



# Tourism Vancouver Island Information Survey Summary

Spring 2007

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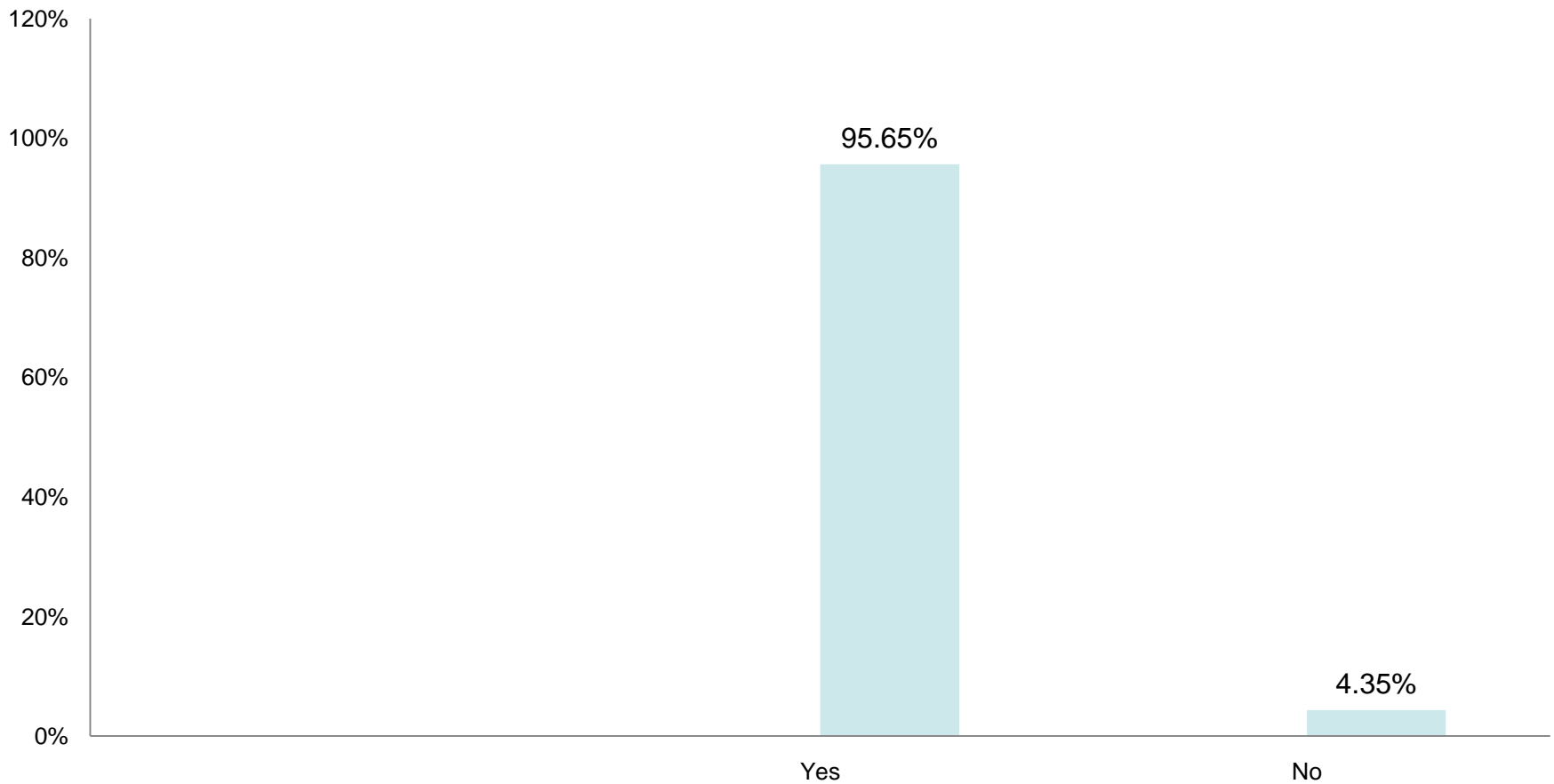
# Methodology

