Tourism BC Inquiry Conversion Study

Top Line Report - 2006

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For:
Tourism BC

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SECTION 1: BACKGROUND AND METHODOLOGY

1.1 Background

In November 2005, Tourism BC commissioned R.A. Malatest & Associates Ltd. to conduct an inquiry conversion study. The survey collected consumer demographics, trip planning behaviours and trip characteristics (for those respondents who visited BC). These measures allow Tourism BC to better evaluate the impact of the Tourism Partners marketing program and to provide the regional tourism associations with timely and relevant information to assist in their marketing activities.

The research reported in the following sections constitutes the findings of the surveys administered in late December 2005/early January 2006. It must be emphasized that the *Inquiry Conversion Study* represents a snapshot of respondent perceptions at the time of the surveys as well as their experiences at the time respondents traveled to BC. Respondent opinions or needs could vary, as a result of changes affecting the tourism industry and the overall experiences of each traveler to BC.

1.2 Methodology

Data were obtained for the current study from two sample lists: individuals who made an inquiry to a regional tourism association, and individuals who attended a consumer show. These two sample groups and the method of data collection utilized for each group are described below:

a) General Inquiries

As part of their marketing activities, the regional tourism associations fulfill travel information requests by mailing packages to consumers. In 2004, Research Services provided the regions with standardized procedures for collecting and recording inquiries. The regional inquiry databases are submitted to Research Services, where they are compiled into a master inquiry database.

There were 3,074 records in the database from which the general inquiries sample was selected. Duplicate names were removed by assigning a consumer with multiple inquiries to the region they inquired at first. Then the general inquiry database was compared against the consumer show database to remove duplicates. In the end, each consumer was listed in the sample database only once.

There were considerable differences in the total number of inquiries by region. Therefore, quotas were set to ensure that sufficient interviews were obtained for all regions, particularly those with a small number of total inquiries. Quotas were set for the following regions:

- Cariboo Chilcotin Coast (CTA)
- Kootenay Rockies (KRT)
- Northern British Columbia (NBC)
- Vancouver Island, Victoria and the Gulf Islands (TAVI)

- Thompson Okanagan (TOTA)
- Vancouver, Coast and Mountains (VCM)

b) Consumer shows
Contact information was also collected for individuals who visited one of eight consumer shows. The consumer shows at which contact information was collected include:

- Calgary Golf Show
- Calgary Mom & Tots Fair
- Edmonton Golf Show
- Evergreen Sportsmen's Show
- Pacific Northwest Women's Show
- Toronto Travel & Leisure Show
- Vancouver Golf Show
- Vancouver Travel and Vacation Show

The consumer shows were grouped and quotas established according to the region where the show took place. Four regional quotas were set as follows: Alberta, BC, Ontario and Washington. These quotas ensure that the consumer show sample represented the range of consumers attending the shows. In addition, quotas were set according to the likelihood of a consumer show attendee visiting BC, as measured by whether or not they had already decided on making a trip to BC at the time of the show.

Please refer to ***Appendix A*** for detailed tables and additional information on the sample quotas for both survey groups.

Eight to ten minute telephone interviews were conducted with consumers between December 11, 2005 and January 6, 2006. Overall, 984 interviews were completed, 756 with general inquiry respondents, 228 with consumer show attendees. Both surveys had a relatively low refusal rate; about 7% of consumer show attendees and 5% of general inquiry respondents refused to complete the interview.

The results presented in this report are based on the survey responses and are not weighted. The data may be weighted in subsequent analyses.

SECTION 2: CONVERSION RATES

2.1 Conversion Rate

Conversion rates are defined as the percentage of survey respondents who visited British Columbia since making an inquiry to a regional tourism association office or attending a consumer show. Overall, 67% of general inquiry respondents and 59% of consumer show attendees made an overnight trip to BC since making their inquiry or attending a consumer show.

Gross conversion rates varied considerably for the consumer shows. As illustrated in Table 2-1, the Vancouver Travel and Vacation Show had a conversion rate of 82%, while the conversion rate for the Pacific NW Women's show was 30%. Regionally, the gross conversion rates for general inquiries were generally higher, ranging from 59% for Northern BC to 85% for the Kootenay Rockies region.

