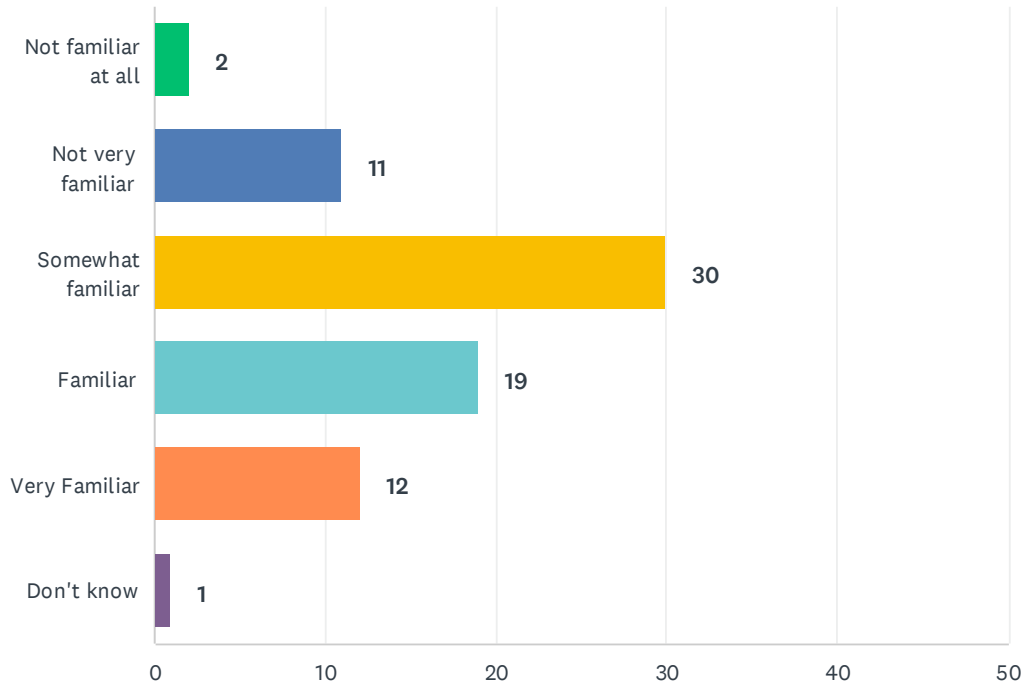


Q1 Overall, how familiar are you with the services and programs offered by HICEEC?

