



Tourism Opportunities Study

Ministry of Small Business, Tourism and Culture

Tourism Policy and Land Use Branch

Operator Survey

This survey is undertaken by the British Columbia Ministry of Small Business, Tourism and Culture (MSBTC) to identify tourism opportunities and constraints in the Robson Valley (the 'district', please see map for exact area). This project is in support of sustainable community-based tourism development which will assist in the diversification of regional economies. MSBTC will also use the results to support more informed planning decisions by all agencies affecting the tourism industry. The information collected by this survey will form the basis for tourism development planning in the district. On completion of the project, the data will be available through MSBTC, your local and First Nations governments, or through local tourism associations.

Please answer only those questions that apply to your business. Information from previous inventories, where available, is shown in this form. Please make any updates, additions or corrections required.

Organization Name _____
Contact _____
Mailing Address _____
Physical Address (if different from above) _____
City, Prov _____ **Postal Code** _____ **Phone** _____
Fax _____ **E-Mail** _____ **Web Site** _____

1. If your company is a:
 Accommodation facility/property manager , proceed to # 2.
 Tour operators (coach, adventure, etc) proceed to # 5.

2. If you are based in or use the district and offer overnight accommodation facilities, please indicate for each type of facility you operate, the following information..

Type of Facility	Accommodation units (rooms)	Campground Sites
Hotel / Motel		
Condominium		
Cabins	(# beds or cabins)	
Lodge / Resort		
Fishing / Guide Camp	(# beds or tents)	
Bed & Breakfast		
Vessel Lodge / Float house	(# beds or rooms)	
	# RV sites	# Campsites
RV Park / Campground	with hook-ups	
	no hook-ups	
	Moorage feet	# Boats
Moorage space		
	Number of Berths	
Charter Boat(s)		

3. Please check (✓) all the services offered by your facility. Do not include services that are offered by businesses nearby; these services should be specific to your operation.

Services

<input type="checkbox"/> Restaurant # Seats _____	<input type="checkbox"/> Fine Dining # Seats _____
<input type="checkbox"/> Coffee Shop # Seats _____	<input type="checkbox"/> Pub/Lounge # Seats _____
<input type="checkbox"/> Catering Services	<input type="checkbox"/> Meet Rooms _____ max. cap.
<input type="checkbox"/> Grocery Store	<input type="checkbox"/> Gift Shop
<input type="checkbox"/> Activity supplies	<input type="checkbox"/> Equipment rentals
<input type="checkbox"/> Tour Bookings	<input type="checkbox"/> License Sales
<input type="checkbox"/> Total retail sq.ft. _____	<input type="checkbox"/> Fishing Bait
<input type="checkbox"/> Data / Net connections	<input type="checkbox"/> Boat Launch
<input type="checkbox"/> Fuel	<input type="checkbox"/> Pay Phone
<input type="checkbox"/> Ice	<input type="checkbox"/> Marine/auto repairs
<input type="checkbox"/> Hook-ups (full)	<input type="checkbox"/> Sani-dump
<input type="checkbox"/> Showers	<input type="checkbox"/> Potable water
<input type="checkbox"/> Child care	<input type="checkbox"/> Laundry
<input type="checkbox"/> Sauna/Hot tub	<input type="checkbox"/> Playground
<input type="checkbox"/> Swimming Pool	<input type="checkbox"/> Fitness Facility
<input type="checkbox"/> Other Services	<input type="checkbox"/> Other Sport Facilities

4. If you are a **property manager**, please list the properties you manage. _____

5. How long has your company been in business? _____

6. What are the **primary activities** provided by your operation in the district (Examples include: sea kayaking, fishing).

7. What are the **secondary activities** provided by your operation (A secondary activity would not be supplied without the presence of the primary activity. A secondary activity does not have to be guided, e.g. Wildlife watching, camping).

9. Please list the name of **other companies** whose services you utilize as part of your operations. (e.g. Air charter, hotel or B&B accommodation, boat or kayak charter)

Name _____	Phone _____
_____	_____
_____	_____
_____	_____

10. Please check (✓) the months of your business operation in the district. All Year

- | | | |
|-----------------------------------|---------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> May | <input type="checkbox"/> September |
| <input type="checkbox"/> February | <input type="checkbox"/> June | <input type="checkbox"/> October |
| <input type="checkbox"/> March | <input type="checkbox"/> July | <input type="checkbox"/> November |
| <input type="checkbox"/> April | <input type="checkbox"/> August | <input type="checkbox"/> December |

11. For each season that you operate in the district, please indicate (✓) the occupancy rate for your operation or facility. If you only operate for a portion of a season, record the average level of use for that portion in which you operate.

Average Occupancy For Season	Summer (July-Aug)	Fall (Sept-Nov)	Winter (Dec-Mar)	Spring (Apr-Jun)
Greater than 85%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
55% - 85%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Less than 55%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do not operate during that season	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Please indicate (✓) the category which best describes the percent of trips your company offers in the district compared to the total number of trips offered by your organization.

