

MV Coho Economic Impact Study

TOURISM
VICTORIA



November 15, 2007

EXECUTIVE SUMMARY

Scope & Methodology

This report documents a study of the 2006 economic impact of the MV Coho Ferry service operated by Blackball Transportation: both in its current state and usage, and in the potential event that this service is discontinued. The study was completed by Dr. Brock Smith of the Faculty of Business at the University of Victoria at the request of the stakeholder consortium of Tourism Victoria, The Victoria Harbour Authority, and Blackball Transportation. The methodology originally developed by Informetrica Limited for the Ontario Arts Council was used in this context because its multipliers are tailored for cultural events and experiences, which is consistent with the predominant tourism focus of the MV Coho operation and the scope of objectives for this study.

As with all economic impact studies, results have to be interpreted with caution as impacts on income, local employment, and local taxes are based on a diffusion model (impacts occur over time) using multipliers developed from experience with similar contexts, and using both primary research (direct, local data) and regional or provincial averages. All economic impact studies make assumptions and use projections that could be challenged. The approach used in this study, however, is reasonable and the results are indicative of the MV Coho's impact.

Results

In 2006, the MV Coho ferry service transported the equivalent of 205,144 return passengers (i.e., each way), of which 59,339 were foot passenger visitors and 115,546 were vehicle passenger visitors (174,885 total visitors). Foot passenger visitors spent, on average, \$286 per person during their stay and vehicle passenger visitors spent, on average, \$381 per person during their stay. These expenditures generated \$123.7 million in NET GDP Impact, supported 3,541 Full Time Equivalent Jobs, and contributed \$12.4 million in Local Tax Impact. These results represent a diffused impact – they are reflected in jobs retained and business vitality, and not necessarily new jobs or businesses created.

In 2006, Blackball Transportation spent over \$2 million in Greater Victoria to run the MV Coho ferry service. These expenditures generated \$4.1 million in NET GDP Impact, supported 111 Full Time Equivalent Jobs, and contributed \$390 thousand dollars in Local Tax Impact.

In an Exit Survey of 299 visitors conducted in late October 2007, 55.7% of foot passengers, and 22.4% of vehicle passengers, reported that they would not have traveled to Victoria had the MV Coho service not been available. The loss of these visitors, and the local Blackball Transportation expenditures, would result in a \$45.8 million loss in Net GDP Impact, a loss of supporting 1,232 Full Time Equivalent Jobs, and a loss of \$4.6 million in Local Tax Impact



TABLE OF CONTENTS

EXECUTIVE SUMMARY i

INTRODUCTION 1

Scope, Objectives, & Approach 1

METHODOLOGY 2

Model and Data 2

Direct Effects 2

Ancillary (Visitor) Spending 3

Indirect Effects 3

Induced Effects 3

Model Inputs 4

RESULTS 7

Total Impact 7

MV Coho Operations Impact 7

Foot Passenger Impact 7

Vehicle Passenger Impact 8

Potential Lost Visitor Impact 8

Summary & Conclusion 9

Table 1: Impact Summary 10

Table 2: Potential Loss Impact Summary 11

Table 3: Local Income Impact 12

Table 4: Local Employment Impact 13

Table 5: Local Tax Impact 14

APPENDIX A: MV COHO EXIT SURVEY 15



INTRODUCTION

Scope, Objectives, & Approach

Dr. Brock Smith of the Faculty of Business at the University of Victoria was awarded a contract by the stakeholder consortium of Tourism Victoria, The Victoria Harbour Authority, and Blackball Transportation to conduct an Economic Impact Study of the MV Coho ferry operation. The consortium sought to understand the economic impact of the MV Coho Ferry service to inform decisions regarding the future of the current terminal facilities. These impacts were sought in a break down by: a) foot passengers; b) car traffic; c) over height vehicles, d) recreational vehicles, and e) MV Coho port supply and other local expenditures. The study was conducted from October 19th to November 15th, 2007. Due to this timing and lack of traffic, it was not possible to collect sufficient data to analyze the results by over height and recreational vehicle traffic. Reported are the economic impacts of: a) foot passengers; b) vehicle passengers; and c) MV Coho local expenditures.

