



**TOURISM BRITISH COLUMBIA**  
C A N A D A

## RESEARCH AND PLANNING

# FORT STEELE HERITAGE TOWN VISITOR STUDY 2007 RESULTS

June 2008

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## Acknowledgements

The 2007 Fort Steele Heritage Town Visitors Study was a comprehensive survey of travellers to Fort Steele Heritage Town and the East Kootenay region between May and September 2007.

The Fort Steele Heritage Town Visitor Study was a partnership between Tourism British Columbia, the Ministry of Tourism, Culture & the Arts<sup>1</sup> (Tourism Development Branch and Heritage Branch) and Fort Steele Heritage Town.

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- City of Kimberley
- Fort Steele Heritage Town
- 393 Dairy Bar

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<sup>1</sup> Formerly Ministry of Tourism, Sport and the Arts.

## Executive Summary

Thousands of tourists and local residents attend cultural and arts festivals, fairs and attractions across Canada every year. They leave these sites with new experiences, new knowledge and with valuable impressions that can help organizers make more informed design, planning and marketing decisions. If they are tourists, these visitors inject money into the local community, adding to its economic well-being. A consortium of national, provincial and territorial organizations<sup>2</sup> produced a series of publications known as *The Guidelines for Survey Procedures* designed to generate credible and consistent inputs for estimating the tourism economic impact of festivals, events and attractions. *The Guidelines* can also be easily adapted for a variety of visitor studies depending on the information needs and research objectives of individual festivals, events and attractions.

Due to increasing funding needs as well as product development and marketing needs of heritage attractions in communities around the province, Tourism British Columbia (Research & Planning) in partnership with the Ministry of Tourism, Culture and the Arts (Tourism Development & Heritage branches) and Fort Steele Heritage Town identified the need to test the effectiveness of the survey procedures outline in the Guidelines. *The Guidelines: Survey Procedures for Tourism Economic Impact Assessments at Permanent, Gated Attractions* was used in this study to explore the impact and benefit of Fort Steele Heritage Town and to better understand the positioning of the site as a unique British Columbia attraction. Specifically, the study objectives were:

1. To profile travellers to Fort Steele Heritage Town and the East Kootenay region in terms of traveller and trip characteristics in order to support market and product development;
2. To collect and provide expenditure data to the Ministry of Tourism, Culture and the Arts for their estimation of the economic analysis of Fort Steele Heritage Town.

A three-location, two-stage survey design was used to achieve the study objectives. Travellers were interviewed at three locations: Fort Steele Heritage Town and two reference sites (Kimberley and Elko). The purpose of collecting information from the reference sites was to obtain information about the typical traveller to the East Kootenay region for comparison with travellers who visited Fort Steele Heritage Town. On-site interviews collected information from travellers during their trip and a mailback questionnaire collected information from travellers after their trip. The purpose of the mailback questionnaire was to gather information about trip motivation, planning, experiences and activities, and to understand travellers' perceptions of the East Kootenay region and British Columbia upon trip completion.

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<sup>2</sup> Sponsors of the original and/or subsequent Guideline projects: Alberta Tourism, Parks, Recreation and Culture; British Columbia Ministry of Tourism, Culture and the Arts; Canadian Tourism Commission; Federal-Provincial-Territorial Culture/Heritage and Tourism Initiative; Government of the Northwest Territories – Department of Resources, Wildlife, & Economic Development; Government of Yukon – Department of Tourism and Culture; Nova Scotia Department of Tourism, Culture and Heritage; Ontario Ministry of Tourism; Tourism British Columbia; Tourism Prince Edward Island.

- Between May 18 and October 6, 2007, a total of 2,482 people were approached either at Fort Steele Heritage Town or one of the two reference sites. Of those, 1,771 agreed to complete the interview. However, 54 of these individuals had already completed the survey at a different location and were not invited to participate a second time. Among those intercepted at the reference sites, 334 were excluded as they were from the local area, and an additional four were excluded who were part of an organized tour group. The final result was 1,373 useable surveys.
- Sixty-four percent of travellers intercepted at one of the three survey locations agreed to complete the mailback survey and 59% of these returned the mailback surveys by January 22, 2008, resulting in 438 useable surveys for analysis.
- Overall, a third of Fort Steele visitors were from British Columbia (including those from the local area), and almost a fifth of all visitors intercepted at Fort Steele were from the East Kootenay region<sup>3</sup> (17%, Table 3). However, only a quarter of independent, non-resident travellers to Fort Steele were from British Columbia. Similarly, a fifth of visitors interviewed at the reference sites were from British Columbia (26% Fort Steele; 21% Reference Sites).
- With respect to age and education, there were no practical differences between independent travellers at Fort Steele Heritage Town and Kimberley and Elko reference sites. The largest observed difference in age was found among those 65 years of age or older where those from Fort Steele were slightly more likely to be included in this age category. Overall, approximately three quarters of all travellers interviewed were 45 years of age or older (77% Fort Steele; 71% Reference Sites) with a quarter between 55 to 64 years of age.
- On average, travel parties were comprised of 2.8 persons. Not surprisingly, travel parties that included children were larger than average at 4.2 people. Among those travelling without children, the average travel party size was 2.3 persons. No differences were seen in travel party size among visitors to Fort Steele and the reference sites.
- Overall, 81% of all travellers indicated that the primary purpose of their trip was for leisure. This number was higher among independent travellers to Fort Steele, compared to those interviewed at the reference sites (Fort Steele 83%; Reference Sites 76%).
- Three quarters (75%) of all travellers used cars, trucks, or motorcycles as their primary mode of transportation (73% Fort Steele; 77% Reference Sites) and just over one fifth indicated they used a recreational vehicle or campers (20% Fort Steele; 21% Reference Sites).

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<sup>3</sup> The East Kootenay Region is defined according to the boundaries identified by the East Kootenay Regional District. For comparative purposes, travellers interviewed at Fort Steele who were residents of the Cranbrook region (defined above) or who were part of a tour group were not included in the group identified as Fort Steele Independent Travellers. Unless otherwise noted, comparative figures provided in the brackets were made between Fort Steele Independent Travellers and those interviewed at the Reference Sites at Kimberley and Elko.

- Just under half of all overnight travellers used resorts, hotels, motels, and/or B&Bs as their primary accommodation (45%). Fort Steele visitors were more likely to indicate fixed roof accommodation (48% Fort Steele; 36% Reference Sites). One third of travellers at both locations reported staying at a campground or RV park (37% Fort Steele; 36% Reference Sites).
- One quarter of all travellers indicated they were touring with no specific destination. Independent travellers to Fort Steele, however, were twice as likely to indicate having no primary destination compared to those from the reference sites (32% Fort Steele; 16% Reference Sites). Among all travellers who indicated a specific destination, the majority (54%) selected a destination within the Kootenay Rocky region, while a total of 60% indicated a destination within British Columbia. Independent travellers to Fort Steele were less likely to select a destination in the Kootenay Rocky region (43% Fort Steele; 62% Reference Sites). Outside of British Columbia, the most popular primary destination was Alberta (14% Fort Steele; 7% Reference Sites).
- Overall, 83% indicated they been to the East Kootenay region in the past with almost half (45%) reporting taking between one and three trips to/in the region in the past two years.
- The community that visitors planned to spend time in most often was Windermere / Columbia Valley (including the communities of Fairmont Hotsprings, Radium Hotsprings, Invermere and Panorama) with 39% of all visitors indicating they planned to spend at least one hour in the area. Independent travellers to Fort Steele were most likely to be including this area in their travel plans (52% Fort Steele; 49% Kimberley; 13% Elko).
- The majority did not consider other destinations or routes while planning their trips (82% Fort Steele; 81% Reference Sites). Amongst those that did consider alternatives, the largest group were deciding between other routes or destinations in the Kootenay Rockies (33% Fort Steele; 52% Reference Sites). Visiting friends and family was the most frequently stated reason for choosing their destination or route for reference sites travellers (27%), while visiting a new or recommended location or as part of a tour was cited most often by those who were stopped at Fort Steele (22%).
- The majority (92%) of travellers interviewed indicated they would be stopping and spending time in the East Kootenay region and among these travellers, Fort Steele independent travellers reported slightly shorter stays in the area (5 days Fort Steele; 6 days Reference Sites). No difference was seen between the amount of time independent travellers at Fort Steele and the reference sites indicated they would be spending in British Columbia (9 days at Fort Steele and the Reference Sites) and on their trip in total (15 days for both).
- On average, independent travellers from international countries (other than the US) spent the most time away from home and in British Columbia compared to travellers from other market origins. They spent an average of 19 days compared to 5 days for visitors from the United States, 6 days for British Columbians travelling within the province, and 7 days for visitors from other Canadian provinces.

- There were considerable differences in trip duration by market origin between independent travellers at Fort Steele and those interviewed at the reference sites. At Fort Steele, independent international travellers spent an average of 26 days away from home, whereas those interviewed at the reference sites spent an average of 64 days away from home. US travellers interviewed at the reference sites tended to have longer trips, while independent Fort Steele travellers from Canadian provinces other than BC tended to have longer trips than those from the reference sites. Among independent British Columbia travellers there was no difference in the total trip duration for Fort Steele and reference site visitors.
- Based on responses from the mailback survey, travellers at Fort Steele and the Kimberley/Elko reference sites were quite similar to each other with respect to their travel planning horizons. The majority of travellers spent three or more weeks planning their trip, with most travellers starting planning for their trip 13 or more weeks in advance.
- Past experience was the most often cited information source used for trip planning. Travel guidebooks and brochures were also frequently mentioned sources, while less frequently used information sources included the Internet, and advice from friends and relatives. Travel guidebooks and brochures were selected most frequently as the most useful source for trip planning both before and during the trip.
- Travellers to both Fort Steele Heritage Town and those intercepted at the reference sites were very similar in terms of the travel arrangements they made *before* their trips. Both groups were most likely to book accommodation before travelling, while nearly one third of arrangements for transportation within BC was booked before departure. There were also very few differences in the travel services that visitors to Fort Steele purchased *during* travel compared to those at the reference sites. Nearly all purchases regarding permanent attractions, events, and other activities were completed enroute. Travellers from BC were more likely to make accommodation and transportation arrangements during their trip and conversely those from the US were more likely to make these arrangements prior to leaving.
- A fifth of respondents indicated that golf was their primary leisure activity while in the region. A total of 13% stated that their primary activity was swimming or taking in the local hot springs, while an additional 12% would be hiking, walking or running in the area. Among mailback respondents the top activity at Fort Steele, not surprisingly, was visiting a museum, heritage or historic site, mentioned by nearly three-quarters of Fort Steele visitors, while top activities for travellers to the reference sites included shopping, visiting parks, wildlife viewing and fine dining.
- The majority of travellers to Fort Steele Heritage Town purchased a regular admission or a Steele of a Deal (Regular). Combined these two payment methods made up 86% of all admission purchases (76% regular admission; 10% Steele of a Deal).

- Visitors were asked about the total amount of time they were planning to spend at Fort Steele. The vast majority of visitors indicated they would be spending one day or a part of one day at the attraction (94%). The other 6% of visitors indicated that they would be spending between 2 days and one week at the site, with the largest proportion of multi-day visitors planning to spend 2 days onsite. Over two-thirds of visitors (71%) indicated that they planned on spending between two and four hours at Fort Steele.
- The most commonly cited reason for visiting Fort Steele Heritage Town was to learn about the history of the area (59% of all Fort Steele visitors mentioned this as a reason for their visit). Similarly, to experience the history of the area was the second most often mentioned reason (36%), followed by to see what the 1880s were like (27%).
- Half of all travellers mentioned that they had heard about Fort Steele from family and friends (52%). A third mentioned they heard about Fort Steele through signs along the highway, while a tenth found the information in a tourism guide (11%).
- Overall, visitors to Fort Steele were very satisfied with their experience and all aspects of Fort Steele. A total of 98% rated the overall experience at Fort Steele a 7 or better on a scale of 1 to 10, with 68% providing a rating of either 9 or 10. When asked about specific elements of the Fort Steele experience the highest ratings were given to facility staff (77% rated staff either 9 or 10).
- On average, visitors reported that their travel parties spent \$49.64 while on site. Of the total dollars that visitors reported spending, nearly half (47%) was spent on admission, with food and beverage the second largest spending category (23%). The highest average spending category was souvenirs or items purchased from the gift shop (average expenditure among those who made a purchase in this category was \$29.79) and these types of purchases were made by 36% of visitors.
- A third of visitors to Fort Steele stated that they would be either very or somewhat likely to return in the next 12 months (33%). Just over half of all visitors (56%) stated that they would likely not be returning to the attraction in the next year. The vast majority stated that they would recommend Fort Steele Heritage Town to friends and family (97%) with only 1% stating they would not recommend it at all.
- When visitors to Fort Steele Heritage Town were asked about the importance of the attraction to their decision to visit the East Kootenay region, 39% of Fort Steele visitors and 25% of visitors to the reference sites stated that Fort Steele was either a very important factor (rating of 7-9 on a 10 point scale) or the single most important factor (rating of 10).
- Mailback survey participants were most likely to report that Fort Steele Heritage Town was unique because it was original, unique or authentic (13% of the total responses; 30% of the total respondents), that it was entertaining or enjoyable (13% responses; 30% of respondents), and that it was of historical significance or depicted the history of the area (12% of responses; 27% of respondents).

- The quality of the way Fort Steele was maintained or laid out was the most mentioned positive aspect of Fort Steele (19% of the total responses; 46% of the total respondents) with the high level of customer service provided (13% of responses; 33% of respondents) and the quality of the entertainment or visitors' enjoyment of Fort Steele (12% of responses; 30% of respondents) rounding out the top three positive aspects.
- Among those who supplied information about negative images or characteristics the most common response (32% of responses; 52% of respondents) concerned limited access and restrictions to various facilities, including buildings or portions of buildings that were closed, attractions that were not available, scheduling issues, and challenges in the facility operating hours.
- A total of 123 visitors (29%) indicated that they had visited another heritage or historical attractions on their trip. These included Kimberley's Underground Mining Railway (13%), the Canadian Museum of Rail Travel in Cranbrook (13%), and the SS Moyie at Kaslo (6%).
- When asked if they were likely to return to the East Kootenay region for a future leisure trip, the majority of survey participants indicated that they would (56% very likely to return and 24% likely to return). Only 5% of travellers indicated they were not likely or not at all likely to return to the region.
- The majority of travellers were satisfied with their trip to British Columbia with 89% stating either 'very satisfied' (76%) or 'somewhat satisfied' (13%), and the majority of travellers indicated they would return for a future trip (73% very likely and 19% likely).
- Overall, travellers reported an average spending of \$141.00 per day for their travel party during their trips. Results were similar at the different locations with parties from Fort Steele spending slightly more at \$144.21 per day and parties at the reference sites spending \$135.18. Examining total per person expenditures revealed that each Fort Steele visitor spent an average of \$56.60 per day, compared to \$51.41 per day for each reference site traveller.



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## Introduction

Fort Steele Heritage Town is a unique attraction in British Columbia's East Kootenay region that allows visitors to venture back in time to explore frontier life, as it would have been in the late 1800s. The attraction is dedicated to educating the public about the history of the region and hosts an estimated 80,000 visitors annually. The draw of Fort Steele places it as a key contributor to tourism in the region.

In an effort to better understand the economic impact of this attraction, the Fort Steele Heritage Town Visitor Study was undertaken to collect detailed travel and motivation information from visitors both to the site and to reference sites in the nearby area. As with many attractions, limitations in budget and resources often mean that conducting a robust and reliable visitor study is difficult or not possible. To overcome these obstacles, this visitor study was conducted as a partnership project between Fort Steele Heritage Town, Tourism BC, and the Ministry of Tourism, Culture and the Arts (Heritage Branch and Tourism Development Branch). It was a pilot project designed to implement specific survey procedure guidelines to assess the economic impact of gated, permanent attractions that were developed by a consortium of national, provincial and territorial organizations<sup>4</sup>. The *Guidelines: Survey Procedures for Tourism Economic Impact Assessments at Permanent, Gated Attractions*<sup>5</sup> was used in this study to explore the impact and benefit of Fort Steele Heritage Town and to better understand the positioning of the site as a unique British Columbia attraction.

The primary objectives of this study are:

1. To profile travellers to Fort Steele Heritage Town and the East Kootenay region in terms of traveller and trip characteristics in order to support market and product development;
2. To collect and provide expenditure data to the Ministry of Tourism, Culture and the Arts for their estimation of the economic analysis of Fort Steele Heritage Town.

Two reports were generated from this visitor study. This report outlines characteristics of the travellers that visited Fort Steele Heritage Town and the East Kootenay region in the summer of 2007. A second report entitled, "Economic Impact Analysis of Fort Steele Heritage Town" outlines the results of the tourism economic impact assessment including an estimation of Fort Steele Heritage Town's overall economic contribution to the Regional District of the East Kootenays during the summer of 2007. The Economic Impact Analysis of Fort Steele Heritage Town is available from the Ministry of Tourism, Culture and the Arts.

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<sup>4</sup> Sponsors of the original and/or subsequent Guideline projects: Alberta Tourism, Parks, Recreation and Culture; British Columbia Ministry of Tourism, Culture and the Arts; Canadian Tourism Commission; Federal-Provincial-Territorial Culture/Heritage and Tourism Initiative; Government of the Northwest Territories – Department of Resources, Wildlife, & Economic Development; Government of Yukon – Department of Tourism and Culture; Nova Scotia Department of Tourism, Culture and Heritage; Ontario Ministry of Tourism; Tourism British Columbia; Tourism Prince Edward Island.

<sup>5</sup> See Guidelines: Survey Procedures for Tourism Economic Impact Assessments of Gated, Permanent (Source: [http://www.tourismbc.com/pdf/Guidelines\\_Attraction.pdf](http://www.tourismbc.com/pdf/Guidelines_Attraction.pdf))

## Methods

A three-location, two-stage survey design was used to examine the study objectives. Travellers were initially interviewed at one of three locations, Fort Steele Heritage Town and reference sites in either Kimberley or Elko. The purpose of collecting information at the reference sites was to obtain information about the typical traveller to the East Kootenay region for comparison with travellers who visited Fort Steele. On-site interviews collected information from travellers during their trip and a mailback questionnaire collected information from travellers after their trip. The purpose of the mailback questionnaire was to gather additional information about trip characteristics, planning, experiences and activities, to compare mid-trip and post trip expenditure information, and to understand travellers' perceptions of the East Kootenay region and British Columbia upon trip completion.

Due to the multiple objectives of this visitor survey, there were two streams of survey data collected – the general visitor survey questions and the tourism economic impact survey questions. Information to fulfill objective one (to collect general traveller & trip characteristics) of this project was collected at Fort Steele Heritage Town and at reference sites in Kimberley and Elko, BC. Information collected to fulfill objective two of this project (to determine the economic contribution of Fort Steele Heritage Town to the regional district) was collected only at Fort Steele Heritage Town. This report only outlines the results of the interviews at Fort Steele Heritage Town and the reference sites as they pertained to the general visitor survey questions in order to fulfill the traveller & trip profiling objective. This report does not attempt to estimate the economic impact of Fort Steele Heritage Town. Those results can be obtained from the Economic Impact Analysis of Fort Steele Heritage Town report that will be available from the Ministry of Tourism, Culture and the Arts.

### Data Collection - Interview

Two interviewers collected data between May 18 and October 6, 2007. On-site interviews were conducted at Fort Steele Heritage Town throughout the duration of the study period, while data was collected at the reference sites from May 25 through August 31, 2007. For the most part, the interviewers' schedule consisted of a systematic sample of four continuous days of interviewing followed by two days off, alternating on a daily basis between Fort Steele and the reference sites (Appendix A).

Potential respondents were randomly selected at each location, as they exited Fort Steele or passed a predetermined point at one of the reference sites. At Fort Steele, respondents were asked if they were willing to participate in a fifteen-minute interview and at the reference sites, respondents were asked if they were willing to participate in an eight-minute interview, since the questionnaire was slightly shorter. All visitors were given a Super, Natural British Columbia® refrigerator magnet for their time if they agreed to participate. Respondents were then asked if they had previously completed a Tourism BC administered survey on their current trip. If so, they were eliminated from the interview in an effort not to duplicate responses. Respondents then progressed through a series of further screening questions depending on the location of the interview. For those interviews conducted at either of the reference sites (Kimberley/Elko), respondents who were residents of the Cranbrook

region<sup>6</sup> or a part of an organized tour group were screened out of the survey in an effort to focus on independent travellers. Interviews with business travellers and day trippers were ended after the first few questions.

Resident visitors and tour group and business travellers intercepted at Fort Steele Heritage Town were considered part of study group and completed the interview. At all sites, only independent, non-resident, overnight leisure travellers were recruited for the follow-up mailback survey. The interviewers recorded responses on handheld computers (Palm Pilots) using Techneos Data Entryware software.

During the interview, questions were asked about (see intercept questionnaires in Appendix B):

- traveller demographics,
- primary trip purpose,
- primary destination,
- other communities visited,
- primary mode of transportation,
- trip duration,
- length of stay in the East Kootenay region and in British Columbia,
- primary accommodation,
- daily expenditures,
- past travel to the East Kootenay region,
- sources of information about Fort Steele Heritage Town,
- travel experience at Fort Steele Heritage Town (Fort Steele site only)
- travel intentions regarding Fort Steele Heritage Town (reference site only).

Additionally, those who were interviewed at Fort Steele Heritage Town, were also asked about:

- admission purchased to Fort Steele,
- reasons for decision to visit Fort Steele,
- length of stay at Fort Steele,
- level of satisfaction with a number of components of the Fort Steele experience,
- other attractions or events considered on travel itinerary,
- likelihood of return/recommendation to Fort Steele,
- detailed travel expenditures.

With the exception of local residents, tour group participants, and business travellers, all respondents were asked to participate in the mailback questionnaire and mailing addresses were collected from those who agreed to participate. A copy of *British Columbia Magazine* and a chance to win a digital camera were used as incentives to achieve a high participation rate in the mailback questionnaire.

Between May 18 and October 6, 2007, a total of 2,482 people were approached either at Fort Steele Heritage Town or one of the two reference sites. Of those, 1,771 agreed to complete the interview. However, 54 of these individuals had already completed the survey at a different location and were not invited to participate a second time. Among those intercepted at the reference sites, 334 were

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<sup>6</sup> Defined as the area south of Skookumchuk and north of Ryan, including all communities between Kimberley and Jaffray  
Research and Planning, Tourism British Columbia

excluded as they were from the local area, and an additional 4 were excluded who were part of an organized tour group. The final result was 1,373 useable surveys. (Table 1 provides complete details).

Table 1. Travellers surveyed at Fort Steele Heritage Town, Kimberley and Elko.

	Travellers Approached	Agreed to Interview	From Local Area <sup>1</sup>	Previous survey participant	Part of Organized Tour Group	Incomplete Surveys	Useable Traveller Surveys <sup>2</sup>
Fort Steele Heritage Town	1,446	878	130	33	58	6	839 (95.6%)
Kimberley	603	496	209	10	4	0	273 (55.0%)
Elko	433	397	125	11	0	0	261 (65.7%)
<b>Grand Total</b>	<b>2,482</b>	<b>1,771</b>	<b>464</b>	<b>54</b>	<b>62</b>	<b>6</b>	<b>1,373 (100.0%)</b>

1. The Local Area is defined as the Cranbrook region, which includes the area south of Skookumchuk and north of Ryan and all communities between Kimberley and Jaffray.

2. The percentage represents the number of surveys not eliminated as a result of screening questions as a percentage of the total number who agreed to participate. Includes 39 business travellers from the Kimberley and Elko surveys who participated in an abbreviated interview (6 Kimberley; 33 Elko). Business travellers intercepted at Fort Steele Heritage Town (n=13) were included in the analysis.

### Data Collection - Mailback

Mailback questionnaires were sent to consenting visitors with a business reply envelope and a *British Columbia Magazine* in early August 2007 (for visitors interviewed between May 18<sup>th</sup> and July 26<sup>th</sup>) and in mid-October 2007 (for visitors interviewed between July 27<sup>th</sup> and October 6<sup>th</sup>). The first mailing was followed by a second mailing of a reminder postcard and a third mailing of just a questionnaire and a business reply envelope. Responses were accepted until January 22<sup>nd</sup>, 2008.

Two different versions of the mailback questionnaire were produced; one for visitors intercepted at Fort Steele and one for visitors intercepted at the reference sites. These questionnaires collected a variety of information including (see mailback questionnaires in Appendix B):

- trip duration,
- length of stay in British Columbia,
- length of stay in the East Kootenay region,
- primary destination,
- destination decision-making,
- travel route and overnight stay information,
- trip activities,
- trip planning,
- travel services purchases prior to and during trip,
- primary accommodation,
- trip expenditures,
- satisfaction with experience at Fort Steele Heritage Town,
- satisfaction with trip to British Columbia,
- the likelihood of returning to the East Kootenay region and British Columbia, and,
- travel party demographics.

Sixty-four percent of travellers intercepted at one of the three survey locations agreed to complete the mailback survey and 59% of these returned the mailback surveys by January 22, 2008, resulting in 438 useable surveys for analysis (Table 2).

Table 2. Mailback survey response from travellers intercepted at Fort Steele Heritage Town, Kimberley and Elko.

	<b>Travellers Asked to Participate in Mailback<sup>1</sup></b>	<b>Agreed to Complete Mailback</b>	<b>Incomplete Addresses</b>	<b>No Response</b>	<b>Useable Mailback Surveys</b>
Fort Steele	688	462 (67.1%)	6	171	<b>285 (61.7%)</b>
Kimberley	264	157 (59.5%)	1	66	<b>90 (57.3%)</b>
Elko	194	119 (61.3%)	0	56	<b>63 (52.9%)</b>
<b>Grand Total</b>	<b>1,146</b>	<b>738 (64.4%)</b>	<b>7</b>	<b>293</b>	<b>438 (59.3%)</b>

1. This does not include business travellers (n=52) or the 6 respondents who provided incomplete responses to the survey. Also excluded are 130 local residents of the Cranbrook region who participated in the Fort Steele survey. Additionally, 9 Fort Steele participants from tour groups and 6 who were intercepted on day trips completed the mailback survey inadvertently. These have been included in the numbers above, but have been excluded from the final analysis, as many of the questions were not applicable.

### Data Analysis

Descriptive statistics were used to analyze and summarize results of the report. 'Don't know/No response' answers have been excluded from the analyses for all questions. This survey included a shortened version for travellers who stated their primary purpose was work or business activities. On occasions where it was inappropriate to compare these responses to those of pleasure travellers these responses have been removed from the analysis.

For most sections, the report presents results at Fort Steele Heritage Town beside results at the reference sites in an effort identify differences between travellers who visited the attraction and typical travellers to the region. When necessary, results are presented by traveller sub-group (e.g. segmented based on traveller demographics or trip characteristics) to examine the difference among sub-groups.

In an effort to provide practical and actionable information to meet stakeholders' operational or marketing needs, this report will focus on practical differences rather than statistically significant differences. The rationale for this approach is that very small and unimportant differences can be found to be statistically significant under certain circumstances. As such, this report typically only takes note of differences of  $\pm 10$  percentage points (ppts) or more. In the report's tables, differences that are 10 ppts or more higher than the Reference Site are highlighted in blue, while differences that are 10 ppts or more lower are shown in red (Figure 1).

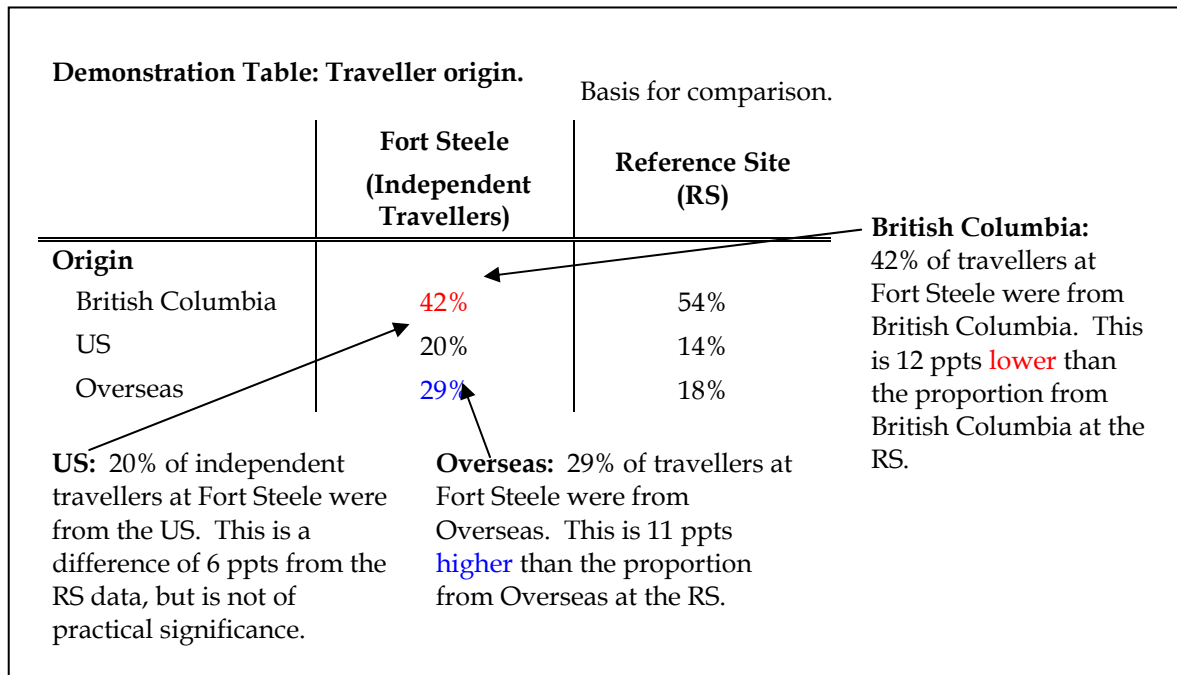


Figure 1. Interpreting the tables. Data is fictitious and for illustrative purposes only.

The study design produced four sets of data (the interview responses at Fort Steele Heritage Town and reference sites, and the mailback responses from these two locations). At all locations, the respondents and the responses could vary between the interview and mailback questionnaires because travellers could drop out of the study by not agreeing to complete the mailback questionnaire or by not completing the mailback questionnaire even if they had agreed to complete it (which could cause non-response bias). Both instances could cause the mailback questionnaire results to be unrepresentative of travellers interviewed on-site. Similarly, the responses to similar questions in the interview and mailback questionnaires could vary due to real differences in traveller behaviour (for example, a traveller may have intended to visit Fort Steele when they were interviewed during their trip but reported that they did not actually visit Fort Steele on the mailback questionnaire completed after their trip).

Response biases were assessed to ensure validity of the final results by way of examining practical differences among the aforementioned data sets. Results of these assessments (Appendix C) and several other factors indicated that the interview information is the best source of data when the same or similar questions were asked on both the interview and mailback questionnaire. Thus, mailback questionnaire responses were used only when the question was not asked in the interview and when sample sizes permitted. All results presented in the remainder of this report are from the interview unless otherwise noted.

