



Evaluation of Wickaninnish Interpretive Centre at Pacific Rim National Park Reserve: Intercept Whale Festival Survey with visitors and Online Survey with locals



Prepared by: Western and Northern Service Centre (WNSC)
Tracy Bowman, Social Science Specialist
Prepared for: Pacific Rim National Park Reserve
December 2007



Parks Canada Parcs Canada

Canada

Executive Summary

Introduction:

Parks Canada has committed \$1.7 million towards a three-year exhibit renovation to create a more hands-on, relevant and memorable national park experience in the centre. Public participation is key to the success of the project. Community members and visitors have been providing input and advice throughout the project to guide the creation of the exhibits. There have been three phases to the research: an intercept survey conducted at the Wickaninnish Interpretive Centre (WIC), focus groups conducted with area residents on March 28 and 29 at the centre, and an online survey conducted with area locals and visitors.

The Western and Northern Service Centre (WNSC) and Pacific Rim National Park Reserve (PRNPR) employed two methodologies for the quantitative components of this project:

- A PRNPR staff person conducted 103 interviews with Whale Festival attendees via intercept survey between March 17 and 23, 2007.
- The WNSC engaged Datapath Systems to conduct an online survey between August 15 and September 30, 2007. PRNPR advertised the survey in a variety of communications materials to encourage locals, in particular, to participate. Interestingly, only 65% of online survey respondents reside in BC, as opposed to 76% of intercept survey respondents.

Visitation history and purpose of visit:

Most intercept survey respondents said they visited the WIC:

- To participate or attend the Whale Festival (or see whale displays, demonstrations, and learn more about whales in general)
- To see or participate in a specific activity or take in the exhibits and displays, to show visiting friends and family the WIC
- As a rest stop or based on circumstances (such as it was raining, to purchase a park pass or hot chocolate, eat at the Wickaninnish Restaurant, or use the washrooms)

Online survey respondents provided similar reasons as to the purpose of their most recent trip to the WIC, including:

- Bringing visiting friends and family
- Learning or seeing the exhibits
- Because of circumstances or as a rest stop
- Looking for specific information on certain exhibits
- Being genuinely interested or curious to learn about PRNPR

Evaluation of current / most recent visit to WIC:

Nearly half (48%) of all intercept survey respondents rated their experience at the WIC a 5 out of 5; that is a very good experience, while 88% rated their experience either a 4 or 5 out of 5.

Fewer online survey respondents rated their experience at the WIC as positively in comparison, perhaps as most are locals and repeat visitors, and who may be more likely to have expectations for continual change to exhibits each time they visit. First-time visitors (captured mostly through the intercept survey), on the other hand, have little point of comparison.

For many intercept survey respondents, the main purpose of their visit to the WIC was also what they found most memorable, which included: attending the Whale Festival and related exhibits, bones, and activities, the exhibits, artefacts and photos in general (or on specific topics), the architecture of the building and its location, the First Nations exhibits and artefacts, the whale mural, and the movie theatre and certain films, to name a few.

In general, online survey respondents found similar things to be most memorable to them about their visit to the WIC as did intercept survey respondents, including:

- Displays, exhibits or information (in general) (22%).
- Whale related displays, activities, exhibits, skeletons or bones, and information on whaling (16%)
- Staff, interpreters, or presenters (11%)
- View (10%)
- Disappointment about something at the WIC (8%). Some were disappointed with certain exhibits, found the exhibits not to be engaging, or provided suggestions, while others said they were disappointed in general about the exhibits or lack of rotating exhibits.

The most common activity for intercept survey respondents to do while at the WIC was to see the exhibits (88%). Respondents were more likely to see the exhibits and displays on the main floor than the second floor / mezzanine level. Some 36% of respondents did not visit the exhibits upstairs or in the mezzanine on their visit to the WIC because they did not know there were exhibits in this area, did not have enough time, were planning on returning to the WIC to see these exhibits, already had visited these exhibits in the past, or could not find their way upstairs.

Online survey respondents were more likely to view the exhibits on the main floor as well than those found on the second floor, mezzanine level. In fact, nearly all (95%) respondents said they had viewed exhibits on the main floor, compared to two-thirds (66%) who viewed exhibits on the mezzanine or second floor. Further, 83% of respondents used the washrooms, 65% spoke with PC staff, 59% either visited or purchased something from the gift store, 40% viewed a film in the theatre, and 27% handled some of the bones.

Topics, concepts, facilities and activities of interest for future re-design of WIC:

With exception to *local First Nations present way of life*, at least half of intercept survey respondents said they had either learned a lot or a little bit more than what they already knew on the topics tested. The topics that respondents appeared to learn most about at the WIC beyond

what they already knew included, *intertidal life, local First Nations history, subtidal / deep sea life, rainforest life, people whose traditional territory the park is in, and why PRNPR is a national park reserve*. Online survey respondents mentioned similar topics, such as *significant features of the park, intertidal life, Nuu-chah-nulth First Nations heritage as told from the Nuu-chah-nulth perspective, ways to explore the park, and rainforest life*. Essentially, visitors – including locals and tourists – are interested in learning more about what makes the region so unique and special from a geographical, environmental, cultural, and historical point of view, and why the area is designated as a national park and reserve.

When asked about the importance of including activities, exhibits and programs for various groups at the WIC, including *families, children, teenagers, seniors, school groups, and adults*, families stood out as the priority target group among both intercept and online survey respondents. In this way, activities, exhibits and information should be user-friendly, interactive, and encourage activity that a family can participate in together, no matter the ages. Respondents also identified *children* and *school groups* as important targets, although this was more so the case among intercept survey than online survey respondents.

Both intercept survey and online survey respondents said a newly redesigned WIC should include the following:

- ability to change exhibits / regularly changing exhibits
- exhibits staffed by PC interpreters / having interpreters available to speak with visitors
- live performances, lectures or talks at the WIC (in the theatre or elsewhere)
- live camera feeds from an area in the park, underwater, or other national parks
- 3D relief map of the area
- aquarium
- regularly scheduled films
- touch aquarium / tank
- real artefacts to touch

Focus group participants mentioned the *ability to change exhibits and live performances, lectures or talks*, particularly during the off-season, would encourage more locals to visit the WIC more regularly, and that *films in the theatre, PC staffed exhibits, and live theatre* were good methods of making the centre more interactive, dynamic and interesting (which some identified was not the feeling or perception they had of the WIC at present).

Although focus group participants suggested it as a potential exhibit idea, the *kids dress up area* was not popular among online survey respondents. Perhaps this item is more relevant at a historic site than a national park interpretive centre.

Intercept survey respondents, online survey respondents, and focus group participants did not think it is a priority for the WIC to provide *rental space for weddings and other private functions*.

To better understand the issue of changing exhibits at the WIC, we asked online respondents whether exhibits should *all change at the same time*, there should be *rotating exhibits*, or *no*

exhibit changes at all. Nine respondents in 10 (90%) said that there should be rotating exhibits, while only 4% said all the exhibits should be changed at the same time and another 4% said there should be no changes at all. Respondents who think exhibits should change at the WIC – whether they be all at the same time or rotating exhibits – were evenly divided on the time periods, with 3 respondents in 10 suggesting changes should be made to the exhibits either annually (30%), biannually (27%), or quarterly (29%). Only a few said that changes should be made monthly (3%) or every other year (10%).

Online survey respondents said they were either *very* or *somewhat* likely to spend time if an exhibit incorporated a *short video* (81%), *live camera feed or web cam* (77%), *sound or written text* (75%), *touch screen or interactive computer kiosk* (73%), or *physically doing something to it, such as pushing a button to reveal an image, moving lever, or making sound recordings* (64%). These results are not surprising considering they are dynamic, high tech, hands-on, and interactive exhibits, which are all characteristics survey respondents and focus group participants said they would like incorporated in a newly redesigned WIC.

Some three-quarters (75%) of intercept survey respondents said they would like to see an aquarium at the WIC compared to only slightly fewer (69%) online survey respondents who said the same. While 71% of intercept survey respondents are interested in a touch tank, just over half (54%) of online survey respondents said the same. Please see the body of the report for details as to why.

WIC gift store items:

When asked about the types of items they would like to see available at the WIC gift store, online survey respondents said they would be most interested in seeing *local First Nations art and jewellery, field guides, Vancouver Island art and jewellery, and posters and printers*. However, respondents would be more likely to purchase *field guides or water, juice and small snacks* from the WIC gift store, perhaps as they want more information on how to experience the trails and area after leaving the WIC, and want to be comfortable while at the centre by being able to purchase a refreshment.

Camera film, kids story and coloring books, Canadiana items, beach toys, and clothing without PRNPR on it were of less interest to respondents, and in fact at least 3 respondents in 10 did not think *beach toys or clothing without PRNPR* on it should even be available at the WIC gift store.

In terms of other items they would like to see at the gift store, online survey respondents said they want to see items that are locally made, unique, educational, First Nations products or made by local artists, Canadian made, children-oriented, and are not tacky, all of which are similar themes mentioned in the focus groups.

Suggestions or recommendations for changes to the WIC:

Intercept and online survey respondents provided a number of suggestions for other changes to the WIC, although the most common themes included:

- Include hands-on, interactive, high-tech displays or exhibits (some suggested to add telescopes)
- Add First Nations displays, including arts and crafts, and more historical information and storytelling told by First Nations people in their own words
- Add more exhibits and displays in general, but more specifically on marine life, animals in the area, the rainforest, and the ecosystem
- Make sure the exhibits are up to date
- Include an aquarium, touch tank or live marine life in some way
- Add more historical information on the centre itself and on the region / area
- Have more interpreters / Parks Canada staff in the centre in general
- Encourage visitors (through interpretation and displays) to be good environmental stewards, and make sure the materials used in the displays are environmentally-friendly or use sustainable practices
- Locally advertise the WIC, particularly special events or changes to the center
- Emphasize selling educational or locally made products in the gift store (rather than tacky, less unique items)

Table of Contents

Executive Summary	ii
Table of Contents	vii
Part 1: Introduction	1
Part 2: Visitation history and purposes to PRNPR, Wickaninnish Beach and the WIC	8
Part 3: Evaluation of current / most recent visit to WIC	12
Part 4: Topics, concepts, facilities, and activities of interest for future re-design at WIC	26
Appendix A: Intercept survey	
Appendix B: Online survey	
Appendix C: Other suggestions for WIC – verbatim comments – intercept and online surveys	

Part 1: Introduction

Background:

The Wickaninnish Interpretive Centre (WIC) is perched on the shore of the Pacific Ocean at the end of Wick Road, 3.5 km from Highway 4. This information centre, interpretive facility, and gift shop focuses on the natural and cultural heritage of Pacific Rim National Park Reserve (PRNPR). The WIC is open mid March to mid October. The WIC also houses the Wickaninnish Restaurant, which is NOT owned and operated by PRNPR. Park information services are also located in the Pacific Rim Visitor Centre at the Tofino-Ucluelet junction on Highway 4. At the centre Park staff offer information on all three units of Pacific Rim National Park Reserve, which include: Long Beach Unit, Broken Group Islands, and the West Coast Trail.

Unfortunately, exhibits in the WIC have seen few changes since the centre was built in 1984 and they no longer meet current visitor expectations or park objectives. Parks Canada has committed \$1.7 million towards a three-year exhibit renovation to create a more hands-on, relevant and memorable national park experience in the centre.

Public participation is key to the success of the project. Community members and visitors have been providing input and advice throughout the project to guide the creation of the exhibits. There have been three phases to the research: an intercept survey conducted between March 17 and 26, 2007 (during the Whale Festival), focus groups conducted with area residents on March 28 and 29 at the interpretive centre, and an online survey conducted between August and October 2007. The centre also held a design workshop with Ucluelet Elementary School and Wickaninnish Elementary School on March 30, 2007, as well as continues to hold Nuuchahnulth Working Group meetings.

The following outlines the three-year plan:

- Year 1 (Sept. '06 – Sept. '07): Vision; Audience Research; Themes & Conceptual Design
- Year 2 (Sept. '07 – Sept. '08): Design; Writing; Translation
- Year 3 (Sept. '08 – Sept. '09): Fabrication

Purpose of the research:

Public consultation will help redesign the interpretive exhibits in the WIC to create a destination valued by visitors and local communities, and a place to celebrate and learn about the natural and cultural heritage of PRNPR and the region it represents. The goal of the intercept and online surveys were to gather feedback from visitors and locals on what they:

- like and dislike about the WIC
- would recommend as changes to the exhibits in the centre

- would like to learn about when visiting the centre
- would like to see available in the way of activities and facilities.

Research Methods:

The Western and Northern Service Centre (WNSC) and PRNPR employed two methodologies for the quantitative components of this project:

- A PRNPR staff person conducted 103 interviews with Whale Festival attendees via intercept survey between March 17 and 23, 2007.
- The WNSC engaged Datapath Systems to conduct an online survey between August 15 and September 30, 2007.

PRNPR advertised the online survey in a variety of communications materials to encourage locals, in particular, to participate. Interestingly, while the online survey was intended for locals, only 65% of respondents reside in BC. Others live in a variety of other provinces, in particular Alberta, and the US. Perhaps those living outside of BC were visiting during the survey period and saw advertising for the survey. In fact, more intercept survey respondents (76%) reside in the BC area than online survey respondents. However, 7% of online survey respondents did not respond to this question.

As an incentive and thank you for participating in either survey, respondents self-selected whether they wanted to be entered into a prize draw to win either a National Park Discovery Pass or a PRNPR annual family pass. The WNSC Social Science Unit created the surveys in partnership with PRNPR.

Caution:

Please observe the results for both surveys, in particular the intercept survey, with caution, as the sample sizes are small (intercept survey: n=103, online survey: n=227). When the results are segmented into various groups (such as first time and repeat visitors, or visitors and non-visitors to the WIC), the sample sizes become even smaller. As a result, we cannot assume that these results are reflective or representative of all Whale Festival visitors for the intercept survey and for all visitors and locals who responded to the online survey.

Demographics:

To better understand those surveyed, we asked respondents several demographic questions, such as where they live, and the number of people in their group and their ages.

Among intercept survey respondents:

- Most respondents (90%) were Canadian, while 6% were from the US, 2% from Scotland, and another 2% were from the United Kingdom.
- Most (76%) respondents live in BC.
- Respondents live in a variety of cities and towns across Canada, although mainly in Western Canada.

Please see Table 1 below for details.

Table 1: Where respondents reside – Intercept survey results City / town (if Canadian)			Q47. Province / territory (if Canadian)	
			Province / territory	(n=103) %
Abbotsford	Lake Cowichan	Sooke	BC	76%
Anola	Langley	Sydney	Alberta	7%
Bamfield	Maple Ridge	Tofino (5 respondents)	Ontario	5%
Burnaby	Mill Bay	Ucluelet (10 respondents)	Manitoba	2%
Calgary	Delta	Vancouver (4 respondents)	Northwest Territories	1%
Campbell River	Nakusp	Victoria (9 respondents)	Do not live in Canada	10%
Chilliwack	Nanaimo (4 respondents)	Westport		
Comox	Nanoose	White Rock		
Courtney	Oliver	Winnipeg		
Delta	Osoyoos	Yellowknife		
Qualicum Beach	Ottawa			
Duncan	Port Alberni			
Edmonton (4 respondents)	Powell River			
Kelowna	Protection Island			
Kootenays	Richmond			
Ladysmith (5 respondents)	Sherwood			

- Just over 6 respondents in 10 (61%) had at least one member of their group in the 40 to 64 year old age range, while some 4 respondents in 10 (40%) had a member of their group in the 25 to 39 year age group.
- Over 1 respondent in 3 (35%) had a six to 11 year old in their group. This result is not surprising, as some respondents said the reason for their visit to the WIC was to take their children or for a family outing. Please see Table 2 (below) for more details.

Table 2: Number and age range of people in group on visit to WIC – Intercept survey results														
Q48. And how many people are in your group today?														
Q49. And what are the group members' age ranges? (Note # people in each range)														
(n=103)														
	0 – 5 years		6 – 11 years		12 – 17 years		18 – 24 years		25 – 39 years		40 – 64 years		65+ years	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Yes, age range in group	9	9%	35	34%	23	24%	5	5%	41	40%	63	61%	16	16%
1	8	8%	18	19%	16	16%	3	3%	18	18%	23	22%	5	5%
2	1	1%	16	16%	7	7%	1	1%	20	19%	34	33%	9	9%
3	-	-	-	-	-	-	1	1%	3	3%	1	1%	-	-
4	-	-	-	-	-	-	-	-	-	-	3	3%	-	-
More than 4	-	-	-	-	-	-	-	-	-	-	2	2%	3	2%

Survey length and timing:

- Survey completion time ranged from four to 35 minutes, although the average survey length was 15 minutes.
- All surveys were conducted on the main floor near the entrance/exit. Some 96% of the surveys conducted were done at the pole between the gift store and the theatre, although the remaining 4% were conducted at the Hishuk Ish Ts'awalk banner.

Please see Table 3 below.

Table 3: Survey completion dates – Intercept survey results	(n=103) n
March 17	12
March 18	4
March 19	5
March 22	16
March 23	22
March 24	12
March 25	15
March 26	17

Among online survey respondents:

- Half (51%) of respondents had at least one member of their group in the 40 to 64 year old age range, while one-quarter (23%) had a member of their group in the 25 to 39 year age group.
- Far fewer online survey respondents had a child six to 11 years old as part of their group on their most recent visit to the WIC compared to visitors who responded to the intercept survey on. Please see Table 4 (next page).

