



# Tourism Vancouver Island/Tourism BC Resident Survey

## Research Objectives:

- Perceptions of the importance of tourism to the British Columbia economy now and in the future
- Advertising Awareness
- Familiarity with Tourism Vancouver Island

## Methodology

- Five questions on March 2007 BC Reid Express Omnibus
- 800 Respondents; 500 Lower Mainland, 100 Vancouver Island, 200 Interior BC; weighted to Census data
- Estimates (for 800 respondents) are  $\leq \pm 3.5\%$ , 19 times out of 20



## Tourism Vancouver Island/Tourism BC Resident Survey

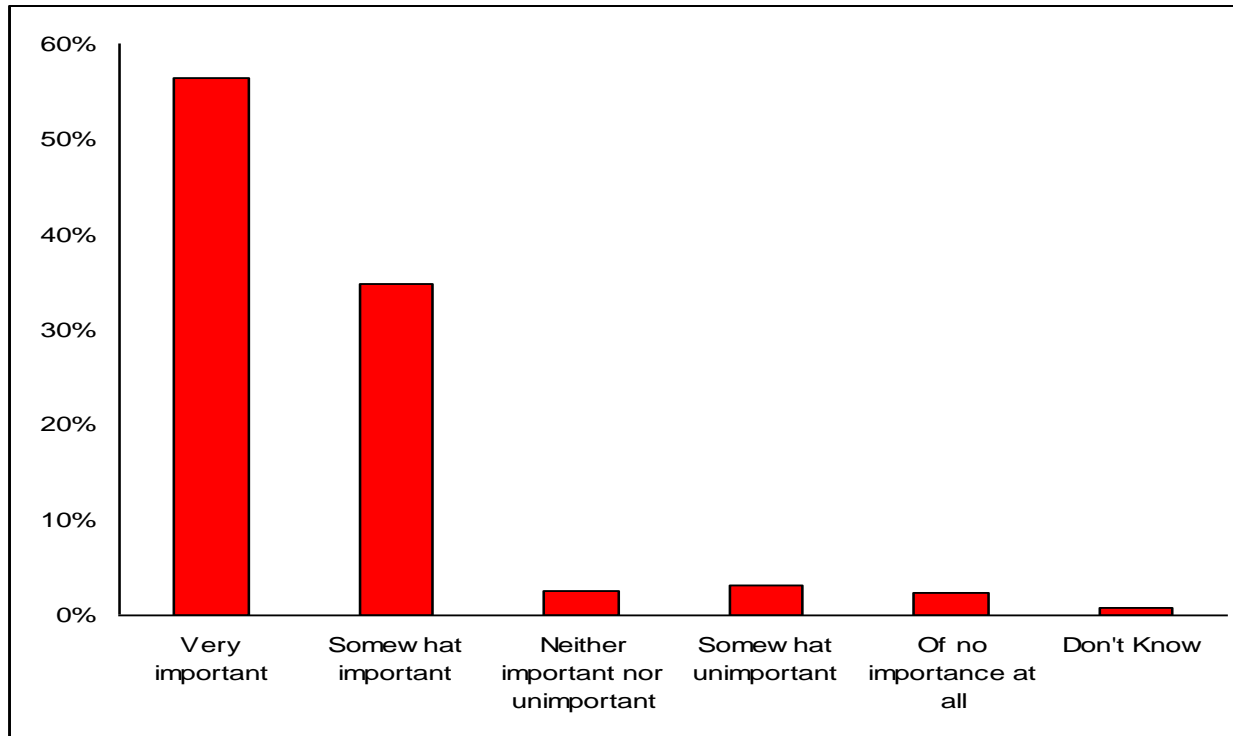
### The Questions:

1. How important is the tourism industry to your community? Would you say it is very important, somewhat important, neither important nor unimportant somewhat unimportant, or of no importance at all?
2. I'm going to read you a list of industries. Which industry do you think will be the largest contributor of new jobs and economic activity in your community during the next ten years? The industries are...
3. How many vacation trips, with at least one night away from home, have you taken in the past 12 months.
4. Now, thinking about travel or vacation advertising that you may have seen or heard in the past three months, what destinations or places do you recall seeing or hearing advertising for?
5. How familiar are you with Tourism Vancouver Island, the organization that markets Vancouver Island as a tourism destination? Would you say you are...