## Results

### Tourist Characteristics (Demographics)

Overall, a third of Fort Steele visitors were from British Columbia (including those from the local area), and almost a fifth of all visitors intercepted at Fort Steele were from the East Kootenay region<sup>7</sup> (17%, Table 3). However, only a quarter of independent, non-resident travellers to Fort Steele were from British Columbia. Similarly, a fifth of visitors interviewed at the reference sites were from British Columbia (26% Fort Steele; 21% Reference Sites).

The majority of travellers interviewed at the reference sites were from Canadian provinces other than British Columbia (62%). Over half of the travellers interviewed at the reference sites were from Alberta whereas less than two fifths of independent travellers interviewed at Fort Steele were from Alberta (36.4% Fort Steele; 53.6% Reference Sites). Fewer travellers were from Saskatchewan, Ontario, Manitoba, Quebec, the Atlantic provinces and the Yukon (Table 3).

Overall, 14% of visitors intercepted were from the US. Independent visitors to Fort Steele were more likely to be from Washington (25% of all independent US travellers interviewed at this location) as compared to the reference sites (7%), while independent travellers intercepted at the reference sites were more likely to be from California (9% Fort Steele; 18% Reference Sites) and Montana (9% Fort Steele; 18% Reference Sites). US visitors also came from thirty-one additional states, including Idaho, Texas, Florida and Oregon (Figure 3).

Less than a fifth of independent travellers to both Fort Steele and the reference sites were from other International countries (15% Fort Steele; 6% Reference Sites, Figure 4). Among independent International visitors, the greatest number were from the Europe, specifically the UK (38% Fort Steele; 35% Reference Sites), Netherlands (23% Fort Steele; 24% Reference Sites) and Germany (19% Fort Steele; 12% Reference Sites, Figure 4).

With respect to age and education, there were no practical differences between independent travellers at Fort Steele and the Kimberley and Elko reference sites. The largest observed difference in age was found among those 65 years of age or older. Independent travellers at Fort Steele were slightly more likely to be 65 years of age or older compared to independent travellers at the reference sites (22.9% Fort Steele; 17.8% Reference Sites). Overall, approximately three quarters of all travellers interviewed were 45 years of age or older (77% Fort Steele; 71% Reference Sites) with a quarter between 55 to 64 years of age (29.1% Fort Steele; 25.1% Reference Sites). A total of 51% of the overall sample of respondents had at least a college or technical diploma (51% Fort Steele; 57% Reference Sites, Table 3).

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<sup>7</sup> The East Kootenay Region is defined according to the boundaries identified by the East Kootenay Regional District. For comparative purposes, travellers interviewed at Fort Steele who were residents of the Cranbrook region (defined above) or who were part of a tour group were not included in the group identified as Fort Steele Independent Travellers. Unless otherwise noted, comparative figures provided in the brackets were made between Fort Steele Independent Travellers and those interviewed at the Reference Sites at Kimberley and Elko.



There were little differences in travel party size between independent visitors to Fort Steele compared to the reference sites. On average, travel parties were comprised of 2.8 persons, with travel parties that included children being larger than average at 4.2 or more people (4.2 Fort Steele; 4.4 Reference sites). Among those travelling without children, the average travel party size was 2.3 persons (Table 3).

Table 3. Traveller demographics at Fort Steele Heritage Town, and Reference Sites (Kimberley and Elko).

	Fort Steele <sup>1</sup>				Reference Sites	
	All Visitors		Independent Travellers		Number	%
	Number	%	Number	%	Number	%
<b>Origin</b>						
British Columbia (all)	302	36.0%	170	25.9%	111	<b>20.8%</b>
<i>East Kootenay region</i>	141	16.8%	--	--	--	--
<i>Other British Columbia</i>	161	19.2%	--	--	--	--
Alberta	239	28.5%	239	<b>36.4%</b>	286	<b>53.6%</b>
Other Canada	58	6.9%	57	8.7%	57	<b>8.7%</b>
US	138	16.4%	92	14.0%	60	<b>11.2%</b>
Other International	102	12.2%	99	15.1%	34	<b>6.4%</b>
<b>Age<sup>2</sup></b>						
Under 24 Years	10	1.2%	5	0.8%	14	2.8%
25-34 Years	69	8.5%	57	8.9%	43	8.7%
35-44 Years	119	14.7%	88	13.7%	84	17.0%
45-54 Years	194	23.9%	158	24.6%	141	28.5%
55-64 Years	221	27.3%	187	29.1%	124	25.1%
65 Years or Older	198	24.4%	147	22.9%	88	17.8%
<b>Education<sup>2</sup></b>						
Less Than High School	37	4.6%	30	4.7%	18	3.6%
High School	176	21.8%	154	24.1%	119	24.0%
Some Technical, College or University	171	21.2%	130	20.3%	78	15.8%
College or Technical Diploma	131	16.2%	99	15.5%	90	18.2%
University Degree	199	24.7%	163	25.5%	129	26.1%
Masters or a PhD Degree	93	11.5%	64	10.0%	61	12.3%

Table 3 (cont). Traveller demographics at Fort Steele Heritage Town, and Reference Sites (Kimberley and Elko).

	Fort Steele <sup>1</sup>				Reference Sites	
	All Visitors		Independent Travellers		Number	Average
	Number	Average	Number	Average		
<b>Party Size<sup>2</sup></b>						
Average Party Size-Total	786	2.80	641	2.82	494	2.85
Average Party Size-Parties without children	573	2.29	479	2.34	370	2.34
Average Party Size-Parties with children	213	4.15	162	4.24	124	4.38
Proportion with children	25.9%		24.9%		25.1%	

1. For comparative purposes, Fort Steele visitors have been divided into two groups; All Visitors includes all persons interviewed at Fort Steele Heritage Town, with the exception of business travellers where noted, and Independent Travellers includes those who travelled to Fort Steele who were not residents of the Cranbrook area or travelling as part of a tour group. Business travellers have also been removed from this group where noted. Independent Travellers to Fort Steele is, therefore, directly comparable to the sample included for the Reference Sites and practically significant differences, where indicated, represent differences between these two groups only.
2. Business travellers have been removed from the table above where noted.

### Origin of Canadian Travellers from Outside British Columbia

Where are you from?

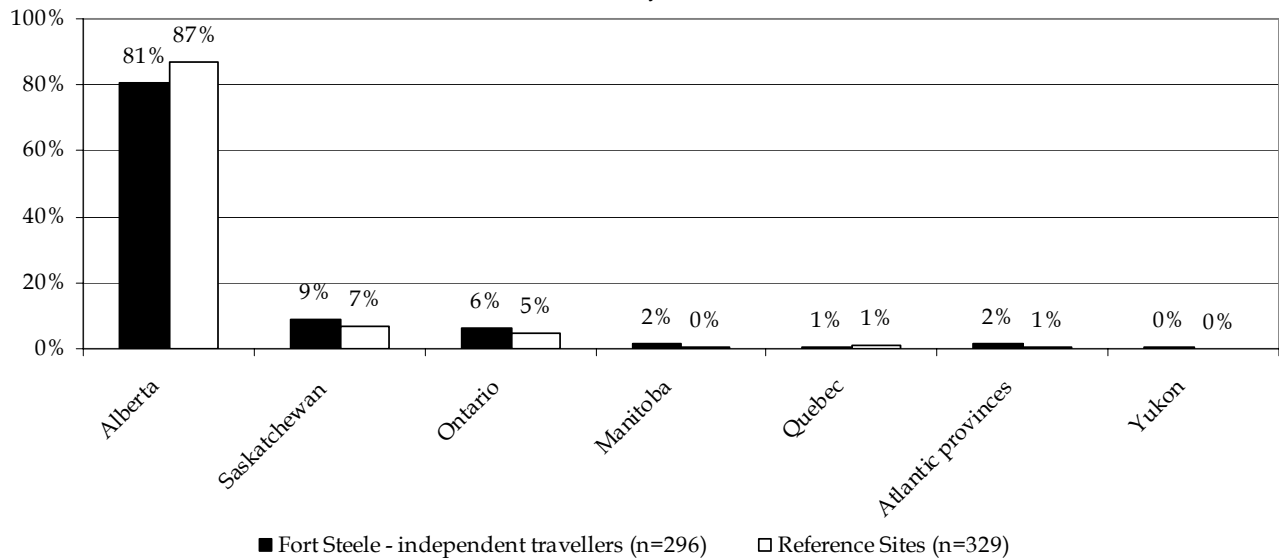


Figure 2. Percentage of independent travellers from provinces outside of British Columbia at Fort Steele Heritage Town and Reference Sites (Kimberley and Elko).

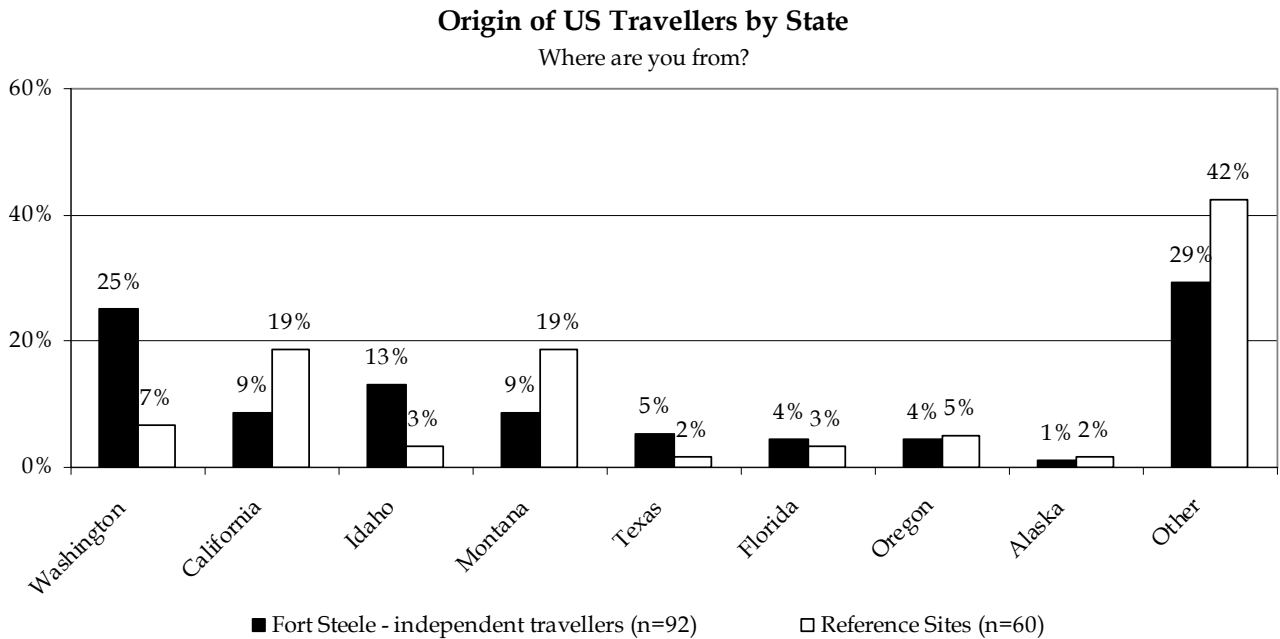


Figure 3. Percentage of independent US travellers by State at Fort Steele Heritage Town and Reference Sites (Kimberley and Elko). 'Other' includes visitors from 22 states: Arizona, Colorado, Georgia, Illinois, Indiana, Kentucky, Louisiana, Massachusetts, Maryland, Maine, North Carolina, New Jersey, New Mexico, Nevada, New York, Ohio, Pennsylvania, South Carolina, South Dakota, Tennessee, Wisconsin, West Virginia.

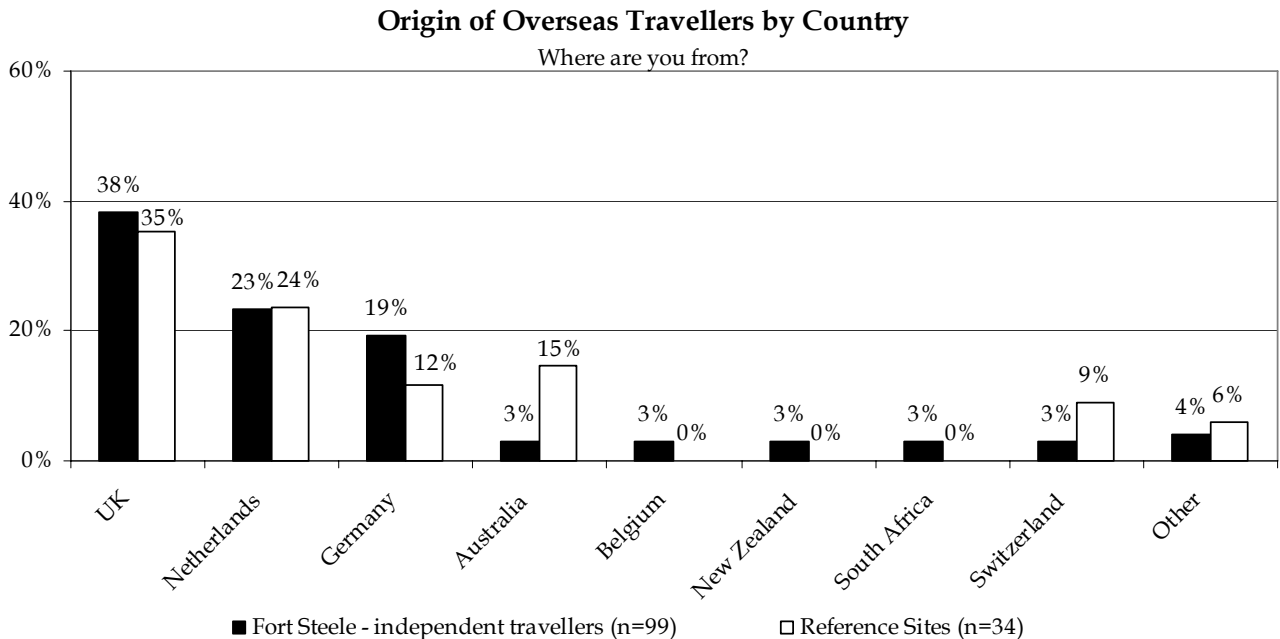


Figure 4. Percentage of independent travellers from countries other than Canada and the US at Fort Steele Heritage Town and the Reference Sites (Kimberley and Elko). 'Other' includes travellers from 4 countries: Denmark, France, Hong Kong, and Poland.

### **Trip Characteristics**

A total of 81% of all travellers at both Fort Steele and the reference sites indicated that the primary purpose of their trip was for leisure. This number was higher among independent travellers to Fort Steele, compared to the reference sites (Fort Steele 83%; Reference Sites 76%). There was, however, virtually no difference among those travelling to visit friends and family (16% Fort Steele; 17% Reference Sites) and far fewer independent business travellers were interviewed (1% Fort Steele; 7% Reference Sites).

Overall, three quarters (75%) of all travellers used cars, trucks, or motorcycles as their primary mode of transportation (73% Fort Steele; 77% Reference Sites). Just over one fifth indicated they used a recreational vehicle or campers (20% Fort Steele; 21% Reference Sites). A total of 4% of all travellers indicated they travelled via bus, however when group tour travellers were excluded from analysis, it was found that only 1% of independent travellers at Fort Steele indicated a bus as their primary mode of transportation (1% Fort Steele; 0% Reference Sites). Other modes of transportation mentioned included bicycles, airplanes, and hitchhiking. Of the 13 business travellers who responded to this question at Fort Steele, 10 travelled by personal vehicle.

Just under half (45%) of all overnight travellers used resorts, hotels, motels, and/or B&Bs as their primary accommodation. There was a practical difference among independent travellers to Fort Steele compared to those interviewed at the reference sites. Fort Steele visitors more likely to stay at a resort/hotel/motel or B&B compared to independent travellers intercepted at the reference sites (48% Fort Steele; 36% Reference Sites). Over a third of travellers at both locations reported staying at a campground or RV park (37% Fort Steele; 36% Reference Sites) with fewer staying with friends or relatives. A tenth of travellers at the reference sites reported using other types of accommodations, including condos and timeshares, cabins, and second homes. Among the 10 overnight business travellers intercepted at Fort Steele, seven found accommodation in a resort/hotel/motel and/or B&Bs.

Table 4. Primary trip purpose, mode of transportation and accommodations of travellers at Fort Steele Heritage Town and Reference Sites (Kimberley and Elko).

	Percentage of Travellers		
	Fort Steele		Reference Sites
	All Visitors	Independent Travellers	
<b>Primary Trip Purpose</b>	<b>n=839</b>	<b>n=657</b>	<b>n=534</b>
Leisure	84.5%	83.1%	75.8%
Visiting Friends & Family	13.4%	15.8%	16.5%
Work/Business Activity	1.6%	0.9%	7.3%
Other <sup>1</sup>	0.6%	0.2%	0.4%
<b>Mode of Transportation<sup>2</sup></b>	<b>n=825</b>	<b>n=651</b>	<b>n=495</b>
Car/Truck/Motorcycle	73.1%	73.9%	77.4%
RV/Camper	20.4%	25.5%	20.8%
Bus	6.5%	0.6%	0.0%
Bicycle	0.0%	0.0%	1.2%
Other <sup>3</sup>	0.0%	0.0%	0.6%
<b>Primary Accommodations<sup>2,4</sup></b>	<b>n=692</b>	<b>n=632</b>	<b>n=457</b>
Resort/Hotel/Motel/B&B	50.7%	47.8%	36.3%
Campground/RV Park	34.1%	36.9%	36.3%
Friends or Relatives	10.8%	10.8%	16.0%
Other <sup>5</sup>	4.3%	4.6%	11.4%

1. Other trip purpose responses included church (n=2), studying English or a school group (n=3), hospital visit (n=1), and part of the NWMP Society (n=1).
2. Business travellers have been removed from the table above where noted.
3. Other transportation responses included air travel (n=2), and hitch-hiking (n=1).
4. Daytrip travellers who were not using accommodation were excluded from the analysis (n=119).
5. Other accommodation responses included condos and timeshares (n=46), cabins (n=29), second homes (n=4), rental houses and house swap (n=2), and site (n=1).

One quarter of all travellers indicated they were touring with no specific destination. Independent travellers to Fort Steele, however, were twice as likely to indicate having no primary destination compared to those from the reference sites (32% Fort Steele; 16% Reference Sites, Table 5). Among the travellers who indicated a primary destination, the majority (54%) selected a destination within the Kootenay Rocky region, while a total of 60% indicated a destination within British Columbia.

Practical differences were observed among independent travellers with regard to their BC destination. With the exception of the immediate Cranbrook region, independent travellers to Fort Steele were less likely to select a destination in the East Kootenay region (16% Fort Steele; 27% Reference Sites), the entire Kootenay Rocky region (43% Fort Steele; 62% Reference Sites), and any British Columbia destination (50% Fort Steele; 69% Reference Sites). Similarly, Fort Steele independent travellers were also considerably less likely to have indicated a Canadian destination (65% Fort Steele; 76% Reference Sites). These differences are all likely related to the finding that Fort Steele independent travellers more often reported touring, an activity that would take them through many destinations with less time to stop and spend in one specific locale.

Outside of British Columbia, the next most popular primary destination was Alberta (14% Fort Steele; 7% Reference Sites), while more visitors at the reference sites were destined for the US (3% Fort Steele; 7% Reference Sites). Of the 13 business travellers interviewed at Fort Steele, nine responded that the Cranbrook region was their primary destination, while two indicated they were touring. One respondent each was destined for another East Kootenay destination and for a destination in the Vancouver, Coast and Mountains region.

Table 5. The primary destination of travellers at Fort Steele Heritage Town and Reference Sites (Kimberley and Elko).

	Percentage of Travellers <sup>1</sup>		
	All Visitors (n=816)	Fort Steele Independent Travellers (n=642)	Reference Sites (n=485)
<b>None, touring</b>	28.6%	32.1%	16.1%
<b>Canada (all)</b>	69.2%	65.1%	76.1%
Alberta	13.1%	13.7%	7.4%
<b>British Columbia (all)</b>	54.7%	49.7%	68.5%
Kootenay Rockies (all)	48.8%	42.7%	61.9%
<i>Cranbrook region</i>	33.1%	23.1%	29.5%
<i>Other East Kootenays</i>	13.0%	15.9%	27.0%
<i>Other Kootenay Rockies</i>	2.7%	3.7%	5.4%
Vancouver Island region	0.7%	0.9%	1.9%
Vancouver, Coast and Mountains region	3.3%	3.7%	2.5%
Thompson Okanagan region	1.8%	2.3%	2.1%
Cariboo Chilcotin Coast region	0.0%	0.0%	0.2%
Other Canada	1.5%	1.7%	0.2%
<b>US (all)</b>	2.2%	2.8%	7.4%
Alaska	0.4%	0.5%	1.2%
Montana	0.7%	0.9%	3.1%
Idaho	0.1%	0.2%	1.2%
Other US	1.0%	1.2%	1.9%
<b>Other International</b>	0.0%	0.0%	0.4%

1. Business travellers have been removed from the analysis.

Travellers who were interviewed at the reference sites were asked if they had been to the East Kootenay region in the past. Overall, 83% indicated they had and almost half (45%) reported taking between one and three trips to/in the region in the past two years. A fifth indicated that they had not taken a leisure trip to the region in the past two years (19%), while a similar proportion reported taking 10 or more trips (17%, Table 6).

Table 6. Number of Trips to the East Kootenay Region Taken by Travellers to Kimberley and Elko in Past Two Years

Number of Trips	Frequency (n=385)	Percent
None	73	19.0%
1-3	173	44.9%
4-6	61	15.8%
7-9	14	3.6%
10-15	29	7.5%
16-20	13	3.4%
More than 20	22	5.7%

Travellers were asked if they planned to stop and spend at least one hour in various communities in the region. Overall, the location that visitors planned to spend time in most often was Windermere / Columbia Valley (including the communities of Fairmont Hotsprings, Radium Hotsprings, Invermere and Panorama) with 39% of all visitors indicating they planned to spend at least one hour in the area. Independent travellers to Fort Steele and the Kimberley reference site were more likely to be including this area in their travel plans compared to the visitors interviewed at the Elko reference site (52% Fort Steele; 49% Kimberley; 13.2% Elko). Fernie was selected second most often with one fifth (19%) indicating they planned to stop and spend at least one hour in this community. Travellers in Elko were the most likely to report stopping in Fernie (44%) compared to those from Kimberley (19%) and Fort Steele (24%). A total of 30% indicated they would be stopping in Kimberley, however this figure does not include those who were interviewed in this community. Overall, 15% planned to stop in Nelson and 12% in Revelstoke (Table 7).

Table 7. Other communities visited by travellers to Fort Steele Heritage Town and Reference Sites (Kimberley and Elko).

	Percentage of Travellers			
	Fort Steele		Reference Sites	
	All Visitors (n=826)	Independent Travellers (n=651)	Kimberley (n=267)	Junction at Elko (n=228)
<b>Communities Visited</b>				
Kimberley	29.1%	34.3%	--	9.2%
Fernie	19.4%	24.1%	18.7%	44.3%
Windermere / Columbia Valley	42.9%	51.6%	49.4%	13.2%
Revelstoke	11.9%	15.1%	9.7%	3.5%
Nelson	15.1%	18.9%	15.0%	4.8%

1. Practically significant differences have not been calculated for this table.
2. Business travellers interviewed at Fort Steele (n=13) have been removed from this table.
3. Visitors interviewed in Kimberley reference site were not asked about time spent in Kimberley.

Mailback survey respondents were asked whether they considered other destinations or routes when planning their trip. The majority of travellers (82% Fort Steele; 81% Reference Sites) did not consider other destinations or routes. Amongst those that did consider alternatives (18% Fort Steele; 19% Reference Sites), the largest group were deciding between other routes or destinations in the Kootenay Rockies (33% Fort Steele; 52% Reference Sites). Alberta was considered as an alternative for nearly a quarter of those survey participants (26% Fort Steele; 13% Reference Sites). A tenth of travellers who consider alternative destinations considered destinations or routes in the US (11% Fort Steele; 9% Reference Sites), while routes through the Thompson Okanagan region were considered by 9% (8% Fort Steele; 11% Reference Sites).

The mailback survey also asked visitors to provide reasons for choosing their primary destinations or routes. A total of 403 respondents provided reasons for their choice of destination. Visiting friends and family was the most frequently stated reason for those interviewed at the reference sites (27%, Table 8), while visiting a new or recommended location or as part of a tour was cited most often by those who were stopped at Fort Steele (22%). Practical differences between the two survey groups were seen among those who cited attractions as a reason for choosing their destination. Not surprisingly, this response was more frequent among visitors to Fort Steele compared to the reference sites (17% Fort Steele; 6% Reference Sites).

Table 8: Reasons for selecting primary destination

	Percentage of Travellers		
	Fort Steele (n=254)	Reference Sites (n=149)	Total (n=403)
Visiting Friends/Family	20.5%	26.8%	22.8%
Never visited before/Recommended/Touring	21.7%	12.8%	18.4%
Attractions (Historic/Markets/Museums)	16.5%	6.0%	12.7%
Landscape/Scenery/Nature	13.8%	8.7%	11.9%
Quickest/Shortest/Direct Route	10.2%	12.8%	11.2%
Past Experience	10.2%	8.7%	9.7%

The majority of travellers interviewed indicated they would be stopping and spending time in the East Kootenay region (92%). Independent travellers at Fort Steele were less likely than those from the reference sites to be passing through (6% Fort Steele; 8% Reference Sites, Table 9). Among those who indicated that they would be stopping in the East Kootenay region, Fort Steele independent travellers reported slightly shorter average stays in the area (5 days Fort Steele; 6 days Reference Sites). However, there was no difference between the amount of time independent travellers at Fort Steele and the reference sites indicated they would be spending in British Columbia (9 days at Fort Steele and the Reference Sites) and on their trip in total (15 days for both).



Table 9. Trip duration for travellers to Fort Steele Heritage Town and Reference Sites (Kimberley and Elko).<sup>1</sup>

	Fort Steele		Reference Sites (n=533)
	All Visitors (n=835)	Independent Travellers (n=657)	
No time in region - Passing through	7.8%	5.9%	7.9%
Average days in the East Kootenay Region <sup>2</sup>	4.1	5.0	5.6
Average days in British Columbia	7.3	8.9	8.5
Total days away from home <sup>3</sup>	12.3	14.5	14.5

1. Business travellers (Fort Steele n=13; and Reference Sites n=39) have been included in this table.

2. Average days in the East Kootenay Region was calculated by summing total hours and days reported.

3. Total days away from home for Fort Steele travellers was calculated as Fort Steele total nights away plus 1.

On average, independent travellers from international countries (other than the US) spent substantially more time away from home on their trip than travellers from any other market origin. International travellers also spent more time in British Columbia; an average of 19 days compared to 5 days for visitors from the United States, 6 days for British Columbians travelling within the province, and 7 days for visitors from other Canadian provinces. The same pattern holds true for time spent in the East Kootenay region with International travellers spending the most time (8 days), compared to travellers from the US (3 days), British Columbia (4 days), and other Canada (5 days).

Among all Fort Steele travellers, international visitors reported the longest overall trip duration averaging 27 days away from home, with 15 days in BC and 6 in the East Kootenay region (Figure 5). There were only small differences between the trip durations reported by US travellers to Fort Steele and those from other Canadian provinces. US travellers reported that they would be away from home for 13 days, in BC for 5 days, and in the region for 4 of these days. Other Canadian travellers reported that they would be away from home for 12 days, in BC for 8 days, and in the region for 5 of these days. BC travellers reported the shortest trips staying away from home for 8 days, in the province for 5 days, and in the region for 3 of these days.

**Average Days Away - All Visitors - Fort Steele Heritage Town**

How many days will you be away from home?

How many of those days will be spent in BC?

How many days will you spend in the East Kootenay Region?

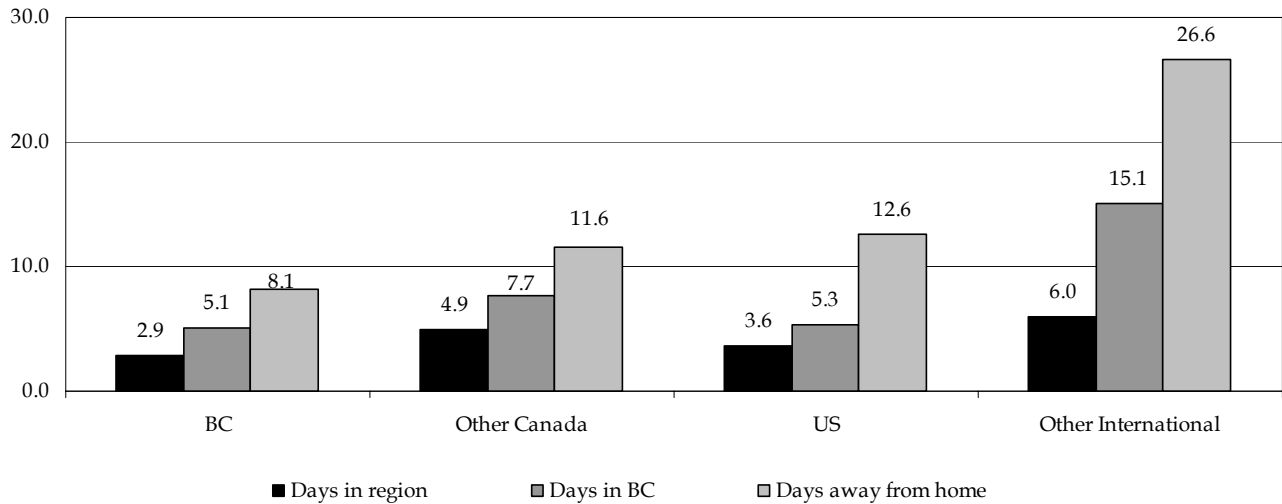


Figure 5. Average number of days spent away from home, in British Columbia and in the East Kootenay region by traveller origin for all visitors to Fort Steele Heritage Town (n=839 'Away from home'; n=798 'Days in British Columbia'; n=835 'East Kootenay region'). Those who indicated they were just passing through the region have been assigned a value of zero days (n=65).

There were considerable differences in trip duration by market origin between independent travellers at Fort Steele and those interviewed at the reference sites. At Fort Steele, independent international travellers spent an average of 26 days away from home, whereas those interviewed at the reference sites spent an average of 64 days away from home (Figure 6; Figure7).<sup>8</sup>

US travellers interviewed at the reference sites also tended to have longer trips, on average (13 days Fort Steele; 21 Reference Sites). However, independent US travellers to Fort Steele tended to spend more time in the province (7 days Fort Steele; 5 days Reference Sites) and in the region (5 days Fort Steele; 3 days Reference Sites).

Independent travellers to Fort Steele from Canadian provinces other than BC tended to have longer trips than those from the reference sites, however, there were much smaller differences in the amount of time they spent in the province (8 days Fort Steele; 7 days Reference Sites) and in the region (5 days Fort Steele; 5 days Reference Sites). Among independent British Columbia travellers there was no difference in the total trip duration for Fort Steele and reference site visitors (13 days), but there were small differences in the amount of time spent in the province (8 days Fort Steele; 10 days Reference Sites) and in the region (5 days Fort Steele; 7 days Reference Sites).

<sup>8</sup> Caution should be used when interpreting patterns in trip duration among international travellers due to small sample sizes, particularly at the reference sites (Fort Steele international travellers n=102; Reference Site international travellers n=34).

**Average Days Away - Independent Travellers - Fort Steele Heritage Town**

How many days will you be away from home?  
 How many of those days will be spent in BC?  
 How many days will you spend in the East Kootenay Region?

