



## **In-Market Research Report (Cariboo / Chilcotin Coast)**

**DRAFT**



Prepared for: Tourism British Columbia  
Prepared by: Kettle Valley Research  
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## **Section 1. Methods**

### **1.01 Data Collection**

Data collection was undertaken utilizing TNS Canadian Facts on-line panel. A quota sample was used to ensure that each region had enough responses to create reliable profiles. A quota of a minimum of 300 responses for each of the six regions was used.

A survey pre-test was conducted with 100 respondents on November 22, 2006. Comments from the pre-test were evaluated and no changes were made to the questionnaire.

The survey went into field on November 23, 2006 and came out of field on December 4, 2006. The survey went back into field over the weekend of December 9 and 10, 2006 to top up ratings for two of the regions.

### **1.02 Data Analysis**

The data in this report have been weighted to more accurately reflect the population of travellers from each of the markets profiled. The data were weighted to age, education, and population for each of the markets. Unless otherwise stated, results reflect weighted data.

Where practical and when assumptions and requirements such as minimum sample size were met, significance tests were conducted to assess differences between the locations. All statistical tests used a 0.05 significance level.

Don't know and refused responses were coded to be missing values for the purpose of this analysis. Results reflect valid responses only.

## Section 2. Respondent Characteristics

### 2.01 Origin of Respondents

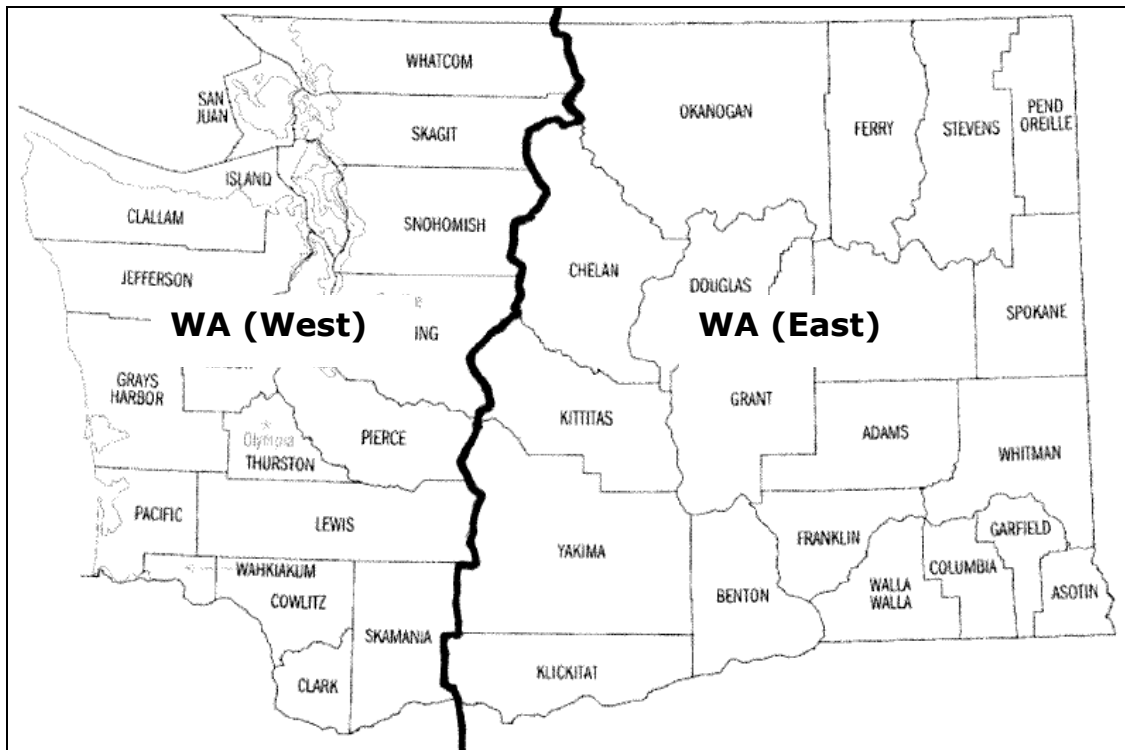
The origin of respondents was controlled by quotas. A minimum of 300 completed responses per region were required. Responses were weighted to mitigate the impacts of bias from the quota sample. The data were weighted to age, education, and population for each of the markets. Table 1.1 illustrates the impacts of weighting the sample.

**Table 2.1 – Origin of Visitors Actual versus Weighted**

	Actual		Weighted	
	Frequency	Percent	Frequency	Percent
Lower Mainland	365	17.7%	434	21.0%
Other BC	338	16.4%	83	4.0%
Alberta	321	15.5%	434	21.0%
WA (West)	703	34.0%	909	44.0%
WA (West)	340	16.4%	207	10.0%
Total	2,067	100.0%	2,067	100.0%

The boundaries for Washington East and West are shown in Figure 1.1 below:

**Figure 2.1 – Washington East / West Boundary**

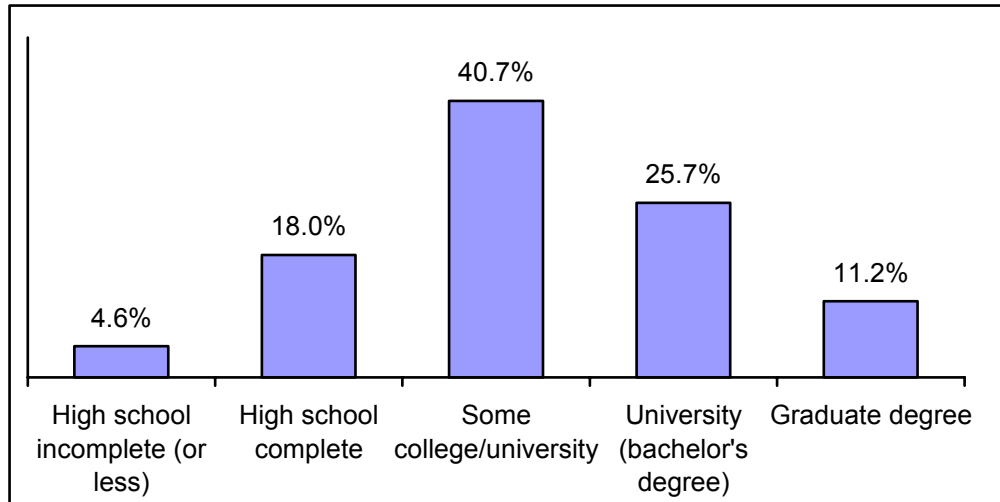


## 2.02 Demographics

### 2.02.1 Education

Respondents were well educated with the majority (77.6%) having completed at least some post secondary education.

**Figure 2.2 Education<sup>1</sup>**

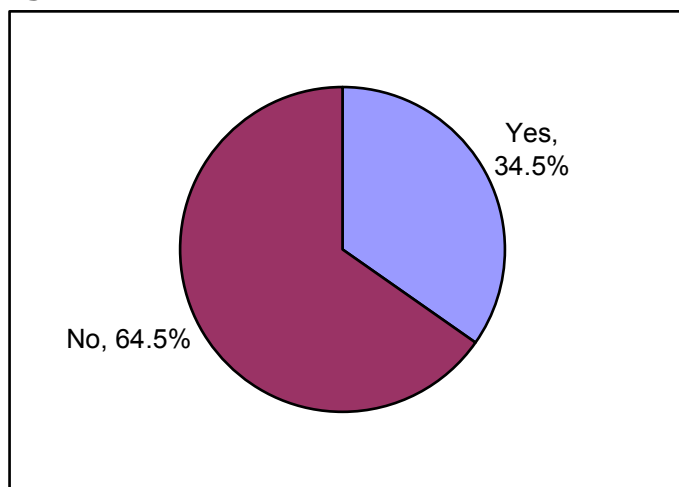


<sup>1</sup> – Data were weighted to age, education, and population.

### 2.02.2 Children in Household

One-third of respondents had children in their household (34.3%).

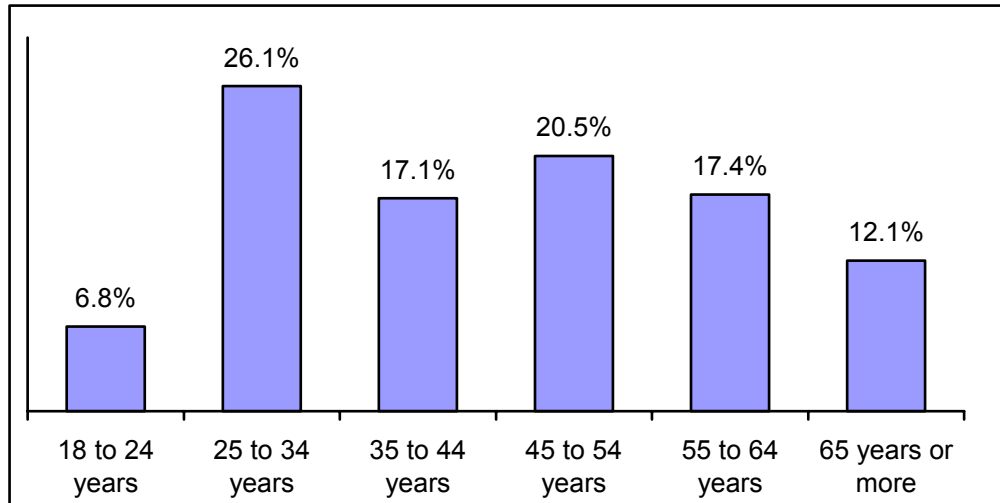
**Figure 2.3 - Children in Household**



### 2.02.3 Age

One third of respondents were between 18 and 34 years of age (32.9%), 37.6% were between the ages of 35 and 54, and 29.5% were 55 years or older. People under 18 years of age were not interviewed.

**Figure 2.4 - Age<sup>1</sup>**

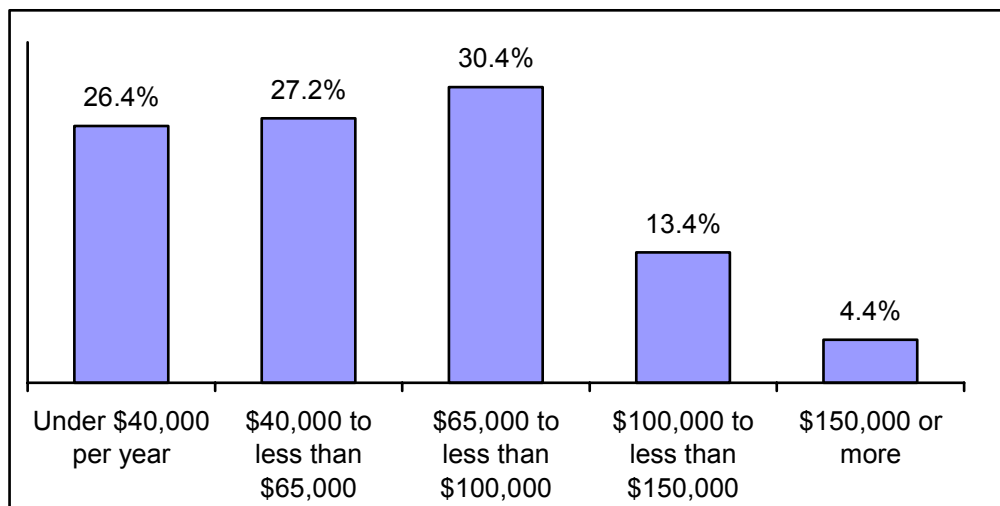


<sup>1</sup> - Data were weighted to age, education, and population.

### 2.03 Income

Income groups were split between respondents in household earning less than \$65,000 (51.8%) and those earning more (48.2%).

**Figure 2.5 - Income**



## 2.04 Demographics by Origin

There were a few significant differences in demographics by origin of respondents:

- Respondents from Other BC were more likely than average to have completed high school as the highest level of education attained and were less likely to have a university (bachelor's degree).
- Lower Mainland and Albertan respondents were less likely than average to have children in their household.
- Western Washington respondents were more likely than average to have children in their household.

**Table 2.2 - Demographic Characteristics by Origin<sup>2</sup>**

	Lower Mainland	Other BC	Alberta	WA (West)	WA (East)	Total
<b>Education</b>						
Grade school or less	0.0%	1.2%	0.0%	0.1%	0.0%	<b>0.1%</b>
High school incomplete	6.5%	9.8%	7.8%	2.0%	1.9%	<b>4.5%</b>
High school complete	18.0%	<b>32.9%</b> <sup>1</sup>	23.2%	13.9%	18.9%	<b>18.0%</b>
Some college/university	44.9%	43.9%	40.5%	37.5%	44.7%	<b>40.7%</b>
University (bachelor's degree)	24.9%	<b>9.8%</b> <sup>1</sup>	20.5%	30.8%	21.8%	<b>25.7%</b>
Graduate degree	5.8%	2.4%	8.0%	15.7%	12.6%	<b>11.2%</b>
<b>Children in Household</b>						
Yes	<b>25.5%</b> <sup>1</sup>	33.7%	28.6%	<b>40.8%</b> <sup>1</sup>	38.8%	<b>34.5%</b>
No	<b>74.5%</b> <sup>1</sup>	66.3%	<b>71.4%</b> <sup>1</sup>	<b>59.2%</b> <sup>1</sup>	61.2%	<b>65.5%</b>
<b>Age</b>						
18 to 24 years	7.1%	7.2%	9.0%	5.9%	4.9%	<b>6.8%</b>
25 to 34 years	24.4%	20.5%	25.8%	27.5%	26.3%	<b>26.1%</b>
35 to 44 years	15.7%	14.5%	15.0%	19.4%	15.6%	<b>17.1%</b>
45 to 54 years	19.4%	21.7%	18.4%	21.5%	22.9%	<b>20.5%</b>
55 to 64 years	20.3%	25.3%	20.5%	13.7%	17.6%	<b>17.4%</b>
65 years or more	13.1%	10.8%	11.3%	12.0%	12.7%	<b>12.1%</b>
<b>Household Income</b>						
Under \$40,000 per year	27.3%	36.0%	22.8%	22.0%	29.1%	<b>24.5%</b>
\$40,000 to less than \$65,000	34.3%	29.3%	27.2%	23.4%	28.5%	<b>27.2%</b>
\$65,000 to less than \$100,000	26.2%	25.3%	29.1%	33.5%	30.2%	<b>30.4%</b>
\$100,000 to less than \$150,000	9.2%	8.0%	15.4%	15.8%	10.1%	<b>13.5%</b>
\$150,000 or more	3.0%	1.3%	5.5%	5.3%	2.2%	<b>4.4%</b>

<sup>1</sup> - Significantly different at the 95% confidence level

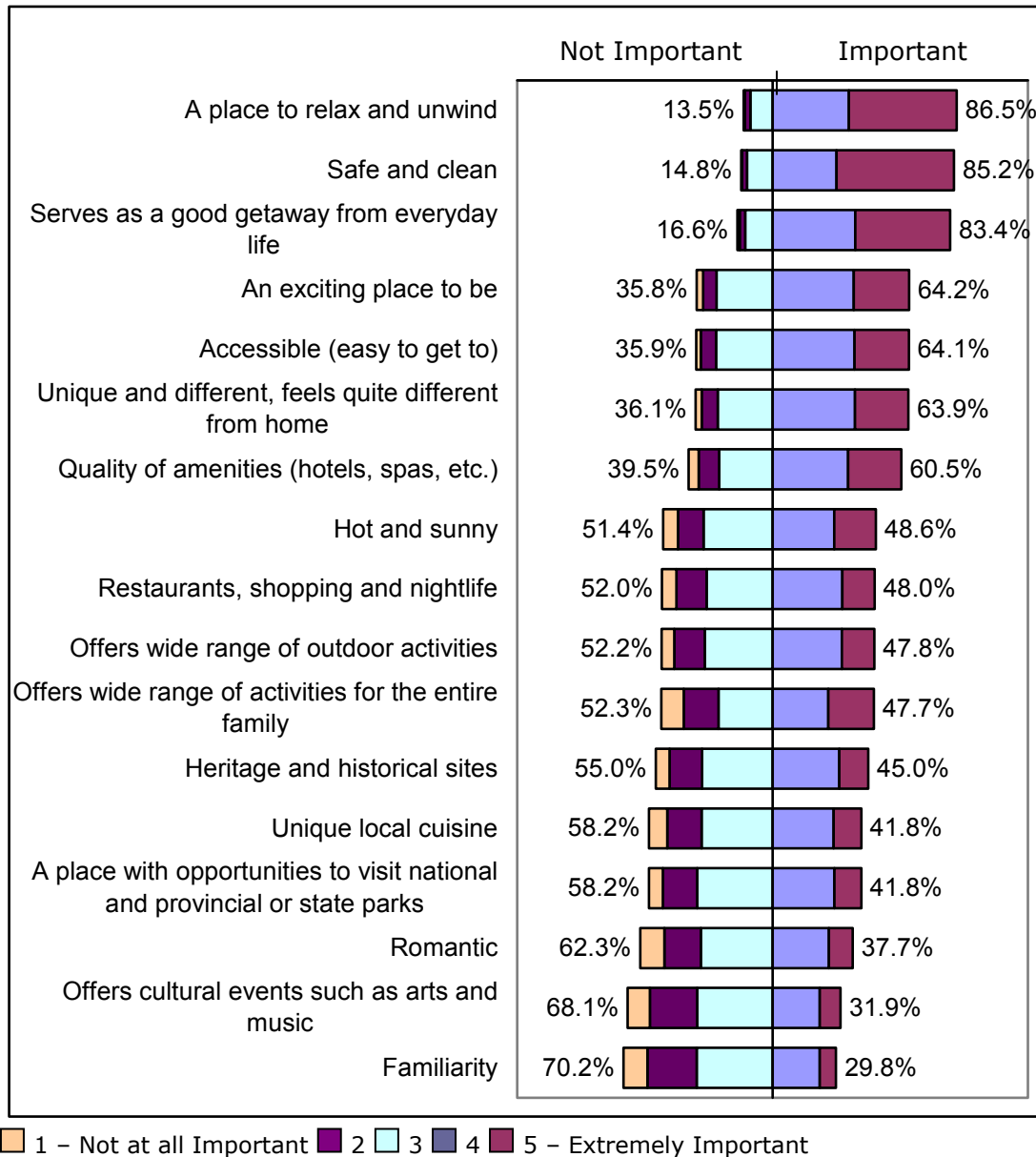
<sup>2</sup> - Data were weighted to age, education, and population.