Answered: 74 Skipped: 1

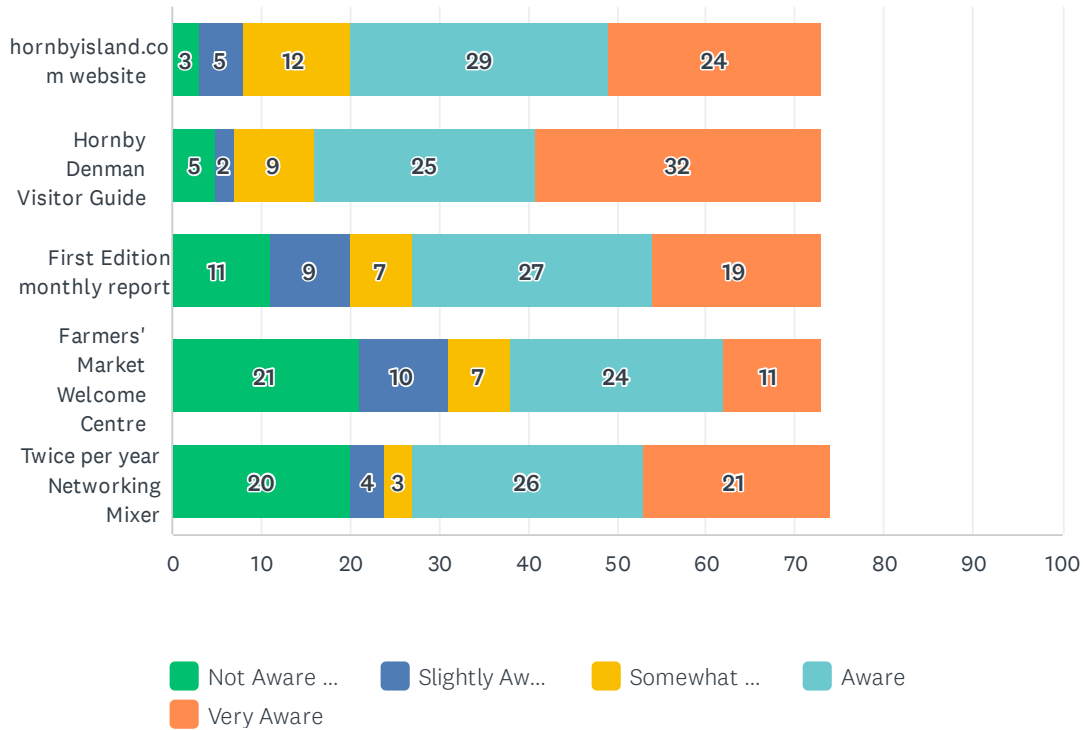


ANSWER CHOICES	RESPONSES	
Not familiar at all (1)	2.70%	2
Not very familiar (2)	14.86%	11
Somewhat familiar (3)	40.54%	30
Familiar (4)	25.68%	19
Very Familiar (5)	16.22%	12
Don't know (6)	1.35%	1
Total Respondents: 74		

BASIC STATISTICS				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	6.00	3.00	3.41	1.05

Q2 How aware are you of the following marketing activities that HICEEC implemented in 2023:

Answered: 74 Skipped: 1



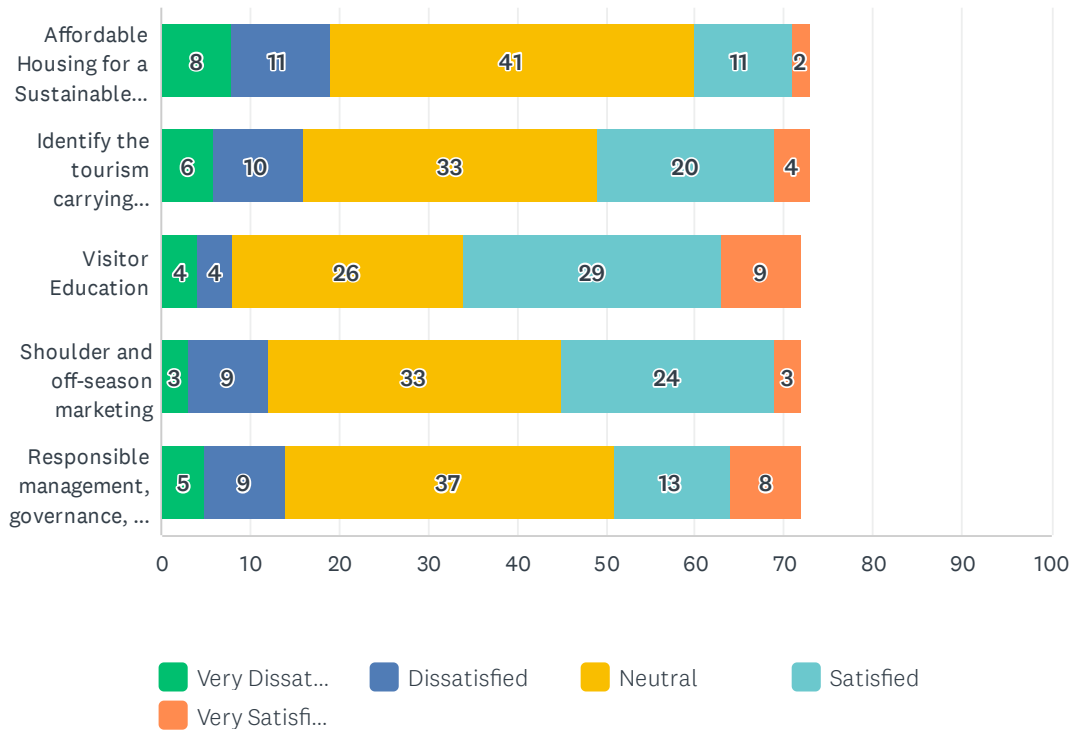
	NOT AWARE AT ALL (1)	SLIGHTLY AWARE (2)	SOMEWHAT AWARE (3)	AWARE (4)	VERY AWARE (5)	TOTAL
hornbyisland.com website	4.11% 3	6.85% 5	16.44% 12	39.73% 29	32.88% 24	73
Hornby Denman Visitor Guide	6.85% 5	2.74% 2	12.33% 9	34.25% 25	43.84% 32	73
First Edition monthly report	15.07% 11	12.33% 9	9.59% 7	36.99% 27	26.03% 19	73
Farmers' Market Welcome Centre	28.77% 21	13.70% 10	9.59% 7	32.88% 24	15.07% 11	73
Twice per year Networking Mixer	27.03% 20	5.41% 4	4.05% 3	35.14% 26	28.38% 21	74