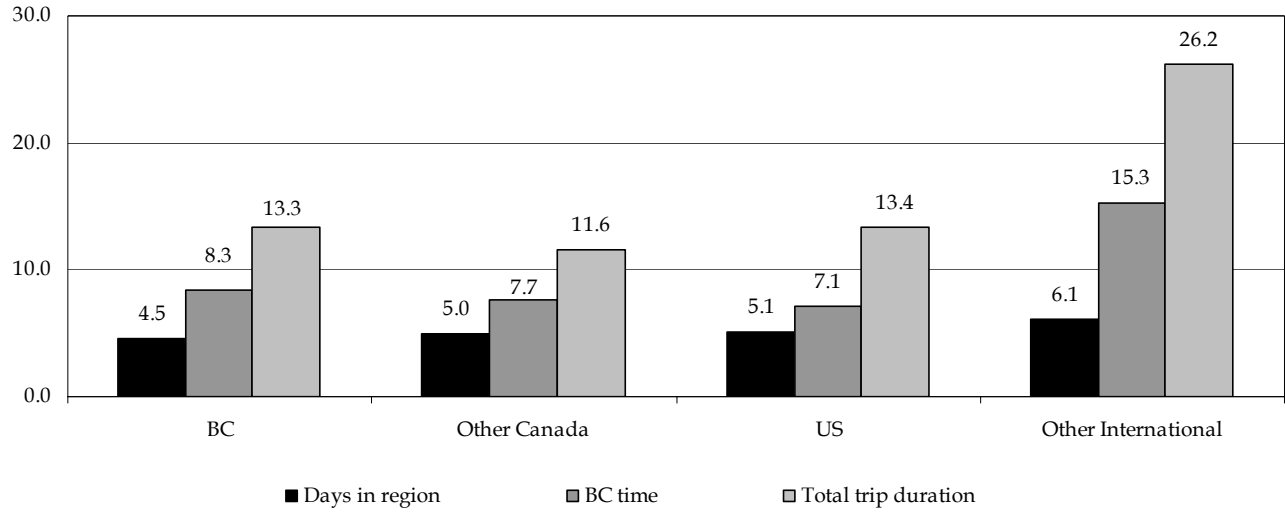


Figure 6. Average number of days spent away from home, in British Columbia and in the East Kootenay region by traveller origin for independent travellers to Fort Steele Heritage Town (n=657 'Away from home'; n=626 'Days in British Columbia'; n=657 'East Kootenay region'). Those who indicated they were just passing through the region have been assigned a value of zero days (n=39).

**Average Days Away - Travellers to Kimberley and Elko**

How many days will you be away from home?  
 How many of those days will be spent in BC?  
 How many days will you spend in the East Kootenay Region?

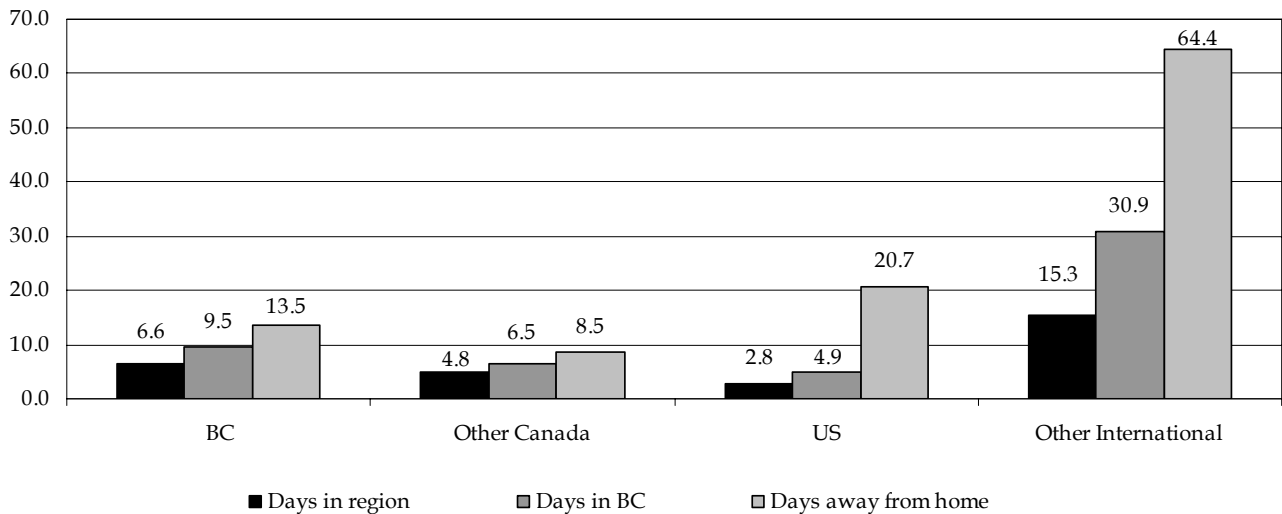


Figure 7. Average number of days spent away from home, in British Columbia and in the East Kootenay region by traveller origin for survey participants interviewed at Kimberley and Elko (n=534 'Away from home'; n=532 'Days in British Columbia'; n=533 'East Kootenay region'). Those who indicated they were just passing through the region have been assigned a value of zero days (n=42).

## Trip Planning

Based on responses from the mailback survey, travellers at Fort Steele and the Kimberley/Elko reference sites were quite similar to each other with respect to their travel planning horizons. The majority of travellers spent 3 or more weeks planning their trip (78% Fort Steele; 74% Reference Sites), with most travellers starting planning for their trip 13 or more weeks in advance (37% at both locations). Over a fifth of travellers indicated that they planned their trips between 3 and 8 weeks in advance of their departure (28% Fort Steele; 22% Reference Sites) while far fewer indicated planning their trip on the day of departure (5% Fort Steele; <1% Reference Sites, Table 10).

Table 10. Trip planning horizons for travellers at Fort Steele Heritage Town and Reference Sites Kimberley and Elko.

	Percentage of Respondents	
	Fort Steele (n=255)	Reference Sites (n=147)
Day of Departure	4.7%	0.7%
1-6 Days	8.6%	13.6%
1-2 Weeks	9.8%	12.9%
3-8 Weeks	27.8%	22.4%
9-12 Weeks	12.5%	12.9%
13 Weeks+	36.5%	37.4%

In the mailback survey, travellers were asked about information sources they used before their trip to plan their travel. Past experience was the most often cited information source (68% Fort Steele; 77% Reference Sites, Figure 8). Travel guidebooks and brochures were also frequently mentioned sources for trip planning (62% Fort Steele; 47% Reference Sites). Also important, but less frequently used information sources included the Internet (49% Fort Steele; 39% Reference Sites), and advice from friends and relatives (45% Fort Steele; 39% Reference Sites). Other sources cited by travellers included highway signage and a calendar of events (Fort Steele), and Air Miles (Reference Sites).

Percentage of Travellers Using Each Information Source Before Trip

What information sources did you use to plan your trip?

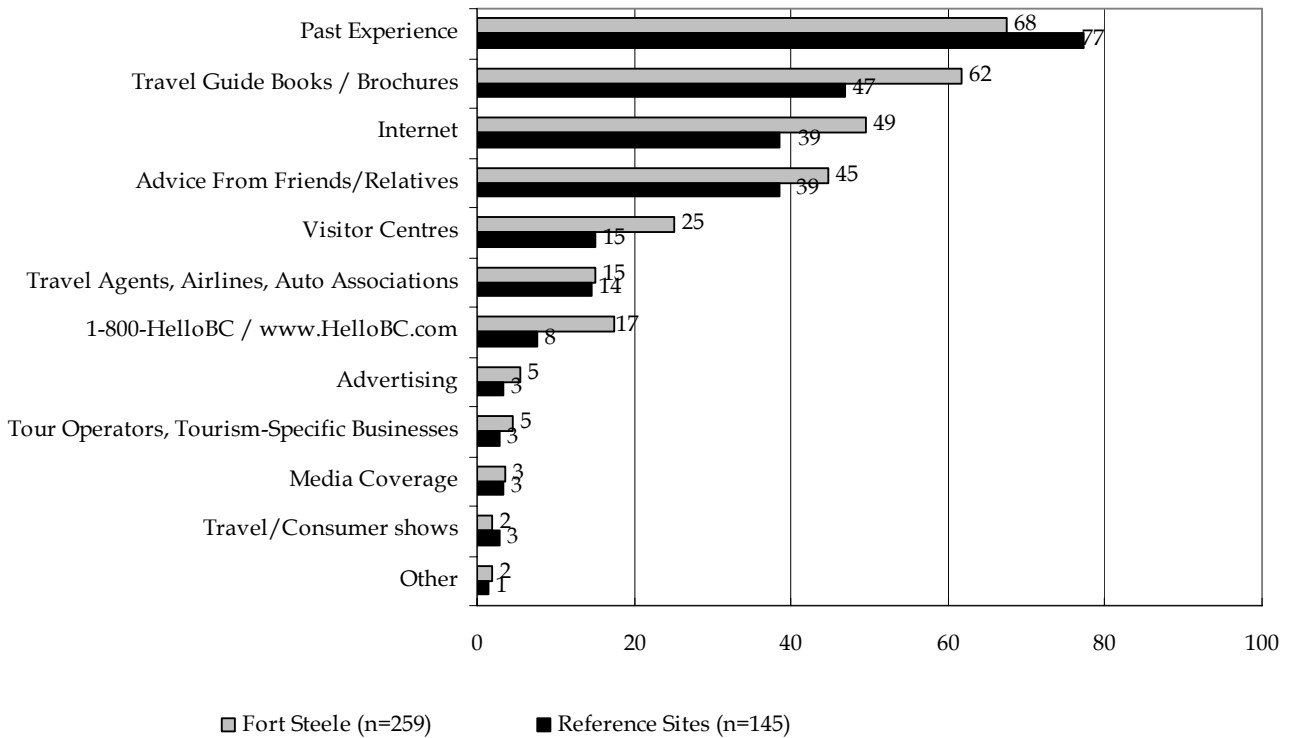


Figure 8. Percentage of travellers using each information source for trip planning at Fort Steele and reference sites at Kimberley and Elko. Percentages add to more than 100% because travellers could use more than one information source for planning their trip.

Mailback survey respondents were also asked to identify the top three sources of information that they found to be *most useful before their trip*. Overall, travel guidebooks and brochures were selected most frequently with 59% of all survey participants indicating this was the most useful source of information. The sources of information rated most useful varied slightly in order between survey locations with travel guidebooks and brochures rated highest at Fort Steele (64% Fort Steele; 51% Reference Sites), and past experience selected most often by travellers at the Kimberley and Elko reference sites (51% Fort Steele; 58% Reference Sites, Figure 9). Also important sources of travel information were advice from friends and relatives (32% Fort Steele; 40% Reference Sites), and Internet sources (33% Fort Steele; 34% Reference Sites). Other responses for Fort Steele included highway signage, whereas other responses for the reference sites included Air Miles.

### Most Useful Sources of Information for Trip Planning

*What information sources did you use to plan your trip?*

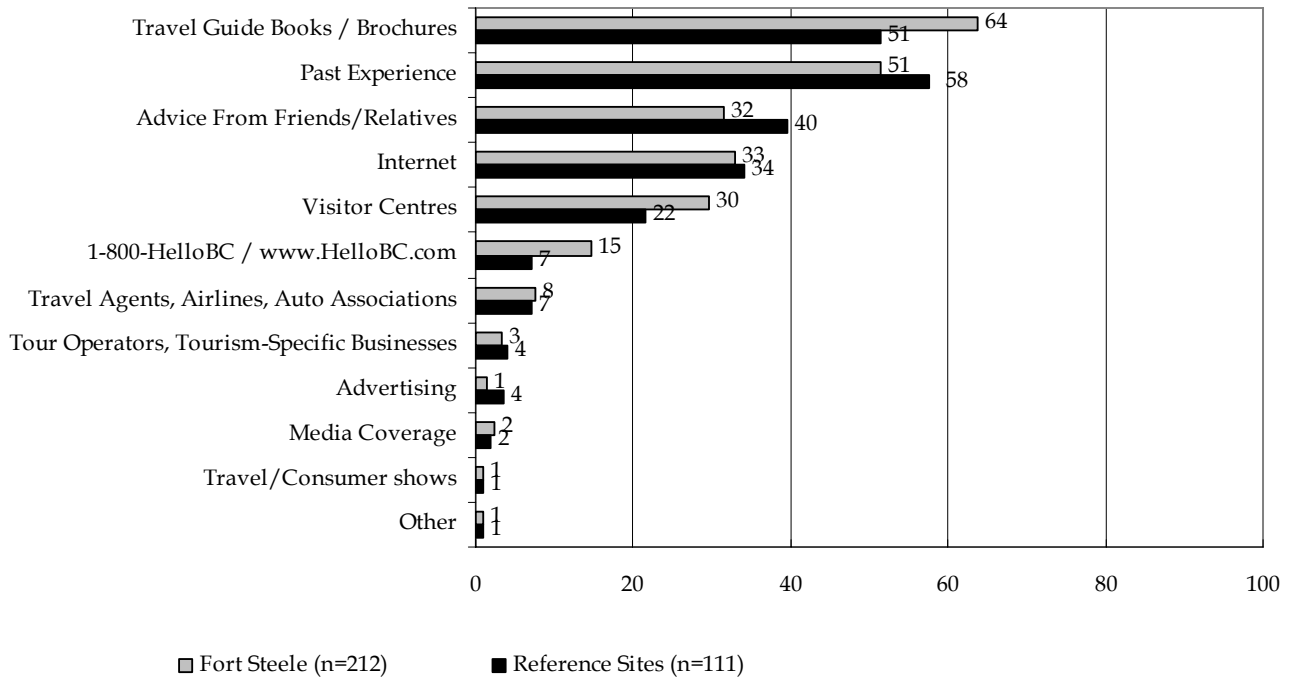


Figure 9. Percentage of travellers reporting the information sources as most useful for trip planning at Fort Steele and reference sites at Kimberley and Elko. Percentages add to more than 100% because travellers could select up to three most useful information sources.

In the mailback survey, travellers were also asked to identify sources of information they used *during the trip*. Travel guides and brochures were again the most frequently cited source of information (77% Fort Steele; 56% Reference Sites). Almost two-thirds of visitors to Fort Steele used Visitor Centres as an information source during their trip while less than half of visitor interviewed at the reference sites did (62% Fort Steele; 46% Reference Sites). Travellers at the reference sites were more likely to use past experience as an important travel information source than travellers at Fort Steele (41% Fort Steele; 58% Reference Sites), while one-third of all travellers indicated using personal advice from friends and relatives to assist in their planning (30% Fort Steele; 37% Reference Sites, Figure 10).

Percentage of Travellers Using Each Information Source During Trip

*What information sources did you use to plan your trip?*

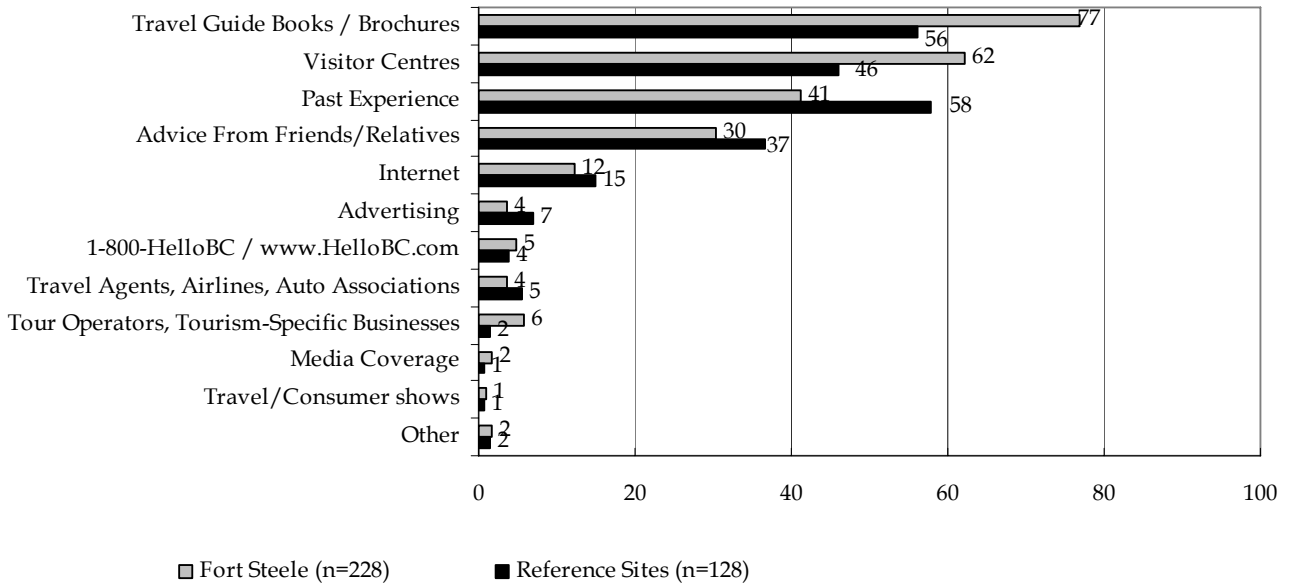


Figure 10. Percentage of travellers using each information source during their trip to Fort Steele and reference sites at Kimberley and Elko. Percentages add to more than 100% because travellers could use more than one information source for planning their trip.

This would seem to suggest that while travelling Fort Steele visitors were more likely to rely on printed materials and advice from travel experts, while those interviewed at the reference sites were more likely to use personal information gathered either from their own experience or the knowledge of others.

Travellers to both Fort Steele Heritage Town and those intercepted at the reference sites were very similar in terms of the travel arrangements they made before their trips. Both groups were most likely to book accommodation before travelling (Table 11). Fort Steele visitors, on average, reported that 46% of their accommodation needs were taken care of before departure, while those interviewed at the reference sites reported that an average of 56% of their accommodation was booked prior to departure. Overall, mailback survey participants reported that they booked nearly one third of their transportation within BC before their trips (31% Fort Steele; 38% Reference Sites) with a much smaller percent reporting that they booked permanent attractions (7% Fort Steele; 9% Reference Sites), events (13% Fort Steele; 14% Reference Sites), and other activities (6% Fort Steele; 11% Reference Sites).

Table 11. Percentage of Travel Services Booked or Purchased Before Travelling

Travel Services <sup>1</sup>	Average % booked before		Average % purchased during	
	Fort Steele	Reference Sites	Fort Steele	Reference Sites
Paid accommodation	46.0%	55.9%	54.0%	44.1%
Transportation within BC	30.6%	37.6%	69.4%	62.4%
Permanent attractions	7.3%	9.3%	92.7%	90.7%
Events	12.5%	13.5%	87.5%	86.5%
Other activities	6.0%	11.1%	94.0%	88.9%

1. Paid accommodation includes hotels, motels, lodges, camping/RV, etc. Permanent attractions includes museums, theme/amusement parks, gardens, zoos, etc. Events includes festivals, concerts, etc. Other activities includes spa, recreational activities, etc.

There were also very few differences in the travel services that visitors to Fort Steele purchased enroute compared to those at the reference sites. Overall, half of all accommodation arrangements were made during the trip (54% Fort Steele; 44% Reference Sites), while nearly all purchases regarding permanent attractions (93% Fort Steele; 91% Reference Sites), events (88% Fort Steele; 87% Reference Sites), and other activities (94% Fort Steele; 89% Reference Sites) were completed enroute (Table 11). Over half of all survey participants made all transportation purchases while travelling (69% Fort Steele; 62% Reference Sites).

Travellers from BC were more likely to make accommodation arrangements during their trip compared to all travellers combined (61% of BC travellers arranged accommodation during travel, compared to 51% of overall travellers, Table 12). Conversely those from the US were more likely to make arrangements prior to leaving (67% of US travellers arranged accommodation before travel, compared to 49% of overall travellers). The same pattern was true of transportation arrangements.

Considering the primary purpose of the trip, no practical differences were observed between overall travellers and those who specified they were travelling either for leisure or visiting friends or relatives. When primary accommodation is examined, those who stayed at resorts, hotels, motels and/or B & B's were more likely to make both accommodation and transportation arrangements prior to travel, whereas those who stayed at campgrounds and RV parks were more likely to make these arrangements enroute. A total of 61% of those using fixed roof accommodations made arrangements before the trip, compared to 49% overall. Similarly, 44% of these fixed roof travellers made transportation arrangements prior to departure, compared to 33% overall. Among those staying in campgrounds and RV parks, 70% made accommodation bookings during the trip, compared to 51% overall and 81% made transportation bookings during the trip, compared to 67% overall. Perhaps not surprisingly, those with shorter planning horizons were more likely to make arrangements enroute (Table 12). The figures presented in this analysis, however, should be interpreted with caution as small sample sizes were frequent among the categories examined. Small categorical sample sizes also prevented comparative analysis between travellers to Fort Steele and the reference sites.



Table 12. Percentage of Each Travel Service Booked Before vs During Trip by Key Differentiators

	Paid Accommodation		Transportation in BC		Permanent Attractions		Events		Other Activities	
	Before	During	Before	During	Before	During	Before	During	Before	During
<b>Overall<sup>1</sup></b>	49.4%	50.6%	32.6%	67.4%	7.8%	92.2%	12.9%	87.1%	7.6%	92.4%
<b>Origin</b>										
BC	38.8%	61.2%	21.4%	78.6%	11.8%	88.2%	20.4%	79.6%	4.3%	95.7%
Other Canada	51.4%	48.6%	24.2%	75.8%	7.1%	92.9%	9.7%	90.3%	9.3%	90.7%
US*	67.1%	32.9%	48.0%	52.0%	7.7%	92.3%	10.0%	90.0%	15.7%	84.3%
Other International*	47.2%	52.8%	62.2%	37.8%	1.6%	98.4%	12.5%	87.5%	0.6%	99.4%
<b>Primary Purpose</b>										
Leisure	51.5%	48.3%	35.3%	64.7%	7.8%	92.2%	12.2%	87.8%	8.4%	91.6%
Visiting Friend & Family (VFR)*	40.3%	59.7%	22.8%	77.2%	7.8%	92.2%	16.5%	83.5%	3.6%	96.4%
<b>Primary Accommodations</b>										
Resort/Hotel/ Motel/B&B										
Campground/RV	29.9%	70.1%	19.3%	80.7%	7.0%	93.0%	4.7%	95.3%	4.2%	95.8%
Friends/Relatives*	41.1%	58.9%	22.4%	77.6%	10.8%	89.2%	20.0%	80.0%	5.5%	94.5%
<b>Travel Party Size</b>										
1 person*	70.0%	30.0%	25.0%	75.0%	11.3%	88.7%	47.5%	52.5%	18.3%	81.7%
2 people	45.1%	54.9%	32.2%	67.8%	6.8%	93.2%	13.1%	86.9%	5.7%	94.3%
3-6 people	53.6%	46.4%	33.6%	66.4%	7.7%	92.3%	6.8%	93.2%	8.4%	91.6%
7 or more people*	58.3%	41.7%	0.0%	100.0%	25.0%	75.0%	0.0%	100.0%	0.0%	100.0%
<b>Age</b>										
Under 24 Years*	--	--	--	--	--	--	--	--	--	--
25-34 Years*	37.2%	62.8%	31.9%	68.1%	6.9%	93.1%	25.0%	75.0%	4.5%	95.5%
35-44 Years*	55.8%	44.2%	31.0%	69.0%	16.5%	83.5%	11.3%	88.7%	5.0%	95.0%
45-54 Years	48.6%	51.4%	32.5%	67.5%	3.0%	97.0%	15.4%	84.6%	6.2%	93.8%
55-64 Years	53.7%	46.3%	37.6%	62.4%	4.7%	95.3%	7.4%	92.6%	9.6%	90.4%
65 Years or Older	41.6%	58.4%	27.0%	73.0%	11.3%	88.7%	16.3%	83.7%	9.9%	90.1%
<b>Planning Horizon</b>										
Day of Departure*	11.1%	88.9%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%
1-6 Days*	24.3%	75.7%	11.1%	88.9%	5.3%	94.7%	0.0%	100.0%	0.0%	100.0%
1-2 Weeks*	33.9%	66.1%	16.1%	83.9%	11.3%	88.7%	7.5%	92.5%	0.6%	99.4%
3-8 Weeks	49.0%	51.0%	29.0%	71.0%	6.5%	93.5%	9.5%	90.5%	7.4%	92.6%
9-12 Weeks*	50.7%	49.3%	31.9%	68.1%	15.3%	84.7%	30.0%	70.0%	13.0%	87.0%
13 or More Weeks	61.8%	38.2%	43.6%	56.4%	5.7%	94.3%	12.8%	87.2%	7.3%	92.7%

\* Please use caution when interpreting these results as the base sample size is small (under 20) on a minimum of one travel service. Sample size among those Under 24 Years is zero

### **Traveller Activities**

Travellers intercepted at the reference sites who indicated that they were spending time in the region (n=359) were asked about their primary leisure activity while in the region. A fifth of respondents indicated that golf was their primary leisure activity while in the region. A total of 13% stated that their primary activity was swimming or taking in the local hot springs, while an additional 12% were hiking, walking or running in the area. The primary activity for a tenth of visitors was touring and sightseeing, with a further 10% stating that they would be camping or visiting a cottage or resort in the area.

In the mailback survey, all travellers were asked about all leisure activities they participated in during their trip. The top activity at Fort Steele, not surprisingly, was visiting a museum, heritage or historic site, mentioned by nearly three-quarters of visitors to Fort Steele (71% Fort Steele; 37% Reference Sites). Travellers from the reference sites were less likely to have visited a museum, heritage or historic site (37%). Rounding out the top three activities for Fort Steele visitors were visiting parks (67%) and shopping (61%). Top activities for travellers to the reference sites included shopping (61%), visiting parks (56%), wildlife viewing and fine dining (50% each). Travellers from the reference sites were more likely to mention that they would be golfing or attending a golf event while on their trip (7% Fort Steele; 19% Reference Sites). Of the soft adventure activities cited, boating was the most popular overall with 10% of all respondents indicating that they participated in this activity while on their trip (8% Fort Steele; 13% Reference Site). Hard adventure activities were ranked much lower, with the top activity in this group being white water rafting (4% of the overall sample participated in this activity, Table 13).

Travellers were also asked to indicate all activities they participated in while in the East Kootenay region. The most frequently selected activity for travellers to Fort Steele was a visit to a museum, heritage, or historic site, while the number of visitors from the reference sites who reported that they visited a museum, heritage or historic site was considerably lower with less than a third mentioning this activity (84% Fort Steele; 29% Reference Sites). Other top activities participated in by visitors to Fort Steele while in the region included visiting parks (60%), shopping for local arts and crafts (54%), and fine dining (45%). Among those travellers who were originally interviewed at the reference sites, the top activity was shopping for local arts and crafts (66%), followed by visiting parks (51%), fine dining (48%), and wildlife viewing (47%). The key differences in activity selection between the groups were again visiting a museum, heritage or historic site, which was considerably more common among Fort Steele travellers compared to those from the reference sites, and golfing which travellers at the reference sites were more likely to participate in while in the region. Visitors to Fort Steele were also considerably less likely than those from the reference sites to visit a farm, farmers' market, orchard or food processor or participate in soft adventure activities (including fishing, boating, cycling and hiking) while travelling in the East Kootenay region (Table 13).

Table 13. Participation in trip activities for travellers at Fort Steele and Reference Sites, Kimberley and Elko.

Activity	Participated During This Trip		Participated in the East Kootenay region This Trip	
	Fort Steele (n=237)	Reference Sites (n=128)	Fort Steele (n=241)	Reference Sites (n=126)
Visiting parks <sup>1</sup>	66.7%	56.3%	60.2%	50.8%
Shopping for local arts and crafts	61.2%	60.9%	54.4%	65.9%
Visiting a museum, heritage or historic site	70.9%	36.7%	84.2%	29.4%
Participating in wildlife viewing	44.3%	50.0%	41.9%	46.8%
Participating in fine dining	43.0%	50.0%	45.2%	47.6%
Visiting a farm, farmers' market, orchard or food processor	27.8%	28.9%	16.6%	27.0%
Participating in soft adventure activities <sup>2,6</sup>	24.1%	32.8%	17.4%	28.6%
Visiting an art gallery or studio	24.1%	18.8%	14.5%	18.3%
Attending a festival, fair or exhibition	18.6%	21.9%	14.9%	22.2%
Visiting a family attraction <sup>3</sup>	12.7%	13.3%	11.2%	9.5%
Visiting a winery	15.2%	8.6%	3.3%	2.4%
Golfing or attending a golfing event	7.2%	18.8%	9.1%	22.2%
Visiting a First Nations attraction or event	13.9%	4.7%	5.4%	2.4%
Visiting a spa	14.8%	4.7%	13.7%	8.7%
Participating in hard adventure activities <sup>4</sup>	5.5%	11.7%	4.6%	11.9%
Visiting a hot springs or swimming <sup>6</sup>	8.4%	3.9%	6.2%	4.8%
Attending or participating in a sporting event <sup>5</sup>	6.8%	3.1%	2.1%	4.8%
Visiting or attending an activity with family/friends <sup>6</sup>	1.7%	5.5%	0.8%	4.8%
Other activities participated <sup>7</sup>	6.8%	7.0%	4.6%	7.9%

1. Includes municipal, provincial or national parks, or natural areas outside parks and camping.
2. Includes activities such as fishing, boating, kayaking, canoeing, cycling and hiking.
3. Includes activities such as mini golf, waterslides and zoos.
4. Includes activities such as white water rafting, rock climbing and mountain biking.
5. Does not include golf.
6. The categories for visiting a hot springs or swimming, hiking (included in soft adventure activities), and visiting or attending an activity with family/friends were created from write in responses on the other activities variable. The responses for these categories may have been higher had categories been provided on the survey.
7. At Fort Steele, 'Other' activities included casino, cemeteries, comedy show, shopping, gardens, horseback riding, motorcycling, sightseeing and vacation. At the reference sites, 'Other' activities included shopping, fish hatchery, flea market, fly, movie, sailplane ride, motorcycling, and zip lining.

### Travel to Fort Steele Heritage Town

A total of 839 travellers were interviewed at Fort Steele Heritage Town. The tables below present the results of the survey questions that pertain specifically to this group of travellers. Additionally, questions regarding Fort Steele were asked of travellers from the reference sites at Kimberley and Elko. Where matching questions were asked of both groups these travellers have been included in the analysis. Where no matching question was asked, the results represent responses from Fort Steele visitors only. Where appropriate, comparisons have been made between Cranbrook residents and

non-residents, Canadian and non-Canadian visitors, and those travelling with and without children under 18.

The majority of travellers to Fort Steele Heritage Town purchased a regular admission or a Steele of a Deal (Regular). Combined these two payment methods made up 86% of all admission purchases (76% regular admission; 10% Steele of a Deal<sup>9</sup>). Although these admission categories were also the most popular options for those from Cranbrook (73% Cranbrook residents; 89% non-residents), area residents were more likely to purchase basic memberships (12% compared to >1% of non-residents), and gold memberships (12% compared to >1% of non-residents). Visitors from outside Canada were more likely to have their admission included in a travel package (13% of all non-Canadian resident admissions) or pay via group admission (9% of non-resident admissions). Only 2% of Canadian residents had their admission included in a travel package or paid group admission rates. Those travelling with children were less likely to purchase a regular admission and more likely to opt for a Steele of a Deal when compared to those travelling with no children. A regular admission was purchased by 67% of travellers without children compared to 79% of those with no children (Table 14).

