



COMMUNITY
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Community Tourism Foundations Perceptions/Incidence Study

Northern BC Top Line Market Report

Prepared for:
Tourism BC

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November 2007

Executive Summary

R.A. Malatest & Associates Ltd. was commissioned by Tourism BC to conduct the *Community Tourism Foundations Perceptions/Incidence Study* survey in the April 2007. The purpose of this study was to assess the consumer awareness of travel opportunities across the province.

The survey was administered for six weeks by telephone to the general public residing in five markets: GVRD, Vancouver Island, Northern BC, Southern Interior and Alberta. A total of 3,132 surveys were completed during this time; of these, 485 were residents of Northern BC¹. This report contains the findings of the study as it pertains to the Northern BC market.

Northern BC is a key near-in market for many Community Tourism Foundations destinations with nearly 125,000 residents². As many smaller communities heavily rely on near-in markets to develop and increase tourism, Northern BC is an important market to understand.

The Northern BC market was most likely to take a trip to Prince George. However, most Northern BC respondents had not taken recent overnight leisure trips to the prompted Community Tourism Foundations destinations. Similarly, familiarity ratings were highest for Prince George but overall the majority reported being not very familiar with many of the communities mentioned. The lack of knowledge about these destinations may be a contributing factor in the relatively low incidence of visitation; therefore, there is a large opportunity to educate this key market especially about near-in destinations.

Overall, many Northern BC respondents had recently taken overnight leisure trips to the prompted Community Tourism Foundations destinations. Not surprisingly, considering the geographical location and important role the city plays, Prince George had the highest incidence of travel with just over 57% of respondents having traveled there in the past two years. With the exception of Bella Coola Valley/West Chilcotin which had a visitation rate of 7%, the remaining near-in Community Tourism Foundations destinations fell within the 20%-24% range of respondents having recently traveled there. Those who had not recently visited a specific prompted Community Tourism Foundations destination were asked about their general familiarity with that destination. Familiarity ratings ranged from 1.58 (Bella Coola Valley/West Chilcotin) to 3.31 (Prince George) but largely remained low with most prompted destinations having a high incidence of respondents being not at all familiar.

¹ Northern BC only includes Kitimat, Prince George, Prince Rupert, Quesnel, Terrace and Williams Lake.

² Statistics Canada, 2006 Census.

Northern BC residents are looking for spring/summer destinations that are safe/clean, provide relaxation, and are affordable.

The most important factor when choosing a destination in the next 6 months was that the destination is safe and clean. In fact, nearly 6-in-10 respondents indicated that this was *Extremely Important* and, on average, this factor rated as 4.39 on a five-point scale where 1 is *Not Important At All* and 5 is *Extremely Important*.

Northern BC is a middle-class, middle-aged travel market.

With over 4-in-10 respondents reporting an annual income of under \$65,000, Northern BC has a lower average household income compared to some other markets included in this study. However, there is still distribution across all brackets but overall represents a middle-class market. Similarly, there is dispersion across all age brackets; however, Northern BC respondents tend to be middle aged – half (50%) are between the ages of 45 and 64.

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Section 1 - Background and Methodology

In April 2007, RA Malatest & Associated Ltd. was commissioned by Tourism BC to conduct a *Community Tourism Foundations Perceptions/Incidence Study*. This study was designed to measure travel patterns, interest and awareness of specific prompted destinations across the province that have participated in the Community Tourism Foundations Program®. The results of the research will support the refinement of community tourism development strategies. A report for each selected Community Tourism Foundations community included in the survey instrument. Once the data was collected, Tourism BC identified the opportunity to create Market Origin reports for each of the five markets surveyed.

Sample Frame

A random sample of residents from five market/regions (GVRD, Lower Vancouver Island, Northern BC, Southern Interior and Alberta) were contacted by telephone and asked to participate in a short telephone survey. The final survey instrument is included in Appendix B. Respondents qualified to participate in the survey if they had been on an overnight leisure trip outside of their community for one night or more in the 12 months prior to the survey (excluding business travel).

Depending on the region/market in which they resided, respondents were asked questions regarding their travel to and familiarity with one or more of the 20 Community Tourism Foundations communities selected for this study.

The total sample frame for the *Community Tourism Foundations Perceptions /Incidence Study* consisted of 34,112 individuals in the five eligible regions. Of the total sample frame, 5,344 were Northern BC telephone numbers.

Survey Field Test

On April 3, 2007, a field test was conducted with five respondents. Based on the field test, a number of minor changes (such as question order) to the survey instrument were made.

Number of Survey Completions

The full survey began on April 4th, 2007 and completed on May 17th, 2007. A total of 3,132 people completed the survey. During the six weeks that the survey was conducted, there were 485 interviews that were completed with Northern BC residents, representing a 9.1% response rate. The overall sample and completion rates for each market are detailed in Table 1-1 below.

