

Visitor Profile

Tourism Ucluelet – Autumn 2016



The Numbers:

Visitors were intercepted from September to December of 2016.

A total of 799 ballots were collected and 279 surveys were completed. The response rate was 42%. Out of 279 completed surveys, 2 were residents resulting in 277 useable surveys.

The Concept and Model

This visitor profile was created for Tourism Ucluelet, in partnership with the local region, The Sociable Scientists, and Vancouver Island University. Between September and December 2016, six ballot boxes were placed across the region in businesses and operations that visitors frequent. Prompted by an information poster on the Visitor Experience Survey, and the chance to win a prize package (upon completion of the survey) provided by tourism operators in the region, visitors could complete a ballot with their name and email address while in the community, then drop it in the ballot box. Approximately two weeks later, The Sociable Scientists sent those visitors an invitation to complete an online survey on their experience in the region. Once the survey was closed in January, The Sociable Scientists, and the VIU team analyzed the data, and then created this visitor profile.



Trip Motivation

Figure 1. This word cloud represents the words visitors used to describe the **inspiration** for their trip to Ucluelet. Out of 266 responses, the top five were beautiful (30), nature (24), ocean (18), scenery (17), and relaxation (12).



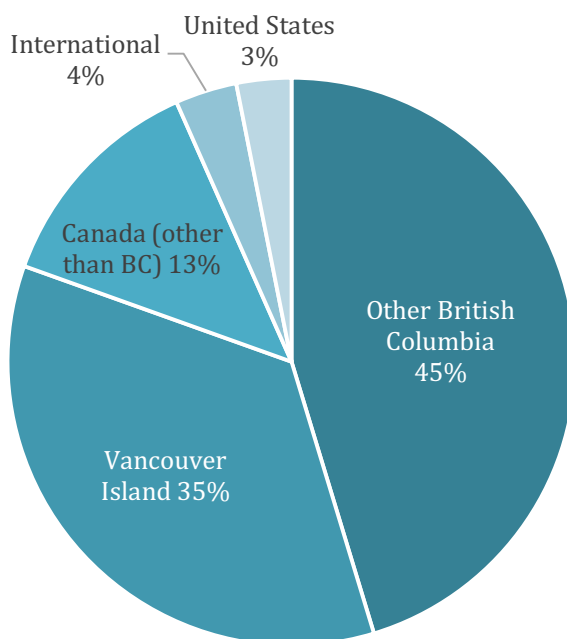
Trip Purpose

When asked about the purpose of their visit, 87% of visitors indicated their trip was for leisure, 10% said they were visiting friends and/or relatives, 2% said it was for a combination of business and leisure, and 1% said it was for business or work.

Visitor Origin

Figure 2. Visitors were asked to indicate where they live. The pie chart below demonstrates that the majority of survey participants were from British Columbia (80%). The boxes show a break down of visitor origin for Vancouver Island, the rest of BC, and the rest of Canada.

Figure 2. Visitor origin



Vancouver Island:

South Island 43%
Central Island 27%
North Central 15%
Cowichan 12%
Pacific Rim 1%
North Island 1%

Canada:

Alberta 49%
Ontario 42%
Saskatchewan 6%
Manitoba 3%

Other British Columbia:

Vancouver, Coast & Mountains 86%
Kootenay Rockies 10%
Thompson Okanagan 4%

Group Composition

Figure 3. Respondents were asked to select which categories best described with whom they were travelling with on their visit to Ucluelet. 13% of visitors were travelling with a pet.

