

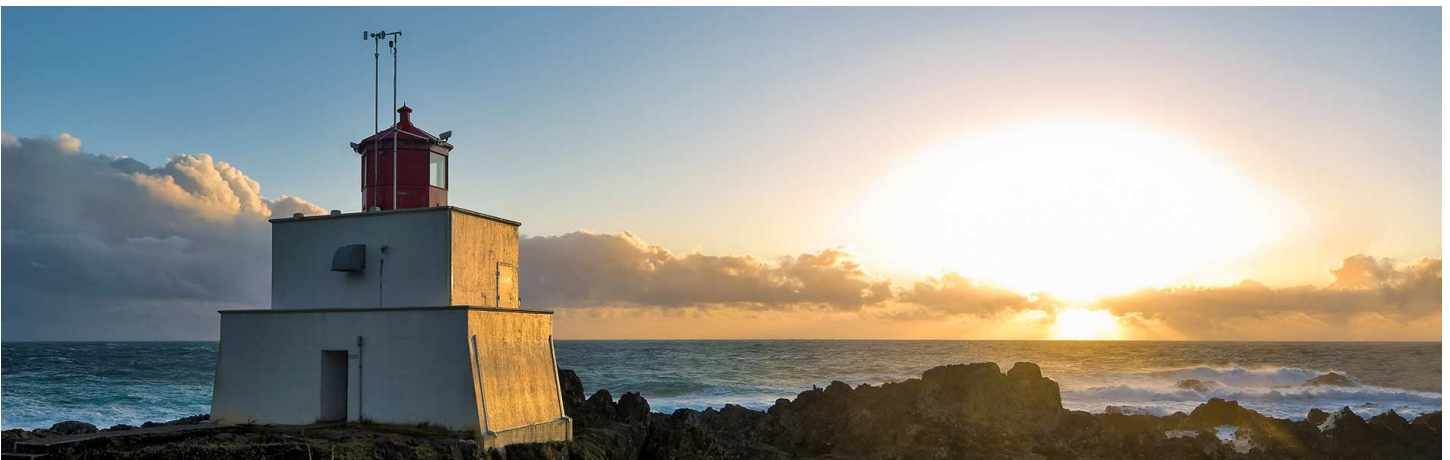
Summer 2014

Ucluelet Visitor Profile

The Project

The Visitor Experience Survey began as a pilot project initiated by Tourism Nanaimo, Tourism Tofino, and Vancouver Island University in June of 2013. The goal is for this survey method to be expanded to other Vancouver Island regions for ongoing, up-to-date visitor data collection.

Understanding the experiences and profile of visitors is critical in destination development. With improved market intelligence, tourism stakeholders can make informed marketing and product development decisions and assume less risk when doing so. This profile provides a summary of visitors to Ucluelet from the beginning of June to the end of August of 2014.



Methodology

The approach used for this pilot survey involved setting up ballot collection stations at various locations around Ucluelet. Ballot collection locations were chosen to maximize visitor intercepts and to be representative of the various sectors of the tourism industry. Each location had a small ballot box and framed poster that asked visitors to write their name and email address on a ballot form. In exchange for agreeing to participate in the online survey, visitors had a chance to enter a contest to win a Ucluelet prize package.

Ballots were collected weekly and email addresses were entered into a spreadsheet then inputted to the online survey platform, Survey Monkey. The visitors were sent an email link to the survey and at the end of the survey there was an email address they had to contact for their contest entry. This method ensured confidentiality. One week after the initial email had been sent a follow up reminder email was sent to those who had not yet replied. Two winners were drawn using a random number generator for the two prize packages.

Special points of interest:

Visitors were intercepted from June 5 to September 2, 2014.

There were 1327 ballots collected and 661 completed surveys, resulting in a response rate of 50%.

Results of Ucluelet

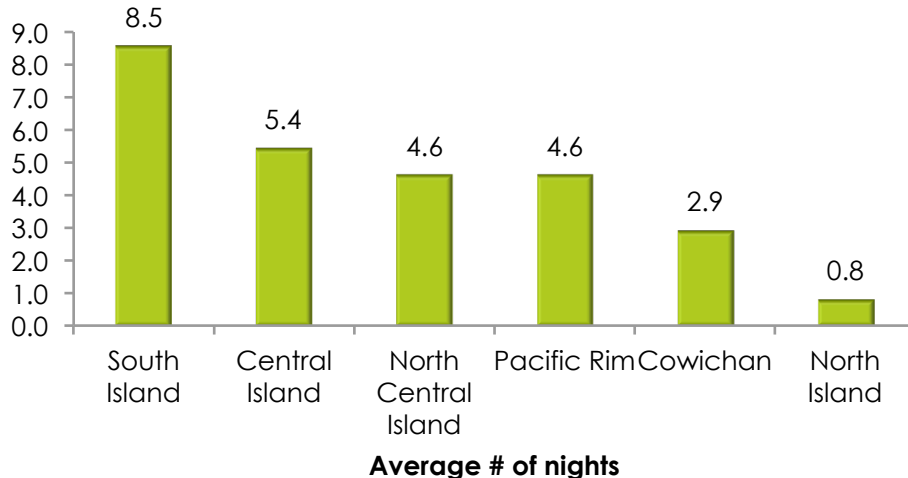
Length of Stay

Figure 1. Visitors were asked to indicate how many nights they spent in each region of Vancouver Island. Figure 1 shows the average number of nights that visitors spent in each of the regions they visited. Refer to map for regions. On average, visitors spent **8 nights** away from home.

When asked if Ucluelet was the **main destination** of their trip, **51%** indicated that it was, while **40%** specified that Ucluelet was one of several planned stops on their trip, and **5%** mentioned that it was an unplanned stop on their way to another destination.



