



Hornby Island Community Economic Enhancement Corporation

2008 SUMMER VISITOR SURVEY

Number of visits:

First time 30% 2 to 5 times 37% More than 5 times 33%

Where from:

Vancouver Island	58%	USA	1%
Elsewhere in BC	36%	Other countries	1%
Elsewhere in Canada	4%		

Enjoyed most:

(best three choices)

Beaches	77%	Community character	18%
Scenery	43%	Arts and crafts	15%
Outdoor recreation	33%	Entertainment	9%
People	26%	Peace and quiet*	17%
Services	21%	Nature*	4%

Local products and services purchased:

Food and wine	81%	Books and CDs	6%
Crafts	29%	Recreation services	5%
Fine art	19%	Personal services	5%
Clothing	13%	Workshops	3%
Performance tickets	7%		

Likelihood of visiting again:

Very likely 98% Unsure 1% Very unlikely 1%

What can be improved:

Nothing*	45%	Campgrounds*	6%
Ferries (cost, service)*	26%	Outhouses*	4%

(also: food services, more to do, extend trails, maps, better water, cleanliness)

Off season visiting:

Would not visit	27%	Already visit	33%	Considering visiting	4%
Would be encouraged by:		Cultural events*		13%	
		Accommodation deals*		8%	
		Retreats, recreation events*		8%	
		Knowing about activities*		6%	
		Open services*		5%	
		Cheaper ferries*		4%	

*write-in responses

2006 SUMMER VISITOR SURVEY - Summary*

Highlights:

- Hornby attracts regional visitors – Vancouver Island (45%), elsewhere in BC (40%)
- Visitors are generally high income – 35% over \$100,000; 69% over \$60,000
- They decide to come because of previous experience (50%) or word of mouth (38%)
- The main attractions are the beaches (77%) and the scenic beauty (74%)
- For most (87%) Hornby is their main destination. 55% are repeat visitors.
- They generally stay for 2-7 nights – 43% four to seven nights; 29% two to three nights
- The majority stay in campgrounds (37%), rented houses (27%) or with friends (21%)
- Most visitors participate in outdoor activities
- Over three quarters visit Tribune Bay, the beaches and local shops
- Over half visit Helliwell Park and the Farmers' Market
- About a third take in galleries, studios, wineries, events/concerts
- Visitors are spending less money than is usual at other destinations
- Two-thirds buy local food/wine; a third buy crafts or clothing; a quarter buy fine arts
- Visitors overall are extremely satisfied (74%) with their Hornby experience
- 91% say they are inclined to come again.
- 33% would consider coming in the off-season

How visitors describe Hornby:

Peaceful Relaxing
Beautiful Paradise

(Also: Awesome, Idyllic, Serene, Magical, and Fantastic)

The highlights of their visits:

Beaches and provincial parks Outdoor activities
Experiencing nature and beauty Social interactions

(Also: community activities and particular locations)

Biggest difficulties encountered:

Ferries Accommodations
Water Noise

(Also: food services, Co-op closing time, outhouses, and lack of information)

Suggestions for what needs improving:

Accommodations/food Don't change anything
Ferry service Information

(Also: less noise, longer opening hours, more bike paths, and better water)

Suggestions for what would encourage off season visits:

Cheaper (and better) accommodation Festivals and events
Existing values/activities Workshops and retreats

(Also: open stores/services, better food, activities/entertainment, cheaper ferries)

** the 2006 survey involved a more extensive questionnaire than the 2008 survey*

October 2008 - HICEEC