



Small Business and Special Surveys Division

Survey of Adventure Travel Operations in Canada, 1999

CONFIDENTIAL when completed.

Collected under authority of Statistics Act, Revised Statutes of Canada, 1985, Chapter S19.

Si vous préférez avoir ce questionnaire en français, veuillez téléphoner au numéro approprié au bas de la page.



PLEASE UPDATE ABOVE INFORMATION, IF NECESSARY

Legal Name

Operating Name

Address

City Province Postal Code

The purpose of this survey

Statistics Canada is conducting this survey on behalf of the Canadian Tourism Commission, which will use the results to produce an up-to-date and comprehensive study of the adventure travel sector in Canada. The study will profile the products and facilities available to adventure travellers in Canada, identify target and growth markets, evaluate the business environment, and explore the potential for the growth and development of the sector.

Your participation is important

Participation in this survey is voluntary. However, your cooperation in completing the questionnaire is vital for the statistical information to be useful.

The data you report are confidential

Statistics Canada is prohibited by law from publishing or releasing, in any manner, any statistics which would divulge information obtained from this survey relating to any identifiable business. The data reported on the survey questionnaire will be treated in strict confidence, used for statistical purposes and released in aggregate form only.



Please complete and return this questionnaire within 10 days of receipt.

If you require assistance in the completion of the questionnaire and your province of business residence is one of the Maritime provinces, Quebec, Ontario or Manitoba, please contact the Statistics Canada Sturgeon Falls office. If your province of business residence is Saskatchewan, Alberta, British Columbia or the Territories then contact the Statistics Canada Edmonton office.

<p>Statistics Canada - Edmonton Office Park Square - 15th Floor 10001 Belamy Hill Edmonton, Alberta T5J 3B6</p> <p>Phone: 1-800-661-9884 or local (780) 495-4627 Fax: 1-800-237-5281 or local (780) 495-4788</p>	<p>Statistics Canada - Sturgeon Falls Office Civil Administration Centre 225 Holditch St., 2nd Floor Sturgeon Falls, Ontario P0H 2G0</p> <p>Phone: 1-800-461-1662 Fax: 1-800-787-3161</p>
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PROFILE OF PRODUCTS AND FACILITIES

A1 Please indicate the adventure travel activities offered by your company in 1999, and rank them according to revenues. (Rank the top revenue generator with a 1, and so on.)

Activities offered (Mark all that apply)	Rank
Nature observation <input type="radio"/>	32 <input type="text"/>
Bird watching <input type="radio"/>	33 <input type="text"/>
Whale watching <input type="radio"/>	34 <input type="text"/>
Polar bear watching <input type="radio"/>	35 <input type="text"/>
Seal pup watching <input type="radio"/>	36 <input type="text"/>
Canoeing <input type="radio"/>	37 <input type="text"/>
Sea kayaking <input type="radio"/>	38 <input type="text"/>
River kayaking <input type="radio"/>	39 <input type="text"/>
Rafting <input type="radio"/>	40 <input type="text"/>
Sailing <input type="radio"/>	41 <input type="text"/>
Scuba diving <input type="radio"/>	42 <input type="text"/>
Catch & Release Fishing <input type="radio"/>	43 <input type="text"/>
Mountain biking <input type="radio"/>	44 <input type="text"/>
Hiking <input type="radio"/>	45 <input type="text"/>
Mountaineering <input type="radio"/>	46 <input type="text"/>
Trail riding (eg: horseback riding) <input type="radio"/>	47 <input type="text"/>
Cycling <input type="radio"/>	48 <input type="text"/>
Motorcycling <input type="radio"/>	49 <input type="text"/>
Spelunking/exploring caves <input type="radio"/>	50 <input type="text"/>
Dog sledding <input type="radio"/>	51 <input type="text"/>
Snowshoeing <input type="radio"/>	52 <input type="text"/>
Cross-country skiing <input type="radio"/>	53 <input type="text"/>
Snowmobiling <input type="radio"/>	54 <input type="text"/>
Ice climbing <input type="radio"/>	55 <input type="text"/>
Helitours <input type="radio"/>	56 <input type="text"/>
Hot air ballooning <input type="radio"/>	57 <input type="text"/>
Hang gliding <input type="radio"/>	58 <input type="text"/>
Cultural interpretation <input type="radio"/>	59 <input type="text"/>
Other (Specify) <input type="radio"/>	60 <input type="text"/>
<input type="text"/>	
Other (Specify) <input type="radio"/>	61 <input type="text"/>
<input type="text"/>	
<input type="radio"/>	62 <input type="text"/>
<input type="text"/>	

