<b>Primary Destination</b>	<b>n=75</b>
Williams Lake	78.7%
None – Touring	8.0%
Other Cariboo-Chilcotin	8.0%
Other Northern BC	4.0%
Other Vancouver, Coast and Mountains	1.3%
<b>Trip Length (including Day Travellers)</b>	<b>n=75</b>
Average Length of Entire Trip	18 Days
Average Length in Williams Lake	3 Days
<b>Primary Accommodation (in Williams Lake)<sup>2</sup></b>	<b>n=54</b>
Stampede Campground	29.6%
Resort/Hotel/Motel	29.6%
Other Campground/RV Park	7.4%
Friends or Relatives	33.3%
<b>Primary Activity (in Williams Lake)<sup>3</sup></b>	<b>n=37</b>
Stampede	83.8%
Other <sup>4</sup>	16.2%

1. 'Other' includes schooling (n=1).

2. Respondents were asked this question if they were spending one or more days in Williams Lake.

3. Respondents who indicated that their primary purpose was the Williams Lake Stampede were not asked this question.

4. 'Other' includes hiking (n=2), eating (n=1), outdoor activities (n=1), sightseeing (n=1), and visiting (n=1).

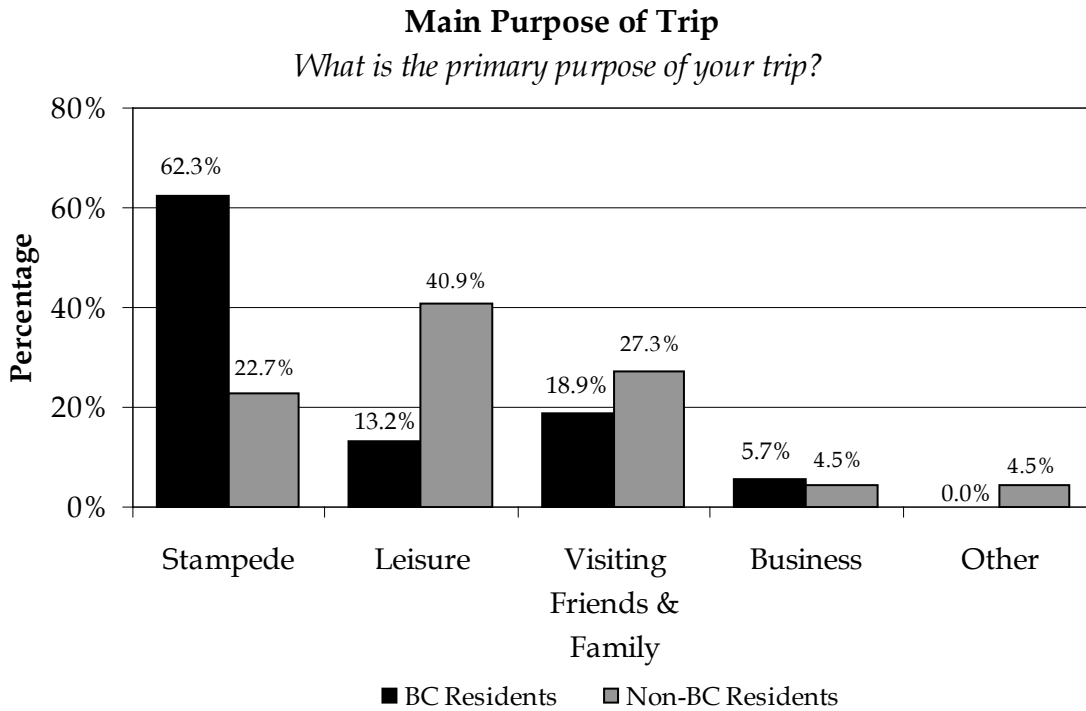


Figure 1. British Columbia and Non-British Columbia residents tourist spectators’ main trip purpose.

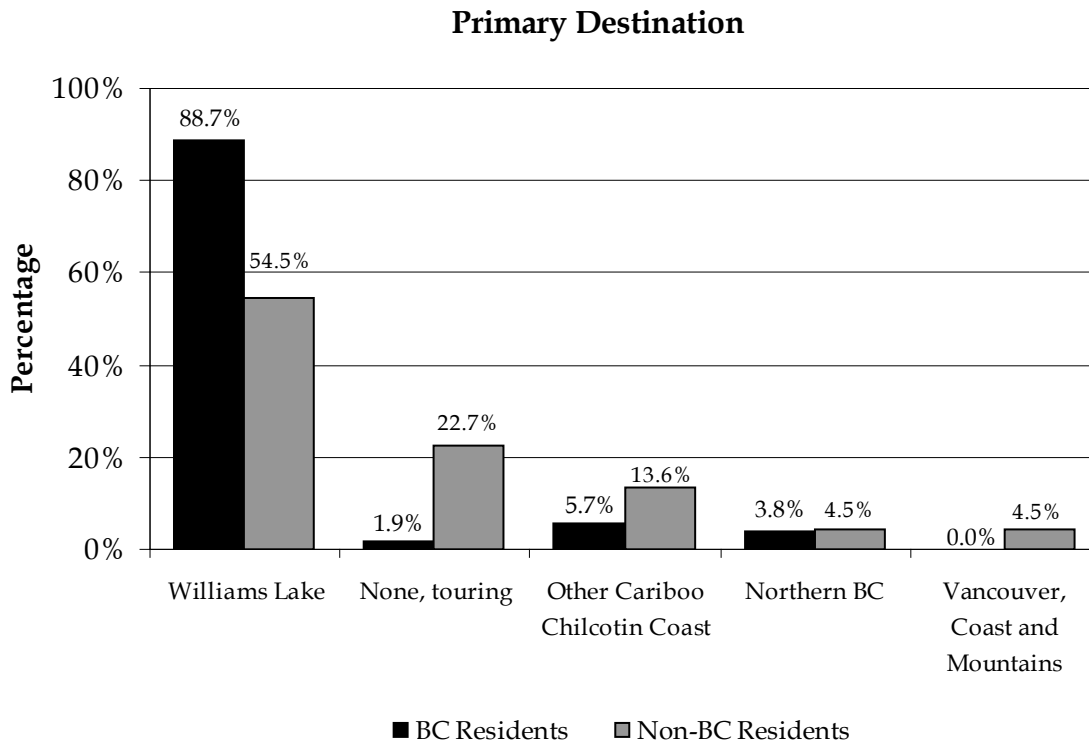


Figure 2. British Columbia and Non-British Columbia residents tourist spectators’ primary destination.



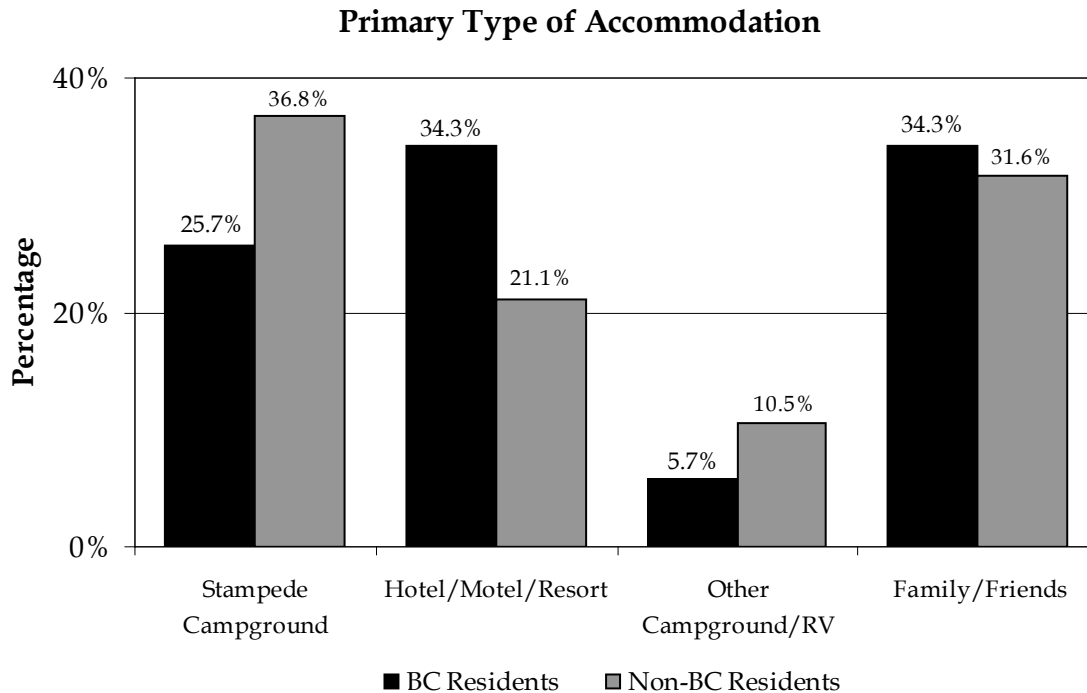


Figure 3. British Columbia and Non-British Columbia residents tourist spectators' primary type of accommodation.