## Section 3. Travel Profile

### 3.01 Importance of Factors when Choosing a Destination

The top three rated factors when choosing a destination were: 1) a place to relax and unwind (86.5%), 2) safe and clean (85.2%), and 3) serves as a good getaway from home (83.4%). Importance of factors drops significantly after the top three factors. Romantic (37.7%), offers cultural events such as arts and music (31.9%), and familiarity (29.8%) were the lowest rated factors in choosing a destination.

**Figure 3.1 – Importance of Factors when Choosing a Destination**



*Note:* Percentages are shown for Top-2-Box ratings and Bottom-3-Box ratings

The only significant differences in importance of factors in choosing a destination by origin of respondents were within “An exciting place to be” and “Hot and sunny”. Albertans rated being in a exciting place higher than average. Canadians rated “Hot and sunny” higher than average, and Washingtonians rated “Hot and sunny” lower than average.

**Table 3.1 - Importance of Factors when Choosing a Destination by Origin (Unweighted Values)**

	Lower Mainland	Other BC	Alberta	WA (West)	WA (East)	Total
Safe and clean	86.3%	89.1%	86.6%	84.9%	87.0%	<b>86.4%</b>
A place to relax and unwind	89.1%	85.9%	87.3%	85.5%	83.2%	<b>86.1%</b>
Serves as a good getaway from everyday life	83.0%	79.4%	82.8%	84.9%	79.6%	<b>82.4%</b>
Accessible (easy to get to)	67.0%	67.2%	65.4%	63.6%	62.6%	<b>64.9%</b>
Unique and different, feels quite different from home	68.1%	61.4%	65.2%	63.2%	59.0%	<b>63.4%</b>
An exciting place to be	65.4%	58.7%	<b>68.8%<sup>1</sup></b>	60.9%	56.0%	<b>61.8%</b>
Quality of amenities (hotels, spas, etc.)	64.7%	59.9%	59.1%	59.5%	52.8%	<b>59.4%</b>
Hot and sunny	<b>56.6%<sup>1</sup></b>	<b>55.9%<sup>1</sup></b>	<b>59.4%<sup>1</sup></b>	<b>40.6%<sup>1</sup></b>	<b>41.3%<sup>1</sup></b>	<b>49.0%</b>
Restaurants, shopping and nightlife	49.6%	48.3%	46.3%	46.5%	41.8%	<b>46.5%</b>
Offers wide range of activities for the entire family	44.9%	45.1%	46.2%	48.0%	46.4%	<b>46.4%</b>
Offers wide range of outdoor activities	49.2%	45.1%	50.6%	44.1%	45.4%	<b>46.4%</b>
Heritage and historical sites	44.9%	42.1%	46.1%	47.6%	44.9%	<b>45.6%</b>
A place with opportunities to visit national and provincial or state parks	40.2%	41.0%	43.0%	42.9%	42.2%	<b>42.0%</b>
Unique local cuisine	47.9%	41.2%	42.3%	41.4%	34.5%	<b>41.5%</b>
Romantic	34.7%	40.6%	38.4%	37.1%	38.5%	<b>37.7%</b>
Offers cultural events such as arts and music	34.8%	30.4%	33.3%	31.8%	28.1%	<b>31.7%</b>

*1 - Significantly different at the 95% confidence level*

### 3.02 Other Important Factors in Choosing a Destination

Price, cost and affordability issues were the most commonly mentioned other factors when choosing a destination. Additional mentions included being close to family, friends or other relatives.

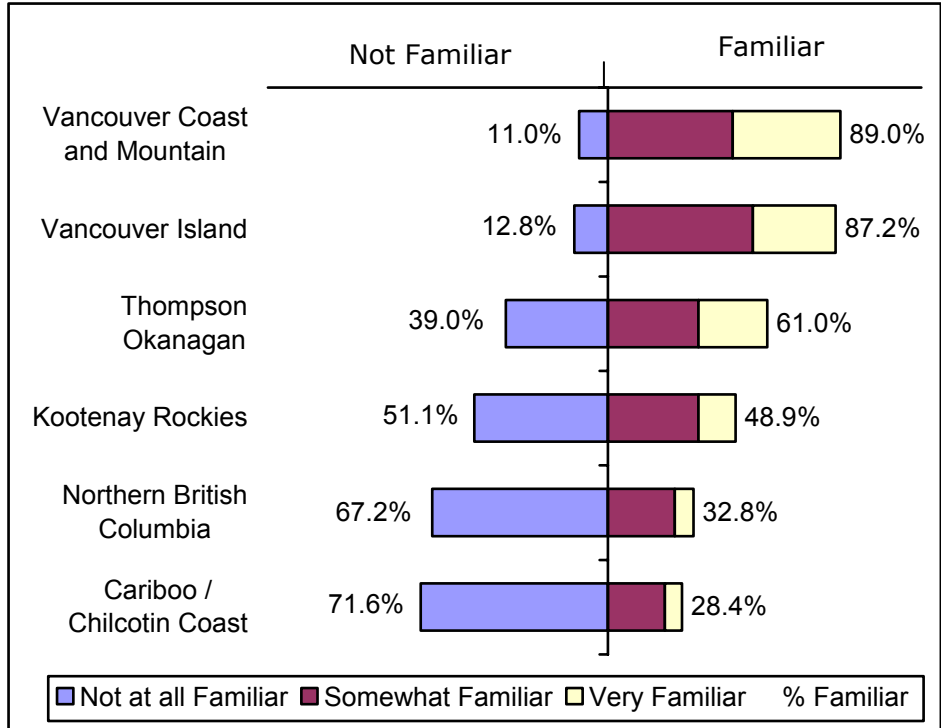
**Table 3.2 - Other Important Factors in Choosing a Destination**

	<b>First Mention</b>	<b>Second Mention</b>	<b>Third Mention</b>
PRICE/COST - GENERAL	20.2%	4.2%	3.7%
AFFORDABLE/CHEAP/INEXPENSIVE	11.5%	7.2%	4.4%
CLOSE TO FAMILY/FRIENDS/HOSPITALS/RELATIVES	4.1%	2.1%	2.2%
NEW/DIFFERENT PLACE TO VISIT / NEW/DIFFERENT THINGS TO DO	3.4%	5.0%	4.4%
FAMILY/VISITING FAMILY/FRIENDS	2.9%	1.6%	0.7%
FUN/FUN PLACE TO VISIT	2.8%	1.9%	
ALL OTHER ACTIVITIES MENTIONS	2.7%	2.9%	3.0%
PEACEFUL/QUIETNESS/TRANQUILITY	2.5%	1.9%	0.7%
FAMILY FRIENDLY/ORIENTED	2.4%	4.2%	0.7%
ALL OTHER PLACES TO VISIT MENTIONS	2.3%	2.7%	5.9%

### 3.03 Familiarity with BC Tourism Regions

Respondents were most familiar with Vancouver Coast and Mountains (89.0%) and Vancouver Island, followed by Thompson Okanagan (61.0%) and Kootenay Rockies (48.9%). People were least familiar with Northern BC (32.8%), and Cariboo / Chilcotin Coast (28.4%).

**Figure 3.2 - Familiarity with BC's Tourism Regions**



There were several significant differences in awareness of BC's tourism regions by origin.

- Albertans and eastern WA were less likely to be aware of the Vancouver Coast and Mountains region.
- Western WA were more likely to be aware of Vancouver Island than average, while Other BC and eastern WA were less likely to be aware of Vancouver Island. Canadians were more likely to be aware of the Thompson Okanagan.
- Washington respondents were less likely to be aware of the Thompson Okanagan, however, eastern WA was more likely to be aware of the Thompson Okanagan than western Washington.
- Canadians, and in particular Albertans were more aware of the Kootenay Rockies. Western WA respondents were significantly less familiar than average with the Kootenay Rockies.
- Lower Mainland and Other BC respondents were more familiar with Northern BC than average, while Washington respondents were less familiar than average with Northern BC.
- Other BC and Lower Mainland respondents were more familiar with Cariboo / Chilcotin Coast than average, while Washington respondents were least likely had the lowest familiarity with Cariboo / Chilcotin Coast.

**Table 3.3 - Familiarity with BC's Tourism Regions by Origin (Unweighted Values)**

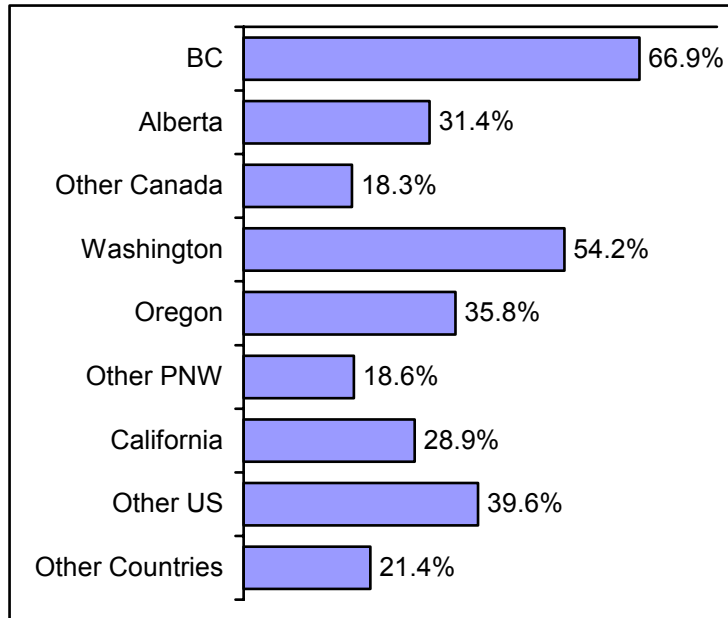
	Lower Mainland	Other BC	Alberta	WA (West)	WA (East)	Total
Vancouver Coast and Mountains	<b>98.6%<sup>1</sup></b>	89.0%	<b>85.7%<sup>1</sup></b>	89.5%	<b>73.3%<sup>1</sup></b>	89.0%
Vancouver Island	89.7%	<b>79.5%<sup>1</sup></b>	<b>83.9%<sup>1</sup></b>	<b>89.6%<sup>1</sup></b>	<b>81.0%<sup>1</sup></b>	87.2%
Thompson Okanagan	<b>90.7%<sup>1</sup></b>	<b>98.8%<sup>1</sup></b>	<b>87.5%<sup>1</sup></b>	<b>32.2%<sup>1</sup></b>	<b>52.5%<sup>1</sup></b>	<b>61.0%</b>
Kootenay Rockies	<b>68.5%<sup>1</sup></b>	<b>79.3%<sup>1</sup></b>	<b>84.1%<sup>1</sup></b>	<b>19.2%<sup>1</sup></b>	50.7%	48.9%
Northern British Columbia	<b>44.5%<sup>1</sup></b>	<b>59.8%<sup>1</sup></b>	36.1%	<b>25.1%<sup>1</sup></b>	<b>23.9%<sup>1</sup></b>	32.8%
Cariboo / Chilcotin Coast	<b>54.8%<sup>1</sup></b>	<b>73.2%<sup>1</sup></b>	30.9%	<b>13.3%<sup>1</sup></b>	<b>15.3%<sup>1</sup></b>	28.4%

*1 - Significantly different at the 95% confidence level*

### 3.04 Places Visited in Past Two Years

BC destinations were the most commonly visited in the past two years (64.9%), followed by Washington (55.3%), and Other US destinations (42.3%). Respondents were least likely to have visited Other Countries (22.6%), Other places in the Pacific Northwest (Other PNW – 18.5%), and other Canadian destinations (18.2%)

**Figure 3.3 - Places Visited in Past Two Years**



There were several key differences in places visited in the past two years by origin of respondent.

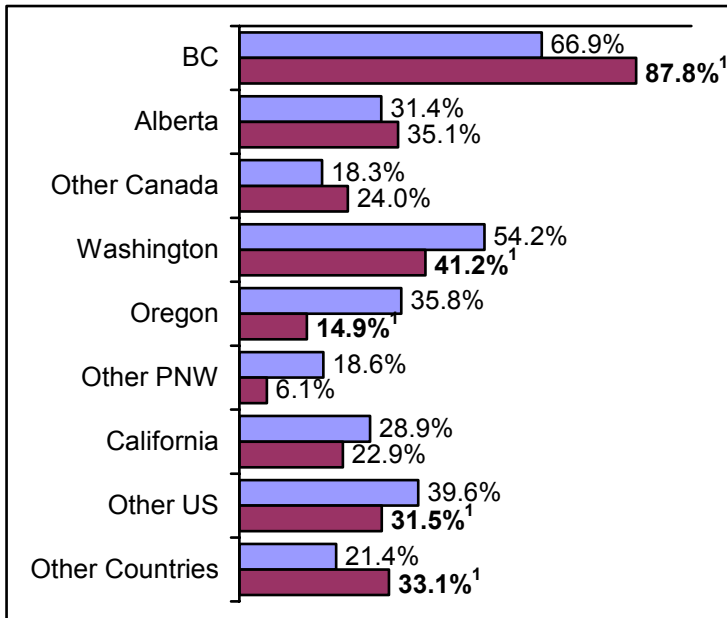
- Canadians, particularly respondents who live in BC, were more likely than average to have visited places within BC.
- Albertans and respondents from Other BC were more likely to have visited destinations in Alberta.
- Albertans and respondents from Other BC were more likely to have travelled to other places in Canada.
- Respondents from Washington were more likely to have traveled within Washington, to the Pacific Northwest and California (WA West), as well as other US destinations.
- Lower Mainland respondents were more likely to have travelled to another country.

**Table 3.4 - Places Visited in Past Two Years by Origin (Unweighted Values)**

	<b>Lower Mainland</b>	<b>Other BC</b>	<b>Alberta</b>	<b>WA (West)</b>	<b>WA (East)</b>	<b>Total</b>
BC	<b>87.8%<sup>1</sup></b>	<b>91.6%<sup>1</sup></b>	<b>76.6%<sup>1</sup></b>	<b>51.6%<sup>1</sup></b>	<b>42.3%<sup>1</sup></b>	<b>66.9%</b>
Alberta	35.1%	<b>60.7%<sup>1</sup></b>	<b>74.4%<sup>1</sup></b>	<b>5.4%<sup>1</sup></b>	11.3%	<b>31.4%</b>
Other Canada	24.0%	<b>27.0%<sup>1</sup></b>	<b>38.1%<sup>1</sup></b>	<b>6.4%<sup>1</sup></b>	9.2%	<b>18.3%</b>
Washington	<b>41.2%<sup>1</sup></b>	<b>21.6%<sup>1</sup></b>	<b>8.8%<sup>1</sup></b>	<b>80.2%<sup>1</sup></b>	<b>89.6%<sup>1</sup></b>	<b>54.2%</b>
Oregon	<b>14.9%<sup>1</sup></b>	<b>7.2%<sup>1</sup></b>	<b>4.1%<sup>1</sup></b>	<b>63.2%<sup>1</sup></b>	<b>60.1%<sup>1</sup></b>	<b>35.8%</b>
Other PNW	6.1%	4.8%	<b>5.6%<sup>1</sup></b>	<b>27.2%<sup>1</sup></b>	<b>40.5%<sup>1</sup></b>	<b>18.6%</b>
California	22.9%	<b>11.1%<sup>1</sup></b>	<b>15.3%<sup>1</sup></b>	<b>43.7%<sup>1</sup></b>	35.4%	<b>28.9%</b>
Other US	<b>31.5%<sup>1</sup></b>	<b>18.3%<sup>1</sup></b>	32.8%	<b>52.7%<sup>1</sup></b>	<b>48.8%<sup>1</sup></b>	<b>39.6%</b>
Other Countries	<b>33.1%<sup>1</sup></b>	17.7%	24.1%	19.1%	14.9%	<b>21.4%</b>

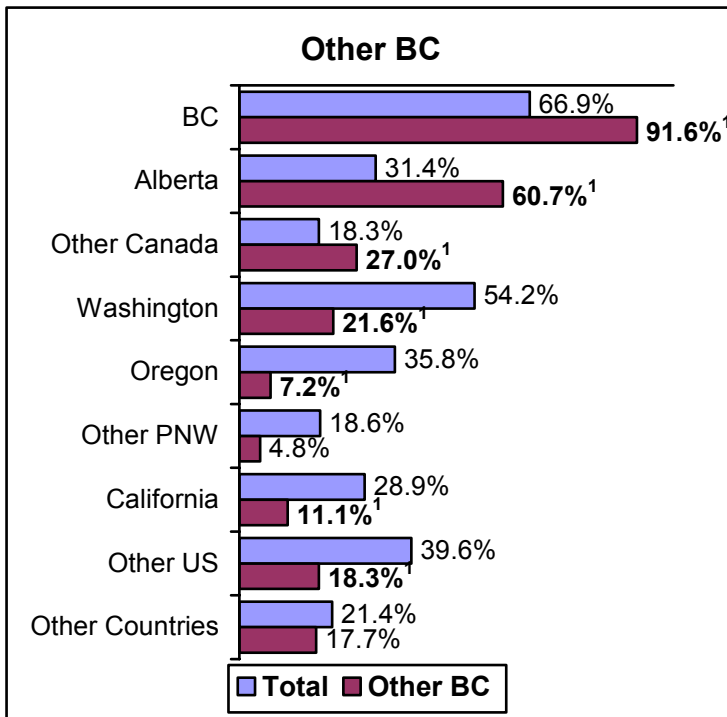
1 - Significantly different at the 95% confidence level