## Importance of Tourism – All Respondents

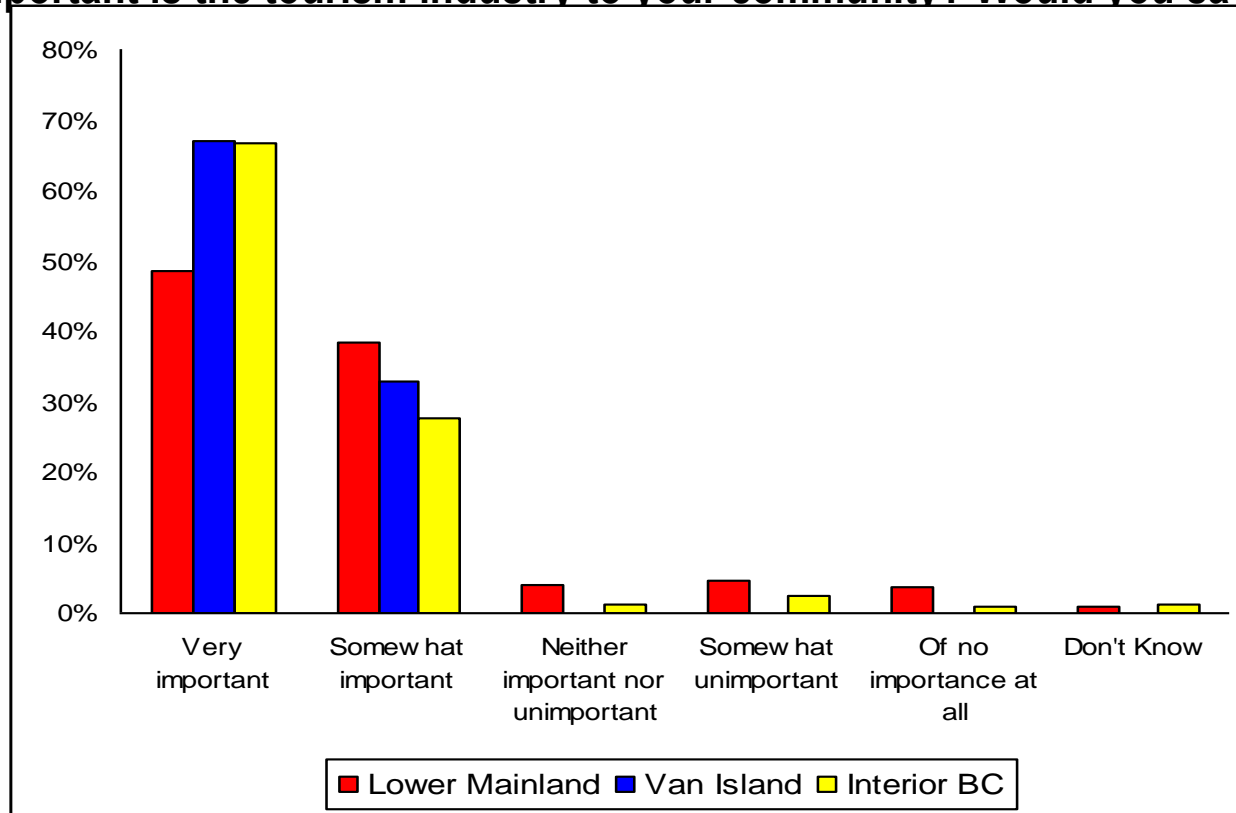
How important is the tourism industry to your community? Would you say it is ...





# Importance of Tourism – By Area of Residence

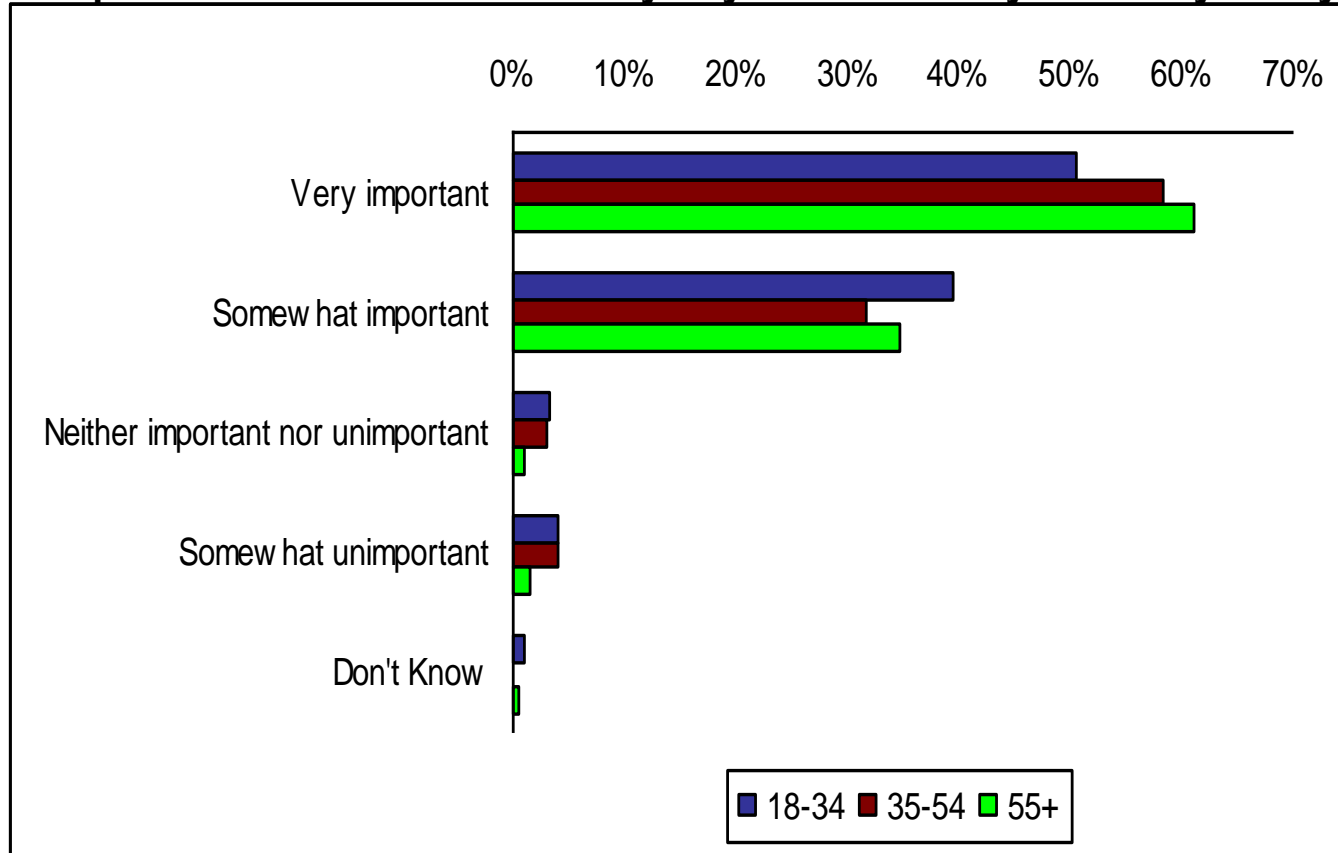
How important is the tourism industry to your community? Would you say it is ...





