## Visitor Services Network Statistics Program ~ Daily Form

Centre		
Visitor Centre:	Event/Roaming # of hours of in-person support:	
Date:	# of hours on 'Alt-types' of support (no in-person available):	

VISITORS TO THE CENTRE (Face-to-face) engagements ONLY – put # of visitors in party in square (1 square per party)					Total Vis.					
8 am										
9 am										
10 am										
11 am										
12 pm										
1 pm										1
2 pm										
3 pm										
4 pm										
5 pm										
6 pm			23						0.00	
7 pm										
Total Num	ber of Part	ies:			Total N	umber of V	isitors:	# of Bu	ises:	

ALTERNATE TY	PES OF SUPPORT (use ticks)
Phone	al al secondad a la secondad a secondad a
Email	
Social	
Visitor Origin	
Local Resident	
BC	
Alberta	
Other Canada	
Washington	
California	
Other US/Mexico	
Europe	
Asia/Australia	
Other	
Nights in Comm	unity
Same Day	
1	
2	
3	
4 - 6 (1 week)	
7 - 13 (2 weeks)	
14+	

<b>Community Specific Info</b>	Community Specific Info				
Museum					
Rambo					
Othello					
Fraser Canyon					
Hiking					
Fish					
Camping					
Biking					
Route/Highway					
Chainsaw					

Information Requested (use as man	y ticks as apply)
Accommodation	
Adventure Recreation	
Attractions/Tours	
Maps/Directions	
Events & Conferences	
Food & Beverage	
Transportation	
Shopping	
Parks	
First Nations	
Community Services	
Investment/Moving	
Site Facilities (e.g. washroom)	
Other	



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Date:	# of hours on 'Alt-types' of support (no in-person availa					

VISITORS TO THE CENTRE (Face-to-face) engagements ONLY – put # of visitors in party in square (1 square per party)					Total Vis.		
3 am							
9 am							
10 am							
11 am							
12 pm							
lpm							1
2 pm							-
3 pm							
1 pm							-
5 pm							-
5 pm							-
7 pm							
Fotal Number of Parties:		Total Numbe	r of Visitors:		# of Buses	- <u>I I I -</u>	

ALTERNATE TYPES OF S	SUPPORT (use ticks)
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Email	24 - St
Social	
Visitor Origin	
Local Resident	
BC	
Alberta	
Other Canada	
Washington	
California	
Other US/Mexico	
Europe	
Asia/Australia	dia manana dia
Other	
Nights in Community	and the second
Same Day	
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14+	

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Information Requested (use as many ticks as apply)				
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Food & Beverage				
Fransportation				
Shopping				
Parks				
irst Nations				
Community Services				
nvestment/Moving	Wet Speaker Fried			
Site Facilities e.g. washroom)				
Dther				

