GVRD, Lower Vancouver Island,

Northern BC and

BC Southern Interior Travellers

Perceptions of

Quesnel/Wells

as a Tourism Destination

Top Line Report

Prepared for

Tourism BC

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August 2007

COMMUNITY TOURISM FOUNDATIONS®

malatest Program Evaluation & Market Research

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EXECUTIVE SUMMARY

R.A. Malatest & Associates Ltd. was commissioned by Tourism BC to implement the *Community Tourism Foundations Perceptions/Incidence Study.* The purpose of this survey was to assess the consumer awareness of travel opportunities across British Columbia and in some cases, Alberta. The survey was structured to collect data about the following issues:

- Frequency with which respondents took an overnight leisure trip to the community;
- Familiarity with the community;
- Importance of different factors in choosing a destination for an overnight leisure trip;
- Things that appeal to respondents about overnight getaways or vacations to the community;
- Comparison of community to other similar destinations; and
- Demographic characteristics of the respondent.

The *Community Tourism Foundations Perceptions/Incidence Study* survey was administered by telephone to the general public residing in the GVRD, Northern BC, and the Southern Interior. A total of 3,132 surveys were completed; of these respondents, 2,345 in the GVRD, Southern Interior, Northern BC and Lower Vancouver Island were asked about the frequency of their visits to and familiarity with Quesnel/Wells based on their geographical proximity to Quesnel/Wells. Further, 364 were asked about Quesnel/Wells's appeal as an overnight getaway or vacation destination (based on their frequency of visits to and familiarity with Quesnel/Wells) their perceptions of Quesnel/Wells and how the city compares to similar destinations.

The following report contains top-line results of the survey. Preliminary findings were drawn based on the results derived from overall responses. These findings include:

Among respondents sampled, one in five either have taken an overnight leisure trip to Quesnel/Wells or are somewhat familiar with Quesnel/Wells.

Close to one-third (8.6%) of all the respondents sampled reported having taken one or more overnight leisure trips to Quesnel/Wells in the past 2 years, with the majority (64.8%) having one or two trips. Of respondents who did not visit Quesnel/Wells for leisure purposes, 11.4% indicated that they were somewhat or very familiar with Quesnel/Wells. Respondents in Northern BC were most likely to have taken a leisure trip to Quesne/Wells, and be familiar with Quesne/Wells.

Overall, Quesnel/Wells is seen as an affordable destination with beautiful natural scenery and opportunities for outdoor activities.

When asked about what community characteristics were associated with Quesnel/Wells, respondents identified affordability (association rating: 3.5), safety and cleanness (3.5) and a place good for visiting heritage and historical sites (3.9) as being most descriptive of Quesnel/Wells. Consistent with this finding, 25.9% of respondents described the clean and fresh air in Quesnel/Wells was outstanding, and 16.2% cited heritage and historical sites as the biggest attraction to them. In addition, Quesnel/Wells appeared to be a bingo/casino destination for one-quarter of respondents (25.9%).

Compared with similar destinations, Quesnel/Wells is described by visitors as offering better opportunities for visiting heritage and historical sites. Increasing diversities in things to do for all age groups, and improving local business and entertainment amenities are likely to attract more visitors to Quesnel/Wells.

Destinations close to Quesnel/Wells (e.g., those located in Northern BC) and some Alberta destinations were most likely to be reported as a similar destination to Quesnel/Wells, with Prince George, Williams Lake and some Alberta destinations being ranked as most similar. Compared with all the similar destinations, Quesnel/Wells was perceived to be better for offering opportunities to visit heritage and historical sites (net difference[1] of 22.0%), and providing a good value for money (net difference of 4.6%). On the other hand, Quesnel/ Wells was perceived to lack diversities in things to do, especially things for relaxing and unwinding, activities for outdoor recreation, cultural activities, and things that appeal to children (net difference of -26.8% to -21.0%). In addition, Quesnel/Wells was felt to lack good amenities, such as excellent restaurants, good shopping, and fun nightlife and entertainment (net difference of -28.1% to -21.5%).

Approximately one in three respondents sampled (including visitors and non-visitors who are familiar with Quesnel/Wells) are likely to visit Quesnel/Wells for a getaway or short vacation in the next two years.

Approximately one in three (31.5%) of respondents indicated that they would (8.5%) or definitely would 21.3%) visit Quesnel/Wells for an overnight getaway in the next two years, with respondents in Northern BC (45.0%) being mostly likely to do so. One in three (29.4%) of visitors came to Quesnel/Wells to see their families and friends; and many did not come to Quesnel/Wells as often as they would like due to a lack of time (20.1%) and/or distance for driving (25.0%). Quesnel/Wells appeared to be a recurring destination for these respondents due to their family/friend connections. On the other hand, Quesnel/Wells seemed to be a one-time destination for another 5.2%-7.1% of respondents, as they indicated that they were either not interested, had no plans to visit Quesnel/Wells, or found there were not much to do in Quesnel/Wells.

[1] Calculated as the difference between the % of respondents describing Quesnel/Wells as better and the % of respondents describing similar destinations as better in terms of service provided in a certain service area.

SECTION 1: BACKGROUND AND METHODOLOGY

1.1 Background

Tourism British Columbia collects and updates information about prospective visitors to British Columbia from North American origin markets through market studies. Tourism BC collects information about travel patterns, interest in and attitudes toward travel in British Columbia.

In 2005 Tourism British Columbia introduced the Community Tourism Foundations (CTF) Program®, which is designed to assist communities in developing their tourism potential. Facilitators are hired by Industry Development, Tourism British Columbia to work with selected communities to develop multi-year tourism development and marketing plans. Research Services, Tourism British Columbia assists the Facilitators by providing some funding and guidance for research projects to support the Community Tourism Foundations Program®.

A number of Facilitators have requested in-market awareness research for the community or sub-regional destinations that they are working with. The Facilitators need to understand awareness levels of their communities and the unique attributes (as seen by the consumer) of the community that can be used to leverage increased visitation.

As a result, Research Services has undertaken consumer awareness research in the GVRD and in urban areas outside of the GVRD in order to understand awareness of specific Community Tourism Foundations Program® communities. The results of the consumer market research will support the refinement of community tourism development strategies.

