

# **Chase Tourism Inventory & Gap Analysis**

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## **Final Report**

Prepared by 10:1 Tourism Consultant Group™<sup>1</sup>

Thompson Rivers University

ADVG 401 – Business Applications in Eco and Adventure Tourism



*John Devitt, 2005*

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<sup>1</sup> Note: 10:1 Tourism Consultant Group™ is the brand name for the ADVG 401 class.

## Executive Summary

A group of ten fourth year Bachelor of Tourism Management students from Thompson Rivers University were commissioned in the fall of 2005 by the Chase and District Chamber of Commerce to identify tourism development opportunities in Chase B.C. This document, the *Chase Tourism Gap Analysis*, is the product of that commission. It includes the following deliverables:

- Inventory of the current tourism business offered in Chase
- Inventory the natural resources near Chase
- Outline of all consultation undertaken during the project
- Community of Chase attitudes toward tourism survey
- Analysis of current and future tourism market trends
- Insights into branding and marketing strategies
- Description of tourism opportunities
- Recommendations

This document provides strategic direction for tourism developers in Chase. The deliverables, particularly the short list tourism opportunities, can be viewed independently from the rest of the document as a prospectus which, according to the insights gained, are the items of greatest potential to Chase. Furthermore, more general recommendations are made at the conclusion of this document. They are:

- Chase should attempt to become a hub of tourism activity in the area and should collaborate with surrounding communities, within the Chase trading area and beyond, to increase marketing effectiveness
- Tourism developers, planners and entrepreneurs should consider the six short list tourism opportunities outlined in this report

- Improve signage at the entry and exit points of Chase. The signs should express to motorists driving the Trans Canada Highway, that Chase is an appealing place to stop
- Chase needs a brand. The village needs to attach a mental image to the “Village of Chase” that stays in the minds of tourists and makes them want to visit Chase
- Ensure open dialogue and communication between community residents, business owners and First Nations representatives by forming a committee to focus on tourism development in Chase

This document identifies, exposes, and explains key elements of the physical and social environments in which tourism operations and endeavours exist in Chase. Offering information describing fundamental aspects of the industry, and supplying insights and recommendations about future tourism development, this document affords primary stakeholders and tourism proponents the option to make informed decisions, and take knowledgeable action in regards to tourism development in Chase.

<b>1.0 INTRODUCTION .....</b>	<b>6</b>
1.1 SCOPE .....	7
1.2 METHODOLOGY .....	7
1.3 BACKGROUND .....	8
<b>2.0 DESCRIPTION OF STUDY AREA .....</b>	<b>10</b>
2.1 CHASE DESCRIPTION.....	10
2.2 NATURAL RESOURCE INVENTORY .....	11
2.3 FIRST NATIONS PROFILE .....	14
<b>3.0 TOURISM BUSINESS INVENTORY.....</b>	<b>17</b>
3.1 ACCOMMODATION .....	18
3.2 ADVENTURE .....	21
3.3 ATTRACTIONS.....	22
3.4 EVENTS AND CONVENTIONS.....	22
3.5 FOOD & BEVERAGE .....	23
3.6 TRANSPORTATION.....	24
3.7 TRAVEL TRADE .....	25
3.8 TOURISM SERVICES.....	25
<b>4.0 COMMUNITY OF CHASE CONSULTATIONS.....</b>	<b>26</b>
4.1 SITE VISIT SUMMARY .....	26
4.2 SUMMARY OF COMMUNITY SURVEY.....	28
<b>5.0 TOURISM MARKET ANALYSIS.....</b>	<b>29</b>
5.1 VISITOR EXPECTATIONS .....	30
5.2 VISITORS TO BRITISH COLUMBIA.....	30
5.3 SEASONAL TRAVEL TO THE OKANAGAN .....	31
5.4 COMPARATIVE MARKET SIZE FOR CANADIAN DOMESTIC TRAVELERS .....	31
5.5 ADVENTURE TOURISM .....	32
5.6 FESTIVAL TOURISM.....	36
5.7 CULTURAL TOURISM.....	38
5.8 ABORIGINAL TOURISM.....	40
5.9 LOCAL TOURISM TRENDS.....	42
<b>6.0 MARKETING .....</b>	<b>43</b>
6.1 BROCHURE .....	44
6.2 WEB MARKETING .....	44
6.3 SIGNAGE.....	45
<b>7.0 BRANDING .....</b>	<b>45</b>
7.1 INTRODUCTION .....	45
7.2 HIDDEN GEM BRAND .....	46
7.3 WESTERN CULTURAL HERITAGE BRAND .....	48
7.5 SALMON BRAND .....	49

7.6 FAMILY BRAND .....	50
<b>8.0 LONG LIST TOURISM OPPORTUNITIES.....</b>	<b>52</b>
8.1 SALMON RUN .....	52
8.2 SNORKELLING/LAKE DIVING .....	53
8.3 CHASE CENTENNIAL 2008.....	53
8.4 VANCOUVER-WHISTLER OLYMPICS 2010 .....	54
8.5 MECHANIZED TOURS.....	55
8.6 AGRI-TOURISM.....	55
8.7 WILDLIFE VIEWING.....	56
8.8 NORDIC SKIING.....	57
8.9 MOUNTAIN BIKING .....	57
8.10 WHITEWATER RAFTING/KAYAKING.....	58
8.11 HORSEBACK RIDING .....	59
<b>9.0 SHORT LIST TOURISM OPPORTUNITIES.....</b>	<b>60</b>
9.1 LAKE TOURISM.....	60
9.2 CHASE HISTORIC TOURS .....	63
9.3 FESTIVALS AND EVENTS.....	65
9.4 CIRCLE ROUTES .....	73
9.5 ABORIGINAL TOURISM.....	75
9.6 HIKING ACTIVITIES .....	81
<b>10.0 CONCLUSIONS AND RECOMMENDATIONS .....</b>	<b>85</b>
<b>APPENDIX A: CHASE COMMUNITY SURVEY ANALYSIS .....</b>	<b>88</b>
<b>APPENDIX B: TOURISM BUSINESS INVENTORY .....</b>	<b>106</b>
<b>APPENDIX C: CHASE MAPS.....</b>	<b>107</b>

## 1.0 Introduction

This tourism gap analysis was conducted by a group of ten, fourth-year Bachelor of Tourism Management (BTM) students from Thompson Rivers University (TRU). Along with Professor Jon Heshka, the group intends to identify tourism opportunities in and around the Village of Chase that can be used to provide strategic direction for tourism business development in the village. This document serves as the final deliverable of The Village of Chase Tourism Gap Analysis as per the work agreement between the Chase and District Chamber of Commerce and TRU.

Tourism development opportunities in the Chase region should strive to integrate elements of the Thompson Nicola Region Tourism Vision<sup>2</sup>.

### **Thompson-Nicola Tourism Vision Statement**

The tourism industry in the Thompson-Nicola region will be developed by tourism stakeholders and communities as BC's adventure destination, in a manner which is sustainable and compatible with the natural environment. Tourism development will be strategic, building on the region's natural and cultural resources, and focused on meeting marketplace requirements via effective partnerships and packaging.

The vision incorporates a strategic tourism development plan, which provides guidelines for the growth and development of tourism in the region. Although Chase may not become an adventure destination; the notions of environmental, cultural and economic sustainability, as well as community involvement in the development process are important guidelines that will successfully lead Chase tourism into the future.

Tourism planning, development and management are dynamic processes that must continuously respond to market trends, the local community, environmental implications, and the needs of the traveling public.

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<sup>2</sup> Source: *Thompson-Nicola region Tourism Opportunities Strategy*

## **1.1 Scope**

One of the first steps in conducting this tourism gap analysis was defining our study area. The geographical areas to be included and omitted in the report had to be made clear. The Chase trading area was selected as the designated study area<sup>3</sup> (refer to Appendix C for Study Area GIS map). This area encompasses the communities of Adams Lake, Sorrento, Scotch Creek, Celistia, Anglemont and Pritchard with a total population of 12,000 residents. The rationale for choosing a larger study, one that reaches beyond the municipal boundaries, is based on the idea of Chase becoming a hub for tourism activity in the region. For example, if there are tourism opportunities on Adams Lake, tourists will need to pass through Chase where they could buy groceries, stay the night, or gather information about Adams Lake prior to going there thus leaving tourism dollars in the village.

The information provided in this report is applicable to tourism stakeholders in the Chase region and useful in the future planning, development and management of tourism in this area. The observations and recommendations provided herein are based on the consulting groups' cumulative education and training in the tourism industry as well as real life experience as international tourists, consultants, guides and business owners.

## **1.2 Methodology**

Methodology refers to the actual procedures that took place in the compilation of this document. One of the first steps was to gather and analyze existing secondary research. Secondary research was examined for two purposes. The first was to find out the work previously done relating to tourism opportunities near Chase. The Thompson-Nicola tourism opportunities strategy, The Shuswap Tourism Opportunity Strategy and the Shuswap Regional Tourism Study were examined to appreciate and understand the previous tourism research relating to Chase region. Secondly, academic articles and case studies relating to community tourism development, community branding and sustainable development were studied in order to increase the teams awareness of these concepts and how they are applicable to the development of Chase tourism.

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<sup>3</sup> The trading area was specified on the Village of Chase website, [www.villageofchase.com](http://www.villageofchase.com)

A significant portion of the project consisted of identifying and categorizing all existing tourism business that operate within the study area. This was accomplished through searching a variety of print and internet resources to develop a comprehensive list. This was followed by contacting a number of the businesses in order to verify the contact information, and collect other data included in the inventory.

The next phase of the project was conducting community site visits and meetings. These visits were intended to familiarize the group with the natural area surrounding Chase, current tourism infrastructure and business, and community attitude towards tourism development. Meetings with community leaders were also conducted in order to obtain information on community initiatives, and other relevant information. These findings were then combined with an in-depth analysis of existing tourism trends in British Columbia. This information was gleaned from a variety of sources including Tourism B.C., and the Canadian Tourism Commission.

Once site visits and meetings were complete, a long list of tourism opportunities was created. This was followed by the identification of branding possibilities for the village, which are based on what Chase has to offer, and what opportunities exist for differentiating the village from the areas surrounding it. After further analysis of the business inventory, natural features and existing infrastructure in Chase, market trends and community objectives, five items were chosen from the long list to be described in detail. These short listed items are deemed the best opportunities for Chase tourism development and are the main recommendations and findings of this report.

### **1.3 Background**

Tourism is one of the world's largest industries and governments and business around the world attempt to utilize tourism for its economic benefits. Building on its economic spin-offs, if managed properly, tourism has potential to preserve culture and the environment. As most tourism products rely on the natural environment as a selling feature for potential travelers, there is an incentive to protect and preserve these natural areas.



Preserving natural areas for current and future tourism use is a practical way to ensure long term economic profits from tourism.

As one of the worlds' largest industries, tourism can contribute significantly to local, regional and national economies. To understand this economic contribution, one can think of the incremental impact that one tourism dollar would have on the Chase economy. The compounding result of one tourism dollar, known as the multiplier effect, occurs when a tourist spends money, for example, at a restaurant in Chase, the restaurant owner then spends that money at the grocery store to buy food for the restaurant, the grocery store owner then spends the money elsewhere and the money is continuously circulated within the community.

Due to tourisms' multi-faceted nature, exact dollar figures of tourisms' contribution to the economy are difficult to measure. The tourism industry consists of eight mutually exclusive sectors: accommodation, transportation, food and beverage, travel trade, adventure, attractions, events and conventions, and tourism services. The difficulty in quantifying tourisms impact on a community comes from the fact that many of these services are used not only by tourists, but local residents as well.

Many B.C. communities, including Chase are seeking to diversify their local economies,



rather than being strictly resource dependent. It makes good economic sense to broaden the economic base of a community, and tourism provides an excellent vehicle to do so. Carefully planned and managed, tourism can complement both resource extraction and other industries, and help to preserve and promote cultural history.

*John Devitt, 2005*

## **2.0 Description of Study Area**

### **2.1 Chase Description**

The Village of Chase is located on the north side of the Trans Canada Highway, 56 km east of Kamloops. It is situated at the outlet of the South Thompson River, which flows from Little Shuswap Lake into the North Thompson River in Kamloops. As mentioned earlier, the Chase trading area, as described on the Village of Chase website, was chosen as the study parameter for this report. Therefore, all descriptions, inventories and recommendations in this report are situated in the Chase trading area.

Mount Scatchard and Mount Boyse are located to the south of the village, while the northern side of the valley is defined by the Shuswap Highlands that rise to 1,830 meters. The elevation of the community is 355 meters above sea level. Its latitude and longitude coordinates are: 50°48' north by 119°42' west.

The Trans Canada Highway provides excellent access to all major destinations in Western Canada and the Northwest United States. With the advent of the Coquihalla Highway #5, driving time from Vancouver and the Lower Mainland to Chase and the Shuswap region is approximately 4 hours. The following table outlines driving times and distances from Chase to major destinations in Western Canada and Northwest United States

**Table 1-** Driving Distances to Chase

<b>City</b>	<b>Km</b>	<b>Miles</b>	<b>Travel Time</b>
Calgary	500	333	6 hrs.
Edmonton	776	517	8 hrs.
Kamloops	56	37	¾ hrs.
Kelowna	135	90	1¾ hrs.
Prince George	510	340	5½ hrs.
Seattle	519	346	5½ hrs.
Spokane	566	354	8hrs
Vancouver	339	226	4 hrs.

The main industry in Chase is forestry, with the Adams Lake Lumber Company being a large provider of employment. However, tourism is becoming an increasingly important industry for the community.

## **2.2 Natural Resource Inventory**

### ***Rivers***

There are a variety of rivers and creeks near Chase. Adams River, being the most notable, is home to the world's largest Sockeye Salmon Run. The Adams is 12 km in length and is used for a variety of activities from white water rafting to canoeing and kayaking. The Adams River has an excellent trail system running up the east side of the river with many viewpoints on either side of the river. Little River, being one of the shortest rivers in the world, connects Shuswap Lake with Little Shuswap Lake. Chase Creek, including Chase falls offers a spectacular waterfall system. Chase falls is accessed from the east side of the Trans-Canada Highway, adjacent from Chase.

### ***Lakes***

There are three prominent lakes in the vicinity of Chase Village, Shuswap Lake, Little Shuswap Lake and Adams Lake. There are also many smaller lakes including: Neskonlith, Skmana, McGillvary, Morrisey, Dennis, Harper, Pement, Bryden, Phillips, Skimikin, Chum, Hagen, and Banshee Lakes.

### ***Mountains***

There are several low elevation mountains in the Chase area. Two of the nearby mountains are Mount Scatchard and Mount Boyse, which are just south of the village of Chase. Other prominent hills and mountains in the area include Tsalkom Mountain, Squilax Mountain and Adams Hill.

### ***Trails***

There are numerous trails in the Chase area, many of which are well developed and signposted with high tourist volume during the summer months.

*Aylmer Lake Trail* - From the top of the switchback on Neskonlith Lake Road, an old road leads 9.5 Km (3 hours) through dry hillside and then a second growth forest to the Aylmer Lake Hike. The marshy lake is not open to fishing, as it is used to rear brown trout for stocking elsewhere. Also in the area are a series of interconnecting cross-country trails. Permission to cross the Indian reserve is required to utilize Aylmer Lake Trail.

*Bryden Pement Lake Trails* – There are approximately 7km (1.5 hours) of easy trails leading along Blanc Creek to two small lakes, Bryden and Pement. Located in the Ptarmigan Hills, this multi-use trail system is a popular fishing destination. Access to this trail depends on the condition of Charcoal Creek FSR branch road.

*Copper Island Trails* – This island, which is part of the Shuswap Lake Provincial Park, receives heavy use in the summer months. A 4.9 km trail circumnavigates the island and it is possible also possible to climb to the summit (488m). The attraction of the island is not only the sheltered waters and beaches but also the wide variety of plant life and animals that frequent the island.

*Estekwalan Mountain Trial* – From the Falkland Landfill Road, this is a difficult 11km (5 hour) trail gaining 550m to the height of land at 1550m. The lower section of the trail is well developed, but scrambling is required to reach the ridge and open alpine.

*Quaaout Lodge Trails* – Along the northern shores of Little Shuswap Lake, the Quaaout Lodge maintains 4 km of nature trails. Mountain bikers as well as cross country skiers can use the trails.

*Roderick Haig-Brown Park* – Within the provincial park are 26 km of well-developed trails. The trails are generally flat and easy to follow and are located along both sides of Adams River from Adams Lake to Shuswap Lake. In the winter, cross-country skiers, from intermediate to advance, can also use the trails.

*Bear Creek Flume Trail* – This is an 8.5km (3 hour) moderate trail that follows a path along Bear Creek. The trail is part of an 18km long log flume built in 1912 by the Adams River Logging Company used to transport logs from the Bear Valley to the river below.

*Skimikin Lake Trail* – There are 15 km of un-maintained cross-country skiing trails surrounding Skimikin Lake and connecting with the Fly Hill Snowmobile trails to the south. The trails can also be hiked in the summer months. The Forest Service campsite, located at the lake, provides access to the trails.

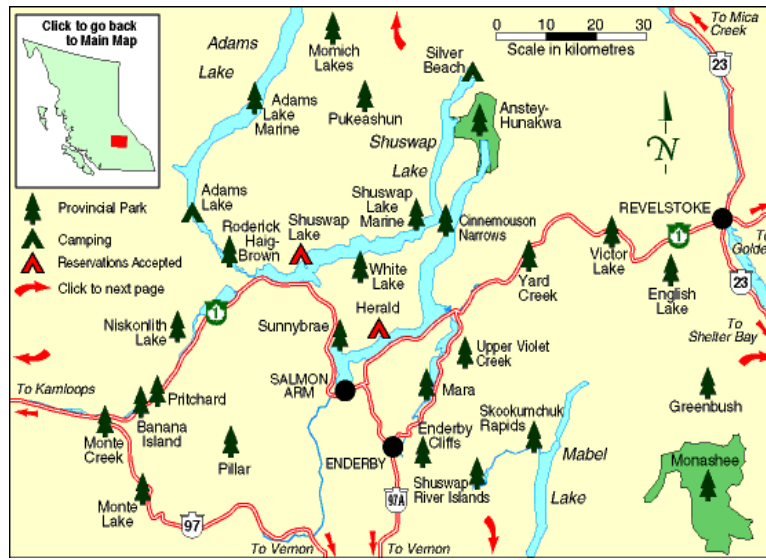
*Skmana Lake Trail* – At Skmana Lake, located off the Loakin-Bear Creek Road, there are 10 km of groomed cross-country ski trails. During the off-season, the trails can be used for hiking and biking and provide an ideal setting for wildlife viewing.

### ***Parks and Recreation sites***

There are several parks and recreation sites located throughout the study area. The parks are listed below:

- Roderick Haig Brown Provincial Park
- Dennis Lake Forest Recreation Site
- Skmana Lake Forest Recreation Site
- Adams Lake Provincial Park
- Neskonlith Lake Provincial Park

Figure 1- Recreation Map of Interior BC<sup>4</sup>



### 2.3 First Nations Profile

First Nations will play an integral role in the future development of Chase tourism. There are three Native Bands in the area, all of which possess invaluable tourism resources. The following is a profile of the three bands which specifically highlights each band's social attributes, population breakdowns, land details, and band representations. Aboriginal tourism opportunities are discussed at length in a section 9.5. This profile, therefore, serves only to explain who the First Nations are in the Chase Area.

#### *The Secwepemc Nation*

The Secwepemc Nation is comprised of seventeen First Nations bands scattered across south-central British Columbia. Three of these bands, The Neskonlith Indian Band, The Adams Lake Indian Band, and The Little Shuswap Indian Band are situated near Chase. Traditional Secwepemc territory stretches from the Alberta border in the east to Barkerville, B.C. in the North and almost as far as Lillooet B.C. to the west.<sup>5</sup>

Secwepemc Natives, Shuswap to most non-natives, claim to have occupied this territory for 10 000 years. Their traditional economy was based on hunting, fishing, and trading. Distinguished band representation, like that of present day Secwepemc Nation, has

<sup>4</sup> Source: BC Parks website, [www.gov.bc.ca/bcparks/explore/regional\\_maps/shuswap.htm](http://www.gov.bc.ca/bcparks/explore/regional_maps/shuswap.htm)

<sup>5</sup> Source: BC maps, 2005; Secwepemc Nation Information, 2005

always been a part of Secwepemc culture. While each band had its own identity, they shared similar cultural and spiritual beliefs as well as the same language, Secwepemtsin.<sup>6</sup>

### ***Adams Lake Indian Band***

As of October, 2005, the Adams Lake Indian Band had a registered population of 719 people. Of these, it is estimated that 58% reside on the Sahhalkum No. 4 Indian Reserve. A 1998 study estimated that 55 % of members were under the age of 30.<sup>7</sup> At that time there were 95 family dwellings, 75% of which were on reserve property.

The Sahhalkum No. 4 Indian Reserve covers 1432.6 hectares on banks of the South Thompson River South West of Little Shuswap Lake. Under Section 10 of the Indian Act, the Adams Lake Band controls its own membership. The Adams Lake Band is part of the Shuswap Nation Tribal Council where it is represented by Chief Ron Jules.

The 1996 Census of Canada showed 36% of Adams Lake Band members possess a bachelors degree or higher. Also, 29% of members possess a non-university certificate or diploma.

Future Business and economic opportunities are the department of The Adams Lake Economic Development Corporation which was formed in 1999. The primary directive of The Adams Lake Band with regard to economic development revolves around the forest industry. Finding and providing employment for band members in forestry is the main industrial initiative with regard to future economic growth.<sup>8</sup>

While The Adams Lake Band operates three campgrounds in Salmon Arm, they have no current affiliation with the tourism industry in Chase.