## Visitor Services Network Statistics Program HOPE

HOPE				
Start Date:	2019-01-01	2020-01-01	2021-01-01	2022-01-01
End Date:	2019-12-31	2020-12-31	2021-12-31	2022-12-31
ANNUAL TOTALS	Pre-COVID	COVID 3 mo closure (Apr-Jun) Lytton support Wildfires Travel restrictions	Travel restrictions Mostly car service Wildfires Atmospheric Rivers NOV Closed in Dec	Post COVID Highway rebuilding Wildfires Highway Closures Foreign Tours not returned yet
Administration Parties/Hour	7.04	3.79	3.48	3.67
# of hours (in-person)	2,540	1,396	1,636	2,194
# of hours-mobile	-	-	-	2
# of parties	17,888	5,293	5,692	8,076
# of parties-mobile	6,206	11	2,262	8
# of visitors	58,635	15,115	14,889	26,617
# of visitors-mobile	22,158	44	9,821	112
# of buses	725	224	237	418
Alternate Type of Support	0	518	898	823
# of hours alt support (no in-person available)	0	-	1	7
# of phone calls	0	429	837	705
# of mail/fax/email enquiries	0	89	49	71
# of social media	0	-	12	47
Visitor Origin (Per Party)	19,764	5,238	5,625	7,876
Local Resident	1,645	778	855	995
BC	11,065	4,098	4,370	4,889
Alberta	456	146	159	284
Other Canada	785	111	144	481
Washington	503	33	18	123
California	50	6	2	45
Other US/Mexico	952	12	21	101 828
Europe	3,051	16 35	- 55	90
Asia/Australia Other	1,172	30	- 1	40
			4,711	
Nights in Community (Per Party)	<b>16,684</b> 15,208	<b>4,456</b> 4,212	4,711	<b>7,003</b> 5,973
Same day	1,260	4,212	136	675
2	153	72	66	204
3	19	17	14	61
4-6 (1 week)	26	8	264	66
7-13 (2 weeks)	9	2	2	9
14+	9	-	2	15
Information Requested (Per Party)	36,809	7.073	7,846	11.999
Accommodation	586	112	217	272
Adventure Recreation	4,599	442	454	882
Attractions / Tours	4,493	1405	1,622	2,363
Maps / Directions	7,683	1443	1,602	2,170
Events / Conferences	452	89	299	792
Food / Beverage	726	145	215	240
Transportation	859	350	320	640
Shopping	960	115	211	278
Parks	5,406	291	427	693
First Nations	34	0	1 372	12 572
Community Services	1,203	407 56	49	34
Investment/Moving Site Facilities (e.g. Washrooms)	9,163	2190	1,970	2,890
Other	355	2130	87	161
	15,654	3,342	3,613	5,756
Community Specific Info (Per Party) Museum	853	226	125	365
Rambo	3,371	1,333	125	2,173
Othello	5,294	224	390	434
Fraser Canyon	684	107	77	241
Hiking	1,349	457	439	691
Fish / Fishing	163	27	44	53
Camping	871	125	148	350
Biking	278	71	109	91
Route/Highway	1,948	385	686	768
Chainsaw	843	387	334	590

2019-01-01	2020-01-01	2021-01-01	2022-01-01		
2019-12-31	2020-12-31	2021-12-31	2022-12-31		
B., 001//D	closure (Apr- Jun) Lytton support Wildfires Travel	restrictions Mostly car service Wildfires Atmospheric	Highway rebuilding Wildfires Highway Closures		
Pre-COVID	restrictions	Rivers NOV	Foreign		
% of total parties					

Mix shifted to mostly BC during COVID Visitor Origin (Per Party) 7% 15% 11% 12% Local Resident 46% 77% 55% 60% BC 2% 3% 2% 4% Alberta 3% 2% 2% 6% Other Canada 2% 0% Washington 1% 2% California 0% 0% 0% 1% 4% 0% 0% 1% Other US/Mexico 13% 0% 1% 10% Europe 5% 1% 0% 1% Asia/Australia 0% 0% 0% 0% Other Mix shifted to mostly day trips during COVID Nights in Community (Per Party) 63% 79% 53% 74% Same day 5% 3% 2% 8% 1 1% 1% 1% 3% 2 0% 0% 0% 1% 3 0% 0% 3% 1% 4-6 (1 week) 0% 0% 0% 0% 7-13 (2 weeks) 0% 0% 0% 0% 14+ Information Requested (Per Party) 2% 2% 3% 3% Accommodation 19% 8% 6% 11% Adventure Recreation 19% 26% 20% 29% Attractions / Tours 32% 27% 20% 27% Maps / Directions 10% 4% 2% 2% Events / Conferences 3% 3% 3% 3% Food / Beverage 4% 4% 7% 8% Transportation 2% 4% 3% 3% Shopping 22% 5% 5% 9% Parks 0% 0% 0% 0% First Nations 5% 8% 5% 7% **Community Services** 1% 1% 1% 0% Investment/Moving 38% 41% 25% 36% Site Facilities (e.g. Washrooms) 1% 1% 1% 2% Other RAMBO remained high during COVID Community Specific Info (Per Party) 4% 4% 2% 5% Museum 14% 25% 16% Rambo 27% 22% 4% 5% 5% Othello 1% 3% 2% 3% Fraser Canyon 6% 9% 6% 9% Hiking 1% 1% Fish / Fishing 1% 1% 4% 2% 2% 4% Camping 1% 1% 1% 1% Biking 8% 7% 9% 10% Route/Highway 3% 7% 4% 7% Chainsaw