EVALUATING VISITOR ORIENTATION PROGRAMS AT GWAIIL HAANAS NATIONAL PARK RESERVE AND HAIDA HERITAGE SITE

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This report was prepared following a research project conducted by the Fall 2006 RRT 410: Research Methods and Analysis class at UNBC. The project was the result of a partnership between the UNBC ORTM Program (formerly RRT Program) and Parks Canada-Gwaii Haanas.

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EXECUTIVE SUMMARY

Gwaii Haanas National Park Reserve and Haida Heritage Site is located at the south end of the Queen Charlotte Islands (see Appendix A). Gwaii Haanas encompasses an archipelago of over 200 islands off the north central coast of British Columbia.

Parks Canada is an organization that protects and represents areas of Canada that are important and significant naturally and culturally. It promotes understanding of these areas to ensure their integrity for future generations (Parks Canada, 2006). Parks Canada, through the Government of Canada, recognized the uniqueness of Haida Gwaii and came to an agreement in 1993 with the Council of the Haida Nation to protect the natural and cultural environment by creating Gwaii Haanas. The agreement is unique in that the parties agree to disagree on who owns the area. They do agree that Gwaii Haanas needs to be protected “as one of the world’s great natural and cultural treasures” and that the area should have “the highest standards of protection and preservation” available (Government of Canada and Council of the Haida Nation, 1993).

To ensure that cooperative management is applied, the Archipelago Management Board (AMB) was created. With two members from each of the Haida Nation and the Government of Canada, they are responsible for all aspects of planning management and operations of Gwaii Haanas (Government of Canada and Council of the Haida Nation, 1993).

The Outdoor Recreation and Tourism Management Program at the University of Northern British Columbia (formerly the Resource Recreation and Tourism Program) focuses on interdisciplinary issues of natural resource management with specialization in planning issues surrounding outdoor recreation, protected areas management and nature-based tourism.

A survey was created by staff from the University of Northern British Columbia in conjunction with Parks Canada staff (see Appendices B and C). The survey was distributed to both guided and independent visitors entering Gwaii Haanas in the summer of 2006 in order to determine how effective the Visitor Orientation Program and other visitor information tools were, as well as collecting demographic and influence data. The following is a summary of results received:

- The total number of respondents that returned useable surveys was 399.
- 59% of the respondents who returned surveys had gone to Gwaii Haanas with a tour company, leaving 41% to travel independently.
- Of the visitors who traveled independently, 22% hired transportation when they got to the islands, while the others relied solely upon their own transportation.

- The most popular tour guide company mentioned by the visitors who went with a guide was Moresby Explorers. The second most popular company was South Moresby Air.

- The majority of visitors (51%) traveled to Haida Gwaii by air. Another 28% traveled to the islands by ferry. 17% of visitors traveled to Haida Gwaii by boat, with the remaining 4% unknown or other. These numbers may be atypical as one of the two primary ferries to the Queen Charlotte Islands sank just before the main 2006 visitor season.

- Most of the visitors were from Canada, 274 out of the 399. of the few international visitors, most came from the US.

- 55% of the visitors were female, 43% were male and 2% did not specify.

- The largest influence on visitors for visiting Gwaii Haanas was “family/friends”. The second largest influence was “other influences”, which included points such as previous visits, interest.curiosity, and Pacific Yachting.

- While visiting Haida Gwaii, the average number of days that visitors spent outside Gwaii Haanas was 5.49 days.

- The majority of the visitors who responded to the survey had indeed taken the Visitor Orientation. 43% took the orientation before they entered Gwaii Haanas and 43% took the orientation within 24 hours of their arrival into Gwaii Haanas. The rest did the orientation either later in their visit or they did the self-orientation offered at the south end of the islands.

- The trip planner, aimed at independent visitors, was not used by most of the respondents, chiefly because they just didn’t use it, or they didn’t know about it or didn’t receive it.

- A visitor handbook is provided at the orientation and 85% of visitors did indeed use the handbook.
- The orientation survey also asked whether visitors had used the Parks Canada website. 63% of visitors had not visited the website and 2% of them did not know about it or did not respond. The remaining visitors had visited the website.
- The orientation survey also included a number of questions asking visitors to assess the visitor orientation on a semantic differential scale, which when analysed was set from 1 to 7, 1 being the most negative and 7 being the most positive. The following is a summary of the average response to each question.
  o When asked whether the orientation increased the visitor’s support of protection for Gwaii Haanas, the mean response was 5.57.
  o When asked if the orientation informed visitors about the marine mammal guidelines, the mean response was 4.99.
  o When asked if the orientation made the visitors aware of the guidelines to protect the Watchmen sites, the mean response was 5.58.
  o When asked if the orientation made protecting natural heritage more or less important, the mean response was 5.89.
  o When asked if the orientation made protecting cultural heritage more or less important, the mean response was 5.91.
  o When asked if the orientation was interesting, the mean response was 5.66.
  o When asked if the orientation made the visitor curious, the mean response was 5.20.
  o When asked if the orientation was enjoyable, the mean response was 5.44.
  o When asked if the orientation informed the visitor about the vital habitat Gwaii Haanas provides for nesting birds, the mean response was 5.57.
o When asked if the orientation inspired the visitor to support guidelines for viewing marine mammals, the mean response was 5.48.

o When asked if the orientation informed the visitor about the cooperative management structure for Gwaii Haanas, the mean response was 5.53.

o When asked if the orientation made the visitor want to talk about what they heard, the mean response was 5.39.

o When asked if the orientation inspired the visitor to respect the maximum group size on the shore while they are visiting, the mean response was 5.57.
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INTRODUCTION

Gwaii Haanas National Park Reserve and Haida Heritage Site encompasses an archipelago of over 200 islands at the south end of the Queen Charlotte Islands (Haida Gwaii) (Archipelago Management Board, 2003). The protected area was established in 1988 when Canada and British Columbia signed the South Moresby Agreement, which designated the area as a National Park Reserve (Parks Canada, 2006). In 1993, the Government of Canada recognized the uniqueness of Haida Gwaii and came to an agreement with the Council of the Haida Nation to protect the natural and cultural environment by creating Gwaii Haanas National Park Reserve and Haida Heritage Site (Archipelago Management Board, 2001). The agreement is unique in that the parties agree to disagree on who owns the area. They do agree that Gwaii Haanas needs to be protected “as one of the world’s great natural and cultural treasures” and that the area should have “the highest standards of protection and preservation” available (Government of Canada and The Council of the Haida Nation, 1993).

To ensure that cooperative management is applied, the Archipelago Management Board (AMB) was created. With two members from each of the Council of the Haida Nation and the Government of Canada, they are responsible for all aspects of planning management and operations of Gwaii Haanas (Government of Canada and The Council of the Haida Nation, 1993). Partly because of cooperative management Gwaii Haanas received the #1 rating in a survey by National Geographic Traveler of 55 national parks in Canada and the US (Tourellot, 2005).

In 1981, the Skidegate Band Council started the Haida Gwaii Watchmen Program due to the increase of visitors to the islands (Archipelago Management Board, 2001). The Watchmen, historically, were placed at strategic places around the villages to raise an alarm if an enemy was approaching. Now, the Watchmen are guardians of the historic villages and sites around Gwaii Haanas (Archipelago Management Board, 2001). They are not tour guides but they do provide information for visitors coming to see the cultural sites (Archipelago Management Board, 2001).

Registration forms from independent visitors in 2004 were analyzed to see who the typical visitor was and where they are from. It was found that the average visitor tended to be male and in their late 40s from British Columbia (Archipelago Management Board, 2006). The Gwaii Haanas Marketing Strategy compared the statistics from 1997-2001 to those from 2004. There was not a significant difference between the two sets of data except that the number of visitors from Canada went up from 61% to 70% while the number of visitors from BC went down almost 20% to 55%. More visitors from other provinces are visiting Gwaii Haanas than in past years (Archipelago Management Board, 2006). Prior to 1997, Vaske, Donnelly, Freimund, and Miller (1996) reported 60% of respondents (257 in total) were from Canada, with 43% of the total being from BC, so a
significant portion of all Canadians being from BC, with only 10% of total respondents being from Ontario, and 9% from Alberta. Data from 2005 showed that of 749 guided visitors, 532 were from Canada, with 338 being from BC, 100 from Ontario, 66 from Alberta, and 48 from Washington State. From the same year (2005), 549 independent visitors were surveyed (363 from Canada), with 252 from BC, 77 from Alberta, and then 53 from Washington State. (Note: The 2005 data is unpublished, and consists of data supplied by Parks Canada, and analyzed/formatted by Gerald Christie)

2004 independent visitors were asked what the main motivating factors were for visiting Gwaii Haanas. The main motivations are as follows: 1) Healthy ecosystems; 2) Haida Culture; 3) Interconnections between land, sea and local cultures and traditions; and 4) Unique island way of life (Archipelago Management Board, 2006). Also in 2004, the three most popular activities were powerboating, kayaking, and sailing (Archipelago Management Board, 2006). Kayaking was notably the most popular activity throughout the late 19990’s, but since 2002/2003 it has been overtaken by powerboating.

Gwaii Haanas has a mandatory visitor orientation program, something only seen at three other national parks in Canada. The visitor orientation was created for Gwaii Haanas for many different reasons. First, it encourages visitors to learn about Gwaii Haanas so as to minimize safety incidents and visitor-related impacts. Second, it tries to educate people about ways to minimize impacts to the environment and other visitors. Third, the orientation program is created to increase visitor knowledge about Gwaii Haanas. The orientation is composed of a combination of oral and PowerPoint presentations by a Parks Canada staff member, along with a 24 minute video. The visitors receive a visitor handbook as well as other literature to ensure that the visitor follows the safety and ethical guidelines for the area. The Visitor Handbook summarizes the orientation in a small booklet that is easy to carry. The booklet also has a page in the back that verifies that the visitor completed the orientation (Parks Canada, 2004).
METHODS

Visitors to Gwaii Haanas were asked to complete a double-sided survey consisting of 24 questions. See Appendices B and C for sample questionnaires. Three hundred and ninety-nine visitor surveys were completed. There were a total of approximately 2090 visitors to Gwaii Haanas in 2006 and thus the response rate to the survey was 19% (assuming each visitor was given one). Vaske, Donnelly, Freimund, and Miller (1996) surveyed a significantly smaller sample (257), partially due to the fact that their study required respondents to be able to view video material.