Table 1-1 Overall Survey Completions

Regions	Population Size	Valid Sample Size	Survey Completions	Valid Response Rate (%)
Alberta (Edmonton & Calgary)	1,718,565	6,959	709	10.2%
Greater Vancouver Regional District	2,116,581	6,702	481	7.2%
Lower Vancouver Island	560,724	7,428	522	7.0%
Northern British Columbia ³	124,173	5,344	485	9.1%
Southern Interior (Kamloops & Okanagan)	253,428	7,679	935	12.2%
OVERALL	4,773,471	34,112	3,132	9.2%

Respondents qualified to participate in the survey if they had been on an overnight leisure trip outside their community for one night or more in the past twelve months prior to the survey (excluding business travel). Because of this criterion, an additional 3,082 individuals were initially contacted but did not qualify to complete the survey. Table 1-2 shows the incidence of qualifying individuals by market.

Table 1-2 Incidence of Recent Pleasure Travel

Regions	Qualified	Non-Qualifiers	Total Contacted
Alberta (Edmonton & Calgary)	709 (51.5%)	669 (48.5%)	1,378 (100%)
Greater Vancouver Regional District	481 (46.9%)	544 (53.1%)	1,025 (100%)
Lower Vancouver Island	522 (51.9%)	483 (48.1%)	1,005 (100%)
Northern British Columbia	485 (52.5%)	438 (47.5%)	923 (100%)
Southern Interior (Kamloops & Okanagan)	935 (49.7%)	948 (50.3%)	1,883 (100%)
OVERALL	3,132 (50.4%)	3,082 (49.6%)	6,214 (100%)

This report presents the findings pertaining to Northern BC respondents to the *Community Tourism Foundations Perceptions/Incidence Study*.

³ Northern BC only includes Kitimat, Prince George, Prince Rupert, Quesnel, Terrace and Williams Lake.

Limitations

The survey is not indicative of all travellers in the region – only those that have taken an overnight leisure trip in the past twelve months; therefore, any travellers who had taken a leisure trip over 12 months ago were not surveyed. Similarly, the destinations discussed in this report were prompted and by no means an exhaustive list.

Section 2 - Community Tourism Foundations® Destinations

Overall, many Northern BC respondents had taken recent overnight leisure trips to the prompted Community Tourism Foundations destinations. Prince George had the highest incidence of travel with just over 57% of respondents having traveled there in the past two years. Table 2-1 showcases the recent travel habits of Northern BC residents to prompted Community Tourism Foundations destinations.

Table 2-1 Visitation to Community Tourism Foundations Destinations

Community Tourism Foundations Communities	% (n=405-485)*	Margin of Error (at 95% confidence level)
Prince Rupert	23.7%	+/- 4.06%
Prince George	57.3%	+/- 4.82%
Smithers	19.8%	+/- 3.55%
Terrace	20.8%	+/- 3.92%
Quesnel/Wells	21.6%	+/- 4.00%
Bella Coola Valley/ West Chilcotin	7.2%	+/- 2.30%

* - There are missing data with respondents in Northern BC. This is because a respondent was not asked about the community he/she lived in.

Those who had not recently visited a specific prompted Community Tourism Foundations destination were asked about their general familiarity with that destination. Familiarity ratings ranged from low familiarity (with a high incidence of respondents being 'not familiar at all' Bella Coola Valley/West Chilcotin) to a medium familiarity with only 13% of respondents being 'not familiar at all' (Prince George). Table 2-2 details the distribution of responses and the average familiarity rating for each of the prompted Community Tourism Foundations destinations. The Northern BC market, however, is not the exclusive feeder market for these Community Tourism Foundations destinations; therefore, detailed community reports are available. Please contact Erin O'Brien, Community Tourism Foundations Research Analyst, Tourism BC at erin.obrien@tourismbc.com or 250-356-5629.

Table 2-2 Familiarity With Community Tourism Foundations Destinations

Community Tourism Foundations Community	Not At All Familiar 1	2	3	4	Very Familiar 5	N	Average
Prince Rupert	42.3%	16.0%	16.9%	9.1%	15.7%	319	2.40
Prince George	13.4%	16.3%	23.8%	18.6%	27.9%	172	3.31
Smithers	35.4%	16.5%	21.7%	11.6%	14.7%	387	2.54
Terrace	46.3%	13.0%	10.8%	6.8%	23.1%	324	2.48
Quesnel/Wells	38.4%	16.7%	21.1%	13.2%	10.7%	318	2.41
Bella Coola Valley/ West Chilcotin	71.3%	13.8%	6.1%	3.6%	5.2%	443	1.58

Note: Only asked of those who did not recently travel to that specific Community Tourism Foundations destination. Respondents were not asked about the community he/she lived in.