The main objective of the study is to identify and quantify the unique contribution of the MV Coho ferry service to the local economy; unique in the sense that the service provides an economic stimulus (revenues and expenditures) that otherwise would not have been generated and spent in the local economy. The study does not capture other impacts, positive or negative, relating to psychological outcomes (such as a pleasure or enjoyment of coming into the Inner Harbour by boat), psychological value (such as having transportation options), or collective benefits such the community's image or reputation, or the preservation of cultural heritage. The study focused on the most recent full year of operations (2006), and consequently, the Economic Impact reported represents a one year snap shot. Passenger volumes in 2006 were consistent with those of 2005, but were 20% to 25% lower than pre-2001 figures.

Economic impact studies measure the inflow of “new” income in an economy as a result of a service, experience, or event. “New” income reflects an inflow of dollars into a local economy from sources outside that economic region. For the purpose of the MV Coho Economic Impact Study, the economic region is defined as Vancouver Island, and money spent by visitors from off-island is considered “new income.” There are many ways to conduct an economic impact study and every approach makes assumptions and projections that could be challenged. This study uses an approach developed by Informetrica Limited for the Ontario Arts Council¹. The Informetrica assumptions and multipliers are tailored for cultural events and experiences, which is consistent with the predominant tourism focus of the MV Coho operation and the scope of objectives for this study.

¹ Assessing the Local Economic Impact of the Arts: A Handbook. Prepared by Informetrica Limited for the Ontario Arts Council. Ontario Arts Council. Toronto: November 1997.



METHODOLOGY

Model and Data

The Informetrica model examines three types of economic effects: direct effects, indirect effects, and induced effects. The data used to specify these effects in the model was provided by: a) the MV Coho administration, b) an MV Coho Exit Survey, c) the Tourism Victoria Exit Surveys of 2006, and d) secondary sources, such as BC Statistics.

The MV Coho Exit Survey was conducted on Friday October 19th, Saturday October 20th, Sunday October 21st, Saturday November 2nd, and Sunday November 3rd 2007, intercepting all passengers at the Belleville terminal. A two page, self-report questionnaire was administered to vehicle passengers and foot passengers who were visitors to Vancouver Island. While some questions disguised the purpose of the questionnaire as a general customer attitude and behaviour Exit Survey, key information required of the Economic Impact Study was acquired: expenditures per traveling party; the number of people in the traveling party; number of nights stayed; and whether they would have come to Victoria via another transportation provider if the MV Coho service had not been available. The expenditure data was compared to the 2006 Tourism Victoria Exit Survey expenditure data for foot passengers on the Clipper Navigation ferry service and to U.S. vehicle passengers on the Swartz-Bay to Tsawwassen route of BC Ferries, in order to estimate average expenditures by quarter for foot passengers and vehicle passengers.

Direct Effects

Direct Effects are the new income in the local economy that can be attributed directly to the activities of the MV Coho ferry service. Because Blackball Transportation is an American company, and the revenues of the MV Coho are not retained in Canada, none of the revenues of the company were included in the Economic Impact Study.

Expenditures made by Blackball Transportation on Vancouver Island were included as Direct effects as these expenditures would not otherwise have been made if the MV Coho service was not operating.

These expenses totaled \$2,009,646 and included items such as: Annual Ship & Building Maintenance; Fuel; Other Vessel Expenses; Port Expenses; Salaries; Office Expenses; Terminal Expenses; Printing & Advertising; Licenses; Taxes; and Rent.



The Direct Effect of tied services might also be included in the analysis if these services were mainly dependent on the MV Coho operation. U.S. Homeland Security services (U.S. Customs & Immigration) for example, might not continue in downtown Victoria if the MV Coho traffic volume is lost. Data relating to the economic impact of the U.S. Homeland Security operation in downtown Victoria, while requested, was not available at the time this report was written.

Ancillary (Visitor) Spending

Direct Effects also include ancillary spending – expenditures by visitors to Vancouver Island. The spending of local residents was not included, as this money likely would have been spent in other ways in the local community, had they not been traveling.

Indirect Effects

Indirect Effects reflect the economic stimulus of subsequent “rounds” of spending in the local economy resulting from the direct spending. The MV Coho administration spent revenues on goods and services from local suppliers and contractors, who in turn spent revenues on goods and services needed to supply the MV Coho, and so on. Similarly, visitors spent money in the local economy, those establishments paid employees and bought materials, and so did their suppliers, and so on. In each round in the production chain some of the spending “leaks” out of the local economy. This leakage is captured by the expenditure multiplier provided by Informetrica Ltd.