- Population sample taken from voting and non-voting stakeholder database
- Conducted by SurveyConsole
- Survey duration: four weeks
- Sample size: 2495
  - Started: 834 33.0% response rate
  - Viewed 706 84.6%
  - Completed: 598 71.7%



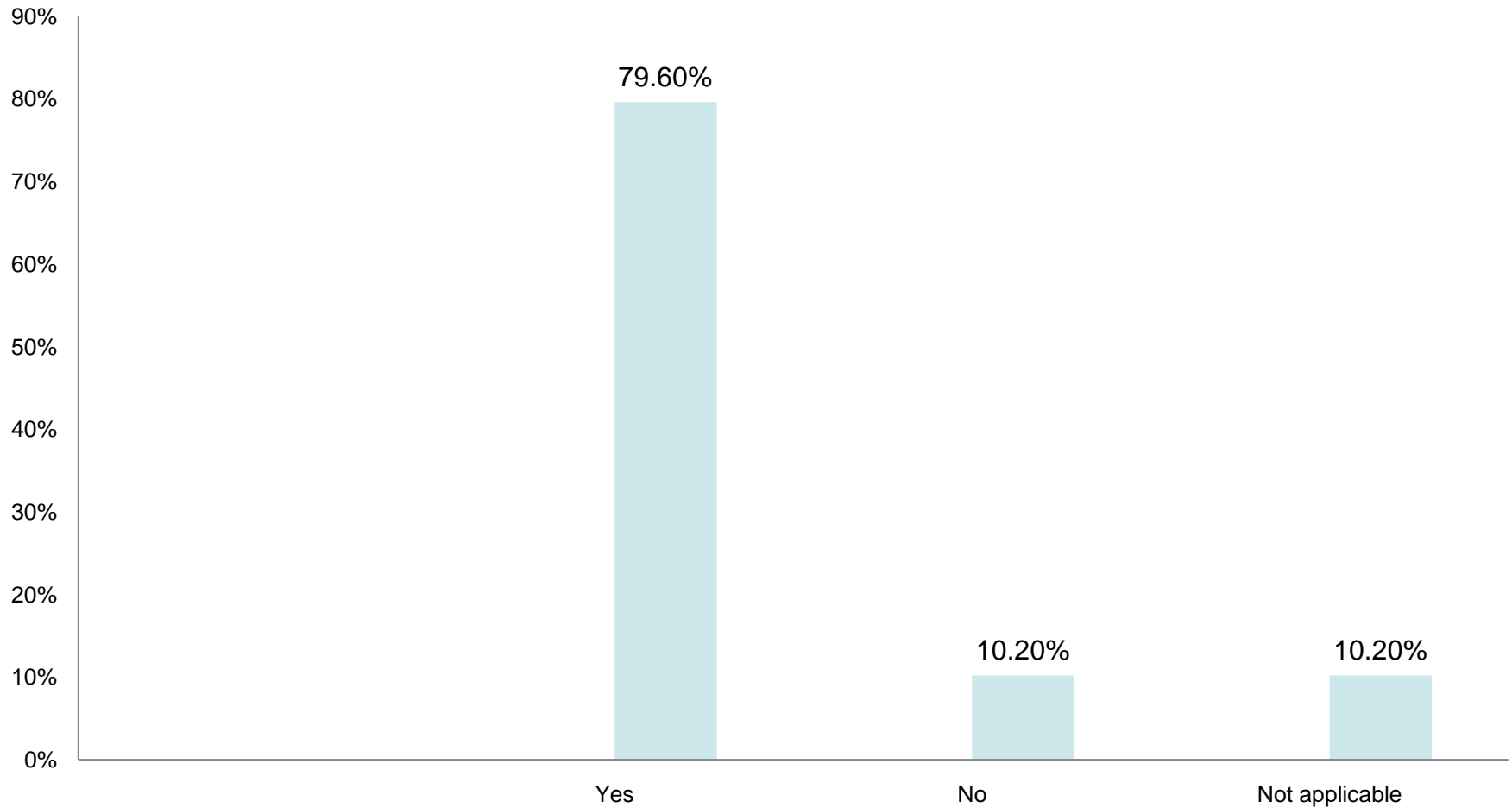
**Q1. Do you receive Tourism Vancouver Island information on a regular basis?**