Table 4: Number and age range of people in group on visit to WIC – Online survey results														
Q8b. And what are the group members' age ranges (including yourself)? (Note # people in each range)														
(n=227)														
	0 – 5 years		6 – 11 years		12 – 17 years		18 – 24 years		25 – 39 years		40 – 64 years		65+ years	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Yes, age range in group	16	7%	24	11%	23	10%	18	8%	53	23%	115	51%	29	13%
1	11	5%	13	6%	14	6%	13	6%	23	10%	31	14%	16	7%
2	5	2%	5	2%	6	3%	4	2%	22	10%	58	26%	7	3%
3	-	-	3	1%	3	1%	-	-	4	2%	11	5%	2	1%
4	-	-	2	1%	-	-	-	-	4	2%	13	6%	1	<1%
More than 4	-	-	1	<1%	-	-	1	<1%	-	-	2	1%	3	1%

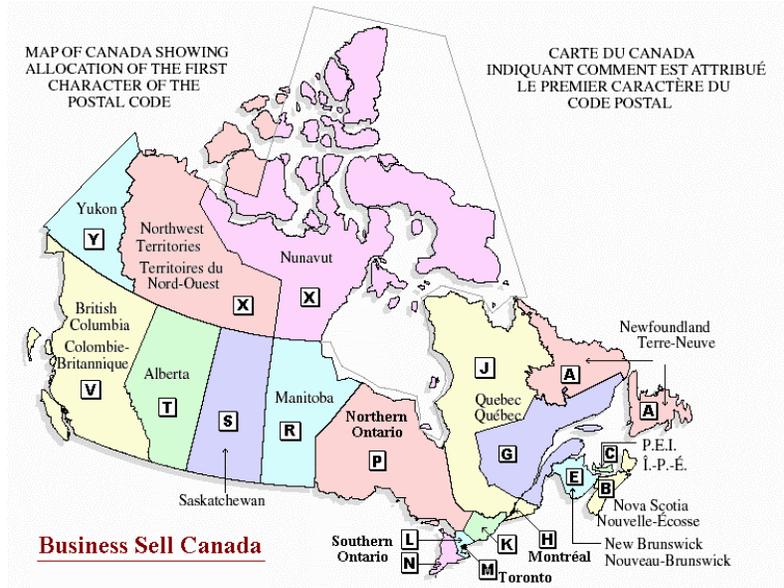
Please see Table 5 below for other online survey demographic results.

Table 5: Demographics – Online survey results	
	All respondents % (n=227)
Gender	
Male	42%
Female	56%
No response	2%
Age	
18 to 24 years	3%
25 to 39 years	22%
40 to 54 years	36%
55 to 64 years	26%
65+ years	10%
No response	4%
Highest level of education completed	
High school	
Some college, trade school or university	
Completed college or trade school	
Completed university	
Some graduate program work	
Completed graduate school	
No response	
Have children under the age of 18 living at home	
Yes	25%
No	73%
No response	2%
Postal code	
BC	65%
V0R	26%
V9Y	8%
V8V	3%
V8M	2%
All other BC postal codes (V1E, V1H, V1K, V1N, V2B, V2S, V2V, V2Y, V3A, V3R, V3T, V4K, V4T, V5E, V5K, V5L, V5V, V5Y, V6E, V6H, V6K, V6N, V6P, V6V, V71, V7E, V7G, V7H, V7I, V8B, V8L, V8N, V8P, V8R, V8W, V8X, V8Z, V91, V9B, V9C, V9I, V9K, V9L, V9N, V9P, V9R, V9S, V9T)	26%
Alberta (T01, T0A, T1B, T1P, T1W, T1Y, T2J, T2K, T2W, T3A, T3B, T3G, T5R, T6C, T6K, T6L, T6R, T7S, T7Z, T8A, T8S, TQ2)	12%
US	10%
Other (DE5, EIX, GU9, I2A, I7R, J3V, J8B, K0K, LN2, N0G, N4K, RG2, S7N)	6%
No response	7%

- Respondents have visited a Canadian national park, other than PRNPR, between 0 and 75 times in the past two years, although on average, respondents have visited a national park four times.¹

Postal Code Map

Please see the adjacent postal code map to assist with aligning postal codes to responses presented in Table 5 (previous page).



¹ The respondent who said he/she visited a Canadian national park 75 times in the past four years is considered an outlier and was removed from the average as it increased the average to almost five times in the past two years.

Part 2: Visitation history and purposes to PRNPR, Wickaninnish Beach and the WIC

Intercept survey results

Last visit to PRNPR and the WIC:

Three-quarters (74%) of respondents had previously visited PRNPR compared to just over half (54%) to the WIC.

Previous visit to PRNPR and WIC (n=103)

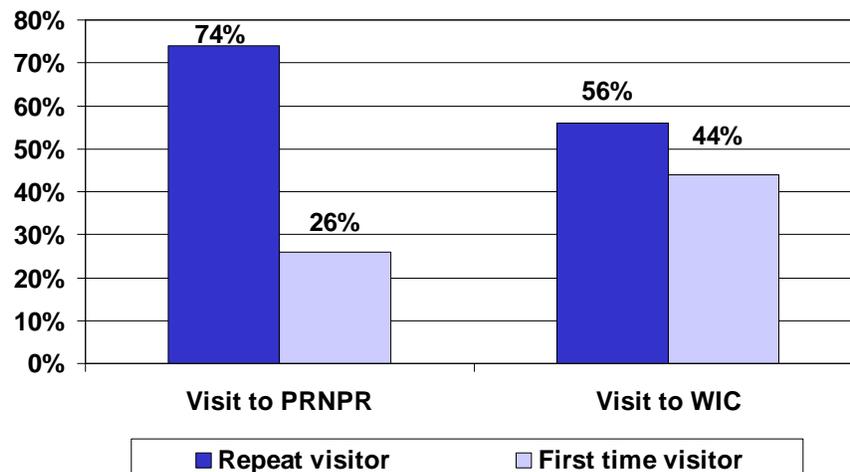


Figure 1

- Respondents' last visit to PRNPR ranged from 1973 to 2007, although on average, respondents last visited in 2004. Of those who had previously visited (n=76), most (89%) visited between 2000 and the present, including 70% who last visited in either 2006 or 2007.
- Similarly, respondents' last visit to the WIC ranged from 1987 to 2007, although on average, respondents last visited in 2004 (likely the last time they had visited the park). Of those who had previously visited the WIC (n=58), most (93%) also visited between 2000 and the present, including 76% who last visited in either 2006 or 2007.

Please see Table 6 (next page).

Table 6: Visitation to PRNPR and WIC – Intercept survey results

Q1. Is today your first visit to PRNPR?
Q2. When did you last visit?
Q4. Is today your first visit to the WIC (i.e., building you are in)?
Q5. When did you last visit?

Last visit	Last visit to PRNPR (n=76)		Last visit to WIC (n=58)	
	%	n	%	n
Before 2000	11%	8	7%	4
2000 to present	89%	68	93%	54
2006 or 2007	70%	53	76%	44
Last visit (average)	2004		2004	

- On average, respondents have visited PRNPR about 46 times in the past, although responses ranged from one to 700 times (the latter response most likely mentioned by locals who visit the beaches or drive through the park frequently).
- Respondents have visited the WIC less often, that is an average of about 15 times in the past, although responses ranged from 1 to 250 times (again, the higher value most likely mentioned by locals residing in the area).

Online survey results

Last visit to PRNPR, Wickaninnish Beach, and the WIC:

While 9 respondents in 10 (89%) had previously visited PRNPR, 8 in 10 (81%) had visited Wickaninnish Beach, and slightly fewer (76%) had visited the WIC.

Previous visit to PRNPR, Wickaninnish Beach and WIC (n=227)

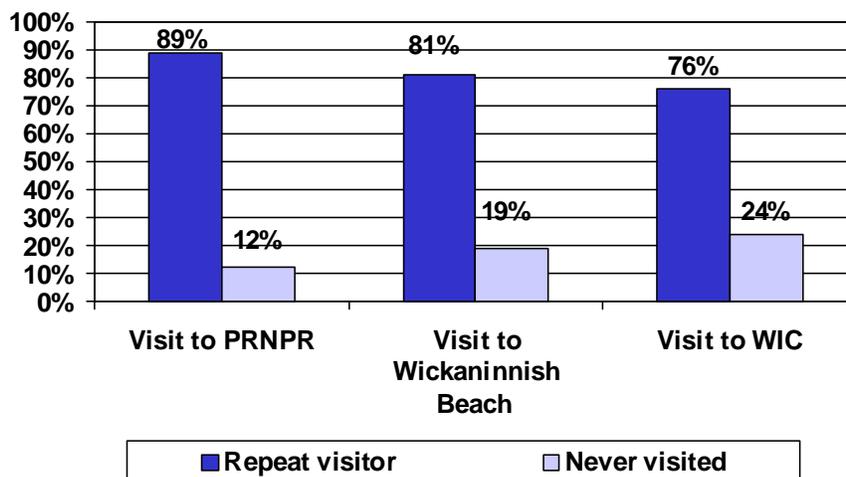


Figure 2

- Almost all respondents who had visited PRNPR and Wickaninnish Beach had visited since 1990, although over 6 respondents in 10 (62%) had last visited the park and over half (53%) had last visited the beach in 2007. These results are not surprising considering 65% of the survey population are BC residents who may visit the park fairly regularly or even drive through the park on a daily basis.
- September and August are the two most common months respondents last visited the park and Wickaninnish Beach, followed by July and June.
- Most respondents' last visit to the WIC was between 2000 and the present, although over 4 respondents in 10 (44%) said they had visited in 2007 (which may be the last time they had visited the park or Wickaninnish Beach as well).
- Similarly to their last visit to the park and beach, respondents were most likely to last visit the WIC in September or August, followed by July and June, which may be largely weather-related. Further, there may be fewer tourists in the area in September, which may account for the higher visiting rates by locals to the park, beach, and WIC during this month. Please see Table 7 (below).

Table 7: Visitation to PRNPR, Wickaninnish Beach and WIC – Online survey results						
Q1. When was your last visit to PRNPR? This includes the Wickaninnish Interpretive Centre, Pacific Rim Visitor Centre, Wickaninnish Beach, Green Point CG, Long Beach trails, Broken Group Islands, Cape Beale Headlands, and the West Coast Trail.						
Q2. When was your last visit to Wickaninnish Beach in PRNPR?						
Q3. When was your last visit to the Wickaninnish Interpretive centre in PRNPR?						
Last visit	All respondents % (n=227)					
	Visited PRNPR		Visited Wickaninnish Beach		Visited WIC	
	n	%	n	%	n	%
Year						
Before 1990	3	1%	-	-	16	7%
1990 to 1999	9	3%	10	4%		
2000 to 2005	29	13%	32	14%	37	16%
2006	19	8%	21	9%	20	9%
2007	141	62%	120	53%	100	44%
Never visited	26	12%	44	19%	54	24%
Month						
January	-	-	-	-	1	<1%
February	5	2%	3	1%	1	<1%
March	8	4%	11	5%	10	4%
April	5	2%	3	1%	5	2%
May	7	3%	6	3%	7	3%
June	14	6%	23	10%	18	8%
July	22	10%	25	11%	25	11%
August	57	25%	46	20%	34	15%
September	74	33%	59	26%	51	23%
October	3	1%	1	<1%	1	<1%
November	2	1%	2	1%	1	<1%
December	4	2%	5	2%	3	1%
Never visited (or don't recall)	26	12%	44	19%	70	31%

Of respondents who **have** visited the WIC since 2000 (n=157):

- The frequency of visits ranged from one to 50, although on average, respondents have visited the WIC approximately eight times since 2000.
- The amount of time spent in the WIC ranged from 15 minutes to five hours on their most recent visit, although on average, respondents said they spent just over an hour in the centre.
- When asked how much time they spent at the Wickaninnish Beach area on their last visit, including their time at the WIC, responses ranged from zero to 48 hours (perhaps some respondents camped in the Wickaninnish Beach area), although on average, respondents spent just under four hours at both the beach and centre.
- Most (68%) had brought out-of-town visiting friends or family with them on their most recent visit to the WIC, while as many as 9 respondents in 10 (91%) said they have brought visiting friends and family to the WIC at some point.
- On their most recent visit to the WIC, respondents' said their group size ranged from one to twenty-five people, although the average group size was about four people. Perhaps larger group sizes of 16 and more were part of tour groups.
- Of respondents who had visited the WIC but not since 2000 (n=19), most said it is because they live too far away to regularly visit or do not have time (or are too busy). A few others mentioned they have not visited more recently because they do not want to pay the parking fees in the park or because they perceive little has changed in the way of exhibits.

Part 3: Evaluation of current / most recent visit to WIC

Other locations in PRNPR already visited / planning on visiting and length of visit

Intercept survey results:

Most respondents said they either had visited or were planning on visiting other destinations in the park besides the WIC.

- Long Beach / Walk was a popular destination for respondents to visit either before or after visiting the WIC. Other popular locations include Radar Hill, Wickaninnish Beach (particularly post-visit to the WIC), Inciherator Rock, Rainforest Trail, and the Bog Trail (particularly post-visit to the WIC).

Please see Table 8 (below).

Table 8: Other locations in PRNPR already visited or planning to visit besides the WIC – Intercept survey results		
Q9. Where else have you <u>VISITED</u> in the park today besides the Wickaninnish Interpretive Centre?		
Q10. Where else do you <u>PLAN TO VISIT</u> in the park today / what else do you plan to do?		
	Other locations they had visited (n)	Other locations planning to visit after WIC / as part of visit to park (n)
Long Beach / Walk	21	13
Radar Hill	9	7
Inciherator Rock	7	4
Schooner Cover / Trail	5	2
Rainforest Trail	4	6
Wickaninnish Beach	4	14
Grice Bay	3	3
Beaches / trails in general	2	5
Combers Beach	2	4
Green Point / Campground	2	-
South Beach / Trail	2	-
Broken Group Islands	1	-
Bog Trail	1	7
Information Centre	1	-
Florencia Bay / Beach	-	5
Wickaninnish Restaurant	-	4
NCN Trail	-	2
Nowhere else	6	3

- Respondents' length of visit to the WIC on the day they were surveyed ranged between 10 minutes and five hours, although the average visit was just over an hour.

- There was no difference in respondents' average length of visit to the WIC in terms of visitor type (repeat versus first time visitor).

We also asked respondents if the WIC was their main destination in their trip to the park, a planned stop of several in the park, or an unplanned stop.

- Just over 7 respondents in 10 (72%) said the WIC was a planned stop of several in the park, which was similar among both first time and repeat visitors.
- First time visitors were more likely to say the WIC was an unplanned stop on their visit to the park compared to repeat visitors, which is not surprising, especially if they happened upon the centre on their visit. This difference is not statistically significant.

Please see Figure 3 (below).

Visit to WIC main destination, planned stop, or unplanned stop: Intercept survey results (n=103)

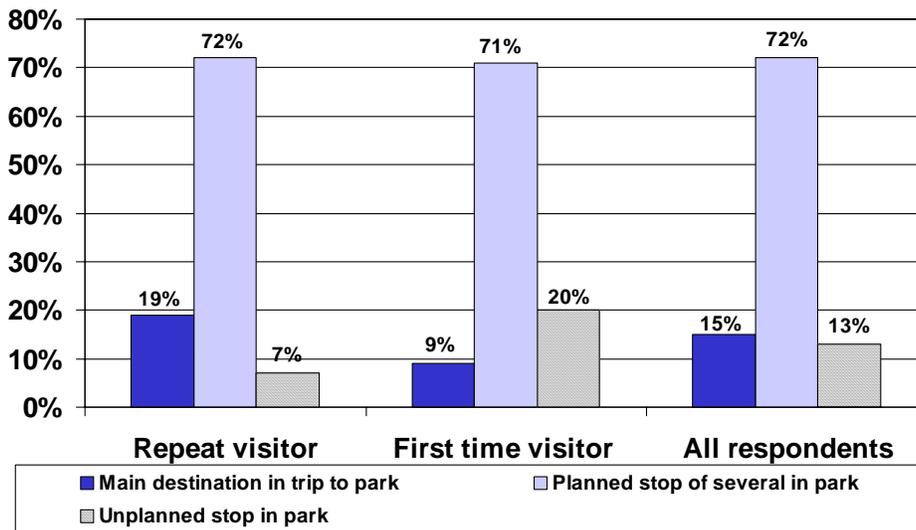


Figure 3

Reasons for visiting the WIC today / most recent visit

Intercept survey results:

We asked respondents why they had decided to visit the WIC on this particular day in March 2007. Most commonly and perhaps not surprisingly, respondents visited the WIC:

- *To participate or attend the Whale Festival, or to see the whale display, demonstrations, and to learn more about whales in general.*
- *To see or participate in a specific activity or display.* For example, respondents were interested in seeing the First Nations artefacts and exhibits, see specific presentations in the theatre, attend the craft fair, storytelling or other activities part of the Whale Festival, explore the exhibits in general, or to see if there were new exhibits or displays.
- *To show the WIC to visiting friends and family, they themselves are visitors to the region, or their family wanted to visit the centre.*
- *As a rest stop or based on circumstances, because it was raining that day, to purchase a park pass, purchase hot chocolate, eat at the Wickaninnish Restaurant, or use the washroom.*

Less commonly mentioned reasons include:

- *Because they were interested in the park, area, region, or West Coast and wanted to find out more or get a sense of the area generally or of the interpretive centre more specifically.*
- *As something to do, they were bored, and they were in the area.*
- *To see the beaches, waves or driftwood, or were hiking on the trails surrounding the WIC (and as such, the WIC was not the main purpose of their visit).*
- *For educational purposes, where they wanted to learn more about the area or on certain topics, such as oceanography, sea life, local history, ecosystem health, and animal life and their skeletons.*
- *Because they were vacationing or it was their first visit to the WIC.*
- *Were curious to see what was inside.*
- *Had visited previously and enjoyed their past visits.*

- Had seen an ad, read about it, heard from others, or saw the signage on the highway.