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<sup>6</sup> Source: Who are the Secwepemc, [www.secwepemc.org/secwho.html](http://www.secwepemc.org/secwho.html)

<sup>7</sup> Source: Adams Lake Band statistical information, [www.bcfm.org/adamslakeband/statisticalinfo.htm](http://www.bcfm.org/adamslakeband/statisticalinfo.htm)

<sup>8</sup> Source: Personal Communication, Jules, R.

### ***Neskonlith Indian Band***

As of October 2003, The Neskonlith Indian Band had a registered population of 569.<sup>9</sup> An estimated 54% of this population resides on reserve land.

The Neskonlith Band occupies three reserve settlements, two of which are in the Chase area. Neskonlith No. 1, a 1280.4 hectare reserve, is located four miles south of Little Shuswap Lake on the South Thompson River. Neskonlith No. 2, a 989.3 hectare reserve is located one mile south of the Shuswap C. P. Station also on the South Thompson River. Neskonlith No. 1 is the most populated of the three reserves. The third reserve is located in Salomon Arm.

The 1996 Census of Canada showed 35% of Neskonlith Band Members possessed a non-university certificate or diploma but none possessed university degrees.

The Neskonlith Band's Department for Economic, as well as the Department of Natural Resources, is mandated to enhance the bands capacity to fulfill employment, band sustainability and culturally relevant activities with respect to the environment via training and education programs.

The Neskonlith Indian Band is also part of the Shuswap Nation Tribal Council where it is represented by Chief Arthur Anthony.<sup>10</sup>

### ***Little Shuswap Lake Indian Band***

As of October, 2005 The Little Shuswap Indian band had 297 registered members with 76% of those living on reserve land. The Band is not affiliated with any tribal council. The Chief, Felix Arnouse has served his duty since 1978 having been continually re-elected ever since.<sup>11</sup>

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<sup>9</sup> Source: Neskonlith First Nations Detail, 2005

<sup>10</sup> Source: Neskonlith Indian Band website, [www.neskonlithband.com/index2.htm](http://www.neskonlithband.com/index2.htm) 2005

<sup>11</sup> Skwlax Little Shuswap Indian Band website, [www.skwlax.com/chief.php](http://www.skwlax.com/chief.php)



The Little Shuswap Band occupies five reserve territories. Quaaout No. 1, the largest at 1726 hectares and also the most populated, Chum Creek No.2, 195.7 hectares, Meadow Creek No.3, 24.3 hectares, Scotch Creek No. 4, 851.9 hectares, and North Bay No. 5, 314.8 hectares. Quaaout No. 1 is located between the Shuswap and Little Shuswap lakes on the South Thompson River.

According to the 1996 Census of Canada, 25% of band members possessed bachelor degrees or higher and 30% possessed a non-university certificate or diploma.

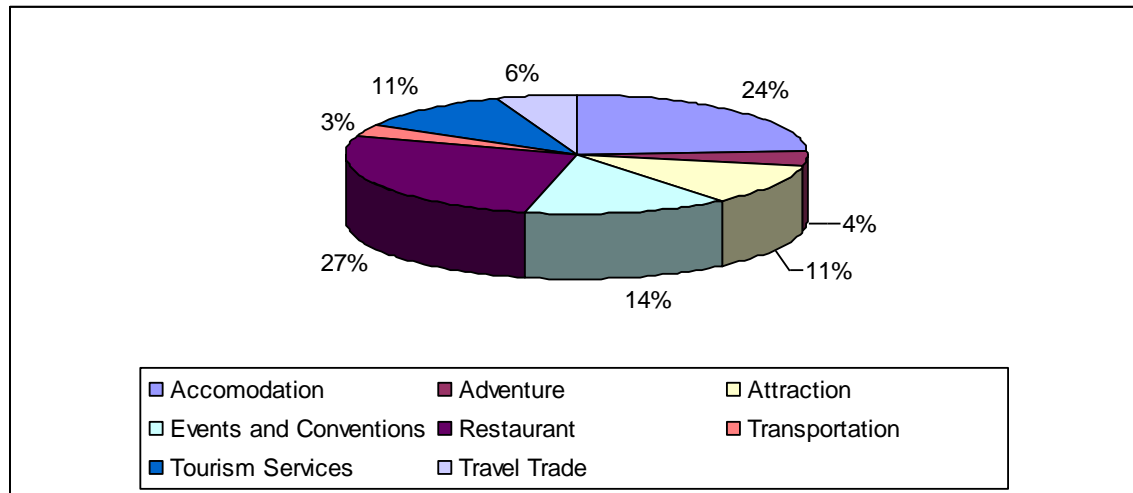
The Little Shuswap Band boasts the greatest commitment to tourism development in the Chase area through the operation of Quaaout Lodge.

### 3.0 Tourism Business Inventory

In order for tourism gaps and opportunities to become visible to the consulting team, a comprehensive list of tourism businesses in the Chase area was needed. It was recognized that, prior to this project, such an inventory did not exist. Therefore, the purpose of this tourism inventory became twofold. First, to help the consulting team understand what currently exists, thus enabling identification of what could exist in the future. Secondly, and more importantly, this inventory provides Chase tourism business and local planners with essential information that will facilitate strategic management of future tourism development in Chase.

Tourism is broken into eight sectors consisting of Accommodation, Adventure, Attractions, Events & Conventions, Food & Beverage, Tourism Services Transportation, and Travel Trade. For the purpose of this study all eight sectors were reviewed and inventoried, creating a database of existing tourism businesses in the study area. Figure two shows the percentage of Chase tourism business by sector. Refer to Appendix B- Tourism Business Inventory, for a complete list and full details of tourism businesses in Chase.

**Figure 2:** Tourism businesses by sector



### 3.1 Accommodation

This section includes all forms of lodging available to the traveling public for the purpose of sleep. Accommodations range from bed and breakfasts, to hotels and motels, to campsites. 30 different accommodation providers have been identified in the Chase area.

**Table 2:** Accommodation sector

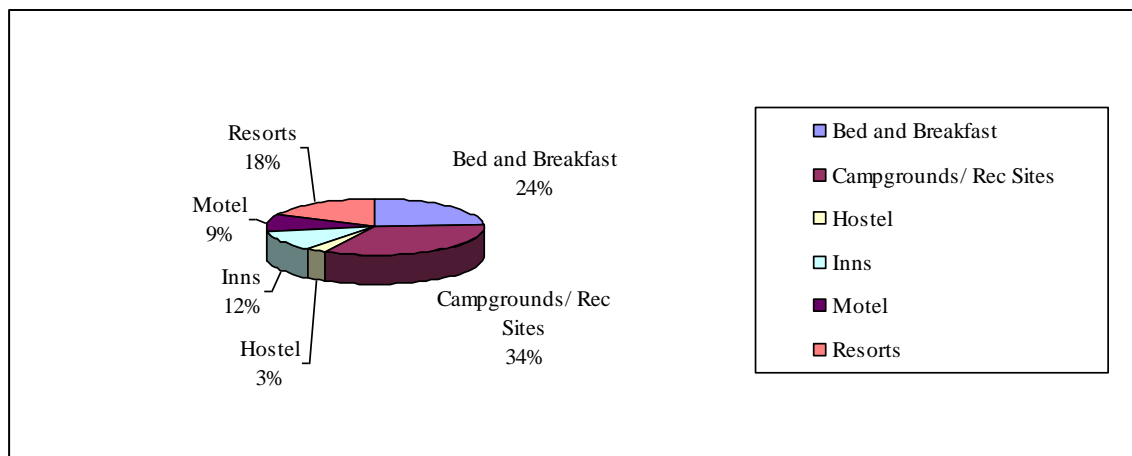
Name	Location	Product/Service
Adams Lake Provincial Park	50°59'00"N 119°44'00"W	Recreation / Campsite
Chase Lions RV/ Camp Site	Chase	RV/ Campsite
Copper Island Inn	Chase	Inn
Cottonwood Campsite	Chase	Campground
Country Inn & Motel	Chase	Rooms for rent
Dennis Lake Forest Recreation Site	50°49'40"N 119°47'45"W	Recreation / Campsite
Evergreens B&B	Sorrento	Bed & Breakfast
Hidden River B&B	Chase	Bed & Breakfast
Indian Point Resort	Chase	Resort
Ingrid's European B & B	Sorrento	Bed & Breakfast
Jade Mountain Motel	Chase	Motel
Jewel Bay Resort	Sorrento	Resort
Martians Landing Family Campground	Scotch Creek	Campground
Neskonlith Lake Provincial Park	50°47'45"N 119°46'40"W	Recreation / Campsite
O'Reilly's Place B&B	Sorrento	Bed & Breakfast
Overlander Motel	Chase	Motel
Ponderosa Pines RV Park	Chase	RV Park
Quaaout Resort/Conference Centre	Chase	Resort
Saratoga Marina & Resort	Scotch Creek	Resort
Scotch Creek Estate MHP	Scotch Creek	Mobile Home Park
Shuswap Lake Motel & Resort	Sorrento	Resort

Skmana Lake Forest Recreation Site	50°53'00"N 119°44'00"W	Recreation / Campsite
Solitude B&B	Sorrento	Bed & Breakfast
Sorrento Inn	Sorrento	Inn
Squilax Hostel and General Store	Scotch Creek	Hostel
Sunny Shuswap B&B	Chase	Bed & Breakfast
The Maples Waterfront Inn	Sorrento	Inn
Thimbleberry Cottage B&B	Sorrento	Bed and Breakfast
Underwood Inn	Chase	Inn
White Sands Resort Cottages	Sorrento	Resort

The Chase area has a wide range of accommodation types, from high end Resorts to Campgrounds and RV Parks. When broken down into its sections we found that there are:

- 4 Inns
- 8 Bed & Breakfast's
- 11 campgrounds/Recreation Sites
- 6 Resorts
- 3 Motels
- 1 Hostel

**Figure 3:** Accommodation sector by type



### ***Bed & Breakfasts***

There are eight B&B's in Chase, accounting for 24% of the accommodation sector. All of the eight businesses offer breakfast included with the accommodation. None of the businesses offer activities with the accommodation service but they do offer information about things to do in the area.

### ***Campgrounds/RV Parks/Recreation Sites***

This section encompasses 34% of tourism accommodations in the Chase area and is the

largest segment within the accommodations sector. Of the eleven campgrounds, RV Parks and Recreation sites, nine offer a range of self propelled outdoor activities, ranging from sun bathing to mountain biking.

### ***Hostels***

There is one Hostel located in the Chase area, The Squilax Hostel. It offers its guests a range of activities, most of which are provided by other activity providers in the area.

### ***Inns***

There are four Inns in the study area. Of the four Inns, two offer their guests food on site. None of the Inns offer activities as a part of their service.

### ***Motels***

The Motel section makes up for 9% of accommodations. Of the three motels in the Chase study area one has a restaurant on site and none provide activities for their guests.

### ***Resorts***

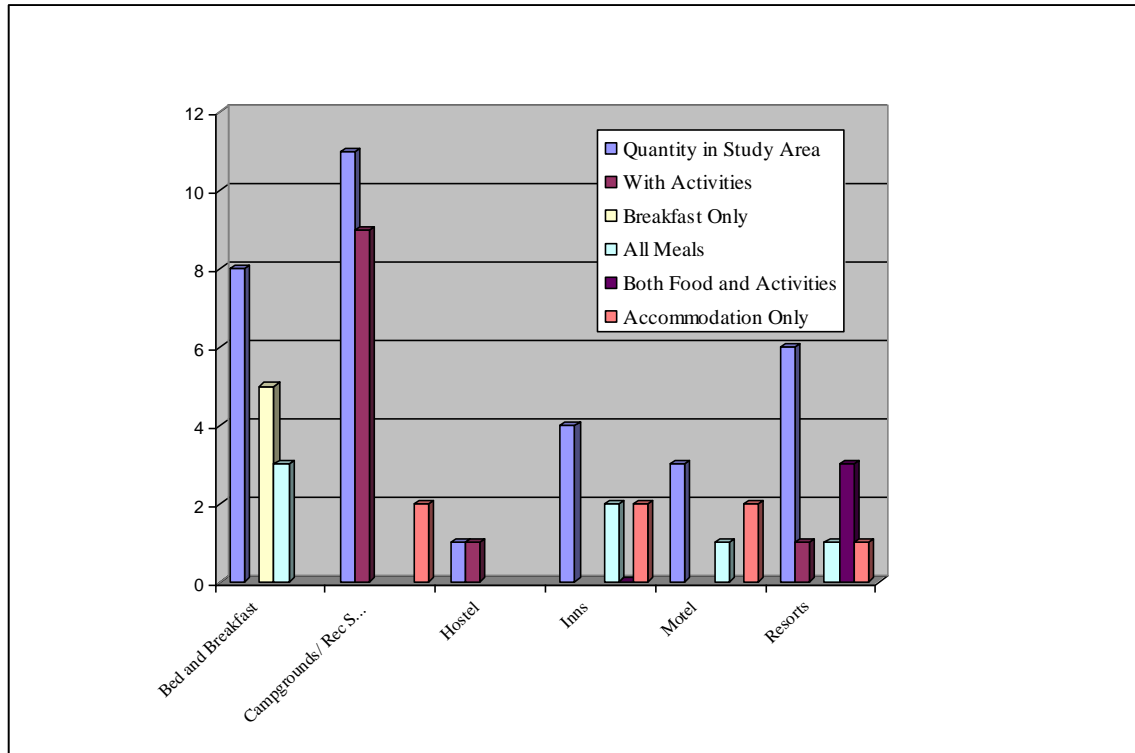
There are six resorts in the study area, making up 18% of the accommodation sector. Three of these offer programmed activities and meals for their clients, one offers meals only and one offers activities only.



*John Devitt, 2005*

The following Chart breaks down the different types of accommodation, and further the ones that offer other services like food and activities to their guests.

**Figure 4:** Accommodation sector offerings



### 3.2 Adventure

The adventure sector includes all businesses that focus on outdoor activities such as white water rafting, hiking, biking, horseback riding and fossil tours. Six adventure businesses have been identified within the study area. These business are pure adventure businesses and do not include adventure type activities offered at any resort in the study area. The adventure businesses that are located in the study area include the following:

**Table 3:** Adventure tourism sector

Business Name	Location	Product/Service
Adams River Rafting Ltd.	Scotch Creek	Rafting/ Cataracting/ trip Photos
Fossil Tours	Kamloops, BC	Fossil Tours
Johvales High Country Hoarse Trails	Pritchard	Horseback Riding
Loakin Bear Ranch Trail	Skmana Lake	Trail Rides
The Ranch	Pritchard	Riding/ Equestrian Competition
Wolf Ranch	Pritchard	Riding/ Equestrian Competition

### 3.3 Attractions

Attractions include man-made activities such as golf, museums and bowling as well as natural attractions such as recreation sites and provincial parks. Fourteen tourism attractions have been identified in the Chase study area and are outlined in Table 3.

**Table 4:** Attractions sector

Attraction Name	Location	Product/Service
	50°59'00"N	
Adams Lake Provincial Park	119°44'00"W	Recreation / Campsite
Chase & District Museum and Archives	Chase	Museum/ Walking tour
Crannog Ales	Sorrento	Producer of Draught Beer
	50°49'40"N	
Dennis Lake Forest Recreation Site	119°47'45"W	Recreation / Campsite
Family Fun Center	Scotch Creek	Family Activity Center
Golden Ear Corn Farm	Chase	Produce and Tours
		Organic Sheep Dairy - Products and Tours
Mountain Meadow Sheep Dairy Products	Chase	
	50°47'45"N	
Neskonlith Lake Provincial Park	119°46'40"W	Recreation / Campsite
Pete Murray's Corn Farm	Chase	Produce and Tours
	50°55'00"N	
Roderick Haig-Brown Provincial Park	119°36'00"W	Recreation / Campsite
	50°53'00"N	
Skmana Lake Forest Recreation Site	119°44'00"W	Recreation / Campsite
Sunny Shuswap Trail Rides	Chase	Trail Rides (horse)
Sunshores Golf Club	Chase	Golf
Sweetgrass Day Spa	Chase	Day Spa

### 3.4 Events and Conventions

The Events and Conventions sector includes all community festivals, events, celebrations and trade shows that occur throughout the year. 18 events have been identified in the study area. While every attempt was made to inventory all events and festivals that occur in the Chase area throughout the year, it is possible that some were not found and thus are not included in this list.

**Table 5:** Events and Conventions in Chase study area

<b>Event Name</b>	<b>Location</b>	<b>Product/Service</b>
8 Lakes Rodeo	Chase	WIREA Sanctioned Rodeo
Air Reunion	Blind Bay	Aviators, air traffic controllers and crew reunion
Antique Road Show	Chase	Antique show and Sale
Chase Country Christmas	Chase	Hay rides, carolling, crafts and skating
Chase Daze	Chase	Canada Day Celebrations
Clue, The Musical	Quaaout Resort	Stage Play at Quaaout Resort and Conference Center
Donkey Day Reunion Weekend	Chase	Square Dance, Baseball Game and Pancake Breakfast
Fireman's Garage Sale	Chase	Scotch Creek Fire Department held
Gateways Fishing Derby	Chase	Annual Fishing Derby
High Country Horse Trails Equestrian Event	Pritchard	Cross country riding and Show Jumping
Home and Trade Show	Chase	Home and Trade Show
Kamloops Vintage Car Club Show	Chase	Car show and pancake breakfast
Pritchard Rodeo	Pritchard	BCRA Amateur Rodeo
Rotary Golf Tournament	Chase	Fund-raising golf tournament
Salute to the Sockeye - Salmon Run Festival	Adams Lake Shuswap	2 million sockeye return to the Adams every 4th year
Secwepemc White Buffalo Sundance	Road	Sweat lodge, dance and celebration
Squilax Pow-Wow	Chase Quaaout	All three local bands Pow-Wow
Ultimate Christmas Party	Resort	Christmas Dinner and Festivity

### 3.5 Food & Beverage

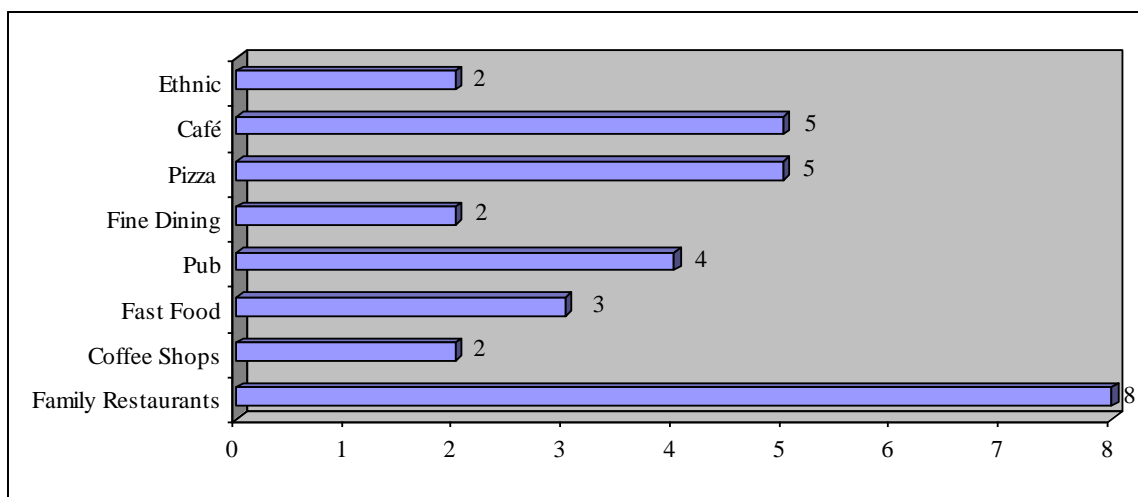
The Food and Beverage sector includes all vendors, restaurants and food providers. 33 food and beverage based tourism businesses have been identified in the Chase region.

**Table 6:** Food and Beverage sector

<b>Business Name</b>	<b>Location</b>	<b>Product/Service</b>
A & W Fast Food Restaurant	Chase	Fast Food
Bill's 2 For 1 Pizza	Chase	Pizza
Blind Bay Cafe Marina & Rentals	Sorrento	Café
Captains Village Marina & Finz Bar & Grill	Scotch Creek	Pub
Chase Cafe	Chase	Café
Chase Country Inn Motel	Chase	Ethnic
Copper Island Inn	Chase	Family Restaurant
Country Lanes Cafe	Chase	Café
Don't Forget About It Cafe	Sorrento	Café
Five Daughters Pizza	Sorrento	Pizza
Frankie's 2 For 1 Pizza	Sorrento	Pizza
Gateway Grill House	Chase	Family Restaurant
Home Restaurant	Sorrento	Family Restaurant

Jade Mountain Roadhouse	Chase	Fine Dining
Just Pizza	Chase	Pizza
Kings Park Restaurant	Chase	Ethnic
Loft	Chase	Fine Dining
Log'n Hearth Dining	Sorrento	Fine Dining
Memory Lane Cafe	Sorrento	Café
Mountain View Cafe	Chase	Pizza
Orange Tree Restaurant	Sorrento	Family Restaurant
Roni's Café	Scotch Creek	Café
Saratoga Marina & Resort	Scotch Creek	Family Restaurant
Scotch Creek Family Restaurant	Chase	Family Restaurant
Shuswap Coffee House	Chase	Coffee Shop
Silver Fox Pub	Chase	Pub
Simply de Vine Coffee	Chase	Coffee Shop
Snack Shack	Chase	Fast Food
Sorrento Motel Inn & Restaurant	Sorrento	Family Restaurant
Subway Sandwiches & Salads	Chase	Fast Food
Tiare's Place	Chase	Pub
Toby's Restaurant	Sorrento	Family Restaurant
Underwood Beer & Wine	Chase	Pub

**Figure 5: Food and Beverage by type**



### 3.6 Transportation

Transportation includes all transportation that could be used to move travelers from point A to point B. There are four transportation businesses in Chase.



