MARKETING SURVEY RESULTS - tourist & service operators

Operation	Service and product provided	Capacity	Season
Cornish Mountain Tours • 3years • Located in Wells	• Hiking & walking tours • History & nature tours • Operates Wells, Barkerville & Mt Murray • Soft adventure • ½ day $39.00 full day $95.00 with lunch	• Unknown	• Summer 100% of all clients • Would like to increase summer & winter
White Gold Adventures • 3 years - development stage • Located in Wells	• Canoeing has Bowron Lake permit • Hiking • Back country skiing • Operates Wells, Bowron Lake & park and Cariboo Mountains • Guided tours from 1 to 8 days • Day rate $90 - over night $150 per day •	• Bowron Lake trips 12 people • Overnight skiing 4 people • Day trips 12 to 15 people	• Summer canoeing 80% • Winter skiing 10% • Hiking 10% • Wants to increase winter and when receive permit will increase 2002
Gold Safari Tours & Treasure Hunter's RV Park • 6 years • Located in Wells	• RV park • Customised Guided Tours - current heritage -wild life & gold panning • Step on guide for tour buses • Transport service from Wells to Quesnel & Prince George • Operates Wells Barkerville & Bowron Lakes • Tour $100 per day 1 to 3 days • RV sites $20 to $30 per day	• Current RV 5 sites future 20 sites • Tour guides up to 24	• Summer May to October 50% • Would like to increase summer, winter & fall
Theatre Royal • 15 years • Located in Barkerville	• Show business, entertainment • Barkerville's Interpreters 6 • Live theatre & shows 1 hour in length • 2 shows 6 days a week summer and 1 evening show July 1st to Aug long weekend • Operates in Barkerville theatre • $9 adults, $8 seniors, $5 8 to 14	• 250 depending on person size	• Summer only 1/3 to1/2 of gate entries to Barkerville Heritage Park • May to June is school program • Unsure if renew lease
Becks Pottery • 4 years - summer • Located in Wells	• Pottery - gift & second hand book store & sales - does custom work • Operates studio shop in Wells • $5 - $150 pottery & gift ware • books at ½ cover price	• unlimited	• Summer only June to September • would like to increase summer - dependent on stock for sale
Amazing Space • • Located in Wells	• Art - printing, painting, cards & magnets • Art gallery & art sales • Teaching IMA and the education of art • Operates gallery and studio in Wells • $1 - $1,500 for stock	• Unlimited want the right person to come to the gallery - art buyers	• Summer May to mid September • Winter open by appointment • Wants to increase attendance in summer
Marie Nagel Gallery • 11 years • Located in Wells	• Exhibition & sales of art paintings, cards and other area art work, art supplies • Wells Community Newspaper • Teaching IMA • Operates gallery & studio in Wells • $3 - $800 for stock	• Unlimited	• Open summer from May to mid September • Would like to see growth for the entire year
Operation	**Service and product provided**	**Capacity**	**Season**
Mrs Neate's Sewing	• Sewing room / gift shop and	• 14 for needle	• Summer May to

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Room • 6 years • Located Barkerville	needlework classes • Customer sewing & mending of period costumes & retail • Operates in Barkerville Heritage Park gift shop & St George Hotel • $8 - $200 for gift ware, $225 for weekend needlework retreats	work classes • Unlimited in the gift shop	October • Winter Open weekends December 1st to 25th • Spring & Fall if come out and sew will open shop
Alpine Snow Ventures • five years • Located in Wells	• Snow mobile tours & rentals • Trail grooming • Provide guided tours • $40 per hour to $230 for a full day on 600 CC machine	• 8 to 12 people	• Winter only currently at 10% • Would like to increase winter from 50 to 100%
Barkerville & Bowron Lake Provincial Park Contractors • 16 years Barkerville & 8 years Bowron Lake • Located at Bowron Lakes, & the turn off on highway 16 to Bowron Lakes	• Provincial camp grounds in the Barkerville, Bowron Lakes area • $12 - $15 per site on Barkerville grounds $12 for Bowron Lake site	• Barkerville parks has 168 sites Bowron Lakes 50 sites	• Summer open only May to September • Barkerville June 40%, July 70%, August 75% & Sept 20% • Bowron Lake June 75% July & August 95% & Sept 60%
Bear River Mercantile • 11 years • located at Bowron Lakes	• General store • Restaurant $6 to $9 • Canoe rental $130 base rate 14 days • Accommodation - cabins $45 per night & camp grounds $12 per night • Museum of Bowron Lakes	• 2 cabins - 9 people • 10 campsites • 12 canoes and 21 wheel sets • Restaurant 50 people	• Summer cabin & camp ground 50% and canoe rentals 90% open May to Sept • Winter open three times per year
Island Mountain Arts (IMA) • 25 years gallery operating 14 years • Wells	• Art gallery • Art school providing arrange of programs directly related to the arts including art programs retreats business conferences • Costs range from $90 - $450	• Variable up to 45 students dependent on program	• Operate year round although very hard to attract students in winter • Summer is the busiest time of the year for programs 97%
Kwong Sang Wing Store • 18 years • Located in Barkerville	• General store selling Chinese merchandise and gifts set in 1880's • Heritage and period store • Teaches Chinese calligraphy & abacus classes	• Unlimited in the store • Classes 8 - 15 people	• Summer only May - September • Would like to increase sales in summer only
Eldorado Gold Panning & Gift Store • 11 years • Located in Barkerville	• Gift store & souvenirs selling gold nuggets & clothing • Gold panning lessons & programs panning for gold	• Unlimited gold panning in one session maximum of 60	• Operates may to September • Summer at 50% capacity • Would like to increase summer to 100%
Barkerville Heritage Park • 16 years • Barkerville	• Government agency that oversees the Barkerville heritage, cottonwood heritage sites • 20 business merchants with 5 year contracts • Heritage tourism	• Unlimited 1999 - 81,677 2000 - 82,706 2001 - 86,103	• Barkerville site is open from May to September

Operation	Target Clientele	Market area	marketing budget
Cornish Mountain Tours	• Age group 20 - 40+ • Unknown	• **Close in** IMA • **Regional** mainly lower mainland	• Approximately $300 to $400