**Figure 3.3a - Places Visited in Past Two Years**

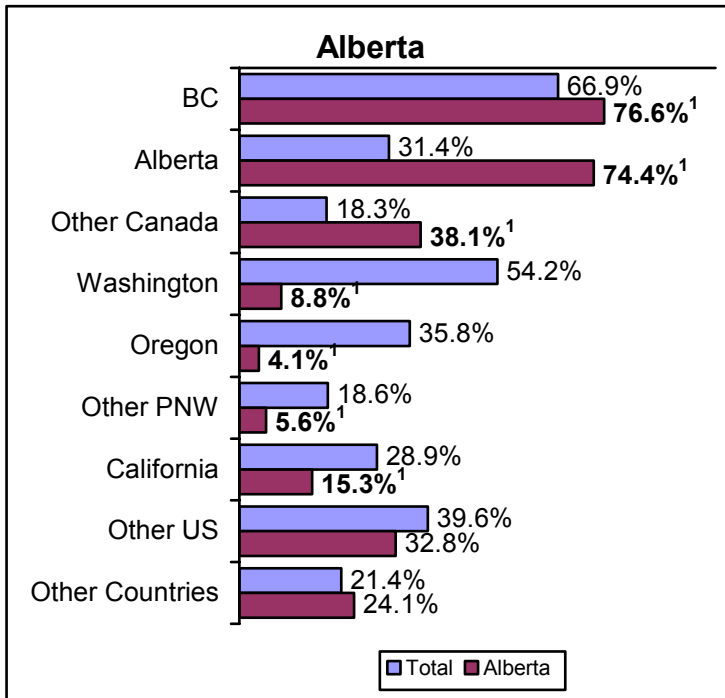


*1 - Significantly different at the 95% confidence level*

**Figure 3.3b - Places Visited in Past Two Years**

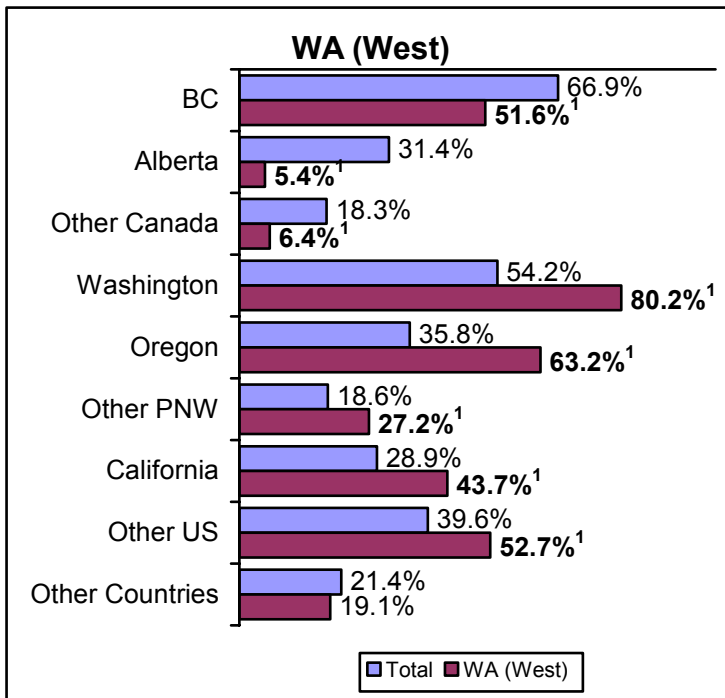


**Figure 3.3c - Places Visited in Past Two Years**

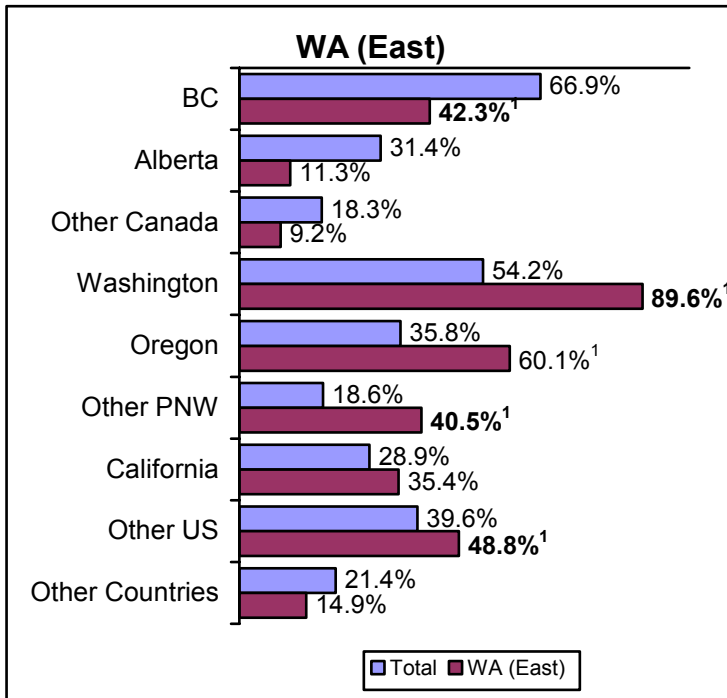


*1 - Significantly different at the 95% confidence level*

**Figure 3.3d - Places Visited in Past Two Years**



**Figure 3.3e -Places Visited in Past Two Years**

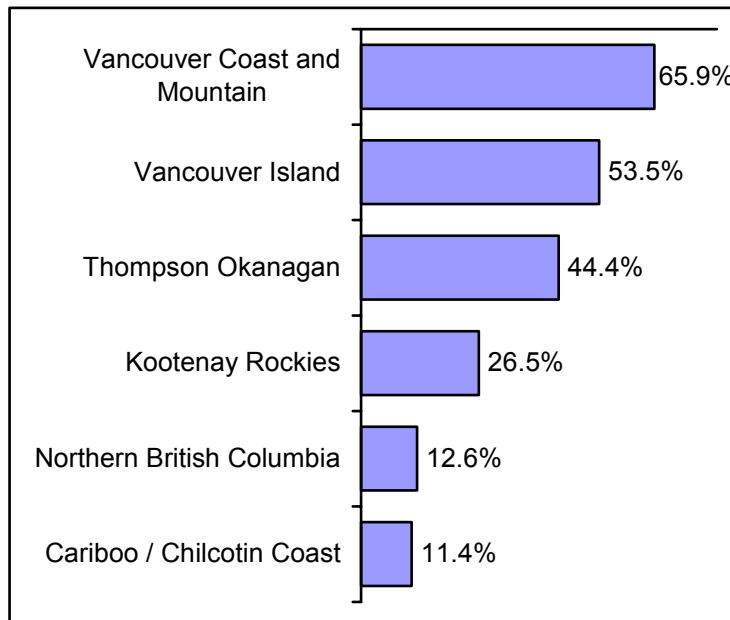


*1 - Significantly different at the 95% confidence level*

### 3.05 BC Regions Visited in Past Two Years

Among those who had visited BC, Vancouver Coast and Mountains (65.9%) was the most common BC region visited in the past two years, followed by Vancouver Island (53.5%), and the Thompson Okanagan (44.4%). Respondents were less likely to have visited the Kootenay Rockies (26.5%), Northern BC (12.6%), and the Cariboo / Chilcotin Coast (11.4%).

**Figure 3.4 - BC Regions Visited in Past Two Years**



There were several significant differences in BC destinations visited in the past two years by origin of respondent. Proximity to the destination appears to play a key role.

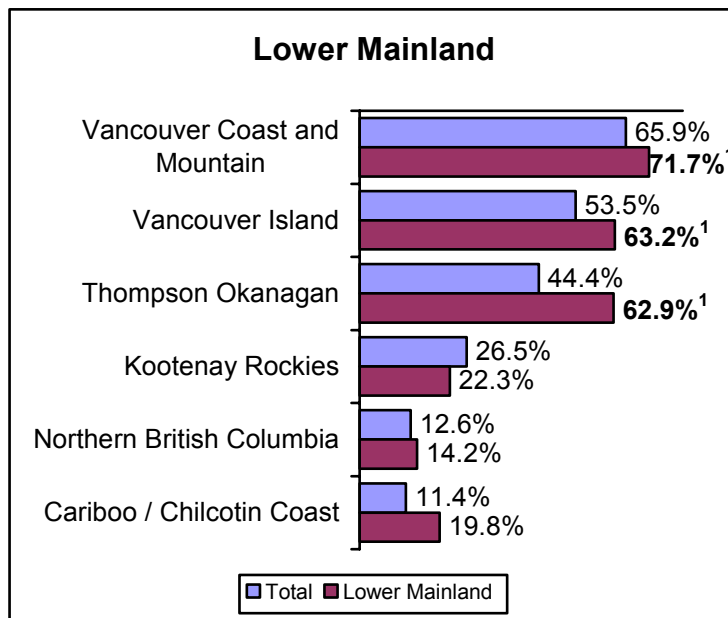
- Lower Mainland and western Washington respondents were more likely than average to have visited the Vancouver Coast and Mountains region.
- Other BC and Lower Mainland respondents were more likely to have visited the Thompson Okanagan.
- Albertans and eastern Washington respondents were more likely to have visited the Kootenay Rockies
- Other BC Respondents were more likely to have visited Northern BC and the Cariboo Chilcotin Coast

**Table 3.5 - BC Regions Visited in the Past Two Years (Unweighted Values)**

	<b>Lower Mainland</b>	<b>Other BC</b>	<b>Alberta</b>	<b>WA (West)</b>	<b>WA (East)</b>	<b>Total</b>
Vancouver Coast and	<b>71.7%<sup>1</sup></b>	62.3%	<b>49.2%<sup>1</sup></b>	<b>74.9%<sup>1</sup></b>	<b>52.5%<sup>1</sup></b>	<b>64.5%</b>
Vancouver Island	<b>63.2%<sup>1</sup></b>	<b>34.1%<sup>1</sup></b>	45.9%	<b>63.0%<sup>1</sup></b>	41.1%	<b>51.3%</b>
Thompson Okanagan	<b>62.9%<sup>1</sup></b>	<b>79.3%<sup>1</sup></b>	58.7%	<b>18.7%<sup>1</sup></b>	<b>34.0%<sup>1</sup></b>	<b>51.2%</b>
Kootenay Rockies	22.3%	35.1%	<b>48.8%<sup>1</sup></b>	<b>11.4%<sup>1</sup></b>	<b>40.4%<sup>1</sup></b>	<b>28.9%</b>
Northern BC	14.2%	<b>31.5%<sup>1</sup></b>	9.1%	12.8%	12.1%	<b>16.6%</b>
Cariboo / Chilcotin Coast	19.8%	<b>30.8%<sup>1</sup></b>	6.6%	6.7%	6.4%	<b>15.1%</b>

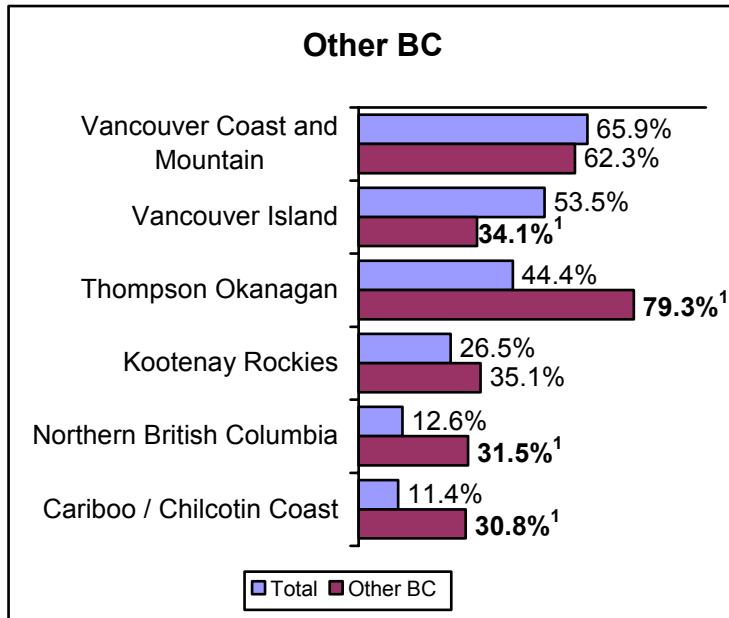
1 - Significantly different at the 95% confidence level

**Figure 3.4a -BC Regions Visited in Past Two Years – Lower Mainland**



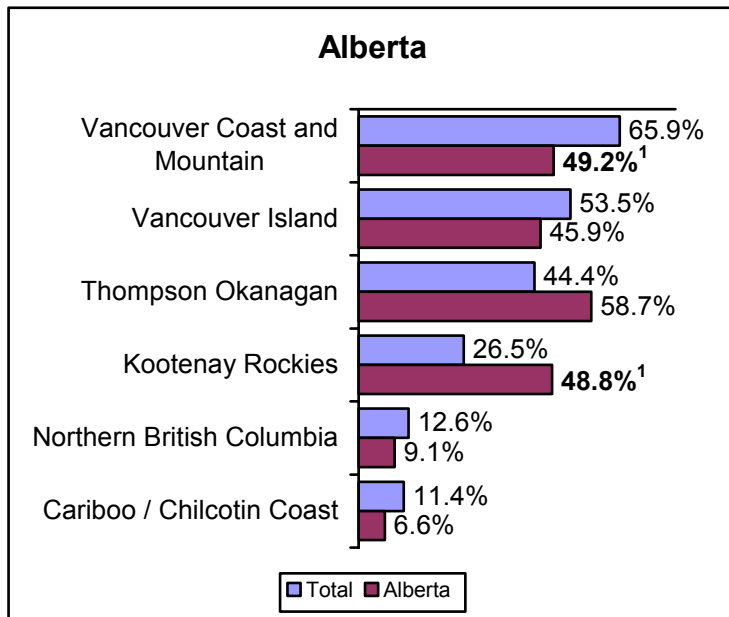
1 - Significantly different at the 95% confidence level

**Figure 3.4b -BC Regions Visited in Past Two Years – Other BC**



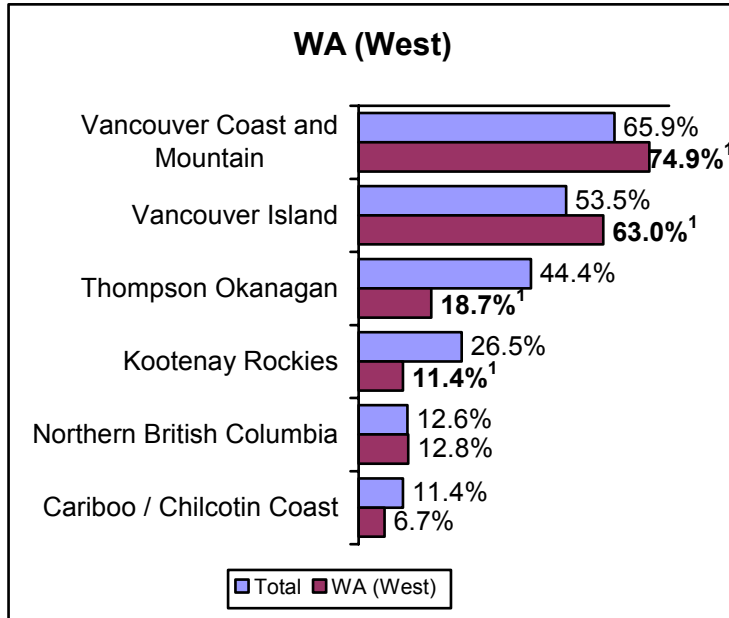
*1 – Significantly different at the 95% confidence level*

**Figure 3.4c -BC Regions Visited in Past Two Years – Alberta**



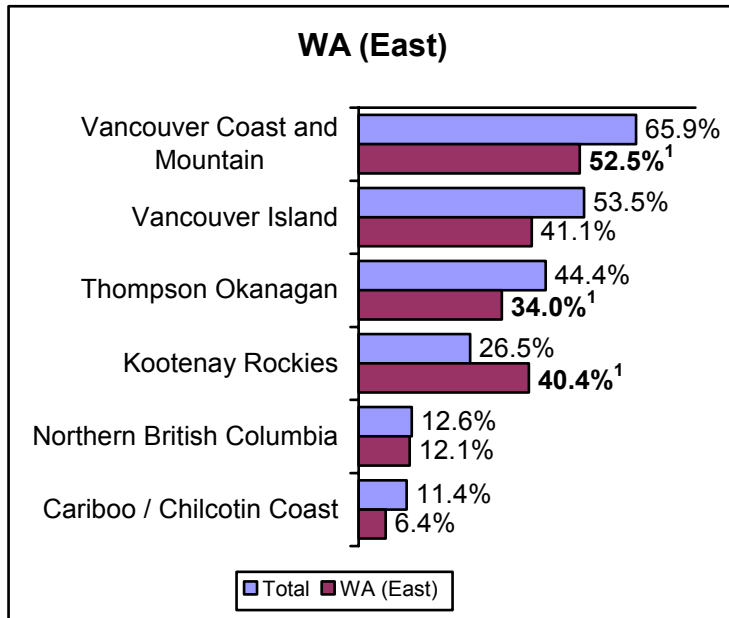
*1 – Significantly different at the 95% confidence level*

**Figure 3.4d -BC Regions Visited in Past Two Years – WA (West)**



1 – Significantly different at the 95% confidence level

**Figure 3.4e -BC Regions Visited in Past Two Years – WA (East)**



1 – Significantly different at the 95% confidence level

## Section 4. BC Region Specific Results

Respondents were asked a series of questions specific to one region. Respondents were streamed in to questions related to a region they were at least somewhat familiar with based on a quotas.

Results in this section of the report are reported by the region evaluated by the respondent.

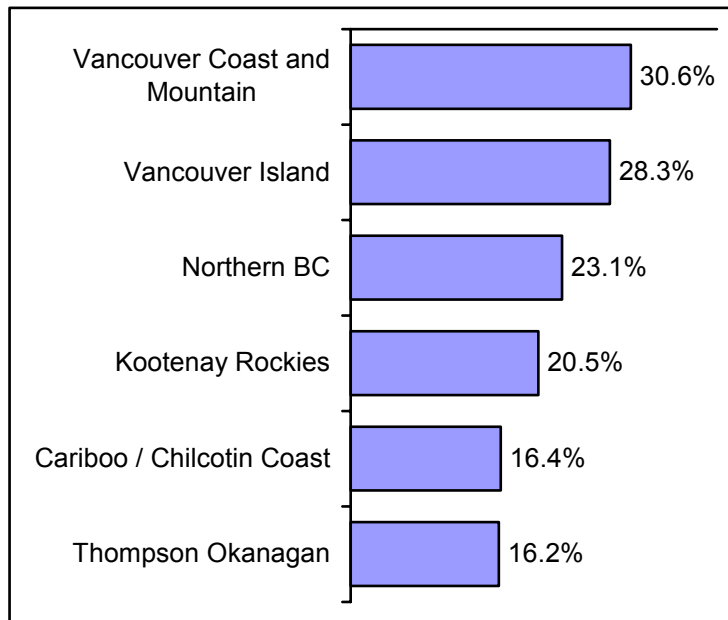
**Table 4.1 – Region Being Evaluated**

	Actual		Weighted	
	Frequency	Percent	Frequency	Percent
Vancouver Coast and Mountains	197	9.5%	232	11.2%
Vancouver Island	415	20.1%	494	23.9%
Thompson Okanagan	259	12.5%	259	12.5%
Cariboo / Chilcotin Coast	187	9.0%	159	7.7%
Northern BC	630	30.5%	567	27.5%
Kootenay Rockies	379	18.3%	356	17.2%
Total	2067	100.0%	2067	100.0%

#### 4.01 Additional Information Sought

Respondents were most likely to have sought information about Vancouver Coast and Mountains (30.6%), followed by Vancouver Island (28.3%), and Northern BC (23.1%). Respondents were less likely to have sought additional information about the Kootenay Rockies (20.5%), Cariboo / Chilcotin Coast (16.4%) and the Thompson Okanagan (16.2%).