Table 2-1
Conversion Rates

Respondent Group	Total Sample Size	Spent at Least One Night in BC After Inquiry/ Attended Consumer Show
Consumer Shows		
Calgary Golf Show	36	75%
Calgary Mom & Tots Fair	22	55%
Edmonton Golf Show	42	71%
Evergreen Sportsmen's Show	15	33%
Pacific Northwest Women's Show	30	30%
Toronto Travel & Leisure Show	35	40%
Vancouver Golf Show	26	77%
Vancouver Travel and Vacation Show	22	82%
Consumer Show Total	**228**	**59%**
General Inquiries		
Cariboo Chilcotin Coast (CTA)	49	73%
Kootenay Rockies (KRT)	34	85%
Northern British Columbia (NBC)	58	59%
Vancouver Island (TAVI)	404	64%
Thompson Okanagan (TOTA)	170	71%
Vancouver, Coast and Mountains (VCM)	41	68%
General Inquiries Total	**756**	**67%**
By Method of Inquiry (subset of General Inquiries results)		
Web	453	70%
Phone	206	65%
Reply Card	79	57%
Mail/Fax	18	72%
Method Total	**756**	**67%**

2.2 Incremental Conversion Rate

The incremental conversion rate represents the percent of converted respondents (i.e., visitors to BC) who indicated they decided to visit BC after receiving information from the regions. As illustrated in Table 2-2, overall, 73% of general inquiry respondents had already decided to travel to or within BC. However, nearly three in ten (27%) respondents decided to make an overnight trip in/to BC after having made an inquiry to a regional tourism association office. For Consumer Shows, more than one-half (58%) of respondents had previously decided to take a trip to BC, yet more than four in ten (42%) decided to travel to BC after attending a consumer show.

Table 2-2
Incremental Conversion Rates[1]

Respondent Group	Sample Size	Had already decided to visit BC	Were planning to take a trip in 2005 but had not made a firm decision	Were still deciding where to go on a trip in 2005 and were considering BC	Were not considering a trip to BC in 2005	Decided to Visit BC After Received Information*
Consumer Shows						
Calgary Golf Show	27	63%	4%	7%	26%	37%
Calgary Moms & Tots Fair	12	25%	17%	8%	50%	75%
Edmonton Golf Show	30	63%	10%	3%	23%	36%
Evergreen Sportsmen's Show	5	80%	0%	20%	0%	20%
Pacific NW Women's Show	9	67%	11%	0%	22%	33%
Toronto Travel and Leisure Show	14	57%	21%	0%	21%	42%
Vancouver Golf Show	20	55%	20%	15%	10%	45%
Vancouver Travel and Vacation Show	18	56%	6%	17%	22%	45%
Consumer Shows Total	**135**	**58%**	**11%**	**8%**	**23%**	**42%**
General Inquiries						
CTA	36	75%	19%	6%	0%	25%
KRT	29	76%	17%	3%	3%	23%
NBC	34	82%	9%	9%	0%	18%
TAVI	259	65%	23%	11%	1%	35%
TOTA	121	82%	12%	6%	1%	19%
VCM	28	89%	11%	0%	0%	11%
General Inquiries Total	**507**	**73%**	**18%**	**8%**	**1%**	**27%**
By Method of Inquiry (subset of General Inquiries results)						
Web	315	75%	17%	7%	1%	25%
Phone	134	72%	18%	9%	2%	29%
Reply Card	45	49%	33%	18%	0%	51%
Mail/Fax	13	100%	0%	0%	0%	0%
Method Total	**507**	**73%**	**18%**	**8%**	**1%**	**27%**

* Note that percentages represent the sum of the previous three columns.
Totals may not add to 100% due to rounding.

[1] Incremental conversion rate = % of survey respondents who said they decided to visit British Columbia *after* making their inquiry or attending a consumer show.

It should be noted that, unlike the general inquiries survey, the consumer show survey did not ask respondents to comment on their travel plans prior to attending the show. Instead, this question was asked on the original intercept survey at the consumer show.

By region, the incremental conversion rates ranged considerably. While the majority of visitors to all six regions had already decided to take their trip, over one-third (35%) of visitors to Vancouver Island were still deciding when they made their inquiry at the regional offices. The reply card had the highest incremental conversion rate of the four methods of inquiry, at 51%.

2.3 Usefulness of Information Received

A sub-set of survey respondents was asked to comment on the usefulness of the information in planning their trip to BC that they received either by mail, in the case of general inquiry respondents, or during the consumer show that they attended.[2] As shown in Table 2-3, more than eight in ten (81%) general inquiries respondents found the information quite or very useful in planning their trip to BC, while slightly more than one-half (56%) of consumer shows participants found the information quite or very useful.