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		• **Long haul** small	
White Gold Adventures	• Age group 30 -50 • Higher educated and income	• **Close in** 0% • **Regional** 10% • **Long haul** 90% German & USA	• Unknown will be higher in the future
Gold Safari Tours & Treasure Hunter's RV Park	• Age group 40 + • Retired people • Higher educated	• **Close in** 2% • **Regional** 49% • **Long haul** 49% large British	• Approximately $1,000
Theatre Royal	• 1/3 of the entries to the Barkerville Heritage park • Wide cross section of the market • A lot of repeat customers	• **Close in** the largest market • **Regional** large number from Alberta • **Long haul** USA market and Europeans	• Unknown
Beck's Pottery	• More female than male although males will tend to buy more • All markets	• **Close in** approximately 50% - large Williams lake - artist from the area • **Regional** 25% • **Long haul** 25%	• Approximately $500
Amazing Space	• More female 85% buy cards and 60% higher end art sales • Higher educated • 1/3 are repeat visitors	• **Close in** 75% of local market • **Regional** 25% Vancouver & Lower mainland • **Long haul** very few mainly Germany	• Approximately 10% of sales - $1,500 - $2,000
Marie Nagel Gallery	• Varied age group more educated and cultured	• **Close in** 40% • **Regional** 40% • **Long haul** 20%	• Approximately $1,000 to $3,000
Mrs Neate's Sewing Room	• 25 to 60 • All female • Well educated	• **Close in** retreat 60% retail 35% • **Regional** retreat 40% retail 35% • **Long haul** retail 30%	• Approximately $1,200 - $1500
Alpine Snow Ventures	• Age group 25 - 50 • 80% male • Some couples	• **Close in** 90% • **Regional** 5 % • **Long haul** 5%	• $2,700 average over 5 years
Barkerville & Bowron Lake Provincial Park Contractors	• All market groups	• **Close in** Barkerville 30% & Bowron lakes 20% • **Regional** Barkerville 50% & Bowron lake 50% • **Long haul** Barkerville 20% & Bowron lake 30%	• Approximately $300 per year
Bear River Mercantile	• Age group 30 - 50 all different market groups	• **Close in** long weekends and weekends 80% over all 30% • **Regional** 35% • **Long haul** 35% predominantly Europeans	• No idea may be $800 per year
IMA	• Age group varies • Larger % of female • Usually well educated	• **Close in** 50% • **Regional** 40% • **Long haul** 10% USA market	• Approximately $10,000 per year
Kwong Sang Wing Store	• All markets & visitors to the Barkerville Historic Site	• **Close in** local market always return several times from Q, WL, PG & Kamploops 70% • **Regional** • **Long haul** very low as do not want to carry merchandise •	• Unknown
Operation	**Target Clientele**	**Market area**	**marketing budget**
Eldorado Gold panning & gift store	• All markets & visitors to the Barkerville Historic Site	• **Close in** 60% local - repeat markets • **Regional** 20%	• Average $13,000 annually • $8,000 for

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		• **Long haul** 20%	advertising & promotion $5,000 for the annual Eldorado Gold Panning Event
Barkerville Heritage Park	• All age groups • Large percentage are family groups	• **Close in** 65% local • **Regional** 15 - 20% • **Long haul** 10% North west USA and Europeans	• $80,000 working with the North Cariboo marketing coop the Barkerville Heritage Park contributes $40,000

Operation	Marketing and promotion
Cornish Mountain Tours	• Brochures - racking PG,Q,WL Tourist Information Centres • Web site is up • Packaging with Institutions but not the general public • Promotional gourmet hiking tour donated to charities for auction • Word of mouth • Some packaging with IMA program
White Gold Adventures	• Brochure - • Currently developing a web site • Trade shows not independently • Follows up extensively with customers via email by posting photos & trip diary • Word of mouth • Promotion photo board at bears paw café • Articles and writing on the area
Gold Safari Tours & Treasure Hunter's RV Park	• Brochures - PG, Q, WL, W, B, Tourism Information Offices and where touring around • Travel articles in travel magazines travel writers are most successful promotion • Internet web site with wells.bc.ca search engines need to be better • Trade shows - initially High cost low return • Follows up with existing customers as many repeat tourists • Packaging with other operators and accommodations • Promotional give aways and tours •
Theatre Royal	• Print - advertise in the Sentenial, Quesnel Visitors Guide, Wells Community News • Internet - No • Trade shows - with the heritage park • Does not follow up with customers • Packaging - dinner & show, 2 show tickets and family season passes • Word of Mouth • Complimentary tickets & promotional give aways ie Billy Barker Days
Beck's Pottery	• Brochure - produced in house - distributed in Wells, Barkerville, local businesses and area galleries • Advertising in Van Dop brochure, Wells Community News, 100 things to do in Quesnel • Internet - through the Van Dop web page • Trade shows - Potters Guild and Medieval Market - Williams Lake • Does not follow up with customers • Packaging with the Wells Arts group, Chamber of Commerce, Bears Paw in location beautification • Give aways and donations for the local community charities
Operation	**Marketing and promotion**
Amazing Space	• Brochure - PG, Q, WL & local tourist information offices and area art galleries • Advertise - Van Dop, cover & add in Cariboo Chilcotin Coast Art Map, Quesnel Observer, with the Wells Art Group • Internet - have email and site in set up stage

	• Trade shows - different exhibitions, Studio fair PG, Medieval, Fair, WL, Quesnel Art Walk • Follows up with the higher end customers and customers in the area • Packaging with other artists • Quesnel Tourism Information Centre • Promotion give aways and designs for events and charities • Display art in accommodation houses & restaurants • Design of Wells & district logo • Word of Mouth
Marie Nagel Gallery	• Brochure- produced in house - Q, W, B & WL tourism information centres & restaurants • Advertising in Van Dop Art guide, Centenial • Internet has a site Marie Nagel • Trade shows - art exhibitions • Follows up with customers from exhibitions • Packaging with Wells Arts group • Word of mouth
Mrs Neate's Sowing Room	• Brochures - produced in house distributed in Quesnel TIC and Barkerville & Wells • Internet - web site & link to St George • Trade Shows no only in Barkerville Cooperative • Follows up with retreat customers • Packaging with other operators the Candy Store & St George Hotel • Word of mouth • Price tags are the business cards • Promotional and in kind donations • Give out business cards with every purchase of $20 +
Alpine Snow Ventures	• Brochures - distributed in Tourist Information Offices Q, WL, PG, and local businesses • Advertise - snow riders magazines, Prince George Shopping Guide and other local papers • Internet - has a web site • Trade show - Prince George HHH by self • Follows up with customers biannually with letter & brochure • Word of mouth • Product and donations for local charities
Barkerville & Bowron Lake Provincial Park Contractors	• Brochure - BC Provincial Parks brochure - BC tourist information offices • Supernatural BC do all the bookings although not good at sharing information • Internet - Supernatural BC & BL web site of operators • Packaging only with BC provincial parks
Bear River Mercantile	• Brochure - produced in house currently in production • Only through the Bowron Lakes park brochure • Internet has web site bowronlake.com service not available at Bowron Lake • Trade shows no • Follows up with all existing customers who are now friends • Packaging Wolverine mountain outfitters • Word of mouth many are return and friends of guests • The museum of Bowron Lakes area is a large attraction • Promotional and in kind donations to local charities and non profits
Operation	**Marketing and promotion**
IMA	• Brochure - annual lure - mail out to data base of clients and businesses, art schools, galleries, membership art organisations (approx 4,000) - have in house specialised brochures on each art program that is also sent to enquires, art organisations, galleries & students • Print - advertising - regional & local papers • Internet - have web site imarts.com -currently developing marketing registering on line