BASIC STATISTICS					
	MINIMUM	MAXIMUM	MEDIAN	MEAN	STANDARD DEVIATION
hornbyisland.com website	1.00	5.00	4.00	3.90	1.06
Hornby Denman Visitor Guide	1.00	5.00	4.00	4.05	1.13
First Edition monthly report	1.00	5.00	4.00	3.47	1.39
Farmers' Market Welcome Centre	1.00	5.00	3.00	2.92	1.49
Twice per year Networking Mixer	1.00	5.00	4.00	3.32	1.59

#	OTHER (PLEASE SPECIFY)	DATE
1	Personal knowledge of 2 directors	5/17/2024 6:22 AM
2	I did not know the Farmers Market had a welcome centre	5/15/2024 7:57 AM
3	Community Bus Decal's	5/10/2024 5:35 PM
4	internet advocacy , increased ferry service advocacy	5/8/2024 11:03 PM
5	bus ads	5/4/2024 11:34 AM

Q3 In the 2022 Five Year Strategic Plan there were 5 strategies that directly impact the tourism industry. In 2024, how satisfied are you with HICEEC's development, implementation and delivery of these strategies?

Answered: 73 Skipped: 2

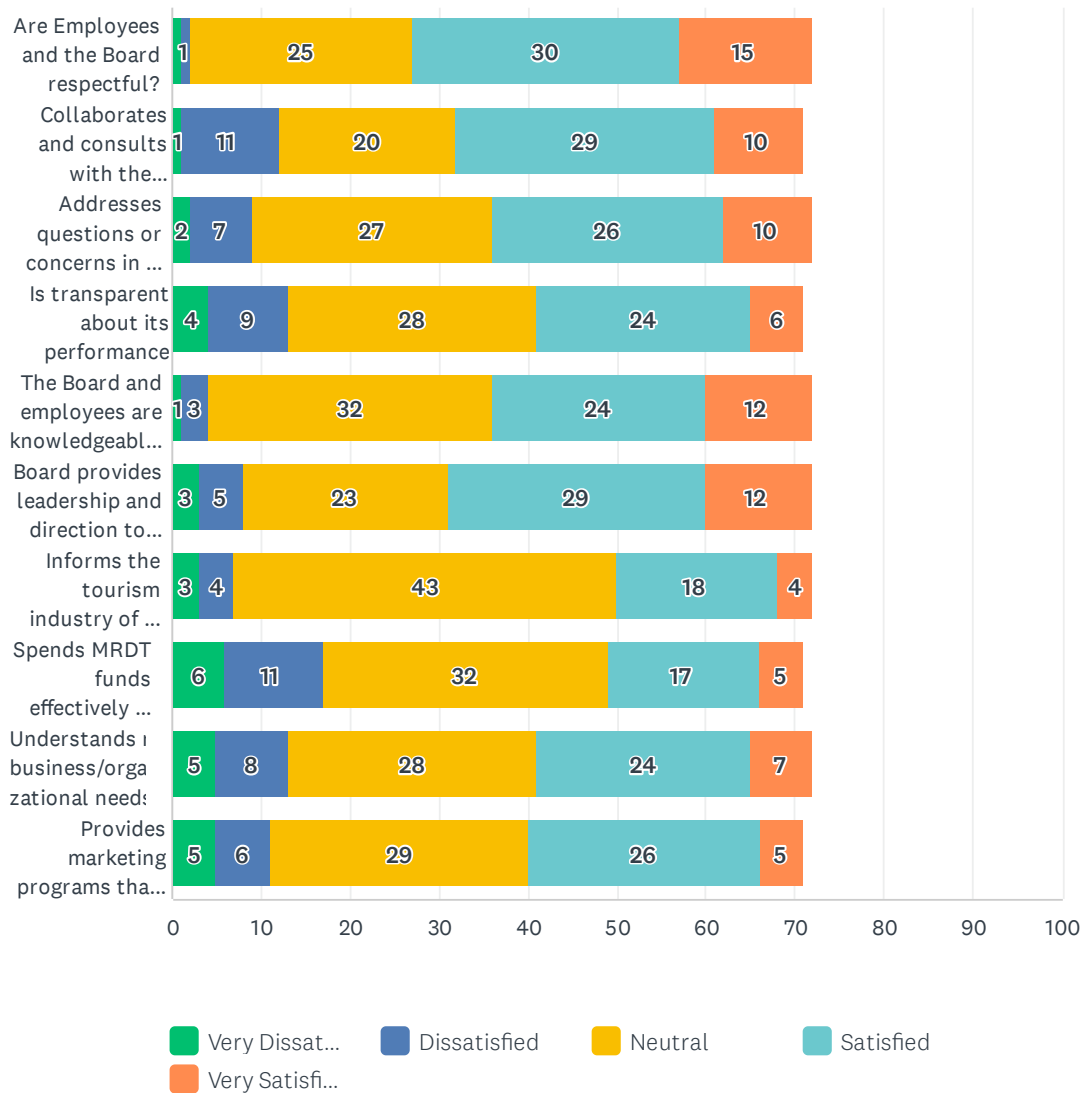


	VERY DISSATISFIED (1)	DISSATISFIED (2)	NEUTRAL (3)	SATISFIED (4)	VERY SATISFIED (5)	TOTAL	WEIGHTED AVERAGE