Figure 1. Average Nights Spent in Each Region



Trip Purpose

When asked what the purpose of their visit was, **96%** of visitors to Ucluelet indicated that their trip was for **leisure**, 3% for a combination of business and leisure, and 1% for business or work.

Ucluelet attracts both repeat visitors (54%) and first time visitors (46%).



Trip Inspiration

Figure 2. To illustrate the words visitors used to describe the **inspiration** for their trip a word cloud was created. The larger words are the ones visitors used most often in their responses.

Transportation

Figure 3. Visitors were asked to indicate what type of transportation they used to travel to Vancouver Island.

Of the 10% of visitors that arrived by air, **52%** landed at the **Victoria International Airport**, **19%** landed at the **Comox Valley Airport**, and **14%** landed at the **Nanaimo Airport**.

Of the **62%** of visitors that arrived on Vancouver Island by **ferry**, 95% brought a personal vehicle and 5% were walk-on passengers. Most visitors that indicated using ferry transportation arrived in Nanaimo via BC Ferries (74%), others arrived in Victoria via BC Ferries (16%), and several travelled by ferry from the USA (8%).

Figure 3. Transportation to and from Vancouver Island

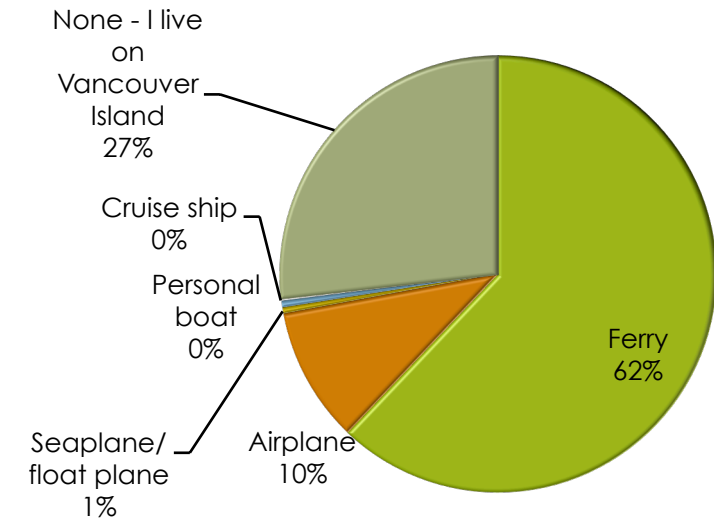


Figure 4. Transportation to and from Ucluelet

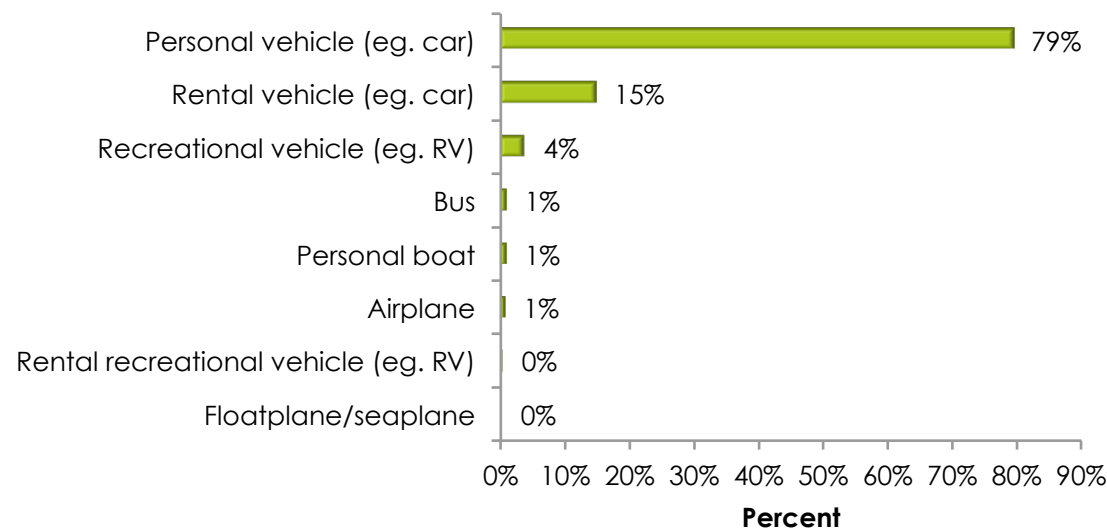


Figure 4. This figure demonstrates what form of transportation visitors used to get to and from Ucluelet once they had arrived on Vancouver Island. Most visitors (79%) drove a personal vehicle.

Travelling with Pets

When asked to indicate if visitors were travelling with a pet(s), **10% said they brought a pet on their trip.**

Origin of Visitors

Table 1. Visitors were asked to specify where they live; this data was then grouped into regions. Table 1 shows a comparison of origin of visitors between 2003 and 2014. The 2003 data is from the Pacific Rim Region Visitor Profile created by Tourism Vancouver Island. The results show an increase in visitors from BC and more specifically Vancouver Island.

Table 1. Comparing visitor origin between 2003 and 2014

	2003	2014
Other BC	19%	35%
Vancouver Island	10%	28%
Canada	33%	22%
United States	15%	8%
International	23%	6%



Figure 5. Visitors were asked to indicate how many nights they spent in each form of accommodation during their stay in Ucluelet. The figure shows the average number of nights by accommodation type.

Food & Beverage Establishments

Figure 6. Visitors were asked to indicate which type of food and beverage establishments their group used in Ucluelet. Some of the most commonly stated “other” responses were ice cream shop, liquor store, and community event BBQ/festival.

