

# Visitor Profile

## Tourism Ucluelet – Spring 2016



### 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 February and July 2016, ten 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 mid July, The Sociable Scientists, and the VIU team analyzed the data, and then created this visitor profile.

### Special Points of Interest:

Visitors were intercepted from February to July of 2016.

A total of 1,467 ballots were collected and 786 surveys were completed. The response rate was 55%. Out of 786 completed surveys, 4 were minors and 16 were residents resulting in 766 useable surveys.



### Trip Motivation

**Figure 1.** This word cloud represents the words visitors used to describe the **inspiration** for their trip to Ucluelet. Out of 477 responses, the top five were beautiful (43), nature (39), ocean (28), relaxation (27), and scenery (25).

Relaxation  
Nature  
Beautiful  
Ocean  
Scenery

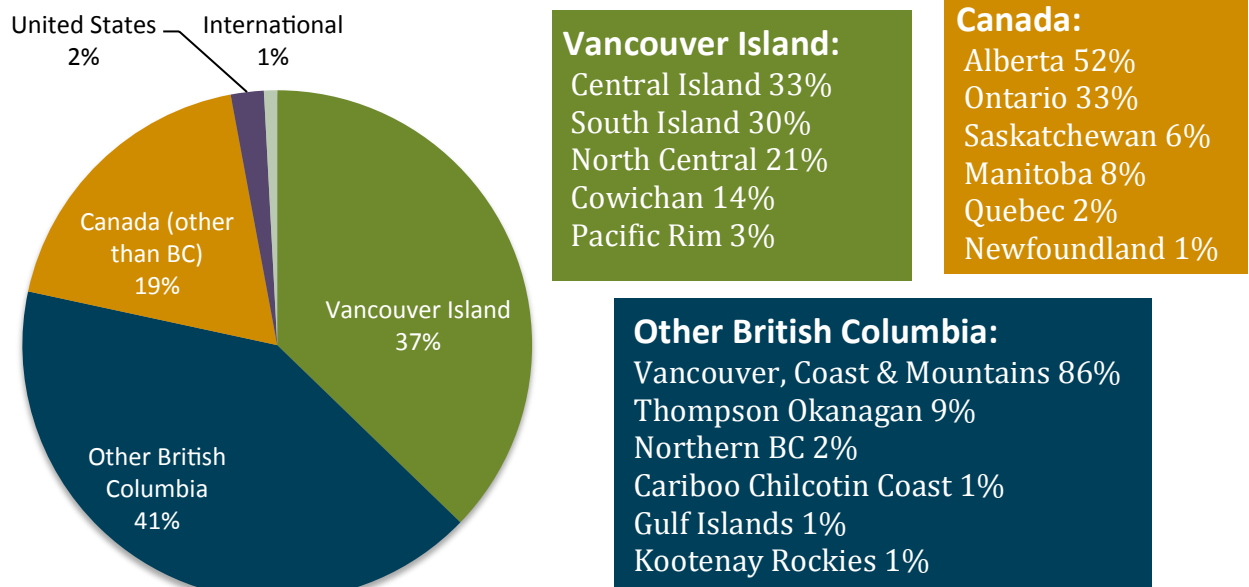
### Trip Purpose

When asked about the purpose of their visit, 90% of visitors indicated their trip was for leisure, 4% said they were visiting friends and/or relatives, 4% said it was for a combination of business and leisure, and 2% said it was for business or work.

### Visitor Origin

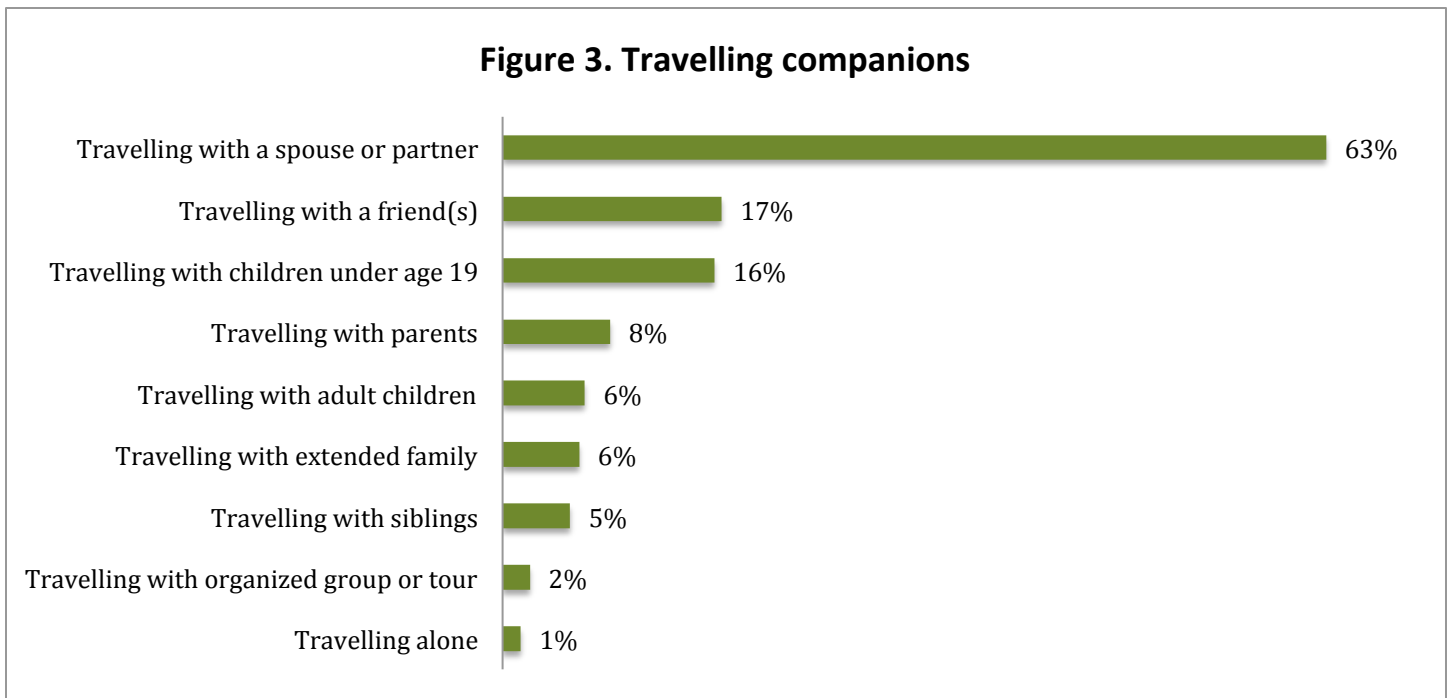
**Figure 2.** Visitors were asked to indicate where they live. The pie chart below demonstrates that the majority of survey participants were from British Columbia (78%). The boxes show a break down of visitor origin for Vancouver Island, the rest of BC, and the rest of Canada. American visitors were mostly from Washington and California. Other international visitors were mostly European.