**Figure 4.1 - Additional Information Sought by Region Evaluated**



The only significant difference by market of origin was that Lower Mainland respondents were more likely to have sought information about Vancouver Island than average.

**Table 4.2 - Additional Information Sought by Origin**

	Lower Mainland	Other BC	Alberta	WA (West)	WA (East)	Total
Vancouver Coast and Mountains	40.3%	50.0%	7.1%	31.1%	21.4%	30.6%
Vancouver Island	<b>57.1%</b> <sup>1</sup>	- <sup>2</sup>	4.5%	28.9%	26.3%	28.3%
Thompson Okanagan	31.0%	42.9%	7.4%	8.9%	12.9%	16.2%
Cariboo / Chilcotin Coast	25.4%	26.7%	5.0%	10.3%	0.0%	17.0%
Northern BC	26.9%	33.3%	17.1%	23.5%	14.0%	22.9%
Kootenay Rockies	16.4%	21.4%	24.3%	18.4%	15.8%	20.7%

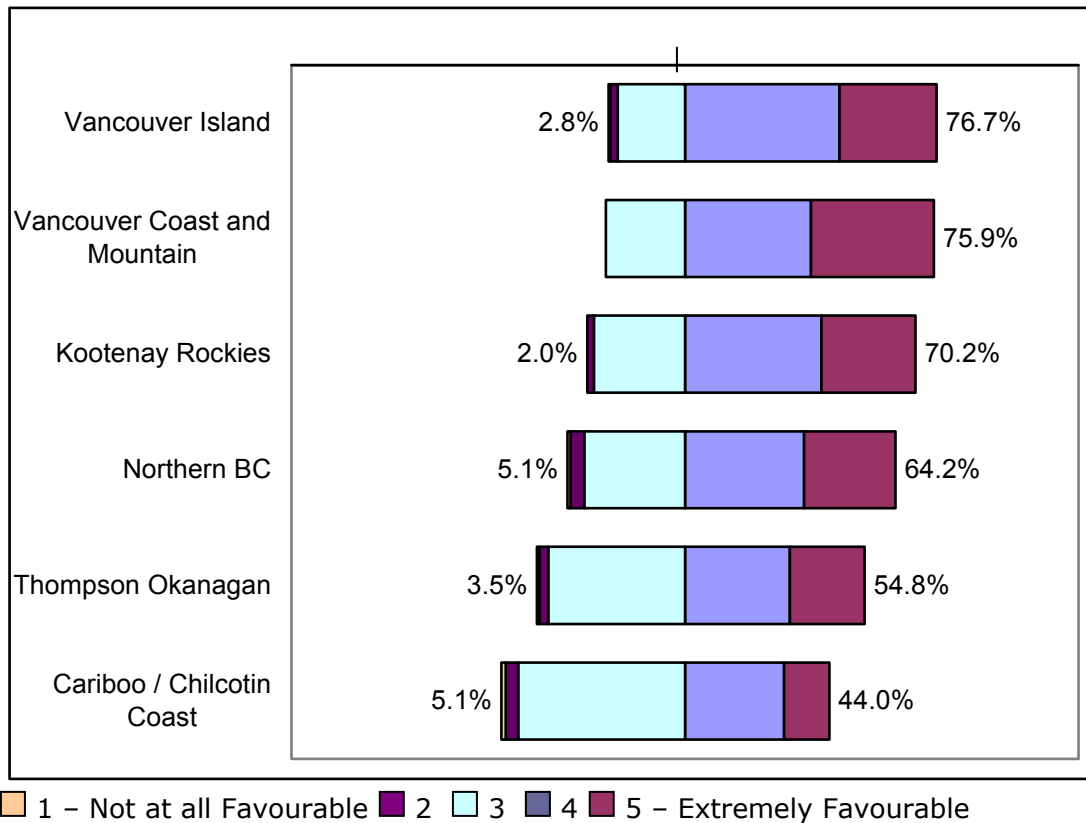
<sup>1</sup> - Significantly different at the 95% confidence level

<sup>2</sup> - Respondents from Other BC did not rate Vancouver Island

## 4.02 Overall Impressions of BC Tourism Regions

Overall impressions were highest for Vancouver Island with 76.7% rating their impressions as either favourable or extremely favourable. Vancouver Coast and Mountains ranked second (75.9%), followed by Kootenay Rockies (70.2%), and Northern BC (64.2%). The Thompson Okanagan (54.8%), and Cariboo / Chilcotin Coast (44.0%) ranked 5<sup>th</sup> and 6<sup>th</sup> in terms of overall impressions.

**Figure 4.2 – Overall Impressions of BC Tourism Regions**



*Note: Percentages are shown for Top-2-Box ratings and Bottom-2-Box ratings, neutral ratings (3) are shown in green.*

There were only two significant differences in how BC's tourism regions were rated by origin of respondent:

- Respondents from Other BC and Lower Mainland rated the Thompson Okanagan higher than average in terms of overall impressions

**Table 4.3 – Overall Impressions of BC Tourism Regions by Origin (Top-2-Box Ratings)**

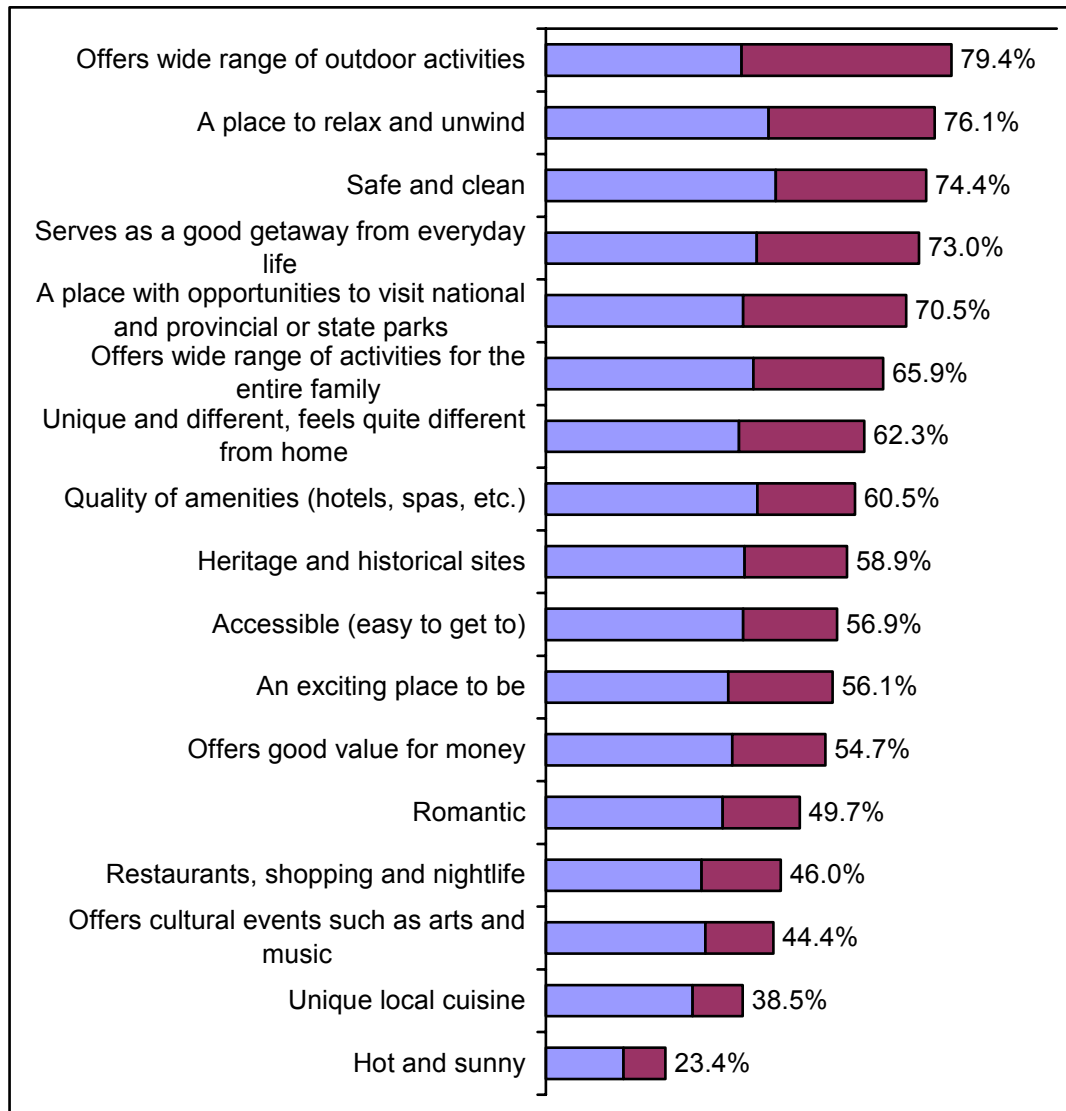
	<b>Lower Mainland</b>	<b>Other BC</b>	<b>Alberta</b>	<b>WA (West)</b>	<b>WA (East)</b>	<b>Total</b>
Vancouver Coast and Mountains	76.0%	65.2%	73.7%	74.4%	82.6%	<b>74.6%</b>
Vancouver Island	81.8%		76.9%	79.6%	74.7%	<b>78.6%</b>
Thompson Okanagan	<b>75.0%<sup>1</sup></b>	<b>82.1%<sup>1</sup></b>	52.2%	49.0%	58.9%	<b>60.6%</b>
Cariboo / Chilcotin Coast	45.2%	54.8%	45.5%	52.2%	28.6%	<b>48.7%</b>
Northern BC	62.4%	66.5%	61.9%	69.7%	74.3%	<b>66.5%</b>
Kootenay Rockies	62.3%	65.5%	72.7%	76.1%	75.3%	<b>71.2%</b>

*1 – Significantly different at the 95% confidence level*

### 4.03 Attributes Associated with BC Tourism Regions

Overall, respondents most associated offering a wide range of outdoor activities with BC’s tourism regions (80.0%), followed by a place to relax and unwind (75.7%), and safe and clean (74.7%). The attributes least associated with BC’s tourism regions were offering cultural events such as arts and music (43.8%), unique local cuisine (38.5%), and hot and sunny (22.8%).

**Figure 4.3 - Attributes Associated with BC Tourism Regions (Top-2-Box Ratings)**



■ 4 ■ 5 - Extremely Favourable

Note: Top-2-Box percentages shown.

Respondent's attribute associations varied greatly between regions. Table 3.4 highlights significant differences within each of the regions.

**Table 4.4 - Attributes Associated with BC Tourism Regions – Top-2-Box Ratings (Unweighted Values)**

	Vancouver Coast and Mountains	Vancouver Island	Thompson Okanagan	Cariboo / Chilcotin Coast	Northern BC	Kootenay Rockies	Total
Offers wide range of outdoor activities	77.0%	<b>70.8%<sup>1</sup></b>	80.1%	76.9%	<b>84.6%<sup>1</sup></b>	<b>85.2%<sup>1</sup></b>	<b>80.0%</b>
A place to relax and unwind	75.1%	78.2%	79.4%	<b>66.5%<sup>1</sup></b>	73.0%	79.8%	<b>75.7%</b>
Safe and clean	76.6%	<b>80.7%<sup>1</sup></b>	74.9%	<b>64.3%<sup>1</sup></b>	<b>69.8%<sup>1</sup></b>	<b>80.0%<sup>1</sup></b>	<b>74.7%</b>
Serves as a good getaway from everyday life	72.0%	<b>77.7%<sup>1</sup></b>	71.5%	<b>63.4%<sup>1</sup></b>	70.3%	<b>77.7%<sup>1</sup></b>	<b>72.9%</b>
A place with opportunities to visit national and provincial or state parks	71.1%	<b>63.2%<sup>1</sup></b>	<b>65.1%<sup>1</sup></b>	<b>61.9%<sup>1</sup></b>	<b>74.5%<sup>1</sup></b>	<b>80.1%<sup>1</sup></b>	<b>70.8%</b>
Offers wide range of activities for the entire family	<b>76.3%<sup>1</sup></b>	68.6%	70.3%	<b>55.1%<sup>1</sup></b>	64.0%	68.2%	<b>66.9%</b>
Unique and different, feels quite different from home	59.6%	<b>69.3%<sup>1</sup></b>	<b>53.9%<sup>1</sup></b>	59.9%	61.5%	62.7%	<b>62.2%</b>
Quality of amenities (hotels, spas, etc.)	<b>76.2%<sup>1</sup></b>	<b>77.8%<sup>1</sup></b>	<b>53.5%<sup>1</sup></b>	<b>40.8%<sup>1</sup></b>	<b>51.5%<sup>1</sup></b>	61.2%	<b>60.7%</b>
Heritage and historical sites	<b>53.8%<sup>1</sup></b>	<b>72.1%<sup>1</sup></b>	<b>41.9%<sup>1</sup></b>	63.1%	<b>65.7%<sup>1</sup></b>	<b>50.6%<sup>1</sup></b>	<b>60.3%</b>
Accessible (easy to get to)	67.2% <sup>1</sup>	59.1%	59.1%	<b>47.9%<sup>1</sup></b>	<b>51.1%<sup>1</sup></b>	<b>62.4%<sup>1</sup></b>	<b>57.0%</b>
An exciting place to be	<b>69.9%<sup>1</sup></b>	60.0%	<b>42.8%<sup>1</sup></b>	<b>41.5%<sup>1</sup></b>	58.3%	55.5%	<b>56.1%</b>
Offers good value for money	58.3%	54.3%	54.1%	52.0%	54.8%	61.1% <sup>1</sup>	<b>55.8%</b>
Romantic	<b>55.7%<sup>1</sup></b>	<b>67.7%<sup>1</sup></b>	<b>39.7%<sup>1</sup></b>	<b>26.0%<sup>1</sup></b>	<b>39.7%<sup>1</sup></b>	48.7%	<b>47.7%</b>
Restaurants, shopping and nightlife	<b>71.0%<sup>1</sup></b>	<b>70.5%<sup>1</sup></b>	<b>37.1%<sup>1</sup></b>	<b>21.9%<sup>1</sup></b>	<b>36.4%<sup>1</sup></b>	<b>29.9%<sup>1</sup></b>	<b>44.9%</b>
Offers cultural events such as arts and music	<b>56.1%<sup>1</sup></b>	<b>67.1%<sup>1</sup></b>	<b>33.7%<sup>1</sup></b>	<b>25.2%<sup>1</sup></b>	40.5%	<b>28.6%<sup>1</sup></b>	<b>43.8%</b>
Unique local cuisine	<b>53.9%<sup>1</sup></b>	<b>48.7%<sup>1</sup></b>	<b>29.5%<sup>1</sup></b>	<b>25.0%<sup>1</sup></b>	39.2%	<b>28.4%<sup>1</sup></b>	<b>38.5%</b>
Hot and sunny	20.3%	<b>10.5%<sup>1</sup></b>	<b>45.7%<sup>1</sup></b>	26.6%	<b>17.9%<sup>1</sup></b>	<b>30.2%<sup>1</sup></b>	<b>22.8%</b>

1 - Significantly different at the 95% confidence level

#### 4.04 All BC Tourism Regions - Importance Performance Matrix

The importance performance matrix divides attributes rated into four quadrants based on average importance and performance scores.

Attributes in the upper right quadrant are those that scored above average in both importance to travellers and how travellers rated performance. These are labelled as "Critical Strengths". Attributes in the lower right quadrant are those that scored above average in importance to travellers in choosing a destination but scored below average in terms of how travellers rated its performance. These are labelled "Critical Weaknesses".

Attributes that scored higher than average in performance, but lower than average in importance to travellers are identified as "Latent Strengths" and may identify niche opportunities.

**Figure 4.4 - Importance Performance Matrix – All BC Tourism Regions**

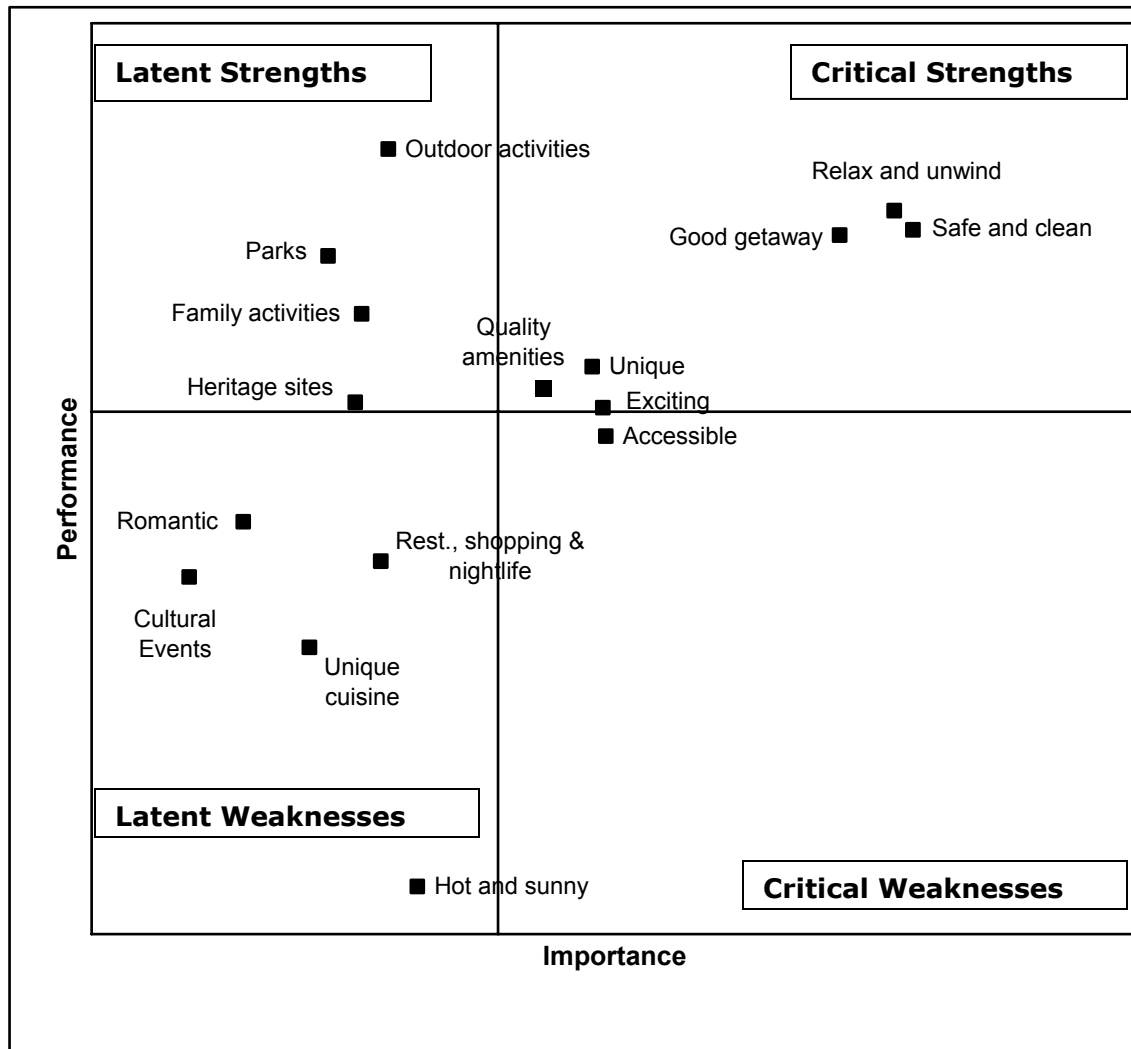


Table 4.5 outlines strengths and weaknesses identified by respondents.