Figure 5. % of Visitors in Each Accommodation Type (and average # of nights)

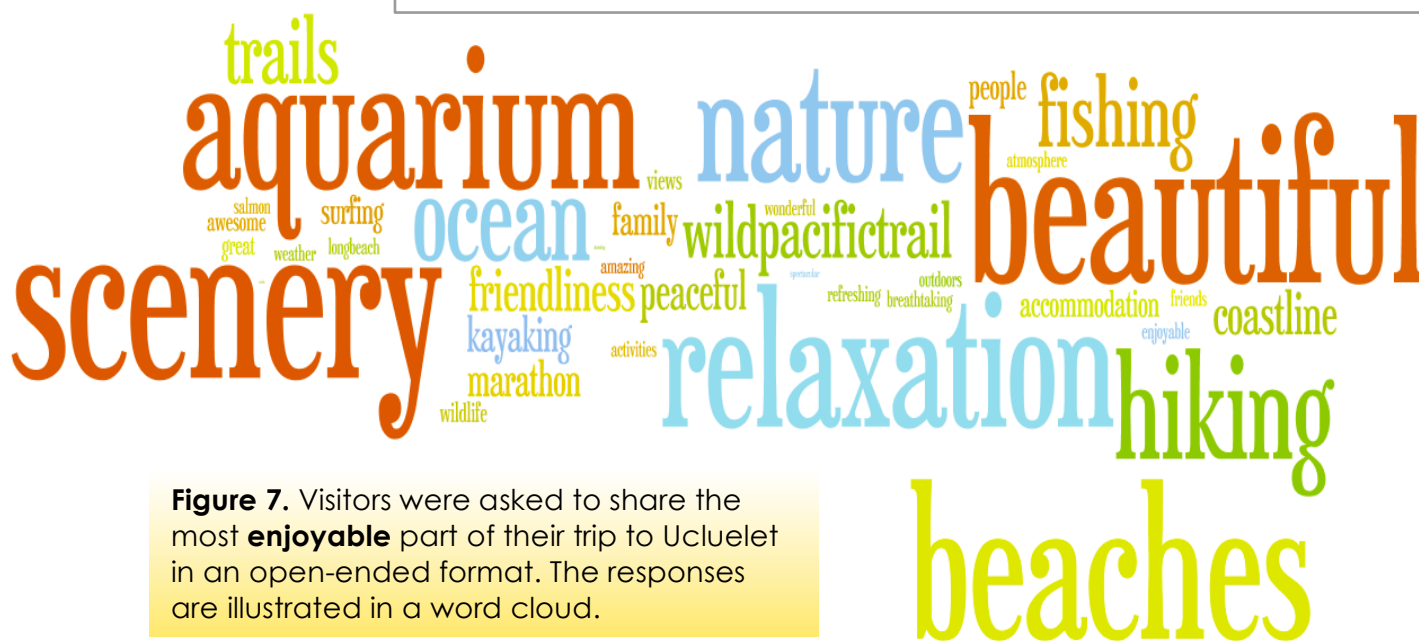


Figure 7. Visitors were asked to share the most **enjoyable** part of their trip to Ucluelet in an open-ended format. The responses are illustrated in a word cloud.

Activities

Figure 8. Visitors to Ucluelet indicated which types of activities their group participated in during their stay. The top activities were **beach activities (65%), hiking (55%), and shopping (52%)**. Some of the most popular “other” responses were stand up paddle boarding and boogie boarding.
**Multiple activities could be selected therefore percent does not equal 100%.*

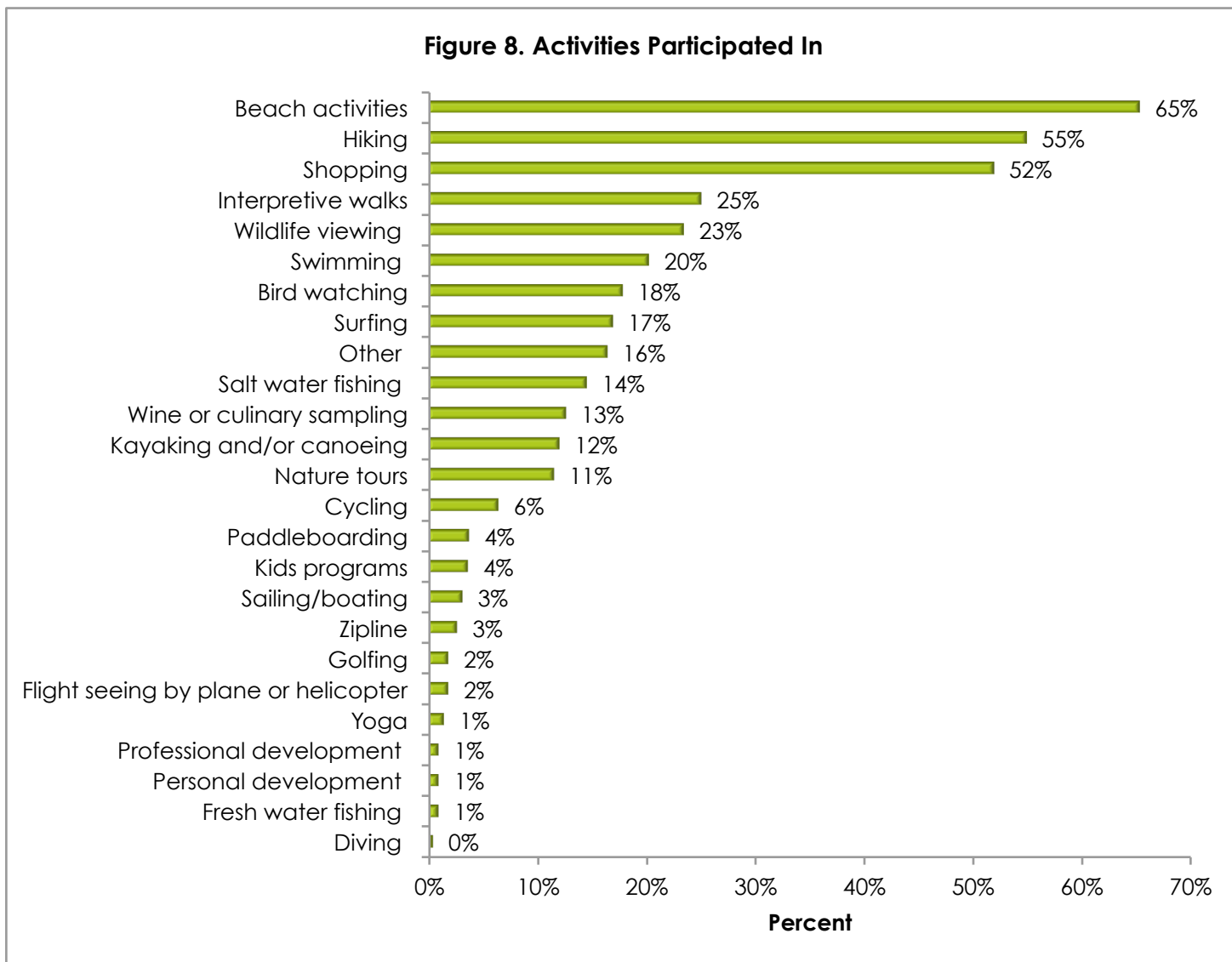
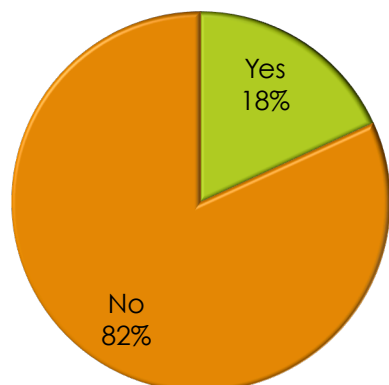


