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# **Cariboo Chilcotin Coast MRDT Program 2020 Stakeholder Satisfaction Survey Results & Analysis**

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*Prepared by The Web Advisors, on behalf of the Cariboo Chilcotin Coast  
Tourism Marketing Association*

*February 1, 2021*

# Cariboo Chilcotin Coast MRDT Program: 2020 Stakeholder Survey

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# 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 *"2020 Cariboo Chilcotin Coast Tourism Marketing Association Stakeholder Survey"*

### Research Objectives

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

### Methodology:

#### Population and Survey Administration

The *"2020 Cariboo Chilcotin Coast Tourism Marketing Association Stakeholder Survey"* was sent to 140 stakeholders in the Cariboo Chilcotin Coast Tourism Marketing Association database.

The online survey was conducted between December 8, 2020 and December 21, 2020. The initial survey was sent December 8, 2020 and four reminders were sent December 10, 2020, December 14, 2020, December 16, 2020 and December 19, 2020. The survey closed December 21, 2020. A total of 49 completions were received for a 35% response rate, an increase from 43 and 28.5% in 2019.

Additional questions were added for the 2020 survey and original 2019 questions maintained to provide inaugural year-over-year comparisons

### 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 have been accumulated and grouped by theme.

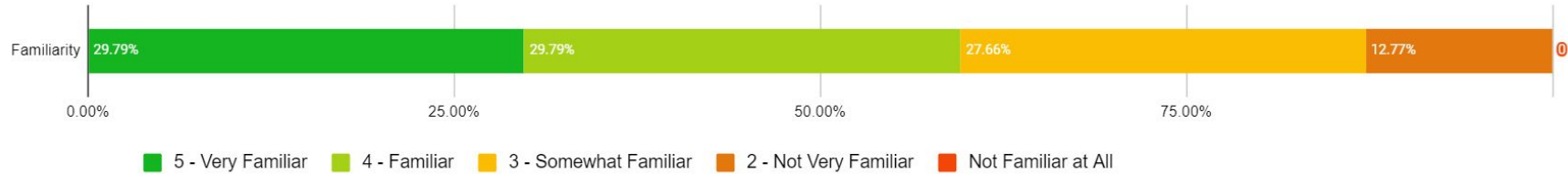
# Cariboo Chilcotin Coast MRDT Program: 2020 Stakeholder Survey

## Executive Summary:

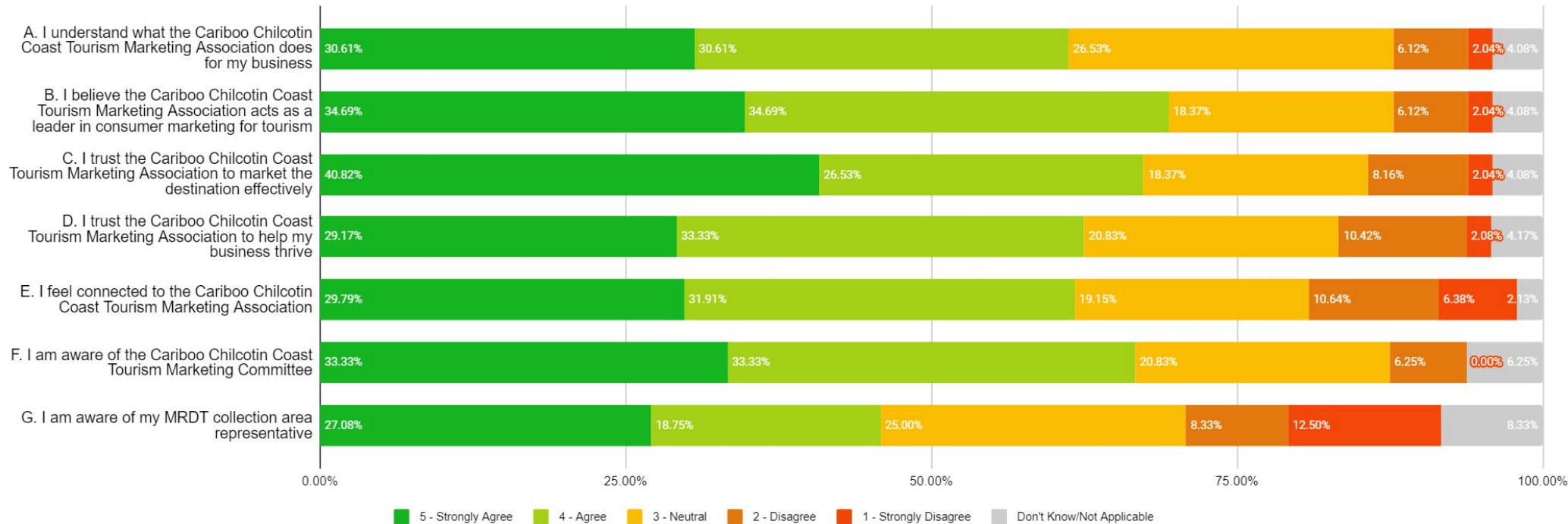
1. 49 completions were received for the 2020 Stakeholder Satisfaction Survey for a 35% response rate, an increase from 43 and 28.5% in 2019.
2. Additional questions were added for the 2020 Survey and original 2019 questions maintained to provide year-over-year comparisons for the first time.
3. Mean scores on **Familiarity and Awareness of the CCCTMA** increased on 9 questions, however decreased on 5. Most notable increases were on trust and connection, whereas the loss was on awareness of area representatives and presentations.
4. Mean scores on **Satisfaction of the CCCTMA's Programs and Activities** increased on 8 of 10 questions, with double digit % increases of 15.91% in satisfaction of supporting the development and promotion of key travel corridors to the region, for example the Great Bear Rainforest and 12.72% increase in satisfaction of the CCCTMA's delivering targeted marketing campaigns to drive increased room occupancy and rates.
5. Mean scores on **Overall Satisfaction of the CCCTMA** increased on 7 of 7 questions, with double digit % increases on six of the questions including:
  - a. Overall Use of MRDT funds 13.5% increase
  - b. Building a compelling brand 10.36% increase
  - c. Supporting partners with Co-Op Funding Programs 30.17% increase
  - d. Providing referral website traffic/leads to your business 14.26% increase
  - e. Overall Performance of the CCCTMA 11.08% increase
  - f. **And a 15% improvement in net promoter score from 58% to 74.4%.** A 10 point scale should be utilized for future surveys.
6. Mean scores on **The CCCTMA striving to be an inclusive, industry-driven organization improved** on 10 of 10 questions
7. 79% of last years' respondents were accommodation providers, while this year only 67% with guided activity providers representing 11% of respondents. Guest Ranch should be added as a separate category in future surveys.
8. **Tourism Market Percentages** (in a normal year): BC 46%, Europe 28%, USA 19%, Int'l Other 9%, AB 9%, Aust/NZ 6%, Canada Other 5%, N/A 25%, Don't Now 0%. Include a field to denote N/A for future surveys
9. **Tourism Revenue Seasonal Percentages** (in a normal year): Spring 13%, Summer 61%, Fall 21%, Winter 11%.
10. 69.44% were either very optimistic or optimistic that their business revenue were grow one the COVID-19 pandemic has been resolved, as were 69.45% that the tourism industry in the Cariboo Chilcotin Coast would also grow.
11. The **top 3 barriers to growth** for tourism in the CCC have been identified as Infrastructure/Roads, Regulatory Hurdles and then a three way tie for financial constraints, indigenous relations and limited activities
12. The **top 3 tourism products** identified for future growth potential are: Fishing and Hunting, Guest Ranches & Rodeos and Mountain Biking.
13. The **top 3 marketing activities** of perceived importance are: Social Media Presence, Digital Advertising & Travel Guide, with TV 4th.

