



# CITY OF PORT ALBERNI

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## ECONOMIC DEVELOPMENT MANAGER REPORT

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TO: Ken Watson, City Manager

FROM: Pat Deakin, Economic Development Manager

DATE: For December 14, 2015 Council Meeting

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**SUBJECT: VISITOR EXPERIENCE SURVEY REPORT (attached)**  
*This is for information only; proposed next steps are identified*

### **What is the Visitor Experience Survey Report**

The Report summarizes responses to a number of questions asked of visitors to the Alberni Valley from late June to late September 2015. The questions in the survey and the report were prepared by a private sector firm with assistance from Vancouver Island University Tourism professor Nicole Vaugeois. The process leading to the survey results is explained in the report.

### **Why was the Survey Done?**

- To get a better understanding of the demographics and psychographics of our visitors
- To get visitor feedback about the Alberni Valley's tourism attractions and infrastructure
- To assist in decisions about the tourism sector and inform efforts to diversify the economy.
- To compare visitor experiences in the Alberni Valley relative to other parts of Vancouver Island

### **Other Relevant Information**

- The report's highlights are presented in percentages, graphs and 'word clouds'.
- The direct costs of the survey amounted to ~ \$5,000.
- Several days of the Economic Development Assistant's work were invested in the survey arranging places for ballot boxes, organizing prizes to entice participation and collecting ballots.

### **Next Steps**

- Distribute report to Alberni Valley tourism stakeholders
- Ask questions for clarification arising out of reading the report
- Ask for a comparison of the Alberni Valley results with those of other communities
- Arrange a meeting of Alberni Valley tourism stakeholders to discuss results and formulate an action plan for the continued evolution of the tourism sector
- Distribute action plan to interested parties in the Alberni Valley