

Cariboo Chilcotin Coast MRDT Program: Stakeholder Survey

Background and Research Objectives:

Background

The Municipal and Regional District Tax (MRDT) was introduced in the Cariboo Chilcotin Coast in May 2018 to provide funding for local tourism marketing, programs, and projects. The MRDT is applied to sales of short term accommodation provided in select areas of the Cariboo Chilcotin Coast and jointly administered by the Minister of Finance; the Ministry of Tourism, Arts and Culture; and Destination British Columbia (DBC).

This is the summary of the *"2019 Cariboo Chilcotin Coast Tourism Marketing Association Stakeholder Survey"*

Research Objectives

1. Assess the level of awareness of tourism marketing activities in the Cariboo Chilcotin Coast
2. Assess the level of satisfaction with the use of MRDT funds

Methodology

Population and Survey Administration

The "2019 Cariboo Chilcotin Coast Tourism Marketing Association Stakeholder Survey" was sent to 151 stakeholders in the Cariboo Chilcotin Coast database.

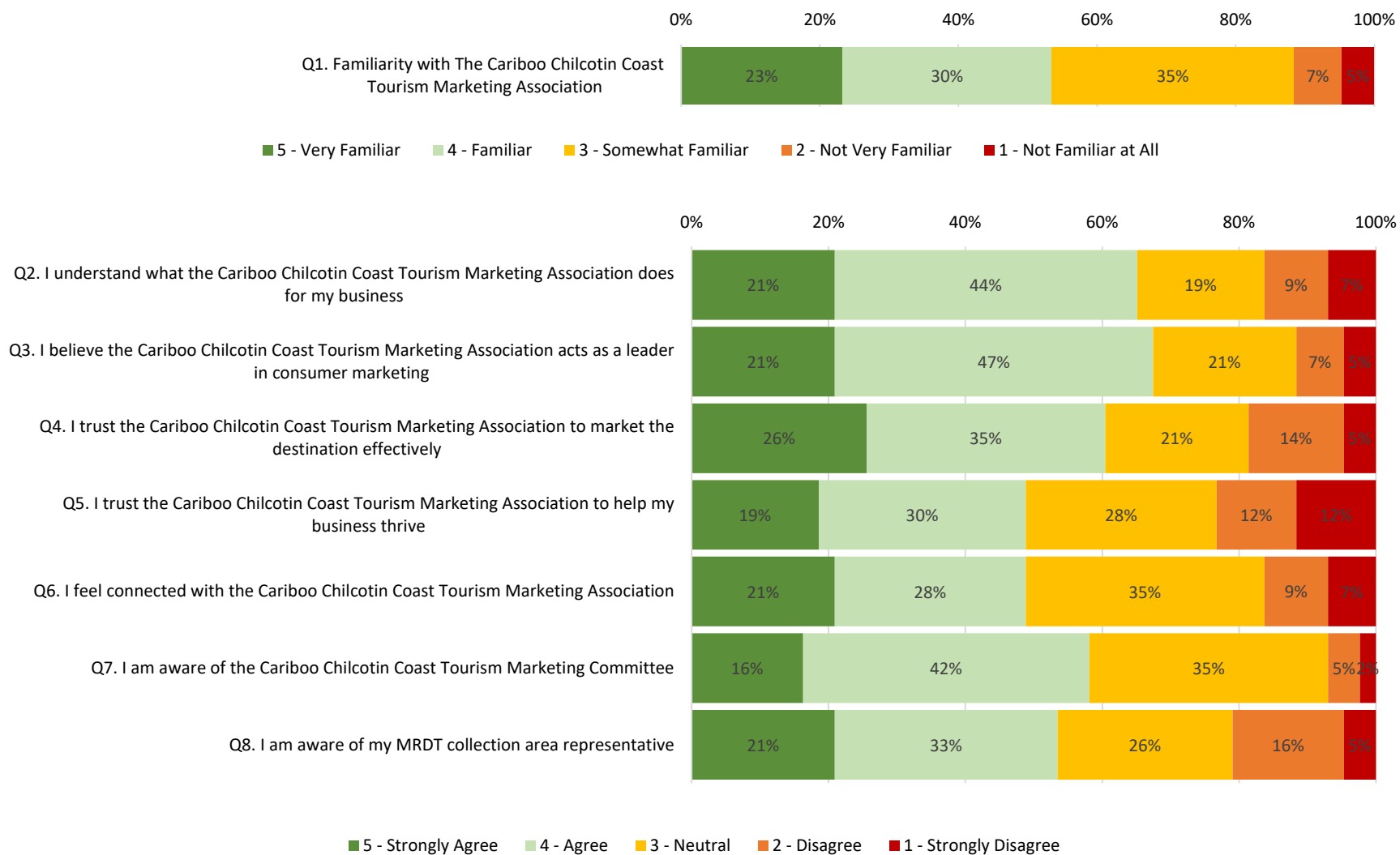
The online survey was conducted between December 9, 2019 and January 25, 2020. The initial survey was sent December 9, 2019 and three reminders were sent December 13, 2019, January 8, 2020 and January 21, 2020. The survey closed January 25, 2020. A total of 43 completions were received for a 28.5% response rate, nearly achieving Destination BC's response rate of 30%.