**Table 4.5 - Strengths and Weaknesses**

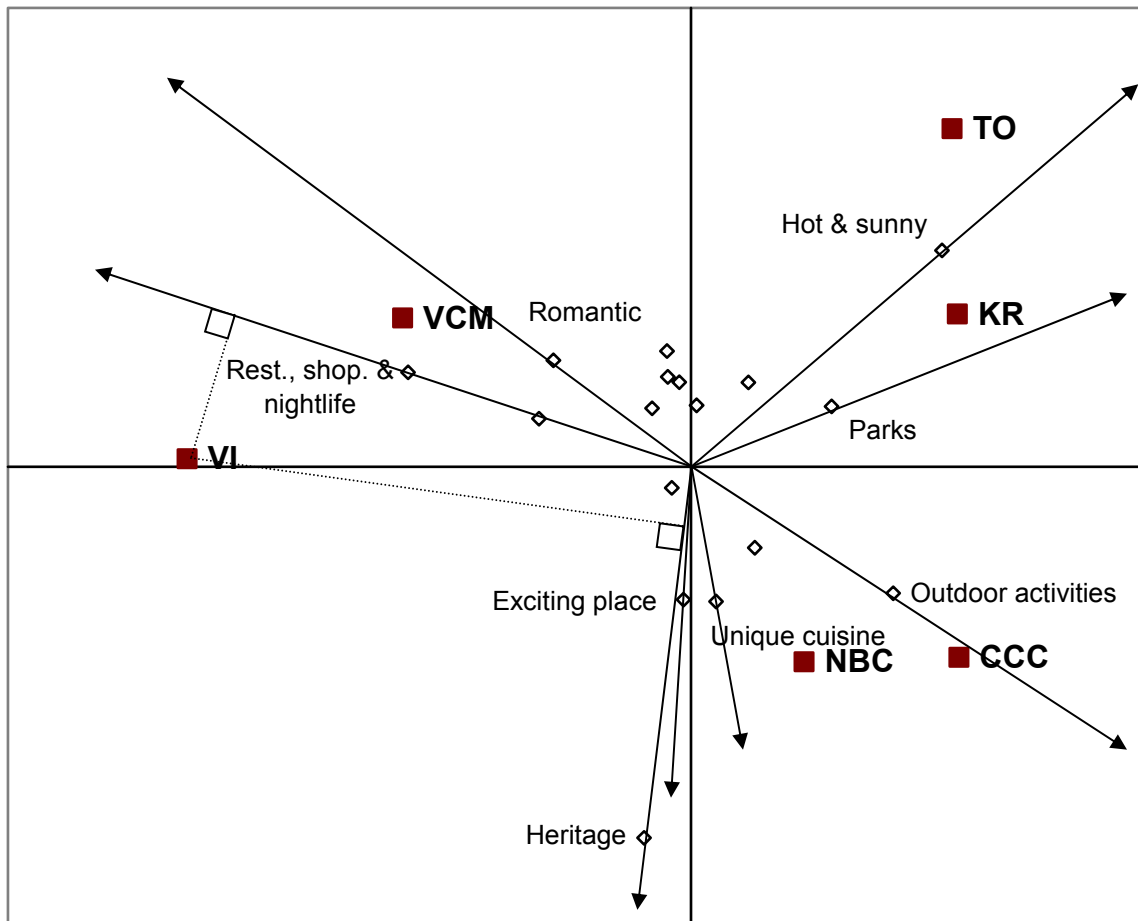
<b>Latent Strengths</b> <ul style="list-style-type: none"><li>• Outdoor activities</li><li>• Parks</li><li>• Family activities</li><li>• Heritage and historical</li></ul>	<b>Critical Strengths</b> <ul style="list-style-type: none"><li>• Relax and unwind</li><li>• Safe and clean</li><li>• Good getaway</li><li>• Quality amenities</li><li>• Exciting place</li></ul>
<b>Latent Weaknesses</b> <ul style="list-style-type: none"><li>• Romantic</li><li>• Restaurants, shopping and nightlife</li><li>• Unique local cuisine</li><li>• Cultural events</li><li>• Hot and sunny</li></ul>	<b>Critical Weaknesses</b> <ul style="list-style-type: none"><li>• Accessible</li></ul>

#### 4.05 BC Regions Perceptual Map

The perceptual map identifies attributes that have the best potential for differentiating between the regions. Regions are located on the map using a classification technique called discriminant analysis. (See the note below to help with evaluating the map).

*Results should be interpreted with some caution. The attributes rated did not represent an exhaustive list, nor do they necessarily represent brand attributes for the regions. They were chosen to be representative of BC in general.*

**Figure 4.5 - Perceptual Map – All Regions (Unweighted Values)**



*Notes:* Attributes which best discriminate between regions are found at the periphery of the map. Vectors from the centre of the map drawn through the value point are used to represent the attribute (i.e. Rest. shop. & nightlife). Attributes at the centre of the map are not labelled because regions differ little between these attributes.

*The proper way to interpret the map is to project each attribute on to the region being rated at right angles to the attribute's vector. The farther out on a attribute's vector a group of region falls, the more it is described by that attribute. This means that a value can describe a region well even when the two are not near one another on the map.*

**Table 4.6 - Key differentiators:  
Vancouver Coast and Mountains**

- Restaurants, shopping and nightlife
- Romantic

**Vancouver Island**

- Restaurants, shopping and nightlife
- Romantic

**Thompson Okanagan**

- Hot and sunny
- Parks

**Cariboo / Chilcotin Coast**

- Heritage
- Outdoor activities
- Unique cuisine

**Northern BC**

- Heritage
- Outdoor activities
- Unique cuisine

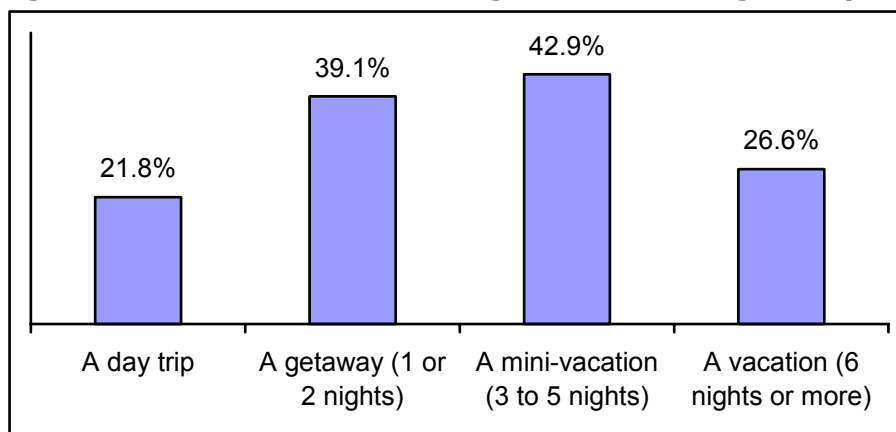
**Kootenay Rockies**

- Hot and sunny
- Parks

#### 4.06 Likelihood of Visiting BC Tourism Regions by Trip Type (Getaway, Mini-Vacation, Vacation)

Overall, people were most likely to consider a mini-vacation to the tourism region they rated (42.9%), followed by a getaway (39.1%). They were less likely to consider the destination they rated for a vacation (26.6%) or a day trip (21.8%).

**Figure 4.6 - Likelihood of Visiting BC Tourism Regions by Trip Type**



There were several significant differences by region:

- Vancouver Coast and Mountains was more likely to be considered for a day trip, a getaway, and a mini-vacation
- Vancouver Island was more likely to be considered for a getaway, and less likely to be considered for mini-vacations or vacations.
- Northern BC was more likely to be considered for longer trips (mini-vacations and vacations)

**Table 4.7 - Likelihood of Visiting BC Tourism Regions for Specific Trip Types – Top-2-Box Ratings (Unweighted Values)**

	<b>A day trip</b>	<b>A getaway (1 or 2 nights)</b>	<b>A mini-vacation (3 to 5 nights)</b>	<b>A vacation (6 nights or more)</b>
Vancouver Coast and Mountains	<b>34.1%<sup>1</sup></b>	<b>51.6%<sup>1</sup></b>	<b>52.6%<sup>1</sup></b>	23.4%
Vancouver Island	25.7%	<b>50.8%<sup>1</sup></b>	<b>35.1%<sup>1</sup></b>	<b>9.8%<sup>1</sup></b>
Thompson Okanagan	18.2%	36.3%	36.5%	20.7%
Cariboo / Chilcotin Coast	11.1%	<b>24.8%<sup>1</sup></b>	41.5%	24.8%
Northern BC	23.2%	35.0%	<b>48.2%<sup>1</sup></b>	<b>41.3%<sup>1</sup></b>
Kootenay Rockies	16.4%	35.0%	42.1%	26.8%
<b>Total</b>	<b>21.8%</b>	<b>39.1%</b>	<b>42.9%</b>	<b>26.6%</b>

*1 – Significantly different at the 95% confidence level*

#### 4.07 Reasons Not Likely to Visit BC Tourism Regions

The most common reason mentioned for not visiting a BC tourism region were:

- Have other places to visit or already visited
- Accessibility (too far away / too much driving)
- Lack of interest
- Lack of awareness and familiarity

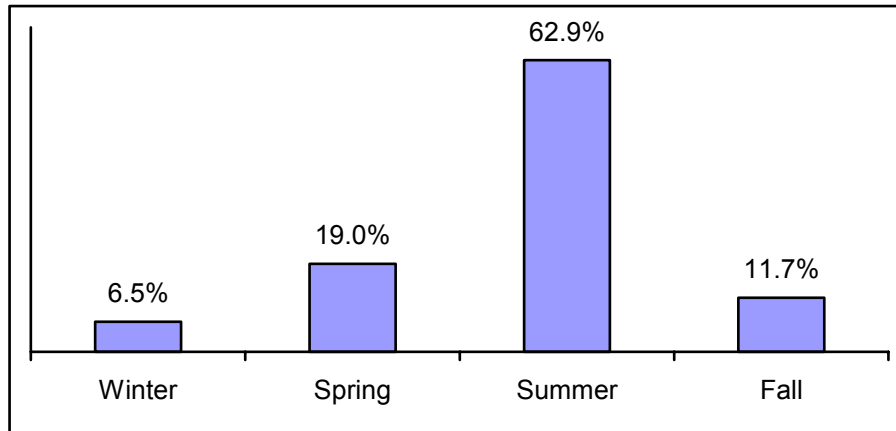
**Table 4.8 - Reasons Not Likely to Visit BC Tourism Regions  
(Unweighted Values)**

	First Mention	Second Mention	Third Mention	Fourth Mention
HAVE OTHER PLACES TO VISIT/ALREADY VISITED THERE	16.1%	8.6%	10.0%	10.0%
TOO FAR AWAY/TOO MUCH DRIVING	7.9%	11.4%	20.0%	20.0%
NOT INTERESTED/NO PLANS TO GO	7.7%	1.4%	10.0%	10.0%
DON'T KNOW ANYTHING ABOUT THE PLACE/LACK OF INFORMATION	6.6%	8.6%	10.0%	10.0%
IT'S EXPENSIVE/ LACK OF FUNDS/ MY BUDGET	6.3%	20.0%		
PASSPORT ISSUES/DIFFICULT TO CROSS THE BORDER	6.3%	5.7%		
LACK OF TIME	4.5%	4.3%		
DON'T KNOW	3.7%			
NOTHING	3.4%			
DO NOT DRIVE/DON'T TRAVEL MUCH	2.9%			
NO FAMILY THERE	2.9%	7.1%		10.0%
ALL OTHER TRAVEL MENTIONS	2.4%	4.3%		
DUE TO HEALTH PROBLEMS	2.4%	2.9%		
REFUSED	2.4%			
I LIVE THERE/I LIVED THERE	1.8%	1.4%		
PREFER HOT/SUNNY PLACES	1.8%			
NO ONE TO TRAVEL WITH	1.6%	2.9%		
ALL OTHER FAMILY MENTIONS	1.6%	2.9%		
IT'S TOO COLD	1.6%		10.0%	10.0%
PLANNING TO MOVE FROM THE CURRENT LOCATION	1.6%			
YOUNG KIDS/CHILDREN / CANNOT TRAVEL WITH KIDS	1.3%		10.0%	
NOTHING FUN/INTERESTING THERE	1.3%			
UNABLE TO TRAVEL BY CAR/NO CAR	1.1%			
NOT ENOUGH				
ATTRACTIONS/ACTIVITIES/THINGS TO DO	0.8%	7.1%	20.0%	20.0%
PREFER TO GO TO BEACHES	0.5%	1.4%		
ALL OTHER PRICE/COST MENTIONS	0.3%	2.9%	10.0%	10.0%
MISCELLANEOUS ALL OTHER MENTIONS	9.2%	7.1%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%

#### 4.08 Most Likely Time of Year to Visit BC Tourism Regions

Overall, summer was the most likely time to visit BC Regions (62.9%), followed by spring (19.0%). Fall (11.7%), and winter (6.5%) were the least likely times of year to visit BC's tourism regions.

**Figure 4.7 - Most Likely Time of Year to Visit**



The only significant difference by regions was that respondents were less likely to visit Victoria in the summer (54.8%).

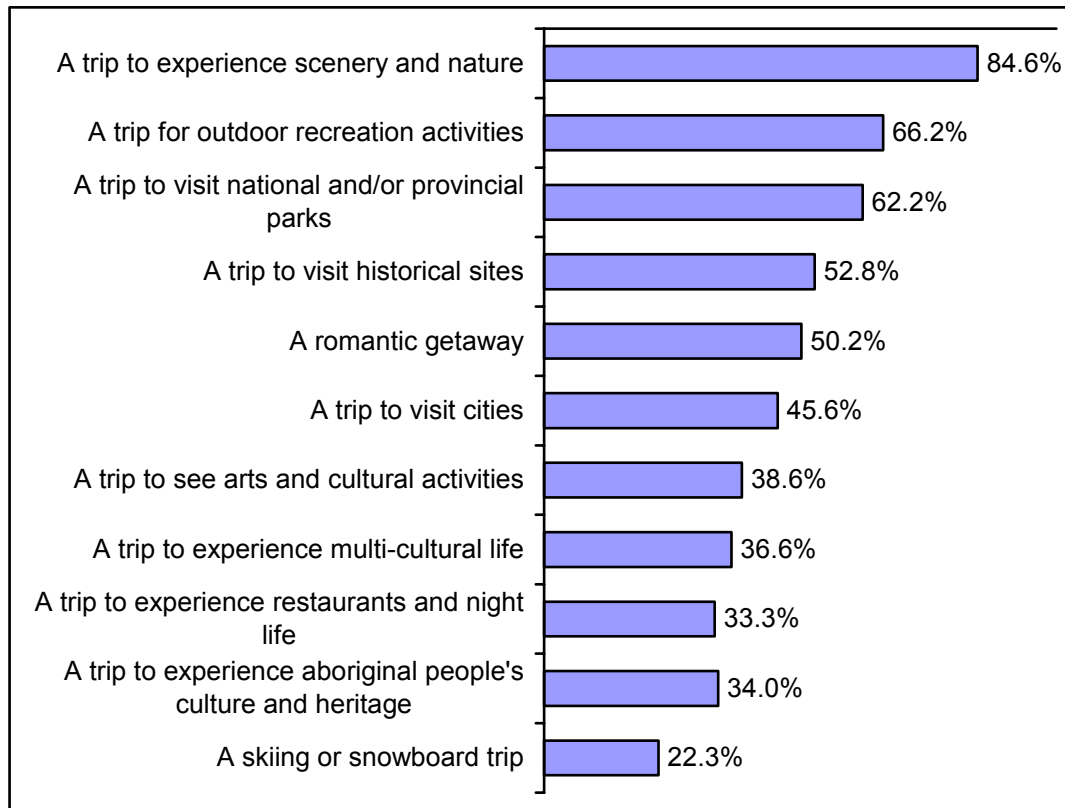
**Table 4.9 - Most Likely Time of Year to Visit**

	Winter	Spring	Summer	Fall
Vancouver Coast and Mountains	9.4%	25.4%	59.4%	5.8%
Vancouver Island	5.3%	26.2%	<b>54.8%<sup>1</sup></b>	13.7%
Thompson Okanagan	3.6%	12.9%	69.8%	13.7%
Cariboo / Chilcotin Coast	3.4%	15.7%	71.9%	9.0%
Northern BC	5.9%	15.8%	64.4%	13.8%
Kootenay Rockies	10.2%	17.3%	63.7%	8.8%
Total	6.5%	19.0%	62.9%	11.7%

#### 4.09 Interest in Trips to BC Tourism Regions for Specific Experiences

Overall, a trip to experience scenery and nature was the trip experience respondents were most likely to be interested in (84.6%), followed by a trip for outdoor recreation activities (66.2%), and a trip to visit national and/or provincial parks (62.2%). Respondents were least interested in a trip to experience restaurants and nightlife (33.3%), a trip to experience aboriginal people's culture and heritage (34.0%), and a skiing or snowboarding trip (22.3%).

**Figure 4.8 - Interest in Trips to BC Tourism Regions for Specific Experiences**



Significant differences between regions are highlighted in table 3.1.