Prince Rupert

Nearly 1-in-4 Northern BC respondents recently (within past 2 years) visited Prince Rupert. Those that did travel to Prince Rupert averaged 2.25 trips and mainly went to Relax (20%), Visit Friends and Relatives (17%), and General Sightsee (12%). Those that had not visited Prince Rupert were asked about their familiarity with the destination. Overall, Prince Rupert was given an average familiarity rating of 2.40 on a 5-point scale where 1 is *Not At All Familiar* and 5 is *Very Familiar* and over 40% of Northern BC respondents being not at all familiar with the destination.

Prince George

With an average familiarity rating of 3.31 and only 13% of respondents indicating that they are not familiar at all, Prince George has the highest familiarity rating with Northern BC respondents who have not recently been there. This is not surprising considering the geographical location and the important role Prince George tends to play in the lives of Northern British Columbians. Nearly 6-in-10 Northern BC residents have recently traveled to Prince George for pleasure. Of those that did visit, they averaged 3.59 trips in the past two years and were predominantly motivated by Shopping (23%), Relaxing (13%), and Participate in Other Sports (5%).

Smithers

Over 35% of Northern BC respondents that had not recently visited Smithers indicated that they were not at all familiar with the destination and gave it an overall familiarity rating of 2.54. Nearly 1-in-5 Northern BC respondents traveled to Smithers in the past two years for pleasure. Of those that did visit, they averaged 2.26 trips in the past two years and mainly went to Relax (16%), Visit Friends and Relatives (15%), and Ski (8%).

Terrace

Over 46% of Northern BC respondents that had not recently visited Terrace indicated that they were not at all familiar with the destination and gave it an overall familiarity rating of 2.48. However, over 1-in-5 Northern BC respondents traveled to Terrace in the past two years for pleasure. Of those that did visit, they averaged 8.64 trips in the past two years and mainly went to Shop (30%), and Visit Friends and Relatives (23%). The majority of these respondents who had visited Terrace were from Prince Rupert and Kitimat which explains the high number of trips.

Quesnel/Wells

Over 38% of Northern BC respondents who had not recently visited Quesnel/Wells indicated that they were not familiar at all with the destination and gave it an overall familiarity rating of 2.41. Over 1-in-4 Northern BC respondents indicated that they have recently visited the area averaging 3.64 trips. Of those that did visit, they were mainly motivated to Visit Friends and Relatives (22%), Shop (15%), and General Sight See (9%).

Bella Coola Valley/West Chilcotin

Not surprisingly due to the seclusion of this Community Tourism Foundations destination, Bella Coola Valley/West Chilcotin Coast had the lowest incidence of travel for Northern BC respondents with only 7% recently traveling to this destination. Of those that did visit Bella Coola Valley/West Chilcotin, they averaged 2.40 trips over the past two years and were motivated by Fishing (37%), Visiting Friends and Relatives (20%), and General Sightseeing (17%). Of those that did not visit this Community Tourism Foundations destination, over 7-in-10 were not familiar at all and gave Bella Coola Valley/West Chilcotin an overall familiarity rating of 1.58 where 1 is *Not At All Familiar* and 5 is *Very Familiar*.

Section 3 – Future Trip Planning

Northern BC residents were asked how important various factors would be when choosing a destination for an overnight leisure trip in the next six months. Due to the timing of the survey, responses mainly encompass spring/summer travel planning.

Northern BC residents are looking for spring/summer destinations that are safe/clean, provide relaxation, and are affordable.

The most important factor when choosing a destination in the next 6 months was that the destination is safe and clean. In fact, nearly 6-in-10 respondents indicated that this was Extremely Important and, on average, this factor rated as 4.39 on a five-point scale where 1 is *Not Important At All* and 5 is *Extremely Important*.

In addition to Safe and Clean, respondents consider if the destination has a place to relax and unwind as very important in their decision making. Over half (54%) of respondents indicated that this is extremely important with an average rating of 4.28. Affordability was also considered very important with 47% of Northern BC respondents rating this as Extremely Important and averaging 4.11 on the five-point importance scale. As mentioned, this question centered on spring/summer travel planning therefore, some factors may differ for travel during other times of the year.

Northern BC residents are less concerned with golf, romance and proximity when choosing a destination for their spring/summer leisure trip. In fact, over 6-in-10 considers the availability of golf as *Not Important At All* and gave it an overall importance rating of 1.90. Similarly, romance and proximity were rated low on the importance scale with 2.45 and 2.60, respectively.

Table 3-1 showcases how Northern BC respondents rate the importance of each factor when choosing a Spring/Summer destinations.