Online survey results:

We also asked online survey respondents why they visited the WIC on their most recent trip.

- Similarly, the most common reason is that respondents *brought visiting friends and family* (19%) to the WIC. This is followed by *learning or seeing the exhibits* (17%), because of *circumstances or as a rest stop* (12%), *looking for specific information on certain exhibits* (11%), and *being genuinely interested or curious to learn about PRNPR* (10%).
- Others said they *attended a special program* (8%), *have fond memories of the area* (7%), *to visit the beach* (6%), or *see if there have been any changes to the WIC* (6%).

Please see Table 9 below.

Table 9: Reasons for visiting the WIC on most recent trip – Online survey results		
Q7. Still thinking of your most recent visit to the WIC, why did you choose to visit? (MULTIPLE RESPONSES ACCEPTED)		
	Have visited the WIC since 2000 (n=157)	
	n	%
Bring friends/family	30	19%
Learn/experience/see exhibits	27	17%
Circumstantial/rest stop (use washroom, eat at Wickaninnish Restaurant, purchase park pass, get out of the rain)	19	12%
Looking for specific information	18	11%
Interested/curious	16	10%
Attend special event/program	13	8%
Love area/fond memories of WIC/area	11	7%
To visit Wickaninnish Beach	10	6%
Looking for changes to WIC	9	6%
The view/scenery	7	4%
Park staff	4	3%
To go to gift shop	4	3%
Walk down trails	4	3%
Watch films	2	1%
Saw road sign	2	1%
Because of word of mouth recommendation	1	1%
Other reasons	5	3%
Don't know/recall	6	4%
Note: Please note that respondents could provide more than one response. As a result, the totals may sum to more than 100%.		

Respondents' experiences at WIC very positive

Among intercept survey respondents:

- Nearly half (48%) of all respondents rated their experience at the WIC a 5 out of 5; that is a very good experience.
- Interestingly, just over half (53%) of repeat visitors provided a rating of 5 out of 5 compared to 40% of first time visitors. However, 88% of respondents in general – no matter if they were first time or repeat visitors – said they had a positive experience at the WIC; that is rated their experience either a 4 or 5 out of 5.

Among online survey respondents:

- Fewer rated their experience at the WIC as positively in comparison, perhaps as most are locals and repeat visitors, and who may be more likely to have expectations for continual change to exhibits each time they visit. First-time visitors (captured mostly through the intercept survey), on the other hand, have little point of comparison.

Please see Figure 4 below

Rating of Experience at WIC

Intercept (n=103); Online (n=176) (have visited the WIC)

Q11 (online) / 12 (intercept). Overall, how would you rate your experience at the WIC (scale of 1 to 5, where 1 = very poor experience, and 5 = very good experience? – intercept; excellent, very good, good, fair, and poor – online)

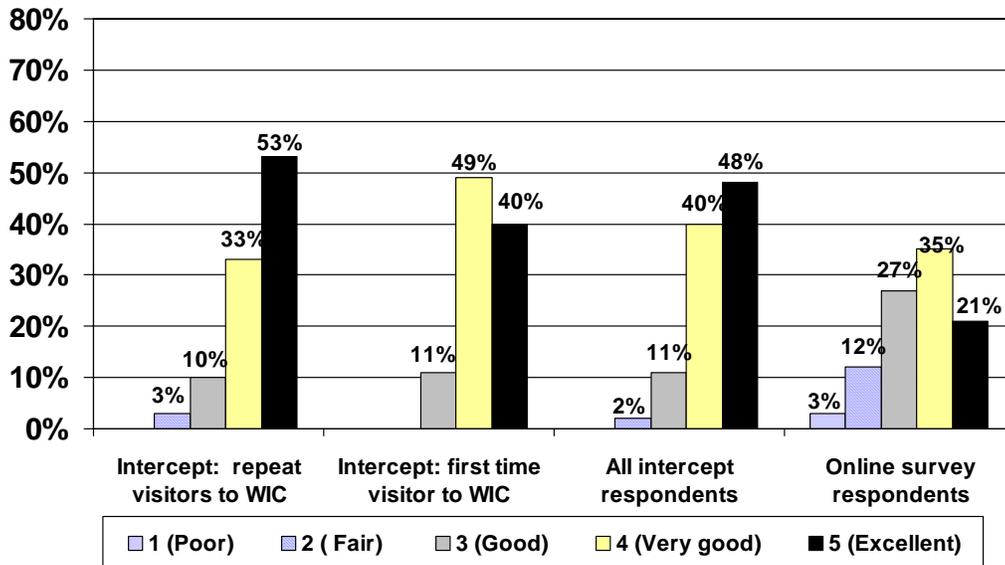


Figure 4

We asked intercept survey respondents who provided lower ratings of 2 out of 5 (two respondents; no respondents rated their experience a 1 out of 5) to explain their reasons for their ratings, which include²:

- Expected to see more than camping gear, hanging displays, and posters
- Outdated exhibits
- Redundant
- Expected to see more on First Nations groups in the area
- No rotation of exhibits

Memorable experiences at the WIC

Intercept survey results:

For many respondents, the main purpose of their visit to the WIC was also what they found most memorable.

- For example, as their reason for visiting the WIC was to participate or *attend the Whale Festival, to see the whale exhibits, or learn more about whales*, it is not surprising that the most memorable thing about the WIC for nearly 1 in 3 respondents was related to whales. Some mentioned building a whale, whale skeleton or bones, the Whale Festival, whaling history, the fact they were able to touch the bones, or whale-related activities.

Others mentioned:

- *Exhibits, displays, artefacts, or photos in general* (or the diversity of these things), or information contained in these displays about the area in general, or on specific topics such as eagles, cougars, Rogue Beetle, and sea life.
- The *architecture outside and inside* (including the high beams inside), and the location of the building would be most memorable to them.
- The *First Nations exhibits*, including whaling, basket, artefacts in general, and arts and crafts.
- The *whale mural*.
- The *movies or films* in the theatre on topics such as whales, sea otters, octopus, intertidal zones, and about the park itself.
- The *view or sun viewing deck*.

² We did not ask this follow up open-ended question in the online survey.

- *Friendly staff.*
- *Gift shop, or the fact they purchased something at the gift shop.*
- *The scope, topic, and presenters as part of the Whale Festival lecture series.*
- *Other topics or displays, such as on history of marine life, large birch bark canoe, driftwood on Wickaninnish Beach, seal skin float, crafts, and hands-on activities for children.*

Online survey results:

In general, online survey respondents found similar things to be most memorable to them about their visit to the WIC as did intercept survey respondents.

- The most commonly mentioned memorable item are *displays, exhibits or information* (in general) (22%). Some respondents specifically mentioned that they found them to be quite good or that the exhibits or displays provided important or interesting information. More specifically, respondents also recalled whale related displays, activities, exhibits, skeletons or bones, and information on whaling (16%).
- Others found the *staff, interpreters, or presenters* (11%) or the *view* (most likely from the solarium area on the second floor or from the front entrance) (10%) to be most memorable to them.
- Slightly fewer than 1 in 10 respondents said they recalled they were *disappointed about something at the WIC* (8%). Some respondents were specific in saying they were disappointed with certain exhibits, found the exhibits not to be engaging, or made suggestions about things like the theatre, while others said they were disappointed in general about the exhibits, or lack of rotating exhibits.

Please see Table 10 (next page).

Table 10: What respondents remember most about their visit – Online survey results		
Q12. What do you remember most about your visit? (MULTIPLE RESPONSES ACCEPTED)		
	Have visited the WIC (n=176)	
	n	%
Displays/exhibits/information in general	38	22%
Whale related: bones/skull/exhibit/skeleton/baleen/whaling	28	16%
Staff/interpreters/storytellers/presenters	20	11%
View	17	10%
Disappointment in general/missing topics/lack of something/ lack of exhibits/exhibits not engaging/theatre seats uncomfortable	14	8%
Canoe	12	7%
Film	11	6%
Beach/trails/area	11	6%
Mural	11	6%
First Nations exhibits/crafts	11	6%
Atmosphere/architecture of building	7	4%
Weather	5	3%
Wickaninnish Restaurant	1	1%
Gift shop	2	1%
Other	7	4%
Don't know/Can't recall	18	10%

Note: Please note that respondents could provide more than one response. As a result, the totals may sum to more than 100%.

Please see Table 11 below for a sample of specific comments online survey respondents made about what they found most memorable about their most recent visit to the WIC.

Table 11: What respondents remember most about their most recent visit to the WIC – Online survey results
Respondents said...
<ul style="list-style-type: none"> • <i>All the beauty you would want to see in nature and the waves bring back memories from the other end of Canada. Thank you for making such beauty accessible to people.</i> • <i>Bad, bad, bad!</i> • <i>I have been there [to the WIC] too many times. Most of us found the exhibits boring because we know it so well. The teens were probably most impressed with the canoe, artefacts, mural, but not for too long.</i> • <i>Friendly faces and atmosphere!</i> • <i>Great movie about intertidal areas. Good information about whales.</i> • <i>The centre is always stimulating and the ambience is very soothing.</i> • <i>The centre is beautiful; however, the exhibits need to be updated. It is not hands on enough for school-aged children.</i> • <i>The information about the native peoples of the area and a display about the refuse that washes up on the beach, and the effort to clean it up.</i> • <i>The [whale] mural has always captured my attention. It adds a mysterious quality to the centre.</i> • <i>The staff was exceptionally helpful and courteous.</i> • <i>The view. [I was] disappointed in the quality of the exhibits compared to previous visits.</i> • <i>Too much “preaching” about how humans impact the environment.</i> • <i>[It is a] unique building. Good information, clean washrooms.</i>

We asked online survey respondents who had never visited the WIC why this was the case. Among these respondents (n=51):

- Most commonly, respondents have either never, rarely, or only once visited the West Coast or PRNPR, and as a result have not had the chance to visit the WIC.
- Others said that they are aware of the WIC, but have not had the chance or time to visit the centre, or have had no reason to visit.
- Some said that it is difficult to get to the park, book the travel time, or they live too far away from the park and subsequently the WIC.
- A few said that they were unaware the WIC existed or that there are other competing attractions to see.
- One respondent said the road signage to get to the WIC is confusing.

Exploring or looking at exhibits most common activity at the WIC

Intercept survey results:

When asked what they did at the WIC on their visit:

- Most (88%) said they looked at exhibits.
- About 4 respondents in 10 said they stopped at the gift shop (42%), took in the view on the sun viewing deck (41%), or watched a movie in the theatre (39%).
- Another 3 respondents in 10 (31%) used the WIC washrooms.
- Fewer than 1 in 5 respondents said they participated in a program or activity (19%), or talked to PC staff (15%).

Please Table 12 (below).

Table 12: Activities participated in / what respondents did at the WIC today – Intercept survey results		
Q15. What did you do in the centre today? (DO NOT READ OPTIONS. MULTIPLE RESPONSES ACCEPTED)		
	All respondents (n=103)	
	n	%
Looked at exhibits	91	88%
Stopped in the gift store	43	42%
Took in the view upstairs	42	41%
Watched a movie in the theatre	40	39%
Used the washrooms	32	31%
Attended a special program	20	19%
Talked to Parks Canada Staff	15	15%
Whale Festival / ceremonies / exhibits / crafts / watching	8	8%
Took pictures	5	5%
Purchased park pass	2	2%
Other responses (chatted with visitors, gave presentation, played in kids area, took survey)	4	4%
Note: Please note that respondents could provide more than one response. As a result, the totals may sum to more than 100%.		

Respondents were more likely to see the exhibits and displays on the main floor than the second floor / mezzanine level. Some 36% of respondents (n=37) did not visit the exhibits upstairs or in the mezzanine on their visit to the WIC because they:

- Did not know there were exhibits in this area (21 respondents)
- Did not have enough time (8 respondents)
- Were planning on returning to the WIC to see these exhibits (3 respondents)
- Already had visited these exhibits in the past (3 respondents)
- Could not find their way upstairs (2 respondents)

The most commonly viewed exhibits were:

- The First Nations whaling artefacts (71%), the whale mural and panels (68%), and the birch bark canoe (62%), all of which are on the main floor.
- Fewer respondents saw the banners (44%) on the upper level, the baleen (main floor) (30%), or the 3D topographic or relief map (24%).
- The least observed exhibit was the kids reading area, as perhaps some respondents did not go upstairs, bypassed this area quickly on their way down to the main level, did not see it altogether depending where they entered and exited the second floor, or did not have children in their party.

Please see Table 13 (below).

Table 13: Exhibits respondents saw / looked at – Intercept survey results		
Q16. Which exhibits did you look at today? (DO NOT READ OPTIONS. MULTIPLE RESPONSES ACCEPTED)		
	All respondents (n=103)	
	n	%
Main Floor		
First Nations whaling artefacts	67	71%
Whale mural & panels	65	68%
Canoe	59	62%
Baleen	28	30%
3D map (Clayoquot Biosphere Map)	23	24%
Rainforest display	18	19%
National Parks	17	18%
Kiosk (jay & slug; cedar weaving)	14	15%
Nuu-chah-nulth CD ROM	9	10%
Mezzanine / Upstairs		
Banners	42	44%
Kayaks	16	17%
Harbour seal	14	15%
Whale skull	13	14%
Tent	12	13%
Seabird mural & panel	11	12%
Garbage / beach art	10	11%
Birds	8	8%
Surfboard	7	7%
Kids reading area	4	4%
Other (see below for specifics)	18	17%
Note: Please note that respondents could provide more than one response. As a result, the totals may sum to more than 100%.		

Some respondents mentioned they had visited other exhibits or displays, including:

- Cougar
- Crafts
- Migration of whales
- Sea otter
- “TV thing”
- Vancouver Island maps
- Eagle
- Migration of sea birds
- Lava rock
- World map

Most respondents saw the sea otters and West Coast Trail banners in the WIC. Others mentioned seeing the whale banners, in which they could be referring to the large whale mural or the grey whale murals on the second level of the WIC. Fewer respondents

mentioned seeing the Broken Group Islands, shorebirds, animals of PRNPR, migratory path of whales, and kayak banners.

Online survey results:

In terms of exhibits or activities respondents said they saw or did on their most recent visit to the WIC:

- Similar to the intercept survey results, respondents were more likely to view the exhibits on the main floor than those found on the second floor, mezzanine level. In fact, nearly all (95%) respondents said had viewed exhibits on the main floor, compared to two-thirds (66%) who viewed exhibits on the mezzanine or second floor.
- Just over 8 respondents in 10 (83%) said they used the washroom, while two-thirds (65%) said they spoke with PC staff.
- Nearly 6 respondents in 10 (59%) said they either visited or purchased something from the gift store.
- Some 4 respondents in 10 (40%) viewed a film in the theatre, and just over one-quarter (27%) handled some of the bones.

Please see Table 14 (next page).

Table 14: Activities respondents recall doing or seeing
Q13. Please check each of the following activities that you remember doing or seeing...

Respondents who have visited the WIC						
%						
(n=176)						
Activity	Yes	No	DK	Things recalled	n	%
Viewed exhibits on main floor	95%	1%	4%	Whale/whaling information/bones	9	5%
				First Nations exhibits	7	4%
				General/unspecified displays	6	3%
				Whale mural	5	3%
				All exhibits	4	2%
				Canoe	4	2%
				3D topographic/relief map	2	1%
				Dugout	2	1%
				Films	1	1%
				Migration of birds	1	1%
				Interactive learning centres/touch pads	1	1%
				Unsure	1	1%
				Viewed exhibits on upper /mezzanine floor	66%	18%
All	3	2%				
Few exhibits on 2 nd floor/disappointment	3	2%				
First Nations (artifacts)	2	1%				
Kayaks/hiking	2	1%				
Migratory/shore birds	2	1%				
Ocean information	1	1%				
Other parts of the park/West Coast Trail	2	1%				
Unsure	1	1%				
Watched film(s) in theatre	40%	45%	7%	Whales (humpback, grey, general)	6	3%
				Otters	5	3%
				West Coast Trail	3	2%
				Intertidal zones	2	1%
				PRNPR	2	1%
				All	1	1%
				Other (Water is Life, Edge of Sea)	2	1%
				Don't recall/unable to stay/timing off/wasn't on when in theatre	6	3%
Participated in special event	19%	61%	5%	First Nations/Aboriginal Day Celebrations/activities	5	3%
				Beach clean up	1	1%
				Canada Day celebrations	1	1%
				Coloring contest	1	1%
				Focus group in March 2007	1	1%
				Unsure	1	1%
Participated in educational program offered by PC staff	14%	66%	5%	Rainforest/guided forest/trail hike or walk	3	2%
				Lectures/presentations on studies being conducted	2	1%
				Intertidal program	1	1%
				Salmon migration	1	1%
				Private interpretation session	1	1%
Handled items (i.e., bones)	27%	51%	9%	Bones – general	4	2%
				Whales	2	1%
				Sea lion	1	1%
Used washrooms	83%	9%	5%			
Spoke to PC staff	65%	21%	6%			

Looked in/purchased something at gift store	59%	29%	5%	
Visited Wickaninnish Restaurant beside interpretive centre	44%	43%	2%	
Purchased park pass	27%	55%	3%	
Other	8%	-	-	<ul style="list-style-type: none"> - went surfing - trail walking (Bog Walk, the beach, grounds, south beach trails) - saw the totems - picture taking on the beach - looked around - beach combed and watched surfers

Note: Some respondents did not provide responses to each of these activities or specific things they recalled. As a result, the totals may not sum to 100%.

Note: Please note that respondents could provide more than one response to the open-ended component of the questions. As a result, the totals may sum to more than 100%.