1.2 Project Objectives

In 2007, R.A. Malatest & Associates Ltd. was commissioned by Tourism BC to conduct a *Community Tourism Foundations Perceptions/Incidence Study*. The purpose of this survey was to assess the consumer awareness of travel opportunities across the province. Specific project objectives include:

1. To determine Greater Vancouver residents' awareness and perceptions of selected Community Tourism Foundations Program® communities as day-trip, getaway and vacation destinations.
2. To determine ‘Other BC and Albertan residents’ awareness and perceptions of selected Community Tourism Foundations Program® communities as getaway and vacation destinations
3. To determine the attributes and appeals associated with selected Community Tourism Foundations Program® communities.
4. To determine the likelihood of visiting selected Community Tourism Foundations Program® communities.

5. To determine incidence of leisure travel to selected Community Tourism Foundations Program® communities.
6. To determine importance of factors when choosing a destination for a day-trip, getaway or vacation.

1.3 Survey Instrument Programming and Field Test

R.A. Malatest & Associates Ltd. utilized a survey provided by Tourism BC. The survey contained questions pertaining to the following issues:

- Frequency with which respondents took an overnight leisure trip to the community;
- Familiarity with the community;
- Importance of different factors in choosing a destination for an overnight leisure trip;
- Things that appeal to respondents about overnight getaways or vacations to the community;
- Comparison of community to other similar destinations;
- Demographic characteristics of the respondent.

R.A. Malatest & Associates Ltd. made several minor modifications to the survey during survey programming and after field-testing. The final version of the survey instrument is contained in Appendix A.

1.4 Methodology

1.4.1 Sample Frame

As part of the *Community Tourism Foundations Perceptions/Incidence Study*, a random sample of residents from five regions (GVRD, Lower Vancouver Island, Northern BC, Southern Interior and Alberta) were contacted by telephone and asked to participate in a short telephone survey. 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 in which they resided, respondents were asked questions regarding their travels to and familiarity with one or more of the 20 communities selected for this study. Questions pertaining to Quesnel/Wells were asked of individuals contacted in the Greater Vancouver Regional District (GVRD), Lower Vancouver Island (Nanaimo South), Northern BC, and the Southern Interior.

The total sample frame for the *Community Tourism Foundations Perceptions/Incidence Study* consisted of 48,822 individuals in the five eligible regions[2]. Of the total sample frame, 38,857 were the GVRD, Lower Vancouver Island, Northern BC, and Southern Interior telephone numbers.

[2] GVRD, Lower Vancouver Island (Nanaimo South), Northern BC (urban areas), Southern Interior (Kamloops and Okanagan), Alberta (Calgary and Edmonton)

1.4.2 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 to the survey (such as the order of questions to improve survey flow) were made. Full survey administration began on April 4th, 2007.

1.4.3 Number of Survey Completions

At the end of survey administration on May 17th, 2007, a total of 3,132 survey completions were obtained for the *Community Tourism Foundations Perceptions/Incidence Study.* Only specific markets were asked questions regarding each community; specifically those residing in the GVRD, Lower Vancouver Island, Northern BC and Southern Interior were asked about Quesnel/ Wells. A total of 2,345 individuals residing in the Quesnel/Wells's selected markets completed the *Community Tourism Foundations Perceptions/Incidence Study* survey. Based on the total sample for the GVRD, Lower Vancouver Island, Northern BC and Southern Interior, the margin of error associated with the regions asked about Quesnel/Wells is ± 2.0% (± 1.8% overall). Excluding cases with not in service telephone numbers and non-qualifiers; the response rate for the surveys asked about Quesnel/Wells is 8.6% (9.2% overall). A table of survey completions is shown below (Table 1-1).

Table 1- 1
Overall Project Completions

Regions	Population Size[3]	Valid Sample Size[4]	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[5]	124,173	5,344	422	8.0%
Southern Interior (Kamloops & Okanagan)	253,428	7,679	935	12.2%
OVERALL	**4,773,471**	**34,112**	**3,132**	**9.2%**

In total, one in five respondents asked about Quesnel/Wells had either travelled there or were familiar with these communities (20.0%). Of the 2,345 respondents contacted in GVRD, Lower Vancouver Island, Northern BC, and Southern Interior, 201 (8.6%) stated that they had taken an overnight leisure trip to Quesnel/Wells in the past two years. A further 268 respondents had not gone to Quesnel/Wells but were somewhat or very familiar with Quesnel/Wells, as presented in Table 1-2.

[3] Source: Statistics Canada, 2006 Census
[4] Valid sample = Sample less non-qualifiers or not in service numbers in the sample
[5] *Note: Northern BC only includes Kitimat, Prince George, Prince Rupert, Quesnel, Terrace and Williams Lake. The number of responses ranged from 405-485 for Northern BC.

Table 1-2
Visits To / Familiarity With the City of Quesnel/Wells

	Communities Asked About Quesnel/Wells (n=2,345)	% of all respondents in regions asked about Quesnel/Wells
Taken an overnight leisure trip to Quesnel/Wells in the past 2 years	201	8.6%
No trip taken but somewhat or very familiar with Quesnel/Wells	268	11.4%
Total	**469**	**20.0%**

Each respondent was asked about a maximum of two communities. Therefore if a respondent indicated that they had visited or were at least somewhat familiar with more than two of the selected Community Tourism Foundations Program® communities, two communities were selected. As a result, not every respondent who had visited or who was familiar with Quesnel/Wells was asked about this community. A total of 364 surveys were completed with a set of community specific questions specific to Quesnel/Wells.

The rest of this report presents the findings pertaining to the Quesnel/Wells from the *Community Tourism Foundations Perceptions/Incidence Study*.

1.4.4 Limitations

The survey is not indicative of everyone that goes to Quesnel/Wells – only GVRD, Lower Vancouver Island, Northern BC and Southern Interior respondents, who 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), were asked about Quesnel/Wells. As a result, the current report does not report on other visitors to Quesnel/Wells who are located outside of these areas, or who took an overnight leisure trip to Quesnel/Wells earlier than the 12 months prior to the survey.

COMMUNITY SPECIFIC RESULTS

SECTION 2: TRIP CHARACTERISTICS BY MARKET

2.1 Number of Trips

Of respondents who lived in GVRD (n=481), Lower Vancouver Island (n=522), Northern BC (n=407), Okanagan (n=527), and Kamloops (n=408), close to one-tenth (8.6%) reported that they had taken at least one overnight leisure trip to Quesnel/Wells in the past 2 years, with respondents in Northern BC (21.6%) being most likely to have taken the trip (Table 2-1). Close to two thirds (71.6%) of the visitors had one or two overnight trips to Quesnel/Wells; 23.9% had three to ten trips and very few (4.5%) had twelve to fifty-four trips. On average, the visitors took 2.8 overnight leisure trips to Quesnel/Wells.

