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(SUBJECT TO REVISION)

A Survey of Water-Based Recreation in the Okanagan Valley

PREPARED FOR THE
OKANAGAN STUDY COMMITTEE

CANADA - BRITISH COLUMBIA OKANAGAN BASIN AGREEMENT

TASK 112

A Survey of Water-Based Recreation in the Okanagan Valley

by

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N O T I C E

This report was prepared for the Okanagan Study Committee under the terms of the Canada-British Columbia Okanagan Basin Agreement. The information contained in this report is preliminary and subject to revision. The Study Committee does not necessarily concur with opinions expressed in the report.

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ABSTRACT

This report presents basic-line data on the demand for and value of water-based recreation (boating, fishing, sailing) to tourists and Okanagan residents. The information will be used in conjunction with Tasks 205 and 206 "Economic Growth Studies" to project demands and water quantity and water quality requirements for water-based recreation in the Okanagan to 2020.

Much of the material in this report will also contribute to the evaluation of water management alternatives on water-based recreation and will integrate the results of a detailed on-site interview questionnaire undertaken during the summer of 1972 for Task 200 "Evaluation of Factors Associated with Water-Based Recreation and Aesthetic Resources"

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SUMMARY

The purpose of this report is to gain an understanding of tourist and resident preferences and participation in water-based recreational activities in the Okanagan. The data base was obtained from two surveys: a questionnaire survey of a sample of 1055 tourists staying at motels and campsites, and an interview survey of a sample of 384 resident households. The analysis of results was confined to these samples as information on the total tourist and resident populations is still being prepared under Task 205 - Economic Growth Studies.

The major findings of the two surveys are summarized separately.

Tourist Survey

The value of water-based recreation to the Okanagan is related to tourist expenditures while staying in the Okanagan. This assumption holds true particularly if water-based recreation is identified as a major motivation for visiting the Okanagan. Although the weather was ranked as the most important attraction by 72 per cent of the sample, the beaches (57 per cent) and opportunity to participate in water-based recreation (48 per cent) were also important features. Indirectly, water used for irrigation was identified as an important attraction for tourists, for 40 and 62 per cent of the sample respectively ranked orchard landscapes and fresh fruit as attractive features associated with their visits.

Swimming is by far the most popular water-based activity, ranked as important by over 90 per cent of tourists. Apart from sunbathing, no other water-based activity appeared to be generally popular, though fishing, boating and hiking were ranked as moderately important by almost

half of the sample. It thus appears that tourists visit the Okanagan for a number of reasons and that water-based recreation is a prominent motivation.

Tourists stayed in the Okanagan on average for about 8 days and spend an estimated $218 per trip per group. This figure should be treated with caution because of the high variation in tourist expenditures around this average and because it represents estimated expenditures, not actual expenditures. The estimated expenditure per tourist per day is $6.50.

Other general information on tourist groups includes the following points.

(1) Almost 80 per cent of the sample came from British Columbia (mainly the Lower Mainland) and Alberta. Less than 10 per cent of the sample came from the U.S.A.

(2) Most of the sample tended to visit lake-side population centres, the most popular being Penticton (visited by 70 per cent of sample) and Kelowna (63 per cent).

(3) About half the general sample intended to stay in the Okanagan as long as time permitted, and over three-quarters of those who stayed under 15 days were constrained by the amount of time available.

(4) Tourists were generally satisfied with their experiences in the Okanagan. Over 87 per cent had been before and over 26 per cent had returned every year for the past 5 years. Over 68 per cent cited their previous experience as the main reason for returning and 14 per cent came on the basis of a friend's recommendation. Less than 2 per cent cited information brochures as reasons for coming to the valley.

(5) Over 55 per cent had no complaints about the Okanagan and the only significant complaint was water quality problems, which were cited by 10 per cent of the sample.

(6) Water-based recreation appears to attract family groups. Over 70 per cent of the sample comprised of single families with children. There was an average of 2.8 children under 16 in those tourist groups with children.

Resident Recreation

Water-based outdoor recreation constitutes a major component of the total outdoor recreational activities of residents of the Okanagan Basin. During the summer of 1971, at least one member of nearly three quarters (73 per cent) of a random sample of Okanagan resident households went swimming in lakes, almost 80 per cent of whom did so on more than 20 days in the year. Over two-thirds (68 per cent) of resident households contained sports fishermen, nearly a quarter (24 per cent) of the fishermen spending more than 20 days on their sport. Over half (54 per cent) of resident households enjoyed boating, (37 per cent) of the boaters spending more than 20 days boating. Water skiing (32 per cent), underwater swimming (10 per cent) and sailing (7 per cent) were enjoyed by a smaller segment of resident households.

A high proportion (over 70 per cent) of swimming, boating, water-skiing and sailing activities was undertaken within 30 minutes driving or walking time from home. Most of the fishing (60 per cent) occurred at lakes within one hour's drive of home. Thus water-based recreation sites close to the major centres of population appear to be the most popular and should be carefully managed.

As was the case with tourist groups, most water-based activities were found to be family orientated. The estimated expenditures by households were quite low; about 80 per cent of households spending less than $100 in 1970-71. This figure probably underestimates total expenditures and more detailed studies are being undertaken during the summer of 1972 to improve the information base.

The large proportion of residents, particularly families and the large expenditures by tourist groups who enjoy water-based recreation activities, emphasize the social and economic values associated with this resource in the Okanagan. Obviously, water-based recreation is one of the most important non-consumptive uses of water in the valley and as such the impact of alternative water management plans on this resource should be fully and carefully evaluated.

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INTRODUCTION

Water-based outdoor recreation is one of the major non-consumptive uses of water in the Okanagan Valley. A knowledge of the demand for and values placed by residents and non-residents on their opportunities to participate in such activities is essential for the rational allocation of water resources in the basin in competition with consumptive uses, such as irrigation, industrial and domestic demands.

The task of evaluating public demand for water-based outdoor recreation is challenging on two accounts. First, there is virtually no existing information on resident and tourist recreational behaviour and preferences in the Okanagan. Second, because recreational opportunities are traditionally provided free of charge, there is no direct evidence of how much people are willing to pay to enjoy such opportunities.

The demand for outdoor recreation has been increasing very rapidly in the past decade as a result of the compounding effects of increased population mobility, leisure time and per capita income. As this growth trend places increasing demand on the recreational and aesthetic resources in the Okanagan, the value of these resources increases and the need to manage recreational uses becomes more important. Decisions on recreational management, however, should be accompanied by reliable estimates of the values that Okanagan tourists and residents places on water-based recreation and aesthetic opportunities. In response to the growing need to evaluate such resources, planners and economists have recently directed considerable time and effort to developing evaluation methodologies. This report applies some of these new techniques for evaluating recreational and aesthetic resources to estimate the value of water-based recreation to the Okanagan Valley.

2.1 Previous Studies on Recreation in the Okanagan

Statistics on tourism in the Okanagan are scarce. The Regional Districts are responsible for overall planning, which includes planning for recreation, but at present do not have the resources to undertake comprehensive surveys. Other government agencies, such as the B.C. Parks Branch (Department of Recreation and Conservation), and the Federal Parks Branch (Department of Indian Affairs & Northern Development), are concerned with patterns of recreation within their own areas of jurisdiction, the Provincial and National Parks respectively.

The only previous study on tourism in British Columbia undertaken recently is the B.C. Government Travel Bureau's study entitled "Visitors 63". This survey defined a tourist as anyone residing outside B.C., and was therefore not concerned with travel within B.C. by B.C. residents. It is therefore of limited value for this study, which examines tourism from the standpoint of the Okanagan Region. Statistics from this study will be referred to in the text where appropriate. No previous studies on recreation patterns of Okanagan residents were available to the authors.

Other studies have been carried out, mainly in the U.S.A., but these do not lend themselves easily to comparisons with the Okanagan situation, since they are principally concerned with the value of recreation at man-made reservoirs for incorporation in conventional cost-benefit analysis.

Because of the lack of suitable data on water-based recreation in the Okanagan, Task 112 set out initially to fill this gap and provide baseline information with which the consequences of various water management options on water-based recreation resources can be evaluated.

2.2 Objectives and Scope of Study

The objective of Task 112 is to provide a data base on water-based outdoor recreation as a non-consumptive use of water in the Okanagan. This data base is an essential prerequisite to the evaluation of impacts of alternative water management plans on such resources. Task 112 discusses the results of two surveys designed to achieve this objective. The first survey was confined to tourist (non-resident) recreationists, while the second survey examined recreation behaviour patterns of a sample of Okanagan residents.

Water-based outdoor recreation is defined in this report as "any activity whose main object is to provide a pleasureable experience to a person or group of persons, carried on out of doors, and is directly or indirectly associated with water resources". The distinction between water-based activities and non-water-based activities is of necessity, arbitrary. For the purposes of this survey, those outdoor recreation activities likely to be affected by alternative water management plans are interpreted as "water-based activities". Those include not only activities such as swimming, fishing and boating, but also include hunting and observing wildlife because the occurrence of wildlife is linked to water management. Hiking and camping are also included because campsite or terminal point of a hike is often at a lake and the enjoyment of the hiking and camping experience is heavily dependent on aesthetics which are in turn greatly influenced by water management.

The report describes briefly the approach to evaluate water-based recreational resources in the Okanagan and the methodologies chosen to undertake both the tourist and resident surveys are described in some detail. The report then discusses the biases included in the chosen samples plus the statistical techniques used in the analysis. The results are analysed and

in some cases, relationships between various factors affecting water-based recreation are noted. Finally, some conclusions are drawn and the need for additional studies to evaluate the impact of selected water management alternatives on water-based recreation is discussed.

2.3 Evaluation Approach

Many methodologies, both direct and indirect have been devised to assess the value of recreation, traditionally not subject to a fee and thus not readily valued in dollar terms (Trice and Wood, 1963). Recently direct approaches have held more promise for providing rational estimates of water-based recreation benefits (Pearse, 1968). Such approaches must initially define a regional viewpoint, which in this study has been established by the Consultative Board as the Okanagan basin. When determining the value of water-based recreational opportunities to the Okanagan, it is important to distinguish between tourists and residents.

A tourist is defined in this report as anyone whose home lies outside the Okanagan. The value of water-based recreation to the Okanagan Valley is then related to the direct expenditures incurred by tourists while staying in the Okanagan. In theory, if participation in water-based recreation is the sole motivation for a tourist to come to the Okanagan, then his total expenditures while in the valley should be accounted as gross benefits to this resource. In practice, the survey discussed in this report emphasizes that there are a combination of reasons why tourists come to the Okanagan.

This technique may be also used to evaluate costs to non-resident participation in water-based recreation in the event of water resource alternatives that reduce the quality of water-based recreation. Should a tourist identify deteriorating water quality, or extreme fluctuations in lake levels as primary reasons for his decision not to return to the Okanagan, then his

gross expenditures minus the total costs to the residents of the Okanagan for providing the goods and services to satisfy the tourist would represent part of the net cost to the Okanagan accruing to these water problems. Such a technique was piloted during the Wood/Kalamalka Preliminary report in the summer of 1971 (Oliver & O'Riordan, 1971) and as it appeared to be feasible, will be undertaken with some modifications under Task 200 during the summer of 1972.

The above discussion only relates to the gross value of water-based recreation. To obtain the net economic value of this resource to the Okanagan, the total costs to the Okanagan residents of providing goods and services (hotels, motels, restaurants etc.) for the tourists should be subtracted from the gross expenditure data. These net gains are realized in the form of higher employment, incomes and profits which in turn increase the income of other residents of the basin through the multiplier effect. Estimates of such net values will be available once Task 205 - Economic Growth Studies has been completed.

The expenditures of Okanagan residents on water-based recreation probably underestimate the true value of these opportunities. It appears difficult, if not impossible to represent such resident values in dollar terms and consequently surrogate measures have been devised. In this report, the frequency, time and effort expended by residents while participating in recreational activities appears to represent some idea of their value. For example, if most residents swim in close proximity to their homes, obviously the beaches and lakes closest to the main population centres are valued more highly than those resources further away. If these beaches become unavailable due to deteriorating water quality or high lake levels, the Okanagan residents will likely be forced to spend more time and effort going elsewhere resulting in lost values to water-based recreation.

For the purposes of this report, the following baseline data were collected for residential recreation:

(1) Participation in outdoor recreational activities.

(2) Family participation in water-based outdoor recreational activities.

(3) Frequency of participation in water-based recreational activities.

(4) Travel time expenditures on water-based recreational activities.

(5) Financial expenditures on water-based recreational activities.

METHODOLOGY

Previous experience has indicated that data on water-based recreational behaviour and preferences can best be obtained through direct questionnaire and/or interview techniques. In the case of tourists, for reasons of time, manpower and cost, the questionnaire was chosen as the basic tool. For residents, because the survey was undertaken in connection with a more extensive study of public attitudes towards water resource problems and management options in the Okanagan, an interview-questionnaire was designed. A brief description of the respective methodologies for carrying out both surveys now follows.

3.1 Tourist Survey

Initial piloting of a draft questionnaire was undertaken in the latter part of June, 1971. The analysis of a sample of 36 returns obtained from the Penticton area, led to a significant alteration in the questionnaire format. The final version of the questionnaire appears in Appendix 1, pp 49. Special care was taken to condense it into a two-page booklet form, using yellow Bristol card for durability and pleasant handling (certain shades of yellow are known to lead to a lower rejection rate).

3.1.1 Sampling Technique - It is almost impossible to design a truly random sampling technique for a tourist population that is continually on

the move. It was decided to distribute the questionnaire at the motel, hotel, or campsite, rather than at beaches or attractions, since this method at least allowed a measure of sampling control, so that the nature and extent of bias may be estimated.

There are no accurate statistics available for the total population of tourists visiting the Okanagan during the summer. Preliminary results from the Economic Growth Study (Task 205) indicates that the Okanagan population approximately doubles over the summer months, and that, most years, over 90% of available resort units are filled. The estimated number of tourists who stayed at hotels, motels and campsites totalled 392,900 during the summer of 1970.[1]

A quota was established for each type of resort in each of eleven sub-regions of the study area, based on the number of units available. A sample-size of about 1200 completed questionnaires was the goal, and by the end of August, 1055 were completed. It was almost impossible to obtain responses from people staying in a hotel, partly because they are more mobile (thus are hard to find in a situation conducive to a response), and partly because proprietors generally did not wish their guests to be disturbed in their rooms. Hotels were finally excluded from the sample stratification leaving a simple motel/campsite stratification. However, 0.5% of the sample which was collected from hotels was included in the overall analysis.

The eleven sub-regions were consolidated into four major regions coinciding with those used in Task 205 (Economic Growth Studies) which is using some of the results from this survey. The sample of 1055 represented a complete cross-section of motels and campsites, and was considered adequate for the kind of analysis envisaged. Actual selection of the resort where tourists would be approached was accomplished by using the names of resorts as listed in the B.C. Information Guide in each sub-region, assigning each

1/ Ward and Associates, "Final Demands and Input Requirements to 2020 for the Tourist Industry in the Okanagan Basin" p.7.

resort a number, and choosing a resort with a table of random numbers.