Part 4: Topics, concepts, facilities, and activities of interest for future re-design at WIC

Areas of learning

Intercept survey results:

We asked respondents whether after visiting the WIC either today or in the past if they had learned a lot more, a little bit more, or nothing at all beyond what they already knew on several topics about PRNPR.

- With exception to *local First Nations present way of life*, at least half said they had either learned a lot or a little bit more than what they already knew on the topics tested.

Respondents appeared to learn most about the following topics:

- Intertidal life
- Local First Nations history
- Subtidal / deep sea life
- Rainforest life
- People whose traditional territory the park is in
- Why PRNPR is a national park reserve

Interestingly, most focus group participants mentioned these very topics as to what they would like to learn more about at the WIC. Please see Figure 5 and Table 15 (next two pages) for more details.

Topics and learning (n=103) – Respondents learned a lot more

Q19 – 27. After visiting the WIC (today in the past), do you feel you have learned a lot more, a little bit more, or did not learn anything more beyond what you already knew about...?

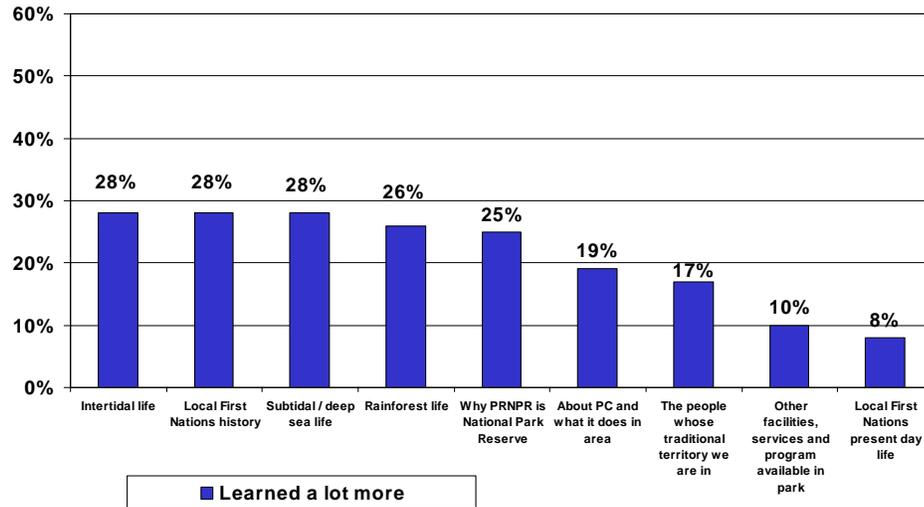


Figure 5

Table 15: Topics and learning

Q19 – 27. After visiting the WIC (today and in past visits), do you feel you have learned a lot more, a little bit more, or did not learn anything more beyond what you already knew about....

	All respondents % (n=103)				
	Learned something about (a lot / bit more)	Learned a lot more	Learned a bit more	Did not learn anything	Don't know
Intertidal life (i.e. plants, animals, and habitats of the part of the shore that is sometimes covered with water)	82%	28%	54%	18%	-
Local First Nations history	80%	28%	52%	21%	-
Subtidal / deep sea life (i.e. plants, animals and habitats of the ocean beyond the lowest low tide)	76%	28%	48%	24%	-
Rainforest life (i.e. plants, animals, and habitats of the coastal temperate rainforest)	76%	26%	50%	24%	-
The people whose traditional territory we are in	70%	17%	53%	29%	1%
Why Pacific Rim is a National Park Reserve	61%	25%	36%	38%	1%
About Parks Canada is and what it does in this area	57%	19%	38%	40%	3%
Other facilities, services and programs available in the park	51%	10%	41%	48%	2%
Local First Nations present day life	30%	8%	22%	67%	3%

Note: The category, "learned something about (a lot / bit more)" is the sum of respondents who said they learned a lot more and a bit more for each topic of learning category.

When asked if there is anything else they were hoping to learn about the WIC but did not, many respondents mentioned activity-based rather than learning-based topics. Further, some of the suggestions made are already represented in the exhibits, displays, films, and activities currently at the WIC. Suggestions include:

- live aquarium
- arts and crafts to commemorate one's visit
- information on the food chain
- hands on learning, interactive displays (particularly for children)
- make pictures
- intertidal or marine life exhibits
- forest (leaves, trees, cedar weaving corner) exhibits
- mammals in the park exhibits
- native story telling, treaty process
- submarine
- non-native settlers to the area

Online survey results:

While we asked intercept survey respondents whether they had learned something new on various topics, we posed similar topics to online survey respondents, although asked them to rank the top five topics they would be most interested to learn about at the WIC.

According to online survey respondents:

- Some 3 in 10 (29%) selected *significant features of the park* as what they would be most interested to learn more about at the WIC, which could include a variety of things, such as what makes the park or region unique, about intertidal and subtidal life, and about the First Nations, European, and immigrant heritage, culture and history in the region.
- About 1 respondent in 5 (20%) selected *intertidal life* as the topic they would be most interested to learn about, followed by *Nuu-chah-nulth First Nations heritage as told from the Nuu-chah-nulth perspective* (13%).
- About 1 respondent in 10 selected *ways to explore the park* (10%) and *rainforest life* (9%) as topics they would be most interested to learn more.
- Essentially, visitors – locals and tourists – are interested in learning more about what makes the region so unique and special from a geographical, environmental, cultural, and historical point of view, as well as why the area is designated as a national park and reserve.
- These results are not surprising and parallel many of the findings from both the intercept survey and focus groups. For example, intertidal life, local First Nations history, and rainforest life are the three most common topics that intercept survey

respondents said they learned more about when visiting the WIC. Focus group participants said they want to learn about these topics at the WIC, as well as about local history (which, to some extent, captures these topics).

Please see Figure 6 (below).

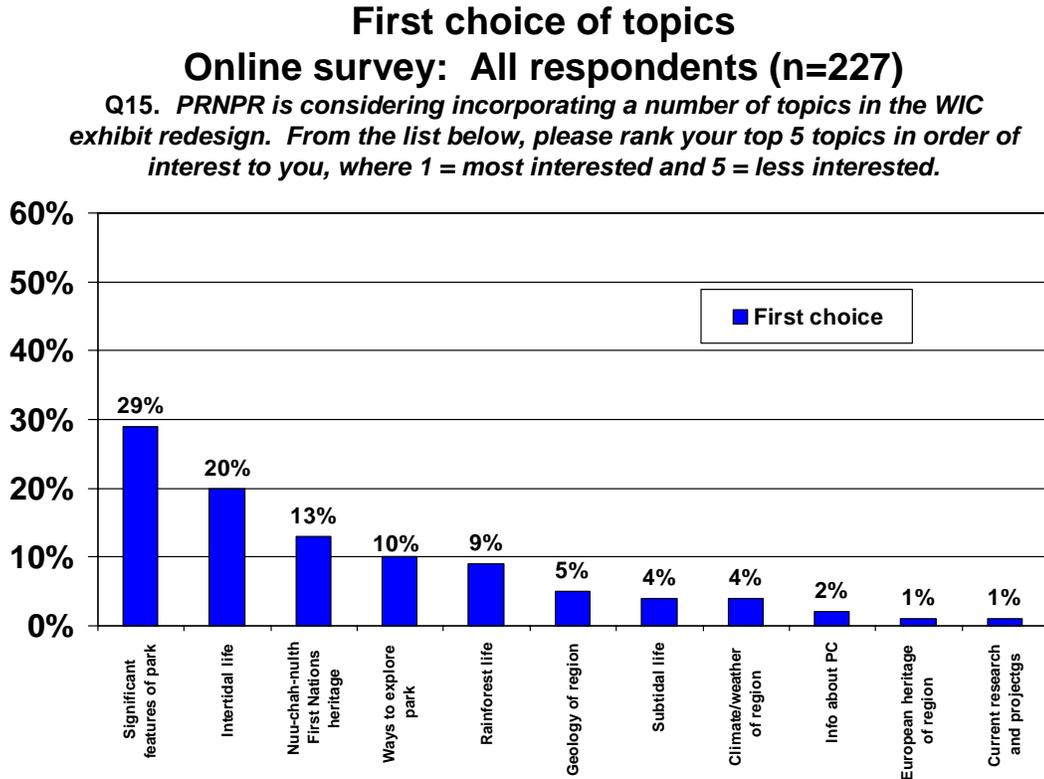


Figure 6

Table 16 (next page) details how online survey respondents rated these topics from first to fifth choice, as well as whether it was selected by respondents as a choice at all.

Table 16: Topics and learning – Online survey results

Q15. PRNPR is considering incorporating a number of topics in the WIC exhibit redesign. From the list below, please rank your top 5 topics in order of interest to you, where 1 = you are most interested and 5 means you are less interested.

	All respondents % (n=227)					
	A choice	First choice	Second choice	Third choice	Fourth choice	Fifth choice
Intertidal life (i.e., plants, animals, and habitats of the part of the shore that is sometimes covered with water)	79%	20%	20%	18%	11%	9%
Rainforest life (i.e., plants, animals, and habitats of the coastal temperate rainforest)	70%	9%	16%	18%	15%	12%
Nuu-chah-nulth First Nations heritage (as told from Nuu-chah-nulth First Nations perspectives)	62%	13%	12%	11%	17%	9%
Significant features of the park	60%	29%	12%	7%	4%	8%
Subtidal life (i.e., plants, animals and habitats of the ocean beyond the lowest low tide)	50%	4%	10%	13%	13%	9%
Geology of the region	47%	5%	4%	12%	11%	15%
Ways to explore the park	35%	10%	4%	7%	6%	8%
Climate / weather of the region	35%	4%	11%	7%	5%	7%
European heritage of the region	20%	1%	5%	4%	7%	4%
Current research and projects	20%	1%	4%	2%	4%	9%
Other interesting places to visit in the region	14%	<1%	1%	1%	4%	7%
Information about Parks Canada (on National Parks, National Historic Sites, National Marine Conservation Areas)	7%	2%	-	1%	1%	3%

Note: The category, “a choice” is the sum of all respondents who selected this topic as one of their top five choices.

- In terms of other topics online survey respondents would like to learn more about at the WIC, many of the suggestions were included in the list of topics presented to respondents in the survey. In fact, some respondents said at this point they would like to see all of the topics presented in the survey included in the WIC redesign or mentioned they had a difficult time selecting only their top five topics of interest.
- Most commonly, respondents mentioned exhibit, program or activity specific suggestions, such as interpretive tours with park guides, exhibits that include some format of audio, an aquarium, touch pool, theatre activities (using the theatre for theatrical groups in the area), and would like to see films run on a more repetitive cycle.
- Respondents also mentioned wanting to learn more about environmental impacts and climate change, as well as information on specific wildlife and birds.

Please see Table 17 (next page) for other suggestions.

Table 17: Other topics would be interested in seeing covered at the WIC – Online survey results		
Q15b. <i>What other topics would you be interested in seeing covered at the WIC?</i> (MULTIPLE RESPONSES ACCEPTED)		
	All respondents (n=227)	
	n	%
Exhibit/program/activity suggestion	19	8%
Environmental impacts / climate change	15	7%
Specific wildlife/birds	11	5%
History of area	10	4%
First Nations culture / heritage	8	4%
Fishing and logging	7	3%
Conservation/helping environment/wildlife	4	2%
Surfing/Surf/Waves	4	2%
Geology	4	2%
Shipwrecks	3	1%
Park work/research/projects	3	1%
Visitor experience/recreation/things to do	2	1%
Other	13	6%
No suggestions for other topics	103	55%
Note: Please note that respondents could provide more than one response. As a result, the totals may sum to more than 100%.		

Activities, facilities and exhibit ideas

Intercept survey results:

We also asked respondents whether they thought various activities and facilities were important to be available at the WIC.

- With exception to *rental space for weddings and other private functions*, at least 7 in 10 respondents said the remaining activities and facilities are either very important or somewhat important to be available at the WIC.
- Some 8 respondents in 10 said it was very important for the WIC to include *activities for children* (81%) and *families* (80%) at the centre.
- Nearly as many said having *display maps of park trails and facilities* (78%) and *activities for school groups* (76%) at the WIC is very important.
- While not considered as important to include, still nearly all respondents said the *ability to change exhibits* (96%), *theatre for films* (95%), *having exhibits staffed by PC interpreters* (93%), and a *theatre available for live performances or lectures* (93%) were at least somewhat important to include at the WIC. Focus group participants mentioned all of these things for the WIC as “must-haves” (see focus group report). In particular, focus group participants said the ability to change exhibits would encourage more locals to visit, and that films, PC staffed

exhibits, and live theatre were good methods of making the centre more interactive, dynamic and interesting (which some identified was not the feeling or perception they had of the WIC at present).

- According to these respondents, families and children should be the WIC’s main target audiences.

Please see Figure 7 and Table 18 (next two pages).

Activities and facilities: Respondents consider *very important*

Intercept survey (n=103)

Q28 – 41. *How important is it TO YOU that the following be available in the WIC? (Very / somewhat / not very / not at all important?)*

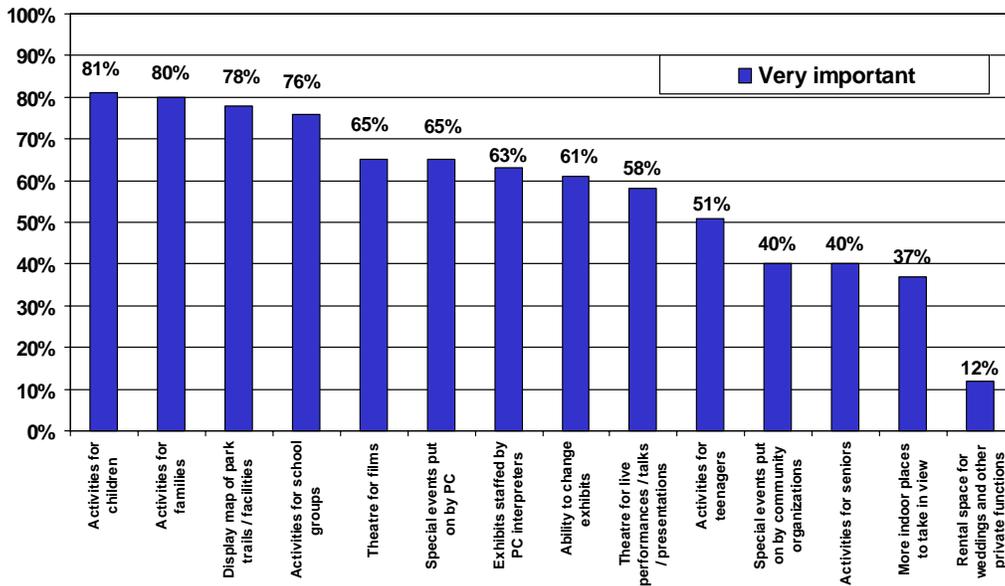


Figure 7

Table 18: Activities and facilities – Intercept survey results

Q28 – 41. How important is it TO YOU that the following be available in the WIC? (Very / somewhat important, not very / not at all important?)

	All respondents % (n=103)					
	Important (very or somewhat)	Very important	Somewhat important	Not very important	Not at all important	Don't know
Ability to change exhibits	96%	61%	35%	1%	2%	1%
Theatre for films	95%	65%	30%	3%	2%	-
A display map of park trails and facilities	95%	78%	17%	3%	2%	1%
Exhibits staffed by Parks Canada interpreters	93%	63%	30%	6%	1%	-
Theatre for live performances / talks / presentations	93%	58%	35%	5%	1%	1%
Activities for families	92%	80%	12%	4%	4%	-
Activities for children	91%	81%	10%	5%	4%	-
Activities for school groups	91%	76%	15%	4%	5%	1%
Special events put on by Parks Canada	91%	65%	26%	6%	2%	1%
Activities for teenagers	85%	51%	34%	10%	4%	1%
Special events put on by community organizations	84%	40%	44%	10%	6%	1%
Activities for seniors	81%	40%	41%	13%	5%	1%
More indoor places to take in the view	69%	37%	32%	24%	7%	-
Rental space for weddings and other private functions	33%	12%	21%	34%	30%	3%

Note: The category, "important (very or somewhat)" is the sum of respondents who said these activities or facilities are either very or somewhat important.

Online survey results:

Similar to the intercept survey, we asked online survey respondents to rate which group(s) it should focus on in terms of exhibits, activities and information, including families, seniors, teenagers, children, school groups, and adults.

- Over half of respondents (56%) identified the priority to be on families, distantly followed by activities for adults (20%) and activities for children (12%). Clearly, families are the target focus for the WIC according to online and intercept survey respondents, and focus group participants. As a result, activities, exhibits and information should be user-friendly, interactive, and encourage activity that a family can partake in together, no matter the ages. Please see Figure 8 and Table 19 (next page).

First choice of activities by groups Online survey: All respondents (n=227)

Q16. Rank the group you think the WIC should focus on the MOST as your FIRST CHOICE, the group you would like the centre to focus on next as your SECOND CHOICE, until you have put all items in order.