Table 2-3
Usefulness of Information

Respondent Group	Sample Size	Not Useful	Somewhat Useful	Quite Useful	Very Useful	Quite or Very Useful
Consumer Shows						
Calgary Golf Show	17	12%	6%	24%	59%	83%
Calgary Mom & Tots Fair	3	33%	67%	0%	0%	0%
Edmonton Golf Show	19	11%	42%	16%	32%	48%
Evergreen Sportsmen's Show	4	0%	25%	25%	50%	75%
Pacific NW Women's Show	6	0%	50%	33%	17%	50%
Toronto Travel & Leisure Show	8	38%	38%	25%	0%	25%
Vancouver Golf Show	11	27%	18%	18%	36%	54%
Vancouver Travel & Vacation Show	10	0%	30%	50%	20%	70%
Consumer Show Total	**78**	**14%**	**30%**	**24%**	**32%**	**56%**
General Inquiries						
CTA	26	0%	19%	15%	65%	80%
KRT	21	5%	14%	24%	57%	81%
NBC	25	0%	12%	36%	52%	88%
TAVI	146	5%	14%	26%	56%	82%
TOTA	96	2%	18%	32%	48%	80%
VCM	24	8%	13%	33%	46%	79%
General Inquiries Total	**338**	**4%**	**15%**	**28%**	**53%**	**81%**

Note: Percentages reflect only those respondents who remembered receiving information by mail.
Totals may not add to 100% due to don't know/no response.

[2] Only those respondents from both survey groups who had spent at least one night in BC *and* had already decided to take a trip in/to BC during 2005 prior to making the inquiry (n=338) or attending a consumer show (n=78) were asked to comment on the usefulness of the information that they received in planning their trip in/to BC.

2.4 Influence of Information Received

Respondents who had decided to travel BC prior to contacting a regional tourism association office or visiting a regional consumer show booth were asked whether the information influenced the length of their stay and/or the activities they engaged in during their trip. Approximately 21% of Consumer Show attendees[3] and 15% of General Inquiry respondents indicated that the information they received influenced how long they traveled in BC. All or nearly all of these respondents reported lengthening their stay (100% and 98%, respectively). On average, consumer show attendees indicated that they extended their trip by 2.8 additional days, while general inquiry respondents indicated a lengthened stay of 4.0 additional days.

Of those general inquiry respondents who traveled to BC in 2005, yet had not decided on BC as a destination *prior* to their contact with a regional tourism association, 84% indicated that the information that they received had been influential in their decision to travel to BC.

Nearly two-thirds (65%) of consumer show attendees who overnighted in BC found the information they received during the show to be influential in their decision to take a trip to BC.

Approximately two-thirds (66%) of consumer shows respondents and almost three-quarters (71%) of general inquiries respondents indicated that the information they received influenced the activities they engaged in during their trip. Survey participants said the information informed them of specific areas, landmarks, sights and/or activities about which they had not previously been aware. Both respondent groups indicated that they visited specific areas, landmarks and sights in addition to their planned sites and/or participated in activities previously unknown to them. Example comments include:

> *"We were interested in Tofino and we got great information. We asked for information on what we could do in one or two weeks. So the information we received gave us better ideas on where to stay. The trip was cost effective and safer."*
>
> Consumer Show Attendee

> *"The information gave me a head start on places to stay and where to get equipment for camping and hiking as well as information on things to do."*
>
> General Inquiries Respondent

> *"The information influenced our activities by giving us more insight about different places to visit and made us think about more places that we might like to visit."*
>
> Consumer Show Attendee

> *"We visited places we had not planned to see like Cultus Lake waterslides. I did not realize how close we were to the slides. Also the Capilano Suspension Bridge and the Grouse Mountain chair lift."*
>
> General Inquiries Respondent

> *"I am interested in photography and hiking and they provided me with all sorts of information on places that I may like to visit."*
>
> General Inquiries Respondent

[3] Note that percentages reflect only those respondents who were Very Likely to visit BC in 2005 (n=106).

SECTION 3: TRAVEL TO/IN BRITISH COLUMBIA

A key element of the *Inquiry Conversion Study* was to obtain information from respondents about the usefulness of the information received, as detailed in the previous section. A further objective was to obtain a BC trip profile to determine the purpose of the trip and the activities in which respondents participated while in BC. This information will be used by Tourism BC to assess the effectiveness of the materials provided, as well as to determine what specific information visitors to BC require.