Figure 9. Event Attendance



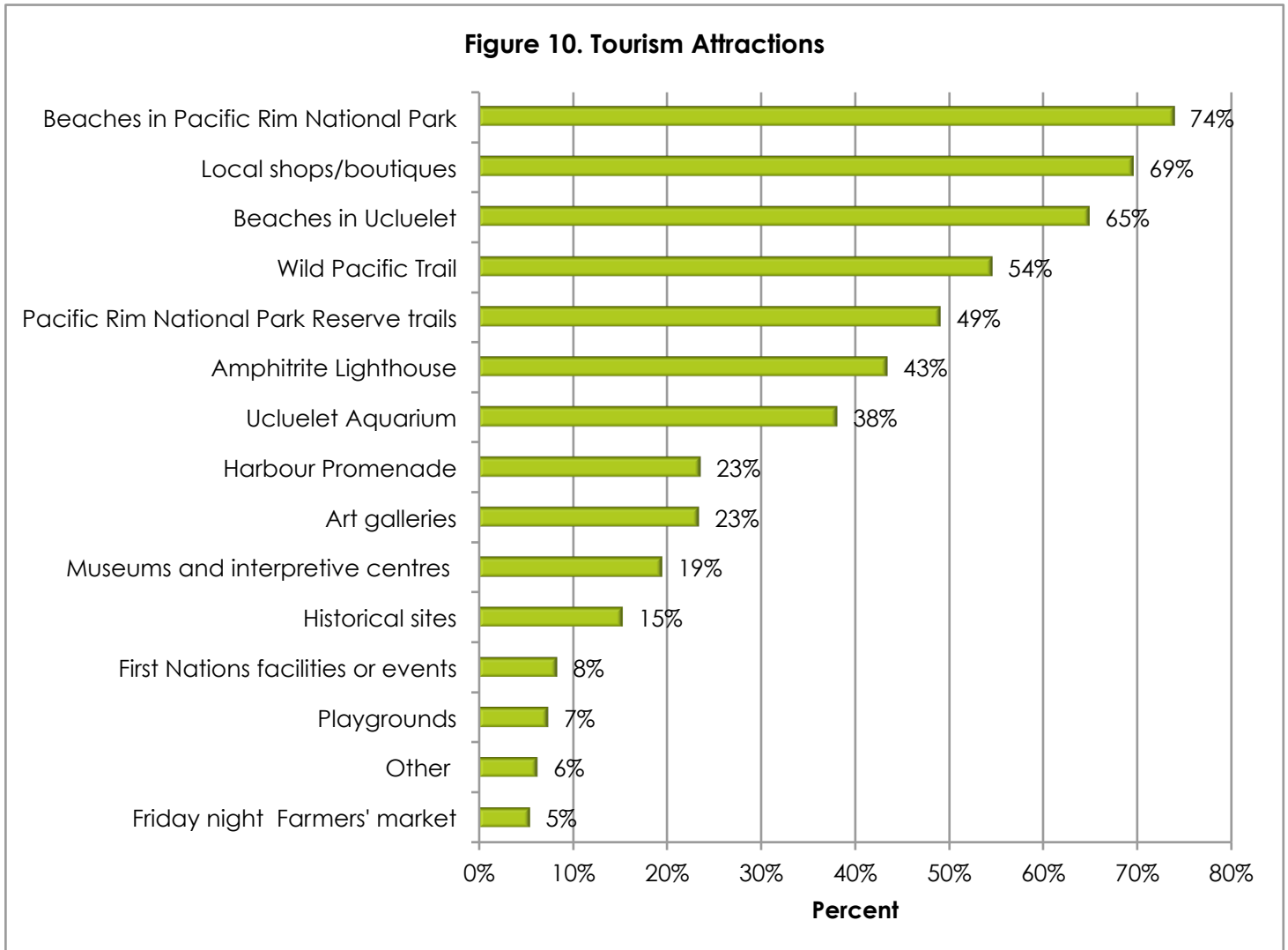
Events Attended

Figure 9. Visitors were asked if they were visiting Ucluelet to attend a specific event, 18% indicated they were. The most common types of events visitors attended were Ukee Days Festival, Edge to Edge Marathon, and private events such as weddings.



