

Destination Nanaimo
Vancouver Market
Research 2008



Marketing Situation

Destination Nanaimo develops and implements marketing plans and strategies to increase tourism revenues within the Nanaimo community.

To fully develop the potential from the Greater Vancouver market, marketing strategies need to be based on a good understanding of the knowledge, behaviour and attitudes to the City among prospective leisure travellers.

A better understanding of the Greater Vancouver market is a priority for Nanaimo, to provide the basis for marketing planning and future destination branding and positioning decisions.

Research Objectives

Key information needs from this research program are:

1. To determine the nature of current travel to the Nanaimo area.
2. To determine the motivations for travel to Nanaimo, its positioning versus competitive destinations, and its destination imagery.
3. To define the prime target audience for travel to Nanaimo.
4. To determine interest in Nanaimo's current tourism products and their ability to attract incremental visitation.
5. To determine travel planning sources used for nearby travel.
6. To provide guidance as to how Nanaimo can be positioned to stimulate additional travel and expenditure.

Research Approach

- 552 telephone interviews in Greater Vancouver
- Random sample of homes called
- Region, age and gender representative quotas
- Interviews completed with qualified travellers
 - 740 interviews started
 - 25% not taking any overnight leisure trips in last year excluded
 - All results are %s of qualified travellers
- On total sample of 552, results accurate +/-4%, 19 times out of 20.
- Wider confidence limits on sub-samples
 - e.g., +/- 7% on 218 Nanaimo visitors in last 5 years
 - +/- 10% on 102 staying overnight in Nanaimo in 5 years
 - Minor comments omitted from open-ended questions
- Fieldwork: April 2008.

Conclusions and Implications

1. Visitation to Nanaimo as a destination is currently very limited

- While 40 percent of Greater Vancouver travellers have visited Nanaimo in the last five years, only 18 percent have stayed overnight. Seventy percent of visits are day-only trips.
- Sixty percent of day visitors stay one hour or less. Half of overnight visits are single night stays. Half of overnight visits are en route to another destination.
- Thirty percent of visitors travel to Nanaimo to visit friends and relatives (VFR) and 30 percent visit for a stop-over.
- VFR is the leading purpose for overnight stays, for 38%. Other main purposes are a stop-over (14%), sightseeing (14%) and relaxing (7%).
- Nanaimo visitors are broad-based demographically and regionally within Greater Vancouver.
- As with most destinations, visitors skew to those taking travel trips most frequently, to higher income and education.

2. Awareness of the appeals and attractions of Nanaimo are limited and its destination imagery is not well-developed.

- Half of Greater Vancouver prospects could not mention an appeal of Nanaimo, and specific feature recall is limited. The leading appeals volunteered are scenery (13%), the beach/ocean (10%), and being relaxing and quiet (9%).
- Even those who have stayed overnight suggested limited specific features: shopping, beach or coast activities, sightseeing and hiking being mentioned by just over 10 percent.
- Nanaimo is seen as competing with other Vancouver Island tourist destinations, especially Long Beach, Parksville/Qualicum Beach, the Comox area and Victoria.
- Principal activities in the Nanaimo area are largely incidental to a VFR or stop-over trip: shopping, dining out and some sightseeing
- Relative to selected popular destinations for Greater Vancouver market travel, (Okanagan, Whistler, Gulf Islands and Victoria) Nanaimo's image is currently not strong. It enjoys competitive strength as a good destination for ocean activities, and is seen as good value, but otherwise it does not have developed imagery, seemingly not usually being thought about as a destination.

3. There is potential interest in future trips to the Nanaimo area, for getaways. There is interest in the City focused on the ocean, harbour and related activities.

- Four activity trip ideas attracted “very interesting” comments from 25 percent or more of Greater Vancouver prospects, primarily related to the ocean and waterfront. A trip to stay near the ocean was very interesting to 38 percent, to parks and natural areas to 30%, time near the harbour and waterfront to 26 percent, and a trip to “Newcastle Island off the Nanaimo Coast” was very interesting to 25 percent. Three of these four ideas are focused on the ocean and waterfront.
- Travel interest is for getaways (26% very interested) rather than vacations.
- The urban attractions of Nanaimo are not as appealing, perhaps as large cities likely dominate travel for such activities.
- There is very little variation in interest by demographic or travel behaviour sub-groups. There is marginally more interest in the inland parts of the GVRD than the coast, these finding Nanaimo’s ocean-front location more different than their home perhaps.

4. Recommendations for developing Nanaimo's tourism appeal in the Greater Vancouver market are:

- a. Nanaimo's potential to develop increased tourism revenue appears to be as a destination for weekend getaways from Vancouver and also by increasing its attractiveness, or length of stay, for "stop-overs" on longer trips elsewhere on Vancouver Island.
- b. Currently, there is limited awareness of the City's current tourism product, and building such additional tourism will require building awareness of the appeals of Nanaimo as a destination.
- c. Rather than try to communicate the breadth of attractions, Nanaimo requires a clear, single-minded, focused positioning, based on the City's tourism product with the most interest among prospects.
- d. The tourism features of Nanaimo that are most interesting to prospects are the City's waterfront – its harbour, ocean, coast and Newcastle Island. These features should form the core of a distinctive destination positioning.
- e. The target for a new "destination campaign" is broad, not focused in any specific sub-group.
- f. Communication of the appeals for Nanaimo can usefully be via on-line communication and in print, e.g., newspaper and magazines

Main Findings

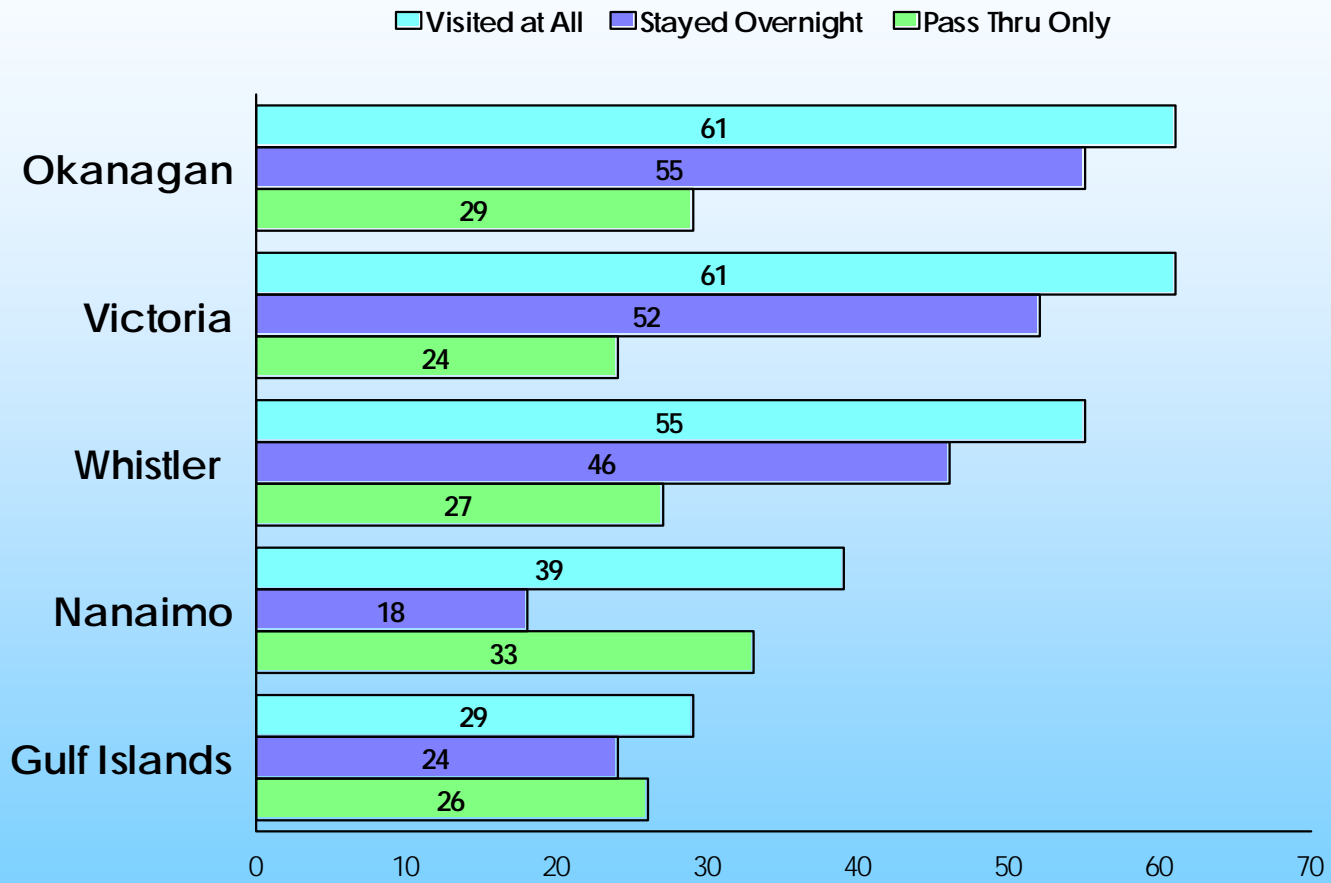
A. Travel Patterns and Visitor Profile

Leisure Travel Incidence

	Total Contacts	% Taking Leisure Travel in Past 12 Months
Age 18-34	215	71%
35-54	301	79%
55-64	104	78%
65+	120	67%
Female	385	79%
Male	355	70%
Total	740	75%

The base for the remainder of the report is the 552 respondents (75%) who had taken any overnight leisure travel in the past 12 months.