Induced Effects

Induced Effects capture the spending by employees and contractors of the MV Coho operation in Victoria and by the owners and employees of indirectly affected businesses, which also stimulate the economy through successive rounds or multiplier effects. Key inputs to this part of the analysis are: a) the weekly average earnings for local workers, b) the average property tax payments of workers in the local economy, and c) the size of the local population.

The specific multiplier used in this study for the induced effects is provided by Informetrica Limited who used an “economic base” approach that specifies different multipliers for different sized communities. The *local income multiplier* of 2.03 is based on the population of Greater Victoria and indicates that \$1 of new spending moves through successive transactions, to result in \$2.03 of local income impact.



Model Inputs

Property Tax Coefficient

The average property tax payment (business and residential) of workers in the local economy is calculated to be \$3,510, as follows:

1. The total municipal taxes paid in Greater Victoria in 2006 were \$483,879,596²
2. There were 131,034 full time equivalent jobs in Greater Victoria in 2005 – based on 128,200 full time jobs and the full time equivalent earnings associated with 33,200 part time jobs.³ Adjusting for a 5.2% employment increase in 2006⁴, there were 137,848 full time equivalent jobs in Greater Victoria in 2006.
3. Average municipal taxes per FTE job = $\$483,879,596 / 137,848 = \3510

It should be noted that not all municipal taxes paid stay in the local community as an economic stimulus. However, the proportion of municipal taxes collected on behalf of non-regional entities is low (less than 2%).

Average Weekly Earnings in Region

The weekly average earnings for workers in the local economy is estimated to be \$728 – which is the BC average in July of 2006⁵

Visitor Volumes & Expenditures

Based on taking 50% (to account for return trips) of the total MV Coho ticket sales, 65,932 foot passengers came to Victoria and 139,212 vehicle passengers came to Victoria, for a total of 205,144 passengers (see table below). Of these, 59,339 foot passengers were visitors (not residents of Vancouver Island), and 115,546 vehicle passengers were visitors, for a total of 174,885 visitors. These figures were derived by multiplying the total number of passengers by the proportion of visitors.

The proportion of vehicle passenger visitors was determined by examining license plate data provided by the MV Coho Administration (this data was also consistent with estimates provided by U.S. Homeland Security). Vehicles with US and International licenses plates were considered to be visitors to Vancouver Island. Second, based on the

² http://www.cserv.gov.bc.ca/LGD/infra/library/Sch703_2006.xls

³ <http://www.hrsdc.gc.ca/en/bc-yk/5621/jwtc/lmi/lmr1q05.shtml#1>; and <http://www.statcan.ca>

⁴ Darron Kloster, Nation's Jobless Rate at 30-Year Low, Times Colonist, January 06, 2007

⁵ BC Statistics: <http://www.bcstats.gov.bc.ca/data/lss/empern/eet21.pdf>

MV Coho Exit Survey results of off-Island Canadian vehicles, and the relative proportion of BC to other Canadian license plates in the license plate data, it was estimated that 25% of Canadian licenses were from off-Island. This analysis resulted in a determination that 83% of vehicles had visitor occupants. This estimate is considered conservative as there are likely a more visitors than non-visitors, proportionally, in high season when expenditures are higher, and one might expect fewer off-Island Canadian visitors passing through Victoria in October than in the summer months.

Foot passenger visitor proportions were estimated to be 90% based on intercept figures during the MV Coho Exit Survey.

Foot passenger visitors spent, on average, \$285.73 during their visit. Vehicle passengers spent, on average, \$380.81 during their visit. The weighted average expenditure per passenger visit is \$348.55.