3.1.2 Distribution of Questionnaire - It was originally intended to distribute questionnaires to resort owners, who would themselves give out questionnaires to tourists, thus considerably saving manpower. The first week of piloting showed this method to be entirely inadequate. Although resort owners in general showed their willingness to co-operate, there was a huge wastage rate. It was clear that the required response rate would not be obtained unless the respondent was approached individually by a member of the Study Group, Furthermore, the questionnaire stands a very good chance of being lost or carried away, unless collected immediately after the respondent has completed it.

The following distribution procedure was used. Once a resort had been randomly selected, not more than 25 questionnaires were distributed to tourist groups at that resort. As distribution time was generally about the same as the time required to complete the questionnaire (about 25 minutes), collection could commence shortly after distribution. Each questionnaire was checked for accuracy and completeness of response on site, so that the respondent himself could clarify any queries.

This procedure resulted in a very small rate of loss, and rejection (about 1 in 20). The distribution procedure, the selection of an attractive blonde to carry out the distribution, the colour of the paper on which the questionnaire was printed, all have an effect on the rejection and loss rate, which, if large, can lead to significant and unknown biases.

3.1.3 Bias - Several important biases are present in addition to the under representation of tourists staying at hotels. The most important of these biases are discussed below.

(a) only those tourists who stayed at motels and campsites (both private and Government) were sampled. Any who stayed with friends or family in the

Okanagan, (the Resident Survey shows that there are a large number of people who do this, see section 5.2.5) or who camped outside "normal" campsites Can unknown number), had no chance of being included in the sample. It was considered too expensive and time-consuming to try and overcome this bias by improving the sampling technique.

(b) experience soon showed it to be impractical to attempt to obtain completed questionnaires early in the morning or late at night, or from tourists anxious to leave the resort, or in the middle of supper. The omission of such a group of tourists presents a possible bias to the extent that these tourists may have significantly different responses to those whose activity at the resort coincided with the normal interviewing hours and are therefore well represented in the sample.

(c) the larger resorts are better represented than the smaller ones (in terms of the number of units) as more tourists were available to receive the questionnaire.

Because the full implications of these biases on the results of the survey remain unknown it is realized that the findings of this study are not necessarily representative of the entire tourist population of the Okanagan during the summer months of 197l. This does not mean that general inferences cannot be made about the majority of tourists, whose expenditure provides a significant proportion of regional income. When possible, interpretation of the effects of the biases on results are discussed in the appropriate section of this report.

3.1.4 Interpretation of Results - Apart from the problems of interpretation posed by the biases inherent in the sampling technique, the statistical accuracy of the results should be assessed in the following manner:

1. All percentages should hold true at .95 probability, within an error of plus or minus 5%.

2. Expenditures per party are within plus or minus $10.00 at .95 probability.

3. All chi-square tests of significance used a significance level of at least 0.05.

4. The chi-square statistic tests for significant relationships only, and does not indicate the strength of a relationship. Cramer's V-test (V^2) was used for this purpose. In this test, $V^2 = 0.000$ indicates no relationship whatsoever, and $V^2 = 1.000$ indicates a perfect relationship. A V^2 value of less than 0.200 is regarded as "weak", and one of greater than 0.500, "strong".

3.2 Resident Survey

The resident recreation survey was undertaken in conjunction with the resident attitude survey which contains a full description of the methodology employed. Consequently only a brief description and assessment of the sampling technique is provided in this report.

A sample size of 423 households was chosen which constitutes approximately 1.5 per cent of the resident households in the Okanagan Valley. A stratified random sampling procedure was employed. The valley was divided into three major sub-regions:

1. North Okanagan (Armstrong to Vernon inclusive)
2. Central Okanagan (Okanagan Centre to Peachland)
3. South Okanagan (Summerland to Osoyoos)

Each sub-region contained an approximately equal number of Enumeration Areas each comprising 250 to 350 households. Individual households were randomly selected from each of the 144 Enumeration Areas in proportion to the popu-

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2/ Task 119. "A Survey of Resident Attitudes towards Water Management Opportunities in the Okanagan Valley". In Preparation.

lation of the three sub-regions, thus giving a stratified sample.

The sample was further stratified by sampling urban and non-urban areas within each sub-region, approximately in proportion to the urban/non-urban composition of the sub-regional population. In urban Enumeration Areas a 1/2" grid was laid over 1" x 500' scale maps and grid co-ordinates selected by means of a table of random numbers. The residential unit nearest to the point indicated by the sampled co-ordinates was selected for the survey. If the selected grid co-ordinates indicated a point in an area where there were no residential units it was discarded and resampled. The same technique was used with 1" x 50,000' scale maps to sample households in non-urban Enumeration Areas. For such areas however, only districts known to be inhabited were sampled.

Interviewing commenced in early October and by December 17, 1971, 384 interviews had been conducted. In view of deteriorating weather conditions, time constraint and the fact that the remaining 39 households were scattered throughout the valley, it was decided to abandon further interviewing at this point.

A partial assessment of the degree of bias in the sample was made by comparing the heads of households in the sample and those in the 1966 census on two criteria, age and sex. Chi-square tests indicated that there were no significant differences between the samples and the population at the 0.01 probability with respect to level on these two criteria.

There may be some bias in the sample on other socio-economic criteria however, due to a deficiency in the sampling procedure. In the event of sampling a multiple dwelling unit only one household was interviewed.

This probably resulted in small under representation of apartment dwellers in the sample who tend to have somewhat different socio-economic characteristics from people who live in single family dwellings.[3]

In spite of this possible bias, the selected sample is believed to cover a representative cross-section of resident households in the valley. Percentage responses are considered to be accurate to within ± 5 per cent of the stated values.

RESULTS OF TOURIST SURVEY

4.1 Composition of Party

The total sample of 1055 respondents represented 4,978 persons averaging about 5 persons per party. Figure 1 shows the distribution of different kinds of social groups in the sample. Over 70 per cent comprised of parties with children which indicates the importance of social values in defining benefits to Okanagan outdoor recreation.[4] These statistics are supported by the 1963 Provincial Study which stated that the Okanagan attracted proportionately more parties with children than other regions in British Columbia.

Figure 2 summarizes the distribution of age groups and again emphasizes the importance of youth in the sample. Almost 43 per cent of the people in the tourist groups sampled were under 16 and over half (54 per cent) were under 25. Only 2 per cent of total people in tourist groups were over 65 years.

A weak relationship ($V^2 = 0.173$) was established between the composition of party and the type of resort at which the questionnaire was completed. At motels, the groups tended to be smaller in size with relatively more single persons and couples than at the campsites where larger families tend to locate. An almost identical proportion of parties at both motels and campsites had at least one child under 16. (72 per cent and 74 per cent res-

3/ This is expected to result in a small bias, due to the small number of apartment dwellers in the Okanagan.
4/ There was an average of 2.8 children per family group.

Fig. I

DESCRIPTION OF PARTY

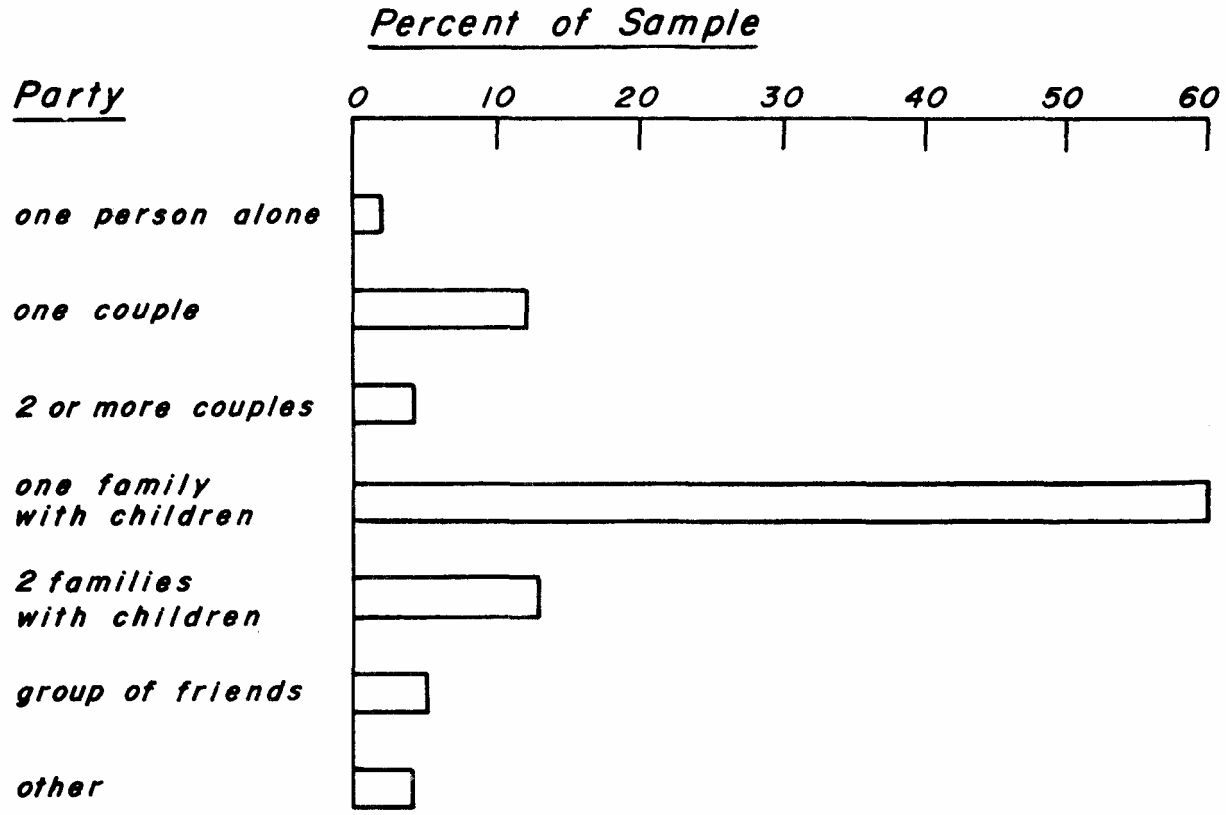
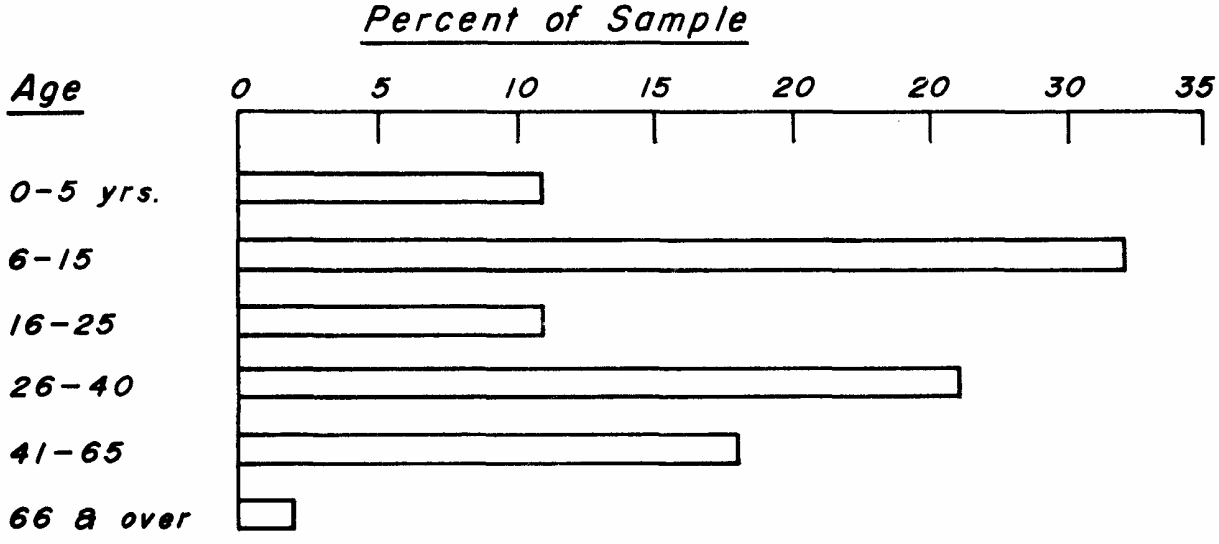


Fig. 2

AGE GROUPS



4.2 Place of Origin

Figure 3 summarizes the distribution of place of origin of the sample. Almost 80 per cent of respondents are residents of British Columbia or Alberta with 35 per cent coming from the Lower Mainland, and approximately 38 per cent originating from Alberta. Visitors from the U.S. comprised only 9 per cent of the sample. This statistic supports the main conclusions of the 1963 Provincial Study which indicated that the Okanagan received relatively less U.S. visitors than any other region in British Columbia.

There was a relationship ($V^2 = 0.031$) between place of origin and type of resort used by respondent. Slightly more respondents from the Lower Mainland area tended to stay in motels than respondents from more distant locations in British Columbia and Alberta. Furthermore, proportionately more groups without children originated from the more distant regions.

4.3 Places Visited in Okanagan

Respondents were asked to name the regions of the Okanagan they either had or intended to visit. A list of six centres was provided representing four major regions in the valley.[3/] Respondents could and often did tick off more than one location. Figure 4 indicates the percentage of respondents who visited or planned to visit each of six centres in the valley. Penticton was the most popular location, attracting over 71 per cent of respondents, followed by Kelowna with 63 per cent. It is perhaps important that the four centres located on or near a major lake (Vernon, Kelowna, Penticton and Osoyoos) attract the most visitors.