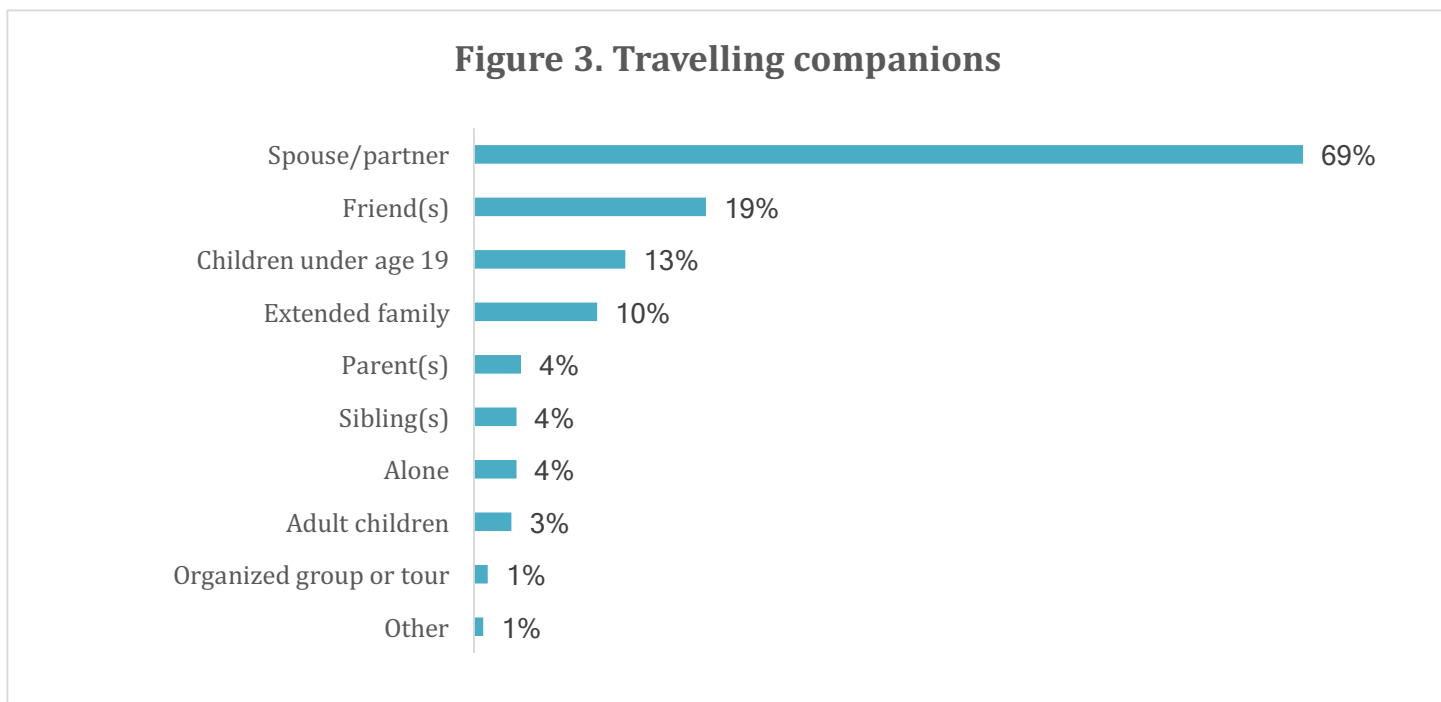
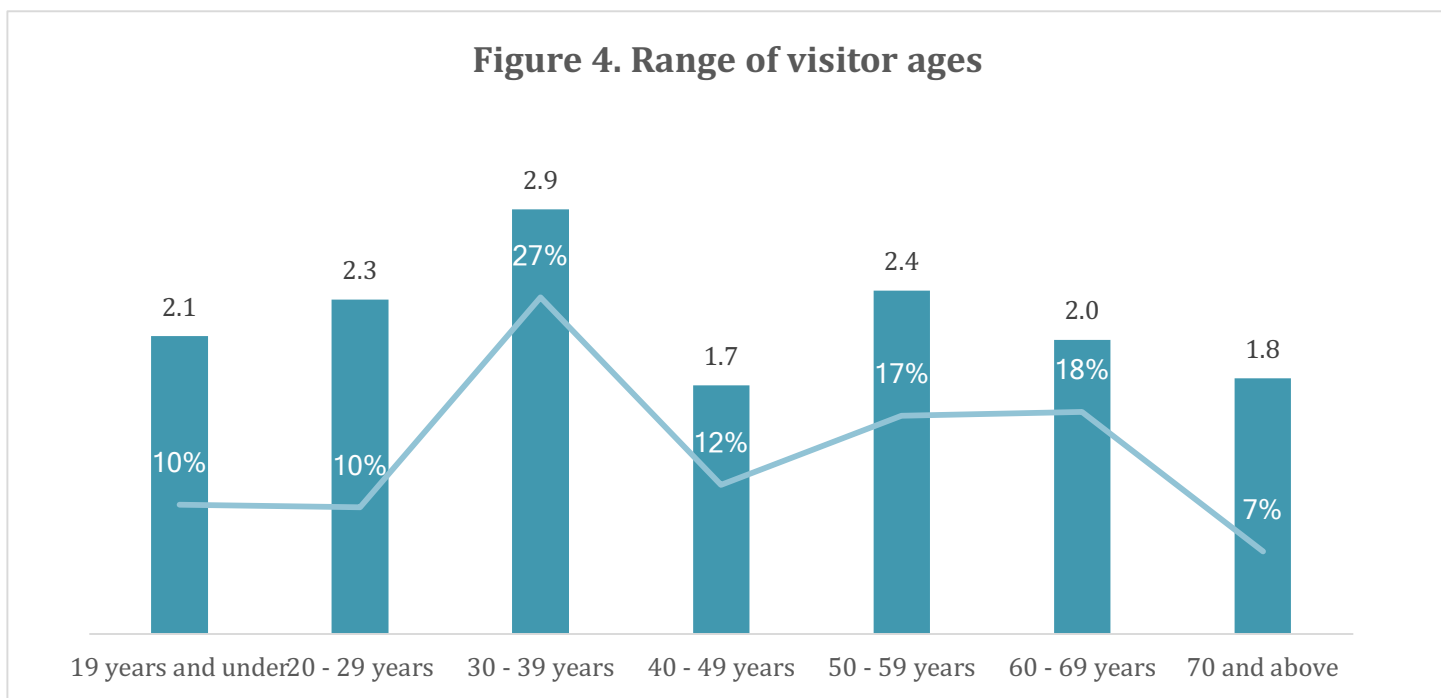


Figure 4. The columns in this graph show the average number of people per group in each age category. The line shows the overall percentage of visitors in each age category. For example, 27% of all groups had at least one person between age 30 and 39, and on average they had 2.9 people in this age category. The average **group size** was **2.7** people per group; 67% of groups consisted of two or three people, 4% were solo travellers, and only 4% had 10 or more people. **Multiple options could be selected therefore combined percent does not equal 100%.*

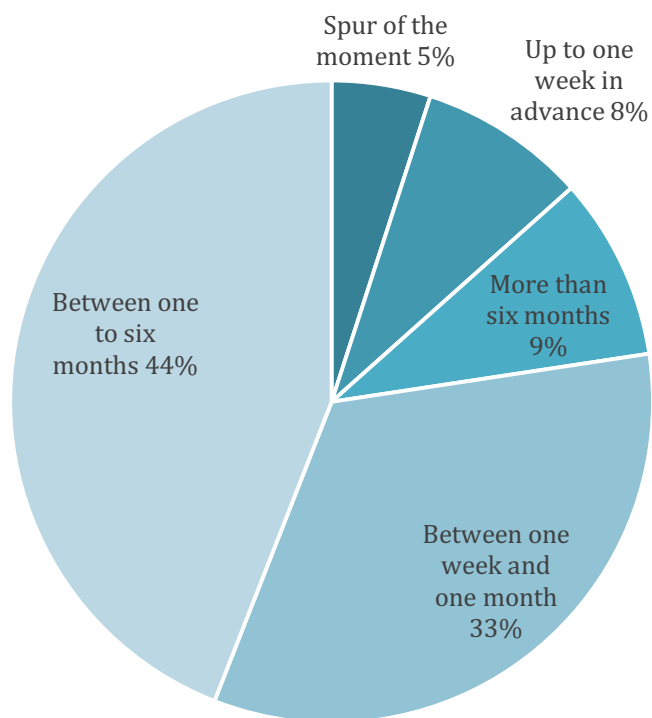


Planning

Figure 5. This figure shows how far in advance visitors planned their trip to Ucluelet. The results show that 53% of visitors planned their trip *at least* one month in advance, and 47% planned their trip *at less than* one month in advance.

“We loved our visit! Very remote and beautiful, would love to return to do more tours such as whale watching or storm watching in the winter months.”

