

**Visitor Services Network Statistics Program 2021**

**WILLIAMS LAKE**

**Start Date: 01/01/2021**

**End Date: 30/09/2021**

| MONTHLY TOTAL                                   | Jan-21     | Feb-21     | Mar-21     | Apr-21     | May-21     | Jun-21       | Jul-21       | Aug-21       | Sep-21       | TOTAL        |
|---|------------|------------|------------|------------|------------|--------------|--------------|--------------|--------------|--------------|
| <b>Administration Parties/Hour</b>              | 3.09       | 2.84       | 4.09       | 3.72       | 4.79       | 5.97         | 6.57         | 7.51         | 6.82         | 5.35         |
| # of hours (in-person)                          | 152.00     | 152.00     | 161.00     | 159.00     | 160.00     | 206.00       | 254.00       | 250.00       | 203.00       | 1,697.00     |
| # of parties                                    | 469        | 431        | 658        | 592        | 767        | 1,230        | 1,668        | 1,878        | 1,384        | 9,077        |
| # of parties-event/roaming                      | 0          | 0          | 0          | 0          | 0          | 0            | 0            | 0            | 0            | 0            |
| # of visitors                                   | 615        | 603        | 925        | 854        | 1,199      | 1,975        | 3,036        | 3,389        | 2,160        | 14,756       |
| # of visitors-event/roaming                     | 0          | 0          | 0          | 0          | 0          | 0            | 0            | 0            | 0            | 0            |
| # of buses                                      | 0          | 0          | 0          | 0          | 1          | 0            | 0            | 1            | 1            | 3            |
| <b>Alternate Type of Support</b>                | <b>90</b>  | <b>35</b>  | <b>85</b>  | <b>10</b>  | <b>0</b>   | <b>4</b>     | <b>13</b>    | <b>35</b>    | <b>50</b>    | <b>322</b>   |
| # of hours alt support (no in-person available) | 0          | 13         | 0          | 62         | 36         | 72           | 37           | 56           | 7            | 283          |
| # of phone calls                                | 75         | 27         | 64         | 10         | 0          | 4            | 13           | 35           | 50           | 278          |
| # of mail/fax/email enquiries                   | 9          | 7          | 19         | 0          | 0          | 0            | 0            | 0            | 0            | 35           |
| # of social media                               | 6          | 1          | 2          | 0          | 0          | 0            | 0            | 0            | 0            | 9            |
| <b>Visitor Origin</b>                           | <b>194</b> | <b>201</b> | <b>362</b> | <b>280</b> | <b>311</b> | <b>438</b>   | <b>475</b>   | <b>525</b>   | <b>526</b>   | <b>3,312</b> |
| Local Resident                                  | 144        | 141        | 202        | 163        | 195        | 224          | 112          | 127          | 128          | 1,436        |
| BC  | 40         | 55         | 153        | 102        | 105        | 192          | 318          | 340          | 344          | 1,649        |
| Alberta   | 4          | 4          | 2          | 4          | 0          | 12           | 23           | 24           | 6            | 79           |
| Other Canada                                    | 2          | 1          | 2          | 9          | 7          | 0            | 18           | 17           | 16           | 72           |
| Washington                                      | 0          | 0          | 1          | 0          | 0          | 0            | 0            | 3            | 2            | 6            |
| California                                      | 0          | 0          | 0          | 0          | 0          | 0            | 0            | 1            | 1            | 2            |
| Other US/Mexico                                 | 1          | 0          | 0          | 0          | 3          | 0            | 1            | 12           | 7            | 24           |
| Europe  | 3          | 0          | 2          | 1          | 1          | 8            | 2            | 1            | 18           | 36           |
| Asia/Australia                                  | 0          | 0          | 0          | 0          | 0          | 0            | 1            | 0            | 2            | 3            |
| Other   | 0          | 0          | 0          | 1          | 0          | 2            | 0            | 0            | 2            | 5            |
| <b>Nights in Community</b>                      | <b>42</b>  | <b>54</b>  | <b>140</b> | <b>73</b>  | <b>84</b>  | <b>99</b>    | <b>193</b>   | <b>217</b>   | <b>172</b>   | <b>1,074</b> |
| Same day  | 29         | 33         | 119        | 50         | 61         | 59           | 92           | 108          | 84           | 635          |
| 1   | 4          | 11         | 12         | 3          | 7          | 8            | 55           | 45           | 49           | 194          |
| 2   | 2          | 2          | 3          | 4          | 2          | 7            | 18           | 29           | 11           | 78           |
| 3   | 1          | 0          | 0          | 0          | 10         | 4            | 13           | 12           | 7            | 47           |
| 4-6 (1 week)                                    | 3          | 4          | 3          | 1          | 1          | 10           | 12           | 15           | 10           | 59           |
| 7-13 (2 weeks)                                  | 2          | 4          | 1          | 4          | 3          | 10           | 2            | 7            | 9            | 42           |
| 14+   | 1          | 0          | 2          | 11         | 0          | 1            | 1            | 1            | 2            | 19           |
| <b>Information Requested</b>                    | <b>303</b> | <b>306</b> | <b>722</b> | <b>545</b> | <b>672</b> | <b>1,276</b> | <b>1,722</b> | <b>1,736</b> | <b>1,326</b> | <b>8,608</b> |
| Accommodation                                   | 3          | 5          | 22         | 15         | 20         | 41           | 41           | 55           | 76           | 278          |
| Adventure Recreation                            | 19         | 14         | 52         | 40         | 28         | 80           | 71           | 65           | 108          | 477          |
| Attractions / Tours                             | 12         | 7          | 34         | 22         | 13         | 47           | 46           | 42           | 59           | 282          |

