



TOURISM BRITISH COLUMBIA
C A N A D A

RESEARCH SERVICES

VALUE OF THE MT. ROBSON VISITOR INFO CENTRE STUDY RESULTS – FOR DISTRIBUTION

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Executive Summary

Due to increasing needs in communities around the Province, Research Services, Tourism British Columbia has developed a methodology that Visitor Info Centres (VICs) can use to measure the impact of the VIC on traveler behaviour and to determine the economic impact of the VIC. The purpose of this study was to assess the impact of the Mt. Robson Visitor Info Centre. Specifically, the study objectives were:

1. To profile travelers who use the Mt. Robson VIC in terms of traveler and trip characteristics.
2. To measure the influence the Mt. Robson VIC has on the decision-making process of travelers in British Columbia: the influence the VIC has on the length of stay, expenditures, and selection of additional or alternative activities, attractions or destinations.

A two-location, two-stage survey design was used to examine the study objectives. Travelers were interviewed at two locations, the Mt. Robson VIC and a reference site (the Mt. Terry Fox Lookout). The Mt. Terry Fox Lookout is a rest area on Highway 16 just west of the Mt. Robson VIC and has access for travelers in both directions. The purpose of collecting information at the Mt. Terry Fox Lookout was to obtain information about the typical traveler to the Robson Valley for comparison to travelers who used the VIC. In addition, travelers were studied during and after their trip. On-site interviews collected information from travelers during their trip and a mailback questionnaire collected information from travelers after their trip. The primary purpose of the mailback questionnaire was to compare mid-trip and complete trip perceptions of the VIC impacts on traveler behaviour and to understand traveler perceptions of the Robson Valley and British Columbia, after their trip was complete.

- Between June and September of 2003, 855 people were approached at the Mt. Robson VIC or the Mt. Terry Fox Lookout. Of those, 475 agreed to complete the interview but 62 were excluded because they were from the local area or were on a bus tour. This resulted in 413 useable surveys. Two hundred and twenty seven (55%) were conducted at the Mt. Robson VIC and 186 (45%) were conducted at the Mt. Terry Fox Lookout.
- At the Mt. Robson VIC, 14% of travelers were from BC, 34% were from Other Provinces in Canada, 19% were from the US and 32% were from Overseas. A higher proportion of travelers at the Mt. Terry Fox Lookout were from BC (23%) and Overseas (33%), while a similar proportion were from Other Provinces in Canada (34%), and fewer came from the US (11%). This suggests residents of British Columbia were less likely to use the VIC.
- At the Mt. Robson VIC, the average party size was 2.8 people and only 18% of travel parties had children. Those parties at the VIC that traveled with children had, on average, 5.2 members in their party. The travel party size and the proportion of parties with children were similar at the Mt. Terry Fox Lookout.
- The majority of travelers at the Mt. Robson VIC were traveling for leisure purposes (82%) while fewer were also traveling to visit friends and family (16%) or for business (2%). Slightly fewer

travelers at the Mt. Terry Fox Lookout were traveling for leisure (75%), while more were traveling to visit friends and family (19%) or for business (7%).

- Most travelers at both the Mt. Robson VIC and the Mt. Terry Fox Lookout used a private vehicle for transportation (74% and 79%, respectively).
- A statistically higher proportion of travelers at the Mt. Robson VIC stayed at campground/RV parks (51%) compared to those interviewed at the Mt. Terry Fox Lookout (39%). Travelers at the Mt. Terry Fox Lookout were more likely to make use of commercial accommodation such as a resort/hotel/motel/B&B (Mt. Robson VIC 40%; Mt. Terry Fox Lookout 45%) or to stay with friends and relatives (VIC 7%; Mt. Terry Fox 14%).
- The primary destination of travelers was similar between locations. The majority mentioned they were touring and did not have a primary destination (43% Mt. Robson VIC and 41% Mt. Terry Fox) a quarter of respondents had a primary destination outside of BC (24% Mt. Robson VIC, 29% Mt. Terry Fox) and another 25% had a destination within BC (26% Mt. Robson VIC, 25% Mt. Terry Fox).
- A large percentage of travelers at both the Mt. Robson VIC and the Mt. Terry Fox Lookout used the Internet, brochures and books, and word of mouth (friends, relatives etc.) to plan their trip.
- The majority of travelers at both the Mt. Robson VIC and the Mt. Terry Fox Lookout were very flexible in the activities that they planned to participate in while in the area (64% and 55%, respectively). Fewer travelers at both locations were very flexible in the amount of time they could spend in the Robson Valley or in British Columbia.
- The majority of travelers at the Mt. Robson VIC spoke with a Counsellor (62%). Travelers from the US were the most likely to speak with a Counsellor (79%), while residents of British Columbia were the least likely to speak with a Counsellor (47%).
- Nearly all travelers interviewed at the Mt. Robson VIC indicated that the VIC met or exceeded their expectations (98%). Forty-two percent of travelers indicated the VIC exceeded their expectations, while 57% felt the VIC met their expectations. Just under two percent of travelers indicated the VIC fell short of their expectations.
- On average, travelers at the Mt. Robson VIC spent \$179.48 per day and those at the Mt. Terry Fox Lookout spent \$165.56 per day.
- In the summer of 2003, Mt. Robson VIC users spent \$1.9 million in the Robson Valley and another \$34.7 million while traveling throughout the rest of the Province.
- Three in ten (29%) travelers at the Mt. Robson VIC indicated that they had learned about new activities as a result of their stopping at the VIC. Twenty-three percent replied they would make

another trip, and 12% replied that they would extend their stay by one or more nights as a result of their stopping at the VIC.¹

¹ Additional spending as a result of these findings was calculated and presented in the full study results. These estimates can be obtained from the Mt. Robson Visitor Info Centre.

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Introduction

Visitor Info Centre Counsellors at British Columbia's 112 Visitor Info Centres (VICs) provided travel counselling and advice to over 1.55 million visitor parties in 2003. In addition, many more visitors used the VICs without actually speaking with a Counsellor. The use of the VICs provides communities with an opportunity to influence the activities and satisfaction of travelers, thus increasing the length of stay and the probability of a return visit to the community and British Columbia. Due to increasing needs in communities around the Province, Research Services, Tourism British Columbia has developed a methodology that Visitor Info Centres can use to measure the economic impact of the VIC on traveler behaviour. A pilot project was conducted in 2001 to test the methodology of measuring such impacts. This study at the Mt. Robson VIC in the summer of 2003 was designed using the methodology developed in the 2001 pilot project.

The purpose of this study was to assess the impact of the Mt. Robson Visitor Info Centre. Specifically, the study objectives were:

1. To profile travelers who use the Mt. Robson VIC in terms of traveler and trip characteristics.
2. To measure the influence the Mt. Robson VIC has on the decision-making process of travelers in British Columbia: the influence the VIC has on the length of stay, expenditures, and selection of additional or alternative activities, attractions or destinations.

Methods

Data Collection

A two-location, two-stage survey design was used to examine the study objectives. Travelers were interviewed at two locations, the Mt. Robson VIC and a reference site (Mt. Terry Fox Lookout). The Mt. Terry Fox Lookout is a rest area on Highway 16 just west of the Mt. Robson VIC and has access for travelers in both directions. The purpose of collecting information at the Mt. Terry Fox Lookout was to obtain information about the typical traveler to the Robson Valley for comparison to travelers who used the VIC. In addition, travelers were studied during and after their trip. On-site interviews collected information from travelers during their trip and a mailback questionnaire collected information from travelers after their trip. The primary purpose of the mailback questionnaire was to compare mid-trip and complete trip perceptions of the VIC impacts on traveler behaviour and to understand traveler perceptions of the Robson Valley and British Columbia, after their trip was complete.

Several interviewers collected data between June 15 and September 15th, 2003 at both the Mt. Robson VIC and the Mt. Terry Fox Lookout. For the most part, the interviewers' schedules consisted of a systematic sample of four days on and three days off.

Potential respondents were randomly chosen as they exited the Mt. Robson VIC or while using the Mt. Terry Fox Lookout rest area. Respondents were asked if they were willing to participate in the interview and were given a **Super, Natural British Columbia**® refrigerator magnet for their time if they agreed to participate. Respondents were asked if they were residents from the Robson Valley (between Albreeda and McBride) or on a bus tour and, if so, were eliminated from the remainder of the interview ensuring

that only independent travelers were interviewed. Business travelers were eliminated after the first several questions of the interview. The interviewers recorded all responses on Palm handheld computers using Techneos Data Entryware software.

During the interview, questions were asked about (see Appendix B for questionnaires);

- traveler demographics,
- trip-planning habits,
- primary trip purpose,
- primary destination,
- primary accommodation,
- primary leisure activity,
- mode of transportation,
- length of stay in the Robson Valley and in British Columbia,
- use of the VIC,
- trip flexibility,
- daily expenditures,
- perceived impacts of the VIC on the rest of their trip,
- satisfaction with the VIC.

In addition, mailing addresses were also collected from those respondents in the interview 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.

Mailback questionnaires were sent out with a business reply envelope and a British Columbia Magazine in mid-October 2003. The first mailing was followed by a second reminder postcard and a third mailing of just a questionnaire and business reply envelope. Responses were accepted until the end of January 2004. There was a 57% response from the Mt. Robson VIC and a 54% response rate from the Mt. Terry Fox Lookout. The mailback questionnaire collected a variety of information including (see mailback questionnaire in Appendix B);

- length of stay in the Robson Valley and British Columbia,
- primary trip purpose,
- primary destination,
- primary accommodation,
- daily expenditures,
- the VIC's impact on their trip,
- positive and negative images of the Robson Valley,
- the unique characteristics of the Robson Valley as a vacation destination,
- satisfaction with the VIC,
- satisfaction with the Robson Valley and British Columbia, and
- the likelihood of returning to the Robson Valley and British Columbia.

Data Analysis

The study design produced four sets of data that are available for analysis - the interview and mailback questionnaires at each location (interview Mt. Robson VIC, interview at the Mt. Terry Fox Lookout, mailback Mt. Robson VIC and mailback at the Mt. Terry Fox Lookout). At both locations, the

respondents and the responses could vary between the interview and mailback questionnaires. The respondents could differ because travelers could dropout of the study by not agreeing to complete the mailback questionnaire or by not completing the mailback questionnaire if they had agreed to complete it (which could cause non-response bias). Both instances could cause the mailback questionnaire results to be unrepresentative of travelers interviewed.

The responses to similar questions in the interview and mailback questionnaires could vary due to real differences in traveler behaviour (for example, a traveler may have perceived that the VIC had a different impact on their trip when they were interviewed compared to the responses on the mailback questionnaire). A series of significance tests were conducted to assess statistical significance of differences between the two data sets (Appendix C). Results of those tests and several other factors (sample size issues and results from other locations) indicated that the interview data was the better source of data when the same or similar questions were asked on both questionnaires. Mailback questionnaire responses were used only when the question was not previously asked in the interview and when sample sizes permitted. Therefore, all results presented in the remainder of this report are from the interview unless otherwise noted.

Where possible, all results are presented for both locations – the Mt. Robson VIC and the reference site (Mt. Terry Fox Lookout). Where practical and when assumptions such as sample size were met, significance tests were conducted to assess differences between the locations. All statistical tests used a 0.05 significance level.

Results

Between June and September of 2003, 855 people were approached at the Mt. Robson VIC or the Mt. Terry Fox Lookout. Of those, 475 agreed to complete the interview but 62 were excluded because they were from the local area (6) or were on a bus tour (56). This resulted in 413 useable surveys. Two hundred and twenty seven (55%) were conducted at the Mt. Robson VIC and 186 (45%) were conducted at the Mt. Terry Fox Lookout (Table 1).

Table 1. Travelers surveyed at the Mt. Robson VIC and the Mt. Terry Fox Lookout.

	Travelers Approached	Agreed to Interview	From Local Community¹	Bus Tour	Useable Traveler Surveys (%)
Mt. Robson VIC	556	277	2	48	227 (55.0%)
Mt. Terry Fox Lookout	299	198	4	8	186 (45.0%)
Grand Total	855	475	6	56	413 (100.0%)

1. Residents living in the Robson Valley (between Albreeda and McBride).

Tourist Characteristics (Demographics)

At the Mt. Robson VIC, 14% of travelers were from British Columbia, 34% were from other Provinces in Canada, 19% were from the US and 32% were from Overseas (Table 2). A higher proportion of travelers at Mt. Terry Fox Lookout were from British Columbia (23%), fewer were from the US (11%) and similar proportions were from other Provinces in Canada (34%) or from Overseas (33%). Travelers residence categories differed statistically between the Mt. Robson VIC and Mt. Terry Fox Lookout.

At both the Mt. Robson VIC and the Mt. Terry Fox Lookout, the majority of travelers from Provinces outside of British Columbia originated from Alberta (Figure 1). Fewer travelers were from Ontario, Saskatchewan, Quebec, Manitoba or Nova Scotia. Similarly, at both sites, the majority of travelers from the United States were from Washington or California although travelers from a large number of States were intercepted (Figure 2). Almost all overseas travelers at the Mt. Robson VIC and Mt. Terry Fox Lookout were European (90% and 89%, respectively; Figure 3). Other countries represented at the Mt. Robson VIC were South Africa, Sweden, The Czech Republic, New Zealand, Spain and Venezuela. Other countries represented at the Mt. Terry Fox Lookout were Japan and Aruba.

There was no significant difference in the education or income of travelers interviewed at the Mt. Robson VIC and Mt. Terry Fox Lookout (Table 2). The age of travelers intercepted at the VIC and at the Mt. Terry Fox Lookout exhibited differences, although these differences were not statistically different at the 5% level. Twenty percent of travelers at the VIC were under the age of 34, whereas only 14% of those at the Mt. Terry Fox Lookout were under the age of 34. It was also more common for VIC travelers to be older, with 14% of those interviewed at the VIC over the age of 65, as compared to 9% at the Mt. Terry Fox Lookout.

At the Mt. Robson VIC, the average party size was 2.8 people and only 18% of travel parties had children. Those parties at the VIC that traveled with children had, on average, 5.2 members in their party. The travel party size and the proportion of parties with children were similar at the Mt. Terry Fox Lookout.

Table 2. Traveler demographics at the Mt. Robson VIC and the Mt. Terry Fox Lookout.

	Mt. Robson VIC		Mt. Terry Fox	
	Number of Responses ¹	Percentage of Responses	Number of Responses ¹	Percentage of Responses
Origin*				
British Columbia	32	14.1%	42	22.7%
US	44	19.4%	20	10.8%
Overseas	73	32.2%	61	33.0%
Other Canada	78	34.4%	62	33.5%
Age**				
Under 24 Years	8	3.6%	5	2.9%
25-34 Years	37	16.7%	19	11.0%
35-44 Years	49	22.2%	38	22.1%
45-54 Years	46	20.8%	57	33.1%
55-64 Years	48	21.7%	38	22.1%
65 Years or Older	30	13.6%	15	8.7%
Education²				
Less Than High School	5	2.3%	4	2.3%
High School	39	17.6%	29	16.9%
Some Technical, College or University	16	7.2%	16	9.3%
College or Technical Diploma	66	29.9%	41	23.8%
University Degree	71	32.1%	65	37.8%
Masters or a PhD Degree	23	10.4%	17	9.9%
Income²				
Less than \$25,000	17	7.7%	14	8.1%
\$25,000 to \$49,999	27	12.2%	15	8.7%
\$50,000 to \$64,999	33	14.9%	25	14.5%
\$65,000 to \$99,999	54	24.4%	43	25.0%
\$100,000 or More	49	22.2%	44	25.6%
Don't Know/No Response	41	18.6%	31	18.0%
Party Size				
Average Party Size-Total	221	2.77	172	2.75
Average Party Size-Parties without children	182	2.25	138	2.29
Proportion with children	39	17.6%	34	19.8%
Average Party Size-Parties with children	39	5.21	34	4.59

* Indicates there are statistical differences at the p=0.05 level between the Mt. Robson VIC and the Mt. Terry Fox Lookout.

** Indicated there are statistical differences at the p=0.06 level between the Mt. Robson VIC and the Mt. Terry Fox Lookout.

1. The total number of responses does not always equal the number of useable surveys presented in Table 1 because some respondents did not complete the full interview.
2. Only parties traveling for leisure or visiting friends and family are analysed here because those traveling for business were not asked this question at the Mt. Robson VIC.

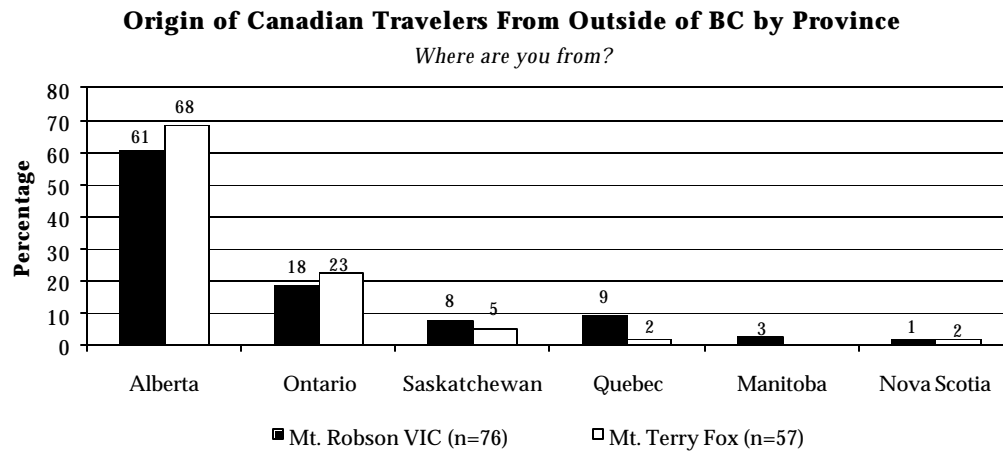


Figure 1. The percentage of travelers from Provinces outside of BC at the Mt. Robson VIC and the Mt. Terry Fox Lookout.

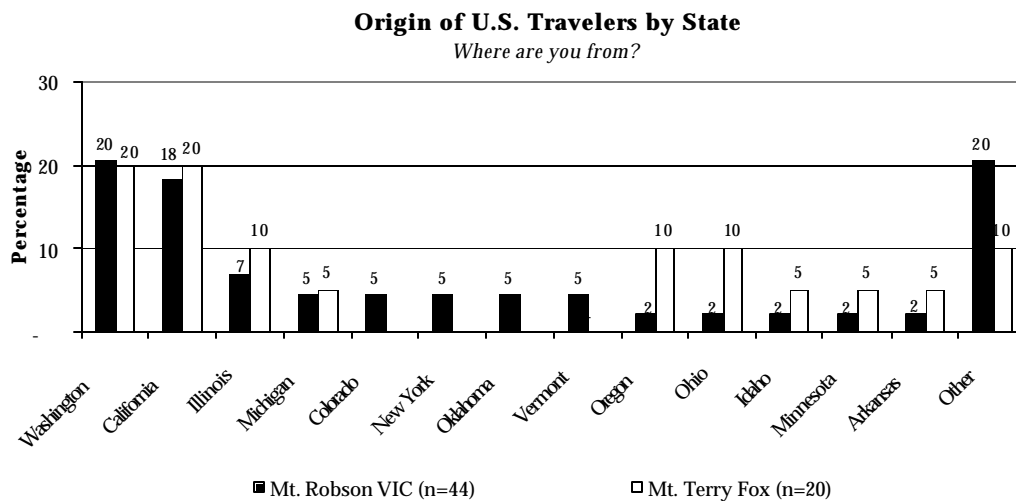


Figure 2. The percentage of US travelers from each state at the Mt. Robson VIC the Mt. Terry Fox Lookout. Other includes Florida, Georgia, North Carolina, Texas, Wisconsin, Utah, Massachusetts, South Carolina and New Jersey.

