

Visitor Services Network Statistics Program 2021
WILLIAMS LAKE
Start Date: 01/01/2020
End Date: 30/09/2020

MONTHLY TOTAL	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	TOTAL
Administration Parties/Hour	3.42	2.87	3.23			4.01	5.72	6.97	6.84	5.09
# of hours (in-person)	159.00	152.00	120.00	0.00	0.00	228.00	279.00	279.00	216.00	1,433.00
# of parties	543	436	387	0	0	914	1,595	1,946	1,478	7,299
# of parties-event/roaming	0	0	0	0	0	0	0	0	0	0
# of visitors	809	628	617	0	0	1,442	2,748	3,489	2,422	12,155
# of visitors-event/roaming	82	0	0	0	0	0	0	0	0	82
# of buses	0	0	1	0	0	0	0	0	0	1
Alternate Type of Support	0	0	0	0	0	93	124	159	163	539
# of hours alt support (no in-person available)	0	0	0	0	0	0	0	0	0	0
# of phone calls	0	0	0	0	0	85	114	120	115	434
# of mail/fax/email enquiries	0	0	0	0	0	5	8	29	44	86
# of social media	0	0	0	0	0	3	2	10	4	19
Visitor Origin	307	292	239	0	0	315	564	712	623	3,052
Local Resident	210	193	161	0	0	131	150	160	134	1,139
BC	70	82	63	0	0	162	377	498	452	1,704
Alberta	3	3	0	0	0	14	23	31	20	94
Other Canada	5	0	7	0	0	3	12	19	11	57
Washington	2	2	0	0	0	0	1	1	0	6
California	1	0	0	0	0	0	0	0	0	1
Other US/Mexico	2	6	6	0	0	2	1	0	1	18
Europe	8	2	1	0	0	3	0	2	3	19
Asia/Australia	3	3	0	0	0	0	0	1	1	8
Other	3	1	1	0	0	0	0	0	1	6
Nights in Community	71	60	53	0	0	158	331	502	352	1,527
Same day	43	44	41	0	0	103	185	277	173	866
1	3	3	5	0	0	27	62	117	86	303
2	3	2	1	0	0	8	27	49	46	136
3	0	2	0	0	0	4	19	21	13	59
4-6 (1 week)	7	2	2	0	0	10	16	17	9	63
7-13 (2 weeks)	12	2	4	0	0	3	14	17	18	70
14+	3	5	0	0	0	3	8	4	7	30
Information Requested	429	381	357	0	0	756	1,432	1,807	1,241	6,403
Accommodation	14	16	9	0	0	42	67	108	100	356
Adventure Recreation	25	24	19	0	0	68	142	158	117	553
Attractions / Tours	17	14	12	0	0	40	91	116	85	375

Maps / Directions	48	40	27	0	0	131	232	348	223	1,049
Events / Conferences	1	3	2	0	0	3	7	6	6	28
Food / Beverage	16	8	26	0	0	35	61	78	46	270
Transportation	3	5	5	0	0	0	2	1	3	19
Shopping	56	43	29	0	0	117	238	275	164	922
Parks	0	2	3	0	0	1	7	15	10	38
First Nations	4	0	0	0	0	0	0	6	0	10
Community Services	5	19	17	0	0	17	40	31	33	162
Investment/Moving	1	0	1	0	0	1	8	9	2	22
Site Facilities (e.g. Washrooms)	179	198	187	0	0	293	530	649	439	2,475
Other	60	9	20	0	0	8	7	7	13	124
Community Specific Info	83	95	67	0	0	118	248	446	317	1,374
Highway 20	4	5	5	0	0	37	47	104	112	314
BC Ferries	3	2	2	0	0	3	4	8	6	28
Pets	1	4	4	0	0	11	15	40	15	90
Likely Backroad	3	3	3	0	0	7	11	25	24	76
Barkerville	1	2	1	0	0	9	39	26	12	90
Stampede	0	1	0	0	0	2	8	5	4	20
Museum	65	69	49	0	0	21	73	109	56	442
Phone/Mail/Wifi	1	4	0	0	0	9	8	13	14	49
Mountain Biking	1	3	2	0	0	17	31	92	60	206
Road Conditions	4	2	1	0	0	2	12	24	14	59