# Importance of Tourism – By Age

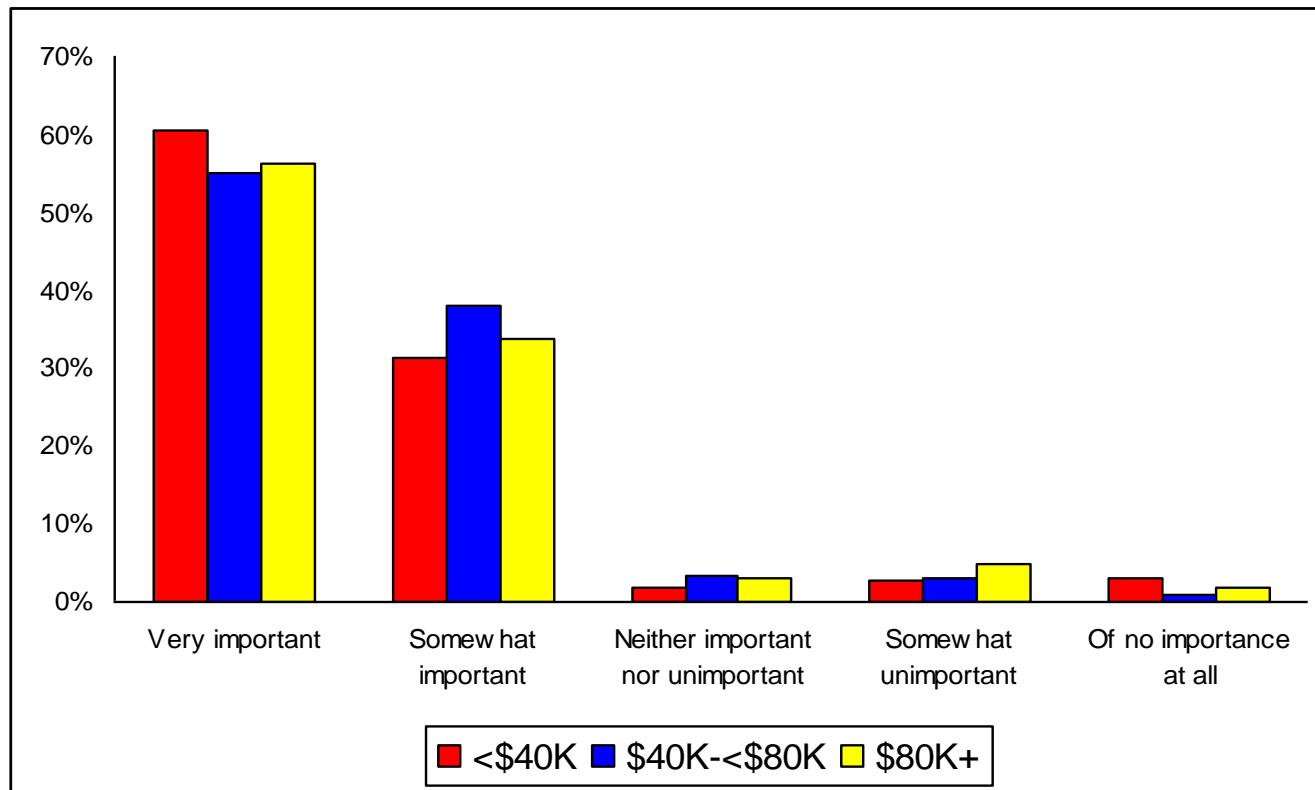
How important is the tourism industry to your community? Would you say it is ...





# Importance of Tourism – by Household Income

How important is the tourism industry to your community? Would you say it is ...





# Importance of Tourism

How important is the tourism industry to your community? Would you say it is ...

	Age			Region			Total
	18-34	35-54	55+	LM	Isl	Int	
Very important	50%	58%	61%	49%	67%	67%	56%
Somewhat important	40%	32%	35%	39%	33%	28%	35%
Neither important nor unimportant	3%	3%	1%	4%	0%	1%	3%
Somewhat unimportant	4%	4%	2%	5%	0%	3%	3%
Don't Know	1%	0%	1%	4%	0%	1%	2%