3/ Armstrong, Vernon (North Okanagan); Kelowna (North Central); Penticton (South Central); Oliver and Osoyoos (South Okanagan)

Fig. 3

PLACE OF ORIGIN

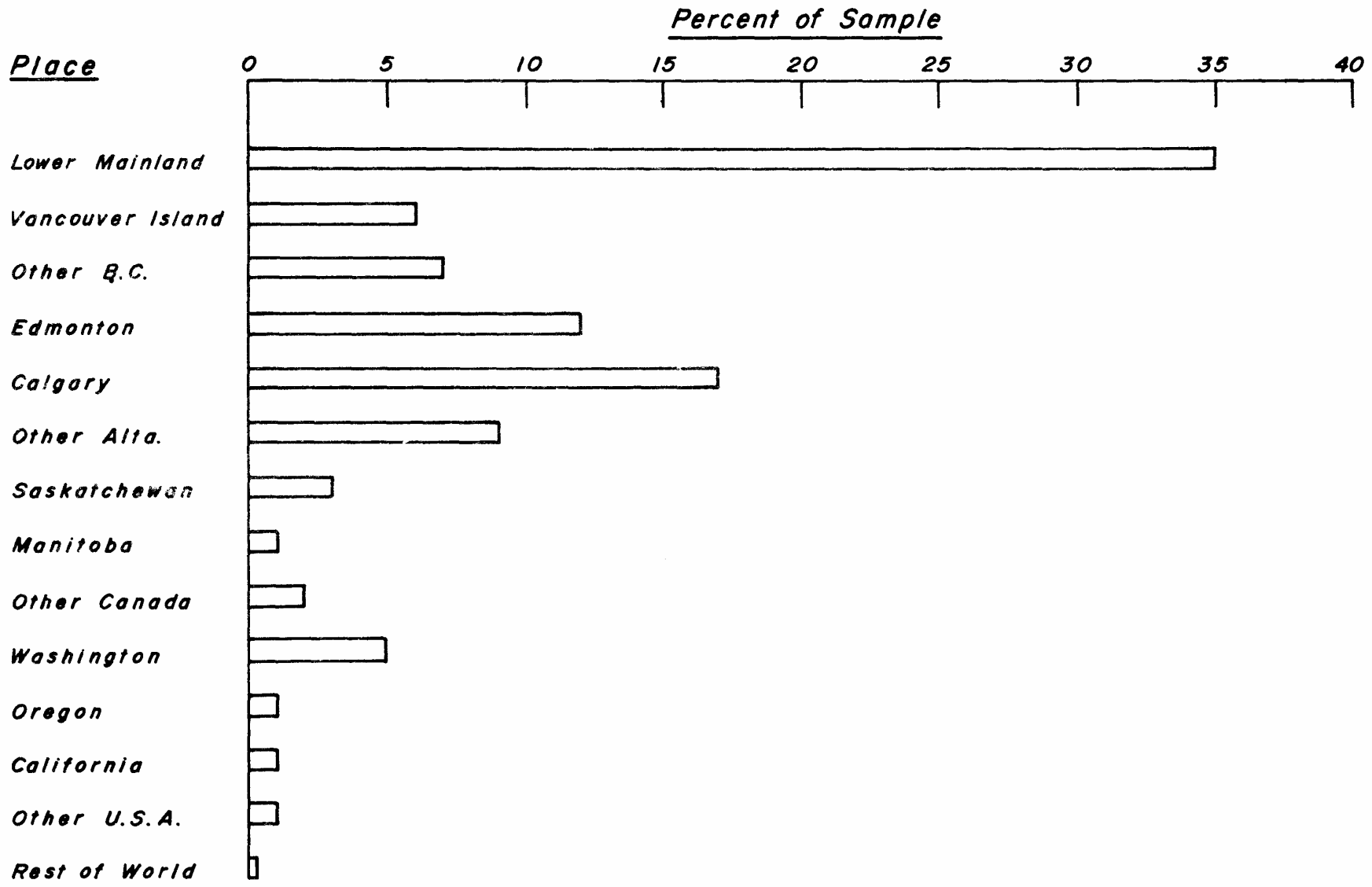
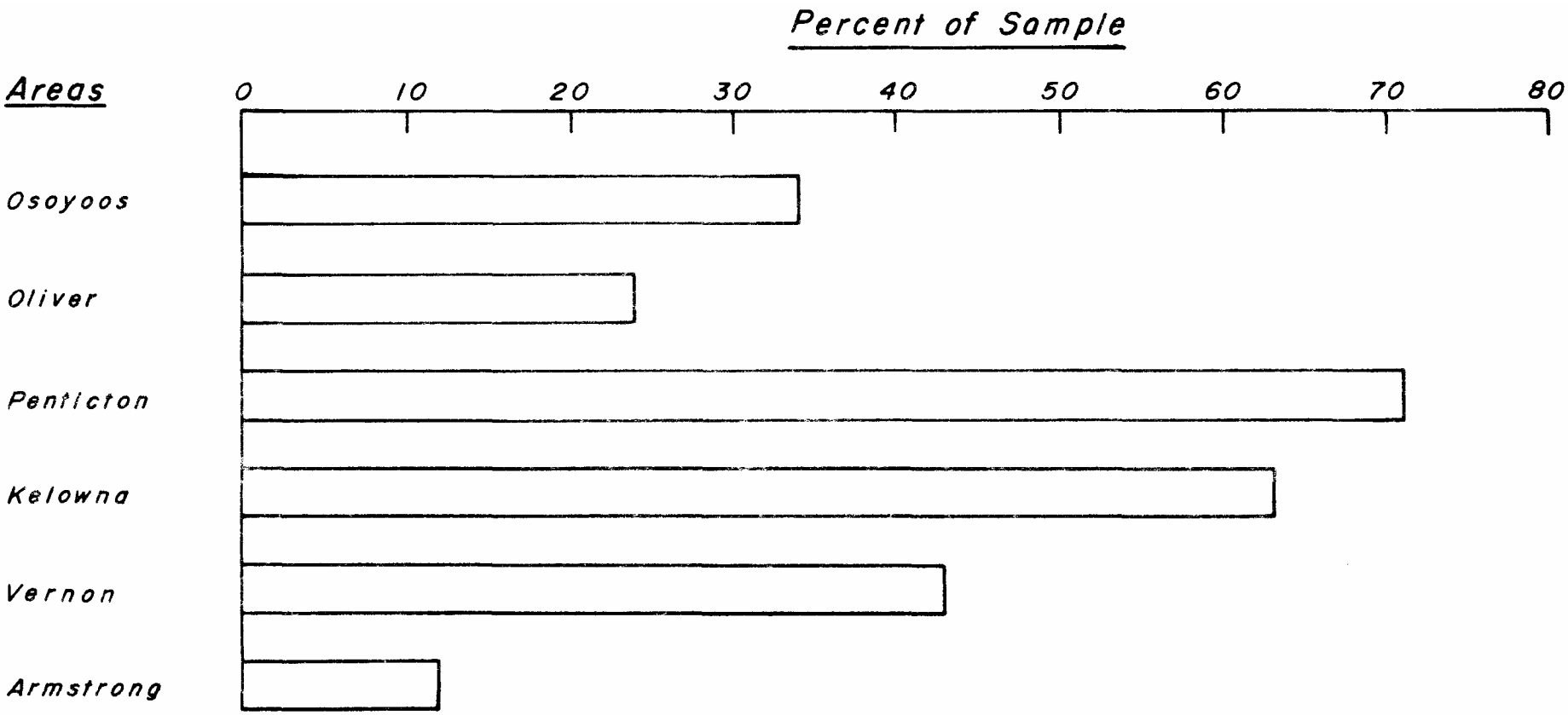


Fig. 4

AREAS INTENDED TO VISIT IN THE OKANAGAN



A slight relationship (V^2 = 0.212) existed between the place of origin of a tourist and the areas he intended to visit in the Okanagan. Relatively more visitors entering the valley from the Trans-Canada highway tended to visit to the northern centres, than those entering the valley from the south. For example, over 50 per cent of Albertans visited Kelowna and Vernon compared with 29 per cent of those from the Lower Mainland. However, there is a tendency for Albertan tourists to drive southwards through the Okanagan, for 39 per cent indicated they would visit Penticton. Almost 70 per cent of Lower Mainland tourists restricted their visits to the south Okanagan region.

4.4 Length of Stay

Respondents were asked (a) how long they intended to stay away from home; (b) how long they intended to stay in the Okanagan and (c) bow long they intended to stay at their resort. Table 1 summarizes the results.

TABLE 1

SUMMARY OF LENGTH OF STAY

PER CENT

Time Period (days)	(a) In the Okanagan	(b) Away from Home	(c) At the Resort
1-3	10.2	1.5	21.4
4-7	33.3	15.0	34.8
8-14	41.9	48.0	32.2
15-21	10.2	23.9	7.7
22-28	1.5	4.9	1.4
Over 28	2.9	6.7	2.5
	100	100	100

The median value for length of stay in the Okanagan is approximately 8 days, a statistic which is undoubtedly biased upwards because of a sampling technique that was more likely to contact more sedentary tourists. The median value for length of stay away from home is approximately 12 days, which indicates that on average, tourists spend most of their available time away from home in the Okanagan.

This relationship varies with length of stay, however. Figure 5 shows the proportion of cases in selected time periods where the length of stay in the Okanagan is limited by total time available. For those people staying in the Okanagan 1-3 days, only 14 per cent were limited by length of time available. Most tourists in this category appear to be travelling through and their trip to the Okanagan is only part of a total holiday experience. For many of those tourists staying longer periods of time, however, the Okanagan visit is a major part of their recreational experience and for some, the only on-site recreational experience of the trip.

The total sample was split almost equally between those who intended to spend all their time in the Okanagan (52 per cent) and those who only spent part of their time in the Okanagan (48 per cent). These data suggest that for over half the tourists, the Okanagan is their destination resort area, while just under half view it as an intervening opportunity. It is interesting to note that 75 per cent of those who spent less than 15 days in the Okanagan were constrained by the amount of time they had available. Because of the tendency for those with longer holidays to spend relatively more of their available time in the Okanagan, it can be tentatively assumed that increased leisure time in the future may result in more tourists staying longer in the Okanagan.

Fig. 5

PERCENT OF CASES WHERE LENGTH OF STAY
IN THE OKANAGAN IS LIMITED
BY LENGTH OF TIME AVAILABLE

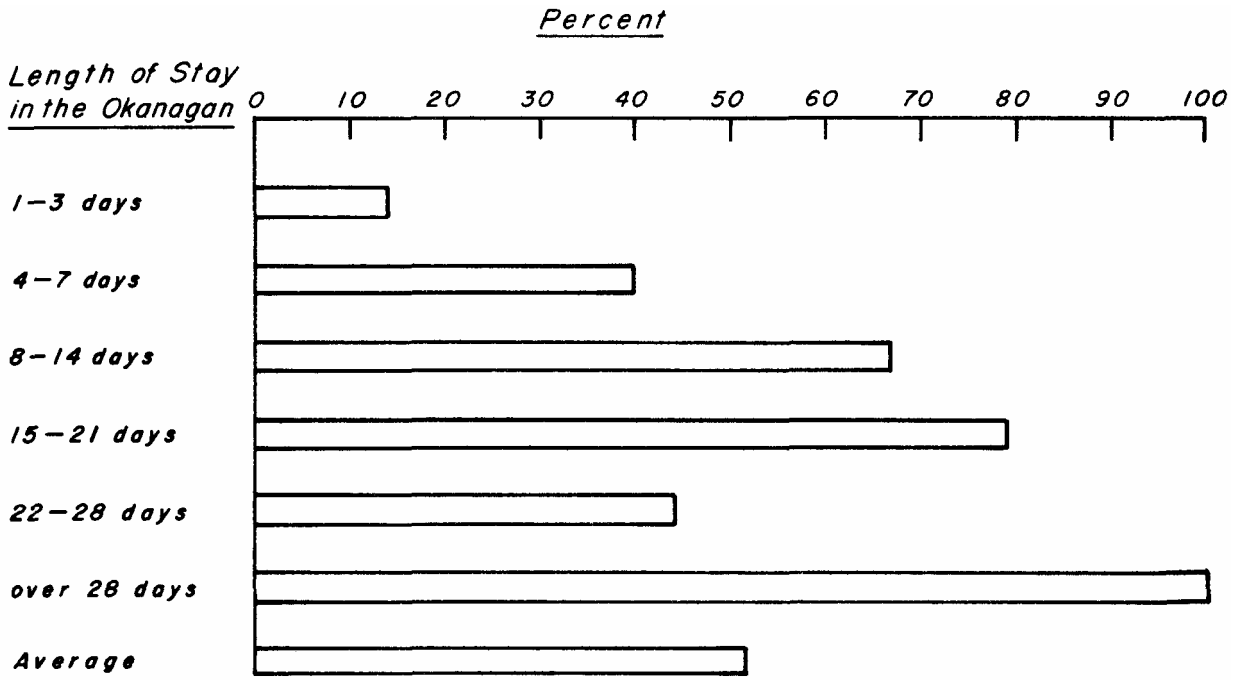
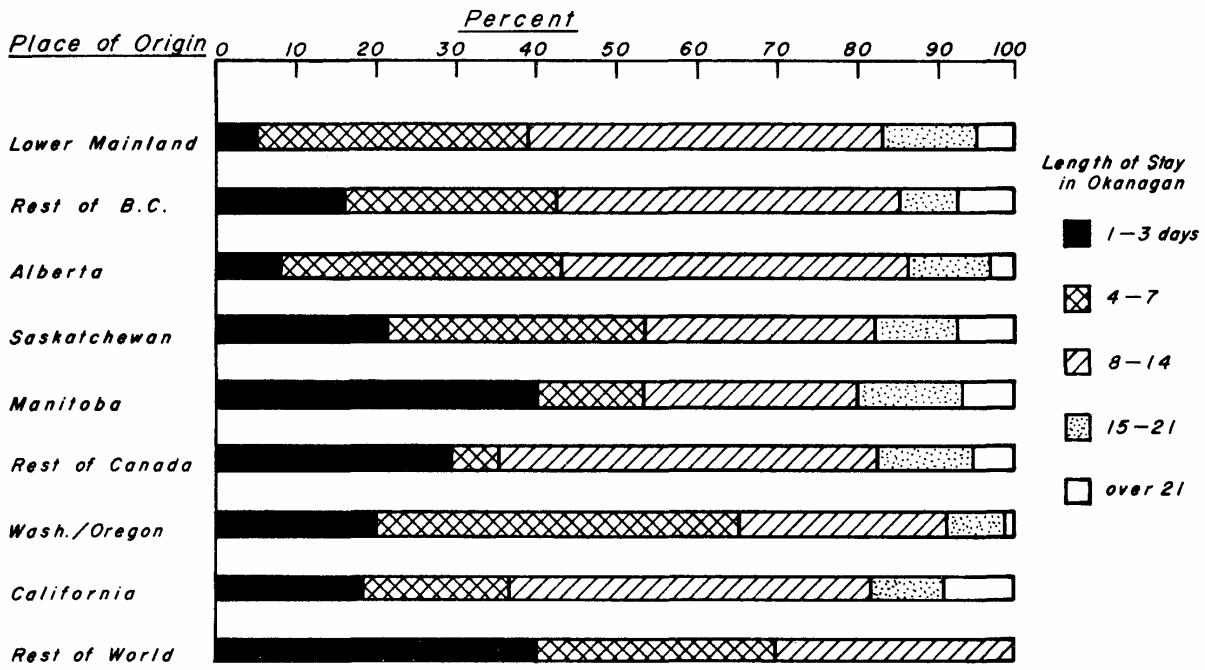


Fig. 6

PLACE OF ORIGIN BY LENGTH OF STAY IN THE OKANAGAN



Certainly, the high proportion of tourists who spend a large part of their holiday in the Okanagan indicates a high degree of tourist satisfaction in the region.

There was a very strong relationship (V^2 = 0.800) between length of stay in the Okanagan and length of stay at the resort. In fact 75 per cent of tourists spend all their time at one resort base. This result facilitates the analysis of the influence of location of interview on tourist behaviour, since it is possible to regard the tourist as essentially static in his place of residence in the Okanagan.

A weak relationship (V^2 = 0.142) existed between length of stay in the Okanagan and place of origin of respondent. Figure 6 indicates that the further away a respondent lives, the shorter his length of stay in the Okanagan. Respondents from Washington State and Oregon appear to stay for relatively shorter periods than their spatial counterparts in Canada while the opposite is true for respondents from California.

4.5 Frequency of Return

Figure 7 shows the distribution of different frequencies of return to the Okanagan among the sample. Over 87 per cent had previous recreational experience in the Okanagan and over 26 per cent had returned to the valley every year over the past five years. Clearly, these data indicate a high degree of tourist satisfaction with their experiences in the Okanagan.