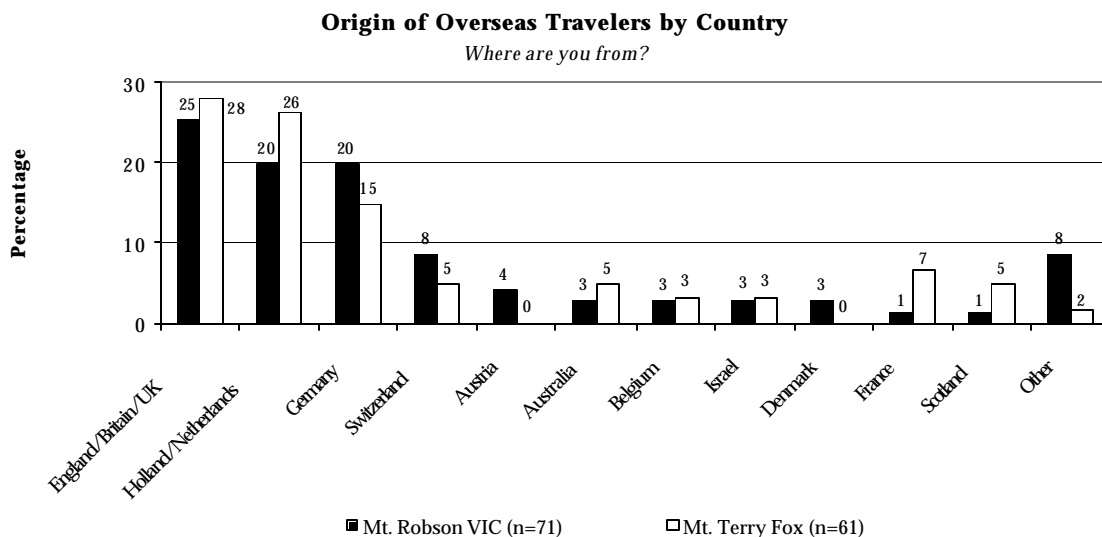


Figure 3. The percentage from each overseas country at the Mt. Robson VIC the Mt. Terry Fox Lookout.

Trip Characteristics

The majority of travelers at the Mt. Robson VIC were traveling for leisure purposes (82%) while fewer were traveling to visit friends and family (16%) or for business (2%). Slightly fewer travelers at the Mt. Terry Fox Lookout were traveling for leisure (75%), while more were traveling to visit friends and family (19%) or for business (7%; Table 3).

While visiting the Robson Valley, most travelers at both locations used a private vehicle for transportation (Mt. Robson VIC 74%; Mt. Terry Fox Lookout 79%). A larger proportion of travelers at the Mt. Robson VIC used a private RV or camper (24%) than those at the Mt. Terry Fox (20%). A very small percentage of travelers at the Mt. Robson VIC and the Mt. Terry Fox Lookout made use of buses or bicycles as their mode of transportation.

A statistically higher proportion of travelers at the Mt. Robson VIC stayed at campground/RV parks (51%) compared to those interviewed at the Mt. Terry Fox Lookout (39%). Travelers at the Mt. Terry Fox Lookout were more likely to make use of commercial accommodation such as a resort/hotel/motel/B&B (VIC 40%; Mt. Terry Fox 45%) or to stay with friends and relatives (VIC 7%; Mt. Terry Fox 14%). Other accommodation choices used by travelers included private vacation homes, a combination of camping/hotels, and hostels.

Table 3. The primary trip purpose, mode of transportation and primary accommodations of travelers at the Mt. Robson VIC and the Mt. Terry Fox Lookout.

	Percentage of Responses	
	Mt. Robson VIC (n=221)	Mt. Terry Fox (n=171)
Primary Trip Purpose		
Leisure	81.9%	74.5%
Visiting Friends & Family	15.9%	18.5%
Work/Business Activity	1.8%	6.5%
Other ¹	0.4%	0.5%
Mode of Transportation		
Private Car/Truck/Motorcycle	74.0%	79.3%
Private RV/Camper	24.2%	19.6%
Bus	0.9%	0.5%
Bicycle	0.4%	0.5%
Other ³	0.4%	0.0%
Primary Accommodations*²		
Resort/Hotel/Motel/B&B	40.3%	45.0%
Campground/RV Park	51.1%	38.6%
Friends and Relatives	6.8%	13.5%
Other ⁴	1.8%	2.9%

* Statistically different at the p=0.05 level between the Mt. Robson VIC and the Mt. Terry Fox Lookout.

1. Other purposes mentioned include school and a bike tour.

2. Business travelers were excluded from this analysis.

3. Other transportation mentioned was airplane (Mt. Robson VIC, n=1)

4. Four responses at the VIC and five at the Mt. Terry Fox Lookout were classified as 'other'. Other responses included the use of own cabin/vacation residence, a combination of camping and hotels, hostels, and being on a day trip only.

The primary destination of travelers was similar between locations. The majority mentioned they were touring and did not have a primary destination (43% Mt. Robson VIC and 41% Mt. Terry Fox) a quarter of respondents had a primary destination outside of BC (24% Mt. Robson VIC, 29% Mt. Terry Fox) and another 25% had a destination within BC (26% Mt. Robson VIC, 25% Mt. Terry Fox).

Of the 26% of travelers at the Mt. Robson VIC who were traveling to other destinations within British Columbia, the majority were traveling to the Vancouver, Coast and Mountains (32%), Thompson Okanagan (32%), Vancouver Island (19%), Northern BC (12%), Cariboo Chilcotin Coast (4%) or the Kootenay Rockies (2%). A similar pattern existed for travelers at the Mt. Terry Fox Lookout. The majority were traveling to the Vancouver, Coast and Mountains (38%), Thompson Okanagan (22%), Vancouver Island (13%), Northern BC (18%), Cariboo Chilcotin Coast (7%) or the Kootenay Rockies (2%).

Most travelers at the Mt. Robson VIC with a destinations outside of BC were going to Alberta (57%) or Alaska (30%) fewer were traveling to Saskatchewan/Manitoba (9%), or other US states (4%). At the Mt. Terry Fox Lookout travelers with destinations outside of British Columbia were traveling to Alberta (68%), Alaska (17%), Saskatchewan/Manitoba (9%), or the Yukon Territory (6%).

Overall, travelers at the Mt. Robson VIC spent 23 days away from home, including 12 days in British Columbia and 1.5 days in the Robson Valley (Figure 4). The majority of time spent in the Robson Valley was spent in Mt. Robson Provincial Park (1.3 days). Travelers at the Mt. Terry Fox Lookout were similar in their time on holidays. They spent 20 days away from home, 10 days in British Columbia, 1.5 days in the Robson Valley and 1.3 days in Mt. Robson Provincial Park.

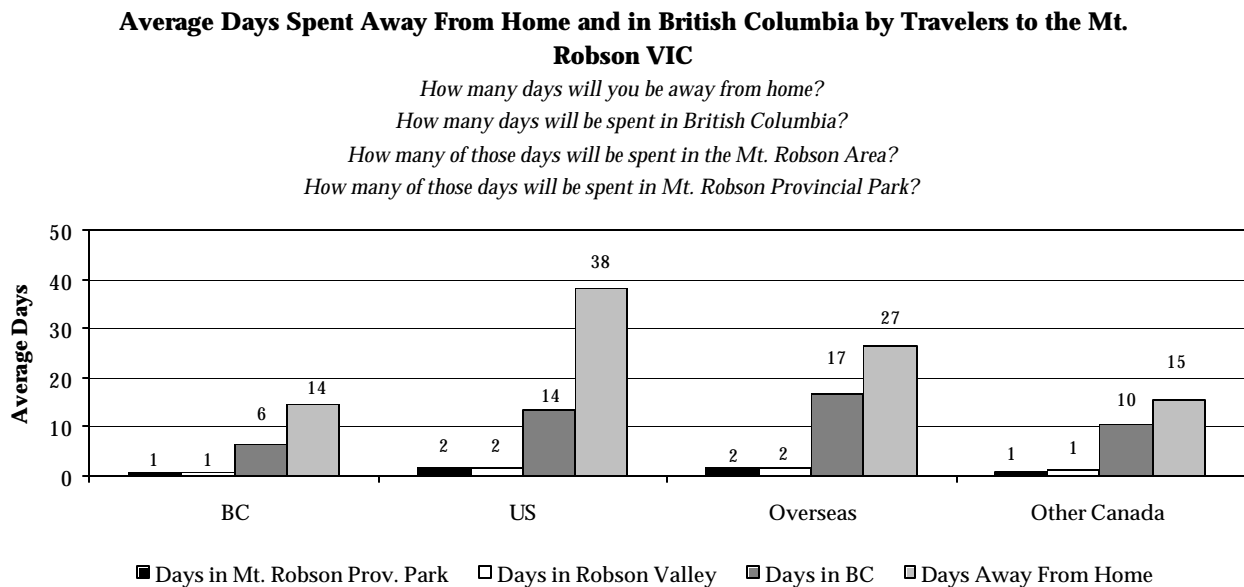


Figure 4. The average number of days spent away from home and in British Columbia by traveler origin at the Mt. Robson VIC (n=227 (Away from home & days in BC) n=99 (Robson Valley) n=88 (Mt. Robson Provincial Park)).

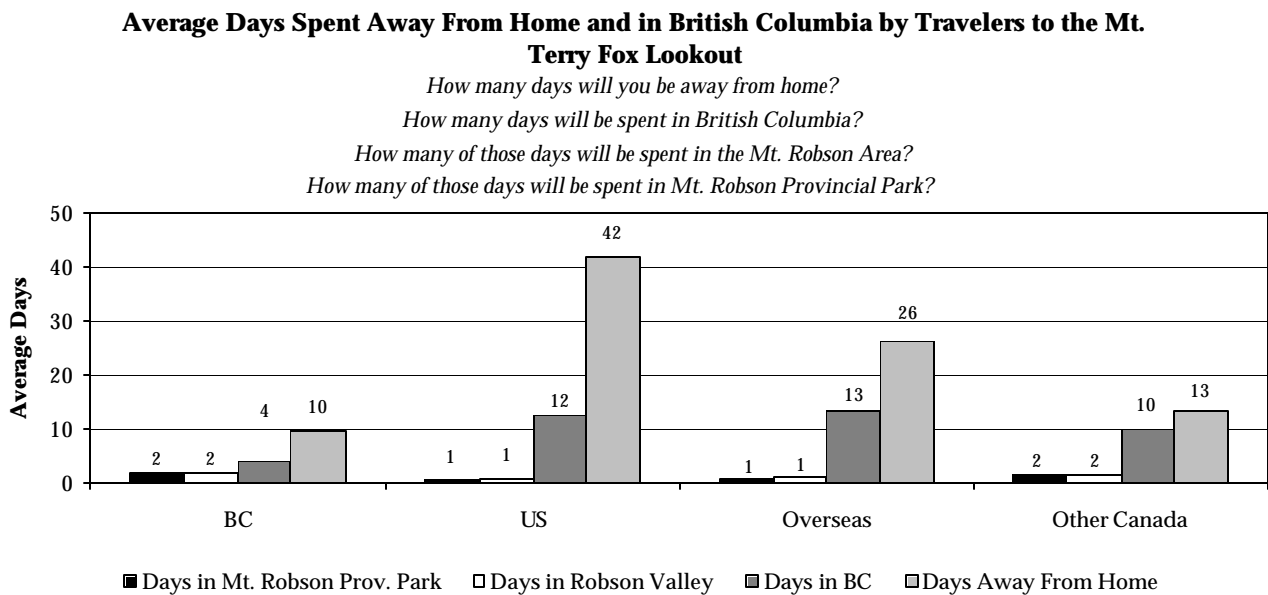


Figure 5. The average number of days spent away from home and in British Columbia by traveler origin at the Mt. Terry Fox Lookout (n=185 (Away from home & days in BC) n=54 (Robson Valley) n=43 (Mt. Robson Provincial Park)).

Trip Planning

Trip planning horizons were similar for travelers at the Mt. Robson VIC and the Mt. Terry Fox Lookout (Table 4). The majority of travelers at the Mt. Robson VIC and Mt. Terry Fox spent more than three weeks planning their trips, with the most common planning horizon being greater than 13 weeks (41% Mt. Robson VIC, 33% Mt. Terry Fox Lookout).

Table 4. Trip planning horizons for travelers at the Mt. Robson VIC and the Mt. Terry Fox Lookout.

Trip Planning Horizons	Percentage of Respondents	
	Mt. Robson VIC (n=221)	Mt. Terry Fox (n=171)
During The Trip	0.5%	1.8%
Day of Departure	3.2%	1.8%
1-6 Days	6.3%	7.0%
1-2 Weeks	8.1%	10.5%
3-8 Weeks	20.8%	29.8%
9-12 Weeks	20.4%	15.8%
13+ Weeks	40.7%	33.3%
Total	100.0%	100.0%

More than half of the travelers at the Mt. Robson VIC used the Internet as an information source to plan their trip (53%; Figure 6). Also important, but less frequently used information was from: Brochures and Books (36%); Friends, Relatives and Other Relations (32%); Travel Agents, Airlines, and Auto Clubs (20%); and VICs (12%). A higher proportion of travelers at the Mt. Robson VIC had used VICs as their information source, while travelers at the Mt. Terry Fox Lookout were more likely to use Brochures and Books (39%) or Friends, Relatives, Clubs and Other Associations (37%). Information from a previous trip

or previous knowledge was by far the most important 'other' source of information, accounting for 38% of all of the other Mt. Robson VIC responses, and 50% of all other Mt. Terry Fox lookout responses.

Percentage of Travelers Using Each Information Source

What information did you use to plan your trip?

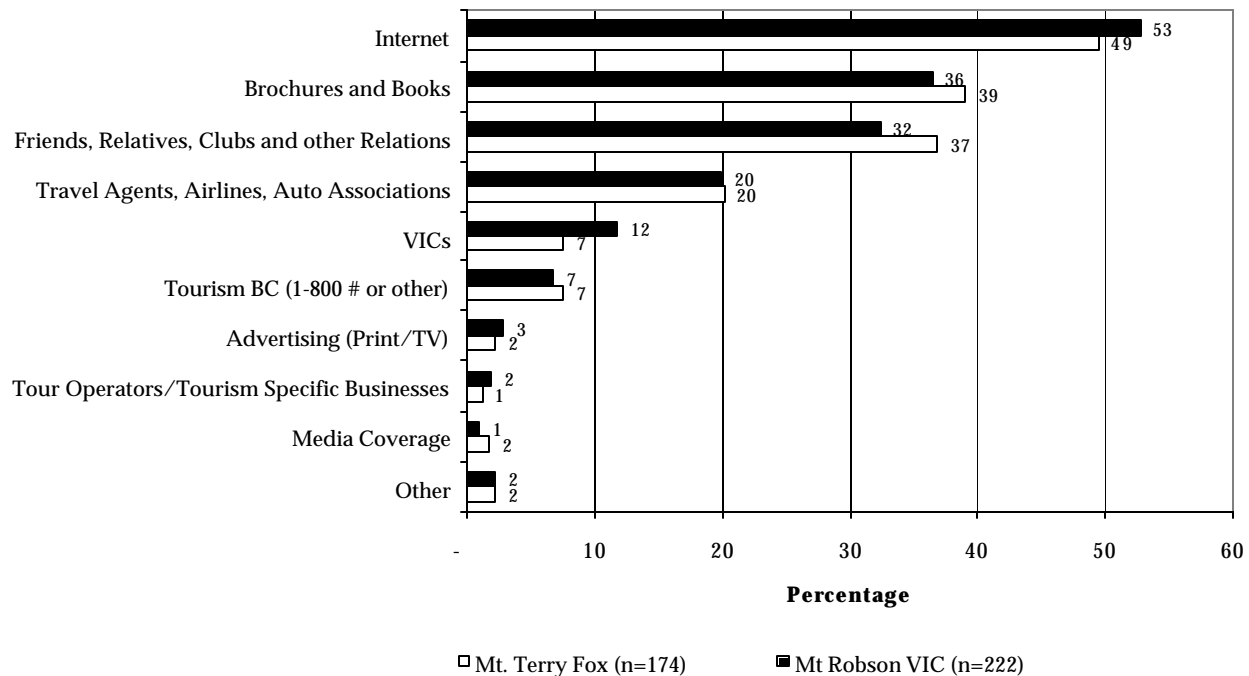


Figure 6. The percentages of travelers using each information source for trip planning at the Mt. Robson VIC and the Mt. Terry Fox Lookout. Percentages add to more than 100% because travelers could use more than one information source for planning their trip.

Trip Flexibility

Travelers were asked about their flexibility in terms of the activities they would participate in, their flexibility in the amount of time they could spend in the Robson Valley, and the flexibility in the amount of time that they could spend in British Columbia (Figures 7, 8, 9). Sixty-four percent of travelers at the Mt. Robson VIC and 55% of travelers at the Mt. Terry Fox Lookout were very flexible in the activities that they planned to participate in while in the Robson Valley. Again, respondents at the Mt. Robson VIC were slightly more flexible in terms of the time that they had to spend in the Robson Valley (42% very flexible) as compared 38% very flexible at the Mt. Terry Fox Lookout. In regard to the flexibility in the amount of time in British Columbia, the respondents at both locations were similar, only about a third of travelers responded they were very flexible (35% Mt. Robson VIC, 33% Mt. Terry Fox).

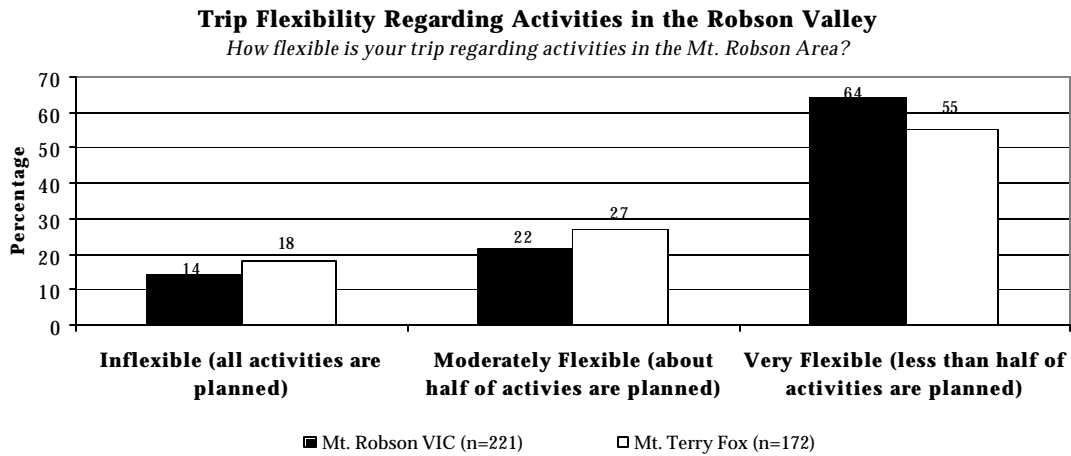


Figure 7. Travelers rating of trip flexibility regarding activities in the Robson Valley for travelers at the Mt. Robson VIC and the Mt. Terry Fox Lookout.