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	membership registration • Trade shows - very limited studio fair very audience specific. Have receptions and show in Q, WL. & PG. facilities and focus groups in other areas (high cost & time) • Follows up with existing customers & students • Packages with other operators both form & informal and varies dependent on packages include accommodation, meals, recreation packages. Have information table at every program registration and registration packages to shop locally. • Many free articles & editorials strong public relations for radio, newspapers, ie CBC • Word of mouth is very good
Kwong Sang Wing Store	• Print - advertise in Wells Community News, Quesnel Observer Vancouver Province • Packaging with the Merchants of Barkerville • Merchandise the store by self and have promotions in store if don't have good merchandise will not return.
Eldorado Gold Panning & Gift Store	• Brochure - distributed Q, WL & PG tourism offices and local businesses • Print - advertised - Quesnel Observer, Quesnel Visitor Guide, Barkerville advertising • Website - yes • FAM tours - Quesnel TIC Office • Word of mouth • Coupons & free entry day • Gold Panning Championships Event - advertising - radio, Shaw Cable 10 and local papers
Barkerville Heritage Park	• Brochures - maps, brochures distributed through the BC Tourism offices • Print - news papers & travel magazines • Internet - heritage website still under design • Trade shows - Prince George, Seattle, Edmonton, Quartzite Arizona - largest RV show • Follows up with merchants only • FAM tours - Quesnel tourism office • Packaging - with the Wells Chamber of Commerce to sell tickets to Barkerville and with on site businesses in the Heritage Park • Bill boards on High way 97 at Cache Creek & Kersley • North Cariboo marketing Cooperative with Quesnel

Operation	Future marketing & promotion	Issues in gateway marketing	Market the Gate way should be reaching
Cornish Mountain Tours	• May be - it is a hobby at the moment	• Design - advertising & branding • Product pricing & packaging	• Everyone the entire business - branding • % based on efforts work with NCM & Gold Rush Trail •
White Gold Adventures	• Two years full canoe trips 60 people per year • Aim for the Asian market • Maintaining European market	• Key to coordinate packaging • Sharing of satellite phones • Coordinate with other tour operators and don't overlap tours	
Gold Safari Tours & Treasure Hunter's RV Park	• Big bus tours to stay over - challenge	• Whole area pre-packaged • Branding & positioning of the area	• Regional - BC, Alberta north west USA • German , British & USA tour packages
Operation	**Future marketing & promotion**	**Issues in gateway marketing**	**Market the Gate way should be reaching**
Theatre Royal	• Put on hold as one year left in the lease •	• $ television dollars	• All
Beck's Pottery	• Does not know • Not good at display &	• Newspaper & print	• BC & local area

	marketing		
Amazing Space	• Internet site • Large joint sign highway 26 • Finish the new studio and make attractive from the highway	• Promotions streamed to tailor the market & package to be market specific	• BC and the lower mainland • Long haul - Japanese market and Chinese due to heritage and culture of the area
Marie Nagel Gallery	• Double the visitors	• Have more people passing through to stop and explore Wells	• Existing in Barkerville and Bowron Lake • Lower mainland • Long Haul - International market
Mrs Neate's Sewing Room	• Yes to increase revenues	• Market the entire area as one • Select market if do events • Area needs to be marketed across the board	• Lower mainland and the close USA markets
Alpine Snow Adventures	• To be able to maintain a fleet of 12 snow mobiles, to be replaced every three years (approximately 50%)	• ??	• Majority should be local - most interested. • Vancouver
Barkerville & Bowron Lake Provincial Park Contractors	• What ever the govt decides	• Govt agencies need to work together to sell the area, better customer service • Need to brand the area	• Start local & go regional ½ the local population have not been to Bowron Lakes "backyard syndrome"
Bear River Mercantile	• Produce a proper brochure • Highway signage especially a blue sign	• Bowron lakes have more attention • Have welcome brochures for the area	• Varying and different clientele need to be market specific
IMA	• Development of the Internet & website • Annual brochure get it out earlier • Maintain & increase student enrolment	• Destination area	• Make a destination area not passing through
Kwong Sang Wing Store	• Unsure	• Not sure - contractor not a permanent business in the area • Make the visitor stay longer	• Local market is important and will come back • Vancouver & lower mainland
Eldorado Gold Panning & Gift Store	• On hold pending contract • Would like to the world Gold panning Championships in the area	• Better marketing of Barkerville • Motel, tour bus companies & conventions	• Local USA market • More bus tours
Barkerville Heritage Park	• Yes to gain more govt $ for marketing • 2 new bill boards for the next 5 to 7 years	• Back country activities • Winter activities and promotion • Hiking trails	• Lower mainland • And the lower region - one's own back yard

Operation	Marketing suggestion for Marketing the Gateway	Value of joint marketing	What the community can do to improve the area.
Cornish Mountain Tours	• Branding • Combining Arts, Heritage & Adventure very important	• Yes means more clients	• Branding image together
White Gold Adventures	• Unsure - don't know	• Yes great work • Takes the burden off everyone	• Heritage theme such as the 5 colour paint scheme thus creates

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		• Produce a more desirable product	more consistency • Consistency in mapping the area
Gold Safari Tours & Treasure Hunters RV Park	• Signage turn off the highway • Beautification & signage • Make a destination market rather than passing through • Better cooperative linking of web site • Packaging to tourist and travel agents & home shows • Wells news page	• Yes tours and selling the community	• Beautification • Working better together & cooperating • Communication between all operators
Theatre Royal	• None	• None	• Better communication rather than competing with each other
Beck's Pottery	• Articles in the papers - media releases • Travel article writing	• Yes joint marketing initatives with other art groups	• Local community may not be aware of what is in the community • Communication between businesses to learn what is in the area so collectively we can sell the area.
Amazing Space	• Articles for Beautiful BC, West World & Equinox of the area including the art heritage and adventure aspect and have good use of photos • Promotional stock & souvenirs	• Yes have group solutions creating greater synergies • Go big rather than small	• Greater communication • Better cohesion of the community •
Marie Nagel Gallery	• None really • Beautification plan to be financed and implemented • Signage	• Yes better use of financial resources • Economic stability	• Should make the buildings more attractive • The entry in to Wells be made more attractive
Mrs Neate's Sowing Rooms	• Marketing what the area has to offer in the winter & the community of Wells.	• Yes it is economies of resources	• Don't know
Alpine Snow Ventures	• None really	• Yes - believe to only way to go to market this area as a whole • Having every business supporting each other is very good for the area	• Maintain consistency working on the entire area.
Operation	**Marketing suggestion for Marketing the Gateway**	**Value of joint marketing**	**What the community can do to improve the area.**
Barkerville & Bowron Lake Provincial Park Contractors	• Branding the area • Coordination of information & expansive to be shared among ourselves to sell ourselves • Be more aggressive in our selling • Look at the operation as a business	• Yes there is much value in joint marketing but as a contractor to the provincial government our hands are tied.	• Recognise that if they want the area promoted they must be willing to give up a little and still maintain the tranquillity & atmosphere of the area