Reporting

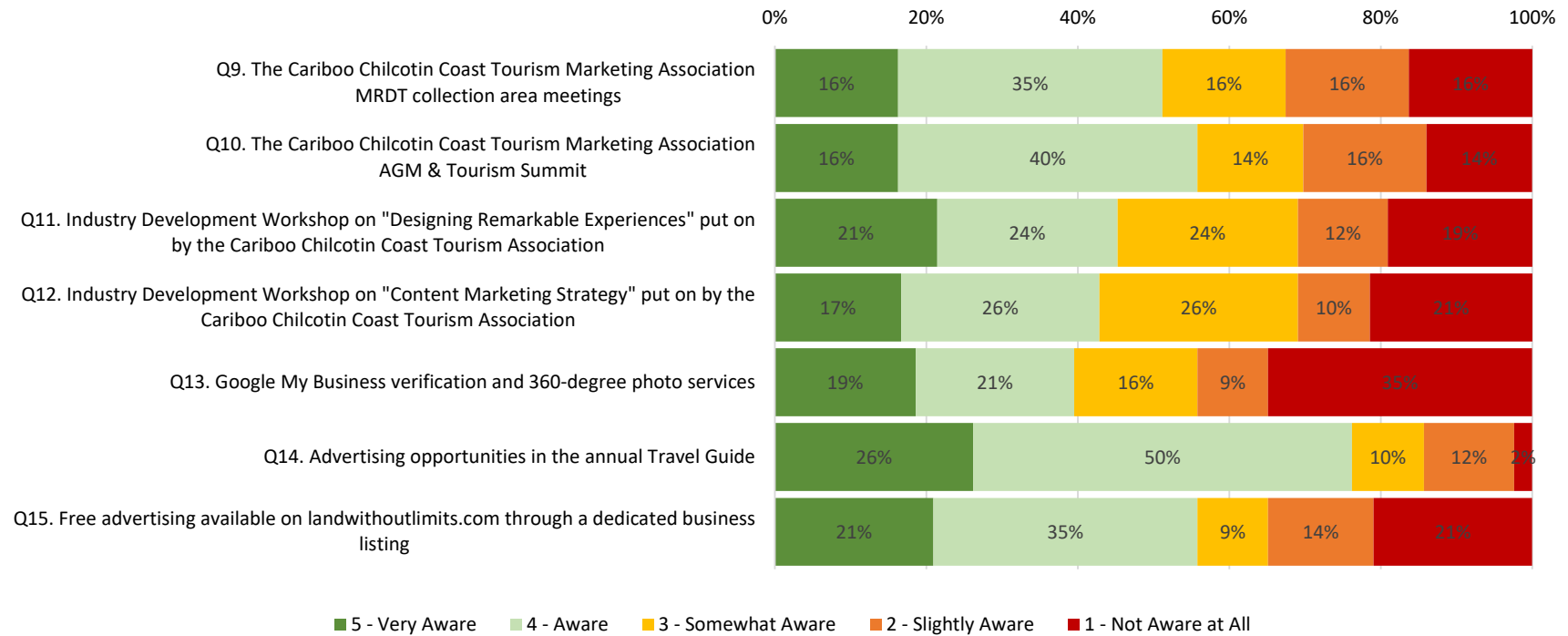
Descriptive statistics were used to analyze and summarize the results in this report. All quantitative questions include a five point response scale with '1' ratings being 'not familiar/strongly disagree/very dissatisfied/ and '5' ratings being 'very familiar/strongly agree/very satisfied. 'Don't know / Not relevant' answers have been excluded from the analysis for all questions.

Open ended question responses were accumulated and grouped by theme.

Section 1: Familiarity & Awareness of The Cariboo Chilcotin Coast Tourism Marketing Association



Section 1.2: Awareness of Workshops & Information Sessions



The table below summarizes the mean scores (average of 5) of all statements regarding the familiarity and awareness of the program.

Q1. Familiarity with The Cariboo Chilcotin Coast Tourism Marketing Association	3.6047
Q2. I understand what the Cariboo Chilcotin Coast Tourism Marketing Association does for my business	3.6279
Q3. I believe the Cariboo Chilcotin Coast Tourism Marketing Association acts as a leader in consumer marketing	3.7209
Q4. I trust the Cariboo Chilcotin Coast Tourism Marketing Association to market the destination effectively	3.6276
Q5. I trust the Cariboo Chilcotin Coast Tourism Marketing Association to help my business thrive	3.3254
Q6. I feel connected with the Cariboo Chilcotin Coast Tourism Marketing Association	3.4651
Q7. I am aware of the Cariboo Chilcotin Coast Tourism Marketing Committee	3.6511
Q8. I am aware of my MRDT collection area representative	3.4884
Q9. The Cariboo Chilcotin Coast Tourism Marketing Association MRDT collection area meetings	3.186
Q10. The Cariboo Chilcotin Coast Tourism Marketing Association AGM & Tourism Summit	3.2788
Q11. Industry Development Workshop on "Designing Remarkable Experiences"	3.1667
Q12. Industry Development Workshop on "Content Marketing Strategy"	3.0715
Q13. Google My Business verification and 360-degree photo services	2.7904
Q14. Advertising opportunities in the annual Travel Guide	3.8569
Q15. Free advertising available on landwithoutlimits.com through a dedicated business listing	3.209

Q.16: Moving forward, what educational topics or networking opportunities would you like the Cariboo Chilcotin Coast Tourism Marketing Association to consider?

Please consider catering an annual Great Bear Rainforest Festival hosted in Bella Coola (perhaps in June?) so visitors can learn from biologists, tour operators & other professionals to help educate tourists about this incredible area. Thank you.

I would like to see courses available remotely I.e. webinars. Too costly and inconvenient to travel to locations and likely far cheaper and better attendance.

I haven't been involved in the Marketing Association so it is difficult to answer these questions.

I will first have to make it to some of the meetings then I can make an informed decision.

Web pages.

Helping to connect photographers and videographers with businesses.

Still learning about what you have and do.

Sustainable industries.

International marketing, fly in traffic. They only market to road traffic and that is not our market. The MRDT and Hotel tax is a complete waste of money.