MV Coho Volume					
	Jan-Mar	Apr-June	July-Sept	Oct-Dec	Total 2006
Foot Passengers	8,032	19,370	26,635	11,896	65,932
Vehicle Passengers	12,482	37,711	68,828	20,192	139,212
Total Passengers	20,514	57,081	95,463	32,087	205,144
Based on MV Coho Ticket Sales					

MV Coho Visitor Volume					
	Jan-Mar	Apr-June	July-Sept	Oct-Dec	Total 2006
% Visitors					
Foot Passengers ¹	90%	90%	90%	90%	90%
Vehicle Passengers ²	83%	83%	83%	83%	83%
Number of Visitors					
Foot Passengers	7,229	17,433	23,971	10,706	59,339
Vehicle Passengers	10,360	31,300	57,127	16,759	115,546
Total Visitors	17,589	48,733	81,098	27,465	174,885
1 Estimated from October 2007 MV Coho Exit Survey					
2 Based on Blackball Transport License Plate Data and consistent with Customs Data					



MV Coho Visitor Volume					
	Jan-Mar	Apr-June	July-Sept	Oct-Dec	Average 2006
Average Trip Expenditure Per Person					
Clipper Foot Passengers*	212.87	271.37	337.155	\$201.53	
US Rubber Tire – BCFC*	148.45	356.56	282.4	\$251.47	
Coho Foot Passengers**	\$218.60	\$278.67	\$346.22	\$207.10***	\$285.73
Coho Rubber Tire**	\$194.96	\$468.27	\$370.88	\$366.20***	\$380.81
Weighted Average	\$204.67	\$400.44	\$363.59	\$304.18	\$348.55
* From 2006 Tourism Victoria Exit Survey data					
** Numbers in Bold are extrapolated from the Tourism Victoria Exit Survey					
*** MV Coho Exit Survey October 2007					

If MV Coho Service Was Not Available					
		Foot Passengers		Vehicle Passengers	
		N	Valid Percent	N	Valid Percent
Valid	Flown to Victoria	1	1.0	7	4.0
	Taken Anacortes Ferry	12	12.4	68	39.1
	Taken Victoria Clipper	20	20.6	8	4.6
	Taken BC Ferries (Tsawwassen)	10	10.3	52	29.9
	Would Not Have Visited	54	55.7	39	22.4
	Total	97	100.0	174	100.0
Missing	Multiple Answers	5		19	
	System	3		1	
	Total	8		20	
Total Visitors		105		194	



RESULTS

Following are the results of the economic impact study.

Total Impact

As indicated in Table 1 (see page 9), MV Coho passenger visitors generated \$123.7 million in Net GDP Impact, supported 3,541 Full Time Equivalent Jobs, and contributed \$12.4 million in Local Tax Impact. Calculations supporting these impacts are presented in Tables 3, 4, and 5. These results represent a diffused impact. They are reflected in jobs retained and business vitality, and not necessarily new jobs or businesses created. The direct impact is almost \$63 million in Net GDP Impact, support of 1735 Full Time Equivalent Jobs, and \$6 million in Local Tax Impact.

MV Coho Operations Impact

In 2006, Blackball Transportation spent over \$2 million in Greater Victoria to run the MV Coho ferry service. These expenditures generated \$4.1 million in NET GDP Impact, supported 111 Full Time Equivalent Jobs, and contributed \$390 thousand dollars in Local Tax Impact. Calculations supporting these impacts are also presented in Tables 3, 4, and 5 (pages 12-14).

This impact does not include tied services, such as U.S. Customs & Immigration.

Foot Passenger Impact

As indicated in Table 1 (page 9), MV Coho foot passenger visitors generated \$34.4 million in Net GDP Impact, supported 985 Full Time Equivalent Jobs, and contributed \$3.4 million in Local Tax Impact. The direct impact was almost \$17 million in Net GDP Impact, support of 483 Full Time Equivalent Jobs, and \$1.7 million in Local Tax Impact. Calculations supporting these impacts are also presented in Tables 3, 4, and 5 (pages 12-14).



Vehicle Passenger Impact

As indicated in Table 1 (page 9), MV Coho vehicle passenger visitors generated \$89 million in Net GDP Impact, supported 2556 Full Time Equivalent Jobs, and contributed \$8.9 million in Local Tax Impact. The direct impact was more than \$44 million in Net GDP Impact, support of 1253 Full Time Equivalent Jobs, and \$4.4 million in Local Tax Impact. Calculations supporting these impacts are also presented in Tables 3, 4, and 5 (pages 12-14).

Potential Lost Visitor Impact

The Exit Survey of 299 visitors conducted in late October 2007 found that 55.7% of MV Coho foot passengers and 22.4% of vehicle passengers would not have traveled to Victoria had the MV Coho service not been available (see page 6). The potential loss of these visitors, and the local Blackball Transportation expenditures, would result in a \$45.8 million loss in Net GDP Impact, a loss of supporting 1,232 Full Time Equivalent Jobs, and a loss of \$4.6 million in Local Tax Impact.