Bear River Mercantile	•	• Yes - working together and not against each other • It brings more people into the area & share the spending around the different businesses	• By visiting each others businesses & operations we know what is going on in our own community and can market other businesses to give every visitor an enjoyable holiday. • Wells, Barkerville, Bowron Lakes promote between each other • Better communication • Clean up and beautification of the area. •
IMA	• Coordinator for group marketing and keep the community working together • Joint gateway ads	• Yes, it cuts costs and enables the area to do more • Projects create a holistic effect of the community	• Need to have buy in from the entire community • Develops a positive attitude • Fairness
Kwong Sang Wing Store	• No idea	• Yes give merchants better marketing and promotion power and new ideas	• Need to cooperate as there is a lot research and nothing constructive is done with it
Eldorado Gold Panning & Gift Store	• Signage to visually see the area • Maintaining current & existing tourism products and promotion	• Absolutely as working cooperatively gain better value for resources • Mob is a good thing with the aim to get the tourist here and everybody wins	• Work together as everyone gains from it. • There is some mistrust and distance need to overcome and work together.
Barkerville Heritage Park	• Bill boards • Regional consumer shows • Special events in the area	• Definitely it is the reason for the north Cariboo marketing coop • Better bang for $ spent ie. Full page is better than a ¼ page	• Cooperation • Have operators think more of the area as whole and market the area and everyone will gain from it

Operation	Current involvement in cooperative marketing	prepared to be involved and help with joint marketing	any other comments
Cornish Mountain Tours	• yes packaging with MA arts programs • Working with other hiking & adventure tour companies •	• yes on a limited basis • Ensuring the Gateway Committee stays	•
White Gold Adventures	• packaging with IMA programs • Chamber of Commerce web	• Yes on a limited basis	• working with parks to be able to take more people out - park huts

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	site • Pathway Canoe Tours		
Gold Safari Tours & Treasure Hunters RV Park	• BC rail & super natural vacations • Whistler Northwind pick up in Prince George drop off Quesnel or Prince George	• Yes - working with who? • Work with Barkerville & focus on tours	• Barkerville is BC's greatest heritage asset • Health resort idea
Theatre Royal	• Through Barkerville Heritage park	• No undecided on what to do next year and tired	• Aim to put on the best show possible • Burnout • Bus tours leave Barkerville at 5:00pm Why?? •
Beck's Pottery	• Potters guild • Working with Bear's Paw for street beautification • Promotion with other Art galleries in Wells - via the restaurant table promotion - Van Dop advertising - Artist of the area displays	• Yes with coordination	• By making the building attractive - people pass by the place and like the look and come on in
Amazing Space	• Promotion of Wells Art group collectively - via the restaurant table promotion - Van Dop advertising • - Artist of the area displays • B& B and accommodation packages	• Yes - pulling back and trade in contra & services	• Change the stereotyping of the art community
Marie Nagel Gallery	• Promotion with other Wells Art Groups - via the restaurant table promotion - Van Dop advertising • - Artist of the area displays • B&B - Valley View	• No	• AHA idea
Mrs Neate's Sewing Room	• Cooperative programs with St George Hotel,	• Yes to a degree - but will not sit in on meetings	• Six communities in the gateway don't water it down any more
Alpine Snow Adventures	• Some Chamber of Commerce ads	• Yes - program leader	• Most operators are marginal operations
Operation	**Current involvement in cooperative marketing**	**Prepared to be involved and help with joint marketing**	**Any other comments**
Barkerville & Bowron Lake Provincial Park Contractors		• Yes in time although money is very limited	• The provincial park system is extremely regulated and does not allow for any flexibility in relation to a specific area. • Provincial parks set pricing i.e have large RV van towing a car behind pay RV rate and a car rate on top of this. No flexibility. • BC Parks are not very good at

			marketing & promotion, ie how to book or make a reservation.
Bear River Mercantile	• No • Links on the internet	• Not in the marketing side • Yes willing to help in any capacity that is able	• People do not know what is in their own back yard • Refer people to other operators if can't provide the service
IMA	• Yes - advertising collectively • Listing businesses in the lure brochure • Packaging with other operators - recreation, meals & recreation	• Yes - depends on what is happening	• IMA brings in students for a period of time - good economic stimulator • IMA spends a lot of time to make students very aware of what is available in the Wells, Barkerville & Bowron Lakes area • Cost of program is in relation of students budget • Need a hostel type setting existing accommodation houses should investigate. • IMA organise many concerts and activities that integrate the community
Kwong Sang Wing Store	• Only the MOB but haven't seen anything this year	• No	• Store location in the park is at the far end and not good for sales
Eldorado Gold Panning and Gift Store	• No was with the MOB	• Yes	• Barkerville is at a crisis point as we don't know if contracts are being renewed. • Look at the possibility of privatising the park. Need to make the park more interactive and a fun place to visit. • Little communication. • Want to bring the World Gold Panning Championships to Barkerville.
Barkerville Heritage Park	• North Cariboo marketing coop • CCCTA with trade shows • Partners in tourism BC	• Yes	• Government websites are not linked with other websites in the area provincial regulation. Links have a great marketing opportunity.

MARKETING SURVEY RESULTS - accommodations

Operation	Accommodations	Capacity	Season
Valley View Bed & Breakfast • 1st year full time summer • Located in Wells	• Bed & breakfast • Three bedrooms • $40.00 single $50.00 double	• 4 to 6 people	• Summer especially the end of July and 2 weeks in August - IMA students • Would like to increase the winter season - skiers and the start of summer
Kelly & King Bed and Breakfast • • Located in Barkerville & Wells	• Bed & breakfast • Feather beds & antique furnishings • Shared and private bathrooms • $70.00 to 95.00 per night	• Kelly house 8 people • King house 6 people	• Summer 70% full Winter 5% • Would like to increase the shoulder seasons June & September
St George Hotel • • Located in Barkerville	• Bed & breakfast • 1880s period beds and furnishings • $140.00 per room	• 14 people	• Summer 74% May 1st to October 1st • Wants to increase summer 100% and fall & spring 30% closed for winter
Wells Hotel • 5 to 6 years • Located in Wells	• Accommodations higher end market • Restaurant • Pub • Historical hotel refurbished and decorated in period and modern decor • Rooms $60 - $140 per room • Meals $8.00 - $15.00 • Pub $3.50 per drink	• Accommodation 15 rooms - 32 people • Restaurant seat 75 • Pub licensed 74	• Summer 65% accommodation 65% pub & restaurant • Winter 15% accommodation • 15% pub & restaurant • Spring 25% accommodation • 25% pub & restaurant • Fall 25% accommodation 30% pub & restaurant • Wants to increase occupancy in all areas
White Caps Motel & RV park • Operating 20 years current owner 4 years • Located in Wells	• Motel accommodation only • Rooms have kitchenettes • $59.00 single $84.00 double • R/p $10 - $19 per site • Has canoe rentals	• Accommodation 100 people • RV park has 40 sites	• Summer 95% tourist market • Winter 45% snow mobile market • Spring 95% school tours • Fall 75% tourist market • Yes increase it to 100% year round
Hubs Motel • 10 years • Located in Wells	• Motel accommodation only • Rooms have kitchenettes • $45 - $55 per night	• 20 units • Accommodates up to 35 people	• Summer 90% & winter 10% • Summer 45% occupancy • Increase all seasons
W&J's Get-Away • • Located in Wells	• Vacation House rental • Three bedroom holiday house decorated in period furnishings • $150.00 per night or $675.00 per night per week	• Accommodation house up to a group of 6 people	• Winter & summer • Would like to increase attendance.
Beckers Lodge • Operating 9 years has been in operation for 70 years • Located at Bowron Lake	• Accommodation cabins for higher end markets & basic scout camp • Restaurant • General store • Canoe rental • Cabins $150 - $180 • Restaurant	• 10 cabins - 50 people • Scout camp 60 people • Restaurant 60 to 100 • 200 canoes for rent	• Summer May - September 68% increase in 2001 through advertising • Winter December - March, Christmas - new years 100% the remaining very low
Operation	**Accommodations**	**Capacity**	**Season**
Bowron Lake Lodge	• Accommodation cabins • Canoe rental	• 14 cabins - 50 people • 100 camp sites	• Summer - May to October in July & August 100% capacity