Table 3-1 Factors in Choosing a Spring/Summer Destination

DESTINATION FACTORS	Not Important At All 1	2	3	4	Extremely Important 5	N	Average
Romantic	35.1%	15.4%	27.0%	14.3%	8.1%	481	2.45
Offers Cultural Events (such as arts and music)	20.0%	21.0%	28.3%	15.8%	15.0%	481	2.85
A Place to Golf	63.1%	9.8%	10.2%	7.9%	9.1%	482	1.90
A Place to Participate in Outdoor Water-Based Activities	24.7%	13.1%	21.8%	22.7%	17.7%	481	2.95
A Place to Participate in Outdoor Land-Based Activities	12.5%	11.0%	27.4%	27.4%	21.6%	481	3.35
Offers a Variety of Outdoor Activities	9.8%	8.5%	26.6%	30.3%	24.9%	482	3.52
A Place to Relax and Unwind	2.9%	3.7%	9.5%	30.0%	53.8%	483	4.28
Heritage and Historical Sights	10.0%	14.1%	29.3%	27.4%	19.3%	482	3.32
A Place With Opportunities to Visit National and Provincial or State Parks	9.5%	14.3%	25.9%	30.8%	19.5%	483	3.36
Offers Wide Range of Activities for the Entire Family	13.7%	12.2%	17.2%	23.4%	33.4%	482	3.51
Hot and Sunny	6.0%	8.7%	21.4%	23.5%	40.3%	481	3.83
An Exciting Place to Be	5.5%	9.4%	26.4%	27.3%	31.4%	477	3.70
Affordability	4.1%	2.7%	17.4%	29.0%	46.7%	482	4.11
A Place That is Close to Home	24.3%	21.6%	31.3%	15.6%	7.3%	482	2.60
Safe and Clean	2.1%	3.1%	8.5%	26.6%	59.8%	482	4.39
Unique Local Cuisine	7.1%	15.2%	31.7%	26.7%	19.2%	479	3.36
Restaurants, Shopping and Nightlife	9.3%	14.1%	28.4%	29.3%	18.9%	482	3.34

Appendix A shows the difference in destination factors by characteristics including age, gender, household income, household composition and education level. As shown in Table A-1 in Appendix A, respondents with different household characteristics were found to have distinct ratings on four destination factors: Outdoor Water-Based Activities, Outdoor Land-Based Activities, Affordability, and Close to Home. The importance rating for the destination being Close to Home directly corresponded to income – as income increases, the importance of if the destination is close decreases.

Households with children 18 or younger tend to consider the following destination factors as more important; Outdoor Activities (Water-Based, Land-Based, and Variety Available), and Wide Range of Activities for the Entire Family. The child-less counterparts, however, are more likely to consider the availability of 'Heritage and Historical' and 'Unique Local Cuisine' as more important in their

decision making for their summer vacation destination. These differences are highlighted in Table A-2 in Appendix A.

Respondents from different age categories had divergent views as to what community features were most important to them. Some of the differences, such as younger respondents tend to rate if the destination is exciting as more important than their older counterparts, were quite predictable; however, there are many factors that are more complex. These differences are showcased in Table A-3 in Appendix A.

Gender (Table A-4) and Education (Table A-5) also are determinants of significant differences in some destination factors. Males, for instance, are more likely to consider if the destination is Romantic, has Outdoor Water-Based Activities, and offers Golf. Likewise, the more educated the respondents, the less concerned they are with if the destination is Hot and Sunny when choosing where to go on their next summer trip. The various differences are outlined in Appendix A.

Section 4 – Northern BC Demographics

Northern BC is a developing near-in market for many Community Tourism Foundations destinations, specifically destinations within the region. As defined in this report, Northern BC has approximately 124,173 residents⁴. As many smaller communities heavily rely on near-in markets to develop and increase tourism, Northern BC is an important market to understand.

Household Composition

Residents living in Northern BC (as defined by the cities of Kitimat, Prince Rupert, Terrace, Prince George, Quesnel and Williams Lake) tend to live in child-less households. In fact, 63% of respondents do NOT have children 18 years old or younger in their household⁵. According to the 2006 Census, there are approximately 49,590 private households in this market, of which 55% are either couples without children or one-person households in this market.⁶ Consistent with other markets included in the study, 64% of respondents were female⁷. According to the 2006 Census, there are 62,405 females (50% of the population) in the Northern BC market.

Household Income

Northern BC residents are middle class with over 4-in10 respondents reporting an annual household income of under \$65,000. However, respondents were distributed across all income brackets. Although the two factors cannot be directly correlated in this study, the variation in household income is likely influenced by differences in household composition. For instance, a single-income household is likely to have a lower household income than their multiple-income household counterparts. Table 4-1 details the annual household incomes of respondents in this market.