Questions on the survey were separated into three areas: “orientation”, “other visitor information” and “marketing”. “Orientation” evaluation questions asked visitors to describe how they were influenced by the orientation using a semantic differential scale. Thus they were given two statements, one positive and the other negative, and were asked to place themselves along a line depending on where they would fit. In formulating the results, respondents’ answers have been given a number from 1 to 7, 1 being the closest to the negative statement, and 7 being the closest to the positive statement. Orientation questions were formulated with assistance from Parks Canada staff, as to address affective, behavioural, and cognitive themes they are striving to address with the orientation program. The use of such questions/methods was drawn from the work of Ham and Weiler (2005).

“Other visitor information” questions asked visitors to evaluate the usefulness of literature given to them before or while visiting Gwaii Haanas. “Marketing” questions asked visitors to describe methods of travel to Haida Gwaii, how they traveled while visiting Gwaii Haanas and their origins.

The survey was created by UNBC Outdoor Recreation and Tourism Management professors Anne Hardy and Pat Maher and finalized in cooperation with Parks Canada staff. The surveys were distributed to visitors by Parks Canada staff in Queen Charlotte and Sandspit, and by local tour operators in Gwaii Haanas. Any comments regarding the survey instrument, and specifically the orientation statements, can be seen in Appendix D.
RESULTS
Results are presented in a number of ways, both as text and graphics. For Part One, evaluating the orientation, results are separated as per the first 13 questions on the surveys. In parts two and three results have been combined or separated based on categories such as demographics, what aspects of publicity is being examined, etc. Most results sections have accompanying appendices, which can be viewed at the end of the report. Comments found in Appendices D-H, J and K have not been altered, apart from tidying up misspelling, grammar, and indicating where multiple respondents answered the same (indicated by # - comment). Appendix I indicates the number of respondents from each Tour Company, and Appendix L indicates specific orientation comments that could be directly attributed to a specific tour company.

Any none respondent comments are indicated by [ ] and are not in italics. Where appropriate, summary statements regarding comments to a specific question have been summarized in the text, however, full comments, generally unaltered can be seen in the appendices.

Independent vs. Guided Visitors
The surveys were divided into two categories: guided visitors and independent visitors. Out of the total 399 survey collected, 164 or 41% of the surveys were submitted by independent travelers. Visitors traveling with a guide or tour company provided the balance, 235 or 59% (see Figure 1). This is different from general user statistics data where independent visitors typically represent only about 30% of visitors.

Figure 1: The number of guided vs. independent surveys respondents in Gwaii Haanas.
**Part 1: Orientation Evaluation**

**Question 1** asked visitors to describe whether or not the orientation increased or decreased their support for protection of Gwaii Haanas (see Figure 2).

Of the 164 independent surveys, 34.8% of visitors ranked protection as very important, 22.6% ranked it as a 6, 18.3% ranked it as a 5, 16.5% ranked it as a 4, 4.3% ranked it as a 3, 0.6% ranked it as a 2, 1.8% ranked it as a 1 and a following 1.2% did not answer. There were no illegible answers.

From the 235 guided surveys 44.3% of visitors ranked protection at a 7, 20.4% ranked it as a 6, 8.5% ranked it as a 5, 20% ranked it as a 4, 1.7% ranked it as a 3, less than 0.4% ranked it as a 1 and 2 and 4.2% did not answer the question. There were no illegible answers.

**Figure 2**: Question 1 - Were respondents supportive of the protection of Gwaii Haanas?
**Question 2** asked visitors if the orientation informed them about marine mammal viewing guidelines (see Figure 3).

28% of independent visitors ranked this question at a 7, 25% ranked it at a 6, 15.8% ranked it at a 5, 14% ranked it at a 4, 7.9% ranked it at a 3, 3% ranked it at a 2, 4.9% ranked it at a 1 and a following 1.2% did not answer the question. There were no illegible answers.

32.7% of guided visitors ranked this question as a 7, 18.2% ranked it as a 6, 7.6% ranked it as a 5, 21.7% ranked it as a 4, 3.8% ranked it as a 3, 2.9% ranked it as a 2, 5.9% ranked it as a 1, and 6.8% did not answer the question. There were no illegible answers.

**Figure 3**: Question 2 - Were visitors informed about the marine mammal guidelines.
Question 3 asked visitors if the orientation made them aware of guidelines to protect Haida Gwaii Watchmen sites (see Figure 4).

From the independent surveys, 41.5% of visitors rated this question at a 7, 30.5% rated it at a 6, 5.5% rated it as a 5, 13.4% rated it as a 4, 1.8% rated it as a 3, 2.4% rated it as a 2, 4.3% rated as a 1 and 0.6% did not answer the question. There were no illegible answers.

From the guided surveys, 49.8% of visitors ranked this question at a 7, 14.5% of visitors rated it as a 6, 4.7% rated it as a 5, 19.5% rated it as a 4, 2.1% rated it as a 3, 2.1% rated it as a 2, 3.4% rated it as a 1 and 3.8% did not answer the question. There were no illegible answers.

Figure 4: Question 3 - Were visitors informed about the guidelines to protect the Watchmen sites?
**Question 4** asked visitors if the orientation made protecting the natural heritage more or less important (see Figure 5).

From the independent surveys, 42.7% of visitors rated this question at a 7, 28.7% ranked it as a 6, 12.2% rated it as a 5, 12.8% rated it as a 4, 1.2% as a 3, 0% rated it as a 2, 0.6% rated it as a one and 0.6 % did not answer the question. 1.2% of the answers for this question were illegible.

From the guided surveys, 52.3% of visitors rated this question at a 7, 22.1% rated it as a 6, 2.9 % rated it as a 5, 15.3% rated it as a 4, 1.2% rated it as a 3, 1.2% rated it as a 2, 0.4% rated it as a 1 and 4.2% did not answer the question. There were no illegible answers.

**Figure 5**: Question 4 - Were visitors interested in protecting the natural heritage in Gwaii Haanas?
**Question 5** asked visitors if the orientation made protecting cultural heritage seem more or less important (see Figure 6).

From the independent surveys, 40.9% rated it as a 7, 29.3% rated it as a 6, 16.5% as a 5, 11% rated it as a 4, 0.6% rated it as a 3, 0% as a 2, 0.6% rated it as a 1 and a following 0.6% did not answer the question and 0.6% of the answers were illegible.

From the guided surveys, 54% rated it as a 7, 19.5% rated it as a 6, 5.1% rated it as a 5, 14.8% rated it as a 4, less than 0.4% rated it as a 2 and 3, 0.8% rated it as a 1 and 4.2% did not answer the question. 0.4% of the answers were illegible.

**Figure 6**: Question 5 - Were visitors interested in protecting cultural heritage in Gwaii Haanas?
**Question 6, 7 and 8** asked visitors to describe how the orientation made them feel. This included whether or not the orientation is boring, enjoyable or stimulated curiosity.

For **Question 6** (see Figure 7), the independent surveys showed that 34.8% rated it as a 7, 28% rated it as a 6, 15.9% as a 5, 14% rated it as a 4, 2.4% rated it as 3, 2.4% rated it as a 2, 1.8% rated it as a 1 and a following 0.6% did not answer the question. There were no illegible answers.

The guided surveys for question 6 showed that 49% rated it as a 7, 21% rated it as a 6, 7.6% rated it as a 5, 12.7% rated it as a 4, 0.9% rated it as a 3, 0.4% rated it as a 2, 0% rated it as a 1 and 7.2% did not answer the question. 0.4% of the answers were illegible.

**Figure 7**: Question 6 - Did visitors find the orientation boring or interesting?
**Question 7** asked whether or not the orientation made the visitor curious (see Figure 8).

For the independent surveys of question 7, 21.3% rated it as a 7, 29.3% rated it as a 6, 14.6% rated it as a 5, 18.3% rated it as a 4, 7.3% rated it as a 3, 4.9% rated it as a 2, 3% rated it as a 1 and a following 0.6% did not answer the question. 0.6% of the answers were illegible.

The guided surveys of question 7 showed that 42.9% rated it as a 7, 14.8% rated it as a 6, 8.9% rated it as a 5, 18.2% rated it as a 4, 2.9% rated it as a 3, 4.2% rated it as a 2, 0.8% rated it as a 1, and a following 6.8% did not answer the question. There were no illegible answers.

**Figure 8: Question 7 - Did the orientation make the visitors curious?**
**Question 8** asked whether or not the visitors found the orientation enjoyable (see Figure 9).

From the independent surveys of question 8, 29.3% rated it as a 7, 26.8% rated it as a 6, 17% rated it as a 5, 14% rated it as a 4, 6.7% rated it as 3, 3.7% rated it as a 2, 1.8% rated it as a 1 and a following 0.6% did not answer the question. There were no illegible answers.

The guided surveys of question 8 showed that 46% rated it as a 7, 17% rated it as a 6, 8.9% rated it as a 5, 15.3% rated it as a 4, 2.1% rated it as a 3, 2.5% rated 2, 2.5% rated it as 1 and a following 5.5% did not answer the question. There were no illegible answers.

**Figure 9**: Question 8 - Was the orientation enjoyable?
**Question 9** asked visitors if the orientation informed them of vital seabird nesting areas within Gwaii Haanas (see Figure 10).

From the independent surveys, 38.4% of people rated it as a 7, 26.8% rated at as a 6, 12.8% rated it as a 5, 17.7% rated it as a 4, 0% rated it as a 3, 1.8% rated it as a 2, 1.2% rated it as a 1, 0.6 % did not answer the question and 0.6% of the answers were illegible.

From the guided surveys of question 9, 43.8% rated it as a 7, 17.8% rated it as a 6, 9.3% rated it as a 5, 17.8% rated it as a 4, 1.7% rated it as a 3, 2.5% rated it as a 2, 1.7% rated it as a 1 and following 5.1% did not answer the question. There were no illegible answers.

**Figure 10**: Question 9 - Were the visitors informed of the vital habitat for nesting seabirds in Gwaii Haanas?
**Question 10** asked visitors whether or not the orientation inspired them to support the guidelines for viewing marine mammals in Gwaii Haanas (see Figure 11).