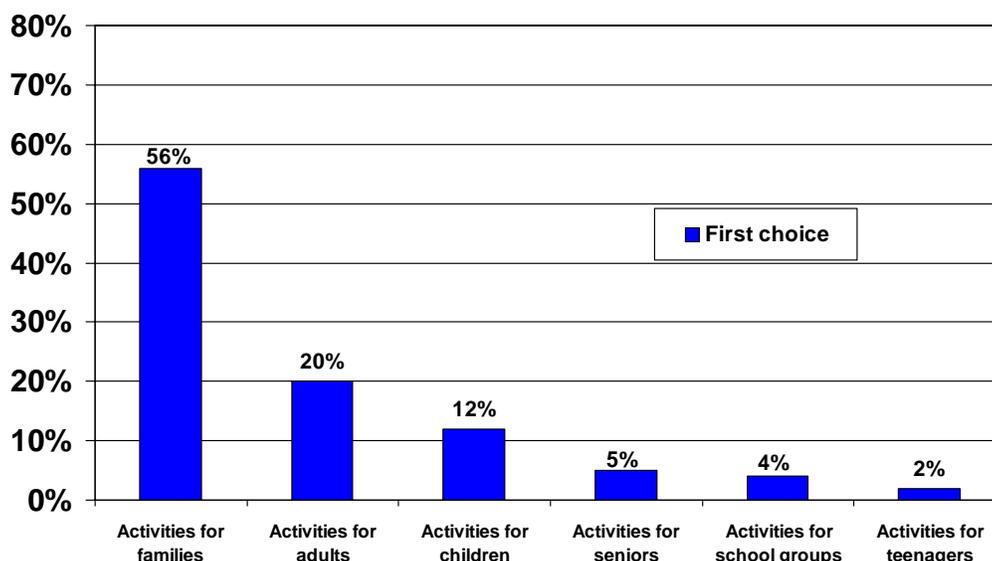


Figure 8

Table 19: Activities for specific target groups – Online survey results

Q16. The WIC would like to include a variety of activities, exhibits and learning opportunities for all different groups of visitors and residents. In your opinion, which group(s) should the centre focus on in terms of exhibits, activities, and information on the most and the least? Rank the group you think the centre should focus on the MOST as your FIRST CHOICE, the group you would like the centre to focus on next as your SECOND CHOICE, until you have put all 6 items into order.

	All respondents % (n=227)					
	A choice	First choice	Second choice	Third choice	Fourth choice	Fifth choice
Activities for families	94%	56%	19%	10%	5%	5%
Activities for adults	88%	20%	23%	14%	16%	16%
Activities for children	82%	12%	23%	19%	16%	13%
Activities for school groups	76%	4%	12%	24%	18%	19%
Activities for seniors	71%	5%	12%	16%	17%	21%
Activities for teenagers	67%	2%	10%	17%	22%	16%

Note: The category, "a choice" is the sum of respondents who said the centre should focus activities, exhibits and learning opportunities on these specific groups, whether a first or fifth choice.

We also presented a list of exhibit ideas for the WIC to online survey respondents, similar to what we presented to intercept survey respondents, and we discussed many of these ideas with focus group participants. Because of the number of options in the online survey, we asked respondents to rate the top eight items of most interest to them in order of interest.

- According to respondents, clearly, the important exhibits to include in a newly redesigned WIC are *live camera feeds from an area in the park, underwater, or other national parks, a 3D relief map of the area, live performances, talks and presentations*, and to a lesser extent, *an aquarium, regularly changing exhibits, regularly scheduled films, a touch aquarium, and real artefacts to touch*. Both focus group participants and intercept survey respondents identified many of these things as being important to include in the WIC as well.
- Just over 1 respondent in 5 (21%) said their first choice for what they would like to see most at the WIC is a *3D relief map of the area*. There currently is a 3D map in the WIC, although focus group participants said the map should be updated as well as more accessible for visitors to look at it as there are a few barriers getting close to the map. Based on previous research, 3D relief maps are fairly popular among visitors as it provides context of the area.
- Over 1 respondent in 10 (14%) rated *live performances, talks or presentations* as their first choice of ideas they would like to see incorporated into the WIC. Both intercept survey respondents and focus group participants mentioned this as being important to include in the WIC, as it provides direct interaction between visitors and PC staff where they are able to ask questions and learn from experts beyond what the exhibits or panels might explain on the topic. Focus group participants specifically said that hosting talks, presentations or lectures, particularly during the off-season, would encourage more locals to visit the WIC more regularly (although they said sufficient advertising within the surrounding local communities was key to making these sessions a success).
- Over 1 respondent in 10 (13%) rated *live camera feeds from areas in the park, underwater, or from other national parks* as their first choice of ideas they would like to see at the WIC. While slightly fewer than the 3D relief map of the area and the live performances, talks or presentations in the way of the first choice, some three-quarters (76%) chose this exhibit idea as something they would like to see at the WIC, whether it was their first or eighth choice. Focus group participants mentioned this exhibit idea as being something that would encourage more locals to visit the WIC regularly as it would provide the element of “something new” each time they visited and have the flexibility for continual change. They also did not see this being a terribly expensive or difficult exhibit to change.
- Just over half said they would like to see an *aquarium, regularly changing exhibits, regularly scheduled films, touch aquarium, and real artefacts to touch*, whether it was their first or eighth choice. Selections for these exhibits as their first choice ranged from a high of 12% for the touch aquarium and 10% for the aquarium, to a low of 3% for regularly changing exhibits, regularly scheduled films, and real artefacts to touch. Based on intercept survey and focus group results, an aquarium or touch aquarium / tank are popular exhibit ideas.

- Although focus group participants suggested it as a potential exhibit idea, the *kids dress up area* was not popular among online survey respondents. Perhaps this item is more relevant at a historic site than a national park interpretive centre.

Please see Table 20 below.

Table 20: Exhibit ideas – Online survey results									
Q17. Please rank the list of items in order of interest to you. Rank the one you would MOST like to see at the WIC as your FIRST CHOICE, the one you would like to see there next as your SECOND CHOICE, etc., until you have put your top 8 items into order. Please read all 16 before choosing your top 8.									
	All respondents								
	% (n=227)								
	A choice	1st	2nd	3rd	4th	5th	6th	7th	8th
Live camera feeds from area in park, underwater, or other national park	76%	13%	10%	12%	11%	8%	8%	8%	6%
3D relief map of area	67%	21%	4%	5%	9%	6%	7%	6%	8%
Live performances/talks/presentations	67%	14%	12%	7%	9%	8%	4%	7%	7%
Aquarium	56%	10%	9%	9%	7%	7%	5%	3%	6%
Regularly changing exhibits	55%	3%	4%	7%	8%	7%	10%	9%	7%
Regularly scheduled films	54%	3%	6%	5%	8%	6%	8%	9%	8%
Touch aquarium	51%	12%	8%	5%	5%	6%	5%	6%	3%
Real artifacts to touch	50%	3%	8%	10%	6%	6%	6%	6%	6%
Spiral staircase through/around model cedar tree	49%	4%	7%	8%	6%	6%	6%	6%	5%
Dioramas	48%	5%	7%	8%	4%	7%	7%	7%	4%
Local art inspired by region	45%	4%	6%	7%	8%	5%	5%	6%	5%
Workshops	39%	4%	5%	4%	2%	9%	8%	4%	4%
Replica artifacts to touch	36%	1%	5%	5%	6%	5%	6%	3%	5%
Murals	29%	1%	3%	2%	1%	5%	4%	7%	6%
Items to take away as memory of visit (free/small fee, such as craft)	23%	1%	3%	2%	4%	4%	4%	2%	3%
Kids dress up area	14%	<1%	3%	2%	2%	3%	<1%	2%	3%

Note: The category, "a choice" is the sum of respondents who selected these items as a choice, either from their first to their eighth.

We also asked online survey respondents how important it is that a variety of things are available at the WIC, such as a restaurant, gift shop, and rental space for private functions. Some of these items are similar to what was asked of intercept survey respondents and were also mentioned by focus group participants. Please see Figure 9 and Table 21 (next two pages).

- *At least some exhibits that regularly change and interaction with staff at exhibits* are most important to include at the WIC. These results are not surprising as focus group participants mentioned the same; that the WIC should incorporate changing exhibits, as otherwise locals are less likely to make repeat visits. They also said it is important for visitors to have access to park interpreters and experts while walking around the WIC – not just at the front entrance – who can explain, guide and answer questions of visitors at the exhibits.

- Nearly 6 respondents in 10 (57%) said it is important to have *more indoor places to take in the view*, while only 1 in 5 (21%) said this was very important. Focus group participants were mixed on this item as well, as many found the solarium on the second floor to provide enough of a view. While some said it is not necessary to provide more windows to the outside as one can just go outside to take in the view, other focus group participants said the WIC needs to do a better job of bringing “the outdoors indoors,” possibly by incorporating more windows.
- Similarly to the intercept survey and focus group results, online survey respondents do not think it is a priority for the WIC to provide rental space for weddings and other private functions.

**Importance of having the following at the WIC:
All online survey respondents (n=227)**

**Q18. How important is it to you that the following be available in the WIC?
(Very important, somewhat important, neither important nor unimportant, not very important, not at all important).**

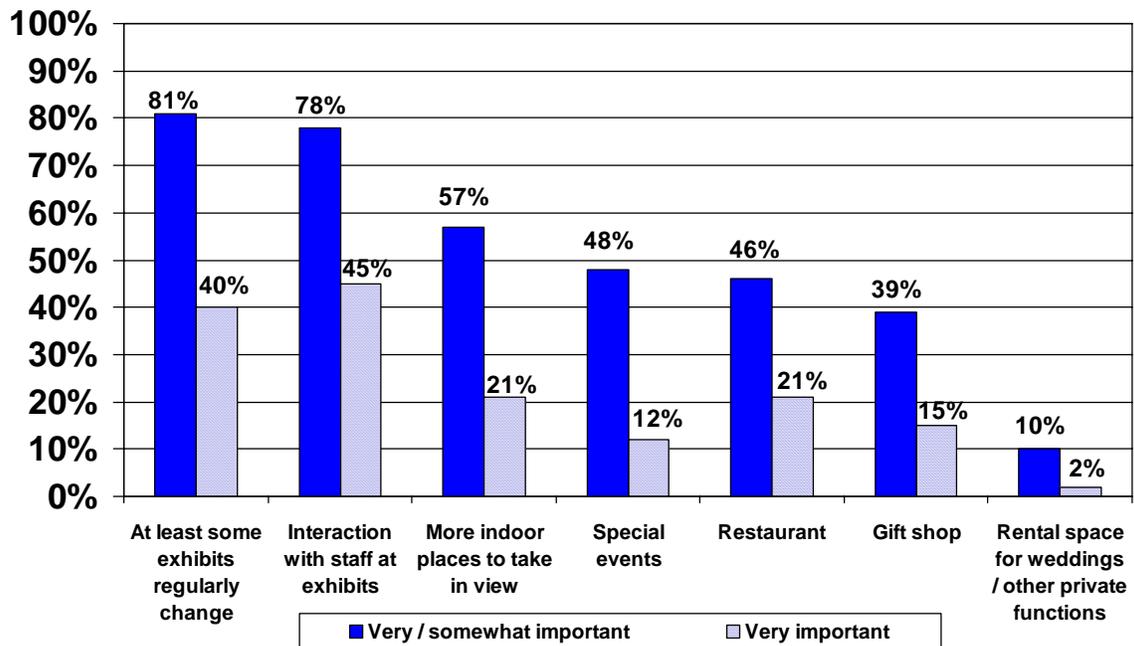


Figure 9

Table 21: Activities and facilities – Online survey results

Q18. How important is it TO YOU that the following be available in the WIC? (Very / somewhat important, neither important nor unimportant, not very / not at all important?)

	All respondents % (n=227)						
	Important (very or somewhat)	Very important	Somewhat important	Neither important nor unimportant	Not very important	Not at all important	Don't know
At least some exhibits regularly changing	81%	40%	41%	8%	4%	3%	5%
Interaction with staff at exhibits	78%	45%	33%	12%	4%	1%	4%
More indoor places to take in the view	57%	21%	36%	17%	14%	7%	6%
Special events	48%	12%	36%	19%	13%	10%	10%
A restaurant	46%	21%	25%	24%	14%	10%	7%
A gift shop	39%	15%	24%	25%	14%	13%	10%
Rental space for weddings and other private functions	10%	2%	8%	12%	19%	46%	13%

Note: The category, "important (very or somewhat)" is the sum of respondents who said these items are either very or somewhat important.

To better understand the issue of changing exhibits at the WIC, we asked online respondents whether exhibits should *all change at the same time*, there should be *rotating exhibits*, or *no exhibit changes at all*.

- Nine respondents in 10 (90%) said that there should be rotating exhibits, while only 4% said all the exhibits should be changed at the same time and another 4% said there should be no changes at all.
- Respondents who think exhibits should change at the WIC – whether they be all at the same time or rotating exhibits – were evenly divided on the time periods, with 3 respondents in 10 suggesting changes should be made to the exhibits either annually (30%), biannually (27%), or quarterly (29%). Only a few said that changes should be made monthly (3%) or every other year (10%).

We also asked online survey respondents about their likelihood of spending time at an exhibit, assuming the exhibit topic was of interest to them, if it involved a variety of interactive, high tech components. According to respondents:

- Overwhelmingly, respondents said they would be either very or somewhat likely to spend time at an exhibit if it included:
 - a short video (81%)
 - live camera feed or web cam (77%)
 - sound or written text (75%)
 - touch screen or interactive computer kiosk (73%)

- Nearly 6 respondents in 10 (57%) said they would be *very likely* (and 77% are either *very* or *somewhat* likely) to spend time at an exhibit involving a *live camera feed or web cam*. This result is not surprising considering respondents were most likely to choose this exhibit idea from the list of 16 presented to them earlier in the survey, as well as focus group results provided similar conclusions. As mentioned earlier, clearly, an exhibit featuring this concept is something of strong interest to visitors, whether they are tourists or locals.
- To a lesser extent, most respondents said they would be *very* or *somewhat* likely to spend time at an exhibit if it involved them *physically doing something to it, such as pushing a button to reveal an image, moving lever, or making sound recordings* (64%), again most likely as this exhibit would be hands-on and interactive.
- Online survey respondents are not as likely to spend time at an exhibit that involved *music, images, or film clip that they could download onto their personal cell phone or MP3 player to take home with them*. We received a similar feedback from focus group participants. It is important to note that 11% of online survey respondents did not provide a response to this question, which may mean they do not understand the technology or the exhibit's benefits to them. Survey respondents could be of a similar mindset as focus group participants, who said by being able to take these clips home would make the WIC and the exhibit less unique and special, or did not think they would listen to or watch these clips after leaving the WIC.

Please see Figure 10 and Table 22 (next page).

**Likelihood of spending time at exhibit:
All online survey respondents (n=227)**

Q20. Assuming the topic of an exhibit was of interest to you, how likely would you be to spend time at that exhibit if it involved...? (Very likely, somewhat likely, neither likely nor unlikely, somewhat unlikely, very unlikely).

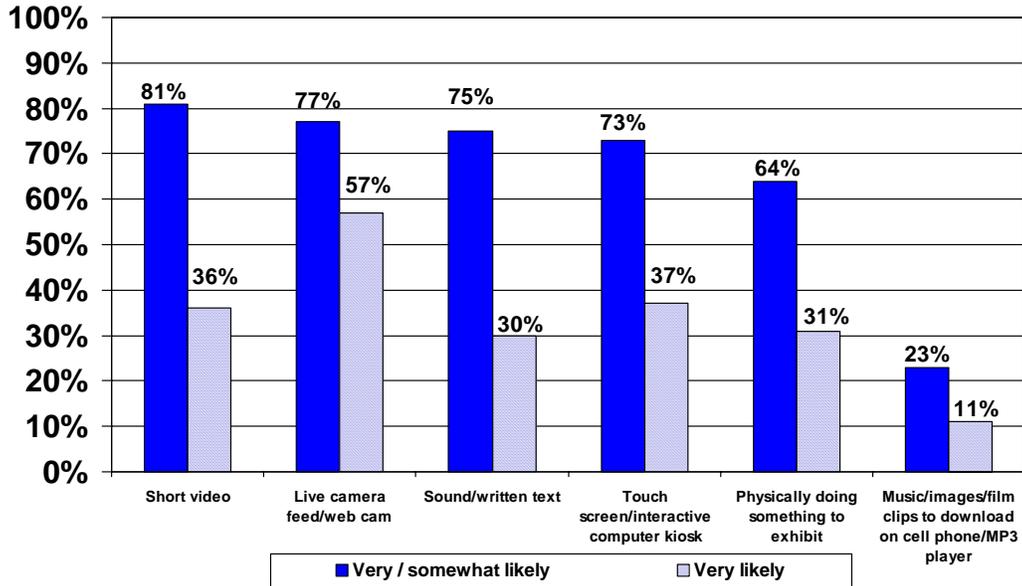


Figure 10

Table 22: Likelihood of spending time at exhibits – Online survey results							
Q20. Assuming the topic of an exhibit was of interest to you, how likely would you be to spend time at that exhibit if it involved... (very likely, somewhat likely, neither likely nor unlikely, somewhat unlikely, very unlikely)							
	All respondents % (n=227)						
	Likely (very or somewhat)	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Don't know
Short video	81%	36%	45%	8%	3%	3%	6%
Live camera feed/web cam	77%	57%	20%	12%	3%	1%	8%
Sound/written text	75%	30%	45%	12%	3%	3%	8%
Touch screen/interactive computer kiosk	73%	37%	36%	11%	6%	4%	5%
Physically doing something to exhibit, such as pushing button to reveal image, moving lever, making sound recording	64%	31%	33%	20%	5%	5%	6%
Music/images/film clips to download onto personal cell phone/MP3 player to take home with you	23%	11%	12%	16%	16%	34%	11%

Note: The category, "important (very or somewhat)" is the sum of respondents who said these items are either very or somewhat important.

Aquaria and touch tanks

We asked both intercept survey and online survey respondents if they would like to see an aquarium and touch tank at the WIC.