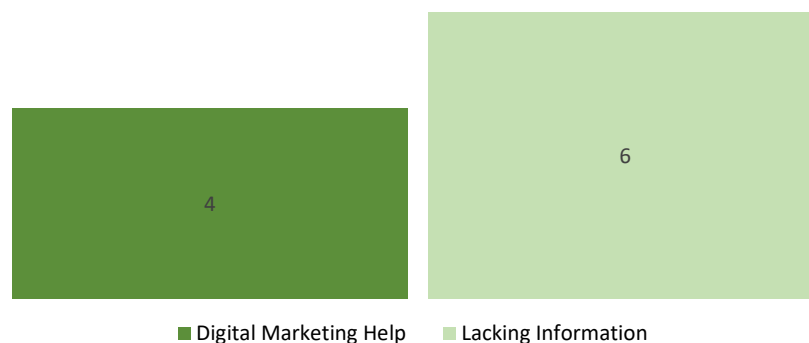
Be more responsive to stakeholders.

Facebook posts.

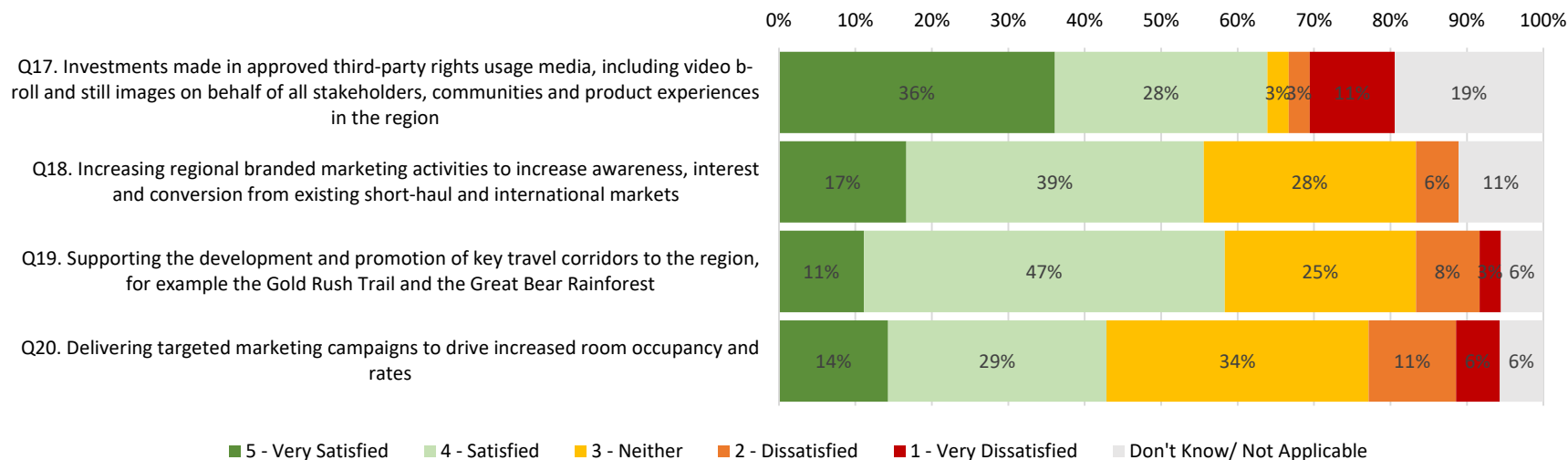
Google My Business.

Digital marketing.

Themes - Number of Responses



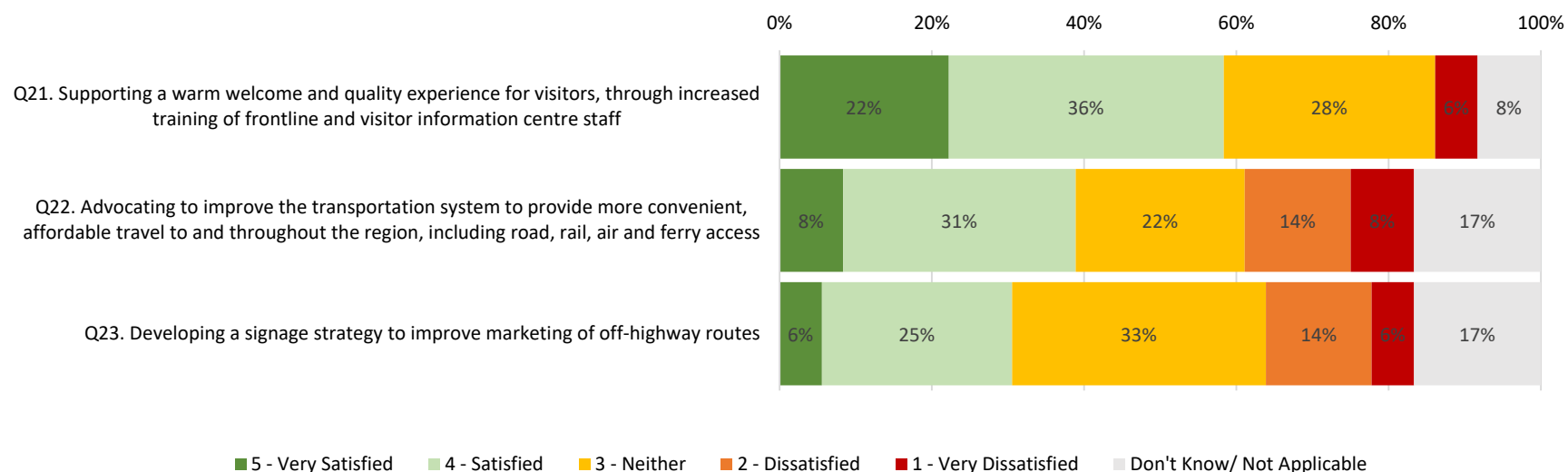
Section 2.1: Satisfaction with The Cariboo Chilcotin Coast Tourism Marketing Association's Marketing Initiatives