**Table 7:** Transportation sector

<b>Business Name</b>	<b>Location</b>	<b>Product/Service</b>
Bear With US Taxi & Charter Bus	Chase	Taxis/Charter Busses
Greyhound Canada	Head Office: Calgary	Buses
Triple J Mobile Home Towing	Chase	Towing
Yellow Cabs	Chase	Taxi

### 3.7 Travel Trade

Travel Trade includes businesses that sell the tourism industry and create travel packages. Realty agents are not normally included with the travel trade sector, however real estate is becoming an important part of the tourism industry and therefore relevant in the Chase context. There are five travel trade businesses in the Chase region.

**Table 8:** Travel trade

<b>Business Name &amp; Contact Info</b>	<b>Location</b>	<b>Product/Service</b>
Century 21 Lakeside Realty Ltd.	Chase	Realty
Remax Shuswap	Sorrento	Realty
Riley and Associates Realty Ltd.	Chase	Realty
Shuswap Lake Estates Ltd.	Sorrento	Realty
Uniglobe Shuswap Travel Ltd.	Chase	Travel Agency

### 3.8 Tourism Services

Tourism Services include businesses such as chamber of commerce, gift shops, galleries, recreation departments, and community administration offices. There are fifteen service-based tourism businesses in the study area.



*Chase Chamber of Commerce, 2005*

**Table 9:** Tourism Services

<b>Business Name &amp; Contact Info</b>	<b>Location</b>	<b>Product/Service</b>
Adams Lake Indian Band	Adams Lake	Band Office
Airmail Antiques	Chase	Antiques
Chamber of Commerce	Chase	Tourist Information
Chase Village Administration	Chase	Tourism Stakeholder
Chase/Canada Insurance Brokers	Chase	Travel Insurance
Little Shuswap Indian Band	Chase	Chief: Felix Arnouse
Neskonlith Indian Band	Chase	Chief: Arthur Anthony
Pottery Studio	Scotch Creek	Award Winning Pottery
Rod & Gun Sports	Chase	Fishing Tackle/Accessories
Roundhouse Gallery and Gifts	Chase	Art Gallery/Gifts
Sorrento/Blind Bay Parks and Rec.	Sorrento	Tourism Stakeholder
The Village of Chase	Chase	Tourism stakeholder
Thompson Nicola Regional District		Tourism Stakeholder
Rod and Gun Sports	Chase	Licensing/hunting/fishing
Government Liquor Store	Chase	Liquor sales

## 4.0 Community of Chase Consultations

### **4.1 Site Visit Summary**

In the completion of this report many visitations were made to the Village of Chase and its surrounding area. These visitations were intended to familiarize the team with the physical geography of the area, to explore tourism development opportunities based on the physical features and to meet with museum and city representatives. Findings from these visits and meetings (Summarized in Table 10) were combined with market research and the tourism inventory to develop the long list and short-listed tourism opportunities (sections 8.0 and 9.0). In addition to scheduled site visits and meetings, extensive electronic and telephone consultation with city representatives and community members from the village has occurred.

**Table 10:** Summary of community consultations and site visits

<b>Date</b>	<b>Meetings and Areas Covered</b>
October 6	Meeting at TRU with Tanya Puntan and Dora MacQuarrie to introduce the project and understand the Village of Chases' goals for the project
October 22 (Familiarization trip) <sup>12</sup>	Visited Info centre, Chase falls, Adams Lake Provincial park, Adams Lake Ferry, Flume trails, Loakin Bear Rd., toured the village
October 23 (Familiarization trip)	Visited the village, Chase Falls trail, golf course, R/V Park
October 27 (Familiarization trip)	Visited the village, Adams Lake area, Flume trails, Quaaout Lodge, Lee Creek, Roderick Haig-Brown park and the spawning display. Visited Chase Café for breakfast, discussed opportunities in the area.
November 1	Visited Chase museum, introduced project to representatives <sup>13</sup> , discussed history of Chase, current and possible historic tours, opportunities for working with surrounding areas for circle tours etc. including a ferry from Chase to Quaaout lodge, and upper Chase Falls trails.
November 9	Conducted door to door survey to assess community attitudes towards tourism
November 13	Hiked switchbacks trail <sup>14</sup> , visited north shore of Shuswap and Little Shuswap Lakes, as well as Quaaout Lodge and Squilax Hostel
November 22	Meeting with Mayor Harry Danyluk and CAO Chris Coates to discuss the project and strategic planning issues. Had extensive discussion about Vision, role of tourism, competitive advantages, and alliances with surrounding areas, Branding, and a variety of other issues. Offered excellent insight and direction for the final stages of the project

The Chase site visits proved extremely beneficial to the consulting team. The most prevalent problem identified in the initial site visits was the lack of signage both in Chase and the throughout the surrounding area. While the major recommendations from the study are located in section 9.0- Short-list tourism opportunities, a summary of findings from the site visits include:

- Improvement of signage throughout the region
- Development of Chase Falls and other trails
- Development of a Chase area trail guide map
- Improvement of Lions Club campground
- Improvement of recreation trails within the Village of Chase (wheelchair friendly)
- Enhancement of history based tours in the village
- Shuswap Road's potential as circle tour down north side of Thompson River
- Further development of cross country ski and snowshoe trails

<sup>12</sup> Three separate teams did a familiarization tour of the area, thus three trips to similar locations

<sup>13</sup> David Lepsoe has done extensive historical research and was a huge asset to the project

<sup>14</sup> This hike included historical interpretation by Mr. David Lepsoe

## **4.2 Summary of Community Survey**

As part of the Chase Tourism Gap Analysis, a survey was conducted in Chase to determine resident's attitudes towards tourism and tourism development. In order for the consulting team to realize the opportunities and challenges involved with tourism development in Chase, community perceptions were sought. The community survey was an integral part of the gap analysis, providing the team insights that directed the recommendations included in this report.

The survey consisted of four distinct sections. The first section contained 16 statements and asked respondents to state their level of agreement or disagreement with the statements. The second section stated 11 different types of tourism development and asked respondents to state whether they were not acceptable, somewhat acceptable, or very acceptable. Section three contained demographic questions about the respondents. These questions were useful in categorizing residents attitudes based on demographic information such as: age, sex, income, family heritage, home ownership, involvement in the tourism industry and community organizations, and length of residence in Chase. The last section included two open-ended questions; one asking the respondent to describe tourism in Chase with one word and one asking for their comments on the future of tourism in Chase. Once the survey instrument was complete, it was administered randomly to 127 households in Chase.

The next step in the research process was to analyze the completed survey information. Analyses were done to attempt to bring meaningfulness to the survey data. From analysis of the first 16 questions, it was determined that the residents of Chase have a positive view of tourism and tourism development. However, no relationships were found between the different demographic groups in Chase and their positive or negative attitudes towards tourism development.

Analyses were also done to determine which types of tourism development Chase residents deemed acceptable. This data gave the consultants insights into which tourism opportunities would be explored further and recommended in the report. It was revealed

that residents overwhelmingly prefer non-mechanized activities (hiking, canoeing, and birding) to mechanized activities (Snowmobiling, jet-skiing, off-road driving). Festivals, museums and history based tours, and aboriginal tourism were amongst the most accepted tourism development opportunities.

The final survey questions were open-ended, allowing residents to express their opinions of Chase tourism. Some trends revealed in these questions, which were expressed by Chase residents, include: the need for aesthetic improvements within the village, enhancement of natural areas, and development of cultural tourism products. These suggestions were seen as important factors in drawing more tourists into the Village of Chase.

## 5.0 Tourism Market Analysis

An essential part of determining which tourism products and opportunities are best suited to the village of Chase is a thorough analysis of current market trends. In essence, who is the Chase tourist, and what do they want? The following is a summary of the tourism market and trends within Canada and British Columbia.

The overall trends for major B.C. tourist markets show an increase in population and mean age. Those 55 and older will represent an increasingly sizeable portion of the Canadian population, pointing to the growth in the baby boomer markets. This is combined with increasing migration, both domestic and international, that will result in a significantly larger tourist market in the coming years. The aging of Canadian tourists is expected to influence a variety of tourism segments in different ways. Activities that are the most physical demanding, specifically hard adventure, are expected to grow at a slower rate than the tourist market. Conversely, those that require the lowest level of physical exertion, including wine and culinary, and cultural tourism, are expected to increase at higher rates than the total domestic tourism market.

This section will look at tourist expectations, seasonality, and comparative market size. Additionally there is an in depth market trend analysis of four tourism activities including: adventure, festival, cultural, and aboriginal.

## 5.1 Visitor Expectations

Meeting visitor expectations is of vital importance to encouraging return tourist visits, and creating positive word of mouth advertising for the Village of Chase. While expectations vary amongst different types of tourists, the following is a list of expectations that visitors to Chase are likely to have<sup>15</sup>:

- High-quality tourism products and services
- Good value-for-money
- Enriching travel experiences
- Destinations that are safe, clean and green
- Convenient transportation to and within destinations
- The ability to use the Internet to find information on destinations and products of interest

## 5.2 Visitors to British Columbia

In order to appreciate Chase visitor trends, a clear understanding of BC tourism trends was needed. Table 11 illustrates the number of tourists entering B.C. during 2004, from various regions and the total number of dollars spent.

Table 11: 2004 Tourist volume and spending in B.C. by visitor origin<sup>16</sup>

<b>Tourist Origin</b>	<b>Total Overnight Visitor Revenue (\$million)</b>	<b>Total Overnight Visitors (thousands)</b>
<b>British Columbian Resident</b>	2,602	11,032
<b>Canada (Non-BC resident)</b>	2,740	4,738
<b>United States</b>	2,392	4,994

<sup>15</sup> Source: 2001 Province of B.C.

<sup>16</sup> Source: Tourism B.C. 2004 Tourism Performance Data Tables

<b>Total Overseas (Outside North America)</b>	1,682	1,607
<b>Total Non-Resident</b>	6,871	11,418
<b>Total</b>	9,473	22,450

The table illustrates that British Columbians traveling within BC account for the highest volume of overnight visits. However, BC residents tend to spend significantly less, per overnight visit, than do Canadians from other provinces, visitors from the U.S. Total international visits are quite low compared to North American visitors. It can be assumed that tourists visiting Chase will likely come from similar origins as tourists visiting B.C. as a whole. This table therefore, provides insights into where Chase tourism marketing should be focused in order to maximize tourist visits.

### 5.3 Seasonal Travel to the Okanagan

Seasonality is intrinsic to tourism. Table 12 shows a breakdown of visitors to the Okanagan by season of travel. It is broken down into seasonal percentages from each geographic area of origin. As can be expected, summer is the busiest season, followed by winter and fall.

**Table 12:** Overnight visitors to the Okanagan by season and geographic origin<sup>17</sup>

Season of Travel	Regional		Long Haul		Overseas		BC Resident	
	Can	US	Can	US	Eur	Asia/ Pacific	GVRD	South
<b>Spring</b>	9	10	12	5	5	8	13	14
<b>Summer</b>	64	49	64	82	85	56	46	43
<b>Fall</b>	8	19	9	4	5	16	45	17
<b>Winter</b>	18	21	15	8	5	20	28	25
<b>Totals</b>	100%	100%	100%	100%	100%	100%	100%	100%

### 5.4 Comparative Market Size for Canadian Domestic Travelers

The domestic tourism market must be further segmented in order to better understand current and emerging trends. Table 13 shows the total Canadian market by activity.

<sup>17</sup> Source: *B.C. Visitor Study - South Thompson Okanogan Visitor Report*

**Table 13:** Canadian tourist market by activity<sup>18</sup>

	<b>Canadian Adults (millions)</b>	<b>Recent Leisure Travelers Within Canada (millions)</b>
<b>Total Adults over 18</b>	23.3	14.0
<b>Festival Enthusiasts</b>	3.4	2.9
<b>Museums &amp; Related Cultural Institutions</b>	3.2	2.7
<b>Heritage</b>	2.6	2.2
<b>Visual Arts</b>	2.1	1.7
<b>Performing Arts</b>	1.3	1.1
<b>Wine/Culinary</b>	1.8	1.5
<b>Soft Outdoor Adventure</b>	5.3	4.4
<b>Hard Outdoor Adventure</b>	1.6	1.3

Soft adventure is the most popular activity, followed by festivals, and museum and cultural activities. As mentioned earlier, the major areas of growth are in the non-physically demanding areas such as wine and culinary activities, the performing arts, and soft adventure. This data will help focus the efforts of tourism development in Chase on those markets with increasing demand. The three largest segments, adventure, cultural, and festivals are discussed further in the following sections.

## **5.5 Adventure Tourism**

### ***Soft Adventure Tourism***

Soft adventure tourism is typically low risk and includes a low to moderate level of physical activity. This tourism segment includes activities such as hiking, wildlife viewing, horseback riding, fishing, and hot air ballooning. These activities can appeal to a wide variety of demographics including families and children. Estimates from 2000 showed that there were approximately 5.3 million soft adventure enthusiasts in Canada<sup>19</sup>. Of this 5.3 million, almost even numbers are men and woman, and the education and household income levels are above the national tourist average. These enthusiasts have a wide range of backgrounds and demographic characteristics. Refer to table 14 for details.

<sup>18</sup> Source: *CTC Tams Survey*

<sup>19</sup> Source: *Opportunities for British Columbia: Activity Based tourists in Canada: Tourism BC 2002*



### ***Hard Adventure Tourism***

Hard adventure tourism is considered higher risk and possesses moderate to high levels of physical activity. These activities often require participants to possess a certain level of skill or physical fitness. Hard adventure activities appeal to a more specialized tourist demographic than do soft adventure activities. Mountain biking, rock climbing, white water rafting, skydiving, and alpine skiing are all examples of hard adventure tourism activities. Estimates from 2000 showed that there were approximately 1.6 million hard adventure enthusiasts in Canada at that time<sup>20</sup>. Of these 1.6 million enthusiasts, 67 percent are men, and education, and household income levels are well above the national tourist average. Refer to Table 12 for comprehensive demographic information on hard and soft adventure tourists.

**Table 14-** Soft and Hard Adventure Demographics

<b>Demographic of Adventure Enthusiasts</b>		
	<b>Soft Adventure Enthusiasts</b>	<b>Hard Adventure Enthusiasts</b>
<b>Population</b>	5.3 million (4.2 million domestic travelers)	1.6 million (1.1 million domestic travelers)
<b>Gender</b>	Men : 51% Women : 49%	Men : 67% Women : 33%
<b>Age</b>	74% in 18 to 44 years age group	88% in 18 to 44 years age group
<b>Type of Household</b>	61% in adult only household	68% in adult only household
<b>Household Income</b>	Average \$58,200	Average \$59,900
<b>Education</b>	66% have some form of post-secondary education	71% have some form of post-secondary education
<b>Major Destinations</b>	Alberta, Atlantic Canada, British Columbia	Alberta, British Columbia

### ***Soft and Hard Adventure Tourism Activities***

Soft and Hard Adventure Enthusiasts participate in a wide variety of outdoor activities. In 2001, 1.8 million Canadian adventure enthusiasts participated in soft and hard adventure activities in British Columbia<sup>21</sup>. Table 15 includes a list of adventure tourism activities,

<sup>20</sup> Source: *Opportunities for British Columbia: Activity Based tourists in Canada: Tourism BC 2002*

<sup>21</sup> Source: Tourism BC

specifically distinguished as either soft or hard adventure, and shows the percentage of participation in these activities in British Columbia.

**Table 15-** Soft and hard outdoor Adventure enthusiasts in Canada

<b>Percentage of Adventure Enthusiasts Participation with Trips to British Columbia</b>		
<b>Adults 18+</b>		<b>1.8 million</b>
<b>Adventure Activities</b>	<b>Type</b>	<b>% of</b>
Hiking/Backpacking	SOFT	67%
Wildlife Viewing	SOFT	57%
Cycling	SOFT	49%
Kayaking/Canoeing	SOFT-HARD	48%
Fishing	SOFT	47%
Wilderness Camping	SOFT	45%
Motor Boating	SOFT	43%
Golfing	SOFT	36%
Wildflower Viewing	SOFT	33%
Alpine Skiing	SOFT-HARD	33%
Mountain Biking	HARD	31%
Horseback Riding	SOFT	24%
Cross-country Skiing	SOFT	22%
White-water Rafting	HARD	20%
Bird Watching	SOFT	18%
Rock climbing	HARD	11%
Snow-mobiling	HARD	11%
Scuba Diving	HARD	11%
Snowboarding	SOFT-HARD	10%
Hunting	SOFT	9%

Table 15 is useful in understanding which soft and hard adventure activities are most popular in British Columbia and potentially which activities would therefore have the most potential as development opportunities in Chase. Soft adventure activities are generally more popular than hard adventure, due to the larger range of tourist types that can participate in these activities. Hiking/backpacking, wildlife viewing and cycling are the most popular soft adventure activities, and kayaking/canoeing, alpine skiing and mountain biking are the most popular hard adventure activities. Approximately one-third of adventure enthusiasts who visit BC participate in some form of golfing activity (32% play the occasional game and 9% stay at golf resorts).

### ***Trends in soft and hard Adventure Tourism***

The principal reasons for tourist participation in soft and hard adventure activities are for fun, family, relaxation, health and exercise. Furthermore, the Canadian population is growing, aging, getting wealthier, and seeking family oriented activities. As a result, people are continually looking for new places and spaces to participate in Soft Adventure activities; ones that are suitable for older people, higher-end income earners and families. The types of adventure activities that become popular in particular areas are directly dependent on the suitability of landscapes and facilities to undertake that activity as well as appropriate access to these landscapes.

Frequency of adventure activity appears to increase as household income increases and young adults with annual household incomes of \$50,000 or more are more inclined than the general public to frequently engage in outdoor activity.

### ***Summary of Adventure Tourism***

As a whole, there are about 1.8 million Canadian adventure enthusiasts traveling in British Columbia, which is the single largest tourism market in the province. These enthusiasts are generally younger, more affluent, and have more post secondary education than the average traveller. Activities with the greatest appeal to adventure tourists are most often pursued during warm weather months. Despite the size of adventure tourists' potential domestic market, as the Canadian population ages and becomes more urbanized, it will become increasingly difficult to adapt both soft and hard adventure products to this changing demographic.

The following are recommendations of ways in which Chase can adapt adventure tourism products to changing demographic and market trends:

- Provide outdoor products with varying levels of physical exertion so that families and older Canadians can continue to participate
- Provide a soft adventure “experience” rather than just a product. The experience should be interactive and educational

- Provide additional services and amenities that cater to the language, dietary, and cultural needs of new Canadians

## **5.6 Festival Tourism**

### ***Definition of Festival Tourism***

Nationwide, there were a total of 95.2 million domestic overnight trips in 2002. Of these, 6.2 million included a visit to a festival, fair, or exhibition and 1.2 million attended an aboriginal cultural event.<sup>22</sup> As the second largest market segment for domestic tourists in Canada, festival tourism can be an important factor in tourism development. Festival tourism is divided into two broad categories, *Performing Arts Festivals*, which includes theatre, music, and literary festivals and *Themed Community Events* which includes carnivals, western themed events, aboriginal celebrations, and local fairs and festivals<sup>23</sup>. In order to be considered a festival enthusiast, tourists must have attended two or more of these events in the last two years. Due to the nature of many of these activities, there is generally significant overlap with cultural and other forms of tourism.

### ***Demographics of Festival Tourism Enthusiasts***

Considering the above requirements for being considered a festival enthusiast, the domestic market sits at 1.7 million adults. At an average age of 41 years old, festival enthusiasts are two and a half years younger than the average domestic traveler. While they come from all facets of society, their average income is \$53,000, and they are slightly more educated than the average traveler.

### ***Market Size and British Columbia as a Festival Tourism Destination***

There is a large market for festivals and events, with 7.8 million visits to some form of festival, fair, or cultural event in 2002, and 1.7 million Canadians considered *festival enthusiasts*, 34 percent of whom, visited B.C. within the last two years. This puts the province third overall in Canada, behind Ontario and Quebec, and only slightly behind the U.S., where 38 percent of enthusiasts traveled. It is also notable that more Canadian

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<sup>22</sup> Source: *CTC TAMS study*

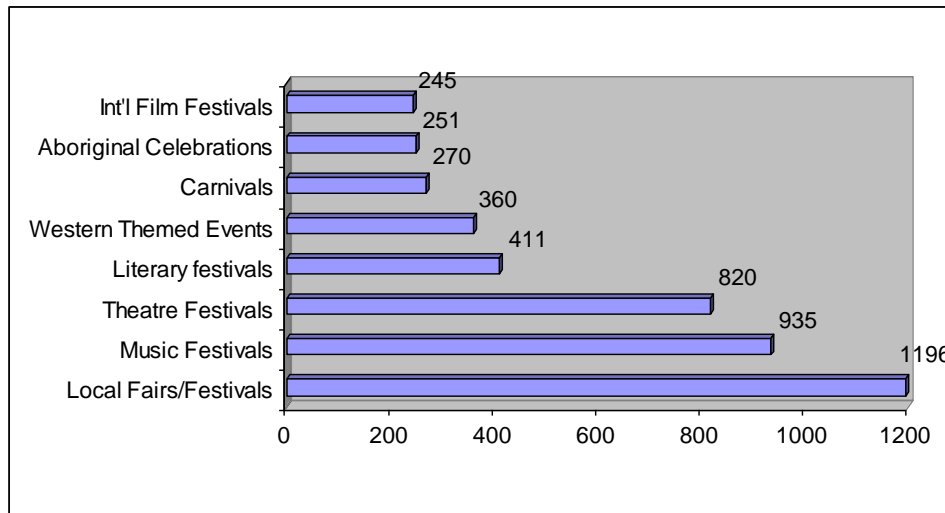
<sup>23</sup> Source: *Canada's Festival Tourism Enthusiasts, CYC TAMS study*

festival enthusiasts visit B.C. than visited sun or sea destinations or Europe. This means that combined with a large market, B.C. has proven to be a popular destination for festival enthusiasts, not to mention the millions of other tourists who attend such events, but do not fall under this category.