- Some three-quarters (75%) of intercept survey respondents said they would like to see an aquarium at the WIC compared to only slightly fewer (69%) online survey respondents who said the same.
- There was a greater disparity in results among intercept and online respondents in terms of their interest in a touch tank. While 71% of intercept survey respondents are interested in a touch tank, just over half (54%) of online survey respondents said the same. This may be a result of the survey populations, where the intercept survey captured largely first-time visitors (who may reside outside the region), and the online survey captured largely repeat visitors (who are largely locals). Perhaps locals are more likely to express reservations or be concerned how human contact with sea creatures can potentially have an impact on the creatures' survival. While focus group participants expressed interest in both the aquarium and touch tank, some had reservations more so about the touch tank for the same reason.

Please see Figure 11 (next page).

**Interest in aquarium and touch tank at WIC:
Intercept survey (n=103) and online survey respondents
(n=227)**

Would you like to see....an aquarium.....a touch tank....at the WIC?

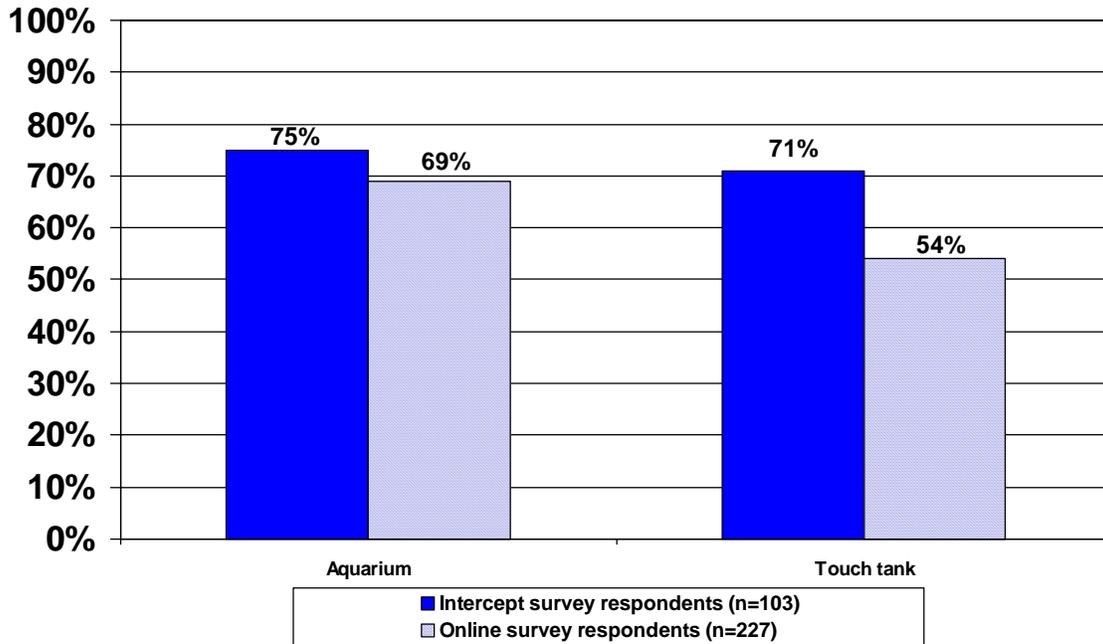


Figure 11

Among intercept survey respondents:

- Repeat visitors to PRNPR (79%) appear to be more interested in an aquarium at the WIC than first time visitors (63%), although the result is not statistically significant. It appears that repeat and first time visitors to the WIC are equally as interested in an aquarium.
- Those respondents who rated their experience at the WIC a 5 out of 5 were more likely to want an aquarium at the WIC than those who provided a rating of 4 out of 5, although again, the result is not statistically significant.

Please see Table 23 (next page).

Table 23: Interest in aquarium at WIC			
Q42. Would you like to see an aquarium in the WIC?			
	All respondents		
	%		
	Yes	No	Don't know
All respondents (n=102)	75%	23%	3%
Past visitor to PRNPR			
Previously visited PRNPR (n=75)	79%	17%	4%
First time visitor to PRNPR (n=27)	63%	37%	-
Past visitor to WIC			
Previously visited WIC (n=57)	74%	21%	5%
First time visitor to WIC (n=45)	76%	24%	-
Rating of experience at WIC			
Rating of 4 out of 5 (n=41)	66%	32%	2%
Rating of 5 out of 5 (n=49)	82%	14%	4%
Note: One respondent was not asked / did not answer this question. Please observe these results with caution. They are small sample sizes.			

- Repeat and first time visitors to both PRNPR and the WIC are equally as interested in a touch tank at the WIC.
- Those respondents who rated their experience at the WIC a 5 out of 5 are only slightly more likely to want a touch tank at the WIC than those who provided a rating of 4 out of 5. These results are not statistically significant.

Please see Table 24 (below).

Table 24: Interest in touch tank at WIC			
Q43. Would you like to see a touch tank – that is an aquarium where visitors may touch the creatures under staff supervision – in the WIC?			
	All respondents		
	%		
	Yes	No	Don't know
All respondents (n=103)	71%	25%	4%
Past visitor to PRNPR			
Previously visited PRNPR (n=76)	71%	24%	5%
First time visitor to PRNPR (n=27)	70%	30%	-
Past visitor to WIC			
Previously visited WIC (n=58)	71%	26%	3%
First time visitor to WIC (n=45)	71%	24%	4%
Rating of experience at WIC			
Rating of 4 out of 5 (n=41)	76%	20%	5%
Rating of 5 out of 5 (n=49)	71%	27%	2%
Note: Please observe these results with caution. They are small sample sizes.			

Please see Table 25 (below) for reasons why both intercept survey and online survey respondents are interested or disinterested in seeing an aquarium or touch tank at the WIC.

Table 25: Reasons for interest / disinterest in aquarium and touch tank at WIC	
Aquarium	
Reasons why	Reasons why not
Interesting / nice touch / great / cool / great to see	Marine life should not be in captivity / should be left in nature or where they are / should be seen in natural habitat or environment / should be no harm to the animals / concern animals in confined space
Interesting to see live marine life species close up / see what we can't see under the ocean / see marine life up close / see what you don't have the opportunity to see / may never have the opportunity to see marine life otherwise / important for children to see marine life	Too expensive to maintain a proper aquarium / cost in general / cost of aquarium should go to other parts of the park
Generally like aquariums / puts things in perspective	Preferable to have outdoor exhibits for these types of things / to see marine life / should go outside to learn about wildlife
Useful to see marine life in person rather than just pictures	Concern about space in the WIC / should only be done if expanding or changing the architecture
Want more display of marine life in the area / subtidal	Difficulty in keeping salt water animals in a building
Educational / to learn / good learning tool, especially for children	Fear of seeing some marine life
Interactive / hands on experience / more engaging	Should be " <i>done right or not done at all</i> "
Encourages more visitors / return visitors	Maintenance issues
Provides local flavor / more information on local marine life / what is lacking in the WIC	Concerns there would be duplication of efforts with an aquarium being built in Ucluelet or Vancouver Aquarium / necessity / competition / would no longer be unique
There are no aquariums in the area	Zoo-like – " <i>I object to anything that smacks of a zoo.</i> "
Touch tank	
Reasons why	Reasons why not
Cool to touch / exciting to touch sea creatures	Harmful / cruel to animals / could kill animals / safety of animals / ethical issues
Interactive / more interactive than film or passive exhibits / all 5 senses are engaged / more effective / more memorable experience / ability to touch	People can pass on disease to animals
Good learning tool / educational / better educational experience	Animals no longer in the wild / should be left in their natural environment – " <i>People should see the wilderness in the wilderness.</i> "
More interest in park / attract more visitors to park / captures people's attention more so / gets people hooked / novelty of it	May be too expensive
Puts marine life in perspective / makes it more relevant to visitors	Requires too much room / space
Only chance to experience marine life	Requires too much labor / upkeep / maintenance
Safe environment for people to experience marine life / controlled environment to touch marine life	Not ecologically or environmentally friendly
Particularly good tool / fun for children	Not interested in touching marine life / rather view than touch
Early exposure to marine life	Preferable to have outdoor exhibits for these types of things

Makes marine life more accessible to people / get close to marine life	Concern that touch tank would not be in a controlled environment
Increased appreciation for marine life as result of touching them	Find touching sea creatures "creepy"
Fun to touch marine life	Not of interest
Encourages environmental awareness / increased compassion or appreciation for marine life	
Keeps children preoccupied / busy / amuses them / focused on the marine creatures / good for kids and families	
May be less expensive then having an aquarium / more reasonable cost option	

Interest in gift store items and suggestions for gift store

We asked online survey respondents the types of items they would like to see available, those they would purchase, and those they would not like to available at the WIC gift store.

- Respondents are most interested in seeing the following (and at least 3 respondents in 10 said they would be interested in purchasing them from the gift store):
 - local First Nations art and jewellery (67%)
 - field guides (63%)
 - Vancouver Island art and jewellery (59%)
 - posters and printers (59%)
- Items of lesser interest include:
 - clothing with PRNPR name on it (55%)
 - water, juice and small snacks (53%)
 - smaller items, such as postcards, key chains and pencils (52%)
- Focus group participants mentioned many of these same items. In fact, the first thing that came to focus group participants' minds in this context was locally made First Nations art and jewellery, as they believe these are much more authentic, genuine and unique items one cannot purchase anywhere else, and because it is important to support local craftspeople and artists.
- *Camera film, kids story and coloring books, Canadiana items, beach toys, and clothing without PRNPR on it* were of less interest to respondents, and in fact at least 3 respondents in 10 did not think beach toys or clothing without PRNPR on it should even be available at the WIC gift store. These results are similar to the focus groups, although there was more interest among focus group participants in including books and beach toys, perhaps as they were able to describe in more detail what these books and toys might look like and the items' intended purposes.

Some focus group participants suggested a children’s field kit that could be used on the beach.

- Respondents said they would be most likely to purchase *field guides* (45%) and *water, juice and small snacks* (37%) from the WIC gift store, perhaps as they want more information on how to experience the trails and area after leaving the WIC, and they want to be comfortable while at the centre by being able to purchase a refreshment without having to go to the restaurant next door.

Please see Table 26 below.

Table 26: Gift store items of interest, likely to purchase, or do not want to see available – Online survey results			
Thinking of the WIC gift store...			
Q23a. Please check those items you would like to see available and those you would like to purchase.			
Q24. Which of the following items (if any) would you NOT like to see available at the gift store?			
	All respondents % (n=227)		
	Would like to see available	Likely to purchase	Would NOT like to see available
Local First Nations art and jewellery	67%	32%	4%
Field guides	63%	45%	1%
Vancouver Island art and jewellery	59%	28%	6%
Posters and prints	59%	31%	2%
Clothing with Pacific Rim National Park Reserve name on it	55%	25%	6%
Water, juice, small snacks	53%	37%	14%
Smaller items, such as postcards, key chains, and pencils	52%	27%	11%
Camera film	44%	11%	9%
Kids story and coloring books	37%	13%	10%
Canadiana – items with Canada flag, word “Canada” on them	33%	8%	20%
Beach toys	23%	7%	34%
Clothing without Pacific Rim National Park Reserve name on it	21%	10%	30%

We also asked online survey respondents if they had any suggestions for items they would like to see available in the gift store. Largely, respondents provided similar ideas or themes as did focus group participants. Respondents said they want to see items that are:

- Locally made
- Educational, such as books, maps and DVDs
- First Nations made or type products, such as local art
- Made in Canada only
- Weather or emergency related, such as rain coats, boots, First Aid equipment, and other supplies
- Children-oriented
- Not tacky or little trinkets

- Convenient, such as food

Please see Table 27 below for a sample of respondents' comments.

Table 27: Online survey respondents comments – other gift store items they would like to see available
Participants said...
<ul style="list-style-type: none"> - <i>I'd like to see things that promote the beauty of the park and things that provide further understanding of the biosphere here. I prefer not to see things that present the park's brand.</i> - <i>I would want all the items to be local, BC, or Canadian made. I think it is tacky when I see "local" art that is mass-produced overseas. I would rather support locals.</i> - <i>Educational and relevant items only. No trinkets and make the space away from the entry. I am put off with a store when I enter the centre.</i> - <i>Get rid of generic tacky gifts or imported items.</i> - <i>I don't think there is a need for a gift shop. Open up that area for more exhibits. There are plenty of gift shops in and around the park.</i> - <i>Keep it classy and educational, not tourist souvenirs. Keep conservation in mind and don't sell plastic junk and trinkets. Don't see juice or snacks that could cause litter.</i> - <i>The emphasis should be made on locally made products, or at least made on Vancouver Island.</i> - <i>The gift shop should not be the main attraction for visitors.</i>

Overall suggestions for the WIC

Both intercept survey and online survey respondents provided suggestions for changes to the WIC, although some of the suggestions made are themes that had already been mentioned throughout the report as well as in the focus groups. The most common suggestion made was to include more hands-on activities, high tech, and interactive exhibits and displays in the centre. Respondents suggested the following:

- Include hands-on, interactive, high-tech displays or exhibits (some suggested to add telescopes)
- Add First Nations displays, including arts and crafts, and more historical information and storytelling told by First Nations people in their own words
- Add more exhibits and displays in general, but more specifically on marine life, animals in the area, the rainforest, and the ecosystem
- Make sure the exhibits are up to date
- Include an aquarium, touch tank or live marine life in some way
- Add more historical information on the centre itself and on the region / area
- Include storytelling (by interpreters, First Nations people)
- Have more interpreters / Parks Canada staff in the centre in general
- Encourage visitors (through interpretation and displays) to be good environmental stewards, and make sure the materials used in the displays are environmentally-friendly or use sustainable practices
- Locally advertise the WIC, particularly special events or changes to the center
- Emphasize selling educational or locally made products in the gift store (rather than tacky, less unique items)
- Logistical issues, such as improve washroom facilities, eliminate / change the parking fee arrangements, include more seating in the building, allow the building to be open to the public all year, and provide locals with transportation to and from the WIC (to Ucluelet or Tofino)

Please see Table 28 below for a few of online survey respondents' comments.

Table 28: Other suggestions for WIC – Online survey respondents' comments
Participants said...
<p>- I believe the centre should have more interactive exhibits like the ones at Science World in Vancouver, i.e., wave models and wind models with moving fans and sand.</p> <p>- At times the place needs to feel warmer and less damp. The pay parking sucks. Exhibits on the commercial fishery, flotsam, the sea bottom, some seismic, and I think visitors should walk into, and through a whale (with exhibits along the way (cool eh, get swallowed by a whale?).</p> <p>- Get rid of the static non-involving boring displays that never change year after year. It is bad when the best part of the place is the sunny upstairs room over the restaurant outdoor seating. Make whatever your displays turn out to be durable and repair them when they get dinged. You have display at the end of the hall with information about.</p> <p>- I'm most interested in simple, hands-on exhibits, not so much the computer-based or passive viewing ones. Your "geology" suggestion was intriguing -- I haven't seen anything out here about that, yet a walk along the foreshore raises many questions about local geology.</p> <p>- I put the wall mural as my #1 choice on a previous question. Right now, it is the most interesting and attractive item in the centre and should not be touched!!</p> <p>- I would like to see exhibits that tell me about STEWARDSHIP of the environment - or something I can't see for myself, and a way to learn more if I wish (the short message and the long message) on a topic such as whale food for example.</p> <p>- Regularly scheduled transportation within the park from the centre. Pick up and drop offs with the Tofino Bus to the Wickaninnish Centre, then visitors could have park transport within the park to some of the other hikes and sites of interest. The possibility of regularly guided hikes for a fee or a park tour with the driver giving information. Open this up to people who fly in or take the bus who can't visit the park because then don't have transportation.</p> <p>- We have been coming to the centre for 27 years and are disappointed in changes we have seen. There is very little on the top floor. The sub was very enjoyable to our entire family, we are sorry that so many years have passed since it was removed and nothing of any real importance has replaced it.</p> <p>- Your publications are great. Maybe [include] a display on unusual or interesting things that have happened in the park that year, or in past years for ex. beached whales, rare bird sightings, unusual wildlife interactions etc.</p>

Please see Appendix C for a full list of intercept survey and online survey respondents' comments.

Appendix A: Intercept Survey

Wickaninnish Interpretive Centre Exhibit Redesign Survey: March 2007

Revised March 19, 2007

Thanks for agreeing to participate in the survey for the Wickaninnish Interpretive Centre Exhibit Redesign. Your feedback will be very important in helping us improve the interpretive centre and include the themes and exhibits that visitors want to see. You will be entered into a prize draw to win either a National Park Discovery Pass, which is an annual family pass to visit most national parks and historic sites across Canada for free, or a Pacific Rim National Park Reserve annual family pass to thank you for your time.

Visit history to Park and Centre

<p>1. Is today your first visit to Pacific Rim National Park Reserve?</p> <p>Yes – first visit <input type="checkbox"/> GO TO Q4 No – visited previously <input type="checkbox"/> GO TO Q2 Don't know <input type="checkbox"/> GO TO Q4</p>	<p>(If have previously visited PRNPR)</p> <p>2. When did you last visit?</p> <p>_____ (year)</p> <p style="text-align: center;">⇒</p>
<p>(If 2000 – present)</p> <p>3. How many times have you visited Pacific Rim National Park Reserve since 2000?</p> <p>_____ (# of times)</p>	
<p>4. Is today your first visit to the Wickaninnish Interpretive Centre (i.e., building you are in)?</p> <p>Yes – first visit <input type="checkbox"/> GO TO Q7 No – visited previously <input type="checkbox"/> GO TO Q5 Don't know <input type="checkbox"/> GO TO Q7</p>	<p>(If have previously visited Wickaninnish Centre)</p> <p>5. When did you last visit?</p> <p>_____ (year)</p> <p style="text-align: center;">⇒</p>
<p>(If 2000 – present)</p> <p>6. How many times have you visited the Wickaninnish Interpretive Centre since 2000?</p> <p>_____ (# of times)</p>	

Reasons for visit

<p>7. Why did you decide to visit the Wickaninnish Interpretive Centre today?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>8. Is the Wickaninnish Interpretive Centre:</p> <p>The main destination in your trip to the park <input type="checkbox"/></p> <p>A planned stop of several in the park <input type="checkbox"/></p> <p>An unplanned stop <input type="checkbox"/></p> <p>Other: _____ <input type="checkbox"/></p>
<p>9. Where else have you <u>VISITED</u> in the park today besides the Wickaninnish Interpretive Centre?</p> <p>Nowhere else <input type="checkbox"/></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>10. Where else do you <u>PLAN TO VISIT</u> in the park today / what else do you plan to do?</p> <p>Not visiting other things in the park <input type="checkbox"/></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>

Visitor experience of Wickaninnish Interpretive Centre

Let's talk about your visit today to the Wickaninnish Interpretive Centre.