There is a weak relationship (V^2 = 0.174) between frequency of return and place of origin. Figure 8 indicates that relatively more respondents from the Lower Mainland (34 per cent) return each year and

Fig. 7

NUMBER OF TIMES VISITED THE OKANAGAN IN LAST 5 YEARS

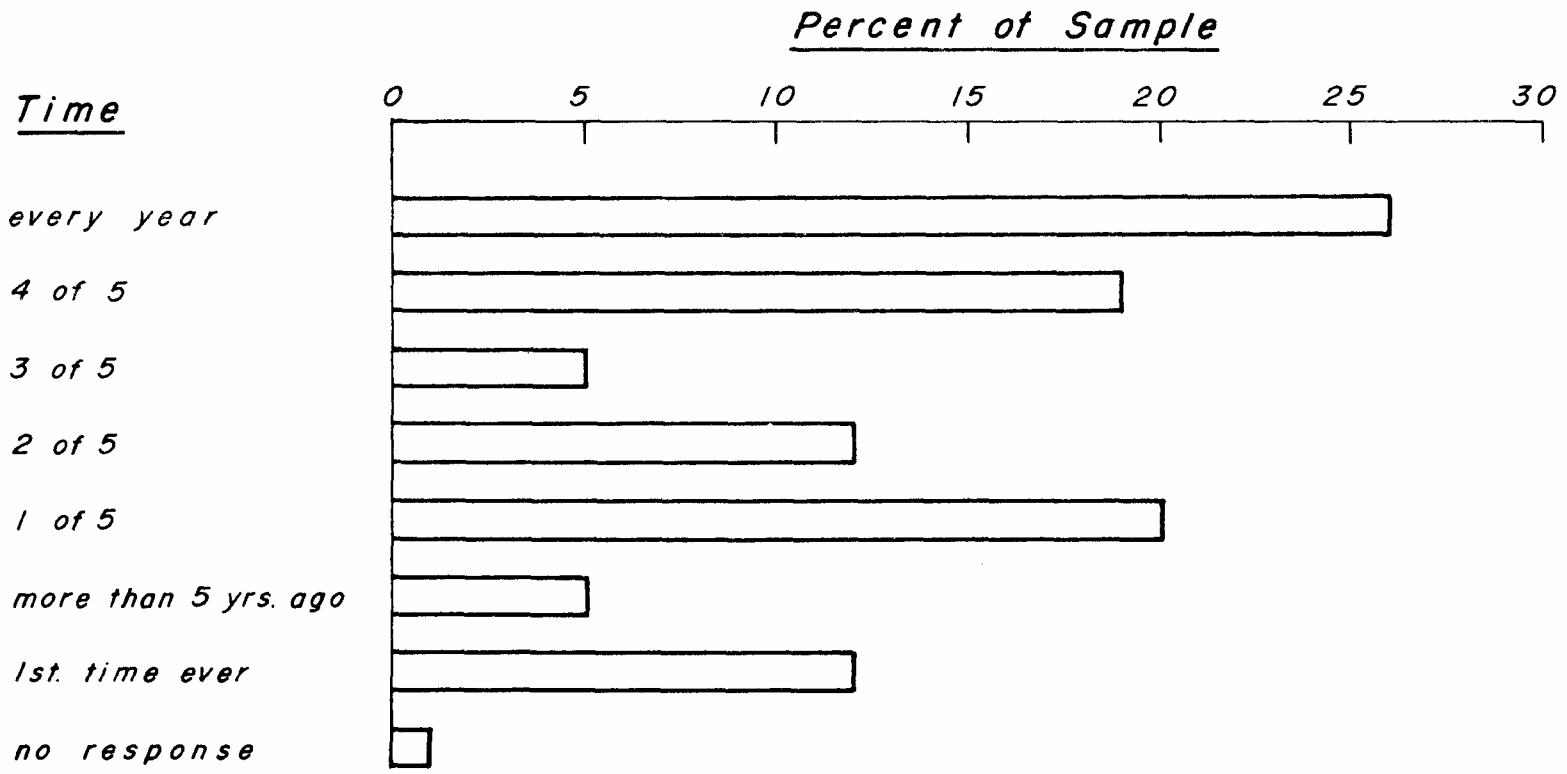


Fig.8

FREQUENCY OF RETURN BY PLACE OF ORIGIN

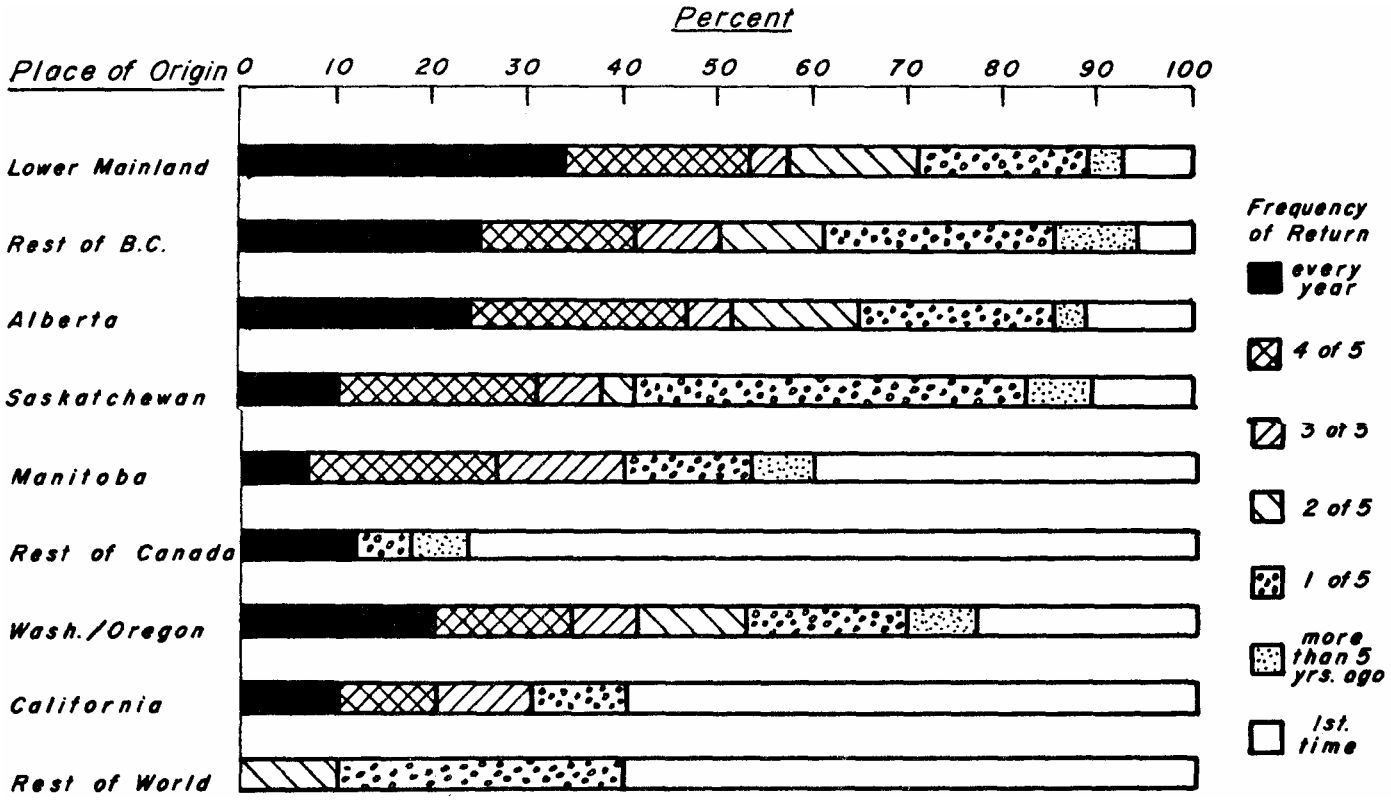
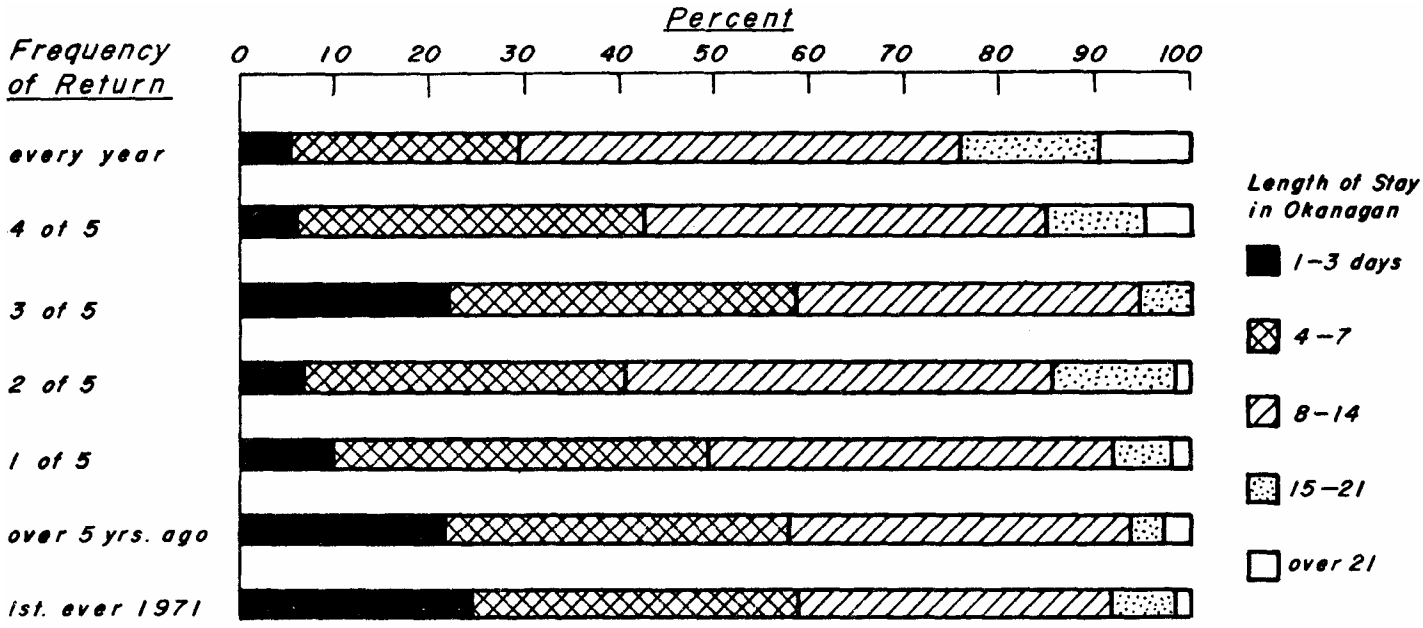


Fig. 9

FREQUENCY OF RETURN
BY LENGTH OF STAY IN THE OKANAGAN



relatively fewer (7 per cent) came for the first time in 1971, than respondents from other regions. Generally speaking, over 50 per cent of respondents from the Lower Mainland, rest of British Columbia and Alberta have visited the Okanagan at least three tines in the past five years. These areas are also the largest source of tourism (see Figure 3). The further the place of origin, the greater the frequency of first-time visitors.

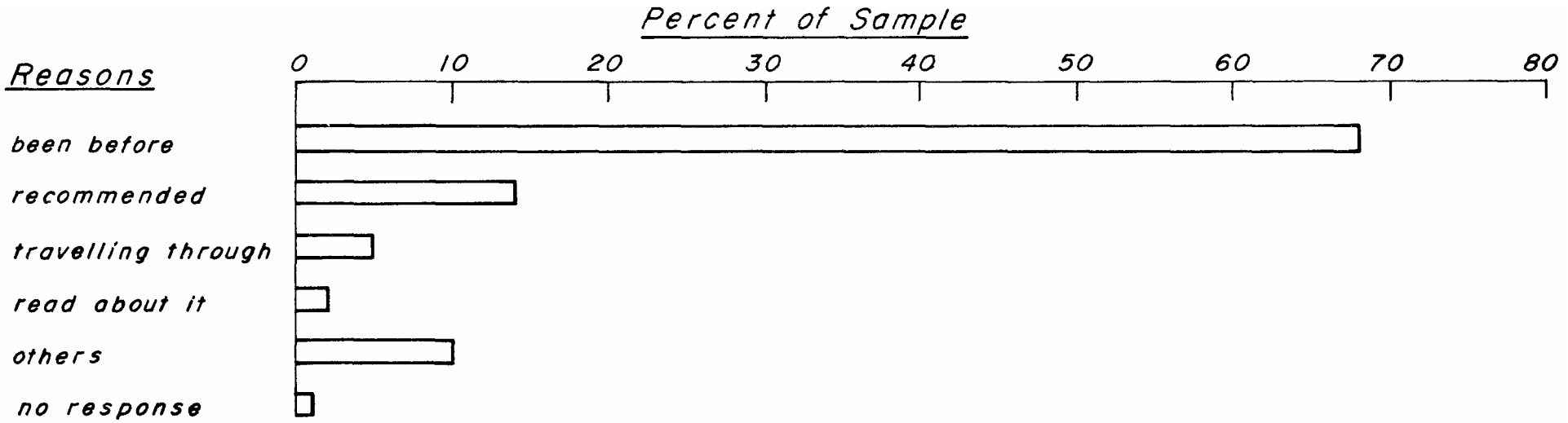
One of the main features influencing both frequency of return and length of stay is tourist satisfaction with previous experience. It was therefore hypothesized that there would be a relationship between these two variables. In fact, Figure 9 shows this expected trend, with a relatively greater proportion of those respondents returning every year, or four years in five staying longer than those respondents who return less frequently.

4.6 Reasons for Coming to the Okanagan

Satisfaction with experiences in the Okanagan is perhaps best exemplified by the fact that over 68 per cent of tourists cited previous visits as the main reason for coming to the Okanagan (Figure 10). A further 14 per cent came on a friend's recommendation, which means that 82 per cent of tourists visit the Okanagan on the basis of their own or a friend's previous satisfaction. Only 2 per cent of respondents cited an Information Brochure or other form of travel information as the primary reason for coming to the Okanagan, though it is possible that such brochure reinforce word-of-mouth communications from friends. Only 6 per cent of respondents indicated that "travelling through" was a primary reason, again indicating the importance of the Okanagan as a vacation spot rather than an intervening opportunity.

Fig. 10

REASONS FOR COMING TO THE OKANAGAN



There was a weak relationship (V^2 = 0.173) between reasons for coning to the Okanagan and place of origin. Proportionately more of those returning because of satisfactory previous experience came from the Lower Mainland than elsewhere.

As indicated in the previous section, there was a strong relationship between frequency of return and reasons for coming to the Okanagan. Over 80 percent of those with previous experience in the Okanagan cited that experience as the main reason for their return. It is notable that over 55 per cent of those coming to the Okanagan for the first time in 1971 cited a friend's recommendation as their major reason, while information brochures only captured the attention of 25 per cent of this group.