Respondents who had not taken any overnight leisure trip to Quesnel/Wells were asked how familiar they were with Quesnel/Wells. Overall, 12.6% indicated that they were somewhat or very familiar with Quesnel/Wells, with respondents in Northern BC being most familiar (23.9%). In total, 364 respondents who either took an overnight leisure trip to Quesnel/Wells, or who did not but were at least somewhat familiar with Quesnel/Wells, were further asked of the questions regarding their experience and impression about travelling in Quesnel/Wells.

Table 2- 1
Frequency of Trips by Market(s) Studied

Question1. *In the past 2 years, have you taken an overnight leisure trip to Quesnel/Wells?*
Question2. *If Yes, how many overnight trips?*
Question3. *IF NO, on a scale from 1 to 5 where 1 is 'not at all familiar' and 5 is 'very familiar' how familiar are you with Quesnel/Wells?*

Applicable Market	% (n) on overnight trips to specific community[1,2]	% (n) at least somewhat familiar[1,2,3]	Average # overnight trips	Total # of surveys applicable
GVRD	4.8% (23)	9.7% (44)	1.9	54
Lower Van. Island	3.1% (16)	6.0% (30)	1.2	65
Northern BC	21.6% (88)	23.9% (76)	3.6	124
Okanagan	6.3% (33)	11.8% (58)	3.3	59
Kamloops	10.0% (41)	16.6% (60)	1.9	62
Overall	**8.6% (201)**	**12.6% (268)**	**2.8**	**364**

[1] Differences in responses between markets are significant at 95% level.
[2] There are missing data with respondents in Northern BC. This is because a respondent living in Quesnel/Wells was not asked of the question.
[3] Of respondents who did not take one or more overnight leisure trips to Quesnel/Wells; excluding don't know and no response.

2.2 Primary Purpose of the Visit(s)

Visitors to Quesnel/Wells reported a variety of reasons why they chose to take a leisure trip to Quesnel/Wells. Presented below in Table 2-2 are the top six reasons (cited by 5% of respondents or more each) for visiting Quesnel/Wells. As can be seen from Table 2-2, visiting friends and relatives (29.4%) was the biggest reason why visitors came to Quesnel/Wells for a getaway[6] or short vacation. 6.5%-10.9% of visitors came to Quesnel/Wells for general sightseeing (10.9%), shopping (10.9%), camping (6.5%), and/or simply to relax (6.5%).

Table 2- 2
Top Reasons of Visiting Quesnel/Wells

Question4. *You indicated that you took an overnight-leisure trip to Quesnel/Wells in the past two years, what was your primary purpose to visit Quesnel/Wells?*	
Purpose(s)	**Overall**
Visiting friends/relatives	**29.4%**
Other	**16.9%**
General sightseeing	**10.9%**
Shopping	**10.9%**
Relaxing	**6.5%**
Camping	**6.5%**

* n=201, multiple category responses[7]

[6] Refers to a trip of a few nights (less than 4 nights) away from home for leisure purposes, including shopping and dining.
[7] Refers to the condition where respondents are allowed to provide more than one response or choose more than one category of response.

SECTION 3: COMMUNITY CHARACTERISTICS

3.1 Appeal of Community

Respondents were asked about the things that appealed to them concerning overnight getaways or vacations to Quesnel/Wells. These community characteristics are grouped into nine categories including outdoor recreation, natural environment, cultural activities, amenities, feel/lifestyle, proximity, getaway, friends/family and affordability. Table 3-1 presents these categories as well as various features associated with each category.

Table 3- 1
Categories of Appealing Community Characteristics

Characteristics category	Feature
Outdoor recreation	Water sports/adventures/activities, Fishing, Boating, Golfing, Camping, Hunting, Driving/touring around, Walking/Hiking, Ferry riding, Sightseeing, Downhill skiing, Snowmobiling, Snowshoeing, Cross country skiing/other winter activities
Natural environment	Beautiful place to visit/beautiful scenery, Provincial park, Wildlife/wilderness, Lake/river/ocean/water/islands, Beaches, Weather/good weather, Clean / Fresh Air, Agricultural attractions - farms stores, tours, Winery/brewery/wine tours
Cultural activities	Historic/heritage, Cultural sites (including aboriginal), Festivals and events
Amenities	Art gallery/galleries, Museum/railway museum, Hotel/resorts, Shopping, Spas, Restaurants/pubs, Bingo / Casino, Bigger City (medical facilities, university, military)
Atmosphere/lifestyle	Relaxation/laid back lifestyle, Neat/quiet, Small town feel/quaint town, Remote / Romantic / Small population, Atmosphere, Different / Unique, Family friendly, The people/friendly people/unique people
Proximity	Close to various places/sites, En route to various places/passing through, Accessibility/Location, Proximity to home / close
Getaway	Somewhere new / To Get Away, Grow up / used to live there / cottage
Friends/family	Friends/family live there
Affordability	Affordability

Table 3-2 below summarizes the top appealing features (cited by 5% of respondents or more) of Quesnel/Wells by characteristic categories. As is evident in Table 3-2, more than one in ten respondents indicated that the natural environment of Quesnel/Wells, clean and fresh air (25.9%) and beautiful scenery (10.7%) in particular were major appealing features of Quesnel/Wells. More than one in six of respondents described Bingo and Casino (25.9%), and/or heritage and historical sites in Quesnel/Wells as being attractive to them. Another 13.5%-14.8% of respondents reported that they liked Quesnel/Wells because it was close to home and various destinations, and/or they had friends or family living there.

Table 3- 2
Top Appealing Characteristics of Quesnel/Wells

Question5. *What are the things that appeal to you about overnight getaways or vacations to Quesnel/Wells?*	
Category/Feature	**%**
Outdoor recreation	
Camping	**7.1%**
Natural environment	
Clean/Fresh Air	**25.9%**
Beautiful place to visit/beautiful scenery	**10.7%**
Wildlife/wilderness	**5.5%**
Cultural activities	
Heritage/historical sties	**16.2%**
Amenities	
Bingo/Casino	**25.9%**
Proximity	
Proximity to home/close	**14.8%**
Close to various places/sites	**9.6%**
Friends/family	
Friends/family live there	**13.5%**

* n=525, multiple category responses. Categories/features accounting for 5% or more are presented.