Affordable Housing for a Sustainable Workforce	10.96% 8	15.07% 11	56.16% 41	15.07% 11	2.74% 2	73	2.84
Identify the tourism carrying capacity of Hornby Island	8.22% 6	13.70% 10	45.21% 33	27.40% 20	5.48% 4	73	3.08
Visitor Education	5.56% 4	5.56% 4	36.11% 26	40.28% 29	12.50% 9	72	3.49
Shoulder and off-season marketing	4.17% 3	12.50% 9	45.83% 33	33.33% 24	4.17% 3	72	3.21
Responsible management, governance, and administration of the MRDT program	6.94% 5	12.50% 9	51.39% 37	18.06% 13	11.11% 8	72	3.14

BASIC STATISTICS					
	MINIMUM	MAXIMUM	MEDIAN	MEAN	STANDARD DEVIATION
Affordable Housing for a Sustainable Workforce	1.00	5.00	3.00	2.84	0.91
Identify the tourism carrying capacity of Hornby Island	1.00	5.00	3.00	3.08	0.98
Visitor Education	1.00	5.00	4.00	3.49	0.97
Shoulder and off-season marketing	1.00	5.00	3.00	3.21	0.87
Responsible management, governance, and administration of the MRDT program	1.00	5.00	3.00	3.14	1.00

Q4 HICEEC strives to collaborate and be an inclusive, industry-driven organization. How do you rate HICEEC's performance on the following ways of conducting business?