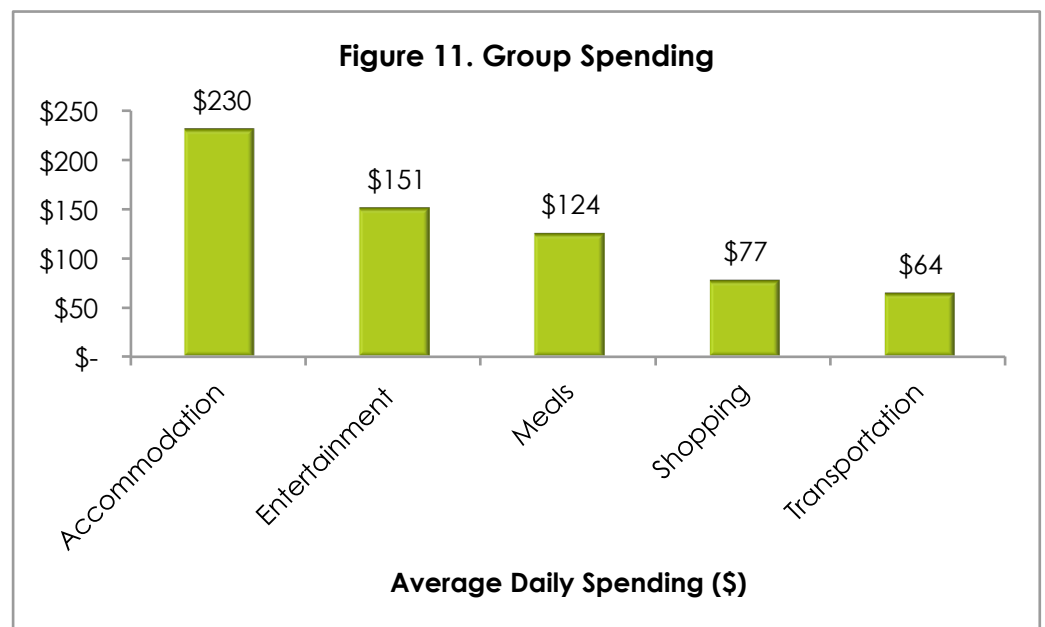
Attractions

Figure 10. Visitors to Ucluelet were asked to indicate which tourism attractions they visited during their stay. The most popular attractions **were beaches in PRNPR (74%) local shops/boutiques (69%), beaches in Ucluelet (65%)**. Many of the “other” responses referred to Hot Springs Cove. *Multiple attractions could be selected therefore percent does not equal 100%.



Group Spending

Figure 11. To gather data on group spending, visitors were asked to report approximately how much their group spent on a typical day in Ucluelet for each category. **The average total spending per day was \$592.**



Planning

Figure 12. This figure shows how far in advance visitors plan their trip to Ucluelet. The results show that 47% of people planned their trip between one to six months in advance.

Sources of Information

Figure 13. Visitors were asked to indicate which sources of information they used to plan their trip. *Multiple attractions could be selected therefore percent does not equal 100%.

Visitors were also asked to indicate what was the **main** source of information they used for trip planning. The top sources were **tourism and/or destination website (30%)**, **friends and relatives (24%)**, and **previous personal experience (23%)**.