3.2 Unique Characteristics of Community

When asked about what characteristics had made Quesnel/Wells a unique destination, as indicated in Table 3-3, close to one-fifth of respondents mentioned that the heritage and historical sites of Quesnel/Wells (19.8%), and/or being close-to various places (17.0%) were the main factors that made Quesnel/Wells special. Approximately one in ten (9.3%) respondents attributed to friends/family living here and another 6.0% cited small-town atmosphere and/or water features of Quesnel/Wells as its unique features.

Table 3- 3
Top 6 Unique Characteristics of Quesnel/Wells

Question6. *What is unique about Quesnel/Wells, what makes it different from the other destinations you just mentioned?*	
Community characteristics	**% of the responses**
Heritage/historical sites	**19.8%**
Close to various places / Passing through	**17.0%**
Family/Friends	**9.3%**
Other	**7.1%**
Lake/River/Ocean/Water/Islands/Hot Springs	**6.0%**
Small/Isolated/Remote	**6.0%**

* n=182. Note that this is an open-ended question; comments are coded into categorical responses. Categories accounting for 5% or more are presented.

3.3 Importance of Community Features

In the survey, respondents were asked about factors important to them in choosing a destination for a trip or short getaway in spring/summer. Importance was assessed on a 5-point scale with 1 being not important at all and 5 being extremely important. Overall, aspects of affordability (4.12), and features concerning atmosphere/lifestyle, including safety/cleanness (4.42) and a place that was good for relaxing and unwinding (4.12), were ranked as most important. Except for a place to golf (1.88), being romantic place (2.52), and being close to home (2.58), all the other 14 community features were rated as close to or more than somewhat important by all visitors or those who were somewhat familiar with Quesnel/Wells (Table 3-4).

Table 3- 4
Importance Rating (1-5) of Community Features

Question7. *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.'*	
Category/Feature	**Importance rating**
Outdoor recreation	
Offers a variety of outdoor activities	**3.67**
A place to participate in outdoor land-based activities	**3.47**
A place to participate in outdoor water-based activities	**3.04**
A place to golf	**1.88**
Natural environment	
Hot and Sunny	**3.83**
A place to visit national/provincial parks	**3.56**
Cultural activities	
Heritage and historical sites	**3.50**
Offers cultural events such as arts and music	**2.91**
Amenities	
Unique local cuisine	**3.38**
Restaurants, shopping and nightlife	**3.19**
Atmosphere/lifestyle	
Safe and clean	**4.42**
A place to relax and unwind	**4.27**
An exciting place to be	**3.64**
Romantic	**2.52**
Proximity	
A place that's close to home	**2.58**
Family-friendly	
Offers a wide range of activities for the entire family	**3.38**
Affordability	
Affordability	**4.12**

* n=359-363, excluding don't know and no response.

Respondents with different household characteristics were found to have distinct ratings on many community features. For households having a child of 18 year or younger, whether there were activities for the entire family appeared to be the deciding factor for them to choose a destination. These households also liked opportunities to participate in outdoor activities, including land-based and water-based outdoor recreation activities (Appendix B, Table B-1).

As shown in Table B-2 (in Appendix B), respondents of different age groups also had divergent views as to what community features were most important to them. Younger individuals (18 to 34 years) were more keen on various outdoor activities, including land-based and water-based outdoor recreation activities. Older respondents appeared to be more interested in heritage and historical sites.

3.4 Associations with Community

Respondents were further asked to indicate to what extent they associated community characteristics with Quesnel/Wells, based on their experience or information received. This was assessed on a 5-point scale with 1 being 'does not describe at all', and 5 being 'describes completely'. As indicated in Table 3-5, eight out of seventeen (47.1%) community characteristics were perceived as being somewhat or completely descriptive of Quesnel/Wells. Heritage and historical sites (3.85), safety and cleanness (3.54) and affordability (3.53), were ranked as the characteristics most associated with Quesnel/Wells. In contrast, characteristics such as being romantic (1.74), a place to golf (2.19), excellent restaurant (2.15) and unique local cuisine (2.31) were least recognized as typical features of Quesnel/Wells.

Table 3- 5
Rated Association (1-5) of Characteristics of Quesnel/Wells

Question8. *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 Quesnel/Wells. Where 1 is 'Does not describe at all' and 5 is 'Describes completely'.*	
Category/Feature	**Rated association**
Outdoor recreation	
Offers a variety of outdoor activities	**3.25**
A place to participate in outdoor land-based activities	**3.29**
A place to participate in outdoor water-based activities	**2.47**
A place to golf	**2.19**
Natural environment	
Hot and Sunny	**2.72**
A place with opportunities to visit State/provincial parks	**3.35**
Cultural activities	
Heritage and historical sites	**3.85**
Offers cultural events such as arts and music	**2.63**
Amenities	
Unique local cuisine	**2.31**
Restaurants, shopping and nightlife	**2.15**
Atmosphere/lifestyle	
Safe and clean	**3.54**
A place to relax and unwind	**3.26**
An exciting place to be	**2.58**
Romantic	**1.74**
Proximity	
A place that's close to home	**2.75**
Family-friendly	
Offers a wide range of activities for the entire family	**3.36**
Affordability	
Affordability	**3.53**

* n=273-341, excluding don't know and no response.