Note: Fishing, hunting and downhill skiing are not considered adventure travel activities.

A2 Did you offer any learning or instruction in outdoor activities in 1999?

Yes No

If yes, specify activities

A3 How long has your company offered adventure travel activities?

Years

A4 In 1999, during which months did you operate adventure travel activities?

All months

January <input type="radio"/>	July <input type="radio"/>
February <input type="radio"/>	August <input type="radio"/>
March <input type="radio"/>	September <input type="radio"/>
April <input type="radio"/>	October <input type="radio"/>
May <input type="radio"/>	November <input type="radio"/>
June <input type="radio"/>	December <input type="radio"/>

A5 In 1999, in which provinces and/or territories did your adventure excursions take place?

No excursions took place in Canada

Newfoundland and Labrador <input type="radio"/>	Manitoba <input type="radio"/>
P.E.I. <input type="radio"/>	Saskatchewan <input type="radio"/>
Nova Scotia <input type="radio"/>	Alberta <input type="radio"/>
New Brunswick <input type="radio"/>	British Columbia <input type="radio"/>
Quebec <input type="radio"/>	Yukon <input type="radio"/>
Ontario <input type="radio"/>	N.W.T. <input type="radio"/>
	Nunavut <input type="radio"/>



PROFILE OF PRODUCTS AND FACILITIES (Continued)

A6 In 1999, did you operate adventure excursions which lasted longer than 1 day?

Yes ⁹⁶ → **Go to A7.**

No → **Go to A10.**

A7 In 1999, did your company own (or rent/lease from a third party) accommodation facilities or partner with another operator to provide accommodation as part of a package which were available to your adventure travellers?

We owned accommodations. ⁹⁷ → **Go to A8.**

We rented/leased accommodations. ⁹⁸ → **Go to A8.**

We partnered with another operator for accommodations. ⁹⁹ → **Go to A10.**

Accommodations were neither owned nor rented/leased. ¹⁰⁰ → **Go to A10.**



A9 Indicate the occupancy rate (the percentage of total accommodation units available which were occupied) for all owned, rented or leased accommodations for each month of 1999.

Month	Facility closed for the month	Occupancy rate
January	¹¹⁸ <input type="radio"/>	¹³⁰ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> %
February	¹¹⁹ <input type="radio"/>	¹³¹ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> %
March	¹²⁰ <input type="radio"/>	¹³² <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> %
April	¹²¹ <input type="radio"/>	¹³³ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> %
May	¹²² <input type="radio"/>	¹³⁴ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> %
June	¹²³ <input type="radio"/>	¹³⁵ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> %
July	¹²⁴ <input type="radio"/>	¹³⁶ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> %
August	¹²⁵ <input type="radio"/>	¹³⁷ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> %
September	¹²⁶ <input type="radio"/>	¹³⁸ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> %
October	¹²⁷ <input type="radio"/>	¹³⁹ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> %
November	¹²⁸ <input type="radio"/>	¹⁴⁰ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> %
December	¹²⁹ <input type="radio"/>	¹⁴¹ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> %

A8 Indicate the types of accommodation facilities which were owned or rented/leased by your company in 1999. Also indicate the maximum number of visitors per night each of these facilities can accommodate.

