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Convention and Visitors Bureau Survey

Western Washington University. Office of Survey Research

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CONVENTION AND VISITORS BUREAU SURVEY

4/1/97

To begin, I'm going to read some statements about tourism in Whatcom County and ask you to indicate whether you agree or disagree with each one.

I should note that a tourist is defined as anyone who travels more than 50 miles, for business or pleasure, and stays overnight.

The first statement is.....

1. Bellingham • Whatcom County is a very desirable place for tourists to visit. Do you.....

1. Strongly agree 2. Agree 3. Feel undecided 4. Disagree or 5. Strongly disagree

2. Most tourists are polite, friendly people.

1. Strongly agree 2. Agree 3. Undecided 4. Disagree 5. Strongly disagree

3. Most Bellingham • Whatcom County residents are polite and friendly to tourists.

1. Strongly agree 2. Agree 3. Undecided 4. Disagree 5. Strongly disagree

4. Marketing to attract tourists is a good investment for the community.

1. Strongly agree 2. Agree 3. Undecided 4. Disagree 5. Strongly disagree

5. Tourism benefits a few, but not the majority of Whatcom County residents.

1. Strongly agree 2. Agree 3. Undecided 4. Disagree 5. Strongly disagree

6. Tourism generates a positive tax flow, because it adds more in taxes paid by tourists than it costs for the government services used by tourists.

1. Strongly agree 2. Agree 3. Undecided 4. Disagree 5. Strongly disagree

7. The biggest problem with tourism is that some of the visitors decide to relocate and move to Whatcom County.

1. Strongly agree 2. Agree 3. Undecided 4. Disagree 5. Strongly disagree

8. Tourism is one of the cleanest and most desirable industries a community can have.

1. Strongly agree 2. Agree 3. Undecided 4. Disagree 5. Strongly disagree

9. Tourism disrupts the quality of life in Bellingham•Whatcom County.

1. Strongly agree 2. Agree 3. Undecided 4. Disagree 5. Strongly disagree

10. Bellingham • Whatcom County should construct special facilities that would draw more tourists here.

1. Strongly agree 2. Agree 3. Undecided 4. Disagree 5. Strongly disagree

11. Now I'll read a list of things some people say may be benefits or costs of tourism. I'll ask whether you think tourism has any impact on each thing I'll read, and if so, whether the impact is positive or negative, and whether it is large or small.

First, the creation of jobs. Does tourism have a large positive impact, a small positive impact, no impact, a small negative impact, or a large negative impact on the creation of jobs?

	<u>Positive</u>		No	<u>Negative</u>		Don't
	<u>large</u>	<u>small</u>	<u>impact</u>	<u>small</u>	<u>large</u>	<u>Know</u>
a. CREATION OF JOBS	1	2	3	4	5	9
b. The creation of jobs that <u>pay well</u>	1	2	3	4	5	9
REPEAT SCALE AS NECESSARY						
c. The level of local <u>tax revenues</u>	1	2	3	4	5	9
d. The level of <u>costs</u> for public services such as police, fire, roads, and health	1	2	3	4	5	9
e. The variety and quality of shopping facilities	1	2	3	4	5	9
f. The environment--the ecology	1	2	3	4	5	9
g. The variety of cultural and entertainment activities	1	2	3	4	5	9
h. The number of parks and recreational opportunities	1	2	3	4	5	9
i. Congestion in parks and recreational areas	1	2	3	4	5	9
j. Traffic congestion on streets and highways	1	2	3	4	5	9
k. The general cost of living for residents	1	2	3	4	5	9
l. The level of commercial development	1	2	3	4	5	9
m. The local economy in general	1	2	3	4	5	9
n. Overall quality of life in Bellingham/Whatcom County	1	2	3	4	5	9

12. By state law, the hotel/motel tax is set aside to fund tourism-related activities. I'll read some things these funds could be used for. Please rate how valuable you think each use would be--very...moderately...somewhat...or not at all... valuable.

	VERY	MOD	SOME	NOT	D.K.
a. Developing improved materials such as maps and brochures for visitors	1	2	3	4	9
b. Marketing to increase tourism	1	2	3	4	9
c. Maintaining the Visitor's Bureau and visitor information center	1	2	3	4	9
d. Planning and developing new facilities such as a conference center or aquarium	1	2	3	4	9
e. Supporting festivals or other special events for tourists	1	2	3	4	9

13. Now, I'll read some ways economic development funds could be spent. Please rate how valuable each of these would be-- very...moderately...somewhat...or not at all... valuable..

	VERY	MOD	SOME	NOT	D.K.
a. Retaining and assisting local businesses	1	2	3	4	9
b. Developing infrastructure, such as roadways and utilities	1	2	3	4	9
c. Developing and marketing tourism	1	2	3	4	9
d. Recruiting new business and industry	1	2	3	4	9
e. Developing public facilities	1	2	3	4	9

14. How much knowledge do you have concerning tourism in Bellingham • Whatcom County? Would you say....

1. a great deal 2. a moderate amount 3. some 4. a little or 5. almost none

Finally, we need to ask a few questions about you, so that we can know a bit more about the people included in the survey.

15. How long have you lived in Bellingham?

1. 0-1 years 2. 2-4 years 3. 5-9 years 4. 10 or more years

16. Which category does your age fall into: [READ CATEGORIES]

1. 18-25 2. 26-35 3. 36-50 4. 51 to 65 5. above 65

17. Are you currently..... (OK TO MARK STUDENT AND ONE OTHER)

1. Employed full- or part-time 2. Not employed 3. Retired
4. A full-time student

18. What is the highest level of education you have completed? READ RESPONSES AS NEC.)

1. H.S. OR LESS
2. AA OR SOME COLLEGE
3. COLLEGE (BACHELORS)
4. POST BACHELORS

19. In general, which do you think is best for Bellingham • Whatcom County.....

1. to encourage rapid development
2. to encourage development at a moderate pace
3. to limit development to a slow pace
- or 4. to stop development as much as possible

20. How much does your personal income depend on tourism, if at all? Would you say it is

1. Entirely 2. Mostly 3. Somewhat 4. A little bit or 5. not at all dependent on tourism

21. Which city or town do you live in, or closest to (READ ONLY IF NECESSARY):

- | | | | |
|-----------|-----------------|-------------|-----------|
| 1. ACME | 2. BELLINGHAM | 3. BLAINE | 4. CUSTER |
| 5. DEMING | 6. EVERSON | 7. FERNDALE | 8. LAUREL |
| 9. LYNDEN | 10. MAPLE FALLS | 11. SUMAS. | |

Thank you very much for your cooperation. We appreciate your time. If you wish to add any comments regarding tourism, feel free, and I will record them.

INTERVIEWER RECORD: 1. MALE 2. FEMALE