Figure 5. Trip planning



Sources of Information

Figure 6. Visitors were asked to indicate which sources of information they used to plan their trip before and during their visit. The top sources of information were friends and relatives (40%), website of accommodations provider in Ucluelet (40%), and previous personal experience (34%). Sources with 5% or less were not included in the graph. *Multiple options could be selected therefore combined percent does not equal 100%

Figure 6. Sources of trip planning information

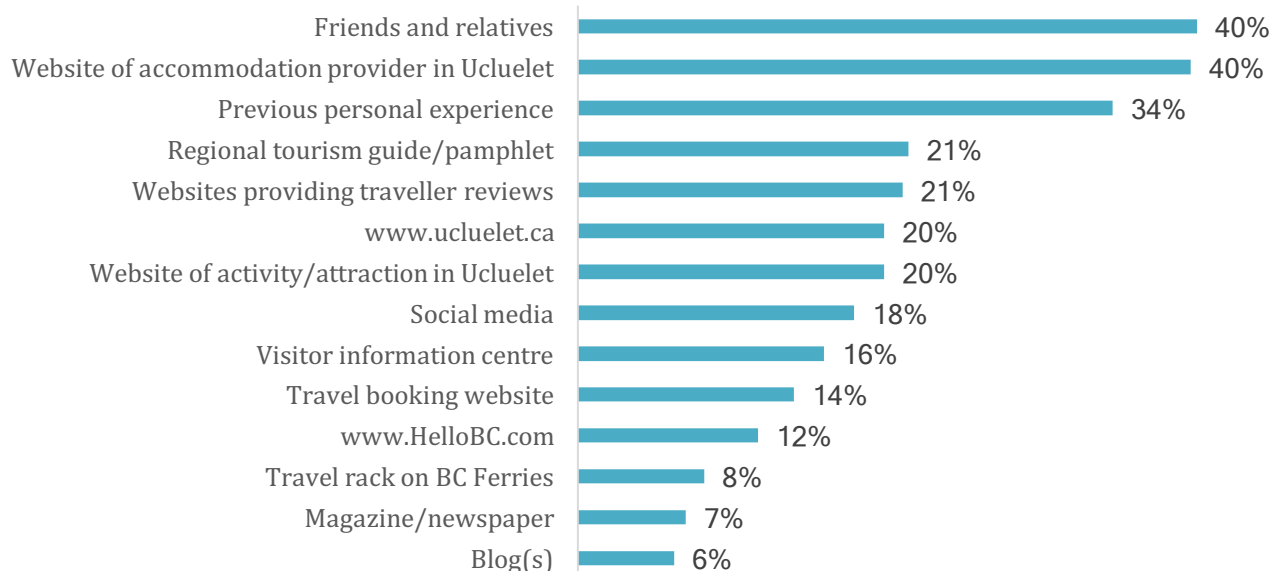


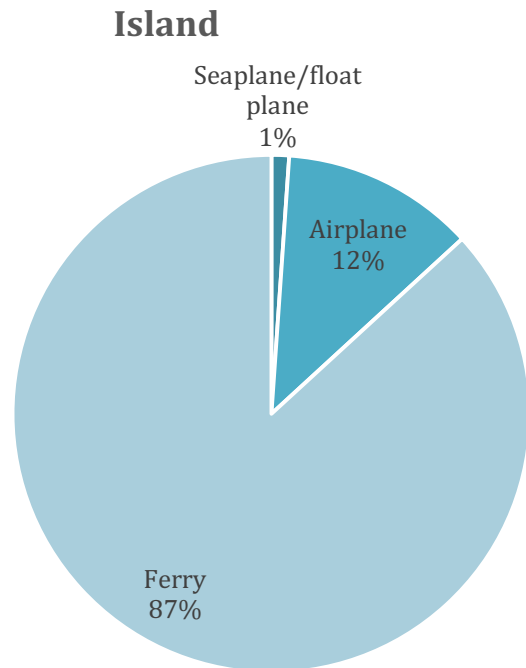
Figure 7. Transportation to Vancouver

Transportation

Figure 7. Visitors were asked to indicate what type of transportation they used to travel to Vancouver Island. The results do not include visitors that reside on Vancouver Island.

Of the 87% of visitors who arrived by ferry, 49% landed at Departure Bay, 32% landed at Duke Point, and 15% at Swartz Bay. 93% of ferry passengers travelled in a vehicle and 7% were walk-on passengers.

Of the 13% who arrived by air, 58% landed at the Victoria International Airport, 17% arrived at the Tofino Airport, 17% arrived at the Victoria Harbour Airport, 4% landed at the Nanaimo Airport, and 4% landed at Comox Harbour.



“Getting from Tofino airport around to Ucluelet wasn't terribly easy/convenient.”

“There should be public transportation to the Tofino airport if you expect people to travel this way to Ucluelet.”

Figure 8. Transportation to and from Ucluelet

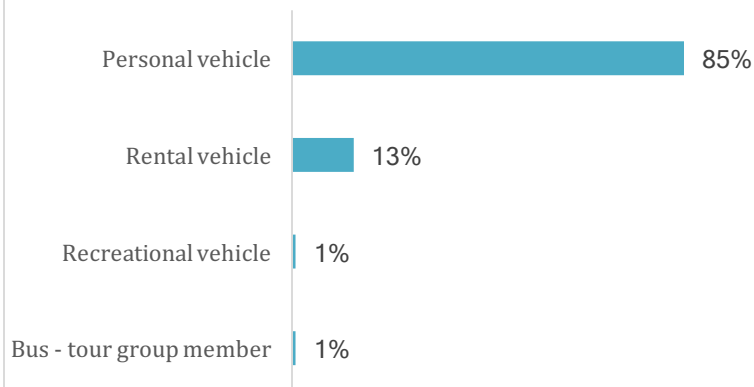


Figure 8. This figure demonstrates what form of transportation visitors used to get to and from Ucluelet once they had arrived on Vancouver Island (including residents of Vancouver Island).