From the independent surveys, 31.1% of visitors rated it as a 7, 24.4% rated it as a 6, 13.4% rated it as a 5, 22% rated it as a 4, 1.2% rated it as a 3, 2.4% rated it as a 2, 4.3% rated it as a 1, 0.6% did not answer the question and 0.6% of the answers were illegible.

From the guided surveys, 45.9% rated it as a 7, 17% rated it as a 6, 10.2% rated it as a 5, 17.8% rated it as a 4, 1.2% rated it as a 3, 2.1% rated it as a 2, 0.4% rated it as a 1 and a following 5.1% did not answer the question. There were no illegible answers.

**Figure 11**: Question 10 - Were the visitors inspired to support the marine mammal viewing guidelines?

![Bar chart showing the percent of total visitors who rated the question on a scale of 1 to 7 for independent and guided surveys.](chart.png)
**Question 11** asked visitors if the orientation informed them of the cooperative management structure of Gwaii Haanas (see Figure 12).

From the independent surveys, 42.1% rated it as a 7, 31.7% rated it as a 6, 9.1% rated it as a 5, 11.6% rated it as a 4, 2.4% rated it as a 3, 1.2% rated it as a 2, 0.6% rated it as a 1 and a following 1.2% did not answer the question. There were no illegible answers.

From the guided survey, 38.7% rated it as a 7, 19.1% rated it as a 6, 8.5% rated it as a 5, 19.5% rated it as a 4, 3.4% rated it as a 3, 3.8% rated it as a 2, 0.8% rated it as a 1, 5.5% did not answer the question, and 0.4% of visitors’ replies were illegible.

**Figure 12:** Question 11 - Were the visitors informed of the cooperative management structure of Gwaii Haanas?
Question 12 asked visitors if the orientation made them want to talk about what they had heard (see Figure 13).

From the independent surveys, 25.6% of people rated this question at a 7, 26.8% of people rated the question at a 6, 15.6% of people rated it a 5, 23.8% of people rate it as a 4, 2.4% rated it as 3, 2.4% rated it as a 2, 1.8% rated it as a 1 and 1.2% following did not answer the question. There were no illegible answers.

From the guided surveys, 42.5% of people rated this question at a 7, 18.7% of visitors rated it as a 6, 8% rated it as a 5, 21.2% rated it as a 4, 2.5% rated it as a 3, 1.2% rated it as a 2, 0.4% of people rated it as a 1 and a following 5.1% of visitors did not answer the question. 0.4% of visitors' answers were illegible.

Figure 13: Question 12 - Did the orientation make the visitor want to talk about what they heard?
**Question 13** asked visitors whether or not the orientation inspired them to respect the maximum group size policies while on shore (see Figure 14).

From the independent surveys, 35.4% of people rated this question at a 7, 24.4% of rated it as a 6, 17.7% rated it as a 5, 17.7% of people rated it as a 4, 1.2% of people rated it as a 3, 1.8% of people rated it as 2, 0.6% of people rated it as 1 and a following 0.6% of people did not answer the question. 0.6% of the answers were illegible.

From the guided surveys, 46.8% of people rated it as a 7, 18.2% rated it as a 6, 7.6% rated it as a 5, 16.1% rated it as a 4, 1.2% rated it as a 3, 0.8% rated it as a 2, 0.8% rated it as a 1. A following 7.6% did not answer the question. An additional 0.4% of the answers were illegible.

**Figure 14:** Question 13 - Were the visitors inspired to respect the maximum group size policies while on shore?
Almost all visitors (95.7%) traveling independently received their visitor orientation before entering the park, compared to 8.9% of the guided visitors who received their orientation before entering the park (see Figure 15). Few independent visitors (1.8%) received their orientation within 24 hours of entering the park, whereas 71.1% of guided visitors received their orientation within 24 hours of entering the park. 0.6% of independent visitors received the orientation later in the visit and 12.3% of visitors received the orientation later in their visit.

**Figure 15: When did visitors receive their orientation (guided vs. independent)?**

The independent visitors had the option of ticking a box noting that they did the self-orientation at the south end of the park, 1.2% chose this option. Some of the guided visitors did not do the orientation at all (3%). Very few of the independent surveys (0.6%) and 3.8% of the guided visitor surveys had no data indicating when they received the orientation. Some of the surveys also had marks on them that were indeterminable as to when they had taken the orientation (0.8%).

The totals for all the visitor survey regarding when they received their orientation are as follows (see Figure 16): Visitor Orientation was received before entering Gwaii Haanas 43% of the time, 43% of visitors received it within the first 24 hours of arrival, 8% of visitors said that they received the orientation later on during their visit, 6% of visitors reported to have given themselves the orientation, to not have received an orientation or did not recognize that they had received an orientation (this is the collation of the 3%, 2% and 1% shown in Figure 16).
General comments regarding the orientation were very positive and the orientation was perceived to be very educational. Few respondents found it to be too long, too unorganized or unnecessary. For a full list of written comments provided by respondents regarding the visitor orientation, see Appendix E.
Part 2: Other Visitor Information

Trip Planner
Trip planners were supplied to visitors by email and mail. Visitors were asked about how much they used the trip planner (see Figure 17). Of the independent visitors, 37.8% used the trip planner, 27.4% did not receive the trip planner, 26.8% of visitors did not know about it or didn’t receive it and 4.9% of visitors did not mark anything on their surveys. 3.0% of the surveys were indeterminable.

Of the guided visitors, 5.5% of visitors used the trip planner, 45.1% didn’t know about it or didn’t receive it. 42.6% didn’t use the trip planner. The rest of the surveys did not have anything marked down, or was indeterminable.

Figure 17: Did visitors use the trip planner (guided vs. independent)?

The following numbers summarize all the visitor surveys received: 74% of people did not use the planner, and 19% of people did use the planner, while the remaining 7% are unknown (see Figure 18).

Trip planner comments were generally positive. Most respondents found it useful and found its compact size to be convenient. For a full list of respondents’ comments regarding the trip planner, see Appendix F.
Figure 18: Use of the trip planner (total).

Visitor Handbook
Visitors also received a visitor handbook with the orientation (see Figure 19). Of the guided visitors, 82.1% of visitors used the visitor handbook, 13.2% did not use the visitor handbook, 3.0% of visitors didn't receive the handbook and 1.7% of the surveys did not have any data.

For the independent visitors, 90.2% of visitors used the handbook, 8.5% did not receive the handbook and 1.3% of the surveys had no data on them.
For the total number of visitors: 85% of visitors reported using the visitor handbook, 11% said they did not use the handbook while the remaining 4% did not receive the handbook or are unknown (see Figure 20).

For a full list of respondent comments regarding the visitor handbook, see Appendix G.
Website
Visitors were asked if they had visited the Gwaii Haanas/Parks Canada website (see Figure 21). Of the independent visitors 50% of visitors had not visited the website, 49.4% of visitors had visited it and 0.6% of the surveys had no response provided.

Almost one quarter of the guided visitors (24.7%) who filled out the surveys reported that they visited the website, 71.1% had not visited the website, 3.4% of the surveys had no data and 0.8% of the surveys were indeterminable.

Of all the visitor surveys collected, 63% of visitors reported not to have used the Parks Canada web site, 35% of visitors did use the website and the remaining 2% are unknown or undetermined (see Figure 22).

Figure 21: Use of the Gwaii Haanas/Parks Canada website (guided vs. independent).

Comments on the Gwaii Haanas website were mixed. Some respondents thought it was useful and very navigable, whereas others thought it was confusing and needed updating. For a full list of respondents comments regarding the website, see Appendix H.
Figure 22: Use of the Gwaii Haanas/Parks Canada website (total).
Part 3: Marketing Information

Independent vs. Guided travel
Visitors were asked how they traveled during their visit to Gwaii Haanas (see Figure 23). Out of all the surveys we received, 58% of visitors said that they had traveled with a tour guide, 19% traveled independently, and 22% said they traveled independently but hired transportation into or out of Gwaii Haanas. The remaining 1% is unknown.

Figure 23: How did visitors travel while in Gwaii Haanas?

Of the visitors who went with a tour guide, the guiding operations that were mentioned the most were Moresby Explorers, South Moresby Air, Bluewater Adventures, Pacific Rim Paddling Company and Anvil Cove Charters. For a complete list of tour companies cited, please see Appendix I.

Travel to Haida Gwaii
Visitors were asked how they traveled to Haida Gwaii/Queen Charlotte Islands (see Figure 24). Of the independent surveys, 44.5% traveled to Haida Gwaii in their own boat, 53.7% traveled there by air, and the other 1.8% of the surveys had no data or were indeterminable. Interestingly, no independent respondents indicated traveling to Gwaii Haanas by ferry. This could be due to the loss of the Queen of the North, as well as the fact that those independent visitors who sailed may have their own boats.

For the guided visitors, 69.4% traveled by air, 24.7% traveled by ferry, 1.7% of the visitors lived on the islands and 4.3% of the surveys had no data.
Of the total number of visitors, 51% of visitors reported arriving to Haida Gwaii by air, 28% arrived by ferry, 17% arrived via their own boat, and 4% of all the surveys had either no data, were completed by visitors who lived on the island, or were indeterminable (see Figure 25).

Figure 25: How did visitors travel to Haida Gwaii/Queen Charlotte Islands (total)?
**Time spent on Haida Gwaii outside of Gwaii Haanas**

Visitors were asked how many days were spent outside Gwaii Haanas. The data revealed that as a whole, the average number of days outside of the park was 5.49. For the independent visitors, the average number of days spent outside was 5.5, and for the guided visitors the average number of days spent outside Gwaii Haanas was 10.6.

**Travel Destination Influences**

Visitors were asked what the largest influence in their choice of travel destination was (see Figure 26). For all the surveys completed, the following numbers were established: 37% of people said that the largest influence was friends, 31% said it was due to another influence, 16% noted that family was the largest influence, 3% were influenced by *National Geographic Traveler* magazine, 5% by an advertisement, and the remaining 10% were influenced by other types of media including newspapers, and TV shows like the Valerie Pringle show.