#### *Trip Length*

The average trip time away from home for tourist spectators was 18 days and was 21 days for overnight travellers. Trip length for overnight travellers was shorter for BC residents, where BC residents' average time away from home was seven days compared to 48 days for Non-BC residents. The average trip time in the Williams Lake region was three days, including twelve day-trippers to the region. Not surprisingly, the largest proportion of day-trippers to the Williams Lake region were from British Columbia (83%). BC residents were more likely to spend less time in the Williams Lake region (three days) compared to Non-BC residents (five days, Table 3).

#### *Trip Activities*

From the tourist spectators whose primary purpose for travelling was not to attend the Williams Lake Stampede (n=34), over 80% of these respondents primary leisure activity in the Williams Lake region was the Williams Lake Stampede (Table 3).

## Williams Lake Stampede Characteristics

This sub-section describes the spectators who were intercepted at the Williams Lake Stampede in terms of their time at the Williams Lake Stampede, specifically regarding how they learned about the Stampede, previous visits to the Stampede, which days and events respondents have/were planning to attend, ticket purchasing, satisfaction with the Stampede, suggestions to improve offered services, and daily expenditures at the Stampede and in the Williams Lake region. The following section is segmented by interview question into Tourist spectators and Resident spectators of the Williams Lake Stampede where applicable. Due to small sample sizes, caution should be used when interpreting results.

### *Methods of Learning about the Williams Lake Stampede*

Of the tourist spectators who were intercepted at the Williams Lake Stampede, allowing multiple responses, the largest proportion of the respondents had heard about the Williams Lake Stampede through word of mouth (29%), followed by hearing about it through family/friends and being a prior stampede spectator (17% each respectively), and by being a prior resident of the Williams Lake region (12%). Less than 10% of the tourist spectators indicated hearing about the Williams Lake Stampede through traditional marketing methods, where the newspaper and radio were the most popular methods (7% each, Figure 4).

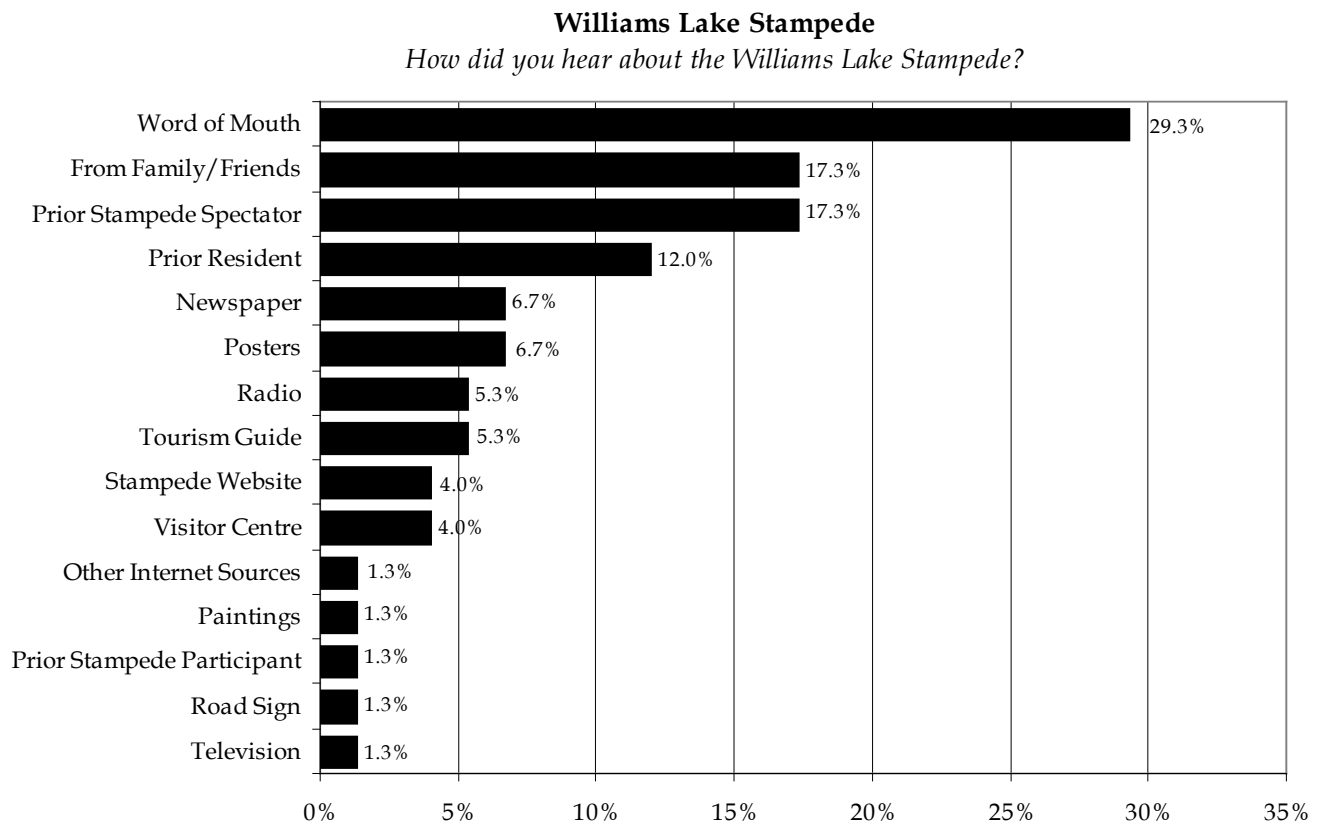


Figure 4. Methods of how Tourist spectators heard about the Williams Lake Stampede.

### *Previous Visits to the Williams Lake Stampede*

Nearly all resident spectators who were intercepted at the Williams Lake Stampede have previously visited the Williams Lake Stampede, compared to only half of the tourist spectators (Figure 5). For the tourist spectators, BC residents had visited the Williams Lake Stampede more frequently than Non-BC residents.

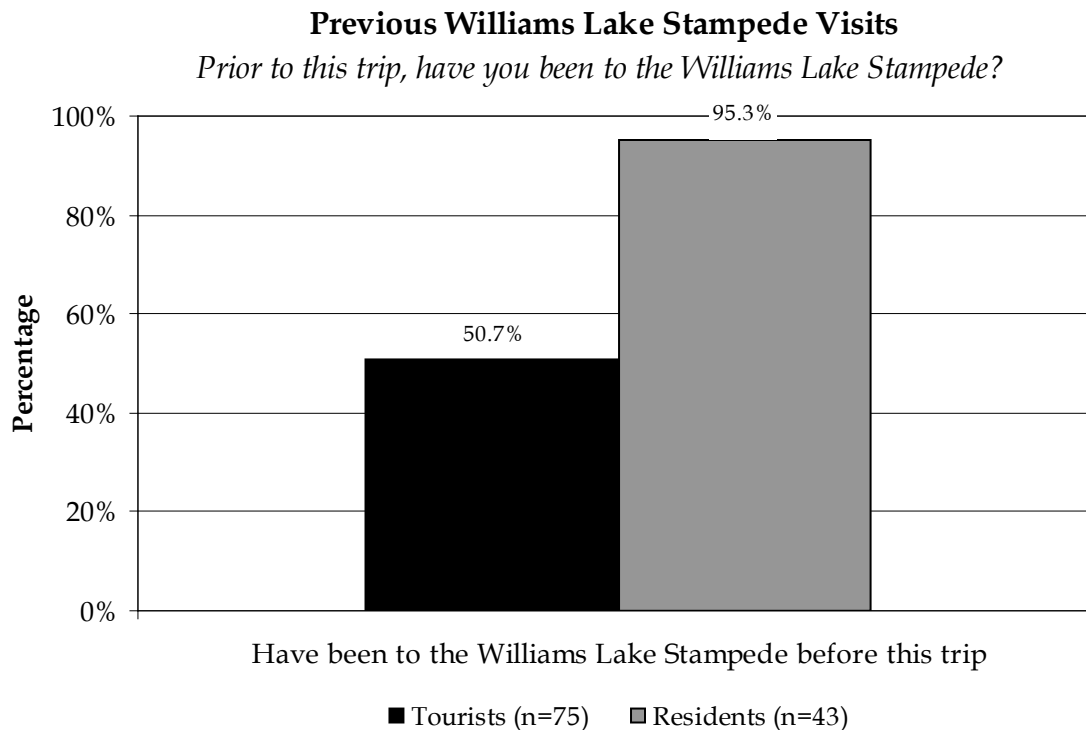


Figure 5. Previous visits to the Williams Lake Stampede.

### *Number of Visits to the Williams Lake Stampede*

Nearly half of the resident spectators who were intercepted at the Williams Lake Stampede had visited the Williams Lake Stampede every year for the past five years, compared to one-third of the tourist spectators (Figure 6). Of the tourist spectators who had visited the Williams Lake Stampede for the past five years, the largest proportion of the respondents were from British Columbia. Nearly one-third of tourist spectators had only visited the Williams Lake Stampede one time in the past five years, with the largest proportion being from British Columbia. Nearly all of the resident spectators had been to the Williams Lake Stampede two or more times in the past five years (Figure 6).