The table below summarizes the mean scores (average of 5) of all statements regarding the satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's work on marketing the Cariboo Chilcotin Coast

Q17. Investments made in approved third-party rights usage media, including video b-roll and still images	3.1668
Q18. Increasing regional marketing activities to increase awareness, interest and conversion from existing short-haul and international markets	3.3337
Q19. Supporting the development and promotion of key travel corridors to the region, for example the Great Bear Rainforest	3.3887
Q20. Delivering targeted marketing campaigns to drive increased room occupancy and rates	3.1717

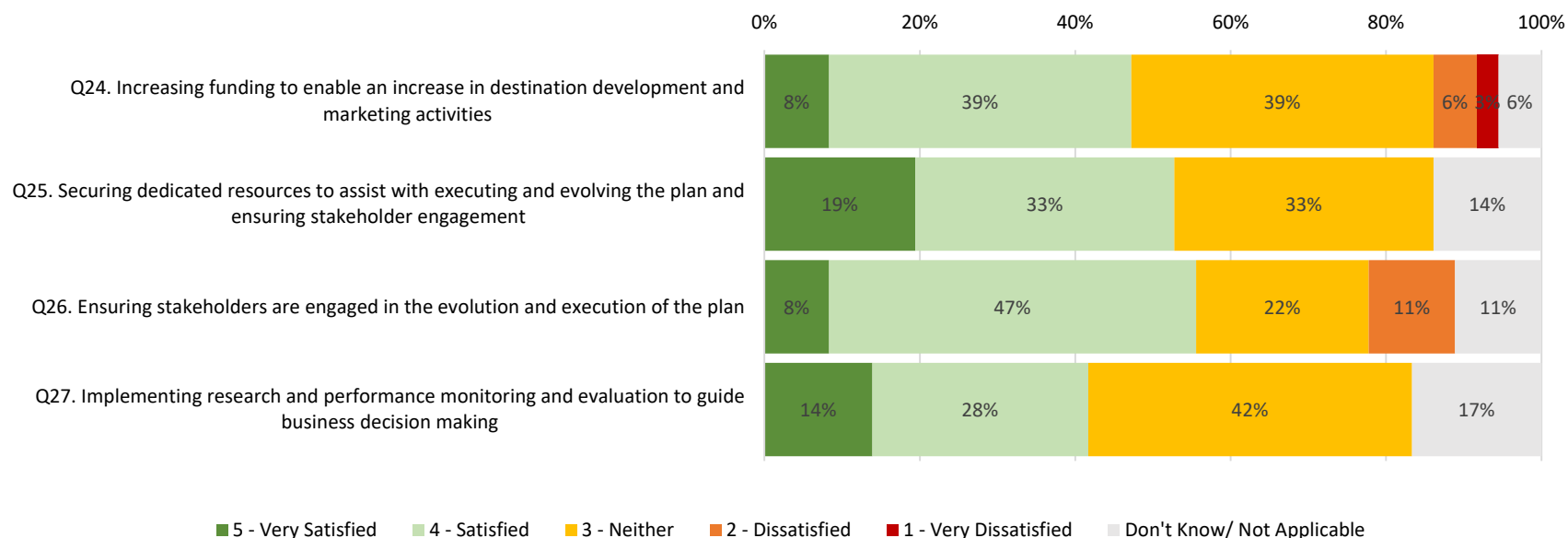
Section 2.2: Satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's Creation of Remarkable Experiences



The table below summarizes the mean scores (average of 5) of all statements regarding the satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's creation of remarkable experiences

Q21. Supporting a warm welcome and quality experience for visitors, through increased training of frontline and visitor information centre staff	3.4444
Q22. Advocating to improve transportation to provide more convenient, affordable travel to and throughout the region	2.6666
Q23. Developing a signage strategy to improve marketing of off-highway routes	2.6113

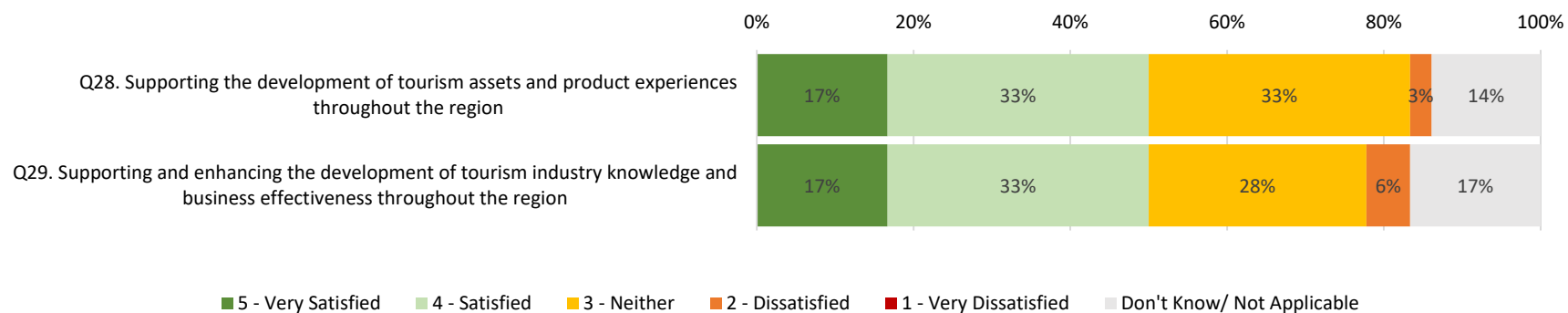
Section 2.3: Satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's Tourism Management



The table below summarizes the mean scores (average of 5) of all statements regarding the satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's tourism management