3.1 Trip Purpose

Consumers who traveled to or within BC were asked about the purpose of their trip, destination(s), characteristics and activities.

3.1.1 Primary Purpose and Motivation for Trip

The majority of respondents indicated that the primary purpose of their trip was leisure (79% of consumer shows respondents, and 76% of general inquiries respondents). For consumer shows attendees, the main motivation for taking a leisure trip was recreation and activities (e.g., skiing, golfing, hiking, etc.) (57%), while for general inquiries respondents, the primary motivation for a leisure trip was sightseeing/touring (46%).

Table 3-1a
Primary Purpose of Trip

Purpose of Trip	**Consumer Show Attendees (n=135)**	**General Inquiry Respondents (n=507)**
Leisure	79%	76%
Visit family or friends	12%	13%
Personal reasons (medical, family reunion, wedding, funeral, etc.)	4%	2%
Business/work related	4%	4%
Other	1%	5%
Primary Motivation for Leisure Trip	**Consumer Show Attendees (n=107)**	**General Inquiry Respondents (n=386)**
Recreation & activities (ski, golf, hiking, etc.)	57%	27%
Sightseeing/touring	15%	46%
Relaxation & escape	21%	19%
Visit cultural and/or historical sites	1%	1%
Attend a festival or event	0%	1%
Other	7%	6%

Totals may not add to 100% due to rounding.

3.1.2 Activities Completed During Trip

Respondents were given the opportunity to list the activities in which they participated during their trip to BC. The majority of general inquiries respondents indicated that they went sightseeing (71%), while for consumer shows attendees, the most common activities involved outdoors sports (69%).

Table 3-1b
Activities During Trip to BC

Activity	Consumer Show Attendees (n=134)	General Inquiry Respondents (n=502)
Sightseeing	37%	71%
Outdoor recreation (camping, fishing, boating, hunting, biking, hiking, horseback riding, etc.)	37%	46%
Natural points of interest (national, provincial, state parks)	10%	28%
Outdoor sports (windsurfing, rafting, kayaking, skiing, climbing, golfing, etc.)	69%	27%
Heritage and culture (historical sites/museums, Aboriginal, etc.)	10%	26%
Shopping	11%	26%
Built attractions (theme parks, gardens, casino, etc.)	9%	29%
Driving tours	5%	18%
Wildlife viewing	8%	19%
Cruise (Alaska, BC, BC Ferries, etc.)	4%	12%
Winery tours	8%	13%
Festivals/special events	5%	7%
Arts and theatre	5%	5%
Health and spa	4%	2%
Sporting events	2%	1%
Other	13%	5%

Note: totals may exceed 100% due to multiple response and don't know/no response.

On average, consumer show attendees indicated that they participated in 2.3 different activities; general inquiry respondents indicated that, on average, they participated in 3.3 different activities.

3.2 Destinations

On average, general inquiry respondents and consumer shows attendees indicated that they visited two different destinations on their trip.

Table 3-2
Destinations Visited During Trip to BC

Destination	Consumer Show Attendees (n=135)	General Inquiry Respondents (n=506)
Vancouver Island and Gulf Islands	29%	44%
Vancouver/Greater Vancouver/Fraser Valley	27%	38%
Victoria	22%	37%
Thompson Okanagan (e.g., Kelowna, Penticton, Kamloops, Shuswap)	36%	36%
Kootenay Rockies (e.g., Cranbrook, Kimberley, Nelson, Trail)	25%	18%
Whistler	9%	10%
Northern BC (e.g., Peace, Alaska Hwy., Prince Rupert, Prince George, Queen Charlottes)	6%	11%
Cariboo Chilcotin (e.g., Williams Lake, Barkerville, 100 Mile House)	4%	9%

Note: totals may exceed 100% due to multiple response and don't know/no response.

3.3 Trip Length and Season

General inquiry visitors spent an average of 14 nights away from home on their trip, with more than 8 of those spent in British Columbia. Consumer shows attendees spent nearly half as many nights away from home (8 nights) as compared to general inquiry respondents, however, most of those nights were spent in BC.

