

**From:** Karen Ross [REDACTED]  
**Sent:** Tuesday, February 28, 2023 6:21 PM  
**To:** patriciaann maloney; Alex Allen; Grant Scott; northinfo; Sonja Zupanec;  
tpeterson@islandtrust.bc.ca  
**Subject:** STVR dialogue Hornby Island  
**Attachments:** EXIT SURVEY OF HORNBY FERRY USERS\_FinalReportJan22.pdf

Hello Pat, et al.

Some of the discussion last night was regarding disrespectful visitors.  
I found it intense and unsettling. Very sad for the residents affected.

As I thought about the event, two points that come to mind:

- i. People didn't seem to understand that there is Bylaw Enforcement and they can lodge a complaint.
- ii. In my own experience, most visitors are respectful. Certainly on par, or better, than select local residents. Attached is a copy of a 2021 Visitor Exit Survey that HICEEC undertook, and that I sent to the Trustees last August. The Visitor Exit Survey represents a very different picture of our visitors, and highlights their socio-economic contributions.

Thank you for your work on this prickly subject,  
Karen Ross  
[REDACTED]

## EXIT SURVEY OF HORNBY FERRY USERS

### SUMMER 2021

#### **Objectives:**

The survey is to gather information, with three primary focuses.

First, who uses the ferries, when, and what is their feedback?

Second, if a commuting worker completes the survey it can help identify “leaks” in our local economy. Are there opportunities for these businesses/services to be provided locally?

Third, who are the visitors, how do they contribute economically, what kind of experiences did they have.

The data gathered will help with understanding needs and potential shortfalls. It will help identify who our visitors are, where they come from, and what their expectations are. On a human scale, understanding who the guests to the Island are will help humanize them. Answers will provide “real life stories” which are very helpful for grant writing, political lobbying and planning for Island businesses.

The survey was produced on-line using the Survey Monkey platform.

#### **3 Steams**

It was designed to have 3 streams of answers – with respondents redirected according to their initial answers, in which they identify themselves as: residents, off-island workers or visitors.

Part 1, General, all complete: Q. 1 to 7

Part 2, Visitors only to complete: Q 8-25

Part 3, Off Island Workers only: Q. 26-32

Part 4, Residents of the Island only: Q. 33-38

The complete survey is available from HICEEC. This document provides a summary of how the questions were completed.

#### **Promoted**

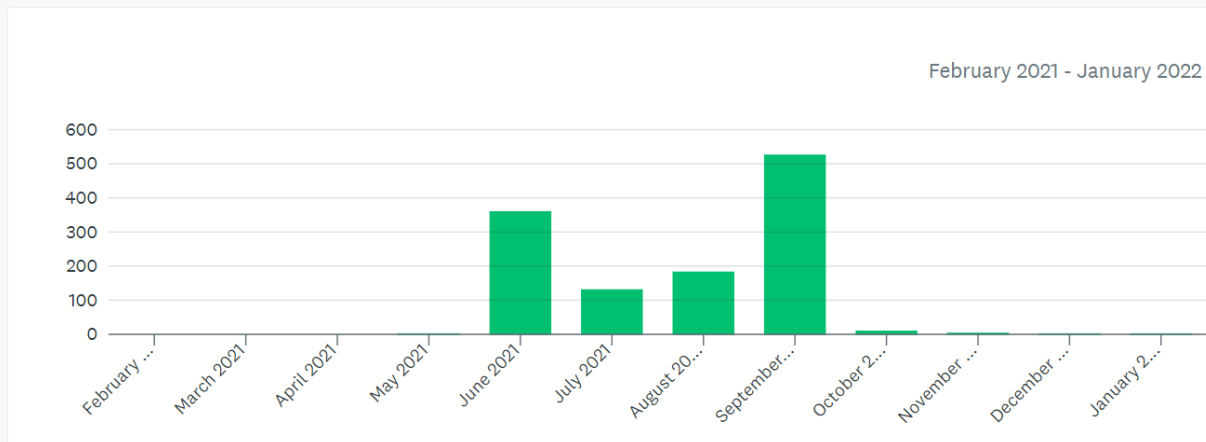
Access to the link to complete the survey was advertised:

- With a QR code in the 2021 Hornby Denman Visitor Guide (25,000 copies printed)

- By hand, with the RBCRP worker talking to people in vehicles waiting in line to leave Hornby
- For the months of mid August through to mid October, at a booth at the Farmer's Market
  - o Wednesday and Saturdays in season, and in the Fall Saturdays only until Thanksgiving
- On tent cards distributed to local restaurants and accommodation providers
- On posters put up at 8 different Hornby Island public bulletin boards
- In the monthly Hornby newspaper

## Timeframe

### Responses Volume



The lower rates of response in July and August might impact the results for transportation – both numbers using the bus, and length of ferry line-ups. However, 72% of respondents did declare that they arrived in July or August. The assumption would be that they completed the survey after their trip.