Answered: 73 Skipped: 2

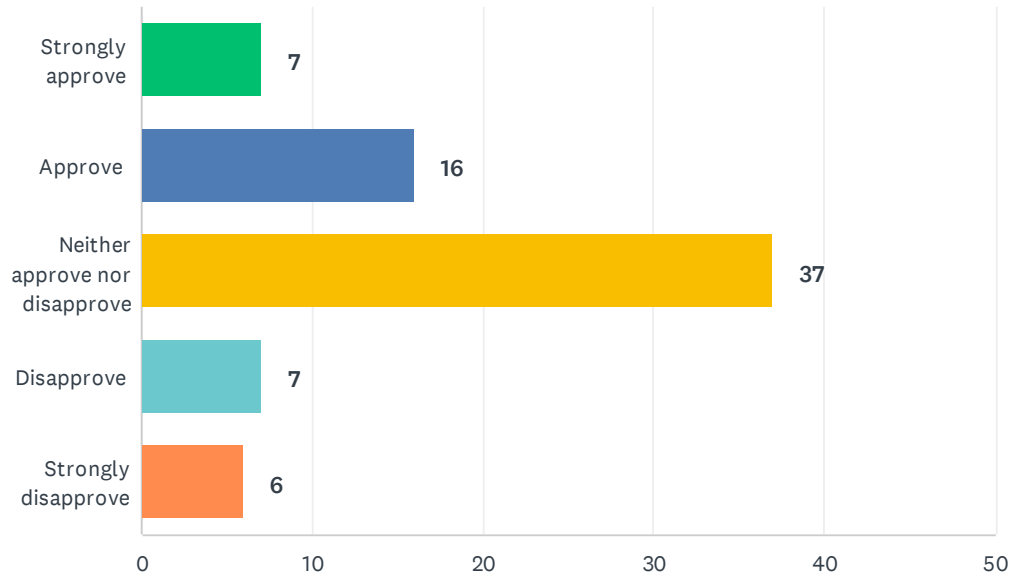


	VERY DISSATISFIED (1)	DISSATISFIED (2)	NEUTRAL (3)	SATISFIED (4)	VERY SATISFIED (5)	TOTAL	WEIGHTED AVERAGE
Are Employees and the Board respectful?	1.39% 1	1.39% 1	34.72% 25	41.67% 30	20.83% 15	72	3.79
Collaborates and consults with the tourism industry on key decisions	1.41% 1	15.49% 11	28.17% 20	40.85% 29	14.08% 10	71	3.51
Addresses questions or concerns in an effective and timely manner	2.78% 2	9.72% 7	37.50% 27	36.11% 26	13.89% 10	72	3.49
Is transparent about its performance	5.63% 4	12.68% 9	39.44% 28	33.80% 24	8.45% 6	71	3.27
The Board and employees are knowledgeable about market changes and issues impacting tourism	1.39% 1	4.17% 3	44.44% 32	33.33% 24	16.67% 12	72	3.60
Board provides leadership and direction to the Hornby Island tourism industry	4.17% 3	6.94% 5	31.94% 23	40.28% 29	16.67% 12	72	3.58
Informs the tourism industry of its corporate strategy and future direction	4.17% 3	5.56% 4	59.72% 43	25.00% 18	5.56% 4	72	3.22
Spends MRDT funds effectively and responsibly	8.45% 6	15.49% 11	45.07% 32	23.94% 17	7.04% 5	71	3.06
Understands my business/organizational needs	6.94% 5	11.11% 8	38.89% 28	33.33% 24	9.72% 7	72	3.28
Provides marketing programs that grow tourism revenues in Hornby Island	7.04% 5	8.45% 6	40.85% 29	36.62% 26	7.04% 5	71	3.28

BASIC STATISTICS					
	MINIMUM	MAXIMUM	MEDIAN	MEAN	STANDARD DEVIATION
Are Employees and the Board respectful?	1.00	5.00	4.00	3.79	0.83
Collaborates and consults with the tourism industry on key decisions	1.00	5.00	4.00	3.51	0.96
Addresses questions or concerns in an effective and timely manner	1.00	5.00	3.50	3.49	0.94
Is transparent about its performance	1.00	5.00	3.00	3.27	0.98
The Board and employees are knowledgeable about market changes and issues impacting tourism	1.00	5.00	3.50	3.60	0.86
Board provides leadership and direction to the Hornby Island tourism industry	1.00	5.00	4.00	3.58	0.98
Informs the tourism industry of its corporate strategy and future direction	1.00	5.00	3.00	3.22	0.80
Spends MRDT funds effectively and responsibly	1.00	5.00	3.00	3.06	1.01
Understands my business/organizational needs	1.00	5.00	3.00	3.28	1.02
Provides marketing programs that grow tourism revenues in Hornby Island	1.00	5.00	3.00	3.28	0.97

Q5 Overall, how would you rate your satisfaction with HICEEC'S use of MRDT funds?

Answered: 73 Skipped: 2



ANSWER CHOICES	RESPONSES	
Strongly approve (1)	9.59%	7
Approve (2)	21.92%	16
Neither approve nor disapprove (3)	50.68%	37
Disapprove (4)	9.59%	7
Strongly disapprove (5)	8.22%	6
TOTAL		73

BASIC STATISTICS				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	5.00	3.00	2.85	1.00

Q6 In the previous question #5, what could HICEEC do to improve your satisfaction? Please fill in your response.