Length of Stay

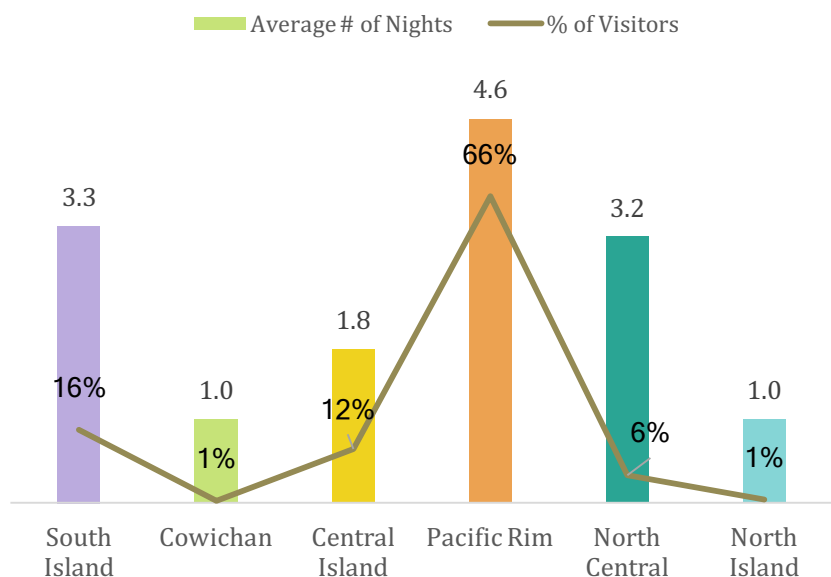
Figure 9. Visitors were asked to indicate how many nights they spent in each region of Vancouver Island. The columns in Figure 9 show the average number of nights that visitors spent in each of the regions they visited, while the line shows the % of visitors that spent at least one night in each of the regions. Refer to map for regions. On average, visitors to Ucluelet spent **5.8** nights away from home. *Multiple regions could be selected therefore combined percent does not equal 100%

For 70% of visitors, Ucluelet was the main destination of their trip, for 28% of visitors it was one of several planned stops but not the main destination, and for 2% it was an unplanned stop on the way to another destination. 37% of respondents were in Ucluelet for the first time and 63% were repeat visitors.



“We would probably stay a few days longer and maybe spend more time walking around the town and check out more of the amenities offered in and around the town.”

Figure 9. Length of stay by region



Accommodation

Figure 10. The bars in this figure show what percent of visitors stayed in each type of accommodation, and the number in brackets is the average number of nights they stayed. For example, 57% of visitors stayed in a resort/lodge/inn and on average they stayed 2.7 nights. 88% of visitors stayed overnight and 12% were in Ucluelet for a day trip only. **Multiple accommodation types could be selected therefore combined percent does not equal 100%.*

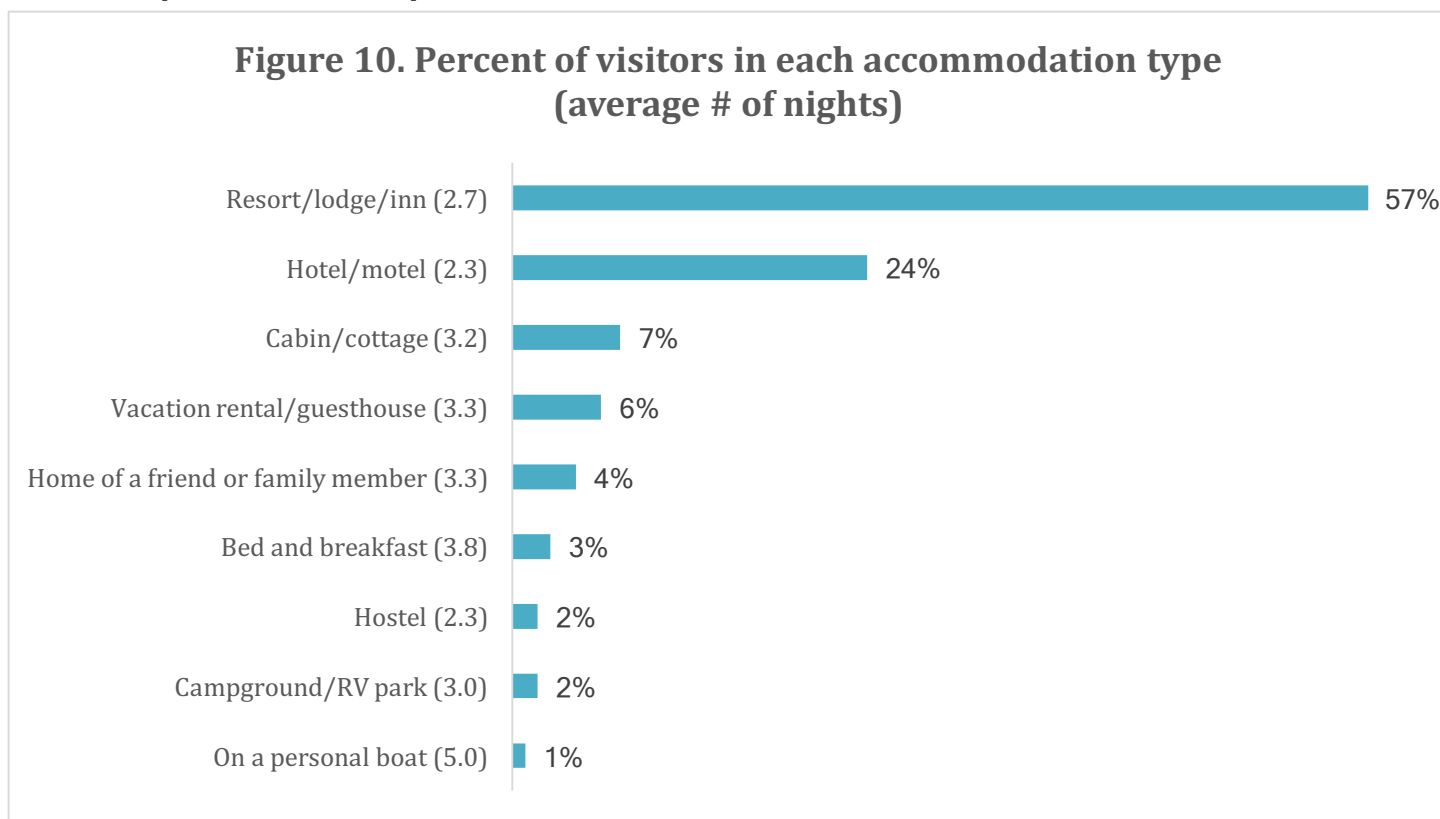
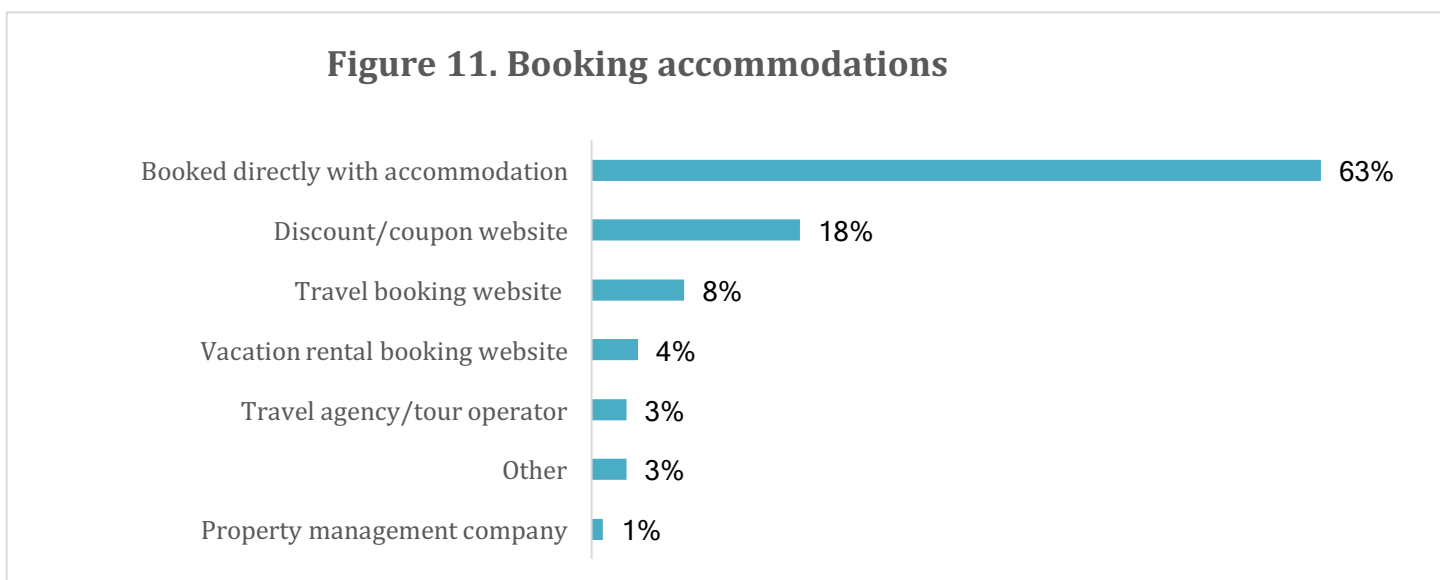