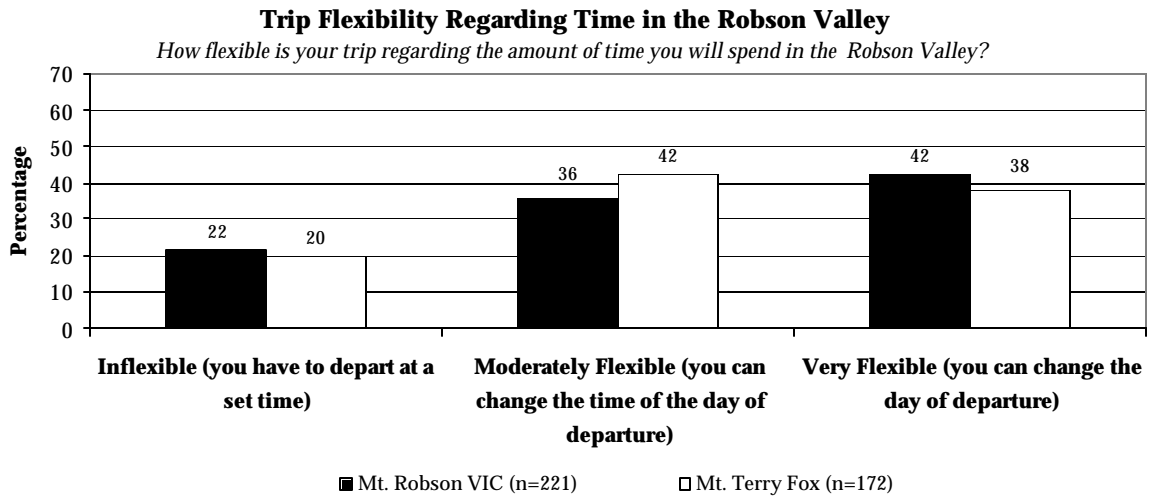


Figure 8. Travelers rating of trip flexibility regarding the time in the Robson Valley.

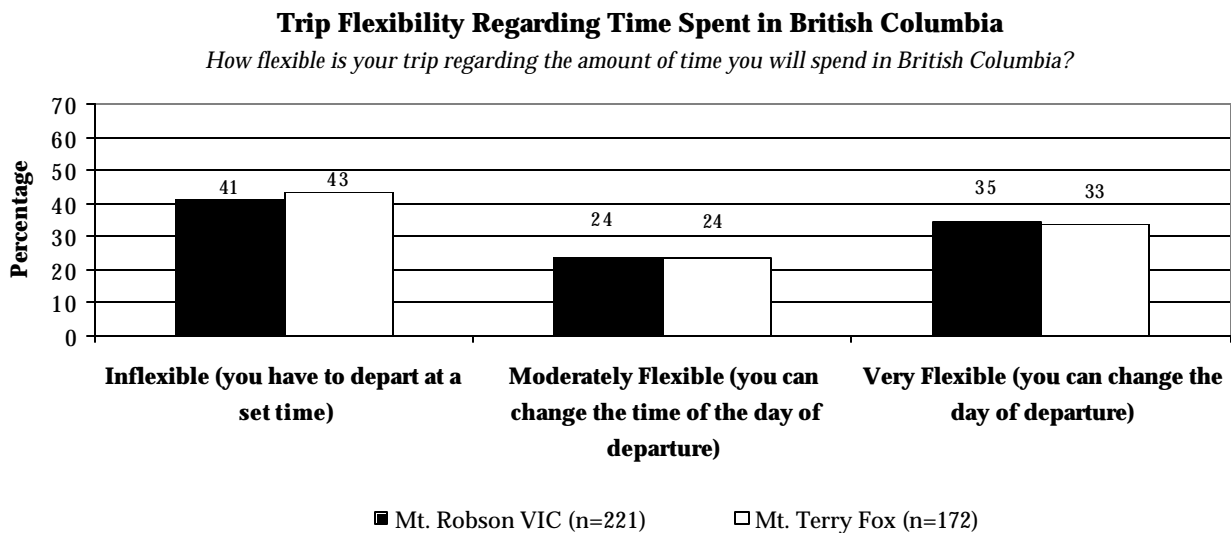


Figure 9. Travelers rating of trip flexibility regarding the time spent in British Columbia for travelers at the Mt. Robson VIC and the Mt. Terry Fox Lookout.

Traveler Activities

Travelers were asked about their primary leisure activities (Table 5). The most common response given by travelers at the Mt. Robson VIC was hiking or walking (47%), whereas the most common response given by travelers interviewed at the Mt. Terry Fox Lookout was sightseeing (45%). Other popular activities at the VIC included sightseeing (33%), going to Berg Lake (5%), and cycling (4%). For those travelers at the Mt. Terry Fox Lookout, other activities included hiking/walking (31%), fish/bird viewing (6%), rafting (4%), and camping (4%).

Table 5. Top ten primary leisure activities of travelers at Mt. Robson VIC and the Mt. Terry Fox Lookout.

Primary Activity	Percentage of Respondents	
	Mt. Robson VIC (n=93)	Mt. Terry Fox (n=49)
Hiking/Walking	47.3	30.6
Sightseeing	33.3	44.9
Berg Lake	5.4	0.0
Cycling	4.3	0.0
Rafting	3.2	4.1
Fish/Bird Viewing	2.2	6.1
Camping	1.1	4.1
Other ¹	7.5	16.3

1. Other activities included: canoeing, climbing, horseback riding, enjoying time, painting, photography, resting, shopping, sleeping, and stopping for lunch.

Use of the VIC

This section summarizes data from travelers who were interviewed at the Mt. Robson VIC. Travelers stopped at the Mt. Robson VIC for the following reasons: to obtain general Mt. Robson information (49%); photo opportunities (24%); to obtain attraction information (20%); to obtain information about trails (18%); to use the washroom (17%); as a break from traveling (17%); to obtain route information (16%); to obtain a map (11%); to obtain camping information (10%); to obtain [non-camping] accommodation information (8%); for other reasons (5%); to obtain information about other provincial parks (3%); and to obtain refreshments (3%; Figure 10). Other reasons that travelers stopped at the VIC included to obtain a permit (33% of other reasons); stopped for the view (17%); buy a book /souvenir (17%); curious about the VIC (17%); use the telephone (8%); and weather information (8%).

Travelers were asked what kind of information they obtained at the VIC (Figure 11). Just under half (41%) obtained attraction information, while nearly one-third (32%) obtained information about camping/accommodation. Additionally, travelers obtained information about the Mt. Robson Provincial Park (30%); route information (25%); a map (19%); or nothing (19%). Fewer travelers obtained information about other provincial parks (5%), event information (2%), or other information (3%). The other category included information on wildlife/birds (29% of other information obtained category); weather information (14%); information on GST refunds (14%); a permit (14%); information on another city in BC (14%); and information on ferries (14%).

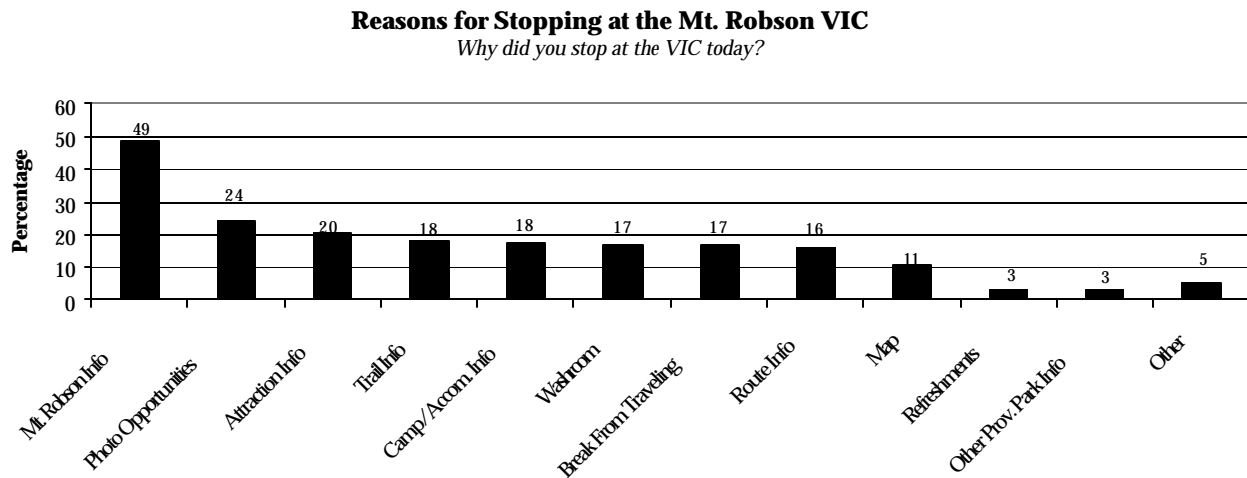


Figure 10. The reasons why travelers stopped at the Mt. Robson VIC (n=221). The total number of responses exceeds 100% because respondents could give more than one reply.

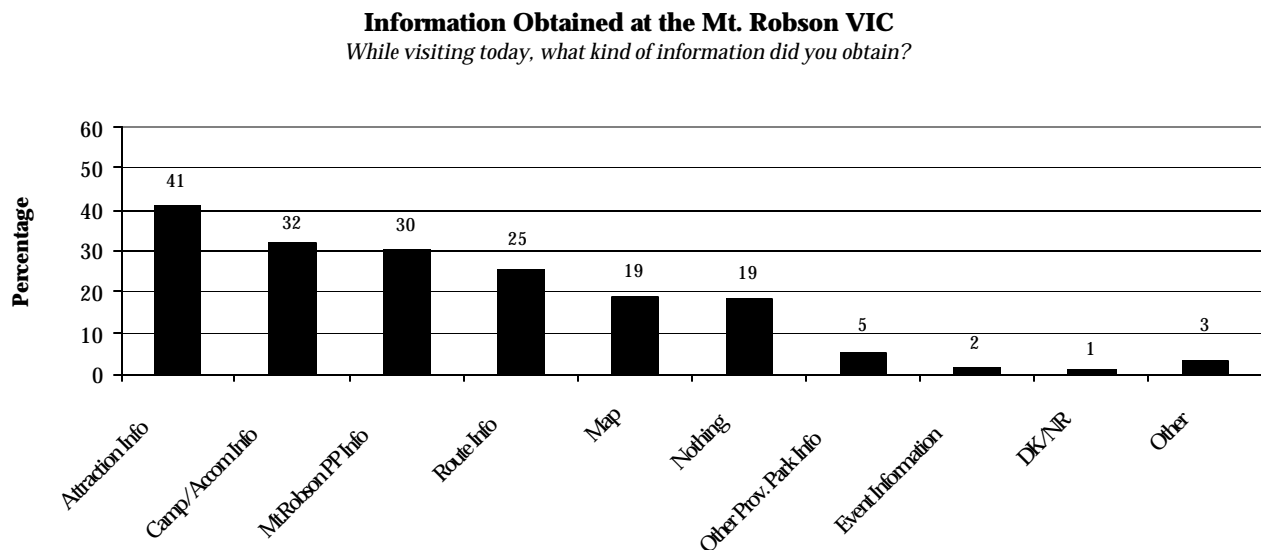


Figure 11. The information obtained by travelers at the Mt. Robson VIC. The totals do not equal 100% because respondents could give more than one reply (n=220).

The majority of travelers interviewed at the Mt. Robson VIC spoke with a Counsellor (62%; Table 6). Less than half of BC residents spoke with a counsellor (47%), while the majority of travelers from the United States (79%), other Provinces in Canada (61%) and Overseas (58%) spoke with a counsellor while visiting the VIC.

Table 6. The percentage of travelers who spoke with a Counsellor at the Mt. Robson VIC by traveler origin category.

Traveler Origin	Percentage that Spoke with a Counsellor*	
	Yes (n=136)	No (n=84)
BC	46.7	53.3
US	79.1	20.9
Overseas	58.3	41.7
Other Canada	61.3	38.7
Total	61.8	38.2

*Statistically different at the $p=0.05$ level between residence categories.

Travelers at the VIC were also asked if they made any purchases other than obtaining a permit at the VIC. Overall, 16% of travelers made additional purchases at the VIC. There was no statistically significant difference in the likelihood of making purchases based on the purpose of the trip. There was also no significant difference based on the origin of the traveler, despite the variation from a low of 3% of BC travelers who made additional purchases to the high of 21% of US travelers who made additional purchases. Significant differences were observed when differentiating travelers based on whether they spoke with a Counsellor. Only 7% of those who did not speak with a Counsellor made a non-permit purchase, whereas 21% of those who did speak with a Counsellor made a non-permit purchase.

Counsellors at Mt. Robson VIC record the number of visitor parties that they speak with throughout each day. This number was divided, on a daily basis, by the proportion of travelers who responded that they had spoken with a Counsellor, to determine an estimate of 17,008 parties that used the Mt. Robson VIC (excluding locals). This estimate (17,008 between June 15 and September 15, 2003) is approximately 51% more than the 13,104 parties that the VIC staff recorded as speaking with a Counsellor.

Travelers were asked, “Overall, how well did the VIC meet your expectations?” An overwhelming majority (98%) of travelers responded that the VIC met or exceeded their expectations (Table 7). Forty-two percent of travelers indicated that the VIC exceeded their expectations while 57% felt the VIC met their expectations. Less than two percent of travelers felt that the VIC fell short of their expectations.

All of the travelers from BC or the United States had their expectations exceeded or met, while 4% of overseas travelers and 1% of Canadian travelers from other Provinces indicated that the VIC did not meet their expectations. The most common response for travelers from the United States was that their expectations were exceeded, while travelers who originated from other areas most often indicated that their expectations were met.

Forty-seven percent of travelers who spoke with a Counsellor replied that the VIC exceeded their expectations whereas 33% of travelers who did not speak with a Counsellor thought the VIC exceeded their expectations. The primary trip purpose was also not a significant factor in whether travelers’ expectations were met. A majority of those who came on the trip to visit friends and relatives found that the VIC exceeded their expectations (58%), whereas only 39% of those who were on a leisure trip found that their expectations were exceeded.

Table 7. The proportion of travelers who felt the Mt. Robson VIC fell short, met or exceeded their expectations by traveler origin, those that did or did not speak with a Counsellor and primary trip purpose.

	Percentage of Travelers who Felt the Mt. Robson VIC Felt Short, Met, or Exceeded Their Expectations¹		
	Fell Short (n=4)	Met (n=124)	Exceeded (n=91)
Overall	1.8%	56.6%	41.6%
Origin			
BC	0.0%	56.7%	43.3%
US	0.0%	37.2%	62.8%
Overseas	4.2%	66.7%	29.2%
Other Canada	1.4%	58.1%	40.5%
Spoke with a Counsellor			
Yes	1.5%	51.1%	47.4%
No	2.4%	65.1%	32.5%
Primary Purpose			
Leisure	2.2%	59.3%	38.5%
Visit friends & family	0.0%	41.7%	58.3%

1. Excludes 2 DK/NR responses.

Travelers at the Mt. Robson VIC were also asked why the VIC met or exceeded their expectations (Figure 12). Of the 215 respondents, 59% felt that the VIC provided good information, while others felt that the VIC had helpful staff (45%), the VIC had a nice facility or a nice area (42%), or that it had friendly staff (41%). Fewer made positive comments that the VIC was clean (18%), had good access (10%), or other reasons (8%). Of the other reasons given for a positive experience at the VIC, 73% indicated that they liked the displays/exhibits; with other reasons given including that it was well laid out (7%), the shopping (7%), it was not too busy (7%), and the rocks (7%).

The four negative responses as to why the VIC did not meet their expectations given by travelers at the VIC were: they needed more mountain information, there were no good maps, there were no postcards, and the travel information was unclear.

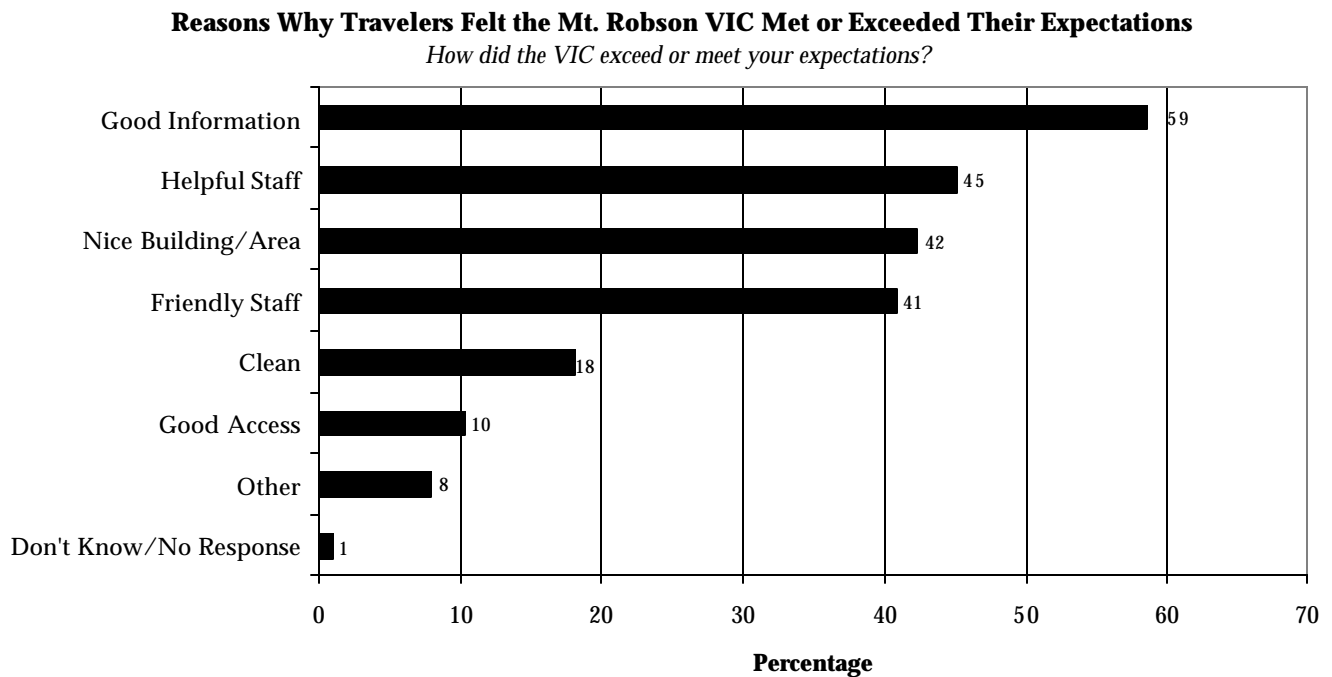


Figure 12. The reasons why travelers felt the Mt. Robson VIC met or exceeded their expectations.

Respondents were asked, “Were there any products and/or services that were not available at the Mt. Robson VIC that you would have liked to have found?” Only 9 suggestions were made (11% of mailback respondents), 3 of which were complaints regarding maps being out of stock; 2 suggested a snack bar; 2 suggested postcards / Mt. Robson souvenirs; 1 suggested a wildflower identification centre; and 1 suggested more family activities similar to what was available a few years ago, such as guided hikes or education sessions.

Travelers interviewed at the Mt. Terry Fox Lookout were also asked about the Mt. Robson VIC. Just under half of the travelers at the Mt. Terry Fox Lookout planned to stop or had already stopped at the Mt. Robson VIC (44%), 50% of travelers were not planning to stop, and 6% did not know/were unsure if they would stop.

In the mailback questionnaire, travelers at the Mt. Robson VIC were asked if they had visited any other VICs in British Columbia. Of the 105 valid responses, nearly half (51 or 49%) indicated that they had visited another VIC. Of those that stopped at other VICs in British Columbia, 53% visited two or more VICs and 29% stopped at three or more. The locations of the other VICs visited were diverse, and are listed in Appendix F.

In addition, respondents were asked if, as a result of their experience at the Mt. Robson VIC, they would stop to visit another VIC in British Columbia. A large majority indicated that they would, with 42% responding they were likely and 47% responding they were very likely to visit other VICs.

Parking Fee Implications

Those interviewed at the VIC were also asked how a \$5 payment required in the parking lot would influence their decision to stop at the Mt. Robson VIC. Overall, 70% of travelers indicated that they definitely (54%) or probably (16%) would not stop at the VIC. Travelers' answers varied statistically based on their origin (Figure 13). Fewer travelers from Overseas indicated they definitely would not stop if the parking fee were implemented compared to travelers from North America.