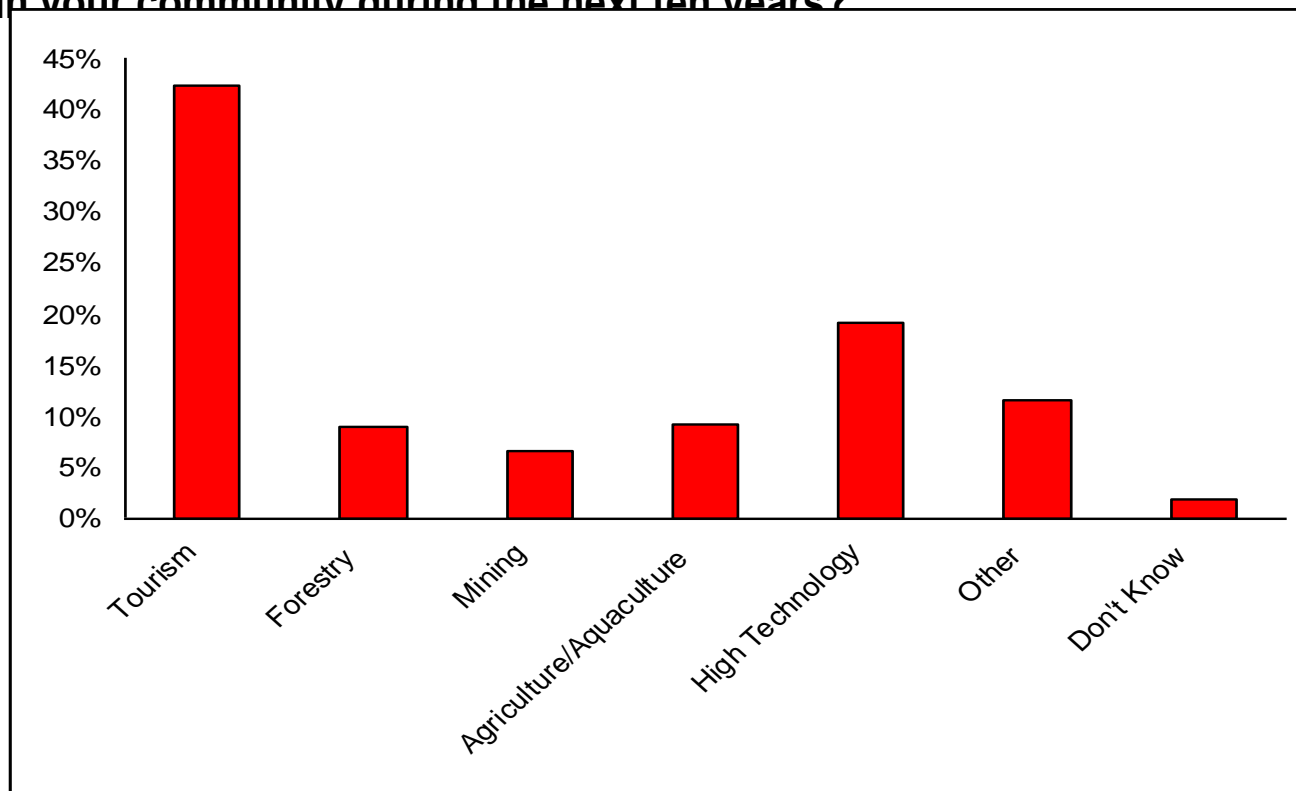
# Importance of Tourism - Summary

- 91% of all British Columbia think that tourism is very or somewhat important to their community
- All age groups think that tourism is important; the percent that believe tourism is very important increases with age. This might suggest the need for education aimed at younger British Columbians (i.e. 18 – 34)
- Respondents outside the Lower Mainland are more likely to report that tourism is very important to their community
- There is little variation across income group



# Is Tourism Seen as a Source of Growth?

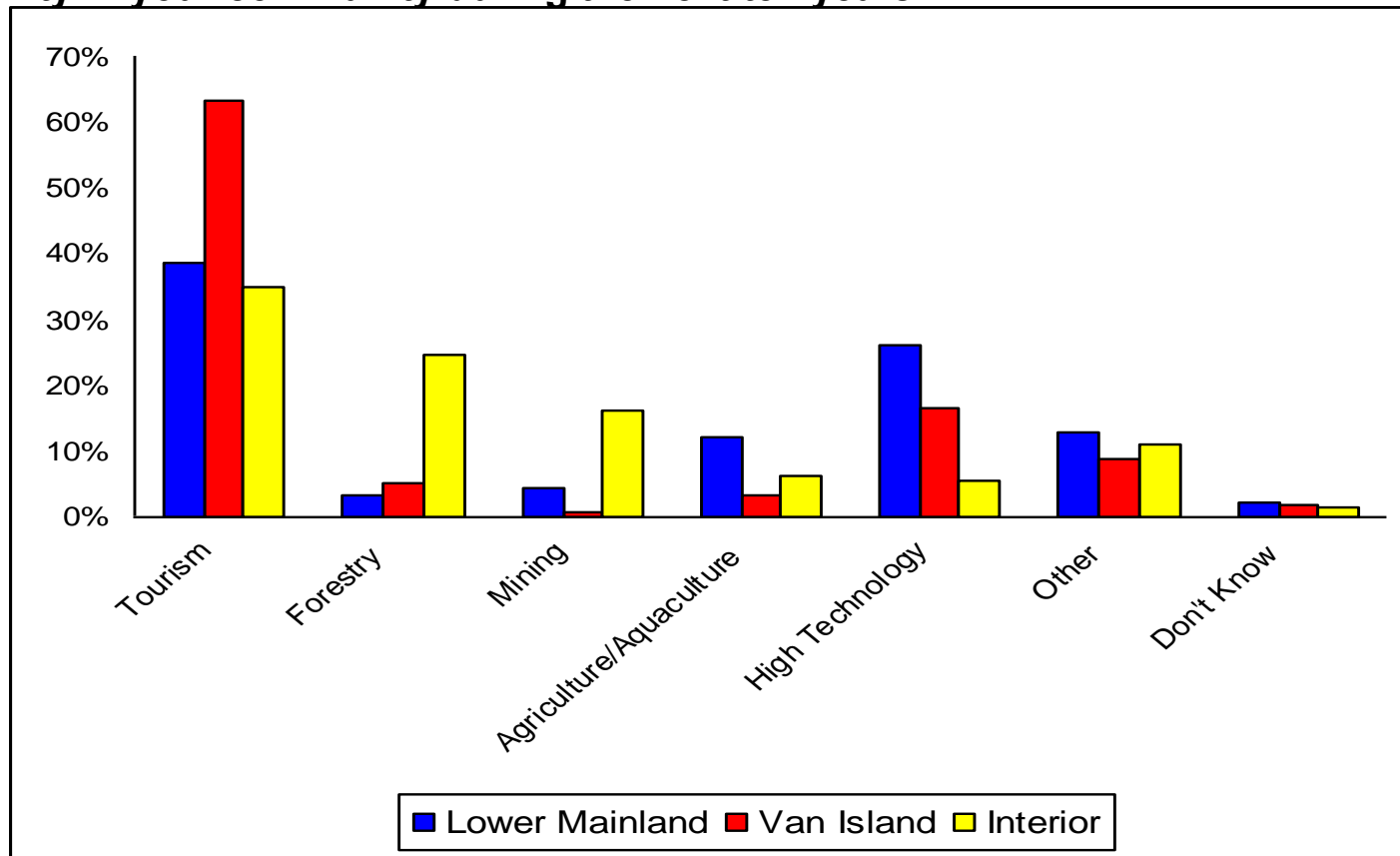
Which industry do you think will be the largest contributor of new jobs and economic activity in your community during the next ten years?