**Figure 2. Visitor origin**

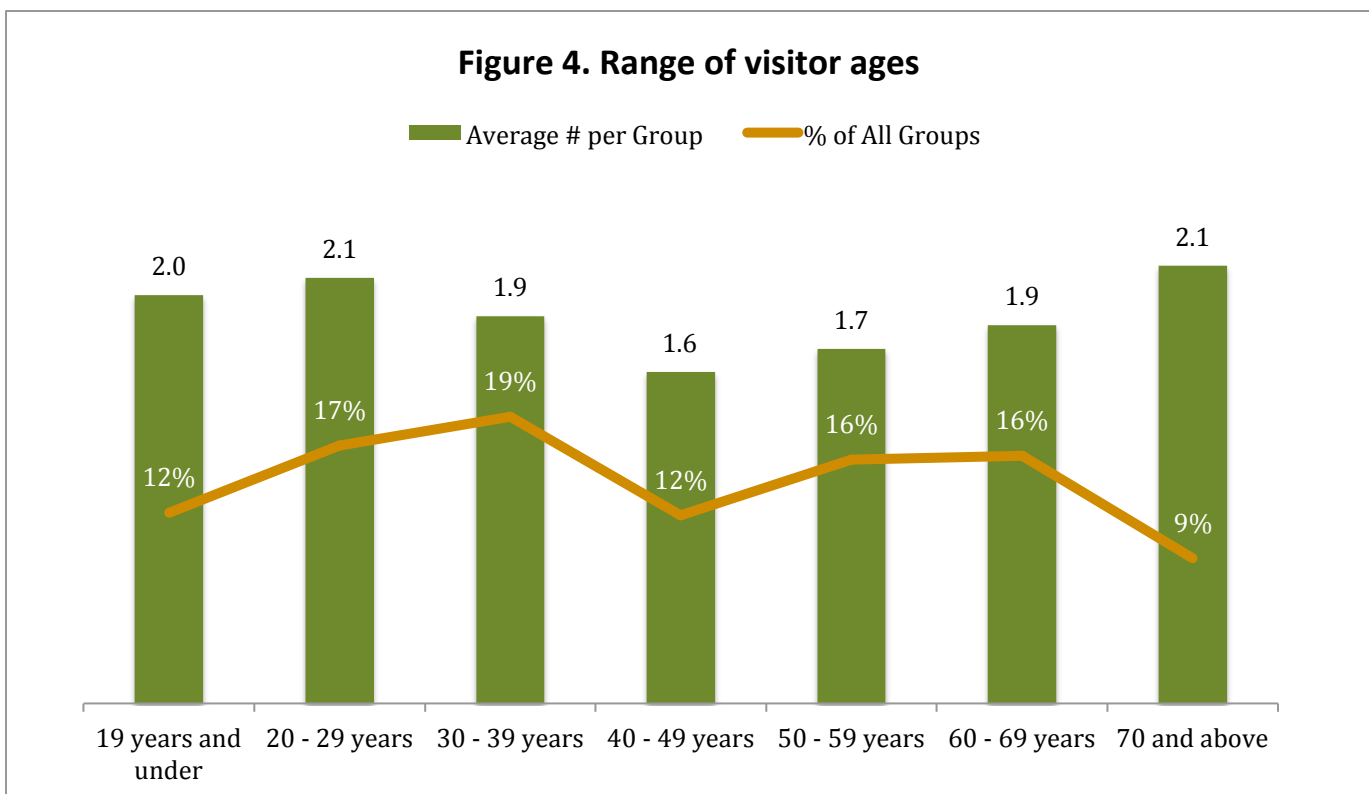


## Group Composition

**Figure 3.** Visitors were asked to select which categories best described their group. 13% of visitors were travelling with a pet.



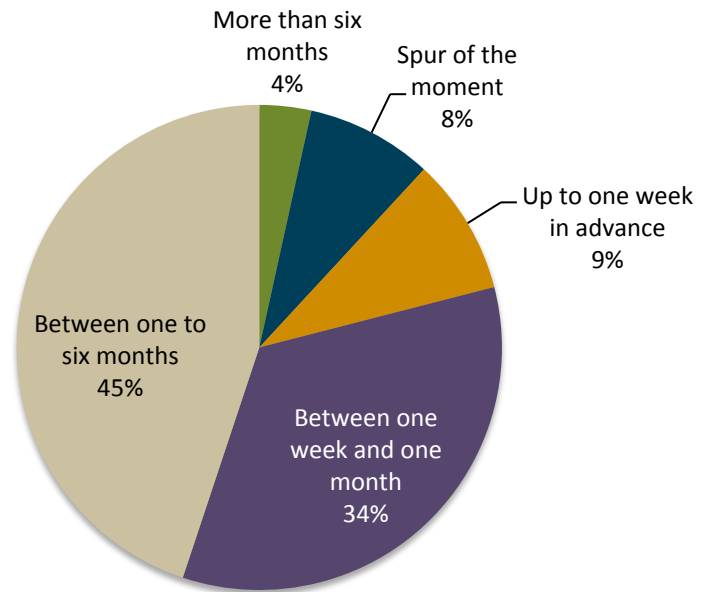
**Figure 4.** The columns in this graph show the average number of people per group in each age category. The line shows the overall percentage of visitors in each age category. For example, 19% of all groups had at least one person between age 30 and 39, and on average they had 1.9 people in this age category. The average **group size** was **2.8** people per group; 65% of groups consisted of two or three people, 3% were solo travellers, and only 3% had 10 or more people. *\*Multiple options could be selected therefore combined percent does not equal 100%.*



**Figure 5. Trip planning**

### Planning

**Figure 5.** This figure shows how far in advance visitors planned their trip to Ucluelet. The results show that 52% of visitors planned their trip *less than* one month in advance, and 48% plan their trip *at least* one month in advance.