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

Q1. How familiar are you with the Cariboo Chilcotin Coast Tourism Marketing Association

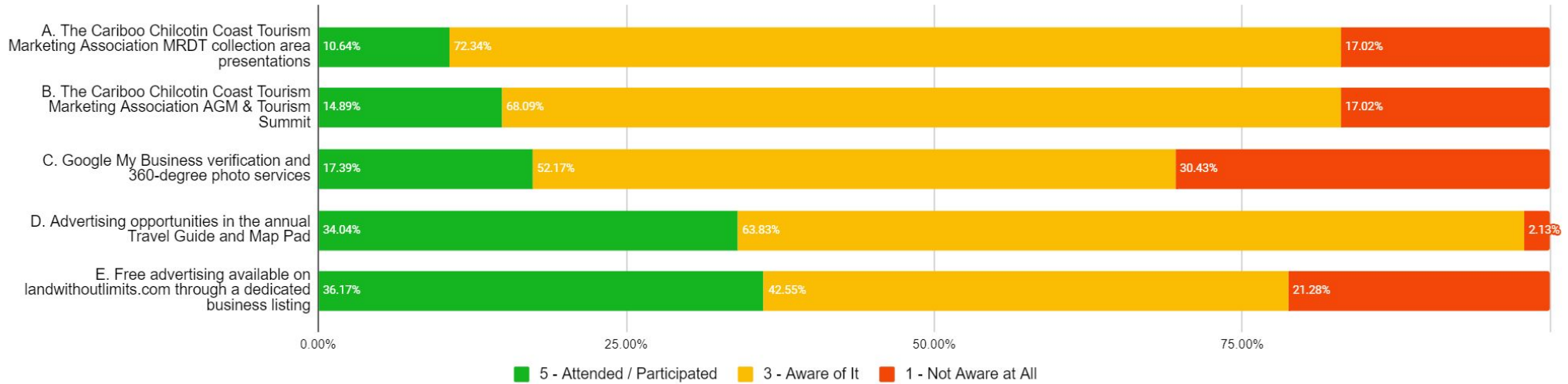


Q2. On a scale of 1 to 5, where 1 is 'Strongly Disagree' and 5 is 'Strongly Agree,' please rate your level of agreement with the following statements about the Cariboo Chilcotin Coast Tourism Marketing Association



## Section 1.2: Awareness of Workshops & Information Sessions

Q3. On a scale of 1 to 3, where 1 is 'Not Aware at All' and 3 is 'Attended/Participated', how aware are you of the following information sessions, workshops, and advertising opportunities that the Cariboo Chilcotin Coast Tourism Marketing Association hosted in the past year?



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

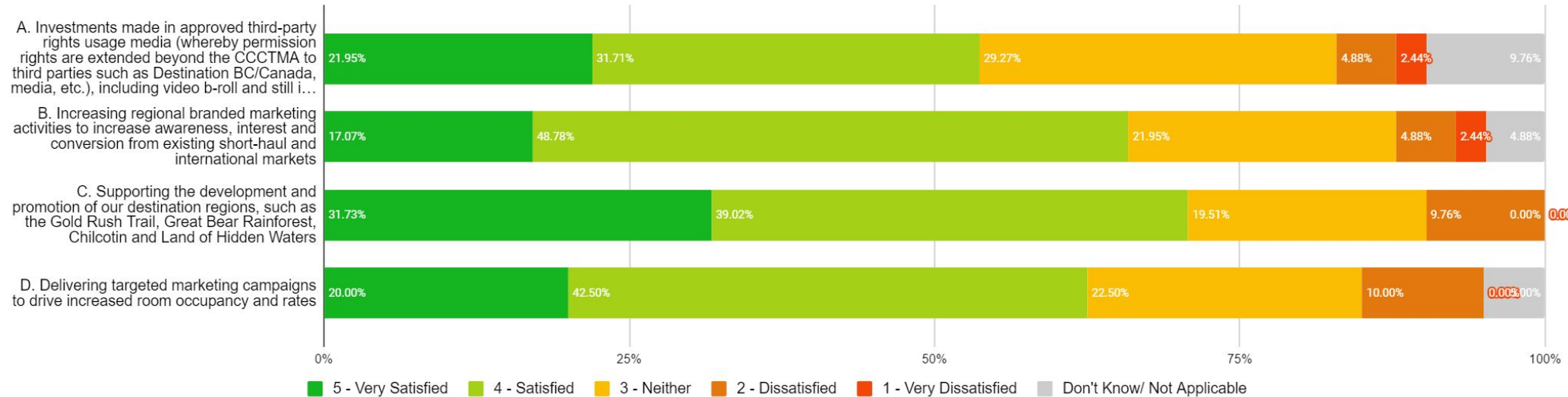
	<u>2020</u>	<u>2019</u>	<u>% Diff:</u>
Q1. Familiarity with The Cariboo Chilcotin Coast Tourism Marketing Association	3.7663	3.6047	4.48%
Q2A. I understand what the Cariboo Chilcotin Tourism Marketing Association does for my business	3.6936	3.6279	1.81%
Q2B. I believe the Cariboo Chilcotin Coast Tourism Marketing Association acts as a leader in consumer marketing for tourism	3.816	3.7209	2.56%
Q2C. I trust the Cariboo Chilcotin Coast Tourism Marketing Association to market the destination effectively	3.8369	3.6276	5.77%
Q2D. I trust the Cariboo Chilcotin Coast Tourism Marketing Association to help my business thrive	3.6458	3.3254	9.63%
Q2E. I feel connected to the Cariboo Chilcotin Coast Tourism Marketing Association	3.617	3.4651	4.38%
Q2F. I am aware of the Cariboo Chilcotin Coast Tourism Marketing Committee	3.7496	3.6511	2.70%
Q2G. I am aware of my MRDT collection area representative	3.1456	3.4884	-9.83%
Q3A. The Cariboo Chilcotin Coast Tourism Marketing Association MRDT collection area presentations	2.87	3.186	-9.92%
Q3B. The Cariboo Chilcotin Coast Tourism Marketing Association AGM & Tourism Summit	2.96	3.2788	-9.72%
Q3C. Google My Business verification and 360-degree photo services	2.74	2.7904	-1.81%
Q3D. Advertising opportunities in the annual Travel Guide and Map Pad	3.64	3.8596	-5.69%
Q3E. Free advertising available on landwithoutlimits.com through a dedicated business listing	3.3	3.209	2.84%

Q4. Moving forward, what educational topics or networking opportunities would you like the Cariboo Chilcotin Coast Tourism Marketing Association to consider?

Networking with Vancouver Island and education on moving forward after the pandemic and how to keep above water
Networking is improving/changing so fast, it is impossible to stay on top of it, especially in small business operations; offering whatever kind of education in that matter would be appreciated as long as it is during Jan-Mar;
Remove the MRDT
Neutral
How long are the "idea labs" and "tourism café" information available. In October we were short staffed and very busy and therefore could not participate in anything. I would like to participate as I have in the past but was not able to even though you presented excellent topics. I don't know if your 12 participants filled the spots as I didn't check into any of them.
Digital marketing
Unknown at this time
International
Nothing specific at this time

## Section 2: Satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's Programs & Activities

### Q5. Satisfaction with The Cariboo Chilcotin Coast Tourism Marketing Association's Marketing Initiatives

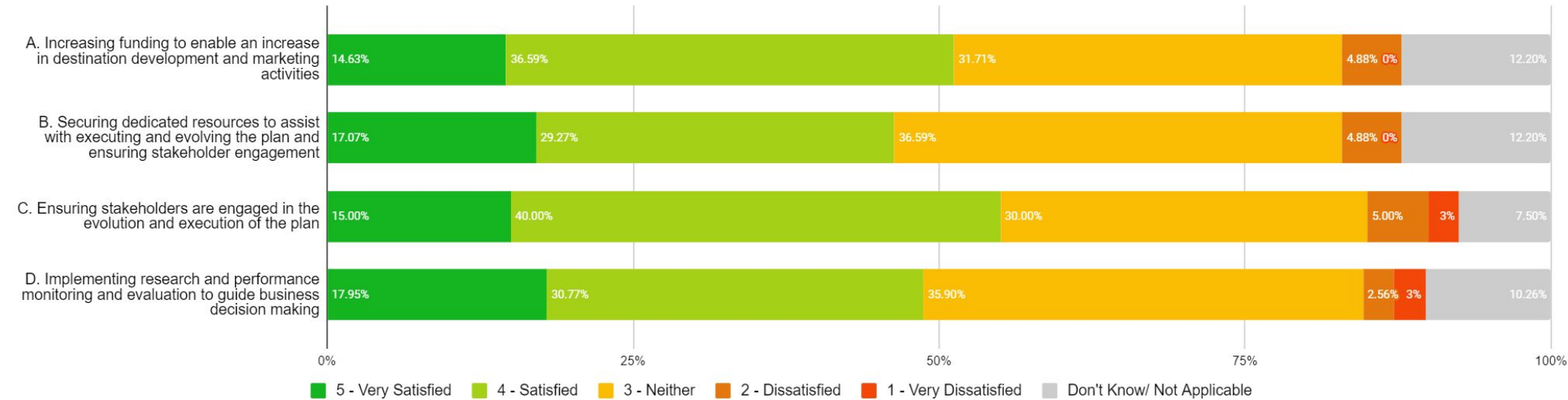


The table below summarizes the mean scores (average of 5) of all statements regarding the satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's work on marketing the Cariboo Chilcotin Coast.