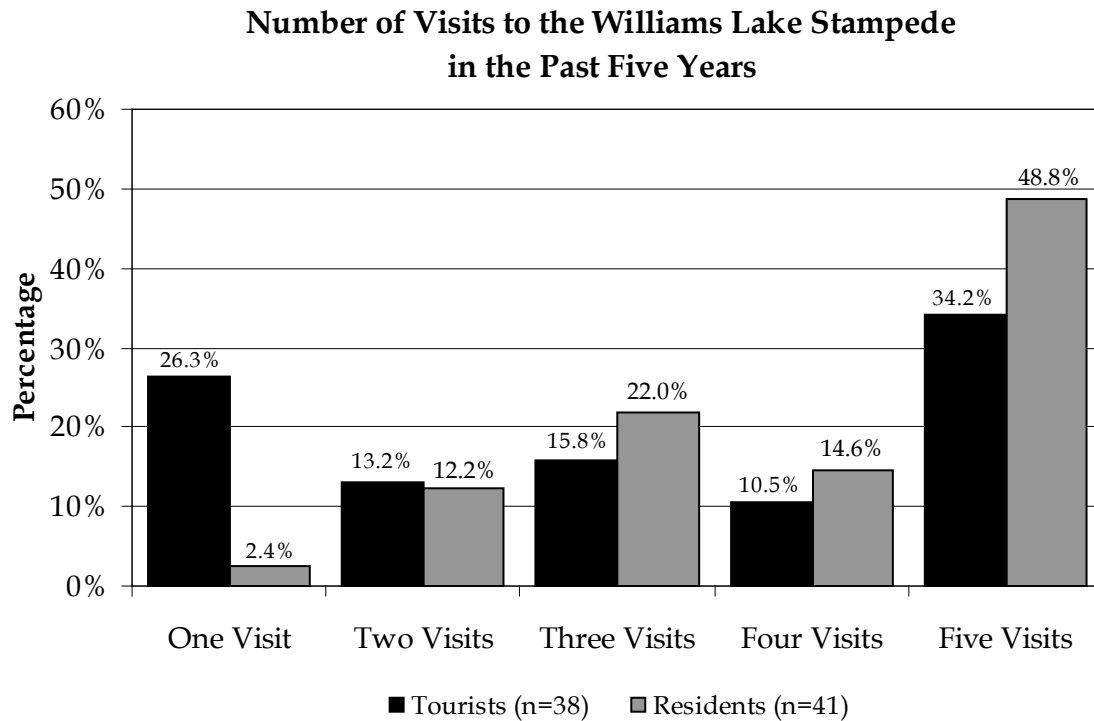


Figure 6. Number of visits to the Williams Lake Stampede in the past five years.

#### *Day Attended/Planning to Attend at the Williams Lake Stampede*

The 2008 Williams Lake Stampede began on Friday, June 27 and ended on Monday, June 30. Only 16% of tourist spectators and 12% of resident spectators had attended/planned to attend the whole four-day event (Figure 7). Nearly three-quarters of tourist spectators who were intercepted at the Williams Lake Stampede attended or were planning to attend Saturday, June 28 (72%) and over two-thirds of the tourist respondents on Sunday, June 29 (63%). For the resident spectators who were intercepted, Sunday was the most popular day to attend the Williams Lake Stampede (67%), followed by nearly half of the resident respondents attending Saturday, June 28 (49%) and Friday, June 27 (44%, Figure 7). Monday, June 30 had the lowest intended attendance at the Williams Lake Stampede; only one-quarter of both tourist and resident respondents had or were planning to attend the last day of the four-day event.

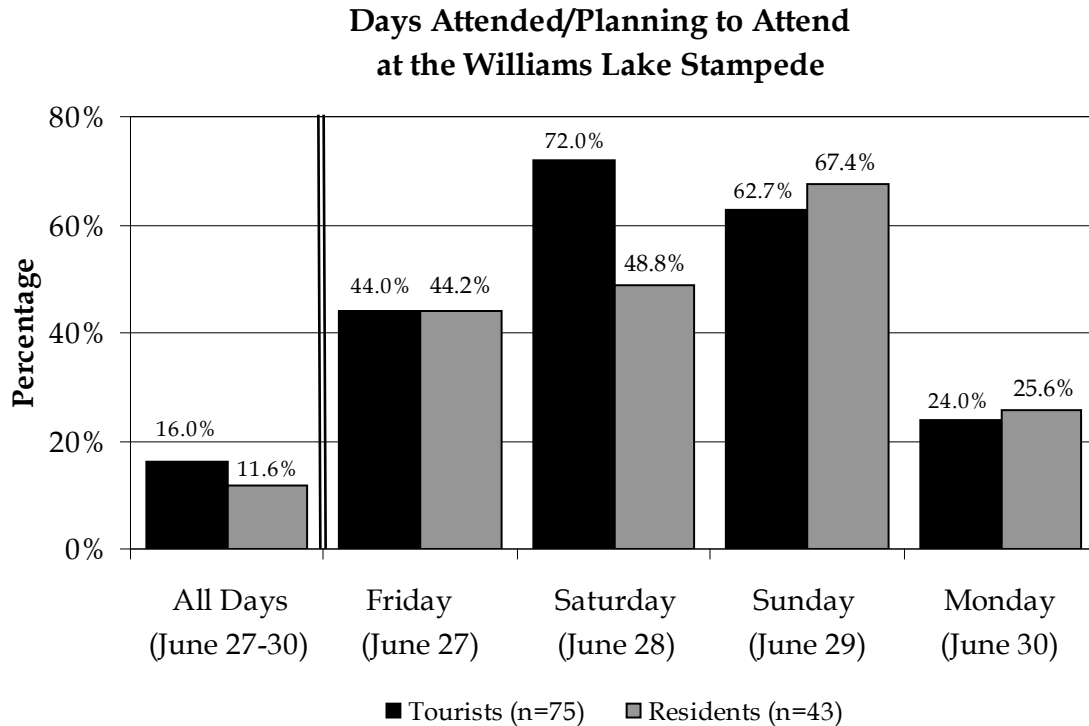


Figure 7. Days attended/planning to attend at the Williams Lake Stampede.

#### *Events Attended/Planning to Attend at the Williams Lake Stampede*

Besides attending the rodeo performances during the four-day event, there are a number of additional evening or morning activities that Williams Lake Stampede attendees can participate in, including the Stampede Karaoke (Friday, June 27), the Stampede Parade (Saturday, June 28), and the Stampede Barn Dance (Saturday, June 28). For respondents who were attending the Williams Lake Stampede on Friday and/or Saturday, the most popular event attended/planning to attend was the Stampede Parade (Figure 8). The Stampede Parade follows a circuit throughout downtown Williams Lake and ends at the Stampede Grounds on the Saturday morning. For the tourist spectators, the Stampede Karaoke was the second most popular event (27%), whereas for the resident spectators the Stampede Barn Dance was the second most popular event for those attending/planning to attend the Williams Lake Stampede on Saturday, June 28 (10%).

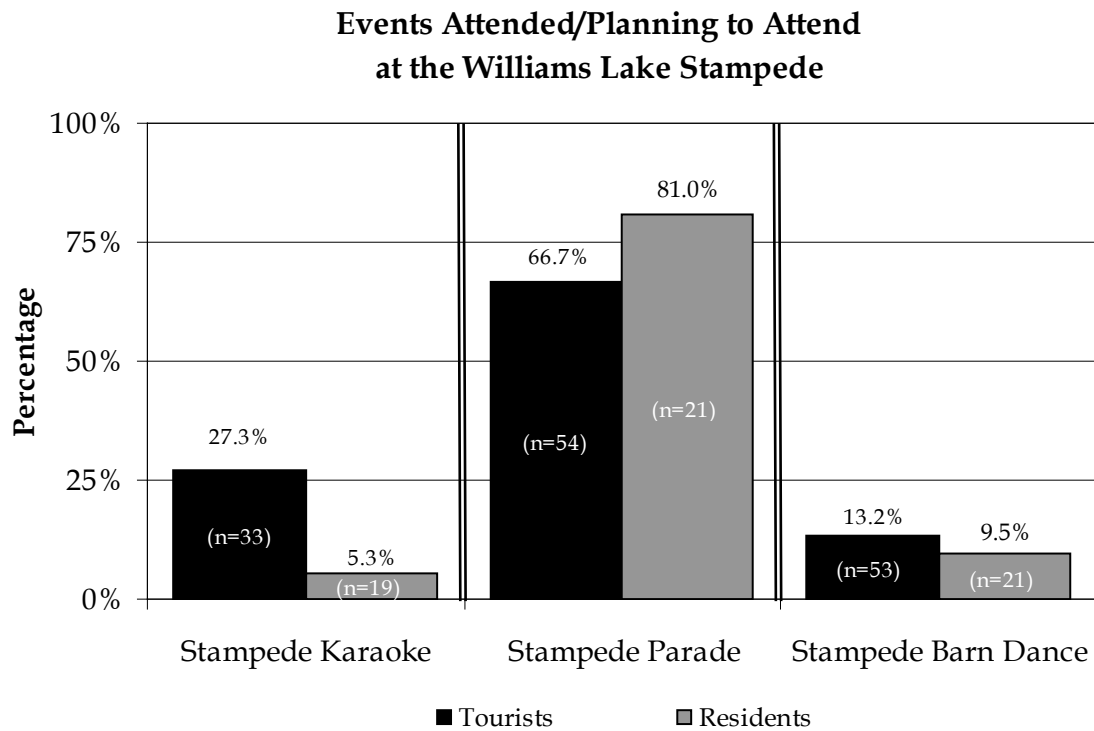


Figure 8. Events attended/planning to attend at the Williams Lake Stampede.