Facilities (Mark all that apply)	Capacity per night
¹⁰¹ Bed and breakfasts <input type="radio"/>	¹⁰⁹ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> persons
¹⁰² Boats <input type="radio"/>	¹¹⁰ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> persons
¹⁰³ Cabins/cottages <input type="radio"/>	¹¹¹ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> persons
¹⁰⁴ Hotels and Motels <input type="radio"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> persons
¹⁰⁵ Lodges/Inns <input type="radio"/>	¹¹³ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> persons
¹⁰⁶ Tents <input type="radio"/>	¹¹⁴ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> persons
¹⁰⁷ Trailers <input type="radio"/>	¹¹⁵ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> persons
¹⁰⁸ Other (Specify) <input type="radio"/>	¹¹⁶ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> persons

¹¹⁷

PROFILE OF PRODUCTS AND FACILITIES (Continued)

A10 Indicate whether each of the following services was available to your adventure travellers in 1999. Also indicate whether the service was operated by your company.

	Service was available and operated by our company	Service was available but not operated by our company	Service was not available
Restaurant	142 <input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Giftshops/ Merchandise	143 <input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience facilities (e.g. laundromat, convenience store)	144 <input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equipment rentals/sales	145 <input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventure travel tour guides and/or tour leaders	146 <input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utilities (e.g. water, electricity, showers, washrooms)	147 <input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Luxury amenities (e.g. whirlpool, swimming pool, hot tub,sauna)	148 <input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intermodal transportation e.g. shuttle from airport	149 <input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value added or joint programming services (e.g. performing art, aboriginal culture gastronomy/regional cuisine)	150 <input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A11 In what languages did you offer services in 1999? (Mark all that apply.)

- English 151
- French 152
- German 153
- Japanese 154
- Spanish 155
- Other (Specify) 156

157

A12 In 1999, what was the price per person (in Canadian dollars) for your most commonly sold adventure excursion? (Round to the nearest dollar including taxes.)

158 \$.00

A13 In 1999, what was the duration of your most commonly sold adventure excursion?

159 days **OR** hours 160

A14 In 1999, what percentage of the adventure excursions sold were...

... customized to suit the needs of individual travellers? % 161

... preset? % 162

Total 100 %

A15 Of all adventure excursions sold by your company in 1999, what percentage included...

...equipment? % 163

...transportation? % 164

...accommodations? % 165

...meals? % 166

...tour guides? % 167



TRAVELLER PROFILE

B1 How many traveller-days of adventure travel activities did you provide in 1999?

- Each day spent on an adventure excursion by a traveller represents one traveller-day. If there were excursions of less than a day, then count each as half a traveller day:

*For example: 10 travellers on a 3 day tour equal 30 traveller-days
10 travellers on a 3 hour tour equal 5 traveller-days.*

168 traveller-days

B2 Did you notice an increase in the number of traveller-days in 1999 with respect to 1998. If so, indicate the percentage change.

Yes 169 % No 170

B3 Given the number of employees, amount of equipment and capital you had, what was the maximum number of adventure traveller-days that you could have provided in 1999?

171 traveller-days

B4 What percentage of your 1999 adventure travellers were in each of the following age ranges.

Market	Mark all that apply	Percentage of travellers coming from market
Under 19	<input type="radio"/>	172 <input style="width: 100px; border: 1px solid black;" type="text"/> %
20 to 34	<input type="radio"/>	173 <input style="width: 100px; border: 1px solid black;" type="text"/> %
35 to 44	<input type="radio"/>	174 <input style="width: 100px; border: 1px solid black;" type="text"/> %
45 to 54	<input type="radio"/>	175 <input style="width: 100px; border: 1px solid black;" type="text"/> %
55 and over	<input type="radio"/>	176 <input style="width: 100px; border: 1px solid black;" type="text"/> %
Total		100 %

B5 Estimate the percentage of your 1999 adventure travellers who had travelled with your company previously

182 %

B6 What percentage of your 1999 adventure travellers were

Male 183 %

Female 184 %

Total 100 %

B7 What percentage of your 1999 adventure travellers were in each of the following group types.