# Is Tourism Seen as a Source of Growth? - Region

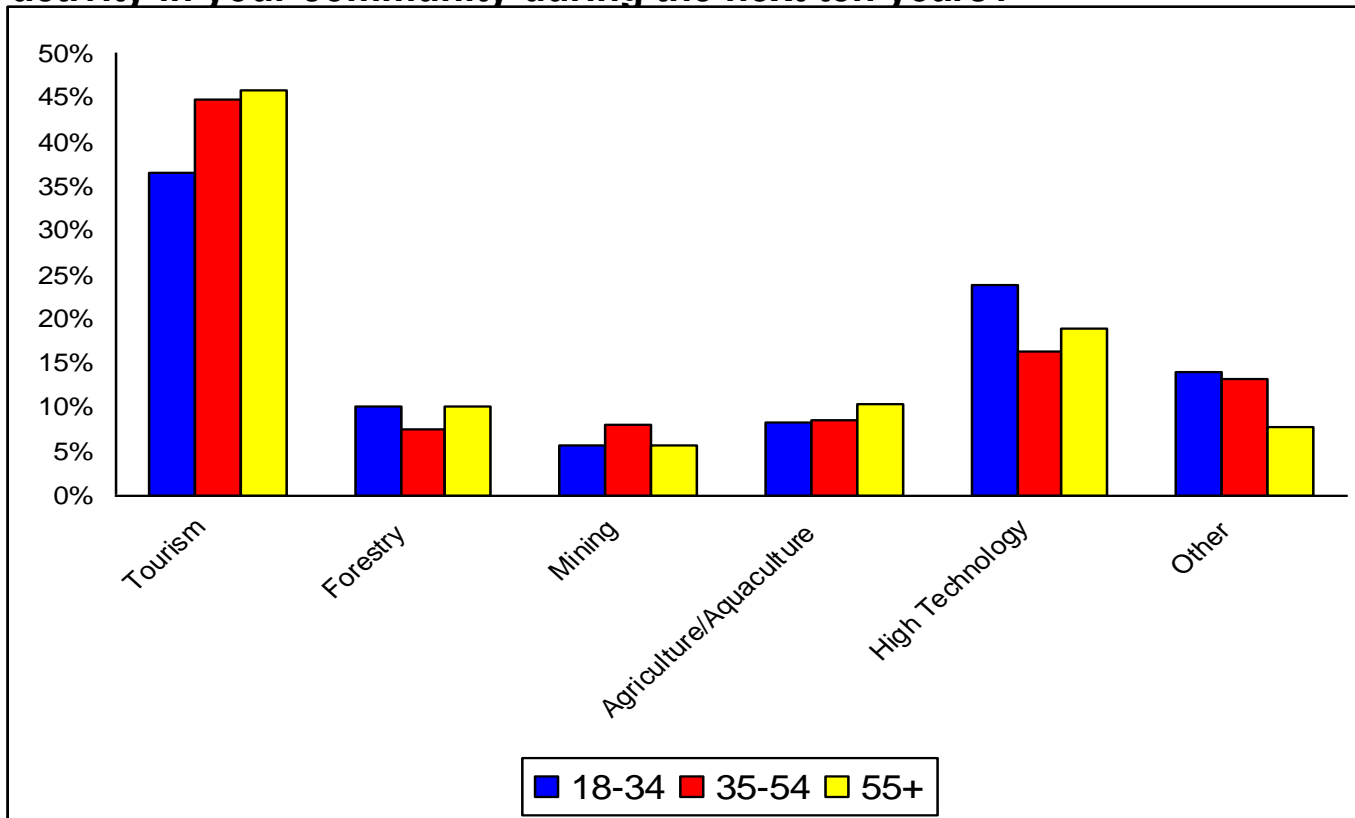
Which industry do you think will be the largest contributor of new jobs and economic activity in your community during the next ten years?





# Is Tourism Seen as a Source of Growth? – By Age

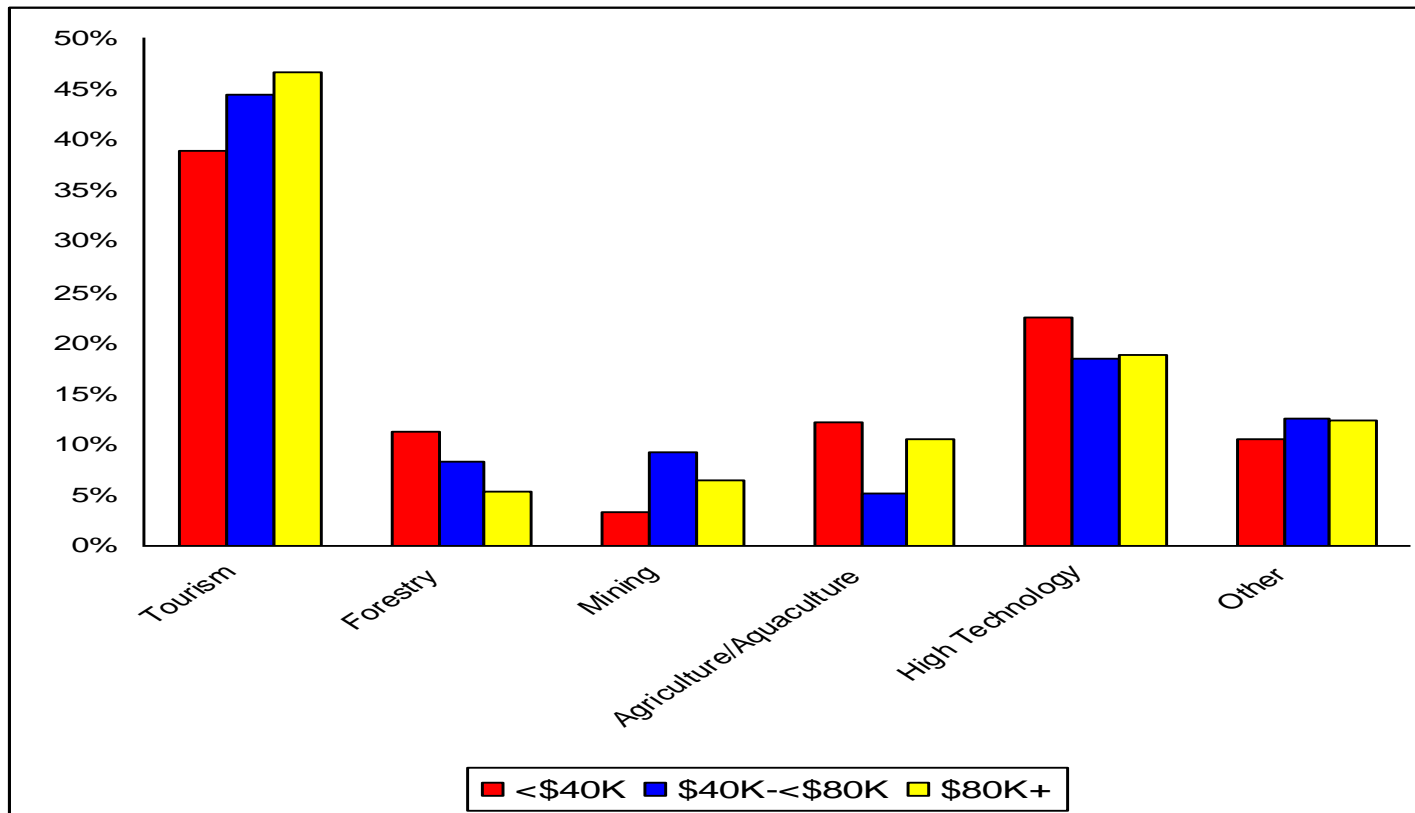
Which industry do you think will be the largest contributor of new jobs and economic activity in your community during the next ten years?