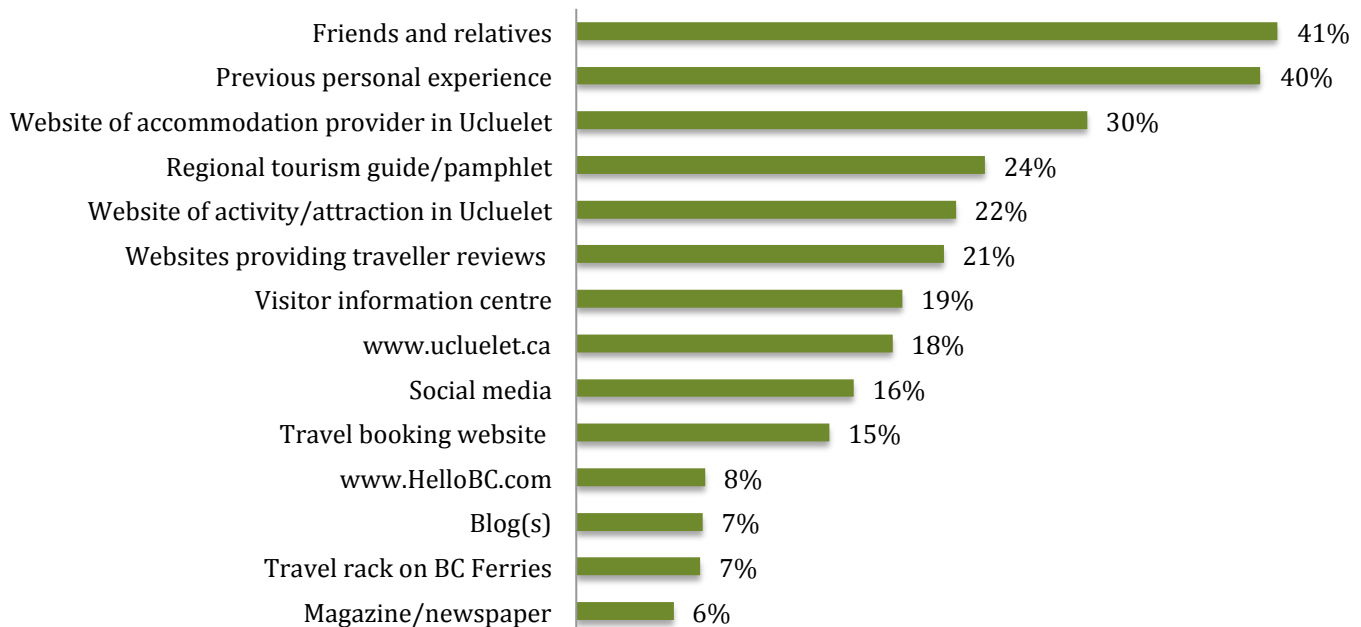


“I didn't want to leave, I wish we had more time to explore and we are planning on coming back next year for our 20th Anniversary :)”

### 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 (41%), previous personal experience (40%), and website of accommodations provider in Ucluelet (30%). 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**



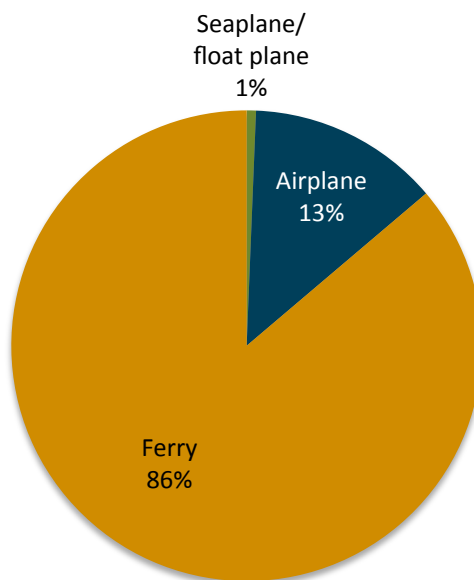
## Transportation

**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. 1% of visitors or less chose cruise ship, personal boat, and other.

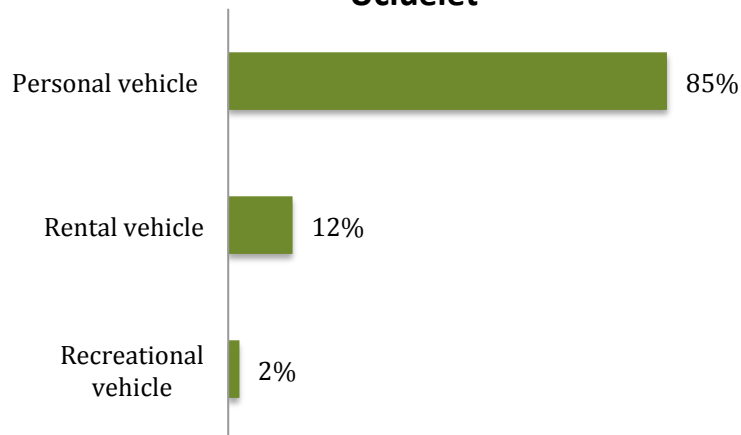
Of the 86% of visitors who arrived by ferry, 55% landed at Departure Bay, 29% landed at Duke Point, and 11% at Swartz Bay. 95% of ferry passengers travelled in a vehicle and 5% were walk-on passengers.

Of the 13% who arrived by air, 37% landed at the Victoria International Airport, 25% arrived at the Nanaimo Airport, and 17% landed at the Comox Valley Airport.

**Figure 7. Transportation to Vancouver Island**



**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).

“Not very far from Vancouver and a beautiful destination offering much to see and do. It is a wonderful place to relax and explore nature.”