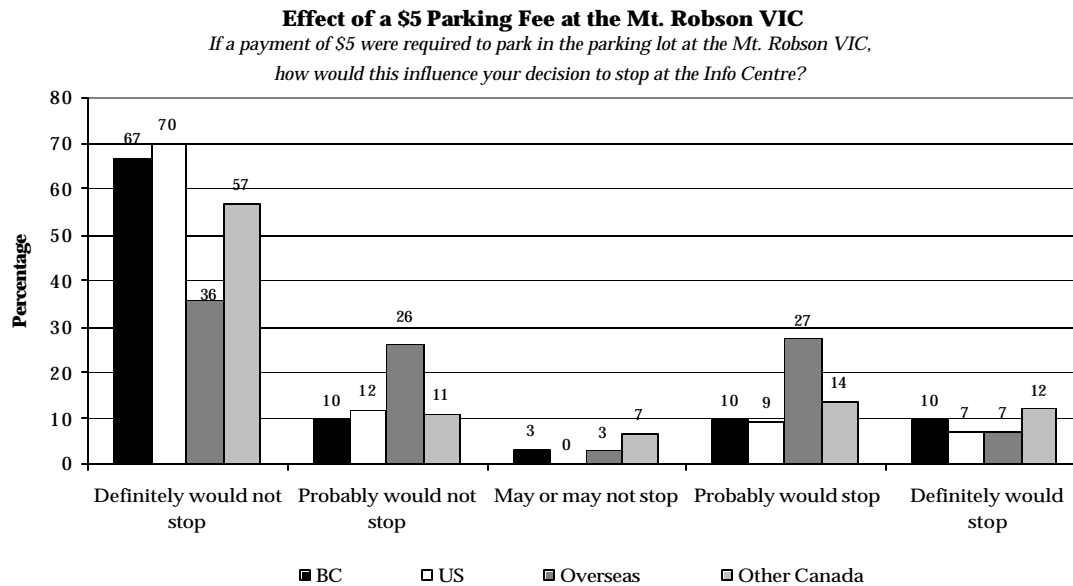


Figure 13. The effect of a \$5 parking fee at the Mt. Robson VIC by traveler origin.

Perceptions of the Robson Valley and British Columbia

In the mailback questionnaire, travelers were asked “*What positive and/or negative images come to mind when you think of the Robson Valley as a vacation destination?*” Positive and negative image questions were asked to obtain an understanding of what travelers perceive the Robson Valley to be doing right and what the Robson Valley can work on in terms of attracting and keeping travelers in the area.

Positive images were similar between locations (Figure 14). By far the most commonly mentioned image is of the natural beauty of the area; travelers value the scenery of the Robson Valley. Other frequently mentioned images include the friendly people, great hiking, mountains, nice wildlife/wildflowers, the quiet solitude of the area and the feeling of clean and fresh.

There was considerable variation in the negative images of the Robson Valley between the two respondent groups (Figure 15). For those interviewed at the Mt. Robson VIC, the most commonly mentioned negative images were: the poor weather, prices were too high, the lack of choice in food or accommodations, and overcrowding. For those interviewed at the Mt. Terry Fox Lookout, the most often mentioned complaints referred to: the remoteness of the area, road or traffic issues such as noise or the traffic was too fast, poor view or visible forestry, too expensive, a lack of choice, and overcrowding.

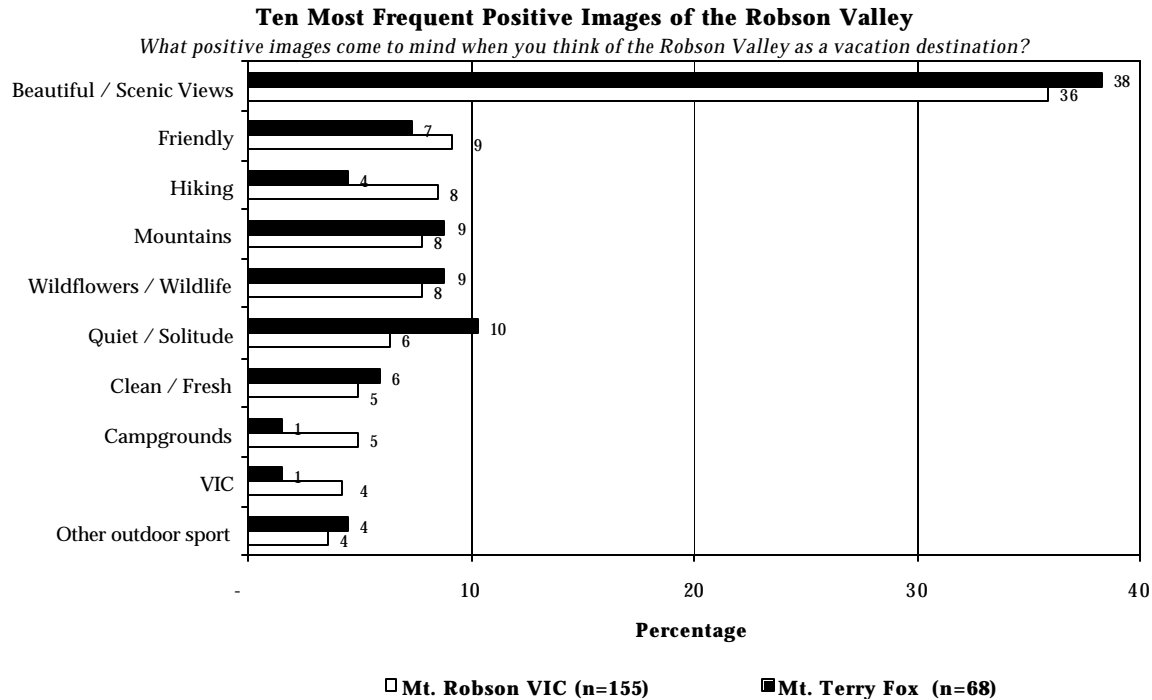


Figure 14. The most frequent positive images respondents had of the Robson Valley. At the Mt. Robson VIC, 62 respondents replied with 152 images, while at the Mt. Terry Fox Lookout, 35 travelers replied with 76 images.

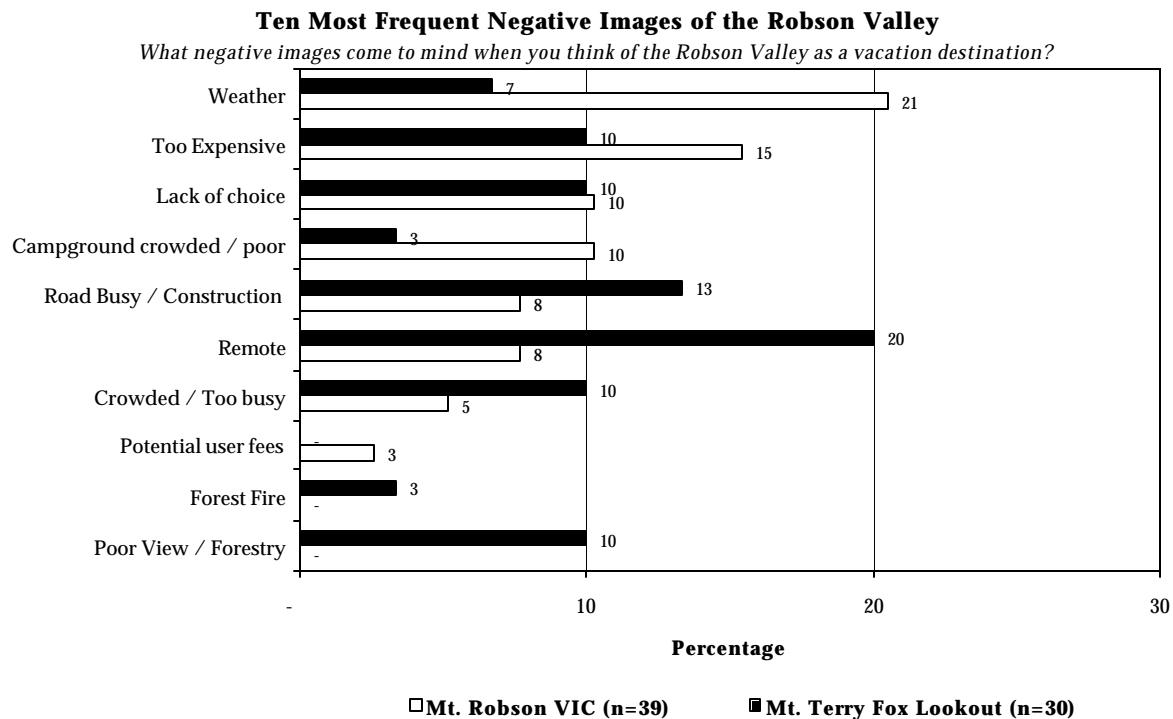


Figure 15. The most frequent negative images respondents had of the Robson Valley. At the Mt. Robson VIC, 62 respondents replied with 152 images, while at the Mt. Terry Fox Lookout, 35 travelers replied with 76 images.

Mailback respondents were asked to identify up to three unique characteristics of the Robson Valley that differentiate it from other destinations (Figure 16). These characteristics can be used to attract other travelers to the area. The responses for both traveler locations were quite similar, with the beautiful scenery and the mountains topping the list. Other important characteristics include the hiking, the wildlife, the area being unspoiled by tourism and uncrowded, the camping, the VIC, the tranquility, the recreational opportunities, and the good roads.

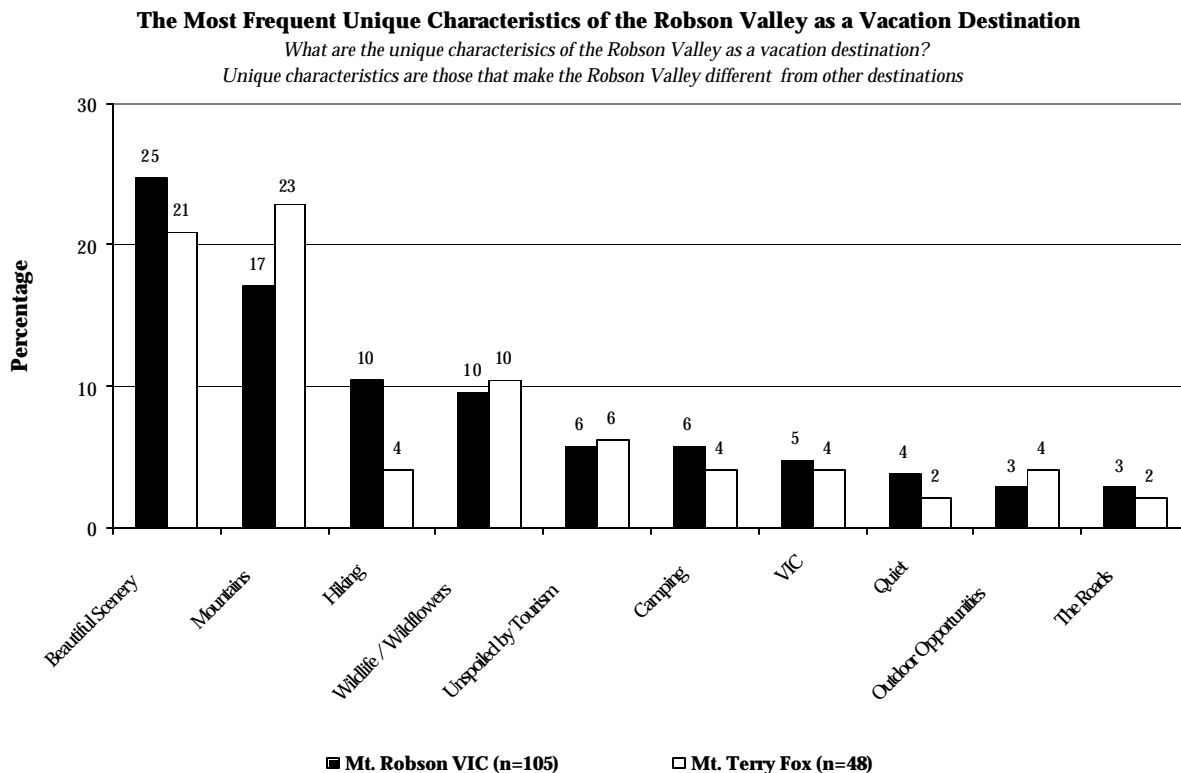


Figure 16. The most frequent unique characteristics respondents had of the Robson Valley. At the Mt. Robson VIC, 54 respondents replied with 105 images, while at the Mt. Terry Fox Lookout, 26 travelers replied with 48 images.

In the mailback questionnaire, travelers were asked about their satisfaction with the Robson Valley and the Province of British Columbia (Figures 17, 18). The majority of travelers interviewed at both the Mt. Robson VIC and the Mt. Terry Fox Lookout were 'very satisfied' with their trip to the Robson Valley. Fewer travelers were 'somewhat satisfied' or 'neither satisfied or dissatisfied' with their trip to the Robson Valley. In contrast, almost all travelers were 'very satisfied' with their trip to British Columbia. A higher proportion of respondents at both locations were more satisfied with their trip to British Columbia as a whole than their trip to the Robson Valley. Results from both questions indicate that there were no large differences in trip satisfaction between locations, although travelers at the Mt. Robson VIC seem to be somewhat more satisfied than those at the Mt. Terry Fox Lookout.

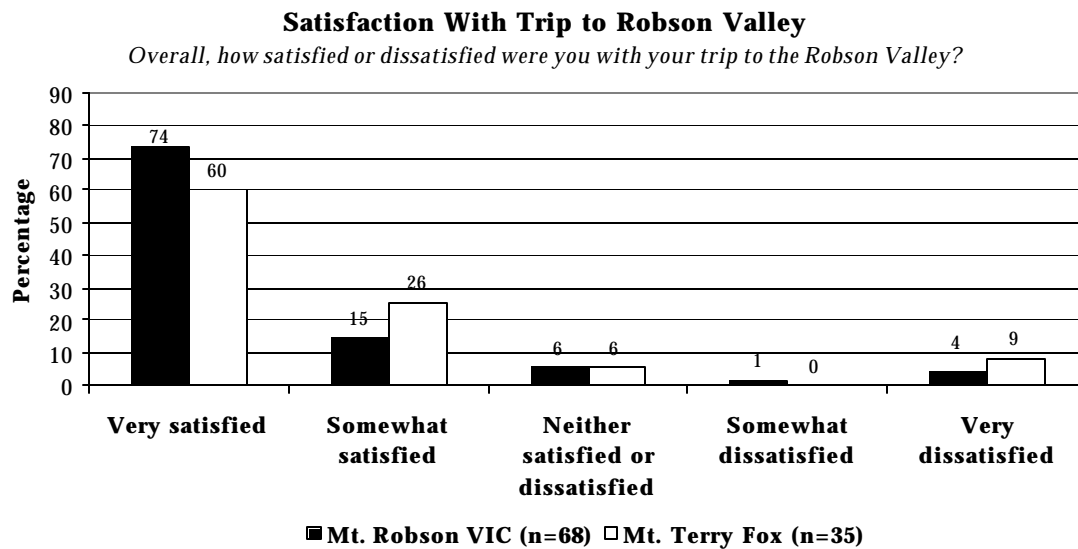


Figure 17. The Robson Valley trip satisfaction for travelers at the Mt. Robson VIC and the Mt. Terry Fox Lookout. Travelers who responded that they 'Don't Know' were excluded from this analysis.

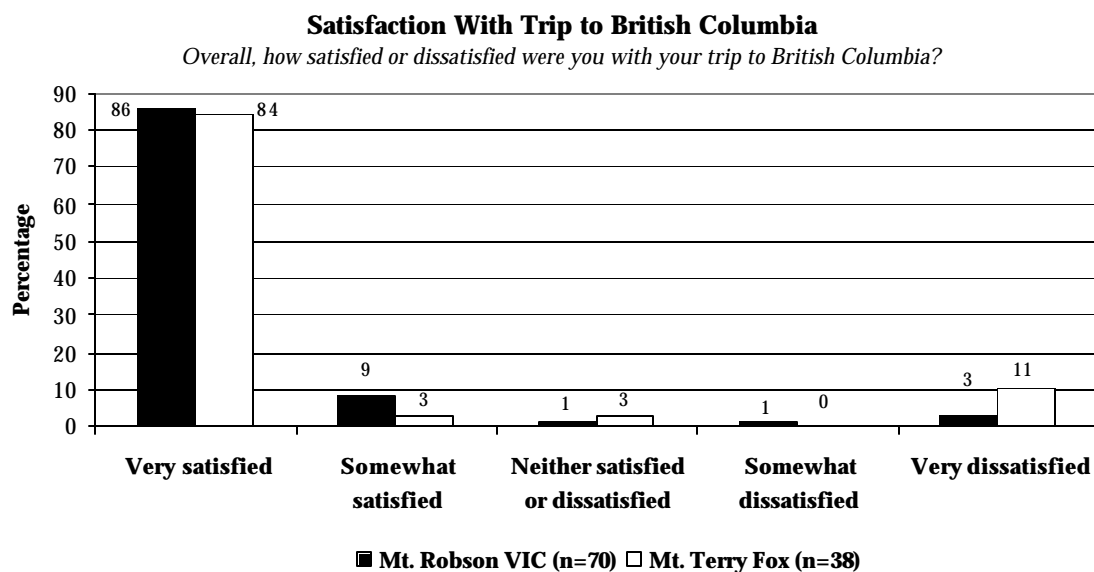


Figure 18. British Columbia trip satisfaction for travelers at the Mt. Robson VIC and the Mt. Terry Fox Lookout. Travelers who responded that they 'Don't Know' were excluded from this analysis.

Travelers were also asked about their likelihood of returning to the Robson Valley and the Province of British Columbia (Figure 19, 20). Nearly 50% of travelers interviewed at both the Mt. Robson and the Mt. Terry Fox Lookout indicated they were 'very likely' to take another trip to the Robson Valley. The responses between the two locations were statistically different. A much larger proportion of travelers at both locations indicated they were 'very likely' to take another trip to or within British Columbia.

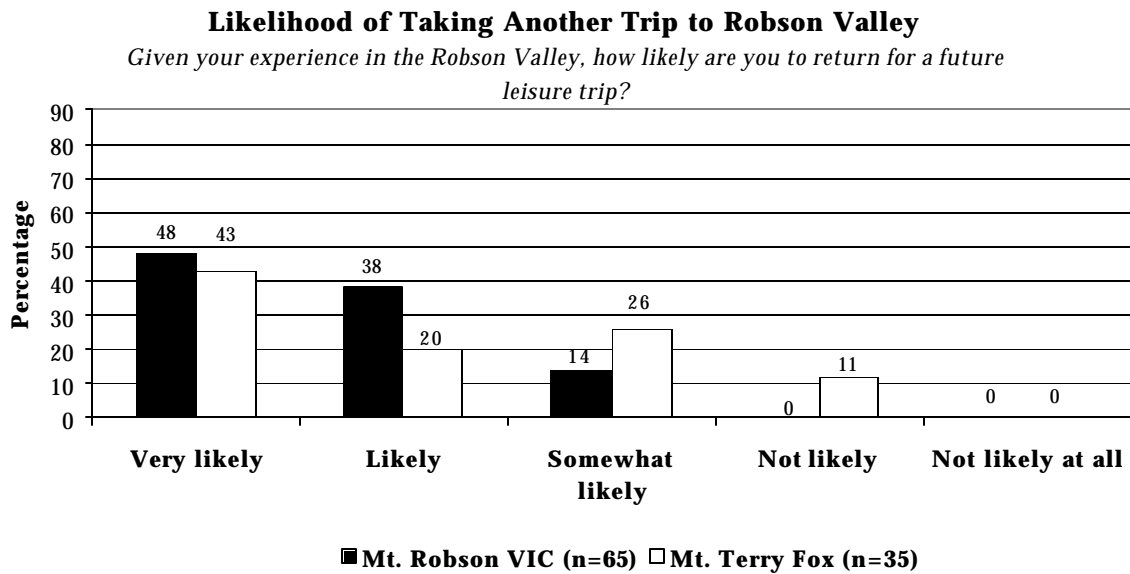


Figure 19. The likelihood of travelers taking another trip to the Robson Valley. Travelers who responded that they 'Don't Know' were excluded from this analysis.