Answered: 42 Skipped: 33

#	RESPONSES	DATE
1	This survey is presuming that I want tourism to grow on Hornby. I do not. I did not know HICEEC was wanting continued tourism growth. This disappoints me. I wish this survey included questions about whether I want tourism to continue to grow. It is obvious to many long-term residents like myself that we did fine here when tourism was much less than it is now. Many of us are not looking to develop the island further. We appreciate the small businesses that are here and don't see the necessity for constant expansion and promotion. There are plenty of resort destinations people can go to if they seek a more 'developed' location. Hornby will not retain its rural charm, creative culture and natural beauty if tourism continues to grow.	5/20/2024 9:21 PM
2	I am not familiar with how MRDT funds are spent. What is the total income and expenses.	5/18/2024 1:43 PM
3	Nothing needed	5/17/2024 7:04 PM
4	Be more transparent about where/how the MRDT money is spent	5/17/2024 10:19 AM
5	Sorry but I am quite unaware of the work of HICEEC.	5/17/2024 8:53 AM
6	I totally support the use of the funds for housing I am just unaware of when it will be used and for what specifically.	5/17/2024 8:08 AM
7	Perhaps a report that is online? Maybe there is one and if so post reports on Hornby island Facebook pages	5/17/2024 6:22 AM
8	More in fo in first edition	5/15/2024 10:25 AM
9	HICEEC can continue to earn MRDT funding but needs to better support the vacation rental businesses in order to align with the tourism capacity and growth on the Island.	5/15/2024 8:28 AM
10	Inform and update via email	5/15/2024 5:48 AM
11	N/A	5/14/2024 10:40 PM
12	Knowledge of were the money is spent	5/14/2024 5:58 PM
13	Have these MRDT funds been 100% allocated towards housing on Hornby Island yet? I'd like to know how that is going.	5/14/2024 1:37 PM
14	Let the community know how much MRDT \$ has been received, and spend it on affordable housing, not more advertising and marketing of the island.	5/14/2024 12:53 PM
15	More community communication	5/14/2024 12:28 PM
16	Much of the previous questions I have no knowledge of the subject and can't offer an opinion. Remind me what is MRDT?	5/14/2024 11:34 AM
17	Disband.	5/14/2024 10:44 AM
18	I appreciate HICEEC's management of the MRDT but I feel you need to provide more transparency and community consultation. I find out about the plans once they've been set into place/action and it would save time and energy if stakeholders would be consulted first.	5/11/2024 11:07 AM
19	Invest in the best interests of those who try to live on this island by firmly supporting and more effectively advocating for those who strive to contribute and thrive here. On ALL socio-economic levels and differing effortful enterprises. We are selling a family legacy home because... 10 weeks doesn't cover the raise in insurance coverage to warrant being a vacation rental. And? Every single effort to create other streams of revenue income or offset of property tax increases ... has been jettisoned - by a community that has no gathering place left and no	5/10/2024 5:30 PM

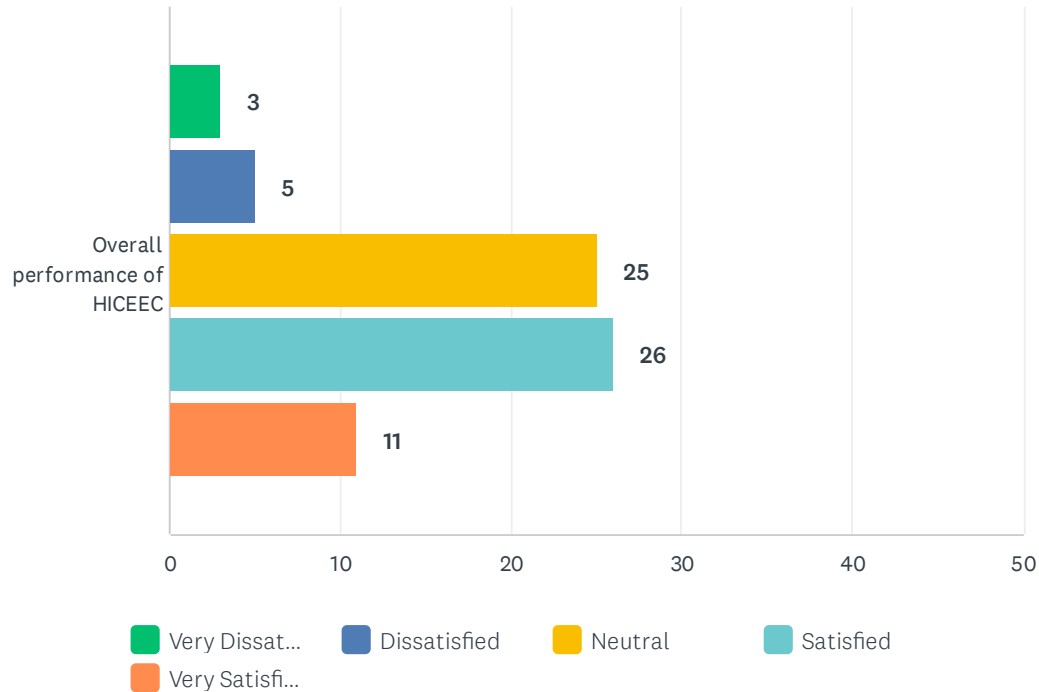
reliable access or exit to/from. Politics (badlands Trust for what island?), economic realities (hah), poor communications - broad scale... the list goes on. We leave here, heartbroken. Kept from contributing and belonging and enhancing. With our tail tucked in. And, worst of all? We leave an unrecognizable community behind. One without connection or affordance and grace. Our Mother first came here in 1941. We've seen changes. Accepted, probably too many - now, we hope to visit one day and find the heart here resuscitated.