Table 4-1 Annual Household Income

Annual Household Income	% (n=367)
Under \$40,000 per year	16.9%
\$40,000 to less than \$65,000	24.3%
\$65,000 to less than \$100,000	34.6%
\$100,000 to less than \$150,000	20.2%
\$150,000 or more	4.1%

⁴ Statistics Canada, 2006 Census.

⁵ Margin of error of +/- 4.32% at a 95% confidence level.

⁶ Statistics Canada, 2006. Note that this figure does not include 'Other Household Types' which represent multiple-family households, lone-parent family households and non-family households other than one-person households. 'Other Household Types' accounts for an additional 8,845 private dwellings in the cities included in Northern BC.

⁷ Margin of error of +/- 4.27% at a 95% confidence level.

Age

Although there is dispersion across all age brackets, Northern BC respondents tend to be between 45 and 64 years old – half (50%) fall within this category. Population distribution indicated on the 2006 Census varies slightly. This difference may be attributable to the higher incidence of travel with older, wealthier individuals as well as the survey tool itself – typically, a higher proportion of older people take the time to participate in telephone surveys. Table 4-2 shows the differences as well as the Census population for each category.

Table 4-2 Age Category

Age Category	Respondent % (n=482)	Population %	Northern BC Population ⁸
18 to 24	3.9%	9.6% ⁷	8,640 ⁹
25 to 34	13.1%	16.7%	15,050
35 to 44	21.8%	20.7%	18,745
45 to 54	27.0%	22.6%	20,435
55 to 64	23.2%	15.9%	14,370
65 or older	11.0%	14.6%	13,175

Education

Northern BC respondents vary in terms of their education with over 1-in-3 respondents have High School or less while nearly 20% have a University Degree (Bachelor's) and an additional 8% have a Graduate Degree. Table 4-3 details the highest level of education reported by Northern BC respondents.

Table 4-3 Highest Level of Education

Highest Level of Education	% (n=480)
Grade School or Less	0.8%
High School Incomplete	6.7%
High School Complete	27.3%
Some University/College	17.7%
Completed College	19.8%
University (Bachelor's Degree)	20.2%
Graduate Degree	7.5%

⁸ Statistics Canada, 2006 Census. Northern BC defined as the Cities of Kitimat, Prince Rupert, Terrace, Prince George, Quesnel and Williams Lake.

⁹ 2006 Census age category of 20 to 24.

Appendix A – Importance Rating of Destination Factors by Characteristics

Table A-1 Destination Factors by Household Income*

Destination Factors	Household Income				
	Under \$40,000 per year	\$40,000 to less than \$65,000	\$65,000 to less than \$100,000	\$100,000 to less than \$150,000	\$150,000 or more
A Place to Participate in Outdoor Water-Based Activities	2.42	3.24	3.07	3.20	3.00
Offers a Variety of Outdoor Activities	3.07	3.70	3.53	3.77	3.33
Affordability	4.06	4.33	4.18	4.01	2.87
A Place That is Close to Home	2.82	2.76	2.56	2.50	1.80

* - Only showing the results where difference between respondent groups are significant at 95%.

Table A-2 Destination Factor by Household Composition*

Destination Factors	Has a Child 18 or Younger	
	Yes	No
A Place to Participate in Outdoor Water-Based Activities	3.35	2.72
A Place to Participate in Outdoor Land-Based Activities	3.56	3.22
Offers a Variety of Outdoor Activities	3.77	3.37
Heritage and Historical Sights	3.16	3.42
Offers Wide Range of Activities for the Entire Family	4.24	3.08
Unique Local Cuisine	3.23	3.45

* - Only showing the results where difference between respondent groups are significant at 95%.

Table A-3 Destination Factors by Age*

Destination Factors	Age					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or Older
Romantic	2.44	2.90	2.44	2.50	2.41	1.98
A Place to Participate in Outdoor Water-Based Activities	3.26	3.46	3.33	2.92	2.67	2.19
A Place to Participate in Outdoor Land-Based Activities	3.26	3.76	3.58	3.42	3.18	2.64
Offers a Variety of Outdoor Activities	3.68	4.11	3.80	3.45	3.28	2.94
Heritage and Historical Sights	3.26	3.10	3.16	3.34	3.46	3.66
Offers Wide Range of Activities for the Entire Family	3.84	3.98	4.06	3.40	3.03	3.06
An Exciting Place to Be	4.32	3.97	3.87	3.57	3.68	3.22
Restaurants, Shopping and Nightlife	3.79	3.44	3.53	3.39	3.17	3.02

* - Only showing the results where difference between respondent groups are significant at 95%.