Table 14. Type of Fort Steele Heritage Town admission paid for residents/non-residents, visitors from Canada/outside of Canada, and those travelling with/without children

	Overall (n=810)	Cranbrook Resident (n=122)	Non- Cranbrook Resident (n=688)	Canada (n=574)	Outside Canada (n=236)	Children in travel party (n=208)	No children in travel party (n=618)
Regular Admission	75.8%	58.2%	78.9%	77.4%	72.0%	67.3%	78.7%
Steele of a Deal (Regular)	10.4%	14.8%	9.6%	12.5%	5.1%	15.9%	8.5%
Basic Membership	2.3%	12.3%	0.6%	3.3%	0.0%	3.8%	1.8%
Included in Travel Package	4.2%	0.8%	4.8%	0.5%	13.1%	1.0%	5.3%
Group Admission	3.3%	2.5%	3.5%	1.2%	8.5%	2.4%	3.7%
Steele of a Deal (Group)	1.6%	0.0%	1.9%	1.9%	0.8%	4.8%	0.5%
Gold Membership	2.3%	11.5%	0.7%	3.1%	0.4%	4.8%	1.5%

Visitors were asked about the total amount of time they were planning to spend at Fort Steele. The vast majority of visitors (94%) indicated they would be spending one day or a part of one day at the attraction. The other 6% of visitors indicated that they would be spending between 2 days and one week at the site, with the largest proportion of multi-day visitors planning to spend 2 days onsite. Visitors were also asked to indicate the total number of hours they planned on spending on site. Over two-thirds of visitors (71%) indicated that they planned on spending between two and four hours at Fort Steele. Non-residents of the area stayed slightly longer on average than Cranbrook residents (Cranbrook residents mean=3.2 hours; non-residents mean=3.5 hours, Figure 11). On average, visitors with children stayed at the site for almost one hour more than those travelling without children (with children mean=4.1 hours; without children mean=3.2 hours, Figure 12).

<sup>9</sup> Available in summer only and includes general admission for two consecutive days, one steam train ride, one wagon ride, and one admission to the Wild Horse Theatre show (2pm daily). Does not include Gold Panning.

### Length of Stay at Fort Steele Heritage Town (Hours)

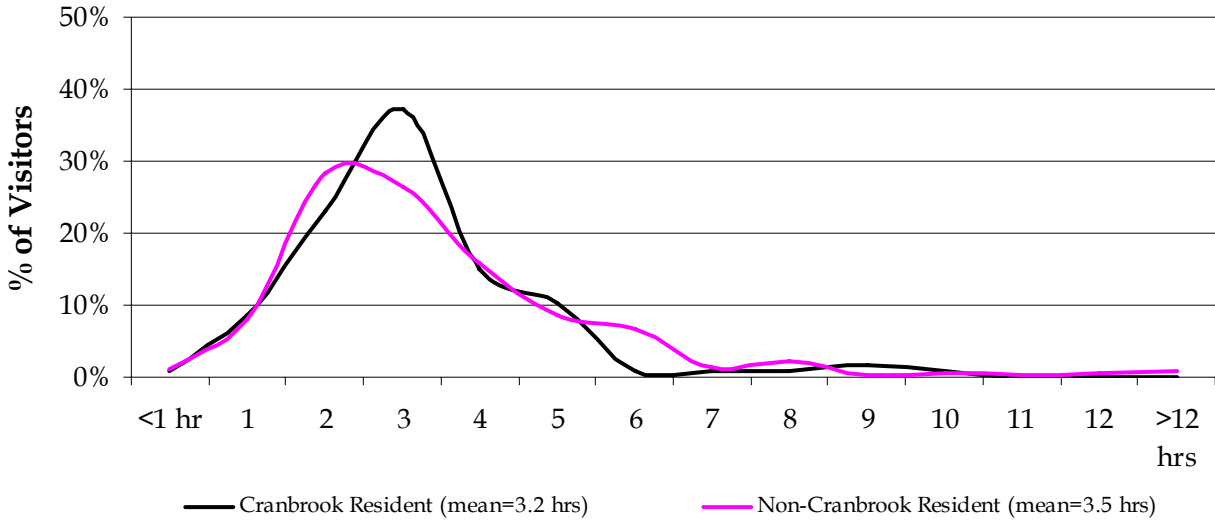


Figure 11. Duration of stay (rounded to nearest whole hour) by resident and non-resident visitors to Fort Steele Heritage Town

### Length of Stay at Fort Steele Heritage Town (Hours)



Figure 12. Duration of stay (rounded to nearest whole hour) by travellers to Fort Steele Heritage Town with children under 18 and those without children.

Visitors to Fort Steele were asked what made them decide to visit Fort Steele Heritage Town. The most commonly cited reason for visiting Fort Steele was to learn about the history of the area (59% of all Fort Steele visitors mentioned this as a reason for their visit). Similarly, to experience the history of the area was the second most often mentioned reason (36%), followed by to see what the 1880s were like (27%). All of these reasons point to a strong interest by Fort Steele Heritage Town visitors in exploring the historical significance of the events and activities featured at the site. Other reasons mentioned for visiting Fort Steele included to take in a special Fort Steele event (i.e. Canada Day, the Country Fair, n=29), as part of a tour (n=15), to revisit the site or see changes since a previous visit (n=13), because it was on the way or near to their destination or travel route (n=13), and that they were there to take in another Fort Steele activity (i.e. ice cream, blacksmith, or the RCMP, n=11).

Residents from the local area were less likely to be interested in the historical aspects of Fort Steele, and were less likely to select both to learn about and to experience the history of the area as a reason for visiting compared to non-residents. Similarly, those travelling with children were less likely to indicate that they were at Fort Steele to experience the history of the area (28% with children; 40% without children). It is perhaps not surprising that those with children were more likely to cite riding the steam train as a reason for their visit compared to those without children (16% with children; 7% without children). Among the other reasons cited, Cranbrook residents were more likely to state that they were there to participate in a special Fort Steele event (for example, Canada Day or the country fair, Table 15).

Table 15. Reasons for Visiting Fort Steele Heritage Town for residents/non-residents and those travelling with/without children

Reason for Visiting	Overall (n=832)	Cranbrook Resident (n=127)	Non-Cranbrook Resident (n=705)	Children in travel party (n=214)	No children in travel party (n=618)
To learn about history of the area	58.8%	33.9%	63.3%	59.3%	58.6%
Experience the history of the area	36.4%	22.8%	38.9%	27.6%	39.5%
To see what the 1880's were like	26.6%	18.1%	28.1%	22.0%	28.2%
To visit museum	13.2%	11.0%	13.6%	9.3%	14.6%
To ride on the steam train	9.1%	11.0%	8.8%	16.4%	6.6%
To see a show at the theatre	4.2%	9.4%	3.3%	6.5%	3.4%
To see street dramas	3.1%	2.4%	3.3%	4.2%	2.8%
To take a wagon ride	3.0%	1.6%	3.3%	5.6%	2.1%
Part of a school group	1.2%	3.1%	0.9%	3.3%	0.5%
To gold pan	1.0%	0.8%	1.0%	0.9%	1.0%
Other reason	15.1%	33.9%	11.8%	15.0%	15.2%

All travellers to Fort Steele (n=774) and those from the reference sites who had heard about Fort Steele (n=429) were asked how they had heard about Fort Steele. Half of all travellers mentioned that they had heard about Fort Steele from family and friends (52%). A third mentioned they heard about Fort Steele through signs along the highway, while a tenth found the information in a tourism guide (11%). Travellers at the reference sites were more likely to learn about Fort Steele through the highway signage (29% Fort Steele; 47% Reference Sites), while more travellers intercepted at Fort Steele stated that they heard about the attraction from family and/or friends (59% Fort Steele; 47% Reference Sites). Cranbrook residents were more likely to hear about Fort Steele from family and friends (73% residents; 50% non-residents), and non-residents were more likely to receive information from highway signage (20% residents; 35% non-residents). Other sources of information about Fort Steele included past visits (n=32), maps (n=19), media (n=8), other tourism representatives (n=9), part of a tour group (n=9), and because they were local residents (n=26) (Table 16).

Table 16. Sources of Information about Fort Steele Heritage Town

Source of information	Overall (n=1,276)	Fort Steele (n=774)	Reference Sites (n=429)	Cranbrook Resident (n=128)	Non- Cranbrook Resident (n=1,148)	Children in travel party (n=311)	No children in travel party (n=965)
From Family/Friends	51.8%	59.3%	47.1%	72.7%	49.5%	58.8%	49.5%
Highway Signage	33.3%	28.9%	46.9%	20.3%	34.8%	33.4%	33.3%
Tourism Guide	11.3%	15.1%	6.3%	2.3%	12.3%	3.9%	13.7%
Brochure at Accommodations	7.4%	7.5%	8.4%	1.6%	8.0%	4.5%	8.3%
Visitor Centre	5.1%	5.2%	5.8%	7.8%	4.8%	2.3%	6.0%
Brochure at Other Attraction	4.9%	5.3%	5.1%	1.6%	5.3%	3.5%	5.4%
Fort Steele Website	2.0%	2.8%	0.7%	0.0%	2.2%	2.3%	1.9%
Newspaper	1.6%	1.6%	1.9%	5.5%	1.1%	1.9%	1.5%
Other source indicated	8.8%	12.1%	4.2%	14.1%	8.2%	6.4%	9.5%

Overall, visitors to Fort Steele were very satisfied with their experience and all aspects of Fort Steele. A total of 98% of Fort Steele visitor that were interviewed rated the overall experience at Fort Steele a 7 or better on a scale of 1 to 10, with 68% providing a rating of either 9 or 10. When asked about specific elements of the Fort Steele experience the highest ratings were given to facility staff (77% rated staff either 9 or 10). The element that received the lowest level of satisfaction was the variety of activities offered, although this was only given a low score (score of 6 or lower) by less than a tenth of all visitors. Cranbrook residents were less likely to provide a very satisfied rating on variety of activities when compared to non-residents (Figure 13).

### Level of Satisfaction with Fort Steele Heritage Town

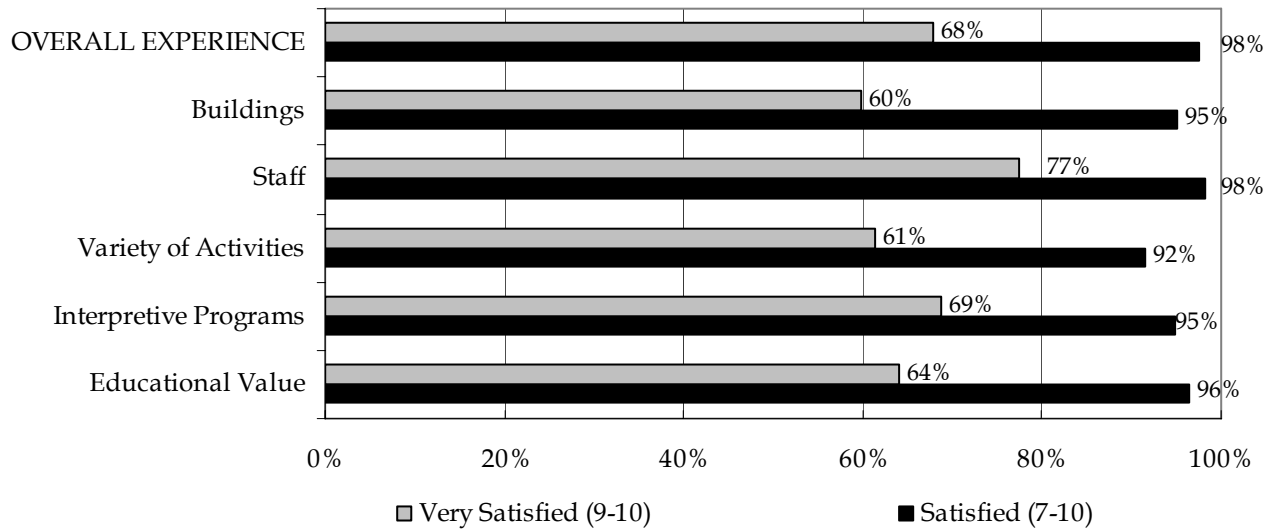


Figure 13. Level of satisfaction with Fort Steele. Based on a scale rating of 1 to 10. Satisfied includes scores from 7 to 10, while very satisfied includes scores of 9 and 10 only.

Visitors to Fort Steele were asked to provide detailed information about their spending while at the attraction. Of the total dollars that visitors reported spending, nearly half (47%, Table 17) was spent on admission, with food and beverage the second largest spending category (23%). On average, visitors reported that their travel parties spent \$49.64 while on site. The highest average spending was on souvenirs or items purchased from the gift shop (average expenditure in this category was \$29.79 for those who reported spending). A total of 36% of visitors reported making these types of purchases. Overall, admission expenses were reported most often with 82% of all visitors reporting a purchase in this category with an average total travel party expenditure of \$28.88 (for those who reported spending). The lowest level of spending was on other onsite tickets and admissions, reported by 17% of all visitors with an average purchase of \$15.43 (for those who reported spending).

Table 17. Total Onsite Travel Party Spending by Visitors to Fort Steele Heritage Town

	Percent of Total	Average Spending per Travel Party
Admission	47.4%	\$28.88
Other Onsite Tickets/ Admissions	5.3%	\$15.43
Food and Beverage	23.3%	\$18.78
Souvenirs/Gift Shop purchases	21.7%	\$29.79
Other Shopping/Retail purchases	2.3%	\$25.00
<b>Total</b>	<b>100.0%</b>	<b>\$49.64</b>



Expenditures of residents of Cranbrook were lower on average than those from outside the region. Travel parties that included children reported spending nearly \$25.00 more than those travelling without children, while visitors from Canadian provinces other than BC had the highest average travel party onsite expenditures (Table 18).

Table 18. Average Onsite Spending by Residents, Travel Parties with Children, and Travellers from Different Origins while at Fort Steele Heritage Town

	Average Spending per Travel Party
<b>Overall</b>	<b>\$49.64</b>
<b>Cranbrook Resident</b>	
Yes	\$34.24
No	\$52.44
<b>Children in travel party</b>	
Yes	\$67.69
No	\$43.43
<b>Origin of Traveller</b>	
BC	\$45.84
Other Canada	\$58.85
US	\$40.89
Other International	\$45.94

A third of visitors to Fort Steele stated that they would be either very or somewhat likely to return in the next 12 months (33%). Just over half of all visitors (56%) stated that they would likely not be returning to the attraction in the next year. The vast majority stated that they would recommend Fort Steele Heritage Town to friends and family (97%) with only 1% stating they would not recommend it at all. Cranbrook residents and those travelling with children were much more likely to indicate they would return (68% residents; 12% non-residents and 33% children; 16% without children, Table 19). A high proportion of all visitors, regardless of travel party composition and residency, were very likely to recommend Fort Steele to family/friends (Table 20).

Table 19. Likelihood to return to Fort Steele Heritage Town in next 12 months by residents and children

	Overall (n=829)	Cranbrook Resident (n=128)	Non-Cranbrook Resident (n=701)	Children in travel party (n=215)	No children in travel party (n=614)
Very likely to return	20.7%	68.0%	12.1%	33.0%	16.4%
Somewhat likely to return	11.8%	18.8%	10.6%	15.3%	10.6%
Neither likely nor not likely	5.1%	7.0%	4.7%	7.4%	4.2%
Somewhat not likely	6.5%	1.6%	7.4%	10.2%	5.2%
Not at all likely to return	55.9%	4.7%	65.2%	34.0%	63.5%

Table 20. Likelihood to recommend Fort Steele Heritage Town by residents and children

	Overall (n=831)	Cranbrook Resident (n=128)	Non- Cranbrook Resident (n=703)	Children in travel party (n=215)	No children in travel party (n=616)
Very likely to recommend	84.5%	91.4%	83.2%	89.3%	82.8%
Somewhat likely to recommend	12.3%	5.5%	13.5%	8.8%	13.5%
Neither likely nor not likely	1.3%	1.6%	1.3%	1.4%	1.3%
Somewhat not likely	0.5%	0.8%	0.4%	0.5%	0.5%
Not at all likely to recommend	1.4%	0.8%	1.6%	0.0%	1.9%

When visitors to Fort Steele Heritage Town were asked about the importance of the attraction to their decision to visit the East Kootenay region, 39% of Fort Steele visitors and 25% of visitors to the reference sites stated that Fort Steele was either a very important factor (rating of 7-9 on a 10 point scale) or the single most important factor (rating of 10). On the opposite end of the scale, 41% of visitors to Fort Steele and 58% of travellers at the reference sites indicated that Fort Steele was of little importance (rating of 1-3) or not an influencing factor at all (rating of 0). Those visitors from Canada were more likely to report that Fort Steele was an important factor in their decision to visit the East Kootenay region (40% Canadian travellers; 34% International travellers). Similarly, travellers with children in the travel party were more likely to state that Fort Steele was either a very important factor or the single main reason (49% with children; 35% without children, Table 21).

Table 21. Importance of Fort Steele Heritage Town in Decision to Visit East Kootenay region<sup>1</sup>

	Percentage of Respondents					
	Fort Steele (n=694) <sup>1</sup>	Reference Sites (n=67) <sup>2</sup>	Canada (n=507)	Outside Canada (n=254)	Children in travel party (n=170)	No children in travel party (n=591)
0 - No influence at all	28.4%	26.9%	23.7%	37.4%	21.2%	30.3%
1-3 - Little importance	12.4%	31.3%	13.4%	15.4%	12.9%	14.4%
4-6 - Moderate importance	19.9%	16.4%	22.9%	13.0%	17.1%	20.3%
7-9 - Very important	23.3%	22.4%	27.0%	15.7%	31.2%	21.0%
10 - Single main reason	16.0%	3.0%	13.0%	18.5%	17.6%	14.0%

1. Travellers to Fort Steele who were from the East Kootenay region were not asked this question.

2. Only those reference site travellers who indicated they had or planned to stop and spend time at Fort Steele Heritage Town were asked this question (n=67).

Travellers at the reference sites were asked if they had heard about Fort Steele Heritage Town and if they had visited or planned on visiting Fort Steele during their trip. Of the reference site travellers, the majority had heard of Fort Steele before (83%). A total of 13% of visitors to the reference sites either had stopped at Fort Steele or planned on doing so during this trip, while over two thirds had heard of Fort Steele, but would not be stopping there during this trip (67%, Table 22). The most common reason for not stopping at Fort Steele was they had no time (27%).

Other reasons for not stopping at Fort Steele included that it did not fit with the travel itinerary or the trip was for another purpose (i.e. family visit, golf, business, etc.) cited by 15%, that they were headed for another destination (12%), that it was not on the route or was out of the way (12%), or that they had been before (11%). A quarter of travellers who did not stop at Fort Steele had visited the site on previous trips in the past two years.

Table 22. Travel to Fort Steele Heritage Town among Travellers to Kimberley and Elko.

	Frequency (n=534)	Percent
Have not heard of it	91	17.0%
Have heard of it and have stopped	36	6.7%
Have heard of it and plan on stopping	31	5.8%
Have heard of it and do not plan on stopping	359	67.2%
No response	17	3.2%

### Perceptions of Fort Steele Heritage Town

In the mailback questionnaire, travellers were asked “*What do you consider to be unique about Fort Steele Heritage Town as a tourist attraction?*” and “*What positive and/or negative images come to mind when you think of Fort Steele Heritage Town as a tourism attraction?*” These image questions were asked to obtain an understanding of what travellers perceive Fort Steele Heritage Town to be doing right and what Fort Steele can work on in terms of attracting and keeping travellers in the region.

A total of 244 mailback survey participants described what they believed were the unique aspects of Fort Steele Heritage Town. Since individual participants often made multiple comments, this group provided a total of 554 responses. The most common response was that Fort Steele was original, unique or authentic (13% of the total responses; 30% of the total respondents), that it was entertaining or enjoyable (13% responses; 30% of respondents), and that it was of historical significance or depicted the history of the area (12% of responses; 27% of respondents). Comments related to the entertainment aspect of the site often included comments on the street or theatre performances and period costumes. A further 11% of responses (25% of respondents) were comments on the quality of the site, specifically that it was well-maintained or laid out. A total of 10% of the comments (23% of respondents) were made in regard to a specific activity or feature of Fort Steele. These included the blacksmith, steam train, animals, and the children’s area. Other responses to this question discussed the ease of access to the facility, and the commitment of the facility to its purpose and lack of commercialism (Figure 14; Figure 15).

**Unique Aspects of Fort Steele Heritage Town - Percent of Responses**

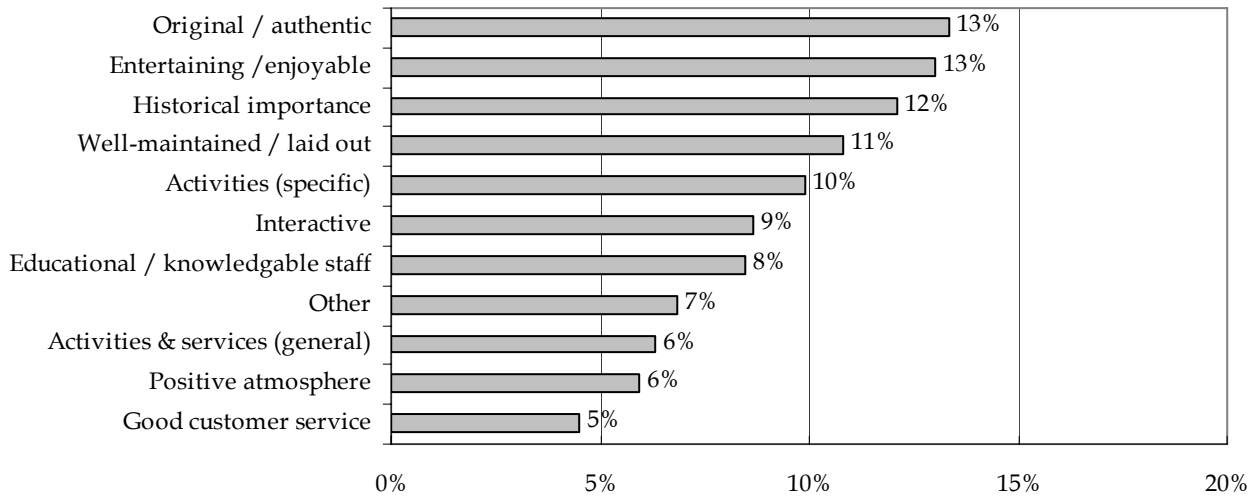


Figure 14. Coded responses to the question, “What do you consider to be unique about Fort Steele Heritage Town as a tourism attraction?” A total of 554 responses were received for this question. Multiple responses were permitted.

**Unique Aspects of Fort Steele Heritage Town - Percent of Respondents**

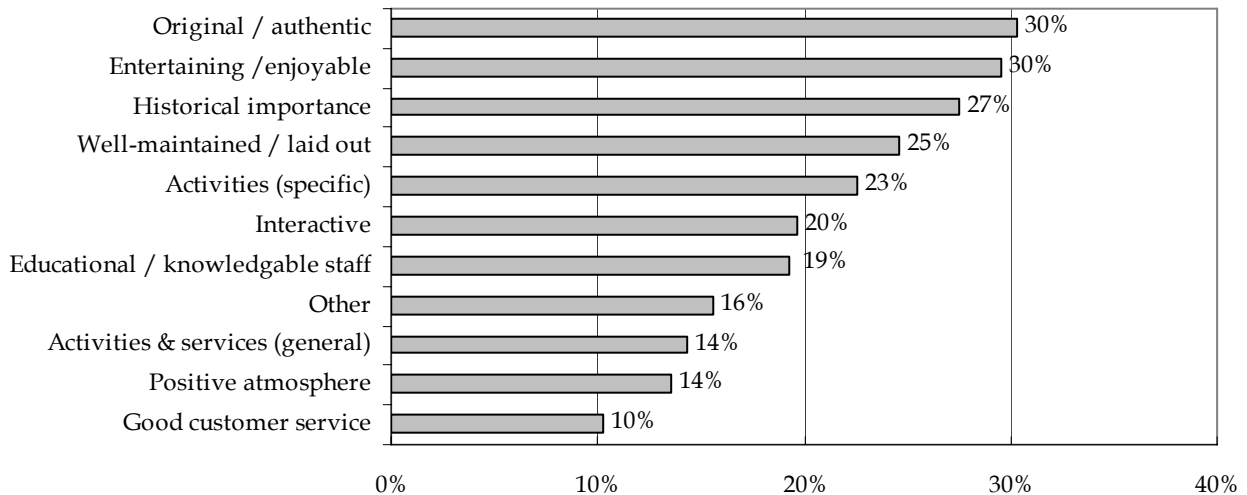


Figure 15. Coded responses to the question, “What do you consider to be unique about Fort Steele Heritage Town as a tourism attraction?” A total of 244 respondents provided answers to this question. Multiple responses were permitted.

A total of 240 mailback survey participants included their comments on perceived positive aspects of Fort Steele Heritage Town. This group provided a total of 600 responses to the question. The quality of the way Fort Steele was maintained or laid out was the most mentioned positive aspect of Fort Steele (19% of the total responses; 46% of the total respondents) with the high level of customer service provided (13% of responses; 33% of respondents) and the quality of the entertainment or

visitors' enjoyment of Fort Steele (12% of responses; 30% of respondents) rounding out the top three most positive aspects. One in five respondents (8% of responses; 20% of respondents) who offered positive characteristics mentioned other elements of Fort Steele including the commitment to purpose and quality, the location and reasonable cost (Figure 16; Figure 17).

**Positive Aspects of Fort Steele Heritage Town - Percent of Responses**

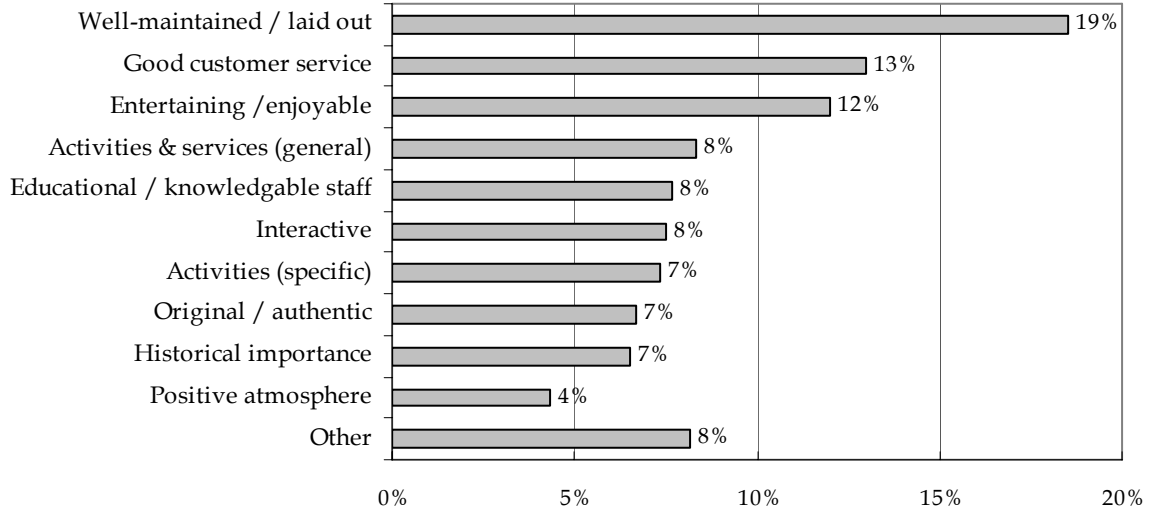


Figure 16. Coded responses to the question, “What positive images/characteristics come to mind when you think about Fort Steele Heritage Town as a tourism attraction?” A total of 600 responses were received for this question. Multiple responses were permitted.

**Positive Aspects of Fort Steele Heritage Town - Percent of Respondents**

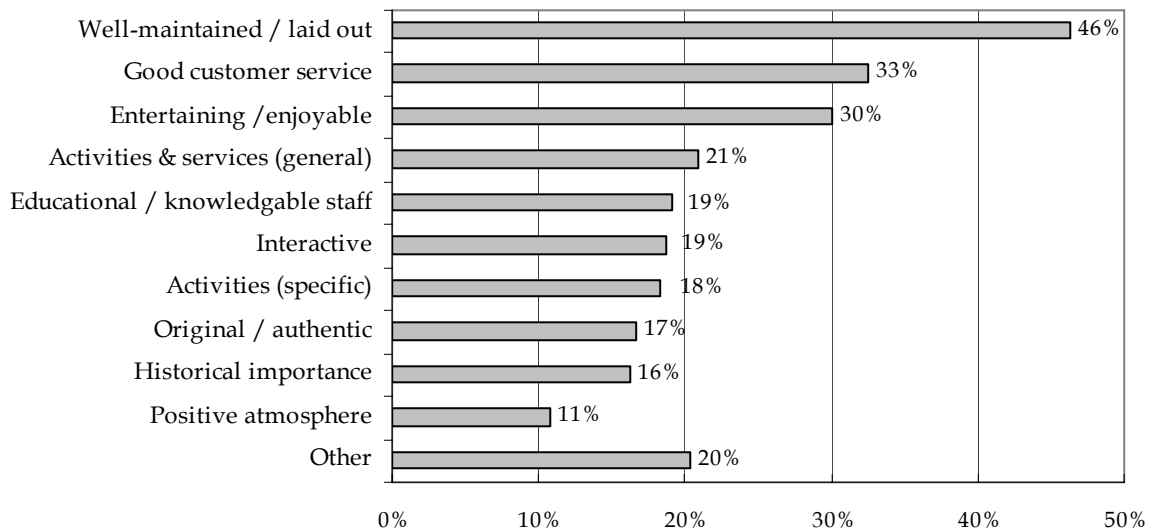


Figure 17. Coded responses to the question, “What positive images/characteristics come to mind when you think about Fort Steele Heritage Town as a tourism attraction?” A total of 240 respondents provided answers to this question. Multiple responses were permitted.

A total of 140 mailback survey participants included their comments on perceived negative images or characteristics of Fort Steele Heritage Town, representing 52% of all mailback participants. This group provided a total of 227 responses to the question. Of these, the most common response (32% of responses; 52% of respondents) concerned limited access and restrictions to various facilities, including buildings or portions of buildings that were closed, attractions that were not available, scheduling issues, and challenges in the facility operating hours. An additional 22% of responses (stated by 35% of respondents) were related to amenities that visitors felt were needed or lacking, including food and water, shade, picnic area, wheelchair access, children’s facilities, signage or parking. This was followed by comments related to poor quality or poor customer service with some visitors having issues with staff or lack of staffing, or what they felt were not authentic or uninformative shows and features (11% of responses; 19% of respondents). An additional 5% of responses (8% of respondents) were comments about factors external to Fort Steele which were either impossible or difficult to mediate, including the weather, insects, and the location and remoteness of the facility. Other responses to this question included long wait times for facilities or shows and the lack of local souvenirs (Figure 18; Figure 19).