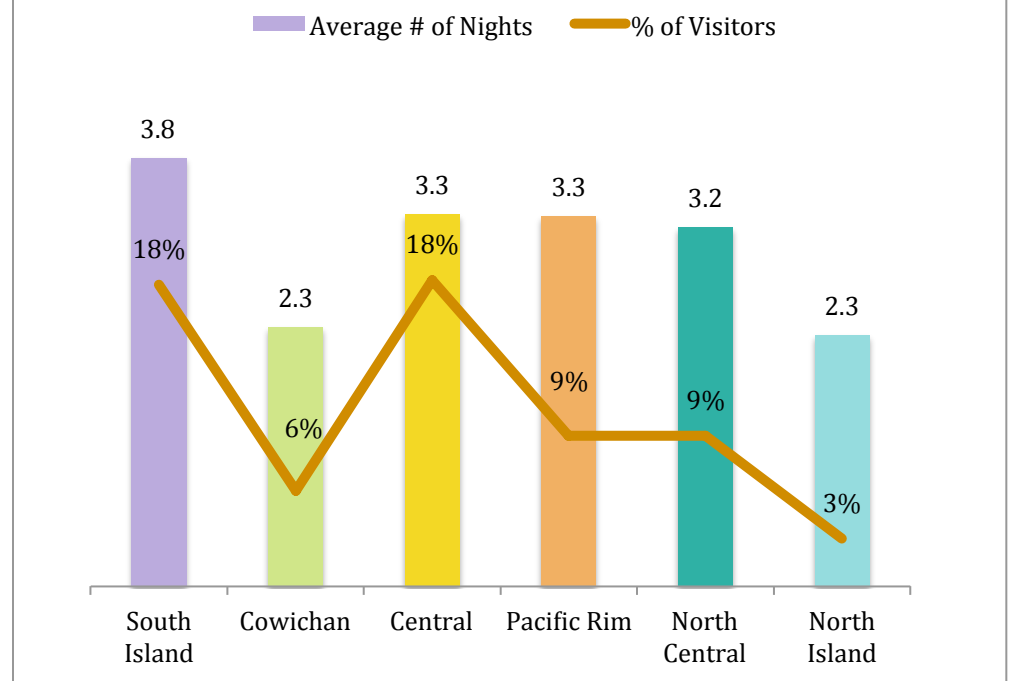
## Length of Stay

**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 67% of visitors, Ucluelet was the main destination of their trip, and for 29% of visitors it was one of several planned stops but not the main destination. 35% of respondents were in Ucluelet for the first time and 63% were repeat visitors.



**Figure 9. Length of stay by region**

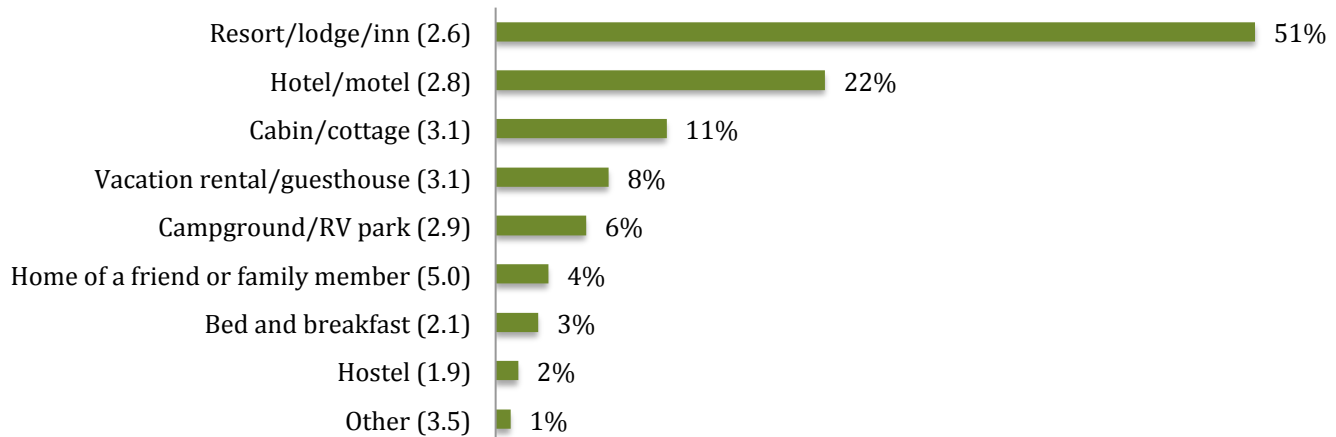


“The scenic beauty is magical and the place is special in a way since, if you want to be alone, there are many secret spots but if you'd like company, well say the word and the community will open up!”

## 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, 51% of visitors stayed in a resort/lodge/inn and on average they stayed 2.6 nights. 81% of visitors stayed overnight and 19% were in Ucluelet for a day trip only. *\*Multiple accommodation types could be selected therefore combined percent does not equal 100%.*

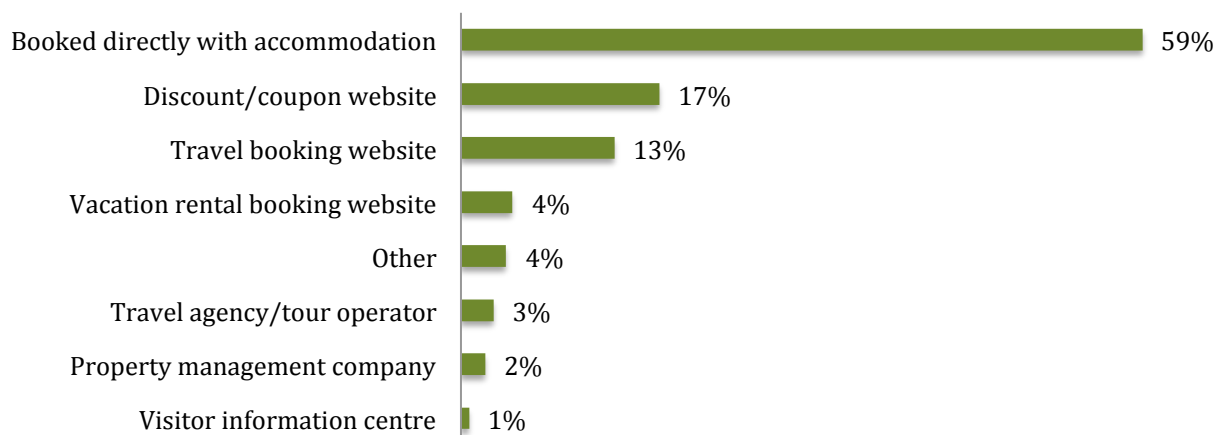
**Figure 10. Percent of visitors in each accommodation type (average # of nights)**



“The staff at our accommodation were extremely friendly and eager to please.”