Figure 11. When asked how they booked their accommodations, 64% of visitors booked directly with the accommodation provider, 18% booked through a discount/coupon website, and 9% booked with a travel booking website. **Multiple options could be selected therefore combined percent does not equal 100%.*



Activities & Attractions

Figure 12. Visitors were asked to indicate which tourism attractions they visited during their stay in Ucluelet. The most popular attractions were beaches in Ucluelet (80%), dining out (77%), and beaches in Pacific Rim National Park Reserve (PRNPR) (74%). Attractions with 5% of responses or less have been left out of this graph. *Multiple attractions could be selected therefore combined percent does not equal 100%.

Figure 12. Attractions visited

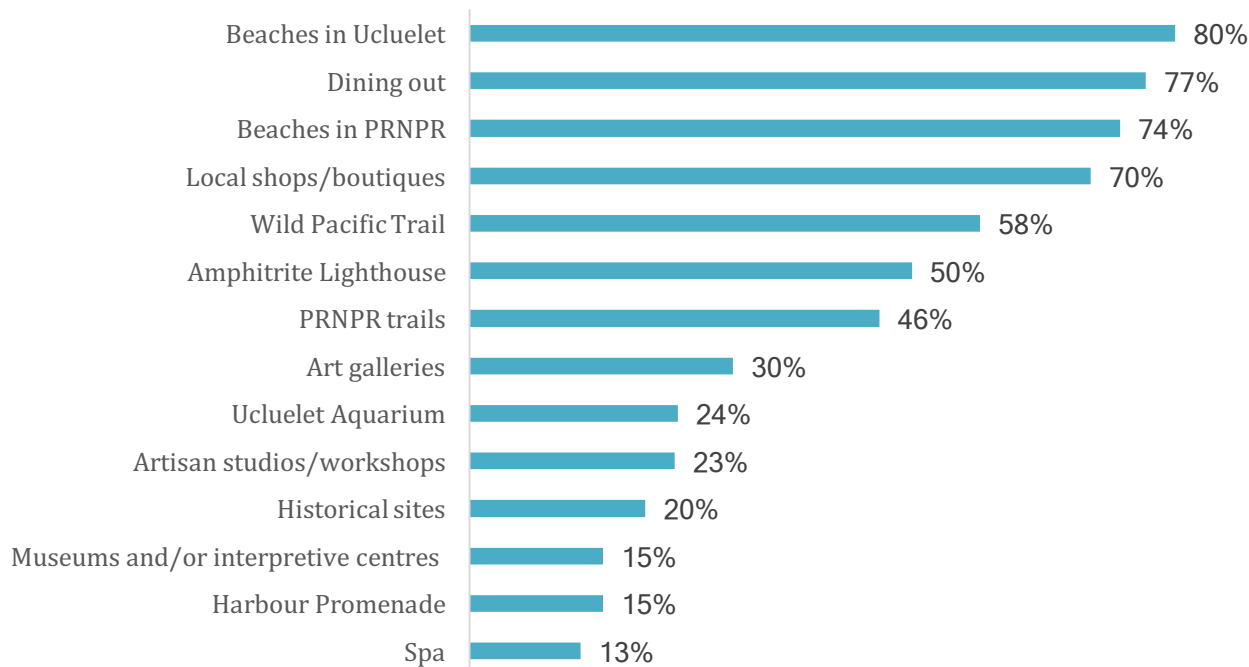


Figure 13. Visitors to Ucluelet specified which activities their groups participated in during their stay. The top activities were beach activities (62%), hiking (59%), and shopping (53%). Activities with 5% of responses or less have been left out of this graph. *Multiple activities could be selected therefore combined percent does not equal 100%.