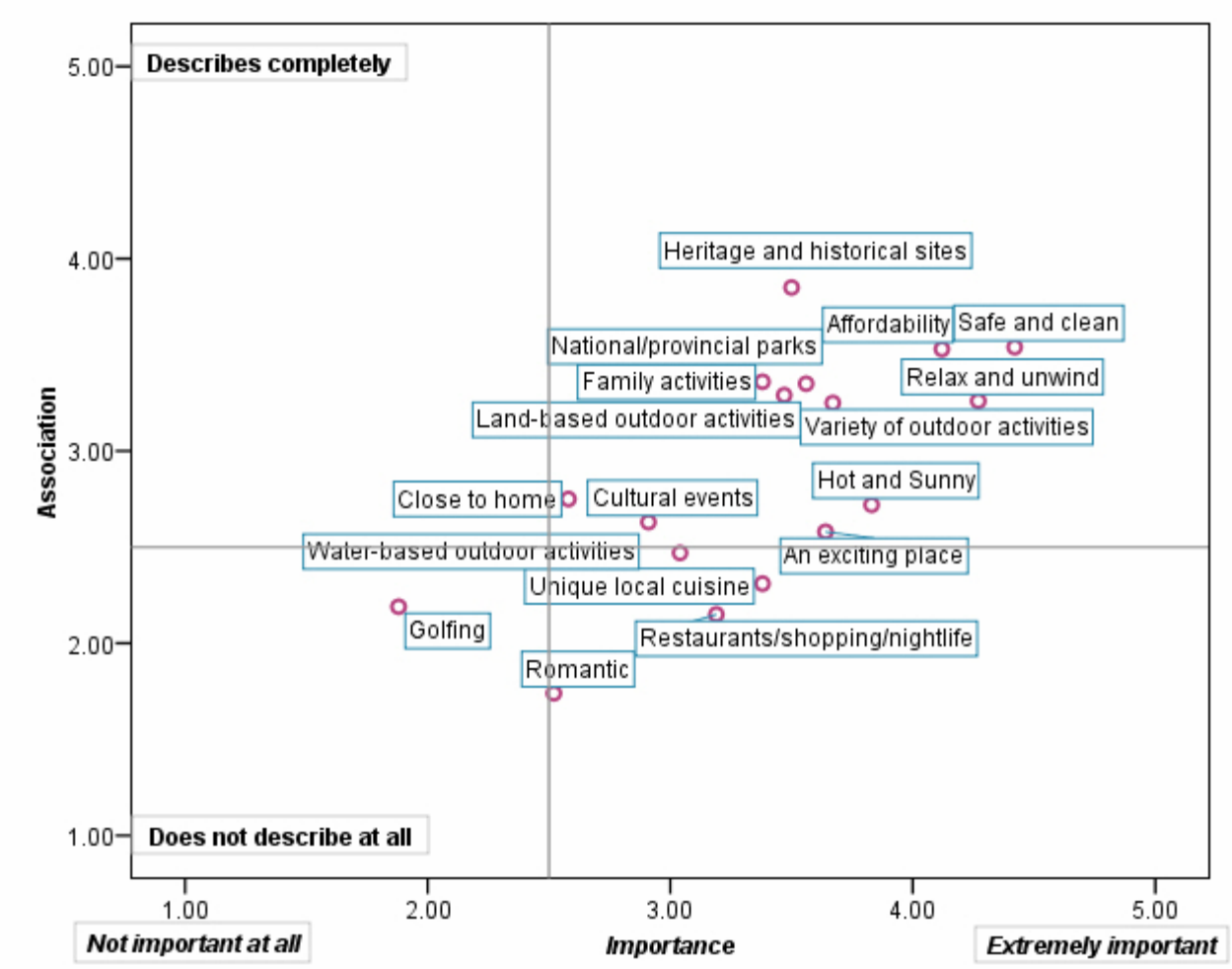
3.5 Mapping of Community Characteristics by Importance and Association

Each community characteristic was graphed on a scatter plot, with importance ratings along the horizontal axis, and association ratings along the vertical axis (Figure 3-1). Characteristics in the upper right corner of the plot (high on both axes) are rated as being most important and most descriptive of the community; these refer to the service areas in which the community has good performance (strengths). Characteristics on the lower left corner of the plot (low on both axes) are viewed as being least important and least descriptive of the community. Those on the lower right corner of the plot (high on importance but low on association) imply the service areas that are highly valued by visitors, but are not associated with the community (weakness). Last, features on the upper left corner of the plot (high on association but low on importance) refer to the unique characteristics of the community which are not an important requirement for visitors.

With respect to Quesnel/Wells, eight out of seventeen (47.1%) community features were found to be both important and associated with Quesnel/Wells. Being a safe and clean place that was affordable, was perceived as being most important (importance rating: 4.1-4.4, Table 3-4) and also most descriptive of Quesnel/Wells (association rating: 3.5, Table 3-5). Features such as being good for relaxing and unwinding (importance rating: 4.3; association rating: 3.3), offering activities for the entire family (importance rating: 3.4; association rating: 3.4), a variety of outdoor activities (importance rating: 3.7; association rating: 3.3), and opportunities to visit heritage and historical sites (importance rating: 3.5; association rating: 3.9), were also rated high in both importance and association with Quesnel/Wells.

To summarize, Quesnel/Wells was in general recognized as a place that was affordable and safe and clean, good for relaxing and unwinding; these features satisfied some of the most important needs of the visitors. Quesnel/Wells was also seen as a place providing good opportunities for a variety of outdoor activities and family activities, as well as offering opportunities for visiting heritage and historical sites. These features catered to the interest of a wide range of age groups.

Figure 3- 1
Association of Characteristics of Quesnel/Wells by Importance



* n=273~363; excluding no response

3.6 Similar Destinations

Respondents were asked about up to three destinations that they felt were similar to Quesnel/Wells. Presented in Table 3-6 are the top 9 similar destinations (accounting for 5% of responses or more each). Close to one-sixth (16.3%) of respondents felt that Quesnel/Wells was most similar to Prince George, and another 7.5%-10.6%% also cited other Alberta destinations (10.6%), Williams Lake (8.4%), other Thompson Okanagan destinations (7.9%), Kelowna (7.5%) and 100 Mile House (7.5%) as places similar to Quesnel/Wells.

Table 3- 6
Top 9 Destinations Similar to Quesnel/Wells

Question9. *If you were thinking about taking a day or short getaway trip to Quesnel/Wells, what other destinations or areas would you consider for a similar kind of trip?*	
Destination mentioned	**% of the responses**
Prince George	**16.3%**
Other Alberta destinations	**10.6%**
Williams Lake	**8.4%**
Other Thompson Okanagan	**7.9%**
Kelowna	**7.5%**
100 Mile House	**7.5%**
Salmon Arm To Vernon	**6.2%**
Prince Rupert	**5.3%**
Other Cariboo Chicotin Coast	**5.7%**