Destination Visitation in Last Five Years

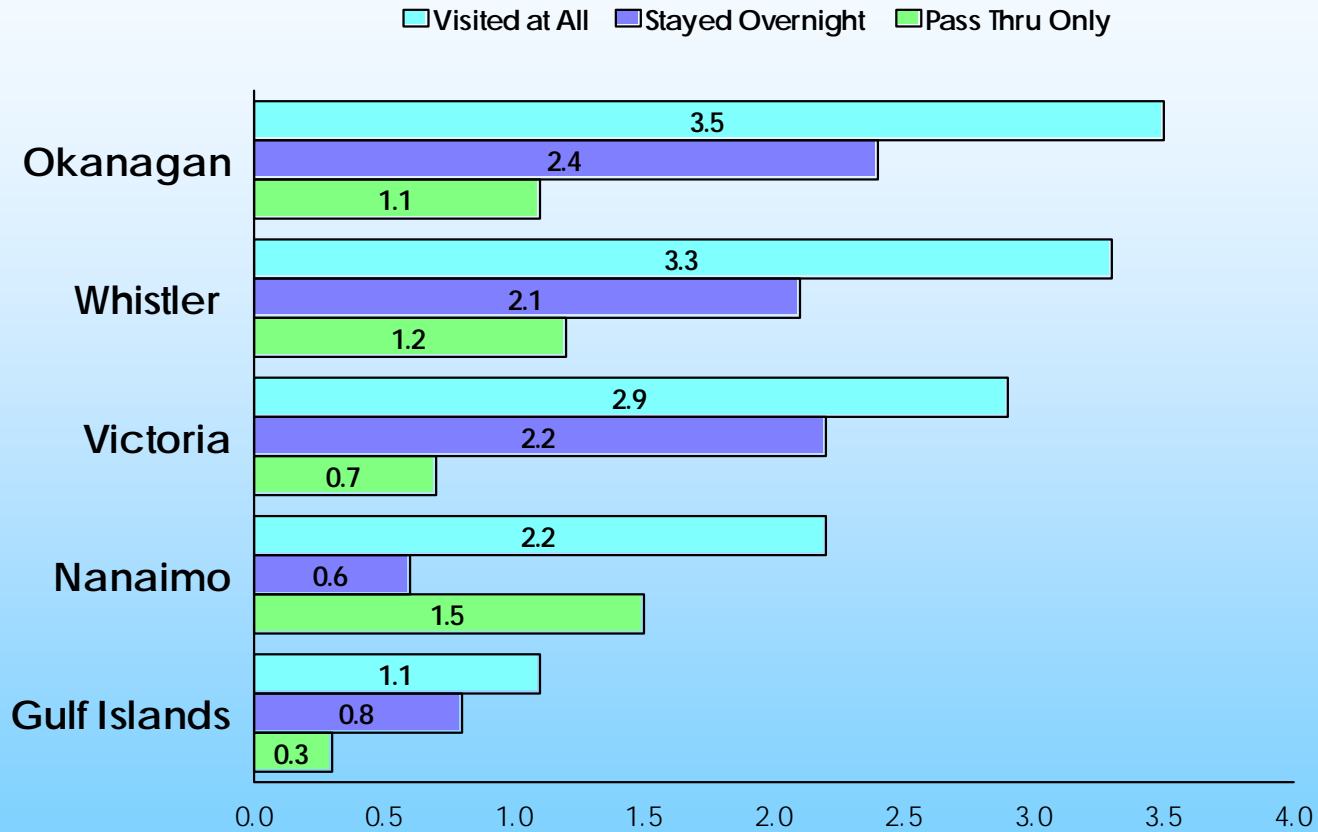


Destination Visitation in Last Five Years Visited for Leisure

	Visited At All 552 %	Stayed Overnight 552 %	Pass Thru Only 552 %
Okanagan	61	55	29
Victoria	61	52	24
Whistler	55	46	27
Nanaimo	39	18	33
Gulf Islands	29	24	26

Destination Visitation in Last Five Years

Average # of Trips in 5 Years



Destination Visitation in Last Five Years

Average Number of Trips

	Visited At All 552 #	Stayed Overnight 552 #	Pass Thru Only 552 #
# Among Destination Visitors			
Okanagan	5.8	4.0	1.8
Whistler	6.0	3.8	2.2
Victoria	5.3	4.0	1.3
Nanaimo	5.5	1.7	3.9
Gulf Islands	3.9	2.7	1.2
# Among All Respondents			
Okanagan	3.5	2.4	1.1
Whistler	3.3	2.1	1.2
Victoria	2.9	2.2	0.7
Nanaimo	2.2	0.6	1.5
Gulf Islands	1.1	0.8	0.3

Nanaimo Visitation in Last Five Years For Leisure

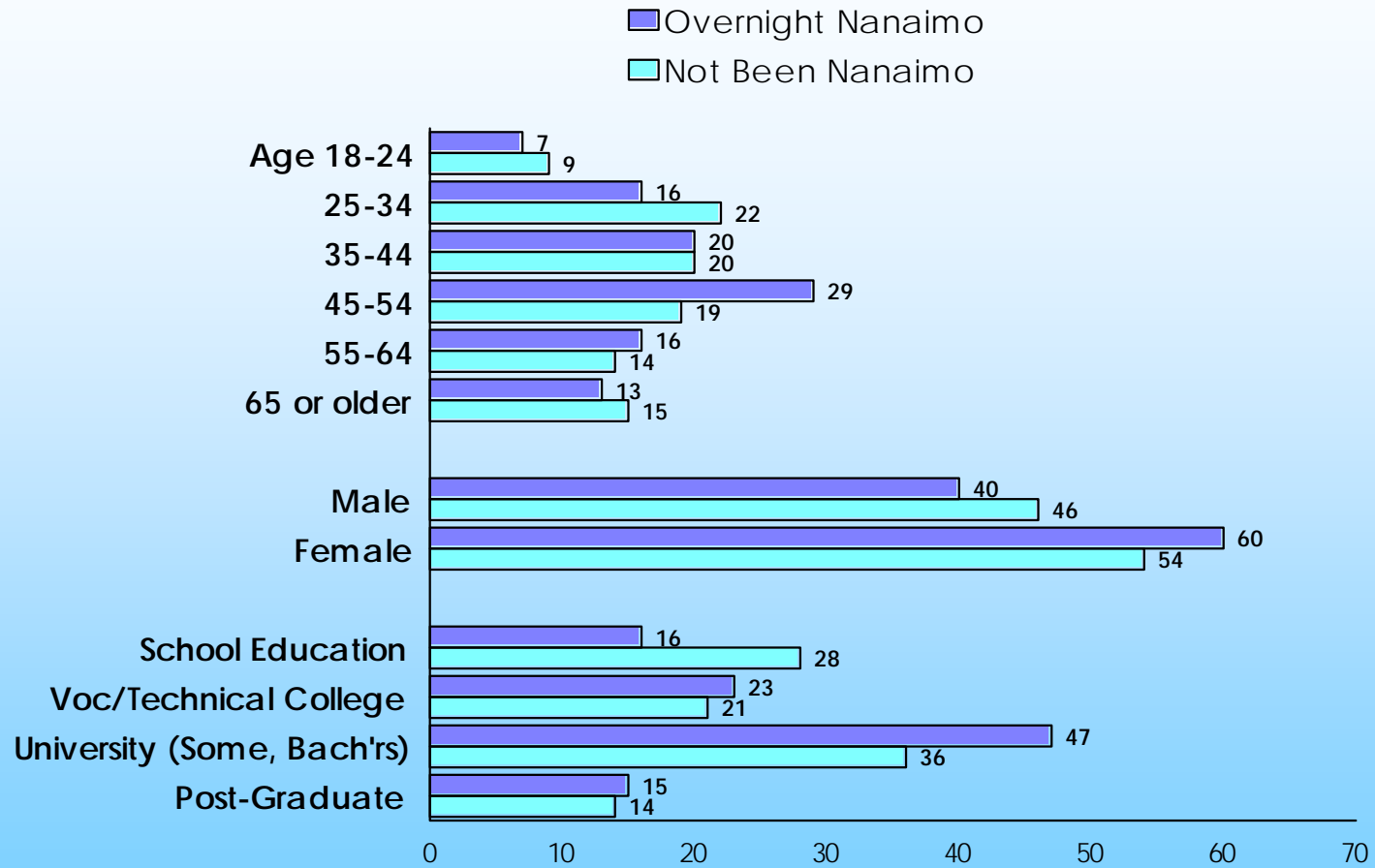
	Visited At All 552 %	Stayed Overnight 552 %	Pass Thru Only 552 %
None	61	82	67
One	11	9	9
Two	7	4	7
Three – Four	9	2	8
Five or more	12	2	8
Average No.	2.2	0.6	1.5

Nanaimo Visitation in Last Five Years

Average No. in 5 Years

	Total 552 %	Frequent Travellers (6+/year) 129 %	Medium Travellers (3-5) 190 %	Light Travellers 1-2/yr 233 %
Visited Nanaimo in 5 Years	39	57	41	29
Average # Trips in 5 Years				
Among Visited Nanaimo				
Stayed Overnight	1.7	2.8	1.3	0.9
Passed Through Only	3.9	3.7	4.4	3.5
Total	5.5	6.4	5.7	4.3
Among All Respondents				
Stayed Overnight	0.7	1.6	0.5	0.3
Passed Through Only	1.5	2.1	1.8	1.0
Total	2.1	3.6	2.3	1.2

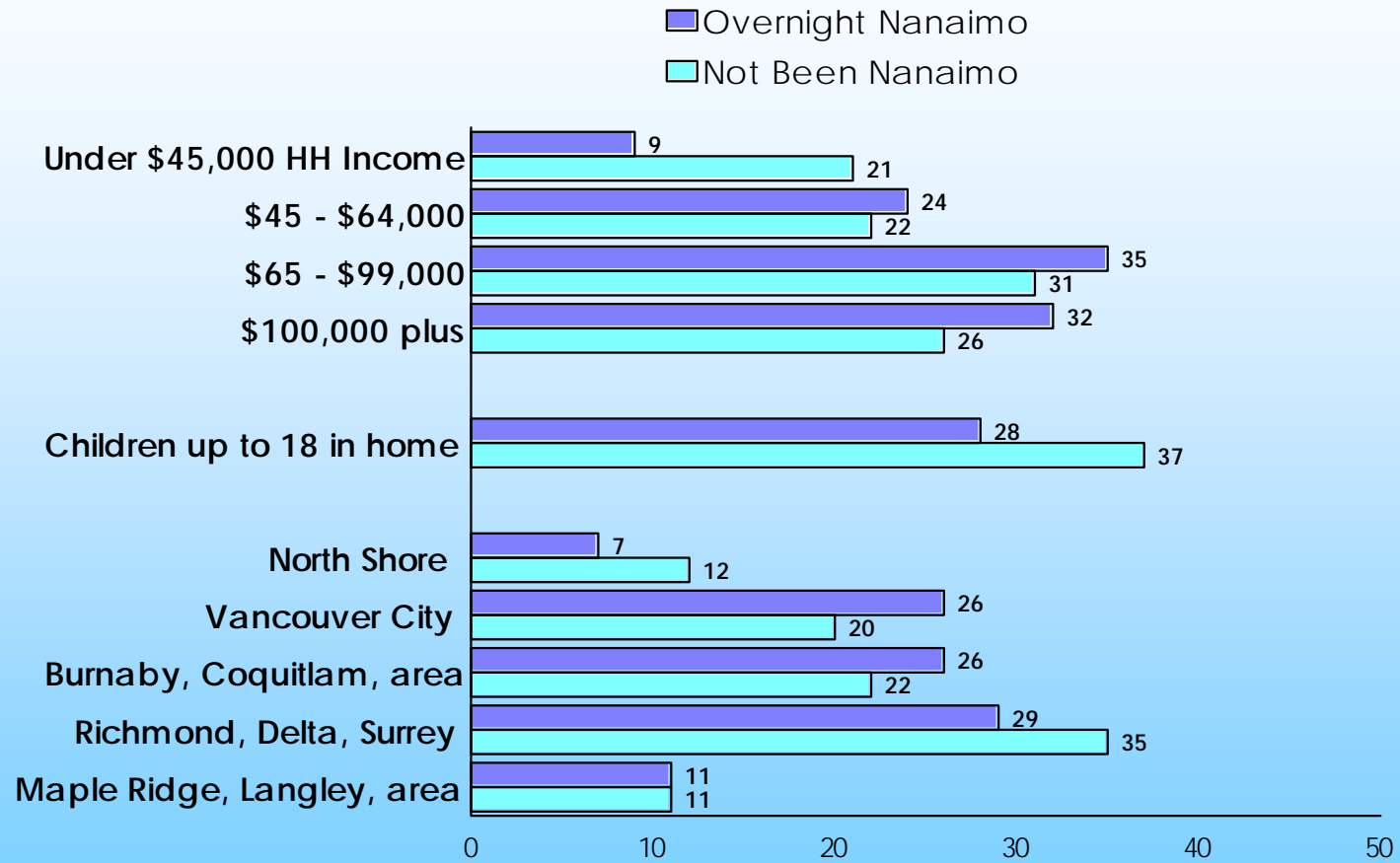
Demographic Profile of Visitors



Nanaimo Visitor Demographic Profile

		<u>Visited Nanaimo in 5 Yrs</u>		<u>Not Been</u>
		<u>Overnight</u>	<u>Any</u>	<u>Nanaimo 5 yrs</u>
		102	218	334
		%	%	%
Age	18-24	7	6	9
	25-34	16	16	22
	35-44	20	19	20
	45-54	29	30	19
	55-64	16	15	14
	65 or older	13	14	15
Gender	Male	40	44	46
	Female	60	56	54
Education	High School (or less)	16	17	28
	Voc/Technical College	23	17	21
	University (Some, Bach'rs)	47	44	36
	Post-Graduate	15	20	14