#### *Ticket Purchasing at the Williams Lake Stampede*

Of all the methods of ticket purchasing that are available for the Williams Lake Stampede, the largest proportion of tickets are purchased in person at the Williams Lake Grandstand, 61% for tourist spectators and 77% for resident spectators respectively (Figure 9). For the tourist spectators who were intercepted at the Williams Lake Stampede, purchasing tickets via the phone and through other methods, including receiving tickets through family/friends, as a gift, and through a sponsor, were the second most popular methods. Only a small proportion of tourist spectators purchased their tickets through the Williams Lake Stampede website (4%), whereas no resident spectators that were intercepted had used this method.

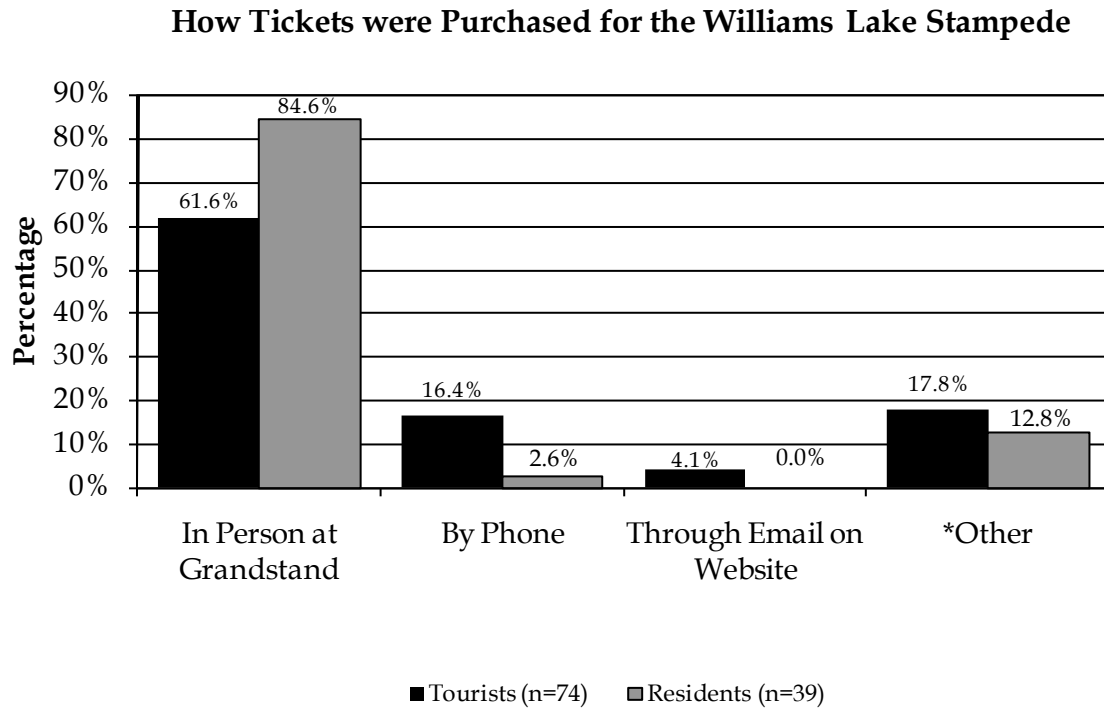


Figure 9. Events attended/planning to attend at the Williams Lake Stampede.

(\*Other includes through family/friends (tourist n=2, resident n=9), gift (tourist n=2), sponsor (tourist=1), won (resident n=2), and through work (resident n=1)).

### *Satisfaction with the Williams Lake Stampede*

#### *Satisfaction with the Williams Lake Stampede Website*

A majority of both tourist and resident spectators who were intercepted at the Williams Lake Stampede did not use the Williams Lake Stampede website; over half of tourist respondents and over two-thirds of resident respondents did not use the website. Of the intercepted spectators who had used the website, nearly all were very satisfied or satisfied with the Williams Lake Stampede website (Figure 10).

#### *Satisfaction with the Ticket Purchasing for the Williams Lake Stampede*

Approximately three-quarters of the tourist and resident spectators who were intercepted at the Williams Lake Stampede were either very satisfied or satisfied with the ticket purchasing for the Williams Lake Stampede (Figure 11). Over 20% of the intercepted spectators did not directly purchase their tickets for the Williams Lake Stampede.

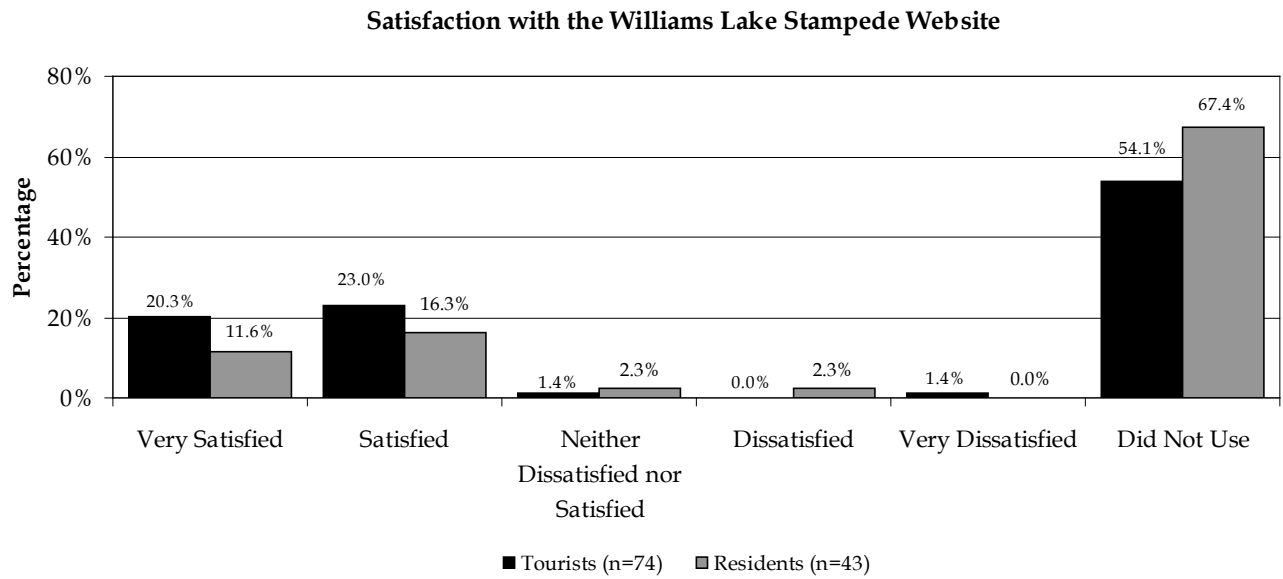


Figure 10. Satisfaction with the Williams Lake Stampede website.

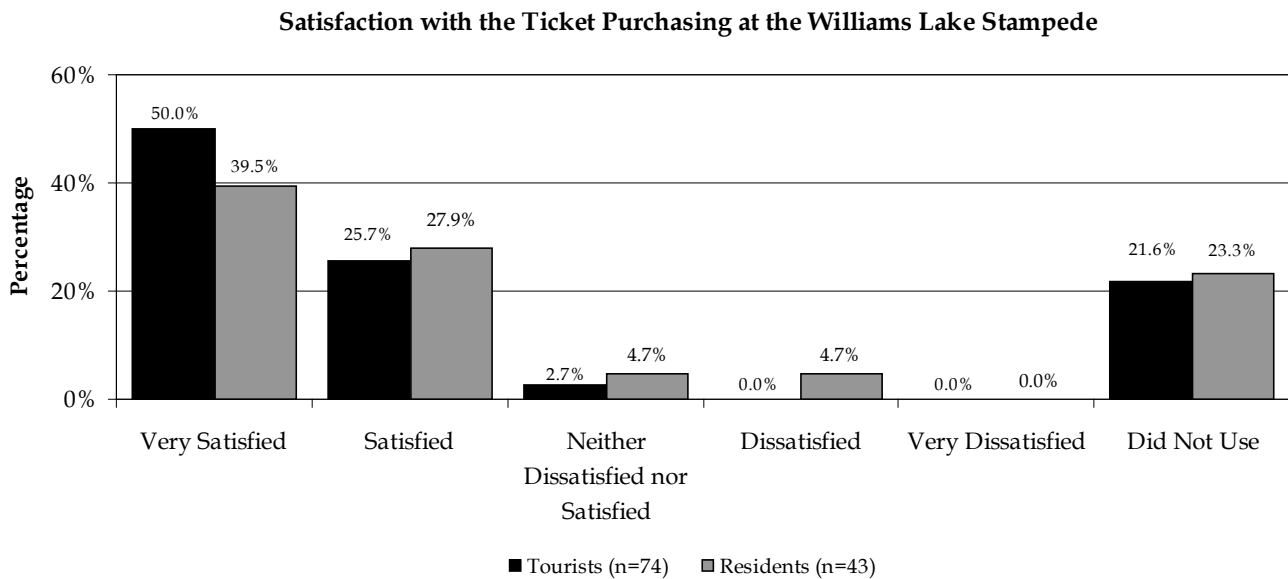


Figure 11. Satisfaction with the ticket purchasing at the Williams Lake Stampede.