**Negative Aspects of Fort Steele Heritage Town - Percent of Responses**

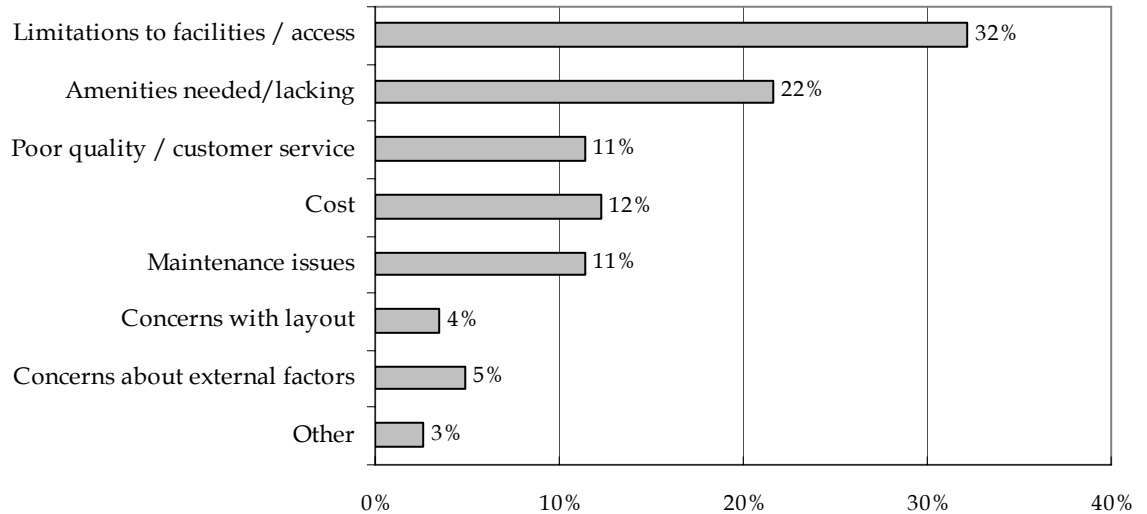


Figure 18. Coded responses to the question, “What negative images/ characteristics come to mind when you think about Fort Steele Heritage Town as a tourism attraction?” A total of 227 responses were received for this question. Multiple responses were permitted.

### Negative Aspects of Fort Steele Heritage Town - Percent of Respondents

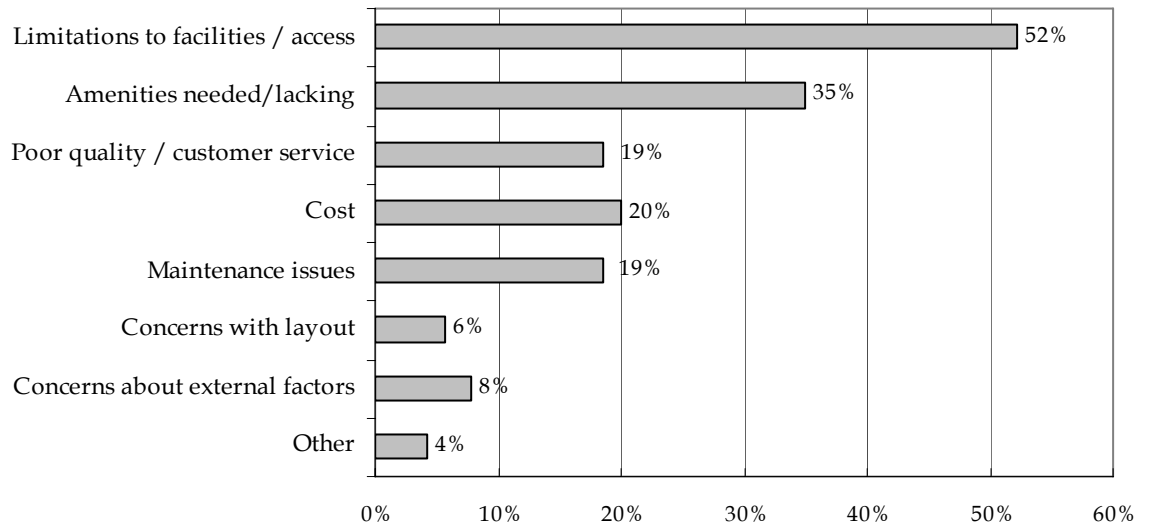


Figure 19 Coded responses to the question, “What negative images/characteristics come to mind when you think about Fort Steele Heritage Town as a tourism attraction?” A total of 140 respondents provided answers to this question. Multiple responses were permitted.

The mailback survey also asked visitors to Fort Steele Heritage Town to name activities, services, and additional attractions they would like to see at the site. A total of 265 responses were received from 166 survey participants with a quarter of responses (26%; 41% of respondents) relating to an interest in more or better amenities and basic facilities. This included a wide variety of services such as food, rest areas, washrooms, wheelchair access, garbage cans, shopping, pay phones, transportation, accommodation, and signage. The next most popular additions mentioned were more exhibits, activities and demonstrations (16% of responses; 26% of respondents), including interactive displays and machinery. An additional 16% of all responses (25% of respondents) related to an interest in specific activities, events and facilities, and included a working train, a children’s area, more animals, and a showcase of information on First Nations history. A further 14% of responses (22% of respondents) related to an interest in having Fort Steele available year-round. Other responses included better scheduling between shows, an audio tour, and a change to the cost (Figure 20; Figure 21).

**Additional Activities, Services, and Attractions Visitors Would Like at Fort Steele Heritage Town - Percent of Responses**

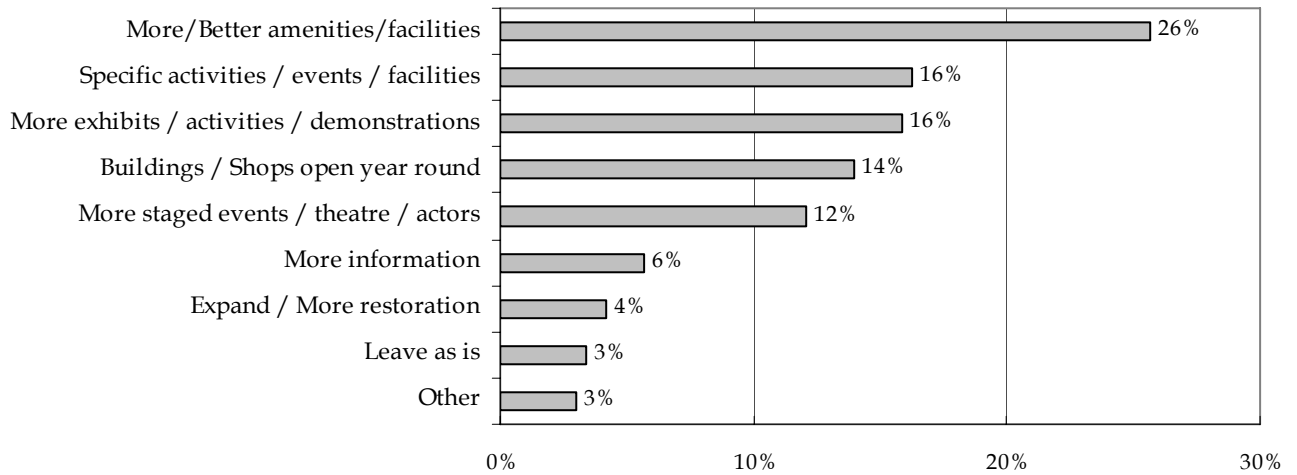


Figure 20. Coded responses to the question, “What additional activities, services, or attractions would you like to see if you visited Fort Steele Heritage Town again?” A total of 265 responses were received for this question. Multiple responses were permitted.

**Additional Activities, Services, and Attractions Visitors Would Like at Fort Steele Heritage Town - Percent of Respondents**

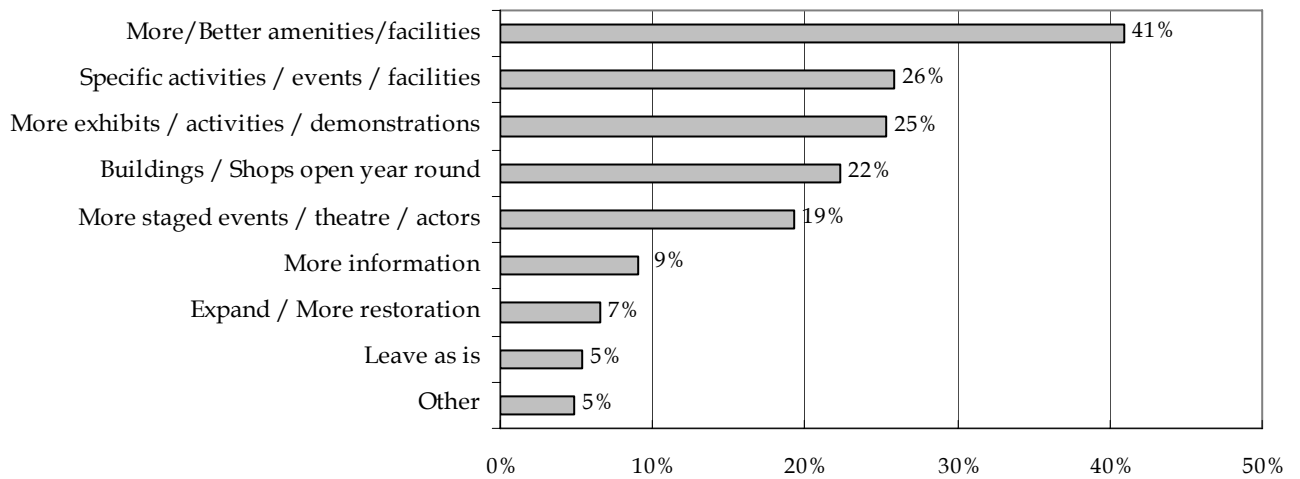


Figure 21. Coded responses to the question, “What additional activities, services, or attractions would you like to see if you visited Fort Steele Heritage Town again?” A total of 166 respondents provided answers to this question. Multiple responses were permitted.



## Travel Experience

Both Fort Steele visitors and reference site travellers were asked on the mailback survey if they visited any other heritage or historical attractions on their trip. A total of 123 visitors (29%) indicated that they had. Only small differences were observed when the rates of visiting other historical attractions are compared for Fort Steele and reference site travellers, for travellers from Canada and those originating outside the country, and for those travelling with children compared to those travelling without children (Table 23).

Table 23. Visitors to other heritage or historical attractions in British Columbia by location of survey, origin, and children in travel party

	Frequency	Percent
Fort Steele	81	30.3%
Reference Sites	42	28.4%
Canada	97	28.4%
Outside Canada	26	35.1%
Children in travel party	28	26.4%
No children in travel party	95	30.7%
<b>Total</b>	<b>123</b>	<b>28.7%</b>

When visitors were asked to name the other heritage attractions they visited on their trip the results were fairly diverse. Attractions in the Kootenay Rockies region were mentioned the most. Among them were attractions in Kimberley, in particular Kimberley's Underground Mining Railway (13%), the Canadian Museum of Rail Travel in Cranbrook (13%), and the SS Moyie at Kaslo (6%). Attractions and destinations in other areas of the Kootenay Rockies accounted for 41% of the total sample. Attractions and destinations in the Thompson Okanagan region accounted for 16% of responses, while those in Northern BC made up an additional 10%. Destinations outside of BC, primarily Alberta, accounted for 13% of all responses to this question (Figure 22).

**Other Heritage Attractions Visited**

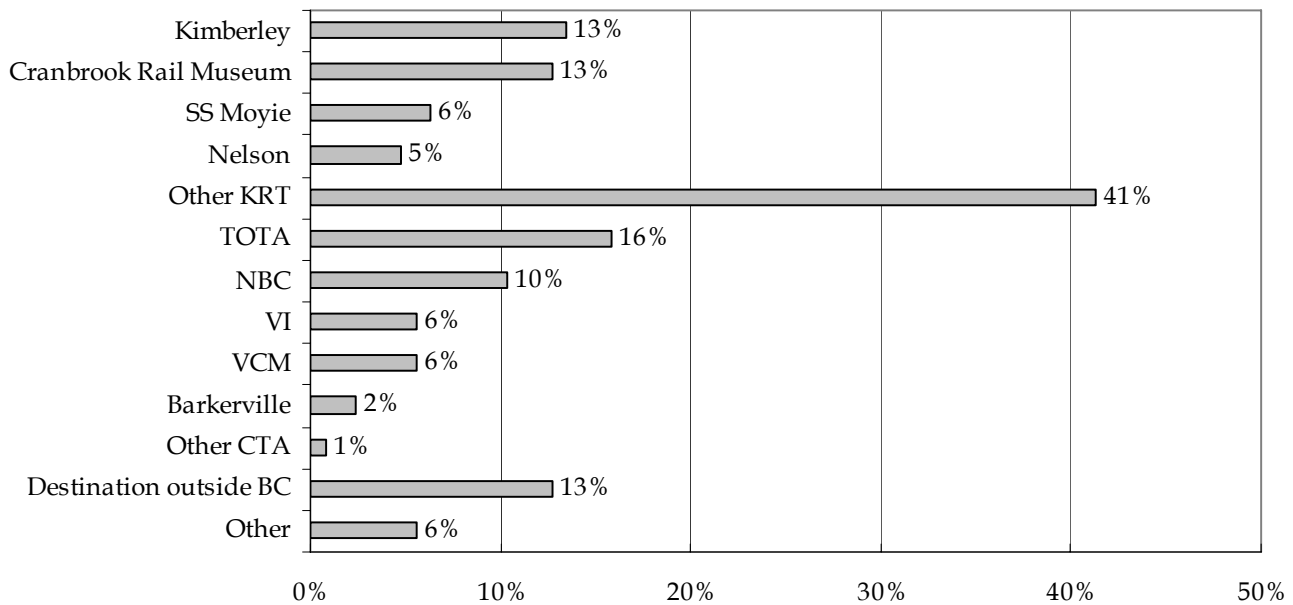


Figure 22. Other heritage or historical attractions/sites visited on this trip. A total of 123 mailback survey participants provided responses to this question. Multiple responses were permitted.

When asked if they were likely to return to the East Kootenay region for a future leisure trip, the majority of survey participants indicated that they would (56% very likely to return and 24% likely to return). Only 5% of travellers indicated they were not likely or not at all likely to return to the region. Those interviewed at the reference sites were more likely to return to the region than those interviewed at Fort Steele (48% Fort Steele; 71% Reference Sites). Fort Steele visitors, however, were more likely to indicate they would be either likely to return (27% Fort Steele; 17% Reference Sites) and somewhat likely to return to the region (19% Fort Steele; 8% Reference Site, Figure 23).

The most common reason for a return visit to the region was the scenery and landscape (18% of responses; 27% of respondents) followed by an interest in exploring or visiting attractions (14% of responses; 22% of respondents) and a desire to travel more in BC or simply because they love BC (12% of responses; 18% of respondents). Other responses included because they owned property in the area, because it was on the route, or because of the convenience. Some of the negative responses or reasons why participants were not likely to return to the region included the distance or no reason to return, or that it was expensive (Figure 24; Figure 25).

### Likelihood of Taking Another Trip to the East Kootenay Region

Given your experience traveling in the East Kootenay Region, how likely are you to return for a future leisure trip?

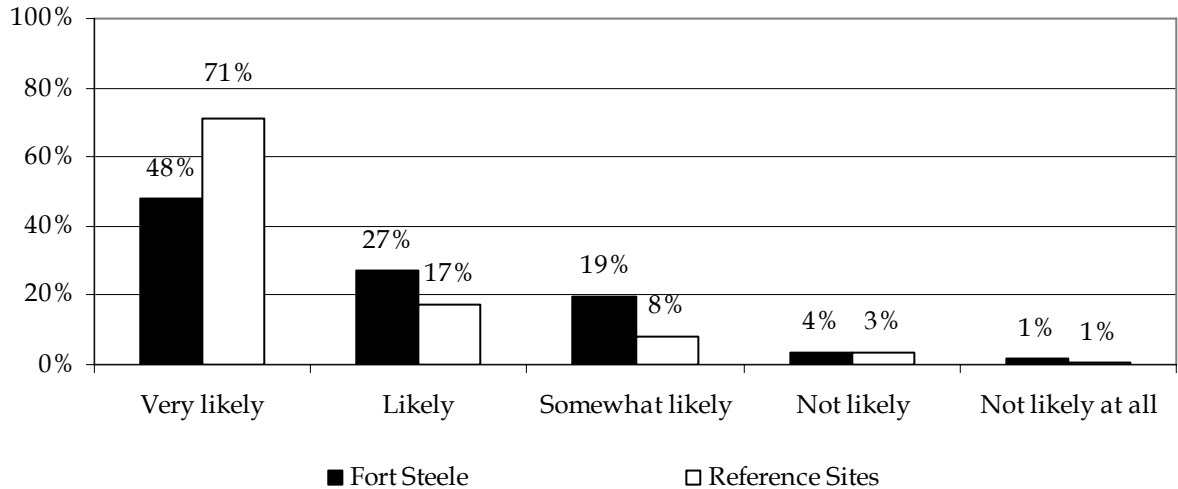


Figure 23. Responses to the question, “Given your experience traveling in the East Kootenay Region, how likely are you to return for a future leisure trip?” A total of 419 responses were received to this question, of which 267 were from Fort Steele visitors and 152 from travelers interviewed at the reference sites at Kimberley and Elko.

### Reasons For Returning to the East Kootenay Region - Percent of Responses

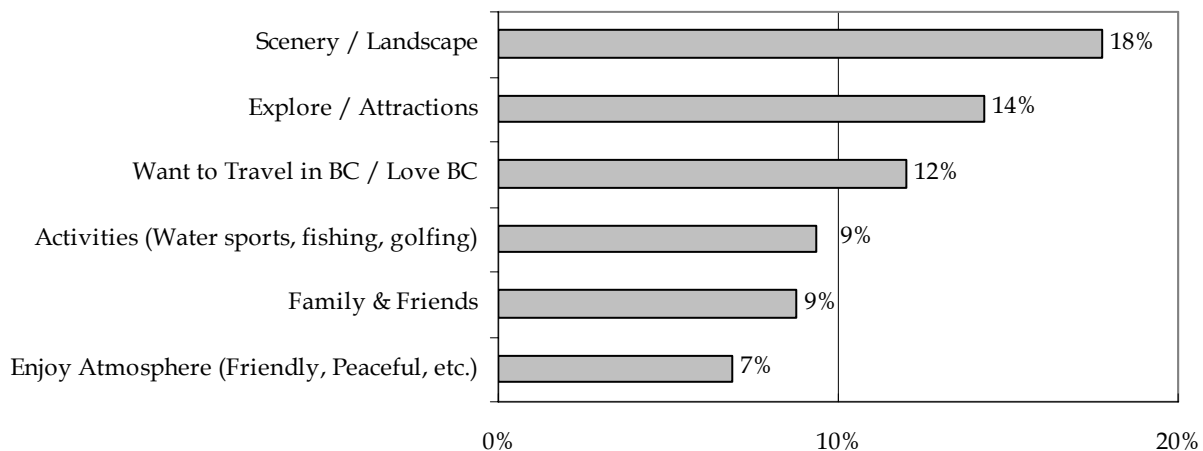


Figure 24. Explanations provided for why respondent is either likely or unlikely to return to the East Kootenay region for a future leisure trip. A total of 524 responses were received for this question. Multiple responses were permitted. Only categories receiving 5% or more of total responses are shown.

### Reasons For Returning to the East Kootenay Region - Percent of Respondents

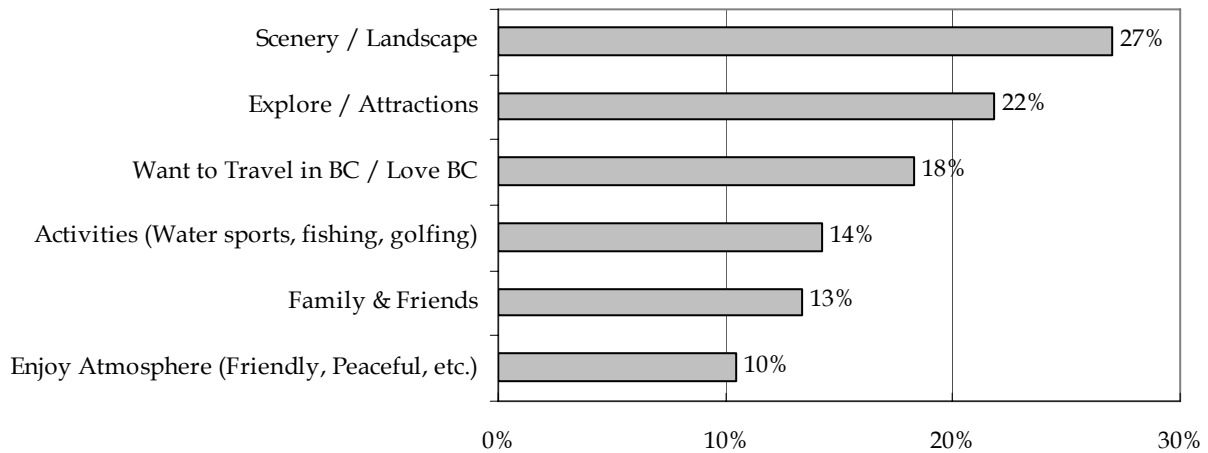


Figure 25. Explanations provided for why respondent is either likely or unlikely to return to the East Kootenay region for a future leisure trip. A total of 344 respondents provided answers to this question. Multiple responses were permitted. Only categories receiving 10% or more of total respondents are shown.

Respondents to the mailback questionnaire were asked about their satisfaction with their trip in British Columbia. The majority of travellers were satisfied with their trip with 89% stating either 'very satisfied' (76%) or 'somewhat satisfied' (13%). There were only minor differences in the overall level of satisfaction indicated by travellers to Fort Steele compared to those from the reference sites at Kimberley and Elko (91% Fort Steele; 87% Reference Sites, Figure 26). When respondents were asked to explain why they rated their level of satisfaction with their trip as they did, the most common response involved a reference to BC scenery, nature and wildlife viewing opportunities (21% of responses; 33% of respondents). This was followed by the pleasant atmosphere (20% of responses; 32% of respondents) and opportunities for recreation and activities (10% of responses; 16% of respondents). Among those who provided negative responses, reasons included expense, bad weather, poor customer service, and poor road conditions (Figure 27; Figure 28).

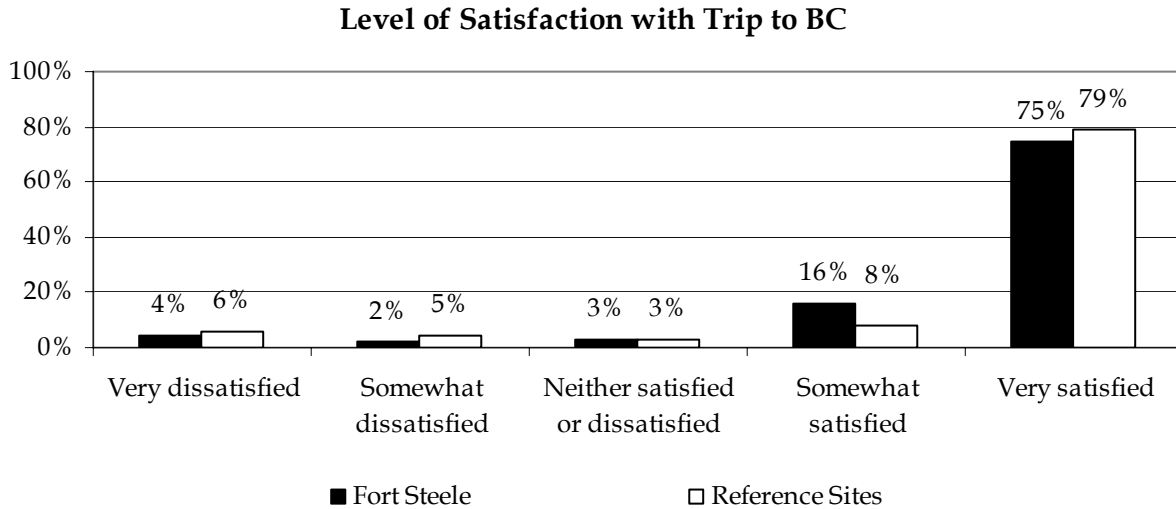


Figure 26. Responses to the question, “Overall, how satisfied or dissatisfied were you with your trip in British Columbia?” A total of 434 responses were received to this question, of which 282 were from Fort Steele visitors and 152 from travelers interviewed at the reference sites at Kimberley and Elko.

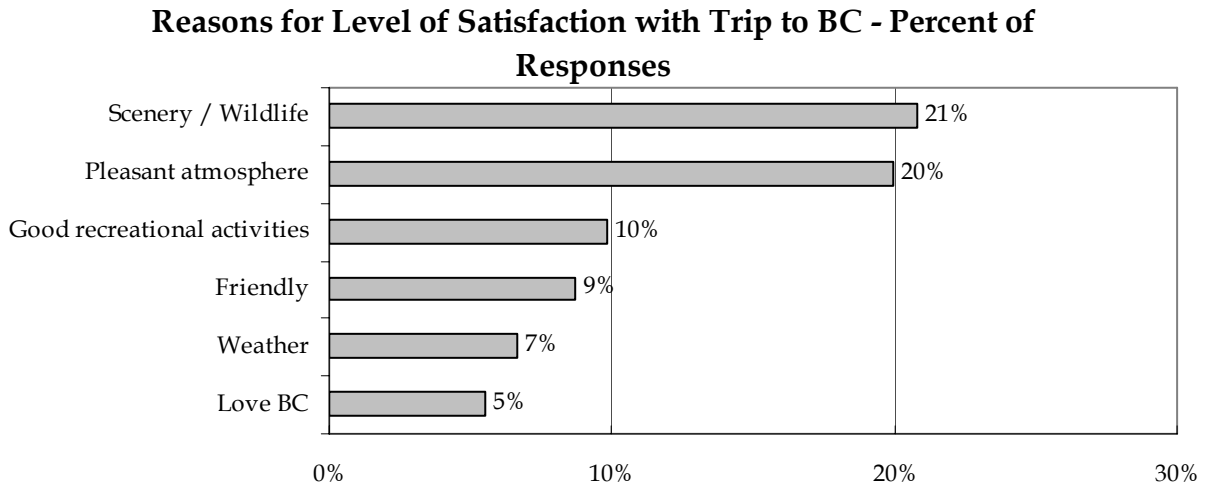


Figure 27. Explanations provided for level of satisfaction rating for the trip to British Columbia. A total of 346 responses were received for this question. Multiple responses were permitted. Only categories receiving 5% or more of total responses are shown.

### Reasons for Level of Satisfaction with Trip to BC - Percent of Respondents

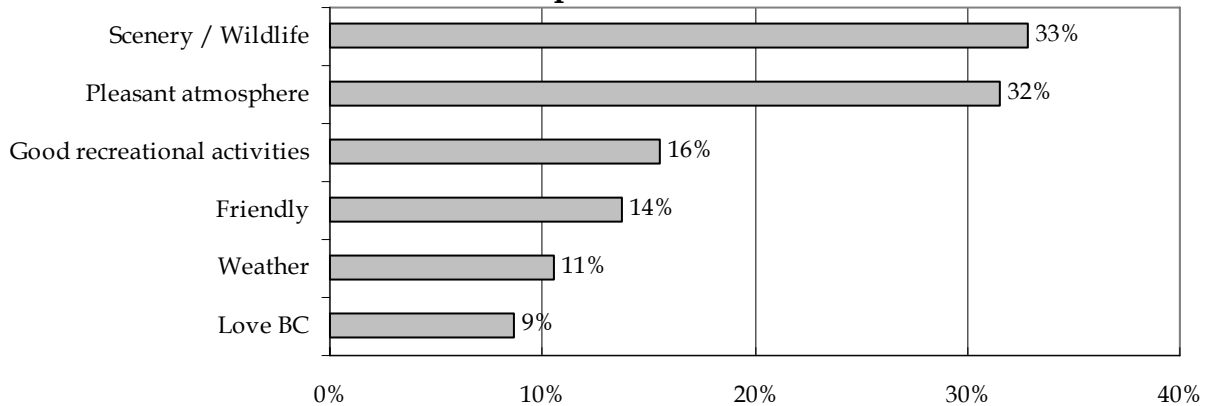


Figure 28. Explanations provided for level of satisfaction rating for the trip to British Columbia. A total of 219 respondents provided answers to this question. Only categories receiving 9% or more of total respondents are shown.

In terms of their likelihood of taking another leisure trip to/in British Columbia, the majority of travellers indicated they would return (73% very likely and 19% likely). Those from the reference sites were more likely to indicate they were very likely to return (67% Fort Steele; 83% Reference Sites), whereas those from Fort Steele more often stated that they would be likely to return (23% Fort Steele; 11% Reference Sites). Only 4% of Fort Steele visitors and 2% of reference site travellers stated they were either not likely or not likely at all to return ( Figure 29).

Among travellers from BC, the vast majority stated they were likely to travel in the province again (98%), whereas a lower proportion of visitors from the United States and other International country were likely to return (77% & 76% respectively). Among visitors who travelled with children under 18, almost all stated they were likely to travel to BC again (98%), while a lower proportion of those travelling with no children would (89%).

### Likelihood of Taking Another Leisure Trip in British Columbia

Given your experience travelling in British Columbia on this trip, how likely are you to return for a future leisure trip?

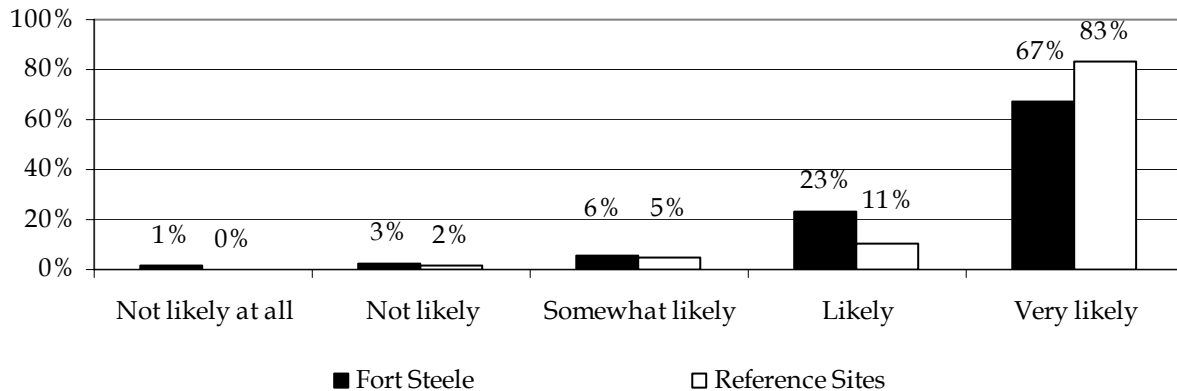


Figure 29. Responses to the question, "Given your experience traveling in British Columbia on this trip, how likely are you to return for a future leisure trip?" A total of 421 responses were received to this question, of which 269 were from Fort Steele visitors and 152 from travelers interviewed at the reference sites at Kimberley and Elko.