### **Breakdown of Festival Tourism**

Within the festival and events segment are a variety of activities. As shown in figure 6, the largest sub segment is local fairs and festivals. In the Chase context, the next most relevant activities are western themed events and aboriginal celebrations. While it may appear at first glance that the later two are insignificant, it is important to remember that in 2002, 1.2 million Canadians attended such an event, where as figure 6 relates only to the 1.7 million considered to be festival enthusiasts.

**Figure 6:** Festival and Events Breakdown<sup>24</sup>



### ***Other Activities Undertaken By Festival Tourism Enthusiasts***

As mentioned, there is a significant amount of overlap between festival enthusiasts and other forms of tourism. The most prevalent are heritage, cultural and soft adventure tourism activities. Of the 1.7 million festival enthusiasts 40 percent share interests with heritage, soft outdoor adventure, museum, and performing arts enthusiasts which

<sup>24</sup> Source: *Canada's Festival Enthusiasts, CTC TAMS Study*

provides significant opportunities for bundling a variety of activities in the Chase region. Specific activities are shown in table 14

**Table 16:** Alternate activities of festival enthusiast

<b>Activity</b>	<b>Percent of Festival Enthusiasts</b>
Wildlife viewing	52
Wildflower viewing	43
Backpacking or hiking	45
Arts and Crafts Studios	64
Farmers markets or fairs	57
Museums	52
Pick you own farms/harvesting	32
Historic sites	30

## 5.7 Cultural Tourism

### *Description of Cultural Tourism*

With a total market of 5.8 million, cultural tourism is one of the largest sectors in both B.C. and Canada<sup>25</sup>. Activities included in cultural tourism are shown in Table 17, along with the percentage of Canadian cultural enthusiasts who partake in each activity. Other noteworthy attractions include western themed events and aboriginal tourism, both of which bode well for the Village of Chase.

**Table 17:** Activities of Culture/Heritage Enthusiasts<sup>26</sup>

<b>Cultural / Heritage Activity</b>	<b>Market Participation</b>
General history museums	86%
Historic sites	55%
Farmers' markets or fairs	67%
Historical replicas of cities/towns	54%
Local festivals or fairs	65%
Pick your own farms / harvesting	39%

As with festival enthusiasts, cultural tourism enthusiasts share many interests with other sectors. Some of these include visual and performing arts and soft adventure activities. As

<sup>25</sup> Source: *Canada's Heritage Enthusiasts: CTC TAMS 2000*

<sup>26</sup> Source: *Canada's Heritage Enthusiasts: CTC TAMS 2000*

previously mentioned, bundling of activities has significant potential considering the crossover of market segments and Chase's potential as a tourist destination.

### ***Demographics***

Cultural tourism covers a variety of tourism products. A significant component is heritage tourism, which has a domestic market of 2.6 million. Additionally, Canada's share of American heritage enthusiasts who have traveled in the last two years totals 8.3 million.<sup>27</sup> These figures, combined with the domestic *cultural enthusiast* market of 3.2 million means a total market of 14.1 million.<sup>28</sup> Tourists in this category are generally older couples without children under the age of 18. What this means is that only 30 percent of them generally look for activities friendly to children.<sup>29</sup>

Being older than average travelers, cultural tourists also have a higher average household income compared to the rest of travelers. Domestic cultural tourists average \$60,000 per year,<sup>30</sup> while American cultural travelers to Canada have an average income of \$71,000.<sup>31</sup> These characteristics fit well with the current trends with the aging baby boomer population having significantly more disposable income.

Some characteristics that will be advantageous to Chase's proximity to the Trans Canada Highway include the tendency to travel by car and stay in motel or B&B style accommodations, thus spending more per day than other travellers. In the Thompson Okanogan region, the majority of cultural tourists are Canadian residents, with 40 percent of them being residents of B.C.<sup>32</sup>

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<sup>27</sup> Source: *U.S. heritage Tourism Enthusiasts: CTC TAMS 2000*

<sup>28</sup> Source: *Canada's Heritage Enthusiasts: CTC TAMS 2000*

<sup>29</sup> Source: *Canada's Heritage Enthusiasts: CTC TAMS 2000*

<sup>30</sup> Source: *Canada's Heritage Enthusiasts: CTC TAMS 2000*

<sup>31</sup> Source: *U.S. heritage Tourism Enthusiasts: CTC TAMS 2000*

<sup>32</sup> Source: *A Profile of Visitors to B.C. (2004)*

### ***Trends / Future for cultural tourism***

Cultural tourism is projected to grow globally at an annual rate of 15 percent through 2010.<sup>33</sup> This is due in part to the aging baby boomer population that are more likely to be cultural enthusiasts. Increasing immigration to Canada could have a number of effects on cultural tourism. While it is likely that new Canadians will be interested in experience various aspects of Canadian culture, it is equally likely that they will tend to travel internationally rather than domestically.

### ***Summary of Cultural Tourism***

Cultural tourism is expected to show significant growth in the next number of years as the baby boomer population ages and has more leisure time. With a current combined U.S. and Canadian market of 14.1 million, this sector has significant potential for Chase. With cultural and heritage enthusiasts possessing significantly more discretionary time and income than other travellers, coupled with their interest in a wide range of activities (table 17) provides significant opportunities for bundling, and positioning Chase as a hub for cultural tourism in the region. These opportunities are furthered by Chase's rich history and connection to the Chase family in the U.S.

## **5.8 Aboriginal Tourism**

### ***Description of Aboriginal Tourism***

Last year, approximately 1 in 12, or 1.5 million, Canadian adults experienced some type of Aboriginal cultural event and attraction when travelling. Vancouver, Calgary and Edmonton were the main centres offering Aboriginal tourism experiences. With an estimated 136,000 adults in Vancouver and 60,000 in both Calgary and Edmonton possessing interest in Aboriginal tourism, the market, while relatively small, is significant. Moreover, studies have shown that the majority of these tourists have consumed Aboriginal tourism products in small market B.C. destinations.

Over a two-year period, British Columbia attracted almost 600,000 of the 1.5 million Aboriginal Cultural tourists in Canada. In B.C. and Alberta during this time, the total

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<sup>33</sup> Source: *Cultural Heritage and Tourism Development: WTO 2001*



market size for Aboriginal Cultural Tourism was about 493,000. Increases in the Aboriginal tourism segment from western Canada are expected to grow over the next two decades at a rate of 54 percent.

There are therefore substantial growth opportunities for BC's Aboriginal tourism businesses. These expected increases in demand for Aboriginal cultural products reflect the general trend among Canadian tourists to refocus their travel activities away from vigorous physical activities towards less strenuous cultural experiences.

By 2026 it is anticipated that Alberta and British Columbia will spawn about 757,000 Aboriginal cultural tourists of whom 657,000 will likely travel in British Columbia. The Canadian market as a whole is expected to reach about 2.0 million Aboriginal cultural tourists, generating 900,000 prospective tourists for British Columbia over the next two decades.

Aboriginal travelers in British Columbia are more apt to consume their experiences in remote areas than those in other provinces. Furthermore, a greater interest in arts and crafts and history museums is evident among those with recent travel experience in British



*John Devitt, 2005*

Columbia. Cultural attractions remain a consistent segment of this market. The increase in demand for Aboriginal cultural tourism is expected to match the population growth of its market segment in the next two decades.

**Table 18:** Current and projected cultural activities and attractions<sup>34</sup>

Canadian Aboriginal Cultural Tourists with recent Pleasure Trips to British Columbia		
	2000	2026
Adult 18+	599,000	900,000
<b>Aboriginal Cultural Experiences in remote settings</b>	64%	66%
<b>Aboriginal Attractions</b>	55%	55%
<b>Pow Wows or other aboriginal celebrations</b>	16%	15%
<b>Shops – arts &amp; crafts stores</b>	82%	80%
<b>General history museums</b>	70%	66%
<b>Shop – antiques</b>	56%	57%
<b>Art galleries</b>	54%	49%
<b>Farmers’ fairs/markets</b>	50%	50%
<b>Zoo</b>	41%	39%
<b>Science museums</b>	40%	37%
<b>Local fairs/ festivals</b>	39%	39%
<b>Live theatre</b>	38%	38%
<b>Botanical gardens</b>	34%	33%
<b>Aquariums</b>	34%	33%
<b>Historic Sites</b>	32%	33%
<b>Day winery tours</b>	23%	21%
<b>Casinos</b>	22%	22%

Aboriginal cultural tourists who have recently traveled to British Columbia strongly resemble the market segment as a whole with respect to outdoor activity preferences. Wildlife viewing is the most popular passive outdoor activity, followed by hiking, wildflower viewing. Little change in outdoor activity choices among Aboriginal cultural tourists is anticipated over the next two decades.

## 5.9 Local Tourism Trends

While wider Canadian and international tourism trends are beneficial, they mean very little unless they are analysed against local trends. Tourist Info centers in Kamloops and Chase serve visitors from a wide variety of areas. Highlights of the origins of visitors to Kamloops are shown in table 19. A total of 38,000 tourists passed through the Aberdeen info center in Kamloops between January 1<sup>st</sup> and October 31<sup>st</sup> 2005, with approximately 2000 visiting the downtown office.<sup>35</sup> These numbers and percentages have remained relatively unchanged in recent years.

<sup>34</sup> Source: *Opportunities for B.C.: Activity-based tourism in Canada: Tourism B.C.*

<sup>35</sup> These numbers are estimates from staff at the Kamloops Info Center. The downtown office is not an official center, and thus the 2000 visitors is an unofficial number

**Table 19:** Visitors to Kamloops in 2005

<b>Origin</b>	<b>Percentage of total</b>
B.C.	29
Alberta	13
Other Canada	9
U.S. & Mexico	7
Europe	13
Locals (Kamloops)	25

Like the downtown Kamloops tourist info center, the Chase visitor info center is not an official office of Tourism B.C. The unofficial numbers however show an average of 8,000 -10,000 visitors annually stop at the Chase Visitor Information Centre. The peak season is between May and September.

## **6.0 Marketing**

Tourism development in British Columbia is expanding at rates well beyond provincial economic growth rates. Appreciating this trend, and attempting to draw as many tourists to the Village of Chase as possible, effective marketing of Chase tourism is crucial.

The effective design and placement of brochures, an attractive website and informative signage are considered the three most important and relevant marketing mediums for the Village of Chase and are described in this section. Other forms of marketing and promoting Chase tourism could include newspapers, magazines or trade shows.

This section provides a brief description of how these mediums can be enhanced to



*John Devitt, 2005*

increase tourism visits to Chase. Note that marketing becomes more effective when a unified theme is introduced within all the marketing mediums. This theme should relate to a village brand or image. Branding of Chase Village is discussed in the subsequent section- Branding.

## **6.1 Brochure**

Brochures can be a very effective means of familiarizing travelers with a tourist destination. A Chase tourism brochure should be professionally designed, with a unifying theme including pictures and text that are appealing to Chase' desired target market. The brochures should also be physically located in destinations where people would be likely to stop, prior to visiting Chase. These locations could include: Kamloops, Kelowna, Sicamous, and Salmon Arm.

Additionally, brochures could be placed in major urban centres around Western Canada and Northwestern U.S. These major urban centres are high tourist volume locations and have potential to provide great exposure of Chase tourism to large audience. The most important consideration with brochures is their look. They need to be appealing enough to a tourist that they will be motivated to pick up the brochure and learn about tourism in Chase.

## **6.2 Web Marketing**

In today's technological world, web marketing is a vital form of tourism marketing. Websites generally act as information supplements for interested tourists and do not normally generate tourism demand on their own. However, an effective website can be the definitive factor for tourists deciding where to purchase their vacation. An effective website should be professionally designed, easy to find and navigate.

Websites should also facilitate on-line bookings of tourism products within the community of Chase. This could be done through a community collaborated website initiative where interested tourism businesses could pool their financial resources and create a Chase tourism website. The website should allow tourists to gather information relating to tourism businesses in Chase and instantly book a tourism trip.

## **6.3 Signage**

Signage in and around the village of Chase should advertise local tourism amenities and effectively direct the travelling public to them. Local tourism signage should also incorporate a unified town theme and fall in line with other Chase marketing initiatives, such as a website and brochures. The signs should look professional and be colourful and appealing for tourists.

Due to its location, next to the Trans Canada Highway, the Village of Chase has a great opportunity to capture the attention of passing motorists and make them want to visit Chase. Effective signage is the key to realizing this potential.

## **7.0 Branding**

### **7.1 Introduction**

While branding is usually associated with the retail sector, it is an essential component of a tourism strategy. A brand is, in essence, the position that a product or place holds in the mind of the consumer. In the context of Chase, a successful brand will cause the tourist to envision an image or idea whenever they think of the village. A classic example of product branding is Ford Motor Company's "Built Ford Tough" or "Built for life in B.C." Reno Nevada is "The biggest little city in the world," New York is "The big apple" among others, and Las Vegas has the classic "What happens here, stays here."

Chase has a proud tradition of branding itself from the "Chase Away Your Blues"<sup>36</sup> theme to the current brand which is a combination of several different taglines. These include "Garden of the Shuswap," "Gateway to the Shuswap," "Home of the Big Horn Sheep," and another along the lines of the Adams River Salmon Run. Naturally, this does not create a clear nor consistent image in the mind of the tourist. In fact, it likely serves more to confuse the tourist than it does to embed a positive image in their mind.

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<sup>36</sup> Chase and District brochure, circa 1930.

The purpose of this section is two fold. First, it is to suggest some branding ideas that could be used in Chase that as of yet, are not used in the region. The second is to demonstrate the concept and process behind branding a town. None of the brands that exist currently possess the capacity to encompass the many diverse and multi-faceted resources possessed by Chase. An all-encompassing, yet distinctly differentiated brand with innate mental imagery that does not exclude the activities, services and attractions possible in Chase is needed.

For these reasons, the following branding strategies have been crafted:

- Chase Hidden Gem Brand
- Chase Western Cultural Brand
- Chase Salmon Brand
- Chase Family Destination Brand

Chase possesses the resources and cultural wealth to support these types of brands, which no other location in the region has currently used successfully. This would allow brand recognition and differentiation among Chase's competitors in the tourism industry. Furthermore, all branding strategies are easily adaptable to adventure products, cultural, educational, and Aboriginal products, wilderness products, and getaway holiday products.

The process of branding must be part of a larger strategic planning and visioning process. This is quintessential to the successful development of an effective tourism product. Chase can start with attempting to achieve public support and buy-in at a minimal price. As new and existing business ventures sign on to this branding strategy, more effort can be put into promoting the brand.

## **7.2 Hidden Gem Brand**

Interested parties in this study of Chase were eager to offer their comments, entirely off the record, about how they saw the village and what it offered. More often than not, people suggested adding things to the village that already exist, such as the boat ramp at Chase Memorial Park. Observations by our team also noticed that while driving west

along Trans Canada Highway 1, geographically one finds themselves at Chase before they know it. Due to its placement off the highway, the size of the village, and the services offered therein is hidden from passers-by. The best parts of Chase remain hidden from the world at large.

***“Chase – The Hidden Gem of the Shuswap”***

By marketing Chase as a “hidden gem” in the larger context of the Shuswap region, one will find themselves wondering what exactly is to be found in Chase and will be drawn off the highway to satisfy a need for exploration. This branding strategy appeals to the adventurous that wish to find something new. It will appeal to tourists who are tired of the crowded nature of the surrounding Shuswap area and may look elsewhere to satisfy their recreational needs. By suggesting that Chase is hidden, the village will be aligning itself with community perceptions of Chase being quiet and peaceful, removed from the hustle and bustle of other nearby centres.

In order to accomplish this branding strategy, Chase must take three distinct steps. First the village must work on self-beautification. In order to establish itself as a “gem” it must be aesthetically pleasing. Community attitudes suggest that residents are unhappy with the visual look and lack of cleanliness in Chase. Repainting buildings, planting flowers, and developing the main street to have a distinct style, will be aspects that can contribute to beautification.

Step two consists of developing basic services for recreationists. Hiking trails and wildlife viewing opportunities need to be enhanced in order to develop a feeling of exploration for the adventurous. For the casual tourist, camping facilities and boat access needs to be improved to draw tourists from other centres. Tourism dollars can be gained by giving the visitor an opportunity to spend them in Chase. If facilities do not exist, they will move elsewhere.

Finally, marketing efforts need to be enhanced in order to inform the public of everything that Chase has to offer. For the people driving along the highway, increased signage about restaurants, shops and service offered in the village would be a great start to helping people find the hidden charm that is in Chase. Educating Kamloops residents and other people in the region about the services in Chase will encourage tourists to stop and visit.

By branding Chase as the hidden gem of the Shuswap tourists will stop to see what they've been missing. They will be amazed by what they find because they will never have known that everything they were looking for, could be found right here in Chase.

### **7.3 Western Cultural Heritage Brand**

To fully capitalize on Chase's rich history, both its First Nations and pioneer cultural heritage, and the western motif still visible in village architecture and infrastructure, a village brand specifically aligned with culture and history could be created for Chase. The following are three branding tagline possibilities which realize the cultural/historical/western theme:

*“Chase: Warm welcome meets wild west”*

*“Chase: Where history was made”*

*“Chasing History - Its here!”*

These western cultural brands fit well with Chase as the Village currently exhibits its roots in western lifestyle. Buildings, streets, services and overall attitude in the town are consistent with the western theme. Furthermore, the western theme is the strategy most easily adopted by town residents and business owners.

Granted, Chase will not be Barkerville, British Columbia. However, unlike Barkerville, these brands do not position Chase as a place where time has been frozen for the past 100 years. On the contrary, there is only little imagery advocated by the brands that create physical site expectations. The brands focus more on interpersonal and social



environments within the village. As such, economic commitment is not necessarily the only means of attaining public buy in.

The western theme is possibly one of the easiest to adopt on an individual business basis, which allows for easy private sector buy in. Western and native art and collectables, music, attire, terminology, and architecture all possess extremely unique and identifiable characteristics. The degree to which individuals adopt the brand would vary from stakeholder to stakeholder; however, the nature of the brand allows for individual adaptation while still providing a consistent strategy.

The primary tourism products of this strategy would be the Chase Museum, Quaaout Lodge, wilderness trips and wildlife viewing events, such as local native Pow Wows or even the Chase Country Christmas, that are already aligned with this brand.

Heading east from Vancouver on the Trans Canada Highway, Chase would be the first town distinctly adopting a western brand which could prove strategically successful in light of the 2010 Olympics. Currently, the western theme is alive in Chase and would need only moderate priming to achieve more widespread adoption.

## **7.5 Salmon Brand**

The location of Chase is vital to this brand. With the Adams River being home to the world's largest Sockeye Salmon Run, which is fed from the Thompson River, Chase has an opportunity to take advantage this colossal event. Using some of the promotional products already in place in Chase, such as the new Salmon signs, this brand is relatively low cost and easy to incorporate.

Tourists travel thousands of miles to see the magnificent Sockeye Salmon Run. If Chase were to brand itself as a salmon-viewing destination, it may be able to capture some of this market. Market analysis shows that the Adams River is a very popular viewing point for the Sockeye Salmon.

To develop this brand it would require adding a few events and promotional products to Chase. The development of a Salmon Festival, which might incorporate new spawning channels in Chase, a show of native traditions, festivals and methods for dealing with the salmon, and a theatre production or interpretive display similar to the display set up in the Hell's Gate, British Columbia Information Center.

Working with First Nations groups would be beneficial to the development of an interpretive display. This display would be marketable to school groups to incorporate into educational products.

With the large salmon run returning in 2006 it is vital to promote this brand as soon as possible. Promotions to bus tour companies in Vancouver are essential to capture this market, which drive up to the Adams River to view the salmon. Including information into the new brochure for Chase about the "Salmon Celebration" which happens in Chase would be advantageous.

Working with other organizations to promote Chase as a salmon destination is imperative. Strong external relationships are crucial to helping with promotion and developing credibility of the brand. Organizations such as The Rivershed Society of British Columbia, Thompson Nicola Regional District, Fraser Basin Council and Tourism British Columbia are a few examples, which would help promote this brand for Chase.

Having community support for this brand is important. To fully promote the brand, the community needs to be aware of community benefits and clearly understand what the brand is in order to be firmly committed to it.

## **7.6 Family Brand**

Branding Chase as the "family" oriented destination of the Shuswap is another lucrative opportunity. Chase holds great value as a location for families wishing to avoid the busier tourism destinations within the Shuswap. As a tourism destination it has what most would consider the traditional Shuswap tourism products sun, sand and a lake. However, Chase

has other tourism products to offer such as culture, history, and a network of hiking trails. These products, in addition to the beautiful location and abundance of local scenery and potential for wildlife encounters, give Chase the upper hand in distinguishing itself from other destinations in the area. The tourism products previously mentioned provide varied activities for families to enjoy beyond just the traditional beach related summer pastimes such as boating and swimming. Being on the shores of one of the least crowded lakes of



the Shuswap, Chase can promote a safe and quiet environment for families to enjoy their vacation. The promotion of alternative forms of lake travel such as canoeing and kayaking would serve to reinforce this idea and align with local wishes to keep the amount of motorized tourism in the Chase area to a minimum.

With the growth of cultural tourism and aboriginal tourism within Canada, Chase will benefit by using untapped local resources related to these markets to their full potential. While capitalizing on these resources Chase can use the same marketing in order to attract tourists who are tired of other crowded tourist destinations within the Shuswap region. Linking cultural tourism with “The family destination of the Shuswap” will benefit Chase. This branding can attract two different types of tourists who both seek the same product: an unspoiled natural setting with cultural history in which to enjoy soft outdoor activities.

Additional cross marketing can include the salmon run. Due to its educational components it can be used to attract families interested in natural history and wildlife. Equally it appeals to outdoor enthusiasts and cultural tourists.