Figure 12. Trip Planning

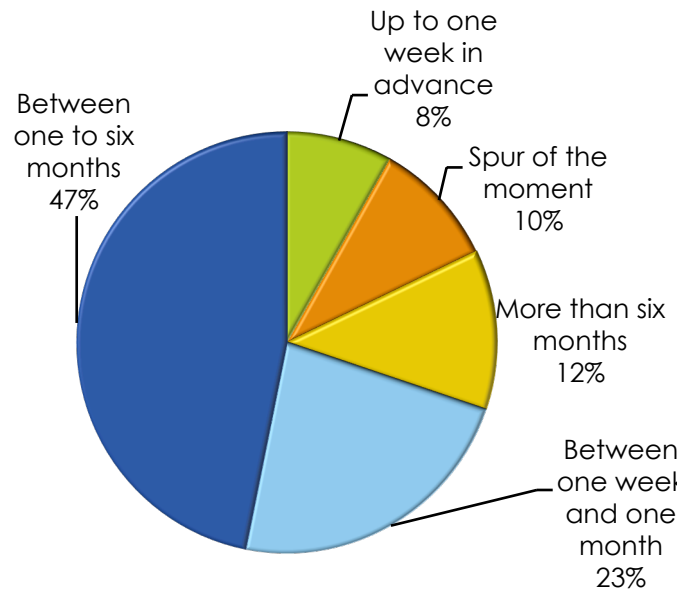


Figure 13. Sources of Trip Planning Information

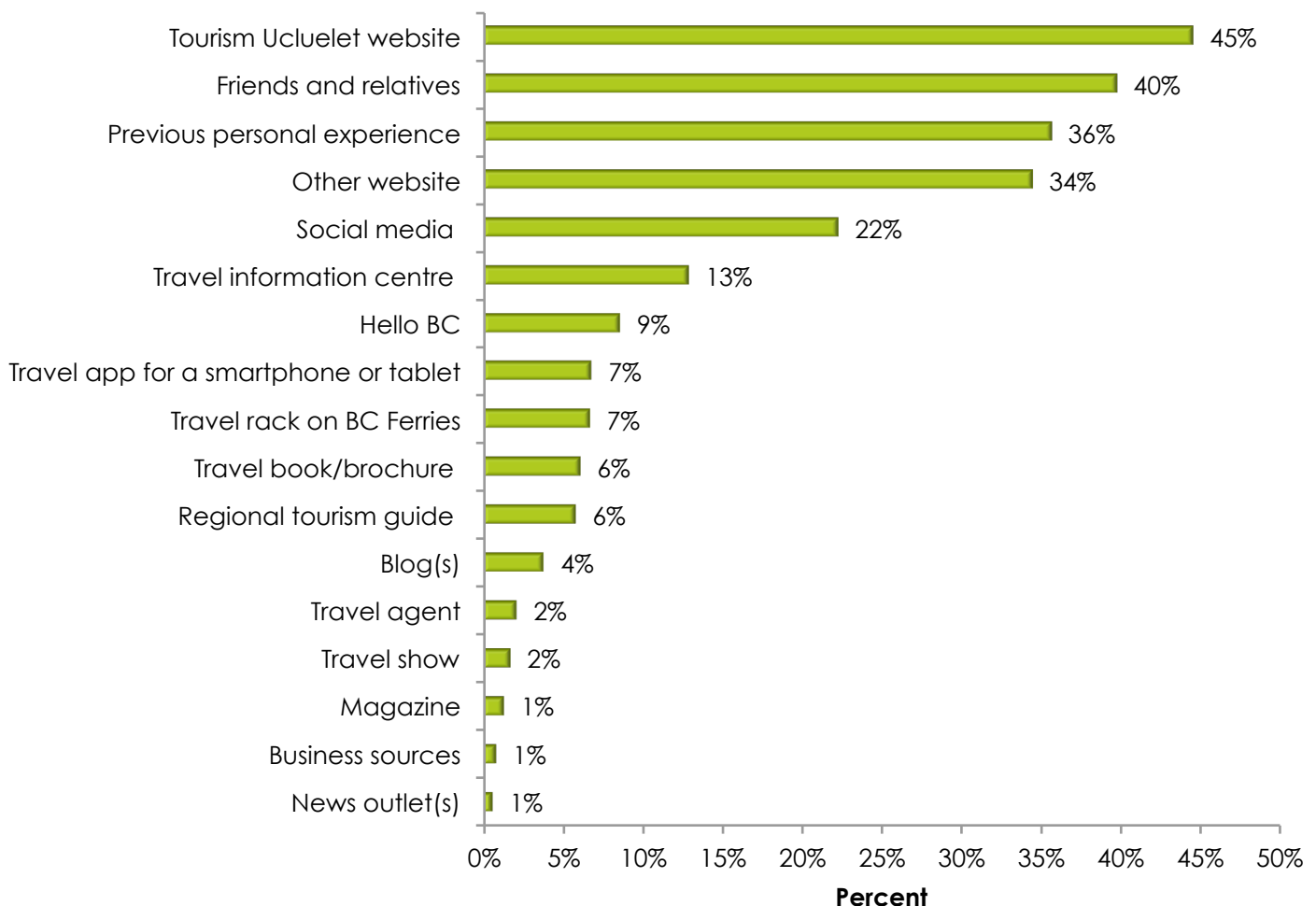
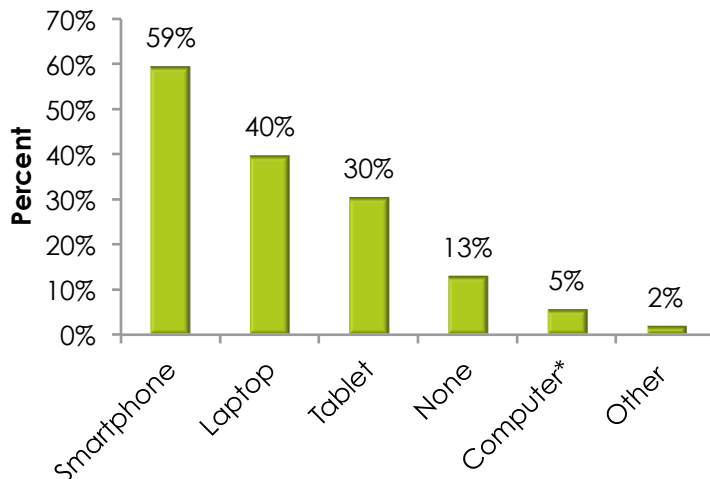