	<u>2020</u>	<u>2019</u>	<u>% Diff:</u>
Q5A. Investments made in approved third-party rights usage media, including video b-roll and still images	3.366	3.1668	6.29%
Q5B. Increasing regional marketing activities to increase awareness, interest and conversion from existing short-haul and international markets	3.5852	3.3337	7.54%
Q5C. Supporting the development and promotion of key travel corridors to the region, for example the Great Bear Rainforest	3.9278	3.3887	15.91%
Q5D. Delivering targeted marketing campaigns to drive increased room occupancy and rates	3.575	3.1717	12.72%

## Section 2: Satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's Programs & Activities

Q6. Satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's Tourism Management

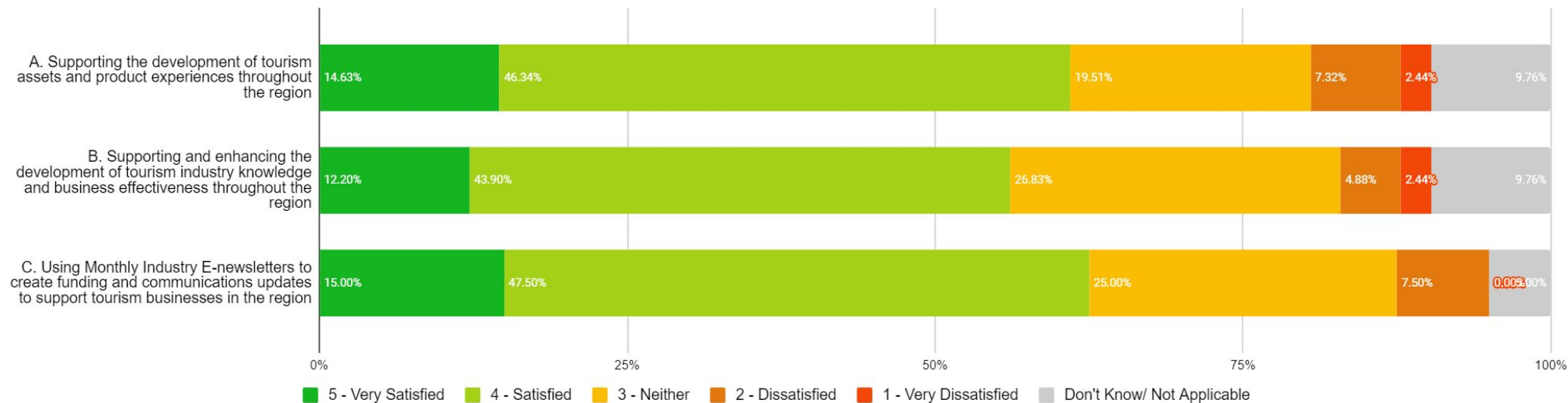


The table below summarizes the mean scores (average of 5) of all statements regarding the satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's tourism management.

	<u>2020</u>	<u>2019</u>	<u>% Diff:</u>
Q6A. Increasing funding to enable an increase in destination development and marketing activities	3.244	3.2778	-1.03%
Q6B. Securing dedicated resources to assist with executing and evolving the plan and ensuring stakeholder engagement	3.2196	3.3051	-2.59%
Q6C. Ensuring stakeholders are engaged in the evolution and execution of the plan	3.375	3.1941	5.66%
Q6D. Implementing research and performance monitoring and evaluation to guide business decision making	3.2821	3.0558	7.41%

## Section 2: Satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's Programs & Activities

Q7. 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 & industry development initiatives.

	<u>2020</u>	<u>2019</u>	<u>% Diff:</u>
Q7A. Supporting the development of tourism assets and product experiences throughout the region	3.3412	3.2222	3.69%
Q7B. Supporting and enhancing the development of tourism industry knowledge and business effectiveness throughout the region	3.2929	3.1113	5.84%
Q7C. Using Monthly Industry E-newsletters to create funding and communications updates to support tourism businesses in the region	3.55	N/A	N/A

## Section 2: Satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's Programs & Activities

Q8. Satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's response to COVID-19

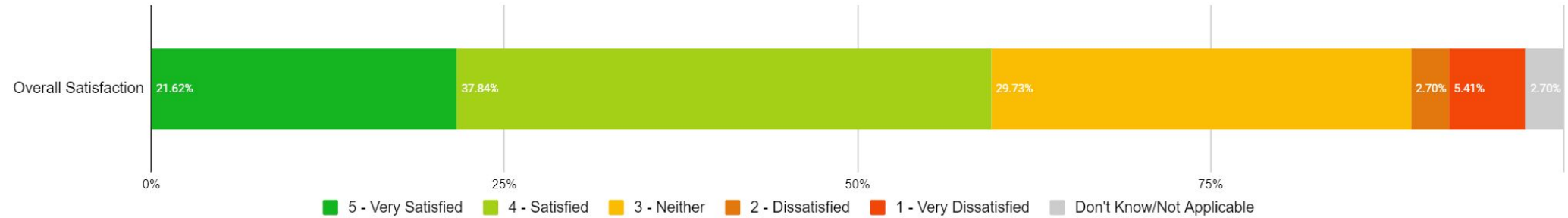


The table below summarizes the mean scores (average of 5) of all statements regarding the satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's response to COVID-19.

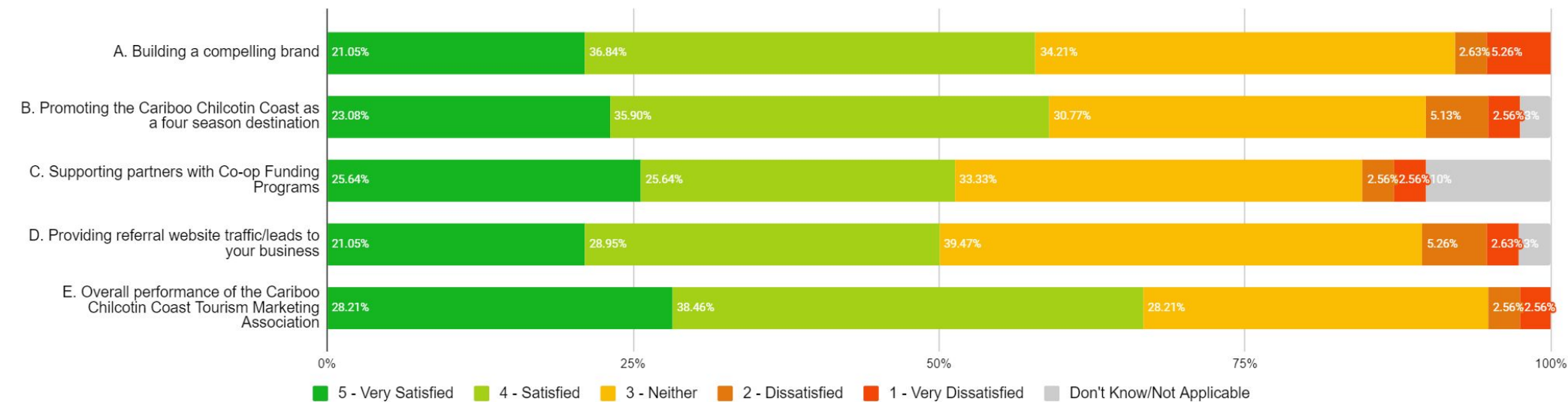
	2020
Q8A. Promoting the #RoamBCFromHome campaign to encourage businesses to inspire and continue communicating with their customers	3.3416
Q8B. Encouraging BC-residents to travel with the following messaging: 'Freedom is wide open spaces. Framed by rolling hills...'	3.5364
Q8C. Overall promoting the Cariboo Chilcotin Coast region as a destination to travel during COVID-19	3.7
Q8D. Communicating marketing activities and key learnings via the Monthly Industry e-newsletter	3.6

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

Q9. Overall, how would you rate your satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's use of MRDT funds?