**n=598**





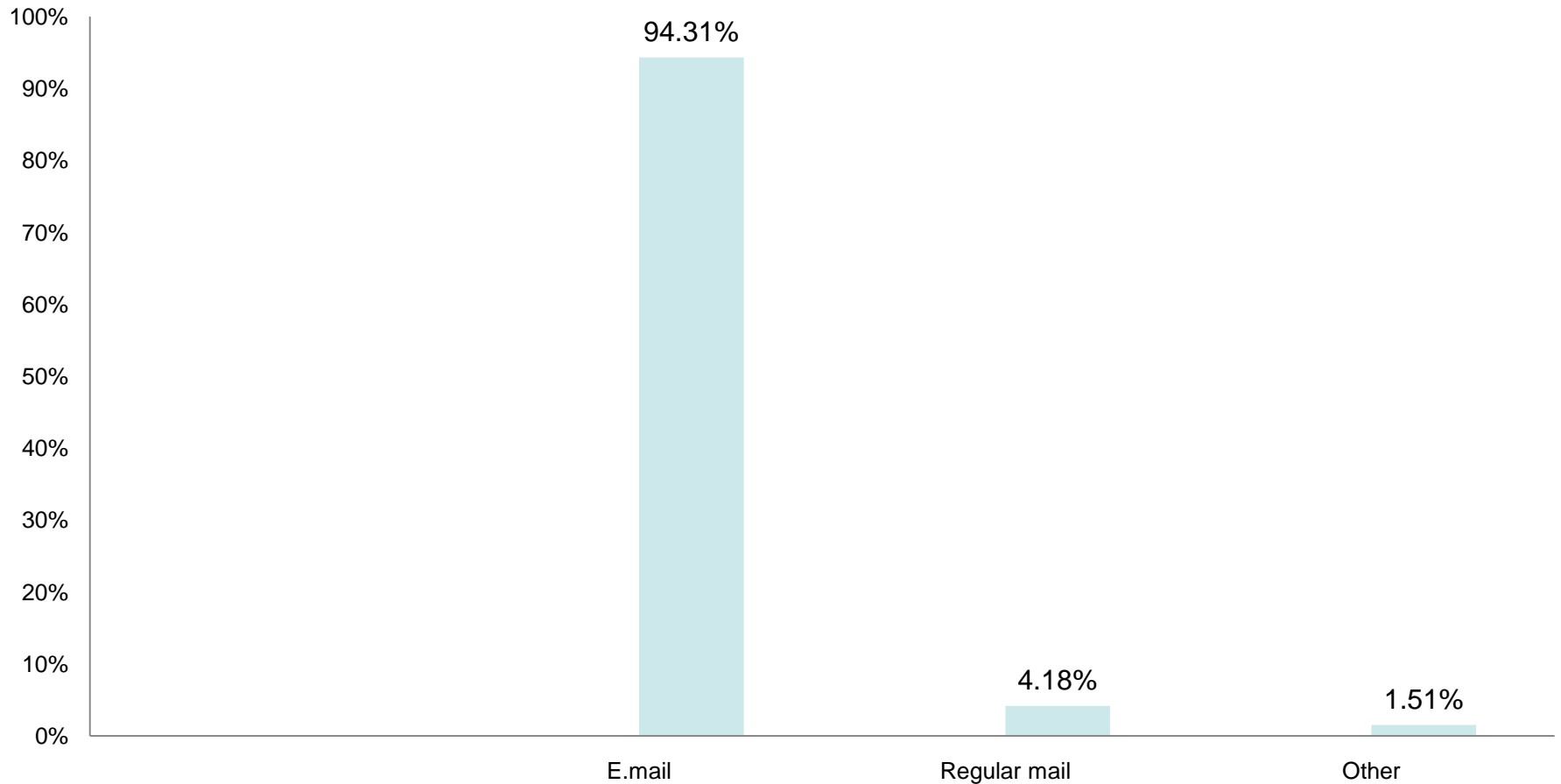
**Q2. If you said 'Yes', is the information useful to you?  
n=598**