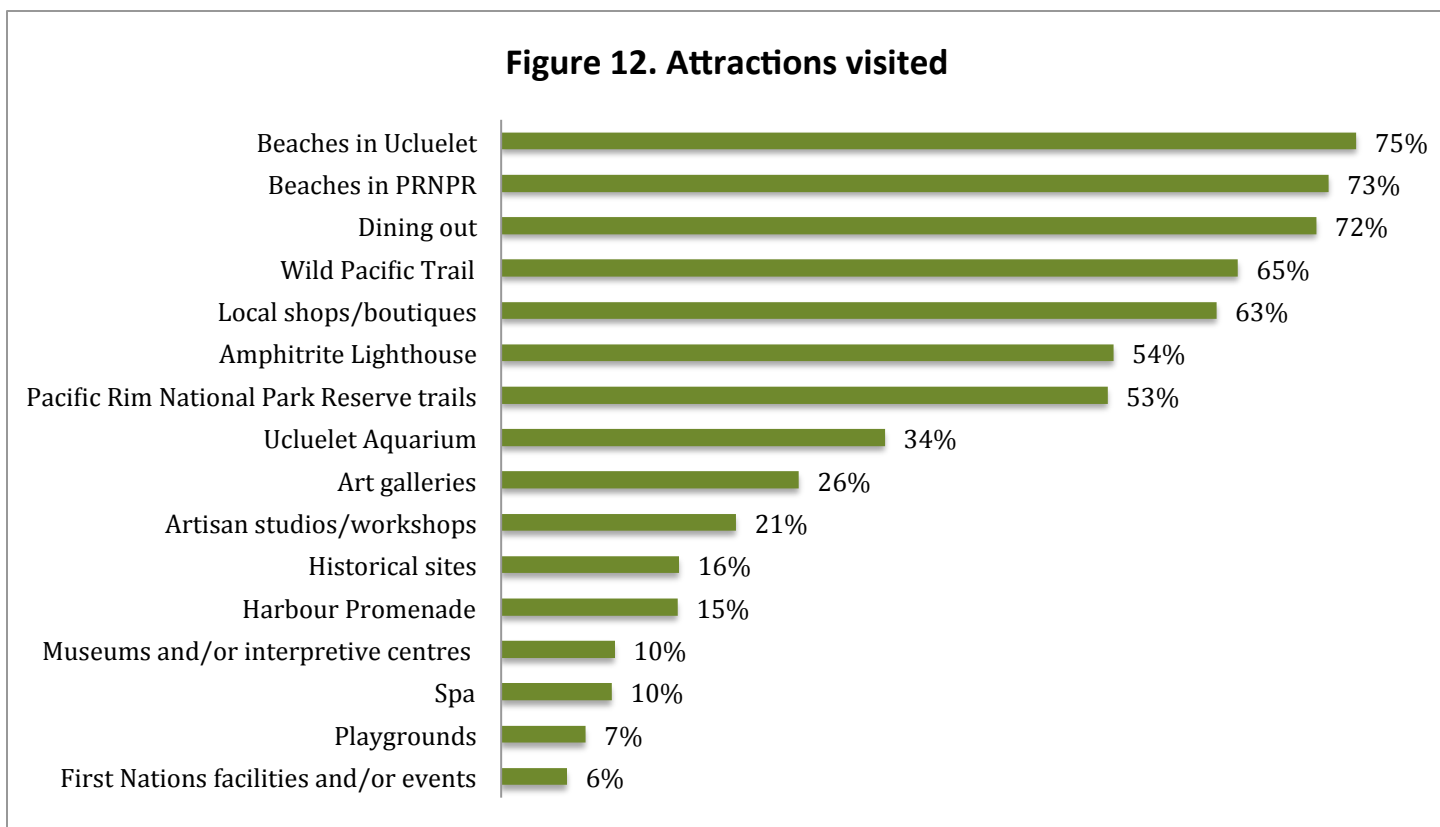
**Figure 11.** When asked how they booked their accommodations, 59% of visitors booked directly with the accommodation provider, 17% booked through a discount/coupon website, and 13% booked with a travel booking website. *\*Multiple options could be selected therefore combined percent does not equal 100%.*