Table A-4 Destination Factor by Gender*

Destination Factors	Gender	
	Male	Female
Romantic	2.72	2.29
Offers Cultural Events (such as arts and music)	2.55	3.02
A Place to Golf	2.23	1.72
A Place to Participate in Outdoor Water-Based Activities	3.13	2.85
A Place to Relax and Unwind	4.14	4.36
Heritage and Historical Sights	3.04	3.48
A Place With Opportunities to Visit National and Provincial or State Parks	3.09	3.52
Affordability	3.92	4.22
Safe and Clean	4.30	4.44

* - Only showing the results where difference between respondent groups are significant at 95%.

Table A-5 Destination Factor by Education*

Destination Factors	Education					
	Less than High School Complete**	High School Complete	Some College/ University	College Complete	University Degree (Bachelor's)	Graduate Degree
Offers Cultural Events (such as arts and music)	2.50	2.61	3.15	2.79	3.03	2.92
A Place to Participate in Outdoor Land-Based Activities	2.86	3.22	3.31	3.44	3.43	3.89
Offers a Variety of Outdoor Activities	2.92	3.50	3.69	3.59	3.41	3.92
Hot and Sunny	4.06	4.08	3.87	3.69	3.66	3.53

* - Only showing the results where difference between respondent groups are significant at 95%.

** - The category is collapsed in order to make the subtotal sample size greater than 10.

Appendix B – Overnight Leisure Trips Questionnaire

Introduction

Hello, my name is _____ from Malatest & Associates. I am calling on behalf of Tourism British Columbia and we are conducting a short survey about your recent travel. May I speak with an adult in your household who is at least 18 years of age?

This survey is about overnight leisure trips (including shopping and dining). By overnight leisure trip I mean a trip outside your day-to-day environment for **one night or more**. Please do not include any business travel.

Do you have some time now to answer a few questions?

1. Yes (Continue)
2. No (Schedule a call-back time)

1. Have you taken an overnight leisure trip (“*outside the Greater Vancouver Regional District*” ONLY IF respondent resides in the Greater Vancouver Regional District, “*outside your community*” for the rest of markets) in the past 12 months?

1. Yes (Continue)
2. No (Confirm, and exit – code as Non-Qualifier)
8. Don’t Know/No Response (Confirm, exit – code as Refusal)

1b. How many trips?

2a. In the past 2 years, have you taken an overnight leisure trip to the following locations?

[Surveyor note: Communities listed will vary according to the region you are calling]

1. Yes (Continue to Q2b)
2. No (Go to next community – Q3 if no more communities listed)
8. Don’t Know/No Response (Go to next community –Q3 if no more communities listed)

2b. How many overnight trips?

2c. Was it your primary destination or part of a trip to another destination?
[Surveyor note: Select response from list of codes provided]

	Been on an overnight leisure trip?		Number of Overnight Leisure Trips?	What was the primary purpose of your most recent trip?
	NO	YES		
<i>SEE APPENDIX C FOR APPROPRIATE COMMUNITIES</i>	<input type="checkbox"/>	<input type="checkbox"/>		<i>SEE LIST OF CODES BELOW*</i>

*What was the primary purpose of your most recent trip? – List of Codes

1. General Sightseeing
2. Relaxing
3. Visiting friends/relatives
4. Shopping
5. Arts/Culture
6. City Town Sightseeing
7. Walking
8. Hiking
9. Fishing
10. Camping
11. Other outdoors/activities/wilderness
12. Golfing
13. Skiing
14. Participate in other sport
15. Attending fairs/festivals
16. Other
17. Nothing in particular, Don't know

3. *IF NO IN Q2a:* You mentioned that you have not been on an overnight trip to the following communities in the last 2 years. On a scale from 1 to 5 where 1 is 'not at all familiar' and 5 is 'very familiar' how familiar are you with any of these specific communities?

	Not at all Familiar	2	3	4	Very Familiar	DK / Refused
	1				5	
<i>COMMUNITIES LISTED IN Q2A WHERE Q2A = NO</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. *IF NO IN Q2a for all communities listed:* Where have you been on your overnight leisure trip(s) in the last 2 years? This includes trips both within and outside of British Columbia. *[Surveyor note: List First 3 mentioned]*

IF YES IN Q2a for any communities listed: Have you been on any overnight leisure trip to any other locations, either within, or outside of British Columbia in the last 2 years? [Surveyor note: List First 3 mentioned]

- No where
- 1. _____
- 2. _____
- 3. _____
- 8. Don't Know/No Response

5. If you were choosing a destination for an overnight leisure trip (> 1 night) in the next six months (spring/summer), how important are each of the following factors when making your choice? Where 1 is 'Not important at all' and 5 is 'Extremely important.'