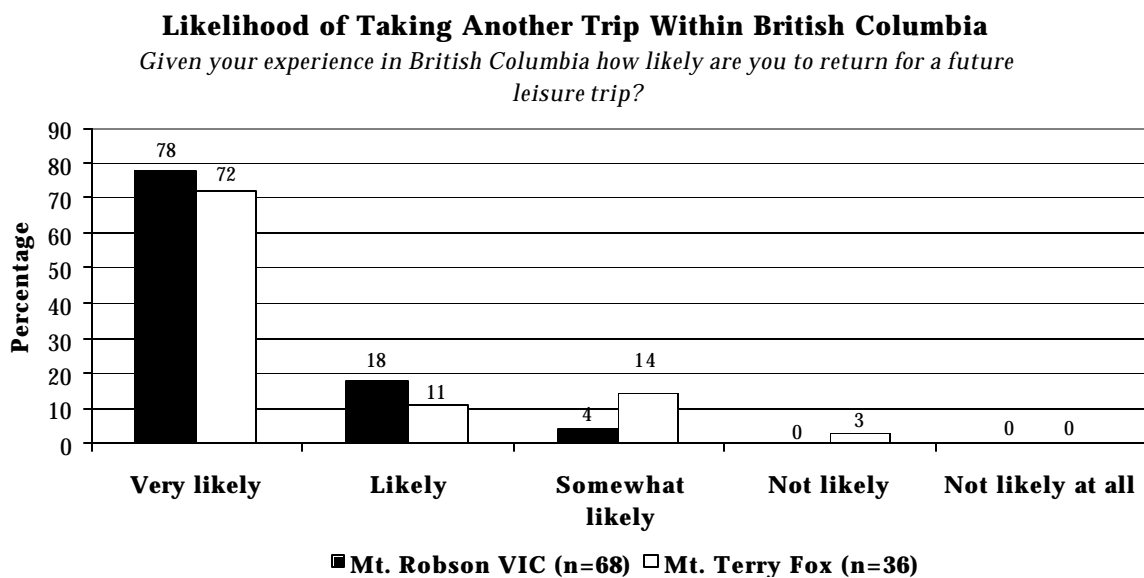


Figure 20. The likelihood of travelers taking another trip within British Columbia. Travelers who responded that they 'Don't Know' were excluded from this analysis.

Expenditures

Travelers were asked, "In Canadian Dollars, what were your travel party's total expenditures **yesterday**, including accommodations?" Overall, travelers at the Mt. Robson VIC spent slightly more (average of \$179.48) than travelers interviewed at the Mt. Terry Fox Lookout \$165.56 (Table 8). However, the difference between the two groups was not statistically different. At the Mt. Terry Fox Lookout, there was a significant difference in expenditures by origin. US travelers spent more per party per day than travelers from British Columbia, Other Canada and Overseas. For US travelers, average daily

expenditures at the Mt. Terry Fox Lookout were nearly seventy dollars (\$67) higher as compared to the VIC.

Table 8. The average daily expenditures of travelers at the Mt. Robson VIC and the Mt. Terry Fox Lookout.

\$ CDN Daily Expenditures	Average Per Party Daily Expenditure	
	Mt. Robson VIC (n=184)¹	Mt. Terry Fox (n=142)²
British Columbia	\$ 134.22	\$ 104.48
US	\$ 153.20	\$ 220.50
Overseas	\$ 207.29	\$ 183.47
Other Canada	\$ 182.83	\$ 144.76
Total³	\$ 179.48	\$ 165.56

The top and bottom 2% of responses were trimmed to ensure an accurate mean daily expenditure.

1. 12% (27) travelers began trip on the day of interview or were on the trip as a day trip, and therefore did not have responses, 1.3% (3) DK/NR. Business travelers not included in this analysis.
2. 12% (21) travelers began trip on the day of interview or were on the trip as a day trip, and therefore did not have responses, 1.3% (3) DK/NR. Business travelers not included in this analysis.
3. Overall, there is no statistical difference in the mean between the Mt. Robson VIC and the Mt. Terry Fox Lookout. There is, however, a significant difference when differentiating the Mt. Terry Fox Lookout data by origin. In addition, there is a significant difference in the US data figures depending on the location of interview.

In the summer of 2003, Mt. Robson VIC users spent \$1.9 million in the Robson Valley and another \$34.7 million while traveling throughout the rest of the Province (Table 9). These figures do not represent the economic impact of the VIC but rather the total expenditures of travelers in the Robson Valley and in the rest of the Province while on the trip during which they were interviewed at the Mt. Robson VIC.

Table 9. Estimated expenditures of travelers who visited the Mt. Robson VIC.

June 15 – September 15, 2003^{1,2}	Mt. Robson VIC
Estimated Total VIC parties in June 15 – September 15, 2003	17,008
Average Daily Expenditures	\$179
Estimated Total Expenditures in the Robson Valley by VIC Users	\$1,947,505
Estimated Total Expenditures outside of the Robson Valley by VIC Users	\$34,682,691
Estimated Total Expenditures in British Columbia by VIC Users	\$36,630,196

1. For details on the methods used to calculate the numbers, please see Appendix D.

2. Does not include residents of the Robson Valley.

Impact of the VIC on Traveler Behaviour in British Columbia

Travelers were asked several questions to gauge how the Mt. Robson VIC impacted their trip. They were:

1. *While at the centre today, did you learn about any activities, places or attractions that you were not previously aware of?*
2. *What were those activities and when will you participate in them?*
3. *Do you think you will make another trip in British Columbia in the future as a result of the information you obtained at this VIC?*
4. *On this trip, do you feel you will stay an extra night or nights in British Columbia as a result of stopping at the VIC?*

The Mt. Robson VIC had an impact on traveler behaviour. Three in ten (29%) travelers at the Mt. Robson VIC indicated that they had learned about new activities as a result of their stopping at the VIC. Twenty-three percent replied they would make another trip, and 12% replied that they would extend their stay by one or more nights as a result of their stopping at the VIC (Figure 21).²

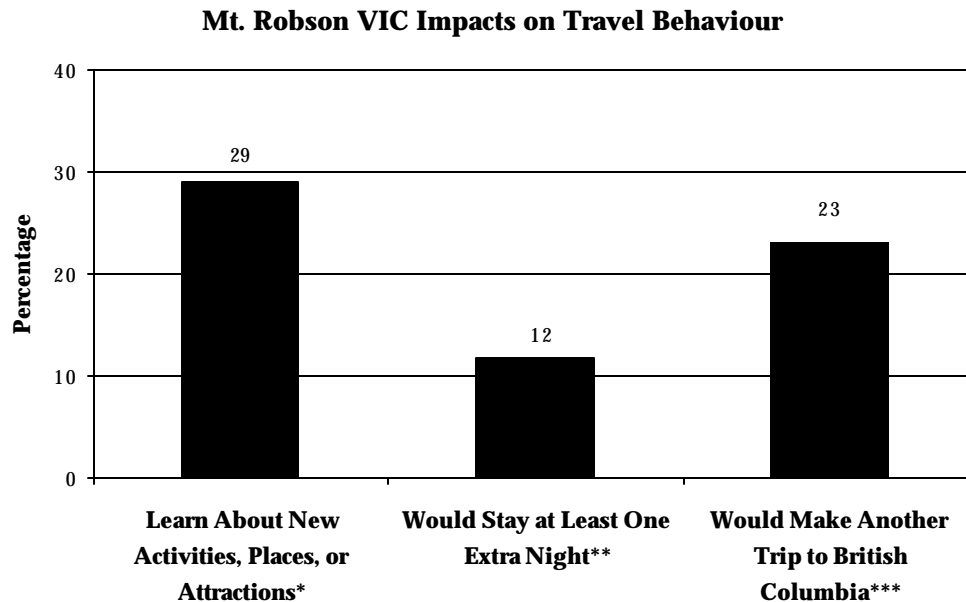


Figure 21. The proportion of travelers (n=182) at the Mt. Robson VIC that learned about new activities, places or attractions, stayed at least one extra night or would make another trip to BC as a direct result of the Mt. Robson VIC. *Don't Know/No Response [DK/NR] =12 (6.6%). ** DK/NR =3 (1.6%). *** DK/NR=10 (5.5%).

A number of trip and traveler characteristics could influence the impact of the VIC on traveler behaviour. Characteristics like traveler origin, speaking with a VIC Counsellor, primary trip purpose, flexibility in activities participated in while in the Robson Valley, flexibility in the time spent in the Robson Valley, or the time spent in British Columbia were examined to understand if they influenced the impact the Mt. Robson VIC had on traveler behaviour (Table 10). Travelers from outside of British Columbia were more likely to learn about new activities, places or attractions and stay an extra night. Travelers from Overseas were less likely to make a return trip to British Columbia as a result of the information obtained.

Travelers who spoke with a Counsellor were more likely to be influenced by the information they received compared to those that did not speak to a Counsellor. A higher proportion of travelers who spoke with a VIC Counsellor learned about new activities, would stay an extra night and would take another trip to British Columbia. Those who came on their trip for leisure purposes were less likely to learn about new activities than those who came to visit friends and family. Travelers who were very flexible in terms of activities, time in the Robson Valley and time in British Columbia were most likely to spend extra time and make another trip as a result of information obtained at the Mt. Robson VIC.

² Additional spending as a result of these findings was calculated and presented in the full study results. These estimates can be obtained from the Mt. Robson Visitor Info Centre.

Travelers at the Mt. Robson VIC learned about a wide range of new activities (Table 11). A total of sixty nine new activities were learned about at the VIC, and six in ten (59%) travelers planned to participate in the new activities on the current trip. Of those who were participating in the new activity, 45% indicated that they would spend extra time on the trip to complete the activity. Travelers reported learning about: Berg Lake, hiking/climbing/walking trails, rafting/canoeing/kayaking, interpretive/walking tours, provincial park info, motorized tours, wildlife, general BC history, and information about other specific destinations/attractions.

Table 10. The impact of the Mt. Robson VIC on traveler behaviour by traveler origin, travelers who did and did not speak with a Counsellor, primary trip purpose and flexibility.

	Percentage of Travelers Who:		
	Learned About New Activities, Places or Attractions ²	Would Stay an Extra Night or Nights ³	Would Make Another Trip ⁴
Origin			
British Columbia	13.3%	0.0%	23.3%
US	39.5%	11.6%	39.5%
Overseas	38.9%	12.3%	12.3%
Other Canada	20.0%	16.0%	24.0%
Spoke With A Counsellor			
Yes	37.5%	16.2%	27.2%
No	15.5%	4.8%	16.7%
Primary Trip Purpose¹			
Leisure	30.6%	13.0%	23.9%
Visiting Friends and Family	22.2%	5.6%	16.7%
Flexibility with Activities			
Inflexible (all activities are planned)	19.4%	6.5%	22.6%
Moderately Flexible (about half of activities are planned)	22.9%	4.1%	14.3%
Very Flexible (less than half of activities are planned)	33.6%	15.7%	26.4%
Time Flexibility in the Robson Valley			
Inflexible (you have to depart at a set time)	23.4%	4.3%	25.5%
Moderately Flexible (you can change the time of the day for departure)	25.6%	6.3%	16.5%
Very Flexible (you can change the day of departure)	35.1%	20.2%	27.7%
Time Flexibility in British Columbia			
Inflexible (you have to depart at a set time)	34.4%	3.3%	14.4%
Moderately Flexible (you can change the time of the day for departure)	26.9%	11.3%	26.4%
Very Flexible (you can change the day of departure)	24.7%	22.1%	31.2%

1. Business travelers were not asked these impact questions.

2. Statistically different at the 0.05 level for origin and spoke with a VIC Counsellor.

3. Statistically different at the 0.05 level for spoke with a VIC Counsellor, time flexibility in the Robson Valley, time flexibility in BC.

4. Statistically different at the 0.05 level for origin, and time flexibility in British Columbia.

Table 11. The proportion of travelers who learned about each new activity, the proportion that would participate in that new activity, when they would participate in those activities, the proportion that would spend extra time in the Robson Valley and the average number of hours spent participating in each activity.

Top Eleven New Activities That Travelers Learned About	% Of All New Activities (n=69)	% That Will Participate	Timeline For Participation (Percentage of Total for each)*			% That Will Spend Extra Time	Average Hrs. Spent On Each Activity*
			Sometime on this trip	On a future trip	Unsure		
Berg Lake	14.5%	40%	100%	0%	0%	100%	45
Hiking/climbing/walking trails	10.1%	57.1%	100%	0%	0%	0%	NA
Rafting/canoeing/kayaking	10.1%	57.1%	100%	0%	0%	100%	24
Interpretive tours/guided walks/walking tour	8.7%	16.7%	100%	0%	0%	0%	NA
Forest/provincial park/fire/camping information	8.7%	50%	100%	0%	0%	33%	3
Helicopter/snowmobiling tours/trips	7.2%	40%	100%	0%	0%	100%	14
Wildlife	7.2%	80%	100%	0%	0%	25%	1
Kinney Lake	4.3%	100%	100%	0%	0%	33%	3
Overlander Falls	4.3%	100%	100%	0%	0%	0%	NA
Rearguard Falls	4.3%	100%	100%	0%	0%	66%	2
General history/info about/in BC	4.3%	33%	100%	0%	0%	0%	NA

N/R – Don't Know/No Response

*Caution is warranted in interpreting these results because sample sizes are small.

Impact of the VIC on Traveler Behaviour on Mt. Robson Provincial Park

Travelers were asked several questions to gauge how the VIC impacted their stay in Mt. Robson Provincial Park.

1. *Will you extend your stay in Mt. Robson Provincial Park as a result of the information you obtained at the Mt. Robson VIC? If YES, how long?*
2. *While at the Mt. Robson VIC did you learn about any safety precautions for camping and outdoor recreation that you were not previously aware of?*
3. *While at the VIC today did you learn about any recommended environmental practices for camping and outdoor recreation that you were not previously aware of?*
4. *Will you visit any other provincial parks as a result of the information obtained at the Mt. Robson VIC?*

Twelve percent of travelers interviewed at the Mt. Robson VIC indicated they would extend their trip in Mt. Robson Provincial Park as a result of the information obtained at the VIC. This means that, between June 15 and September 15, 2003 a total of 2,409 traveler parties extended their stay in the park as a result of information obtained at the VIC. Traveler parties that would extend their stay indicated they would say on average, an extra 1.7 days in the park as a result of information obtained at the VIC.

Travelers at the VIC were also asked if they learned about any safety or environmental precautions, or if they gained any information about other provincial parks. Overall, one-quarter of travelers learned about new safety precautions (25%), or better environmental practices (24%), while 14% gathered information about other Provincial Parks (Table 12). Those travelers who spoke with a Counsellor were more likely to learn about safety precautions, better environmental practices and about Provincial Parks.

Thirty travelers learned about other Provincial Parks. More than half of those learned about Wells Gray (53%), 7% learned about Barkerville, 7% learned about Jasper National Park and the remaining did not name specific parks that they learned about.

Table 12. The percentage of travelers at the Mt. Robson VIC that learned about safety precautions, positive environmental practices, and other Provincial Parks.

	Percentage of Travelers who:		
	Learned About Safety Precautions	Learned About Better Environmental Practices	Learned About Other Provincial Parks
Total	25.3%	24.4%	13.6%
Origin			
British Columbia	13.3%	20.0%	6.7%
US	37.2%	30.2%	20.9%
Overseas	24.7%	26.0%	17.8%
Other Canada	24.0%	21.3%	8.0%
Spoke With Counsellor*			
Yes	32.4%	29.4%	17.6%
No	14.3%	16.7%	7.1%

*Significant difference in information uptake in all categories

Conclusions

1. Travelers who stop at the Mt. Robson VIC differ from the typical traveler intercepted at the Mt. Terry Fox Lookout. Relative to travelers at the Mt. Terry Fox Lookout, those at the Mt. Robson VIC were more likely to be:
 - From the US or from other Canadian Provinces and less likely to be from British Columbia,
 - Traveling in slightly larger parties, particularly when there were children in the party,
 - Traveling using a private RV or camper, and less likely to be traveling by car,
 - Staying in a campground,
 - More flexible in terms of the activities they participate in while on the trip,
 - Hiking/walking as their primary leisure activity, and less likely to be sightseeing.

Travelers at the Mt. Robson VIC were similar to travelers at the Mt. Terry Fox Lookout in their:

- Age,
 - Education,
 - Income,
 - Primary trip purpose,
 - Use of information sources,
 - Number of days spent in the Robson Valley, and the amount of time spent in Mt. Robson Provincial Park,
 - Trip planning horizons,
 - Flexibility in time spent in the Robson Valley and flexibility in time spent in British Columbia.
2. The profile of travelers at the Mt. Robson VIC can be applied:
 - To ensure that the current information provided to VIC users reflects the needs of travelers using the VIC. For example, is there enough information at the Mt. Robson VIC about places to walk or hike?
 - To design a marketing plan to attract travelers who do not currently use the VIC. For example, a plan could be designed to encourage travelers who are in the Robson Valley sightseeing to visit the Mt. Robson VIC.
 3. The profile of travelers at the Mt. Robson VIC and at the Mt. Terry Fox Lookout can be used for business planning and management of new and existing tourism businesses in the Robson Valley. The data presented here provides details on the types of clients new tourism businesses in the Robson Valley can expect and characteristics, interests and trip flexibility of potential clients who could be attracted through marketing (brochures, etc.) at the Mt. Robson VIC.
 4. The majority of travelers found that the VIC met (57%) or exceeded (42%) their expectations. Reasons given for the positive ratings of the Mt. Robson VIC included good information, friendly people, helpful staff and that it was a nice facility in a good location.
 5. The effect of a \$5 parking fee would likely be significant, as the majority of travelers from North America indicated they would definitely/probably not stop at the VIC if such a fee was imposed.

6. The Mt. Robson VIC had a positive impact on traveler behaviour. Twenty-nine percent of travelers learned about new activities/places/attractions; 12% reported that they would stay at least one additional night and 23% would make another trip as a direct result of the information they obtained at the Mt. Robson VIC. Repeat visits are important for generating long term tourism income for the Robson Valley and British Columbia as a whole. Future research should be conducted to determine what percentage of travelers who said they would return actually do return as a result of the information obtained.
7. The majority of the visitors who stopped at the VIC spoke to a Travel Counsellor (62%), with most travelers mentioning that staff were helpful (45%) and friendly (41%). Travelers who spoke to Counsellors were statistically more likely to learn about new activities/places/attractions as compared to those who did not. Additionally, those who spoke with Counsellors were statistically more likely to spend an extra night in BC, make a return trip to BC and make non-permit purchases at the VIC.
8. About a quarter of travelers learned about safety precautions and better environmental practices as result of the VIC. Fewer (14%) learned about other provincial parks. Those travelers who spoke with a Counsellor were more likely to learn about safety and environmental practices pertinent to the park than travelers who did not speak with a Counsellor.