## 8.0 Long list tourism opportunities

14 tourism opportunities that were identified in Chase and the surrounding area were long-listed in this study. Descriptions of these 14 tourism opportunities are included below. This is not an exhaustive list of all feasible opportunities, included are only those opportunities that match current infrastructure and community characteristics of the village. The long list opportunities below include brief descriptions of the tourism activity and suggestions on how each could be incorporated in Chase. An in-depth analysis of five tourism opportunities, the opportunities deemed most feasible in Chase, is provided in the subsequent *Short list tourism opportunities* section

### **8.1 Salmon Run**

The Adams River is home to one of the largest Sockeye Salmon runs in the world. Every year salmon return to the Adams River to spawn. The salmon run occurs every year; however, it is only every four years that a dominant run occurs, when up to six million salmon return to the Adams River to spawn.

The journey begins at the mouth of the Fraser River where four-year-old mature salmon



begin to swim towards the Adams River. Their journey takes them up the Fraser into the Thompson River, up the South Thompson River, through Little Shuswap Lake and Little River and finally into the mouth of the Adams River.

*BC Parks, 2005*

Over six million Sockeye Salmon will return to the Adams River to spawn in 2006, the next large run. The 2006 run will be the largest number of Salmon the Adams River has seen since 1990. For the past decade the dominant run numbers have been steadily increasing every four years.

Roderick Haig-Brown Park offers ample viewing opportunities with the expansion of the Cottonwood Spawning Channel built in 1990. This opportunity to see the salmon brings in thousands of tourists every year. In 1998, 60,427 tourists visited the Chase region in the month of October alone. Most of these visitors were single-day travellers from the lower mainland. These large visitor numbers show clear potential for increased benefits to the Chase economy through tourism.

## **8.2 Snorkelling/Lake diving**

Freshwater snorkelling and lake diving are becoming increasingly popular activities. Snorkelling is a great way to discover the multitude of aquatic organisms that live beneath the waters surface. As a tourism product in the Chase area, snorkelling tours could operate in conjunction with salmon tours. Starting with a presentation on the life of the salmon, the product could offer an intimate look at salmon habitat and lifecycle. Clients could go snorkelling with salmon in the Adams River and Little Shuswap Lake. Business opportunities for snorkelling equipment rentals and sales to Chase visitors would also be possible.

Lake diving is also a popular activity. Diving involves the use of specialized gear such as oxygen tanks, masks and flippers. The real opportunity for diving in the Little Shuswap Lake is unknown. Further analysis would be needed to determine the feasibility of this activity in the Chase region.

## **8.3 Chase Centennial 2008**

Currently, plans have been laid regarding forthcoming Chase Centennial festivities with a variety of options that could be orchestrated at a range of costs between \$10,000 and \$1,000,000. All of these options promote the historical and cultural heritage of the village of Chase. Among these options are: creating historical plaques at places of interest, enhancing the local historical art that is on display at the museum, and by developing a number of tours of the village. All these ideas can be implemented at minimal cost.

Some of the more costly, and potentially lucrative, ideas include marketing to large American metropolitan areas where current descendents of Chase village ancestors currently reside. Additionally, approaching some of the specialty Canadian cable networks, such as the History channel, to film a documentary about the village, could be a possibility.

It is uncertain whether the village of Chase will take a high or low cost approach to their centennial. What is clear, however, is that Chase has the opportunity to position themselves as a destination in 2008. Marketing, whether done exclusively or through collaboration with other communities in the Shuswap area, will be of premier importance regardless of the approach taken.

#### **8.4 Vancouver-Whistler Olympics 2010**

Although Vancouver and the 2010 Winter Olympics are geographically removed from the village of Chase, Chase, like many other municipalities across British Columbia, could stand to benefit from this event. One of realizing these benefits is by enticing cross-country auto and RV traveling to or from Vancouver. Chase could attract highway traffic by providing lodging, restaurants and recreation activities. The success of this venture depends on the success of Chase local marketing endeavors. In order to entice people to drive beyond Salmon Arm, or stop short of Kamloops for dinner or the night, careful marketing strategies must be crafted to adequately inform passers-by about the facilities and services offered in Chase.

On a larger scale, creating attractions in Chase that appeal to a world audience is important to draw Olympic visitors for a day, or for an overnight excursion, away from the main festivities. These events may draw visitors after the Olympics are over when travelers may set out to discover some gems hidden throughout the British Columbian Interior.

Larger scale marketing strategies, specifically targeting the millions of people that will attend the Olympics in Vancouver/Whistler, would be crucial to generating interest in the

village, and informing people of Chase's existence. These initiatives should focus on the elements that make Chase culturally and historically unique.

## **8.5 Mechanized tours**

Mechanized tours include those using ATV's, dirt bikes and 4x4 trucks in the summer season, and snowmobiles in the winter. Mechanized vehicle users look for a variety of terrain ranging from open fields and grasslands to steep alpine terrain. Forestry roads access most areas. Mechanized recreation users have become increasingly organized in the last decade. Furthermore, many more diverse activities are becoming popular with mechanized vehicle users. For example, geo-caching, essentially a treasure hunt activity that uses GPS, has made appearances in the mechanized activity sector.

Mechanized recreation users can be split into two distinct categories, enthusiasts and participants. Enthusiasts typically look for new and more extreme terrain. These enthusiasts participate in mechanized pursuits frequently and are more likely to live near areas considered ideal mechanized recreation spots. Participants tend to have different primary activities and engage in mechanized recreation as a secondary activity. Participants are more likely to go on guided tours, where all necessary equipment is provided. The participant looks for well laid out trail systems and unique destinations, such as historical sites or wildlife viewing areas.

Chase is an ideal location for mechanized tours due to the fact that there are ample logging roads for access to a wide variety of terrain. Offering designated areas for mechanized tours is a great way to bring visitors into the region. Some of the issues surrounding such development include: land usage issues, impact on the land and animals in the area and risk management considerations such as avalanches.

## **8.6 Agri-Tourism**

Agri-tourism is based on attracting visitors to ecological and farm operations such as crop and animal farms, wineries, organic breweries, forest fire tours, herb farms, greenhouses,

and cheese producers. These tourism opportunities are based on involving tourists in the agricultural actual operation.

Agri-tourism is comprised of three main parts: fixed attractions, events, and services. Fixed attractions include historic farms, operational farms, agriculture facilities, and agricultural museums. These attractions can be designed primarily for tourists, or operations can be adapted to accommodate tourist activities. Agricultural tourism events are often designed around a certain agricultural activities, such as harvests.

Agri-tourism opportunities near Chase include: the Adams Lake sawmill, forest fire burn sites, the organic brewery, farmers markets, ranching and vineyards. Two main challenges in developing or expanding these opportunities are the seasonal nature of Agri-tourism and site proximity to Chase.

## **8.7 Wildlife Viewing**

Wildlife viewing in the Chase region has potential to become an extremely popular activity. Wildlife viewing tours usually incorporate a soft adventure activity such as hiking or paddling, which allow tourists to view birds and animals in their natural environment.

Viewing tours of salmon, big horn sheep, osprey and eagles are among the most suitable activities for the Chase region. Birding is a very popular activity which can be guided or self-guided by tourists. A self-guided birding tour may involve interpretive signs and trail maps that guide tourists through popular bird watching areas. Bird watching opportunities exist in most of the area surrounding Chase. Particularly, prime Bald Eagle and Osprey viewing opportunities exist along the Thompson River south of Chase

Opportunities to view big horn sheep have potential near Chase Falls. As with birding tours, these could be self-guided trips for tourists. One option is to develop maps and interpretive signs to guide tourists up the hill on the west side of the falls (leading to the switchbacks trail). Sheep can consistently be seen on the hill to the east of the falls. This



option would allow tourists to view the sheep from a distance, without disturbing them. Wildlife viewing tours could be packaged with hiking trips and float trips on the lakes and rivers of the area to provide tourists with a Chase wilderness experience.

## **8.8 Nordic Skiing**

Nordic Skiing is a popular winter activity in B.C. Participants utilize cross-country skis to navigate trails on a base of compressed snow or on machine set tracks. Nordic skiing includes both traditional and skate skiing. Nordic skiing areas usually consist of marked loops of varying difficulty and length. Because of the easy learning curve and affordability of the sport, Nordic skiing is an activity popular with families.

Nordic skiing areas, including length of the trails, near Chase include the following:

- Skmana Lake Trails - 10km Groomed Nordic trails
- Roderick Haig-Brown Park Trails - 14km and 18km return routes
- Quaaout Lodge Trails - 4 km of maintained nature trails open to Nordic skiers

Developing a greater variety of trails, improving the existing trail system, improving signage leading to the trails and creating Nordic Skiing trail maps of the area; are all ways in which Nordic Skiers would be further attracted to the Chase area, thus increasing tourism expenditures.

## **8.9 Mountain Biking**

In recent years there has been a notable increase in the number of mountain bikers in British Columbia. Mountain biking has seen an increase in popularity due to the expansion of trail building and media coverage revolving around new extreme aspects of the sport.

Mountain biking can be divided into two general categories, cross-country and downhill. Cross-country biking consists of traveling along mostly flat trails with little elevation gain or decent involved. These trails are suitable for a large range of tourists, including

families. Downhill biking necessitates more specialized technical gear and usually involves the use of a shuttle vehicle to transport bikers to the top a trail, thus removing the uphill element of the sport. Downhill biking has gained in popularity at ski resorts where chair lifts are used to access biking trails in the summer.

Mountain biking trails near Chase that could be used by cross-country bikers include:

- Skmana Lake Trails - 10km trails (plus more?)
- Roderick Haig-Brown Park Trails - Existing 14km and 18km return routes

The Kamloops Bike Camp, which currently operates a trail system within Little Shuswap Band Territory, is one potential partner in the development of mountain biking in Chase. The expertise in trail building and maintenance, marketing, as well as networking capabilities possessed by the camp could be sought by Chase mountain biking proponents. Furthermore, there are likely a number of spillover benefits from established mountain biking locations in close proximity such as Sun Peaks that could be realized in the development of the sport in Chase. .

## **8.10 Whitewater Rafting/Kayaking**

Chase is located next to one of the best warm water paddling rivers in B.C. The Adams River provides opportunities for both inexperienced paddlers, through Adam's River Rafting, and experienced kayakers and rafters. The whitewater section on the Adams is 10km long. The last 2 km of the river, leading to Shuswap Lake, is riddled with logjams and is not recommended for whitewater rafting or kayaking.

The paddling season starts in early May with highest water in early to late June. Due to the fact that the river is fed by Adams Lake, it uncharacteristically warm waters have been noted from the beginning of July to early October. The water stays clear all year round as well, allowing for excellent salmon viewing.

The river offers two Class 2 rapids and one Class 3 section. At the right water levels there are excellent play spots for whitewater kayakers. The Adams is very popular with

beginner to intermediate paddlers. Being so close to centers such as Salmon Arm and Kamloops, the Adams River is a popular weekend or evening paddling destination.

During periods of spring run off, Scotch Creek offers an excellent kayak run as well. The season for Scotch Creek is very short usually only lasting 2 to 3 weeks in June. It is advised that the run on Scotch Creek be scouted prior to paddling, as there are very few spots to get off the creek. In times of extremely high water it is also possible to paddle Chase Creek. The run is quite short and will only last as long as water levels are maintained. It is recommended that only experienced creek boaters undertake this challenge.

### **8.11 Horseback Riding**

Horseback riding is a family oriented activity that involves trips ranging from 30-minute trail rides to multi-day backcountry excursions. As an interior town of the “old west” with a wealth of fine horseback riding terrain, Chase has potential to increase its current horseback riding activities.



*John Devitt, 2005*

One notable drawback to horseback riding operations is their incompatibility with some other forms of tourism, specifically, mechanized activities such as dirt biking and ATV tours. While these activities do not compliment one another, however, horseback operations are compatible with hiking, wildlife viewing and bird watching, backcountry expeditions, and many forms of cultural and aboriginal tours. Therefore, significant packaging and partnering opportunities exist among Chase businesses. Such product bundling could serve to diversify the Chase tourism product and attract new clientele to the area.

A number of horseback operations currently exist in the area. These operations likely possess expertise and knowledge of the activity, suitable terrain in the region, and operational intricacies that they may be willing to share with proponents of this type of development in Chase.

## 9.0 Short List Tourism Opportunities

From the long list of tourism opportunities in the Chase region, five were chosen as being the most viable for development in the Chase region. The five opportunities chosen are historical tours, Aboriginal tourism, lake tourism, event/festival tourism, and hiking tours. An in-depth analysis of these items includes four elements. The first is a brief description of the activity, product or opportunity. The second is external factors. The third is a SWOT analysis. A SWOT analysis involves identifying internal strengths and weaknesses and external opportunities and threats. SWOT analyses are useful in determining the feasibility and potentialities of a product or opportunity. The last item discusses the tourism development opportunity in Chase. Specifically, it focuses on what Chase is currently doing with respect to the activity, and some options of what could be done in the future.

### **9.1 Lake Tourism**

#### ***Product Description***

Lake tourism can be defined as any type of tourism product that utilizes a lake as the medium for the activity. Lake tourism consists of both mechanized and non-mechanized tourism activities. Mechanized activities include: house boating, jet skiing and power boating. These mechanized activities could be provided to tourists as a recreational opportunity, on an equipment rental basis, or as a guided activity.

Non-mechanized lake tourism includes activities such as SCUBA diving, canoeing, kayaking, and fishing. Again, these activities could represent recreational, rental, and guided tour opportunities. Both mechanized and non-mechanized lake tours possess packaging potential with wildlife viewing, cultural and hiking tours. For example,

wildlife viewing trips could include a boat trip on the lake to view salmon, osprey, eagles and other lakeshore wildlife.

***External Factors***

According to the Chase community attitudes survey, a larger percentage of residents support non-mechanized tourism over mechanized tourism. Non-mechanized lake tours could be part of a development strategy of making Chase a family tourist destination.

Based on the tourism market trend analysis, those most likely to seek out small vessel lake tourism are generally groups or families of all ages seeking new and interesting experiences. For non-mechanized lake activities, individuals and groups of mid to high income in younger age spectrum are the typical participants. The number of soft adventure enthusiasts seeking a product that combines nature, adventure and culture within British Columbia is expected to increase over the next two decades. Furthermore, these travelers are willing to pay a premium for this kind of wilderness experience.

***SWOT Analysis***

<p><b>Strengths</b></p>	<ul style="list-style-type: none"> <li>• Access to lakes with a variety of sizes and specific natural features</li> <li>• The shortest river in the world</li> <li>• Wildlife viewing opportunities</li> <li>• Lake side communities</li> <li>• Variety of on and off shore recreation activities</li> <li>• Ideal water temperature during summer season</li> <li>• Linkage to cultural, heritage and historical attribute</li> </ul>
<p><b>Weaknesses</b></p>	<ul style="list-style-type: none"> <li>• Aboriginal Bands’ private properties along the shores limited public access</li> <li>• High water during early summer</li> <li>• Limited lakefront infrastructure</li> <li>• High cost to develop infrastructures</li> </ul>
<p><b>Opportunities</b></p>	<ul style="list-style-type: none"> <li>• Wildlife viewing tours in inflatable rafts, along the Thompson River to view Osprey and Eagles</li> <li>• Boat tours on Adams Lake</li> <li>• Houseboat rentals and tours</li> </ul>

	<ul style="list-style-type: none"> <li>• Historical and natural interpretation tours</li> <li>• Host jet skiing, scuba diving and canoeing competition</li> </ul>
<b>Threats</b>	<ul style="list-style-type: none"> <li>• Competition with Salmon Arm, “The house boating capital of the world</li> </ul>

***Lake Tourism in Chase***

There are three prominent lakes in the vicinity of Chase Village, Shuswap Lake, Little Shuswap Lake and Adams Lake. There are also many smaller lakes including: Neskonlith, Skmana, McGillvary, Morrisey, Dennis, Harper, Pement, Bryden, Phillips, Skimikin, Chum, Hagen, and Banshee Lakes. All of these lakes have the potential to provide both on and off shore activities for tourists and recreationists. At present, there are no scheduled lake tour services on any lakes in the study area. However, there is a scheduled ferry service on Adams Lake that transports local residents. This area offers exceptional scenery, thus, there is potential in developing tourist boat service on the northern part of Adams Lake.

Whether activities are provided by an organized tourism business or self-propelled by outdoor enthusiasts, significant economic development potential derived from lake tourism activities exists in Chase. Little Shuswap Lake is a reasonable location to operate such tours due its underdevelopment as a tourism resource and its proximity to the Village of Chase.

Currently there are few, if any, motorized boats on Little Shuswap Lake. Similarly, there are few lakes in BC, such as Myrtle Lake near Blue River, that restrict motorboats and provide recreational and tourism opportunities exclusively for non-mechanized activities. This may be a viable option for Little Shuswap Lake tourism development

Considering the attitudes of community members, current market trends, and gaps in the tourism business inventory, non-mechanized lake tourism products that incorporate elements of wildlife viewing and cultural/historical interpretation, are best suited to the Village of Chase. Riverboat tours from Chase to Kamloops, including Aboriginal cultural

elements, and viewing of the Bald Eagles frequently spotted on the north shore of the Thompson River have tremendous potential.

## **9.2 Chase Historic Tours**

### ***Product Description***

The town of Chase was first settled by Mr. Whitfield Chase, a New Yorker, in 1867.<sup>37</sup> Possessing direct connection to the Chase Manhattan Bank,<sup>38</sup> the Chase family has been recognized as one of the 50 most notable families in the U.S. The Village of Chase was named after Whitfield and his gravesite is located in the Chase cemetery.

In 1907, forestry became a major industry in Chase. The Adams River Lumber Company operated a mill in the town until 1925. Forestry remains the principal economic driver in Chase today.

As a central B.C. town with a rich and unique cultural history, The Village of Chase has potential to expand the historical element of its tourism industry. The tourism products offered relate directly to the degree to which Chase expands these opportunities. Small-scale expansion, for example, could consist of increasing the marketing of currently offered historic tours, such as the Chase Country Christmas and the Chase downtown history tour. Likewise, increasing museum visits would also contribute positively to Chase historical tourism. Large scale expansion may involve a complete restructuring of downtown Chase; changing the entire theme of the town to that of a historical “wild west” town in which tourists would be drawn to Chase primarily to experience its history.

### ***External Factors***

Historical tours fall into the category of cultural tourism. Recent trends indicate that cultural tourism has grown annually at an increasing rate over the past few years. As the tourist demographics change, cultural/historic tourists look for more authentic tourism

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<sup>37</sup> Source: Village of Chase website

<sup>38</sup> The Chase Manhattan Bank was named after Samuel Portland Chase. Source: David Lepsoe

experiences. As such, travelers want to become directly involved with historic/cultural tours, rather than merely them.

The Chase community survey (see Appendix B) shows that 97% of community members’ feel that the development of museums and historic tours are either somewhat acceptable or very acceptable. There is clearly community interest in Chase history as a tourism product. There are few historic tourism products currently operating in Chase demonstrating a gap in the village’s collective tourism product.

***SWOT Analysis***

<b>Strengths</b>	<ul style="list-style-type: none"> <li>• Human history and connection to the famous Chase Family and Chase Manhattan Bank</li> <li>• Unique lumber based heritage</li> <li>• Attractive historic downtown core</li> <li>• Existing historic trails</li> <li>• Existing historic brochure</li> </ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"> <li>• Ineffective current marketing initiatives</li> <li>• Historic tours appeal only to a specific demographic</li> <li>• Limited land development opportunities</li> <li>• Signage leading to historical attractions</li> <li>• Financing of historical attractions</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>• Packaged historical trips for wealthy descendants of the Chase family currently living in the United States.</li> <li>• Downtown has potential to be converted into a historical attraction</li> <li>• Potential for development of Chase historic hiking trails</li> <li>• Enhancement of Chase history hiking maps and brochures</li> <li>• Market trend towards cultural tourism</li> </ul>
<b>Threats</b>	<ul style="list-style-type: none"> <li>• Competition with other B.C. historical towns, specifically along the gold rush trail</li> </ul>

***Historical tourism in Chase***

Potential has been identified for The Village of Chase to attract U.S. visitors from New York, Minnesota and Washington by marketing to Chase family descendants interested in



learning about Chase family history in the area. There are over 100,000, mostly wealthy, Chase family descendants living in this area<sup>39</sup>. Historic tours in Chase could also appeal to regional tourists interested in history. Some potential historical hiking tours include:<sup>40</sup>

- Chase downtown tour
- Chase residential tour
- Finn Flats tour
- Switchbacks and waterfall tour
- Wharf to Quaaout Lodge tour
- Adams Lake tour
- Whitfield Chase tour
- Shuswap town site tour



*John Devitt, 2005*

An historic Chase branding strategy would compliment Chase historic tours. Branding Chase as a historical destination has great potential. The downtown is small and contains several historic buildings. The lumber history is unique and trails on which elements of this history can be reviewed exist. The popularity of the Chase family name amongst wealthy Americans also aligns well with this brand.

These tours require infrastructural support to be competitive in the tourism market. Such support may include sidewalk restoration in front of village historic sites, plaques in front of historical properties, historic tourism signage, an updated historical tourism brochure and assistance form tourism or history students at TRU with digitalizing and compiling museum data and further historic tourism consultation.

### **9.3 Festivals and Events**

Festivals and events range from the Chase Country Christmas, to the Adams River salmon run, to the 2010 Olympics in Vancouver. They range from the simple to the sublime, ordinary to the bizarre. From the self proclaimed World Pond Hockey

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<sup>39</sup> Source: Seaver, M.S., Chase Family Records.

<sup>40</sup> These historic hiking tours were identified by Mr. Lepsoe who has committed much time to documenting Chase history and discovering its potential as a tourism draw.

Championships in Plaster Rock New Brunswick, a village of 1300 people, to the culturally significant Tobago Goat and Crab race in Bruccoo Village in Trinidad and Tobago. The opportunities for developing a festival or event in Chase are ultimately as vast as ones imagination. Eighty percent of residents consider events and festivals a “very acceptable” form of development. It therefore contains the possibility of large scale community buy-in.