Figure 14. Electronic devices used for travel planning during trip



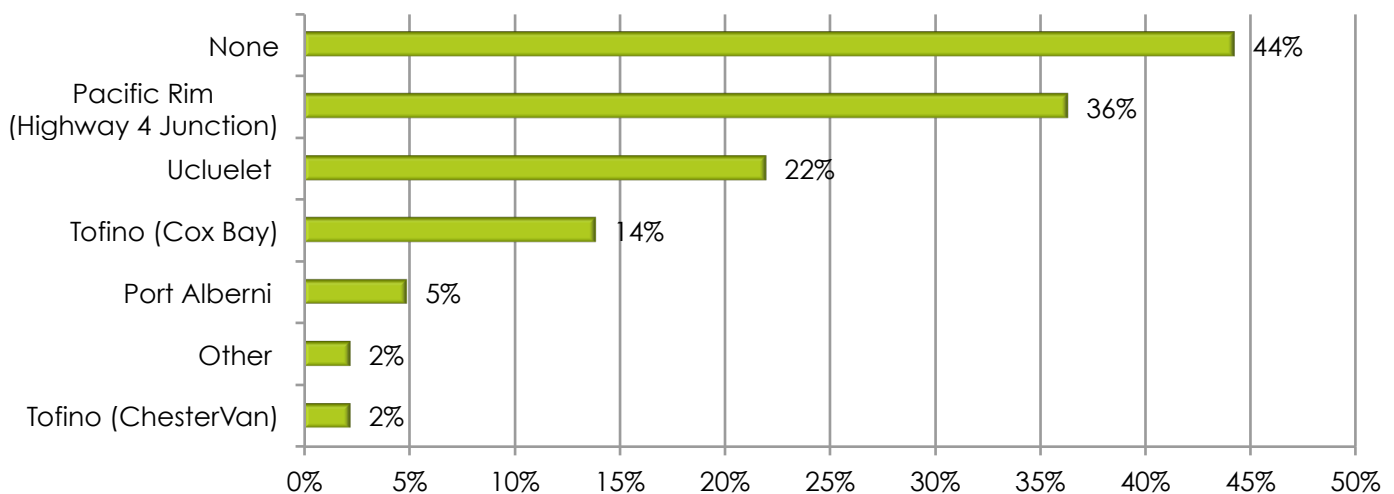
Electronic Devices

Figure 14. This figure shows what types of electronic devices visitors used for travel planning purposes during their trip. The most common devices were smartphones (59%), laptops (40%), and tablets (30%). * Refers to computer at an Internet café or accommodation provider.

Visitor Information Centres

Figure 15. Visitors were asked to mention which, if any, visitor information centres they stopped at during their visit to the Pacific Rim region. The Pacific Rim Visitor Centre at the Highway 4 junction was the most popular (36%).

Figure 15. Visitor Information Centres Visited in the Pacific Rim Region

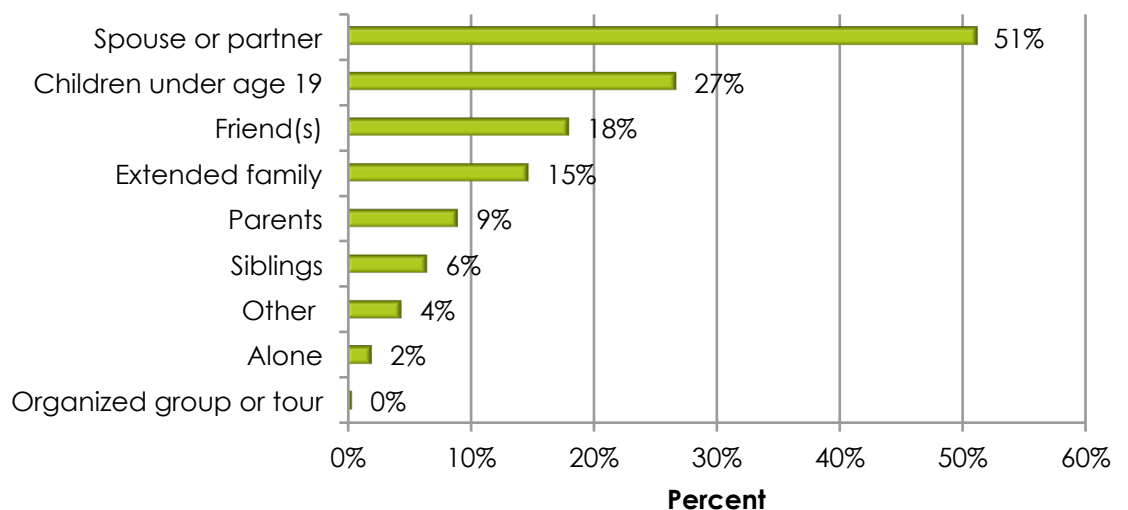


Group Size

Figure 16. Visitors were asked what category best described their group. Most "other" responses were various compositions of family groups and coworkers.

The average **group size** was **3.1**. Most groups consisted of 2 people (41%) or 4 people (23%).

Figure 16. Travelling Companion(s)



Age of Visitors

Figure 17. The green bars show the average # of people in each category per group. The orange line shows the overall % of visitors in each age category.

