



<Community>

Value of Tourism Model

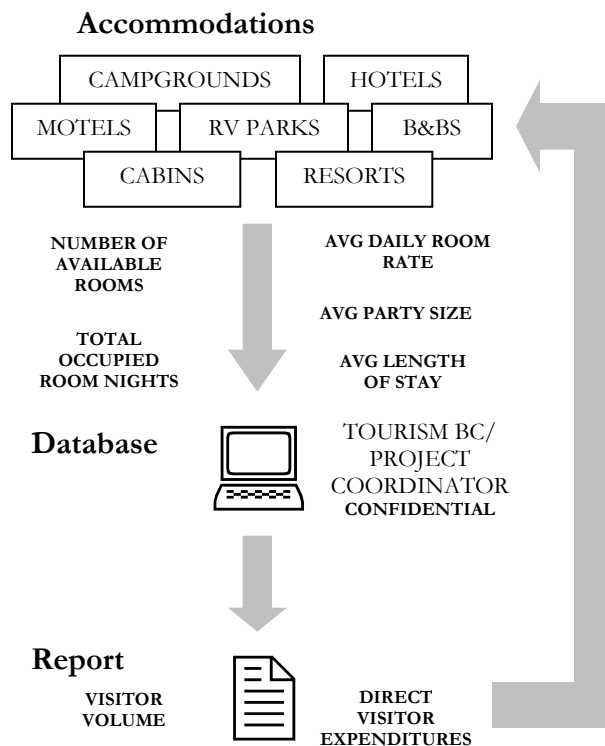
ACCOMMODATION INFORMATION SHEET

As previously mentioned, the Tourism Contribution Survey is the core data collection component of the Value of Tourism model. The data provided by accommodations supplies the 'local' information that will be used in the model to estimate the visitor volume and direct tourism expenditures in <Community>. A representative number (ideally all) of accommodations, including fixed-roof and campground/RV parks, are required to be entered into the model; therefore your participation in the Value of Tourism model is greatly appreciated.

Using the Tourism Contribution Survey, each participating accommodation will record their monthly information for 2008, which will include:

- 1) Number of Rooms Available;
- 2) Total Occupied Room Nights;
- 3) Average Achieved Daily Room Rate;
- 4) Average Length of Stay; and the
- 5) Average Party Size.

The completed form is either faxed or emailed to Research & Planning, Tourism British Columbia or to the Project Coordinator. If you are an owner/manager of multiple accommodations in <Community>, please complete a survey for each property.



Research & Planning and the Project Coordinator will compile the data collected from the Tourism Contribution Survey. All the data is kept **strictly confidential** and individual accommodation information is **not published**.

To show our appreciation for your participation in this survey, properties will receive a copy of the final report, which will include the estimate of visitor volume and direct tourism expenditures to <Community>, at no cost. Additionally, participating properties will be informed of presentations to Councils by the Project Coordinator.