4.7 Activities

Respondents were asked to rank six water-based recreational activities (swimming, fishing, water skiing, sunbathing, boating, walking and hiking), in order of preference for their group. Because a space was provided to rank "other activities", the total possible number of ranked activities is seven. For convenience and to clarify analysis of results, the ranking system has been condensed into four categories:

(a) High (ranked 1 and 2)
(b) Medium (ranked 3, 4 and 5)
(c) Low (ranked 6, 7 and 0)
(d) No response(not marked)

About 10 per cent of the sample failed to rank their activities, merely indicating their participation with a tick or cross. These responses were included under the "low" ranked category on the basis

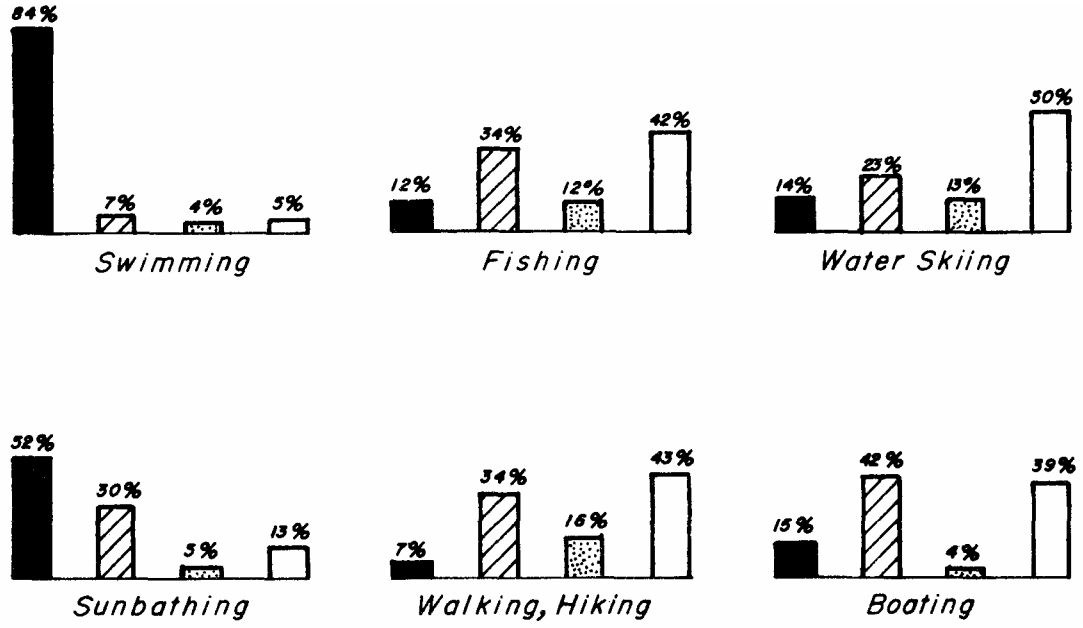
that the respondent had indicated his interest, though not the strength of his interest. This assumption will undoubtedly bias the analysis towards a lower ranking of activities, but the impact is considered to be small. Activities, which were neither ranked nor ticked were classified as a "no response". Again, a respondent may occasionally participate in an activity, but failed to respond, in which case the analysis will bias the results towards a greater proportion of "no responses". In the light of these biases, the following results should be interpreted with some caution.

The proportions of respondent participating in the six named water-based activities are shown in Figure 11. Swimming is by far the most popular activity, with over 84 per cent of the respondents ranking it high. Sunbathing, the complementary activity to swimming, was the second most popular recreation, with 52 per cent ranking it high and 30 per cent ranking it as medium. In general none of the other water-based activities was ranked high by tourists, though boating, walking and fishing were given medium ranking by 42 and 34 per cent of respondents respectively. It appears that although swimming and sunbathing are almost universally enjoyed by tourists, the opportunity to participate in other water-based recreational activities may be a potent attribute of the Okanagan as a tourist centre.

Only 28 per cent of the sample ranked alternative activities, ranging from outdoor sports such as golf and sailing to special tourist attractions such as square dancing, conventions and local festivals. This statistic should not necessarily be interpreted to indicate that these other activities are not generally important as the wording of the question towards water-based activities probably biased such responses.

Fig. II

RANKING OF WATER-BASED ACTIVITIES IN THE OKANAGAN



It is clear from this survey[4/] that swimming in the mainstem lakes is the most important activity in the recreation "package" offered by the Okanagan. In order to maintain the present economic benefits accruing to the Okanagan from tourist expenditures (see section 4.10) water management alternatives which maintain or enhance tourists' propensity to swim and sunbathe should be selected.

4.8 Attractive Features of Okanagan

Respondents were asked to rank features in the Okanagan they found attracted them to the basin. During the pilot phase, this question was left open-ended to allow respondents to provide unprompted

answers, but during the actual study, the ten most popular responses[5/] were coded into the questionnaire. In this way, the relative importance of water and related resources as attractive features for tourists could be determined.

The analysis of this question followed the same procedure as in the question on activities. Ranking was established as follows:

(a) "High" (ranked 1. 2 or 3)

(b) "Medium" (ranked 4, 5 or 6)

(c) "Low" (ranked 7, 8, 9 or 0)

(d) "No response" (not marked)

4/ See also the results of resident recreation studies (Task 112 b)

5/ These features were: weather, beaches, holiday atmosphere, orchard landscape, wildlife, lakes, national landscape, fresh fruit and water-based activities. A space for ranking "other features" was provided.

The results of this analysis are shown in Figure 12. As anticipated, the most attractive features are the weather (72 per cent ranked as "high"); the beaches (57 per cent ranked as "high) and water-based recreational activities (48 per cent ranked as "high"). To reinforce the importance of water resources as a tourist attraction, both "lakes" and "boating" were ranked as "medium" by 25 per cent of tourists. Indirectly, the water used for irrigation purposes appears to attract some tourists for 40 and 62 per cent respectively ranked the orchard landscape and opportunity to pick fresh-fruit in the "high" and "medium" categories.

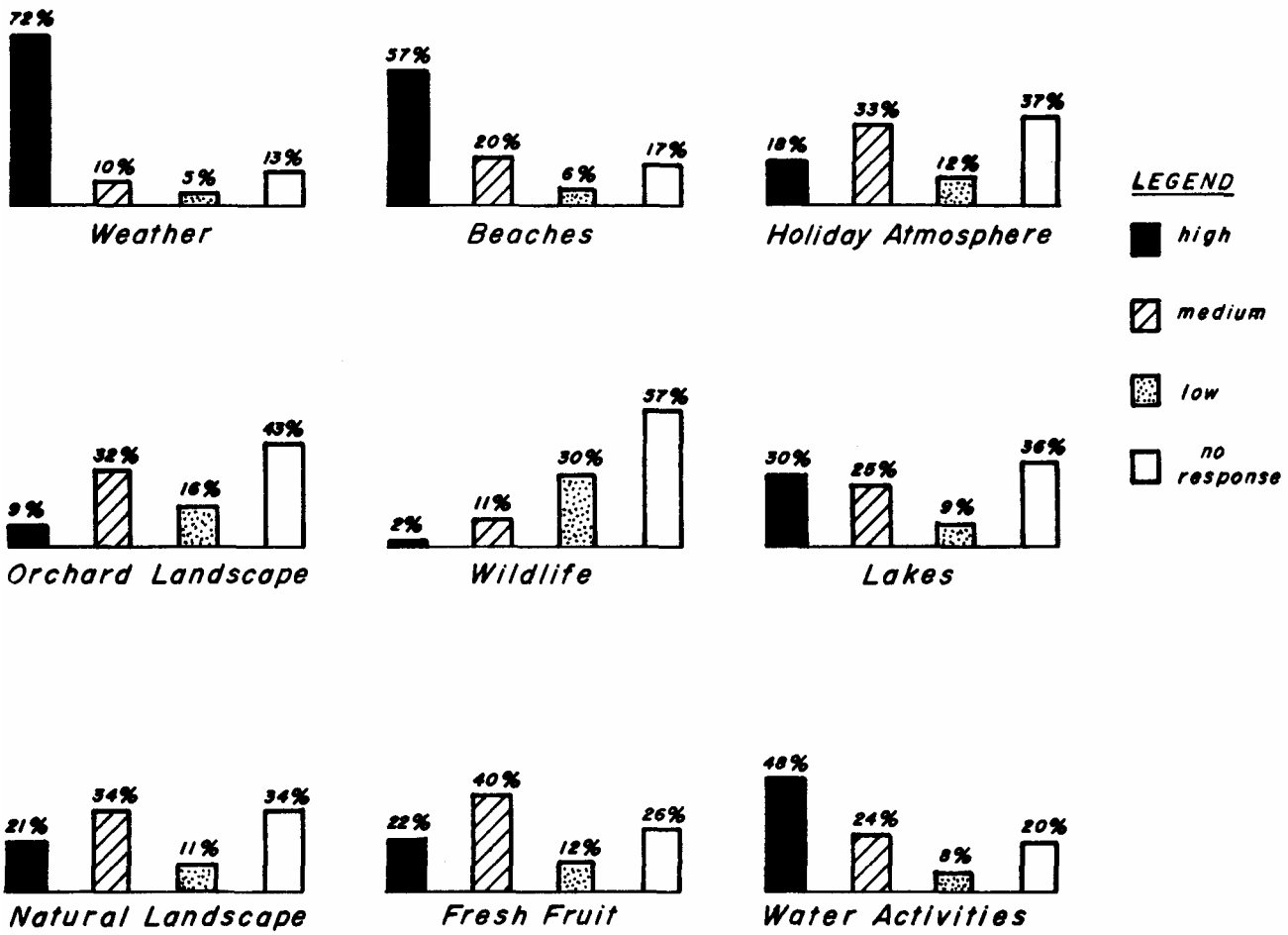
The weather obviously is conspicuous as the single most important factor attracting tourists to the Okanagan, but it appears that the combination of water-based recreational activities (swimming, beaches, lakes, boating) and favourable weather conditions conspire to make the Okanagan one of the most favoured holiday sites in British Columbia. It appears that the linkage between tourism and agriculture is quite strong, especially the opportunity to buy fresh fruit, but that the aesthetics appeal of natural and irrigated landscapes are secondary features. This latter assumption should be treated with caution at present, because the questionnaire is a notoriously fickle tool for identifying linkages, especially when there were no direct conversations with the respondents.

4.9 Dislikes

In an open-ended question, tourists were invited to write down their dislikes about the Okanagan. The objective in this question was to determine without prompting unfavourable comments, if any, directed

Fig. 12

RANKING OF ATTRACTIVE FEATURES IN THE OKANAGAN



to water or related resource management (Figure 13). Over 54 per cent of tourists could not identify any dislikes and of those who did, about 20 per cent were concerned with some aspect of water quality, such as weed growth in the Vernon Arm or the colour of the drinking water. No other feature received any general unfavourable comments including crowding or over commercialization.

The high percentage of tourists who could not discuss any dislikable feature again reinforces the general satisfaction of tourists towards their recreational experiences in the Okanagan. This assumption only applies to tourists visiting the Okanagan, of course; there nay be many tourists who deliberately avoid the Okanagan because of dislikable features but such tourists could not be contacted under the scope of Task 112.

4.10 Tourist Expenditures

In an attempt to obtain an estimate of the gross value of tourism to the Okanagan economy, tourists were asked to specify their expenditures per group for a number of categories while in the Okanagan. A frequency distribution of total expenditures is presented in Figure 14 and disaggregated in Table 2. Figure 14 shows the frequency distribution of total estimated expenditures per visitor trip and illustrates the wide range of responses. This high variability is further emphasized on Table 2 by the large standard deviation of total expenditures ($174) which represents 78% of the average value of $218. Because of tills variability, the average values cited in the following section should be treated with some caution.