The impact of losing the foot passengers who indicated that they would not have traveled to Victoria is a potential \$19 million loss in Net GDP Impact, a loss of support for 549 Full Time Equivalent Jobs, and a loss of almost \$1.1 million in Local Tax Impact. While 45% of foot passengers indicated that they would have found another mode of transportation if the MV Coho service was not available, it is unknown whether these visitors would have stayed in downtown Victoria or would have chosen to stay elsewhere on the Island.

The impact of losing the vehicle passengers who indicated that they would not have traveled to Victoria is a potential \$20 million loss in Net GDP Impact, a loss of support for 573 Full Time Equivalent Jobs, and a loss of \$1.2 million in Local Tax Impact. While 78% of vehicle passengers indicated that they would have found another mode of transportation, it is unclear whether these visitors would have stayed as long on Vancouver Island had more time been required to get here.

The loss of the MV Coho ferry service could impact other operations such as the US Customs & Immigration (Homeland Security) service, which could be significantly reduced or relocated to the United States if the MV Coho operation was terminated. This impact could not be quantified within the time constraints of the study.

Summary & Conclusion

In 2006 the MV Coho passenger visitors generated \$123.7 million in Net GDP Impact, supported 3,541 Full Time Equivalent Jobs, and contributed \$12.4 million in Local Tax Impact. The potential loss of these visitors, and the local Blackball Transportation expenditures, would result in a \$45.8 million loss in Net GDP Impact, a loss of supporting 1,232 Full Time Equivalent Jobs, and a loss of \$4.6 million in Local Tax Impact. These impacts are significant and reflect the importance of Vancouver Island's transportation infrastructure to our economy.

These results are also conservative, both in the assumptions made to generate the results, and in taking a one-year snap shot of the MV Coho operation. MV Coho Passenger volumes after 9-11 are still down 20% to 25% from pre 2001 figures. Passenger volumes are expected to increase over time, and are estimated by Moffatt & Nichol in a June 2005 report (#5558) to increase 70% by 2030.

While providing reasonable and indicative results of the impact of the MV Coho operation on Vancouver Island's economy, the study does not capture the impact of tied services, such as U.S. Customs & Immigration services. It does not capture lost psychological outcomes, such as visitor enjoyment of coming into the Inner Harbour by boat, and the potential impact of this on visitor intentions to return. It does not capture psychological impacts of losing the MV Coho operation, such as less convenience when traveling (for both visitors and locals), or having fewer transportation options (which might also impact pricing of other transportation services). It also does not capture collective benefits such as the community's image or reputation as a travel destination, or the preservation of cultural heritage reflected in the MV Coho ship. Finally it does not capture social benefits such as maintaining family or other social relationships, where losing a convenient transportation service would make it more difficult for family and friends to see each other. These subjective impacts are more difficult to measure, but should be taken into consideration when assessing the total impact of the MV Coho service.



Table 1: Impact Summary

	2006 Visitor Impact		
	Direct & Indirect Impact	Induced Impact	Total Impact
Local Income Impact (Net \$)			
MV Coho Organization	\$2,009,646	\$2,069,935	\$4,079,581
Foot Passengers	\$16,954,932	\$17,463,580	\$34,418,513
Vehicle Passengers	\$44,001,072	\$45,321,104	\$89,322,177
All Passengers	\$60,956,167	\$62,784,852	\$123,741,019
Total MV Coho Operation	\$62,965,813	\$64,854,787	\$127,820,599
Local Employment Impact (Net FTE Jobs)			
MV Coho Organization	61	50	111
Foot Passengers	483	502	985
Vehicle Passengers	1253	1304	2556
All Passengers	1735	1806	3541
Total MV Coho Operation	1796	1856	3652
Local Tax Impact (Net \$)			
MV Coho Organization	\$191,416	\$199,229	\$390,645
Foot Passengers	\$1,694,036	\$1,763,181	\$3,457,217
Vehicle Passengers	\$4,396,326	\$4,575,768	\$8,972,094
All Passengers	\$6,090,378	\$6,338,965	\$12,429,343
Total MV Coho Operation	\$6,281,794	\$6,538,194	\$12,819,988