**Figure 26:** Largest influence for the visitor to travel to Gwaii Haanas (total).

For the independent visitors, the following numbers were established from the completed surveys for the largest influence affecting the visitors’ travel to Gwaii Haanas: 46.4% of visitors noted friends as the largest influence, 33.3% noted other influences were greater, 9.3% cited family as their largest influence, 6.6% said other travel recreation magazines were the largest influence on their travel to Gwaii Haanas, 1.1% said other TV shows influenced them the most, 1.1% of the surveys had no data, 0.5% stated that advertising was the largest influence for them, 0.5% stated that the *National Geographic Traveler* magazine article
was their largest influence, 0.5% said that another newspaper influenced them the most and 0.5% of the surveys were indeterminable (see Figure 27).

**Figure 27**: Largest influence for the visitor to travel to Gwaii Haanas (independent).

For the guided visitor surveys, the following numbers were obtained for the largest influence for these visitors: 31.9% cited friends, 28% cited other influences, 20.9% cited family, 7.9% cited advertisement, 3.5% cited *National Geographic Traveler* magazine, 2.8% cited other travel recreation magazines, 2.8% of the surveys had no data, 1.6% cited newspapers and 0.8% cited the Valerie Pringle Has Left the Building television show (see Figure 28).
For a full list of respondents comments regarding influences, see Appendix J.

**Gender**

When visitors were asked to mark their gender, 55% of visitors who filled out surveys on their trip to Gwaii Haanas were female, while 43% were male. Few visitors (2%) did not answer the question and are classified as unknown (see Figure 29). In 10 years since Vaske, Donnelly, Freimund, and Miller’s study (1996), much has changed when 54% of respondents were male, and 46% female.

When dividing the data into independent and guided visitor types, there is a notable difference in gender ratio. A higher proportion of independent respondents were male (54.9%); 43.4% were female and 1.2% were unknown. For the guided visitors, there were more females, (63%), than males, (33.2%). Some of the surveys (4.3%) for the guided visitors had no data (see Figure 30).

From 2005 data, the gender split was almost equal 47% female and 52% male amongst guided visitors (355 and 387 respectively of 749 respondents), but 61% male and 38% female for independent visitors (334 and 210 respectively for 549 respondents).
Figure 29: Gender of the visitors (total).

![Pie chart showing gender distribution of visitors]

- Female: 55%
- Male: 43%
- Unknown: 2%

Figure 30: Gender of the visitors (independent vs. guided).

![Bar chart showing gender distribution of independent and guided visitors]

- Independent:
  - Female: 50%
  - Male: 50%
  - Unknown: 0%
- Guided:
  - Female: 70%
  - Male: 30%
  - Unknown: 0%
Visitor Origins
Visitors were asked where they were from. Visitor origins included Canada, USA, International and unknown (see Figure 31). Canada accounted for 274 visitors, with 83 from the USA. Top international destinations included Germany, the UK, and Australia. A complete list of countries that were listed as international origins is as follows:

8 - UK
5 - Germany
5 - Australia
4 - Austria
3 - New Zealand
2 - Switzerland
1 - Spain
1 - Ireland
1 - Japan
1 - Sweden

Figure 31: Visitor origins (total).

For independent surveys, 67.1% of the visitors were from Canada, 26.2% were from the United States of America, and 6.7% of visitors were from another country (see Figure 32).

In comparison to Vaske, Donnelly, Freimund, and Miller (1996), this is a significant increase of international visitors, up from only 3% of 257 respondents (2% being Germany alone).
For the guided visitors, 70.2% of visitors were from Canada, 19.1% of visitors were from the United States of America, 8.5% of visitors were from other countries, and 2.1% of the surveys had no data (see Figure 33).
For the visitors from Canada, the data were divided into guided and independent again, but this time by province to see where the visitors were from. British Columbians were the most prevalent visitors to Gwaii Haanas, with 98 of the guided visitors being from BC and 84 of the independent visitors being from BC (see Figure 34). The next highest province of origin was Ontario for both categories, but these numbers were small. Other provinces that were represented were Alberta, Saskatchewan, Manitoba, Quebec and Nova Scotia.

**Figure 34**: Canadian visitor origins (guided vs. independent).

Any further specific comments not already addressed can be seen in Appendix K, and orientation comments sorted by tour group can be seen in Appendix L.
CONCLUSIONS

The data that was analyzed from the 2006 guided and independent visitor orientation surveys for Gwaii Haanas National Park Reserve and Haida Heritage Site revealed some interesting and useful information. The results revealed that overall the orientation experience was very well received.

There were some key findings from the feedback from independent and guided surveys. The following lists some key observations that reveal these differences:

- More guided visitors (235) completed surveys than independent visitors (164), though a higher proportion of independent visitors completed surveys

Orientation Evaluation
- Guided visitors showed stronger support for the protection of Gwaii Haanas
- Guided visitors were more informed about marine mammal guidelines
- Independent visitors scored higher than guided visitors upon being informed of guidelines to protect Watchmen sites
- One of the highest positive responses for both guided and independent visitors was support for protection of natural heritage
- Guided visitors showed greater support for protecting cultural heritage
- Fewer guided visitors found the orientation to be boring
- The majority of guided visitors said the orientation made them curious, the largest gap between guided and independent responses was this category
- Guided visitors found their orientation experience to be more enjoyable than did independent visitors
- Guided visitors were more informed about vital habitat for nesting seabirds
- Guided visitors were more inspired to support marine mammal guidelines
- Independent visitors were more informed of the cooperative management structure for Gwaii Haanas
- The orientation inspired guided visitors to talk about what they heard more than independent visitors
- Guided visitors were more inspired to respect the maximum group size policies while on shore

One point to note regarding mean scores on the orientation evaluation is the fact that there were a lot of scores of “4”, which either indicates a general “sitting on the fence” by respondents, or a point of contention with regards to the survey, as the example given on the form is an X in the middle, or a 4 in the results coding.

Other Visitor Information
- A greater percentage of independent visitors used the Gwaii Haanas visitor handbook
- Twice as many independent visitors visited the park website than guided visitors

**Marketing Information**
- Air was the most popular form of travel to Haida Gwaii from both guided and independent visitors
- Guided visitors spend twice the average amount of days outside Gwaii Haanas relative to independent visitors
- Friends and family were the most predominant influences on visitors deciding to visit Gwaii Haanas
- Overall, there were more females who visited Gwaii Haanas than males; however, males made up a larger portion of the independent visitors, whereas females were more prevalent on the guided tours.
REFERENCES


Appendix A: Map of Gwaii Haanas National Park Reserve and Haida Heritage Site

© Parks Canada /Edley Imagineering Inc.
Appendix B: Survey form for Guided Visitors

2006 Visitor Information Survey
(Guided visitors)

What, more paperwork?
All visitors to Gwaii Haanas receive orientation information for their safety and for the protection of the area’s natural and cultural heritage. Gwaii Haanas values your feedback. The purpose of this survey is to find out if our orientation sessions and publications are doing their job, and to help us understand who our visitors are, so we can better address visitors’ needs in future. Please know that there are no right or wrong answers to the questions, nor are some responses better or worse than others. We simply want to know your honest opinions about your orientation to Gwaii Haanas. THANK YOU!

What’s in it for me?
Everyone who sends in the Trip Log will receive a metal zipper pull with the Gwaii Haanas crest. If you send us this survey at the same time, you will be entered to win one of ten Gwaii Haanas fleece jackets.

PART 1: ORIENTATION EVALUATION
For each question, place a tick on the line that best shows how you feel about the orientation to Gwaii Haanas presented by your guide(s).

Example: If you believe that the orientation was the right length, you would place a mark as follows:

Overall, my orientation to Gwaii Haanas…
was too long: : : : : X: : : : : was too short

Overall, my orientation to Gwaii Haanas…

increased my support for the protection of Gwaii Haanas: : : : : : : : 
did not increase my support for the protection of Gwaii Haanas: : : : : : : : 
did not tell me about marine mammal viewing guidelines: : : : : : : : : 

made me aware of guidelines to protect the Watchmen sites: : : : : : : : : 
did not make me aware of guidelines to protect the Watchmen sites: : : : : : : : : 

made protecting natural heritage seem less important: : : : : : : : : 
did not make me aware of guidelines to protect the Watchmen sites: : : : : : : : : 

made protecting cultural heritage seem less important: : : : : : : : : 
did not make me aware of guidelines to protect the Watchmen sites: : : : : : : : : 

was boring: : : : : : : : : 
was interesting: : : : : : : : : 

did not make me curious: : : : : : : : : 

was enjoyable: : : : : : : : : 
was not enjoyable: : : : : : : : : 

informed me that Gwaii Haanas provides vital habitat for nesting seabirds: : : : : : : : : 
did not inform me that Gwaii Haanas providing vital habitat for nesting seabirds: : : : : : : : : 

inspired me to support the guidelines for viewing marine mammals: : : : : : : : : 
did not inspire me to support the guidelines for viewing marine mammals: : : : : : : : : 

did not inform me about the cooperative management structure for Gwaii Haanas: : : : : : : : : 
informed me about the cooperative management structure for Gwaii Haanas: : : : : : : : : 

made me want to talk about what I heard: : : : : : : : : 
did not make me want to talk about what I heard: : : : : : : : : 

Office use only:
Registration Number_________________
When did you receive your orientation to Gwaii Haanas?

- Before entering Gwaii Haanas (i.e. from Parks Canada staff in Sandspit or Queen Charlotte)
- Within the first 24 hours of my visit to Gwaii Haanas
- Later during the visit
- South end entry self-orientation (i.e. video and other materials mailed to your home)
- Never

Comments on your orientation: ____________________________________________________________________

PART 2: OTHER VISITOR INFORMATION

Please tick boxes that apply and write comments or information where applicable.

Did you use the 2006 Gwaii Haanas Trip Planner (available on request from Gwaii Haanas or for download from the Gwaii Haanas web site) for planning your trip?

- Yes
- No
- Did not know about it/did not receive it

Comments on Trip Planner: _______________________________________________________________________

Following your orientation, have you used your Gwaii Haanas Visitor Handbook (small spiral-bound book)?

- Yes
- No
- Did not receive it

Comments on Visitor Handbook: __________________________________________________________________

Have you visited the Gwaii Haanas/Parks Canada web site (www.pc.gc.ca/gwaiihaanas)?