Q10. Overall Satisfaction with Services Provided by the Cariboo Chilcotin Coast Tourism Marketing Association:





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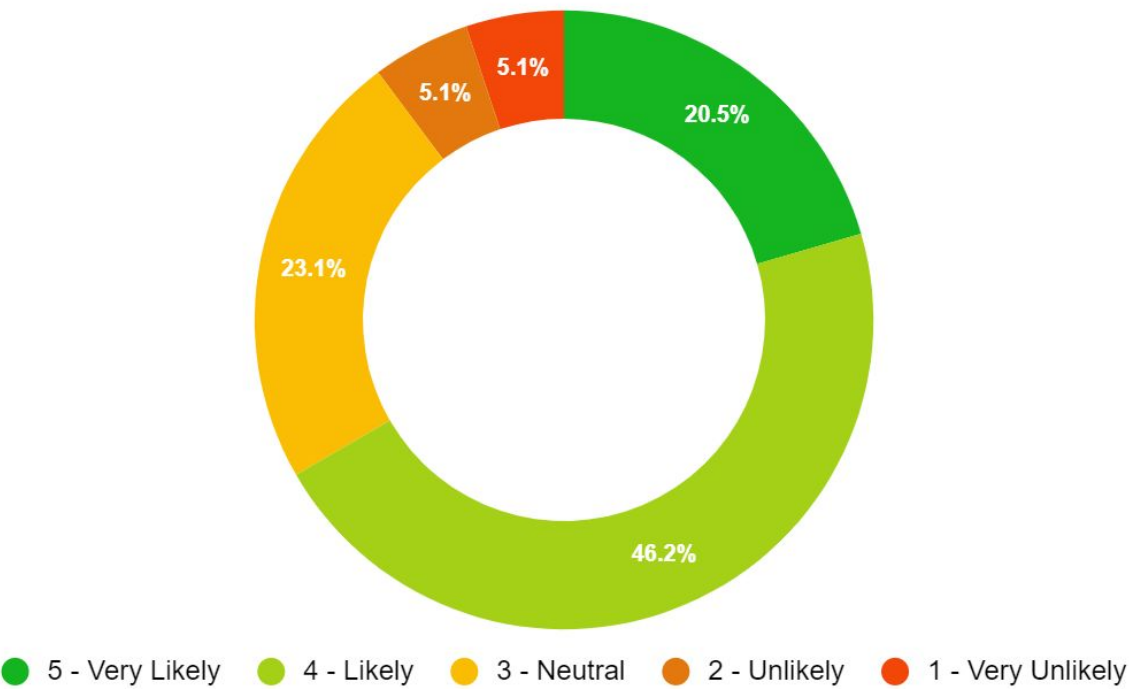
The table below summarizes the mean scores (average of 5) of all statements regarding the Overall satisfaction with the services provided by the Cariboo Chilcotin Tourism Marketing Association.

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	<u>2020</u>	<u>2019</u>	<u>% Diff:</u>
Q9. Overall, how would you rate your satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's use of MRDT funds?	3.5946	3.1713	13.35%
Q10A. Building a compelling brand	3.6576	3.3141	10.36%
Q10B. Promoting the Cariboo Chilcotin Coast as a four season destination	3.6413	3.514	3.62%
Q10C. Supporting partners with Co-op Funding Programs	3.3843	2.6	30.17%
Q10D. Providing referral website traffic/leads to your business	3.5261	3.0859	14.26%
Q10E. How satisfied were you with the overall performance of the Cariboo Chilcotin Coast Tourism Marketing Association	3.872	3.4857	11.08%

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

Q11. How likely is it that you would recommend the Cariboo Chilcotin Coast Tourism Marketing Association's stakeholder programs to a colleague or another business in the region?



	<u>2020</u>	<u>2019</u>	<u>% Diff:</u>
Q11. How likely is it that you would recommend the Cariboo Chilcotin Coast Tourism Marketing Association's stakeholder programs to a colleague or another business in the region?	74.4%	58%	16.4%

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

Q12. During the past 12 months, are there aspects of services provided by the Cariboo Chilcotin Coast Tourism Marketing Association that you are dissatisfied with?

Advocating on behalf of the region's stakeholders on issues of relevance to them.

We have had zero assistance with respect to the Tsilhqot'in Title Land situation. We would like to get a database of all inquiries rather than just referral

The timing was the main thing. Why were you spending media money to promote travel in the fall after 1)most businesses were shut down for the season2) the province was in the middle of the second surge and travel was NOT RECOMMENDED. This was ridiculous!

No x8

Q13. Is there an opportunity or service that the Cariboo Chilcotin Coast Tourism Marketing Association could offer you that would be beneficial to your organization?

Send us links which we can share on our website or fb page,... We don't have time or take the time to look it up. If it came in an email, links attached and we can just copy and past it, that would be very helpful I think and would help promote our region ever further and better

Better internet services

More information or reminders of the special offer section of the website. Of the hotels in town the only one I see is the Sandman Inn X3. I am not sure why. If it is free advertising I don't think I have received any reminder emails that we can take advantage of that.

More professional photos during peak times gopro or drone videos

Leads of organizations from all trade shows and consumer advertising. It requires 7-12 touches with consumers and wholesalers to generate sales. So, it would be more effective to have the date to put into our pipeline.

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

Q14. Are there any other ways the Cariboo Chilcotin Coast Tourism Marketing Association could serve you better?

Keep marketing buy-ins very affordable; we cannot buy into an e.g. 1/2 page for \$1000, that means for us we need to sell 26 RV nights. Reach out in February to see, where you should push advertising. e.g. cabins all sold out but RV sites still lots of room, it makes sense to target RV'ers not cabin renters

I think the idea labs and tourism café were good ideas. Unfortunately it has been a steady year of covering for staff shortages which consumes your energy and therefore did not get to participate.

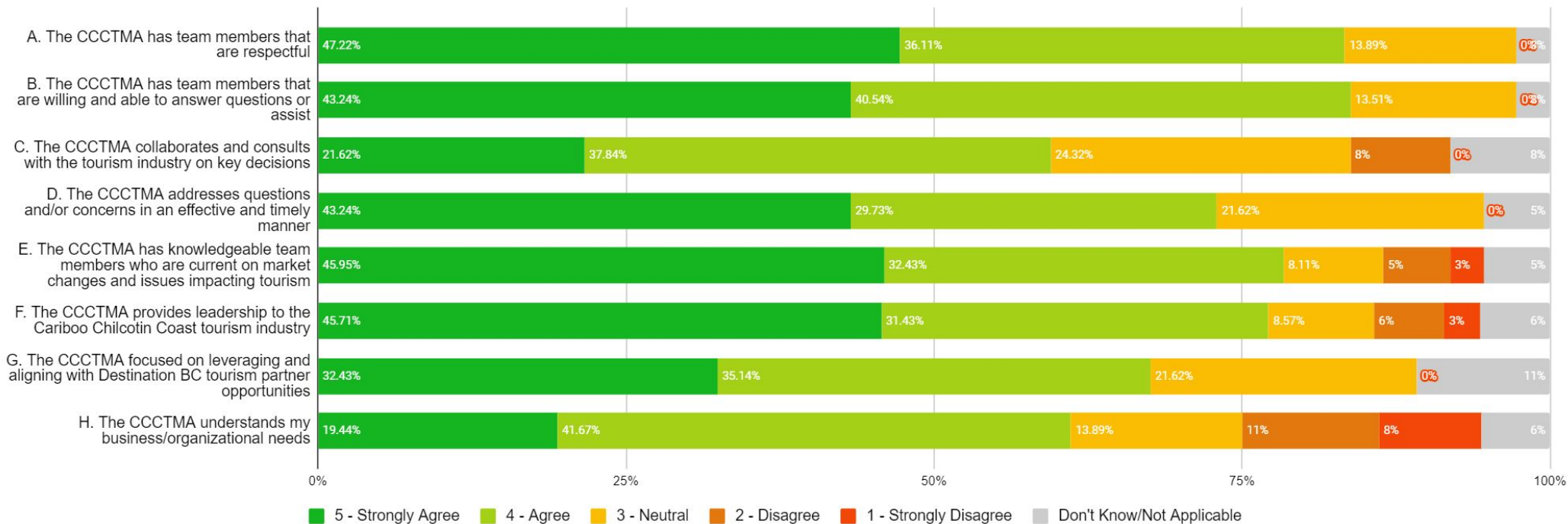
train operators on digital marketing

Yes hands on leadership. Don't show up to take pictures in the middle of a rainy day two hours late and stay for an hour. Don't promote a write up on ranches this fall and omit the three largest stakeholders. Don't spend money in the middle of the pandemic surge when I had already shut my ranch down for safety and travel concerns