Table 3-3
Nights Spent Away From Home on Trip

Nights Away From Home	Consumer Show Attendees (n=135)	General Inquiry Respondents (n=506)
Average	7.9 nights	13.5 nights
1 to 7 nights	73%	36%
8 to 14 nights	19%	39%
15 to 21 nights	4%	15%
22 or more nights	4%	11%
Nights in British Columbia	**Consumer Show Attendees (n=135)**	**General Inquiry Respondents (n=506)**
Average	6.2 nights	8.9 nights
1 to 2 nights	11%	12%
3 to 4 nights	33%	14%
5 to 6 nights	20%	15%
7 to 8 nights	20%	20%
9 to 10 nights	6%	12%
11 to 21 nights	8%	23%
22 or more nights	2%	5%

Don't Know/No Response have been excluded

July was the most popular single month of the year for visiting BC for both respondent groups, although the majority of all travelers indicated that they visited British Columbia in the summer (June through August) (54% for consumer shows and 67% for general inquiries).

3.4 Traveler Demographics[4]

As demonstrated in Table 3-4, the average travel party size for consumer show attendees was 3.9 people; general inquiry respondents' average travel party comprised 3.3 persons. Travel parties tended to consist of people between the ages of 45 and 64, and included children 18 years of age or younger in approximately one-quarter of cases (24% for consumer shows attendees; 29% of general inquiries respondents).

Table 3-4
Traveler Demographics

Demographic Information	Consumer Show Attendees (n=135)	General Inquiry Respondents (n=506)
Total people in travel party (average)	3.9	3.3
Travel party includes children 18 years old or younger		
Yes	24%	29%
No	76%	71%
Age		
18 to 24	2%	0%
25 to 34	18%	8%
34 to 44	19%	18%
45 to 54	27%	24%
55 to 64	25%	30%
65 or older	9%	19%
Approximate annual household income		
Less than $25,000 a year	2%	3%
$25,000 to less than $45,000	4%	12%
$45,000 to less than $65,000	10%	21%
$65,000 to less than $100,000	30%	22%
$100,000 to less than $150,000	27%	14%
$150,000 a year or more	10%	8%

Note that percentages reflect the demographic characteristics of respondents who traveled to and spent at least one night in BC and do not depict the demographic make-up of the travel group or the entire survey population.
Totals may not add to 100% due to rounding and/or don't know/no response.

[4] Percentages reflect the demographic characteristics of the respondent.

3.5 Transportation and Accommodation

The majority of consumer shows respondents indicated that they traveled to BC via motor vehicle (car, truck, van, etc.) (66%) or air (27%). The same was true for general inquiries respondents with 42% survey participants choosing motor vehicle travel and 37% choosing air travel.[5]

Most individuals of both survey groups indicated that while in British Columbia they traveled via motor vehicle (car, truck, van, etc.) (94% for consumer shows, 82% for general inquiries).

The majority of respondents indicated that they used a hotel or motel during their trip to British Columbia (62% for general inquiries, 55% for consumer shows). An additional 22% of general inquiry respondents indicated that they used a campground during their stay, while 18% of consumer show attendees stayed at the home of friends or relatives.

3.6 Satisfaction with Trip to BC

Respondents who visited British Columbia were asked how satisfied or dissatisfied they were with their trip. Overall, 97% of consumer show attendees (85% very satisfied, 12% somewhat satisfied) and 97% of general inquiry respondents (85% very satisfied, 12% somewhat satisfied) were somewhat or very satisfied with their trip. Less than 1% of both respondent groups indicated that they were somewhat or very dissatisfied with their trip to BC.

Table 3-6a illustrates overall satisfaction by visitor origin for general inquiry respondents. Respondents from long-haul US were most satisfied with their trip, with 99% indicating that they were very or somewhat satisfied. It should be noted that 0% of respondents reported being "very dissatisfied" with their trip to BC.

Table 3-6a
Overall Satisfaction with Trip to BC
by Origin of General Inquiry Respondents

Origin	Sample Size	Very or Somewhat Satisfied	Neither Satisfied or Dissatisfied	Somewhat Dissatisfied
BC	131	96%	2%	2%
Regional Canada (AB, SK, MB, YK, NWT, NU)	107	95%	4%	1%
Regional US (WA, OR, ID, MT, AK)	40	98%	3%	0%
Long-haul Canada (ON, QC, NS, NB, NL, PEI)	86	97%	2%	1%
Long-haul US (all other states)	141	99%	1%	0%
Overall	**505**	**97%**	**2%**	**1%**

Note: totals may not add to 100% due to rounding and/or don't know/no response

[5] Please note that residents of BC were not asked how they traveled to BC.