- Under 25% 25 to 75% over 75%

13. Please indicate (✓) the maximum size of group you can accommodate on each trip:

- < 2 people 3-6 people 7-12 people
 13-15 people 16-20 people > 20 people

14. What is the trip purpose of the clients that frequent your business? Provide a rank, starting at 1.

- Recreation (Locals) Tourist Business
 Conferences/Meetings Visiting Friends and Relatives

Providing a rank starting at 1, what is their origin.

- Regional Provincial Canada
 USA Asia Europe

15. Is your operation busy or less busy than the past 3 years?

- Busier less busy or Equal to **1998**
 Busier less busy or Equal to **1997**
 Busier less busy or Equal to **1996**

16. What influenced the change? (weather, downsizing, advertising, etc.) _____

17. What is the average length of stay for clients?

19. What is the average daily charge per client for:

Trips less than one day in duration? _____
 Trips more than one day in duration? _____

20. Please indicate the number of people that you are employing for operations in the district in 1999 for the following categories:

- _____ full time year round
 _____ full time seasonal
 _____ part time year round
 _____ part time seasonal
 _____ total employees (persons)

21. Do you employ local residents?

- Yes No

If yes, how many? _____

Question 22: These questions concern the nature of the tourism industry, your sector (e.g. heli-skiing, eco-tours), and your operation in the district in relation to other districts or jurisdictions.

a) What do you see as the key strengths and weaknesses of the following in the district? *Table 1 (back page) provides you with some suggestions.*

Strengths of the entire tourism industry _____

Strengths of your sector _____

Strengths of your operation _____

Weaknesses of the entire tourism industry _____

Weaknesses of your sector _____

Weaknesses of your operation _____

b) What do you feel are new and/or potential tourism development opportunities in your sector in the district? *Table 2 (back page) provides you with some suggestions.*

Opportunities for the entire tourism industry _____

Opportunities of your sector _____

c) What threats (present and future) are there in the district? *Table 2 (back page) provides you with some suggestions.*

Threats to the entire tourism industry _____

Threats to your sector: _____

Threats to your operation: _____

- d) What tourism trend changes have you noticed in the past few years in the Robson Valley regarding:
- Visitor volumes? _____
 - Visitor origins? _____
 - Length of stay? _____
 - Party composition (ages, sexes)? _____
 - Seasonality? _____
 - Demand for activities (motorized, non-motorized, ecotourism, adventure tourism)? _____
 - Demand for local level of service (rustic to full service)? _____

- h) Are the skills required for your business available in the communities adjacent to your areas of operation? Yes No
 What additional skills would help prepare workers in your business?
- | | | | | |
|--|---|---|--|---|
| <input type="checkbox"/> Computer Training | <input type="checkbox"/> Accounting | <input type="checkbox"/> Marketing Dev. | <input type="checkbox"/> Service standards | <input type="checkbox"/> Business Plan Dev. |
| <input type="checkbox"/> Website Dev / Mrktg | <input type="checkbox"/> Outdoor Leadership | <input type="checkbox"/> Other _____ | | |

Further comments:

Please Respond by: Dec. 31, 1999

Thank you for your participation.

Please fax, mail or e-mail us care of the following consultant, who has been contracted to conduct this survey on behalf of the Ministry of Small Business, Tourism and Culture and Catherine Berris Associates Inc.:

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Table 1: Possible Strengths or Weaknesses of Tourism/Recreation Development Opportunities		
Physical	Natural features (e.g., mountains, lakes)	Current degree of development or utilization
	Recreation features	Seasonality or weather
Location and accessibility	Accessibility from nearest community	Lies within a "circle route"
	Remoteness or distance from main road	Proximity to other attractions
Local business climate	Hospitality/amenities in nearby community(s)	Cohesiveness of local business community or Chamber of Commerce
	Local availability of required supplies & services	Attractiveness to investors
	Local economic development initiatives or office	
Local community	Community attitude to tourism	Local/regional skills/labour market
	Local/regional awareness of this resource	Local/regional training amenities
	Cultural or historical features	
Others	Provincial or global awareness of the resource? Other?	

Table 2: Possible Opportunities and Threats for Tourism/Recreation Development Opportunities		
Supply	Future change in resource utilization or carrying capacity	Competition from other operators: local, regional, provincial
	Availability of similar resource regionally or provincially (supply)	
Demand	Demand growth – provincial, national, international	Other market characteristics
	New trends in tourism demand (e.g., ecotourism)	
Economic	Regional or provincial economic conditions	Exchange rate
	US or other market economic conditions	Other
	Interest rate	
Government Policy	Policy regarding resource protection (e.g. closure of fisheries, environmental protection)	Economic development initiatives (e.g., Gateway communities)
	Taxation	Tenure Visual Quality
Funding sources	Public sector	Private sector
Other		