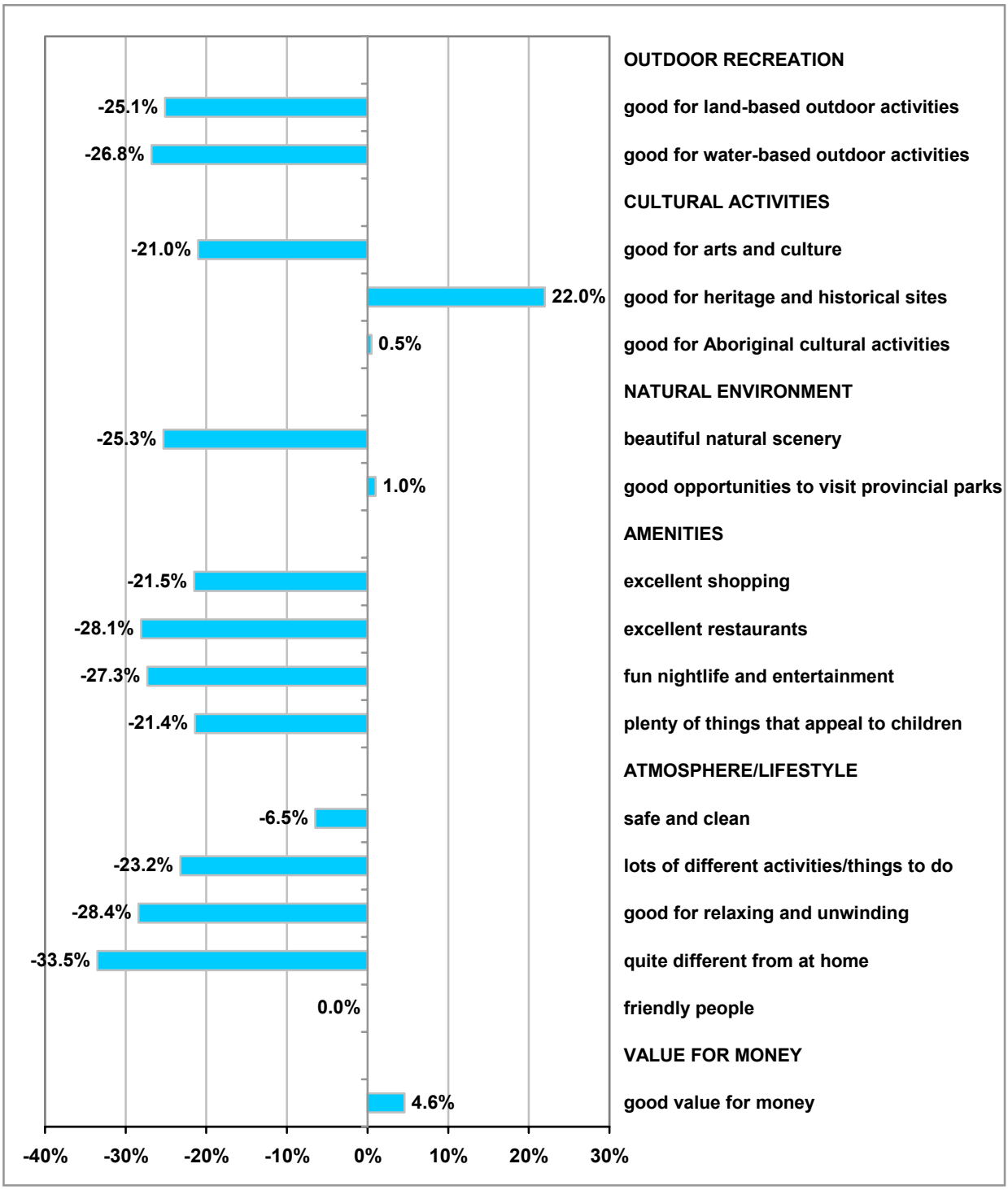
* n=227; multiple category responses. Categories accounting for 5% or more are presented.

3.7 Community Comparison

Figure 3-2 presents a list of service areas that were measured as part of the study. Respondents were asked whether Quesnel/Wells had better, worse or similar performance in these service areas as compared to all the similar destinations. In this analysis, the net difference in the percentage of respondents describing Quesnel/Wells as better and those describing similar destinations as better, is used as an indicator to assess the overall performance of Quesnel/Wells in relation to similar destinations.

As indicated in Figure 3-2, respondents felt that Quesnel/Wells was seen better for offering opportunities to visit heritage and historical sites (net difference of 22.0%), and providing a value for money (net difference of 4.6%), as compared with all the similar destinations. Quesnel/ Wells was rated similar to other destinations in terms of offering opportunities to visit national and provincial parks (net difference of 1.0%), having Aboriginal cultural activities (net difference of 0.5%), and having friendly people (net difference of 0.0%). On the other hand, Quesnel/Wells was perceived to lack diversities in things to do (net difference of -23.2%), especially things for relaxing and unwinding (net difference of -33.5%), activities for outdoor recreation (net difference of -26.8% to -25.1%), cultural activities (net difference of -21.0%), and things that appeal to children (net difference of -21.4%). In addition, some respondents felt that there lacked good amenities in Quesnel/Wells, including excellent restaurants (net difference of -28.1%), good shopping (net difference of -21.5%) and fun nightlife and entertainment (net difference of -27.3%). Some respondents also thought they did not get an exotic experience while visiting Quesnel/Wells (net difference of -28.4%).

Figure 3- 2
Comparison between Quesnel/Wells and Similar Destinations
"Quesnel/Wells Better" Minus "Similar Destinations Better"

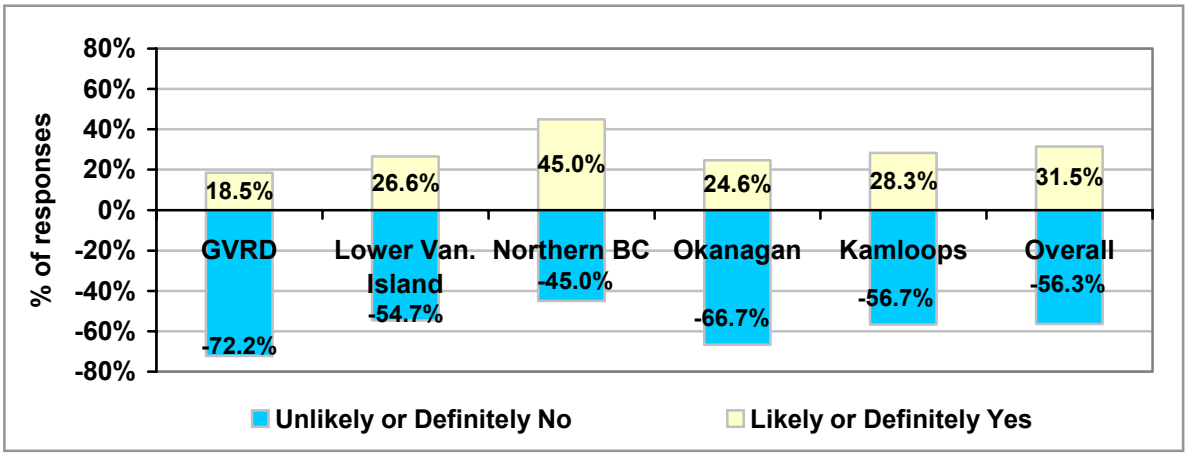


* n=187~217, excluding don't know and no response.