Demographic Profile of Visitors



Nanaimo Visitor Household and Region Profile

		<u>Visited Nanaimo in 5 Yrs</u>		<u>Not Been</u>
		<u>Overnight</u>	<u>Any</u>	<u>Nanaimo 5 yrs</u>
		102	218	334
		%	%	%
Household Income <i>(exc. Ref'd)</i>	Under \$45,000	9	13	21
	\$45 - \$64,000	24	19	22
	\$65 - \$99,000	35	28	31
	\$100,000 plus	32	40	26
Household	Children up to 18 in home	28	34	37
Region in GVRD <i>(see map)</i>	North Shore	7	12	12
	Vancouver City	26	27	20
	Burnaby, Coquitlam, area	26	26	22
	Richmond, Delta, Surrey	29	25	35
	Maple Ridge, Langley, area	11	10	11

Nanaimo Visitor Travel Behaviour Profile

		<u>Visited Nanaimo in 5 Yrs</u>		Not Been
		Overnight	Any	Nanaimo 5 yrs
		102 %	218 %	334 %
Average No. Trips per Year	Vacations	2.5	2.3	1.8
	Getaways	3.6	3.0	2.1
	Total	6.1	5.3	3.9
Vacations (4+ nights)	None	8	10	19
	One	31	29	42
	Two – Three	41	46	31
	Four or more	19	14	8
Getaways (1-3 nights)	None	15	19	28
	One	17	18	25
	Two – Three	40	38	31
	Four or more	29	26	16

Sources of Information for Planning BC Leisure Trips

	Total	Age		
		18-34	35-54	55+
	552	152	239	161
	%	%	%	%
Internet - Search Engine, Google, Yahoo	33	47	33	17
Internet - Destination, City Tourism Site	19	16	25	12
Internet - Travel Site – Expedia, Travelocity	14	16	15	12
Internet - Province State, Country Site	9	7	11	7
Internet - Other	5	9	5	2
Travel Agent	5	4	4	7
Auto Association	4	1	3	9
Tourism BC/TBC Infocentres	6	6	5	8
Destination/Local Tourism Info	1	1	2	1
Guides – General, from destination	3	2	3	6
Magazine	12	9	13	13
Newspaper	14	7	15	19
Friends, Relatives, Word Of Mouth	28	32	26	27

Awareness of Nanaimo Advertising

	Total	<u>Been Nanaimo in 5 Yrs</u>		
		Yes	No	Overnight
	552 %	218 %	334 %	102 %
Seen Any	24	27	22	29
Television	16	19	15	21
Magazines	10	14	8	17
Newspapers	8	10	7	14
On-line	3	4	2	6

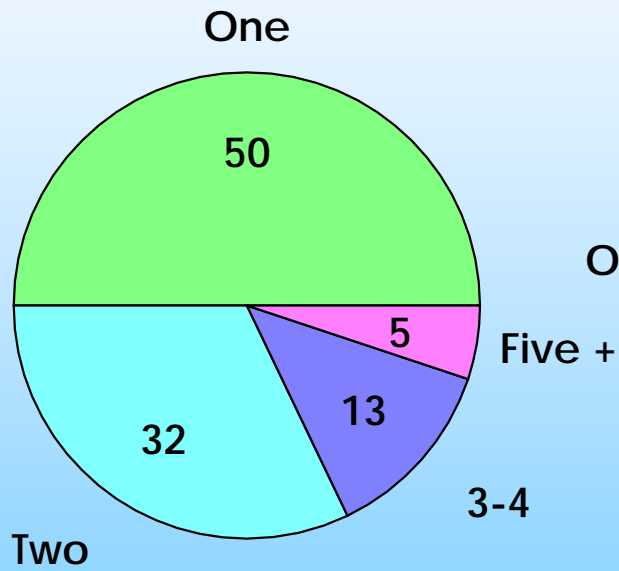
Have you seen tourism advertising for Nanaimo in the last few months on TV, in magazines, in newspapers or on-line which describes the different activities to do in Nanaimo and uses the slogan "Amazing Nanaimo".

B. Nanaimo Travel Patterns

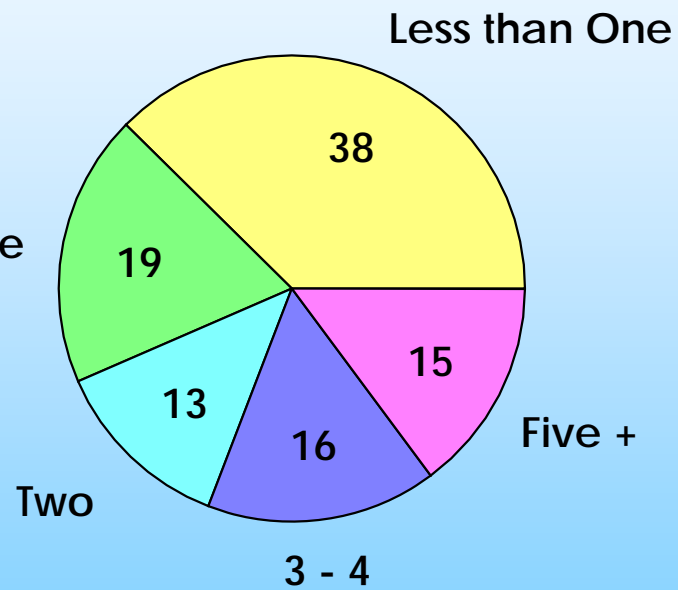
Nanaimo travel patterns following are based on the last overnight trip for those taking an overnight trip in the last five years, and the last day trip for other Nanaimo visitors.

Time Spent in Nanaimo Last Trip

Overnight Stays - Nights



Day Trips - Hours



Nanaimo Travel Stays (Last Trip)

		Stayed Overnight	Day Visitor Only
Last overnight trip for any overnight in 5 years		102	116
Last day trip if no overnight in 5 years		%	%
Nanaimo	Main Destination	50	
	On Way Elsewhere	50	
Nights in Nanaimo	One	50	
	Two	32	
	Three – Four	13	
	Five or more	5	
	Average	2.0	
Hours in Nanaimo	None, Less than One		38
	One		19
	Two		13
	Three – Four		16
	Five or more		15
	Average		2.1

Time of Year (Last Trip) to Nanaimo

Note: Survey timing in April will have biased the results to the Winter/Fall

	Total	Stayed Overnight	Day Visitor Only
	218 %	102 %	116 %
January-March	20	23	17
April	7	5	9
May	7	7	8
June	6	4	8
July	13	10	16
August	18	21	16
September	11	12	9
October-December	15	16	15
Winter (Nov-Mar)	29	32	27
Spring (April-June)	20	16	25
Summer (July-Aug)	31	31	32
Fall (Sep-Oct)	17	19	14

Nanaimo Visitor Party (Last Trip)

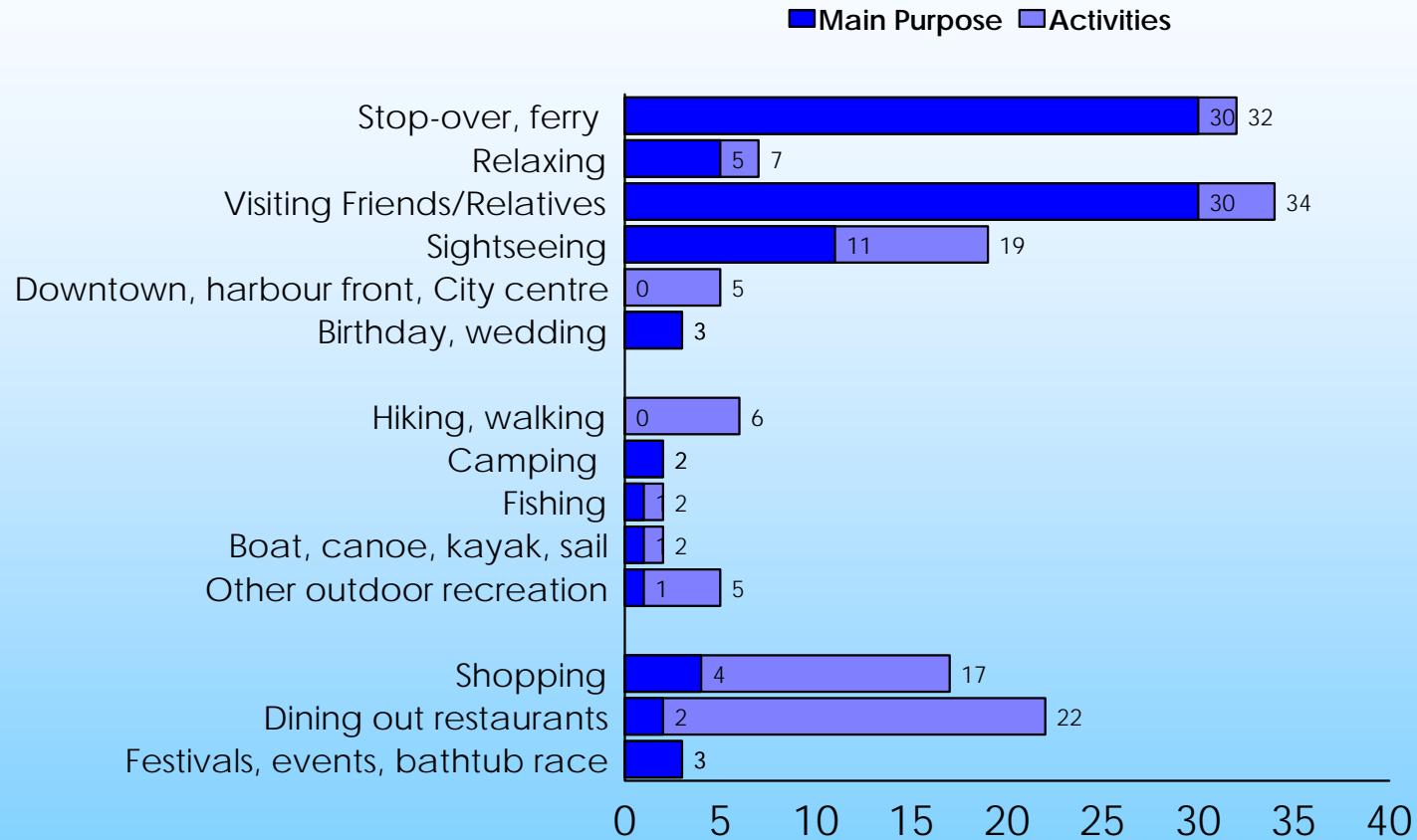
		Total	Stayed Overnight	Day Visitor Only
		218	102	116
		%	%	%
Adults in party	One	17	16	17
	Two	51	52	51
	Three +	32	32	32
	Average	2.7	3.0	2.5
Children in Party	Any		38	49
	Average		2.4	2.1
Average Total # in Party			5.4	4.6