Limitations

1. These results are representative of travelers who stopped at the Mt. Robson VIC or the Mt. Terry Fox Lookout between June 15 and September 15 of 2003. The results do not represent the impact of the Mt. Robson VIC for the whole year. Applying these results to the remaining months in the year could overestimate the impact of the VIC because the study was completed during the peak tourism period. In addition, trip and traveler characteristics of visitors at other times of the year could differ from those interviewed during the study period.
2. These results are representative of the impact the Mt. Robson VIC had on travelers who did not live in the Robson Valley. Also, this study did not explore the impacts of the Mt. Robson VIC had on travelers calling or emailing for information prior to their visit.
3. Many of the statistics contained within this report were produced with small sample sizes; consequently the results should be treated with caution.
4. Results from similar studies at other VICs have differed substantially from those presented here and therefore the results presented here cannot be applied to other Visitor Info Centres.
5. Results presented here do not represent the full range of analysis that can be completed with the data collected. Please contact Krista Morten, Research Services Tourism British Columbia (Krista.Morten@tourism.bc.ca) for more information on obtaining custom reports using this data. For example, a profile of travelers visiting friends and family versus those that were traveling for leisure could be developed.

Applications

An estimate of 17,008 parties visited the Mt. Robson VIC between June 15 and September 15, 2003. A number of percentages have been produced in the pages of this report that can be applied to the total number of parties.

Example

If a user of this report wanted to know how many parties at the Mt. Robson VIC came in an RV, the following calculation could be done.

17,008 parties * 0.242 (percentage of RVers) = 4,116 non-resident parties with a RVs at the Mt. Robson VIC between June 15 and September 15 of 2003.

Appendices

Appendix A - Interviewer schedule and interviews completed

Appendix B - Questionnaires

Appendix C – Response bias testing

Appendix D - Calculation of total VIC use

Appendix E - Expenditures by site and accommodation type

Appendix F – Listing of other VICs visited

Appendix G – Comments from Mt. Robson VIC

Appendix H – Comments from Mt. Terry Fox Lookout

Appendix A-Interview Schedule and Interviews Completed

Table A1. The day and number of travelers approached, the number who agreed to the interview, the number of residents, number of refusals and the number of tourists interviewed at the Mt. Robson VIC and the Mt. Terry Fox Lookout during the study period.

	Mt. Robson VIC					Mt. Terry Fox Lookout				
	Number of People Approached	Agree to Interview-YES	Number of Residents	Refusals	Tourists	Number of People Approached	Agree to Interview-YES	Number of Residents	Refusals	Tourists
June 19	50	26	0	24	26	0	0	0	0	0
June 20	0	0	0	0	0	22	14	0	8	14
June 24	36	19	0	17	19	0	0	0	0	0
June 25	0	0	0	0	0	38	22	2	16	20
July 4	41	23	0	18	23	0	0	0	0	0
July 5	0	0	0	0	0	26	15	0	11	15
July 9	40	13	0	27	13	0	0	0	0	0
July 10	1	0	0	0	0	15	9	0	6	9
July 14	64	29	0	35	29	0	0	0	0	0
July 15	0	0	0	0	0	26	17	0	9	17
July 19	46	26	0	20	26	0	0	0	0	0
July 20	0	0	0	0	0	17	13	0	4	13
July 24	46	24	1	22	23	0	0	0	0	0
July 25	0	0	0	0	0	27	15	0	12	15
July 28	1	1	0	0	1	21	17	0	4	17
July 29	49	19	0	30	19	0	0	0	0	0
July 30	0	0	0	0	0	17	11	0	6	11
Aug 4	9	9	0	0	9	0	0	0	0	0
Aug 9	0	0	0	0	0	15	9	0	6	9
Aug 10	32	14	0	18	14	0	0	0	0	0
Aug 14	27	11	0	16	11	0	0	0	0	0
Aug 15	0	0	0	0	0	18	13	1	5	12
Aug 19	6	5	0	1	5	0	0	0	0	0
Aug 20	0	0	0	0	0	15	12	0	3	12
Aug 21	16	6	0	10	6	0	0	0	0	0
Aug 24	24	11	0	13	11	0	0	0	0	0
Aug 25	2	2	0	0	2	0	0	0	0	0
Aug 28	0	0	0	0	0	12	12	0	0	12
Aug 29	17	5	0	12	5	1	1	0	0	1
Sept 2	19	15	0	4	15	0	0	0	0	0
Sept 3	1	1	1	0	0	11	7	1	4	6
Sept 7	10	7	0	3	7	0	0	0	0	0
Sept 8	1	0	0	1	0	11	8	0	3	8
Sept 12	18	11	0	7	11	0	0	0	0	0
Sept 13	0	0	0	0	0	7	3	0	4	3
Total	556	277	2	278	275	299	198	4	101	194

The number of residents and refusals was not known for some days so 0's were assumed..

Appendix B-Questionnaires

Appendix B-Interview Questions (Mt. Robson VIC)

Good morning / afternoon / evening. My name is _____ and I'm conducting a survey on behalf of Tourism BC. We want to ask you about your trip to the Robson Valley and your experiences in British Columbia. Can I please speak with someone in your party that is knowledgeable about your trip planning and expenditures?

Would you have ten or twelve 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 complementary gift for completing the interview? **Thank you.**

Are you a resident of the Robson Valley? By Robson Valley we mean between Albreeda and McBride.

☐ NO ☐ YES Thanks for agreeing to participate, in this study we are only interested in those that are travelling through.

Are you on a bus tour?

☐ NO ☐ YES Thanks for agreeing to participate, however, in this study we are only interested in independent travelers.

Are you part of another kind of organized tour group?

☐ NO ☐ YES

Where are you from? **Prov.** _____ **State** _____ **Country (Overseas)** _____

If Canada or US, what is your postal code? _____

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

What is the **primary** purpose of your trip to British Columbia? Is it for Leisure, Visiting Friends and Family or Business?

☐ LEISURE ☐ VISIT FRIENDS & FAMILY ☐ WORK/BUSINESS ACTIVITY ☐ OTHER _____ ☐ DK/NR

What is your primary destination?

☐ EASTBOUND _____ ☐ WESTBOUND _____ ☐ NONE, TOURING ☐ OTHER _____ ☐ DK/NR

How did you get to the Mt. Robson Visitor Info Centre? Was it by

☐ CAR/TRUCK/MC ☐ RV ☐ BUS ☐ BICYCLE ☐ OTHER _____ ☐ DK/NR

What day did you leave your residence on this trip? ____/____ month/day

When did you enter British Columbia? ____/____ month/day **(do not ask if from B.C.)**

What day do you plan to return to your residence? ____/____ month/day

To confirm, you will be gone for a total of ____ days **(include day left and day returning)**

How many of those days will be spent travelling in British Columbia? _____ days

Of those, how much time will be spent in the Robson Valley? By Robson Valley we mean between Albreeda and McBride.

☐ NONE-JUST PASSING THROUGH ☐ _____ HOURS ☐ _____ DAYS ☐ DK/NR

Of the time in the Robson Valley, how much time will be spent in Mt. Robson Provincial Park?

_____ HOURS _____ DAYS ☐ DK/NR

If WORK/BUSINESS what is the likelihood that you will return for leisure?

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

If NOT LIKELY AT ALL or NOT LIKELY why not? _____ ☐
DK/NR

If SOMEWHAT LIKELY, LIKELY or VERY LIKELY why? _____ ☐
DK/NR

That completes the interview for business travellers. Thank-You For Participating!!

IF NOT JUST PASSING THROUGH, What is your primary leisure activity while in the Robson Valley? **Do not prompt interviewer will code responses within or outside of the park.**

☐ ACTIVITIES WITHIN MT. ROBSON PP ☐ OTHER OUTSIDE PARK ☐ DK/NR

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

Hotel/Motel/B&B Ground/RV DS Or Relatives _____

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

\$_____ ☐ BEGAN TRIP TODAY ☐ DK/NR

How flexible is your trip regarding the activities you will participate in while in the Robson Valley? Is it

☐ INFLEXIBLE ☐ MODERATELY FLEXIBLE (about half of activities are planned) ☐ VERY FLEXIBLE (less than half of activities are planned) ☐ DK/NR

How flexible is your trip regarding the amount of time you will spend in the Robson Valley? Is it

☐ INFLEXIBLE (You have to depart at a set time) ☐ MODERATELY FLEXIBLE (You can change the time of the day for departure) ☐ VERY FLEXIBLE (You can change the day of departure) ☐ DK/NR

How flexible is your trip regarding the amount of time you will spend in the BC? Is it

☐ INFLEXIBLE (You have to depart at a set time) ☐ MODERATELY FLEXIBLE (You can change the time of the day for departure) ☐ VERY FLEXIBLE (You can change the day of departure) ☐ DK/NR

How far in advance did you start planning this trip? Was it,

☐ DURING THE TRIP ☐ DAY OF DEPARTURE ☐ 1-6 DAYS ☐ 1-2 WEEKS ☐ 3-8 WEEKS ☐ 9-12 WEEKS ☐ 13 WEEKS+ ☐ DK/NR

What information sources did you use to plan your trip? **Do not prompt, check all that apply**

☐ INTERNET ☐ TRAVEL AGENTS, AIRLINES, AUTO ASSOCIATIONS ☐ BROCHURES AND BOOKS ☐ VICs ☐ TOURISM BC 1-800 # OR OTHER ☐ DK/

☐ MEDIA COVERAGE ☐ FRIENDS, RELATIVES, CLUBS AND OTHER ASSOCIATIONS ☐ TOUR OPERATORS/TOURISM SPECIFIC BUSINESSES ☐ ADVERTISING (PRINT/TV) ☐ OTHER _____

Now, I'd like to ask you a few questions about your use of the Mt. Robson Visitor Info Centre.

What was your reason for stopping at the Info Centre today? **(Do not prompt-check all that apply)**

- ☐ TO OBTAIN GENERAL MT. ROBSON PP INFO ☐ TO OBTAIN INFO ABOUT ANY OTHER PROVINCIAL PARKS
☐ TO OBTAIN INFO ABOUT TRAILS (BERG LAKE). ☐ TO OBTAIN CAMPING INFO
☐ FOR PHOTO OPPORTUNITIES ☐ TO USE THE CENTRE'S WASHROOM FACILITIES
☐ TO OBTAIN A MAP ☐ TO TAKE A BREAK FROM TRAVELING AND GET OUT OF OUR VEHICLE
☐ TO OBTAIN ROUTE INFORMATION ☐ TO OBTAIN EVENT INFORMATION
☐ TO OBTAIN ATTRACTION INFO ☐ OTHER _____
☐ TO OBTAIN ACCOMMODATION (NOT CAMPING INFO) ☐ OTHER _____
☐ TO OBTAIN REFRESHMENTS

While visiting today, what type of information did you obtain? **(Do not prompt-check all that apply)**

- ☐ NOTHING ☐ EVENT INFORMATION
☐ MT. ROBSON PP INFORMATION ☐ INFO ABOUT OTHER PP (NOT MT. ROBSON)
☐ MAP ☐ DK/NR
☐ ROUTE INFORMATION ☐ OTHER _____
☐ ATTRACTION INFORMATION ☐ OTHER _____
☐ ACCOMMODATION (EXCLUDING CAMPGROUND) INFORMATION ☐ OTHER _____
☐ CAMPGROUND INFORMATION

While visiting today, did you speak with a Visitor Information Counsellor?

- ☐ NO ☐ YES ☐ DK/NR

Did you purchase anything other than a permit in the VIC?

- ☐ NO ☐ YES ☐ DK/NR

While at the Centre today, did you learn about any activities, places or attractions that you were previously not aware of?

- ☐ NO-Go to Extend in BC ☐ YES ☐ DK/NR

IF YES, What were those activities, places or attractions? <i>Record activity be specific if within Prov. Park or not</i>	Will you participate in them?	IF YES, Will it be sometime on this trip or on a future trip?	IF SOMETIME ON THIS TRIP Will you stay extra time to complete this activity?	If YES, how many additional hours?
1. _____	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DK/NR	<input type="checkbox"/> SOMETIME ON THIS TRIP <input type="checkbox"/> ON A FUTURE TRIP <input type="checkbox"/> UNSURE <input type="checkbox"/> DK/NR	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DK/NR	_____hr
2. _____	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DK/NR	<input type="checkbox"/> SOMETIME ON THIS TRIP <input type="checkbox"/> ON A FUTURE TRIP <input type="checkbox"/> UNSURE <input type="checkbox"/> DK/NR	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DK/NR	_____hr
3. _____	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DK/NR	<input type="checkbox"/> SOMETIME ON THIS TRIP <input type="checkbox"/> ON A FUTURE TRIP <input type="checkbox"/> UNSURE <input type="checkbox"/> DK/NR	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DK/NR	_____hr

Overall, will you extend this trip in British Columbia by staying an extra night or nights as a result of the information obtained at the Mt. Robson Visitor Info Centre?

☐ NO ☐ YES If yes, how many nights _____ ☐ DK/NR

Will you extend your stay in Mt. Robson Provincial Park as a result of the information obtained at the Mt. Robson Visitor Info Centre?

☐ NO ☐ YES If yes, how much time _____ hr. _____ days ☐ DK/NR

Will you make another trip in British Columbia in the future as a result of the information you obtained at the Mt. Robson Visitor Info Centre?

☐ NO ☐ YES ☐ DK/NR

While at the Visitor Info Centre today did you learn about any safety precautions for camping and outdoor recreation that you were not previously aware of?

☐ NO ☐ YES ☐ DK/NR

While at the Visitor Info Centre today did you learn about any recommended environmental practices for camping and outdoor recreation that you were not previously aware of?

☐ NO ☐ YES ☐ DK/NR

Will you visit any other provincial parks as a result of the information obtained at the Mt. Robson Visitor Info Centre?

☐ NO ☐ YES If yes, which ones? _____ ☐ DK/NR

Overall, how well did the Mt. Robson Visitor Info Centre live up to your original expectations? Did it EXCEED, MEET OR FALL SHORT of your expectations?

☐ FELL SHORT ☐ MET ☐ EXCEEDED ☐ DK/NR

How did the VIC exceed, meet, or fall short of your expectations? (*Don't prompt, check all that apply.*)

POSITIVE

- ☐ HELPFUL STAFF
☐ GOOD INFORMATION
☐ FRIENDLY PEOPLE
☐ GOOD ACCESS
☐ NICE BUILDING/AREA
☐ CLEAN
☐ OTHER _____
☐ OTHER _____

NEGATIVE

- ☐ POOR SIGNAGE
☐ POOR WASHROOMS
☐ POOR PARKING
☐ IMPROVE OUTSIDE AREA
☐ OTHER _____
☐ OTHER _____
☐ DK/NR

If payment of \$5 were required to park in the parking lot at the Mt. Robson Visitor Info Centre, how would this influence your decision to stop at an Info Centre? Would you say you.....

☐ DEFINITELY WOULD NOT STOP ☐ PROBABLY WOULD NOT STOP ☐ MAY OR MAY NOT STOP ☐ PROBABLY WOULD STOP ☐ DEFINITELY WOULD STOP ☐ DK/NR

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

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

In which of the following age category are you?

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

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

- ☐ A. LESS THAN HIGH SCHOOL ☐ E. UNIVERSITY DEGREE
☐ B. HIGH SCHOOL ☐ F. MASTERS/PHD DEGREE
☐ C. SOME TECHNICAL COLLEGE OR UNIVERSITY ☐ G. OTHER _____
☐ D. COLLEGE OR TECHNICAL DIPLOMA ☐ H. DK/NR

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

- ☐ A. LESS THAN \$25,000 ☐ D. \$65,000 to \$99,999
☐ B. \$25,000 to \$44,999 ☐ E. \$100,000 PLUS
☐ C. \$45,000 to \$64,999 ☐ F. DK/NR

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

- ☐ MALE ☐ FEMALE

As a follow-up to this interview, we would like to contact you after your trip to inquire how the Visitor Info Centre influenced the rest of your trip in British Columbia. Participation would involve completing one short 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 like to participate?

- ☐ NO ☐ YES

If **YES**-can I get your name and mailing address?

Name:
Mailing Address:
City:
Country:
Postal Code (<i>If Outside North America</i>) :

Thank-You For Participating!!

Appendix B-Interview Questions (Reference Site-Mt. Terry Fox Lookout)

Good morning / afternoon / evening. My name is _____ and I'm conducting a survey on behalf of Tourism BC. We want to ask you about your trip to the Robson Valley and your experiences in British Columbia. Can I please speak with someone in your party that is knowledgeable about your trip planning and expenditures?

Would you have ten or twelve 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.**

Are you a resident of the Robson Valley? By Robson Valley we mean between Albreeda and McBride.

☐ NO ☐ YES Thanks for agreeing to participate, in this study we are only interested in those that are travelling through.

Are you on a bus tour?

☐ NO ☐ YES Thanks for agreeing to participate, however, in this study we are only interested in independent travelers.

Are you part of another kind of organized tour group?

☐ NO ☐ YES

Where are you from? **Prov.** _____ **State** _____ **Country (Overseas)** _____

If Canada or US, what is your postal code? _____

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

What is the **primary** purpose of your trip to British Columbia? Is it for Leisure, Visiting Friends and Family or Business?

☐ LEISURE ☐ VISIT FRIENDS & FAMILY ☐ WORK/BUSINESS ACTIVITY ☐ OTHER _____ ☐ DK/NR

What is your primary destination?

☐ EASTBOUND _____ ☐ WESTBOUND _____ ☐ NONE, TOURING ☐ OTHER _____ ☐ DK/NR

How did you get here? Was it by

☐ CAR/TRUCK/MC ☐ RV ☐ BUS ☐ BICYCLE ☐ OTHER _____ ☐ DK/NR

What day did you leave your residence on this trip? ____/____ month/day

When did you enter British Columbia? ____/____ month/day **(do not ask if from B.C.)**

What day do you plan to return to your residence? ____/____ month/day

To confirm, you will be gone for a total of ____ days **(include day left and day returning)**

How many of those days will be spent travelling in British Columbia? _____ days

Of those, how much time will be spent in the Robson Valley? By Robson Valley we mean between Albreeda and McBride.

☐ NONE-JUST PASSING THROUGH *Go to Plan to Stop* _____ HOURS _____ DAYS ☐ DK/NR

Of the time in the Robson Valley, how much time will be spent in Mt. Robson Provincial Park?

_____ HOURS _____ DAYS ☐ DK/NR

If WORK/BUSINESS what is the likelihood that you will return for leisure?

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

If NOT LIKELY AT ALL or NOT LIKELY why not? _____ ☐ DK/NR

If SOMEWHAT LIKELY, LIKELY or VERY LIKELY why? _____ ☐ DK/NR

That completes the interview for business travellers. Thank-You For Participating!!

IF NOT JUST PASSING THROUGH, What is your primary leisure activity while in the Robson Valley? **Do not prompt-interviewer will code responses within or outside of the park.**

☐ ACTIVITIES WITHIN MT. ROBSON PP ☐ OTHER OUTSIDE PARK ☐ DK/NR

On this trip, have you or do you plan to stop at the Mt. Robson VIC?

☐ YES ☐ NO ☐ DK/NR

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

☐ Resort/Hotel/Motel/B&B ☐ Campground/RV ☐ FRIENDS Or Relatives ☐ OTHER _____

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

\$ _____ ☐ BEGAN TRIP TODAY ☐ DK/NR

How flexible is your trip regarding the activities you will participate in while in the Robson Valley? Is it

☐ INFLEXIBLE ☐ MODERATELY FLEXIBLE (about half of activities are planned) ☐ VERY FLEXIBLE (less than half of activities are planned) ☐ DK/NR

How flexible is your trip regarding the amount of time you will spend in the Robson Valley? Is it

☐ INFLEXIBLE (You have to depart at a set time) ☐ MODERATELY FLEXIBLE (You can change the time of the day for departure) ☐ VERY FLEXIBLE (You can change the day of departure) ☐ DK/NR

How flexible is your trip regarding the amount of time you will spend in the BC? Is it

☐ INFLEXIBLE (You have to depart at a set time) ☐ MODERATELY FLEXIBLE (You can change the time of the day for departure) ☐ VERY FLEXIBLE (You can change the day of departure) ☐ DK/NR

How far in advance did you start planning this trip? Was it,

☐ DURING THE TRIP ☐ DAY OF DEPARTURE ☐ 1-6 DAYS ☐ 1-2 WEEKS ☐ 3-8 WEEKS ☐ 9-12 WEEKS ☐ 13 WEEKS+ ☐ DK/NR

What information sources did you use to plan your trip? **Do not prompt, check all that apply**

☐ INTERNET ☐ TRAVEL AGENTS, AIRLINES, AUTO ASSOCIATIONS ☐ BROCHURES AND BOOKS ☐ VICs ☐ TOURISM BC 1-800 # OR OTHER ☐ DK/NR

☐ MEDIA COVERAGE ☐ FRIENDS, RELATIVES, CLUBS AND OTHER ASSOCIATIONS ☐ TOUR OPERATORS/TOURISM SPECIFIC BUSINESSES ☐ ADVERTISING (PRINT/TV) ☐ OTHER _____

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

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

In which of the following age category are you?