- Yes
- No

Comments on website: ___________________________________________________________________________

PART 3: MARKETING QUESTIONS

During your visit to Gwaii Haanas, did you:

- Travel independently all the way
- Travel independently but hire transportation into or out of Gwaii Haanas
- Travel with a tour company?

Name of tour company: _____________________________________________________

How did you travel to Haida Gwaii/Queen Charlotte Islands?  

- in own boat
- by air
- by ferry

How long are you spending on Haida Gwaii/Queen Charlotte Islands (outside Gwaii Haanas)? ____________ days

What was the largest influence in your decision to visit Gwaii Haanas?

- Family
- Friends
- Advertisement for Gwaii Haanas or one of its tour operators (where? ________________________)
- National Geographic Traveler magazine (or other coverage of their 2005 park survey)
- Other travel/recreation magazine: _______
- National Geographic Traveler magazine (or other coverage of their 2005 park survey)
- Other TV show: _________________
- National Geographic Traveler magazine (or other coverage of their 2005 park survey)
- Other influence(s): ___________________

Gender  □ F  □ M

Country of residence:  □ Canada  □ USA  □ Other: ______________________

For residents of Canada or USA: postal code or zip code: ______________________

Thanks for your time!

If you would like to tell us anything else about your experience in Gwaii Haanas, please write it in the space below.
Appendix C: Survey form for Independent Visitors

2006 Visitor Information Survey

(Independent visitors)

What, more paperwork?
All visitors to Gwaii Haanas receive orientation information for their safety and for the protection of the area’s natural and cultural heritage. Gwaii Haanas values your feedback. The purpose of this survey is to find out if our orientation sessions and publications are doing their job, and to help us understand who our visitors are, so we can better address visitors’ needs in future. Please know that there are no right or wrong answers to the questions, nor are some responses better or worse than others. We simply want to know your honest opinions about your orientation to Gwaii Haanas. THANK YOU!

What’s in it for me?
Everyone who sends in the Trip Log will receive a metal zipper pull with the Gwaii Haanas crest. If you send us this survey at the same time, you will be entered to win one of ten Gwaii Haanas fleece jackets.

PART 1: ORIENTATION EVALUATION
For each question, place a tick on the line that best shows how you feel about the orientation to Gwaii Haanas presented by Parks Canada staff.

<table>
<thead>
<tr>
<th>Example</th>
<th>If you believe that the orientation was the right length, you would place a mark as follows:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall, my orientation to Gwaii Haanas…</td>
<td>was too long</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Overall, my orientation to Gwaii Haanas…</th>
<th>increased my support for the protection of Gwaii Haanas</th>
<th>did not increase my support for the protection of Gwaii Haanas</th>
</tr>
</thead>
<tbody>
<tr>
<td>did not tell me about marine mammal viewing guidelines</td>
<td>told me about marine mammal guidelines</td>
<td></td>
</tr>
<tr>
<td>made me aware of guidelines to protect the Watchmen sites</td>
<td>did not make me aware of guidelines to protect the Watchmen sites</td>
<td></td>
</tr>
<tr>
<td>made protecting natural heritage seem less important</td>
<td>made protecting natural heritage seem more important</td>
<td></td>
</tr>
<tr>
<td>made protecting cultural heritage seem less important</td>
<td>made protecting cultural heritage seem more important</td>
<td></td>
</tr>
<tr>
<td>was boring</td>
<td>was interesting</td>
<td></td>
</tr>
<tr>
<td>made me curious</td>
<td>did not make me curious</td>
<td></td>
</tr>
<tr>
<td>was enjoyable</td>
<td>was not enjoyable</td>
<td></td>
</tr>
<tr>
<td>informed me that Gwaii Haanas provides vital habitat for nesting seabirds</td>
<td>did not inform me that Gwaii Haanas providing vital habitat for nesting seabirds</td>
<td></td>
</tr>
<tr>
<td>inspired me to support the guidelines for viewing marine mammals</td>
<td>did not inspire me to support the guidelines for viewing marine mammals</td>
<td></td>
</tr>
<tr>
<td>did not inform me about the cooperative management structure for Gwaii Haanas</td>
<td>informed me about the cooperative management structure for Gwaii Haanas</td>
<td></td>
</tr>
</tbody>
</table>
Made me want to talk about what I heard did not make me want to talk about what I heard
Did not inspire me to respect the maximum group size policies while on shore did not inspire me to respect the maximum group size policies while on shore

When did you receive your orientation to Gwaii Haanas?
- Before entering Gwaii Haanas (i.e. from Parks Canada staff in Sandspit or Queen Charlotte)
- Within the first 24 hours of my visit to Gwaii Haanas (guided visitors only)
- Later during the visit (guided visitors only)
- South end entry self-orientation (i.e. video and other materials mailed to your home)
- Never

Comments on your orientation: ____________________________________________________________________

PART 2: OTHER VISITOR INFORMATION
Please tick boxes that apply and write comments or information where applicable.

Did you use the 2006 Gwaii Haanas Trip Planner (available on request from Gwaii Haanas or for download from the Gwaii Haanas web site) for planning your trip?
- Yes
- No
- Did not know about it/did not receive it

Comments on Trip Planner: ______________________________________________________________________

Following your orientation, have you used your Gwaii Haanas Visitor Handbook (small spiral-bound book)?
- Yes
- No
- Did not receive it

Comments on Visitor Handbook: __________________________________________________________________

Have you visited the Gwaii Haanas/Parks Canada web site (www.pc.gc.ca/gwaiihaanas)?
- Yes
- No

Comments on website: ______________________________________________________________________

PART 3: MARKETING QUESTIONS
During your visit to Gwaii Haanas, did you:
- Travel independently all the way
- Travel independently but hire transportation into or out of Gwaii Haanas
- Travel with a tour company?

Name of tour company: ____________________________________________________

How did you travel to Haida Gwaii/Queen Charlotte Islands?
- in own boat
- by air
- by ferry

How long are you spending on Haida Gwaii/Queen Charlotte Islands (outside Gwaii Haanas)? _____________ days

What was the largest influence in your decision to visit Gwaii Haanas?
- Family
- Friends
- Advertisement for Gwaii Haanas or one of its tour operators (where? ______________________________________________________________________)
- National Geographic Traveler magazine (or other coverage of their 2005 park survey)
- Other travel/recreation magazine: ______________________________________________________________________
- Newspaper: ______________________________________________________________________
- Valerie Pringle Has Left the Building TV show
- Other TV show: ______________________________________________________________________
- Other influence(s): ______________________________________________________________________

Gender  □  F  □  M

Country of residence:  □  Canada  □  USA  □  Other: ______________________________________________________________________

For residents of Canada or USA: postal code or zip code: ______________________________________________________________________

Thanks for your time!
If you would like to tell us anything else about your experience in Gwaii Haanas, please write it in the space below.
Appendix D: General Statement Comments

Format poor, not worded well for comments

N/A already incorporated into our expedition group size

2 - Confusing survey

Failed to mention

I didn't receive any orientation. It may have been provided by the pilot on flight to SGang Gwaii, but my headset didn't work so I missed most of what the pilot said :( These responses are in relation to an orientation I attended at the Tourist Info Centre on my own.

(coop) Very Much! (group size) Did not matter! More than 12 on shore but first group left ahead of us. Guides for Pacific Rim were very aware of kayaks (H-5) on beach and we therefore noticed.

Please see comment as that influenced the whole orientation.

Great idea

Not aware of our trip size within the guidelines

Since my orientation was too brief I cannot answer these; I would respect any natural habitat - always.
Appendix E: General Orientation Comments

Made me wonder why Parks Canada has not reintroduced sea otter

Was good interpretive video and presentation

7 - Excellent

3 - Too long

Orientation was a bit redundant

Started late but was good

Waste of time

OK

Fine

2 - Good

2 - Very nice

Adequate

Enjoyed it very much

Interesting

Send materials earlier

Not well organized

Second video I found to be repetitious

Good information

Seemed excessive

I loved reading the book

Done with guide

Occurred as the trip progressed

Very respectful and informative

As part of tour orientation

We did not receive an orientation we just received information as we visited

I did not receive and orientation as I went with a guide

Important relevant info
12 – Informative

The information of the orientation was given by our guide, it was complete when compared to the visitor handbook

Done on deck of ship as we left marina

Continue from day one

Our host Patrick Lemaire also gave ongoing orientation

No special orientation was provided on this trip orientation books were handed out but no verbal presentation was made. The tour operator did practice minimal impact camping methods and told us of cultural and historical significance of sites as we visited them

3 - Very well done

Comprehensive

Orientation given by Pacific guides

My guides were very passionate about Gwaii Haanas

3 - Short and sweet

All along the trip

Some of my answers were influenced by Watchmen but some were influenced by tour company guide Nathalie McFarlane

Good with passion

From our guides

Session was well done / good info presented in an interesting way / knowledgeable

Excellent - but very different from the one I attended in 2005

Thorough and interesting

I expected info about level of risk / currents etc. as at other park orientations (Poeye river)

Very good

2 - Linda was excellent

Friendly

First time presented - she did a very good job

Could have been shorter

Very well presented by articulate and friendly young woman

Video was too long
She was happy to answer my many questions

I was pleased that staff at Queen Charlotte city were able to arrange orientation on such short notice.

Great job

We didn't receive the video and other materials

Very helpful

First day of zodiac tour - provided by Laura from Moresby Explorers

Should have received before entering Gwaii Haanas

Fair

Very pleasant and very well informed staff members

On board Island Roamer

From Grant Thompson

Provided by our guide 1st thing and throughout the trip

And throughout the visit

Appropriate in duration

Would like more formal and site specific orientation by Watchmen @ sites

Very professional, increased my support for the protection of Gwaii Haanas

Very good

Excellent

Well presented by our naturalist on board

Excellent; love the booklet

Good info.

Completely adequate

Thorough and on-going through trip

Orientation occurred on our boat and was clear and concise

Sufficient & useful

Could have been condensed to maybe 40 mins.

Satisfactory
At the point where the zodiac dropped us off at Ross Island. The orientation was delivered by the Tofino Exp. Guide.

We read the guidebook & discussed the information on our own throughout the trip. Besides what we learned from our guide.