|                                  |           |           |            |            |           |            |            |            |            |              |
|----------------------------------|-----------|-----------|------------|------------|-----------|------------|------------|------------|------------|--------------|
| Maps / Directions                | 27        | 21        | 60         | 69         | 49        | 142        | 206        | 163        | 179        | 916          |
| Events / Conferences             | 0         | 2         | 2          | 3          | 4         | 2          | 4          | 0          | 3          | 20           |
| Food / Beverage                  | 18        | 36        | 45         | 34         | 150       | 195        | 271        | 253        | 63         | 1,065        |
| Transportation                   | 3         | 4         | 7          | 6          | 1         | 5          | 10         | 7          | 17         | 60           |
| Shopping                         | 39        | 48        | 83         | 63         | 100       | 184        | 338        | 280        | 148        | 1,283        |
| Parks                            | 7         | 4         | 23         | 11         | 0         | 22         | 15         | 38         | 35         | 155          |
| First Nations                    | 0         | 1         | 9          | 2          | 7         | 1          | 3          | 3          | 2          | 28           |
| Community Services               | 27        | 20        | 48         | 41         | 16        | 38         | 35         | 26         | 58         | 309          |
| Investment/Moving                | 2         | 3         | 10         | 3          | 1         | 1          | 4          | 4          | 3          | 31           |
| Site Facilities (e.g. Washrooms) | 119       | 126       | 279        | 231        | 245       | 488        | 671        | 791        | 547        | 3,497        |
| Other                            | 27        | 15        | 48         | 5          | 38        | 30         | 7          | 9          | 28         | 207          |
| <b>Community Specific Info</b>   | <b>67</b> | <b>63</b> | <b>160</b> | <b>150</b> | <b>88</b> | <b>190</b> | <b>386</b> | <b>389</b> | <b>365</b> | <b>1,858</b> |
| Highway 20                       | 4         | 10        | 18         | 12         | 11        | 26         | 48         | 31         | 81         | 241          |
| BC Ferries                       | 0         | 1         | 2          | 5          | 3         | 1          | 9          | 8          | 6          | 35           |
| Pets                             | 5         | 5         | 1          | 4          | 2         | 11         | 27         | 23         | 5          | 83           |
| Likely Backroad                  | 4         | 4         | 12         | 7          | 4         | 9          | 15         | 15         | 22         | 92           |
| Barkerville                      | 1         | 0         | 9          | 2          | 1         | 7          | 14         | 11         | 8          | 53           |
| Stampede                         | 1         | 0         | 2          | 0          | 0         | 0          | 1          | 2          | 1          | 7            |
| Museum                           | 23        | 29        | 69         | 51         | 36        | 63         | 144        | 194        | 109        | 718          |
| Wifi                             | 4         | 0         | 5          | 5          | 5         | 6          | 14         | 20         | 9          | 68           |
| Trails                           | 18        | 10        | 29         | 45         | 20        | 48         | 55         | 42         | 74         | 341          |
| Road Conditions                  | 7         | 4         | 13         | 19         | 6         | 19         | 59         | 43         | 50         | 220          |