Q24. Increasing funding to enable an increase in destination development and marketing activities	3.2778
Q25. Securing dedicated resources to assist with executing and evolving the plan and ensuring stakeholder engagement	3.3051
Q26. Ensuring stakeholders are engaged in the evolution and execution of the plan	3.1941
Q27. Implementing research and performance monitoring and evaluation to guide business decision making	3.0558

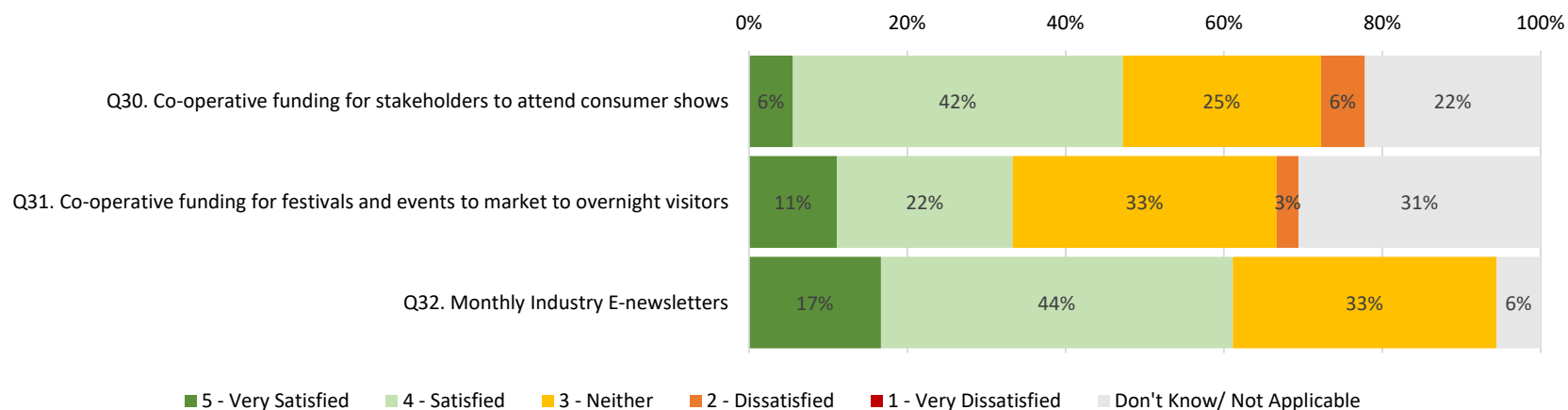
Section 2.4: Satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's Destination & Industry Development Initiatives



The table below summarizes the mean scores (average of 5) of all statements regarding the satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's destination and industry development initiatives

Q28. Supporting the development of tourism assets and product experiences throughout the region	3.2222
Q29. Supporting and enhancing the development of tourism industry knowledge and business effectiveness throughout the region	3.1113

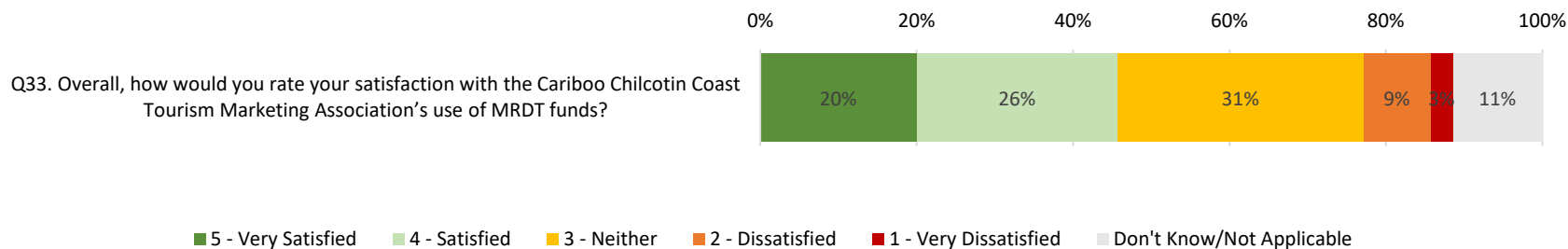
Section 2.5: Satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's Programs & Activities Funding & Information Update Programs



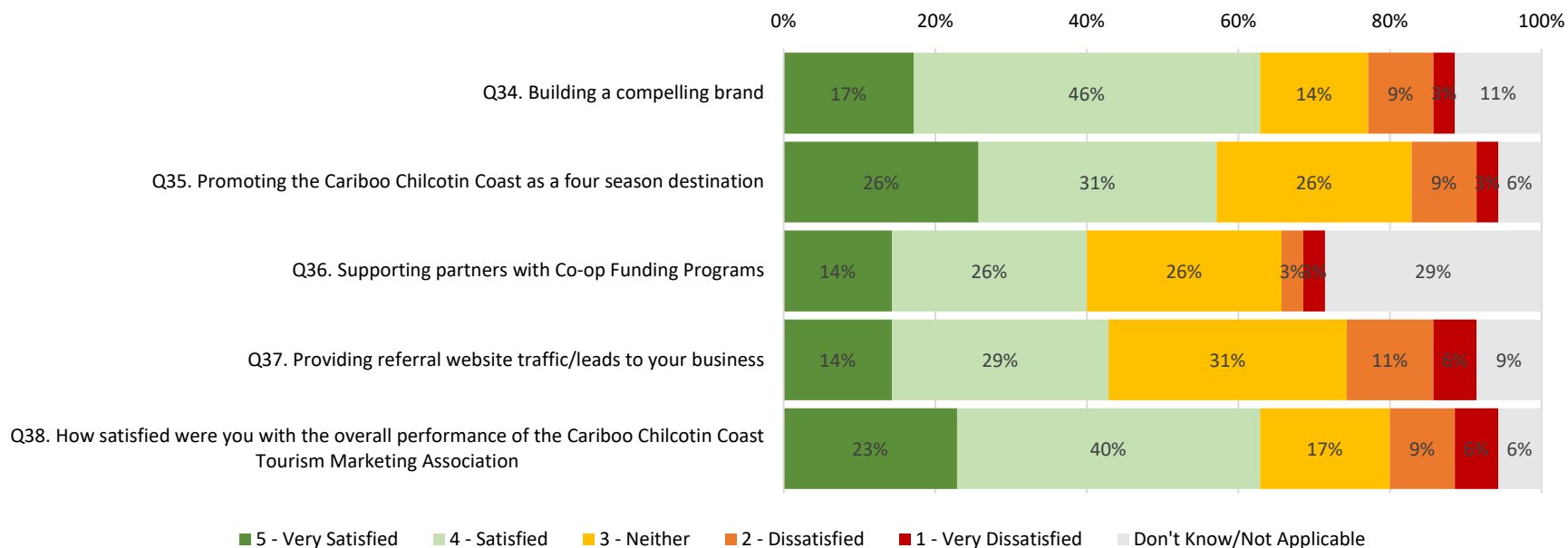
The table below summarizes the mean scores (average of 5) of all statements regarding the satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's programs & activities funding & information update programs