Guide did a good job & knows park well

Informed, concise

Guides handed it out - could have gone over it with us

This was a day excursion but we had previously acquired similar understandings while visiting throughout Graham Island, at Sandspit on the ferry crossing from Prince Rupert.

Short but covered most topics

Will take my own at Visitor Info Centre

Given by our tour guides

Received book and kayak guides provided info

We had an excellent guide in every respect

Done by tour guide

Given by the guide

Very well done by tour guide

It was integrated - would have been more powerful if more overt.

Very well done and with convictions

I enjoyed the booklet. I had read a great deal about the area before visiting.

Throughout the trip

Our guide took every opportunity to reinforce the above points throughout the trip.

Very well presented by Anvil Cove Staff.

Our guides with Pacific Rim orientated us to every consideration listed and we felt from them the importance of preserving nature, culture and heritage.

Elements were at the beginning but main during visit

As a naturalist (member of FBCN) it was informative and helpful - but respect all the twigs mentioned our way and elsewhere.

2 - Very good

Rather inexperienced staff
Well done, informative

Too long

Jodi was very informative, had good answers to all of our questions.

Staff very friendly and knowledgeable

Repetitive, old material, didn't acknowledge the experience or knowledge of the group.

Very friendly parks officer

Very informative and respectful, very good video

The trainee was very good

Good

Very good and informative

"Does anyone else in the group have a question or comment?" repeat as needed throughout orientation and do not address the same 1 or 2 most vocal group members all the time.

Fun and interesting

Well done

Excellent!

The ferry schedule should be taken into account or best do the orientation in Prince Rupert or on the ferry! (its boring there and there would be enough time)

Great job

Great

Too long

Drue did great job sorry did not get spelling

The presenter was wonderful and knowledgeable.

Made 2 trips so data may be uninterpretable for orientation questions

Positive impression/interesting

It was well run and interesting

Pleasant welcome to QC Islands

Excellent orientation! Valuable and informative-so important

6 of us-very good!

Very informative and interesting
I would have liked a full orientation, but we did hear some guidelines en route

No contact with Parks Canada staff

Casually by guides

Grant Thompson was inspiring (Tofino Exped)

Some was spread out. E.g. talked about Watchmen program on the way to SGang Gwaay.

Some more history would have been interesting.

A-1

Was done during the trip.

Did not receive a separate orientation as it was part of the tour - from the ‘outfitter’.

And throughout it was reinforced well.

Excellent.

Great

Received orientation from guide on trip.

Very educational/informative

Very brief and only with the pilot enroute to Gwaii Haanas

Lots of information

Was part of a guided trip.

Did not get visitor handbook until end of trip.

A good book for information.

I was on planned tour with Moresby Explorers.

Takes time out of trip.

Informative, interactive and enjoyable.

Really appreciated it. Could put other species (example, wolves) into the book.

Interesting. Good to learn more about it.
Appendix F: Trip Planner Comments

Too general
Was very good and informative
Helpful
Good makes orientation pointless
Very handle equals nicely compact
Very good set of useful information covers all the basics
We didn't use it but it was informative none the less
Very useful
Great but got it at orientation
Does not clearly show operators that provide kayak transport
Excellent very helpful
I didn't use
I have been here many times since 1992
Partner has been there many times
I wish I had received it
Should be on tour operators' web sites
Basic info
Took guided tour
Very interesting
Very helpful / some confusion re where Sandspit ferry was
Could have tips on fishing and suggested local limits
Tons of useful information
2 - Good
Should be mandatory reading
Very good
Good for pre-trip planning and general info
Excellent

Good information on whole area

I was member of a Tofino Expeditions group

We were guided by Tofino Expeditions staff

Well done

Fine

Planning for tourist part of trip done by friends

Very Informative

Could'nt find it online

Guided trip-not relevant

No need because on guided tour

Not given this info

2 - I received it too late - it should have been mailed to me beforehand

Did not receive

No

VG - Had to ask, for it. It was not offered

Useful

Very useful

Online info not inspiring to me - I should have required by mail.

No internet during my travel

My fault did not know about the website

As a Parks Canada employee I should have known about it, but used library books to plan

Planned ourselves - TV, reading, etc.

4 - Tourist information centre

Planned by Saddle Rose Tour Guides (Charmane and Robert Rogers)

Given at end of 4-day eco tour.

Quite good. Equipment checklist could be more complete, detailed.
Appendix G: Visitor Handbook Comments

Good useful

Needs more pages for stamps, stamp pages should dry more easily otherwise very good

Helpful and nice memento

Opened it

Not up to date on mooring buoys

Great brief reference to take along while camping

Very useful and informative

Were not told to take hand book to sites

Will review for next trip

Worth having

Informative and helpful

Needs more pages for stamps

Handy and great for identifying animals

Quest for identifying animals ad birds

Good book

Give it out earlier

Also very helpful

Good like the compact size

I read it

Well put together

Great info referred to many times

Good resource

Good more on mammals, plants would be nice.

Useful reminder of the orientation

Really interesting and informative

8 - Excellent
Great idea
5 - Very good
3 - Good

Good resource
Loved the bird drawings
Used it very much
Informative
Very useful
Helpful

Looks good
Good information
Very interesting
Informative
Great reference
Awesome
Great

Well done
Great idea with passport stamps

Useful
Good information
Small neat well written
Like the section on birds

Very helpful and informative

I like it and its now in my cabinet with my other books
Nice little guide - easily carried
Good reference, interesting, informative

Very handy, stamp pages not absorptive, supply blotter
Very helpful during the trip
Very useful, especially bird identification

Useful reference

Nice source of info and a good souvenir

Good resource

Used seabird identification

6 - Very informative

Excellent, but wish for more info on anchorages close to Watchmen sites

Good but more maps with anchorage would be useful close to the sites

Helpful information

Sturdy, organized

Did not list land birds

I will keep it forever

Excellent, complete information

Should have pictures of whales as well as seabirds

Referred to it throughout entire trip

Handy format, good info

Put in a larger, more detailed map

Well done, informative

Very well written and pleasant to read

Not enough room for stamps

The idea was great but we needed more room for stamps

Add a pronunciation guide

Very useful, especially bird identification

Received after trip

Appreciate receiving it; excellent information

Great content

Good for reference after trip
Great

A lot of info in this little book

Will do soon afterwards

Clear & concise

Great info a great idea! I really liked it

Received it last day of my visit

Well done and helpful

Useful size & informative

Very useful

Great, informative book

Some good info

Nice idea!

I think its nice idea to give the book to each visitor.

Great souvenir – interesting

Wonderful information and beautiful illustration of the seabirds.

Well organized - wish I could recycle it for new visitors to use it as I will not likely have a chance to return.

Excellent publication w/ great layout, typography, illus. Very impressive piece.

Interesting, helpful

Great info and very interesting

Great memory???

Excellent information

Excellent -thank you

Excellent and most informative

Good information - well presented

I was so busy taking everything in that I didn’t read much.

Interesting
Very interesting

Very informative and handy

Quite useful but errors need to be corrected

2 - Well done

Great memento liked the passport style stamps for Watchmen sites - but would like more blank pages in back.

Very useful info; please tell in advance about the Watchman stamps.

Very helpful

Easy to pack - great size (small) - very convenient

It’s a great size for kayakers with limited space

Bit out of date. The existence of mooring balls is most important to boaters - and we were never sure of the situation until we arrived. Also, on page 79 Gale force winds are 341047 knots NOT 20.33 which are strong winds.

Didn’t know that we were supposed to bring it ashore at each site to receive a Watchmen stamp - nor did we know we should sign in at a site.

Good information, very useful

Were not told to take books for stamping

We were not told to take the books to the sites to get stamped.

Very good and informative, however we were not told to take it to the sites for stamping.

Very handy, but we weren’t told to get it stamped at Watchmen sites.

Good information

Good. More information on mooring areas would be helpful.

Small, spiral-bound = extra handy for locating info space for Watchmen site stamps.

Nicely organized and written

More illustrations would be good, birds, sea life.

Excellent

Interesting information - well-done booklet

Most helpful. Great place to make notes on people, places and impressions.

Will use book for review etc.
Excellent, full of information

Did get stamped at Ninstints. Did not get stamped at Skidegate - received on our arrival home from Skidegate.

Good reference book

Very helpful and informative

Good summary

Enjoyable, good compact size. Fills in a lot of the gaps of not getting a full orientation.

Okay, although skimpy

Did not take on trip

Read it all looked for birds and different plants.

Excellent – thanks

Will leave at B&B or discard. Not very useful to receive as kayak trip starting. No time to read. Great document, but easily wet and impossible to dry.

Great pictures of the birds (illustrations)

2 - Very informative

My book got wet - how can I get another please?

I enjoyed it very much.

It was given at the end of the trip.

A good overview.

2 - We will.

Did not receive it until on the plane enroute to Gwaii Haanas. It looks good and would have been useful.

Very well put together

It’s excellent! Lots of fun … lots of pertinent information.

Read it.

Instructions on how to use the Telus phone system would be very useful.

Helpful - like learning more - wish it had more ways to distinguish whales.

Was very informative but a little too much warnings of negativity.
Appendix H: Website Comments

Ever informative

Interesting

Good useful info

OK

Great breadth of information on park history culture ecosystem preparation conduct

3 - Excellent

Easy to work through

Useful and gave good information

Difficult to navigate to

Could have detail images and maps

Great

Just to see tidal hours

Great informative site

No computer

Informative, some links didn't work

No maps or charts

Will now

Last trip in 2004

Needs improvement

No

Will in future

7 - Good

Useful easy to navigate

But I will use it

Not on web

Somewhat difficult to access information
Informative

Very good

Not easily navigable, a bit clunky and governmental, but does give required info.

Needs updating

User friendly

Well done

Didn't know about it

I will now

Great

Great advice for planning

Quite informative

Will check it out

2 - Will do later

Very useful

My husband found in internship. I use the computer rarely.

I will check the website within 2 or 3 days of returning home

But will - want to know more.

Not yet - will do

Easy to use

Briefly, to find out where to call to make reservations.

Useful

Well laid out

Again should have known there was one.

Will look at it when we get home and have internet

Will do when home

Effective and well laid out
Pictures are difficult to flip through (gorgeous!) - could you a PowerPoint and voiceover.