Averages influenced by a few large (15+ parties)

Accommodation Type (Last Trip)

	Stayed Overnight
	102 %
Hotel	46
Motel	18
Bed and Breakfast	2
Camping, RV	4
Boat, ship	3
Cabin, Resort	2
Friend or relative's home	25

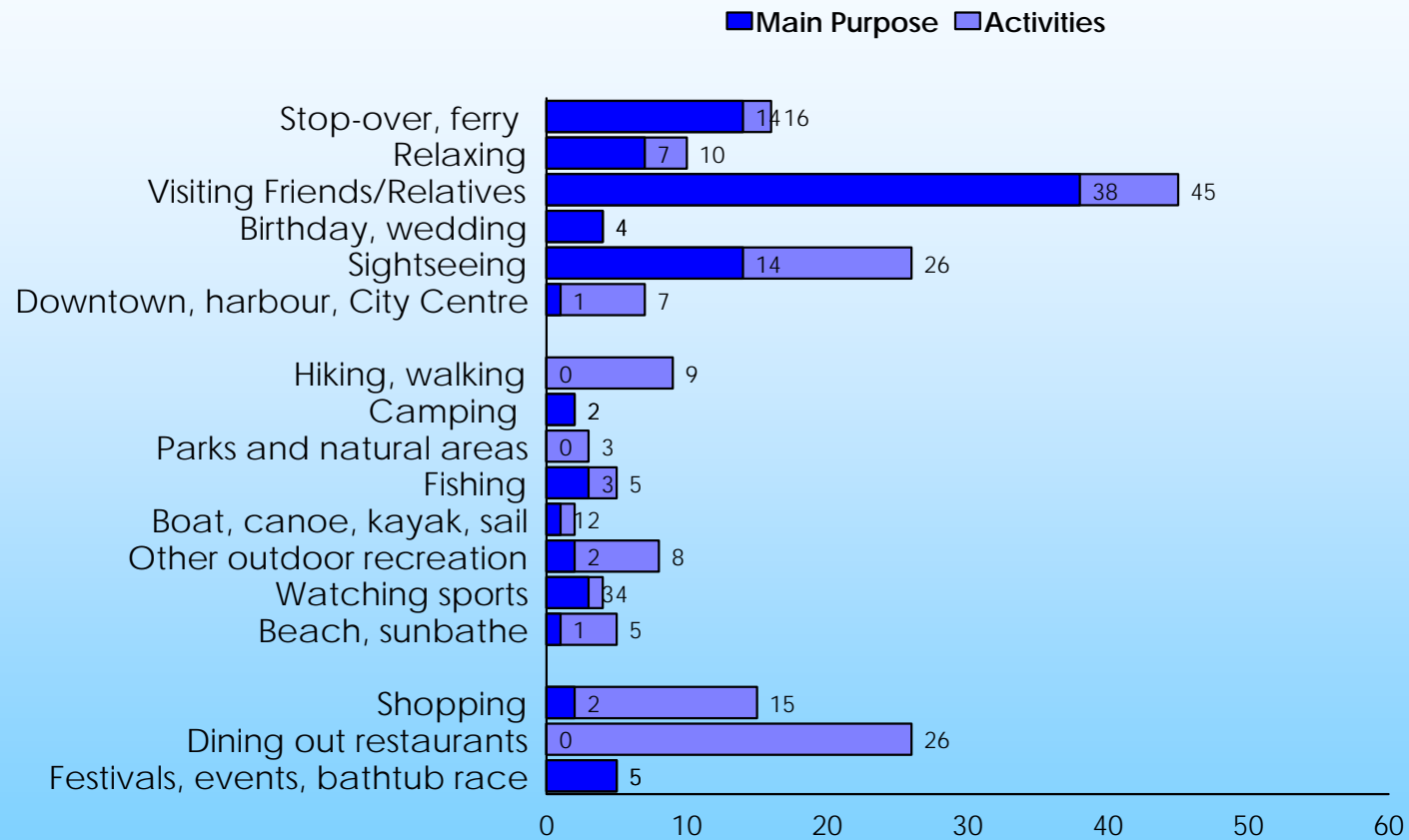
Main Purpose and Activities on Last Trip to Area



Main Purpose and Activities on Last Trip to Nanaimo Area Been in Last 5 Years

Been Nanaimo last 5 years	Main Purpose Purpose 218 %	Purpose + Activities 218 %
Stop-over, ferry	30	32
Relaxing	5	7
Visiting Friends/Relatives	30	34
Sightseeing	11	19
Downtown, harbour front, City centre	-	5
Birthday, wedding	3	3
Hiking, walking	-	6
Camping	2	2
Fishing	1	2
Boat, canoe, kayak, sail	1	2
Other outdoor recreation	1	5
Shopping	4	17
Dining out restaurants	2	22
Festivals, events, bathtub race	3	3

Main Purpose and Activities on Last Trip to Area Overnight Visitors Only



Main Purpose and Activities on Last Trip to Nanaimo Area Overnight Visitors Only

Stayed overnight in Nanaimo in last 5 years	Main Purpose 102 %	Purpose + Activities 102 %
Stop-over, ferry	14	16
Relaxing	7	10
Visiting Friends/Relatives	38	45
Birthday, wedding	4	4
Sightseeing	14	26
Downtown, harbour, City Centre	1	7
Hiking, walking	-	9
Camping	2	2
Parks and natural areas	-	3
Fishing	3	5
Boat, canoe, kayak, sail	1	2
Other outdoor recreation	2	8
Watching sports	3	4
Beach, sunbathe	1	5
Shopping	2	15
Dining out restaurants	-	26
Festivals, events, bathtub race	5	5

Main Purpose of Last Trip to Nanaimo Area

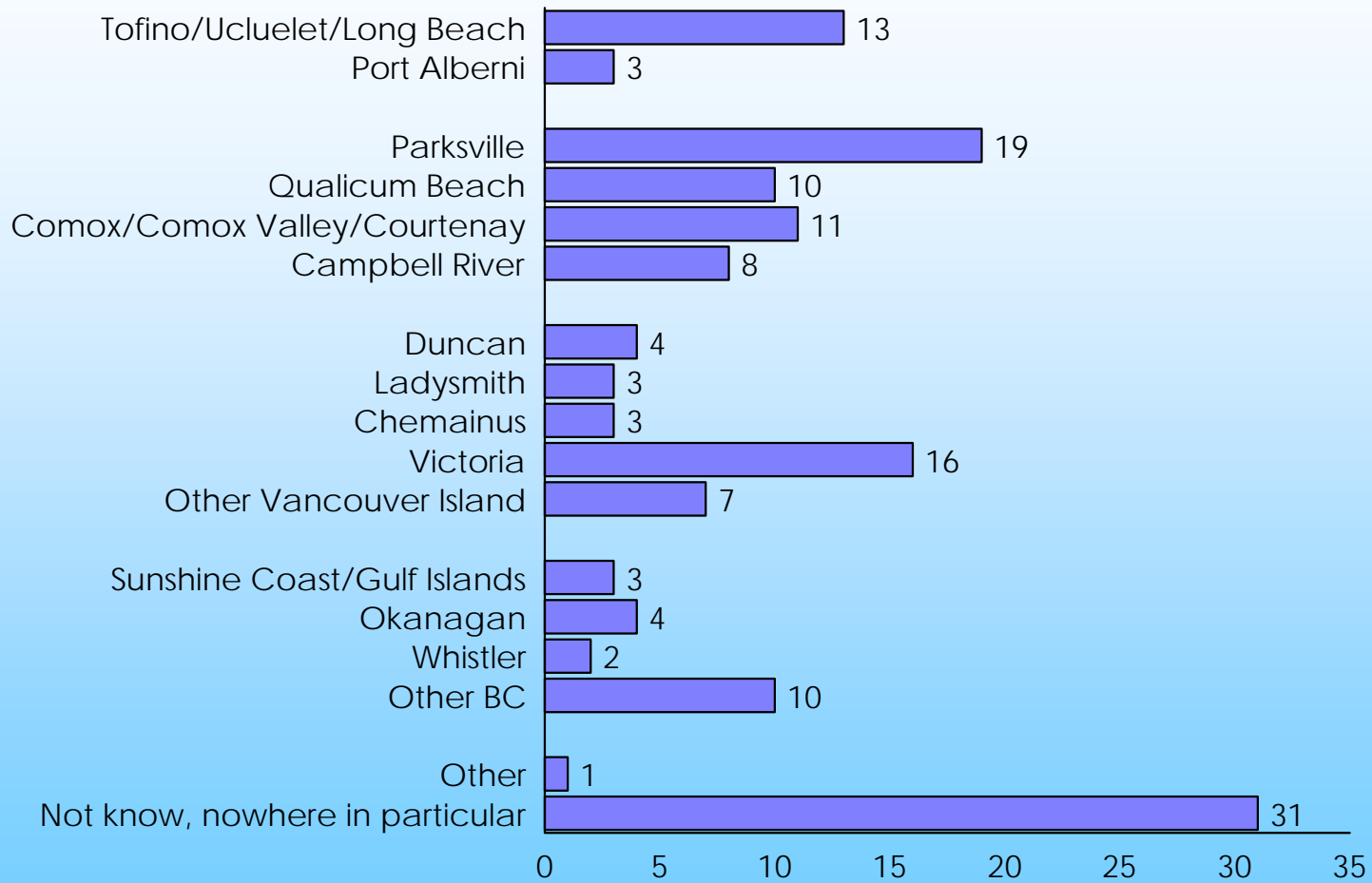
	Total 218 %	Stayed Overnight 102 %	Day Visitor Only 116 %
Stop-over, ferry	30	14	44
Relaxing	5	7	3
Visiting Friends/Relatives	30	38	22
Birthday, wedding	3	4	3
Sightseeing	11	14	9
Camping	2	2	3
Parks and natural areas			
Fishing	1	3	-
Golf	1	1	1
Boat, canoe, kayak, sail	1	1	2
Other outdoor recreation	1	2	-
Watching sports	1	3	-
Shopping	4	2	6
Dining out restaurants	2	-	3
Art/Theatre/Culture	-	1	-
Festivals, events, bathtub race	3	5	1