### Expenditures

On the mailback survey travellers to Fort Steele Heritage Town and the reference sites at Kimberley and Elko were asked about their total expenditures, "What were your travel party's total expenditures during the trip?"<sup>10</sup> These total trip expenditures were then divided by the total number of days that travellers reported spending away from home on their trip to produce an estimation of daily expenditures. Further, daily expenditures were divided by the total number of persons in the travel party to estimate total per person daily expenditures. Overall, travellers reported an average of \$141.00 per day for their travel party during their trips. Results were similar at the different locations with parties from Fort Steele spending slightly more at \$144.21 per day and parties at the reference sites spending \$135.18. Examining total per person expenditures revealed that each Fort Steele visitor spent an average of \$56.60 per day, compared to \$51.41 per day for each reference site traveller (Table 4).

Parties from BC spent slightly less than the overall average at \$130.65 per day. However, British Columbia travel parties to Fort Steele spent more than their counterparts from the reference sites (\$133.18 Fort Steele; \$119.97 Reference Sites). Similar results were found among those from other Canadian provinces (primarily Alberta) where travel parties to Fort Steele spent \$15 more per day than those from the reference sites (\$145.14 Fort Steele; \$130.06 Reference Sites). Among those from the US and other International parties the difference in spending shifts with those from the reference sites spending more than visitors to Fort Steele. When per person expenditures are explored the differences become less pronounced. One notable change is that per person spending among international travellers was now slightly higher at Fort Steele compared to the reference sites (\$71.60 Fort Steele; \$68.24 Reference Sites). Caution should be used when interpreting these results due to small sample sizes (n=28 for US and n=38 for other International travellers).

<sup>10</sup> Travellers were asked to include all purchase, taxes and tips, except long-haul flights. All pre-paid items purchased prior to departure (i.e. accommodation, tours, etc.) were to be included in the estimate.

The highest daily travel party expenditures were among those whose primary accommodation was at a fixed roof establishment such as a resort, hotel, motel or B&B. This group spent an average of \$184.27 per day. Not surprisingly, parties who indicated that their primary form of accommodation was with friends or relatives spent considerably less per day. The average daily per party expenditure among this group of travellers was \$88.93. Compared to those from the reference sites, parties traveling to Fort Steele had slightly higher daily expenditures across all type of accommodations with the exception of friends or relatives. Per person daily expenditures for Fort Steele visitors was over \$8.00 more per day compared to those from the reference sites (\$73.34 Fort Steele; \$65.00 Reference Sites).

It is not surprising that average per party daily expenditures increases with party size. Solo travellers spent an average of \$69.07, while those travelling in large travel parties of 7 or more persons spent an average of \$179.93 per day. Comparing expenditures by travel party size among visitors to Fort Steele and the reference sites showed that visitors to Fort Steele generally had higher per day average expenditures. Among those travelling in couples, there was a practical difference between visitors to Fort Steele and the reference sites (\$144.06 Fort Steele; \$129.99 Reference Sites). Among those travelling in medium sized groups of 3 to 6 people, those at the reference sites spent more (\$145.36 Fort Steele; \$153.53 Reference Sites).

Examining per person daily expenditures, however, revealed that not all of these differences were attributable to party size. Single travellers at Fort Steele spent less than single travellers at the reference sites (\$24.63 Fort Steele; \$59.14 Reference Sites). While Fort Steele visitors in couples and large groups of more than 7 people spent more than those at the reference sites. Small sample sizes among solo travellers (n=14) and parties of 7 or more people (n=6), mean that these results should be interpreted with caution.

Respondents between the ages of 45 and 54 reported the highest average per party daily travel party expenditures at \$153.86. The lowest was reported among parties where the respondent was 65 years or older (\$117.57). Among those aged 45-54 and 55-64, however, traveller parties to Fort Steele spent approximately \$30 more per day than those at the reference sites. There were also noteworthy differences in party expenditures based upon respondents' age category between interview sites and similar patterns were seen when the data was examined by per person daily expenditures. Again, however small sample sizes in some categories limit the ability to draw conclusions.



Table 24. Average daily expenditures of travellers at Fort Steele Heritage Town and Reference Sites at Kimberley and Elko.

\$ CDN Daily Expenditures*	Average Per Party Daily Expenditure		Average Per Person Daily Expenditure	
	Fort Steele (n=236)	Reference Sites (n=130)	Fort Steele (n=235)	Reference Sites (n=130)
<b>Overall</b>	<b>\$144.21</b>	<b>\$135.18</b>	<b>\$56.60</b>	<b>\$51.41</b>
<b>Origin</b>				
British Columbia**	\$133.18	\$119.97	\$54.97	\$50.73
Other Canada	\$145.14	\$130.06	\$53.48	\$49.76
US**	\$155.93	\$163.31	\$57.57	\$55.17
Other International**	\$161.27	\$198.58	\$71.60	\$68.24
<b>Primary Accommodations</b>				
Resort/Hotel/Motel/B&B	\$184.75	\$183.11	\$73.34	\$65.00
Campground/RV Park	\$106.81	\$105.74	\$41.54	\$45.79
Friends or Relatives	\$84.49	\$92.29	\$35.08	\$34.38
Other**3	\$162.16	\$150.41	\$56.82	\$57.95
<b>Travel Party Size</b>				
1 person**	\$74.05	\$65.35	\$24.63	\$59.14
2 people	\$144.06	\$129.99	\$70.32	\$60.85
3-6 people	\$145.36	\$153.53	\$39.40	\$38.07
7 or more people**4	\$201.14	\$137.50	\$29.40	\$23.21
<b>Age</b>				
Under 24 Years**5	-	-	-	-
25-34 Years**	\$126.10	\$145.86	\$46.89	\$68.26
35-44 Years	\$134.97	\$149.84	\$45.91	\$49.08
45-54 Years	\$165.80	\$132.43	\$68.84	\$54.28
55-64 Years	\$160.77	\$134.33	\$60.66	\$48.98
65 Years or Older	\$113.96	\$126.32	\$47.73	\$50.40

\* The top and bottom 2% of responses were trimmed to ensure an accurate mean daily expenditure. Practical differences between respondents interviewed at Fort Steele and Reference Sites of  $\pm 10\%$  are colour-coded. Business travellers, residents of the East Kootenay region and day trippers are all excluded from this analysis.

\*\* Please use caution when interpreting these results as the sample size for at least one of Fort Steele or Reference Site respondents is less than 20 for the categories indicated.

1. Overall sample sizes for origin: British Columbia n=94; Other Canada n=206; US n=28; Other International n=38.
2. Overall sample sizes for primary accommodations: Resort/Hotel/Motel/B&B n=158; Campground/RV park n=132; Friends or relatives n=51; Other n=25.
3. Overall sample sizes for travel party size: 1 person n=14; 2 people n=203; 3-6 people n=142; 7 or more people n=6.
4. Overall sample sizes for age: Under 24 years n=0; 25-34 years n=17; 35-44 years n=54; 45-54 years n=95; 55-64 years n=111; 65 years or older n=89.

## Conclusions

1. Travellers who stopped at Fort Steele Heritage Town differed slightly from the typical traveller to the East Kootenay region intercepted at the reference sites at Kimberley and Elko. Relative to travellers at the reference sites, those at Fort Steele Heritage Town were more likely to:
  - Be from Alberta, Washington State or Idaho,
  - Stay in fixed roof accommodations,
  - Be touring with no specific destination,
  - Select the destination for their travels based on a motivation to explore the history of the area,
  - Participate in museums, heritage and historic sites while travelling, and
  - Have higher per person daily expenditures.

Travellers at Fort Steele Heritage Town were similar to travellers at the reference sites at Kimberley and Elko in their:

- Age,
  - Education,
  - Travel party size and proportion travelling with children,
  - Primary trip purpose,
  - Mode of transportation,
  - Communities visited while travelling,
  - Intent to participate in activities on future leisure trips,
  - Overall trip duration,
  - Duration of stay in British Columbia,
  - Duration of stay in the East Kootenay region,
  - Trip planning horizons,
  - Use of information for trip planning, and
  - Travel services booked before and during travel.
2. The profile of travellers can be applied:
    - To ensure that marketing and information needs of those travelling to Fort Steele Heritage Town is responsive to the profile of site visitors.
    - To better understand the characteristics of those travelling to and within the East Kootenay Rockies region.
  3. Almost all (98%) travellers to Fort Steele Heritage Town responded that they were satisfied with their experience at the site, one third of visitors stated that they would be likely to return in the next 12 months, and 97% stated that they would recommend Fort Steele to friends and family. Satisfaction with customer service and staff at the facility received the highest rating with 77% of Fort Steele visitors rating the staff either a 9 or 10 out of a possible 10. Well over one quarter of visitors to Fort Steele, both those stopped at the location and at the reference sites indicated that their visit to Fort Steele was either a very important factor or the single deciding factor in their decision to visit the region. All of these factors combined point to the importance of Fort Steele as a contributor to the regional tourism sector and the positive influence the site is having on visitor experience.

4. Visitors to Fort Steele, especially those who lived outside of the immediate area, were primarily motivated to learn about and experience the site for its historical significance. Visitors were most impressed with the quality, uniqueness and authenticity of the attraction, although areas of improvement were highlighted with regard to limitations in access to various facilities, including buildings that were closed or restricted, attractions and amenities that were not available, and hours of operation and schedules for displays and performances that were not convenient.

## Limitations

1. These results are representative of travellers who stopped at Fort Steele Heritage Town and the reference sites at Kimberley and Elko between May 18 and October 6, 2007. The results presented here may differ from travellers visiting these locations at different times of the year. Additionally, as the study period represents the peak tourism period applying these findings to extrapolate to the remaining months in the year could result in significant discrepancies compared to overall annual patterns.
2. Some of the statistics contained within this report were produced with small sample sizes; consequently, some of the results should be treated with caution. This has been noted in the report where applicable.
3. Wherever possible, comparable groups of travellers between Fort Steele Heritage Town and the reference sites at Kimberley and Elko have been presented in this analysis. However, slight differences in the wording of the questions between the surveys at the different locations might have resulted in small discrepancies in the ability to directly compare the data. For example, visitors from the Regional District of the East Kootenays were identified in the Fort Steele survey, however this question was not posed to those at the reference sites and, therefore, it is not possible to distinguish between this group and those from other areas of British Columbia among reference site travellers.
4. Results presented here do not represent the full range of analysis that can be completed with the data collected. For example, a profile of travellers visiting friends and family versus those that were travelling for leisure could be developed. Please contact Alison Aspinall, Research and Planning, Tourism British Columbia (Alison.Aspinall@tourismbc.com) for more information on obtaining custom reports using this data.

## Appendices

Appendix A - Interview Schedule and Interviews Completed

Appendix B - Questionnaires

Appendix C - Response Bias Testing

Appendix D - Open-Ended Comments from Survey Participants

**Appendix A - Interview Schedule and Interviews Completed**

Table A1. The day and number of travellers approached, the number who agreed to the interview, the number who participated previously, the number of residents, the number of refusals, the number travelling in a tour group and the number of independent tourists interviewed at Fort Steele Heritage Town during the study period.

	Fort Steele Heritage Town (May-October 2007)						
	Number of People Approached	Agree to Interview	Previous Participant	Number of Residents <sup>1</sup>	Refusals	Part of Tour Group <sup>1</sup>	Tourists
May 18	14	5	0	0	9	0	5
May 19	24	5	0	2	19	0	5
May 20	30	11	0	4	19	0	11
May 21	21	6	0	1	15	1	6
May 24	5	2	0	0	3	0	2
May 26	20	13	0	2	7	0	13
May 30	21	8	0	0	13	0	8
Jun 1	25	12	0	1	13	3	12
Jun 5	24	13	0	2	11	1	13
Jun 7	19	10	0	0	9	1	10
Jun 11	37	16	1	4	21	2	15
Jun 13	32	18	2	0	14	2	16
Jun 17	17	14	1	4	3	0	12
Jun 19	30	20	2	3	10	2	18
Jun 22	28	19	0	2	9	0	19
Jun 23	36	25	1	1	11	2	24
Jun 25	25	13	0	0	12	1	13
Jun 29	17	10	0	0	7	0	10
Jun 30	26	16	1	1	10	2	15
Jul 1	45	29	0	11	16	0	29
Jul 3	37	20	0	2	17	3	20
Jul 7	20	9	0	0	11	1	9
Jul 11	21	17	0	2	4	0	17
Jul 13	28	16	1	3	12	0	15
Jul 17	30	22	2	0	8	4	20
Jul 19	27	18	0	3	9	0	18
Jul 23	30	22	0	3	8	2	22
Jul 25	43	29	2	1	14	3	27
Jul 29	27	20	0	7	7	0	20
Jul 31	34	27	2	0	7	0	25
Aug 4	29	23	0	2	6	1	23
Aug 6	34	21	2	3	13	0	19

Table A1. Continued.

Aug 9	15	8	0	0	7	0	8
Aug 10	22	16	0	3	6	1	16
Aug 12	31	18	1	3	13	0	17
Aug 15	20	9	1	0	11	1	8
Aug 16	29	22	2	2	7	1	20
Aug 18	32	19	2	4	13	0	17
Aug 19	15	12	0	5	3	0	12
Aug 22	15	12	0	2	3	2	12
Aug 23	13	9	0	3	4	1	9
Aug 24	19	15	2	3	4	1	13
Aug 26	19	8	1	2	11	0	7
Aug 28	24	18	0	3	6	2	18
Aug 30	23	12	1	3	11	0	11
Sep 3	26	15	1	3	11	1	14
Sep 4	17	8	0	0	9	0	8
Sep 5	20	12	0	1	8	4	12
Sep 6	27	14	0	1	13	2	14
Sep 9	33	24	1	14	9	2	23
Sep 10	21	13	0	2	8	1	13
Sep 11	23	16	1	1	7	0	15
Sep 12	25	12	1	1	13	1	11
Sep 15	11	5	0	0	6	1	5
Sep 16	13	6	0	2	7	0	6
Sep 17	16	6	0	0	10	0	6
Sep 18	22	8	1	0	14	2	7
Sep 21	15	7	0	0	8	2	7
Sep 22	14	5	0	1	9	1	5
Sep 23	17	9	1	2	8	0	8
Sep 24	16	10	0	0	6	1	10
Sep 27	9	4	0	1	5	0	4
Sep 28	8	3	0	2	5	0	3
Sep 29	14	4	0	1	10	0	4
Sep 30	9	2	0	1	7	0	2
Oct 3	11	5	0	0	6	0	5
Oct 4	6	2	0	0	4	0	2
Oct 5	5	2	0	0	3	0	2
<b>Total*</b>	<b>1,511</b>	<b>879</b>	<b>33</b>	<b>130</b>	<b>632</b>	<b>58</b>	<b>845</b>

\*Included above are six incomplete surveys conducted on July 23(2), July 31, August 10, September 11, and September 24.

<sup>1</sup>Residents and Tour Group participants are included in the final sample of tourists who responded to the intercept interview.

Table A2. The day and number of travellers approached, the number who agreed to the interview, the number of previous participants, the number of residents, the number of refusals, the number travelling in a tour group and the number of independent tourists interviewed at the reference site at Kimberley during the study period.

	Reference Site - Kimberley (May-August 2007)						
	Number of People Approached	Agree to Interview	Previous Participant	Number of Residents	Refusals	Part of Tour Group	Tourists
May 25	29	24	0	6	5	1	17
May 31	39	24	0	12	15	0	12
Jun 6	46	28	0	8	18	0	20
Jun 12	43	32	3	15	11	0	14
Jun 14	1	1	0	1	0	0	0
Jun 18	40	31	1	14	9	0	16
Jun 24	37	31	0	13	6	0	18
Jul 6	38	31	0	13	7	0	18
Jul 12	50	41	0	14	9	2	25
Jul 18	40	38	1	17	2	0	20
Jul 24	33	30	1	10	3	1	18
Jul 25	1	0	0	0	1	0	0
Jul 30	42	36	1	14	6	0	21
Aug 5	42	40	3	10	2	0	27
Aug 11	52	48	0	33	4	0	15
Aug 17	36	32	0	15	4	0	17
Aug 29	34	29	0	14	5	0	15
<b>Total*</b>	<b>603</b>	<b>496</b>	<b>10</b>	<b>209</b>	<b>107</b>	<b>4</b>	<b>273</b>



Table A3. The day and number of travellers approached, the number who agreed to the interview, the number of previous participants, the number of residents, the number of refusals, the number travelling in a tour group and the number of independent tourists interviewed at the reference site at Elko Junction during the study period.

	Reference Site - Elko Junction (May-August 2007)						
	Number of People Approached	Agree to Interview	Previous Participant	Number of Residents	Refusals	Part of Tour Group	Tourists
May 27	32	25	0	9	7	0	16
Jun 2	43	38	0	10	5	0	28
Jun 8	25	20	0	5	5	0	15
Jun 14	19	19	1	4	0	0	14
Jun 20	30	27	2	7	3	0	18
Jul 2	44	40	3	11	4	0	26
Jul 8	27	25	0	4	2	0	21
Jul 14	32	32	0	13	0	0	19
Jul 20	27	25	0	8	2	0	17
Jul 26	58	56	2	24	2	0	30
Jul 30	1	1	0	1	0	0	0
Aug 1	29	27	2	5	2	0	20
Aug 7	22	20	1	8	2	0	11
Aug 13	9	9	0	2	0	0	7
Aug 25	26	25	0	10	1	0	15
Aug 31	9	8	0	4	1	0	4
<b>Total</b>	<b>433</b>	<b>397</b>	<b>11</b>	<b>125</b>	<b>36</b>	<b>0</b>	<b>261</b>

## Appendix B – Questionnaires

## **Appendix B - Interview Questions (Fort Steele Heritage Town)**

**Good morning / afternoon / evening. My name is \_\_\_\_\_ and I'm conducting a survey on behalf of Fort Steele Heritage Town and Tourism British Columbia. In order for us to learn more about your experience at Fort Steele Heritage Town, can I please speak with someone in your travel party who is knowledgeable about your trip planning and expenditures?**

1. Would you have approximately **15 minutes** to answer some questions? If you participate, we would like to offer you a token of our appreciation for your time.

YES       NO      *Are you sure? You will receive a complimentary gift for completing the interview? Thank you.*

2. Have you or anyone in your travelling (household) party previously participated in this survey either today or on a previous day you came to Fort Steele during this trip?

YES      *You need only to complete one questionnaire for all your visits to Fort Steele on this trip. Thank you for your cooperation and have a safe trip.*

NO

3. Where do you live (usual place of residence)?

Province \_\_\_\_\_ OR State \_\_\_\_\_ OR Country (other international) \_\_\_\_\_

**ASK IF FROM BC** 4. Are you a resident of the Regional District of the East Kootenays? (Consult Regional District Map)

NO       YES

**ASK IF FROM RDEK** 5. Are you a resident of the Cranbrook region? The Cranbrook region is defined as the area south of Skookumchuck and north of Ryan and includes all communities between Kimberley and Jaffray. (Consult Local map)

NO       YES

6. Are you part of an organized tour group?

NO       YES

---

**To start, we have a few questions about your current trip.**

7. What is the **primary** purpose of your trip? Is it for Leisure, Visiting Friends and Family or Business?

- LEISURE
- VISITING FRIENDS & FAMILY
- WORK/BUSINESS ACTIVITY
- OTHER (SPECIFY \_\_\_\_\_)
- DK/NR

8. What is your **primary** destination (place that you will spend the most time)?

\_\_\_\_\_  NONE, TOURING       DK/NR

9. We are interested in the communities people visit while travelling in British Columbia. On this trip, have you or are you planning to stop and spend time at (at least 1 hour) ... (Refer to **Regional District Map** provided)

- |  |                              |                             |                                |
|--|------------------------------|-----------------------------|--------------------------------|
| a) Kimberley (if RS ≠ Kimberley)   | <input type="checkbox"/> YES | <input type="checkbox"/> NO | <input type="checkbox"/> DK/NR |
| b) Fernie  | <input type="checkbox"/> YES | <input type="checkbox"/> NO | <input type="checkbox"/> DK/NR |
| c) Windermere/Columbia Valley (from Fairmont to Radium including Invermere and Panorama) | <input type="checkbox"/> YES | <input type="checkbox"/> NO | <input type="checkbox"/> DK/NR |
| d) Revelstoke  | <input type="checkbox"/> YES | <input type="checkbox"/> NO | <input type="checkbox"/> DK/NR |
| e) Nelson  | <input type="checkbox"/> YES | <input type="checkbox"/> NO | <input type="checkbox"/> DK/NR |

10. How many nights will you be away from your home on this entire trip? \_\_\_\_\_ Nights (**Consult calendar; include day left and day returning**)

11. How much time will be spent in the **East Kootenay region** (Consult **Regional** map)?

NONE - JUST PASSING THROUGH \_\_\_\_\_ HOURS OR \_\_\_\_\_ NIGHTS  DK/NR

12. What is your **primary** (used most often) mode of transportation on this trip?

CAR/TRUCK/MC  RV  BUS  BICYCLE  OTHER \_\_\_\_\_  DK/NR

**ASK IF OVERNIGHT TRAVELLERS** 13. On this trip, which of the following best describes your **primary** (most often used) type of accommodation?

Resort/Hotel/Motel/B&B  Campground/RV  FRIENDS Or Relatives  OTHER \_\_\_\_\_

---

**I would now like to ask you some questions about your time at Fort Steele Heritage Town.**

14. What type of admission to Fort Steele did your travel party purchase?

- |   |   |
|---|---|
| <input type="checkbox"/> REGULAR ADMISSION          | <input type="checkbox"/> GROUP ADMISSION          |
| <input type="checkbox"/> STEELE OF A DEAL (REGULAR) | <input type="checkbox"/> STEELE OF A DEAL (GROUP) |
| <input type="checkbox"/> BASIC MEMBERSHIP           | <input type="checkbox"/> GOLD MEMBERSHIP          |
| <input type="checkbox"/> INCLUDED IN TRAVEL PACKAGE | <input type="checkbox"/> DK/NR                    |

15. How did you hear about Fort Steele? Select all that apply (**Don't prompt, record responses**)

- |   |   |
|---|---|
| <input type="checkbox"/> HIGHWAY SIGNAGE            | <input type="checkbox"/> BROCHURE AT OTHER ATTRACTION |
| <input type="checkbox"/> VISITOR CENTRE             | <input type="checkbox"/> FORT STEELE WEBSITE          |
| <input type="checkbox"/> BROCHURE AT ACCOMMODATIONS | <input type="checkbox"/> OTHER _____                  |
| <input type="checkbox"/> FROM FAMILY/FRIENDS        | <input type="checkbox"/> OTHER _____                  |
| <input type="checkbox"/> TOURISM GUIDE              | <input type="checkbox"/> OTHER _____                  |
| <input type="checkbox"/> NEWSPAPER                  | <input type="checkbox"/> DK/NR                        |

16. What made you decide to visit Fort Steele Heritage Town today? Select all that apply (**Don't prompt, record responses**)

- |   |   |
|---|---|
| <input type="checkbox"/> TO LEARN ABOUT HISTORY OF THE AREA | <input type="checkbox"/> EXPERIENCE THE HISTORY OF THE AREA |
| <input type="checkbox"/> TO RIDE ON THE STEAM TRAIN         | <input type="checkbox"/> PART OF SCHOOL GROUP               |
| <input type="checkbox"/> TO SEE A SHOW AT THE THEATRE       | <input type="checkbox"/> TO VISIT MUSEUM                    |
| <input type="checkbox"/> TO TAKE A WAGON RIDE               | <input type="checkbox"/> OTHER _____                        |
| <input type="checkbox"/> TO GOLD PAN                        | <input type="checkbox"/> OTHER _____                        |
| <input type="checkbox"/> TO SEE STREET DRAMAS               | <input type="checkbox"/> OTHER _____                        |
| <input type="checkbox"/> TO SEE WHAT 1880'S WERE LIKE       | <input type="checkbox"/> DK/NR                              |

17. Including today, how many days will your travel party spend at Fort Steele on this trip?

\_\_\_\_\_ DAYS  DK/NR

**ASK IF ONLY SPENDING 1 DAY** 18. How many hours will your travel party spend at Fort Steele today?

\_\_\_\_\_ HOURS  DK/NR

**ASK IF SPENDING MULTIPLE DAYS** 18. Considering all of your days at Fort Steele, how many hours will your travel party spend at Fort Steele?

\_\_\_\_\_ HOURS  DK/NR

19. Please rate how satisfied you were with the following characteristics of Fort Steele Heritage Town on a scale of 1 to 10 with 1 being Very Unsatisfied and 10 being Very Satisfied.

	Very Unsatisfied		3	4	5	6	7	8	Very Satisfied		DK/NR
	1	2							9	10	
Buildings	1	2	3	4	5	6	7	8	9	10	DK/NR
Staff Members	1	2	3	4	5	6	7	8	9	10	DK/NR
Variety of Activities offered	1	2	3	4	5	6	7	8	9	10	DK/NR
Interpretive programs	1	2	3	4	5	6	7	8	9	10	DK/NR
Educational Value	1	2	3	4	5	6	7	8	9	10	DK/NR
Overall Experience	1	2	3	4	5	6	7	8	9	10	DK/NR

**SKIP IF FROM RDEK** 20. On a scale of 0 to 10, **how important** was Fort Steele Heritage Town in your decision to **visit the East Kootenay region**? 0 indicates no influence at all and 10 indicates that Fort Steele was the single main reason for visiting this region. \_\_\_\_\_

21. If you had not visited Fort Steele Heritage Town on this trip, would you have gone to some other attraction or event **in the East Kootenay region** instead? (Please refer to the **Regional** map if necessary)

- NO Go to Q23       YES - Go to Q22       DK/NR – Go to Q23

22. What attraction/event would you have gone to? (Record up to three alternatives)

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

23. If you had not visited Fort Steele Heritage Town on this trip, would you have gone to some other attraction or event in **other parts of BC** instead?

- NO Go to Q25       YES - Go to Q24       DK/NR – Go to Q25

24. What attraction/event would you have gone to? (Record up to three alternatives)

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

25. How likely are you to return to Fort Steele in the next 12 months?

- VERY LIKELY TO RETURN  
 SOMEWHAT LIKELY TO RETURN  
 NEITHER LIKELY NOR NOT LIKELY  
 SOMEWHAT NOT LIKELY  
 NOT AT ALL LIKELY TO RETURN  
 DON'T KNOW/ NO RESPONSE

26. How likely are you to recommend to family/friends Fort Steele as a place to visit in the next 12 months?

- VERY LIKELY TO RECOMMEND  
 SOMEWHAT LIKELY TO RECOMMEND  
 NEITHER LIKELY NOR NOT LIKELY  
 SOMEWHAT NOT LIKELY  
 NOT AT ALL LIKELY TO RECOMMEND  
 DON'T KNOW/ NO RESPONSE

I would now like to ask you about your travel party's total trip expenditures **at Fort Steele Heritage Town** as well as **the entire duration of your planned stay in BC**. This information is very important in order to determine Fort Steele's economic contribution to the region. The information you provide will be confidential and only used for this study.

27. What is your best estimate of the **total amount of money** you have or will spend on **all your visits** to Fort Steele Heritage Town on this current trip?

	Spent Any?	Amount in CDN \$ (Ask if Y)
ADMISSION to Fort Steele Heritage Town (including tickets purchased in advance)	Y N	\$_____ or DK
OTHER ONSITE TICKETS/admissions (special events, theatre, wagon rides, gold panning etc. held at the attraction but not included in admission price)	Y N	\$_____ or DK
FOOD & BEVERAGE at restaurants, fast food outlets, concessions	Y N	\$_____ or DK
SOUVENIRS/GIFT SHOP purchases	Y N	\$_____ or DK
OTHER SHOPPING /RETAIL PURCHASES	Y N	\$_____ or DK
TOTAL spent/will spend at Fort Steele Heritage Town ( <i>Auto sum</i> )		\$_____

**SKIP IF FROM RDEK** 28. Did you purchase any plane, train, inter-city (ex. Greyhound, Charter Buses etc), ferry tickets for this trip?

- NO - Go to Q30       YES - Go to Q29       DK/NR - Go to Q30

29. What is the total spent on these types of transportation tickets for travel in British Columbia for all household members in CDN dollars? \_\_\_\_\_

**SKIP IF FROM RDEK** 30. Please provide your **BEST ESTIMATE** for you and all other members of your household travel party's total trip expenditures for the entire duration of your planned stay in British Columbia in the following categories. Please include all taxes and tips; travel packages you might have purchased.

**OTHER SPENDING IN British Columbia (excluding ON-SITE spending)**

	Spent Any?	Amount in BC \$ CDN
<b>TRANSPORTATION</b>		
Gasoline/repairs for vehicle	Y N	\$_____ or DK
Vehicle rental	Y N	\$_____ or DK
Parking	Y N	\$_____ or DK
Local taxis, local buses, subways	Y N	\$_____ or DK
<b>ACCOMMODATION</b>		
Paid accommodation (hotel, motel, hostel, B&B, campgrounds etc)	Y N	\$_____ or DK
<b>FOOD &amp; BEVERAGE</b>		
Groceries/beverages (at grocery/liquor stores)	Y N	\$_____ or DK
Food & beverages at restaurants	Y N	\$_____ or DK
At lounges, bars, clubs	Y N	\$_____ or DK
<b>SHOPPING</b>		
Clothing	Y N	\$_____ or DK
Other shopping	Y N	\$_____ or DK
<b>RECREATION</b>		
Other recreation/ entertainment (excluding admission to Fort Steele Heritage Town)	Y N	\$_____ or DK
<b>OTHER</b>		
All other spending	Y N	\$_____ or DK
<b>TOTAL</b>		
All spending during planned stay in the region	Y N	\$_____ or DK

**Now, I'd like to ask a few more questions about you.**

31. Including you, how many people are in your travel party today? *(If part of a tour group, emphasize immediate travel party (household) not total size of the tour group)*

How many are children under 18 and how many are adults?

\_\_\_\_\_ Adult(s)                      \_\_\_\_\_ Child(ren) (under 18)                      = \_\_\_\_\_ Total (Auto)

32. How many leisure trips have you taken in the past 12 months?

\_\_\_\_\_  DK/NR

33. In which of the following age categories are you?

- |  |   |
|--|---|
| <input type="checkbox"/> A. UNDER 24 YEARS | <input type="checkbox"/> E. 55-64 YEARS       |
| <input type="checkbox"/> B. 25-34 YEARS    | <input type="checkbox"/> F. 65 YEARS OR OLDER |
| <input type="checkbox"/> C. 35-44 YEARS    | <input type="checkbox"/> G. DK/NR             |
| <input type="checkbox"/> D. 45-54 YEARS    |   |

34. What is the highest level of education that you have completed?

- |  |  |
|--|--|
| <input type="checkbox"/> A. LESS THAN HIGH SCHOOL                | <input type="checkbox"/> E. UNIVERSITY DEGREE  |
| <input type="checkbox"/> B. HIGH SCHOOL                          | <input type="checkbox"/> F. MASTERS/PHD DEGREE |
| <input type="checkbox"/> C. SOME TECHNICAL COLLEGE OR UNIVERSITY | <input type="checkbox"/> G. OTHER _____        |
| <input type="checkbox"/> D. COLLEGE OR TECHNICAL DIPLOMA         | <input type="checkbox"/> H. DK/NR              |

35. Gender of respondent ***(Record, don't ask)***

- MALE                       FEMALE

**36. Do you have any other comments about Fort Steele that you would like to share with us?**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**SKIP IF LOCALS or BUSINESS TRAVELLERS** 37. As a follow-up to this interview, we would like to contact you after your trip to inquire about the rest of your trip in British Columbia. Participation would involve completing a questionnaire that will be mailed to you. In exchange, we are pleased to offer you one free edition of British Columbia Magazine and a chance to win a digital camera. All contact information will be kept confidential and only used for this study. Would you be willing to participate?