Solo travellers 185 %

Couples 186 %

Families 187 %

Friends and leisure groups 188 %

Business and incentive travel groups 189 %

Total 100 %

B8 What percentage of your 1999 adventure travellers come from each of the following geographic markets. Also indicate up to 4 markets from which you expect growth to be strongest over the next 5 years.

Market	Percentage of travellers coming from market	Growth markets Mark up to 4
British Columbia, Alberta, Territories	190 <input style="width: 100px; border: 1px solid black;" type="text"/> %	208 <input type="radio"/>
Saskatchewan, Manitoba	191 <input style="width: 100px; border: 1px solid black;" type="text"/> %	209 <input type="radio"/>
Quebec	192 <input style="width: 100px; border: 1px solid black;" type="text"/> %	210 <input type="radio"/>
Ontario	193 <input style="width: 100px; border: 1px solid black;" type="text"/> %	211 <input type="radio"/>
Atlantic Provinces	194 <input style="width: 100px; border: 1px solid black;" type="text"/> %	212 <input type="radio"/>
New York State	195 <input style="width: 100px; border: 1px solid black;" type="text"/> %	213 <input type="radio"/>
Michigan	196 <input style="width: 100px; border: 1px solid black;" type="text"/> %	214 <input type="radio"/>
Washington State	197 <input style="width: 100px; border: 1px solid black;" type="text"/> %	215 <input type="radio"/>
California	198 <input style="width: 100px; border: 1px solid black;" type="text"/> %	216 <input type="radio"/>
Ohio	199 <input style="width: 100px; border: 1px solid black;" type="text"/> %	217 <input type="radio"/>
Pennsylvania	200 <input style="width: 100px; border: 1px solid black;" type="text"/> %	218 <input type="radio"/>
Massachusetts	201 <input style="width: 100px; border: 1px solid black;" type="text"/> %	219 <input type="radio"/>
Other U.S.	202 <input style="width: 100px; border: 1px solid black;" type="text"/> %	220 <input type="radio"/>
United Kingdom	203 <input style="width: 100px; border: 1px solid black;" type="text"/> %	221 <input type="radio"/>
France	204 <input style="width: 100px; border: 1px solid black;" type="text"/> %	222 <input type="radio"/>
Germany	205 <input style="width: 100px; border: 1px solid black;" type="text"/> %	223 <input type="radio"/>
Other Europe	206 <input style="width: 100px; border: 1px solid black;" type="text"/> %	224 <input type="radio"/>
Other (Specify) ↓	207 <input style="width: 100px; border: 1px solid black;" type="text"/> %	225 <input type="radio"/>
Total		100 %

BUSINESS PROFILE

Advertising and Promotional Activities

C1 Indicate which of the following marketing methods you used in 1999 to promote your adventure travel products. Indicate the percentage of your bookings attributable to each source.

Methods Used	Mark all that apply	% bookings attributable
brochures, posters	227 <input type="checkbox"/>	239 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> %
commercial travel guides	228 <input type="checkbox"/>	240 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> %
consumer/trade shows	229 <input type="checkbox"/>	241 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> %
direct mail to future prospects	230 <input type="checkbox"/>	242 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> %
direct mail to past customers	231 <input type="checkbox"/>	243 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> %
e-mail promotions	232 <input type="checkbox"/>	244 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> %
film shows, slide shows	233 <input type="checkbox"/>	245 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> %
newspaper ads	234 <input type="checkbox"/>	246 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> %
other websites	235 <input type="checkbox"/>	247 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> %
provincial/territorial travel guides	236 <input type="checkbox"/>	248 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> %
radio/television ads	237 <input type="checkbox"/>	249 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> %
specialty magazines	238 <input type="checkbox"/>	250 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> %



C2 In 1999, did you have a...