### ***Product Description***

Festivals and events are often created to celebrate local culture, remember special or significant events or people. They can be for no special reason, or solely as a draw for tourists. They can be an opportunity for leisure, social or cultural experience outside of everyday life, the chance for cultural exchange and mutual experiences, all while bringing in the tourist dollar. Festivals can be structured in any number of ways. For example, local rodeos are designed as healthy competition with the benefit of community interaction and entertainment, where as trade shows are designed with the goal of creating added business transactions.

There are a number of benefits festivals can bring to the local community and culture that go beyond the tourist dollar. In essence, festivals provide an opportunity for a community to develop and share culture through natural interaction, and over time they can help to create a sense of values and beliefs. This can occur when a festival is designed to help foster community pride by showcasing its culture, history, arts and crafts, or simply by developing an event for everyone to get together and have a good time. For a visiting tourist, festivals provide the opportunity to see how a local community celebrates its culture.

There is a significant market for festival tourism, as was discussed in section 5.6. In addition to the specific market size and demographic, some underlying goals of what participants are seeking to accomplish, and what they are seeking to avoid in attending these festivals, include:

**Want to accomplish:**

- satisfy their curiosity
- learn something new
- appreciate beauty
- collect items
- improve themselves
- express their personalities

**Want to avoid:**

- Unsafe situations
- Discomfort, doubts, worries
- Embarrassment
- Making too many complex decisions
- Being treated as a number
- Made to feel like a nuisance

On this note, common disappointments in Canada are the limited opportunities to experience different cultures, including aboriginal culture, and limited opportunity to experience “the good life.” This creates opportunities for Chase to develop festivals or events, or build on existing ones to help capture an existing market.

***External Factors***

Designing a festival while keeping the goals of visitors in mind, such as learning something new, and not being treated like a number, can help to make it successful and create excellent word of mouth advertising. However, there are a number of other elements that have been shown to play a significant role in the success or failure of events. These will be discussed briefly.

While there can be any number of reasons for events not being successful, research has shown a number of common themes. These include:

- Inadequate attention to the multiple roles, meanings and impacts of events
- Failure to integrate event marketing in destination planning
- Insufficient data on what visitors want, ineffective segmenting and targeting
- Lack of quality in production and management

While it is easy to downplay the impact of festivals and events, it is important to recognize that their impact can, if planned sufficiently, be significant to the village of Chase. Whether a local craft fair for residents or one designed to draw tourists from the surrounding area, paying attention to the purpose of the event is important and must be

incorporated in planning and marketing of the event. Furthermore, integrating the event into the overall branding and marketing themes of Chase will help to further the reputation of the town and thereby prevent brand confusion in the mind of the tourist.

There are a variety of methods for making an event successful. Some highlights of ways to do so while nurturing the cultural component which, as mentioned, can be a significant non-financial benefit of events include:

- Tell a story
- Make the asset come alive
- Make the experience participatory
- Make the experience relevant to the tourist
- Focus on quality and authenticity
- Mythologize the asset
- Build a story around the asset
- Emphasize its otherness
- Show a direct link from the past to the present
- Make it triumphant
- Make it a spectacle
- Make it a fantasy
- Make it fun, light and entertaining

## ***SWOT Analysis***

The following table includes the *strengths, weaknesses, opportunities, and threats* of festival and event tourism in Chase.

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<b><i>Strengths</i></b>	<ul style="list-style-type: none"><li>• Chase has an excellent heritage, both with the Chase family and local native bands. Festivals could be established to celebrate this heritage, with the added bonus of bringing in tourists</li><li>• Chase's location along the Trans Canada Highway, and proximity to the Shuswap and Kamloops regions, provide a large segment of BC residents and passing tourists access to festivals and events</li><li>• The Adams River Salmon Run is a vast, untapped resource for tourists, and Chase is strategically situated to tap into it</li><li>• The geography of the Chase region creates a wide variety of opportunities, including but not limited to, wildlife viewing, wildflower festivals and so on</li><li>• Festivals and events can be developed to foster, rather than denigrate, local culture, heritage, and community pride</li><li>• Festivals and events can be planned around existing facilities, and while modern infrastructure is an asset, it is not essential for all types of events</li><li>• There is high (though not guaranteed) potential for significant economic benefit</li><li>• 80% of residents considered festivals, and 74.4% considered museum development as very acceptable forms of tourism development in Chase</li><li>• Quaaout Lodge has excellent facilities for events and festivals</li></ul>
<b><i>Weaknesses</i></b>	<ul style="list-style-type: none"><li>• Chase has limited financial and human resources to commit to planning festivals and events</li><li>• There is limited infrastructure within the village to host events, such as indoor trade show facilities</li><li>• Without monitoring, festivals can lose sight of their original purpose, such as celebrating culture, and focus on profits</li><li>• There is significant confusion of brands in Chase (Salmon, Mountain Goats, Garden of the Shuswap etc.), and a successful festival requires a strong community brand or theme</li><li>• Economic impact is not guaranteed with festivals and events. It is possible for tourists to stop and have a look, and not spend a cent</li></ul>
<b><i>Opportunities</i></b>	<ul style="list-style-type: none"><li>• Festival enthusiasts are a large market segment in Canada and the U.S.</li><li>• This is in conjunction with an even larger heritage tourism market segment, creating a large pool of tourists to draw from</li><li>• Trans Canada Highway creates high potential for drop in</li></ul>

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tourists

- Studies have identified a lack of cultural and western heritage experiences as disappointments of tourists to Canada
- 60,000 tourists visited the Adams River area during the 2002 salmon run. This is a vast untapped resource for Chase
- There is a rich Aboriginal heritage in the area, local bands could use cultural events to both celebrate their rich heritage, and share it with locals and tourists alike with the added bonus of the tourism dollar
- Differentiating Chase from the areas around it, including Kamloops and the Shuswap
- The average income of “festival enthusiasts” is \$53,000 and they take in at least two events or festivals per trip every two years

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***Threats***

- Strong competition from major centers in the Shuswap and Kamloops area
  - Lack of knowledge of Chase in the mind of tourists and residents of the BC interior
  - Many existing festivals and events ranging from the Merritt Mountain Music Festival to the Kamloops Pow-Wow.
  - Competing with the extensive financial and human resources of surrounding areas
  - Festivals and events create short waves of tourists, this can have negative logistical and financial impacts
  - Chase’s location on the Trans Canada highway and significant lack of signage makes most pass by rather than stop in
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***Festivals and Events in Chase***

As mentioned, the opportunities are as vast as ones imagination. While many festivals and events are based on local heritage and culture, they need not be. Plaster Rock New Brunswick has hosted the World Pond Hockey Championships for two years, and the 2006 championships are already sold out. Festivals can be as simple or complex as one wants, and on that premise research was conducted on various existing events, both in Canada and abroad that have proven successful. These, as well as opportunities unique to Chase are discussed.

**Salmon Festival**

The existing Adams River Salmon Run is an enormous generator of revenue in a tourism context. Chase could develop a Salmon Festival to correspond with the run to draw tourists into the town. “Salmon Days” could be the theme in town for the duration of the

run with educational opportunities including displays or demonstrations. This could be connected with the historical roots of the area, with a variety of displays being situated in easily accessible places around town. The smaller salmon run in Chase Creek could also be advertised as an addition to the larger run. Chase could also develop an artificial spawning area to be used for education on salmon spawning for more than just the October salmon run.

Following the lead of many communities of similar size developing “the worlds largest,” Chase could build a model salmon for kids to play on and take pictures with. This would correspond well with the new signage that has been developed. Working with tour operators from the lower mainland to determine what would make them stop in Chase would help uncover other strategies for capitalizing on this immensely popular event.

### **Chase Country Christmas**

This is another event in Chase that has great potential. The Chase Country Christmas has proven to be a popular event that has been well received in the community. The 2005 event being broadcast on a local radio station will further its reputation to the surrounding area. Building on past successes is integral to these events. There are a number of ways of doing this.

Decorating the downtown, both the street and individual stores, can add to the ambiance and feel of the event. This can be incremental, with some decorations being added each year to help keep costs down. Shops can offer specials and encourage staff to dress up with Santa hats etc. Food and beverage establishments can create special items for the event on their menus. Christmas is a great time for celebrating and building community relations. The Chase Country Christmas accomplishes just that but with opportunities for much more.

### **Additional Opportunities**

As mentioned, opportunities for festivals are as vast as the imagination. The following table is a list of ideas for Chase, some based on the opportunities that exist in the area, and others as examples of seemingly odd, but very successful ideas.

<b>Event</b>	<b>Description</b>
Tobago Goat and Crab Racing	This has become an important annual event where young jockeys' race down the track enticing carefully groomed goats to the finish line. It is a highly anticipated annual event important enough to be visited by the 2002 Miss Universe delegates
Aboriginal Cultural Festival	Kamloops, Chilliwack and other cities have Pow-Wow's celebrating traditional dance and drumming ceremonies. Others include arts festivals where people can observe traditional native artisans, drum making, traditional dance, and story telling. Opportunities are endless to celebrate an amazing culture
Harvest Festival	Can be local farm or entire community and include events such as hay rides, pumpkin picking, craft sales, and scarecrow building competitions
Farmers Market	Display local farmers and crafts people over the summer months. Use signage to draw tourists from the highway. Good potential considering the success of Kamloops farmers market. Possibly use many of the same farmers on a different day.
Boat Festival	Possibilities include Christmas Boat competitions etc. taking place at the Chase pier. Local marinas can showcase boats, wake boarding competitions (such as Wake Fest), various competitions and family fun. Navigating the Little Shuswap River will be a complication
Sandcastle Competition	On the main beach in Chase, have an organized competition, possibly in conjunction with a boat show with cash prizes etc. Local advertising could draw competitors from surrounding areas with potential for lots of spectators.
Cardboard Boat Race	Modeled after the "Great Cardboard Boat Regatta," a fundraiser for Arizona Children's Charities. Contestants construct boats made entirely of cardboard and race on a set track. Makes for some very elaborate designs and amusing sights
Barbecue Cook-off	Individuals compete in certain categories for the "BBQ Crown." Safeway sponsors the U.S. national championships in Washington D.C. Draw contestants from Shuswap and Kamloops regions as well as Chase residents
Mud Mania	Scottsdale Arizona hosts an annual event consisting of a mud obstacle course for kids.



## 9.4 Circle Routes

### *Product Description*

A self-drive tour which begins and ends in the same destination is referred to as a circle route. These trips allow tourists to have a general guide and theme to their trips, explore

*Figure 7- BC Circle Routes*



several areas, and then return to the same point. The popularity of circle routes has grown exponentially in the North American market over the last several years. Tourism B.C. currently promotes nine circle routes around British Columbia (see figure ??).<sup>41</sup> The circle routes pass through Salmon Arm and Kamloops, but not through the Village of Chase, outlining an obvious gap in the villages' ability to draw tourists from this type of product.

### *External Factors*

Interest is increasingly shifting to trips which allow the independent traveler to follow a personalized itinerary. Tourists, particularly those from the baby boomer generation are looking for a mixture of freedom and flexibility which fits with the circle tour concept. Circle tours offer a certain amount of predictability and familiarity which many travelers desire, while giving them the flexibility to stay in areas which interest them for longer amounts of time.

<sup>41</sup> Source:

Tourists can use a variety of vehicles to follow the circle tour depending on their tastes, budget and flexibility. Popular means of transport include RV, motorcycle, car and bus. The type of transportation used alters the type of experience the traveler will have on their journey. Traveling in an RV will require the use of RV sites and involve less personal contact with the local population since the traveler is able to provide the majority of the accommodation and meals required. Tourists travelling by motorcycle and car will generally not require food and accommodation services.

The following SWOT analysis outlines strengths, weaknesses, opportunities and threats associated with developing circle tours that encompass the Village of Chase.

***SWOT Analysis***

<b>Strengths</b>	<ul style="list-style-type: none"> <li>• Unique lumber based heritage</li> <li>• Attractive and historic downtown core</li> <li>• Strong connection to the Canadian Pacific Railway (CPR)</li> <li>• Circle tours appeal to a broad demographic of tourists</li> <li>• Market trend towards flexible tourist itineraries</li> </ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"> <li>• No circle tour currently passes Chase</li> <li>• Historical connection to CPR and opening of west has not been emphasized</li> <li>• Lack of infrastructure to support circle route visitors</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>• Create a Circle Tour which includes Chase</li> <li>• Connect the circle tour with other communities in the region</li> <li>• Collaborate marketing initiatives with nearby towns</li> </ul>
<b>Threats</b>	<ul style="list-style-type: none"> <li>• Competition with other towns located along existing circle tour routes</li> <li>• Competition with other circle tours</li> </ul>

**Circle Tours in Chase**

Due to the rich historical background of Chase and its connection to the railroad and lumber industry, Chase is an appealing location for circle tours. A potential circle route in

the Chase area could range from four to six days and connect the cities of Revelstoke, Penticton and Kamloops. These locations share the historical connection of the railway and the lumber industry and can use this as the theme of the tour. Chase could also use local attractions such as the salmon run, its lakes and rivers, and abundant recreational opportunities to attract circle drive tourists to the region.

Possibilities also exist to offer bird watching circle tours near Chase. These tours would direct drivers to various locations throughout the area where maps and informational diagrams of local birds would be displayed.

Regional circle tours would enable all involved communities to combine advertising funds, enabling Chase to leverage their advertising dollars to reach a larger audience. Having this circle tour on the Tourism British Columbia website would also provide increased exposure for the community of Chase.

## **9.5 Aboriginal Tourism**

### ***Product Description***

Aboriginal tourism is an extremely multifaceted concept. It can include a wide variety of products and activities and, as such, has tremendous potential in Chase. The most pertinent, and certainly one of the best examples of Aboriginal tourism, is exhibited at Quaaout Lodge Resort and Conference Centre located just outside Chase.

“Discover history, adventure and Native tradition” is the header phrase posted on the Lodge's official website. The lodge is designed, however, to offer this discovery while providing all the services required of resort and conference clientele. A full variety of services, activities, room packages and rates are available.

Cultural activities at the lodge include traditional native dance, storytelling, and a sweat lodge. The lodge differentiates itself from typical resort and conference centres via these culturally specific activities. Quaaout Lodge is the only operation currently realizing

Aboriginal tourism potential in the Chase area. However, Aboriginal tourism is not limited to the accommodation sector of tourism.

A very different example of Aboriginal tourism is evident in the Northern town of Kispiox, British Columbia. Kispiox Adventures, a company run by the Gitsxan people, offers both hard adventure products such as hiking, and rafting and soft adventure products such as fishing, walking and sightseeing. Aboriginal cultural tourism products such as traditional cooking, dance, and totem pole walking tours augment these products giving them cultural meaning and depth. Furthermore, Kispiox Adventures uses tourism to protect, revitalize, and rediscover Gitsxan cultural heritage.

Offering Kispiox Village walking tours, the Gitsxan people have the opportunity to educate visitors about Gitsxan culture and history as well as culturally significant present day operations. The three to four hour village walking tour includes visits to the Kispiox Cultural Centre, the local fish hatchery, and the Kispiox Elementary Junior Secondary School where Gitsxan language and culture are part of the curriculum.

Rafting, hiking, fishing and walking tour guides are primarily Gitsxan Natives. These operations provide exciting and lucrative jobs for local people. Kispiox Village is situated within traditional Gitsxan territory. Benefits from tourism operations in the village are well-appropriated to Gitsxan members.

Still another example which differs in both scope and design from Quaaout, or Kispiox, is Chief Chiniki Restaurant and Handicraft Centre located on the Trans Canada Highway between Calgary and Banff, Alberta. A gas station and rest stop is also located on the site at Chiniki Village. While the Chiniki Band operates the site, two other native bands that are also part of the Stoney-Nakoda Nation contribute to its success. The Bearspaw, and Wesley Bands work together with the Chiniki Band selling hand made artefacts and handicrafts and working in the restaurant, gas station, and craft centre.

Traditional aboriginal heritage is reinforced and protected via an economic interest underlying the demand for authentic native products, such as traditional native cuisine and authentic native art. Employment, training, and cultural education opportunities are created through tourism operations. Furthermore, collaboration amongst bands of the same tribal nation is encouraged and reinforced.

The potential for Aboriginal tourism products in Chase is spread across all eight tourism sectors. From cultural centres and museums, restaurants and accommodations of different types, and interpretive hiking and wildlife viewing tours, the possibilities are endless. Thus, this analysis of Aboriginal tourism, as an item of particular interest for Chase tourism, slants more toward macro, rather than micro, considerations.

***External Factors***

Currently, Quaaout Lodge is the only aboriginal tourism operation in the Chase area. Its success cannot be argued as it has drawn the attention of travelers, tour operators, travel critics and industry writers across the country.

The rise in demand for culturally motivated tourism products is clearly visible within market trends. On a micro level, the socio-cultural landscape of Chase is conducive to this type of tourism. Our survey demonstrated that the majority of Chase community members feel both cultural aboriginal tourism, and non-mechanized tourism products, are favourable. Coupling the strengths, weaknesses, opportunities, and threats outlined below with these community attitudes and market trends, aboriginal tourism should be a matter of premier consideration for Chase

***SWOT Analysis***

<p><b>Strengths</b></p>	<ul style="list-style-type: none"> <li>• Adequate land on which to develop tourism operations</li> <li>• Immense wealth of historical, cultural, and social resources among native bands</li> <li>• Proven success of one form of Aboriginal tourism (Quaaout Lodge)</li> <li>• Highly educated workforce within Chase bands</li> <li>• Large, young, available workforce</li> </ul>
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	<ul style="list-style-type: none"> <li>• Open lines of communication with Town Council and Mayor</li> <li>• Prime development property along Trans Canada highway and base of Sun Peaks (should road go in)</li> </ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"> <li>• Very little tourism specific training</li> <li>• Limited access to capital</li> <li>• Difficulty in developing human resources for tourism specific jobs</li> <li>• Tourism is a primarily consumer driven market</li> <li>• Perception that operational negotiations with bands is difficult</li> <li>• Communication and cooperative concerns between and within bands</li> <li>• Limited existing infrastructure</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>• Employment and entrepreneurship</li> <li>• Protect and reinforce cultural heritage</li> <li>• Create economic motivation for socio-cultural preservation</li> <li>• Band retention of control of tourism industry</li> <li>• Economic development</li> <li>• Proximity to TRU school of tourism where there is an Aboriginal tourism department</li> <li>• Intern and co-op student work placements from TRU</li> <li>• Counteract negative native stereotypes</li> <li>• Aboriginal application of all 8 tourism sectors</li> <li>• Under-realized aboriginal tourism potential in Chase</li> <li>• Some funding available (Economic Measures Fund, for example)</li> <li>• Potential for on-site training and professional development administered by TRU</li> <li>• Collaboration between native and non-native private sector stakeholders</li> </ul>
<b>Threats</b>	<ul style="list-style-type: none"> <li>• Few supplementary services</li> <li>• Over-abundant work force in Chase</li> <li>• Possible cultural dilution via cultural heritage commoditization</li> <li>• Potential for marketing efforts to create undeliverable tourist demands</li> <li>• Outside investors gaining control over tourism operations and resources</li> <li>• Possibility of politically driven tourism development process</li> <li>• Non-native private sector alienation</li> <li>• Inauthentic imitation and reproduction</li> </ul>

### *Aboriginal tourism in Chase*

The Village of Chase possesses uncanny similarities to both Kispiox British Columbia, and Chiniki Village, Alberta where aboriginal tourism operations of varied design have proven successful. In Kispiox, aboriginal tourism business ventures have realized the tourism potential of hiking, rafting, boating, wildlife viewing, and interpretive walking possibilities. In Chiniki, aboriginal ventures have capitalized on food and beverage, tourism service, and retail opportunities. Also, situated on the Trans Canada Highway, native operations near Chase could maximize profits by offering services to passers through, as well as to locals.

This is precisely the operational reality in Chiniki Village. Chief Chiniki Restaurant provides not only an excellent service to highway traffic heading to or from Calgary (coincidentally located roughly the same distance from Calgary as Chase is from Kamloops), but also the only upscale dining establishment within 45 minutes in any direction. Locals, therefore, benefit from the restaurant and gas station alongside passers by.

Chase possesses many of the resources tapped by aboriginal commercial enterprise in Kispiox BC. Namely, these are the Adams River, pristine wilderness for hiking and wildlife viewing, the lake, and the historic village of Chase. Furthermore, as it is mostly Native land in the area surrounding Chase, access and control issues are already favourable towards aboriginal tourism development.

In Chase, gaps certainly exist in the food and beverage sector, the attractions sector, the adventure and recreation sector, and the events and conferences sector. These gaps could be filled by Native entrepreneurs via, but certainly not limited to, the suggestions listed below.

- Traditional Native Restaurant
- Cultural/convenience highway rest stop
- Interpretive walking wilderness walking tours

- Wildlife tours including bird watching
- Interactive traditional salmon fishing food preparation procedures
- Interpretive river excursions (by canoe if possible)
- Traditional native survival multi-day backcountry trips
- Interactive art exhibits in which traditional art styles are taught and performed
- Native operated hard adventure – rafting, biking, water skiing

While some of these ventures would require significant start-up capital, some do not. Soft adventure river excursions, for example, could be developed relatively easily. Given native fishing history, the spiritual element of wildlife, and traditional methods of water travel this type of operation could be built on existing competencies of band members, developed at minimal start-up cost, and therefore launched on a trial basis to gauge success. Likewise, wilderness walking tours, and educational food preparation operations, such as traditional methods of barbecuing salmon, could be developed with relative ease.

A study of further depth will be necessary to determine the feasibility of more financially exhaustive opportunities outlined here. However, given the existing gaps in Chase tourism operations, the national trends toward cultural tourism, the successes apparent with other aboriginal tourism endeavours located in extremely similar locations, the potential cannot be ignored.