*Satisfaction with the Program of Events at the Williams Lake Stampede*

Over half of the tourist and resident spectators who were intercepted at the Williams Lake Stampede were either very satisfied or satisfied with the program of events at the Williams Lake Stampede (Figure 12). Over one-third of the intercepted spectators did not use the program of events at the Williams Lake Stampede.

*Satisfaction with the Grandstand Facilities at the Williams Lake Stampede*

Over one-third of tourist and resident respondents were very satisfied with the grandstand facilities at the Williams Lake Stampede (Figure 13). The largest proportion of resident spectators were 'satisfied' with the grandstand facilities (44%). Over one-third of the intercepted tourist spectators had not used the grandstand facilities before being interviewed, compared to 16% of the resident spectator respondents.

*Satisfaction with the Washroom Facilities at the Williams Lake Stampede*

A large proportion of both tourist and resident intercepted spectators had not used the Williams Lake Stampede washroom facilities before being interviewed (54% and 49% respectively, Figure 14). From those who responded, the tourist spectators were generally more satisfied than the resident spectators. One-quarter of tourist spectators indicated they were 'very satisfied' with the washroom facilities, whereas one-quarter of the resident spectators indicated they were 'satisfied' with the washroom facilities. The largest proportion of 'dissatisfied' responses from the resident spectators was apparent with this question; 7% of the respondents were dissatisfied with the washroom facilities at the Williams Lake Stampede.

*Overall Satisfaction with the Williams Lake Stampede*

Nearly all spectators who were intercepted at the Williams Lake Stampede were either 'very satisfied' or 'satisfied' with the Williams Lake Stampede, with over two-thirds being very satisfied with their overall experience at the Williams Lake Stampede (Figure 15).

*Suggestion for Improvement to the Services Offered at the Williams Lake Stampede*

Allowing for up to three suggestions to improve the services offered at the Williams Lake Stampede, over half of the intercepted spectators indicated they had no suggestions for improvement (55%, Figure 16). From the proportion that provided suggestions, suggestions for improvement included having a better variety of food available to purchase, including a grandstand show, and to make the grandstand seating more comfortable. For a full listing of the suggestions provided, please refer to Appendix B.

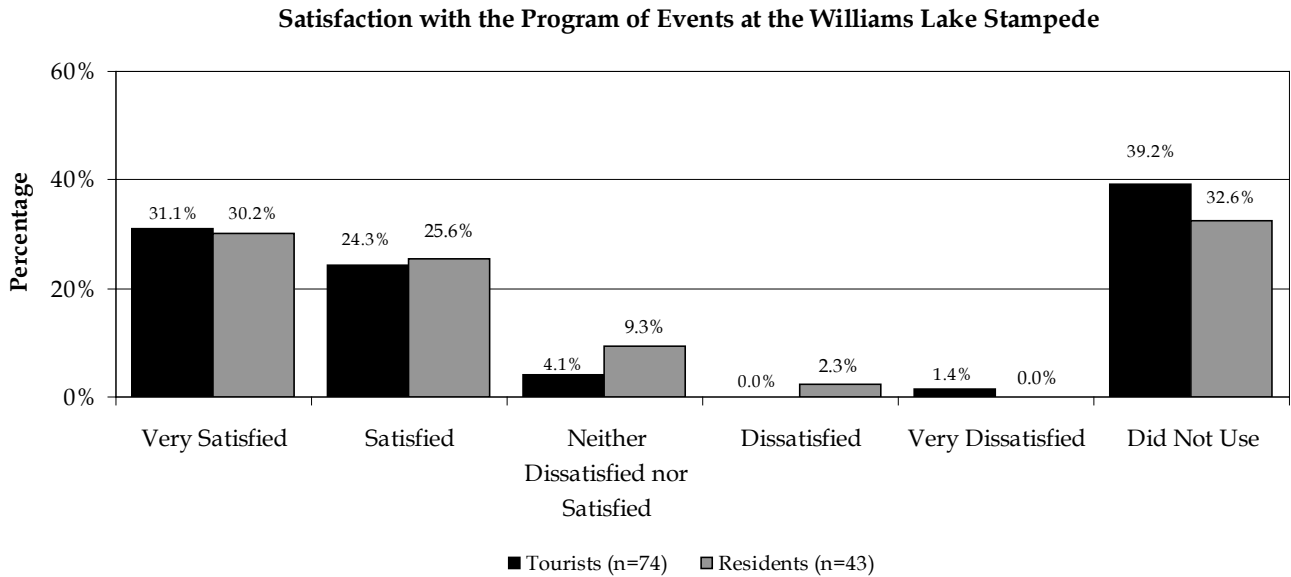


Figure 12. Satisfaction with the program of events at the Williams Lake Stampede.

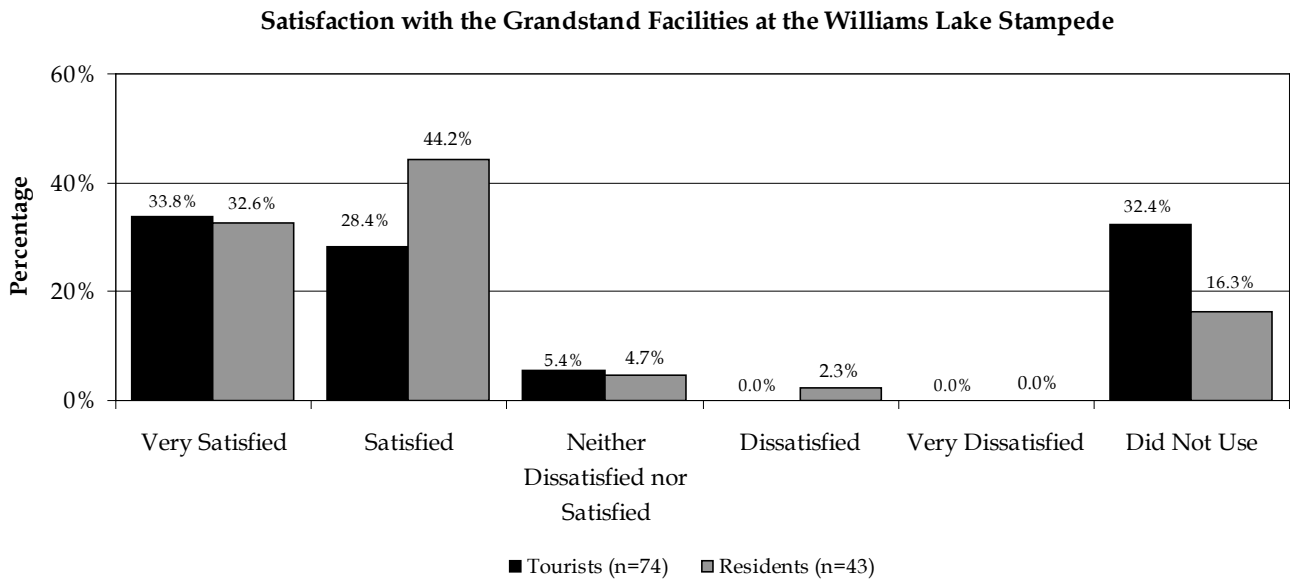


Figure 13. Satisfaction with the grandstand facilities at the Williams Lake Stampede.

