

Vancouver Island Visitor Centre, Comox Valley Annual Report - 2013



Table of Contents

Introduction	3
Visitor Statistics.....	3
2013 True Visitor Parties.....	4
Current Bookable Activities on Vancouver Island Booked through the VIVC.....	7
BC Ferries Revenues.....	7
Retail Sales Revenues.....	7
Facility Rentals	8
Summary	8

Introduction

In its second year of operation, the Vancouver Island Visitor Centre experienced steady growth. True visitor party numbers, phone and email enquiries and bus numbers have all increased substantially over 2012. Visitation at the Centre compares positively to visitation throughout the Region. Combined gross revenues for 2013 were 33% over the previous year, and revenue targets were exceeded by 4%.

Visitor Statistics

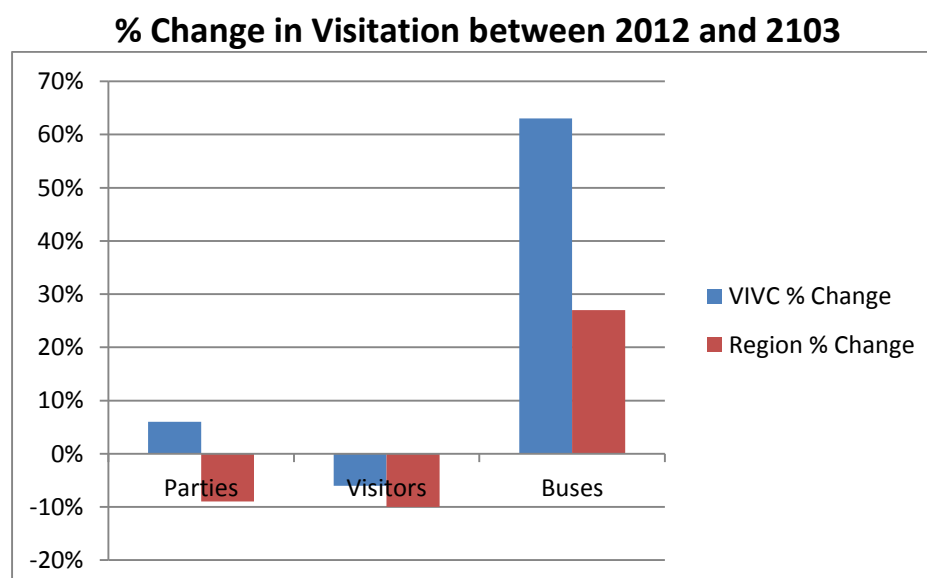
Visitor parties are defined as any group travelling together regardless of the number of people, while visitor numbers are the total number of individuals who came into the Centre. True visitor parties are what would be considered as “tourists” – visitor parties from outside of the Comox Valley area.

The following chart shows a comparison of statistics between 2013 and 2012:

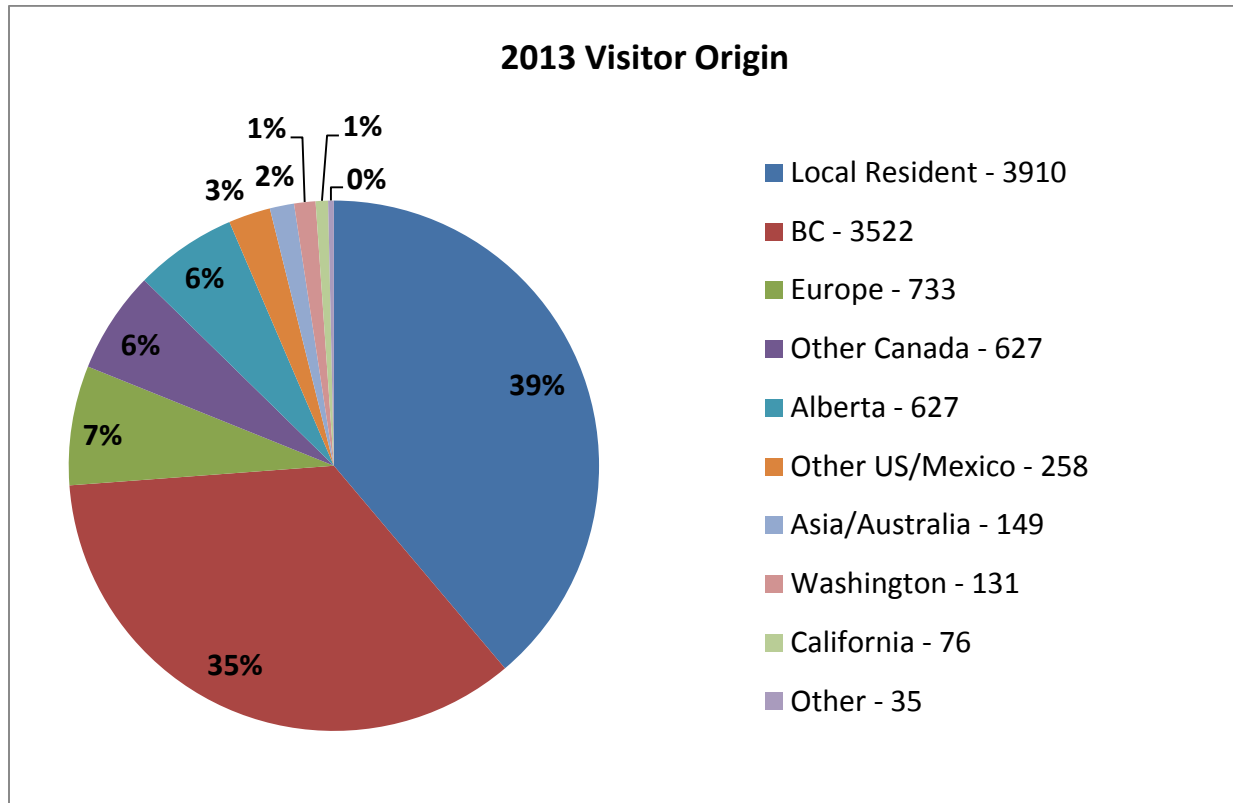
Statistics	2013	2012	% Change
Visitor Phone Calls	1,666	851	96%
Mail/Fax/Email Enquiries	478	90	431%
Total Visitor Parties	14,757	13,878	6%
Local Parties	3,984	5,050	-21%
True Visitor Parties	10,773	8,828	23%
Visitor Numbers	28,300	30,110	-6%
Number of Buses	44	27	63%

The largest increases in visitor phone calls and mail/fax/email enquiries were a result of the marketing done by CVEDS regarding festival and event marketing with the VIVC as the call to action.

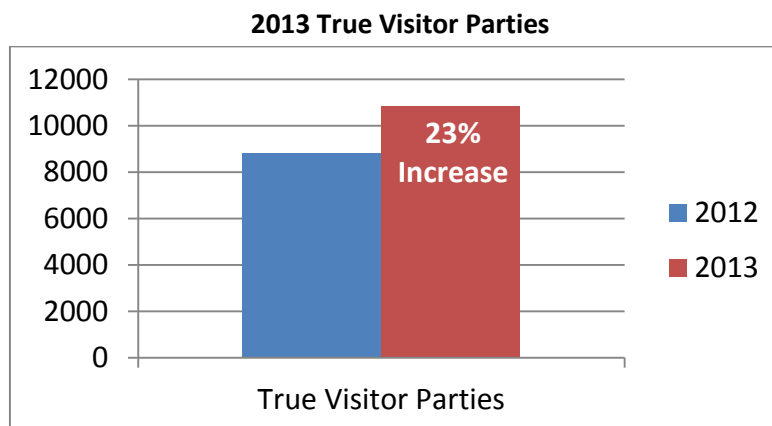
The following chart shows the changes in visitor parties, visitor numbers and buses for the Vancouver Island Visitor Centre compared to all visitor centres in the Vancouver Island Tourism Region:



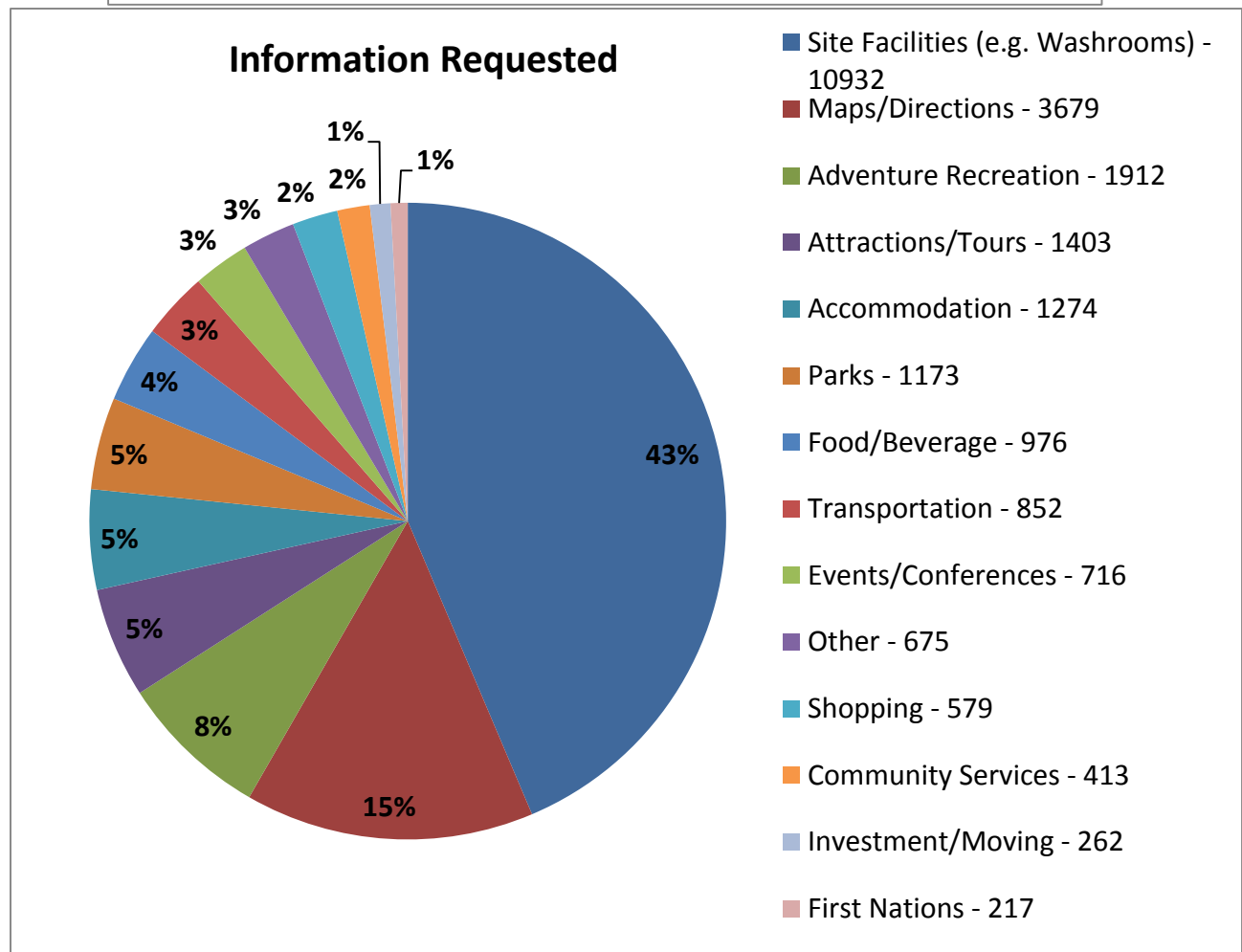
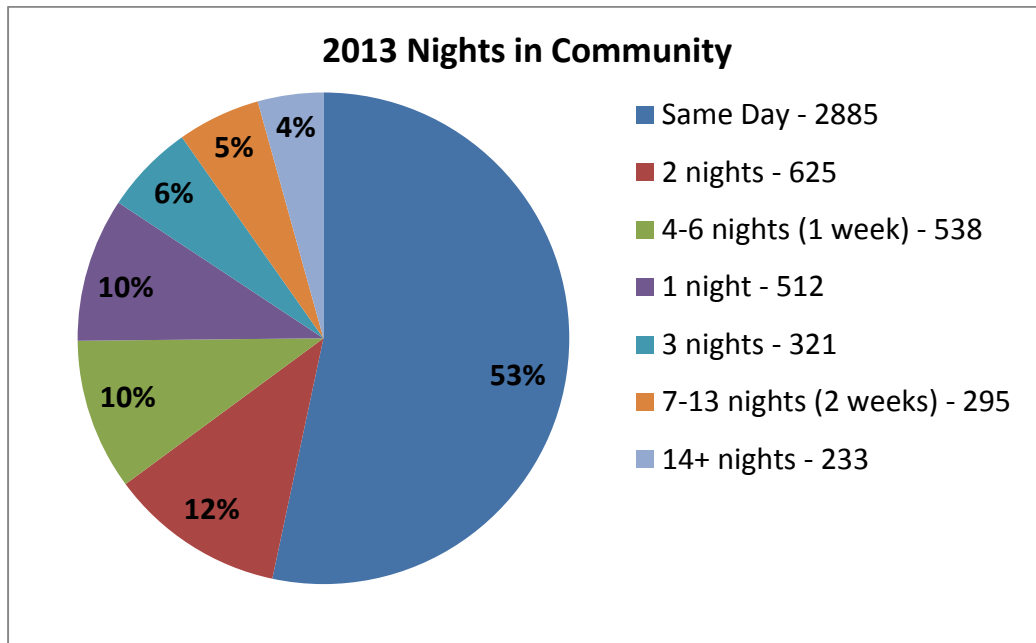
In 2012, local residents came out in force to see the new visitor centre when it first opened. As is typical during the second year of operations, the number of locals who visited the Centre dropped. However, the local population still represents the highest percentage of visitors to the Centre, followed by visitors from other parts of British Columbia. The breakdown of visitors by origin is shown in the graph below:



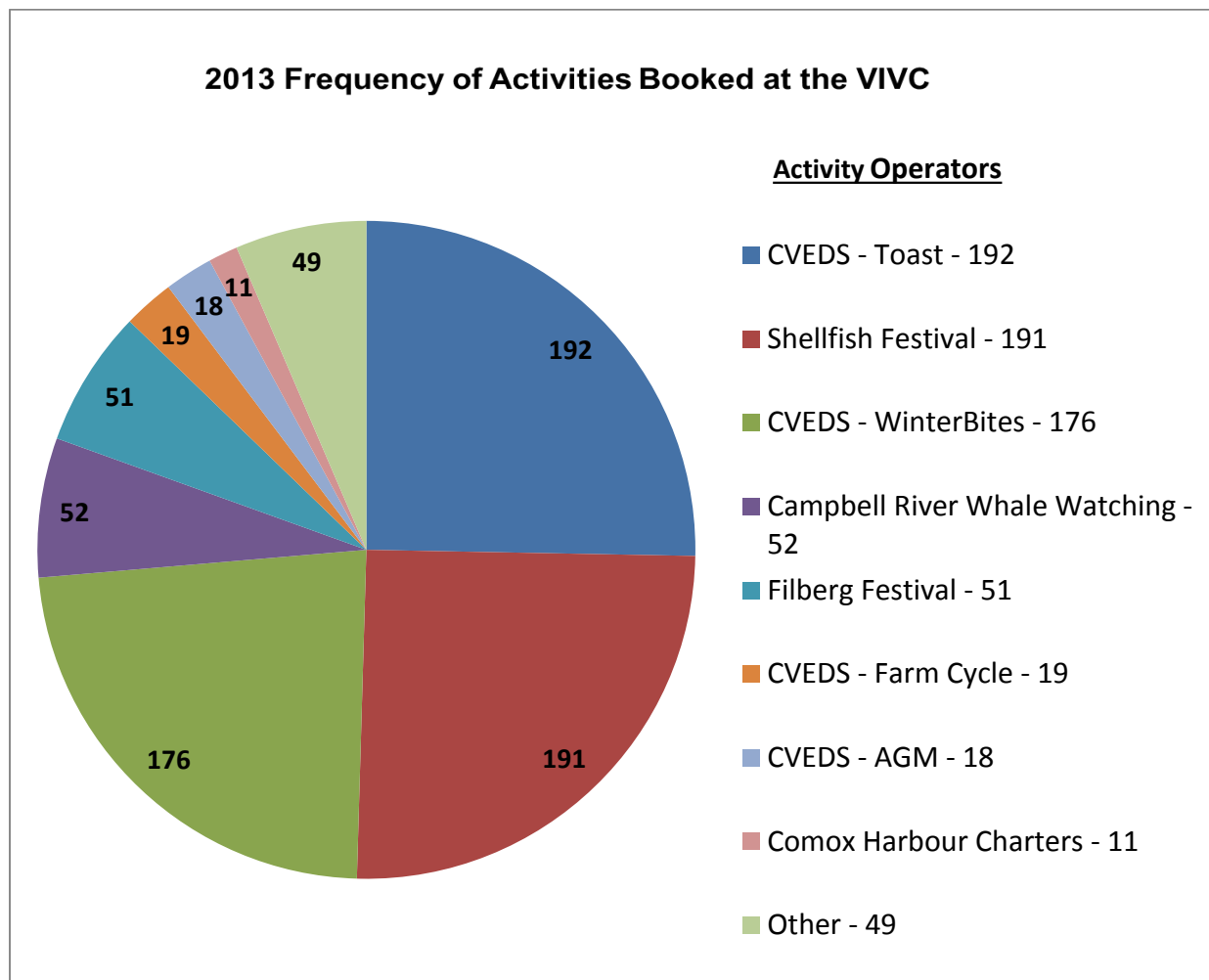
Although the number of local parties declined in 2013, visitation from true visitors has increased substantially:



Other information about the parties who visited the Centre is shown in the charts below:



The increase in activity, festival and event bookings demonstrates that the Centre is fulfilling its role of promoting tourism products that will enhance a visitor's experience, encouraging longer stays and return trips to the area. The following chart shows the local bookings by operator:



Current Bookable Activities on Vancouver Island Booked through the VIVC

Aboriginal Journeys
Aboriginal Journeys - in-house
Adrena Line Zipline Adventure Tours
BC Salmon Farmer's Association-Salmon Farm Tours
Blue Moon Winery
Campbell River Whale Watching
Coastal Black Winery
Comox Harbour Charters
Crabby's Fishing Charters
CVS Sightseeing
Discovery Marine Safaris
Eagle Eye Adventures
Fanny Bay Oysters
Five Star Whale Watching
Functional Massage Therapy
G & M Fishing Charters
Horne Lake Caves
Hymax Charters

Island Alpine Guides
Island Gourmet Trails
Island Joy Rides
Mid Island Fishing Charters
Mount Washington
Natalie Rogers, RMT
Orca Spirit Adventures Whale Watching
Pacific Coach
Prime Chophouse
Prince of Whales Whale Watching
Puntledge RV Park (Pears of the Puntledge Event)
Royal BC Museum
Shaw Ocean Discovery Centre
Shelter Point Distillery
Stubbs Island Charters Ltd
Tide Rip Grizzly Adventures
Vantoptours - Vancouver and Victoria
Victoria Butterfly Gardens
Victoria IMAX

BC Ferries Revenues

BC Ferries Bookings 2013/2012			
	2013	2012	% Change
Southern Ferry Vouchers	\$7,944	\$4,645	+71%
Northern Ferry Reservations	\$3,839	\$3,431	+12%

Retail Sales Revenues

Retail Sales Revenues 2013/2012			
	2013	2012	% Change
Merchandise	\$64,639	\$54,473	19%
Food and Beverage	\$4,927	\$3,849	28%
Consignment	\$5,151	\$4,475	15%

Retail sales have increased due to improved displays and a better selection of products.

Facility Rentals

Adventure Management Ltd took over facility rentals from CVEDS on April 1, 2014. Rentals for the period from April 1 to December 31, 2013 totalled \$4,953.

Summary

The statistics and revenues show that the Vancouver Island Visitor Centre is fulfilling its role of improving the economic benefit of tourism to the area by being the call-to-action for marketing to attract visitors to the area, and by promoting longer stays and return visits to prospective visitors and those who have come into the Centre.

A sample of comments from the Guest Book shows that the Centre is surpassing visitor expectations:

2013 Guest Book Entries

St.-Felicien, QC *"WOW! Magnifique centre d'info!"*

Fuduoka, Japan *"Excellent displays. Amazing."*

Vegreville, AB *"Fantastic design & helpful centre!!!"*

Comox BC *"First time. Good introduction for Comox Valley."*

Manchester, UK *"Excellent centre helpful, friendly thanks."*