Fig. 13

DISLIKES

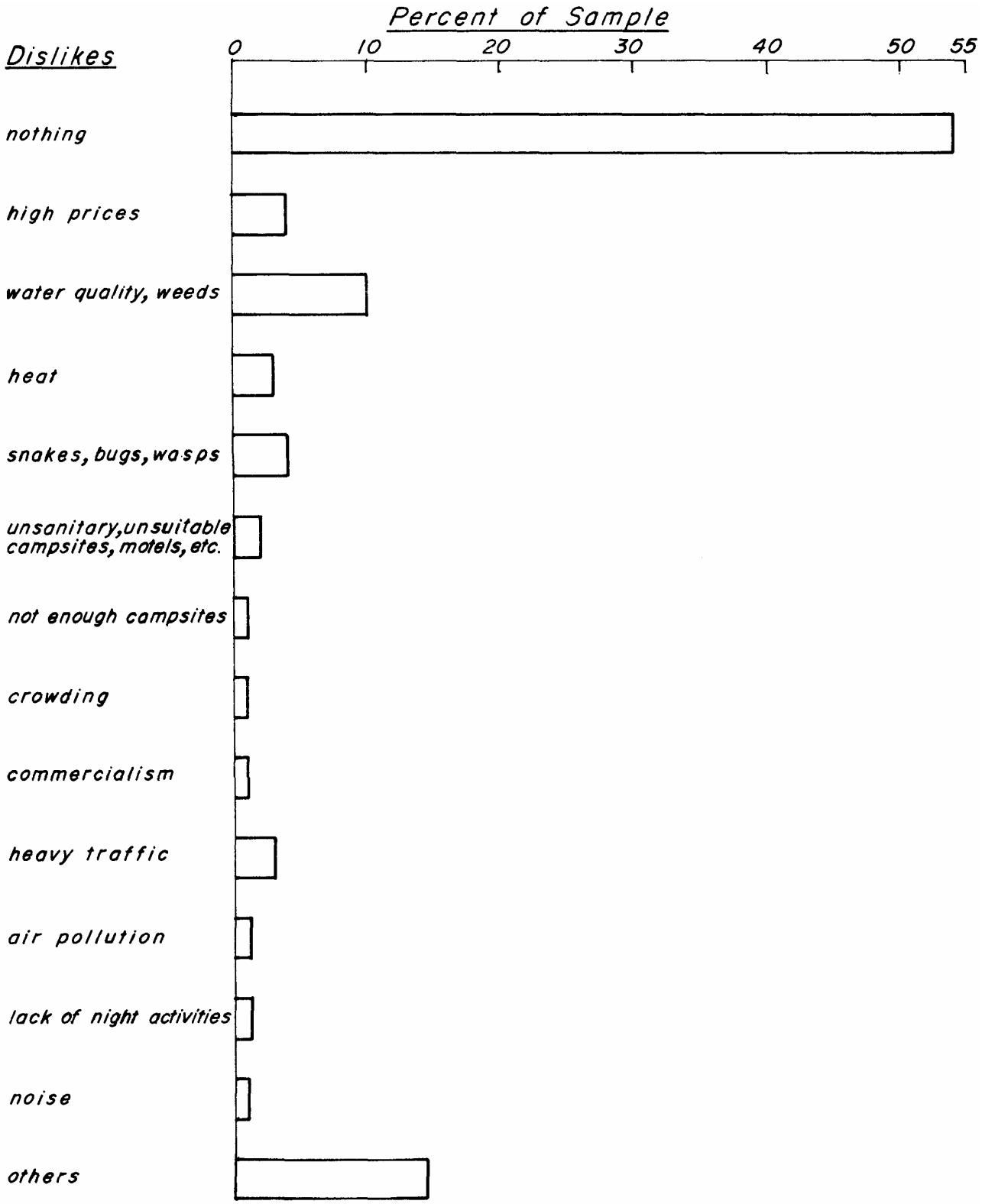


Fig. 14

TOTAL EXPENDITURES/VISITOR TRIP

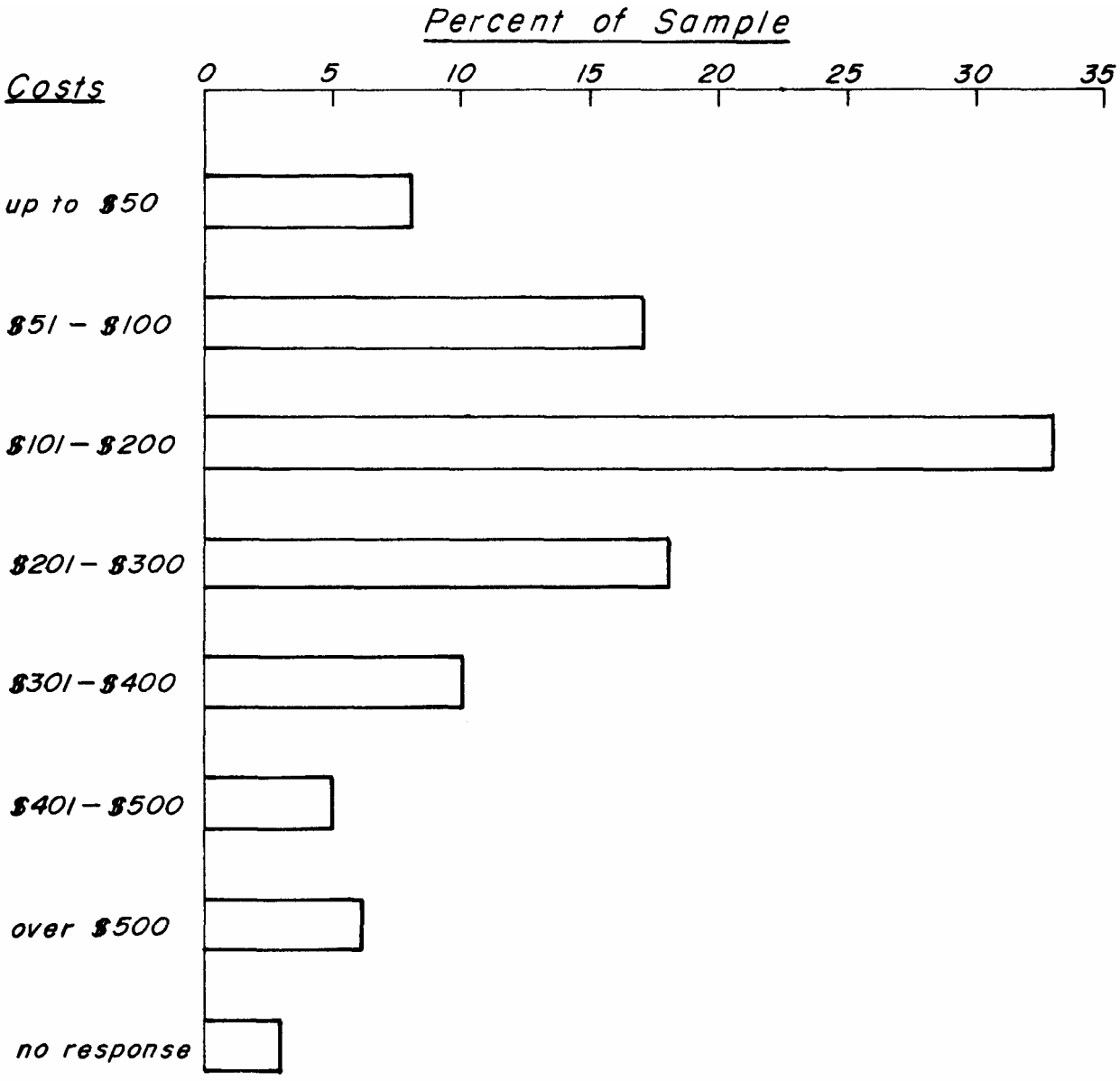


TABLE 2

TOURIST EXPENDITURES IN THE

OKANAGAN VALLEY

Category	Average Expenditure per Group	Standard Deviation of Group Expenditure	Average Expenditure Per Tourist
Accommodation	$ 84.73	$101.39	$ 12.15
Food, Drink	84.12	86.67	15.02
Rentals, Launch Fees	5.24	19.54	1.05
Gasoline	20.73	20.17	4.15
Shopping	21.71	31.28	4.42
Other Expenditures	7.92	36.58	1.58
TOTAL Expenditures 6/	$ 218.84	$173.94	$ 44.57

The money that tourists spend in the Okanagan represents some measure of the value of their total recreational experience in the valley. It is almost impossible to determine the exact role of water as a magnet for tourism, as the previous sections indicate that tourists tend to return for a "package" of experiences, in which water undoubtedly plays a major role. Thus it is not possible from Table 2 to establish the gross value of the water resource per se but it will be possible, with the data available in Task 205 - Economic Growth Studies to predict present and future tourist demand and hence the gross value of non-resident recreation to the Okanagan.

6/ The value for Total Expenditures is calculated as the average of all responses in this category from the questionnaire. It therefore may differ slightly from the total of the separate expenditure items as not all respondents filled in each category.

Tourist groups estimated they spent an average $218. per trip in the Okanagan during the summer of 1971. Approximately 77 per cent of this amount was spent on food and lodging, about 10 per cent on shopping (not for food) and 9 per cent on travel expenses. The average total expenditure per tourist per trip amounted to approximately $44. while the estimated tourist-day expenditures is $6.50. These figures are most likely an under estimate of actual expenditures for in most cases tourists were asked to estimate their total expenses during their trip and in general such estimates are below actual expenditures. This fact coupled with the high proportion of children and campers probably accounts for the low value of tourist-day expenditures.

As might be expected, there was a strong relationship between length of stay in the Okanagan and tourist expenditures (Table 3). Although total expenditures increased with length of stay, the expenditures per group/day decreased from an average of $34. for the sample staying 1-3 days to $20. for those staying between 22 and 28 days.

TABLE 3

GROUP EXPENDITURES VS LENGTH OF STAY

Length of Stay	Average Total Expenditures	Expenditure per Day
1-3	$ 68.30	$ 34.15
4-7	154.75	28.14
8-14	248.20	22.56
15-21	311.01	17.28
22-28	515.40	20.62

RESULTS OF RESIDENT SURVEY

Time constraints allowed only preliminary analysis of resident recreation survey to be undertaken, more detailed analysis involving cross-tabulation of recreational and socio-economic data will be performed in the near future to aid in projecting future demand for water-based recreation.

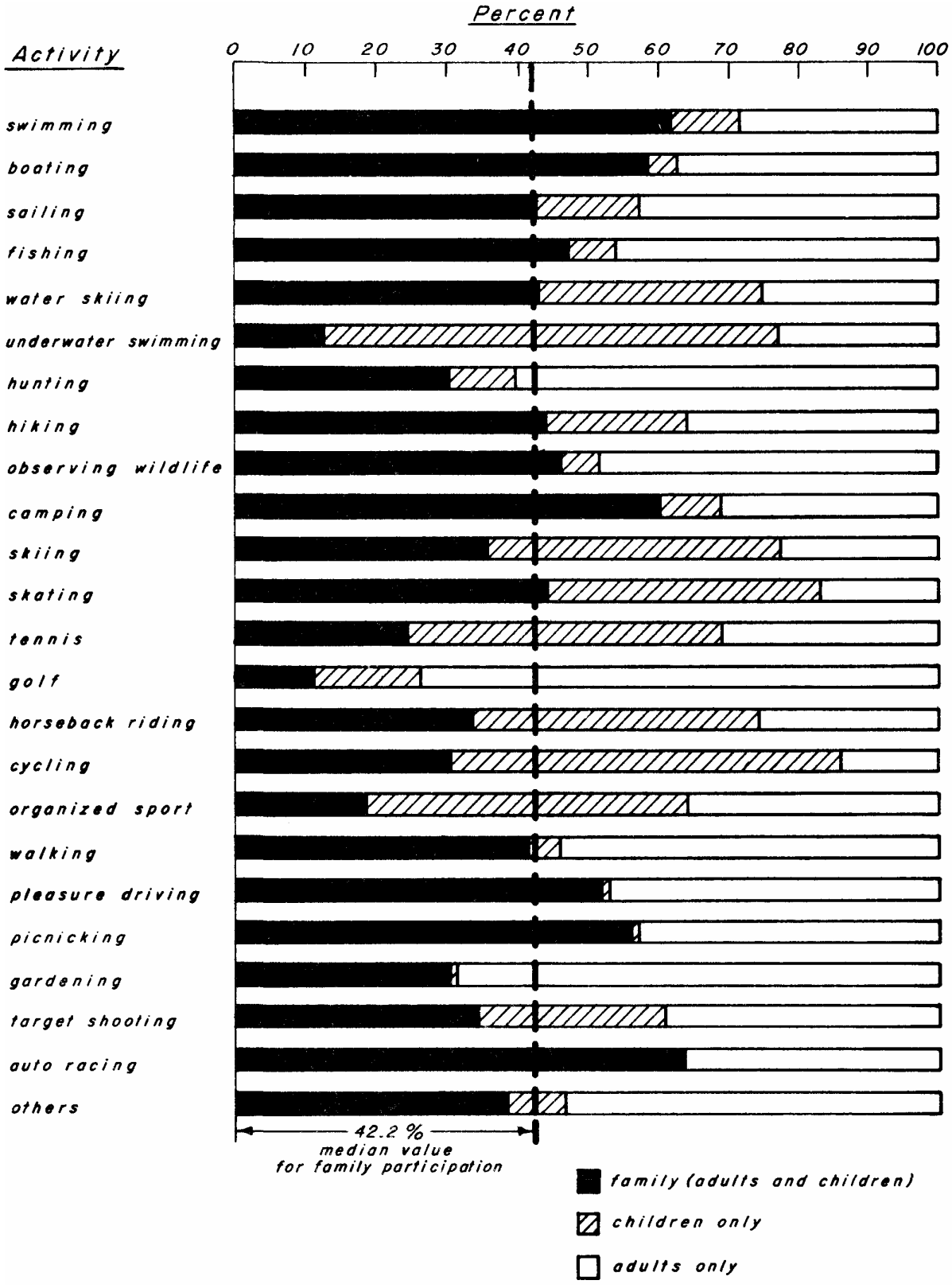
5.1 Participation in Outdoor Recreational Activities

Respondents were asked if they or other members of their household participated in any of a wide range of outdoor recreational activities. The percentage in Figure 15 represent the proportion of the sample of resident households in which at least one person participated in a given activity. Figure 15 thus gives an indication of the relative "popularity" of various outdoor recreational activities to residents Of the Okanagan in terms of the proportion of the population participating in them.

Gardening, picnicking, pleasure driving and walking are enjoyed by over three quarters of the resident population. Although these activities are regarded as non-water-based, the enjoyment of picnicking, pleasure driving and walking may well be enhanced by proximity to water and can be greatly influenced by water management alternatives. Nearly three quarters (73.3 percent) of the resident population went swimming in lakes, over two thirds (68.1 percent) went fishing and over half (54.4 percent) went boating. Over half of the residents also participated in observing wildlife (57.6 percent) camping (52.6 percent) and hiking (51.6 percent). Water-based activities thus rank higher than many non-water-based activities such as horse riding (29.3 percent), skiing (28.5 percent) and tennis (16 percent). Water-based activities are clearly a major component in the total "package" of recreational opportunities available in the Okanagan.

Fig. 15

PROPORTIONS OF CHILDREN AND ADULTS
PARTICIPATING IN OUTDOOR RECREATION ACTIVITIES



5.2 Family Participation in Water-Based Recreational Activities

Figure 16 indicates the relative proportions of adults, children and both adults and children (i.e. families) participating in each activity. The median value of the proportion of all activities in which both children and adults in the households were participants was found to be 42.2 percent. The only water-based activities (the first ten activities listed) which fell below the median value were underwater swimming (mainly a childrens' activity) and hunting (a predominantly adult activity). The fact that both adults and children in a household enjoy the same recreational activity does not necessarily mean that they participate in the activity together; only an indication of family oriented recreation is given, particularly in the case of families containing young children. Swimming, boating and camping in particular, are heavily family oriented. On the other hand only three of the fourteen non-water-based activities were above the median for family participation, pleasure driving, picnicking and auto-racing[7/] with the husband and perhaps wife at work, children at school and with much indoor leisure time spent in "passive" activities such as watching television, outdoor recreation, particularly water-based activities affords one of the few opportunities for families to get together as a group.

5.3 Frequency of Participation on Water-Based Recreational Activities

Figure 17 shows the proportion of residents who spent more than 20 days in 1970-71 engaged in water-based activities. Almost 80 percent of the respondents spent over 20 days swimming and over 50 percent of the respondents spent over 50 days swimming. Over half of the residents spent more than 20 days observing wildlife while more than a quarter invested over 20 days boating (37.2 percent), underwater swimming (31.2 percent) and water skiing (28.2 percent.