3.8 Likelihood of Future Visit(s) to Community

Among decided respondents, approximately one in three (31.5%) respondents were positive that they would visit Quesnel/Wells for an overnight getaway in the next two years, including 21.3% who stated they would definitely do so (Figure 3-3).[8] More than half (56.3%) of respondents indicated that they had no such intention. Figure 3-3 also shows that respondents in Northern BC (45.0%) were mostly likely to visit Quesnel/Wells in the future, while respondents in GVRD (18.5%) were least likely to do so.

Figure 3- 3
Likelihood to Visit Quesnel/Wells in the Next Two Years by Market



* n=364, excluding don't know and no response (0.0%-3.4%)

[8] Likelihood of return (likelihood scale) was rated on a 5-point scale with 1 being Definitely Not, 5 being Definitely Yes and the mid-point 3 being neutral.

3.9 Reasons for Not Frequently Visiting Community

Respondents were asked to comment on the factors that had hindered them from visiting Quesnel/Wells more often. Table 3-7 presents the top five reasons (accounting for 5% of responses or more each). Overall, one in four respondents felt that Quesnel/Wells was too distant for driving (25.0%), and one in five mentioned that they lacked time for travelling (20.1%). Another 5.2%-7.1% of respondents indicated that they were either not interested, had no plans to visit Quesnel/Wells, or found there were not much to do in Quesnel/Wells. To these respondents, Quesnel/Wells appeared to be a one-time destination that they were not likely to visit in the near future.

Table 3- 7
Top 5 Known Reasons for Not Frequently Visiting Quesnel/Wells

Question10. *What prevents you from visiting Quesnel/Wells more frequently?*	
Reason	**% of the responses**
Too far away/too much driving	**25.0%**
Lack of time	**20.1%**
Not interested/no plans to go	**7.1%**
Not much there / no reason to go	**6.6%**
Not enough attractions/activities/things to do	**5.2%**

* n=364, multiple category responses. Categories accounting for 5% or more are presented. 'Nothing in particular' (10.7%) is not presented in the above table.

SECTION 4: DEMOGRAPHIC SUMMARY

4.1 Summary of Respondents by Trip Activity to Community

Visitors to Quesnel/Wells (i.e., those who had an overnight leisure trip to Quesnel/Wells) and non-visitors were found to have similar[9] demographic characteristics. In both samples, females (62.6% on average) outnumbered males[10]. The majority had a total household income of less than $100,000 (75.2%), with no child of 18 years or younger in the household (68.5%). Close to one-half was between 45 to 64 years (47.7%, Table 4-1). As can be recalled from Table 2-1, respondents living in Northern BC (21.6%) were much more likely to have taken a leisure trip to Quesnel/Wells than respondents in other regions (3.1%-10.0%).

[9] Group differences are not significant at 95% level.
[10] Note that this could be because females are empirically more likely to answer a survey than males.

Table 4- 1
Respondent Profile by Having Taken a Trip and Not

	% of Total Responses	*% of Took a Trip*	*% of Didn't Take a Trip*
	(n=1702-2345)	(n=155-201)	(n=1547-2144)
Household characteristics			
Child(ren) of 18 or younger in the household			
Yes	**31.5%**	30.5%	31.6%
No	**68.5%**	69.5%	68.4%
Income[1]			
Less than $65,000	**43.1%**	38.1%	43.6%
$65,000 to less than $100,000	**32.1%**	34.8%	31.8%
$100,000 to less than $150,000	**17.7%**	23.2%	17.1%
$150,000 or more	**7.1%**	3.9%	7.4%
Respondent characteristics			
Gender			
Male	**37.4%**	39.3%	37.2%
Female	**62.6%**	60.7%	62.8%
Age[1]			
18 to 34	**15.3%**	10.4%	15.8%
35 to 44	**18.1%**	18.9%	18.0%
45 to 54	**24.3%**	26.4%	24.2%
55 to 64	**23.4%**	26.9%	23.1%
65 or older	**18.8%**	17.4%	19.0%
Education[1,2]			
High school or lower	**23.7%**	24.4%	23.6%
College	**37.3%**	38.3%	37.2%
University or above	**39.0%**	37.3%	39.2%

* Excluding don't know and no response
[1] The category is collapsed to increase the subtotal sample size.

4.2 Summary of Respondents by Likelihood of Future Visit(s) to Community

When comparing respondents who planned to visit Quesnel/Wells in the next 2 years, (rating of 3, 4 and 5 on the likelihood scale, see footnote 9) and those who had no such intention (rating of 1 and 2 on the likelihood scale), the two groups were found to be similar in their demographic profiles (Table 4-2).

Table 4- 2
Respondent Profile by Intention of Future Visit(s) to Quesnel/Wells

	% of Total Responses	***% of Will Visit*** *(3+ on the likelihood scale)*	***% of Won't Visit*** *(1-2 on the likelihood scale)*
	(n=350-352)	(n=153-155)	(n=197-197)
Household characteristics			
Child(ren) of 18 or younger in the household			
Yes	**31.5%**	33.5%	29.9%
No	**68.5%**	66.5%	70.1%
Income[1]			
Less than $65,000	**41.4%**	38.2%	44.1%
$65,000 to less than $100,000	**34.2%**	35.0%	33.6%
$100,000 to less than $150,000	**16.9%**	19.5%	14.7%
$150,000 or more	**7.5%**	7.3%	7.7%
Respondent characteristics			
Gender			
Male	**42.0%**	41.3%	42.5%
Female	**58.0%**	58.7%	57.5%
Age[1]			
18 to 34	**16.2%**	16.2%	16.2%
35 to 44	**16.8%**	16.2%	17.2%
45 to 54	**27.6%**	27.9%	27.3%
55 to 64	**25.6%**	28.6%	23.2%
65 or older	**13.9%**	11.0%	16.2%
Education[1]			
High school or lower	**22.6%**	25.5%	20.3%
College	**39.1%**	41.2%	37.6%
University or above	**38.3%**	33.3%	42.1%

* Excluding don't know and no response
[1] The category is collapsed to increase the subtotal sample size.