• Family operated 68 years • Located at Bowron Lakes	• Restaurant • Campsites • Cabins $60 - $150 per night • Campsites $10 per hour or $40 daily or $100 - $225 10days	• Restaurant 50 people • Private beach 600m	

Operation	**Target Clientele**	**Market area**	**marketing budget**
Valley View Bed & Breakfast	• Students from the Island Mountain Arts Program • Retired couples usually well educated • Not many children	**Close in** - arts students **Regional** - arts students **Long haul** German - Bowron Lake users • Length of stay one night students length of program	Approximately $200.00 annually
Kelly & King Bed & Breakfast	• Age group 35 - 65+ • Families with young children and retired empty nest • Most well educated • Have disposable income	**Close in** - winter time is 100% and summer 20 - 30% **Regional** - summer 40% lower mainland **Long haul** - 30% Holland & Germany	Approximately $3,000 annually
St George Hotel	• Age group 40 - 50+ • Empty nest • Most are well educated • Most from lower mainland	**Close in** 10% **Regional** 60% lower mainland **Long haul** 30% mainly uc and USA	25% of sales
Wells Hotel	Accommodations • Age group 40 - 50+ • Empty nest • Well educated Pub & Restaurant • Age group 19 + • Across all areas of the market	**Close in** 95% of the pub market **Regional** 60%BC Alberta for accommodations **Long haul** 40% tour groups, English, German & USA	Approximately $10,000 annually
White Caps Motel & R/V Park	• All market segments	**Close in** winter 80%, summer 1% **Regional** winter 15% summer 50% **Long haul** winter 5% summer 48%	Approximately $6,000
Hubs Motel	• All market segments •	**Close in** winter 98% summer 40% **Regional** winter 2% summer 50% **Long haul** summer 10% • Winter is predominantly snowmobiles and skiers	Approximately $1,500
W&J's Get-Away	• Groups of people on a getaway • Women getaways • Middle aged couples • Usually are well educated	**Close in** market is predominantly from Q, WL & PG	$200.00
Becker's Lodge	• Age group 25 - 60 years • Larger % of males who go on the chain, even gender staying at the lodge • Lots of families with children	**Close in** 18% **Regional** 41% **Long haul** 28% USA & 13% European (2000)	Approximately $25,000 per year.
Bowron Lake Lodge	• All market	**Close in** 20% **Regional** 80% **Long haul** decrease in European b/c of $1.00 (2001)	Unknown

Operation	**Marketing and promotion**
Valley View Bed & Breakfast	• Brochure - produced in house distributed to local businesses and Quesnel, Wells, Barkerville & Bowron Lakes information centres • No internet or web page but would like to do it

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	• Follows up with IMA students • Packages with IMA and local tour operators
Kelly & King Bed & Breakfast	• Brochure - produced in house distributed to local area & Quesnel, Wells, Barkerville information centres • Print - BC Accommodation Guide, BC / Alberta Bed & Breakfast Guide, Quesnel Visitor Guide, Interior Woman Magazine & Quesnel Observer with coupon ad • No website have a email link on BB Canada website • Part of area trade shows - Spokane and PG trade shows • Packaging - St George Hotel, Cornish Mountain Tours, Barkerville Historic Park • FAM tours - Quesnel information centre • Other - word of mouth does not follow up with existing customers • Billboards 3 on highway 26 and 1 at Kersley
St George Hotel	• Brochures - 2 types one glossy and the other a rack card that is replacing business card. Brochure distribution has decreased to 10% since development of web site • Internet - in major marketing tool extensive web site that has direct bookings and many links • Follow up with existing customers via email address send out specials and promotions • Trade shows - only what the Barkerville Historic Park does • Packaging with Mrs Neat's Sewing Room have weekend packages and Kelly & King B&B women & wellness packages & retreats, chamber of commerce • FAM tours - Quesnel information centre • Signage on highway • Indirect marketing give aways and donations
Wells Hotel	• Brochure - racking through out BC • Local papers Q, WL & PG and the Wells Community News • Tourism BC catalogues and accommodation guides, Arts & snowmobile guides • Local radio advertising of concerts & special events • Internet site • Trade shows - Tourism & convention shows • Follows up with existing customers with mail outs • Packaging - winter - dog sled & snowmobile, IMA art program, Bowron Lake informal, summer - Barkerville • Word of mouth • Give aways and packages to community groups • Travel writers
White Caps Motel & RV Park	• Brochures - produced in house distributed Q, WL, PG & Kamploops, Wells, Barkerville local area • Advertising in BC rail, BC Accommodation Guide, Super Camping Guide, Sentinel, CHC travel guide & vacation • Internet web site & address on beautiful BC website • If appropriate will package with other operators • Signage on roads 4 on highway 26 • Promote to snowmobile clubs
Hubs Motel	• Brochures distributed Quesnel, Wells, Barkerville & Bowron Lakes tourist information centres • BC accommodations guide, Quesnel Visitor's Guide, Quesnel's 100 things to do, Quesnel area map, Mile post Alaska, Gold Rush Trail Journal, Barkerville Centennial, • Internet have listing on Beautiful BC internet site web page on wellsbc.com • Packaging in Wells getaway package • FAM tours - Quesnel Tourism Info Centre • Donations and give aways for fund raisers
Operation	**Marketing and promotion**
W&J's Get-Away	• Brochures- • Internet website • Follows up with existing customers • All rentals have been from word of mouth

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	• Give aways & promotions in the community
Becker's Lodge	• Brochure - distributed to tourist information offices and everywhere • Advertising - all major vacation, accommodation, canoe and outdoor tourism magazines, close in market news papers and local visitor guides • Internet - web site with three addresses developing cd for the lodge and wells, Barkerville & Bowron Lakes area increasing in bookings • Trade shows - international tourist exhibition (industry only) 3 to 5 per year USA, Germany, BC & Alberta • Follow up only once with a Christmas card • Use to have FAM tours but have not seen them for some time • Word of mouth receive 60% of bookings • Signage - turn off at highway 26 • Written articles on the product are very good advertising
Bowron Lake Lodge	• Print - No print advertising • Internet - have web site lots of inquires via the net • Trade shows - Vancouver, Seattle, Edmonton & Calgary • Member of the CCCTA • Word of mouth - most bookings from repeat customers and new customers • Donations and give aways to Wells and area.