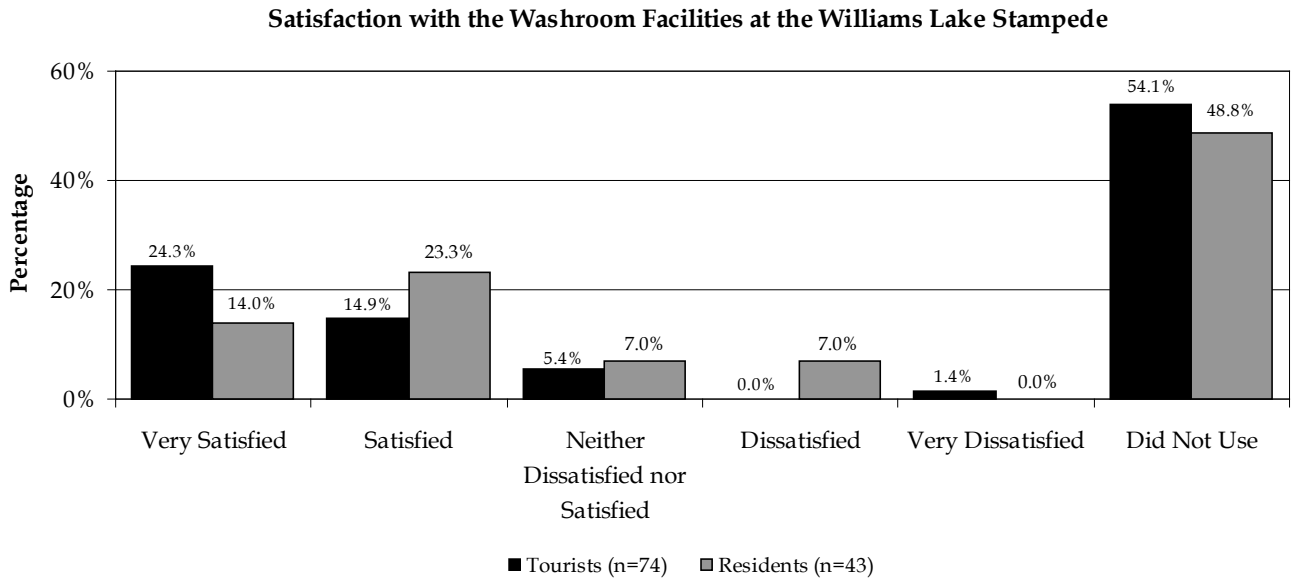


Figure 14. Satisfaction with the washroom facilities at the Williams Lake Stampede.

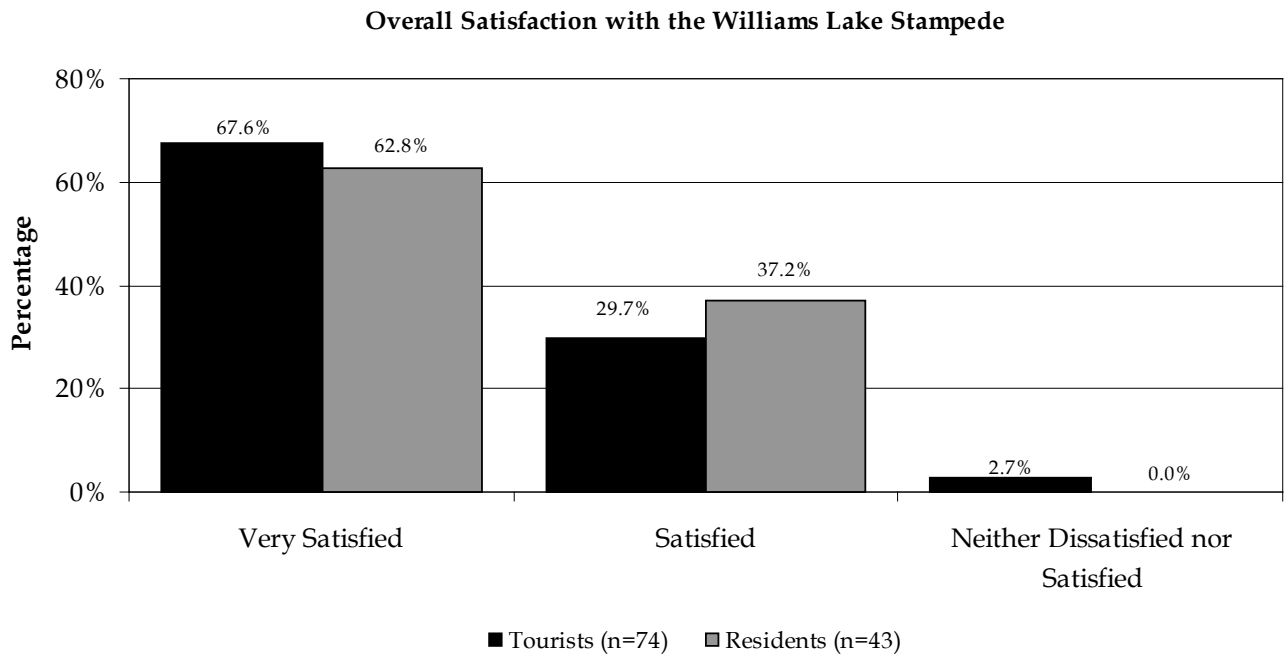


Figure 15. Overall satisfaction with the Williams Lake Stampede.

### Most Frequent Suggestions to Improve the Services Offered at the Williams Lake Stampede

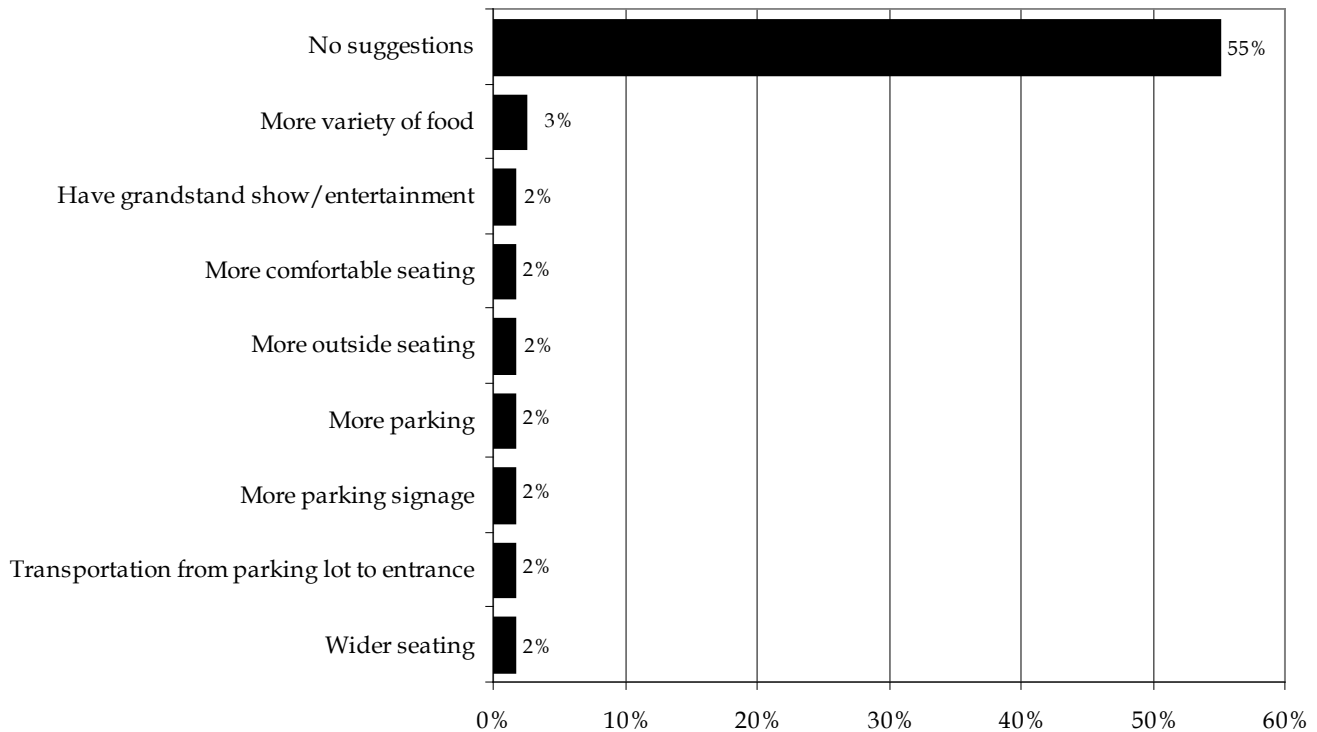


Figure 16. Most frequent suggestions to improve the services offered at the Williams Lake Stampede.

### *Expenditures*

#### *Average Daily Expenditures at the Williams Lake Stampede*

The tourist and resident spectators who were intercepted at the Williams Lake Stampede from June 27 to June 29, 2008 had similar average daily expenditures at the Williams Lake Stampede, \$76 and \$72 respectively (Figure 17). These expenditures included ticket purchases and any food or beverage costs.

#### *Tourists Average Daily Expenditures at the Williams Lake Stampede and in the Williams Lake Region*

The tourist spectators intercepted at the Williams Lake Stampede had slightly higher average daily expenditures when compared to the resident spectators. Differences are also apparent when the tourists are segmented into BC residents vs. Non-BC residents. BC residents had higher average daily expenditures at the Williams Lake Stampede and in the Williams Lake region (\$78 and \$151 respectively), when compared to Non-BC residents (\$71 and \$131 respectively, Figure 18). The average daily expenditures in the Williams Lake region include money spent at the Williams Lake Stampede, but additionally include additional expenses such as accommodation, transportation, and food/beverage costs.