It is crucial that communication lines within and between native bands be maintained and information pertaining to tourism development be shared and discussed openly. It is equally vital that Chase Town Council, the Mayor, and the Chamber of Commerce ensure communication lines remain open between the village of Chase and local Native bands. Aboriginal tourism development has proven to be mutually beneficial to all parties involved in many locations. To realize economic, as well as socio-cultural opportunities and benefits afforded by aboriginal tourism development, Chase public and private sector organizations, band members, and community representatives, must all be permitted to table concerns and aspirations in an environment conducive to both productivity and creativity. The need for coalescence among stakeholders cannot be overstated.



## **9.6 Hiking Activities**

Hiking is a very broad topic encompassing many different activities. This section is intended to allow Chase a product to be utilized all year round promoting the community both in the summer and winter. For this section hiking, snowshoeing, wildlife viewing, and a hut-to-hut system have been considered. These activities will allow Chase a variety of products suitable for different sectors of the market.

### ***Produce Descriptions***

#### *Hiking*

In and around the immediate Chase area there are a lot of short hiking trails. Although Chase is currently not thought of as a hiking destination but with the right promotion it could be develop a reputation for short family or stop over hikes. Trails vary in difficulty and length from short 20 minute walks to longer 3-4 hour trail hikes.

Developing a map of the area and locating all the trail heads would be beneficial to Chase. This map could be sold as a guide to the area including other information besides the hiking trail information.

These hikes should incorporate a wildlife view component. Although Chase cannot guarantee tourist will see animals on the hikes, the maps may suggest areas of high animal traffic. Hikes could also include specific outlooks designed for wildlife viewing opportunities, such as bird viewing platforms.

#### *Snow shoeing*

Snow shoeing is one of the most popular winter sports in North America. Participants use modern versions of the classic Inuit snowshoe to navigate varying difficulties of natural terrain, normally utilizing summer hiking trails. As with Nordic skiing, snowshoeing is relatively inexpensive and has an easy learning curve. Because it utilizes existing hiking trails there is little infrastructure needed. Within recent years snowshoeing has seen a rise in popularity that is visible in the amount of gear being sold and number of ski resorts offering guided tours.

Chase has fairly extensive trail networks that are good sites for snowshoe enthusiasts.

These include the following locations:

- Skmana Lake Trails
- Roderick Haig-Brown Park Trails
- Quaaout Lodge Trails
- Upper and Lower Flume Trails
- Chase Falls Switchback Trail

Improving the existing trail system, improving signage leading to the trails and creating snow shoeing/hiking trail maps of the area; are all ways in which snowshoe enthusiasts could be further attracted to the Chase area, thus increasing tourism expenditures.

#### *Hut to Hut*

The Shuswap Hut-to-Hut and Waterway Initiative are currently in the process of establishing a society called The Shuswap Hut and Trail Alliance. This organization is currently in the initial stages of developing an extensive trail system in the Shuswap Region.

The purpose of the proposed Trail system is to develop an integrated, internationally recognized hut-to-hut trail for self-propelled, four-season nature based travel in the Shuswap. The proposed Trail system intends to link to smaller, multi-day trail circuits into one single extended venture that will hope to attract a series of return visits over time. The proposed Shuswap Trail system main goal is to eventually link up with a trail system in the Okanagan, which will span from Osoyoos through the Okanagan and Monashee to the Shuswap and over to Revelstoke.<sup>42</sup>

This trail system will include self-sufficient and/or professionally guided and/or catered tent and hut-to-hut facilities. The trails will be accessed by non-motorized transportation (Hiking, Mountain Biking, Equestrian travel, Snow shoeing and other related activities).

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<sup>42</sup> Hut to Hut information from Graham Casselman.

Some Benefits of the trail include:

- New recreation and eco-tourism resources
- Nature-based business and job opportunities
- Enhanced natural lifestyle benefits and reputation
- Increased regional identity and international exposure
- Promotion of active health and well-being
- Community involvement in natural resource management

Currently the Chase connection into the trail is in the conceptual stages and more consultation is required. The concept is to propose a loop around Little Shuswap Lake linking Chase and Adams Lake Indian Band with Squilax. All of the stakeholders including First nations, local government, economic development, regional districts, environmental organizations, industry professionals and residents need to coordinate their efforts to develop the proposed trail system and contribute to the marketability of Chase and the surrounding region.

### **External Factors**

Currently there are no guided hiking operators in the Chase area. Chase is also not recognized as a hiking destination. To make these activities successful and known Chase needs to market them. The trails systems that are available are good, however they are not very well marked or known about. Signs need to be put up and maps need to be created so people can access these trails.

Money will need to be spent to develop some infrastructure at these trail heads. This money will be well spent developing projects supported by the community. From the survey completed by citizens of Chase, it was determined that non-motorized activities were most favourable.

*SWOT Analysis*

<p><b>Strengths</b></p>	<ul style="list-style-type: none"> <li>• Adequate land on which to develop tourism operations</li> <li>• Prime development property along Trans Canada highway and base of Sun Peaks (should road go in)</li> <li>• Year round use of trails and hut system</li> <li>• Nature-based business and job opportunities</li> <li>• Enhanced natural lifestyle benefits and reputation</li> <li>• Increased regional identity and international exposure</li> <li>• Promotion of active health and well-being</li> </ul>
<p><b>Weaknesses</b></p>	<ul style="list-style-type: none"> <li>• Limited access to capital for trails and view life viewing platform development</li> <li>• Tourism is a primarily consumer driven market</li> <li>• Limited existing infrastructure which could be transformed into tourism products</li> </ul>
<p><b>Opportunities</b></p>	<ul style="list-style-type: none"> <li>• New recreation and eco-tourism resources</li> <li>• Employment and entrepreneurship in guiding</li> <li>• Protect natural areas from damage through the use of trails and education</li> <li>• Community involvement in natural resource management</li> <li>• Economic development</li> <li>• Proximity to TRU Adventure Guide Program where there is an large number of adventure specialists</li> <li>• Intern and co-op student work placements from TRU</li> </ul>
<p><b>Threats</b></p>	<ul style="list-style-type: none"> <li>• Few supplementary services</li> <li>• Over-abundant work force in Chase</li> <li>• Possible environmental damage due to poor management</li> <li>• Potential for marketing efforts to create undeliverable tourist demands</li> <li>• Outside investors gaining control over tourism operations and resources</li> <li>• Possibility of politically driven tourism development process</li> </ul>

## *Hiking in Chase*

Chase has large potential for all of these activities. Hiking ties in with any branding



*John Devitt, 2005*

scheme Chase decides to go with. Once the brand is decided on the trails can be marketed along those lines such as a Salmon viewing hike/trail or a family oriented hike. This works well with community expectations and fits into a smaller budget as little infrastructure is needed.

Hiking maps would fit in very well with the Circle Tour of the area allowing visitors a chance to get out and stretch their legs. Trailheads, which are strategically placed, would allow tourists a chance to spend extra time and money in the area.

## **10.0 Conclusions and Recommendations**

The Village of Chase is well situated to capitalize on tourism. The geography, history, and culture of the community provide significant opportunities for tourism development in the coming years. At present time, most tourism market segments in Canada are in an upward swing and this expected to continue over the next number of years. Chase has the unique ability to serve tourists, not only as a service center for the Shuswap, but more importantly as a tourist hub for the surrounding area. The short list opportunities outlined in this report have great potential and require further investigation and planning by entrepreneurs and village representatives if they are to reach their full potential on the tourism market.

Chase's proximity to the larger tourism markets of Kamloops and the Shuswap means that creating a clear competitive advantage is necessary to differentiate the Village of

Chase. There are a number of ways in which Chase can achieve a competitive advantage. Many of these ideas have been outlined in this report and can be achieved through marketing initiatives.

The tourism inventory outlines the current situation for tourism within the Chase trading area, and will help to establish specific business opportunities that can fill gaps within the market.

The following is a list of recommendations that would help Chase enhance its tourism products and services, thus creating sustainable economic benefits from tourism.

- Chase should attempt to become a hub of tourism activity in the area and should collaborate with surrounding communities, within the Chase trading area and beyond, to increase marketing effectiveness
- Tourism developers, planners and entrepreneurs should consider the six short list tourism opportunities outlined in this report
- Improve signage at the entry and exit points of Chase. The signs should express to motorists driving the Trans Canada Highway, that Chase is an appealing place to stop
- Chase needs a brand. The village needs to attach a mental image to the “Village of Chase” that stays in the minds of tourists and makes them want to visit Chase
- Ensure open dialogue and communication between community residents, business owners and First Nations representatives by forming a committee to focus on tourism development in Chase
- Based upon the success of this project, it is recommended that the Village of Chase continue to collaborate with Thompson Rivers University’s School of Tourism on projects of a similar scope.

The future of tourism in Chase must be determined through extensive community consultation, vision setting, and strategic planning. An inclusive, community based planning process is essential for a successful tourism product that will sustain Chase for

the long term. Establishing guiding principles will be fundamental for its development and promotion, and be essential to developing an effective tourism image that will differentiate the village from other tourism destinations in the region.

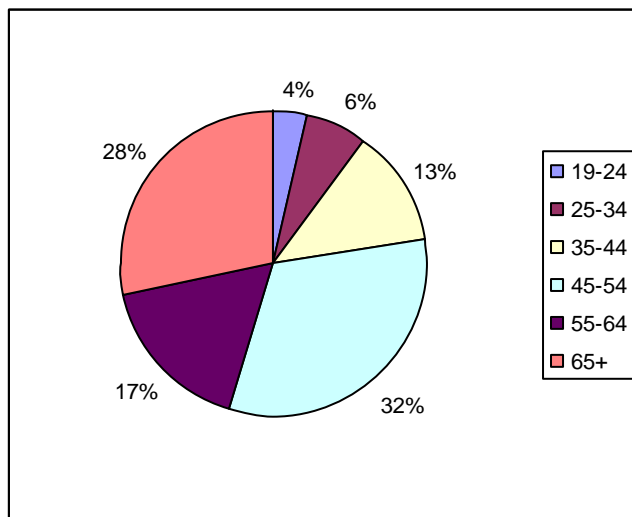
## Appendix A: Chase Community Survey Analysis

The following is a summary of the Chase community survey. The information was intended as a research tool and was useful in quantifying community attitudes towards tourism in Chase. It is not primarily intended to be reader-friendly as many of the functions are complex.

### **Demographics**

This section of the analysis looks at the demographics of the individuals surveyed, allowing the reader to gain insight into the residential composition of the Village of Chase. This section provides the ground work for the interpretation of data collected by the Community Attitudes towards tourism survey.

**Figure 1.1: Age Demographic**



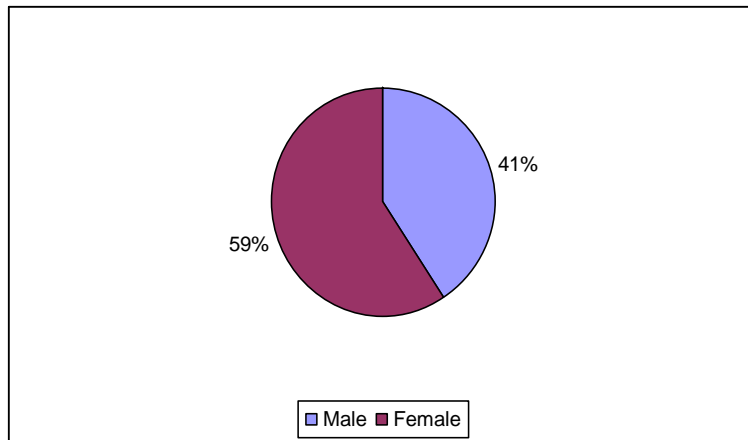
### *Age*

The dominant age groups in Chase are 45 – 54 years of age with 31.5% of the population followed by 65+ with 28.3%. 45.6+% of Chase’s population is 55 or older while 77.1% of Chase’s population is over the age of 45. There is an obvious bias in the population



towards the older individuals. Only 22.8% of the population are 44 years of age or younger.

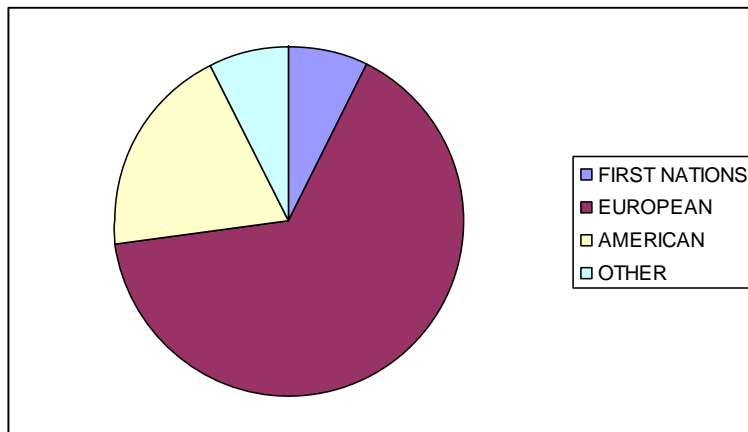
**Figure 1.2: Sex Demographic**



*Sex*

There was a slightly higher response rate by female subjects than their male counterparts, with 18.1% more females responding than males.

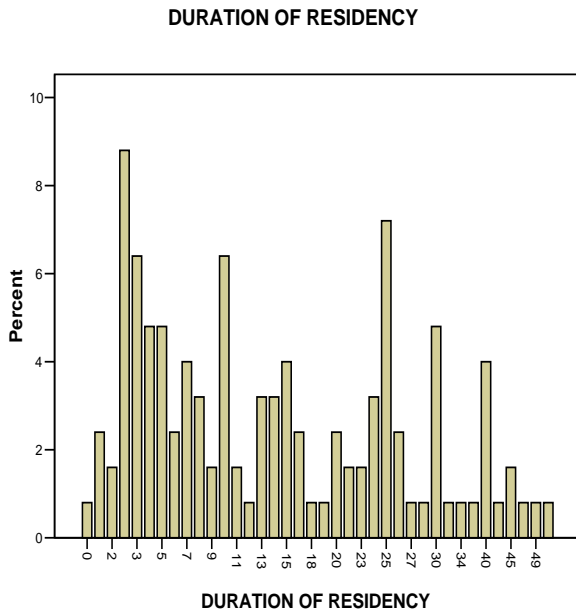
**Figure 8.3: Heritage Demographic**



*Heritage*

Heritage of those surveyed was broken down into First Nations with 5.6%, European descent at 48%, American descent at 14.4% and 24.5% claimed to be of Canadian heritage.

**Figure 1.4: Duration of Residency Demographic**



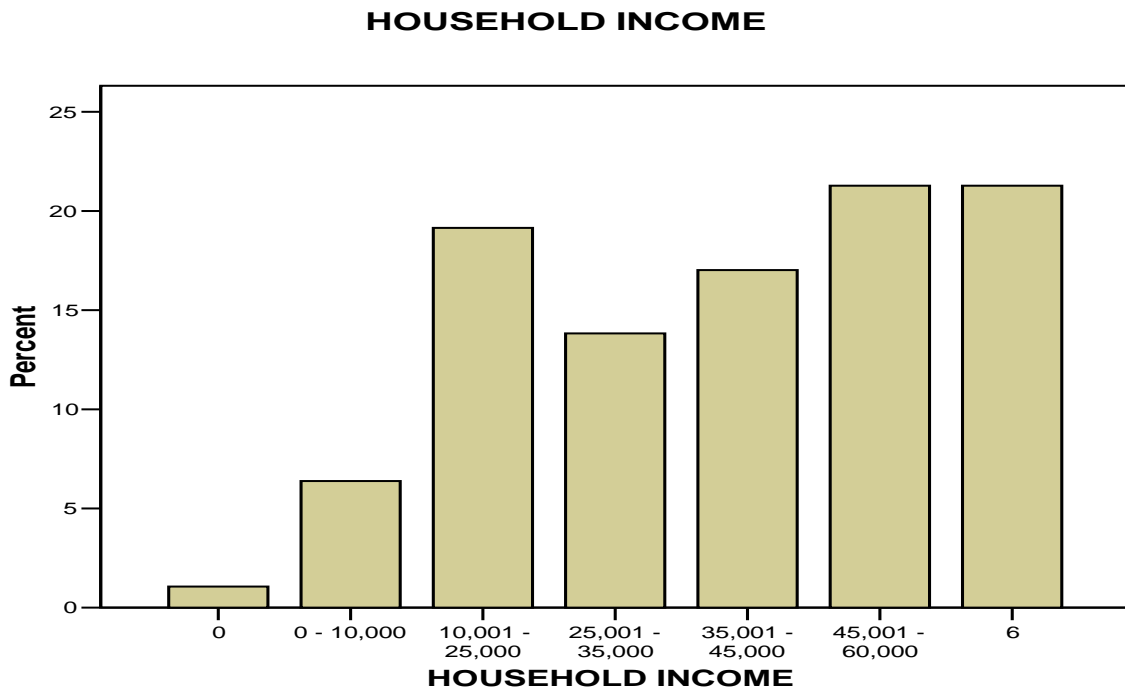
*Community Affiliation*

85% of the survey participants are homeowners and 59.1% of the respondents are involved with the community in some way. The length of residency in Chase is spread over approximately 50 years with the highest concentration of residents having arrived in the past 11 years.

*Resident Affiliation with Tourism*

75.4% of residents surveyed have never worked in the tourism industry, with remaining 24.6% having worked in various parts of tourism sector, including but not limited to accommodation, food and transportation.

**Figure 1.5: Income Demographic**



*Household Income*

42.6% of respondents had incomes over \$45,000 while the rest of the respondents were spread rather evenly over the remaining income brackets.

### *Conclusion*

In conclusion we were unable to compare the statistical data which was analyzed in this section with the statistics provided by Statistics Canada. This is largely due to the different categories which were used in the Chase survey versus the Statistics Canada information. Statistics Canada has changed the categories since the creation of the survey.

## **Attitude Toward Tourism Analysis**

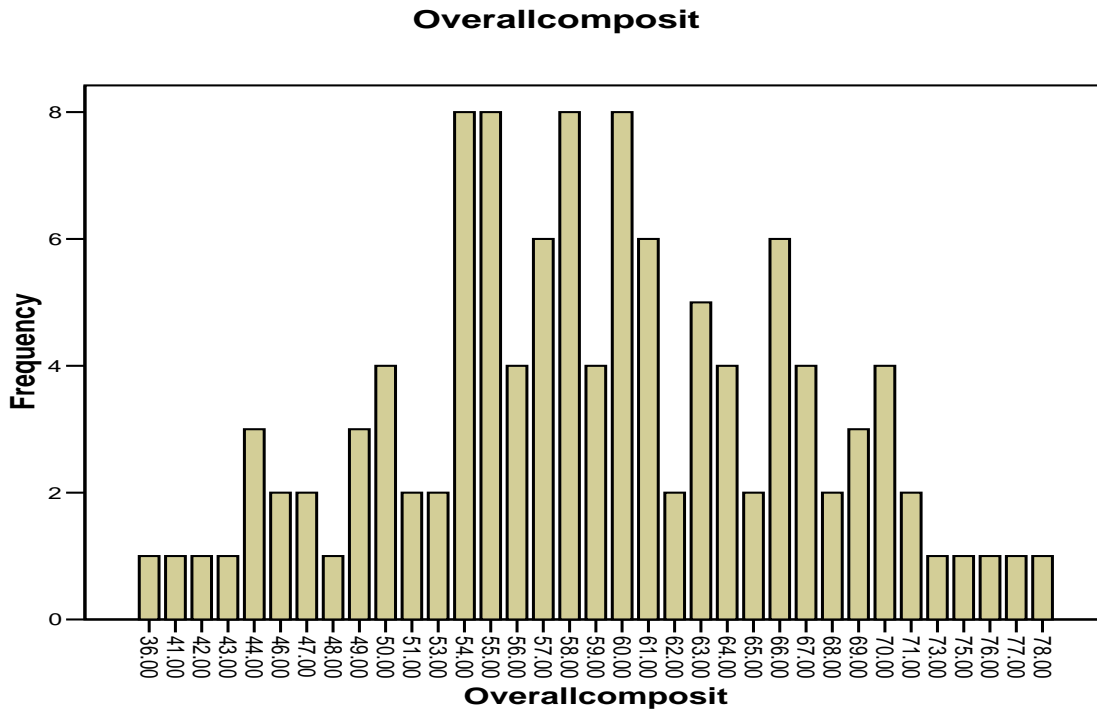
### *Introduction*

This section deals with the main focus of the survey. It will discuss the community attitudes towards tourism. Refer to Appendix A for a sample of the survey that was distributed to residents. Relevant information to be examined includes: Composite Scores for the entire 16 questions, Economic dimensions focusing on 3 questions, Environmental dimensions focusing on 3 questions and Social dimensions focusing on 5 questions.

### *Resident Attitudes: Composite Scores*

Residents responded to a 16 question attitudinal survey, where they selected answers rated with a numerical value from 1-5. During data analysis researchers adjusted the weight of questions in order to provide each with equal values. Maximum score is 80, demonstrating an exceptionally positive attitude towards tourism. The minimum score possible is 16, representing a negative attitude of tourism. Composite scores are provided in Figure 2.1.