- NO                       YES

**IF YES** Can I get your name and mailing address?

Name:
Mailing Address:
City:
Province/State:
Country:
Postal/Zip Code:

**Thank you for participating!**



**Appendix B - Interview Questions  
(Reference Sites - Kimberley and Elko)**

**Good morning / afternoon / evening. My name is \_\_\_\_\_ and I'm conducting a survey on behalf of Tourism British Columbia. We'd like to ask you about your trip to the East Kootenay region and your experiences in British Columbia. Can I please speak with someone in your travel party who is knowledgeable about your trip planning and expenditures?**

1. Would you have approximately 8 minutes to answer some questions? If you participate, we would like to offer you a token of our appreciation for your time.

- YES       NO      *Are you sure? You will receive a token of our appreciation for completing the interview? Thank you.*

2. Have you or anyone in your travelling (household) party previously participated in a survey at Fort Steele, Kimberley or Elko during this trip?

- YES      *You need only to complete one questionnaire on this trip. Thank you for your cooperation and enjoy your stay here today.*  
 NO

3. Are you a resident of the Cranbrook region? The Cranbrook region is defined as the area south of Skookumchuck and north of Ryan and includes all communities between Kimberley and Jaffray. (Consult local map)

- NO       YES      *Thanks for agreeing to participate, however, we are only interviewing visitors from outside the area.*

4. Are you part of an organized tour group?

- NO       YES      *Thanks for agreeing to participate, however we are only interviewing independent travellers.*

5. Where do you live (usual place of residence)?

Province \_\_\_\_\_ OR State \_\_\_\_\_ OR Country (other international) \_\_\_\_\_

**To start, we have a few questions about your current trip.**

***IF FROM BC*** 6. What is the **primary** purpose of your trip? Is it for Leisure, Visiting Friends and Family or Business?

- |  |             |
|--|-------------|
| <input type="checkbox"/> LEISURE                   | Go to Q7    |
| <input type="checkbox"/> VISITING FRIENDS & FAMILY | Go to Q7    |
| <input type="checkbox"/> WORK/BUSINESS ACTIVITY    | Go to Box 1 |
| <input type="checkbox"/> OTHER (SPECIFY _____)     | Go to Q7    |
| <input type="checkbox"/> DK/NR                     | Go to Q7    |

***IF NOT FROM BC*** 6. What is the **primary** purpose of your trip to British Columbia? Is it for Leisure, Visiting Friends and Family or Business?

- |  |             |
|--|-------------|
| <input type="checkbox"/> LEISURE                   | Go to Q7    |
| <input type="checkbox"/> VISITING FRIENDS & FAMILY | Go to Q7    |
| <input type="checkbox"/> WORK/BUSINESS ACTIVITY    | Go to Box 1 |
| <input type="checkbox"/> OTHER (SPECIFY _____)     | Go to Q7    |
| <input type="checkbox"/> DK/NR                     | Go to Q7    |

**BOX 1: Business Travellers**

Including the day you left your residence and the day you will return, how many days will you be away from your residence for this trip? \_\_\_\_\_ days (**Consult calendar; include day left and day returning**)

- How many of those days will be spent travelling in British Columbia? \_\_\_\_\_ days
- And how much time will be spent in the East Kootenay region? The East Kootenay region is defined as the area south of the Spillimacheen and north of Roosville, and between Ryan and Corbin. (**Consult Regional District map**)

NONE - JUST PASSING THROUGH \_\_\_\_\_ HOURS OR \_\_\_\_\_ DAYS  DK/NR

- **ASK IF OVERNIGHT TRAVELLERS** In Canadian dollars, what were your travel party's total expenditures yesterday, including accommodation?

\$ \_\_\_\_\_  BEGAN TRIP TODAY  DK/NR

- **ASK IF DAY TRIPPERS** In Canadian dollars, what will your travel party's total expenditures be today?

\$ \_\_\_\_\_  DK/NR

- Have you heard of Fort Steele Heritage Town?

NO - End Interview  YES  DK/NR - End Interview

- **ASK IF HEARD ABOUT FS** How did you hear about Fort Steele? Select all that apply (**Don't prompt, record responses**)

- |   |   |
|---|---|
| <input type="checkbox"/> HIGHWAY SIGNAGE            | <input type="checkbox"/> NEWSPAPER                    |
| <input type="checkbox"/> VISITOR CENTRE             | <input type="checkbox"/> BROCHURE AT OTHER ATTRACTION |
| <input type="checkbox"/> BROCHURE AT ACCOMMODATIONS | <input type="checkbox"/> FORT STEELE WEBSITE          |
| <input type="checkbox"/> FROM FAMILY/FRIENDS        | <input type="checkbox"/> OTHER _____                  |
| <input type="checkbox"/> TOURISM GUIDE              | <input type="checkbox"/> OTHER _____                  |
| <input type="checkbox"/> DK/NR                      | <input type="checkbox"/> OTHER _____                  |

- **ASK IF HEARD ABOUT FS** On this trip, have you stopped at Fort Steele Heritage Town?

NO  YES  DK/NR

- **ASK IF HAVE NOT STOPPED** On this trip, do you plan to stop at Fort Steele Heritage Town?

NO  YES  DK/NR

- **ASK IF STOPPED or PLAN TO STOP** On a scale of 0 to 10, **how important** was Fort Steele Heritage Town in your decision to **visit the East Kootenay region**? 0 indicates no influence at all and 10 indicates that Fort Steele was the single main reason for visiting this region. \_\_\_\_\_

- **ASK IF DON'T PLAN TO STOP** Why not?

- **ASK IF DON'T PLAN TO STOP** Have you visited Fort Steele Heritage Town in the last 2 years?

NO  YES  DK/NR

**That concludes our interview. Thank you for participating!**

7. What is your **primary** destination (place that you will spend the most time)?

\_\_\_\_\_  NONE, TOURING  DK/NR

8. We are interested in the communities people visit while travelling in British Columbia. On this trip, have you or are you planning to stop and spend time at (At least 1 hour)... (*Consult **Regional District Map***)

- a) Kimberley (if RS ≠ Kimberley)  YES  NO  DK/NR
- b) Fernie  YES  NO  DK/NR
- c) Windermere/Columbia Valley (from Fairmont to Radium including Invermere and Panorama)  YES  NO  DK/NR
- d) Revelstoke  YES  NO  DK/NR
- e) Nelson  YES  NO  DK/NR

**IF FROM BC** 9. What is your **primary** (most often used) mode of transportation while on this trip?

CAR/TRUCK/MC  RV  BUS  BICYCLE  OTHER \_\_\_\_\_  DK/NR

**IF NOT FROM BC** 9. What is your **primary** (most often used) mode of transportation while in British Columbia?

CAR/TRUCK/MC  RV  BUS  BICYCLE  OTHER \_\_\_\_\_  DK/NR

10. Including the day you left your residence and the day you will return, how many days will you be away from your residence for this trip? \_\_\_\_\_ days (**Consult calendar; include day left and day returning**)

11. How many of those days will be spent travelling in British Columbia? \_\_\_\_\_ days

12. And how much time will be spent in the East Kootenay region? The East Kootenay region is defined as the area south of the Spillimacheen and north of Roosville, and between Ryan and Corbin. (*Consult **Regional District Map***)

NONE - JUST PASSING THROUGH \_\_\_\_\_ HOURS OR \_\_\_\_\_ NIGHTS  DK/NR

**IF SPENDING TIME IN REGION** 13. What is your **primary** (most time spent) leisure activity while in the East Kootenay region?

\_\_\_\_\_  NONE  DK/NR

**ASK IF OVERNIGHT TRAVELLERS** 14. On this trip, which of the following best describes your **primary** (most often used) type of accommodation?

Resort/Hotel/Motel/B&B  Campground/RV  FRIENDS Or Relatives  OTHER \_\_\_\_\_

**ASK IF OVERNIGHT TRAVELLERS** 15. In Canadian dollars, what were your travel party's total expenditures yesterday, including accommodation?

\$ \_\_\_\_\_  BEGAN TRIP TODAY  DK/NR

**ASK DAY TRIPPERS** 15. In Canadian dollars, what will your travel party's total expenditures be today?

\$ \_\_\_\_\_  BEGAN TRIP TODAY  DK/NR

**I would now like to ask you some questions about your previous travels to the East Kootenay region.**

16. Before this trip, have you been to the East Kootenay region before? The East Kootenay region is defined as the area south of the Spillimacheen and north of Roosville, and between Ryan and Corbin. (*Consult **Regional District Map***)

- YES Go to Q17  NO Go to Q18.  DK/NR Go to Q18

17. How many times have you visited the East Kootenay region in the past two years? \_\_\_\_\_time(s)

18. Have you heard of Fort Steele Heritage Town?

- NO – Go to Q25  YES – Go to Q19  DK/NR – Go to Q25

**ASK IF HEARD ABOUT FS** 19. How did you hear about Fort Steele? Select all that apply (*Don't prompt, record responses*)

- |   |   |
|---|---|
| <input type="checkbox"/> HIGHWAY SIGNAGE            | <input type="checkbox"/> NEWSPAPER                    |
| <input type="checkbox"/> VISITOR CENTRE             | <input type="checkbox"/> BROCHURE AT OTHER ATTRACTION |
| <input type="checkbox"/> BROCHURE AT ACCOMMODATIONS | <input type="checkbox"/> FORT STEELE WEBSITE          |
| <input type="checkbox"/> FROM FAMILY/FRIENDS        | <input type="checkbox"/> OTHER _____                  |
| <input type="checkbox"/> TOURISM GUIDE              | <input type="checkbox"/> OTHER _____                  |
| <input type="checkbox"/> DK/NR                      | <input type="checkbox"/> OTHER _____                  |

**ASK IF HEARD ABOUT FS** 20. On this trip, have you stopped at Fort Steele Heritage Town?

- NO Go to Q 21  YES Go to Q22  DK/NR Go to Q 21

**ASK IF HAVE NOT STOPPED** 21. On this trip, do you plan to stop at Fort Steele Heritage Town?

- NO Go to Q 23  YES Go to Q22  DK/NR Go to Q23

22. On a scale of 0 to 10, **how important** was Fort Steele Heritage Town in your decision to **visit the East Kootenay region**? 0 indicates no influence at all and 10 indicates that Fort Steele was the single main reason for visiting this region. \_\_\_\_\_

**ASK IF DON'T PLAN TO STOP** 23. Why not? \_\_\_\_\_

**ASK IF HAVEN'T STOPPED or DON'T PLAN TO STOP** 24. Have you visited Fort Steele Heritage Town in the last 2 years?

- NO  YES  DK/NR

**Now, I'd like to ask a few more questions about you.**

25. Including you, how many people are in your travel party today? How many are children under 18 and how many are adults?

\_\_\_\_\_ Adult(s)      \_\_\_\_\_ Child(ren) (under 18)      = \_\_\_\_\_ Total

26. How many leisure trips have you taken in the past 12 months?

\_\_\_\_\_  DK/NR

27. In which of the following age categories are you?

- |  |   |
|--|---|
| <input type="checkbox"/> A. UNDER 24 YEARS | <input type="checkbox"/> E. 55-64 YEARS       |
| <input type="checkbox"/> B. 25-34 YEARS    | <input type="checkbox"/> F. 65 YEARS OR OLDER |
| <input type="checkbox"/> C. 35-44 YEARS    | <input type="checkbox"/> G. DK/NR             |
| <input type="checkbox"/> D. 45-54 YEARS    |   |

28. What is the highest level of education that you have completed?

- |  |  |
|--|--|
| <input type="checkbox"/> A. LESS THAN HIGH SCHOOL                | <input type="checkbox"/> E. UNIVERSITY DEGREE  |
| <input type="checkbox"/> B. HIGH SCHOOL                          | <input type="checkbox"/> F. MASTERS/PHD DEGREE |
| <input type="checkbox"/> C. SOME TECHNICAL COLLEGE OR UNIVERSITY | <input type="checkbox"/> G. OTHER _____        |
| <input type="checkbox"/> D. COLLEGE OR TECHNICAL DIPLOMA         | <input type="checkbox"/> H. DK/NR              |

29. Gender of respondent (**Record, don't ask**)

- MALE                       FEMALE

30. Do you have any other comments that you would like to share with us?

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**IF OVERNIGHT TRAVELLERS** 31. As a follow-up to this interview, we would like to contact you after your trip to inquire about the rest of your trip in British Columbia. Participation would involve completing a questionnaire that will be mailed to you. In exchange, we are pleased to offer you one free edition of British Columbia Magazine and a chance to win a digital camera. All contact information will be kept confidential and only used for this study. Would you be willing to participate?

- NO                       YES

**IF YES** Can I get your name and mailing address?

Name:
Mailing Address:
City:
Province/State:
Country:
Postal/Zip Code:

**Thank you for participating!**

**Appendix B - Mailback Questionnaire  
(Fort Steele Heritage Town)**

# *Fort Steele Heritage Town*

*What was your experience?*



Please return your completed survey in the enclosed postage-paid envelope to:

Tourism British Columbia  
Research Services  
Box 9830, Stn Prov Gov't,  
300-1803 Douglas St.  
Victoria, BC Canada V8W 9W5



«Survey\_ID»



## Your opinions are important...

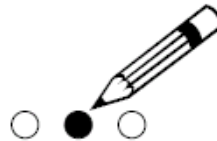
*Thank you for participating in this survey. Fort Steele Heritage Town; the Ministry of Tourism, Sport and the Arts and Tourism British Columbia are working together to better understand your experiences at Fort Steele Heritage Town as well as your activities and impressions of your trip to British Columbia.*

*We value your opinion and the information that you provide will be used to enhance visitors' experiences at Fort Steele Heritage Town.*

*If you have travelled within British Columbia more than once this year, **please tell us about the trip during which you were asked to participate in this survey.***

*Your responses and personal information will be kept confidential and used only for this survey.*

Please answer the survey questions by shading your answer using a pen or pencil. This will help us process the surveys accurately.



Please return your completed questionnaire in the enclosed envelope to:



Tourism British Columbia  
Research Services  
Box 9830, STN PROV GOV'T  
300-1803 Douglas Street  
Victoria, BC  
Canada V8W 9W5



If you have any questions, please call  
(toll free) 1-877-877-8811 in North America  
or 1-250-356-5840 from elsewhere.

## About your entire trip.....

*This section asks questions about characteristics of your trip within British Columbia. Please answer all of the following questions with respect to the trip you were on when we interviewed you at Fort Steele Heritage Town.*

1. How many days did you spend away from your residence on this trip?

\_\_\_\_\_ day(s) away from residence

2. How many of those days were spent in British Columbia? If you are from British Columbia and you spent your whole vacation within the province, this should be the same as your reply to Question 1.

\_\_\_\_\_ day(s) in British Columbia

3. How many of those days were spent in the **East Kootenay Region**? (See map on p. 5)

\_\_\_\_\_ day(s) in East Kootenay Region

4. What was your **primary destination** on this trip? Your primary destination is the place you stayed the longest or the place that immediately comes to mind as your destination when describing your trip. *Choose one answer only.*

- Our primary destination was \_\_\_\_\_  
 We had no specific destination – we were touring around

5. When planning this trip, did you and/or your travel party consider other destinations or routes instead of the destination/routes you chose for this trip?

- Yes                       No                       Don't know

└─> Where? Please list up to three.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

6. In general, what made you and/or your travel party choose the destination or route indicated in Question 4?

\_\_\_\_\_  
\_\_\_\_\_

## Mapping your trip...

7. Using the map to the right, please:

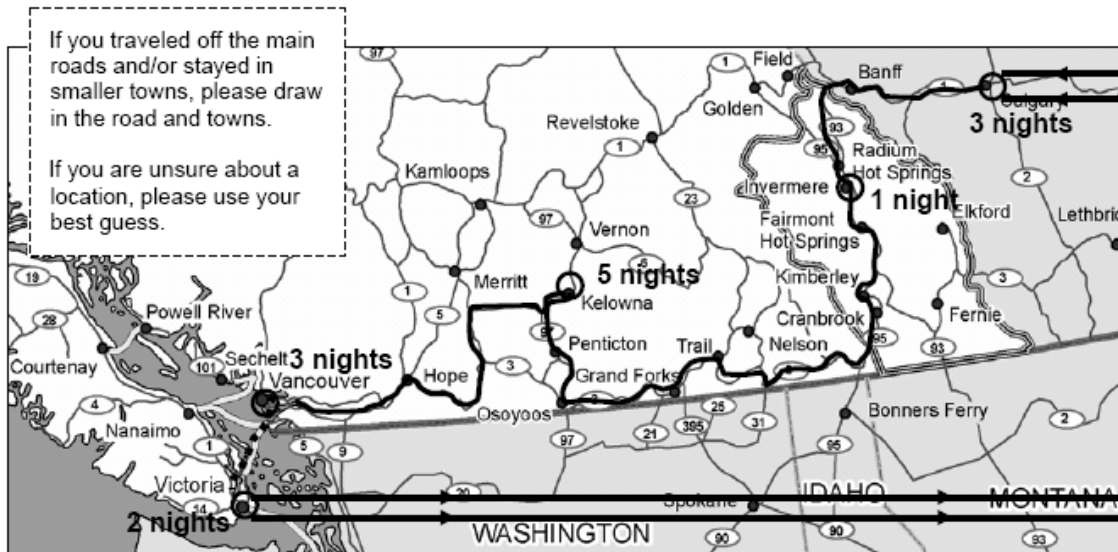
- a. **Trace** your party's travel route in the area shown on the map (preferably in coloured pen or marker). Please include your return route, even if you travelled the same way in both directions (please use arrows).

Use the symbols below to show:

- where you drove
- ==== where you took a flight
- - - where you took a cruise or ferry

- b. **Circle** each place that you stayed overnight.
- c. **Write in** how many nights you stayed in each place.

### Example:



8. A. What activities did you and/or your travel party participate in while on this trip?  
*Mark all that apply.*
- B. What activities did you and/or your travel party participate in while in the **East Kootenay Region**?  
*Mark all that apply.*

<b>Your activities</b>	<b>A</b> Participated in during this trip <i>Mark all that apply</i>	<b>B</b> Participated in East Kootenay Region this trip <i>Mark all that apply</i>
Golfing or attending a golfing event	<input type="radio"/>	<input type="radio"/>
Shopping for local arts and crafts	<input type="radio"/>	<input type="radio"/>
Participating in fine dining	<input type="radio"/>	<input type="radio"/>
Attending a festival, fair or exhibition	<input type="radio"/>	<input type="radio"/>
Attending or participating in a sporting event (other than golf)	<input type="radio"/>	<input type="radio"/>
Participating in:		
Mountain biking	<input type="radio"/>	<input type="radio"/>
Cycling (other than mountain biking)	<input type="radio"/>	<input type="radio"/>
Wildlife viewing	<input type="radio"/>	<input type="radio"/>
White water rafting	<input type="radio"/>	<input type="radio"/>
Kayaking	<input type="radio"/>	<input type="radio"/>
Canoeing	<input type="radio"/>	<input type="radio"/>
Boating (other than kayaking/canoeing)	<input type="radio"/>	<input type="radio"/>
Rock climbing	<input type="radio"/>	<input type="radio"/>
Fishing	<input type="radio"/>	<input type="radio"/>
Visiting a:		
Municipal, provincial or national park, or natural area outside a park	<input type="radio"/>	<input type="radio"/>
First Nations attraction or event	<input type="radio"/>	<input type="radio"/>
Museum, heritage or historic site	<input type="radio"/>	<input type="radio"/>
Art gallery or studio	<input type="radio"/>	<input type="radio"/>
Winery	<input type="radio"/>	<input type="radio"/>
Farm, farmers' market, orchard or food processor	<input type="radio"/>	<input type="radio"/>
Family attraction (mini golf, zoo, etc.)	<input type="radio"/>	<input type="radio"/>
Spa	<input type="radio"/>	<input type="radio"/>
Other ( <i>specify</i> ) _____	<input type="radio"/>	<input type="radio"/>

9. How far in advance did you start planning for this trip? *Choose one answer only.*
- Day of departure
  - 1-6 days
  - 1-2 weeks
  - 3-8 weeks
  - 9-12 weeks
  - 13 weeks+
  - Don't know
10. We would like to know the information sources you used to plan your trip before and during your trip. This includes information about where to stay, what route to take, where to eat and/or what to see and do.
- A. What information sources did you use **before** your trip? *Mark all that apply.*
  - B. What are the **three most useful** information sources you used **before** your trip? *Mark top three only.*
  - C. What information sources did you use **during** your trip? *Mark all that apply.*

Information sources	Before trip		During trip
	A Used before trip (mark all that apply)	B Most useful information (mark top 3)	C Used during trip (mark all that apply)
Past experience/been there before	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advice from friends/relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1-800-HelloBC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet Sites			
www.HelloBC.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A local or regional tourism website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travellers' commentary sites (e.g. Trip Advisor, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Internet sites (other than HelloBC or local website)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel agents, airlines, auto associations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tour operators, tourism-specific businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor guides and brochures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel guide books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising on TV/newspapers/magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Media coverage (e.g. travel articles in newspapers, programs on TV)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor Centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel/consumer shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. We would like to know what travel services you booked/purchased before leaving on your trip and what travel services you purchased during your trip.
- A. What **percentage** of each travel service did you book or purchase **before** your trip? *If you did not purchase/book that service before your trip, please enter zero.*
- B. What **percentage** of each travel service did you purchase **during** your trip? *If you did not purchase that service during your trip, please enter zero.*

Travel Services	Before trip A Booked before trip		During trip B Purchased during trip	
<b>Example:</b>	75%	+	25%	= 100%
Paid Accommodation (hotels, motels, lodge, camping/RV etc.)	_____	+	_____	= 100%
Transportation within British Columbia	_____	+	_____	= 100%
Permanent Attractions (museums, amusement/theme parks, gardens zoos, etc)	_____	+	_____	= 100%
Events (festivals, concerts etc)	_____	+	_____	= 100%
Other activities (spa, recreational activities, etc.)	_____	+	_____	= 100%

12. On your trip, did you stay overnight in the **Cranbrook region**? (The Cranbrook region is defined as the area south of Skookumchuck and north of Ryan and includes all communities between Kimberley and Fernie).

Yes                       No                       Don't know

↳ What was your primary type of accommodation while in the **Cranbrook region**?

- Hotel/Motel                       Resort                       Bed & Breakfast
- Campground/RV                       Family/Friends                       Other: \_\_\_\_\_

13. What were your travel party's **total expenditures** during the trip?

*Please include all purchases, taxes and tips **except long-haul flights**. If you pre-paid any items prior to leaving on your trip (e.g. accommodation, tours, etc.), please include these in your estimate.*

**TOTAL** \$ \_\_\_\_\_ Canadian dollars

## About the Fort Steele Heritage Town...

This section asks about your visit to Fort Steele Heritage Town on the trip that we interviewed you.

14. How many days did your travel party spend at *Fort Steele Heritage Town*?

\_\_\_\_\_ DAYS

15. How did you hear about *Fort Steele*? Please select all that apply and please list the specific source for each if you can.

- Highway Signage
- Tourism Guide (Please specify) \_\_\_\_\_
- Family & Friends
- Visitor Centres (Please specify) \_\_\_\_\_
- Newspaper (Please specify) \_\_\_\_\_
- Fort Steele Website
- Hellobc.com
- Other Internet sites (Please specify) \_\_\_\_\_
- Don't Remember

16. We would like to know how you think *Fort Steele Heritage Town* is different from other tourism attractions. What do you consider to be unique about *Fort Steele Heritage Town* as a tourism attraction? Please list up to three.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

17. What positive and/or negative images/characteristics come to mind when you think of *Fort Steele Heritage Town* as a tourism attraction? Please list up to three.

Positive

Negative

- |          |          |
|----------|----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |

18. What additional activities, services or attractions would you like to see if you visited *Fort Steele Heritage Town* again? Please list up to three

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

19. Is there anything else you would like to tell us about your experience at *Fort Steele Heritage Town*?

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## Your travel experience...

20. On this trip, did you visit any other heritage or historical attractions/sites in British Columbia?

- No
- Yes → Where? Please specify

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21. Given your experience traveling in the **East Kootenay Region**, how likely are you to return to the East Kootenay Region for a future leisure trip? *Choose one answer only.*

- Not likely at all
- Not likely
- Somewhat likely
- Likely
- Very likely

} Please explain why.

---

---

---

22. Overall, how satisfied or dissatisfied were you with your trip in **British Columbia**? *Choose one answer only.*

- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied or dissatisfied
- Somewhat satisfied
- Very satisfied

} Please explain why.

---

---

---

23. Given your experience travelling in **British Columbia** on this trip, how likely are you to take another leisure trip within British Columbia? *Choose one answer only.*

- Not likely at all
- Not likely
- Somewhat likely
- Likely
- Very likely



## About you...

24. Who was in your travel party when we encountered you at Fort Steele Heritage Town? Please indicate their relationship to you, age and gender. Please start with yourself.

Who? e.g. wife, husband, partner, son daughter, parent, friend...	Age (in years)	Gender (M=Male, F=Female)
1 <b>Myself</b>	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____
6	_____	_____
7	_____	_____

25. Are you willing to participate in future research about your travel patterns and preferences in British Columbia? Participation may involve answering paper-based questionnaires similar to this one or web-based surveys. Your address information will be kept completely confidential and used only for research purposes.

- No
- Yes → What is your email address?  
*Please clearly print your email address.*

\_\_\_\_\_@\_\_\_\_\_

### Thank you for your help!

All completed surveys will be entered in a draw for a digital camera. The draw will be held in December 2007. Please return your completed questionnaire in the enclosed postage-paid envelope to:



Tourism British Columbia  
Research Services  
Box 9830, Stn Prov Gov't,  
300- 1803 Douglas Street,  
Victoria, BC Canada V8W 9W5

**Appendix B - Mailback Questionnaire  
(Reference Sites - Kimberley & Elko)**

## *Your trip in British Columbia*

### *What was your experience?*



Please return your completed survey in the enclosed postage-paid envelope to:

**Tourism British Columbia  
Research Services  
Box 9830, Stn Prov Gov't, 300-1803 Douglas Street,  
Victoria, BC Canada V8W 9W5**

«Survey\_ID»

## Your opinions are important...

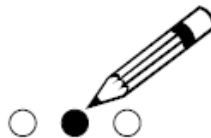
*Thank you for participating in this survey. Tourism British Columbia and its partners are working together to better understand your experiences, activities and impressions of your trip to the East Kootenay Region and British Columbia.*

*We value your opinion and the information that you provide will be used to enhance visitors' travel experiences throughout the province*

*If you have travelled within British Columbia more than once this year, **please tell us about the trip during which you were asked to participate in this survey.***

*Your responses and personal information will be kept confidential and used only for this survey.*

Please answer the survey questions by shading your answer using a pen or pencil. This will help us process the surveys accurately.



Please return your completed questionnaire in the enclosed envelope to:



Tourism British Columbia  
Research Services  
Box 9830, STN PROV GOV'T  
300-1803 Douglas Street  
Victoria, BC  
Canada V8W 9W5



If you have any questions, please call  
(toll free) 1-877-877-8811 in North America  
or 1-250-356-5840 from elsewhere.

## About your entire trip.....

*This section asks questions about characteristics of your trip within British Columbia. Please answer all of the following questions with respect to Junction of Highways 3/93 just west of Elko, BC.*

1. How many days did you spend away from your residence on this trip?

\_\_\_\_\_ day(s) away from residence

2. How many of those days were spent in British Columbia? If you are from British Columbia and you spent your whole vacation within the province, this should be the same as your reply to Question 1.

\_\_\_\_\_ day(s) in British Columbia

3. How many of those days were spent in the **East Kootenay Region**? (See map on p. 5)

\_\_\_\_\_ day(s) in East Kootenay Region

4. What was your **primary destination** on this trip? Your primary destination is the place you stayed the longest or the place that immediately comes to mind as your destination when describing your trip. *Choose one answer only.*

- Our primary destination was \_\_\_\_\_
- We had no specific destination – we were touring around

5. When planning this trip, did you and/or your travel party consider other destinations or routes instead of the destination/routes you chose for this trip?

- Yes                       No                       Don't know

└─> Where? *Please list up to three.*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

6. In general, what made you and/or your travel party choose the destination or route indicated in Question 4?

\_\_\_\_\_

\_\_\_\_\_

## Mapping your trip...

7. Using the map to the right, please:

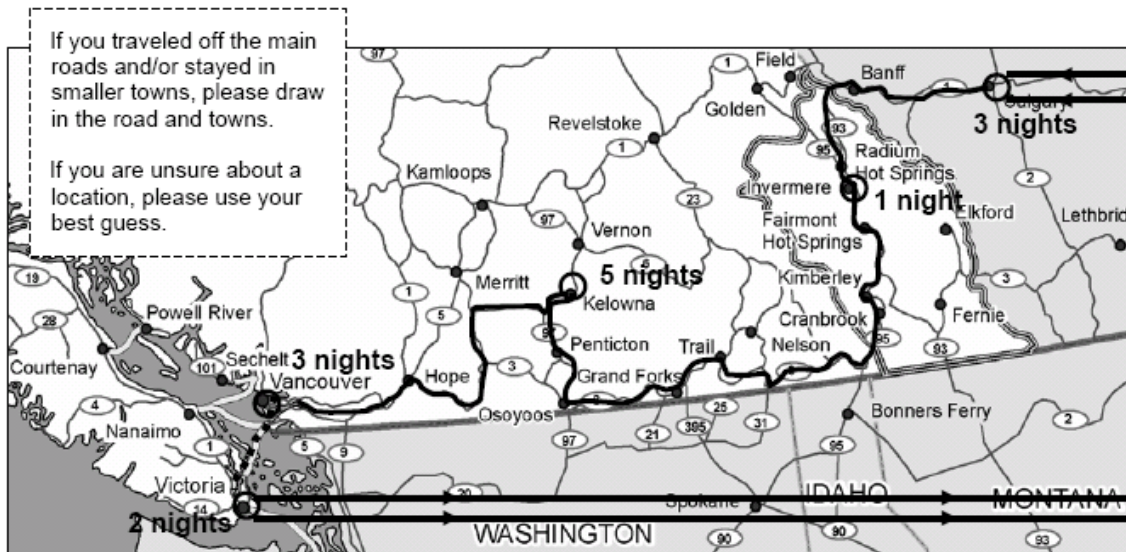
- a. **Trace** your party's travel route in the area shown on the map (preferably in coloured pen or marker). Please include your return route, even if you travelled the same way in both directions (please use arrows).

Use the symbols below to show:

- where you drove
- ==== where you took a flight
- - - where you took a cruise or ferry

- b. **Circle** each place that you stayed overnight.
- c. **Write in** how many nights you stayed in each place.