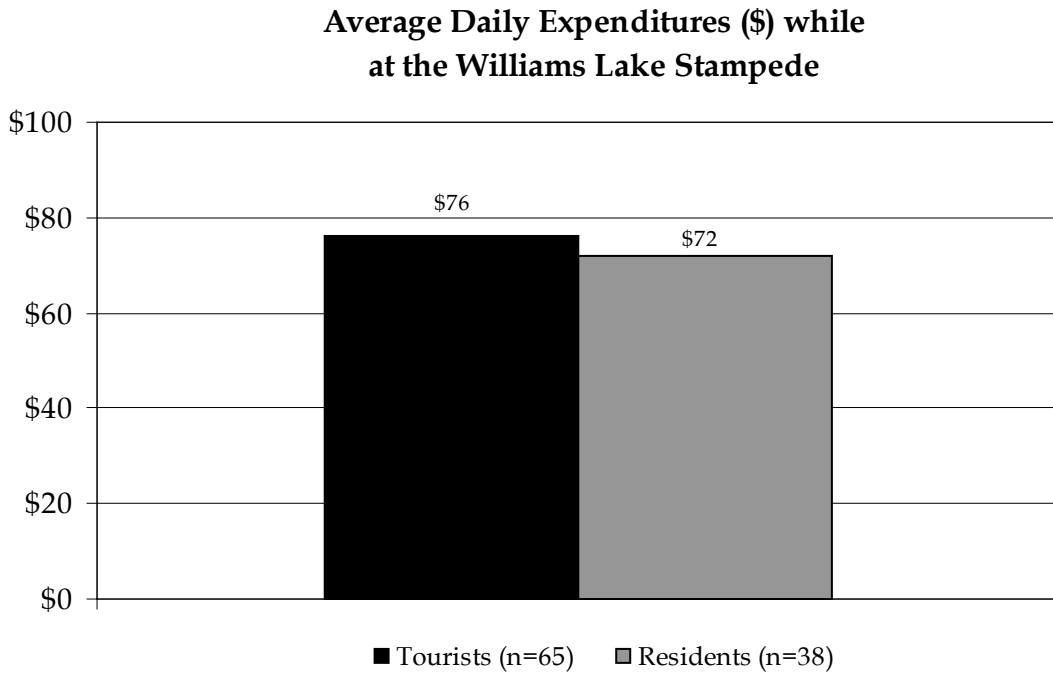


Figure 17. Average daily expenditures while at the Williams Lake Stampede.

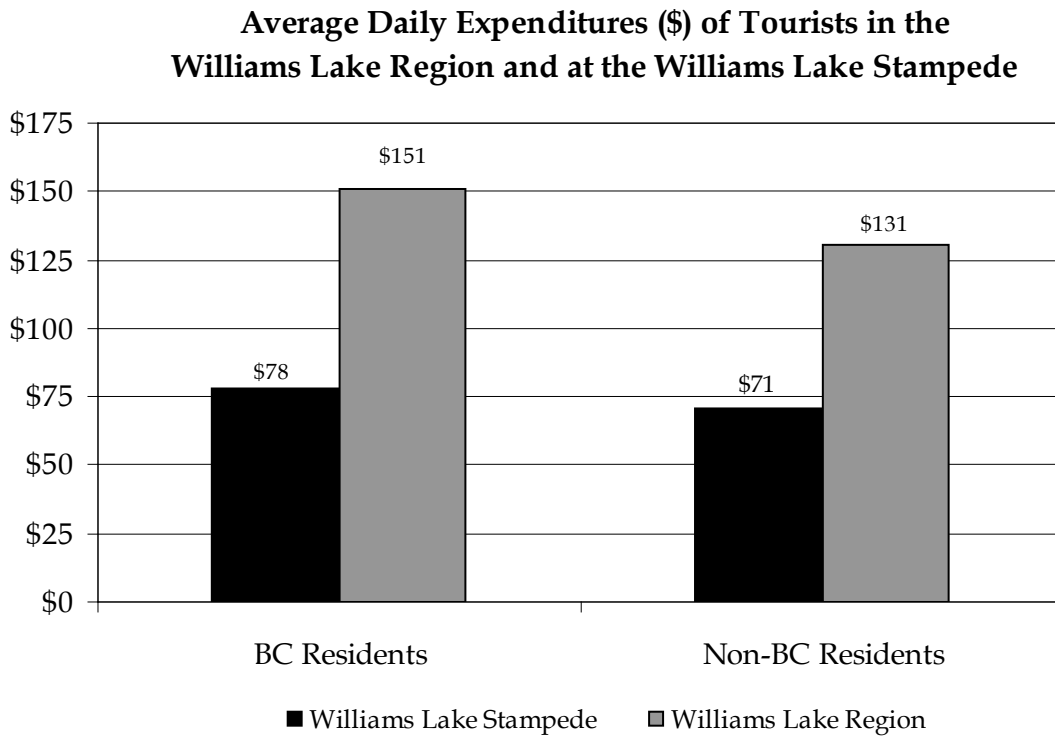


Figure 18. Tourist spectators' average daily expenditures while at the Williams Lake Stampede and in the Williams Lake region.

## Conclusions

From June 27 to June 29, 2008, 118 spectators completed an interview regarding their time at the Williams Lake Stampede and the Williams Lake region through a partnership project developed by the Community Tourism Foundations® Program of Tourism British Columbia and the Williams Lake Stampede. The Williams Lake Stampede Study profiled the spectators (both local and non-local) of the Williams Lake Stampede in terms of traveller and trip characteristics. From the intercept questionnaires, it was determined that the largest proportion of spectators to the Williams Lake Stampede were from British Columbia, indicating that this annual event attracts spectators within the local region and provincially. Additionally for tourist spectators, the Williams Lake Stampede was the primary purpose for visiting the Williams Lake region for half of the respondents, indicating this event is a motivating factor for visiting the Williams Lake region. Nearly all the spectators interviewed indicated they were very satisfied/satisfied with their overall experience at the Williams Lake Stampede.

Specifically, spectators who were intercepted at the Williams Lake Stampede:

- Were predominately from BC (tourists - 71%).
- Were between the ages of 35 to 64 years old (tourists - 65%, residents - 81%).
- Were most likely to be travelling without children (tourists - 74%, residents - 72%).
- Were most likely to have previously visited the Williams Lake Stampede (tourists - 51%, residents - 95%).
- Were most likely to attend the Saturday (tourists - 72%, residents - 49%) and/or Sunday of the Williams Lake Stampede (tourists - 49%, residents - 67%).
- Were most likely to attend the Stampede Parade if they attended the Williams Lake Stampede on Saturday, June 29 (tourists - 67%, residents - 81%).
- Were most likely to rate their overall experience at the Williams Lake Stampede as either very satisfied (tourists - 67%, residents - 63%) or satisfied (tourists - 30%, residents - 37%) .
- Provided suggestions to improve the services offered at the Williams Lake Stampede, which include having a better variety of food available to purchase, including a grandstand show, and having more comfortable seating in the Grandstand.

Specifically, tourist spectators who were intercepted at the Williams Lake Stampede showed that:

- The primary trip purpose to the Williams Lake region was for the Williams Lake Stampede (51%), followed by leisure and visiting family/friends (21% each respectively).
- Cars/trucks/motorcycles were the primary mode of transportation for most travellers (77%).
- Campgrounds/RV parks were the primary accommodation type for 37% of travellers, closely followed by staying with family/friends (33%), and at resorts/hotels/motels (30%).
- The average time spent in the Williams Lake region was three days.

## **Appendix A. Intercept Questionnaire**

Interviewer \_\_\_\_\_ Date \_\_\_\_\_ WILLIAMS LAKE STAMPEDE

**LOCATION**

STAMPEDE GROUNDS  OTHER

**Good morning / afternoon / evening. My name is \_\_\_\_\_ and I'm conducting a survey on behalf of Tourism British Columbia and the Williams Lake Stampede. We'd like to ask you about your trip to the Williams Lake region and your experiences at the Stampede. Can I please speak with someone in your travel party who is knowledgeable about your trip planning and expenditures?**

1. Would you have approximately 5 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. Are you a spectator at the Williams Lake Stampede? (i.e. not a participant, coach, media, volunteer, etc.)

YES  NO *Thank you. We are only interested in interviewing spectators for this survey.*

3. Have you or anybody in your travel party been previously interviewed in Williams Lake on this trip?

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

4. Are you a resident of the Williams Lake region? The Williams Lake region includes the area north of 140 Mile House, south of McLeese Lake and between Riske Creek and Horsefly/Likely. **(Consult reference map)**

NO  YES → *Go to Q18*

5. Are you part of an organized tour group?

NO  YES → *Thank you. We are only interviewing independent travellers.*

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

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

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

**IF FROM BC** 7. What is the **primary** purpose of your trip? Is it for Leisure, Visiting Friends and Family, Business or for the Stampede?

- LEISURE
- VISITING FRIENDS & FAMILY
- WORK/BUSINESS ACTIVITY
- STAMPEDE
- OTHER (SPECIFY \_\_\_\_\_)

**IF NOT FROM BC** 7. What is the **primary** purpose of your trip to British Columbia? Is it for Leisure, Visiting Friends and Family, Business or for the Stampede?

- LEISURE
- VISITING FRIENDS & FAMILY
- WORK/BUSINESS ACTIVITY
- STAMPEDE
- OTHER (SPECIFY \_\_\_\_\_)

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

\_\_\_\_\_  NONE, TOURING  WILLIAMS LAKE  DK/NR

**IF FROM BC** 9. 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** 9. What is your **primary** (most often used) mode of transportation while in British Columbia?