# Tourism as a Source of Growth? – By HH Income

Which industry do you think will be the largest contributor of new jobs and economic activity in your community during the next ten years?





# Is Tourism Seen as a Source of Growth?

Which industry do you think will be the largest contributor of new jobs and economic activity in your community during the next ten years?

	Region			Age			Total
	LM	Isl	Int	18-34	35-54	55+	
Tourism	39%	63%	35%	37%	45%	46%	42%
Forestry	3%	5%	25%	10%	8%	10%	9%
Mining	5%	1%	16%	6%	8%	6%	7%
Agriculture/ Aquaculture	12%	4%	6%	8%	9%	10%	9%
High Technology	26%	16%	5%	24%	16%	19%	19%
Other	13%	9%	11%	14%	13%	8%	12%
Don't Know	2%	2%	1%	2%	2%	1%	2%



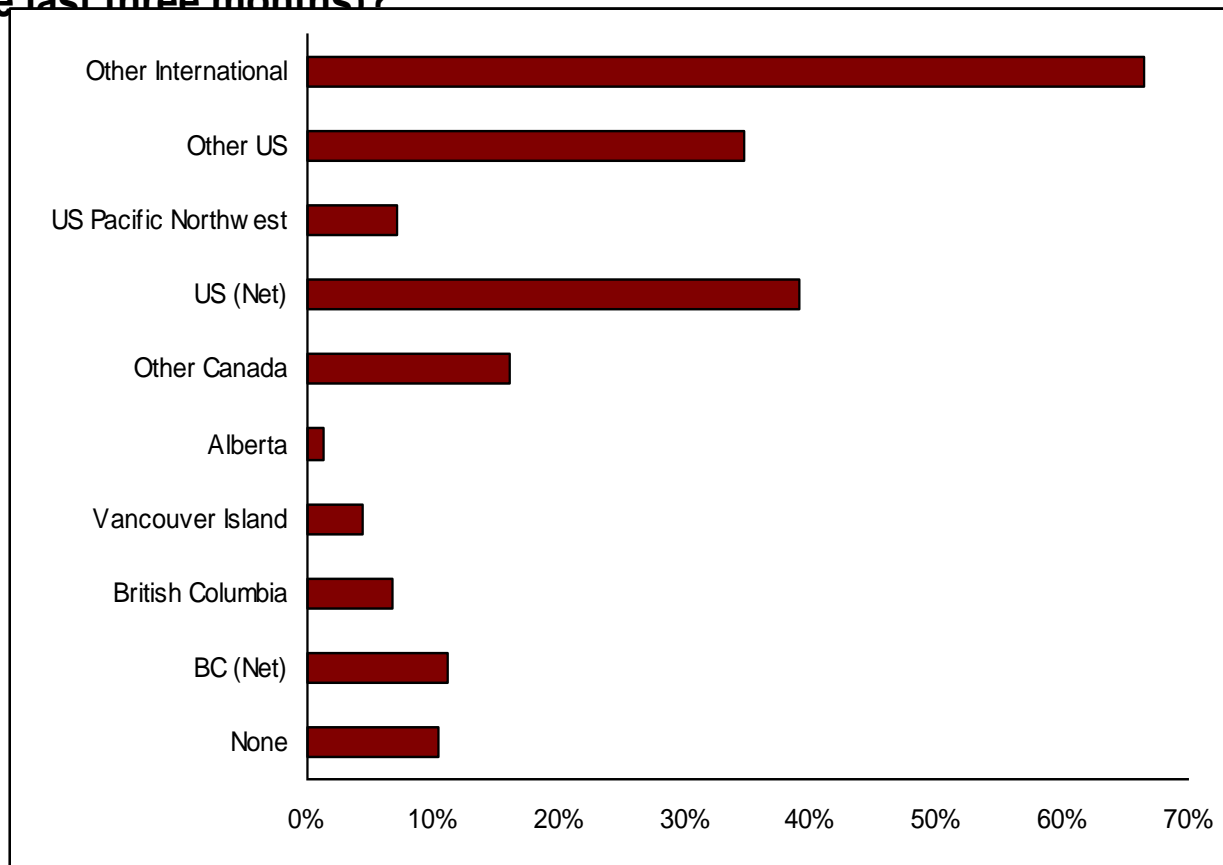
## Is Tourism Seen as a Source of Growth? - Summary