Total Purpose and Activities on Last Trip to Nanaimo Area

	Total 218 %	Stayed Overnight 102 %	Day Visitor Only 116 %
Stop-over, ferry	32	16	47
Relaxing	7	10	4
Visiting Friends/Relatives	34	45	25
Sightseeing	19	26	13
Downtown, harbour front, City centre	5	7	3
Birthday, wedding	3	4	3
Hiking, walking	6	9	3
Camping	2	2	3
Parks and natural areas	1	3	-
Fishing	2	5	-
Boat, canoe, kayak, sail	2	2	3
Other outdoor recreation	5	8	2
Watching sports	2	4	-
Beach, sunbathe	2	5	-
Shopping	17	15	20
Dining out restaurants	22	26	18
Festivals, events, bathtub race	3	5	1

C. Nanaimo Destination Imagery

Similar Destinations to Nanaimo

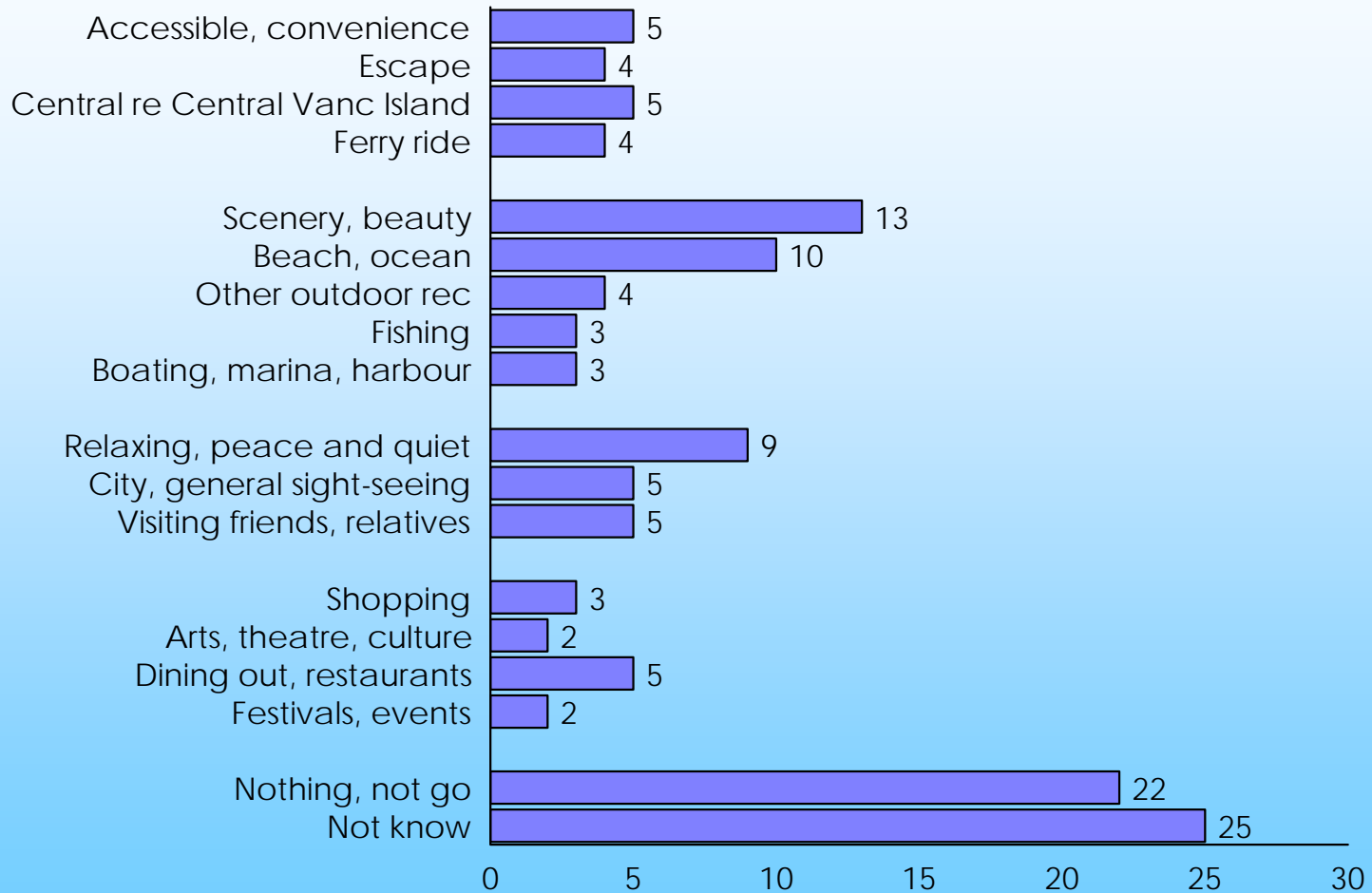


Similar Destinations to Nanaimo - Volunteered

"If you were thinking about taking a leisure trip to the Nanaimo area, what other towns or areas could you also go to for a similar type of trip?"

	Total	Been Nanaimo in 5 Yrs		
		Yes	No	Overnight
	552 %	218 %	334 %	102 %
Tofino/Ucluelet/Long Beach	13	16	12	21
Port Alberni	3	6	1	7
Parksville	19	26	15	26
Qualicum Beach	10	15	7	14
Comox/Comox Valley/Courtenay	11	15	8	16
Campbell River	8	11	7	11
Duncan	4	4	4	2
Ladysmith	3	4	2	3
Chemainus	3	5	1	4
Victoria	16	19	14	20
Other Vancouver Island	7	8	6	9
Sunshine Coast/Gulf Islands	3	2	3	2
Okanagan	4	4	4	4
Whistler	2	2	1	2
Other BC	10	10	10	10
Other	1	-	1	-
Not know, nowhere in particular	31	21	37	19

Volunteered Appeals of Nanaimo

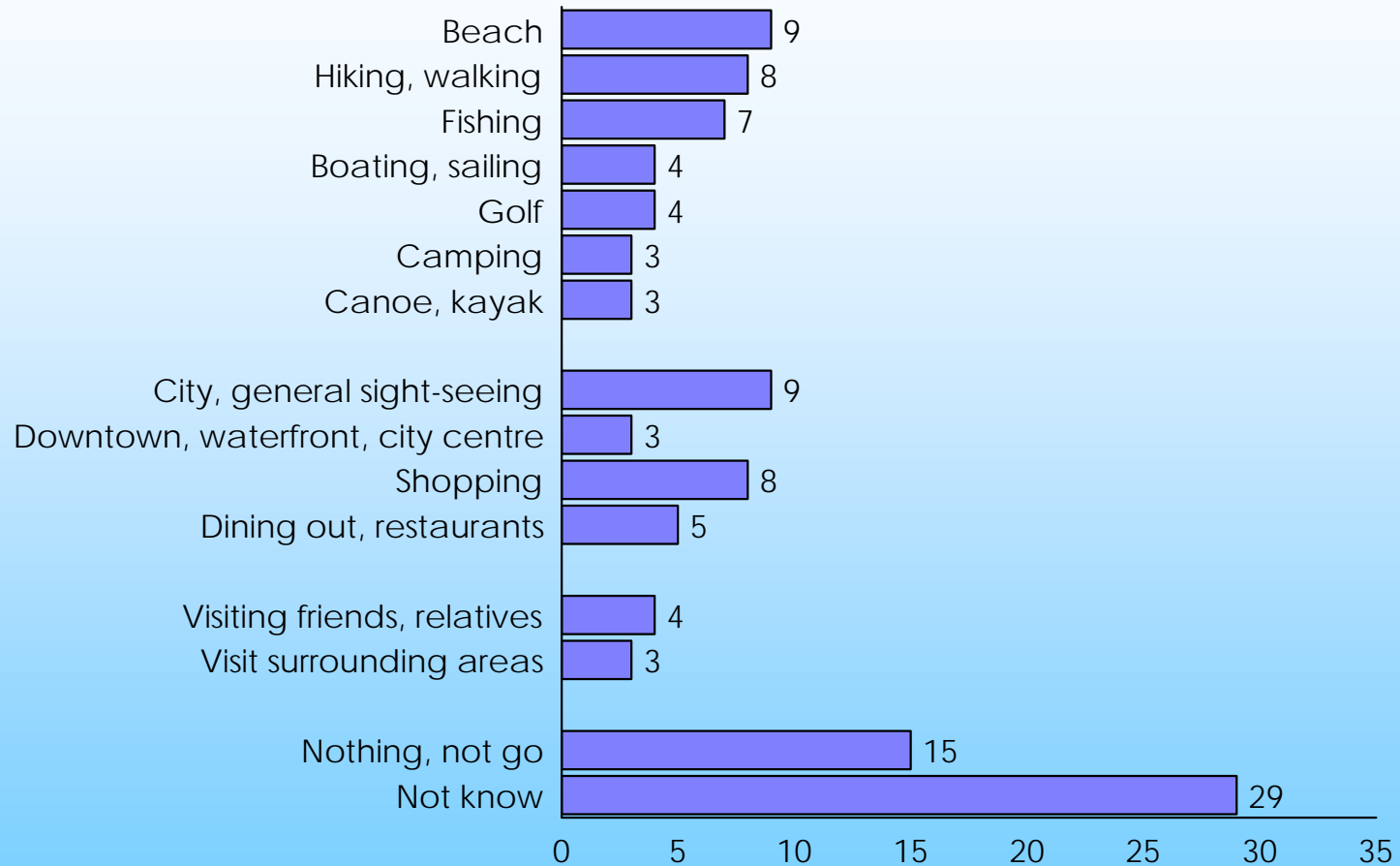


Appeals of Nanaimo – Volunteered

Things that appeal about leisure trip to Nanaimo area

	Total	Been Nanaimo in 5 Yrs		
		Yes	No	Overnight
	552 %	218 %	334 %	102 %
Accessible, convenience	5	5	4	6
Escape	4	5	3	7
Central re Central Vanc Island	5	7	3	9
Ferry ride	4	5	4	5
Scenery, beauty	13	17	10	21
Beach, ocean	10	12	8	11
Other outdoor rec	4	4	3	5
Fishing	3	2	4	4
Boating, marina, harbour	3	4	3	6
Relaxing, peace and quiet	9	12	7	16
City, general sight-seeing	5	6	5	9
Visiting friends, relatives	5	8	4	17
Shopping	3	6	1	10
Arts, theatre, culture	2	1	3	-
Dining out, restaurants	5	7	4	6
Festivals, events	2	2	1	2
Nothing, not go	22	23	21	14
Not know	25	14	33	8