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



Interviewer \_\_\_\_\_ Date \_\_\_\_\_ WILLIAMS LAKE STAMPEDE

10. 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**)

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

11. What is the total time you will spend in the Williams Lake region? The Williams Lake region includes the area north of 140 Mile House, south of McLeese Lake and between Riske Creek and Horsefly/Likely. (**Consult reference map**)

- NONE, JUST PASSING THROUGH → Go to Q14
- A FEW HOURS (<12) \_\_\_\_\_ HOURS → Go to Q14
- ONE OR MORE DAY(S) \_\_\_\_\_ DAY(S) → Go to Q12
- DK/NR → Go to Q14

12. Which of the following best describes your **primary** (most often used) type of accommodation in the Williams Lake region?

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

**IF Q12 ≠ STAMPEDE CAMPGROUND/FRIENDS OR RELATIVES/OTHER** 13. Which one? \_\_\_\_\_

**IF Q7 ≠ STAMPEDE** 14. What is your **primary** (most time spent) leisure activity while in the Williams Lake region?

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

15. On this trip, have or do you plan to stop at the Williams Lake Visitor Centre?

- NO  YES  DK/NR

**IF NO** 16. Why not? \_\_\_\_\_

**The next few questions ask specifically about your time at the Williams Lake Stampede.**

**IF NON-LOCAL** 17. How did you hear about the Williams Lake Stampede? Select all that apply (**Don't prompt, record all responses**)

- STAMPEDE WEBSITE
- VISITOR CENTRE
- STAMPEDE BROCHURE
- FROM FAMILY/FRIENDS
- TOURISM GUIDE
- NEWSPAPER
- OTHER INTERNET
- RADIO
- TELEVISION
- POSTERS
- WORD OF MOUTH
- OTHER \_\_\_\_\_
- OTHER \_\_\_\_\_
- DK/NR

18. Prior to this trip, have you been to the Williams Lake Stampede?

- YES → Go to Q19
- NO → Go to Q20
- DK/NR → Go to Q20

19. Including this trip, how many times have you visited the Williams Lake Stampede in the past five years?

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

**IF RESIDENT** 20. Which days of the Stampede have you or are you planning to attend? (**If all, select 'ALL DAYS', otherwise, check all that apply**)

- ALL DAYS June 27-30
- FRIDAY June 27
- SATURDAY June 28
- SUNDAY June 29
- MONDAY June 30
- DK/NR

**IF NON-LOCAL** 20. Which days of the Williams Lake Stampede have you or are you planning to attend? (**If all, select 'ALL DAYS', otherwise, check all that apply**)

- ALL DAYS June 27-30
- FRIDAY June 27
- SATURDAY June 28
- SUNDAY June 29
- MONDAY June 30
- DK/NR

Interviewer \_\_\_\_\_ Date \_\_\_\_\_ WILLIAMS LAKE STAMPEDE

21. Have you or are you planning to attend the...

IF Q20 = ALL DAYS OR FRIDAY  YES  NO  DK/NR

A. STAMPEDE KARAOKE

IF Q20 = ALL DAYS OR SATURDAY  YES  NO  DK/NR

B. STAMPEDE PARADE

IF Q20 = ALL DAYS OR SATURDAY  YES  NO  DK/NR

C. STAMPEDE BARN DANCE

22. How did you purchase your ticket(s) to the Williams Lake Stampede?

IN PERSON AT GRANDSTAND  BY PHONE  THROUGH EMAIL ON WEBSITE  OTHER \_\_\_\_\_  DK/NR

23. How satisfied or dissatisfied are you with the ...

- |                                   |  |                                       |   |                                    |   |                                      |                                |
|-----------------------------------|--|---------------------------------------|---|------------------------------------|---|--------------------------------------|--------------------------------|
| A. WILLIAMS LAKE STAMPEDE WEBSITE | <input type="checkbox"/> VERY DISSATISFIED | <input type="checkbox"/> DISSATISFIED | <input type="checkbox"/> NEITHER DISSATISFIED NOR SATISFIED | <input type="checkbox"/> SATISFIED | <input type="checkbox"/> VERY SATISFIED | <input type="checkbox"/> DID NOT USE | <input type="checkbox"/> DK/NR |
| B. TICKET PURCHASING              | <input type="checkbox"/> VERY DISSATISFIED | <input type="checkbox"/> DISSATISFIED | <input type="checkbox"/> NEITHER DISSATISFIED NOR SATISFIED | <input type="checkbox"/> SATISFIED | <input type="checkbox"/> VERY SATISFIED | <input type="checkbox"/> DID NOT USE | <input type="checkbox"/> DK/NR |
| C. PROGRAM OF EVENTS              | <input type="checkbox"/> VERY DISSATISFIED | <input type="checkbox"/> DISSATISFIED | <input type="checkbox"/> NEITHER DISSATISFIED NOR SATISFIED | <input type="checkbox"/> SATISFIED | <input type="checkbox"/> VERY SATISFIED | <input type="checkbox"/> DID NOT USE | <input type="checkbox"/> DK/NR |
| D. GRANDSTAND FACILITIES          | <input type="checkbox"/> VERY DISSATISFIED | <input type="checkbox"/> DISSATISFIED | <input type="checkbox"/> NEITHER DISSATISFIED NOR SATISFIED | <input type="checkbox"/> SATISFIED | <input type="checkbox"/> VERY SATISFIED | <input type="checkbox"/> DID NOT USE | <input type="checkbox"/> DK/NR |
| E. WASHROOM FACILITIES            | <input type="checkbox"/> VERY DISSATISFIED | <input type="checkbox"/> DISSATISFIED | <input type="checkbox"/> NEITHER DISSATISFIED NOR SATISFIED | <input type="checkbox"/> SATISFIED | <input type="checkbox"/> VERY SATISFIED | <input type="checkbox"/> DID NOT USE | <input type="checkbox"/> DK/NR |

24. Overall, how satisfied or dissatisfied are you with your experience at the Williams Lake Stampede?

VERY DISSATISFIED  DISSATISFIED  NEITHER DISSATISFIED NOR SATISFIED  SATISFIED  VERY SATISFIED  DK/NR

25. What suggestions do you have to improve the services offered at the Williams Lake Stampede? **(Record up to three)**

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

Now, I'd like to ask a few more questions about your expenditures.

**IF NON-LOCAL** 26. In Canadian dollars, what will your travel party's total expenditures be for **today** in the Williams Lake region, including accommodation?

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

27. In Canadian dollars, what will your travel party's total expenditures be for **today** at the Williams Lake Stampede, including ticket purchases?

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

Interviewer \_\_\_\_\_ Date \_\_\_\_\_ WILLIAMS LAKE STAMPEDE

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

28. 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

29. What year were you born?

\_\_\_\_\_  DK/NR

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 |  |

**IF RESIDENT** 32. How long have you lived in Williams Lake?

\_\_\_\_\_ Months **OR** \_\_\_\_\_ Years

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

- MALE                       FEMALE

34. Do you have any other comments or suggestions?

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

**Thank you for participating!**

**Appendix B. Suggestions to Improve Services Offered at the Williams  
Lake Stampede**

*What suggestions do you have to improve the services offered at the Williams Lake Stampede?*

**Accessibility**

- More services for disabled/seniors
- Provide an easy trail from the campground to the grandstand
- Transportation up/down from parking lot to the entrance (n=2)

**Atmosphere**

- More festive

**Campground**

- Should have a curfew (small children running around past midnight)

**Communication**

- Have schedule dropped off at all major hotels

**Food**

- More variety of food (n=3)
- Sell ice cream

**Grandstand**

- Have no grandstand
- Include a grandstand show/entertainment (n=2)
- More room in grandstand

**No Suggestions (n = 65)**

**Parade**

- Put parade route and road closures in newspaper

**Parking**

- More handicap parking
- More parking (n=2)
- More signage on where to park (n=2)

**Program**

- Bring back fastball game
- Bring dog trials back
- Have more events (calendar is shorter this year)
- Include all events in the calendar of events
- Include information on horse sale
- Include ladies breakaway
- Include map of grounds (washrooms)
- Include times for dog show
- Include times for softball games

### **Seating**

- Assigned seating, not just sit anywhere
- Clarify seating area for seniors rate
- More comfortable seats (n=2) (softer/ with backs)
- More seating outside (n=2)
- Seniors should be able to sit where they want to
- Wider isles in seating
- Wider seating (n=2)

### **Servers**

- Have servers while the show is on

### **Shade**

- More seating in the shade
- More shade
- More shade, cover the front

### **Speakers**

- Last years speakers were not clear

### **Tickets**

- Family rate too expensive
- Have a family rate
- Lower the ticket prices
- Offer group rate for all days

### **Vendors**

- Cowboy clothing for vendors

### **Volunteers**

- Improve knowledge of seating arrangements

### **Williams Lake Stampede Website**

- Include all the information on the website
- Include schedule of all events (breakfast, midway operation times)
- More information on the events
- Map of Grandstand should be included

### **Washrooms**

- Improve washrooms
- More washrooms
- Washrooms should be cleaned every hour