Q30. Co-operative funding for stakeholders to attend consumer shows	2.806
Q31. Co-operative funding for festivals and events to market to overnight visitors	2.4998
Q32. Monthly Industry E-newsletters	3.611

Section 3: Overall Satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association

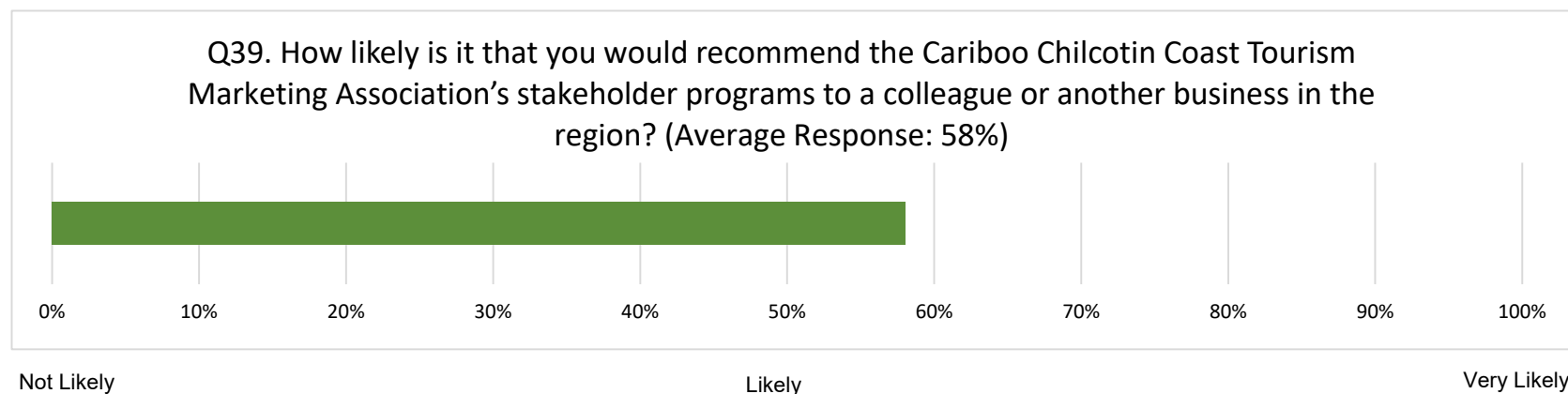


Section 3: Overall Satisfaction with Services Provided by the Cariboo Chilcotin Coast Tourism Marketing Association



The table below summarizes the mean scores (average of 5) of all statements regarding overall satisfaction with the services provided by the Cariboo Chilcotin Coast Tourism Marketing Association

Q33. Overall, how would you rate your satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's use of MRDT funds?	3.1713
Q34. Building a compelling brand	3.3141
Q35. Promoting the Cariboo Chilcotin Coast as a four season destination	3.514
Q36. Supporting partners with Co-op Funding Programs	2.6
Q37. Providing referral website traffic/leads to your business	3.0859
Q38. How satisfied were you with the overall performance of the Cariboo Chilcotin Coast Tourism Marketing Association	3.4857



Q40. During the past 12 months, are there aspects of services provided by the Cariboo Chilcotin Coast Tourism Marketing Association that you are dissatisfied with?

Whenever we called there for any question related with tourism we always got satisfied services.

I have never received a direct lead or communication for a prospective booking. I understand our needs and product is unique, but still surprised.

No, I will have to become more involved because I am not fully aware of the programs such as the Co-op funding program. I will be asking about the 360 video tour as we had that done but I am not sure what the video looked like and where it is shown.

I have reservations about funding individual businesses attendance at festivals and trade shows. It supports a limited number of businesses at what I suspect is a fairly substantial cost.

I can see all your work and I know, you do the best. But like I steady tell every body: As long as guests tell me they never saw a nicer camping toilet, like we have, on the whole BC trip and how bad their experiences with old and dirty accommodations in BC are, as long I'm sure, all the social campaigns and market research are waste money. No, they are contra productive, because people won't come the second time and the BC's reputation gets worse and worse. Combined with the height rate and cost of food it's a no go in global travel world. I know, as tourism organization you can't do much against the bad and dirty accommodations, but it's the only way to get out of this misery.

The lack of communication - no reply to emails, often for months.

Since the 3% tax has been added to our region its been the worst stretch of business I have had in my 16 yrs here.