Fig. 16

PERCENTAGE OF RESIDENT HOUSEHOLDS PARTICIPATING IN OUTDOOR RECREATION ACTIVITIES

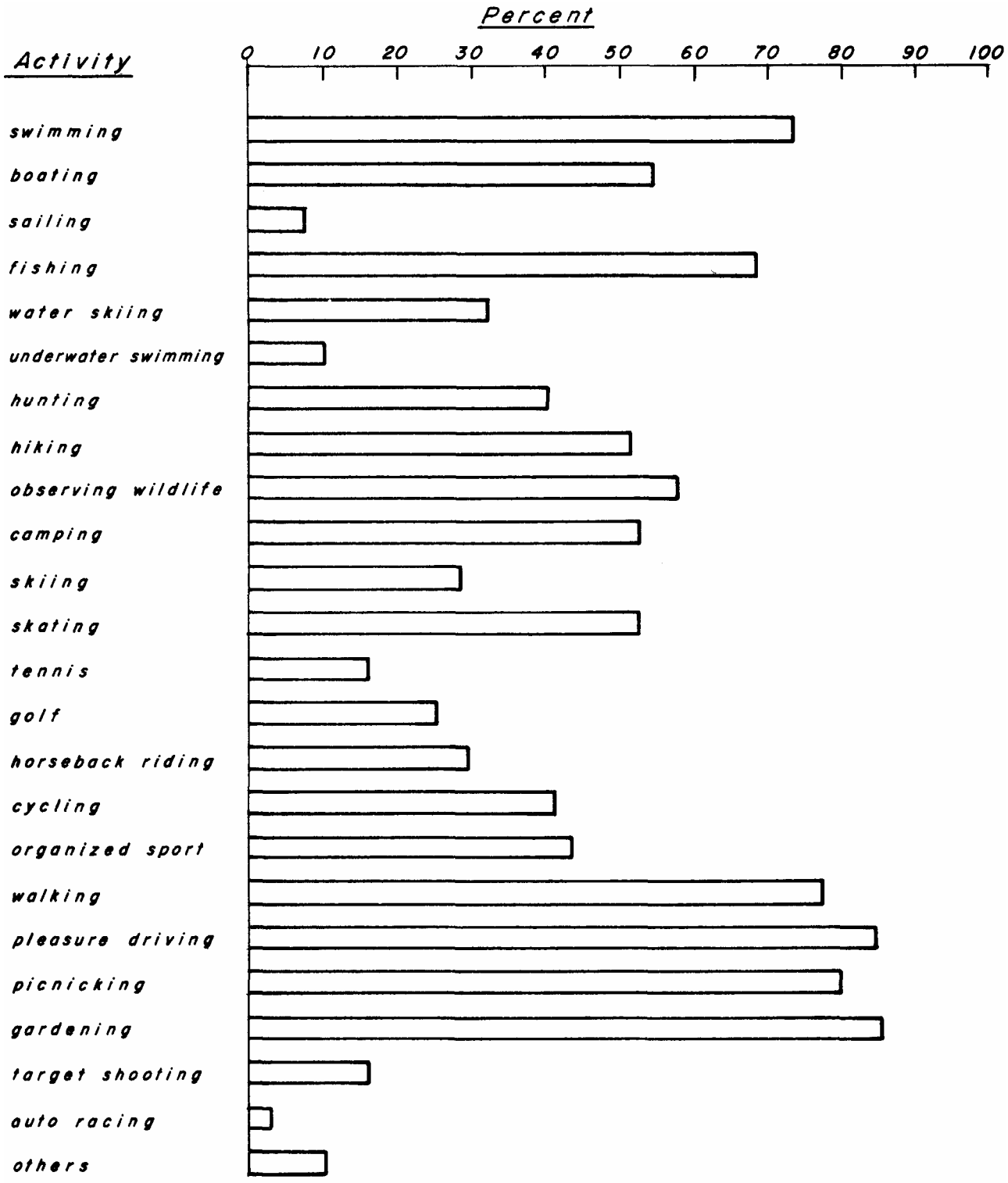
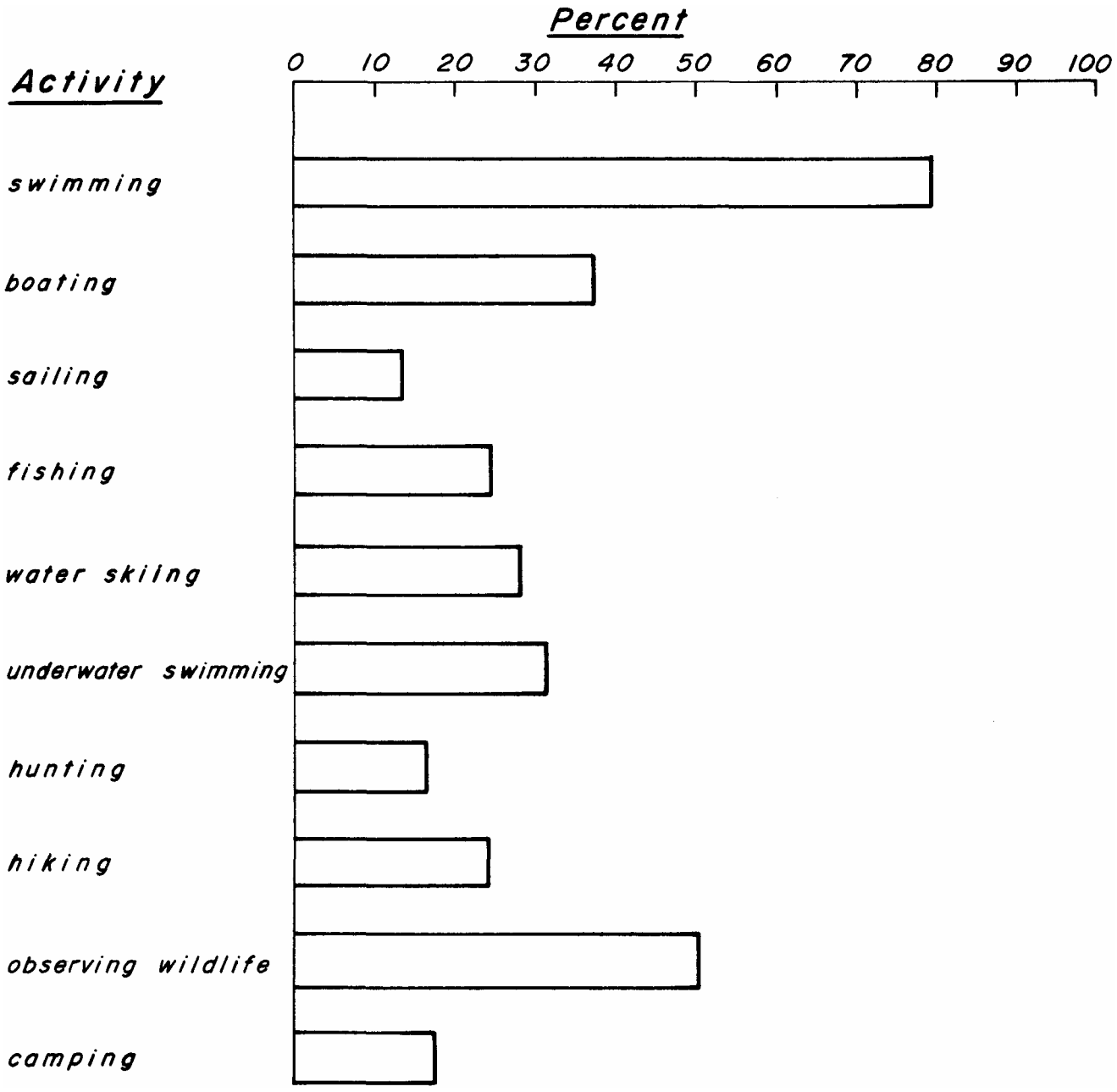


Fig. 17

PERCENT OF RESIDENTS SPENDING MORE THAN 20 DAYS IN SELECTED WATER-BASED ACTIVITIES



5.4 Travel Time and Financial Expenditures on Water-Based Recreational Activities

Figure 18 shows the proportions of participants in each activity who spend less than 30 minutes travelling to their usual recreation site for that activity. Over 70 percent of the participants in activities involving direct contact with water, swimming, boating, sailing, water skiing and underwater swimming, normally travelled less than half an hour to enjoy those activities. Fishing, hunting and camping were carried out at more distant locations. Over 50 percent of fishing occurred between half an hour and two hours away from home and almost 20 percent of camping was conducted over four hours away from home (Table 4).

TABLE 4

TIME TAKEN TO REACH RECREATION SITE

PERCENT OF SAMPLE

Activity / Time	Swimming	Boating	Fishing	Water Skiing	Hunting	Hiking
Less Than 30 Mins.	92	74	38	87	27	56
31-60 Mins.	5	12	27	7	22	19
1 - 2 hours	2	9	27	3	28	15
3 - 4 hours	1	3	5	3	12	5
Over 4 hours	0	2	3	0	11	5

Over 75 percent of the respondents used a vehicle to reach their recreational site, generally a car. Almost 30 percent used a truck or camper for hunting and camping and 17.7 percent for fishing trips. Those three activities tend to take place in areas of more limited access, particularly around the headwater lakes. Over 37 percent of households own a boat, somewhat higher than the average for the whole of British Columbia of 23 percent.

7/ Because of small segment of the sample interested in auto-racing, this statistic should be used with caution.

PERCENT OF RESIDENTS SPENDING LESS THAN 30 MINUTES TRAVELLING TO SITE OF WATER-BASED ACTIVITIES

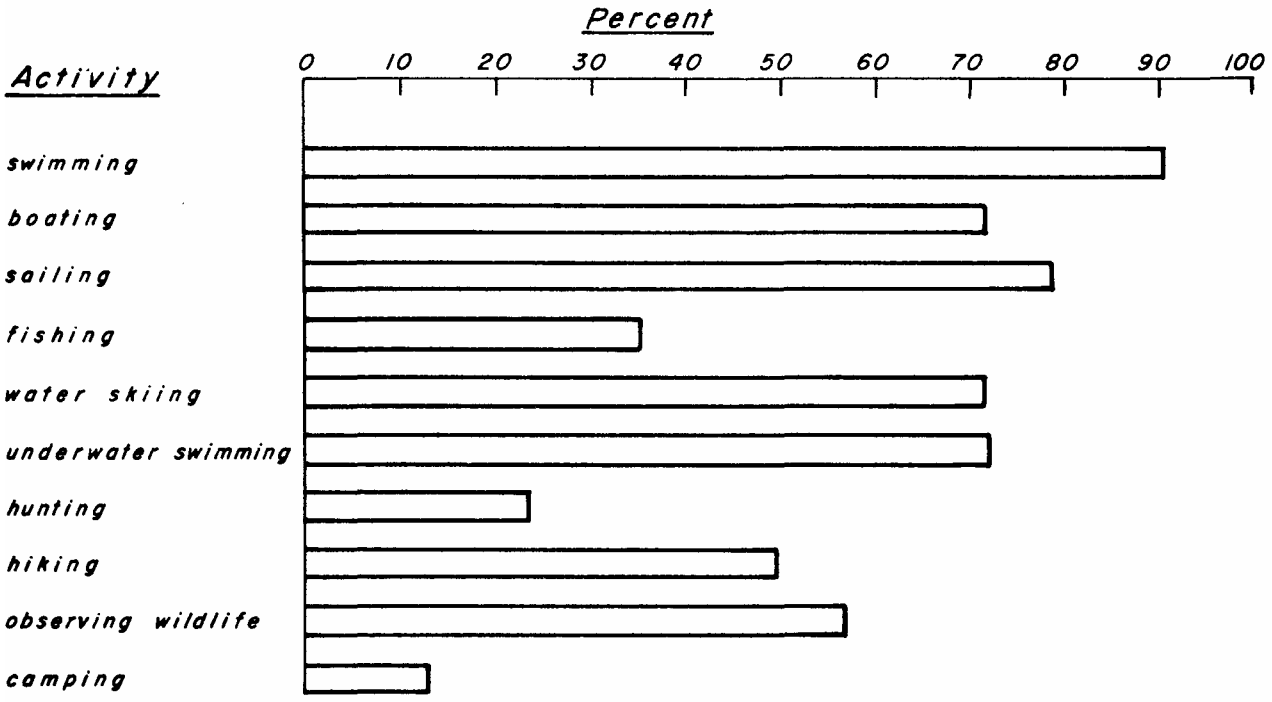
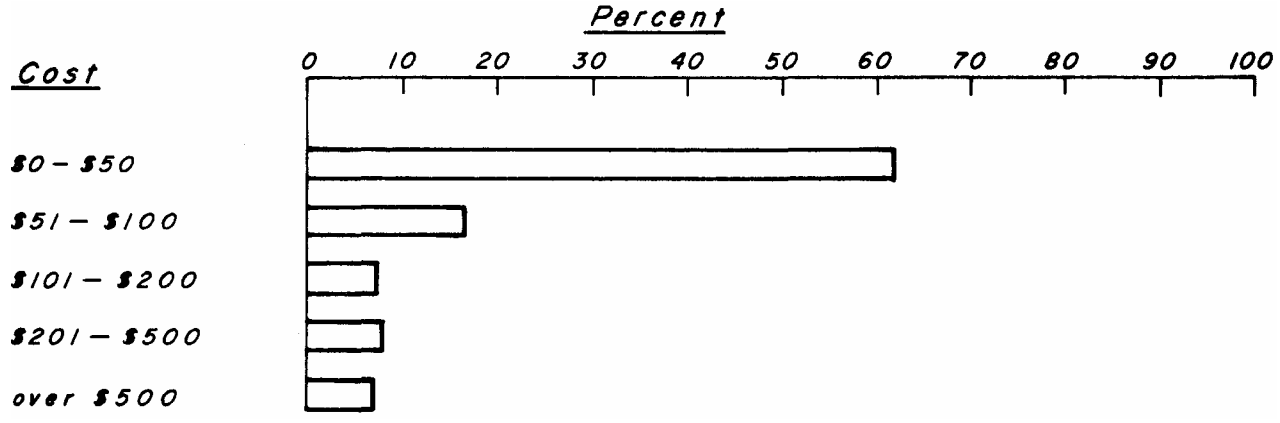


Fig. 19

FINANCIAL EXPENDITURES ON WATER-BASED RECREATION DURING 1970-71



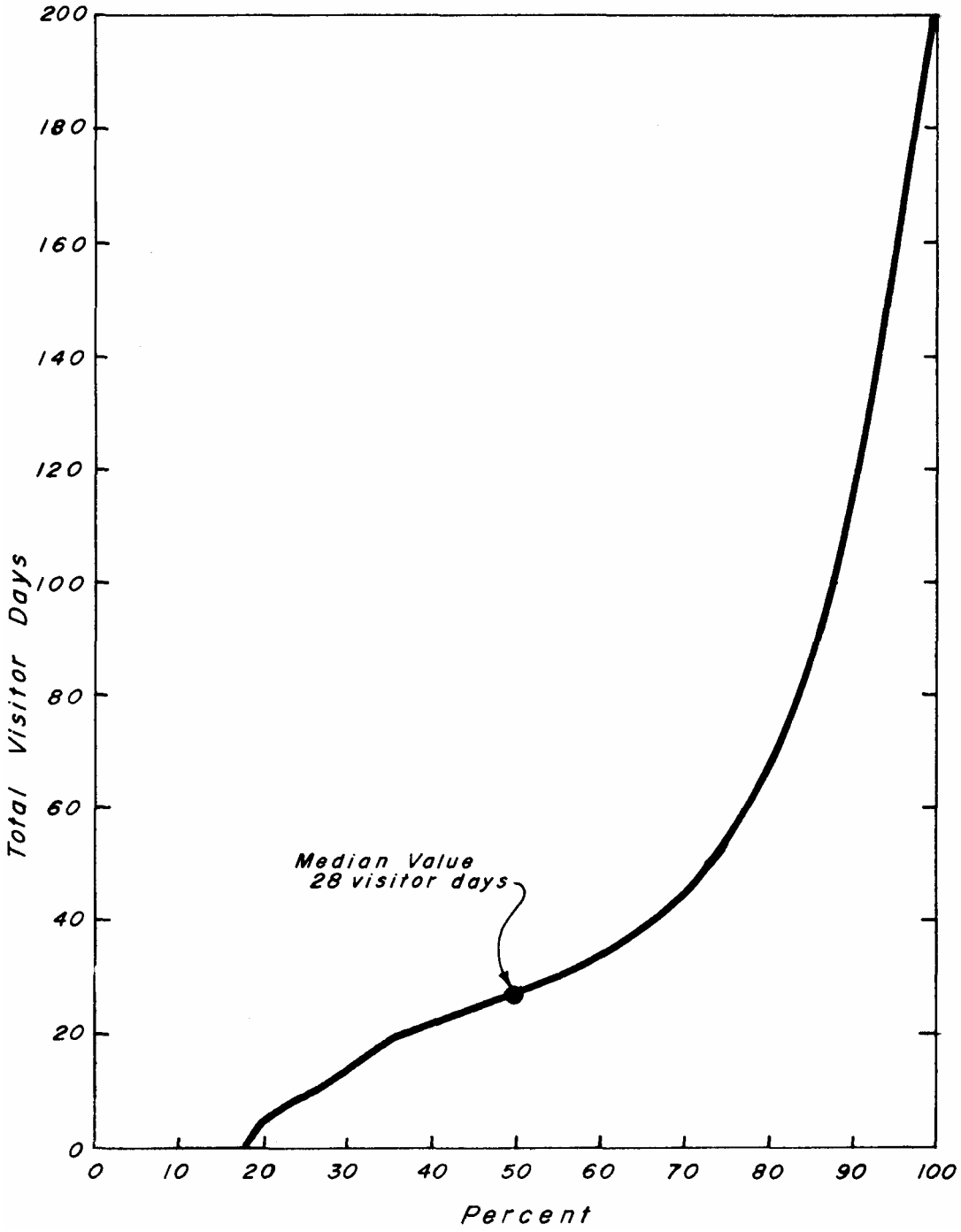
Okanagan residents obviously appreciate and take advantage of the fact that a wide range of water-based recreational experiences are available to them in close proximity to their place of residence. Partly as a result of this availability of these resources, residents do not spend much money on water-based recreation. Figure l9 indicates that over 60 percent of the sample spent less than $50 in the past year on these activities and almost 80 percent spent less than $100. These expenditures do not appear to represent the total value placed on water-based outdoor recreation by Okanagan residents.