Attractions and Things Like to Do in Nanaimo Area

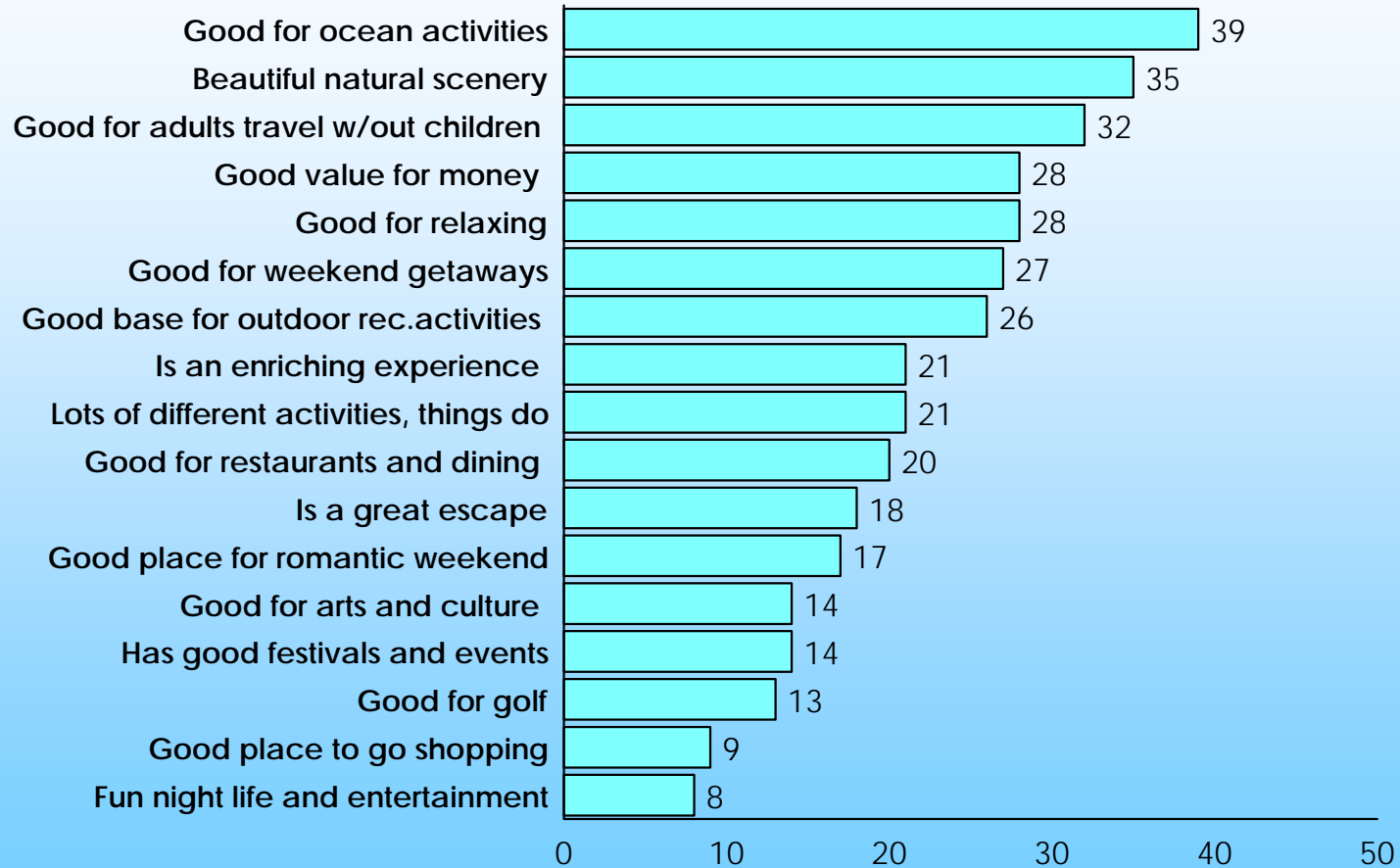


Attractions and Things Like to Do in Nanaimo Area – Volunteered

	Total	<u>Been Nanaimo in 5 Yrs</u>		
		Yes	No	Overnight
	552 %	218 %	334 %	102 %
Beach	9	10	8	13
Hiking, walking	8	10	7	11
Fishing	7	6	7	7
Boating, sailing	4	5	3	5
Golf	4	4	4	3
Camping	3	3	4	1
Canoe, kayak	3	4	2	2
City, general sight-seeing	9	7	9	11
Downtown, waterfront, city centre	3	4	3	5
Shopping	8	12	5	15
Dining out, restaurants	5	6	5	4
Visiting friends, relatives	4	7	2	10
Visit surrounding areas	3	3	2	5
Nothing, not go	15	16	14	11
Not know	29	21	35	20

Nanaimo Destination Imagery

% Associating with Destination



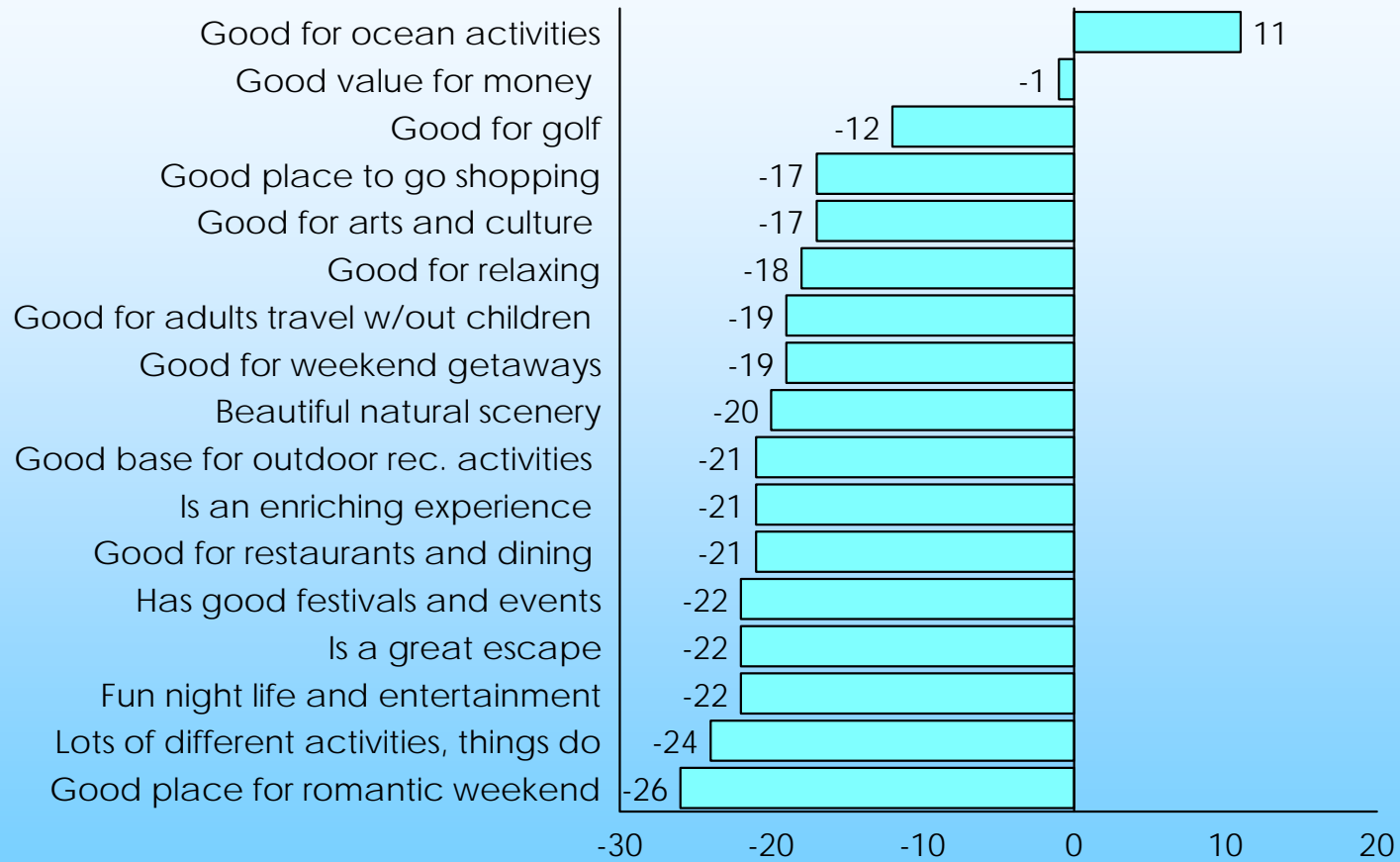
Tourism Destination Imagery

% Associating with Destination

	Nanaimo	Okanagan	Gulf Islands	Whistler	Victoria
Good for ocean activities	39	7	48	5	51
Beautiful natural scenery	35	61	53	64	43
Good for adults travel w/out children	32	45	44	60	53
Good value for money	28	46	23	14	32
Good for relaxing	28	56	50	39	38
Good for weekend getaways	27	36	34	61	52
Good base for outdoor rec. activities	26	57	35	68	28
Is an enriching experience	21	43	37	36	52
Lots of different activities, things do	21	53	23	53	50
Good for restaurants and dining	20	31	17	52	65
Is a great escape	18	41	42	45	32
Good place for romantic weekend	17	32	39	51	49
Good for arts and culture	14	20	20	14	71
Has good festivals and events	14	45	16	41	41
Good for golf	13	41	9	32	19
Good place to go shopping	9	15	7	23	57
Fun night life and entertainment	8	21	6	56	37