**Q3. How would you like Tourism Vancouver Island information delivered to you in the future?**

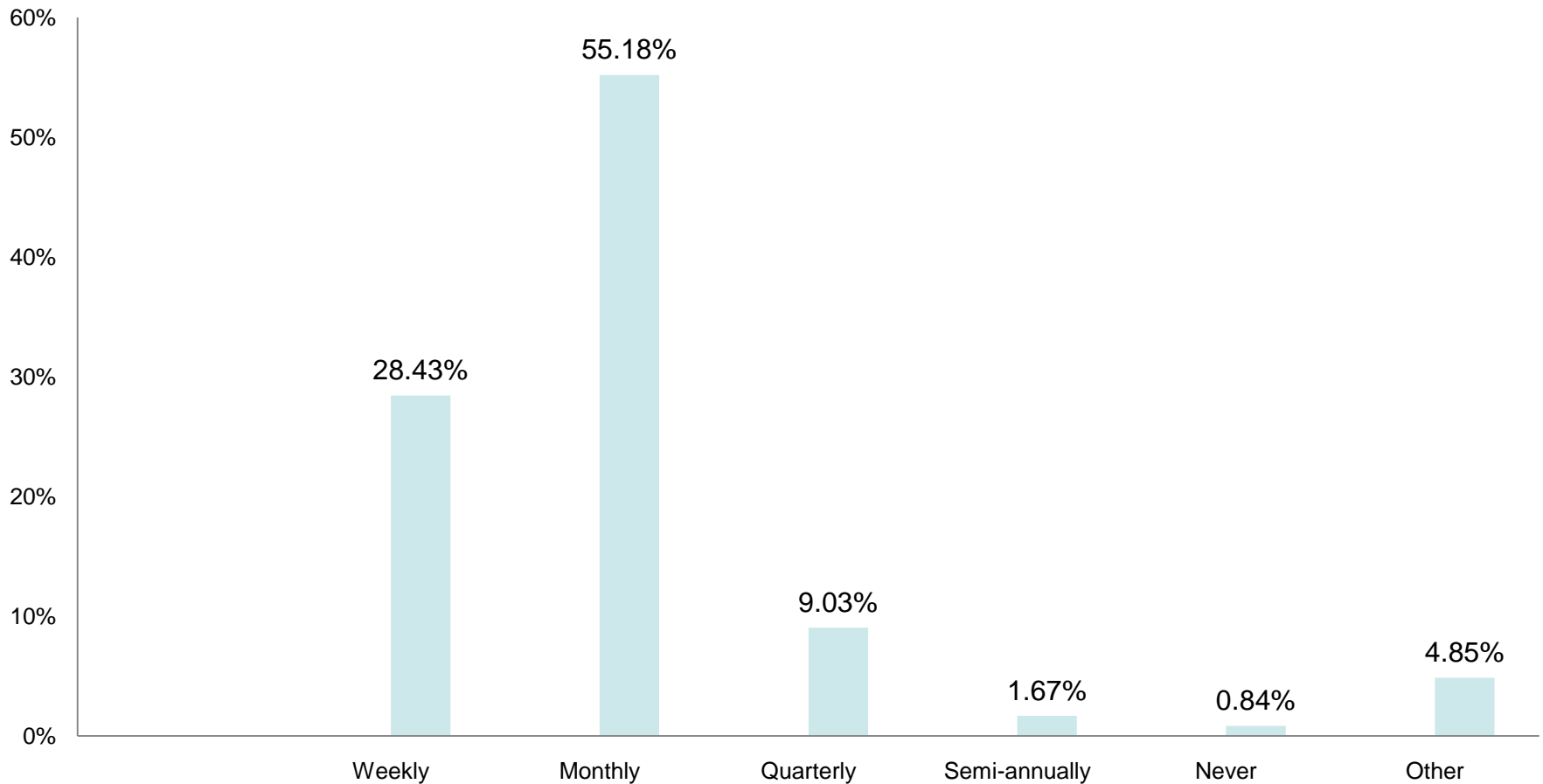