	Not at all Important				Extremely Important	DK / Refused
	1	2	3	4	5	
Romantic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers cultural events such as arts and music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place to golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place to participate in outdoor water-based activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place to participate in outdoor land-based activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers a variety of outdoor activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place to relax and unwind	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heritage and historical sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place with opportunities to visit national and provincial or state parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers wide range of activities for the entire family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hot and Sunny	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An exciting place to be	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place that's close to home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safe and clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unique local cuisine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants, shopping and nightlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (Please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I am now going to ask you some questions regarding <COMMUNITY>.

[Surveyor note: This community has been selected because the respondent has indicated that they have either visited the community on an overnight leisure trip in the last 2 years or is at least somewhat familiar with the community. Respondent will be asked about 2 communities]

[Quota of 50 responses per community]

6. What are the things that appeal to you about overnight getaways or vacations to **<COMMUNITY>**? *[Surveyor note: Multiple response, collect up to 5 items, probe for specific items – more than just “it’s close”]*

1. AGRICULTURAL ATTRACTIONS – FARMS STORES, TOURS
2. ART GALLERY/GALLERIES
3. BEACHES
4. BEAUTIFUL PLACE TO VISIT/BEAUTIFUL COUNTRY/SURROUNDINGS/SCENERY
5. BOATING
6. CAMPING
7. CLOSE TO VARIOUS PLACES/SITES
8. CROSS COUNTRY SKIING
9. CULTURAL SITES (INCLUDING ABORIGINAL)
10. DOWNHILL SKIING
11. DRIVING/TOURING AROUND
12. ENROUTE TO VARIOUS PLACES/PASSING THROUGH
13. FERRY
14. FESTIVALS AND EVENTS
15. FISHING
16. FRIENDS/FAMILY LIVE THERE
17. GOLF
18. HIKING
19. HISTORIC/HERITAGE
20. HOTEL/RESORTS
21. LAKE/RIVER/OCEAN/WATER/ISLANDS
22. MUSEUM/RAILWAY MUSEUM
23. NEAT/QUIET
24. OTHER WINTER ACTIVITIES
25. PROVINCIAL PARK
26. RELAXATION/LAID BACK LIFESTYLE
27. RESTAURANTS/PUB
28. SHOPPING
29. SIGHTSEEING
30. SMALL TOWN FEEL/QUAINT TOWN
31. SNOWMOBILING
32. SNOWSHOEING
33. SPA'S
34. THE PEOPLE/FRIENDLY PEOPLE/UNIQUE PEOPLE
35. WALKING/WALKING AROUND
36. WATER SPORTS/ADVENTURES/ACTIVITIES
37. WEATHER/GOOD WEATHER
38. WILDLIFE/WILDERNESS
39. WINERY/BREWERY/WINE TOURS

- 40. NOTHING
- 41. DON'T KNOW/REFUSED
- 42. OTHER _____

7. What prevents you from visiting **<COMMUNITY>** more frequently? [Surveyor note: Probe for other responses than 'time' related]

- 1. ALL OTHER FAMILY MENTIONS
- 2. DO NOT DRIVE/DON'T TRAVEL MUCH
- 3. DON'T KNOW ANYTHING ABOUT THE PLACE/LACK OF INFORMATION
- 4. EXPENSE OF FERRY
- 5. HAVE OTHER PLACES TO VISIT/ALREADY BEEN THERE
- 6. HEALTH PROBLEMS
- 7. I LIVE/LIVED THERE
- 8. IT'S EXPENSIVE/LACK OF FUNDS/MY BUDGET
- 9. LACK OF TIME
- 10. NO FAMILY OR FRIENDS THERE
- 11. NO ONE TO TRAVEL WITH
- 12. NOT ENOUGH ATTRACTIONS/ACTIVITIES/THINGS TO DO
- 13. NOT INTERESTED/NO PLANS TO GO
- 14. NOTHING FUN/INTERESTING THERE
- 15. PREFER HOT/SUNNY PLACES
- 16. PREFER TO GO TO BEACHES
- 17. PREFER TO GO TO THE LAKES
- 18. PREFER TO GO TO THE MOUNTAINS
- 19. TIME TO TRAVEL ON FERRY
- 20. TOO FAR AWAY/TOO MUCH DRIVING
- 21. UNABLE TO TRAVEL BY CAR/NO CAR
- 22. VACATION PROPERTY SOMEWHERE ELSE
- 23. YOUNG KIDS/CHILDREN/CAN'T TRAVEL WITH KIDS
- 24. NOTHING
- 25. DON'T KNOW/NO RESPONSE
- 26. DID NOT LIKE IT LAST TIME.....IF THIS RESPONSE ASK WHY NOT? _____
- 27. OTHER _____

8. Based on your experience, or anything you may have read, heard or seen, please rate the extent to which you associate each of the following with **<COMMUNITY>**. Where 1 = Does not describe at all and 5 = Describes completely.