Figure 12. Activities participated in

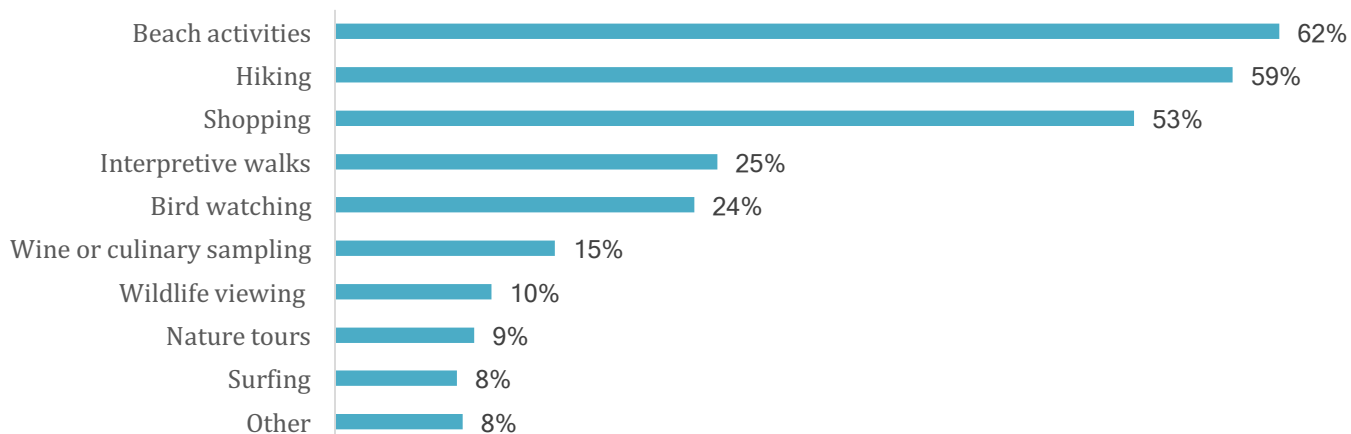
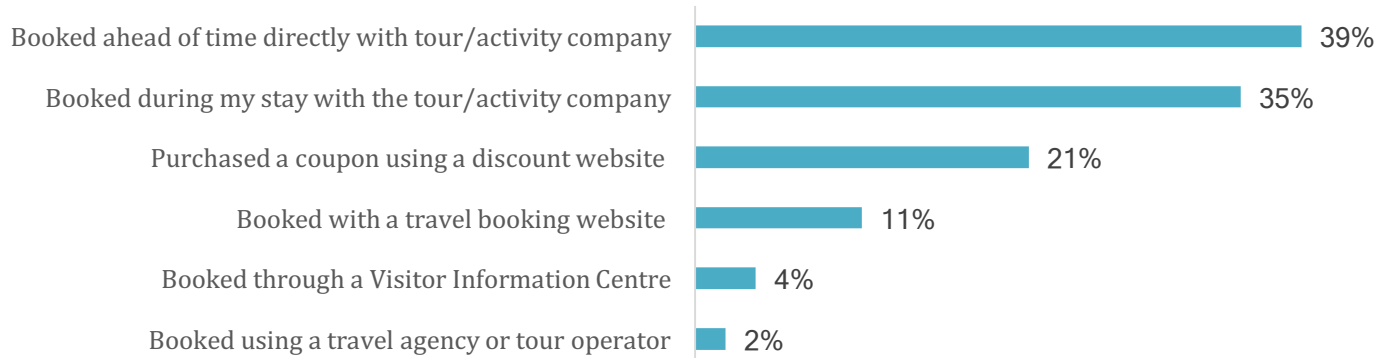


Figure 14. When asked how they booked the activities and attractions they participated in, 39% booked *ahead of time* directly with the tour/activity company, and 35% of visitors booked *during their stay* with the tour/activity company. **Multiple options could be selected therefore combined percent does not equal 100%.*

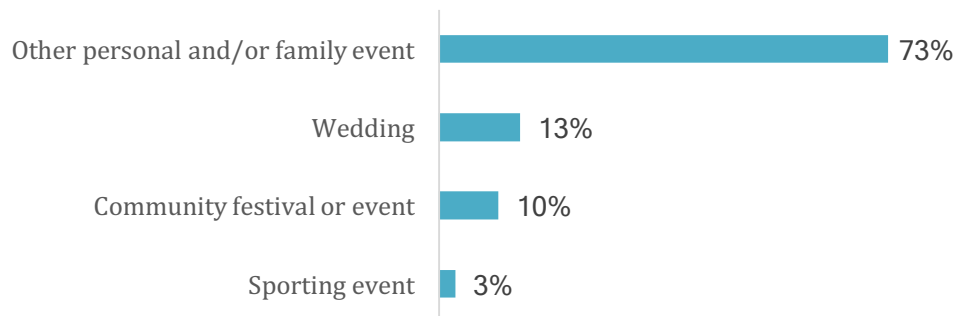
Figure 14. Booking activities & attractions



Events Attended

Figure 15. Visitors were to indicate which festival or events they attended during their visit to Ucluelet. Some of the events specified were *Midnight Madness*, a paddleboard competition, and a tourism conference. The category “other personal and/or family event” refers to weddings, anniversaries, birthdays, and family reunions.