As can be seen in the Table 3-6b, overall satisfaction among consumer show attendees was similarly high, with more than nine in ten respondents from all four regions indicating being somewhat or very satisfied with their trip to BC. It should again be noted that 0% of respondents reported being "very dissatisfied" with their trip to BC.

Table 3-6b
Overall Satisfaction with Trip to BC
by Origin of Consumer Show Respondents

Origin	Sample Size	Very or Somewhat Satisfied	Neither Satisfied or Dissatisfied	Somewhat Dissatisfied
BC	37	97%	3%	0%
AB	70	99%	1%	0%
ON	14	93%	0%	7%
WA	14	93%	7%	0%
Overall	**135**	**97%**	**2%**	**1%**

The vast majority of respondents who had traveled to British Columbia in 2005 noted that they were somewhat or very likely to take another trip to BC, as indicated by 100% of consumer show attendees and 92% of general inquiry respondents.

Survey participants were provided with the opportunity to indicate what would have helped them plan or enjoy their trip more. While a significant proportion of respondents reported that there was nothing that would have helped them plan or enjoy their trip more, some comments from respondents included the following suggested improvements:

> *"There was a lot of construction on the roads. It would have been helpful to know where construction was taking place ahead of time."*
>
> General Inquiries Respondent

> *"It was time consuming searching on the Internet for a Bed & Breakfast. It would be more helpful to have a complete Vancouver B&B guide."*
>
> Consumer Show Attendee

> *"Less expensive air fare would have helped."*
>
> General Inquiries Respondent

> *"The prices regarding sightseeing attractions and accommodations should be more accurate. We received larger bills than what we expected."*
>
> Consumer Show Attendee

> *"I wish they had more detailed local publications for local events available for travelers."*
>
> General Inquiries Respondent

3.7 Travel Planning

Respondents indicated that they utilized several sources of information to plan their trip to BC, in addition to information provided at a consumer show or mailed by the regional tourism offices. On average, respondents indicated that they used two additional sources of information to the mailed package of information or consumer show to plan their trip.

In addition to the mailed package of information, the BC Tourism website ranked high among the sources of information used to plan trips to BC by both survey groups (41% for general inquiries, and 27% for consumer shows). The sources of information used for trip planning for both survey groups are shown in Table 3-7.

Table 3-7
Sources of Information Used for Trip
(in addition to mailed package of information received and/or consumer show)

Source of Information	Consumer Show Attendees (n=133)	General Inquiry Respondents (n=476)
Tourism BC website	27%	41%
Friends and family	18%	32%
Previous visit to BC	20%	26%
Travel club (CAA, AAA, BCAA)	7%	16%
Visitor Info Centre(s)	6%	10%
Regional Tourism Association website	16%	25%
BC Vacation Planner/Outdoor Adventure Guide or other	2%	3%
BC Approved Accommodation Guide	5%	6%
Travel agent	2%	1%
Newspaper travel section	2%	2%
Consumer Show[1]	--	1%
Other	63%	38%

Note: totals may exceed 100% due to multiple response and don't know/no response
[1] Note that "consumer show" was only offered among the response options on the general inquiries survey.

As shown in Table 3-7, both survey groups had high proportions of respondents who selected an "other" source of information. Of those, 57% of shows attendees and 44% of general inquiries utilized the internet or general website searches when planning their trip. Books/travel guides/atlases were also used by 21% of general inquiry respondents, while 24% of consumer shows attendees reporting not using any additional sources of information.

Overall, respondents who attended a consumer show indicated that information from the consumer show (25%) was most influential in their decision to travel to BC. An additional 19% of consumer show attendees indicated that none of the information they received was influential in their decision to travel to BC. The most influential source of information for general inquiry respondents in making their decision to travel to BC was the mailed package of information (31%) followed by information received by friends and family (19%).

As for the source of information that was most useful in planning their trip itinerary and activities, general inquiry respondents indicated that the mailed package of information received was most useful (46%), while consumer show attendees felt that the consumer show had been most useful (25%) for itinerary and activities planning.