<p>11. How long did you spend in the Wickaninnish Interpretive Centre today?</p> <p>_____ minutes</p> <p>_____ hours</p> <p>Don't know <input type="checkbox"/></p>	
<p>12. Overall, how would you rate your experience at the Wickaninnish Interpretive Centre (scale of 1 to 5, where 1 = very poor experience, and 5 = very good experience)?</p> <p>1 2 3 4 5</p> <p>Don't know <input type="checkbox"/></p>	<p>13. (If rated 1 or 2 at Q12) Why did you rate your experience today at the Wickaninnish Interpretive Centre as a 1 or 2?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>14. What will be most memorable for you about your visit to the Wickaninnish Interpretive Centre today? That is, what would you tell your friends / family about the centre?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>15. What did you do in the centre today? (DO NOT READ)</p> <p>Looked at exhibits <input type="checkbox"/></p> <p>Watched a movie in the theatre <input type="checkbox"/></p> <p>Used the washrooms <input type="checkbox"/></p> <p>Took in the view upstairs <input type="checkbox"/></p> <p>Stopped in the gift store <input type="checkbox"/></p> <p>Attended a special program <input type="checkbox"/></p> <p>Talked to Parks Canada staff <input type="checkbox"/></p> <p>Other: _____ <input type="checkbox"/></p> <p>Can't remember <input type="checkbox"/></p>

The Exhibits

16. Which exhibits did you look at today? (DON'T READ)

- No exhibits
 Don't know

Main Floor

- Canoe
 First Nations whaling artefacts
 Rainforest display
 Kiosk (jay & slug; cedar weaving)
 Nuu-chah-nulth CD ROM
 Whale mural & panels
 National Parks
 Baleen
 3D map (Clayoquot Biosphere Map)

Mezzanine / Upstairs

- Banners
 Which ones? _____
 Surfboard
 Kayaks
 Tent
 Garbage / beach art
 Whale skull
 Harbour seal
 Birds
 Seabird mural & panel
 Kids reading area

(If didn't mention any exhibits upstairs / on mezzanine level)

17. Did you visit the exhibits upstairs/on the mezzanine?

- Yes – check above **GO TO Q19**
 No **GO TO Q18**
 Don't know **GO TO Q19**



18. Why not?

- Didn't know there were exhibits upstairs
 Couldn't find the way up
 Didn't have enough time
 Wasn't interested
 Other: _____
 Don't know

Topics and Learning

After visiting the Wickaninnish Interpretive Centre (today and in past visits), do you feel you have learned a lot more, a little bit more, or did not learn anything more <i>beyond what you already knew</i> about....	Learned a lot more	Learning a little bit more	Did not learn anything	Don't know
19. Why Pacific Rim is a National Park Reserve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. About Parks Canada is and what it does in this area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. Other facilities, services and programs available in the park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. Local First Nations history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. Local First Nations present day life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. The people whose traditional territory we are in	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. Rainforest life (i.e. plants, animals, and habitats of the coastal temperate rainforest)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26. Intertidal life (i.e. plants, animals, and habitats of the part of the shore that is sometimes covered with water)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27. Subtidal / deep sea life (i.e. plants, animals and habitats of the ocean beyond the lowest low tide)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Activities and Facilities

How important is it TO YOU that the following be available in the Wickaninnish Interpretive Centre? (Very / somewhat important, not very / not at all important?)	Very important	Somewhat important	Not very important	Not at all important	Don't know
28. Activities for families	<input type="checkbox"/>				
29. Activities for seniors	<input type="checkbox"/>				
30. Activities for teenagers	<input type="checkbox"/>				
31. Activities for children	<input type="checkbox"/>				
32. Activities for school groups	<input type="checkbox"/>				
33. Ability to change exhibits	<input type="checkbox"/>				
34. Exhibits staffed by Parks Canada interpreters	<input type="checkbox"/>				
35. Theatre for films	<input type="checkbox"/>				
36. Theatre for live performances / talks / presentations	<input type="checkbox"/>				
37. Rental space for weddings and other private functions	<input type="checkbox"/>				
38. Special events put on by community organizations	<input type="checkbox"/>				
39. Special events put on by Parks Canada	<input type="checkbox"/>				
40. More indoor places to take in the view	<input type="checkbox"/>				
41. A display map of park trails and facilities	<input type="checkbox"/>				

Opinions on Aquaria and Touch Tanks

<p>42. Would you like to see an aquarium in the Wickaninnish Interpretive Centre?</p> <p>Yes <input type="checkbox"/> GO TO Q43 No <input type="checkbox"/> GO TO Q43 Don't know <input type="checkbox"/> GO TO Q44</p>	<p>43. Why / why not?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>44. Would you like to see a touch tank – that is an aquarium where visitors may touch the creatures under staff supervision – in the Wickaninnish Interpretive Centre?</p> <p>Yes <input type="checkbox"/> GO TO Q45 No <input type="checkbox"/> GO TO Q45 Don't know <input type="checkbox"/> GO TO Q46</p>	<p>45. Why / why not?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>

Other suggestions

46. Do you have any other suggestions for changes to the exhibits, displays, or activities at the Wickaninnish Interpretive Centre?
Is there anything you were hoping to see, do, get information about or learn about that you did not?

No suggestions

Background questions

And just a few more questions...

47. Where are you visiting from? / Where do you live?

Country: (all respondents) _____

City / town: (if Canadian) _____

Province: (if Canadian) _____

Postal code: (if Canadian) _____

<p>48. And how many people are in your group today?</p> <p>_____</p>	<p>49. And what are the group members' age ranges? (Note # people in each range)</p> <p>_____ people 65 years old and older</p> <p>_____ people 40 – 64 years old</p> <p>_____ people 25 - 39 years old</p> <p>_____ people 18 - 24 years old</p> <p>_____ people 12 - 17 years old</p> <p>_____ people 6 - 11 years old</p> <p>_____ people 0 - 5 years old</p>
---	---

If you would like to participate in the prize draw for national park passes, we will need some contact information for you. Could I have your name, phone number and email address, please?

Name: _____

Phone Number (with area code): _____ Email address: _____

INTERVIEWER NOTES:

Record the questions respondent asks during the interview. (e.g., for clarification; about the plans for the Centre; about the Centre, the park, the region; and content)

Survey completion time: _____

Date: _____

Location of interviewer: _____

Appendix B: Online Survey

Wickaninnish Interpretive Centre Exhibit Redesign Online Survey

FIRST/SPLASH PAGE:

Thank you for agreeing to participate in the survey for the Wickaninnish Interpretive Centre Exhibit Redesign at Pacific Rim National Park Reserve. Please click on the language you would like to continue with below.

INTRO PAGE:

Thank you for agreeing to participate in the survey for the Wickaninnish Interpretive Centre Exhibit Redesign at Pacific Rim National Park Reserve. Your feedback will be very important in helping us improve the interpretive centre and include the themes and exhibits that visitors, including both locals and tourists, want to see. To thank you for your time, if you provide us with your contact information at the end of the survey, you will be entered into a prize draw. You will have the chance to win either a National Park Discovery Pass, which is an annual family pass to visit most national parks and historic sites across Canada for free, or a Pacific Rim National Park Reserve annual family pass.

To the best of your recollection....

1. When was your last visit to **Pacific Rim National Park Reserve**? This includes the Wickaninnish Interpretive Centre, Pacific Rim Visitor Centre, Wickaninnish Beach, Green Point Campground, Long Beach trails, Broken Group Islands, Cape Beale Headlands and the West Coast Trail.

Year _____ Month _____

Never visited

(SKIP TO QUESTION 14 – after reading description below)

2. When was your last visit to **Wickaninnish Beach** in Pacific Rim National Park Reserve?

Year _____ **Month** _____

Never visited

3. When was your last visit to the **Wickaninnish Interpretive Centre** in Pacific Rim National Park Reserve?

Year _____ **Month** _____

IF PRIOR TO 2000 – SKIP TO Q10 – after reading description below)

Never visited (SKIP TO QUESTION 14)

For this survey, we are referring only to the **Wickaninnish Interpretive Centre** located at Wickaninnish Beach in Pacific Rim National Park Reserve. This is not to be confused with:

* Wickaninnish Restaurant (attached to the Interpretive Centre; owned by Oak Bay Marine Group)

* Wickaninnish Inn (in Tofino)

* Pacific Rim Visitor Centre (at the junction of Highway 4 and the Tofino-Ucluelet Highway)

FOR RECENT VISITORS:

4. Since 2000, approximately how many times have you visited the Wickaninnish Interpretive Centre?

_____ (enter number)

5. Thinking of your **most recent visit** to the Wickaninnish Interpretive Centre, how much time did you spend...
- In the **centre**? _____ Hours OR _____ Minutes
 - And how much time did you spend in the **Wickaninnish Beach area**, including the time you spent in the centre?
_____ Hours OR _____ Minutes
6. Did you bring any friends or family from outside the area with you on this visit?
- Yes (HIDE Q9)
 No
 Can't remember / Don't know
7. Still thinking of your most recent visit to the Wickaninnish Interpretive Centre, why did you choose to visit?
- _____
- _____
- _____
- Can't remember / Don't know
8. a. On this visit to the Wickaninnish Interpretive Centre, including yourself and any children, how many people were in your group?
_____ (enter number)
- b. And what are the group members' age ranges? (including yourself) Please enter the number of people in your group who fit each age category.
- _____ people 65 years old and older
 _____ people 40 – 64 years old
 _____ people 25 - 39 years old
 _____ people 18 - 24 years old
 _____ people 12 - 17 years old
 _____ people 6 - 11 years old
 _____ people 0 - 5 years old
9. Have you **ever** brought visiting friends or family to the Wickaninnish Interpretive Centre?
- Yes
 No
 Can't remember / Don't know

FOR THOSE WHO LAST VISITED 1999 OR BEFORE:

10. Why have you not visited the Wickaninnish Interpretive Centre more recently?
- _____
- _____
- _____
- Don't know**

FOR ALL VISITORS TO WIC, INCLUDING 1999 AND BEFORE:

Thinking of your most recent visit to the Wickaninnish Interpretive Centre...

11. Overall, how would you rate your experience? Please use the following scale.

Excellent (5)	Very Good (4)	Good (3)	Fair (2)	Poor (1)	Don't remember (8)
<input type="checkbox"/>					

12. What do you remember **most** about your visit?

Can't remember / Don't know

13. Please ✓ each of the following activities that you remember doing or seeing

Yes	Don't recall	Activity	Which Ones?
<input type="checkbox"/>	<input type="checkbox"/>	Viewed exhibits on main floor	
<input type="checkbox"/>	<input type="checkbox"/>	Viewed exhibits on upper/mezzanine floor	
<input type="checkbox"/>	<input type="checkbox"/>	Watched film(s) in the theatre	
<input type="checkbox"/>	<input type="checkbox"/>	Participated in a special event	
<input type="checkbox"/>	<input type="checkbox"/>	Participated in educational program offered by Park staff	
<input type="checkbox"/>	<input type="checkbox"/>	Handled items (e.g. bones)	
<input type="checkbox"/>	<input type="checkbox"/>	Used the washrooms	
<input type="checkbox"/>	<input type="checkbox"/>	Looked in / purchased something from the gift store	
<input type="checkbox"/>	<input type="checkbox"/>	Spoke to Park Staff	
<input type="checkbox"/>	<input type="checkbox"/>	Purchased a park pass	
<input type="checkbox"/>	<input type="checkbox"/>	Visited the Wickaninnish Restaurant beside the Interpretive Centre	
<input type="checkbox"/>	<input type="checkbox"/>	Other :	
<input type="checkbox"/>	<input type="checkbox"/>	None of these	

(ALL SKIP TO ALL RESPONDENTS SECTION)

FOR NON-VISITORS:

14. Why have you **NEVER** visited the Wickaninnish Interpretive Centre?

Don't know

FOR ALL RESPONDENTS

15. a. Pacific Rim National Park Reserve is considering incorporating a number of topics in the Wickaninnish Interpretive Centre exhibit redesign. From the list below, please rank your top 5 topics in order of interest to you. (1 = most interested; 5 = less interested) **(ROTATE)**

1 ST	2 ND	3 RD	4 TH	5 TH	
<input type="radio"/>	Significant features of the park				
<input type="radio"/>	Climate / Weather of the region				
<input type="radio"/>	Geology of the region				
<input type="radio"/>	European heritage of the region				
<input type="radio"/>	Intertidal life (i.e., plants, animals, and habitats of the part of the shore that is sometimes covered with water)				
<input type="radio"/>	Nuu-chah-nulth First Nations heritage (as told from Nuuchah-nulth First Nations perspectives)				
<input type="radio"/>	Rainforest life (i.e., plants, animals, and habitats of the coastal temperate rainforest)				
<input type="radio"/>	Ways to explore the park				
<input type="radio"/>	Subtidal life (i.e., plants, animals and habitats of the ocean beyond the lowest low tide)				
<input type="radio"/>	Current research and projects				
<input type="radio"/>	Other interesting places to visit in the region				
<input type="radio"/>	Information about Parks Canada (on National Parks, National Historic Sites, National Marine Conservation Areas)				

b. What other topics would you be interested in seeing covered in the Wickaninnish Interpretive Centre? _____

16. The Wickaninnish Interpretive Centre would like to include a variety of activities, exhibits, and learning opportunities for all different groups of visitors and residents. In your opinion, which group(s) should the Centre focus on in terms of exhibits, activities, and information on the most and the least? Rank the group you think the Centre should focus on the MOST as your 1st Choice, the group you would like the Centre to focus on next as your 2nd Choice, until you have put all 5 items into order. (SHOW ALL CHOICES AT SAME TIME)

1 ST	2 ND	3 RD	4 TH	5 TH	
<input type="radio"/>	a. Activities for families				
<input type="radio"/>	b. Activities for seniors				
<input type="radio"/>	c. Activities for teenagers				
<input type="radio"/>	d. Activities for children				
<input type="radio"/>	e. Activities for school groups				

17. Below is a list of exhibit ideas for the Centre. Please RANK them in their order of interest for you. Rank the one you would MOST like to see at the Centre as your 1st Choice, the one you would like to see there next as your 2nd Choice, etc, until you have put your top 8 items into order. Please read all 16 before choosing your top 8 (SHOW ALL CHOICES AT SAME TIME)	Ranking choices from 1 to 8
a. 3D relief map of the area	
b. Kids dress up area	
c. Workshops	
d. Live performances / talks / presentations	
e. Spiral staircase through/around a model cedar tree	
f. Murals	
g. Dioramas (models of animals and plants in their environment)	
h. Local art inspired by this region	
i. Replica artifacts you can touch	
j. Real artifacts you can touch	
k. Items you can take away as a memory of your visit (i.e., these would be free or for a small fee, and could be crafts you created)	
l. Aquarium	
m. Touch aquarium (that is where visitors could touch the creatures)	
n. Live camera feeds from areas in the park, underwater or other National Parks	
o. Regularly scheduled films	
p. Regularly changing exhibits	

18. How important is it TO YOU that the following be available in the Wickaninnish Interpretive Centre? (Please check one box: very important, somewhat important, not very important, and not at all important?) (ROTATE)	Very important (5)	Somewhat important (4)	Neither important nor unimportant (3)	Not very important (2)	Not at all important (1)	Don't know
a. Interaction with staff at the exhibits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Rental space for weddings and other private functions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Special events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. More indoor places to take in the view	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. A restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. A gift shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. At least some exhibits regularly change	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. a. In your opinion, should all the exhibits in the Wickaninnish Interpretive Centre change at the same time, should there be rotating exhibits where some exhibits would change more regularly than others, or should no exhibits change?

- All at same time
- Rotating
- No changes (Skip to Q20)

b. How often should exhibits in the Wickaninnish Interpretive Centre be changing, if at all?

- Monthly
- Quarterly
- Twice a Year
- Once a Year
- Every other Year

20. Assuming the topic of an exhibit was of interest to you, how likely would you be to spend time at that exhibit if it involved: (Please check one box: very likely, somewhat likely, somewhat unlikely, very unlikely?) (ROTATE)	Very likely (5)	Somewhat likely (4)	Neither likely nor unlikely (3)	Somewhat unlikely (2)	Very unlikely (1)	Don't know
a. A touch screen or interactive computer kiosk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Sound and written text	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. A short video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Live camera feed or web cam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Music, images or film clips to download onto a personal cell phone or MP3 player to take home with you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Physically doing something to an exhibit, such as pushing a button to reveal an image, moving a lever, or making a sound recording	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Would you like to see the following at the Wickaninnish Interpretive Centre?