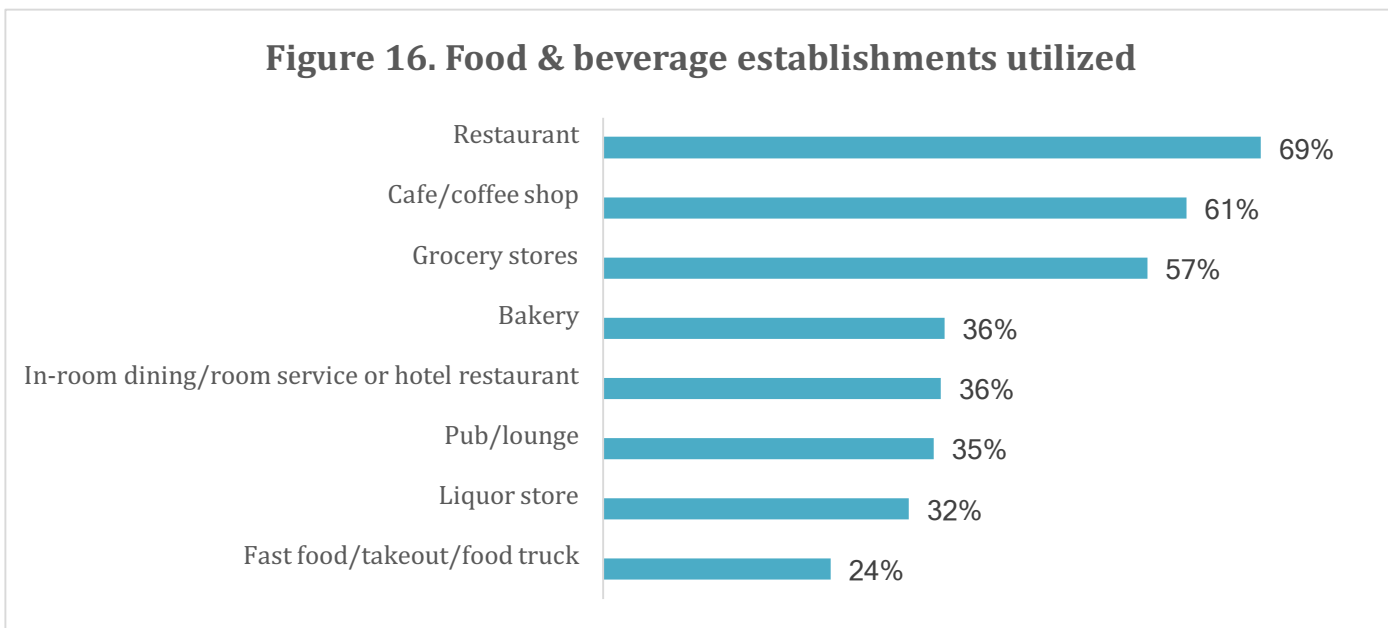
Figure 15. Events attended



“It’s beautiful and we will likely go back many more times but we like to go and relax and have a romantic getaway for just us two. We would suggest other couples go for their own getaways.”



Figure 16. The most commonly used food and beverage establishments for visitors were restaurants (69%), café/coffee shop (61%), and grocery stores (57%). *Multiple options could be selected therefore combined percent does not equal 100%.



“We were only here for one night, not much option for dining so bought food and prepared dinner in our suite. Would have liked to go out for dinner but seems not many restaurants open in off-season.”



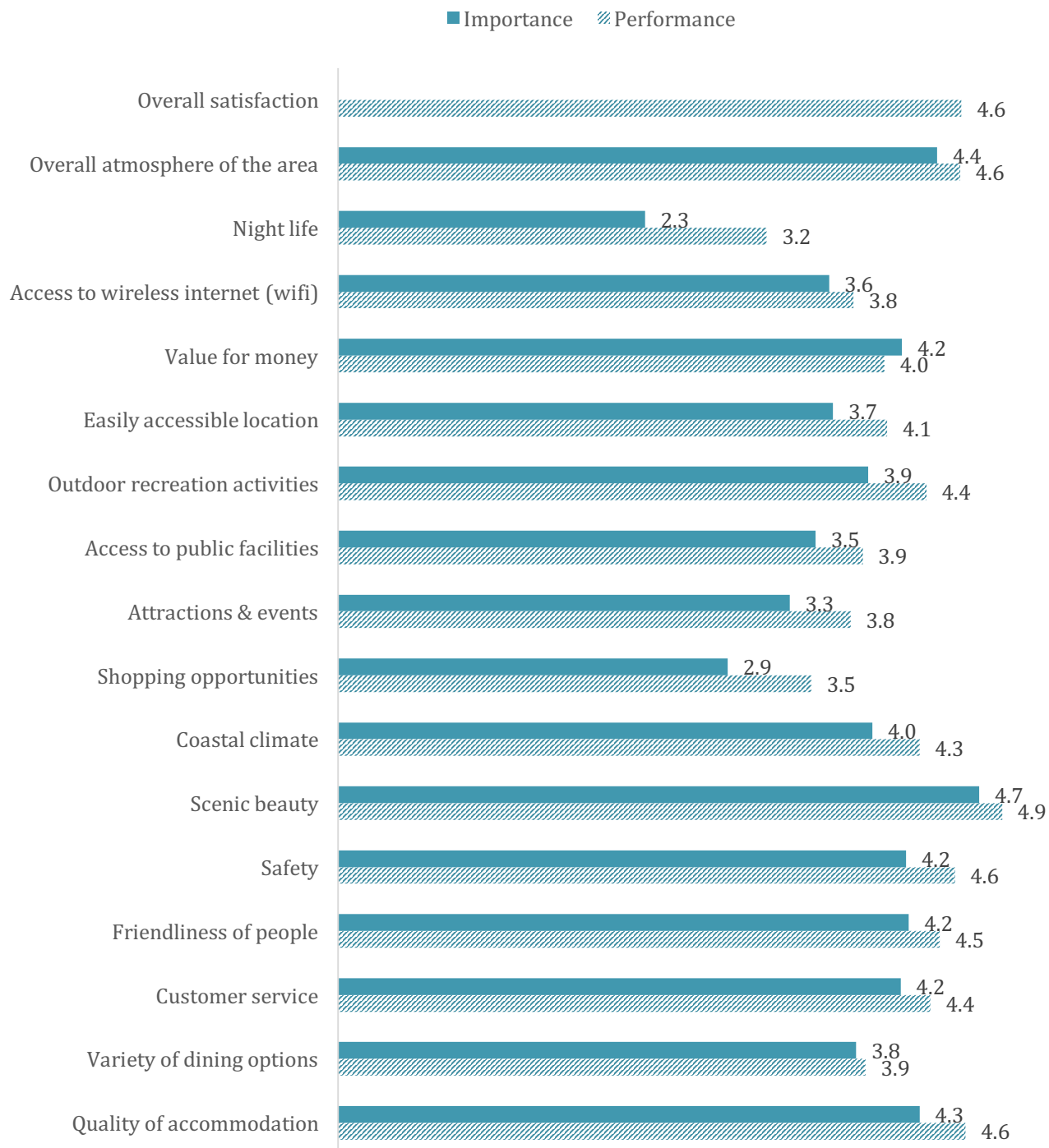
Spending

Figure 17. To gather data on group spending, visitors were asked to report approximately how much their group spent on a typical day during their visit to Ucluelet for each category. The average total spending per group was **\$519** per day.