- The tourism industry was most frequently cited as the largest contributor to community economic growth over the next 10 years.
- Vancouver Island residents are most likely to cite the tourism as the most significant source of growth over the next 10 years – 63% of Vancouver Island residents cite tourism, compared to 39% of Lower Mainland residents.
- All age groups most frequently mention tourism – however this is more pronounced among older respondents.
- Higher income respondents were more likely to cite tourism as the largest contributor over the next 10 years



# Unaided Advertising Awareness – All Respondents

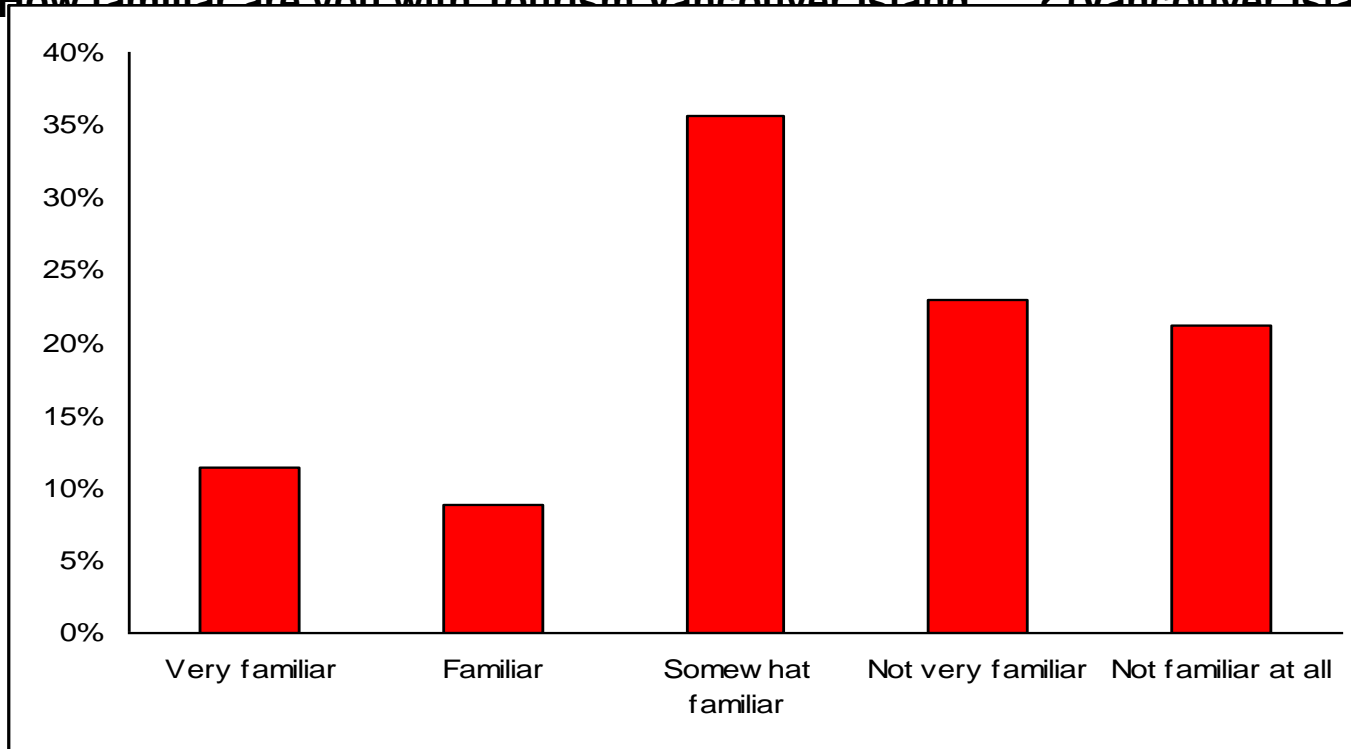
... What destinations or places do you recall seeing or hearing advertising for (over the last three months)?





# Familiarity with Tourism Vancouver Island

How familiar are you with Tourism Vancouver Island? (Vancouver Island residents)