## Section 4: The Cariboo Chilcotin Coast Tourism Marketing Association strives to collaborate and be an inclusive, industry-driven organization

Q15. Please rate the Cariboo Chilcotin Coast Tourism Marketing Association's (CCCTMA) performance for the following statements:



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

	<u>2020</u>	<u>2019</u>	<u>% Diff:</u>
Q15A. Has team members that are respectful	4.2221	4.0286	4.80%
Q15B. Has team members that are willing and available to answer questions or assist	4.1889	4.1143	1.81%
Q15C. Collaborates and consults with the tourism industry on key decisions	3.4864	3.3998	2.55%
Q15D. Addresses questions and/or concerns in an effective and timely manner	3.9998	3.6859	8.52%
Q15E. Has knowledgeable team members who are current on market changes and issues impacting tourism	3.9732	3.8575	3.00%
Q15F. Provides leadership to the Cariboo Chilcotin Coast's tourism industry	3.9426	3.6001	9.51%
Q15G. Is focused on leveraging and aligning with Destination BC tourism partner opportunities	3.6757	3.3716	9.02%
Q15H. Understands my business/organizational needs	3.361	2.9429	14.21%

## Section 5: Building Additional Insights About Tourism in the Cariboo Chilcotin Coast

Q16. How would you describe your business/organization; Is it a...

	<u>2020</u>	<u>2019</u>
Business or other organization that provides products or services directly to tourists (e.g. hotel, restaurant, tour, outdoor activities)	100%	97%
Government organization (Municipal, Regional, Provincial or Federal)	0%	0%
Organization, association, business or agency that supports tourism but does not provide services directly to tourists	0%	3%
Other, please specify type of business	0%	0%

Q17. How many years has your organization been involved in the tourism industry?

	<u>2020</u>	<u>2019</u>
0 - 10 Years	26.47%	24%
11 - 20 Years	29.41%	6%
21 - 30 Years	11.76%	6%
31 - 40 Years	12%	15%
40 + Years	20.58%	41%
Don't Know/ Not Applicable	0%	9%

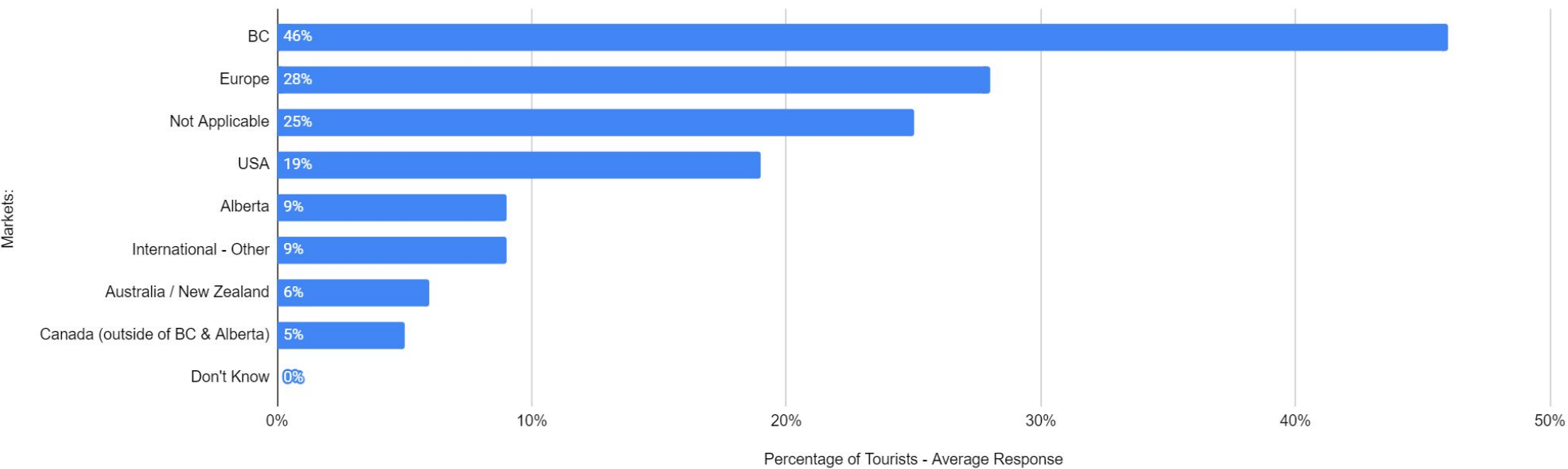
## Section 5: Building Additional Insights About Tourism in the Cariboo Chilcotin Coast

Q19. Please identify the tourism sector you primarily conduct business in.

	<u>2020</u>	<u>2019</u>	<u>% Diff:</u>
Accommodation	67.57%	79%	-11.43%
Attraction & Sightseeing	2.70%	3%	-0.3%
Food & Drink	0%	3%	-3%
Arts, Culture & History	0%	0%	0.00%
Transportation	0%	0%	0.00%
Guided Activity Provider	10.81%	N/A	N/A
Shopping	0%	0%	0.00%
Other: What kind of business are you?	18.92%	15%	3.92%
Mostly campground, only a few cabins Accommodation and sportfishing charters Full service fly fishing lodge Accommodations and food/drink All inclusive guest ranch Canada's oldest guest ranch Guest ranch with original log cabins, lake shore campsites and supervised trail rides			

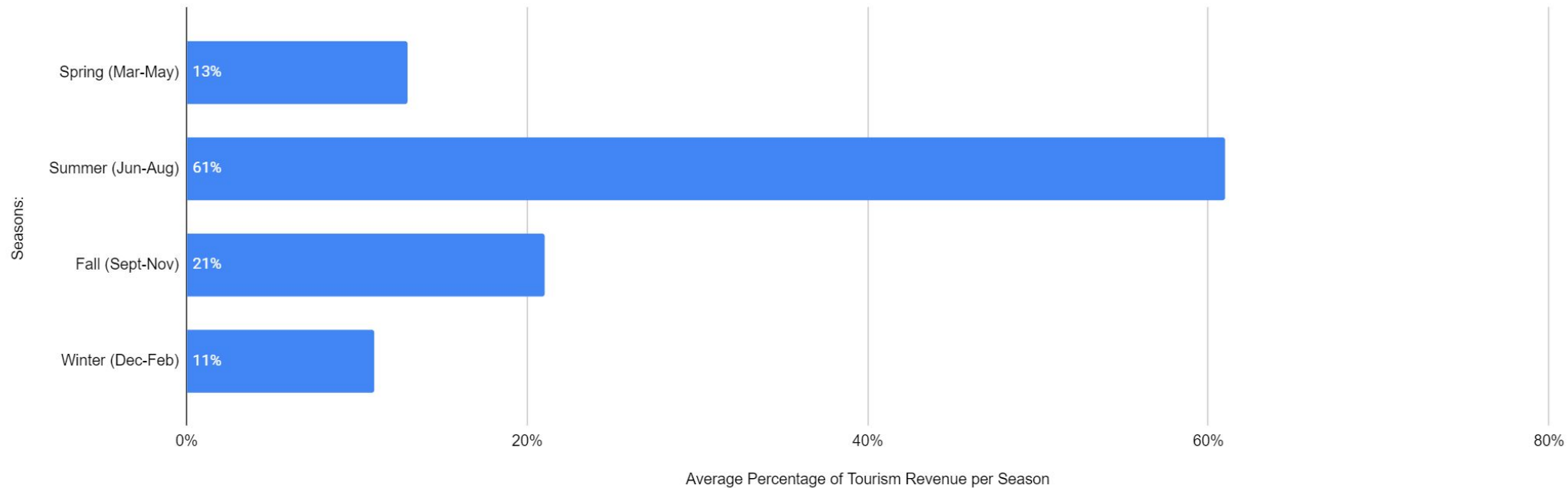
# Section 5: Building Additional Insights About Tourism in the Cariboo Chilcotin Coast