Figure 17. Average spending per group

	\$248 Accommodation
	\$153 Meals
	\$58 Shopping
	\$32 Entertainment
	\$56 Transportation

Figure 18. Comparison of importance of destination attributes with Ucluelet's performance



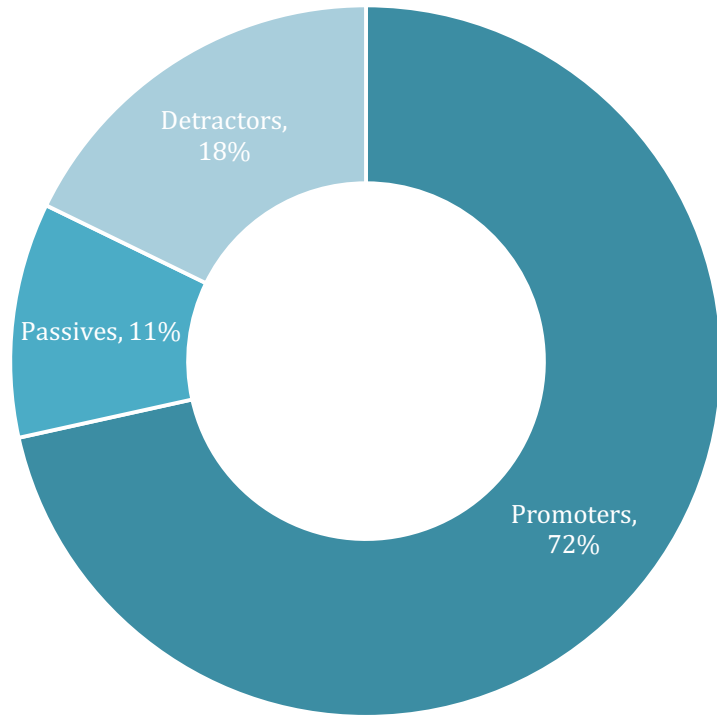
Importance/Performance Ratings

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 feature based on their actual experience in the region on a scale from “Very Bad” (1) to “Excellent” (5). Fig. 18 shows the average performance of each feature compared with visitors’ perceptions of importance. The overall satisfaction rating was 4.6/5 (92%), with only ‘value for money’ (slightly) underperforming compared to its importance.

Figure 19. Net Promoter Score™

Net Promoter Score™

Figure 19. Visitors were asked to rate their likeliness to recommend the Ucluelet region to their family and friends on a scale from “Very Unlikely” (0) to “Very Likely” (10). The people that rate between 0 and 6 are considered detractors, those that rate 7 or 8 are considered passives, and those that rate 9 or 10 are considered promoters. The results show that 72% of visitors are promoters, 11% are passives, and 18% are detractors. **The Net Promoter Score™ for Ucluelet is 53.8.**



“It's still quaint and down-to-earth, and has a comfortable small town feel to it. Everyone we interacted with was wonderfully helpful and friendly. It's beautiful and has a very relaxed feeling to it. No stress, no pressure. A great place to decompress.”

Ocean
Relaxation
Scenery
Nature
Beautiful

Figure 20. Visitors were asked to share the most enjoyable part of their trip to Ucluelet in one word. Their responses are displayed in the word cloud above. Out of 248 responses, the top five were scenery (29), relaxation (21), nature (20), beautiful (18), and ocean (18).

Open-ended Feedback

Visitors were asked an open-ended question asking for feedback and suggestions for improvements to the tourism experience in Ucluelet. Responses were analyzed and themed; the main three are summarized below; full comments can be found in Appendix A: Open-ended Responses.

Food & beverage

- More restaurants and unique eatery experiences (5). Because our visit was mid-November there is not very many choices for restaurants at this time. In the summertime the choices are greater.
- More vegan options when dining out.
- I never found a place to rest and have a latte in the town that I enjoyed. Hopefully not a chain coffee shop as that is what one tries to get away from.... but something memorable, fresh food.
- Maybe more healthy food options (restaurants) that isn't a coffee shop :)
- Another family friendly restaurant choice
- Less expensive. Dining was way too much money. One experience was excellent, the other not so much.
- A 24hr grocery store; grocery store needs updating. Very disappointing to find several items unavailable/not of good quality. An alternative would have been nice, had to leave town to get what I needed as much as I wanted to shop local; the grocery store wasn't the best.
- More places to buy fresh local seafood would be welcomed!
- More nightlife or cafes open for late night snacks and drinks.

Information, signage and wayfinding

- Better signage to attractions, facilities, resorts (5)
- A hiker's map of the area around Ucluelet and Tofino would be great, for example a book identifying the trails in more detail.
- A booklet about the galleries would be helpful.
- More street lighting and directions.
- A large billboard for visitors that shows the activities on a calendar with locations and perhaps numbers to contact so they can arrange to enjoy some of the events and nightlife.
- Events boards easier to access for guest, ex: pub live music, markets...
- More information at visitor center about beaches in Ucluelet
- A local paper with activities for the week or month available.

Seasonality

- The Ucluelet aquarium hours were limited, I was hoping to go and it was often closed. Will try next time!
- Everything closed down so early but I can see that being part of everyday life.
- It might have been nice to have more dining options. Having said that it was the end of November and we didn't expect to find a lot of places open.
- We went near the end of Nov and in going to the Visitor's Centre in Ucluelet we found it shut. I realize it was the late Fall but as this area is a year round attraction I would have thought the Centre would have been open.
- Many shops are closed on Sundays; would be awesome to have a bit more choice before embarking on the three hour drive back to Nanaimo
- Many things were closed.
- Main disappointment was that many businesses, mostly restaurants we wanted to visit, were closed for the season.

For more information:

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