Table 2: Potential Loss Impact Summary

2006 Potential Lost Visitor Impact			
	Direct & Indirect Impact	Induced Impact	Total Impact
Local Income Impact (Net \$)			
MV Coho Organization	\$2,009,646	\$2,069,935	\$4,079,581
Foot Passengers	\$9,443,866	\$9,727,349	\$19,171,214
Vehicle Passengers	\$9,856,237	\$10,151,924	\$20,008,161
All Passengers	\$19,299,182	\$19,878,158	\$39,177,340
Total MV Coho Operation	\$22,551,094	\$23,227,627	\$45,778,720
Local Employment Impact (Net FTE Jobs)			
MV Coho Organization	61	50	111
Foot Passengers	269	280	549
Vehicle Passengers	281	292	573
All Passengers	549	572	1,121
Total MV Coho Operation	611	622	1,232
Local Tax Impact (Net \$)			
MV Coho Organization	\$191,416	\$199,229	\$390,645
Foot Passengers	\$1,134,991	\$1,181,317	\$2,316,308
Vehicle Passengers	\$1,176,193	\$1,224,201	\$2,400,393
All Passengers	\$2,119,676	\$2,206,193	\$4,325,869
Total MV Coho Operation	\$2,243,796	\$2,335,379	\$4,579,175



Table 3: Local Income Impact

	Direct & Indirect Impact (\$)		Local Income Multiplier	=	Total Impact (\$)	Potential Lost Impact
Total Organization Local Labour Expenditure	\$556,511	x	2.03	=	\$1,129,717	
Total Organization Local Non-Labour Expenditure	\$1,453,135	x	2.03	=	\$2,949,864	
Local Ancillary Expenditure						
Foot Passengers	\$16,954,932	x	2.03	=	\$34,418,513	
Vehicle Passengers	\$44,001,072	x	2.03	=	\$89,322,177	
All Passengers*	\$60,956,167	x	2.03	=	\$123,741,019	
Net GDP Impact						
MV Coho Organization					\$4,079,581	\$4,079,581
Foot Passengers					\$34,418,513	\$19,171,214
Vehicle Passengers					\$89,322,177	\$20,008,161
All Passengers					\$123,741,019	\$39,177,340
Total MV Coho Operation					\$127,820,599	\$45,778,720
Potential Lost Visitor Impact Local Ancillary Expenditure						
Foot Passengers (55.7%)	\$9,443,948	x	2.03	=	\$19,171,214	
Vehicle Passengers (22.4%)	\$9,856,239	x	2.03	=	\$20,008,164	
All Passengers*	\$19,299,182	x	2.03	=	\$39,177,340	

* Within \$500 with rounding error



Table 4: Local Employment Impact

	Direct & Indirect Impact (\$)		Local Employment Coefficient	=	Person Years Total Impact	Potential Lost Impact
Total Organization Local Labour Expenditure	\$556,511	x	0.048	=	27	
Total Organization Local Non-Labour Expenditure	\$1,453,135	x	0.058	=	84	
Local Ancillary Expenditure						
Foot Passengers	\$16,954,932	x	0.058	=	985	
Vehicle Passengers	\$44,001,072	x	0.058	=	2556	
All Passengers	\$60,956,167	x	0.058	=	3541	
Net Employment Impact						
MV Coho Organization					111	111
Foot Passengers					985	549
Vehicle Passengers					2556	573
All Passengers					3541	1,121
Total MV Coho Operations					3652	1,232
Potential Lost Visitor Impact						
Local Ancillary Expenditure						
Foot Passengers	\$9,443,866	x	0.058	=	549	
Vehicle Passengers	\$9,856,237	x	0.058	=	573	
All Passengers	\$19,299,182	x	0.058	=	1,121	