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

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

- ☐ A. LESS THAN HIGH SCHOOL ☐ E. UNIVERSITY DEGREE
☐ B. HIGH SCHOOL ☐ F. MASTERS/PHD DEGREE
☐ C. SOME TECHNICAL COLLEGE OR UNIVERSITY ☐ G. OTHER _____
☐ D. COLLEGE OR TECHNICAL DIPLOMA ☐ H. DK/NR

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

- ☐ A. LESS THAN \$25,000 ☐ D. \$65,000 to \$99,999
☐ B. \$25,000 to \$44,999 ☐ E. \$100,000 PLUS
☐ C. \$45,000 to \$64,999 ☐ F. DK/NR

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

- ☐ MALE ☐ FEMALE

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 one short 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 like to participate?

- ☐ NO ☐ YES

If **YES**-can I get your name and mailing address?

Name:
Mailing Address:
City:
Country:
Postal Code <i>(If Outside North America)</i> :

Thank-You For Participating!!

Appendix B- Mailback Questionnaire (Mt. Robson VIC)

The Mt. Robson Visitor Info Centre

Did it change your trip?



Please return your completed questionnaire in the enclosed envelope to:

**Tourism British Columbia
Research Services
Box 9830, Stn Prov Gov't, 300-1803 Douglas St.
Victoria, BC Canada V8W 9W5**



Section 1 – This first section asks questions about characteristics of your trip within British Columbia. Please answer all of the following questions in regard to the trip that we encountered you at the Mt. Robson Visitor Info Centre.

1. How many days did you spend away from home on the trip that we encountered you on? *Fill in the appropriate response.*

_____ DAY(S) AWAY FROM HOME

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 reply should equal your reply to question 1. *Fill in the appropriate response.*

_____ DAY(S) IN BRITISH COLUMBIA

3. How many of those days were spent in the Robson Valley? By Robson Valley we mean between Albreeda and McBride. *Fill in the appropriate response.*

_____ DAY(S) IN THE ROBSON VALLEY

4. What was the primary purpose of your trip in British Columbia? *Circle the appropriate response.*

- A. LEISURE
- B. VISIT FRIENDS AND FAMILY
- C. WORK OR BUSINESS ACTIVITY
- D. OTHER *Specify* _____

5. Was your primary destination within the Robson Valley? *Circle the appropriate response.*

- A. YES — What was your primary destination within the Robson Valley? *Specify* _____
- B. NO — What was your primary destination?
Specify _____
- C. DON'T KNOW

6. Was this your first trip through the Robson Valley? *Circle the appropriate response.*

- A. YES
- B. NO — How many trips have you previously made?
Specify _____ trips
- C. DON'T KNOW

7. Which of the following best describes your **primary** (most often used) type of accommodation while in British Columbia? *Circle the appropriate response.*

- A. RESORT / HOTEL / MOTEL / BED AND BREAKFAST
- B. CAMPGROUND/RV PARK
- C. FRIENDS OR RELATIVES
- D. OTHER *Specify* _____

8. We encountered you at the Mt. Robson Visitor Info Centre, on that trip did you visit any other Visitor Info Centres in British Columbia? *Circle the appropriate response.*

- A. YES ——— Where? Specify _____
 B. NO _____
 C. DON'T KNOW _____

Section 2 – This section asks questions about the impact of the Mt. Robson Info Centre on your trip.

9. Overall, did you extend your trip within British Columbia by staying an extra night or nights as a result of the information obtained at the Mt. Robson Visitor Info Centre? *Circle the appropriate response.*

- A. YES ——— How many additional nights did you spend? Specify _____ nights
 B. NO
 C. DON'T KNOW

10a. We want to know about any new activities, attractions, events or destinations that you learned about at the Mt. Robson Visitor Info Centre. On the trip where we interviewed you, did you participate in any additional activities, attractions, events or destinations as a result of the information you received at the Mt. Robson Visitor Info Centre? *Circle the appropriate response.*

- A. YES ——— Go to Q10b and then 10c
 B. NO ——— Go to Q11
 C. DON'T KNOW ——— Go to Q11

10b. What were those additional attractions, events or destinations that you learned about at the Mt. Robson Visitor Info Centre? *List up to three (3) activities.*

Activity 1 _____
 Activity 2 _____
 Activity 3 _____

10c. For each activity listed above please complete the questions in the table below. Please complete the table below, referring to these three activities.

Activity	Did you lengthen your stay to participate in this activity? <i>Circle YES or NO</i>	If YES, how much additional time did you take for this activity? <i>Fill in the appropriate amount of time in hours or days.</i>
1	A. NO ? <i>Go to Activity 2</i> B. YES _____	_____ HOURS OR _____ DAYS
2	A. NO ? <i>Go to Activity 3</i> B. YES _____	_____ HOURS OR _____ DAYS
3	A. NO ? <i>Go to Q11</i> B. YES _____	_____ HOURS OR _____ DAYS

11. Will you take another trip to or within British Columbia as a result of the information that you obtained at the Mt. Robson Visitor Info Centre? *Circle the appropriate response.*
 - A. YES
 - B. NO
 - C. DON'T KNOW
12. How useful was the information that you received at the Mt. Robson Visitor Info Centre? *Circle the appropriate response.*
 - A. NOT USEFUL AT ALL
 - B. NOT USEFUL
 - C. SOMEWHAT USEFUL
 - D. USEFUL
 - E. VERY USEFUL
 - F. DID NOT RECEIVE ANY INFORMATION
 - G. DON'T KNOW
13. Overall, how well did the Mt. Robson Visitor Info Centre live up to your original expectations? *Circle the appropriate response.*
 - A. FELL SHORT
 - B. MET
 - C. EXCEEDED
 - D. DON'T KNOW
14. Were there any other products and/or services that were not currently available at the Mt. Robson Visitor Info Centre that you would have liked to have found? *Circle the appropriate response.*
 - A. YES ——— What were they? *Specify* _____
 - B. NO _____
 - C. DON'T KNOW _____
15. Given your experience at the Mt. Robson Visitor Info Centre, how likely are you to visit other Visitor Info Centres within British Columbia? *Circle the appropriate response.*
 - A. NOT LIKELY AT ALL
 - B. NOT LIKELY
 - C. SOMEWHAT LIKELY
 - D. LIKELY
 - E. VERY LIKELY
 - F. DON'T KNOW

Section 3 – This section asks questions about your daily expenditures while in British Columbia.

16. On the trip you visited the Mt. Robson Visitor Info Centre, what do you estimate was your travel party's average **DAILY** expenditure while in British Columbia? *Fill in the appropriate amount in Canadian dollars.*

\$ _____ CANADIAN DOLLARS

17. Approximately what percentage of your average daily expenditure (24 hr. period) in British Columbia was attributable to each of the following categories: *Fill in the appropriate proportion.*

_____ % ACCOMMODATION

_____ % TRANSPORTATION

_____ % FOOD AND BEVERAGE

_____ % SHOPPING

_____ % ATTRACTIONS

_____ % OUTDOOR RECREATION

_____ % OTHER ENTERTAINMENT

_____ % OTHER *Specify* _____

= 100%

Section 4 – This section asks questions about the Robson Valley as a vacation destination.

18. What positive and/or negative images come to mind when you think of the Robson Valley as a vacation destination? *List up to three positive and three negative images.*

Positive

Negative

1. _____

1. _____

2. _____

2. _____

3. _____

3. _____

19. What are the unique characteristics of the Robson Valley as a vacation destination? Unique characteristics are those that make the Robson Valley different from other destinations. *Fill in up to three unique characteristics.*

1. _____

2. _____

3. _____

20. Overall, how satisfied or dissatisfied were you with your trip to the **Robson Valley**? *Circle the appropriate response.*

- A. VERY DISSATISFIED
- B. SOMEWHAT DISSATISFIED
- C. NEITHER SATISFIED OR DISSATISFIED
- D. SOMEWHAT SATISFIED
- E. VERY SATISFIED
- F. DON'T KNOW

21. Given your experience in the **Robson Valley**, how likely are you to return for a future leisure trip?
Circle the appropriate response.

- A. NOT LIKELY AT ALL
- B. NOT LIKELY
- C. SOMEWHAT LIKELY
- D. LIKELY
- E. VERY LIKELY
- F. DON'T KNOW

Section 5 – This section asks questions about British Columbia as a vacation destination.

22. Overall, how satisfied or dissatisfied were you with your trip in **British Columbia**? *Circle the appropriate response.*

- A. VERY DISSATISFIED
- B. SOMEWHAT DISSATISFIED
- C. NEITHER SATISFIED OR DISSATISFIED
- D. SOMEWHAT SATISFIED
- E. VERY SATISFIED
- F. DON'T KNOW

23. Are you a resident of British Columbia? *Circle the most appropriate response.*

- A. YES ——— Go to Q25
- B. NO ——— Go to Q24

24. Given your experience in **British Columbia**, how likely are you to return for a future vacation?
Circle the appropriate response.

- A. NOT LIKELY AT ALL
 - B. NOT LIKELY
 - C. SOMEWHAT LIKELY
 - D. LIKELY
 - E. VERY LIKELY
 - F. DON'T KNOW
- } ——— Go to Q26

25. Given your experience traveling in **British Columbia**, how likely are you to decide to take another vacation within British Columbia? *Circle the appropriate response.*

- A. NOT LIKELY AT ALL
- B. NOT LIKELY
- C. SOMEWHAT LIKELY
- D. LIKELY
- E. VERY LIKELY
- F. DON'T KNOW

26. Who was in your travel party when you stopped at the Mt. Robson Visitor Info Centre?
Please indicate their relationship to you, age and gender. Please start with yourself. *Fill in the appropriate response.*

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

27. Is there anything else you would like to tell us about your experience at the Mt. Robson Visitor Info Centre? Any comments you have will help improve service at all Visitor Info Centres.

Thank you for your help.

For your chance to win a digital camera,
please return your completed questionnaire in the enclosed envelope to

*Tourism British Columbia Research Services
Box 9830, Stn Prov Gov't, 300- 1803 Douglas St.
Victoria, BC Canada V8W 9W5*

Appendix B-Mailback Questionnaire (Reference Site-Mt. Terry Fox Lookout)

Your trip in British Columbia

What was your experience?



Please return your completed questionnaire in the enclosed envelope to:

Tourism British Columbia
Research Services
Box 9830, Stn Prov Gov't, 300-1803 Douglas St.
Victoria, BC Canada V8W 9W5

Section 1 – This first section asks questions about characteristics of your trip within British Columbia. Please answer all of the following questions in regard to the trip that we encountered you at the Mt. Terry Fox Lookout.

1. How many days did you spend away from home on the trip that we encountered you on? *Fill in the appropriate response.*

_____ DAY(S) AWAY FROM HOME

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 reply should equal your reply to question 1. *Fill in the appropriate response.*

_____ DAY(S) IN BRITISH COLUMBIA

3. How many of those days were spent in the Robson Valley? By Robson Valley we mean between Albreeda and McBride. *Fill in the appropriate response.*

_____ DAY(S) IN THE ROBSON VALLEY

4. What was the primary purpose of your trip in British Columbia? *Circle the appropriate response.*

- A. LEISURE
- B. VISIT FRIENDS AND FAMILY
- C. WORK OR BUSINESS ACTIVITY
- D. OTHER *Specify* _____

5. Was your primary destination within the Robson Valley? *Circle the appropriate response.*

- A. YES — What was your primary destination within the Robson Valley? *Specify* _____
- B. NO — What was your primary destination? *Specify* _____
- C. DON'T KNOW

6. Was this your first trip to the Robson Valley? *Circle the appropriate response.*

- A. YES
- B. NO — How many trips have you previously made? *Specify* _____ trips
- C. DON'T KNOW

7. Which of the following best describes your **primary** (most often used) type of accommodation while in British Columbia? *Circle the appropriate response.*

- A. RESORT / HOTEL / MOTEL / BED AND BREAKFAST
- B. CAMPGROUND/RV PARK
- C. FRIENDS OR RELATIVES
- D. OTHER *Specify* _____

8. On the trip you visited the Mt. Terry Fox Lookout, what do you estimate was your travel party's average **DAILY** expenditure while in British Columbia? *Fill in the appropriate amount in Canadian dollars.*

\$ _____ CANADIAN DOLLARS

9. Approximately what percentage of your average daily expenditure (24 hr. period) in British Columbia was attributable to each of the following categories: *Fill in the appropriate proportion.*

_____ % ACCOMMODATION

_____ % TRANSPORTATION

_____ % FOOD AND BEVERAGE

_____ % SHOPPING

_____ % ATTRACTIONS

_____ % OUTDOOR RECREATION

_____ % OTHER ENTERTAINMENT

_____ % OTHER *Specify* _____

= 100%

Section 3 – This section asks questions about the use of Visitor Info Centres while in British Columbia.

10. Did you visit the Mt. Robson Visitor Info Centre? *Circle the most appropriate response.*

A. YES _____ *Go to Q11*

B. NO _____ *Go to Q13*

C. DON'T KNOW _____ *Go to Q13*

11. How useful was the information that you received at the Mt. Robson Visitor Info Centre? *Circle the most appropriate response.*

A. NOT USEFUL AT ALL

B. NOT USEFUL

C. SOMEWHAT USEFUL

D. USEFUL

E. VERY USEFUL

F. DID NOT RECEIVE ANY INFORMATION

G. DON'T KNOW

12. Overall, how well did that Visitor Info Centre live up to your original expectations? *Circle the most appropriate response.*

A. FELL SHORT
B. MET
C. EXCEEDED
D. DON'T KNOW

Go to Q14

13. Why didn't you visit the Mt. Robson Visitor Info Centre? *Please fill in the appropriate response.*

14. Did you visit any other Visitor Info Centres in British Columbia? *Circle the most appropriate response.*

A. YES ——— Where? *Specify* 1. _____
B. NO 2. _____
C. DON'T KNOW 3. _____

Section 4 – This section asks questions about the Robson Valley as a vacation destination.

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

Positive	Negative
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

16. What are the unique characteristics of the Robson Valley as a vacation destination? Unique characteristics are those that make the Robson Valley different from other destinations. *Please fill in up to three unique characteristics.*

1. _____
2. _____
3. _____

17. Overall, how satisfied or dissatisfied were you with your trip to the **Robson Valley**? *Circle the appropriate response.*

- A. VERY DISSATISFIED
- B. SOMEWHAT DISSATISFIED
- C. NEITHER SATISFIED OR DISSATISFIED
- D. SOMEWHAT SATISFIED
- E. VERY SATISFIED
- F. DON'T KNOW

18. Given your experience in the **Robson Valley**, how likely are you to return for a future leisure trip? *Circle the appropriate response.*

- A. NOT LIKELY AT ALL
- B. NOT LIKELY
- C. SOMEWHAT LIKELY
- D. LIKELY
- E. VERY LIKELY
- F. DON'T KNOW

Section 5 – This section asks questions about British Columbia as a vacation destination.

19. Overall, how satisfied or dissatisfied were you with your trip in **British Columbia**? *Circle the appropriate response.*

- A. VERY DISSATISFIED
- B. SOMEWHAT DISSATISFIED
- C. NEITHER SATISFIED OR DISSATISFIED
- D. SOMEWHAT SATISFIED
- E. VERY SATISFIED
- F. DON'T KNOW

20. Are you a resident of British Columbia? *Circle the most appropriate response.*

- A. YES ——— Go to Q22
- B. NO ——— Go to Q21

21. Given your experience in **British Columbia**, how likely are you to return for a future vacation? *Circle the appropriate response.*

- A. NOT LIKELY AT ALL
 - B. NOT LIKELY
 - C. SOMEWHAT LIKELY
 - D. LIKELY
 - E. VERY LIKELY
 - F. DON'T KNOW
- Go to Q23

22. Given your experience traveling in **British Columbia**, how likely are you to decide to take another vacation within British Columbia? *Circle the appropriate response.*

- A. NOT LIKELY AT ALL
- B. NOT LIKELY
- C. SOMEWHAT LIKELY
- D. LIKELY
- E. VERY LIKELY
- F. DON'T KNOW

23. Who was in your travel party when you stopped at the Mt. Terry Fox Lookout? Please indicate their relationship to you, age and gender. Please start with yourself. *Fill in the appropriate response.*

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

24. Is there anything else you would like to tell us about your experience in the Robson Valley? Any comments you have will help improve British Columbia as a tourist destination.

Thank you for your help.

**For your chance to win a digital camera,
please return your completed questionnaire in the enclosed envelope to**

***Tourism British Columbia Research Services
Box 9830, Stn Prov Gov't, 300- 1803 Douglas St.
Victoria, BC Canada V8W 9W5***

Appendix C-Response Bias Testing

Response Bias Testing

Methods

The study design produced four sets of data that are available for analysis - the interview and mailback questionnaires at each location (interview Mt. Robson VIC, interview Mt. Terry Fox Lookout mailback Mt. Robson VIC and mailback Mt. Terry Fox Lookout). At both locations, the respondents and the responses could vary between the interview and mailback questionnaires. The respondents could differ because travelers could drop out of the study by not agreeing to complete the mailback questionnaires or by not completing the mailback questionnaire if they had agreed to complete it. Both instances could cause the mailback questionnaire results to be unrepresentative of travelers interviewed (non-response bias).

A series of tests were conducted to assess the mailback questionnaires' representativeness or, in other words, if the mailback questionnaire results portray the actual population of travelers interviewed.

Representativeness was assessed by:

1. Comparing demographics, trip and traveler characteristics between those who agreed and did not agree to complete the mailback questionnaire at both locations (Tables A1, A2).
2. Comparing demographics, trip and traveler characteristics between those who responded and those who did not respond to the mailback questionnaire at both locations (of those who agreed; Tables A1, A2).

Responses to similar questions in the interview and mailback questionnaires could vary due to real differences in traveler behaviour (for example, a traveler may have perceived that the VIC had a different impact on their trip when they were interviewed compared to the responses on the mailback questionnaire). Therefore a series of questions were asked in the same way on both the interview and mailback questionnaire. Differences between responses to the two questionnaires was assessed by comparing responses to key questions that were asked in both the interview and on the mailback questionnaire (Table A3).

Results

Differences in Respondents who Agreed or Did Not Agree to Mailback

- At the Mt. Robson VIC, there were very few differences in those respondents who agreed to participate in the mailback questionnaire and those who did not agree to participate in the mailback questionnaire (Income was the only category in which there was a significant difference).
- Income levels varied statistically between respondents who did or did not agree to participate in the mailback survey at the Mt. Robson VIC. However, one group did not have a substantially higher or lower income than the other.
- At the Mt. Terry Fox Lookout, statistically more of the travelers who agreed to participate in the survey were traveling with children in their travel party.

Differences in Respondents that Returned/Did Not Return the Mailback Questionnaire

- No non-responses bias issues with residence or gender at either location.