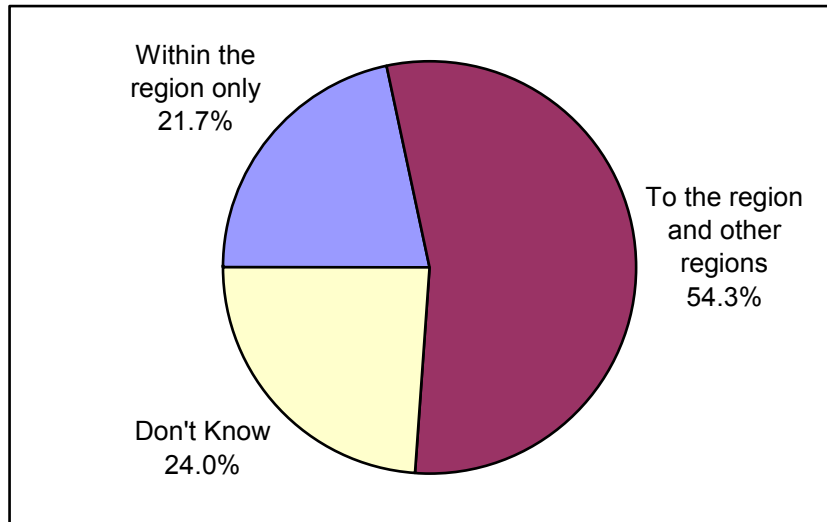
**Table 4.10 - Interest in Trips to BC Tourism Regions for Specific Experiences (Unweighted Values)**

	Vancouver Coast and Mountains	Vancouver Island	Thompson Okanagan	Cariboo / Chilcotin Coast	Northern BC	Kootenay Rockies	Total
A trip to experience scenery and nature	83.9%	<b>76.4%<sup>1</sup></b>	81.9%	87.6%	<b>88.9%<sup>1</sup></b>	87.6%	<b>84.6%</b>
A trip for outdoor recreation activities	59.4%	<b>48.8%<sup>1</sup></b>	71.7%	67.4%	<b>73.5%<sup>1</sup></b>	<b>73.3%<sup>1</sup></b>	<b>66.2%</b>
A trip to visit national and/or provincial parks	56.5%	<b>52.1%<sup>1</sup></b>	54.3%	69.7%	<b>68.1%<sup>1</sup></b>	68.1%	<b>62.2%</b>
A trip to visit historical sites	48.9%	56.8%	<b>37.0%<sup>1</sup></b>	56.8%	<b>60.5%<sup>1</sup></b>	44.9%	<b>52.8%</b>
A romantic getaway	54.7%	<b>62.2%<sup>1</sup></b>	42.0%	42.7%	45.5%	49.8%	<b>50.2%</b>
A trip to visit cities	<b>65.9%<sup>1</sup></b>	<b>61.6%<sup>1</sup></b>	<b>32.4%<sup>1</sup></b>	<b>27.0%<sup>1</sup></b>	43.7%	<b>33.2%<sup>1</sup></b>	<b>45.6%</b>
A trip to see arts and cultural activities	44.9%	<b>49.6%<sup>1</sup></b>	28.3%	28.1%	41.2%	<b>27.7%<sup>1</sup></b>	<b>38.6%</b>
A trip to experience multi-cultural life	42.0%	40.5%	32.1%	27.0%	41.4%	26.5%	<b>36.6%</b>
A trip to experience restaurants and night life	<b>52.2%<sup>1</sup></b>	<b>44.7%<sup>1</sup></b>	26.6%	21.3%	32.0%	<b>19.6%<sup>1</sup></b>	<b>33.3%</b>
A trip to experience aboriginal people's culture and heritage	29.7%	29.0%	29.7%	36.4%	<b>45.4%<sup>1</sup></b>	23.5%	<b>34.0%</b>
A skiing or snowboard trip	30.7%	12.8%	23.5%	13.5%	26.5%	23.3%	<b>22.3%</b>

#### 4.10 Areas in BC Likely to be Visited

Overall, respondents were most likely to visit the region they were asked to rate plus other regions in BC (54.3%). One in five (21.7%) indicated they would likely only visit one region, and 24.0% were unsure.

**Figure 4.9 - Areas in BC Likely to be Visited**



Significant differences by origin are highlighted in table 3.9:

- Lower Mainland respondents were more likely than average to visit the region being rated plus other BC regions
- Western Washington respondents were less likely to visit more regions than the one they rated.

**Table 4.11 - Areas in BC Likely to be Visited**

	Within the region only	To the region and other regions	Don't Know
Lower Mainland	15.8%	<b>62.0%</b> <sup>1</sup>	22.2%
Other BC	12.5%	67.9%	19.6%
ALBERTA	18.2%	59.1%	22.7%
WA (West)	28.3%	<b>47.1%</b> <sup>1</sup>	24.5%
WA (EAST)	16.0%	53.8%	30.3%
<b>Overall</b>	<b>21.7%</b>	<b>54.2%</b>	<b>24.0%</b>

#### 4.11 Other Areas in BC Likely to be Visited (Excluding those who would not visit another region)

For respondents who rated Vancouver Coast and Mountains, the most common other region likely to be visited was Vancouver Island (64.2%) followed by Thompson Okanagan. They were least likely to visit Cariboo / Chilcotin Coast.

Among those who rated Vancouver Island, the most common other region likely to be visited was Vancouver Coast and Mountains (90.5%) and were relatively unlikely to visit other tourism regions.

Respondents who rated Thompson Okanagan were equally likely to also visit Vancouver Coast and Mountains (47.1%), Vancouver Island (44.1%), and the Kootenay Rockies (42.6%).

For respondents who rated Cariboo / Chilcotin Coast, the most common other region likely to be visited was the Thompson Okanagan (60.4%) followed by Kootenay Rockies and Vancouver Coast and Mountains (both at 45.3%).

Respondents who rated Northern BC were relatively equally likely to visit any of the other regions, with between 40.2% and 50.1% likely to visit each region.

Thompson Okanagan was the most likely other region to be visited among respondents who rated the Kootenay Rockies (60.5%), followed by Vancouver Coast and Mountains (51.7%), and Vancouver Island (42.9%).

**Table 4.12 - Other Areas in BC Likely to be Visited**

Region Being Rated	Other Region Visited					
	Vancouver Coast and	Vancouver Island	Thompson Okanagan	Cariboo / Chilcotin	Northern BC	Kootenay Rockies
Vancouver Coast and Mountains		64.2%	44.8%	22.4%	38.8%	34.3%
Vancouver Island	90.5%		10.3%	8.6%	23.3%	20.7%
Thompson Okanagan	47.1%	44.1%		16.2%	16.2%	42.6%
Cariboo / Chilcotin	45.3%	30.2%	60.4%		34.0%	45.3%
Northern BC	41.8%	47.1%	51.0%	47.9%		40.2%
Kootenay Rockies	51.7%	42.9%	60.5%	12.9%	16.3%	

N= 712

## Section 5. Regional Profiles – Cariboo / Chilcotin Coast

### Cariboo / Chilcotin Coast

**Table 5.1 – Top of Mind Activities – Cariboo / Chilcotin Coast**

	Percent of Total Mentions
FISHING/FLY FISHING	14%
HIKING/CLIMBING/MOUNTAIN CLIMBING	12%
ALL OTHER OUTDOOR ACTIVITIES MENTIONS	10%
CAMPING	9%
MISCELLANEOUS ALL OTHER MENTIONS	7%
HUNTING	6%
NOTHING	4%
DON'T KNOW	4%
SIGHTSEEING	4%
BOATING/FERRIES/FERRY RIDE	4%
SKIING	4%
REFUSED	3%
RELAXING	2%
GOLF	1%
MOUNTAINS/SCENERY	1%
CANOEING/RAFTING/WHITE WATER RAFTING	1%
BIKING/MOUNTAIN BIKING	1%
WILDERNESS/VIEWING WILDLIFE	1%
PHOTOGRAPHY	1%
SWIMMING	1%
ALL OTHER WATER SPORTS/ACTIVITIES	1%
OUTDOORS/OUTDOOR ACTIVITIES	1%
BEACHES/LAKES/RIVERS	1%
DINING/DINING OUT/ FOOD/ RESTAURANTS	1%
FAMILY/ VISITING FAMILY/ RELATIVES/ FRIENDS	1%
HISTORY/HISTORICAL SITES	1%
SHOPPING	1%
THE COLD/ COLD WEATHER	1%
TOURING/ A TOUR/ A VISIT - GENERAL	1%

**Table 5.2 - Cariboo / Chilcotin Coast –Top Ten First Activities Associated (Unweighted Values)**

	<b>First Activity</b>
FISHING/FLY FISHING	18.7%
ALL OTHER OUTDOOR ACTIVITIES MENTIONS	12.8%
CAMPING	9.1%
HIKING/CLIMBING/MOUNTAIN CLIMBING	7.5%
HUNTING	5.9%
SIGHTSEEING	4.3%
SKIING	3.7%
BOATING/FERRIES/FERRY RIDE	2.7%
GOLF	2.7%
MOUNTAINS/SCENERY	2.1%

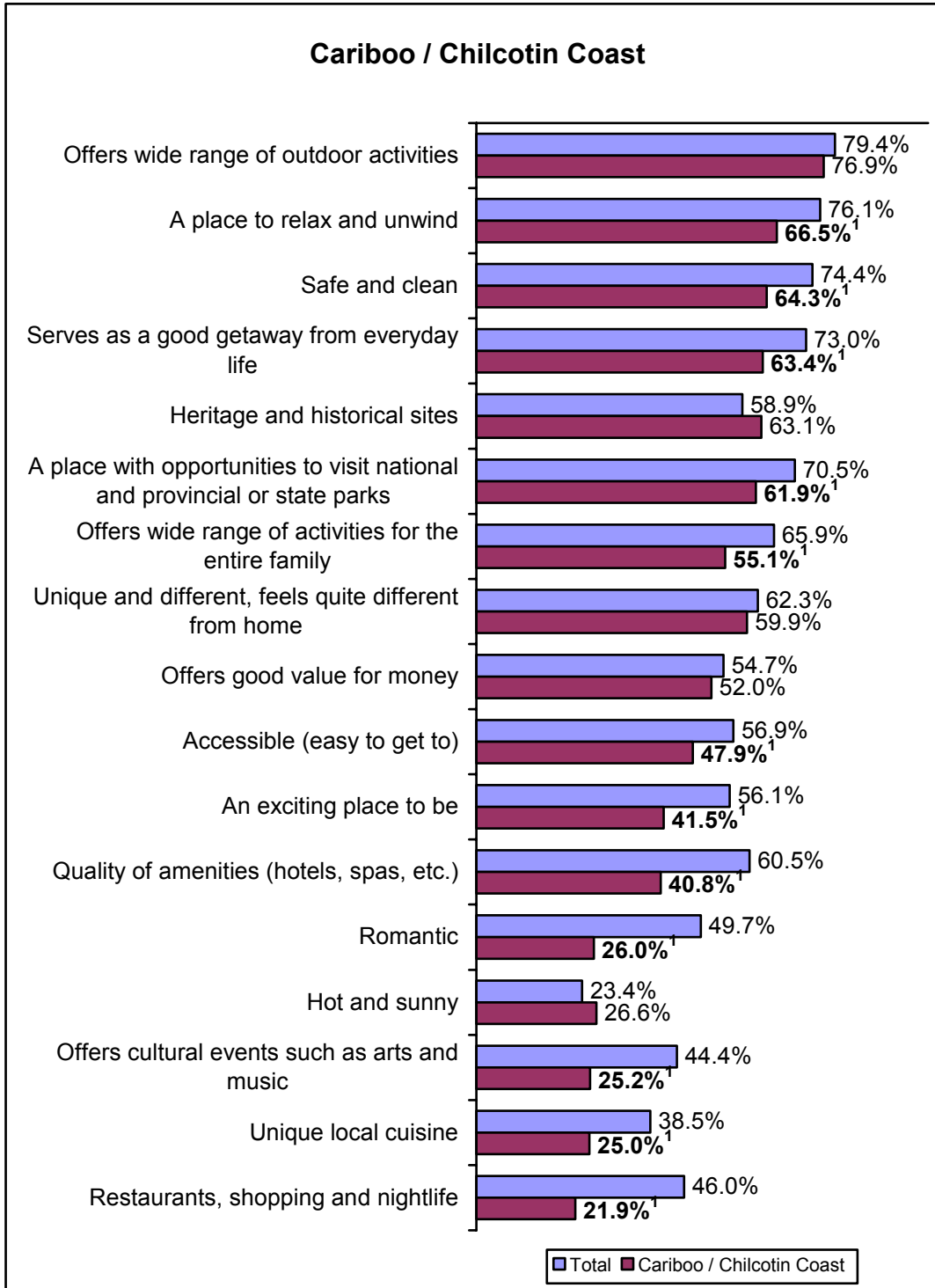
**Table 5.3 - Cariboo / Chilcotin Coast –Top Ten Second Activities Associated (Unweighted Values)**

	<b>Second Activity</b>
HIKING/CLIMBING/MOUNTAIN CLIMBING	15.0%
FISHING/FLY FISHING	10.7%
ALL OTHER OUTDOOR ACTIVITIES MENTIONS	10.7%
HUNTING	9.6%
CAMPING	9.1%
SIGHTSEEING	3.2%
SKIING	3.2%
BOATING/FERRIES/FERRY RIDE	2.7%
MOUNTAINS/SCENERY	2.1%
CANOEING/RAFTING/WHITE WATER RAFTING	2.1%

**Table 5.4 - Cariboo / Chilcotin Coast –Top Ten Third Activities Associated (Unweighted Values)**

	<b>Third Activity</b>
HIKING/CLIMBING/MOUNTAIN CLIMBING	12.8%
FISHING/FLY FISHING	11.8%
CAMPING	9.6%
ALL OTHER OUTDOOR ACTIVITIES MENTIONS	5.3%
BOATING/FERRIES/FERRY RIDE	5.3%
RELAXING	5.3%
SIGHTSEEING	3.7%
SKIING	3.7%
BIKING/MOUNTAIN BIKING	1.6%
WILDERNESS/VIEWING WILDLIFE	1.6%

**Table 5.5 - Attributes Associated with Cariboo / Chilcotin Coast - Top-2-Box Ratings**



<sup>1</sup> - Significantly different at the 95% confidence level

## 5.01 Cariboo / Chilcotin Coast Importance Performance Matrix

Figure 5.1 - Importance / Performance Matrix

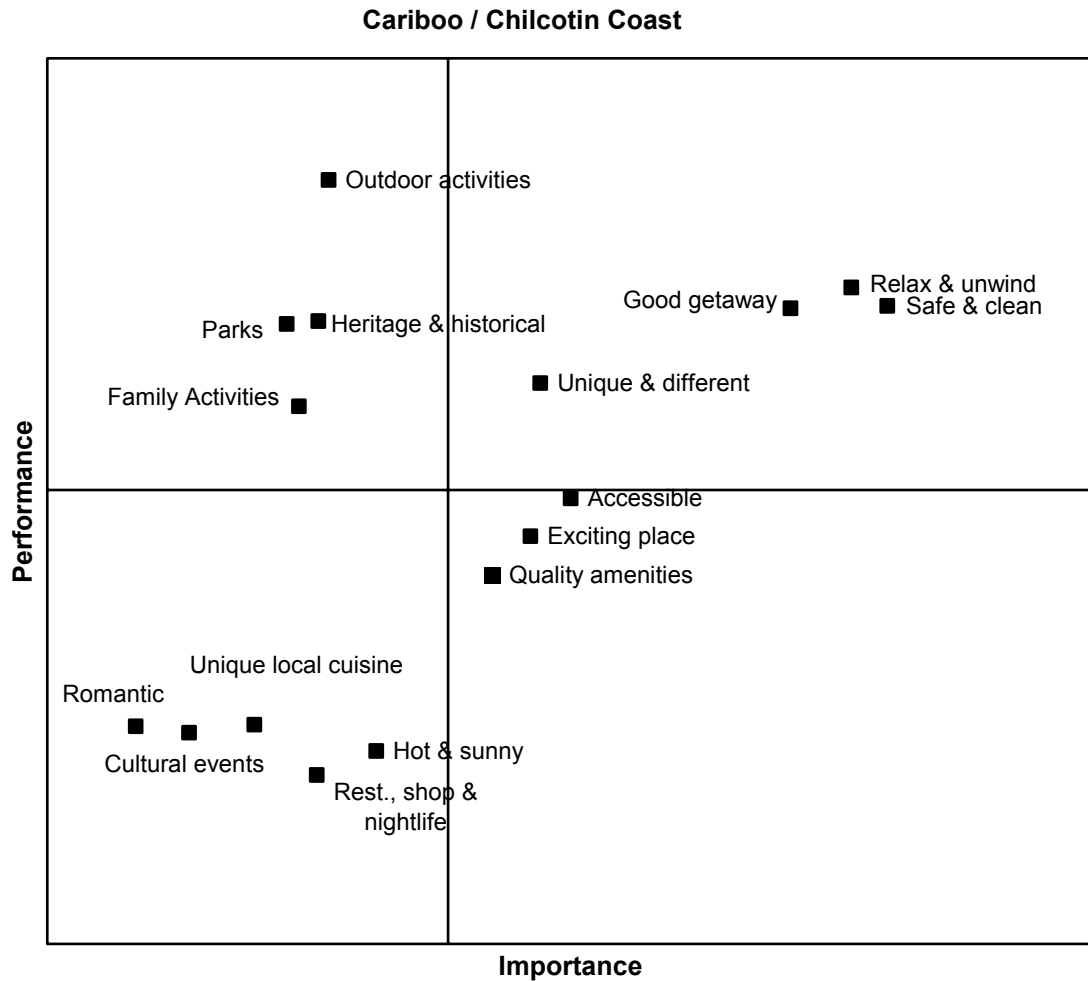
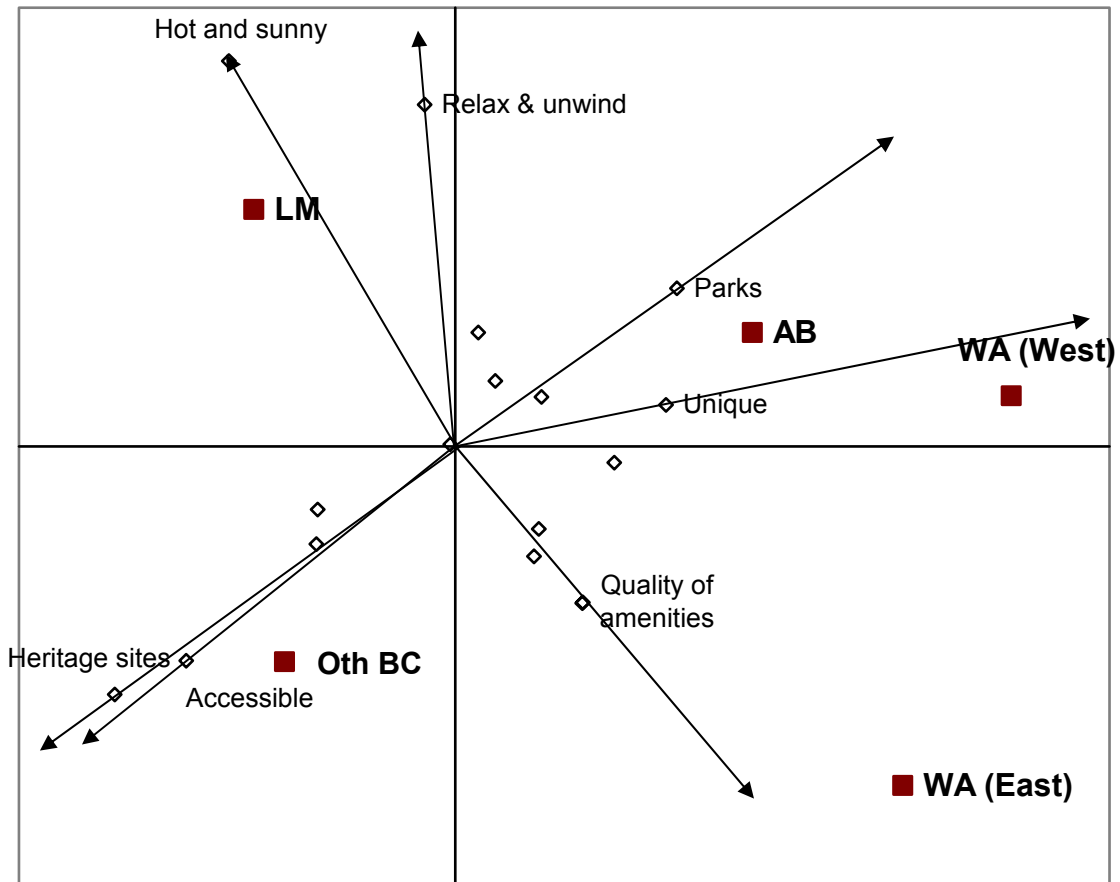