	Yes	No
e-mail	251 <input type="checkbox"/>	<input type="checkbox"/>
fax number	252 <input type="checkbox"/>	<input type="checkbox"/>
1-800 number	253 <input type="checkbox"/>	<input type="checkbox"/>
participant database	254 <input type="checkbox"/>	<input type="checkbox"/>
photo image library	255 <input type="checkbox"/>	<input type="checkbox"/>
website	256 <input type="checkbox"/>	<input type="checkbox"/>

C3 Do you provide booking commissions

Yes	No
257 <input type="checkbox"/>	<input type="checkbox"/>

C4 Do you provide familiarization tours to:

	Yes	No
travel trade	258 <input type="checkbox"/>	<input type="checkbox"/>
media	259 <input type="checkbox"/>	<input type="checkbox"/>
other (Specify)	260 <input type="checkbox"/>	<input type="checkbox"/>

261



C5 In 1999, did you have any cooperative marketing activities with...

	Yes	No
...Canadian accommodation companies?	262 <input type="checkbox"/>	<input type="checkbox"/>
...international accommodation companies?	263 <input type="checkbox"/>	<input type="checkbox"/>
...Canadian passenger transportation companies?	264 <input type="checkbox"/>	<input type="checkbox"/>
...international passenger transportation companies?	265 <input type="checkbox"/>	<input type="checkbox"/>
...other adventure companies?	266 <input type="checkbox"/>	<input type="checkbox"/>
...industry/regional associations?	267 <input type="checkbox"/>	<input type="checkbox"/>
...national, provincial & regional organizations	268 <input type="checkbox"/>	<input type="checkbox"/>
...special events (e.g. trade shows, tourist info fairs, festivals)	269 <input type="checkbox"/>	<input type="checkbox"/>



BUSINESS PROFILE (Continued)

Human Resources

C6 Indicate the total number of employees you had working during each month of 1999? (Include contracted workers.)

Month	Full-time equivalent employees
January	270 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
February	271 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
March	272 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
April	273 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
May	274 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
June	275 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
July	276 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
August	277 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
September	278 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
October	279 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
November	280 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
December	281 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

C7 In 1999, did you use professionally certified adventure travel guides and/or tour leaders?

Yes ²⁸² No

C8 Beyond the basic training required to do their jobs, are your employees trained by your company or others in the areas of...

	Yes	No
...personal safety ²⁸³	<input type="radio"/>	<input type="radio"/>
...first aid ²⁸⁴	<input type="radio"/>	<input type="radio"/>
...environmental safety procedures ²⁸⁵	<input type="radio"/>	<input type="radio"/>
...emergency procedures ²⁸⁶	<input type="radio"/>	<input type="radio"/>
...hospitality/customer service ²⁸⁷	<input type="radio"/>	<input type="radio"/>
...group management ²⁸⁸	<input type="radio"/>	<input type="radio"/>
...meal management ²⁸⁹	<input type="radio"/>	<input type="radio"/>
...heritage interpretation skills ²⁹⁰	<input type="radio"/>	<input type="radio"/>
...other (Specify) ²⁹¹	<input type="radio"/>	<input type="radio"/>
²⁹² <input style="width: 150px; height: 20px;" type="text"/>		

Technology

C9 Indicate whether you use computer technology to assist in each of the business activities listed below. For each activity which is computer-assisted, rate the importance of having up-to-date computer technology.

Activity	Mark all that apply	Importance		
		Not important	Somewhat important	Very important
Reservations ²⁹³	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inventory management ²⁹⁴	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ticketing ²⁹⁵	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Invoicing ²⁹⁶	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Itinerary production ²⁹⁷	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accounting ²⁹⁸	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website ²⁹⁹	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing services ³⁰⁰	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-Mail ³⁰¹	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

BUSINESS PROFILE (Continued)

Financial Data

- 1) If you are unable to report financial data on a calendar year basis, report on a fiscal year basis.
- 2) If you are reporting on a fiscal year basis, 1999 data should correspond to the fiscal year ending no later than March 31 2000.
- 3) Estimate data which are not readily available.
- 4) Round all monetary values to the nearest dollar.