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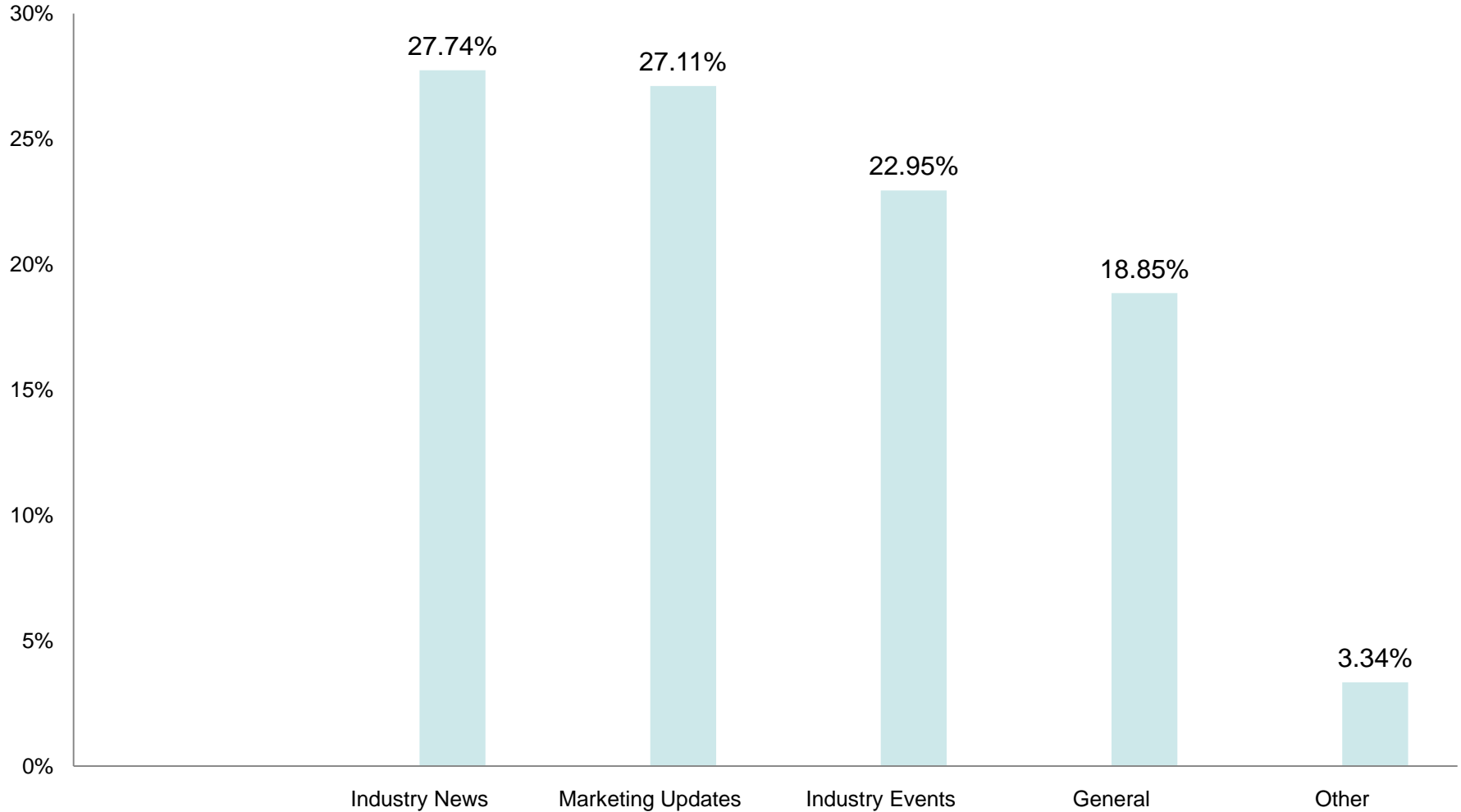
**Q4. How often would you like to receive information from  
Tourism Vancouver Island?**