Operation	Future marketing & promotion	Issues in gateway marketing	Market the Gate way should be reaching
Valley View Bed & Breakfast	• Internet and web page design	• Eco tourism nature getaway to the relaxing pace of the area	• Targeting the local area Q, WL, PG & Kamloops • People who use to live here are returning
Kelly & King Bed & Breakfast	• Ad in CCTA publication • Packaging soft adventure, wellness, product • Complete wedding packages • And small retreats & conferences • Weekend getaways	• Soft adventure hiking guided tours • Natural facilities	• Targeting the local area Q, WL & PG • Lower mainland and Coast
St George Hotel	• Internet development • Highway signage ie Billy Barker Hotel concept	• Have current visitors spend more time in the area out and beyond Barkerville make it destination area • Adventure and Outdoors	• Lower mainland and North Western USA
Wells Hotel	• Group tourism and packages - long haul markets	• Long haul market yet to be discovered	• Long haul market
White Caps Motor Inn and RV Park	• Stay as is	• Winter promotion of the great outdoors	• Long haul market such as Europe as to expensive to do it by self
Hubs Motel	• None really - try and find away that works	• Unique area - wildness clean air	• Visitors from BC not a 5 star hotel
Operation	**Future marketing & promotion**	**Issues in gateway marketing**	**Market the Gate way should be reaching**
W&J's Get-away	• Stay as is try and improve existing	• To have the rest of the world know who we are and what we have to offer • Beautification of Wells	• The world

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Beckers Lodge	• CD rom - don't need to promote only need to maintain	• Operators & businesses have no money on their own • Businesses are relying on government input • Get money on to the pot • Tourist information offices require professionals not students as they are the front line sales people	• Make the area a destination centre • Develop tourism plant and activities such as the hiking trail system • No public access to Bowron Lake Beach for day visitors
Bowron Lake Lodge	• None really	• None really	• Not enough people in the area so need to look at larger market. • More product to sell - hiking & trail system • Small period of time to make money, it is more of a lifestyle

Operation	**Marketing suggestion for Marketing the Gateway**	**Value of joint marketing**	**What the community can do to improve the area.**
Valley View Bed & Breakfast	• Developing a good area website with links • Central booking system • Marketing plan for the Wells Community Hall	• Yes better use of available finances and resources • Combining with other local businesses offer more & better service	• Have more of gold rush historical site with active displays
Kelly & King Bed Breakfast	• Barkerville merchants to work together - soft adventure	• Yes only way for low end marginal businesses & lifestyle businesses to work together	• Focus on outdoor adventure • Greater cooperation • Underestimate & undersell ourselves
St George Hotel	• Internet development for the area with an extensive web site & search engines • TV & Newspaper advertising with website address • Press releases, articles and editorials on the area • 1800 numbers for the area and information centre	• Yes packaging of the area	• Cooperation, communication with operators work together not against • Consistency of operations
Wells Hotel	• Signage consistency area over signed especially entering Wells • Better entry way to Wells • Branding of the entire area of Wells, Barkerville &Bowron Lakes	• Yes it creates a more structured environment for the tourist • Friendly, cooperation that will keep all local businesses in the area operating	• Reduce the competitiveness within the community and develop greater cooperation and better communication and a great community
Operation	**Marketing suggestion for Marketing the Gateway**	**Value of joint marketing**	**What the community can do to improve the area.**
White Cap Motor Inn & RV Park	• General signs on highway 97 • Packages sent over seas to travel agencies to bring in group tours • Promotional video of the area • Branding of the area	• If done in a big way it would be good. • Have not seen one that is worth investing the $'s	• Communication and cooperation

	• Develop the internet a lot further		
Hubs Motel	• None don't have marketing experience • Need to share information ie wells hot line so everyone knows what's happening	• Yes advertising wells, Barkerville & Bowron Lakes as a whole	• Clean up the area such as yards and plant more flowers etc • Beautification plan can do a lot of things that are not high costs • Continue with better cooperation and cohesiveness it is far more improved than in the past
W&J's Get-Away	• None	• Don't know about marketing and how effective it would be	• Remove the level of negativity • Have a lot of people who are tired of doing it on their own need better cooperation
Becker's Lodge	• Promotion and advertising of winter products & activities • The area under estimates Barkerville as Canada's main living heritage site	• Yes - if we can sell a good product	• Better infrastructure • Get a hotel chain in the area • Clean up the area • The apathy of the area need to get something done
Bowron Lake Lodge	• Marketing the winter time	• Yes - joint marketing can attract more people the better off everyone is	• Have more to offer and plenty of things to do

Operation	Involvement in cooperative marketing	Prepared to be involved and help with joint marketing	Other comments
Valley View Bed & Breakfast	• IMA and Marie Nagel • Chamber of Commerce	• Does help but not big on marketing skills	
Kelly & King Bed & Breakfast	• St George Hotel conferences and getaway packages and signage	• Yes	• Underestimate & undersell ourselves compared with other areas of the province
St George Hotel	• Conference and getaway Packages with Kelly & King B& B	• Yes person hours financially unsure need to see the benefits of joint marketing	• Government having less resources to contribute to the Barkerville Heritage Park so operators need to be more pro-active
Wells Hotel	• Yes Likely map • Chamber of Commerce • Informal working with other businesses in packaging	• Yes	• Marketing heritage & history and is a living historical town - Dawson City does well • Tap into the Alaska market • Government sight & withdrawing resources • TIC have lack of detailed knowledge and information
Operation	**Involvement in cooperative marketing**	**Prepared to be involved and help with joint marketing**	**Other comments**
White Caps Motel & RV park	• No	• If I had the time	• Don't like to see false advertising of the area it is not good for the community
Hubs Hotel	• Yes group advertising • Some packaging of	• Yes very keen to see the project lift off.	• Branding of the area is important

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	products • Web site development for the area.		
W&J's Get-Away	• With IMA programs	• No	• Have people who volunteer a lot of their time they do a great job • No more surveys or research need some action
Becker's Lodge	No		• The area has the potential when there are two world class tourist attractions within our area • BC parks reservation system have 8 remaining reserved yet the reservation system does not inform callers of the 8 walk in situation
Bowron Lake Lodge	• Membership with the CCCTA	• No - probably not	• We are at the end of the road, if we had a road going through it would be a circuit and it can be both good and bad. • Most businesses are family operated and are not high income generation