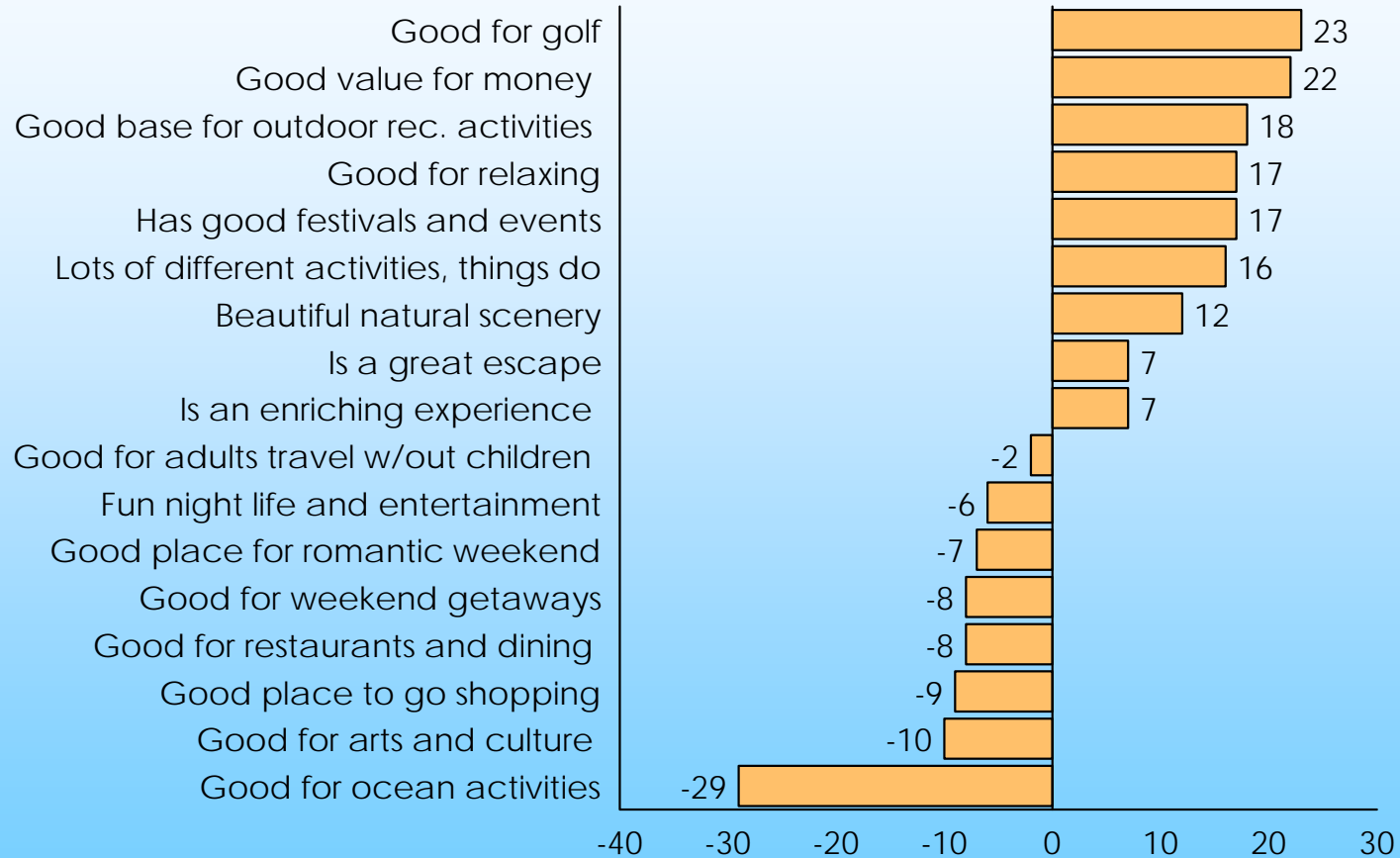
Nanaimo Competitive Imagery

% Associating with Destination vs. Average of Others



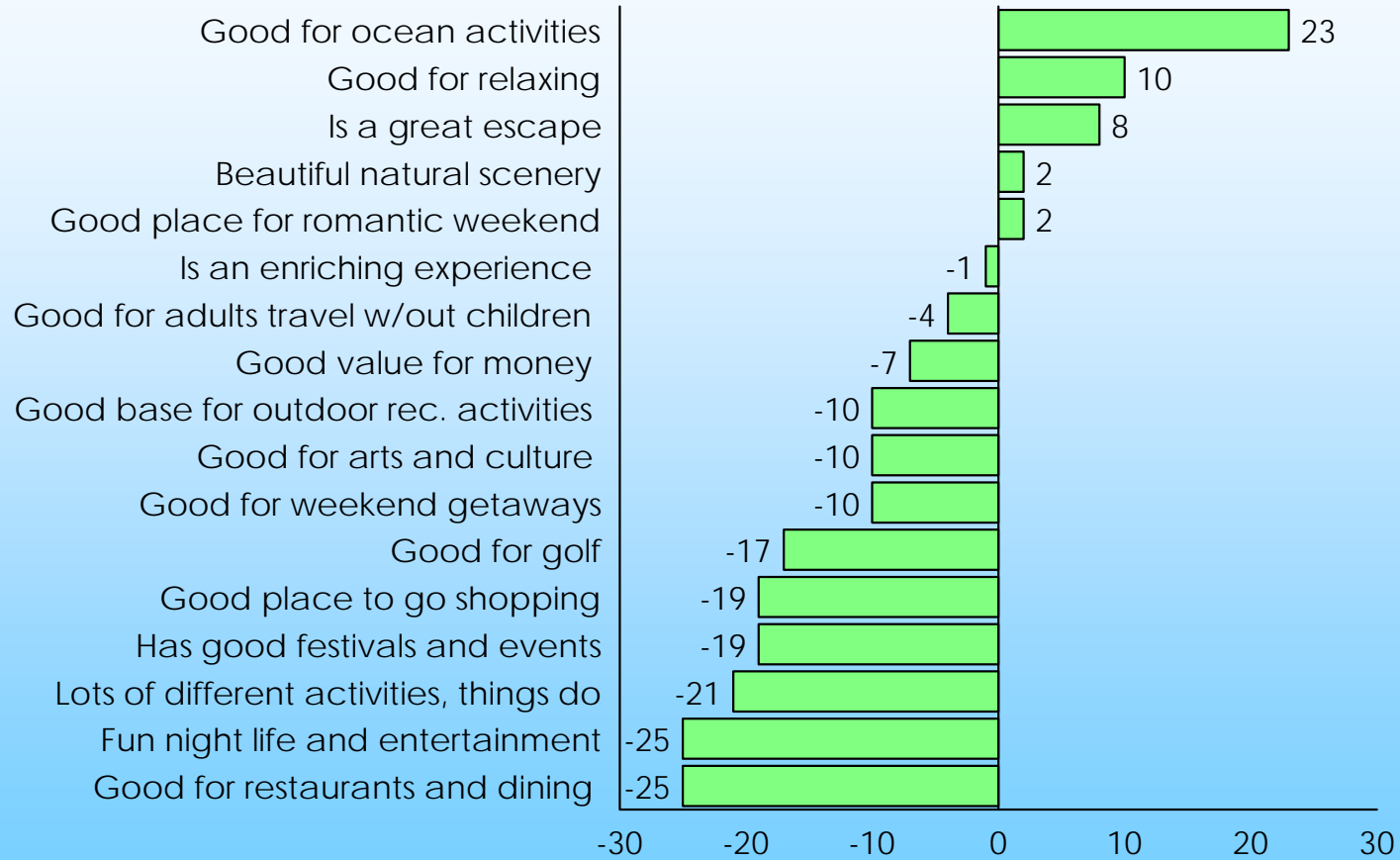
Okanagan Competitive Imagery

% Associating with Destination vs. Average of Others



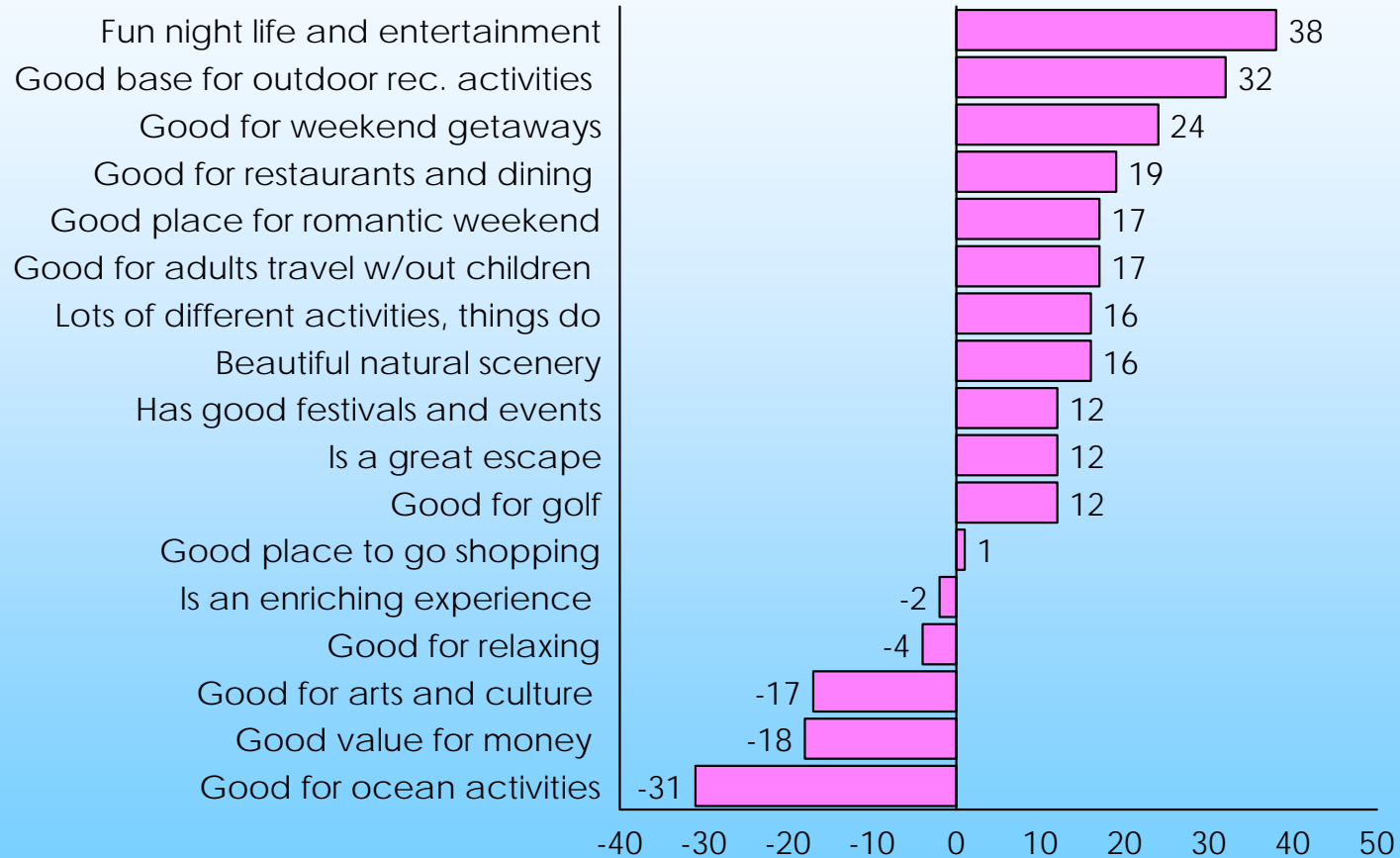
Gulf Islands Competitive Imagery

% Associating with Destination vs. Average of Others



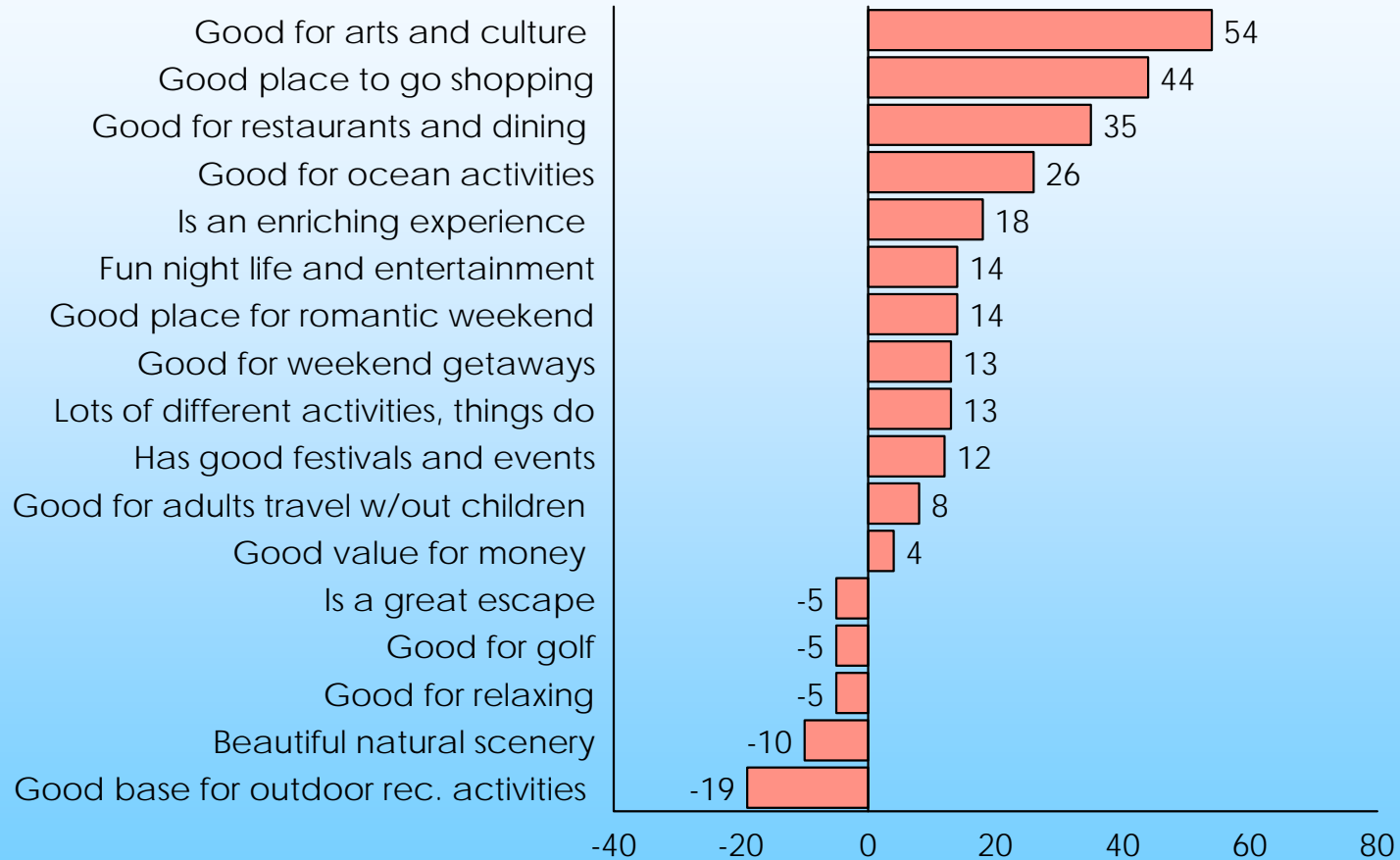
Whistler Competitive Imagery

% Associating with Destination vs. Average of Others



Victoria Competitive Imagery

% Associating with Destination vs. Average of Others



Competitive Destination Imagery

% Associating with Destination vs. Average of Others

	Nanaimo	Okanagan	Gulf Islands	Whistler	Victoria
Good for ocean activities	+11	-29	+23	-31	+26
Good value for money	-1	+22	-7	-18	+4
Good for golf	-12	+23	-17	+12	-5
Good place to go shopping	-17	-9	-19	+1	+44
Good for arts and culture	-17	-10	-10	-17	+54
Good for relaxing	-18	+17	+10	-4	-5
Good for adults travel w/out children	-19	-2	-4	+17	+8
Good for weekend getaways	-19	-8	-10	+24	+13
Beautiful natural scenery	-20	+12	+2	+16	-10
Good base for outdoor rec. activities	-21	+18	-10	+32	-19
Is an enriching experience	-21	+7	-1	-2	+18
Good for restaurants and dining	-21	-8	-25	+19	+35
Has good festivals and events	-22	+17	-19	+12	+12
Is a great escape	-22	+7	+8	+12	-5
Fun night life and entertainment	-22	-6	-25	+38	+14
Lots of different activities, things do	-24	+16	-21	+16	+13
Good place for romantic weekend	-26	-7	+2	+17	+14

Nanaimo Competitive Destination Imagery

% Associating with Destination vs. Average of Others

	Among Total	Among Stayed Overnight in Nanaimo
Good for ocean activities	+11	+23
Good value for money	-1	+12
Good for golf	-12	-12
Good place to go shopping	-17	-14
Good for arts and culture	-17	-15
Good for relaxing	-18	-14
Good for adults travel w/out children	-19	-13
Good for weekend getaways	-19	-13
Beautiful natural scenery	-20	-17
Is an enriching experience	-21	-20
Good base for outdoor rec. activities	-21	-15
Good for restaurants and dining	-21	-21
Has good festivals and events	-22	-15
Fun night life and entertainment	-22	-20
Is a great escape	-22	-18
Lots of different activities, things do	-24	-20
Good place for romantic weekend	-26	-26

E. Interest in Nanaimo Travel

Interest in Nanaimo Trip Ideas

% Very Interested



Interest in Nanaimo Trip Ideas

<i>% of total (552)</i>	Very Int'd	Quite Int'd	Not Very	Not at all
Trip to stay near the ocean	38	35	13	13
Trip to visit parks and natural areas	30	38	17	15
Weekend getaway	26	32	22	20
Trip to spend time at the harbour and waterfront	26	37	17	18
Trip to Newcastle Island, off the Nanaimo coast.	25	37	15	18
Trip for outdoor recreation activities.	23	36	19	21
Walking or hiking trip	22	31	19	27
Trip to explore the area's heritage and history	18	33	27	21
Trip for restaurants and local cuisine	17	30	29	23
Trip to attend a local festival	17	32	27	23
Trip to see arts and cultural events	16	28	30	26
Week-long vacation	16	16	30	37
Shopping trip	13	14	27	45
Trip to explore downtown Nanaimo	11	23	34	32
Golfing trip	9	14	18	59

Profile of Interest in Nanaimo Trip Ideas

% Very Interested

	<u>Been Nanaimo 5 Yrs</u>			<u>Freq. Travel</u>		
	Yes	No	Overnt	Freq.	Med	Low
	218	334	102	129	190	233
	%	%	%	%	%	%
Trip to stay near the ocean	36	40	40	39	36	39
Trip to visit parks and natural areas	32	28	39	26	25	35
Weekend getaway	27	26	34	23	27	27
Trip spend time at harbour, waterfront	25	27	31	25	24	29
Trip to Newcastle Isl, off Nanaimo.	30	21	35	28	23	25
Trip for outdoor recreation activities.	26	21	34	27	22	22
Walking or hiking trip	23	21	31	27	22	19