**Figure 11. Booking accommodations**

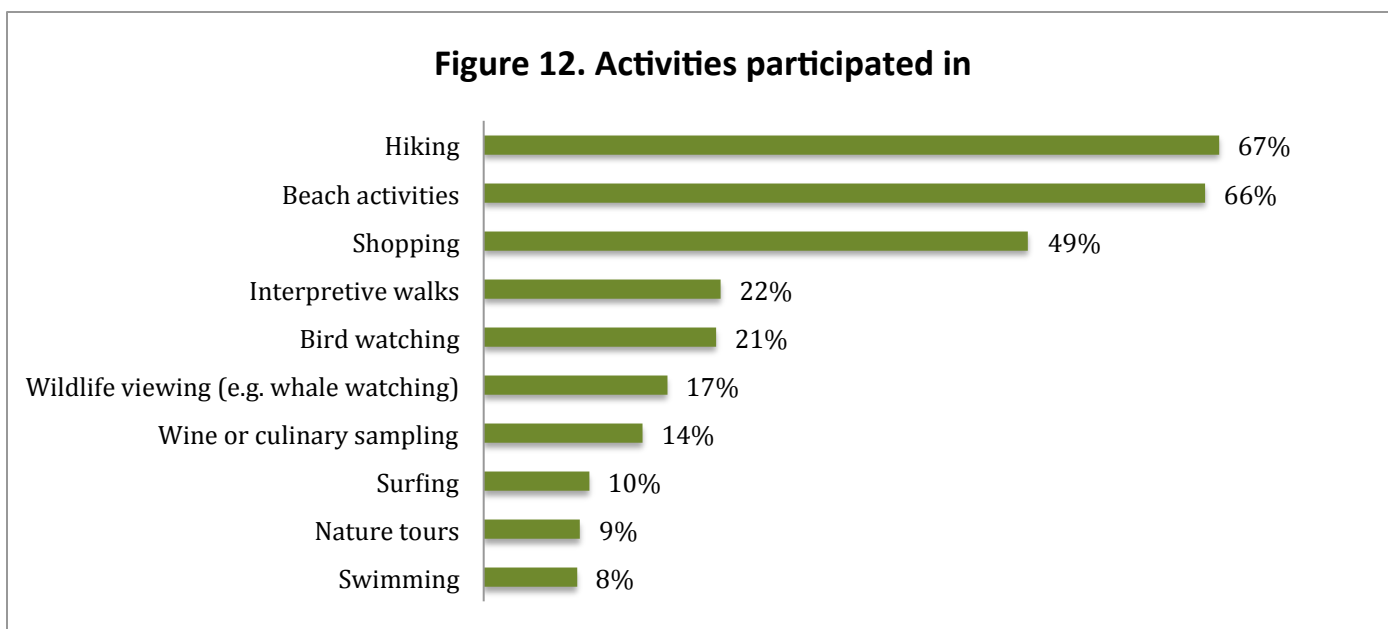


## Activities & Attractions

**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 (75%), beaches in Pacific Rim National Park Reserve (PRNPR) (73%), and dining out (72%). 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%.

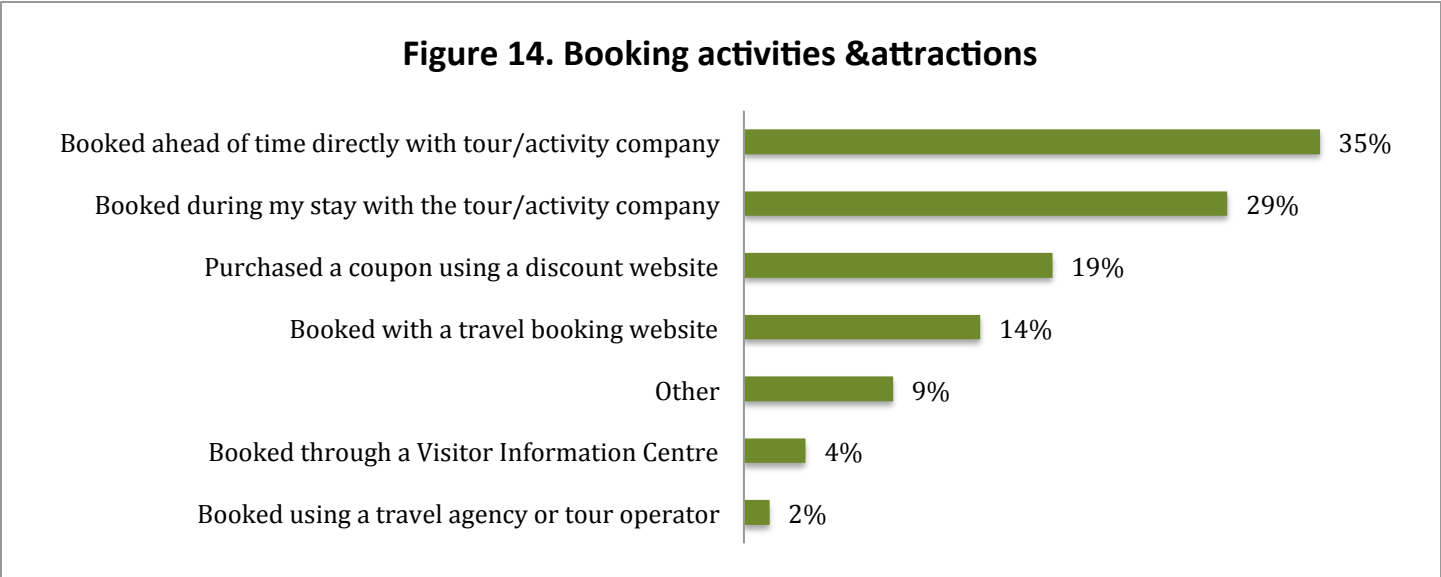


**Figure 13.** Visitors to Ucluelet specified which activities their groups participated in during their stay. The top activities were hiking (67%), beach activities (66%), and shopping (49%). Activities with 5% of responses or less have been left out of this graph. \*Multiple activities could be selected therefore combined percent does not equal 100%.