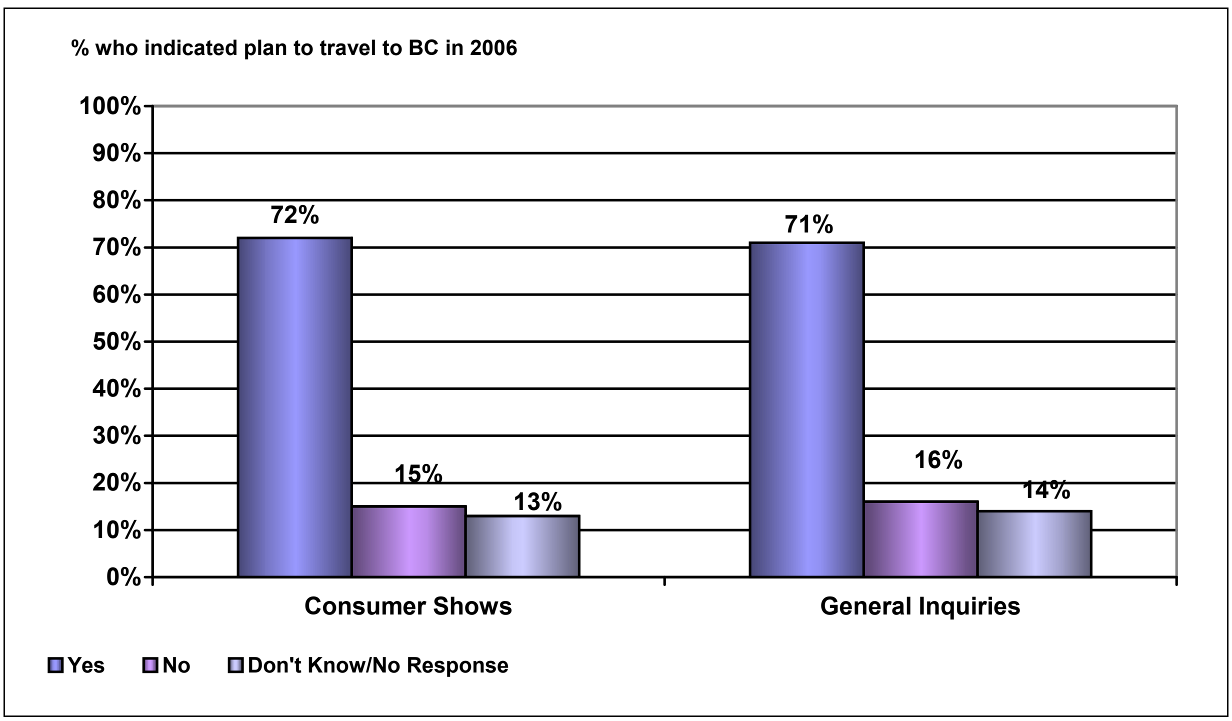
3.7.1 Future Travel Plans to BC

A question regarding future trip plans to BC (i.e., in 2006) was asked of the following sub-sets of both respondent groups:

- Respondents who did not take an overnight trip outside of their home province/state; or
- Respondents who did take an overnight trip but not to BC.

As illustrated in Chart 3-7, the majority of consumer show attendees (72%) and general inquiry respondents (71%) indicated that they planned to visit BC in 2006. It should be noted that an additional 13% of shows attendees and 14% of general inquiries respondents did not or were not able to report their plans for traveling to BC in 2006. Respondents from the Calgary and Edmonton Golf Shows and the Vancouver Travel and Vacation Show were the most likely to indicate that they would travel to BC in 2006 (100% of each show group respectively).

Chart 3-7
Future Travel Plans to BC



n=93 for Consumer Show and n=249 for General Inquiries
Totals may not add to 100% due to rounding.

The largest proportion of both respondent groups indicated that the information that they received (as a result of making an inquiry or attending a show) had influenced their decision to travel to BC in 2006 (60% of consumer show attendees and 65% of general inquiry respondents). However, while the majority (55%) of general inquiry respondents indicated that the information had been a major influence, it had been a minor influence for the majority (57%) of consumer show attendees when considering traveling to BC in 2006.

SECTION 4: REASONS FOR NOT TRAVELING TO/IN BRITISH COLUMBIA

For consumer show attendees, the most frequently cited reason for not visiting BC was a decision to visit an alternate destination (53%). Another two in ten (20%) show attendees could not recall the reason. While the largest proportion (34%) of general inquiry respondents could not remember the reason for not traveling to BC, personal problems/illness were cited by just over one-quarter of respondents (27%). An additional 18% of general inquiry respondents also cited not having enough time for a trip, or deciding to visit another destination instead of BC.

Table 4-1a
Reasons for Not Traveling to BC

Reasons	Consumer Show Attendees (n=45)	General Inquiry Respondents (n=89)
Decided to visit another destination instead	53%	18%
Don't remember the reason	20%	34%
Personal family illness/problem	11%	27%
No time for trip	11%	18%
Personal financial reasons	9%	8%
Change in the US/Canadian dollar exchange rate	0%	1%

Note: responses may exceed 100% due to multiple response.