Trip explore area's heritage, history	19	18	25	18	15	21
Trip for restaurants and local cuisine	18	17	24	17	16	19
Trip to attend a local festival	17	16	24	16	18	16
Trip to see arts and cultural events	17	16	25	16	16	17
Week-long vacation	13	18	18	14	13	19
Shopping trip	11	14	14	9	10	16
Trip to explore downtown Nanaimo	11	10	18	9	9	12
Golfing trip	8	9	11	14	7	7

Profile of Interest in Nanaimo Trip Ideas

% Very Interested

	Total	Male	Female	Age		
				18-34	35-54	55+
	552	247	305	152	239	161
	%	%	%	%	%	%
Trip to stay near the ocean	38	33	43	41	37	37
Trip to visit parks and natural areas	30	27	32	33	29	27
Weekend getaway	26	21	30	27	30	20
Trip spend time harbour, waterfront	26	24	28	26	27	25
Trip to Newcastle Isl., off Nanaimo	25	19	30	24	29	20
Trip for outdoor recreation activities.	23	21	25	29	26	13
Walking or hiking trip	22	19	24	26	26	13
Trip explore area's heritage, history	18	19	17	20	18	17
Trip for restaurants and local cuisine	17	16	19	18	18	16
Trip to attend a local festival	17	14	19	16	18	14
Trip to see arts and cultural events	16	12	20	17	15	19
Week-long vacation	16	12	19	19	15	14
Shopping trip	13	7	17	18	11	9
Trip to explore downtown Nanaimo	11	9	11	14	11	7
Golfing trip	9	13	6	8	9	9

Interest in Nanaimo Trip Ideas

% Very Interested

	Total	HH Income			Education	
		<65K	65-100	100K+	Univ	No Uni
	552	171	134	138	254	292
	%	%	%	%	%	%
Trip to stay near the ocean	38	39	51	29	33	42
Trip to visit parks and natural areas	30	32	40	20	29	30
Weekend getaway	26	34	26	20	19	32
Trip spend time at harbour, waterfront	26	31	28	22	25	28
Trip to Newcastle Isl, off Nanaimo.	25	27	33	19	20	29
Trip for outdoor recreation activities	23	26	33	16	22	24
Walking or hiking trip	22	25	30	14	20	23
Trip explore area's heritage, history	18	25	18	9	13	23
Trip for restaurants and local cuisine	17	20	21	11	15	20
Trip to attend a local festival	17	15	24	12	13	20
Trip to see arts and cultural events	16	18	19	11	13	20
Week-long vacation	16	22	16	10	10	21
Shopping trip	13	18	13	5	6	18
Trip to explore downtown Nanaimo	11	8	14	6	7	14
Golfing trip	9	9	10	9	5	12

Interest in Nanaimo Trip Ideas % Very Interested

	Total	North Shore	Vanc. City	Burnby Coqm+	Richd Surrey	Fraser Valley
	552 %	68 %	126 %	129 %	170 %	59 %
Trip to stay near the ocean	38	34	29	36	46	44
Trip to visit parks and natural areas	30	25	33	28	29	34
Weekend getaway	26	18	21	27	31	32
Trip spend time at harbour, waterfront	26	26	23	28	27	29
Trip to Newcastle Isl, off Nanaimo.	25	19	21	29	25	29
Trip for outdoor recreation activities	23	21	21	27	23	24
Walking or hiking trip	22	22	22	23	19	27
Trip explore area's heritage, history	18	28	16	18	17	15
Trip for restaurants and local cuisine	17	15	13	19	21	17
Trip to attend a local festival	17	13	15	13	19	24
Trip to see arts and cultural events	16	18	17	17	15	17
Week-long vacation	16	9	9	21	18	22
Shopping trip	13	4	5	18	17	14
Trip to explore downtown Nanaimo	11	13	8	7	13	14
Golfing trip	9	3	3	8	13	17
Average	20	18	17	21	22	24

Interest in Nanaimo Trip Ideas % Very Interested

	Total 552 %	Child in Home 198 %	Adults Only 351 %
Trip to stay near the ocean	38	40	38
Trip to visit parks and natural areas	30	32	28
Weekend getaway	26	31	24
Trip spend time at harbour, waterfront	26	28	26
Trip to Newcastle Isl, off Nanaimo.	25	31	22
Trip for outdoor recreation activities	23	27	21
Walking or hiking trip	22	26	20
Trip explore area's heritage, history	18	19	18
Trip for restaurants and local cuisine	17	18	17
Trip to attend a local festival	17	19	16
Trip to see arts and cultural events	16	16	17
Week-long vacation	16	21	13
Shopping trip	13	17	10
Trip to explore downtown Nanaimo	11	16	7
Golfing trip	9	9	9

Appendix Questionnaire