Table 5.6 – Strengths and Weaknesses

<p><b>Latent Strengths</b></p> <ul style="list-style-type: none"> <li>• Outdoor activities</li> <li>• Heritage and historical</li> <li>• Parks</li> <li>• Family activities</li> </ul>	<p><b>Critical Strengths</b></p> <ul style="list-style-type: none"> <li>• Relax and unwind</li> <li>• Good getaway</li> <li>• Unique and different</li> </ul>
<p><b>Latent Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Unique local cuisine</li> <li>• Romantic</li> <li>• Cultural events</li> <li>• Hot and sunny</li> <li>• Restaurants, shopping and nightlife</li> </ul>	<p><b>Critical Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Accessible</li> <li>• Exciting place to be</li> <li>• Quality amenities</li> </ul>

## 5.02 Cariboo / Chilcotin Coast Perceptual Map

**Figure 5.2 -Perceptual Map – Cariboo / Chilcotin Coast, All Origins (Unweighted Values)**



**Table 5.7 - Cariboo / Chilcotin Coast – Key differentiators between Origins**

**Lower Mainland**

- Hot and sunny
- Relax and unwind

**Alberta**

- Parks
- Unique and different

**Other BC**

- Heritage sites
- Accessible

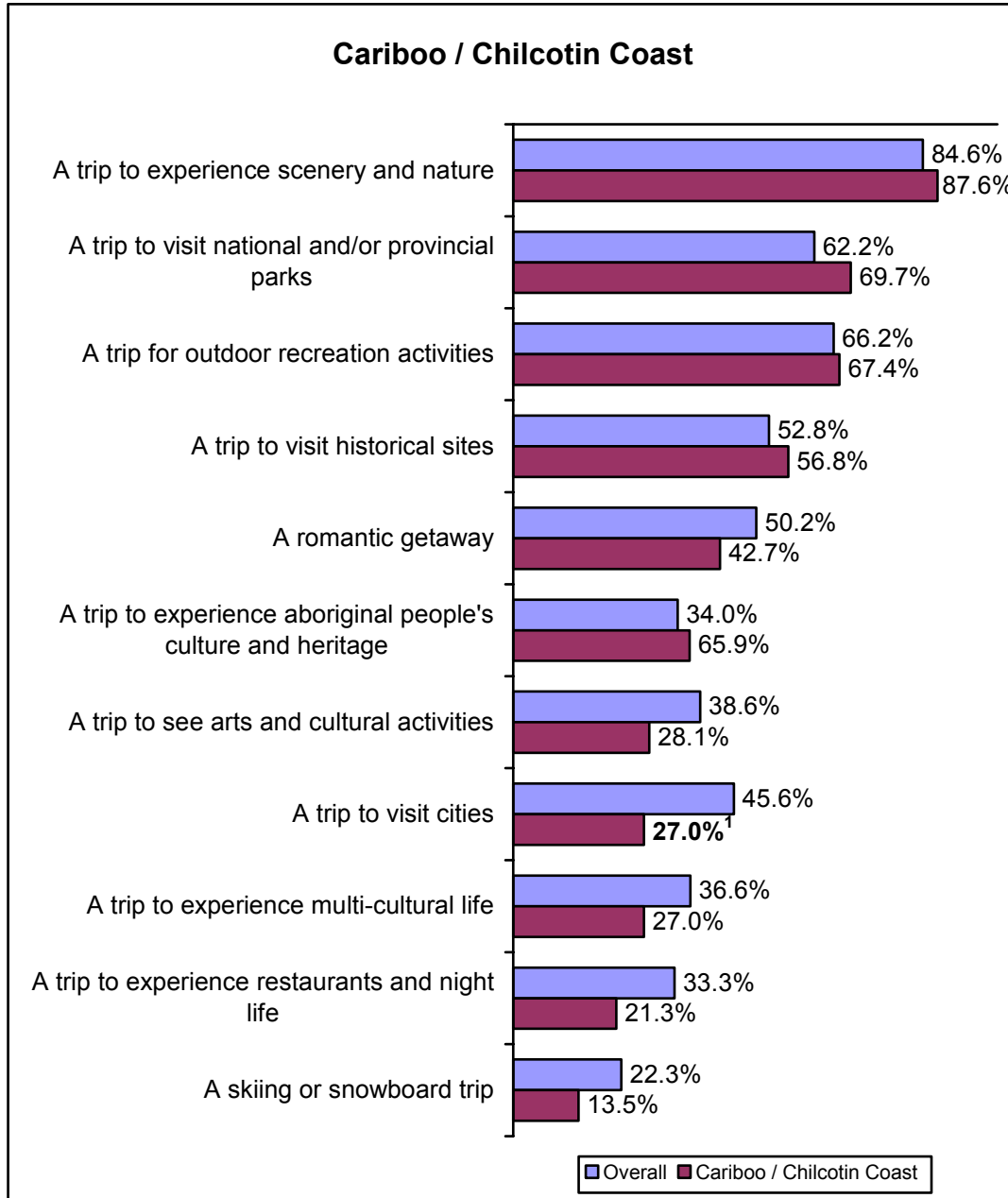
**Washington (West)**

- Unique and different
- Parks
- Quality of amenities

**Washington (East)**

- Quality of amenities
- Unique and different

**Figure 5.3 - Interest in Trips to BC Tourism Regions for Specific Experiences (Unweighted Values)**



<sup>1</sup> - Significantly different at the 95% confidence level

## Section 6. Limitations

- The survey was only administered in English which precluded non-English speaking people from completing the survey.
- Some of the statistics contained within this report were produced with small sample sizes; consequently the results should be treated with caution.
- Results presented here do not represent the full range of analysis that can be completed with the data collected.

## Section 7. Appendices

### Questionnaire

Q2. How important is the following factor when choosing a destination for a vacation or getaway?

### Questionnaire

Q2. How important is the following factor when choosing a destination for a vacation or getaway?	1 – Not at All	2	3	4	5 - Extremely Important	Don't Know
Romantic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Serves as a good getaway from everyday life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unique and different, feels quite different from home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers cultural events such as arts and music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers wide range of outdoor activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place to relax and unwind	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heritage and historical sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place with opportunities to visit national and provincial or state parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hot and sunny	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers wide range of activities for the entire family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An exciting place to be	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Familiarity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessible (easy to get to)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safe and clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of amenities (hotels, spas, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unique local cuisine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants, shopping and nightlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q2B What other attributes are important to you when choosing a destination for a vacation or getaway?

Q3. How familiar are you with the following region/place in British Columbia?

	Not at all Familiar	Somewhat Familiar	Very Familiar	Don't Know
Vancouver Coast and Mountains	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vancouver Island	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thompson Okanagan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cariboo / Chilcotin Coast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Northern British Columbia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kootenay Rockies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4 Have you been to any of these places for vacation or getaway in the past two years?

- BRITISH COLUMBIA
- ALBERTA
- OTHER CANADA
- WASHINGTON STATE
- OREGON
- ELSEWHERE IN THE PACIFIC NORTHWEST
- CALIFORNIA
- OTHER US
- OTHER COUNTRIES

Q4b Where in British Columbia?

- Vancouver Coast and Mountains
- Vancouver Island
- Thompson Okanagan
- Cariboo / Chilcotin Coast
- Northern British Columbia
- Kootenay Rockies

[For each region at least somewhat familiar ([BC place])]

Q5 In the past three years, have you requested or sought additional information about [BC place], or about communities within [BC place]?

- Yes
- No

Q7. Based on your experience, or anything you may have read, heard or seen, what is your overall impression of [BC place]?

1. 1 - Not at all Favourable
2. 2
3. 3
4. 4
5. 5 - Extremely Favourable

Q8 When you think about [BC place], what three activities first come to mind?  
 1. Activity one  
 2. Activity two  
 3. Activity three

Q9 Please rate the extent to which you associate each of the following with [BC place]

	1 - Does not Describe at all	2	3	4	5 - Describes Completely	Don't Know
Romantic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Serves as a good getaway from everyday life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unique and different, feels quite different from home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers cultural events such as arts and music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers wide range of outdoor activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place to relax and unwind	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heritage and historical sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place with opportunities to visit national and provincial or state parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hot and sunny	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers wide range of activities for the entire family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An exciting place to be	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Familiarity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessible (easy to get to)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safe and clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of amenities (hotels, spas, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unique local cuisine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants, shopping and nightlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers good value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q10 How likely do you think you are to take each of these types of trips to [BC place] in the next two years?

	1 - Definitely Not	2	3	4	5 - Definitely Will	Don't Know
A day trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A getaway (1 or 2 nights)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A mini-vacation (3 to 5 nights)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A vacation (6 nights or more)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q11 What are the reasons that you would not be likely to travel to [BC place]?

Q12 What time of year would you most likely visit [BC place]?

- Winter
- Spring
- Summer
- Fall

Q13 How interested you would be in taking a trip to [BC place] for each of the following reasons:

	1 - Not at all Interested	2	3	4	5 - Very Interested	Don't Know
A trip to see arts and cultural activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A trip to Visit historical sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A trip for outdoor recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A trip to experience scenery and nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A romantic getaway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A trip to experience restaurants and night life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A trip to visit national and/or provincial parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A skiing or snowboard trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A trip to experience multi-cultural life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A trip to experience aboriginal people's culture and heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A trip to visit cities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14 Would your next trip likely be only to this region in British Columbia, or would you also likely stay in other regions?

- [BC place] only
- [BC place] and other regions
- Don't Know

Q14b Which other regions would you be likely to visit while travelling to [BC place]?

- Vancouver Coast and Mountains
- Vancouver Island
- Thompson Okanagan
- Cariboo / Chilcotin Coast
- Northern British Columbia
- Kootenay Rockies

[The remaining questions are specific to BC communities and were analysed separately]

## 7.01 Other Important Factors in Choosing a Destination

Other Important Factors in Choosing a Destination	First Mention	Second Mention	Third Mention
PRICE/COST - GENERAL	20.2%	4.2%	3.7%
AFFORDABLE/CHEAP/INEXPENSIVE	11.5%	7.2%	4.4%
CLOSE TO FAMILY/FRIENDS/HOSPITALS/RELATIVES	4.1%	2.1%	2.2%
NEW/DIFFERENT PLACE TO VISIT / NEW/DIFFERENT THINGS TO DO	3.4%	5.0%	4.4%
FAMILY/VISITING FAMILY/FRIENDS	2.9%	1.6%	0.7%
FUN/FUN PLACE TO VISIT	2.8%	1.9%	
ALL OTHER ACTIVITIES MENTIONS	2.7%	2.9%	3.0%
PEACEFUL/QUIETNESS/TRANQUILITY	2.5%	1.9%	0.7%
FAMILY FRIENDLY/ORIENTED	2.4%	4.2%	0.7%
ALL OTHER PLACES TO VISIT MENTIONS	2.3%	2.7%	5.9%
RELAXING	2.0%	2.9%	2.2%
GOOD VALUE	1.9%	1.3%	
DISTANCE/DRIVING DISTANCE/TRAVEL TIME	1.8%	3.4%	5.2%
ALL OTHER CONVENIENCE MENTIONS	1.5%	2.4%	
FRIENDLY PLACE/PEOPLE	1.5%	0.3%	3.0%
HISTORIC/CULTURAL SITES TO VISIT	1.5%	1.1%	3.0%
WEATHER/GOOD WEATHER	1.5%	2.7%	3.7%
COST OF TRAVEL/ACCOMMODATION/FOOD	1.4%	1.1%	1.5%
EASY TO GET TO/ACCESS	1.2%	2.9%	0.7%
NOT TOO CROWDED	1.2%	1.9%	2.2%
GOLF/GOLF COURSES	1.1%	0.5%	1.5%
ACTIVITIES FOR CHILDREN/FAMILY	1.1%	0.5%	
CLOSE TO WATER/OCEANS/LAKES/RIVERS/MOUNTAINS	1.1%	1.1%	0.7%
BEACHES	1.0%	1.3%	1.5%
AVAILABILITY OF CASINOS/GAMBLING	1.0%	0.3%	1.5%
EXCITING/INTERESTING PLACE	1.0%	1.9%	3.7%
CLEAN/CLEANLINESS/CLEAN HOTELS/ACCOMMODATIONS	1.0%	1.6%	3.7%
ALL OTHER PRICE/COST MENTIONS	0.9%	0.8%	1.5%
CHILDREN/KIDS FRIENDLY	0.9%	2.1%	
ALL OTHER FRIENDLY MENTIONS	0.9%	1.6%	0.7%
SCENERY/BEAUTIFUL SCENERY	0.8%	2.1%	2.2%
A PLACE WHERE PETS/ANIMALS ARE ALLOWED	0.8%	0.5%	0.7%
GET AWAY PLACE / PRIVATE PLACE	0.8%	0.3%	
GOOD/FRIENDLY SERVICE/STAFF	0.7%	0.8%	0.7%
ACCESSIBILITY / ACCESSIBILITY TO SENIORS/HANDICAPPED/WHEELCH	0.7%	2.4%	2.2%
OUTDOOR ACTIVITIES/LOTS OF ACTIVITIES	0.6%	2.7%	2.2%
NO LANGUAGE BARRIER/ENGLISH SPEAKING	0.4%	0.5%	0.7%
AVAILABILITY/AVAILABILITY OF HORSE RACES/CARS/THINGS FOR BLI	0.4%	1.1%	
COMFORTABLE PLACE/ENVIRONMENT	0.4%		0.7%
FISHING/FLY FISHING	0.4%	1.6%	0.7%
ACCOMMODATIONS/LARGE ACCOMMODATIONS/QUALITY ACCOMMODATION	0.4%	1.1%	1.5%
SHOPPING	0.3%	0.5%	0.7%
SIGHTSEEING/INTERESTING SIGHTS TO SEE	0.2%	1.1%	0.7%
FOOD/GOOD FOOD/RESTAURANTS	0.2%	0.5%	3.7%
SAFETY	2.6%	4.0%	5.2%
NOTHING	0.4%		
MISCELLANEOUS ALL OTHER MENTIONS	9.3%	15.6%	15.6%
DON'T KNOW	0.2%		
REFUSED	0.2%		
Total	100.0%	100.0%	100.0%

## 7.02 Top of Mind Activities by Region

<b>Vancouver Coast and Mountains</b>	<b>First Activity</b>	<b>Second Activity</b>	<b>Third Activity</b>
SKIING	25.9%	11.7%	4.1%
HIKING/CLIMBING/MOUNTAIN CLIMBING	18.3%	12.7%	9.1%
ALL OTHER WATER SPORTS/ACTIVITIES	6.1%	6.1%	5.6%
FISHING/FLY FISHING	5.1%	4.6%	3.0%
SIGHTSEEING	5.1%	4.1%	6.1%
DINING/DINING OUT/ FOOD/ RESTAURANTS	3.6%	2.5%	3.6%
SHOPPING	3.6%	13.2%	9.1%
CAMPING	3.0%	2.5%	7.6%
BEACHES/LAKES/RIVERS	2.0%	1.0%	2.5%
ALL OTHER NATURAL PLACES MENTIONS	2.0%	2.5%	0.5%
BOATING/FERRIES/FERRY RIDE	1.5%	3.0%	4.6%
BIKING/MOUNTAIN BIKING	1.5%	2.5%	3.0%
ALL OTHER OUTDOOR ACTIVITIES MENTIONS	1.5%	3.0%	3.6%
GARDENS/PARKS	1.5%	0.0%	1.0%
TOURING/ A TOUR/ A VISIT - GENERAL	1.5%	1.5%	1.5%
WHALE WATCHING	1.0%	1.5%	0.0%
MOUNTAINS/SCENERY	1.0%	2.5%	1.5%
WALKING	1.0%	1.5%	0.0%
GOLF	0.5%	1.0%	0.5%
OUTDOORS/OUTDOOR ACTIVITIES	0.5%	1.0%	0.5%
SNOWMOBILING/SNOWBOARDING	0.5%	1.5%	0.5%
BUCHART GARDENS	0.5%	0.0%	0.0%
ALL OTHER GARDEN MENTIONS	0.5%	0.0%	2.0%
MUSEUMS	0.5%	2.5%	0.0%
VICTORIA	0.5%	0.0%	0.0%
VISITING WINERIES/TASTING WINE/WINE TOURS	0.5%	0.5%	0.0%
FAMILY/ VISITING FAMILY/ RELATIVES/ FRIENDS	0.5%	0.0%	0.0%
CANOEING/RAFTING/WHITE WATER RAFTING	0.0%	1.0%	1.5%
SWIMMING	0.0%	1.0%	1.5%
WILDERNESS/VIEWING WILDLIFE	0.0%	0.5%	0.0%
DRINKING/ BARS	0.0%	2.0%	1.0%
PHOTOGRAPHY	0.0%	0.5%	1.0%
CONCERTS/ MUSIC	0.0%	0.5%	1.0%
FAIRS/ FESTIVALS	0.0%	1.0%	1.5%
SPAS/ RESORTS	0.0%	0.5%	0.5%
HISTORY/HISTORICAL SITES	0.0%	0.0%	1.0%
RELAXING	0.0%	0.0%	2.0%
BEAUTIFUL/ ATTRACTIVE AREA - GENERAL	0.0%	0.0%	0.5%
THE COLD/ COLD WEATHER	0.0%	0.0%	0.5%
HAVING TEA/ HIGH TEA - LOCATION NOT GIVEN	0.0%	0.0%	0.5%
NOTHING	0.5%	1.0%	2.0%
MISCELLANEOUS ALL OTHER MENTIONS	6.6%	4.6%	9.6%
DON'T KNOW	2.0%	2.5%	3.6%
REFUSED	1.0%	1.5%	2.0%
Total	100.0%	100.0%	100.0%