As indicated in Table 4-1b, at the time of the inquiry or consumer show, 54% of general inquiry respondents and 7% of consumer show attendees who did not overnight in BC in 2005 indicated that they had originally planned on taking a trip to BC that year but had since changed their mind. Nearly one-third (31%) of general inquiry respondents and almost one-half (54%) of consumer show attendees indicated that they had not been considering a trip to BC at the time of their inquiry.

Table 4-1b
Original 2005 Travel Plans

Travel Plans	Consumer Show Attendees (n=46)	General Inquiry Respondents (n=133)
Planning to take a trip to BC in 2005 but changed mind since.	7%	54%
Still deciding where to go on a trip in 2006, were considering BC, but chose not to visit.	17%	15%
Not considering a trip to BC in 2006.	54%	31%

SECTION 5: DEMOGRAPHIC PROFILE

The following table illustrates the demographic characteristics of both respondent groups.

Table 5-1
Demographic Profile

Demographic	Consumer Show Attendees (n=228)	General Inquiry Respondents (n=756)
Total people in household (average)	2.6	2.6
Includes children 18 years old or younger		
Yes	27%	28%
No	65%	59%
Live with partner (spouse, common-law, etc.)		
Yes	85%	81%
No	7%	6%
Age categories		
18 to 24	1%	1%
25 to 34	15%	8%
34 to 44	17%	16%
45 to 54	31%	24%
55 to 64	25%	28%
65 or older	11%	22%
Highest level of education		
High school incomplete	3%	4%
High school graduate	17%	14%
Some vocational, technical college or university	10%	10%
Vocational or technical college	30%	18%
University (Bachelor's degree)	28%	30%
Graduate degree (Master's, Doctorate)	12%	24%
Approximate annual household income[1]		
Less than $25,000 a year	2%	4%
$25,000 to less than $45,000	6%	12%
$45,000 to less than $65,000	14%	19%
$65,000 to less than $100,000	31%	21%
$100,000 to less than $150,000	19%	15%
$150,000 a year or more	10%	7%
Gender		
Male	59%	42%
Female	41%	58%

Note: totals may not equal 100% due to rounding and/or Don't Know/No Response

[1] Note that household income was reported in respondent's native currency, therefore totals represent both Canadian and US dollars.

APPENDIX A: SAMPLE QUOTAS

The survey produced a total of 228 completed interviews with consumer show attendees and 756 interviews with general inquiry respondents. After consulting with the Project Manager, the target completion quotas were relaxed in an effort to maximize the overall response rates for both surveys. To that end, while not all of the target quotas were met, the overall valid response rates achieved in the 2005/6 surveys either matched or exceeded those obtained in 2004. Where interviewers were unable to reach potential respondents, up to eight call back attempts were made.

Table A-1
Survey Completions by Consumer Show and Likelihood of Visiting BC

	Likelihood to Visit BC							
	Not Likely		Somewhat Likely		Very Likely		Total	
Consumer Show	quota	comp.'s	quota	comp.'s	quota	comp.'s	quota	comp.'s
AB	50	52	15	13	40	35	105	100
BC	25	25	15	15	10	8	50	48
ON	10	10	10	10	15	15	35	35
WA	30	20	5	4	25	21	60	45
Total	**115**	**107**	**45**	**42**	**90**	**79**	**250**	**228**

Table A-2
Survey Completions by Regional Tourism Association and Month of Inquiry

	Month of Inquiry							
	Jan-Mar 2005		Apr-Jun 2005		Jul-Aug 2005		Total	
Tourism Association	quota	comp.'s	quota	comp.'s	quota	comp.'s	quota	comp.'s
Cariboo Chilcotin Coast (CTA)	20	20	20	20	15	9	55	49
Kootenay Rockies (KRT)	15	18	10	13	5	3	30	34
Northern British Columbia (NBC)	45	46	10	12	--	--	55	58
Tourism Vancouver Island (TAVI)	125	119	140	214	50	71	315	404
Thompson Okanagan (TOTA)	55	73	100	65	50	32	205	170
Vancouver, Coast and Mountains (VCM)	45	21	30	17	15	3	90	41
Total	**305**	**297**	**310**	**341**	**135**	**118**	**750**	**756**