**Figure 2.1: Composite of Tourism Attitudes in Chase Residents**



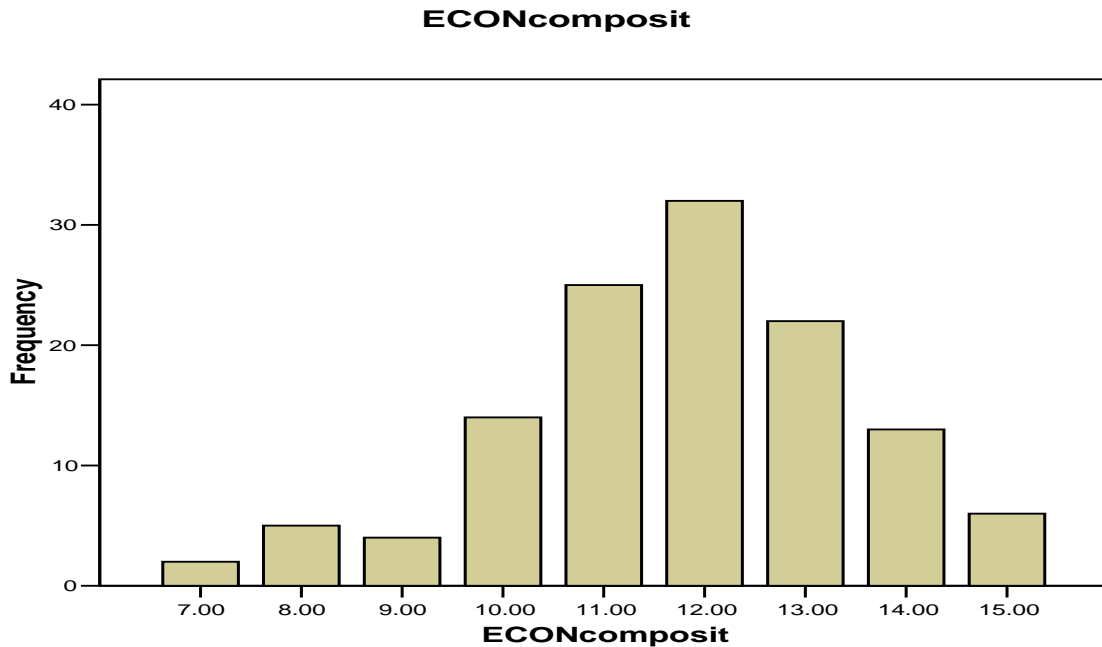
Of the 127 surveys delivered, 114 had complete data, 13 were unusable due to incomplete responses or illegibility. The cumulative score for all 114 surveys is 6700 from a possibility of 9210 total points available. The highest score was 78/80 and the lowest score was 36/80. The median response was 57/80 and the average response score was 59/80. There is a standard distribution of response across the entire spectrum, with no clear swing towards a positive or negative response. Assuming a score of 50 or above is a reflection of a positive attitude towards tourism overall, 107 of 114 respondents feel positive towards the potential of increased tourism in Chase.

*Resident Attitudes: Economic Dimensions*

Three of the sixteen attitudinal indicators focused on economic factors related to tourism development. Specifically, questions 1, 2 and 7 are economically significant. Responses were ranked from 1-5, allowing for a maximum score of 15 and a minimum score of 3. A

maximum score indicates residents feel that tourism will have positive economic benefits for the village of Chase. Results are illustrated in Figure 2.2

**Figure 2.2: Economic Dimensions**



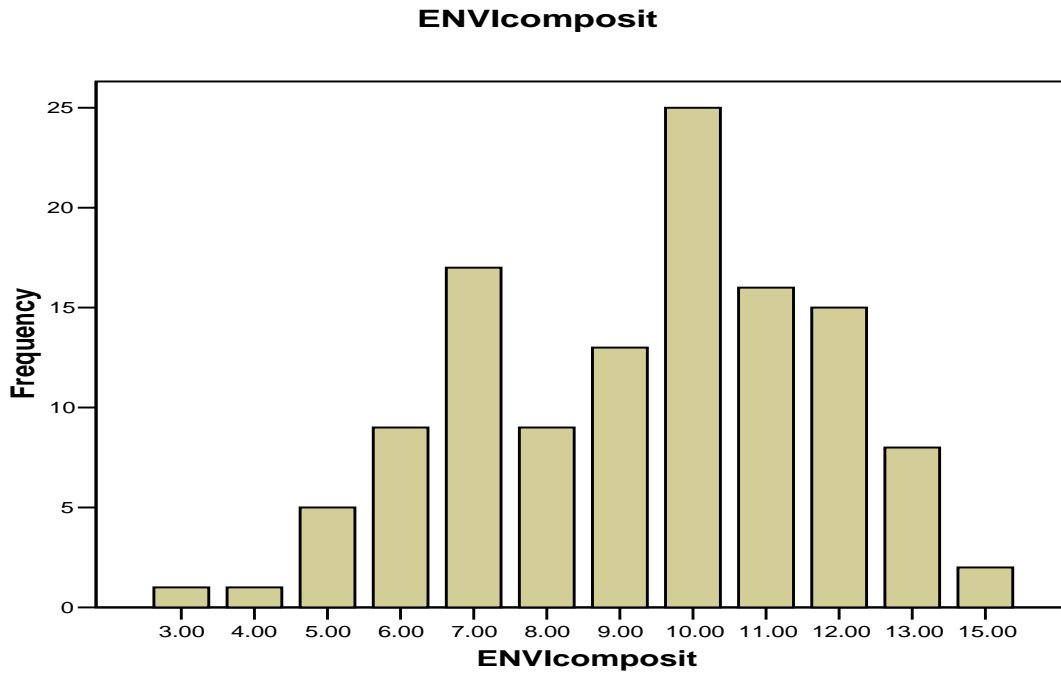
Of 127 surveys delivered, 123 responses were received to analyze economic indicators. The total cumulative score possible was 1845, actual total score is 1447. The highest score was 15/15 and the lowest score was 7/15. The median response was 12/15 and the average of all responses was 12/15. Distribution is overwhelmingly positive. It is found that Chase residents feel that increased tourism will bring positive economic benefits to the community.

*Resident Attitudes: Environmental Dimensions*

Questions 3, 5 and 16 of the attitudinal indicators were environmentally significant. Response were ranked from 1-5, with a possibility of a maximum score of 15 and a minimum score of 3. The maximum score will indicate residents feel tourism will have a

negative impact on the natural environment in and surrounding Chase. Results are illustrated in Figure 2.3.

**Figure 2.3: Environmental Dimensions**



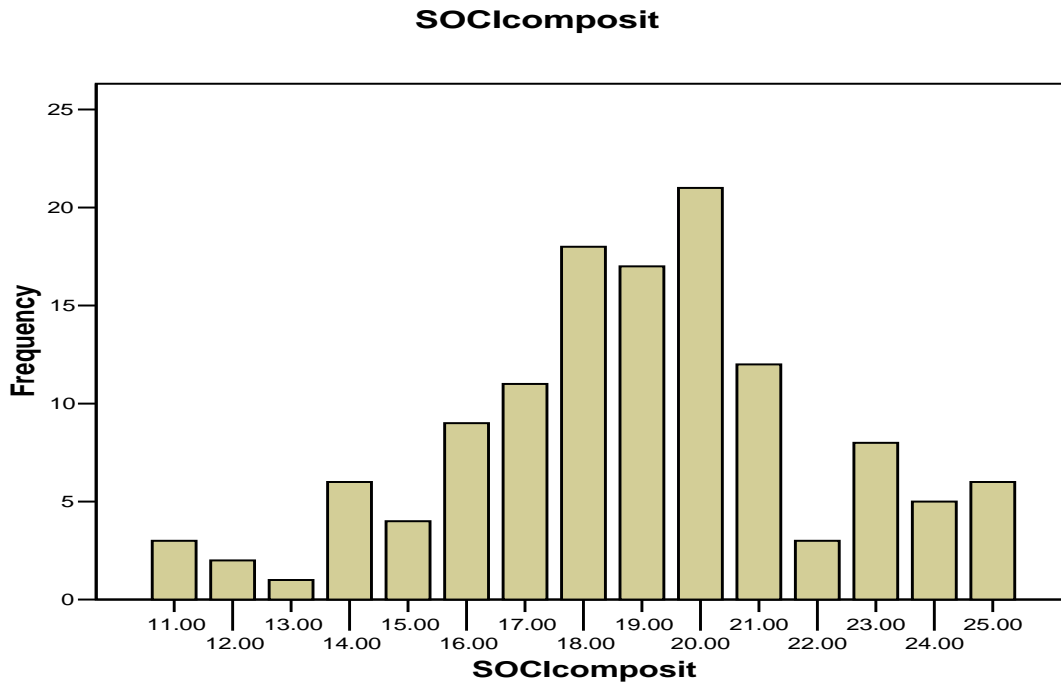
121 responses of 127 were documented in order to create a composite of environmental indicators. Of a possible score of 1815, cumulative score of usable responses totalled 1134. The highest score recorded was 15/15 and the lowest was 3/15. The median response was 10/15 and the average response was 9/15. Data indicates an uncertainty in resident attitudes about the possible positive and negative impacts tourism may have on the environment in and surrounding Chase. Further environmental education for residents explaining environmental impacts inherent with tourism, will be required in order to create a clear picture of environmental attitudes

*Resident Attitudes: Social Dimensions*

Questions 4, 6, 9, 11 and 12 focused on learning respondents attitudes to specific social dimensions associated with tourism. Responses were valued 1-5 with a maximum possible score of 25 and a minimum score of 5. A response indicating a maximum score

infers a positive attitude towards the social impacts of tourism in Chase. Results are illustrated in Figure 2.4

**Figure 2.4: Social Dimensions**



126 of 127 responses were analyzed to create a sample of social dimensions in community attitudes. Of a possible score of 3150, total cumulative score was 2384. The highest score was 25/25 and the lowest score was 11/15. The median score was 19/25 and the average score was 20/25. Responses indicate that residents feel increased tourism will benefit social dimensions in the village of Chase.

#### *Summary*

Overall, community attitudes towards increased tourism are overwhelmingly positive. Results of economic dimensions indicate that residents feel tourism will bring economic benefits to the town. Results of environmental dimensions suggest a neutral attitude towards environmental impacts tourism will have on the community. This may be indicative of community dissent later during tourism development. Further research



environmental attitudes and environmental education for the public may be necessary. Results of social dimensions imply a positive attitude by community residents towards social impacts that accompany increased tourism.

## **Demographic/Variable Relationships**

### *Introduction*

During the initial steps of creating the survey document for the town of Chase certain assumptions were made about what we as a class thought might be discovered once the survey was conducted. We concluded that statistically significant relationships might appear between certain demographic characteristics of the population and the way those demographic groups perceived tourism development within Chase. These relationships if proven statistically significant would be useful in understanding how different groups perceived tourism compared to the community as a whole. The demographic descriptors we thought would predict the way a respondent answered the survey questions were included in the section that gathered information about each survey respondent. The demographic characteristics that we decided should be included were age, sex, family heritage, home ownership, duration of residency within Chase, and household income and whether or not they worked on the tourism industry.

### **Assumed Relationships**

Through collective discussion we came up with a short list of what certain demographic descriptors might predict about a survey respondent's attitude toward tourism and tourism development within Chase. One major item that was discussed was that age would play a large part in determining how a respondent would view tourism. We assumed that this relationship would be negative in nature, the older a person was the more negative their view of tourism within Chase would be and therefore their composite attitude towards tourism score would be generally lower than the other age groups. This same negative relationship was assumed for the duration of residence within Chase. It was hypothesized that the longer a resident had lived in Chase the lower the composite score on attitude toward tourism would have been. Another relationship that was discussed was how whether or not they worked in the tourism industry would affect how they viewed

tourism and tourism development within chase. The hypothesis that people who do not work in tourism see the impact of tourism with a different eye than someone who does work in tourism was presented. This relationship was seen to possibly have a positive or negative affect on the resident's overall attitude toward tourism. Community involvement was also presented as a demographic that could also predict the way a survey respondent might have viewed tourism within chase. However, no hypotheses were made as to what type of effect this demographic characteristic would have on the resident's attitude toward tourism development.

### **Post Survey Relationship Analysis**

Once the survey had been conducted and the data had been tabulated we conducted statistical tests in an attempt to discover how the population differed in their view of tourism development. The overall perception of tourism seemed to be relatively positive as a majority of the population responded with scores in the higher range of our scale. The data came out normally distributed which gave us a good start for a statistical analysis. There was variance in the composite attitude toward tourism development with a range of scores from 36 to 78 with a possible maximum composite score of 80 and a minimum score of 16. The hypothesis we formulated earlier as well as the other demographic data we collected from survey respondents provided us with data to test against this variation in scores in order to try to explain the variance. We now needed test how these different groups varied in their responses as well as the hypothesis we had formulated earlier. The tabulated data was run through analysis of variance tests in order to prove a difference between each group's attitudes toward tourism. Each demographic type was ran through these tests and the groups within that demographic were compared to each other. We tested not only the hypothesis' that we had come up with earlier but also whether income, sex, family heritage, and home ownership had any relationship to the composite attitude toward tourism scores of respondents. We compared each demographic groups variation in overall composite score first and then the economic, environmental, and social composite scores. If any statistically significant relationship was present in any of these demographic categories we then further examined them to figure out which group within that demographic category differed from the rest using another statistical test.

## **Findings**

It was discovered after analysis of the hypothesis' we had formulated regarding demographic characteristics that were likely to have a predictor relationship to a respondent's attitude toward tourism development, that there was little to no relationship between these characteristics and the respondents attitude toward tourism development. This was also true for the other demographic information we had collected from the respondents during the survey.

There was one demographic category that had a statistically significant relationship in predicting the outcome of a resident's attitude toward tourism development composite score. It also was significant in predicting the resident's economic and social scores. This category that appeared to have some prediction value was income. Upon further analysis it was discovered that the actual difference within the group was only between the income categories of 0 – 10, 000 and 25, 001 – 35, 000. This however may be attributed to the fact that the 0 – 10, 000 category had only 5 respondents within it while the other categories all had over 10 respondents.

## *Conclusion*

Even though the means of the groups within each demographic category varied and the sample was normally distributed providing a variance in scores there is no significant relationships to report. This leads us to conclude that the population of chase despite their varying demographic qualities is fairly homogenous in their attitude toward tourism and tourism development. This presents both a problem and a blessing to tourism planners and decision makers within the area. Because of the homogeneity of the population it can be said that any development can be safely undertaken if it is acceptable according to the wishes of the majority of the population. However because of the inexplicability of the variance in the scores of the survey respondents it is not clear who exactly we can predict will have a negative view of the development it could essentially be any individual. There is no single group that can be consulted and appeased. Because of the non existence of a single group that views tourism negatively it can be said the entire community as a whole must be included in the tourism development process.

## **Types of Tourism Development**

This section looks at the types of tourism development which participants may or may not agree with. It focuses on peoples opinions about the most suitable types of activities for development in the community of Chase. It will also look at specific demographic criteria which may affect opinions on development such as income and heritage.

### *Accommodation*

Accommodation can be broken down into several groups including hotels and motels, Bed & Breakfasts and Campsites and RV Parks. The survey found that 57.3% of residents found the development campgrounds and RV parks as an acceptable form of development in Chase while 62.9% of those surveyed felt that the increased development of hotels and motels was acceptable. At 67.5% Bed and Breakfasts were the most accepted form tourism accommodation development in Chase.

### *Outdoor Activities*

For the purpose of the survey outdoor activities were broken down into two major categories, motorized and non motorized. Motorized includes activities such as water skiing and jet skiing, snowmobiling and off road driving. Non Motorized activities include activities such as river rafting, hiking, wildlife viewing and salmon viewing. The survey found that 55.2 % of respondents found motorized activities as a very acceptable form of tourism development. However, non motorized tourism was found to have a much high percentage of support at 85.7% very acceptable.

### *Cultural/ Entertainment*

Cultural and entertainment includes activities such as festivals, aboriginal tourism, museums and other events. Out of these activities the most popular was Festivals with 80% of respondents feeling that this was a very acceptable form of tourism development. Museums were next on the list with 74.4% of respondents finding museum development

as very acceptable. Aboriginal Tourism followed with 61.8% of respondents viewing it as very acceptable.

### *Food and Beverage*

Food and beverage includes restaurants, pubs and clubs which focus on the distribution of food and alcohol. 66.7% of respondents felt that restaurants were a very acceptable tourism development, while only 41.1% felt that the development of clubs and pubs were and acceptable development for the community of Chase.

## **Qualitative Analysis**

### *Introduction*

The survey delivered to Chase residents contained many quantitative questions as this is the simplest method of gathering accurate data. On the final page of the survey two qualitative questions were given for respondents to reply at their discretion. The results of the questions: Describe existing tourism in Chase with one word, and Comment on the future of tourism in Chase, will be examined.

### *Describe Tourism in Chase with One Word*

In order to qualitatively analyze 100 responses to this question and approximately 80 different words used to describe Chase tourism, each word was grouped into 4 separate categories: negative criticism of Chase tourism, positive criticism of Chase tourism, development criticism of Chase tourism and neutral words. Negative criticism includes words such as, terrible, inadequate and lacking. Positive criticism includes words such as, beautiful, peaceful, and wholesome. Development criticism includes words such as, underdeveloped and untapped but suggests increased development is welcomed. Neutral words used in responses include words such as, surreal, vague and dollars.

100 of 127 respondents wrote one word they felt described tourism in the village of Chase. Of those 100 responses, based on the above criteria:

40/127 responses (31.5%) involved negative criticism

30/127 responses (23.6%) involved positive criticism  
11/127 responses (8.7%) involved development criticism  
19/127 responses (15%) used neutral words.  
27/127 responses (21.2%) left this question blank.

Of the 100 words used to describe Chase tourism, some were used more often than others and therefore stand out. Overwhelming, majority of respondents used unique words giving us a list of approximately 80. However, what follows is a list of those that were similar and used with the most frequency:

7/127 respondents (5.5%) used the word “underdeveloped”  
6/127 respondents (4.7%) used the word “non-existent”  
6/127 respondents (4.7%) used the word “lacking”  
5/127 respondents (3.9%) used the word “poor”  
4/127 respondents (3.1%) used the word “inadequate”  
3/127 respondents (2.3%) used the word “slow”  
2/127 respondents (1.5%) used the word “potential”

#### *Comment on the Future of Tourism in Chase*

Of 127 surveys issued, 52 contained a valid response to this question which was analyzed qualitatively. Responses listed below deal strictly with suggested tourism opportunities and ways in which the community can improve. Responses are listed in the order they were received and are not ranked relative to importance.

1. Build a boat launch
2. Change the Chase signs and make them more appealing to the eye. Make Chase residents clean up and make more public and private areas more appealing.
3. Chase is a beautiful community that is not evident as you drive. Looks deserted, not welcoming, doesn't make you want to stop look or find out more about it.
4. Chase is the gateway to the Shuswap Lake, featuring wildlife, salmon and endless hiking opportunities, none of which have been developed.

5. City should plant more flowers.
6. Clean up the beach around eating area.
7. Build road to Sun Peaks.
8. Chase needs a new, family oriented hotel.
9. Chase needs more retail shopping, as at this time, for example there are no stores in Chase where anyone can buy children's pyjamas.
10. I would like to see more tours, e.g. Eagles (wildlife)
11. I would love to see more cross country skiing, hiking and camping opportunities in Chase.
12. I would like to be able to rent a canoe, power boat or seadoo.
13. If we want to promote tourism in Chase, we must beautify the village. The businesses along the west end of Shuswap Avenue (entrance to our community) should be forced to clean up their properties. These properties are not giving a good first impression.
14. If you don't create things for families to do, they won't come.
15. More family things.
16. More parks, playgrounds, beachfront quality.
17. More seasonal than year round tourism; More cultural information/First Nations; Need more tour guides; Education/Awareness; Lot of people come for the wildflowers.
18. Need direct access to Sun Peaks.
19. Need retail store.
20. Need road to Sun Peaks and better boat facilities to promote fishing.
21. Need to have appealing entrance to the village of Chase. More attractive Main Street would help greatly.
22. Put in the road to Sun Peaks.
23. The main street is a sorry sight.
24. No leadership, no imagination, no involvement of common folk who live here, only rich summer folk.
25. Our downtown area needs to be cleaned up and at least look presentable instead of dirty and rundown.

26. Waterfall-no one knows about it, should enhance it. Local artists have no outlet to show paintings, carvings. The tourist info booth is not enough. We need a four lane highway.
27. We would love an indoor swimming pool and new playground equipment. We live on a lake; our kids should learn to swim!!
28. Very important, we need a better campground and more recreational activities. I think we need to utilize the areas we have for hiking more. We also need more activities for 0-5
29. Would like to see the road to Sun Peaks through this area.
30. We need to take care not to overcrowd our little village.

This selection of responses that used constructive criticism was divided further into four groups based on similarities in their responses: those who wanted to see a road to Sun Peaks, those who suggest developing cultural and natural attractions for tourism, those who would like to see increased activities for families and those who feel aesthetically Chase needs to improve.

Road to Sun Peaks: 5/30 (16.5%)

Developing Cultural and Natural Attractions: 9/30 (30%)

Increased Activities for Families: 5/30 (16.5%)

Aesthetic Improvements: 11/30 (37%)

### *Summary*

When respondents were asked to describe Chase tourism in one word, overwhelmingly negative terms were used. Positive criticism and developmental criticism can be grouped together. Together, these two categories are approximately equal to negative criticism. In the usable data frequent use of negative words suggests approximately half of residents feel Chase has a poor self image as a tourism destination. However, the other half of respondents feel there is potential for improvement and that Chase is a wonderful community.



When asked to describe the future of tourism in Chase, the majority of residents felt that aesthetically Chase needed to improve and beautify in order to draw increased numbers of tourists. Many respondents felt that natural areas and cultural tourism products need to be enhanced. Of equal value were residents who wish to see a direct road to Sun Peaks constructed through Chase and an enhancement of activities for families.

### **Summary and Conclusions**

It can be said that overall the residents of the community of chase have a fairly positive view of tourism. In conducting this survey we managed to gather the opinion of a diverse cross section of people from the community and analyze their perceptions of tourism as a whole and as individual demographic groups. After statistical analysis of the different demographic group's perceptions of tourism it was found that there was no significant difference within demographic categories. This leads us to conclude that chase is a relatively homogenous group in their attitudes toward tourism development. As discussed this presents both problems and relief to tourism planners and decision makers in chase. The qualitative data collected gives us insight into specific personal views of residents and is valuable information.

## Appendix B: Tourism Business Inventory

## Appendix C: Chase Maps