<b>Vancouver Island</b>	<b>First Activity</b>	<b>Second Activity</b>	<b>Third Activity</b>
BUCHART GARDENS	9.9%	5.1%	2.7%
SHOPPING	9.2%	10.6%	8.9%
SIGHTSEEING	8.4%	6.0%	4.6%
VICTORIA	8.0%	2.7%	1.4%
MUSEUMS	5.8%	6.0%	3.6%
WHALE WATCHING	4.6%	2.7%	0.7%
GARDENS/PARKS	4.6%	1.9%	2.4%
BOATING/FERRIES/FERRY RIDE	4.3%	4.1%	7.0%
ALL OTHER WATER SPORTS/ACTIVITIES	3.9%	5.8%	2.7%
FISHING/FLY FISHING	3.9%	1.7%	2.9%
HIKING/CLIMBING/MOUNTAIN CLIMBING	3.6%	3.1%	1.2%
TOURING/ A TOUR/ A VISIT - GENERAL	2.7%	1.4%	0.0%
WALKING	2.4%	1.4%	0.0%
NOTHING	1.9%	2.4%	15.4%
CAMPING	1.9%	1.9%	0.7%
DINING/DINING OUT/ FOOD/ RESTAURANTS	1.7%	7.7%	8.9%
THE EMPRESS HOTEL/ HIGH TEA AT THE EMPRESS HOTEL	1.7%	3.1%	2.9%
SKIING	1.7%	0.7%	0.2%
ALL OTHER OUTDOOR ACTIVITIES MENTIONS	1.4%	2.7%	3.1%
ALL OTHER GARDEN MENTIONS	1.2%	2.9%	1.2%
HAVING TEA/ HIGH TEA - LOCATION NOT GIVEN	1.2%	2.9%	1.2%
DRINKING/ BARS	1.2%	1.4%	1.4%
ALL OTHER NATURAL PLACES MENTIONS	1.2%	1.2%	1.7%
BEACHES/LAKES/RIVERS	1.0%	2.2%	1.0%
HISTORY/HISTORICAL SITES	0.7%	1.4%	3.1%
MOUNTAINS/SCENERY	0.7%	0.7%	0.7%
OUTDOORS/OUTDOOR ACTIVITIES	0.7%	0.5%	0.2%
CANOEING/RAFTING/WHITE WATER RAFTING	0.7%	0.0%	0.2%
RELAXING	0.5%	2.9%	3.1%
GOLF	0.5%	0.2%	0.5%
FAMILY/ VISITING FAMILY/ RELATIVES/ FRIENDS	0.5%	0.0%	0.0%
BIKING/MOUNTAIN BIKING	0.2%	0.7%	0.5%
WILDERNESS/VIEWING WILDLIFE	0.2%	0.5%	0.0%
SWIMMING	0.2%	0.2%	1.0%
VISITING WINERIES/TASTING WINE/WINE TOURS	0.2%	0.2%	0.0%
FAIRS/ FESTIVALS	0.2%	0.0%	3.6%
BEAUTIFUL/ ATTRACTIVE AREA - GENERAL	0.2%	0.0%	0.5%
CONCERTS/ MUSIC	0.2%	0.0%	0.2%
THE SUN/ SUNSHINE/ SUNBATHING	0.2%	0.0%	0.0%
SNOWMOBILING/SNOWBOARDING	0.2%	0.0%	0.0%
SPAS/ RESORTS	0.2%	0.0%	0.0%
TOURING/ A TOUR/ A VISIT - GENERAL	0.0%	0.0%	1.9%
WALKING	0.0%	0.0%	1.9%
PHOTOGRAPHY	0.0%	0.0%	0.7%
FAMILY/ VISITING FAMILY/ RELATIVES/ FRIENDS	0.0%	0.0%	0.2%
MISCELLANEOUS ALL OTHER MENTIONS	5.3%	7.2%	0.0%
DON'T KNOW	1.0%	0.5%	2.4%
REFUSED	0.7%	2.2%	3.1%
Total	100.0%	100.0%	100.0%

<b>Thompson Okanagan</b>	<b>First Activity</b>	<b>Second Activity</b>	<b>Third Activity</b>
SKIING	11.6%	5.8%	5.4%
HIKING/CLIMBING/MOUNTAIN CLIMBING	9.3%	8.5%	9.3%
VISITING WINERIES/TASTING WINE/WINE TOURS	9.3%	3.9%	5.0%
CAMPING	8.9%	10.4%	5.4%
FISHING/FLY FISHING	7.3%	5.8%	5.4%
ALL OTHER OUTDOOR ACTIVITIES MENTIONS	5.4%	4.6%	3.9%
BOATING/FERRIES/FERRY RIDE	4.2%	4.6%	3.5%
SWIMMING	3.9%	3.1%	2.7%
GOLF	2.7%	3.5%	2.7%
MOUNTAINS/SCENERY	2.7%	2.3%	1.2%
SIGHTSEEING	2.3%	3.9%	3.1%
HUNTING	1.9%	1.5%	0.8%
BEACHES/LAKES/RIVERS	1.9%	2.3%	1.5%
FAMILY/ VISITING FAMILY/ RELATIVES/ FRIENDS	1.9%	0.4%	0.0%
ALL OTHER WATER SPORTS/ACTIVITIES	1.5%	1.9%	2.7%
OUTDOORS/OUTDOOR ACTIVITIES	1.5%	0.4%	2.3%
RELAXING	1.5%	0.4%	4.2%
HOT SPRINGS	1.2%	0.0%	0.0%
THE SUN/ SUNSHINE/ SUNBATHING	1.2%	1.9%	1.2%
CANOEING/RAFTING/WHITE WATER RAFTING	0.8%	1.2%	0.4%
BIKING/MOUNTAIN BIKING	0.8%	1.5%	0.8%
ALL OTHER GARDEN MENTIONS	0.8%	0.8%	0.0%
ALL OTHER NATURAL PLACES MENTIONS	0.8%	0.0%	0.8%
SHOPPING	0.8%	1.5%	1.9%
WILDERNESS/VIEWING WILDLIFE	0.4%	0.8%	0.4%
SNOWMOBILING/SNOWBOARDING	0.4%	1.5%	0.8%
DINING/DINING OUT/ FOOD/ RESTAURANTS	0.4%	3.9%	2.7%
CONCERTS/ MUSIC	0.4%	0.0%	0.0%
FAIRS/ FESTIVALS	0.4%	0.0%	0.0%
HORSES/ RANCHES/ RANCHING	0.4%	0.8%	0.0%
WHALE WATCHING	0.0%	0.4%	0.0%
GARDENS/PARKS	0.0%	0.4%	0.8%
HISTORY/HISTORICAL SITES	0.0%	0.4%	1.2%
PHOTOGRAPHY	0.0%	0.4%	0.4%
SPAS/ RESORTS	0.0%	0.4%	0.4%
BEAUTIFUL/ ATTRACTIVE AREA - GENERAL	0.0%	0.0%	0.4%
FAMILY/ VISITING FAMILY/ RELATIVES/ FRIENDS	0.0%	0.0%	1.2%
TOURING/ A TOUR/ A VISIT - GENERAL	0.0%	0.0%	1.5%
WALKING	0.0%	0.0%	0.4%
NOTHING	3.5%	3.9%	4.2%
MISCELLANEOUS ALL OTHER MENTIONS	3.9%	8.9%	9.3%
DON'T KNOW	3.1%	3.1%	5.0%
REFUSED	3.1%	5.0%	7.3%
Total	100.0%	100.0%	100.0%

<b>Cariboo / Chilcotin Coast</b>	<b>First Activity</b>	<b>Second Activity</b>	<b>Third Activity</b>
FISHING/FLY FISHING	18.7%	10.7%	11.8%
ALL OTHER OUTDOOR ACTIVITIES MENTIONS	12.8%	10.7%	5.3%
CAMPING	9.1%	9.1%	9.6%
HIKING/CLIMBING/MOUNTAIN CLIMBING	7.5%	15.0%	12.8%
HUNTING	5.9%	9.6%	1.1%
SIGHTSEEING	4.3%	3.2%	3.7%
SKIING	3.7%	3.2%	3.7%
BOATING/FERRIES/FERRY RIDE	2.7%	2.7%	5.3%
GOLF	2.7%	1.1%	0.5%
MOUNTAINS/SCENERY	2.1%	2.1%	0.0%
OUTDOORS/OUTDOOR ACTIVITIES	1.6%	0.5%	0.0%
FAMILY/ VISITING FAMILY/ RELATIVES/ FRIENDS	1.6%	0.0%	0.5%
SWIMMING	1.1%	0.5%	1.1%
ALL OTHER WATER SPORTS/ACTIVITIES	1.1%	0.5%	1.1%
BEACHES/LAKES/RIVERS	1.1%	0.0%	0.0%
RELAXING	1.1%	0.5%	5.3%
THE COLD/ COLD WEATHER	1.1%	0.0%	0.5%
PHOTOGRAPHY	1.1%	1.6%	0.5%
HORSES/ RANCHES/ RANCHING	1.1%	0.5%	0.0%
BIKING/MOUNTAIN BIKING	0.5%	1.1%	1.6%
WILDERNESS/VIEWING WILDLIFE	0.5%	1.1%	1.6%
SNOWMOBILING/SNOWBOARDING	0.5%	0.0%	0.5%
HISTORY/HISTORICAL SITES	0.5%	0.5%	1.6%
THE SUN/ SUNSHINE/ SUNBATHING	0.5%	0.0%	0.5%
FAIRS/ FESTIVALS	0.5%	0.0%	0.5%
BAKERVILLE	0.5%	0.5%	0.0%
CANOEING/RAFTING/WHITE WATER RAFTING	0.0%	2.1%	1.1%
WHALE WATCHING	0.0%	1.1%	0.0%
HOT SPRINGS	0.0%	1.1%	0.5%
ALL OTHER NATURAL PLACES MENTIONS	0.0%	0.5%	0.0%
DINING/DINING OUT/ FOOD/ RESTAURANTS	0.0%	0.5%	1.6%
BEAUTIFUL/ ATTRACTIVE AREA - GENERAL	0.0%	1.1%	0.5%
TOURING/ A TOUR/ A VISIT - GENERAL	0.0%	1.6%	0.0%
SPAS/ RESORTS	0.0%	0.5%	0.0%
GARDENS/PARKS	0.0%	0.0%	0.5%
MUSEUMS	0.0%	0.0%	0.5%
SHOPPING	0.0%	0.0%	0.5%
WALKING	0.0%	0.0%	0.5%
NOTHING	3.2%	4.8%	5.3%
MISCELLANEOUS ALL OTHER MENTIONS	6.4%	5.9%	8.6%
DON'T KNOW	3.2%	2.7%	7.0%
REFUSED	3.2%	3.2%	3.7%
Total	100.0%	100.0%	100.0%

<b>Northern BC</b>	<b>First Activity</b>	<b>Second Activity</b>	<b>Third Activity</b>
FISHING/FLY FISHING	19.2%	19.7%	9.4%
SKIING	14.6%	6.2%	5.2%
HIKING/CLIMBING/MOUNTAIN CLIMBING	10.5%	12.4%	9.5%
CAMPING	8.6%	5.7%	10.0%
HUNTING	7.0%	5.9%	4.0%
SIGHTSEEING	5.9%	5.4%	4.9%
ALL OTHER OUTDOOR ACTIVITIES MENTIONS	4.8%	6.5%	7.1%
MOUNTAINS/SCENERY	3.5%	1.4%	3.0%
SNOWMOBILING/SNOWBOARDING	1.9%	2.7%	1.7%
FAMILY/ VISITING FAMILY/ RELATIVES/ FRIENDS	1.6%	0.6%	1.4%
ALL OTHER WATER SPORTS/ACTIVITIES	1.3%	2.1%	2.1%
WILDERNESS/VIEWING WILDLIFE	1.3%	1.0%	1.1%
BOATING/FERRIES/FERRY RIDE	1.1%	2.2%	2.5%
OUTDOORS/OUTDOOR ACTIVITIES	1.1%	1.4%	1.1%
THE COLD/ COLD WEATHER	1.1%	0.3%	0.2%
TOURING/ A TOUR/ A VISIT - GENERAL	1.1%	1.0%	1.4%
CANOEING/RAFTING/WHITE WATER RAFTING	0.8%	1.9%	2.2%
GARDENS/PARKS	0.8%	0.0%	0.3%
SHOPPING	0.8%	1.3%	3.2%
GOLF	0.6%	1.0%	1.0%
BEACHES/LAKES/RIVERS	0.5%	1.0%	0.6%
ALL OTHER NATURAL PLACES MENTIONS	0.5%	1.0%	1.0%
DINING/DINING OUT/ FOOD/ RESTAURANTS	0.5%	1.6%	1.4%
HISTORY/HISTORICAL SITES	0.5%	0.8%	2.1%
RELAXING	0.5%	0.8%	1.7%
WHALE WATCHING	0.3%	0.5%	0.2%
HOT SPRINGS	0.3%	0.5%	0.5%
BEAUTIFUL/ ATTRACTIVE AREA - GENERAL	0.3%	0.0%	0.0%
PHOTOGRAPHY	0.3%	0.3%	0.8%
BAKERVILLE	0.3%	0.5%	0.3%
SWIMMING	0.2%	1.0%	1.3%
BIKING/MOUNTAIN BIKING	0.2%	1.1%	0.0%
MUSEUMS	0.2%	0.5%	0.0%
VISITING WINERIES/TASTING WINE/WINE TOURS	0.2%	0.0%	0.2%
WALKING	0.2%	0.5%	1.4%
CONCERTS/ MUSIC	0.2%	0.0%	0.2%
FAIRS/ FESTIVALS	0.2%	0.2%	0.2%
	0.0%	0.0%	0.0%
BUCHART GARDENS	0.0%	0.2%	0.0%
ALL OTHER GARDEN MENTIONS	0.0%	0.3%	0.0%
VICTORIA	0.0%	0.2%	0.0%
DRINKING/ BARS	0.0%	0.5%	0.5%
THE SUN/ SUNSHINE/ SUNBATHING	0.0%	0.2%	0.0%
HAVING TEA/ HIGH TEA - LOCATION NOT GIVEN	0.0%	0.0%	0.2%
SPAS/ RESORTS	0.0%	0.0%	0.2%
NOTHING	1.0%	1.1%	1.6%
MISCELLANEOUS ALL OTHER MENTIONS	5.9%	7.8%	12.1%
DON'T KNOW	0.3%	0.6%	1.0%
REFUSED	0.3%	0.3%	1.4%
Total	100.0%	100.0%	100.0%

<b>Kootenay Rockies</b>	<b>First Activity</b>	<b>Second Activity</b>	<b>Third Activity</b>
HIKING/CLIMBING/MOUNTAIN CLIMBING	27.7%	17.9%	13.5%
SKIING	26.4%	10.0%	5.5%
CAMPING	5.3%	8.4%	10.3%
GOLF	4.5%	3.7%	2.6%
SIGHTSEEING	4.2%	5.5%	8.7%
ALL OTHER OUTDOOR ACTIVITIES MENTIONS	3.7%	4.0%	5.3%
HOT SPRINGS	3.7%	4.2%	4.5%
MOUNTAINS/SCENERY	3.7%	4.0%	2.4%
FISHING/FLY FISHING	3.4%	7.1%	2.9%
SNOWMOBILING/SNOWBOARDING	2.1%	2.1%	1.6%
BOATING/FERRIES/FERRY RIDE	1.8%	1.8%	2.1%
SWIMMING	1.6%	2.4%	2.1%
ALL OTHER WATER SPORTS/ACTIVITIES	1.3%	2.4%	1.3%
BEACHES/LAKES/RIVERS	0.8%	1.3%	0.8%
CANOEING/RAFTING/WHITE WATER RAFTING	0.5%	2.1%	1.3%
BIKING/MOUNTAIN BIKING	0.5%	2.1%	2.9%
HUNTING	0.5%	0.8%	0.8%
OUTDOORS/OUTDOOR ACTIVITIES	0.5%	0.0%	1.3%
RELAXING	0.5%	2.4%	4.5%
SHOPPING	0.5%	1.3%	2.1%
DRINKING/ BARS	0.5%	1.3%	1.3%
FAMILY/ VISITING FAMILY/ RELATIVES/ FRIENDS	0.5%	0.5%	0.3%
TOURING/ A TOUR/ A VISIT - GENERAL	0.5%	0.8%	1.1%
WALKING	0.5%	0.3%	0.5%
WILDERNESS/VIEWING WILDLIFE	0.3%	0.5%	2.1%
ALL OTHER NATURAL PLACES MENTIONS	0.3%	0.0%	1.1%
VISITING WINERIES/TASTING WINE/WINE TOURS	0.3%	0.3%	1.1%
THE SUN/ SUNSHINE/ SUNBATHING	0.3%	0.3%	0.3%
	0.0%	0.0%	0.0%
FAIRS/ FESTIVALS	0.0%	0.5%	0.0%
SPAS/ RESORTS	0.0%	0.3%	0.0%
GARDENS/PARKS	0.0%	0.3%	0.8%
DINING/DINING OUT/ FOOD/ RESTAURANTS	0.0%	1.1%	1.3%
MUSEUMS	0.0%	0.3%	0.0%
PHOTOGRAPHY	0.0%	1.3%	1.8%
HISTORY/HISTORICAL SITES	0.0%	0.0%	0.5%
BEAUTIFUL/ ATTRACTIVE AREA - GENERAL	0.0%	0.0%	0.5%
THE COLD/ COLD WEATHER	0.0%	0.0%	0.3%
NOTHING	1.1%	1.6%	2.1%
MISCELLANEOUS ALL OTHER MENTIONS	1.8%	5.3%	5.0%
DON'T KNOW	0.0%	0.8%	1.8%
REFUSED	0.5%	1.1%	1.3%
Total	100.0%	100.0%	100.0%