MARKETING SURVEY RESULTS
restaurants & food establishments

Operation	Nature of business	Capacity	Season
Wake up Jakes • 25 years • Located in Barkerville	• 1900's restaurant in Barkerville • Average price $10 per meal	• 68 people	• Summer only May to October • See an increase in the summer
Lung Duck Tong Restaurant • 5 years • Located in Barkerville	• Chinese restaurant set in the 1860's • Prices $11 - $12 • Open 11:00am to 7:00pm	• 55 people	• Summer only June to September Labour Day currently at 25% • Do not want to increase season, increase current season occupancy
Goldfields Bakery • 3 years • Located in Barkerville	• 1930's style bakery and pastry shop • Serves soup and sandwiches • Catering services • Open 9:00am to 6:00pm	• Seating for 12 people • Take out unlimited	• Summer open May to September sales are lower than 2000 & 1999 • Winter open for the 3 week ends before Christmas
Bear's Paw Café • 1 year as take out & 3 years of café • Located in Wells	• Café style coffee shop • Home cooked and baked goods • Open 9:00 am to 12:00 • Average meal cost $6-$8 • Licensed	• Seating for 24 people and 12 out side • Take out unlimited	• Summer May to September with 75% capacity • Would like to increase spring and summer season
Country Encounters Cafe • 3 years • Located in Wells	• Café serving lunches & dinners • Open 8:00am to 9:00pm • Lunch $6 - $8 dinner $8 - $14	• Seating for 16 people	• Summer 65% June - August • Winter 35% • Closed April & October
Northwoods Restaurant • 3 years • Located in Wells	• Restaurant • Catering & functions • Lunch $6 dinner $10	• Seating for 78 people • Licensed	• Summer 75% • Winter 15% • Spring 5% • Fall 5% • Summer capacity is 45% want to increase all seasons
Legion - Wells • Located in Wells	• Veterans social club • Serves liquor and social events	• Seating for 65 people	• Open year round summer busiest time of the year • Would like to see increase in membership

Operation	Target Clientele	Market area	marketing budget
Wake up Jakes	• All visitors to the Barkerville Heritage Park	• **Close in** 40% • **Regional** 40% • **Long haul** 20% mainly European	• $8,000 - $10,000 includes all 4 businesses • Strouss Dry Goods • Mason & Daly General Store • Mcphearson's Watchmaker's Shop
Lung Duck Tong Restaurant	• All visitors to Barkerville Heritage Park	• **Close in** 75% • **Regional** 20% • **Long haul** 5%	• Approximately $100 per year
Operation	**Target clientele**	**Market area**	**Marketing budget**

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Goldfields Bakery	• All markets who visit the Barkerville Heritage Park	• **Close in** 40% • **Regional** 30% • **Long haul** 30% there is a lot of European	• Approximately $900 per year
Bear's Paw Cafe	• Age group 20 to 35 and 50+ • Males rarely sit & eat • More the vegetarian and baked goods	• **Close in** spring 20% summer 30% • **Regional** spring 15% summer 25% • **Long haul** spring 15% summer 15% mainly European • Large local market spring 50% summer 30%	• Approximately $800.00
Country Encounters Cafe	• All markets	• **Close in** mainly wells / Barkerville and snowmobilers from Prince George • **Regional** mainly during summer • **Long haul** summer	• Approximately $400 per year
Northwoods Restaurant	• All markets • Winter time more male	• **Close in** 20% - winter mainly snowmobilers • **Regional** 80% • **Long haul** very few	• Approximately $1,000 per year
Legion Wells	• War veterans & guests • Age group45+ large % are male.	• **Close in** mainly local people • **Regional** • **Long haul** German	• Approximately $200 per year

Operation	Marketing and promotion
Wake Up Jakes	• Print in local tourist publications, newspapers - Q, WL, & PG • Follow up with direct - is very good • Promotions and in kind donations • Purchases season tickets for all residents of Wells, Barkerville and Bowron Lakes • Bill board north & south of Quesnel collective advertising Barkerville
Lung Duck Tong Restaurant	• Don't do any marketing do not see the value • Word of Mouth - Q, WL & PG
Goldfields Bakery	• Print - less in 2001 , Quesnel Visitor's Guide, 101 things to do in Quesnel, Wells Community News, Police Association Magazine ad a donation • Follow up with existing customers for winter freezer orders in Sept & Oct • Packaged with The MOB $200 very disorganised • FAM Tours Quesnel Info Centre sampling • Promotion and Gift certificates for local groups
Bear's Paw Café	• Brochure - menus and distributed in the local area and advertise the area • Print - wells local news paper • Internet - with white gold adventures • Follow up with existing customers from guest book via email • Packaging with other operators with art groups on the menu & white gold adventures work with accommodation houses • Word of mouth the prime source of advertising
Country Encounters	• Print - Wells local news, Quesnel Visitors Guide • Word of mouth
Operation	**Marketing and promotion**
Northwoods Restaurant	• Brochure - menu • Print - Quesnel visitors guide & wells local newspaper

	• Internet - wellsbc.ca • Packaging with artists • Promotion & donations for local groups
Legion Wells	• Print - Wells Community News paper, pamphlets & flyers • Follow up with memberships • Donate packages to charity and fundraising events

Operation	Future marketing & promotion	Issues in gateway marketing	Market the Gate way should be reaching
Wake up Jakes	• None	• More billboards along the highway, US borders & Alberta	• The local area Q, WL & PG • Lower Mainland
Lung Duck Tong Restaurant	• Don't have any	• Very difficult to market individually collective it is good	• 500 mile radius of the area
Goldfields Bakery	• More joint marketing with the MOB • More seating in and outside the bakery	• Information sharing • The outdoors	• Local market knows of the area • European visitor
Bear's Paw Cafe	• Sell gold and gifts as food is a high cost turnover • Develop niche market	• Branding the area • Make the area a destination area • Operators need to know what's in the area and sell the area as a whole	• Soft adventure market • Regional area by advertising locally more cost effective
Country Encounters Cafe	• No	• Market the relaxed & laid back atmosphere of the area	• Vancouver & regional area • Prince George
Northwoods Restaurant	• Not at he moment	• Don't know	• Lower mainland
Legion Wells	• None	• Unsure	• Baby boomers have lots of disposable income

Operation	Marketing suggestion for Marketing the Gateway	Value of joint marketing	What the community can do to improve the area.
Wake up Jake's	• Hire a sale person • Double government funding for Barkerville	• Have doubts as most people will not put up the money	• Market the living heritage of the Barkerville museum
Lung Duck Tong Restaurant	• None	• Collectively done together creates a more positive individuals and community	• Don't know
Goldfields Bakery	• Trade shows • Lure brochures and branding the area	• Yes buy pooling resources gain a bigger impact for the dollar spent	• Unsure
Bear's Paw Cafe	• Consistent mapping on each building using the red roof signage have a map of the area and space for advertising • Community beautification of wells & street • Sell area and everyone benefits	• Yes greater exposure • Working together create better understanding and not in competition	• Signage - big entry way sign • Front street beautification • Establishing consistency & identifying the area
Operation	**Marketing suggestion for Marketing the Gateway**	**Value of joint marketing**	**What the community can do to improve the area.**
Country Encounters Cafe	• None	• Yes as not big enough to do it on own	• Unsure