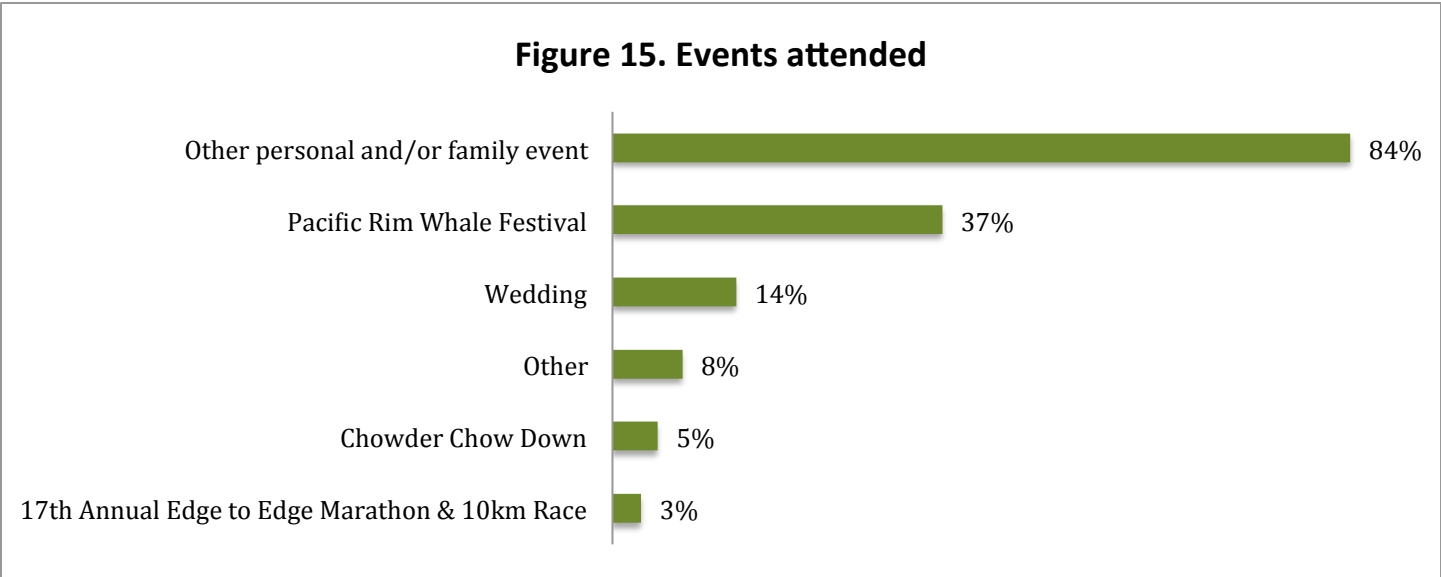


**Figure 14.** When asked how they booked the activities and attractions they participated in, 35% booked *ahead of time* directly with the tour/activity company, and 29% of visitors booked *during their stay* with the tour/activity company. *\*Multiple options could be selected therefore combined percent does not equal 100%.*



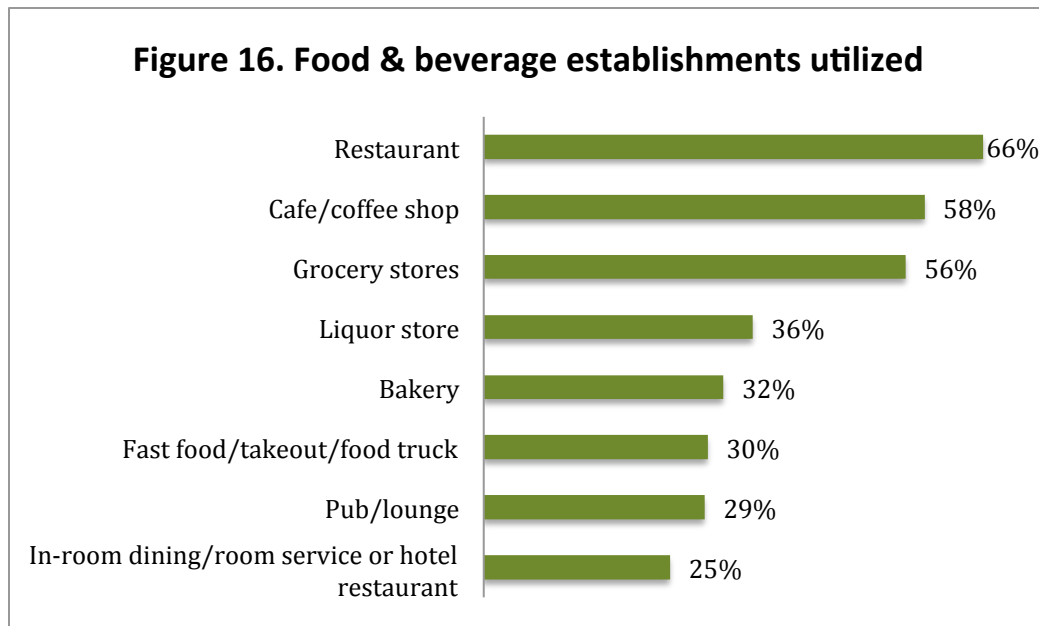
### Events Attended

**Figure 15.** Visitors were asked if they were visiting Ucluelet to attend a specific event. Some of the events in the “other” category were the *Porsche Club of America Event* and the *Tofino Food & Wine Festival*. The category “other personal and/or family event” refers to weddings, anniversaries, birthdays, and family reunions.



“What a beautiful, friendly place! We have been staying in Ucluelet as a family for the past nine years, and we plan to continue for many years to come. Thanks for the warm welcome every time we visit.”

**Figure 16.** The most commonly used food and beverage establishments for visitors were restaurants (66%), café/coffee shop (58%), and grocery stores (56%). \*Multiple options could be selected therefore combined percent does not equal 100%.



“Some more affordable options for food would be helpful for those who want to stay longer. Perhaps, later hours for grocery stores and restaurants (if sustainable for the businesses) would be helpful to tourists.”