<p>21. a. An aquarium?</p> <p>Yes <input type="checkbox"/> GO TO Q21b</p> <p>No <input type="checkbox"/> GO TO Q21b</p> <p>Don't know <input type="checkbox"/> SKIP TO Q22</p>	<p style="text-align: center;">21b.Why / why not?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>22. a. A touch tank – that is an aquarium where visitors may touch the creatures?</p> <p>Yes <input type="checkbox"/> GO TO Q22b</p> <p>No <input type="checkbox"/> GO TO Q22b</p> <p>Don't know <input type="checkbox"/> GO TO Q23</p>	<p style="text-align: center;">22b.Why / why not?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>

Thinking of the Wickaninnish Interpretive Centre gift store...

23. a. Please ✓ those items you would like to see available **and** those you would like to purchase. (Check all that apply) **(ROTATE)**

	Available	Likely to Purchase
a. Local First Nations art and jewellery	<input type="checkbox"/>	<input type="checkbox"/>
b. Vancouver Island art and jewellery	<input type="checkbox"/>	<input type="checkbox"/>
c. Canadiana – items with Canada flag, word “Canada” on them	<input type="checkbox"/>	<input type="checkbox"/>
d. Beach toys	<input type="checkbox"/>	<input type="checkbox"/>
e. Kids story and coloring books	<input type="checkbox"/>	<input type="checkbox"/>
f. Field guides	<input type="checkbox"/>	<input type="checkbox"/>
g. Clothing with Pacific Rim National Park Reserve name on it	<input type="checkbox"/>	<input type="checkbox"/>
h. Clothing without Pacific Rim National Park Reserve name on it	<input type="checkbox"/>	<input type="checkbox"/>
i. Posters and prints	<input type="checkbox"/>	<input type="checkbox"/>
j. Smaller items, such as postcards, key chains, and pencils	<input type="checkbox"/>	<input type="checkbox"/>
k. Camera film	<input type="checkbox"/>	<input type="checkbox"/>
l. Water, juice, small snacks	<input type="checkbox"/>	<input type="checkbox"/>

b. Please provide any comments on the items you would like to see available in the gift store, including other items you would like to see made available.

24. Which of the following items (if any) would you **NOT** like to see available at the gift store? (Check all that apply) (**ROTATE**)

	Should NOT be Available
Local First Nations art and jewellery	<input type="checkbox"/>
Vancouver Island art and jewellery	<input type="checkbox"/>
Canadiana – items with Canada flag, word “Canada” on them	<input type="checkbox"/>
Beach toys	<input type="checkbox"/>
Kids story and coloring books	<input type="checkbox"/>
Field guides	<input type="checkbox"/>
Clothing with Pacific Rim National Park Reserve name on it	<input type="checkbox"/>
Clothing without Pacific Rim National Park Reserve name on it	<input type="checkbox"/>
Posters and prints	<input type="checkbox"/>
Smaller items, such as postcards, key chains, and pencils	<input type="checkbox"/>
Camera film	<input type="checkbox"/>
Water, juice, small snacks	<input type="checkbox"/>

25. Are there any other changes, additions, or suggestions for exhibits, topics, themes, facilities, or activities that you would like to see reflected in the redesign at the Wickaninnish Interpretive Centre? What are they? Is there anything you would like to see, do, get information about or learn when at the centre?

Don't know

Now, just a few demographics for classification purposes only.

26. In the past 2 years, approximately how many times have you visited a Canadian National Park, **OTHER** than Pacific Rim National Park Reserve?

27. In what year were you born? _____

28. Do you have children under the age of 18 living at home?

- Yes
- No
- Can't remember / Don't know

29. What is the highest level of education you completed?

- High school
- Some College, trade school or university
- Completed College or trade school
- Completed University
- Some Graduate program work
- Completed Graduate school

30. What is your gender?

- Male
- Female

31. What is your full postal code?

First 3 characters

Second 3 characters

<p>32. Would you like to be informed of upcoming opportunities to help design new exhibits, such as reviewing or “test-driving” mock-up or draft exhibits?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>33. Would you like to participate in our prize draw for either a National Park Discovery Pass, which is an annual family pass to visit most national parks and historic sites across Canada for free, or a Pacific Rim National Park Reserve annual family pass?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
--	---

(IF YES TO QUESTION 32 AND / OR 33)

Great! Please provide us with your contact information:

First and last name: _____

Mailing address (including box # / postal code): _____

Phone number: _____

Email address: _____

THANK YOU FOR PARTICIPATING IN THIS SURVEY. WE APPRECIATE YOUR FEEDBACK. IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT LAURA TUOHY AT PACIFIC RIM NATIONAL PARK RESERVE AT 250-726-2937 or laura.tuohy@pc.gc.ca.

Appendix C: Other comments about the WIC – Intercept and online surveys

Q46. Do you have any other suggestions for changes to the exhibits, displays, or activities at the Wickaninnish Interpretive Centre? Is there anything you were hoping to see, do, get information about or learn about that you did not? – Intercept survey results

- add to it
- aquarium
- aquarium pump running directly from the ocean
- arrange NP maps to a proper level so they didn't have to squat on the floor
- better separation of French and English to prevent confusion for some
- better viewing places for the general public. Example: a front deck.
- bilingual review
- brochures to go along with exhibits
- build models
- children learn better when they touch things
- climate change component
- computer stuff is a great learning tool for kids
- contemporary FN life/history/present
- continue with hands on for kids learning
- creatures in a tree
- diorama of sand dunes
- discount for multiple pass or cheaper entry
- display all the bones of the whale to see how it really looked inside, even if some of the bones are replicas
- displays of the specific First Nations groups and tribes as a whaling group
- don't charge for parking
- earlier history of the area
- email based on upcoming events in Park i.e., upcoming FN artists
- endangered species through stories and banners
- films about Whale Fest
- films about whales
- FN arts and crafts
- FN life story told from themselves
- FN storytelling
- from the previous 100 years
- global weather changes affecting this region.
- guided tours
- Hands on activities (blocks)
- hands on exhibits for children
- hands on exhibits like gardens
- hands on interactive FN crafts
- hands on learning experience
- hands on self guided information
- has to be affordable
- have more access to books on bugs, trees etc
- history
- how the park came to be
- how to create better stewards of the archaeology record
- how to teach children to protect
- how we learn about first nations and communities with respect.
- I would like to see more hands on activities for everyone but especially for pre-readers and poor readers. It would be nice if young children could explore the centre without the constant attendance of a reader.
- information package on WCT
- interactive
- Interactive computer screens, example: touch fish and it says halibut and a few facts
- interactive exhibits
- interactive games
- interactive displays for kids like computers
- introduction to films
- it's very sparse

- keep up the great work
- kids could something without supervision of parents
- kids reading area too noisy
- learn about how difficult it would be to live here/know why to live here
- learn how to build stuff
- Learn more about different creatures in the ocean that aren't very popular
- leave only footprints take only photographs
- less hanging banners
- less stand and read
- like to see a live rescued sea otter
- little more audio visual stuff outside of the theatre
- local first nations arts and crafts
- map showing locations
- more access to information on activities in park
- more children's based climb on activities
- more details on the small creatures, muscles, sculpins, hermit crabs, seaweeds, and grasses
- more displays on deep sea fish
- more displays on the history of the FN
- more educational to learn about environment, wildlife and natural history
- More exhibits
- more exhibits in detail about the animals
- More exhibits on sea animals
- more expositions on marine life
- More first nations archaeology.
- more first nations artefacts and interpretation
- more hands on activities (9 respondents)
- more hands on exhibits and activities
- more hands on interactive
- more history on First Nations
- more indoor places to take in the view
- more interactive displays (3 respondents)
- more interactive displays, especially for the younger children
- more interactive activities, exhibits
- more local presenters/interpreters
- more logical traffic flow through the center
- more on-site talks
- more reading, sewing and interactive
- more signs to ask at front desk for more information
- more skeletons and speimer collections
- more stuff to read
- more up to date exhibits on first nations
- native speaker
- need more
- need more exhibits
- nice, friendly staff
- no hanging displays
- no push button, more interpreters
- not very kid friendly
- open throughout the year
- pay stationary binoculars in sun room
- people who are actually out in the field who share their knowledge in the center
- photographs
- possibly sliding scale for local residents
- presentations
- projector on the wall/hologram
- really enjoyed kayak/life jackets
- recorded things
- Recording device to interpret the museum
- regional ecologic information

- relate to tectonics and earth quakes
- rotate more
- satellite TV screen of the weather like intelecst.com
- see more guided tours during all seasons
- seniors and first elders volunteering interpretation
- some displays/information on the deep sea mid-oceanic vents and the life around something identifying the local plants and flowers
- some interactive rainforest and life ecosystem displays/lifestyles to help people respect nature.
- some videos
- storytelling (3 respondents)
- storytelling about the area, wildlife and with an aquarium have an interpretative for the creatures
- take you from the centre into the rainforest along the trails
- things you don't see very often and a lot of people don't know about
- to learn more about the creatures that people may not know about
- underwater movie film
- update photos
- weave dream catchers
- a couple seats with buttons to choose films and headphones
- what people should do to protect the animals
- when it was logged
- a walk through rainforest or kelp forest
- where are the stairs to the upstairs exhibits?
- white board for people to write wildlife sightings
- authentic long house explaining about the activities and daily living
- workshops
- would like to see an exhibit film on dolphins
- would like to see a live octopus in a large habitat
- Would like to see more info on the original structure of the centre
- would like to see the submarine with aquarium with touch tanks included a tour of the place so that everyone knows where everything is

Q25. Are there any other changes, additions, or suggestions for exhibits, topics, themes, facilities or activities that you would like to see reflected in the redesign at the WIC? What are they? Is there anything you would like to see, do, get information about, or learn when at the centre? – Online survey results

- I believe the centre should have more interactive exhibits like the ones at Science World in Vancouver i.e.; wave models and wind models with moving fans and sand.
- Most importantly I would like to see the history of the Esowista Peninsula - First Nations and Early Settlers depicted.
- A few telescopes. Binoculars for sale. Field guides on the birds of this area as well as marine field guide of this area.
- A longhouse
- A place with field guides/posters to help identify found objects from the beach.
- A sundial, a wildlife recovery centre (like Errington), some chainsaw carvings, more books in the gift store
- Acknowledgement of local First Nation's territory
- All I can think of is that I like the hourly film presentations, so that should be kept.
- At times the place needs to feel warmer and less damp. The pay parking sucks. Exhibits on the commercial fishery, flotsam, and the sea bottom, some seismic, and I think visitors should walk into, and through a whale (with exhibits along the way (cool eh, get swallowed by a whale?).
- Avoid handouts/give away fact sheets - very few actually are taken home, contribute to litter
- Changing exhibits is the biggest factor
- Do not offer tacky items for sale. Keep it professional and educational.
- European settlers
- Get rid of the static non-involving boring displays that never change year after year. It is bad when the best part of the place is the sunny upstairs room over the restaurant outdoor seating. Make whatever your displays turn out to be durable and repair them when they get dinged. You have display at the end of the hall with information about
- Human impact on wildlife habitat
- I'm most interested in simple, hands-on exhibits, not so much the computer-based or passive viewing ones. Your "geology" suggestion was intriguing -- I haven't seen anything out here about that, yet a walk along the foreshore raises many questions about local geology.
- I am fascinated with all the different shells and sea life, it would be fun to have field guides for local rambles
- I am not sure about the gift store; I am not much of a consumer for souvenir staff. The most important for me is the water, juice and small snacks.
- I believe the park should be kept as a wilderness area with as little development as possible. We used to buy the season ticket. A few years ago we were visiting in April to buy the season ticket and the office at the main gate had gone. We stopped at Combers beach for our breakfast and were hassled for not having a ticket. We were supposed to drive up to Green point.
- I like the area and size of the display area, easy to cover quickly and the info is concise
- I put the wall mural as my #1 choice on a previous question. Right now, it is the most interesting and attractive item in the centre and should not be touched!!
- I think having information not only about the park but also about activities in the area would be helpful.
- I think it is well presented now and some changes such as maps, murals would be great. I think the restaurant staying is a good drawing tool.
- i WOULD LIKE TO GO WHALE WATCHING WITH AN EXPERIENT AND A STUDENT FROM THE PC OR HAVE A WORKSHOP.
- I would like to see exhibits that tell me about STEWARDSHIP of the environment - or something I can't see for myself, and a way to learn more if I wish (the short message and the long message)on a topic such as whale food for example.
- I would like to see much better maintenance of Wickaninnish Beach trails and washrooms before Parks funding goes towards improving the Interpretive Center. The washrooms have been falling apart for years: For example, there is a forest growing on the roof of one of the washrooms, and it always smells(mold/mildew likely). We have a Guest House in Tofino and the only complaint from our guests about the Parks that we ever hear is about the steadily increasing fees for so little services. They don't ask for a better interpretive center at all. In fact, I surmise that most visitors would rather have it torn down and have parking fees at least cut in half if they were given the option. I tend to agree, although I have recorded my choices above if it is already decided that money will go to the Ce
- I would like to see the Sub marine on the second floor with windows in the walls with aquariums that have live fish in them.
- If clothing is sold it should be from renewable fibers. I think the park should really, really emphasize conservation, sustainability, and get really involved in advertising and financially contributing to the Tofino Transit Bus in conjunction with local resorts. I'd like to see more educational walks with guides. I would like to see an emphasis on the Biosphere Trust area and what is being done to sustain this area.
- Impact of storms on the park/area
- Info about shipwrecks
- info on local native area...reservation land....employment of local natives.....

- Information on tides
- information regarding totem poles/native culture
- Interaction with the park staff is key to ensure the visitors are engaged and immersed in the experience. The staff could ask questions to the group to increase participation and leave time at the end of presentations for the groups' individual questions.
- It needs a "wow" factor!
- just more interaction between the Centre and the tourists
- keep the present large mural, it's beautiful
- large outside covered areas, animal exhibit similar to BC museum in Victoria, very large map of area.... maybe aerial photo.... add a campsite near by.
- Les toilettes de tout le parc sont en etat lamentable et necessitent réparation avant le changement d'exposition. Des douches pourraient être disponible aussi
- live stuff
- Local flora & fauna, geology, weather etc. Love the touch tank idea; Staff to interoperate and draw people into exhibits.
- Make it real with less glitsh, use driftwood, rock and sand and natural elements, make it beautiful and stunning, we live in the most incredibly beautiful place on earth, you can't recreate it, just do what humans do best and create something of beauty that offers something of beauty and power. We don't need another tourist trap, some local events would be interesting and local art needs to be supported, both First Nations and non-First nations.
- MARKET DRIVEN; WHAT HAS SOLD, WHAT IS ASKED FOR?
- maybe contact people by email when exhibits are changed so plans can be made to incorporate a visit. Also keeping updates on website on upcoming lectures, talks presentations.
- more animal skeletons such as sea lions, maybe a shark head etc. animal furs; models of fishing boats so people know what they see on the horizon
- More depth to the exhibits. Please share more of the information and artifacts you have archived which are currently unavailable to the public
- More involvement with other related exhibits, e.g. orca-cam, eagle cam, Mount Washington marmots
- More outdoor activities, area for just refreshments, coffee/tea, more guided interpretive walks with First Nation interpreters, place for First Nation groups to practice and perform on an on-going basis.
- More seating areas/seats
- non
- please consider garbage, excessive packaging, sustainable products and educational tool and books. Products made of sustainable sources, (sustainable cotton or bamboo t-shirts, fallen wood carvings, pressed flowers, recycled plastic water bottles, reusable items...
- PLEASE make exhibits that have printed text readable. Text must be in a large enough font at eye level.
- Regularly scheduled transportation within the park from the centre. Pick up and drop offs with the Tofino Bus to the Wickaninnish Centre, then visitors could have park transport within the park to some of the other hikes and sites of interest. Possibility of regularly guided hikes for a fee or a park tour with a driver giving information. Open this up to people who fly in or take the bus who can't visit the park because then don't have transportation.
- resting seating within display areas
- should try to focus on quality gifts/products with priority to local and from BC. Try to stay away from plastic and made in china things!
- some acknowledgment of foreign visitors.
- Some activities deepening the experience into sacred elements; an emphasis on Wonder and Awe to augment 'facts' 'science'
- Suggestion - definitely incorporate modern technology as a key to support interactive technology.
- Telescopes for viewing.
- The camping exhibit is pointless.
- The centre should be the start point for a bus tour of the Park and Tofino/Ucluelet.
- The Centre should incorporate environmental/political/social issues affecting the region and the organisms which you are showcasing
- tHE MURAL CONTRIBUTES LITTLE AND TAKES UP TO MUCH SPACE. RETHINK THIS SPACE TO GET MORE VALUE
- there are many stores in Tofino featuring art, but i couldn't find LOCAL artists. WHY? when we have so much talent. there should be a focus on local because i believe that is what tourists come to see. the beauty of our surroundings and to hear our i. interesting history. it is also a learning thing for our children and their children. to see whom we are and where we come from.
- They should avoid a Eurocentric perspective without ignoring the history of colonization here.
- underwater web cam would probably be the most interesting/viewed exhibit. It would be cheaper to maintain than a live aquarium and would in some ways be better (wild animals instead of making them live in captivity). Alternately a CD with whale sounds would be cool

- We have been coming to the centre for 27 years and are disappointed in changes we have seen. There is very little on the top floor. The sub was very enjoyable to our entire family, we are sorry that so many years have passed since it was removed and nothing of any real importance has replaced it.
- We live in the prairies, so anything about marine life and living along the coast is interesting to us.
- wildlife spotting (what was seen today); something about the varieties of natural area within the park - beach, bog, rainforest, intertidal/subtidal, islands
- Would like to see it accessible in off-season for locals.
- would like to see the entire park open over winter (storm watching)
- Your publications are great. Maybe [include] a display on unusual or interesting things that have happened in the park that year, or in past years for ex. beached whales, rare bird sightings, unusual wildlife interactions etc.