C10 Indicate the basis on which you are reporting financial data. If you are reporting on a fiscal year basis, also indicate your fiscal year end.

Calendar year ³¹¹ Fiscal year \rightarrow Fiscal year end ³¹² month day

C11 Please provide the following income statement data for 1999.

	CALENDAR/FISCAL YEAR	
	1999	
Guided adventure	\$ ³¹³	.00
Self-guided (equipment rentals)	\$ ³²⁴	.00
Accommodation	\$ ³²⁵	.00
Meals (food and beverage)	\$ ³²⁶	.00
Merchandise	\$ ³¹⁷	.00
Other revenues	\$ ³¹⁸	.00
Total revenues	\$ ³¹⁹	.00
Total labour expenses *	\$ ³²⁰	.00
Expenses on advertising and promotional activities	\$ ³²¹	.00
Liability insurance	\$ ³²²	.00
All other expenses	\$ ³²³	.00
Total expenses	\$ ³²⁴	.00

* Includes total payroll expenses (wages, salaries, Cost of Living Allowance, bonuses, retroactive payments, profit sharing, etc.) and Taxable Allowances and Benefits.

C12 Estimate the market value of all assets owned by your company at the end of 1999. Include physical and financial assets. (If you are reporting on a fiscal year basis, please report figure at fiscal year end)

³²⁵
\$ | | | | | | | | | | .00

C13 How much did your company spend on fixed assets in 1999? (Include the purchase of new and used machinery and equipment, non-residential construction and renovations. Exclude maintenance and financing costs)

³²⁶
\$ | | | | | | | | | | .00

THE FUTURE

D1 In your opinion, which of the following constraints will have the most serious impact on the long-term growth of your adventure travel business? (Mark up to 4.)

Constraints Mark up to 4	
Difficult air and road access for visitors	327 <input type="radio"/>
Difficulty in accessing capital	328 <input type="radio"/>
Difficulty in finding partners	329 <input type="radio"/>
Access to insurance	330 <input type="radio"/>
Lack of technology services	331 <input type="radio"/>
Too much industry regulation	332 <input type="radio"/>
Lack of industry regulation	333 <input type="radio"/>
High marketing costs	334 <input type="radio"/>
Lack of information for market research	335 <input type="radio"/>
Lack of accommodation facilities	336 <input type="radio"/>
Poor quality service in accommodation	337 <input type="radio"/>
Poor quality service in transportation	338 <input type="radio"/>
Weather constraints	339 <input type="radio"/>
Price competition	340 <input type="radio"/>
Difficulty in finding qualified personnel	341 <input type="radio"/>
Competition for natural resources	342 <input type="radio"/>
Other(Specify)	343 <input type="radio"/>
<input type="text"/>	
Other(Specify)	344 <input type="radio"/>
<input type="text"/>	

Data sharing agreement

In order to reduce the burden on respondents, the costs of data collection activities and to avoid duplication of surveys, Statistics Canada has entered into an agreement under section 12 of the Statistics Act with the Canadian Tourism Commission to share the information gathered by this survey. Under this agreement, the Canadian Tourism Commission required to keep your information confidential and to use it only for statistical purposes.

Do you agree to share the information you have provided during this interview with the Canadian Tourism Commission?

Yes 347 No

Please provide the following information.

348	Name of person filling out questionnaire	<input type="text"/>
349	Title	<input type="text"/>
350	Telephone	<input type="text"/> - <input type="text"/>
351	Facsimile	<input type="text"/> - <input type="text"/>

Do you have any comments about travel markets not covered in this survey?

Do you have any other comments?

For information only



***Thank you for your cooperation.
Please return your questionnaire today.***

For administration only:

Status

Method

Mail

Fax

Telephone