### Example:



**On this map, please:**

- a) TRACE your ROUTE
- b) CIRCLE where you STAYED overnight
- c) WRITE in the number of NIGHTS



**PS. It's okay if your map starts to look a bit messy.  
We appreciate your efforts!**

8. A. What activities did you and/or your travel party participate in while on this trip?  
*Mark all that apply.*
- B. What activities did you and/or your travel party participate in while in the **East Kootenay Region**?  
*Mark all that apply.*

<b>Your activities</b>	<b>A</b> Participated in during this trip <i>Mark all that apply</i>	<b>B</b> Participated in East Kootenay Region this trip <i>Mark all that apply</i>
Golfing or attending a golfing event	<input type="radio"/>	<input type="radio"/>
Shopping for local arts and crafts	<input type="radio"/>	<input type="radio"/>
Participating in fine dining	<input type="radio"/>	<input type="radio"/>
Attending a festival, fair or exhibition	<input type="radio"/>	<input type="radio"/>
Attending or participating in a sporting event (other than golf)	<input type="radio"/>	<input type="radio"/>
Participating in:		
Mountain biking	<input type="radio"/>	<input type="radio"/>
Cycling (other than mountain biking)	<input type="radio"/>	<input type="radio"/>
Wildlife viewing	<input type="radio"/>	<input type="radio"/>
White water rafting	<input type="radio"/>	<input type="radio"/>
Kayaking	<input type="radio"/>	<input type="radio"/>
Canoeing	<input type="radio"/>	<input type="radio"/>
Boating (other than kayaking/canoeing)	<input type="radio"/>	<input type="radio"/>
Rock climbing	<input type="radio"/>	<input type="radio"/>
Fishing	<input type="radio"/>	<input type="radio"/>
Visiting a:		
Municipal, provincial or national park, or natural area outside a park	<input type="radio"/>	<input type="radio"/>
First Nations attraction or event	<input type="radio"/>	<input type="radio"/>
Museum, heritage or historic site	<input type="radio"/>	<input type="radio"/>
Art gallery or studio	<input type="radio"/>	<input type="radio"/>
Winery	<input type="radio"/>	<input type="radio"/>
Farm, farmers' market, orchard or food processor	<input type="radio"/>	<input type="radio"/>
Family attraction (mini golf, zoo, etc.)	<input type="radio"/>	<input type="radio"/>
Spa	<input type="radio"/>	<input type="radio"/>
Other (specify) _____	<input type="radio"/>	<input type="radio"/>



9. How far in advance did you start planning for this trip? *Choose one answer only.*
- Day of departure
  - 1-6 days
  - 1-2 weeks
  - 3-8 weeks
  - 9-12 weeks
  - 13 weeks+
  - Don't know
10. We would like to know the information sources you used to plan your trip before and during your trip. This includes information about where to stay, what route to take, where to eat and/or what to see and do.
- A. What information sources did you use **before** your trip? *Mark all that apply.*
- B. What are the **three most useful** information sources you used **before** your trip? *Mark top three only.*
- C. What information sources did you use **during** your trip? *Mark all that apply.*

Information sources	Before trip		During trip
	A Used before trip <i>(mark all that apply)</i>	B Most useful information <i>(mark top 3)</i>	C Used during trip <i>(mark all that apply)</i>
Past experience/been there before	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advice from friends/relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1-800-HelloBC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet Sites			
www.HelloBC.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A local or regional tourism website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travellers' commentary sites (e.g. Trip Advisor, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Internet sites (other than HelloBC or local website)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel agents, airlines, auto associations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tour operators, tourism-specific businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor guides and brochures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel guide books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising on TV/newspapers/magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Media coverage (e.g. travel articles in newspapers, programs on TV)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor Centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel/consumer shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. We would like to know what travel services you booked/purchased before leaving on your trip and what travel services you purchased during your trip.
- A. What **percentage** of each travel service did you book or purchase **before** your trip? *If you did not purchase/book that service before your trip, please enter zero.*
- B. What **percentage** of each travel service did you purchase **during** your trip? *If you did not purchase that service during your trip, please enter zero*

Travel Services	Before trip A Booked before trip		During trip B Purchased during trip	
<b>Example:</b>	75%	+	25%	= 100%
Paid Accommodation (hotels, motels, lodge, camping/RV etc.)	_____	+	_____	= 100%
Transportation within British Columbia	_____	+	_____	= 100%
Permanent Attractions (museums, theme/amusement parks, gardens, zoos etc)	_____	+	_____	= 100%
Events (festivals, concerts etc)	_____	+	_____	= 100%
Other activities (spa, recreational activities, etc)	_____	+	_____	= 100%

12. During the trip that we interviewed you, did you spend time (more than 4 hours) in Kimberley?
- Yes Go to Q13       No Go to Q14       Don't know Go to Q15

13. Thinking back on your time in Kimberley, please indicate your level of agreement with each of the statements in the table below. *Mark the most appropriate response for each statement.*

Kimberley is/offers...	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	DK N/A
A variety of outdoor recreations activities (aside from golf & ski)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good range of accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plenty of things that appeal to children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good for adults traveling without children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good range of accommodation prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A variety of evening activities/entertainment (aside from restaurants)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting heritage and historical sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unique/local shopping opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A diverse mix of culinary choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Is there anything you would like to tell us about your time in Kimberley?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

15. What were your travel party's **total expenditures** during the trip?

*Please include all purchases, taxes and tips **except long-haul flights**. If you pre-paid any item prior to leaving on your trip (e.g. accommodation, tours, etc.), please include these in your estimate.*

**TOTAL** \$ \_\_\_\_\_ Canadian dollars

16. Approximately what percentage of the total expenditures was attributed to the following categories? *Please fill in the appropriate proportions, **excluding long-haul flights**.*

Categories	% of total
Accommodation (hotels, motels, lodge, camping/RV fees, etc.)	_____ %
Transportation (short-haul flights within British Columbia, vehicle rental, gas, repairs, ferry, taxi, bus, etc.)	_____ %
Food & beverage (include any taxes and tips paid)	_____ %
Shopping (clothing, gifts, film, books, etc.)	_____ %
Attractions (admission, shows, tours, etc.)	_____ %
Outdoor recreation (park pass, nature guide, etc.)	_____ %
Other entertainment (spa, etc.)	_____ %
Other ( <i>specify</i> ) _____	_____ %
<b>TOTAL</b>	= <b>100 %</b>

## About Fort Steele Heritage Town...

*This section asks about any visits to Fort Steele Heritage Town on the trip that we interviewed you.*

17. Did you visit *Fort Steele Heritage Town* on this trip?

- Yes → Go to Q18
- No → Go to Q19
- Don't know → Go to Q20

18. How many days did your travel party spend at *Fort Steele Heritage Town*? Go to Q20.

\_\_\_\_\_ DAYS

19. Please let us know why you did not visit *Fort Steele Heritage Town*?

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## Your travel experience...

20. On this trip, did you visit any other heritage or historical attractions/sites attractions in British Columbia?

- No
- Yes → What attractions? Please specify.

---

---

---

21. Given your experience traveling in the **East Kootenay Region**, how likely are you to return to the East Kootenay Region for a future leisure trip? *Choose one answer only.*

- Not likely at all
- Not likely
- Somewhat likely
- Likely
- Very likely



Please explain why.

---

---

---

22. Overall, how satisfied or dissatisfied were you with your trip in **British Columbia**? *Choose one answer only.*

- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Very satisfied

Please explain why.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

23. Given your experience travelling in **British Columbia** on this trip, how likely are you to take another leisure trip within British Columbia? *Choose one answer only.*

- Not likely at all
- Not Likely
- Somewhat Likely
- Likely
- Very Likely

## About you...

24. Who was in your travel party when you stopped at the Junction of Highways 3/93 just west of Elko, BC? *Please indicate their relationship to you, age and gender. Please start with yourself.*

Who? e.g. wife, husband, partner, son daughter, parent, friend...	Age (in years)	Gender (M=Male, F=Female)
1 <b>Myself</b>	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____
6	_____	_____
7	_____	_____

25. Are you willing to participate in future research about your travel patterns and preferences in British Columbia? Participation may involve answering paper-based questionnaires similar to this one or web-based surveys. Your address information will be kept completely confidential and used only for research purposes.

- No
- Yes → What is your email address?  
*Please clearly print your email address.*

\_\_\_\_\_@\_\_\_\_\_

**Thank you for your help!**

All completed surveys will be entered in a draw for a digital camera (valued at \$300.00). The draw will be held on December 2007. Please return your completed questionnaire in the enclosed postage-paid envelope to:



Tourism British Columbia  
Research Services  
Box 9830, Stn Prov Gov't,  
300- 1803 Douglas Street,  
Victoria, BC Canada V8W 9W5

## **Appendix C – Response Bias Testing**

## **Response Bias Testing**

### **Methods**

The study design produced four sets of data that are available for analysis - the interview questionnaires at each location (interview Fort Steele Heritage Town and interview reference sites at Kimberley and Elko) and the mailback questionnaires (mailback Fort Steele Heritage Town and mailback reference sites at Kimberley and Elko). For all of these sets of data, the respondents and the responses could vary between the interview and mailback questionnaires. The respondents could differ because travellers could drop out of the study by not agreeing to complete the mailback questionnaire or by not completing the mailback questionnaire if they had agreed to complete it. Both instances could cause the mailback questionnaire results to be unrepresentative of travellers interviewed (non-response bias).

A series of tests were conducted to assess the mailback questionnaires' representativeness or, in other words, if the mailback questionnaire results portray the actual population of travellers interviewed.

Representativeness was assessed by:

1. Comparing demographics, trip and traveller characteristics between those who agreed and did not agree to complete the mailback questionnaire (Tables A4, A5).
2. Comparing demographics, trip and traveller characteristics between those who responded and those who did not respond to the mailback questionnaire (Tables A4, A5).

This analysis included only those respondents who were included among the potential pool of mailback survey participants only. Residents of Cranbrook, participants in tour groups and travellers who did not stay at least one night away from home on their trips (daytrippers) have been excluded from the comparison.

Responses to similar questions in the interview and mailback questionnaires could vary due to real differences in traveller behaviour (for example, a traveller may have anticipated a trip of a specific duration when they were interviewed but if the length of their trip differed this will be reflected in the responses on the mailback questionnaire). Therefore a series of questions were asked in the same way on both the interview and mailback questionnaire. Differences between responses to the two questionnaires were assessed by comparing responses to key questions that were asked in both the interview and on the mailback questionnaire (Tables A5, A6).

### **Results**

#### **Differences in Respondents who Agreed or Did Not Agree to Mailback**

- Among Fort Steele visitors, there were very few differences between respondents who agreed to participate in the mailback questionnaire with those who did not agree to participate. Slightly more differences were observed among those interviewed at the reference sites at Kimberley and Elko.
- Fort Steele participants travelling with children under 18 were more likely to agree to complete the mailback survey than those travelling without children.



- Respondents from Fort Steele who agreed to participate in the mailback questionnaire spent more days, on average, in the East Kootenay region when compared with those who did not agree to the mailback questionnaire.
- Respondents interviewed at the reference sites who agreed to complete the mailback survey were more likely to be from Other Canadian provinces.
- For reference site travellers, there were practical differences between those who agreed to do the mailback survey and those who did not in terms of the total trip duration, time in British Columbia, and the total number of days in the region. For all of these variables, responses were considerably lower for those who agreed compared to those who did not. It is likely the case, however, that the key difference is in total trip duration and all other factors are related to this difference (i.e. those with shorter trips are more likely to spend less time in the province and the region).

### **Differences in Respondents that Returned/Did Not Return the Mailback Questionnaire**

- Among visitors to Fort Steele Heritage Town, there was only one notable difference between respondents who completed the on-site interview only compared with those who completed both the interview and the mailback survey. There was a greater percentage of respondents to the mailback survey from British Columbia compared to those who completed the initial interview only.
- For respondents interviewed at the reference sites, there was a greater proportion of participants in the 55 to 64 age category who completed the mailback as compared to those who completed the interview only. Similarly, in terms of education, a higher proportion of participants who completed high school returned mailback surveys compared to those who completed the interview only.
- Reference site participants in the mailback survey also had shorter average trips and stayed less time in BC, compared to those who completed the intercept survey only. This is likely related to the findings above, which indicated that those who agreed to complete the mailback had shorter trip durations and spent less time in BC than those who did not agree to participate.

### **Differences in Interview/Mailback Responses**

- Overall, responses to the mailback survey were relatively consistent with those given during the interview at both locations.
- Fort Steele visitors responded similarly to questions that were asked in both the interview and in the mailback survey and no practical differences were observed between the responses to these two survey instruments.
- Among those interviewed at the reference sites, practical differences were observed in age of respondents (those age 55 to 64 had higher participation in the mailback compared to the intercept interview), trip duration (shorter for the mailback survey), total days in the region (longer for the mailback), and daily expenditures (participants in the interview reported higher average daily spending). In terms of daily expenditures, differences in the way the variables were calculated on the two surveys may partially explain this finding.

## Conclusions

- Overall, very few differences existed between those who agreed to participate in the mailback questionnaire and those who did not.
- Mailback responses are generally representative of the population that was interviewed.
- Most of the variables tested did not indicate significant difference between the mailback questionnaire and interview results.
- Some of the variables that did indicate significant differences may be as a result of differences in question wording or calculations performed. Some of the other differences may be related to one factor that influences others in turn.

Table A4. A summary of the comparisons between those that agreed to the mailback questionnaire and those that did not, those that did and did not respond to the mailback questionnaire and between the interview and mailback responses for Fort Steele Heritage Town.

Fort Steele <sup>1</sup>	✓ Indicates a Practical Difference		
	Agreed to Mailback <sup>2</sup>	Mailback Responses (Non-Response Bias)	Interview/Mailback Responses
Origin	N	✓	n/a
Gender	N	N	N
Age	N	N	N
Party Size	N	N	N
Parties With Children	✓	N	N
Education	N	N	n/a
Days Away from Home <sup>3</sup>	N	N	N
Days in British Columbia	N	N	N
Days in East Kootenay Region	✓	N	N

1. Residents of Cranbrook, tour group participants and daytrippers have been removed from this analysis.
2. Represents differences between respondents who agreed to participate in the mailback survey and those who refused.
3. In the interview for Fort Steele visitors, days away from home was asked in the question, "How many nights will you be away from home on this entire trip?" Nights was converted to days by adding one to the response given. This permitted comparison between Fort Steele visitors and those from the reference sites.

Table A5. A summary of the comparisons between those that agreed to the mailback questionnaire and those that did not, those that did and did not respond to the mailback questionnaire and between the interview and mailback responses for reference sites at Kimberley and Elko.

Reference Sites <sup>1</sup>	Agreed to Mailback <sup>2</sup>	Mailback Responses (Non-Response Bias)	Interview/Mailback Responses
Origin	✓	N	n/a
Gender	N	N	N
Age	N	✓	✓
Party Size	N	N	N
Parties With Children	N	N	N
Education	N	✓	n/a
Days Away from Home	✓	✓	✓
Days in British Columbia	✓	✓	N
Days in East Kootenay Region	✓	N	✓
Daily Expenditure <sup>3</sup>	N	N	✓

1. Daytrippers have been removed from this analysis.
2. Represents differences between respondents who agreed to participate in the mailback survey and those who refused.
3. For the intercept interview daily expenditure was asked in the question, "In Canadian dollars, what were your travel party's total expenditures yesterday, including accommodation?" For the mailback survey, this question was worded, "What were your travel party's total expenditures during this trip?" Per diem expenditures were calculated by dividing this response by the total number of trip days. The top and bottom 2% of responses were trimmed to exclude outliers.

Table A5. A summary of differences in data between the interview and mailback questionnaire at Fort Steele Heritage Town.

Concept/Questions	Trip Characteristics Results		Practical Difference?
	Interview	Mailback	
Mean Days Away From Home	14.99	14.87	N
Mean Days In BC	9.14	8.83	N
Mean Party Size	2.80	2.93	N
Age - Under 24 Years	0.64%	1.54%	N
Age - 25-34 Years	8.67%	5.38%	N
Age - 35-44 Years	13.80%	14.23%	N
Age - 45-54 Years	24.88%	25.77%	N
Age - 55-64 Years	29.05%	29.23%	N
Age - 65 Years or Older	22.95%	23.85%	N
Gender - Male	55.45%	56.02%	N
Gender - Female	44.55%	43.98%	N
Primary Destination - Study Area	37.34%	53.99%	✓
Parties with Children	24.20%	26.49%	N

Table A6. A summary of differences in data between the interview and mailback questionnaire at the reference sites at Kimberley and Elko.

Concept/Questions	Trip Characteristics Results		Practical Difference?
	Interview	Mailback	
Mean Days Away From Home	15.39	13.35	✓
Mean Days In BC	8.79	8.74	N
Mean Party Size	2.84	2.97	N
Age - Under 24 Years	2.63%	0.68%	N
Age - 25-34 Years	7.88%	4.05%	N
Age - 35-44 Years	16.63%	14.19%	N
Age - 45-54 Years	28.01%	24.32%	N
Age - 55-64 Years	26.04%	36.49%	✓
Age - 65 Years or Older	18.82%	20.27%	N
Gender - Male	55.90%	56.58%	N
Gender - Female	44.10%	43.42%	N
Primary Destination - Study Area	55.02%	63.40%	✓
Parties with Children	24.89%	24.84%	N

## **Appendix D - Open-Ended Comments from Survey Participants**

Comments are typed exactly as they appear in the mail-back surveys – sentences were not corrected for spelling and grammar.

Comments are grouped into the general categories of 'staff friendly and helpful', 'suggestions/need for improvement', 'not enough or poor services', 'enjoyed activities and services' and 'other'.

Comments from visitors to the Fort Steele Heritage Town are listed first, followed by those from the reference sites at Kimberley and Elko.

## Fort Steele Heritage Town

*Do you have any other comments about Fort Steele that you would like to share with us?*

### Staff Friendly and Helpful

- We find people very knowledgeable, helpful; more demonstration of old days
- Good demonstration people work here are nice need to set water fountain
- Highly recommended a lot better than I expected wagon person was very informative
- I found it very refreshing. Real good appreciation of pioneers. He liked talking to me
- Its good, very nice people who work here
- Its lovely friendly service
- Nice day visit bathroom were very clean people were great parking good, ice cream is good
- Very friendly people in BC
- Very friendly staff
- We love it here people are friendly

### Suggestions/Need for Improvement

- (Buck paw) there should be more street actors out and about
- Better transportation for disabled/heavy/elderly
- Bring the kids
- Confusing in
- Currency exchange program, back in old days, so people can buy souvenirs or gift by coins
- Daily schedule can be improved. Specially map which is poorly done. International hotel were closed but time said until 5m.
- Didn't enjoy the wagon ride because it's one time use only with steal of a deal
- Disappointed about the opening
- Done a great job really enjoyable
- Enjoyable tour guide needed
- Enjoyed it add aboriginal aspect of fort steele
- Excellent place to visit like to see upkeep building i.e. painting theatre. More drama
- Hadicao should be improved.
- I get to see more funding from govt for improvement
- I like it maybe advertise more before the opening season
- Its good prefer more rides for kids
- Its nice to eat here more staff
- Its very good coming here since 70s building needs repaint love theatres show
- Its very nicely set up its clean numbering wasn't visible enough
- Its would be nicer to add more buildings & attractions
- Level of maintenance need to paint lack of info on buildings
- Liked the barber shop band more could be made for exhibits
- Little bit more maintenance
- More signs lack of highway sign
- Mountie would be great idea
- Needs restoring mandatory visit for schools
- Price is bit high
- Prices are high exhibits is not labelled correctly
- Should told have told us the time difference
- Too many bees its very nice would like ride horses
- Very good more open house

### **Not Enough or Poor Services**

- Bakery wasn't open not enough buildings open
- Buildings were closed.
- Disappointed that nothing is happening
- Disappointed nothing was open
- Enjoyed disappointed about the woodhouse is not open
- Everything should be open on high season
- Expecting more at restaurant
- Extremely disappointed in how the buildings where raddy, and no people in costume out and about, and signs faded. Need more government funding!!!!
- Extremely disappointed with staff on site, and in buildings to go inside.
- Food are overpriced building are over protected
- Getting into the buildings would be nice
- I thought there would be more theatre was great
- If things were more opened
- It hasn't change since 20 years ago not enough marketing Calgary park is better
- It should have more catering for dieting people
- It wasn't very lively for awhile
- It would be nice to have more things going on.
- Its excellent its good to see advancing restaurant are closed very early, and not enough choices
- It's good, more should be open.
- Its great chance of getting closer to building would be better
- Its place too high price
- Little disappointed for not enough train show
- More building should be open keeping it more cleaner typing is getting faded inside museums restrooms are out of toilet paper
- More variety at bakery please more on street drama
- Need more activity more entertainment
- Not all are open
- Open things earlier preferring longer peak seas0n
- Power blocking the photo view of buildings
- Prefer all activities up and running
- Rain not enough places open
- Should have left churches open.
- Wanted to see live theatre show.
- Water fountain isn't working.
- We like it like to see more show wasn't as good as used to be
- We missed the show
- We missed the street entertainer
- Will come back when there is more happening
- Wish the bakery was open!!
- Wish there was more happening
- Wish there was more happening on site, like 10 years ago
- Wish there was more happening
- Wish they had more funding for Ft. Steele
- Wish things were open
- Wonderful original theatre show much better in 70s
- Wrong info on water tower

### **Enjoyed Activities and Services**

- Have enjoyed all of it
- Almost perfect
- A lot improved
- An excellent history about this area. very well done
- Awesome place
- Beautiful location

- Beautiful place
- Beautiful setting prefer people working like in old days
- Best I have ever seen
- Best museum been to.
- Educational
- Enjoyable
- Enjoyable and clean
- Enjoyable at sunny weather
- Enjoyable very nice
- Enjoyed as long as the doors open
- Enjoyed every year liked the old style clothing
- Enjoyed it
- Enjoyed our stay nice and relaxing to walk around
- Enjoyed walk through exhibit
- Enjoyed wonderful
- Everything is good
- Excellent great street show
- Excellent place to visit,
- Excellent to spent few hours
- Fabulous place to visit
- Get the train running kids loves it
- Good
- Good job, better then 50 years ago
- Good, keep up the good work
- Gossip tour was delightful
- Great
- Great out standing
- Great excellent thought about it at school
- Great experience
- Great experience worth a visit
- Great historic site
- Great place
- Great place for picture
- Great place great restoration
- Great place not to commercialized
- Great well worth it
- Had a good time
- Highly recommended to take 2 full day trip
- I like it
- I like it the way it is
- I like it, it's very interesting.
- I like the variety like the dressed up people play was awesome? felt like not an audience. enjoyed the history aspects
- I love the mountains around Ft. Steele
- I think it's fantastic. I wish more funding was available.
- I wish lots of success
- I would recommendation
- Interesting place
- Interesting would like spend more time on next visit
- Interesting learn about history
- Is there any security? Great teaching tool for students.
- It really interesting
- It was fun
- It was good display. Nice natural setting, great scenery. It's not over done.
- It was good, very nice
- It was good. bit busy
- It was great fun
- It was okay
- it was very nice
- It was very nice experience
- Its a great, interested in history
- It's a neat.
- Its all good
- Its amazing, its better then Heritage park in Calgary.
- Its awesome
- Its beautiful
- It's beautiful. Will be here but not in next 12 months
- Its beautiful site & nice destination place
- It's beautiful, very scenic. Must bring the kids.



- Its been fun
- Its been great kids love
- Its excellent
- Its excellent place for family
- Its excellent, fabulous weather.
- Its fine
- Its good
- Its good
- Its good enjoying it well set out
- Its good actors were good, really made it come alive
- Its good and nice
- Its good comments about BC, its expensive
- Its good educational
- Its good like train
- Its good very interesting
- Its good, enjoyed it
- Its great
- Its great caring
- Its great beautiful setting
- Its great educational place.
- Its great more on tourist info
- Its great museum was interesting
- Its great place accessibility is good
- Its great place for family
- Its great place to visit
- Its great very pleasantly surprise
- Its great,
- Its interesting its hot weather
- Its look fantastic
- Its lovely
- Its neat & authentic
- Its nice
- Its nice and impressive
- Its nice history well presented
- Its nice place
- Its nice place to see good shape building
- Its nice place to walk around
- Its nice really enjoyed it need to clean the street
- Its nice that government keeping this site up to date
- Its place, well kept hope it continues, good food.
- Its top attraction
- It's very educational.
- Its very friendly people quiet pleasing atmosphere
- Its very good & interesting, very well run relaxing, not so crowded,
- Its very good better than I thought
- Its very good maintain
- It's very good. Needed to come earlier.
- Its very nice
- Its very nice less activity during fall season
- Its very nice very neat
- Its very nice well done
- Its very nice, enjoyed it.
- Its very nice, well laid out
- Its very relaxing and interesting
- Its very well done good concept about how people used to live in past
- Its very nice
- Its was good
- Its was interesting enjoyed the history like to see more about first nations and their settlements
- Its was way more then I anticipated
- Its wonderful
- Its wonderful highly recommended
- It's wonderful. It's amazing. preserve history
- Just fantastic lovely well presented and organized
- Keep it like this
- Keep up the good work
- Likely to return for core attractions
- Looks good

- Love it its clean good place to visit acting was good demonstration are good very casual people affordable tickets
- Love it its great
- Loved it
- Loved it. Some buildings are closed.
- More info on houses extremely good, good value for money
- Nice place to visit
- Pleasant surprise
- Pretty good better actors over at Bakervale.
- Pretty good very interesting
- Put into it printing person was awesome request printing materials from the machine to sold at public
- Real nice place
- Really enjoyable.
- Really enjoyed
- Really enjoyed good place to enjoy the day
- Really enjoyed it. Very interesting.
- Scenery is beautiful
- Super interesting very educational
- Superb
- They enjoyed the gossip tour!!!!!! They loved it soooo much!!
- They will be back
- Very clean, friendly. would recommend
- Very educational
- Very enjoyable
- Very enjoyable clean like schedule
- Very good
- Very good interesting for young might have to do some interactive
- Very good very educational
- Very good would recommend to any body
- Very good. well done
- Very impressed pleasant
- Very impressed very interesting
- Very impressed. Wonderful job. very scenic location
- Very impressive.
- Very informative worthwhile a visit
- Very interesting
- Very interesting place always like historical sites
- Very interesting
- Very much enjoyed. Very informative. Well worth the admission.
- Very nice beautiful
- Very nice excellent friendly place
- Very nice place
- Very nice, very interesting. I like the history.
- Very pleased with it make the sign more visible about the building at site
- Very positive
- Very well done
- We enjoy it
- We just enjoyed its worth keeping
- We like it
- We like it very interesting
- We like it we like those big horses
- We liked it very much
- We liked very much.
- Wonderful

**Other**

- Bad weather
- Building
- Gift shop
- Its looks almost same others as in P.E.I.
- Very done
- Would have cone through the site if it wasn't raining

## Reference Sites at Kimberley and Elko

*Do you have any other comments that you would like to share with us?*

### Staff Friendly and Helpful

- Bears are friendly very nice people friendly
- Beautiful province good people
- Friendly people experience country
- Its amazing the nature is nice people are friendly
- Its beautiful people been friendly tourist information center are nice
- Its clean and feels like coming back very helpful people good accommodation
- Its nice province nice people
- Its wonderful visitor centre were very helpful especially in Cranbrook and Creston

### Suggestions/Need for Improvement: Reference Site

- Can't fish here cause of daily licence fee are high. Instead I go fishing to Montana
- Fishing license is high for non-resident
- Hate the parks system-too much extra expenditures
- Its beautiful could do better without PST
- Its beautiful private RV resort has lots restriction
- Its beautiful provincial camp are always full
- Its beautiful remove PST
- Its been good fishing licence is expensive
- Its expensive different rate for tourist in Vancouver
- Like it here but don't like ferry
- Please remove the PST
- Taxes are too high
- They need to paint buildings around
- We gald clock tower is broken
- Wish there was more passing lane but its beautiful
- Wonder place German heritage in Kimberley is over doing

### Not Enough or Poor Services

- Its beautiful lack of washroom during the festival
- More passing lanes
- No facility of local transportation
- Restaurant opens late
- Should be more road signs!!

### Enjoyed Activities and Services

- Accommodation in panorama are very good \* craft shop are superb \* the view are beautiful
- Absolutely beautiful the best place on earth
- Always happy
- Awesome country
- BC is very beautiful very scenic & mountains
- Beautiful
- Beautiful area
- Beautiful here
- Beautiful here and forward to buy a lake front property
- Beautiful place to visit
- Beautiful province
- Beautiful very hot, which is good
- Best place on earth
- Better weather here

- Enjoy coming here
- Enjoy coming peaceful nice mountains
- Enjoyed coming back here
- Enjoying it
- Excellent
- Fantastic
- Glad to be here
- Good place
- Good place to spend money
- Great
- Great beautiful mountains golf courses are green
- Great place
- Great place to visit
- Great, love, too many.
- Grew up here
- Having great time
- I like it, weather.
- I love BC great place to visit
- I love it
- I love it BC is beautiful good for ski and golf
- I love it here
- I love it here used to live in BC
- Its nice place to visit we will be back
- Its a nice place to come to
- Its all good
- Its always nice here its dry here
- Its beautiful
- Its beautiful
- Its beautiful & expensive
- Its beautiful & so much
- Its beautiful always enjoy it
- Its beautiful bring cash = BC
- Its beautiful but smoky
- Its beautiful cant wait to come back
- Its beautiful clean air here
- Its beautiful come here to ski, boating, lots of water, lake
- Its beautiful hard to find mountain in Ontario
- Its beautiful in here
- Its beautiful place
- Its beautiful province
- Its beautiful we both live it here
- Its beautiful we like it
- Its beautiful wish we could move here
- Its beautiful, lots of activities
- Its been good so far very hot
- Its been mine destination
- Its good place
- Its great
- Its little cool, but beautiful
- Its most beautiful place on earth
- Its nice
- Its nice I want to live here
- Its pretty
- Its pretty good
- Its really good signage, no chance of getting lost. nice trees and mountains
- Its really nice
- Its super
- Its super natural very good
- Its very beautiful
- Its very nice here
- Its warm here
- Just nice to drive through
- Kimberley is neat
- Kootenays is wonderful its most beautiful place on earth
- Lakes are beautiful
- Like it
- Like it beautiful
- Like the weather
- Looks beautiful its pretty
- Lots to see but haven't seen enough
- Love it
- Love it here

- Love it in Kimberley
- Love to come to Kimberley
- Loved it
- Lovely
- Mountain are nice very scenic clean provincial park
- Naturally beautiful
- Nice
- Nice area
- Nice beautiful
- Nice place beautiful
- Nice we love it here
- No its beautiful place
- Not as smoky as MT we can see scenery very good
- Pretty beautiful mountains
- So beautiful to come back home
- So far so good
- Still the best for vacation
- The best place on earth its beautiful
- The reason to visit BC was country side and nature
- They enjoy reading the Kootenay carnival, lots of things to do in it
- Undiscovered parks
- Very beautiful
- Very pleased with the roads
- We like it
- We like it here
- We like it, weather is always good
- We love it here
- We love here
- We love it
- We love it better than Europe, less crowded
- We love it here
- Wish I could live here
- Wonderful
- Wonderful beautiful moving here next year
- Wonderful beautiful

### Other

- 4 min
- BC = bring cash
- beautiful too far away from Calgary
- Hated Fernie!
- It's a nice place. Nice people but some drivers on road are very disrespectful and rude to cyclist.
- Most live
- Unpopulated
- We used to live here.
- We usually come to BC once a year
- Weather been great
- Weather is beautiful
- Why pay double home tax when owning a 2nd home? love coming over