Although 1211 people initiated the survey, the completion rate was 86%, with 1037 completions. Local resident response (96 responses) was considered light, commuting workers (6 responses) were reticent about completing the survey, so Family/Friends/Visitors made up the majority of responses with 935 responses. It is felt the results are statistically significant in respect to the Visitors' responses.

## ANALYSIS BY PROFILES

### Respondent Resident Profile

96 responses:

- 49% have lived on Hornby more than 20 years
- 77% go off island every two weeks or less
- Top 3 reasons to go off Island are: Supplies, medical, and to visit friends or family
- Aged 17-40, majority single resident households
- Over age 41, majority double resident households

### Off-Island Workers Profile

With only 6 responses, results were all over the map. Days of on-island work ranged from 4 to 300/year. 50% said they stayed more than a month at a time. The top sectors were construction, entertainment and medical providers. No conclusive indicators were determined for \$ amounts spent on the island.

### Visitors' Profile

90% of survey respondents were visitors, seasonal residents, or a family member of a resident.

With 935 respondents some statistical significance was achieved, with some caveats.

#### i. **Ferry travel:**

- a. 50% of the total respondents reported at least one or two ferry sailing waits both coming and going. However, with only 70% of the respondents travelling in July and August, numbers regarding ferry line-ups may not fully represent the summer experience.
- b. Arrivals on the Island were most popular on Friday (21%), Saturday (18%), and Thursday (17%).
- c. Departures from the Island were most popular on Sunday (27%), Saturday (18%), and Monday (15%).
- d. In both directions, Tuesday was the least favoured travel day.
- e. 44% of people declared vehicle occupancy for 2 people, 21% for 4 people, and 12% for one person. (Visual observation for most of the year would put the number of vehicles occupied by one person at a much higher percentage).

- ii. **Hornby bus** operates in July and August, and 10% of total respondents reported using it.

**iii. Visitations: portrait:**

- a. 69% of visitors reported having visited Hornby more than 5 times, with only 14% being first time visitors
- b. The top 2 responses to advice in trip planning were previous personal experience and a recommendation by relatives or friends.
- c. 43% of Visitors declared their home was in Greater Vancouver, 23% Greater Victoria, and 21% from other areas of Vancouver Island and the Gulf Islands. Just over 10% came from all other areas.
- d. 28% of people visited for 3-6 nights; 26% for more than a week but less than a month; 22% visited for one week; and 17% reported visiting as day trippers or 2 or less nights.
- e. 42% of these visitors stayed with family, friends or a seasonal property; 31% in fixed roof accommodation businesses; 22% in campsites or glamping; and 5% were day trippers.
- f. 51% of respondents declared their annual household income exceeded \$100,000., only 16% made less than \$50,000. annual household income.
- g. In response to “which sector do you work in”? The top 4 responses were:
  - i. 23% responded healthcare/social services
  - ii. 21% management or professional services
  - iii. 16% education
  - iv. 15% retired

**iv. Attraction to Hornby**

- a. The 3 most important attributes that Hornby offers for a visitor were defined:
  - i. Beaches: 79%
  - ii. Scenic beauty: 75%
  - iii. Outdoor recreation: 35%

The next 3 ratings were:

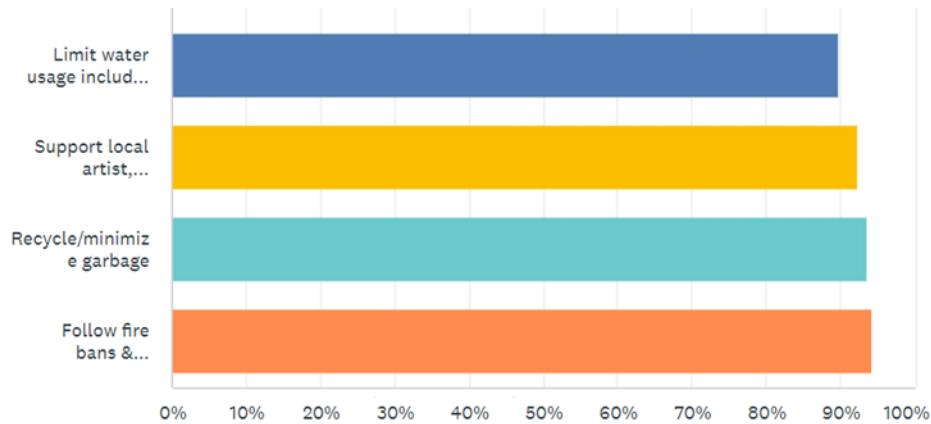
- iv. Community character: 31%
  - v. Local Arts & Crafts: 24%
  - vi. Visiting family and friends: 24%
- b. What products or services do the visitors buy on Hornby?
  - i. Good purchased at the Farmers Market, 72%
  - ii. Fine arts, crafts, gifts: 68%
  - iii. Local farm or Hornby food products: 67%
  - iv. Local wineries/distilleries: 55%
  - v. Free store: 24%
  - vi. Visiting art centre or art studios: 21%
- c. How many times, on average, do members in your group eat out?