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Northwoods Restaurant	• None	• Yes greater value and a lot cheaper than by self	• Don't know
Legion Wells	• None	• Yes to bring people to the area and stay longer	• Not cohesive enough - have conflicting interests need to meld together so all can benefit • Mining town need to promote mining in the area

Operation	Involvement in cooperative marketing	Prepared to be involved and help with joint marketing	Any other comments
Wake Up Jake's	• Chamber of Commerce • Did have the MOB worked jointly although not this year.	• Dependent on the goals of the project	• Importance of Barkerville to the area to remain a living museum not amusement park
Lung Duck Tong Restaurant	• No	• Only if it is a joint effort can not afford $ & promotes Barkerville	• Primary focus on the Barkerville Heritage Park
Goldfields Bakery	• Part of the MOB • Cooperative for supplies with St George Hotel & Kelly & King B&B	• Yes	• MOB $200 and unsure as to where the funds went.
Bear's Paw Cafe	• Promotion with the artists • Chamber of commerce • White gold adventures • Information sharing	• Yes	• Need to have consistency & standards • Communication between operators • We are all in this together and not against each other • Sell the area and everyone benefits
Country Encounters Café	• No	• Not very good at marketing	•
Northwoods Restaurant	• None	• Anytime we have a chance to help out	• Area laid back and not aggressive enough as other communities • End of the road.
Legion Wells	• None	• Yes to help out	• Lots of mining in the area need to open up as tourist attraction as it is primarily the area's history

MARKETING SURVEY RESULTS – other business operators

Operation	Nature of business	Capacity	Season
Troy Wood Shop & Wells Community Forest • 6 years • Wells & Barkerville	• Wood working school for wood artisans - value added wood products	• 10 - 20 people in classes & programs	• Year round the aim is to offer classes in the off season
Pete & Diggers General Store • 4 years • Located in Wells	• General store that sells food and general merchandise • Post office franchise	• Unlimited	• Year round operation • Summer 50% • Winter 30% • Spring 10% • Fall 10% • This summer down by 50% on last year lack of tourist this winter up on previous winters due to local support
Wells Service Station • 8 years • Located in Wells	• Service station & mechanical services • General store - liquor sales & lottery	• Unlimited	• Open year round • Summer 60% • Winter 40% mainly snow mobiles • Want to increase sales
Boychuk Contracting & 66 Mall • 25years • Located in Wells	• Contracting of all trades and work • 66 mall is a retail mall venue development	• Unlimited	• Works year round although dependent on contract work. Summer is the busiest time of the year
Boyetchk Electrical Contractor • 6 years • Located in Wells	• Electrical contracting • Other contracting work	• Unlimited	• Works year round although dependent on contract work. Summer is the busiest time of the year.

Operation	Target Clientele	Market area	Marketing budget
Troy Wood Shop & Wells Community Forest	• Age group varied and mainly male 70 -95%	• **Close in** industry & short term courses such as saw milling mainly Q, WL & PG 75% • **Regional** fine furniture courses BC & Alberta 20% • **Long haul** 5% USA market fine furniture courses	• $8,500
Pete & Diggers General Store	• All market groups	• **Close in** summer 15% winter 90% spring / fall 25% • **Regional** summer 20% winter 5% spring / fall 37% • **Long haul** summer 65% winter 5%, spring fall 37%	• Approximately $400 per year
Wells Service Station	• All market groups	• **Close in** are year round • **Regional** • **Long haul** summer only mainly Europeans	• Approximately $500 per year
Boychuk Contracting & 66 Mall	• Local businesses and area	• **Close in** all contracting work is from the local area.	• Unsure
Boyetchk Contracting	• Local businesses in area & North Cariboo	• **Close in** local businesses and the North Cariboo	• Unsure

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Operation	Marketing and promotion
Troy Wood Shop & Wells Community Forest	• Brochure - mail out to students, art & wood programs and schools • Print - wood associations and magazines, wood lot association, fine furniture magazines, wood industry right across the spectrum from forestry to furniture. • Internet - no only on the wellsbc.com site • Trade shows - no - yes in future wood working • Follows up with existing customers from pilot courses • Packages with IMA - school calendar and wells hotel for accommodation
Pete & Diggers General Store	• Brochure produced in house distributed at the beginning of summer to the local area • Print - wells community news, 100 thing to do in Quesnel • Word of mouth very good
Wells Service Station	• Print - Wells Community News • Word of mouth
Boychuk Contracting & 66 Mall	• Word of mouth very good and reputation
Boyetchk Contracting	• Word of mouth and reputation

Operation	Future marketing & promotion	Issues in gateway marketing	Market the Gate way should be reaching
Troy Wood Shop & Wells Community Forest	• Specific markets and with IMA	• Increase the profile of Wells & area • Outdoor recreation • Better packaging of the area	• BC - Vancouver & the Lower mainland • Q, WL, & PG is the area's bread & butter
Pete & Diggers General Store	• On hold as business is on the market	• More interaction between wells, Barkerville & Bowron Lakes • Greater emphasis placed on the outdoor, mining and different events • Trail system	• Unsure
Wells Service Station	• None - just expanded	• Unsure	• Unsure
Boychuck Contracting & 66 Mall	• None	• Greater promotion of the adventure and outdoors	• The close in & local market
Boyetchk Contracting	• None	• Great outdoors and back country • Market what the area is ready to handle • Market what we can offer in the outdoors	• Close in markets & local people • Need to be more market specific

Operation	Marketing suggestion for Marketing the Gateway	Value of joint marketing	What the community can do to improve the area.
Troy Wood Shop & Wells Community Forest	• Trade shows • Generic identity of the area • Community radio station • What do we have to offer the area	• Yes	• Unsure
Pete & Digger's General Store		• Yes - from experience it works well if the group can work together	• Maintain a proper trail system • Better communication, consistency & cooperation
Wells Service Station	• The location of Wells and area and what it has to offer Advertising	• Unsure	• Everyone has to be in this together and sell the area

Operation	Marketing suggestion for Marketing the Gateway	Value of joint marketing	What the community can do to improve the area.
Boychuck Contracting & 66 Mall	• Unsure	• Maybe	• Communication • Need to eliminate adversity and work together as a collective
Boyetchk Contracting	• Telephone info centre	• Yes	• Unsure

Operation	Involvement in cooperative marketing	Prepared to be involved and help with joint marketing	Any other comments
Troy Wood Shop & Wells Community Forest	• IMA with the pilot project	• Limited extent • $ together and have a administration person to work the cooperative marketing concept	• It is far cheaper to stay here than Whistler • Very pretty area
Pete & Diggers General Store	• None	• No - due to finances	• Need to link the area with McBride thus easier access to Alberta • Getting the outdoor organisations to cooperate & have something here • Better trail system • People of wells & area have many different directions and not working together 20% doing 80% of the work
Wells Service Station	• None	• Yes as benefits everyone • Don't like meetings • Share ideas	• The area has so many differences need to accept differences and compromise and work together •
Boychuck Contracting & 66 Mall	• None	• Unsure	•
Boyetchk Contracting	• None	• What ever I can do to help	•