	Not at all Important	1	2	3	4	Extremely Important	5	DK / Refused
Romantic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers cultural events such as arts and music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place to golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place to participate in outdoor water-based activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place to participate in outdoor land-based activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers a variety of outdoor activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place to relax and unwind	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heritage and historical sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place with opportunities to visit national and provincial or state parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers wide range of activities for the entire family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hot and Sunny	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An exciting place to be	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place that's close to home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safe and clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unique local cuisine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants, shopping and nightlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (Please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. On a scale of 1 to 5, where 1 is definitely not and 5 is definitely will, how likely do you think you are to take an overnight leisure trip to **<COMMUNITY>** in the next two years?

	Not at all Important	1	2	3	4	Extremely Important	5	DK / Refused
An overnight leisure trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. If you were thinking about a taking an overnight leisure trip to **<COMMUNITY>**, what other destinations or areas would you consider for a similar kind of trip? [Surveyor note: Record up to three (3) destinations]

1. _____
2. _____
3. _____
8. Don't Know/No Response [Probe for at least 1 destination]

11. What is unique about **<COMMUNITY>**, what makes it different from the other destinations you just mentioned? [Surveyor note: Probe for unique responses – more than just 'it's close']

Nothing

[Surveyor note: Confirm with respondent that nothing is unique about <community>]

8. Don't Know/No Response

12. Now I would like you to compare an overnight leisure trip in **<COMMUNITY>** with one in **<1st Mentioned in Q11>**. Please indicate if you feel **<COMMUNITY>** would be better; **<1st Mentioned in Q11>** would be better; they would be equal, or if neither would be better; for each of the following:

1. GOOD VALUE FOR MONEY
2. GOOD PLACE FOR LAND-BASED OUTDOOR RECREATION ACTIVITIES
3. GOOD PLACE FOR WATER-BASED OUTDOOR RECREATION ACTIVITIES
4. GOOD PLACE TO RELAX AND UNWIND
5. GOOD PLACE FOR ARTS AND CULTURE
6. GOOD PLACE FOR HERITAGE AND HISTORICAL SITES
7. GOOD PLACE FOR ABORIGINAL CULTURAL ACTIVITIES
8. FRIENDLY PEOPLE
9. GOOD OPPORTUNITIES TO VISIT PROVINCIAL PARKS
10. PLENTY OF THINGS THAT APPEAL TO CHILDREN
11. SAFE AND CLEAN
12. BEAUTIFUL NATURAL SCENERY
13. EXCELLENT SHOPPING
14. EXCELLENT RESTAURANTS
15. FEELS QUITE DIFFERENT FROM AT HOME
16. FUN NIGHTLIFE AND ENTERTAINMENT
17. LOTS OF DIFFERENT ACTIVITIES AND THINGS TO DO

[IF RESPONDENT INDICATED THAT THEY HAVE EITHER VISITED (FOR AN OVERNIGHT LEISURE TRIP IN THE LAST 2 YEARS) OR IS AT LEAST SOMEWHAT FAMILIAR WITH 2 OR MORE COMMUNITIES – SURVEY WILL RETURN AND ASK QUESTION 6 – 12 FOR ANOTHER COMMUNITY.]

And now, just a few quick questions for statistical purposes.....

13. What is the highest level of education that you have completed? *[Surveyor note: Read as necessary]*

1. GRADE SCHOOL OR LESS
2. HIGH SCHOOL INCOMPLETE
3. HIGH SCHOOL COMPLETE
4. SOME COLLEGE/UNIVERSITY
5. COLLEGE CERTIFICATE/DIPLOMA
6. UNIVERSITY (BACHELOR'S DEGREE)
7. GRADUATE DEGREE
9. REFUSED

14. Are there any children 18 years old or younger living in your household?

1. YES
2. NO
9. DON'T KNOW/REFUSED

15. Into which of the following age categories do you fall?

1. 18 TO 24
2. 25 TO 34
3. 35 TO 44
4. 45 TO 54
5. 55 TO 64
6. 65 OR OLDER
9. REFUSED

16. Into which of the following categories does your total household income fall, before taxes?

1. UNDER \$40,000 PER YEAR
2. \$40,000 TO LESS THAN \$65,000
3. \$65,000 TO LESS THAN \$100,000
4. \$100,000 TO LESS THAN \$150,000
5. \$150,000 OR MORE
9. DON'T KNOW/REFUSED

17. Gender *[Surveyor note: Record, do not ask]*

1. MALE
2. FEMALE

That completes the survey, thank you very much for taking the time to participate!