- i. Once/day: 36%
- ii. Once per trip: 33%

v. **Environmental Awareness**

a. Environmental awareness scored very highly:

i. While on Hornby Island do you consciously....? (check all that apply)

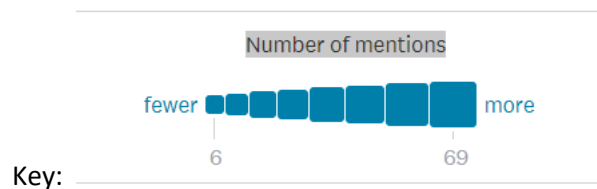


| ANSWER CHOICES                                       | RESPONSES  |
|--|------------|
| None of the above (it's ok we're not judging)        | 0.64% 6    |
| Limit water usage including septic use               | 89.84% 840 |
| Support local artist, farmers, events and businesses | 92.30% 863 |
| Recycle/minimize garbage                             | 93.58% 875 |
| Follow fire bans & regulations                       | 94.33% 882 |

vi. **Opinions – these answers were given individually and offer a lengthy read for insights.**

They are summarized in the following “word clouds”, where the frequency of answers are shown by size of print and repetition of key words.

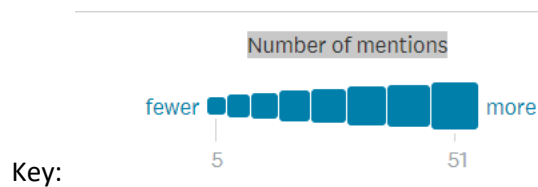
a. What could be improved upon:



visitors bakery cars line ferry  
sailings return busy frequent family traffic boats wonderful  
people reservation leave perfect one camping improved  
miss ferry Denman  
Hornby sailings place later many affordable  
options welcoming visit sailing waits Bigger  
ferry open love find way didn't day larger ferry  
Denman Better ferry  
service shuttle summer trip Ferry  
service Hornby Denman year Less ferry  
waits island Maybe Hornby back ferries  
parking Nothing Nothing love times Tribune  
Bay better much restaurants Nothing love  
Hornby less Bring back  
make Larger ferry great property  
ferry waits tourists beach love  
Hornby accommodation even service available

stay large long access S rentals food Less wait  
time needs night week issue locals closed waits  
see US residents go took ferry wait times season come  
back road keep always

- b. What would encourage you to visit Hornby in the “off season” (October to March)?

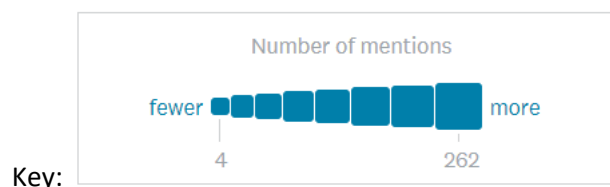


camping closer Better weather music time  
year beach go rates deals open businesses businesses open dining  
options Hornby Rental  
availability indoor long weather easier summer usually less  
Cheaper activities prices maybe days will n options  
community  
events food things ferries great market Vancouver  
visit try S time work come Mountain  
biking restaurants island love weekend time



nice already Better ferry  
service season always events cost  
accommodation places open Cheaper  
accommodation Better come  
season services Knowing visit  
season Friends winter even Nothing cheaper  
ferries rentals places  
open available months sure fall work pub quieter  
much stay family Discounted scenery off-  
season businesses restaurants open food options cabin year  
round place  
stay areas property night seasonal prefer year Affordable Afford  
able accommodation warm Festival shops

c. What was the highlight of your trip to Hornby:



[Customize](#)

Visiting family Showing Walking Helliwell Helliwell Time  
family farm Fossil Beach  
Farm place food concert weather Exploring relaxation good  
many restaurants beautiful  
beaches art music whole beauty family  
friends Kayaking friends family days scenic  
beauty park enjoying Tribune spend Hornby Quiet  
market Little  
Tribune sunsets able Mountain  
biking views friends together whaling  
station watching visiting Seeing  
friends family festival Swimming going  
Tribune  
Bay kids beach trails Helliwell Whaling  
Station Bay Hiking Fords  
Cove always water Everything coming

Relaxing amazing love Sea  
Breeze beautiful beauty  
island island boating walks near scenery whales  
farmers market music festival nature visiting  
friends S bakery people vibe time eating highlight great  
Family time Peace Spending  
time one ocean community Helliwell  
park different cidery wildlife Paddle  
boarding outdoor Biking bay natural beauty local

vii. SUMMARY

Hornby's visitors have a long-standing love affair with the Island. They migrate regularly to visit family, friends and familiar places. They enjoy the beaches and scenic surroundings. It is a place to relax and recharge and play in nature. They are environmentally conscious, well-heeled and supportive of local businesses, markets, artists, entertainers and enterprises.

As with residents, they are concerned with ferry line-ups and over-crowding.

They would come more in the "off season" if more businesses, restaurants and activities were available.