Q20. Thinking about tourists in a normal non-COVID year, approximately what percentage of tourists come from the following markets? Please fill in the percentage of all tourists that come from each market. The sum of all markets should equal 100%. Please type in '0' if you don't have tourists from a particular market. If you don't know, or this question is not applicable to you, fill the Don't Know or N/A box to 100. vs. Markets:



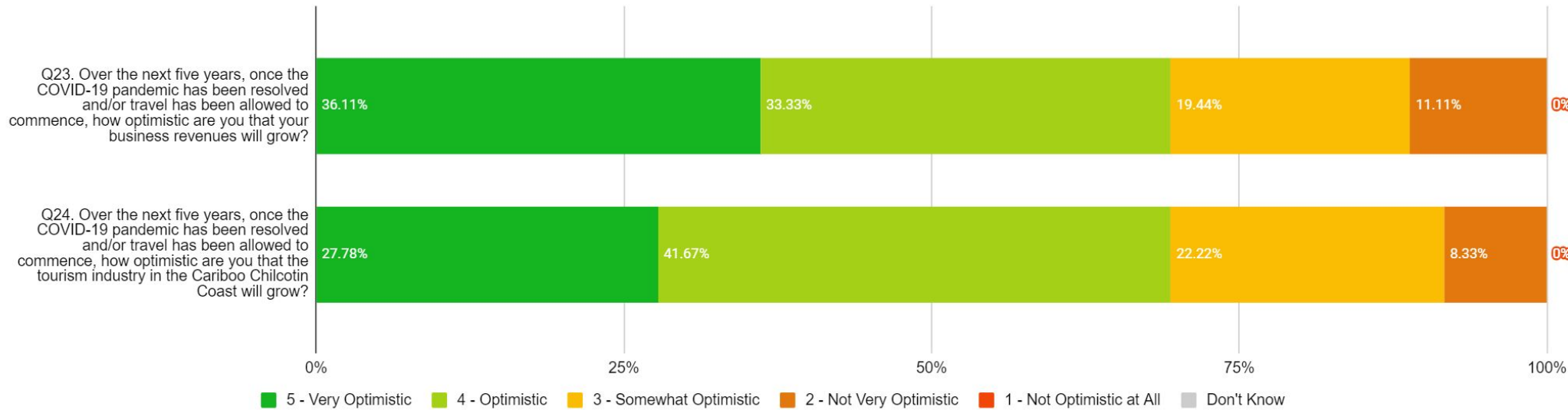
## Section 5: Building Additional Insights About Tourism in the Cariboo Chilcotin Coast

Q21. Thinking about tourism revenue in a normal non-COVID year, approximately what percentage is generated in each season? Please fill in the percentage of all tourists that come from each season. The sum of all seasons should equal 100%. If you don't know, or this question is not applicable to you, fill either the Don't Know or N/A box to 100. vs. Seasons:



# Section 5: Building Additional Insights About Tourism in the Cariboo Chilcotin Coast

Q23/24: Stakeholder Sentiment Towards Business and Industry Growth



The table below summarizes the mean scores (average of 5) of stakeholder levels of optimism regarding growth of their businesses and the tourism industry in the Cariboo Chilcotin Coast.

2020

Q23. Over the next five years, once the COVID-19 pandemic has been resolved and/or travel has been allowed to commence, how optimistic are you that your business revenues will grow? 3.9441

Q24. Over the next five years, once the COVID-19 pandemic has been resolved and/or travel has been allowed to commence, how optimistic are you that the tourism industry in the Cariboo Chilcotin Coast will grow? 3.889

## Section 6: Moving Forward - The Future of Tourism in the Cariboo Chilcotin Coast

Q25. In your opinion, aside from a global pandemic, what are the top barriers to growth of the tourism industry within the Cariboo Chilcotin Coast? Please add up to three barriers.

training staff, affording staff, & marketing strength

government restrictions, permits, licenses and red tape.

The CRD, not supportive of tourism eg permits to build or extend, time this takes is far too long. If a business owner wants to extend, he wants to extend now, not 2 or 3 years down the road. Banks are not giving us loans as we live too far out and are in a high risk area, which no one wants to invest in. High property taxes and insurance costs

Rise of anti -white sentiment amongst first nations communities.

Infrastructure .... food, drink, trails, community participation such as GOOD HOST

Rough roads

Any conflicts with land claims Financial - people not affording to travel because of layoffs - even campgrounds were getting expensive and booking ahead or you don't get a spot discourages people. Environmental - floods, fires

Besides the gold rush history (Barkerville), people aren't aware what's here.

Lack of cell service Low Promote of camping and Rv

Product tune up consulting digital marketing delivering the experience consulting

Additional taxes or tax increases including property taxes Increases in insurance, jeopardizing business operations Increased restrictions implemented with off road activities, hunting and fishing

Lack of outdoor activity attractions : quad trails, hiking trails. Lack of " things " to do for children : water parks, skiing.

General economic conditions

Distances, lack of services (air support, highway services), poor secondary highway conditions

## Section 6: Moving Forward - The Future of Tourism in the Cariboo Chilcotin Coast

Q25. In your opinion, aside from a global pandemic, what are the top barriers to growth of the tourism industry within the Cariboo Chilcotin Coast? Please add up to three barriers.

Limited things to do in our area Tourism operators

Infrastructure of the backcountry, ie, FSR roads, communication, signage.

Government Adventure Tourism Regulation -Native Land Claim -Mismanagement from BC Ferries -

Distance, Government , age

Access, and lack of sophisticated options.

Unresolved issues in Tsilhqot'in Title Lands. Unresolved access to the Fraser River through Canoe and Dog Creek bands. Lack of charter aircraft

Accessibility and Staffing

Disposable income of travellers, global economic recovery

lack of accommodations open in the winter season increasing operations costs mainly insurance lack of available seasonal work force

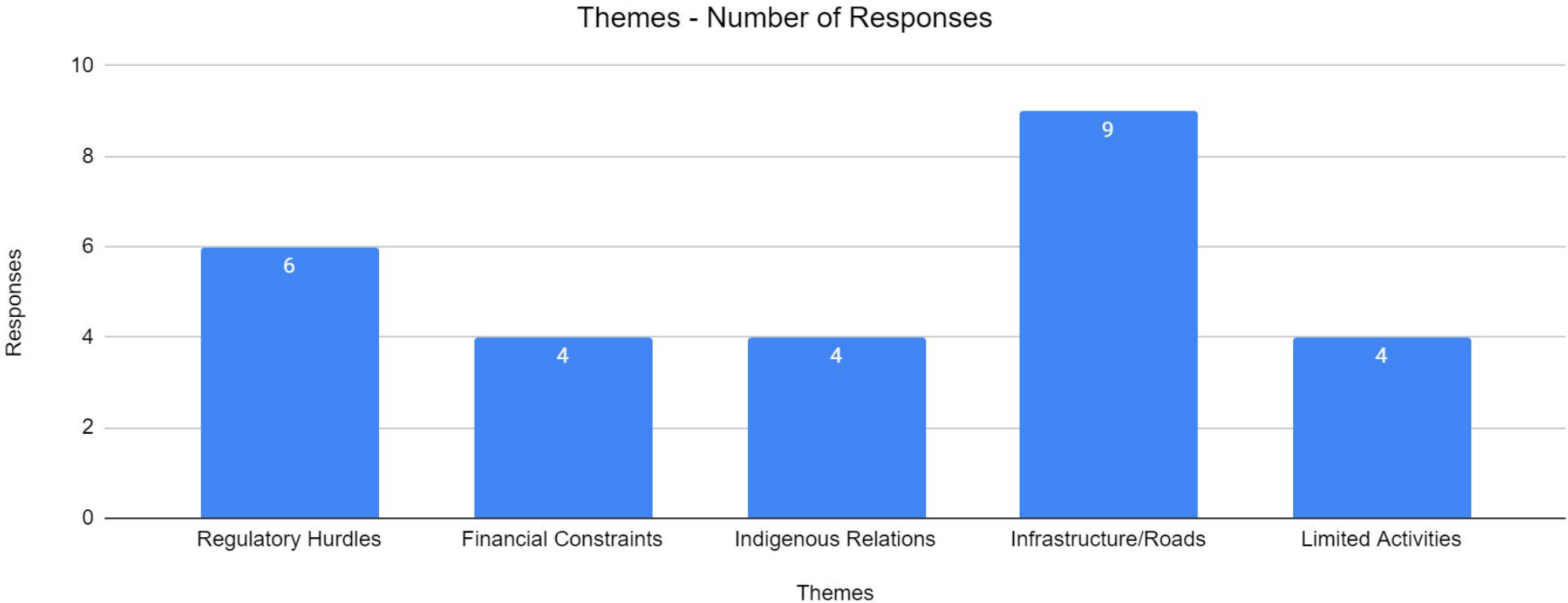
Bed quality of accommodation, bed internet coverage, not enough maintenance back county roads

We need a strong representative association that represent stakeholders. As an example BC alliance of beverage holders has done an outstanding job especially during this pandemic. They have our interests always front and center and their newsletters are terrific. If I have a concern or question I pick up the phone and get through to the director. My feeling is that we need a tourism association that can do the same thing. That will hold us back in the years ahead. There are many great opportunities in a post pandemic world and frankly I get a sense that you folks have not grasped that.