Table 5: Local Tax Impact

	Person Years Employment Impact		Local Property Taxes Per FTE Job \$		Local Property Tax Impact \$	Potential Lost Impact
Net Tax Impact						
MV Coho Organization	111		\$3,510		\$390,645	\$390,645
Foot Passengers	985	x	\$3,510	=	\$3,457,217	\$1,925,663
Vehicle Passengers	2556	x	\$3,510	=	\$8,972,094	\$2,009,748
All Passengers	3541	x	\$3,510	=	\$12,429,343	\$3,935,224
Total MV Coho Operations	3652	x	\$3,510	=	\$12,819,988	\$4,325,869
Potential Lost Visitor Impact						
MV Coho Organization	111		\$3,510	=	\$390,645	
Foot Passengers	549	x	\$3,510	=	\$1,925,663	
Vehicle Passengers	573	x	\$3,510	=	\$2,009,748	
All Passengers	1121	x	\$3,510	=	\$3,935,224	
Total MV Coho Operations	1232	x	\$3,510	=	\$4,325,869	



APPENDIX A: MV COHO EXIT SURVEY



MV Coho Exit Survey

To help improve Victoria as a travel destination, we are seeking feedback from visitors. By taking three or four minutes to complete this two page anonymous survey, you will help us better understand and respond to the needs and preferences of visitors to Victoria. Please respond on behalf of your immediate traveling party (those you are traveling with). Our survey staff will return to pick up the completed survey and clipboard. As a token of appreciation for your feedback, we hope you enjoy {insert incentive item}. We hope you come back soon!

Feedback on Victoria As A Travel Destination

1. What was the **main purpose** of your visit to Victoria / Vancouver Island (please check one only).

- Pleasure visit
- Visiting Friends / Family
- A mix of Business and Pleasure
- Business Only
- Convention/Conference/Incentive Trip
- Other (please specify) _____

2. Reflecting on your trip to Victoria and/or Vancouver Island, how would you rate:

	Very High	Moderate	Very Low
Your overall satisfaction with the visit:	5	4	3 2 1

3. What changes or improvements could be made to increase Victoria's appeal as a travel destination?

A Bit About Your Visit

4. Did you stay overnight in Victoria or on Vancouver Island during this trip? YES NO

If YES... Please indicate the types of accommodation in which you stayed and indicate the number of nights you stayed in each type of accommodation.

- Hotel / Motel _____ nights
- Bed & Breakfast _____ nights
- Camping / Trailer Park _____ nights
- Home of Friend / Relative _____ nights

5. How many people are in your traveling party? Adults: _____ Children: _____ (18 or under)



6. In total, approximately how much money did your traveling party spend **per day** while in Victoria or on Vancouver Island?

On Average about: \$ _____

During your visit, approximately how much did your traveling party spend **per day** on:

Accommodation	\$ _____	Attractions, Museums, Events	\$ _____
Food & Beverage	\$ _____	Shopping	\$ _____
<u>Local</u> Transportation	\$ _____	Other	\$ _____

Transportation Feedback

7. Which of the following best describes your type of travel on the MV Coho?

Foot Passenger
 Motorcycle
 Regular Vehicle
 Recreational Vehicle
 Commercial Vehicle
 Other Over-Length Vehicle
 Other _____

8. In deciding your transportation service provider for this trip to Victoria, how important were the following considerations?

	Very Important	4	3	2	1	Not Important	Not Considered
The Total Travel Time	5	4	3	2	1		0
The Time to Clear Customs & Immigration	5	4	3	2	1		0
The Price	5	4	3	2	1		0
The Travel Experience	5	4	3	2	1		0
Arriving in Victoria's Inner Harbour	5	4	3	2	1		0
Terminal Ambiance / Facilities	5	4	3	2	1		0

9. If the MV Coho Service had not been available, what would you have done?

Flown to Victoria
 Taken the Washington State Anacortes Ferry (Vehicle Ferry from Anacortes)
 Taken the Victoria Clipper (Foot passenger Ferry from Seattle)
 Taken the BC Ferry (Vehicle Ferry from Tsawwassen BC)
 Would not have visited Victoria

10. Options are being considered to improve the MV Coho terminal. Which of the following statements best reflects your opinion about the location of the terminal?

I would be willing to pay a 20% premium to have an improved terminal in Victoria's Inner Harbor.
 I would rather not pay a premium and move the terminal outside the Inner Harbor (within a 15 minute drive).
 I would choose a different transportation option if: a terminal fee was charged if the terminal was moved.
 I would not travel to Victoria if: a terminal fee was charged if the terminal was moved.

11. Finally, to help us classify our results, we would like to know where you live.

 CITY/TOWN PROVINCE/STATE COUNTRY ZIP / POSTAL CODE