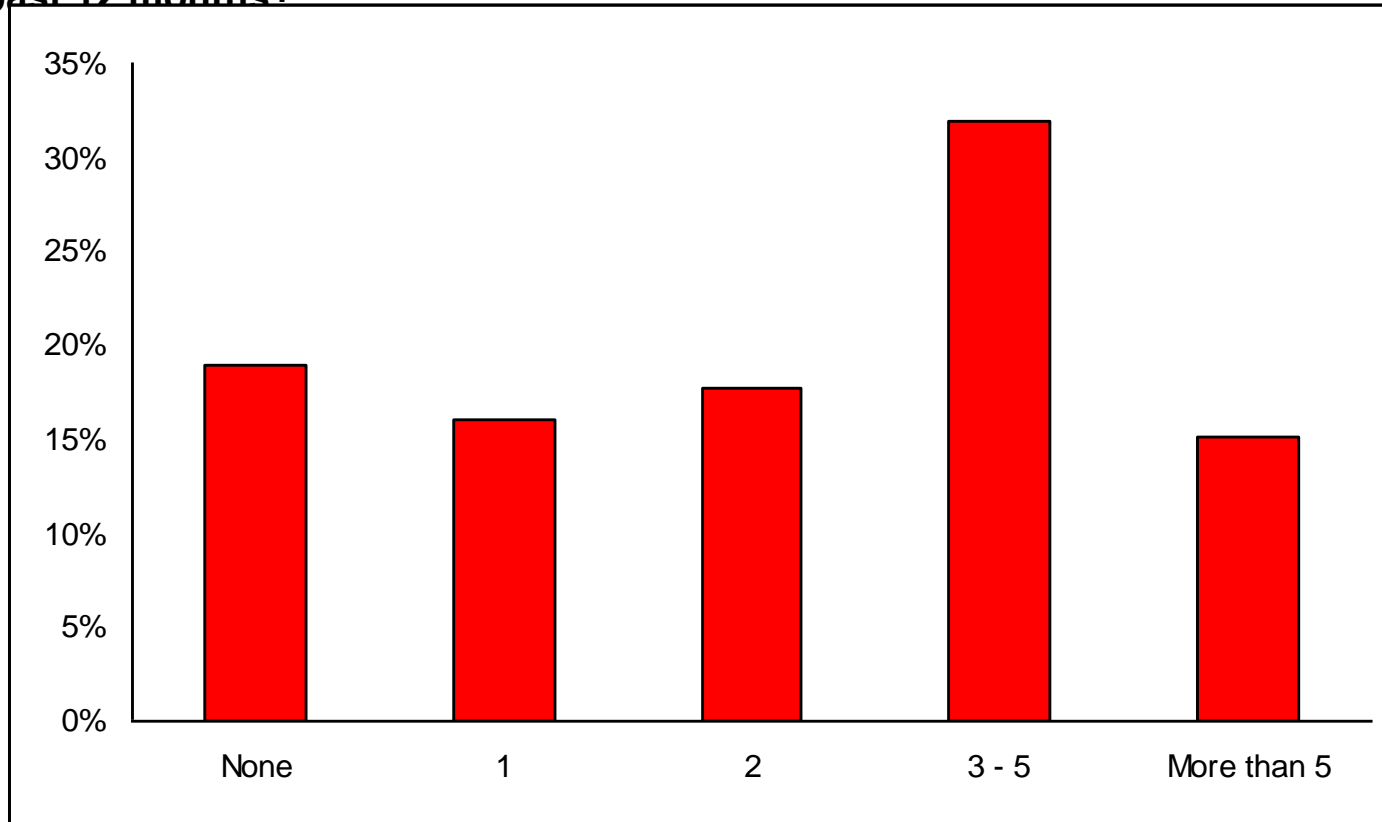


**20% of Vancouver Island residents were familiar or very familiar with Tourism Vancouver Island; 44% were not very familiar or not familiar at all**



# Appendix: Overnight Leisure Travel – All Respondents

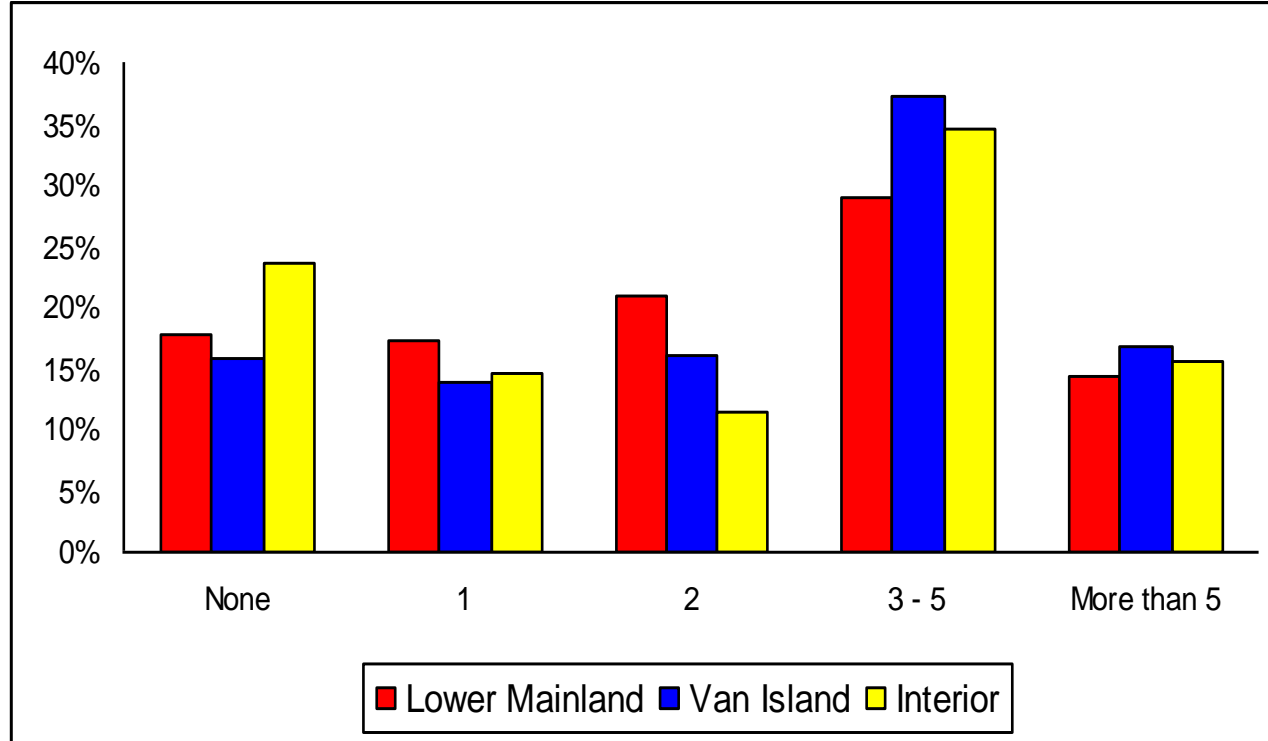
How many vacation trips, with at least one night away from home, have you taken in the past 12 months?





## Appendix: Overnight Leisure Travel - Region

How many vacation trips, with at least one night away from home, have you taken in the past 12 months?





## Appendix: Overnight Leisure Travel - Region

How many vacation trips, with at least one night away from home, have you taken in the past 12 months?