Road conditions: improved quality and maintenance! Many of our roads are in very sad conditions ie: major cracks and potholes!

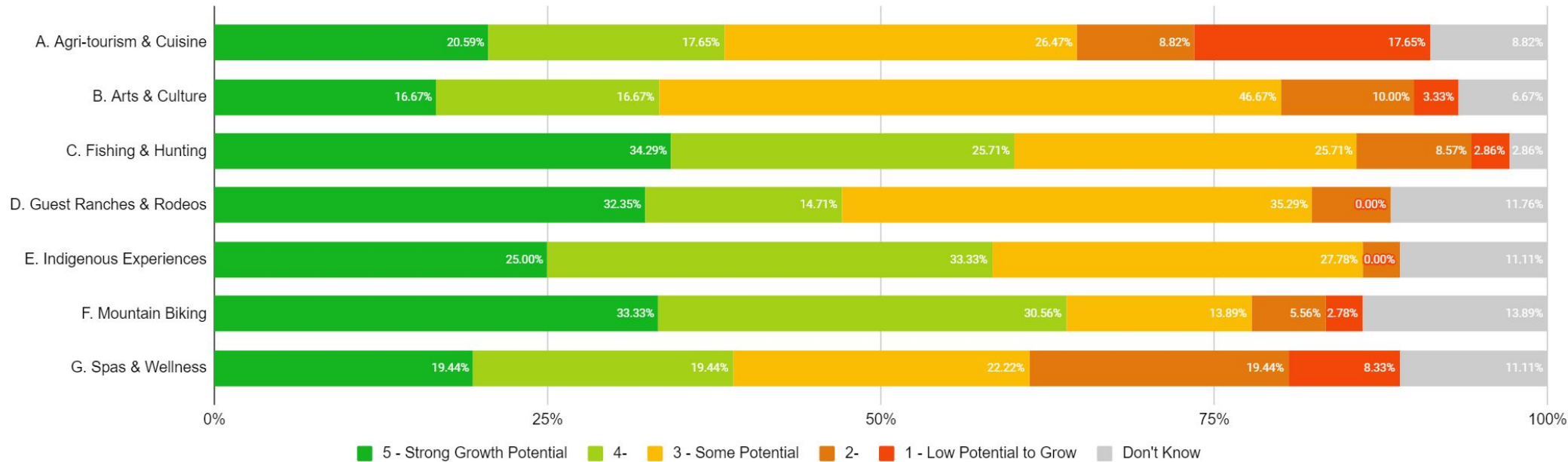
# Section 6: Moving Forward - The Future of Tourism in the Cariboo Chilcotin Coast

Q25. In your opinion, aside from a global pandemic, what are the top barriers to growth of the tourism industry within the Cariboo Chilcotin Coast? Please add up to three barriers.



# Section 6: Moving Forward - The Future of Tourism in the Cariboo Chilcotin Coast

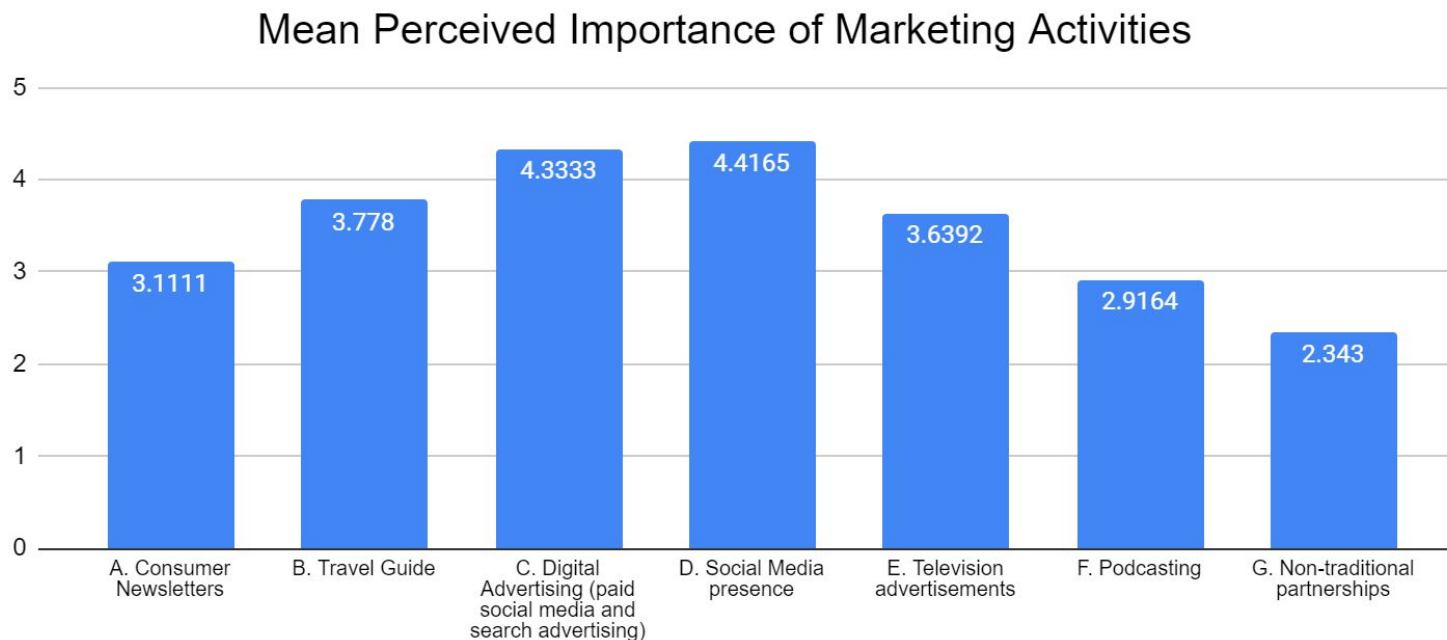
Q26. How much growth potential do you think each of the following tourism products and/or experiences have within the Cariboo Chilcotin Coast?