### Spending

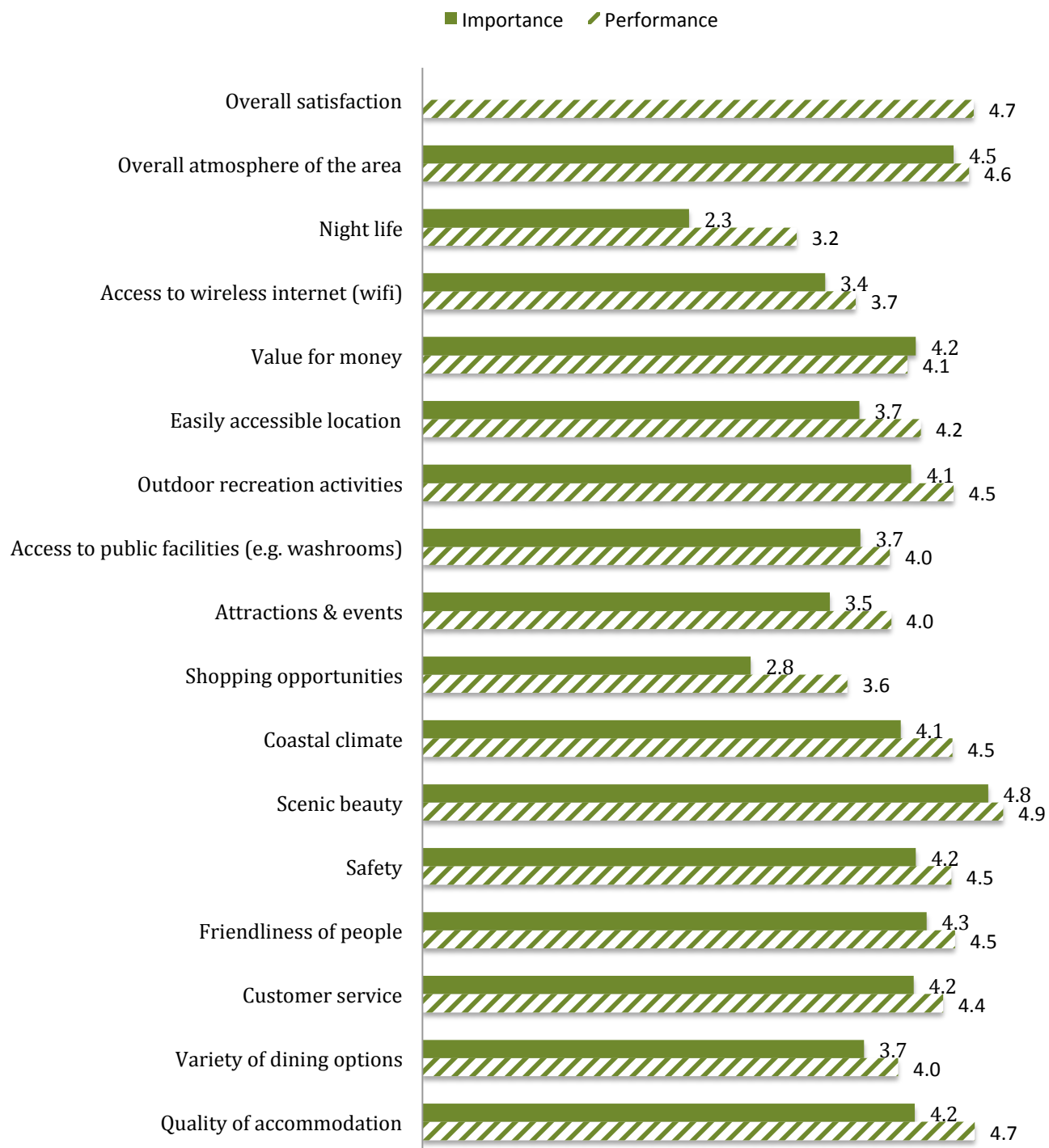
**Figure 17.** To gather data on group spending, visitors were asked to report approximately how much their group spent on a typical day during their visit to Ucluelet for each category. The average total spending per group was \$497 per day.



**Figure 17. Average spending per group**

	\$256 Accommodation
	\$120 Meals
	\$61 Shopping
	\$54 Entertainment
	\$55 Transportation

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



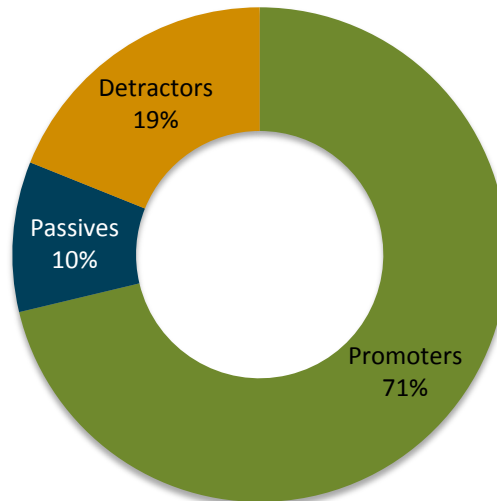
### Importance/Performance Ratings

**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). Figure 18 shows the average performance of each feature compared with visitors’ perceptions of importance. The overall satisfaction rating was 4.7 out of 5 (93%); the results show that Ucluelet is performing well in all attributes.

## 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 71% of visitors are promoters, 10% are passives, and 19% are detractors. **The Net Promoter Score for Ucluelet is 52.3.**

**Figure 19. Net promoter score**



“It is beautiful! The people are friendly! There are so many activities to do :) Young and old can have fun playing in this gorgeous part of Canada!”



Hiking  
Trails  
Beautiful  
Beaches  
Scenery  
Ocean  
Nature

**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. Of the 738 responses, the top eight words visitors used were scenery (66), relaxing (45), beaches (44), ocean (41), nature (40), beautiful (40), trails (35), and hiking (28).

## 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.

### Development

- It's been interesting watching Ukee and Tofino grow over the years. It has been a pleasant surprise coming back and seeing new developments such as the community centre (with new library) and aquarium. I miss the old Big Beach access and I'm sad that there has been a lot of land lost to new development along that area.
- This is a beautiful place; do not over develop the town or area.
- Love it just the way it is now...don't commercialize it!
- I would not increase amenities. Keep it simple and preserve the wilderness
- We will be back, as long as it does not get overdeveloped.
- Don't overdevelop the area. Keep it friendly and relaxed.
- Keep supporting local companies... keep being friendly!
- I hope it doesn't get developed too much more
- It would be nice if it would stay the same, small and friendly.
- Please try not to have it spoiled by too much growth
- It looks like a great new community is starting to shape up. Don't get so many hotels that you lose your tiny town charm; it is part of your beauty.

### Restaurants

- If Tacofino had a sibling called Tacocluelet, life would be perfect.
- A few more high end restaurants
- Season's too short for restaurants, very often, even after Victoria Day, restaurants are closed.
- We had trouble finding cafes open after 4pm on a Monday long weekend,
- More food trucks and/or restaurants options.
- Breakfast was hard to find in a meal, and some cafes were closed for coffee.
- Really wished more stuff was open when I was there in late February. And, more dining options (or at least is the existing restaurants would offer menu items for common dietary restrictions).
- Some cute independent shops. Lacking a variety of affordable meal options. Some nice high end ones but too expensive - where are the quality mid range restaurants?
- Access to local seafood.
- Weren't thrilled with the dinner options available, so opted to grocery shop instead.
- Budget dining opportunities were limited

### Recreation amenities

- The people who built the trails are to be commended and there should be a list of their names somewhere. They have done an amazing thing and their love of the coast shows in every lookout.
- Better walking trails along the main roads
- We hiked the Wild Pacific Trail using our all-terrain stroller and were so impressed and pleased that the trail offered "stroller bypass" routes to accommodate families hiking with children.
- Loved the aquarium!
- A few more kid friendly activities or attractions during storm season

### For more information:

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