Have not had much interaction with CCCTA over the past 12 months. Hard to answer questions when not based off much.

My resort is not listed on Gold Rush Trail. I also get verbal attacks from MRDT Rep of our area in front of CCCTA worker.

Q41. Is there an opportunity or service that the Cariboo Chilcotin Coast Tourism Marketing Association could offer you that would be beneficial to your organization?

Better referral system from landwithoutlimits.com.

Yes. So many times- Group booking and tourist reservations.

Insurance packages.

Williams Lake. The location of each hotel is important as to how to market that particular hotel. I need help with that aspect.

Group commercial insurance.

It would be nice to get Rendezvous Canada leads, or CMM leads but to the best of our knowledge we have never been referred to anyone.

More advertising for the plateau region of hwy 20 not just nimpo lake Anaheim lake and Bella Coola, there are other destinations Puntzi lake, Tatla lake, etc.

More online marketing, drive traffic to our businesses. For my business that means focussing on visitors from within the Province and Alberta.

I would like to have a more direct results of the social campaign you do. It's nice to know how many impressions and clicks you get in the social campaigns but we don't really know, do we get real revenue out of them. It's a really big and strong business tells you every day how efficient and powerful there tools are and it's really easy to use this tools and impress the people with top presentations but do you know really the algorithm behind? First of all they are written to sell the tool, not to tell the truth.

We believe you are doing a stellar job.

Winter Road maintenance allowance or support to Interior Roads to do.

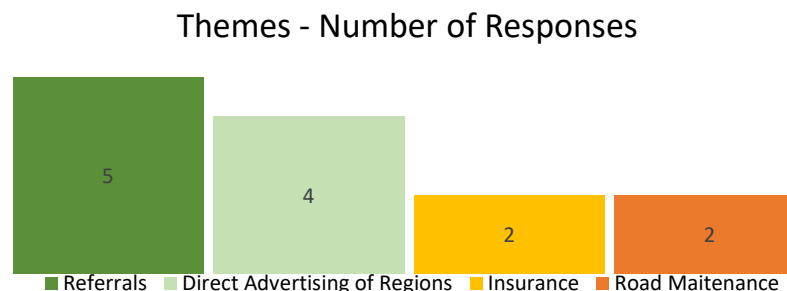
Reply to emails.

To host a Great Bear Rainforest Festival weekend in Bella Coola for visitors to learn more about this incredible area.

Lobby with forestry to do better road maintenance to the remote resorts.

Direct advertising of my town which has multiple hospitality businesses.

Yes.



Q42. Are there any other ways the Cariboo Chilcotin Coast Tourism Marketing Association could serve you better?

The fault of my dissatisfaction with and knowledge of programs, services, initiatives, etc. is mine. As a owner/operator I do not have a lot of slack time to dive deep into emails. I would prefer a monthly overview email that presented all of the opportunities available with the ability to click through to additional information. However this may only be a solution for me.

No, I believe you are doing a good job. I am always impressed with the staff you attract and their background. I think a hotel could do much better is it could attract like minded people who enjoy the hospitality industry and make it their career. I could use suggestions with hiring new employees.

I'd like to have access to email data that is collected, so we may target our specific message to people who inquire about the area. At 700 US pp per night we have a unique audience that is different than rubber tire traffic.

Quit focusing on the Gold Rush Trail. We don't see a lot of business from that. People come here for the wilderness.

You will have noticed lots of don't know responses. You need to do a much better job of letting us know how MRDT dollars are being spent and what the results have been in each category of spending so you can support further expenditures.

Maybe there should be a initiative against way to expansive insurance for resort out in the boonies. The cost of insurance are no more realistic. I think, a lot of resorts and hotel together would have more power.

We believe you are doing everything possible.

I would like a list of the actual people in the Cariboo Chilcotin who voted for the MRDT Tax. You could give me my money back on the MRDT tax. What a waste of funds.

Reply to emails.

Market what works something new, we have no draw. No one wants to come here.

To secure funds to pave Hwy 20 outside Anahim Lake to Tweedsmuir Park's Hill.