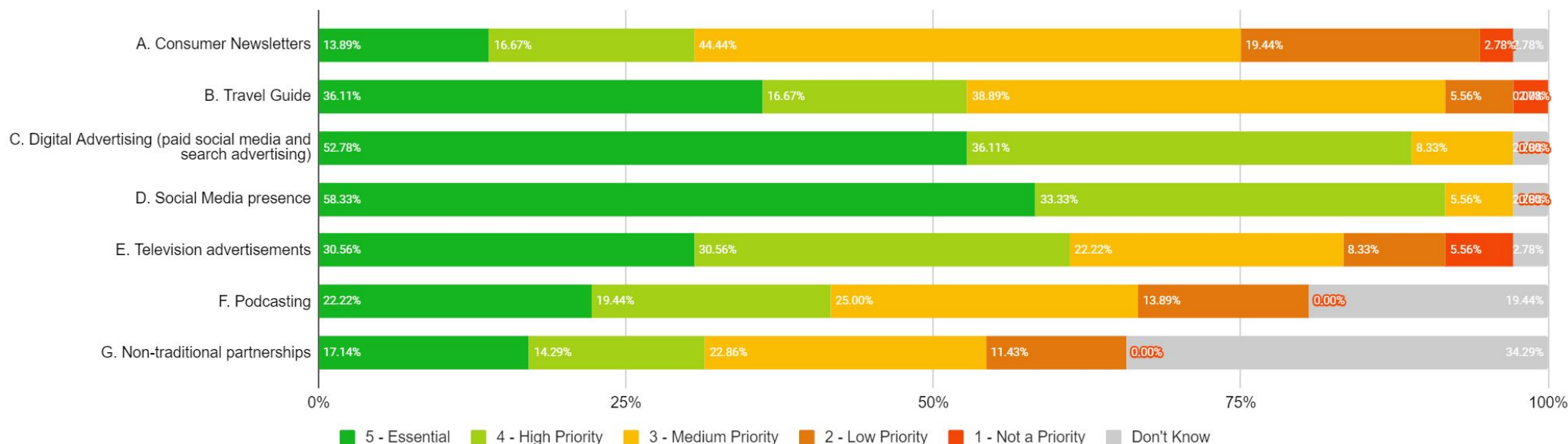
The table below summarizes the mean scores (average of 5) of perceived growth potential for tourism products within the Cariboo Chilcotin Coast.

	<u>2020</u>
Q28A. Consumer Newsletters	3.111
Q28B. Travel Guide	3.778
Q28D. Social Media presence	4.333
Q28E. Television advertisements	4.4165
Q28F. Podcasting	2.9164
Q28G. Non-traditional partnerships	2.343



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Q28. The primary mandate of the Cariboo Chilcotin Coast Tourism Marketing Association is to market and promote the Cariboo Chilcotin Coast to visitors. To do so, the Association considers a wide range of tactical marketing and promotional activities. In your opinion, in the future, how much of a priority should the Cariboo Chilcotin Tourism Marketing Association place on each of the following marketing activities?

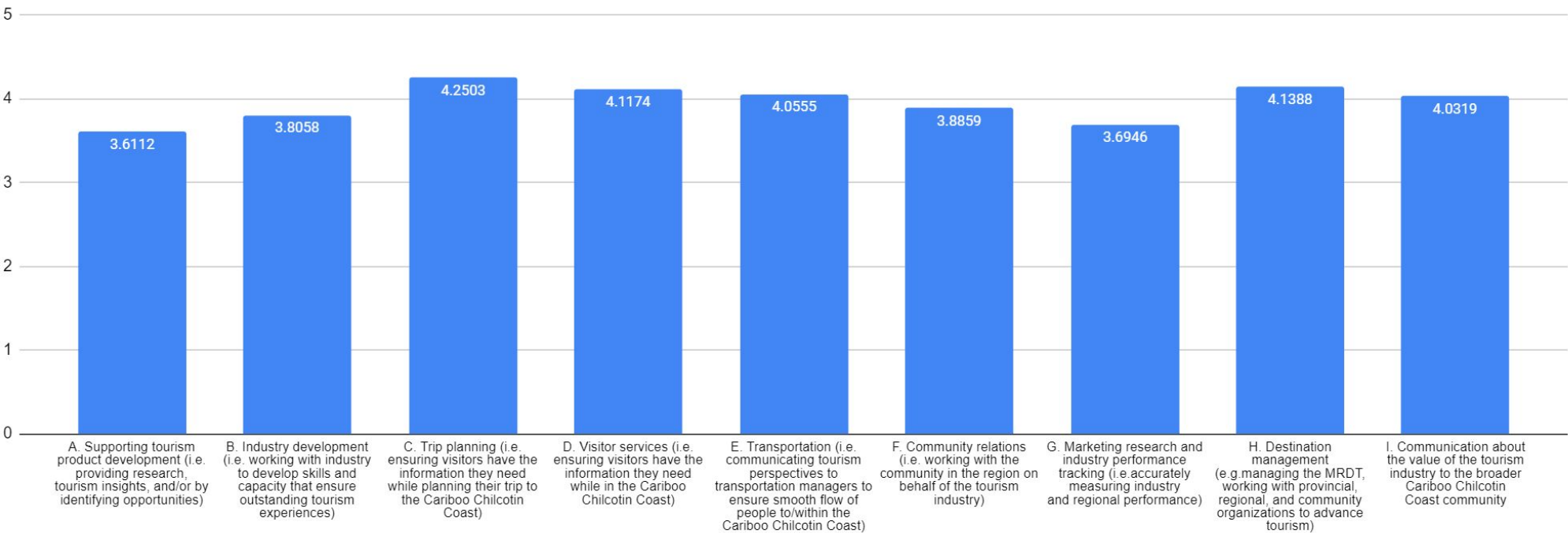


The table below summarizes the mean scores (average of 5) of the stakeholder perceived importance of the following activities of the Cariboo Chilcotin Coast Tourism Marketing Association.

	<u>2020</u>
Q29A. Supporting tourism product development (i.e. providing research, tourism insights, and/or by identifying opportunities)	3.6112
Q29B. Industry development (i.e. working with industry to develop skills and capacity that ensure outstanding tourism experiences)	3.8058
Q29C. Trip planning (i.e. ensuring visitors have the information they need while planning their trip to the Cariboo Chilcotin Coast)	4.2503
Q29D. Visitor services (i.e. ensuring visitors have the information they need while in the Cariboo Chilcotin Coast)	4.1174
Q29E. Transportation (i.e. communicating tourism perspectives to transportation managers to ensure smooth flow of people to/within the Cariboo Chilcotin Coast)	4.0555
Q29F. Community relations (i.e. working with the community in the region on behalf of the tourism industry)	3.8859
Q29G. Marketing research and industry performance tracking (i.e. accurately measuring industry and regional performance)	3.6946
Q29H. Destination management (e.g. managing the MRDT, working with provincial, regional, and community organizations to advance tourism)	4.1388
Q29I. Communication about the value of the tourism industry to the broader Cariboo Chilcotin Coast community	4.0319

The table below summarizes the mean scores (average of 5) of the stakeholder perceived importance of the following activities of the Cariboo Chilcotin Coast Tourism Marketing Association.

Mean Perceived Importance of Non-Promotional Marketing Activities



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Q30. The last word is yours - Are there any additional comments you would like to make?

You guys are doing a good job!

Thank you for working on behalf of all of us. We appreciate it very much!

Thank you thus far ❤️

We appreciate all the thorough research

There is not a large percentage of people who travel without plans. But having said that we had tourists who were traveling after the 2nd phase lifted and they were always asking what they could do. It seemed that people were just getting in their vehicles and driving. I don't think we did as good a job promoting what they could do in our area. I would like to look further into the Tourism Café where we could have someone come in and train staff on how to sell rooms and be positive about what we can offer guests in our area. We want to make sure the people feel they are getting the best experience possible for their money. I think it would take training for the front desk to use words to enhance a possible great experience for a new guest. We cannot seem to ask a high room rate even though we have kept our rooms up and have had good service on our front desk. People are happier if they are not paying a high rate.

It would be nice to see the marketing department work with the BC Ministry to assist with proper Hwy signage for all tourism related businesses within the region. This signage is a major form of advertising for the entire area, thus bringing in more spending for all local businesses.

Ensure all communities and all areas and corners of the region are highlighted not only the well known parts of the region.

You all are doing a great job!

OPEN the Border!!!!!!

Let the market dictate what's being developed and support the businesses that "get it" rather than a homogenized message with zero call to action. Collect the data and let the companies work it, as that is their responsibility, not yours

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Q30. The last word is yours - Are there any additional comments you would like to make?

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As every year, as long the quality of the accommodations are that low, the most of the marketing is for nothing.

Your association was out of touch throughout the pandemic and was of little help. We needed a campaign that was ready to go the second the travel ban was lifted in mid June 2020. That did not happen. From mid June to the end of July the faucets needed to be surging with social media TV and radio and that did not happen. In October all promotions should have been curtailed and budgets preserved. That didn't happen What we needed was a rabbit light on feet and ready to go. What we got was a lumbering turtle that promoted travel in a pandemic in the middle of a snow storm . But that's the past what we need now is to realize that our industry is at a crossroads . In a post pandemic world folks in BC and the USA in general will look to the outdoors in numbers never even imagined. You need to think out of the box and try to imagine what this new paradigm will be. Likely that will require a change in leadership.

Keep up the good work!