APPENDIX A: SURVEY INSTRUMENT

Overnight Leisure Trips Questionnaire
Tourism British Columbia

Final Version

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 a least18 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		*SEE LIST OF CODES*
SEE APPENDIX C FOR APPROPRIATE COMMUNITIES	◻	◻		*BELOW**

*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 1	2	3	4	Very Familiar 5	DK / Refused
COMMUNITIES LISTED IN Q2A WHERE Q2A = NO	◻	◻	◻	◻	◻	◻

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 1	2	3	4	Extremely Important 5	DK / Refused
Romantic	☐	☐	☐	☐	☐	☐
Offers cultural events such as arts and music	☐	☐	☐	☐	☐	☐
A place to golf	☐	☐	☐	☐	☐	☐
A place to participate in outdoor water-based activities	☐	☐	☐	☐	☐	☐
A place to participate in outdoor land-based activities	☐	☐	☐	☐	☐	☐
Offers a variety of outdoor activities	☐	☐	☐	☐	☐	☐
A place to relax and unwind	☐	☐	☐	☐	☐	☐
Heritage and historical sites	☐	☐	☐	☐	☐	☐
A place with opportunities to visit national and provincial or state parks	☐	☐	☐	☐	☐	☐
Offers wide range of activities for the entire family	☐	☐	☐	☐	☐	☐
Hot and Sunny	☐	☐	☐	☐	☐	☐
An exciting place to be	☐	☐	☐	☐	☐	☐
Affordability	☐	☐	☐	☐	☐	☐
A place that's close to home	☐	☐	☐	☐	☐	☐
Safe and clean	☐	☐	☐	☐	☐	☐
Unique local cuisine	☐	☐	☐	☐	☐	☐
Restaurants, shopping and nightlife	☐	☐	☐	☐	☐	☐
Other (Please specify)	☐	☐	☐	☐	☐	☐

[Surveyor note: Once you hit 'next question' you can no longer go backwards!!!]

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. CUTLURAL 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 ACTIVITES
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	☐	☐	☐	☐	☐	☐
Offers cultural events such as arts and music	☐	☐	☐	☐	☐	☐
A place to golf	☐	☐	☐	☐	☐	☐
A place to participate in outdoor water-based activities	☐	☐	☐	☐	☐	☐
A place to participate in outdoor land-based activities	☐	☐	☐	☐	☐	☐
Offers a variety of outdoor activities	☐	☐	☐	☐	☐	☐
A place to relax and unwind	☐	☐	☐	☐	☐	☐
Heritage and historical sites	☐	☐	☐	☐	☐	☐
A place with opportunities to visit national and provincial or state parks	☐	☐	☐	☐	☐	☐
Offers wide range of activities for the entire family	☐	☐	☐	☐	☐	☐
Hot and Sunny	☐	☐	☐	☐	☐	☐
An exciting place to be	☐	☐	☐	☐	☐	☐
Affordability	☐	☐	☐	☐	☐	☐
A place that's close to home	☐	☐	☐	☐	☐	☐
Safe and clean	☐	☐	☐	☐	☐	☐
Unique local cuisine	☐	☐	☐	☐	☐	☐
Restaurants, shopping and nightlife	☐	☐	☐	☐	☐	☐
Other (Please specify)	☐	☐	☐	☐	☐	☐

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	◻	◻	◻	◻	◻	◻

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!

APPENDIX B: TABLES BY DEMOGRAPHIC CHARACTERISTICS

Table B- 1
Importance Rating of Community Features* by Household Having a Child or Not

Community feature	Yes	No	Overall
Water-based outdoor activities	3.36	2.88	**3.03**
Land-based outdoor activities	3.71	3.36	**3.46**
Variety of outdoor activities	3.93	3.55	**3.67**
Family activities	4.27	2.97	**3.38**

* Only showing the results where differences between respondent groups are significant at 95% level.

Table B- 2
Importance Rating of Community Features* by Age Group

Community feature	18 - 34	35 - 44	45 - 54	55 - 64	65 +	Overall
Water-based outdoor activities	3.46	3.27	3.16	2.84	2.39	**3.04**
Land-based outdoor activities	3.75	3.73	3.49	3.34	3.06	**3.48**
Variety of outdoor activities	4.07	3.97	3.74	3.56	2.98	**3.68**
Heritage and historical sites	3.10	3.51	3.53	3.63	3.65	**3.50**
An exciting place	3.93	3.76	3.69	3.48	3.31	**3.64**
Romantic	2.64	2.76	2.64	2.59	1.78	**2.53**
Family activities	3.85	4.07	3.38	2.95	2.85	**3.39**
Affordability	4.34	4.15	3.95	4.01	4.35	**4.12**

* Only showing the results where differences between respondent groups are significant at 95% level.

APPENDIX C: COMMUNITIES ASKED ABOUT IN EACH MARKET

Table C-1
% of Respondents That Had Been On An Overnight Leisure Trip
To Each Community By Market Studied

Communities	GVRD	Lower Vancouver island	Northern BC	Okanagan	Kamloops	Alberta
	(n=481)	(n=522)	(n=405-485)*	(n=527)	(n=408)	(n=709)
Quadra Island	2.5% (12)	6.7% (35)				
North Island (Port Hardy/Port McNeill/Alert Bay)	5.0% (24)	18.0% (94)				
Campbell River/Courtenay/Comox	14.8% (71)	40.2% (210)				7.6% (54)
Tofino/Ucluelet	16.6% (80)	29.9% (156)				5.8% (41)
Prince Rupert	2.3% (11)	2.7% (14)	23.7% (100)	1.7% (9)	1.5% (6)	
Prince George	5.8% (28)		57.3% (232)	11.0% (58)	11.8% (48)	3.2% (23)
Smithers			19.8% (96)	2.7% (14)	2.2% (9)	0.8% (6)
Terrace			20.8% (86)	0.8% (4)	2.7% (11)	0.7% (5)
Quesnel/Wells	4.8% (23)	3.1% (16)	21.6% (88)	6.3% (33)	10.0% (41)	
Bella Coola Valley/West Chilcotin	1.5% (7)		7.2% (35)	3.6% (19)	4.2% (17)	
Clearwater				5.5% (29)	15.9% (65)	
Barriere				3.0% (16)	10.5% (43)	
Blue River				2.3% (12)	2.9% (12)	
Windermere/Columbia Valley						23.4% (166)
Cranbrook						10.9% (77)
Kimberley						8.6% (61)
Fernie						11.8% (84)
Golden						12.7% (90)
Nelson				19.2% (101)	11.3% (46)	4.8% (34)
Osoyoos/Oliver				22.6% (119)	11.3% (46)	5.5% (39)

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