Good - that was how we planned our trip, using your website.

Very interesting

A more detailed map would be great.

Very helpful to find transport, travel information.

This is good - I printed off download PDF so look at ways to save paper.

Good info, user friendly.
Appendix I: Tour Company Used (guided visitors)

45 - Moresby Explorers
22 - Pacific Rim Paddling Company
22 - Bluewater Adventures
18 - South Moresby Air
17 - Anvil Cove
17 - Butterfly Tours
16 - Queen Charlotte Adventures
14 - Tofino Expeditions
9 - Ticked independent travel, but listed Moresby Explorers
9 - Gabriola Cycle & Kayak
8 - Rose Harbour Guest House: Goetz Hanisch
8 - Ocean Sound Kayaking
6 - Saddle Rose
   Note-Saddles Rose Tour clients travel with South Moresby Air
5 - Whitney and Smith
5 - Left blank
4 - Gwaii Haanas Guest House: Patrick Lemaire
3 - Ocean Light II
3 - Ecosummer Expeditions
3 - Wrote self
2 - Wells Gray Tours
1 - Evergreens Outdoor Club
1 - Mothership kayaking
1 - Arranged privately
1 - Both Moresby Explorers and South Moresby Air Charters
Appendix J: Influence Comments

Other paddlers comments

Blue Water sailing club

Friends

Revisiting the sites

Our quest to visit all of Canada

Mystery video years ago, university professor, Emily Carr, my own research

Long time dream to visit Haida Gwaii

7 - Pacific yachting

Desire to travel by boat to remote and secluded area

Personal experience in area

Good friends have relatives here

My husband’s dream

Books: Ravens Cry, Lonely Planet

Boyfriend was planning a trip

Desire for an adventure in a boat

Experiences since 1992

Partner’s personal experiences

Curiosity

Memory of 1988 kayak trip

Wanted to return after our 1988 kayak trip

2 - Anvil Cove’s website

Reading books about coastal native people

Art

Tour operator was an influence

Family history

Haida culture
Is this a joke who is Valerie Pringle?

Advertisement

Natural environment

Previous stay

Naturalists wanted to see everything

Previous sailing trips

Always wanted to see what I had heard about Queen Charlottes

Internet search

4 - Previous visit

I saw the islands on a flight from Alaska in 1982

Prior visit to Graham Island

9 - wilderness sailing experience Nanaimo to Haida Gwaii

2 - Douglass cruising guides

Other kayakers

Have wanted to since I was a young girl

Have been here 3 times before, holds a special place in my heart

Emily Carr

Curiosity, want to see as much of Canada as I can in my lifetime

Always wanted to visit this far away place and culturally distinct

Kayak Magazine

Sport fishing in the 90’s

Google search, knowledge network, previous visit to Gwaii Haanas

School

BC travel handbook from Germany

American Museum of Natural History, NYC

Through study of Haida art & architecture

Have come to Charlottes for work
2 - Lonely Planet

Interested in exploring places in B.C. I have not visited

Heard about it many years ago

Saddle rose tours brochure

Guidebooks, lonely planet,

Internet research

2 - Blue Water Adventures

AMNH

Windy Bay demonstration and many publications

Pristine environment; isolation

Famous kayaking destination

Many bits and pieces over many years, no one article or show

Always wanted to come

Worked in Prince Rupert in 1955 and had a totem carved for me by Ed Calder

My husband was here 19 years ago & wished to return

Other visit (1987)

Books

Previous visit in 2005

Had not been there before

Personal interest in Haida people and in kayaking

Always wanted to go & researched info on Internet

Scouts Canada magazine - leader had an article that got me interested

West World (BCAA)

Essay written by Michio Hoshino (Japanese photographer)

Have always wanted to visit

To return after a trip in ’93

Own interest from childhood and while living on Vancouver Island during the 70s.
For as long as I can remember I have wanted to see Gwaii Haanas - Saw pictures long ago.

Books on Haida Culture

College studies

Long term ambition

Sailing Challenge Previous Visit – 1986

Reputation for wilderness

Reputation for wilderness

Word of mouth

Douglas Book - the North Coast of British Columbia

Desire to travel in wilderness are a visited in 1991 revisited in 2006

Memories of reading about environmental conflicts; other Canadian cruisers who had been.

Visited briefly in 2000

Fellow sailors and interest in culture of Haida

A long term interest in Haida culture

Cruising guide by Douglas

Own travels, studying the map of Canada
Repeat Visit

Cruising guide

Kayaking guide books

Always knowing it was there and that it was a must see as part of Canada

Heard about paddling in QC

Can't remember

Cruising guide coverage

Friend

Cruising guide

Tourist office in Queen Charlotte

Interested in Haida and their history

Decided a month prior to arrival. Wanted to see what I've read about the Haida for many years

Emily Carr/ novel "Raven's Cry"/being a Parks employee and always wanting to go

Tour company

Kayaked Vancouver Island, time for a new challenge.

Never heard of (Valerie Pringle TV show)

Other kayakers

Worked at Moresby in 60's and always wanted to return. Better than I could have hoped.

Curiosity

Revisit

Book entitled "This is Haida".

Just my knowledge from a business trip.

Wanted to see natural seaside environment, heard that you were Canada's Galapagos. Decided you were the easiest access to the remotest seashore in Canada

Wanted to see Tanu and Skedans

2 - It finished off our trip across Canada.

2 - Interest in my province.
History, geography, biology.

Been before and loved it.
Appendix K: Other Comments

Ever educational, picturesque and fascinating

It is a great place; we treasure out time here

Magical, peaceful, windy, education, spiritual, wild, humbling, unspoiled, natural, majestic; beckoning my return

We were very disappointed that the cultural centre at Skidegate wasn’t open

You have a daunting great rewarding task protecting such a marvelous place to keep up the good work I’ll be back

The only disappointing thing about my experience in Gwaii Haanas was at Hot Spring Island while I was there a group of people from a fishing boat were drinking alcohol in one of the hot pools. I thought this was totally inappropriate

Keep up the good work at preserving the sites!

No were else have we experienced such wonderful vast wilderness. Purposely did not visit the hot springs to stay with our wilderness experience

Please mail orientation handbook out earlier. Arriving in Gwaii Haanas on Sunday leaving on Monday, major problems getting fuel and matches and cash. Please inform visitors to be completely ready prior.

It seems to me that 1500 persons per year doesn’t come close to areas’ potential while preserving all values including non-crowding objectives. Managing highly frequented sites seems to be the challenge.

James at SGang Gwaay was wonderfully attentive. I hiked to the cave while my husband took photos. James told me that he had seen a woman at the landing beach. My husband didn’t know that she had continued on the reservoir trail. Very considerate guides. Tanya very much.

Cody at Skedans was very enthusiastic. She served us tea and patiently answered questions. Albert at Hot Springs was very helpful and quite friendly

I really could have used a fleece vest [fleece vest was offered as a draw prize for the survey]

I always wanted to see the queen charlottes

Please do not send me any Parks Canada info except whatever I got for completing the survey. It will only be recycled

Just truly wonderful

I have always wanted to come here as I’m fascinated

Arrived by air Friday; disappointed museum not open Saturday

Hope Parks Canada and all of us can make it as easy as possible for the residents and Haida people of these islands to live there and thrive. They color the islands and are passionate about
the conservation and protection of a unique world in Canada.

I will be back for more kayaking and exploring

A fleece vest is really needed on a kayaking trip

I loved every bit of my trip it is such a pleasure and honour to experience the beauty of the nature first hand

Our short stay in Sandspit did not coincide with museum hours

First rate in all respects

Preserve the natural environment and beauty of this place

Fascinating history, wildlife, plants, trees

Bluewater Adventures did a superb job of showing and explaining the cultural sites and also the diverse natural wonders (whales, birds, forests) of this incomparable place their fine and capable staff couldn't have done more to make our trip a wonderful and educational experience.

This was our Parks guide’s 1st orientation session - she did a great job with a large group. She has a very pleasant manner and is very knowledgeable

I have been visiting the Charlottes since 1982. This was the best trip yet for interaction with local people - and to see how the park is cared for and protected

Great experience, increased appreciation for natural beauty of this area and native culture and points of view. Love to bring my grandchildren here.

Park should take over buoy system in approach bays before park. Unhappy situation developed at SGang Gwaay - lack of respect between tour operator and watchwoman - a situation that should not happen when people are doing best to portray the life of the early Haida.

We had a wonderful trip - glorious weather. The Haida Watchmen were so friendly and helpful – excellent

I think it might be helpful to clarify which weather station should be considered when in Gwaii Haanas (which part of the report is applicable to what area). I would listen to the reports, but was not always sure what part applied to our current location

Great fishing, how it can be that commercial geoduck harvesters can harvest within the park boundaries? The Watchmen told us they are anyway. It doesn't seem right given the vast amount of area they have available to them in B.C. as a whole.

The mooring buoys in Rose Harbour seemed to be too close together. Vessels with different wind resisting characteristics could swing different directions and possibly collide. As a result I had to search for an adequate anchoring spot late at night and came close to the hidden reef in the harbour

Amazing experience. Orientation very helpful - also very informative guide

Hope you can keep it wild for all time
Memorable; better than any national park experience

Some info from handbook could be shunted to trip planner; could handbook info be made available on-line

We traveled as a family of 14 and would have liked to stay together. My husband fished here and my father put the trip together.

This survey is confusing - the positive and negatives switched from left to right, but our visit was most enjoyable

Very difficult survey to answer, confusing w/ strong support and moving from left to right, etc

Incredible trip; such a beautiful and spiritual place. Please continue to keep it natural and limit the # of people to minimize our footprint.

Also had a great 5 day kayak trip w/ Queen Charlotte Adventures through the Skidegate channel to Government Creek. Add it to the park! Let private operators have a central place inside the park to reduce travel times. Rose Harbour B&B's are a big asset that adds to the park experience without becoming resorts - no electricity or running water

I will be back

Fabulous

Goetz is really, really good.

It is a very special place - I want to go there again

I had a good experience

This was my 2nd trip Haida Gwaii, first was last year for about 2 weeks.

Please keep protecting this national treasure. Please make sure that it stays ecologically the same (if not better) for future generations!