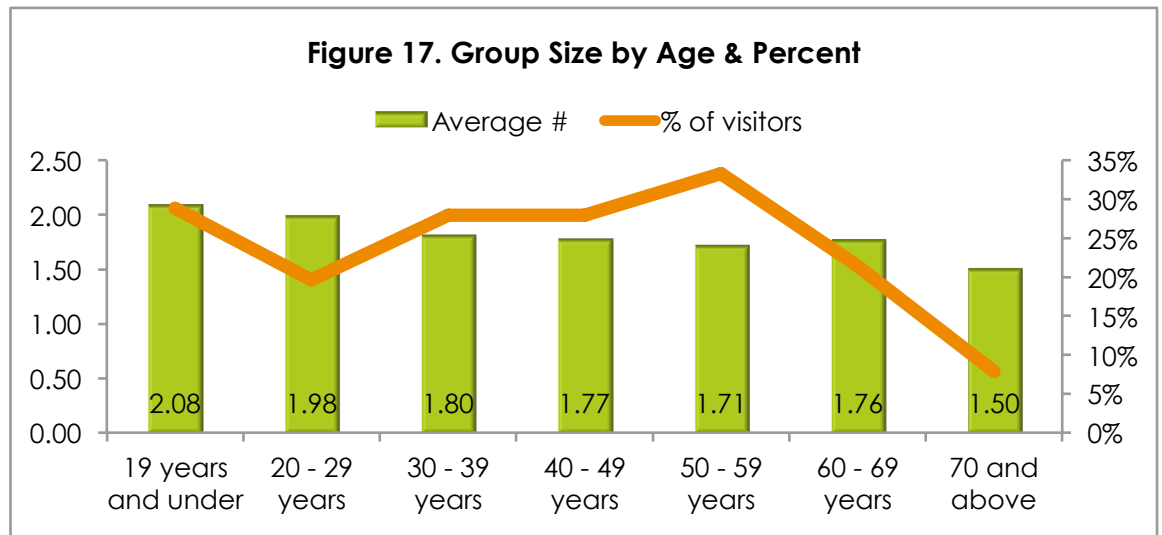
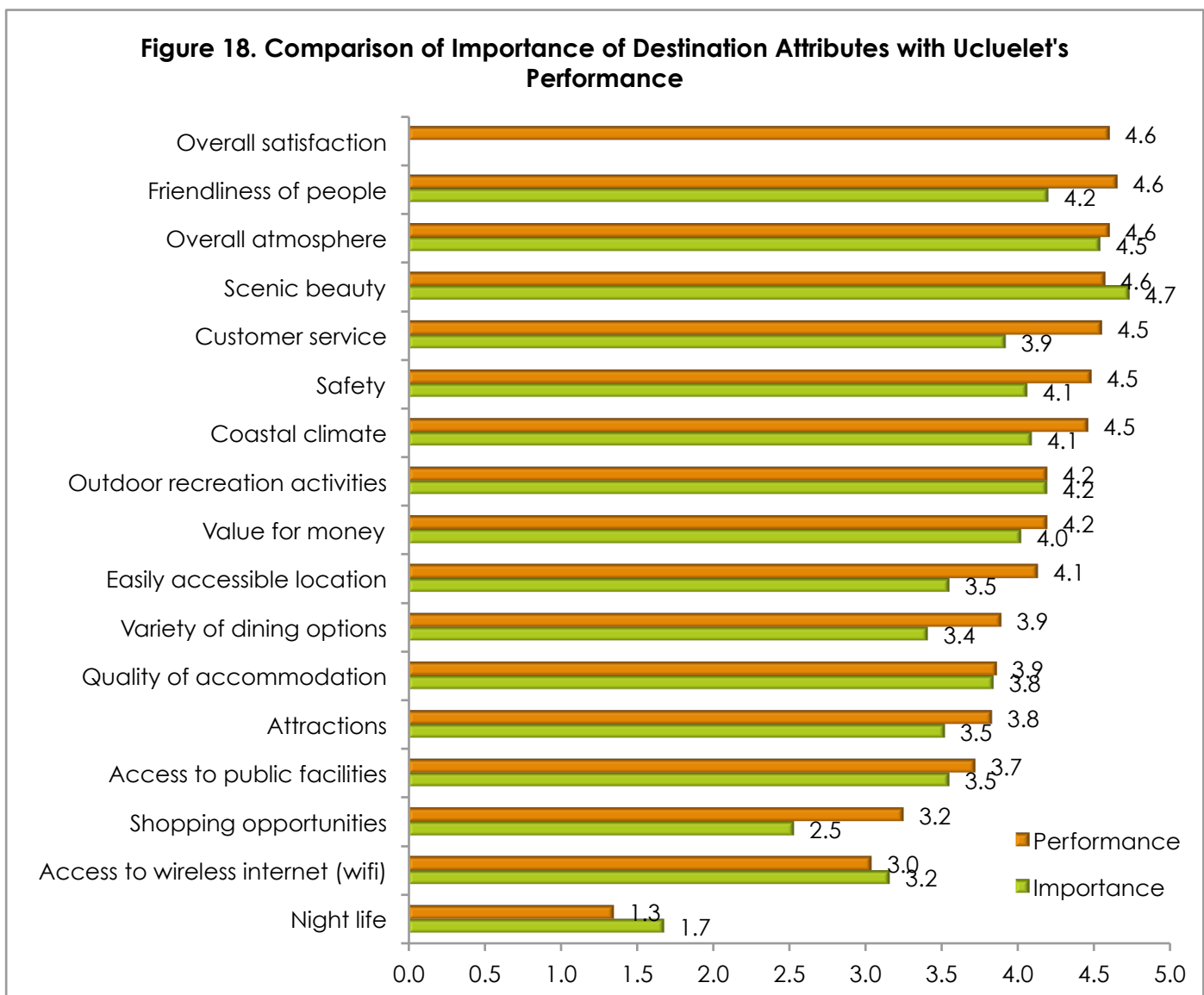


Figure 18. Visitors were asked to rate the importance of a number of features in their decision to visit Ucluelet on a scale from "Not At All Important" (1) to "Extremely Important" (5). They were then asked to evaluate each aspect based on their actual experience. Figure 8 shows the average performance of each feature as compared with visitors' perceptions of importance. The overall satisfaction rating was 4.8 out of 5 (97%).



Suggestions for Improvements

Visitors were asked if they had any suggestions to improve their visit. The open-ended responses were categorized and summarized below, followed by several verbatim responses.



"It wasn't super important but the lack of WiFi was a bit disappointing. I would have planned ahead for my business a bit better if I knew that there was no 3G network anywhere."

"Keep extending the easy hiking trails with nice views!"

Enhanced Services

- Greater variety of activities, attractions, and entertainment available in the evenings.
- Expand restaurant options to include longer hours of operation during tourist season and greater number of establishments.

Improved Infrastructure

- Stronger wireless Internet and cell phone network coverage.
- Continue improving upon and expanding trail networks.

Affordability

- Greater value for money in terms of accommodation options.
- Lower prices to participate in activities and attractions.

"Keep this place locally flavoured & inspired and preserve its wilderness & natural beauty. There's very few places that can offer what Ucluelet & the park has!"

"Although our accommodation was fabulous, I think the accommodation rates in general have become over-priced."



A Partnership
Between



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