**n=598**





### Q5. What kind of information would you like to receive?





## Recommendations our stakeholders made...

- On the whole very good. I would like more follow up done with people who come on fam tours to my hotel. It's essential we find out their impressions good and bad or where their article was published if they are from the media.
- I receive at least three copies of everything that you send out so it is a little redundant. It seems like quite often it is the same information given every time so I don't even really look anymore. If it came out less frequently and had newer, important information I would probably read it more often.
- Put your content in the email, not in a link or pdf file. It is an established marketing fact that in email, if your content isn't right there for the recipient to read, your click-through rate will be extremely low.
- I would like to see more information and support for the 'smaller' part of 'Vancouver Island and the Islands', i.e. the Gulf Islands.



## Recommendations continued...

- Format is good but your next step may be to categorize members/receivers and personalize what is being sent - much of the info doesn't apply to us and if we're busy, we might miss something hidden in amongst other stuff.
- You have a couple of different audiences (business members, suppliers, governments, etc) all looking for some of the same info, but also wanting to be able to get to what most interests them fast. (You) need to decide if you want to please all these audiences, or just a few, and then talk to the/those target group(s) and find out what they want to learn from you.
- (The) Biggest thing is knowing when marketing initiatives require purchasing or I should say the last cut off time to purchase. It would be good to have a calendar system where it tells you what marketing initiatives are open to purchase and when the cut off dates are.



## Recommendations Summary...

- Not enough low priced programs for small operators—B&B in particular
- Too many messages, too frequently—sometimes redundant
- Over-emphasis on sales
- Confusion or not enough lead time for program deadlines—many properties/businesses are making marketing plans up to a year in advance
- Layout needs to be refreshed
- Writing tends to be too wordy—doesn't 'grab' the reader
- Perception that Gulf Islands and 'other' Island regions receive little or no attention/support
- Content should go in e.mail body, not as PDF or a link



# Top Ten Things our stakeholder said...

1. Extremely happy with type and amount of info sent, gives great insight into managing our marketing plan. Don't change anything.
2. I think you do a fine job of it, I've participated in a few marketing initiatives - 'wish you were here' postcards & Destinations West insert in Edmonton paper that I wouldn't have known about otherwise.
3. We find you one of the most effective in your communication skills and would like to compliment you on the thorough coverage of all aspects of our industry.
4. You do far better than other organizations.
5. It is important to keep Vancouver Island information available throughout the world as it is one of the best ways to ensure a vibrant economy on Vancouver Island



## Top Ten continued...

6. Information received is informative, useful and timely and when questions are emailed, your response is immediate and complete.
7. I feel the communication received to date is effective. Email is the best means. The Fall Community Tour and Annual General Meeting are other ways that you communicate effectively. Thank you.
8. This e-mail survey was a good idea. So far, we are in a staffing change and turn over so it has been difficult for us to keep up to date with all events & activities around town. TVI is what helps to keep us in the loop. We would like to hear about more opportunities to get out our info. and place some ads.
9. It's a great tool and keeps us up to date on what's new and what's happening on Vancouver Island. It would be great if the communication can be two way or a blog type. You guys do a great job !! Proud to be part of the Island Tourism.
10. Your email updates especially are informative, they help us to stay in the loop and up to date on the trends taking place in the tourism/accommodation industry as we live in a very remote corner of BC this is crucial.

*Note: All comments are recorded verbatim, other than corrected spelling errors.*



## Recommendations...

- Low price programs currently do exist—we need to specifically focus on industry sectors to communicate more effectively
  - Personalized emails , snail-mail, direct stakeholder marketing updates, direct to consumer programs
- Improve interdepartmental communications to help reduce redundancy and over-frequent messaging
- Sales messaging may need to be de-emphasised and/or combined with education
  - ‘How-to’s’, Marketing ‘tips and techniques’, effective web marketing, tracking, etc, etc



## Actions taken to date...

- Changed up-date frequency to bi-weekly
- Enhanced marketing update by including a short 'blurb' describing each program
- Greater emphasis by this organization to enhance future capacity building through education and outreach
- Re-focussing initiatives to be more inclusive of remote communities and small operators



## Planned Actions...

- Provide an on-line marketing program deadline schedule in an easy to read graphic format
- Up-date layout and format
- Minimize PDF attachments and links
- Minimize ‘word count’—point form is generally more effective
- Increase Gulf Island’s and remote area support
  - Greater presence in Gulf Island’s and remote communities –speaking engagements, outreach, media coverage, etc