5.5 Visitor Days at Private Homes

An attempt was made to estimate the number of tourists in the Okanagan who stay at the homes of relatives and friends. Residents were asked how many visitor groups stayed with them last year on holiday, how many people were in each group and their length of stay. From these data it was possible to estimate the total number of visitor-days experienced at private homes. Figure 20 indicates the distribution of total visitor days over the sample of respondents and shows that 18 percent did not experience any visitor days, while some respondents experienced over 100 visitor days. The median value is approximately 28 visitor days, which when multiplied over the total number of households in the Okanagan indicates that approximately 1 million visitor days were experienced in private homes in 1971. The average size of visitor groups was approximately 3 persons and they stayed on average for about 6 days. These data provide further emphasis on the social values associated with outdoor recreation in the Okanagan.

Fig. 20

DISTRIBUTION OF VISITOR DAYS
SPENT AT RESIDENT HOUSEHOLDS
DURING 1970-71



CONCLUSIONS

The two surveys discussed in this report clearly indicate that the water resource plays a major role in both resident and tourist participation in outdoor recreation activities in the Okanagan. Swimming and beach recreation are almost universally enjoyed by both residents and tourists alike at all age groups, while fishing and boating activities are generally popular among the majority of residents and many tourists. Indirectly, the water resource plays a role in attracting tourists to the basin through the sales of fresh fruit from road-side stands and the aesthetics appeal of orchard landscapes. Indeed, these features are emphasized on most information brochures on the valley.

Tourists appear to be generally satisfied with their recreational experience in the Okanagan judging by their frequency of return and their recommendations to friends. As noted in this report, there will likely be some bias in this conclusion, as tourists who are dissatisfied with their experiences in the Okanagan are unlikely to return and therefore will not be available for an interview. However, preliminary results from the Economic Growth Study indicate a rapid growth in tourism in the Okanagan with an estimated total of 2.7 million recreation days spent in motels, hotels and campsites and an additional 1.0 million days spent by visitors at private homes with friends and relatives. These data indicate that if a dissatisfied group does exist, it will likely be small and that most tourists are satisfied and desire to return.

Because tourists appear to come for a "package" of reasons comprising of the weather plus water-based recreation and aesthetic resources, it is difficult to isolate the recreational value of the water resource from expenditures alone. The Okanagan appears to be a unique region in British Columbia as it combines both good weather and water resources, but it seems

reasonable to assume that if the quality of the water resource was to deteriorate, despite the continued attraction of the weather, some tourists would not return. With an annual gross income around $25 million, it would seem important that the water resource continue to be managed as a tourist attraction rather than a deterrent.

Results from the Resident Survey also provide some indication of the relative recreational value of components of the Okanagan water resource system through an analysis of time and energy spent to reach the recreation site. The vast majority of residents (and likely tourists) prefer to swim, boat and water-ski within 30 minutes drive of their place of residence. Consequently, the swimming areas and beaches adjacent to the major centres -Penticton, Kelowna, Vernon and Osoyoos appear to be more valuable (generally speaking) than those beaches such as Ellison Park which are situated further away. Unfortunately, as preliminary results from Task 131 indicate that these centres of population are also the major contributors of wastes to the water resource system, present and potential conflicts can and will arise unless these wastes resources are managed. If the water quality in areas such as Skaha Lake, Vernon Ann or near Kelowna continues to deteriorate so that some recreationists who are sensitive to water quality parameters move to alternative sites further away, the extra time and effort required to reach these sites is a social cost and should be identified.

The socio-economic group have therefore decided to undertake Task 200 which will identify recreationists' (both tourist and resident) attitudes to different levels of water quality and evaluate the consequences of these attitudes on recreation behaviour. This task is an extension of the work undertaken last summer in connection with the Wood-Kalamalka Lake Study (Oliver and O'Riordan, 1971) and will also attempt to identify and assess in

economic as well as social terms, the linkage between water quality standards and recreation behaviour. Examples of economic impacts include cancellation of tourist bookings at motels and campsites, reduction in length of stay and consequently tourist expenditures and changes in the market value of property adjacent to lakeshores.

In addition to assessing the consequences of different water quality standards in water-based recreation, the socio-economic group will also identify the linkages with water quantity alternatives, particularly fluctuating lake levels. Both studies will conform to the evaluation procedure established by O'Riordan (1971) and will quantify the analysis when possible in economic, social and environmental terms.

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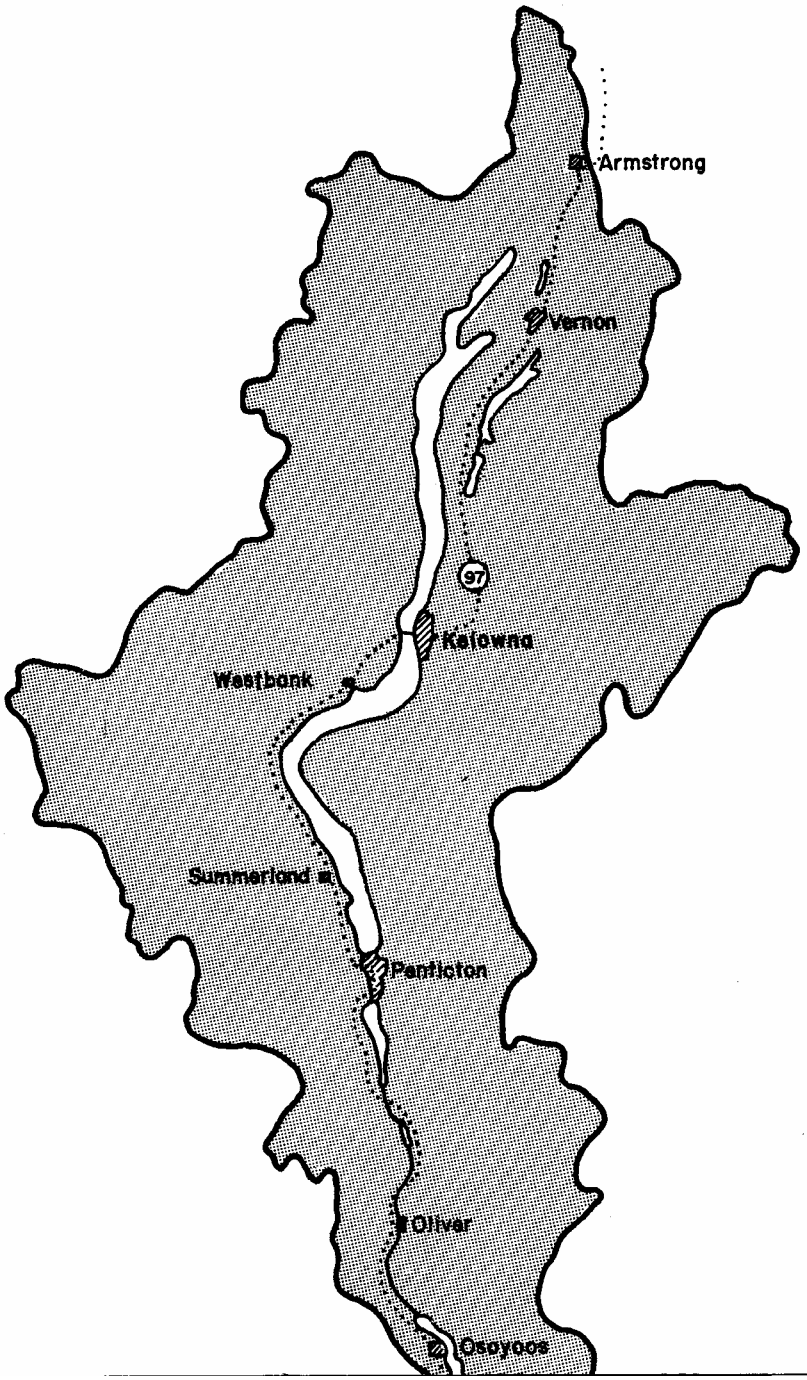
CANADA-BRITISH COLUMBIA OKANAGAN BASIN STUDY

VISITORS SURVEY



CANADA - BRITISH COLUMBIA

OKANAGAN BASIN STUDY

VISITORS SURVEY

Your assistance is requested in answering the following questions. The answers you give will contribute toward the planning of this area.

If found or accidentally carried away, please mail to:

Okanagan Basin Study,
264 Westminster Ave. W.,
Penticton, B.C.

THANK YOU

1. How long will you spend altogether in the Okanagan Valley on this trip? _____ days

2. How long will you be away from home on this trip? _____ days

3. Is this your main holiday this year? Yes/No

4. How long do you intend to stay at this hotel/motel/campsite/resort? _____ days

5. Where is your present home?

_____ _____
(Town) (Province/State)

6. PLEASE RANK the following activities in order of preference as a group (give 1 for most preferred, 2 for second preference, 3 for third preference, and so on)

- ☐ Swimming
- ☐ Water Skiing
- ☐ Boating
- ☐ Other (specify and rank)_____
- ☐ Fishing
- ☐ Sunbathing
- ☐ Walking & Hiking

7. Which features of the Okanagan Valley do you find particularly attractive? (PLEASE RANK in order of attractiveness)

- ☐ Weather
- ☐ Beaches
- ☐ Holiday atmosphere
- ☐ Orchard landscape
- ☐ Wildlife
- ☐ **Lakes**
- ☐ Natural landscape
- ☐ Fresh Fruit
- ☐ Water activities, (fishing, swimming, boating, etc.)
- ☐ Others (specify & rank

_____

8. Which of the following best describes your party? (Please check ONE ONLY)

- ☐ One person alone
- ☐ One couple only
- ☐ Two or more couples
- ☐ Other _____ (write in)
- ☐ One family with children
- ☐ Two families with children
- ☐ Group of _____friends

9. Please write in how many of your group fall into the following age categories:

0 - 5 years	☐	26 - 40 years	☐
6 - 15 years	☐	41 - 65 years	☐
16 - 25 years	☐	66 and over	☐

10. Which areas of the Okanagan Valley have you visited, or do you intend to visit, on this trip?(check each area)

☐ Penticton area ☐ Vernon area ☐ Oliver area

☐ Kelowna area ☐ Armstrong area ☐ Osoyoos area

11. How many times have you visited the Okanagan Valley for a holiday in the last 5 years (1966-71)?

☐	come every year	☐	2 years out of 5
☐	4 years out of 5	☐	1 year out of 5
☐	3 years out of 5	☐	first time ever
☐	Been before more than 5 years ago		

12. Why did you come to the Okanagan? (Please check ONE ONLY)

☐	Been before and liked it	☐	Travelling through to somewhere else
☐	Read about it - tourist brochure	☐	Other (Please specify)
☐	Friends recommended it		_____

13. Are there any features of the Okanagan Basin you particularly dislike?

☐ Yes (Please Specify) No ☐

_____

14. How much do you estimate you will spend (IN THE OKANAGAN VALLEY on this trip?

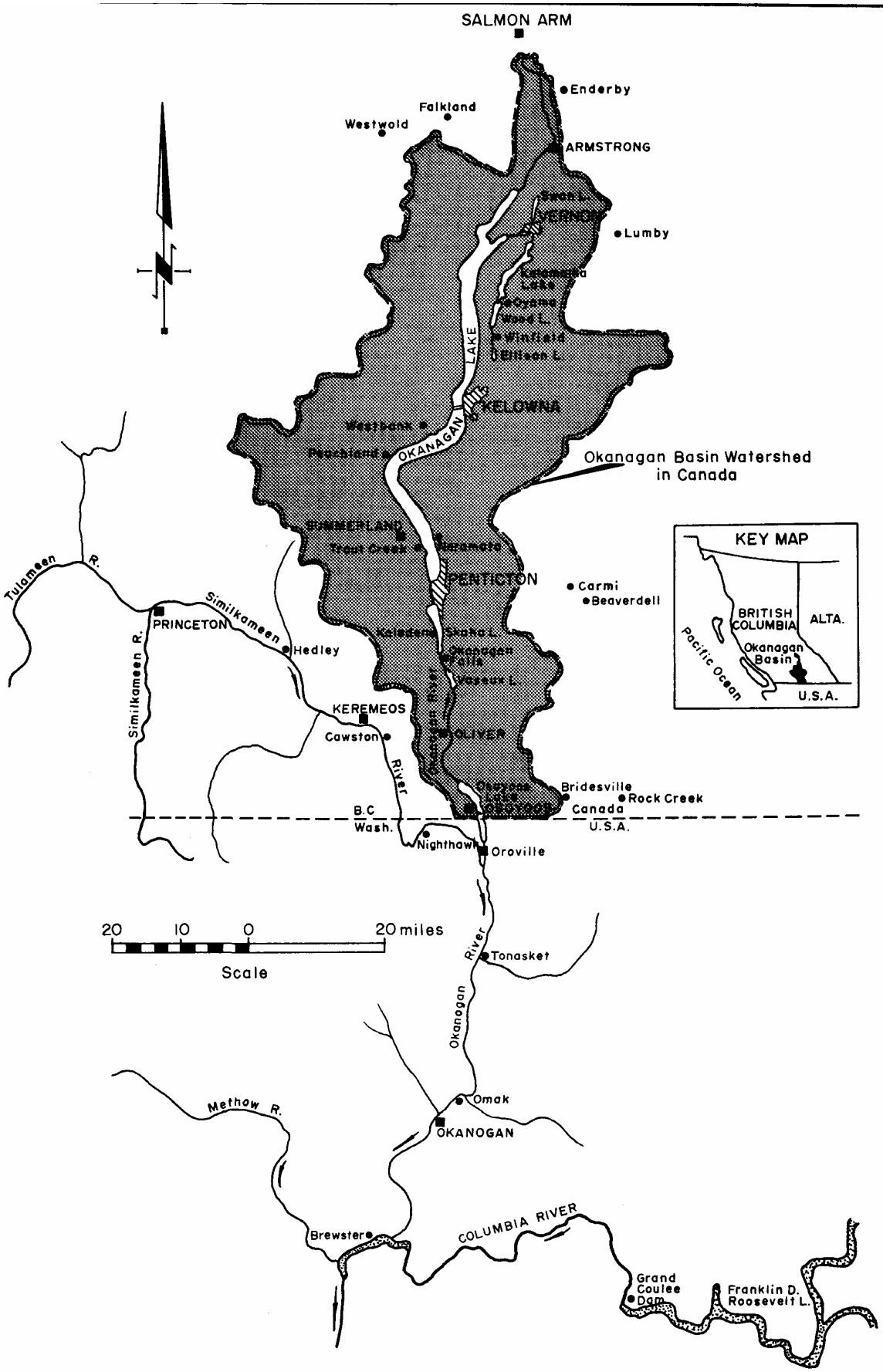
Accommodation, Campsite fees	Food, Drink	Rental, launch fees, licenses	Gasoline
$_____	$_____	$_____	$_____

Shopping -clothing, souvenirs, gifts, etc.	Other expenditures (Please specify)	TOTAL
$_____	$_____	$_____

DATE.....

LOCATION .....

TIME .....



OKANAGAN DRAINAGE BASIN IN CANADA