1) The scale in section 1) keeps flip flopping back & forth. Strongly agree should always be on one side. Strongly disagree should always be on the other. 2) Private operators should be allowed to own property in the park. This would make it more convenient for travel schedules of visitors. If it isn't convenient for visitors to come, they will stay at home. 3) The Bed & Breakfasts at Rose Harbour were an asset. It make it very convenient to view SGang Gwaay.

Guides [Watchmen] at Hot Springs - should make a brief presentation to each group - at least have a Q and A session. They remained in the house and did not seem like hostesses at all. June 26/06.

As a resident of BC and a Canadian by birth I have longed for this visit for many years it is a trip of a lifetime.

I enjoyed my visit and intend to return in the next few years!

The visitor handbook is great and very full of useful information. I wish I had it upon arrival or had seen a copy at the Tourist Info Centre.
Great trip - enjoyed every aspect, both within the park and local communities (QCC, Skidegate, Sandspit).

What a fantastic place - sea life! It’s beautiful.

The zodiac. Our guide was superb. He lived around Queen Charlotte all his life and knows the waters well. Full of history of the Islands and also the flora and fauna. It’s glorious country to experience - food was excellent. Couldn’t have had a better trip. Thanks for you Paul.

Ocean Sound Kayaking is an outstanding tour guide company and we learned so much from them about the park, the environment and the Haida.

Goetz is a fabulous guide

This form should be set up so that in part 1 all the positive answers are on one side. It is confusing otherwise.

As I said on the other survey, I believe that the waters of Gwaii Haanas should be protected from commercial fishing. In other words, there needs to be a Marine Protected Area. It would be great if sea otters could be reintroduced: Can the introduced deer, raccoons etc. be eliminated?

Even though I had read many articles and seen many pictures, I was impressed by Haida Gwaii FAR beyond my already high expectations.

Please copy what I wrote on the Trip Log. I had a most unique and memorable experience. Our guides with Pacific Rim Paddling connected us (me) with land, environmental concerns, and preservation and reclamation of culture - as well as asking for physical capabilities. Thank you.

(From Trip Log) We had the true connection with the land, the culture and physical requirements with our PRP guides. It was as though time and space and “Pressures” were left behind. People that I have talked to since I arrived home had said “I wish that I could feel that way for a moment.” I have gotten the message and will endeavor to carry it - Please continue to allow it to happen - Therefore - would it not make complete sense to refurbish and maintain the dock at Moresby Camp? Is money the issue - please let those of us on this trip know. Thank you for a unique and wonderful experience.

Loved my visit to the Hot Springs with a few friends (7 of us in a Beaver).

Please protect the offshore waters from oil and gas development. It would ruin the experience and attraction.

Please protect the offshore waters from oil and gas development. It would ruin the experience and eliminate the attraction to the park. I want a certificate of completion, like Pacific Rim West Coast Trail, with the crest on it.

Great place to visit. I will be back. Thank you!

The park is priceless!

Wonderful experience, especially the pristine wilderness of it all.

A totally positive experience.

Market guided tours of the Watchmen sites, have camps with long houses on unused islands -
start with the museum in Skedans [Skidegate] - would get a lot of international visitors to experience the area and appreciate Haida history, promote Haida artisans.

(Connecticut) Very impressed by Haida Gwaii Museum/Culture Center in Skidegate - wish we could be there for the grand opening. Impressed by what has been accomplished through the persistent efforts of the Haida people and their cooperative venture with Parks Canada. Met friendly people wherever we went... and wonderfully well-informed Watchmen at Tanu and Skedans - a pleasure to be there with them. (James, Girl, Irene).

There should be more information on anchoring - where, conditions, currents, etc. Also, if buoys are suitable or not. The Watchmen had various responses when questioned by VHF radio.

Thank you. Since starting kayaking in 1999, Gwaii Haanas has always been on the same day list. In 1980’s did some car camping Masset - Skidgate area. Orientation - during video, leave more lights on, a door open, air circulation.

Notes on "see comments" = we already felt that protecting the natural and cultural heritage was extremely important BEFORE the orientation, and the same regarding wildlife viewing, birds, etc. This was one of our best ever trips!

A trip of a lifetime - wonderful experience in many ways - the Haida culture, beauty of the mountains and sea, exciting wildlife and sea life plus physically challenging.

I'm very happy to see that this magnificent part of the earth is being protected the way it is and also that the Haida history also is being preserved!!! Thank you!!

For small boats with no powered anchor windlass more mooring buoys would be a help and a safety consideration. Thanks to all for a great experience.

Keep up the good work at preserving the sites!

Suggest Watchmen wear muted clothes-not necessarily period native dress, but no modern clothes. Put away chainsaws, weed wackers, gas cans, etc. Want a total primitive feeling. Map on trip log is wrong. Not enough info in small booklet to find anchor spot the very 1st time. Small map was confusing. Don't advertise buoys-not substantial enough if over 26 feet. Suggest a mini visitor centre at each site where you could read more info, see more pictures or just be there without exceeding 12 person rule. Go there after tour through village. I would let Mom nature take over with predators to balance the scales. I would love to see a wolf. Thought the spiral booklet was light on site info. Take out the birds and bees and put in more site info. SGang Gwaay had a good booklet at Watchmen cabin. Park needs professional assist in getting everything just right for the best first impression. Also white man/blanket disease story doesn't hold water. It was a world wide pandemic, not a "kill the Indians" event.

The Watchmen (people) program is well done. Some of the watch people gave wonderful tours, others aloof and simple introduction. I realize now they are there more to maintain the site and Haida presence, but at first I was disappointed that the interpretations varied professionally to amateur. It is definitely a bonus to meet a person at these sites.

Our only orientation was by pilot (very knowledgeable and totally informal)

I wish there was a better free map available.

The opportunity to get away from newspapers, magazines, cars, TV's, computers and congested roads was marvelous. The trip was well worth every minute.
The experience was life affirming - I have since purchased books on Haida Gwaii history and art and look forward to learning more. Thank you for caring for such a magical important place.

Would love to return some day - and that's one of the nicest comments. Very friendly people everywhere.

Probably the most beautiful place I have ever visited.

I hope it is truly protected forever.

As you can see from other side of this form the survey questions are a little tough to figure out for someone with post graduate education

We planned this trip ourselves and actually spent 5 nights in Rose Harbour. It was such a wonderful experience - will never forget it. Please keep the pristine beauty as it is so that generations to come will be able to appreciate the beauty and heritage. ALL of Moresby Island should be included in Gwaii Haanas.

Was very informative, fascinating and spiritual.

Persuading Telus to fix their radio telephone receivers would be great. When we were being stalked by the bear (see other survey) we tried to contact Parks Canada or Morex for advice but couldn't raise the Burnaby Island repeater even from Burnaby Island (Merican Cove).

Loved it - so beautiful!

Parks orientation video felt unnecessary as our orientation spokesperson was very informative. The park is very clean, each beach we came to felt previously untouched. The proposed marine sanctuary is a great idea as it would be nice for generations to come to experience all this.

Left back side of survey blank - Rose Harbour filled in by GH staff
Appendix L: Orientation Comments Sorted by Tour Company

**Moresby Explorers**

*Will take my own at Visitor Info Centre*

*Did not receive a separate orientation as it was part of the tour - from the ‘outfitter’.*

*Done with guide*

*Important relevant info*

*Very good*

*Thorough and on-going through trip*

*This was a day excursion but we had previously acquired similar understandings while visiting Throughout Graham Island, at Sandspit on the ferry crossing from Prince Rupert.*

*We had an excellent guide in every respect*

*Our guide took every opportunity to reinforce the above points throughout the trip.*

*Great*

*Received orientation from guide on trip.*

*Very educational/informative*

*Lots of information*

*Did not get visitor handbook until end of trip.*

*I was on planned tour with Moresby Explorers.*

*I would have liked a full orientation, but we did hear some guidelines en route*

*It was integrated - would have been more powerful if more overt.*

**Queen Charlotte Adventures**

*Appropriate in duration*

*Orientation occurred on our boat and was clear and concise*

*Sufficient & useful*

*Done by tour guide*

**Anvil Cove**

*Nicely done*

*Done on deck of ship as we left marina*
Informative
Brief and informative
Very well done

Very well presented by Anvil Cove Staff.
Very well done and with convictions

Pacific Rim Paddling Company
I loved reading the book
Well done with an appreciation of all aspects
Comprehensive

Orientation given by Pacific Guides
My guides were very passionate about Gwaii Haanas
Completely adequate
Guides handed it out - could have gone over it with us
Given by our tour guides
Received book and kayak guides provided info

Our guides with Pacific Rim orientated us to every consideration listed and we felt from them the importance of preserving nature, culture and heritage.

Elements were at the beginning but main during visit

Very good
A-1 throughout the trip

Bluewater Adventures
Guide was excellent

All along the trip
Some of my answers were influenced by watchmen but some were influenced by tour company guide Nathalie McFarlane
Good with passion

On board Island Roamer

Well presented by our naturalist on board
Excellent; love the booklet
Satisfactory

**Butterfly Tours**

*Excellent very respectful and informative*

*As part of tour orientation*

*We read the guidebook & discussed the information on our own throughout the trip. Besides what we learned from our guide.*

*Informed, concise*

*Given by the guide*

**Ocean Sound Kayaking**

*Guide did a good job & knows park well*

*Very well done by tour guide*

**South Moresby Air**

*We did not receive an orientation we just received information as we visited*

*I did not receive and orientation as I went with a guide*

*2 - Short and sweet*

*Short but covered most topics*

*I enjoyed the booklet. I had read a great deal about the area before visiting.*

*No contact with Parks Canada staff*

*Very brief and only with the pilot enroute to G. Hanaas*

*A good book for information.*

*Good info.*

**Gabriola Cycle & Kayak**

*Casually by guides*

*Some was spread out. (e.g. talked about Watchmen program on the way to SGang Gwaay.)*

*And throughout it was reinforced well.*

**Ocean Light II**

*Occurred as the trip progressed*

*Very informative*
Ecosummer Expeditions

Was part of a guided trip.

Rose Harbour Guest House

Could have been condensed to maybe 40 mins.

Whitney and Smith

Informative

From our guides

Evergreens Outdoor Club

Our host Patrick Lemaire also gave on going orientation

Mothership kayaking

Informative