- There was a significant difference at both in the age category. Young respondents were less likely to respond to the survey than older respondents.
- At the Mt. Robson VIC there were no differences in length of stay in BC between those who responded to the mailback and those who did not respond to the mailback (14.1 days, 13.5 days respectively). However, at Mt. Terry Fox Lookout those who responded to the mailback questionnaire were on average, on shorter trips to BC than those who did not respond to the questionnaire (11.1 days, 20.3 days respectively).
- At the Mt. Terry Fox Lookout those who did not return the questionnaire had average daily expenditures who were nearly twice as large as those who did return the questionnaire.

Differences in Interview/Mailback Responses

- Overall, responses to the mailback survey were very consistent with those given during the interview at both locations. The only exception was the primary purpose of the trip given by the travelers.
- There was no difference in the number of parties who indicated they learned about new activities, places or destinations.
- Respondents were less likely to indicate that they extended their trip in BC on the mailback survey. Excluding those who indicated that they did not know, 14% of respondents indicated who they would extend their trip in BC as a result of information they learned at the VIC during the interview. The mailback response was much lower, at 6%, excluding those who did not know. This difference is significant at the 6% threshold.
- There was a difference in the number of parties who replied they would take another trip to BC as a direct result of the information they obtained at the Mt. Robson VIC. In the interview, 34% indicated they would take another trip to/within BC whereas on the mailback questionnaire 44% indicated they would take another trip to/within BC. An important note is in the interview only 8% replied they 'Didn't Know' whereas in the mailback questionnaire 31% replied they 'Didn't Know'.
- There was a difference in the respondents' expectations between the mailback and the interview. Fewer agreed that the Mt. Robson VIC exceeded their expectations in the mailback questionnaire than the interview.

Conclusions

- Overall, very few differences existed between those who agreed to participate in the mailback questionnaire and those who did not agree to participate in the mailback questionnaire.
- Mailback responses are generally representative of the population that was interviewed.
- Only one difference existed in the interview and mailback questionnaire responses for the VIC impact questions. A slightly higher proportion of respondents in the mailback questionnaire indicated they would take another trip to British Columbia.
- Due to the above factors and to be conservative in estimating economic impacts, the interview data was used to summarise the impact of the Mt. Robson VIC had on travelers. Mailback questionnaire responses were used only when the question was not asked in the interview.
- These results are consistent with similar research conducted by Research Services at other VICs in British Columbia.

Table A2. A summary of the comparisons between those that agreed to the mailback questionnaire and those that did not, those that did and did not respond to the mailback questionnaire and between the interview and mailback responses for the Mt. Robson VIC.

Mt. Robson VIC	✓ Indicates a Statistically Significant Difference		
	Agreed to Mailback ¹	Mailback Responses (Non-Response Bias)	Interview/Mailback Responses
Residence Category	N	N	-
Gender	N	N	-
Age	N	✓	-
Party Size	N	N	N
Parties With Children	N	N	N
Income	✓	N	-
Education	N	N	-
Met Expectations	N	N	N
Days Away from Home	N	N	N
Days in BC	N	N	N
Daily Expenditure ²	N	N	N
Learn About New Activities	N	N	N
Overall Extend Trip ³	N	N	N
Overall, Take Another Trip To/In BC	N	N	N

1. Represents only people that agreed to participate in the mailback questionnaire.

2. Expenditures comparisons only included those that could answer the question in the interview. Those that started their trip today and those that did not answer the question were excluded.

3. No significant difference probably due to the sample size issue. As 33% of those that agreed they would extend their trip responded to the mailback (n=15 total yes and no) whereas 60% of those that said their trip would not be extended replied to the mailback questionnaire.

Table A3. A summary of the comparisons between those that agreed to the mailback questionnaire and those that did not, those that did and did not respond to the mailback questionnaire and between the interview and mailback responses for Mt. Terry Fox Lookout.

Mt. Terry Fox Lookout	✓ Indicates a Statistically Significant Difference		
	Agreed to Mailback	Non-Response	Interview/Mailback Responses
Residence Category	N	N	-
Gender	N	N	-
Age	N	N	-
Party Size	N	N	N
Parties With Children	✓	N	N
Income	N	N	-
Education	N	N	-
Days Away from Home	N	N	N
Days in BC	N	N	N
Daily Expenditure	N	✓	N

Table A4. A summary of differences in data between the interview and mailback questionnaire at both the Mt. Robson VIC and Mt. Terry Fox Lookout.

Location	Concept/Questions	Trip Characteristics Results		Statistically Different? ³
		Interview (n)	Mailback(n)	
Mt. Robson VIC¹	Mean Days Away From Home	18.9	21.9	No
	Mean Days In BC	11.6	10.4	No
	Primary Purpose-Leisure (%)	81.2	73.9	Yes
	Primary Purpose-VFR (%)	18.8	20.3	
	Primary Purpose-Other (%)	0.0	5.8	
	Primary Accommodations-Hotel (%)	39.1	34.8	No ²
	Primary Accommodations -Campground (%)	49.3	49.3	
	Primary Accommodations -Friends & Rel. (%)	8.7	13.0	
	Primary Accommodations -Other (%)	2.9	2.9	
	Mean Daily Expenditures	\$154.47	\$237.30	No
	VIC Live Up To Expectations-Fell Short (%)	0.0	0.0	No
	VIC Live Up To Expectations-Met (%)	52.9	52.9	
	VIC Live Up To Expectations-Exceeded (%)	45.6	42.6	
	VIC Live Up To Expectations-DK/NR (%)	1.5	4.4	
	Party Size	2.84	2.71	No
	Parties with Children	29.0	27.5	No
	Learn About New Activities	30.9	26.1	No
	Overall Extend Trip	13.2	5.8	No ⁴
	Overall, Take Another Trip to/within BC	29.4	53.6	No
Mt. Terry Fox	Mean Days Away From Home	18.0	20.	No
Lookout¹	Mean Days In BC	9.2	9.0	No
	Primary Purpose-Leisure (%)	76.9	78.4	No
	Primary Purpose-VFR (%)	23.1	16.2	
	Primary Purpose-Other (%)	0.0	5.4	
	Primary Accommodations-Hotel (%)	53.8	57.9	No
	Primary Accommodations -Campground (%)	28.2	21.1	
	Primary Accommodations -Friends & Rel. (%)	15.4	18.4	
	Primary Accommodations -Other (%)	2.6	2.6	
	Mean Daily Expenditures	\$129.83	\$157.57	No
	Party Size	2.77	2.54	No
	Parties with Children	33.3	30.8	No

1. A paired-samples t-test was used to compare the expenditures between the interview and the mailback. Only those respondents that answered both the interview and mailback expenditure questions were used. The means in this table are not only those that had a paired response.

2. Travelers responding 'Don't Know' were excluded from statistical tests to meet sample size requirements.

3. Paired sample t-tests were run on variables with ratio level data (mean days from home, mean days in BC, mean daily expenditures and party size) and these results are displayed. Correlation coefficients tests were also run on those variables with ratio level data.

4. Significant at 6%.

Appendix D-Calculation of Total VIC Use

Calculation of total parties that use the Mt. Robson VIC

1. A proportion of parties that spoke with a Counsellor on each day of the study period was obtained.
2. The number of parties (excluding locals) counted by VIC Counsellors was obtained for that day (daily party counts).
3. The daily party count was divided by the percentage of parties that replied they spoke with a Counsellor to obtain the estimated total daily parties.
4. The estimated total daily parties was averaged for each month and multiplied by the number of days in each month (estimated total monthly parties).
5. The estimated total monthly parties for June, July and August was summed to obtain total parties.

Table A5. The proportion of parties interviewed that spoke with a Counsellor, Mt. Robson VIC counts of parties counselled and the estimated total daily parties and estimated total monthly parties.

Date	Spoke with a Counsellor (%)	Mt. Robson VIC Daily Party Counts ¹	Estimated Total Daily Parties	Estimated Total Monthly Parties
June 19	45.5	87	191	
June 24	66.7	116	174	
June Total		101.50	182.56	2,921
July 4	52.4	115	219	
July 9	50.0	129	258	
July 14	65.4	146	223	
July 19	50.0	154	308	
July 24	50.0	170	340	
July 28	54.9	151	275	
July 29	61.5	166	270	
July Total		147.29	270.54	8,387
August 4	77.8	164	211	
August 10	90.9	170	187	
August 14	87.5	194	222	
August 19	80.0	144	180	
August 21	83.3	143	172	
August 24	60.0	154	257	
August 25	100.0	140	140	
August 29	100.0	171	171	
August Total		160.00	183.87	5,700
September 2	66.7	92	138	
September 7	25.0	110	440	
September 12	100.0	148	148	
Sept. Total		116.67	241.98	3,638
Total				17,008

1. Excludes local parties.

Appendix E-Expenditures by Accommodation Type

Table A7. Mt. Robson Expenditure by Accommodation Type (statistically significant difference)

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval		Minimum	Maximum
					Lower Bound	Upper Bound		
HOTEL/MOTEL	77	292.56	263.20	29.99	232.82	352.30	20.00	2000.00
CAMPGROUND/ RV PARK	103	127.40	130.17	12.83	101.95	152.84	0.00	1000.00
FRIENDS OR RELATIVES	9	108.44	87.25	29.08	41.38	175.51	0.00	250.00
TOTAL¹	192	192.84	208.99	15.09	163.09	222.59	0.00	2000.00

1. Total includes 3 responses in 'other' accommodation category: 2 responses of camping/hotel split, and 1 vacation residence.

Table A8. Mt. Terry Fox Lookout Expenditure by Accommodation Type (statistically significant difference)

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval		Minimum	Maximum
					Lower Bound	Upper Bound		
HOTEL/MOTEL	69	234.64	171.11	20.60	193.53	275.74	0.00	1000.00
CAMPGROUND/ RV PARK	60	139.90	163.75	21.14	97.60	182.20	0.00	1000.00
FRIENDS OR RELATIVES	15	111.00	102.61	26.49	54.17	167.82	0.00	300.00
TOTAL¹	148	184.52	170.69	14.03	156.79	212.24	0.00	1000.00

1 Total includes 4 responses in 'other' category: 2 responses of cabin/vacation residence, 1 hostel/camping split and 1 hostel.

Appendix F-Other VICs Visited

Table A9. Location of other VICs visited by mailback survey respondents.

Location of Other VIC Visited¹	Number of Responses	Location of Other VIC Visited	Number of Responses
Banff*	5	Pemberton	1
Cambdon*	1	Prince George	1
Clearwater (Wells Gray Pk)	9	Prince Rupert	3
Cumberland	1	Quesnel	2
Dawson Creek	3	Radium	2
Field*	2	Revelstoke	2
Fraser Lake*	1	Rogers Pass*	1
Ft. St. James	1	Salmon Arm	1
Glacier Nat. Park*	4	Smithers	2
Golden	1	Stewart	1
Hells Gate*	1	Tofino	3
Hope	1	Tumbler Ridge	1
Ice Fields*	1	Ucluelet	1
Jasper*	3	Valemont	3
Kamloops	3	Vancouver	6
Kelowna	5	Vancouver Airport	1
Kimberley	1	Vernon	1
Lake Louise*	2	Victoria	6
Many	2	Victoria Island (?)*	1
McBride	2	Whistler	2
Miette Hotsprings*	1	Williams Lake	1
Nanaimo	2		

1. The locations marked with a * are not part of the official British Columbia VIC network but are listed here because they were mentioned by respondents.

Appendix G– Comments from Mt. Robson VIC Mailback Survey

Comments are typed exactly as they appear in the mailback surveys – sentences were not corrected for spelling and grammar.

Good VIC services/amenities

Great service and wonderful gift shops.

Lots of information for visitors. Helpful. Nice rest stop.

I would like to say I truly hope the Government doesn't close this and any other info centres. As they are a great help and essential for the economic growth in the surrounding areas. We would have never heard of many different sites, accommodations and adventures if this info centre was closed. So please keep up the great work and I value your service.

An excellent shopping point on our journey to Sorrento and Kelowna.

It was a great place to stop for a break, visit the centre, walk around and have something to eat. I enjoyed the Yellowhead highway much better than the TCH.

I really enjoyed the videos about the hiking trails. They are very good preparation for anyone planning the trip to Berg Lake. I wish I had seen them before our trip there 5 years ago. I also enjoyed the videos on other parks. They encouraged me to visit areas I may not otherwise have considered. I like the B.C. products available in the gift shop. On this trip we were only passing through the Robson Valley and just stopped for a few minutes as it is one of my favorite places.

The general area was very tidy and clean. Well marked with helpful signs. The people also were most helpful. All in all, an excellent centre. Keep up the good work.

One of the better visitor centres we visited. Well done!

This trip, more use of the information received at Mt. Robson Visitor Info Centre, was curtailed by the outbreak of the forest fires, the following day. McLure/Barrier fire started. As a result, our answers are different from the norm. We found many interesting facts in the centre, and also found the up to date fire and road reports very valuable. It was a busy, informative centre when we were there.

Great visitor centre.

I would have liked to learn more about the area. Books for sale would have been nice.

We were gladly surprised about the good service at the Visitor Centres and the wide range of information we got there. Unfortunately is Germany so far and a flight so expensive. But we will come back!

Staff at VIC friendly and helpful

Everyone was very helpful to us. We stopped there for a break and to see Mt. Robson. However, we already had our route planned and knew what we wanted to see. We wanted to get to Kamloops.

Very friendly and accommodating.

The visitor centres in Stewart and Fraser Lake were excellent with friendly and knowledgeable staff. Our stay was extended by our visit to the Fraser Lake Centre. The people we spoke to at Mt. Robson centre were not that familiar with the area but had access to lots of handout resources.

Very nice person interviewed us. A great rep for your Province. We, from Ontario, were most impressed.

Thanks for your advice. We had a great time and will certainly plan to return.

Knowledgeable staff!

The staff was occupied setting up hikers, etc.

We are grateful to staff for suggesting the hike to Lake Kinney.

The help offered was superb - the information staff were busy helping (not just us) to adjust accommodation plans as a result of forest fires and road closures. They probably 'made' no money to show on a balance sheet but

without their invaluable advice, a lot of holidays would have run into serious problems. A big thank you!!

Suggestions/Need for improvement of VIC services

I hope the visitor centre would not consider a parking fee to visit the Info Center at Mt. Robson or elsewhere in BC.

Keeping the center open as travellers stop for a break which help to cut down accidents

Taking away service is not the answer of improving services. Adding costs only deters families from affordable vacations. I like the Robson Valley Area and on previous occasions, have stayed 2 weeks in the campgrounds and in the area. By not providing wood it encourages no tents and big R.V.s, increasing pollution and deterring young families.

As a major info centre, i.e. major highway route. There could be a section with more info on other regions of B.C. to draw people to other regions in the Province.

Need more Mt. Robson souvenirs.

I didn't find the centre offered much at all, except a geography lesson.

The man who interviewed us mentioned a possible \$5 charge on the future (to park). Definitely would not pay for this.

Understand it is planned to have parking fee at Visitor's Centers. Would not stop at Visitor Centers if we had to pay.

Expand with a coffee shop (with a view at the mountain).

Please do not charge parking fees for Motorhomes or cars, etc.

Surprised that the Visitor Centre had been built in centre of valley area - it's position detracted from the mountain.

I would put the budget into onsite resources and less bureaucratic mailings like this one!

Enjoyed Area

It is one of the most awe inspiring places I have ever been to. Such majesty!

I am looking forward to hiking on the Berg Lake trails. Can't wait.

I love it at Mt. Robson. I make a point of stopping every time we go to B.C. It is the most peaceful place I've ever been. Thank you.

It was an unbelievable experience for my family. I have been to Canada on two previous occasions, this trip was by far the best. We will return in a few years to visit relatives again.

This was my first trip to B.C. to visit sister in Prince George. I had a great time. Robson Valley was a side trip on way to visit my nephews. Truly a beautiful area.

I'll be back!

I enclose a photo taken at day in August 2003, it says more than words. We ate our picnic lunch on the shore of the lake - for end of photo - my wife has an enlargement in her office and all her clients express their interest and admiration. I didn't see a picture of this lake before we went. What a gem! We hope many more of your visitors will get as much satisfaction of we did at Mt. Robson.

Very nice welcome, beautiful spot with great view on mountain. Hopefully it will keep on existing!

Traveled over 10,000 miles on this trip. BC is definitely one of most lovely Provinces/States we were in. Hope to return in a year or two.

We liked British Columbia and Mt. Robson a lot. What a nice surprise but we still think we got taken on our

truck service. But that happens all over the US as well.

The holiday was a great event we are going back in 2004.

Just to let you know we had a great time visiting your part of the country. We traveled in a hired 28ft RV Motorhome for 14 days. Starting at Calgary via Highway 1 (Alcan) to Carcross then down to Skagway then back up to Whitehorse. It was a holiday of a lifetime we enjoyed it so much. We hope to do another trip this year 2004 to Northern BC Yukon and Alaska, doing a round trip starting at Whitehorse.

Suggestions/Need for improvement in Mt. Robson area

Need more campsite access.

The backpacking permit system for the Berg Lake Trail could be improved. I had been told that it would be easy to get a permit, but had to try 3 times before being able to get one.

Local people were friendly

This is our third holiday in BC we love every aspect of your lovely Province; not least the people who live in the leisure. We hope your survive the fire damage with the courage and cooperation for which you are known. In future we will avoid Banff altogether then!

That day we visited the information centre we were interviewed for a local newspaper and the picture that was taken by the journalist was promised to be sent to us, but unfortunately we never received it. Could you check this out we would be very grateful.

People were friendly.

Not only is your country great you people are so friendly.

Survey

We did not receive this questionnaire the first time, so we could not fill out anything at all.

Suggest sending future surveys outside Canada by air mail.

P.S. Never received previous questionnaire but we did get the postcard reminder.

Appendix H – Comments from Mt. Terry Fox Lookout Mailback Survey

Good VIC services/amenities

It is wonderful.

We loved the Terry Fox Center/Mountain and Mount Robson. We have travelled to B.C. every summer for the last 15 years and we always stop there. Keep up the excellent service!

Enjoyed Area

A very enjoyable experience with lasting memories. I will definitely return to BC and the Robson Valley this year (Summer 2004). From visiting BC, I am very interested in becoming a citizen of Canada and starting a new life out there! I have already enquired about this!

BC has with its piece and quiet, surrounding and beautiful nature. A high place in the list of most beautiful spots on earth. For us, (from the Netherlands) it was the best and most impressive vacation we every had. If we are going to move to another country it would be Canada, more specific BC.

Enjoyed a superb few days at "Twin Peaks Resort" Valemount, and area which I expect will attract increased levels of tourism.

Everything we saw and experienced in BC, from Vancouver to Jasper, Banff (Alberta) and back to Vancouver Island and everywhere in between was wonderful. Beautiful country, beautiful people, beautiful experience!

Our finally destination in B.C. was Barkerville and Bowron Lakes. Our stop in the Robson Valley was very enjoyable. Thank you.

Spectacular scenery.

We have bicycled and driven from Vancouver to Jasper via the Robson Valley. We are in love with the area. Please do what you can to preserve it. Promote tourism, but balance that with the need to protect the area for future generations to enjoy.

We loved our trip extremely. White water rafting, canoeing, horseback riding and other tours were made very pleasing by all our guides.

Suggestions/Need for improvement of area

But developments should be managed sensitively and if possible small scale developments operated by members of the local community. Comparatively unspoilt by tourism, extreme care should be taken to minimize impact of future development.

However one huge complaint was the rising costs of liability. The B.C. Government should not only protect its supernatural beauty but protect those who help others (tourists). Those meaning the various owners of the tours.

Website

I've visited your website and it is very impressive. My only remotely bad experience was our campsite. It was poorly maintained. If you could list the campgrounds on your site on a map. Click on the campground and pertinent information would pop up as to location, price and amenities. I may have missed this on your site. All I could find were hotel listings.