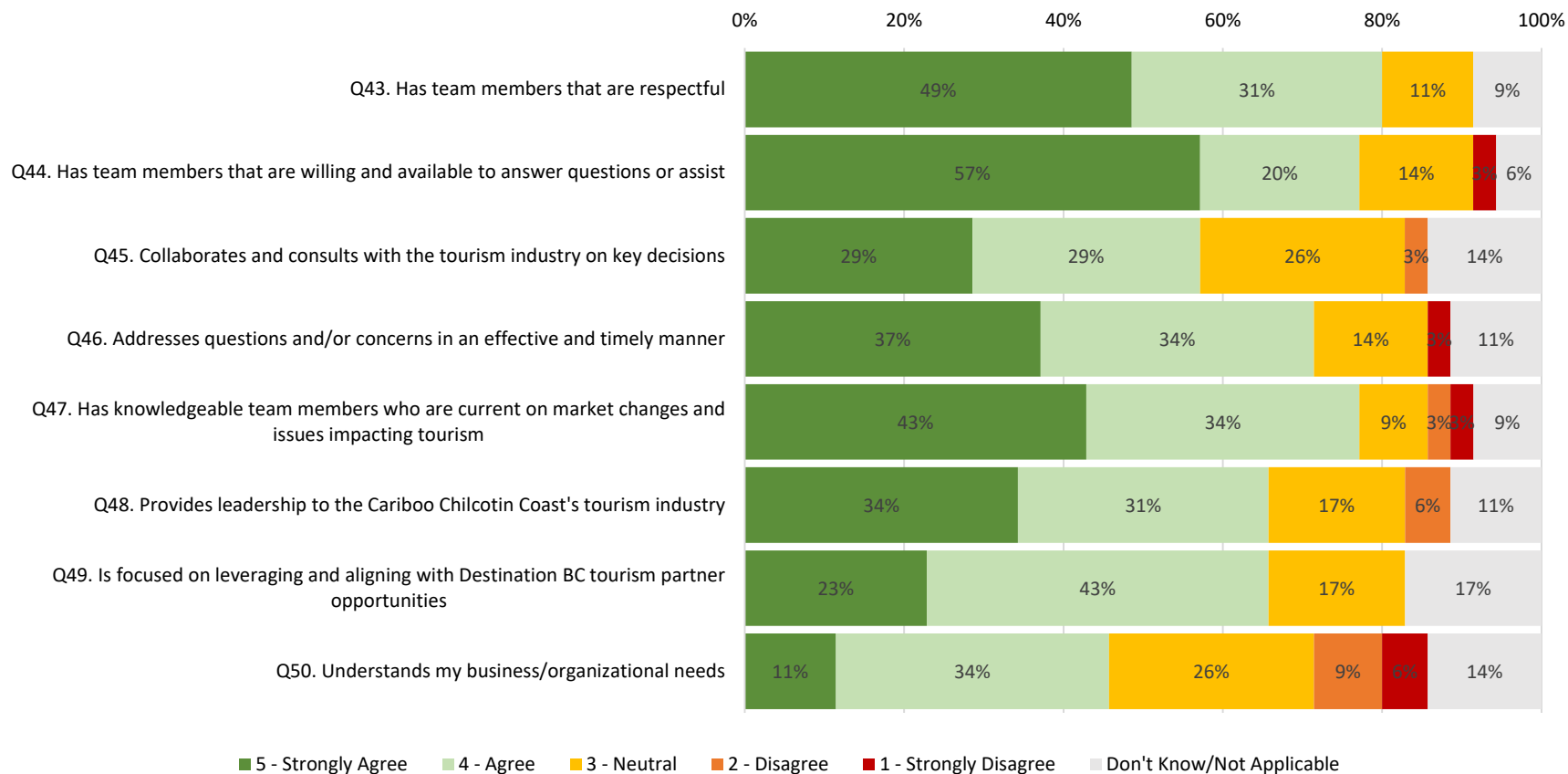
Include my destination resort on their listing.

Keep your great work up!!

No, they are great!

Nope, doing a great job!

Section 4: Rating the Cariboo Chilcotin Coast Tourism Marketing Association's Performance



The table below summarizes the mean scores (average of 5) of all statements regarding the Cariboo Chilcotin Coast Tourism Marketing Association's performance.

Q43. Has team members that are respectful	4.0286
Q44. Has team members that are willing and available to answer questions or assist	4.1143
Q45. Collaborates and consults with the tourism industry on key decisions	3.3998
Q46. Addresses questions and/or concerns in an effective and timely manner	3.6859
Q47. Has knowledgeable team members who are current on market changes and issues impacting tourism	3.8575
Q48. Provides leadership to the Cariboo Chilcotin Coast's tourism industry	3.6001
Q49. Is focused on leveraging and aligning with Destination BC tourism partner opportunities	3.3716
Q50. Understands my business/organizational needs	2.9429

Q51. How would you describe your business/organization; Is it a...

Business or other organization that provides products or services directly to tourists (e.g. hotel, restaurant, tour, outdoor activities)	97%
Government organization (Municipal, Regional, Provincial or Federal)	0%
Organization, association, business or agency that supports tourism but does not provide services directly to tourists	3%
Other, please specify type of business	0%

Q52. How many years has your organization been involved in the tourism industry?

0 - 10 Years	24%
11 - 20 Years	6%
21 - 30 Years	6%
31 - 40 Years	15%
40 + Years	41%
Don't Know/ Not Applicable	9%

Q53. How many employees do you and your organization employ during your peak season? Please include both full-time and part-time employees and include the owner/operator

1 to 4	49%
5 to 9	23%
10 to 19	11%
20 to 34	11%
35 to 100	6%
More than 100	0%
Not Applicable	0%

Q54. Please identify the tourism sector you primarily conduct business in.

Accommodation	79%
Attraction & Sightseeing	3%
Food & Drink	3%
Arts, Culture & History	0%
Transportation	0%
Shopping	0%
Other: What kind of business are you?	15%
Eco and adventure tourism and lodging	
Fishing resort	
Guest Ranch offering several activities	
Resort providing accommodations, food and drink, History, fishing, hunting , winter and summer activities.	

Q55. The last word is yours - Are there any additional comments you would like to make?

I am going to learn more about the Marketing Association so I will understand what it is all about.

Doing wonderful job. but still need to take more efforts to bring tourism in our area. Thank you.

Great job!

Well done.

I'd like to see better data capture and distribution to the various segments. We are a destination property, and deal with high yield markets. There's been a lot of focus on Great Bear and less on the Chilcotin and Chilko Lake areas.

Be fair to all stakeholders, do not favore just one or two.

We have no draw, no one wants to come to the Cariboo, we need a new message and it needs to be modern and wide-ranging. And everyone has to be included not just the big chains and managers, you must have owners and people who have a stake or else your leaving the people who matter and the little guy out like me.

We have been in business in BC for 63 years. Not once have we received a reservation based on any actions by BC tourism or the CTA. Hope that helps clarify. As far as I am concerned, its a waste of money to pay any taxes to BC Tourism.

It was said the train traffic for passengers should be back opened. Any News? What about substitute companies for the shut-down Greyhound?

Keep up the great work!

I'd like to see greater promotion of the Northern Sea Wolf direct daytime ferry service during the winter & spring months.

We want to thank you for getting the word out about all the amazing and beautiful places to visit in the Cariboo.

Keep up the Good Work!