20	Be more transparent and provide accurate reports of funds both in balance and use.	5/10/2024 9:45 AM
21	Be more transparent with the community on the spend	5/9/2024 7:09 PM
22	I am not in agreement with HICEEC "saving" the MRDT funds to use for a future capital project. I do not feel the tourism stakeholders were consulted about this decision to save the funds year after year.	5/9/2024 3:52 PM
23	I'm not familiar enough with the program to comment	5/9/2024 2:05 PM
24	I am not familiar with the scope or detail of HIEEC operations	5/9/2024 11:42 AM
25	To use existing channels to promote tourism on Hornby Island. Eg: paid online advertising, instagram, positive PR (all you ever hear through media are negatives, tree's being cut down, ferry's cancelled, etc.) Even something like the herring fest has turned negative "all the herring are being killed". There are a lot of exciting things happening on Hornby, but no one off Island knows this unless they visit (art centre, new ford's cove expansion dock & food, etc. In addition to not pandering to the Nimby's.	5/9/2024 8:09 AM
26	inform community of their achievements ,	5/8/2024 11:03 PM
27	Direct contact with the business community.	5/8/2024 9:22 PM
28	A lot of these questions assume I know what HICEEC is doing. I don't.	5/8/2024 8:47 PM
29	I have no idea about h i c e e c. Maybe a monthly or bi-monthly newsletter could be emailed or something?	5/8/2024 8:44 PM
30	HICEEC should not be the agency in charge of the MRDT. There was not enough consultation when this decision was made. HICEEC should be making recommendations but not be in charge of running the program.	5/8/2024 8:22 PM
31	I was fine to pay the MRT tax out of my pocket. It was for me a contribution to my very own island. But now I'm not allowed to do short term vacation rentals easily, or with any window of any profit so I really don't care anymore.	5/8/2024 7:41 PM
32	Make the number one focus workforce hoising	5/8/2024 7:37 PM
33	As far as I know we have not spent mrdt or received all of funds yet?	5/8/2024 11:01 AM
34	Don't know	5/6/2024 5:09 PM
35	I think a strong effort the address the issues that the "anti STVR" crowd always cite needs to be implemented. Water and traffic seem like the issues to address, while trying to find additional places to stay for visitors.	5/6/2024 1:55 PM
36	I am only now learning about HICEEC.	5/5/2024 8:52 AM
37	Tell us where the MRDT funds are going	5/5/2024 8:30 AM
38	Email people updates of things being worked on and progress.	5/4/2024 10:08 PM
39	1) Actually consult with the Islands arts sector and then commit secure dependable MRDT funds to eligible arts spends. We are unaware of any MRDT funding for the arts or what MRDT funds have been spent on. 2) Not stand in the way of government STVR regulation. Not exclusively focus MRDT funding on "workforce housing." End conflict of interests for HICEEC staff/board members/and MRDT decision makers that are channelling MRDT funds into creating subsidized staff housing for businesses they run. 3) All public and community planning documents identify the arts as one of the top, if not the most important economic sector on the entire island: how is it possible we have an economic development tax function that ignores the arts sector? If this were an island known for its goats, and the local economic development body could only come up with some "in-kind free advertising" as its investment in goat herding, it would be equally difficult to comprehend.	5/4/2024 3:21 PM

40	I don't know how the funds are being spent	5/4/2024 10:48 AM
41	I know almost nothing about HICEEC. I don't live on the island, so I don't know the people involved on the board. Given the movement to restrict short-term rentals on Hornby, my impression is that the overall community wants to reduce Hornby's dependance on tourism... and therefore HIEEC would not be taking steps to increase tourism revenues. I don't understand why question #3 mentions a strategy for "shoulder and off-season marketing" when short-term rentals must shutdown then. No marketing is needed if there is nowhere to stay.	5/3/2024 9:26 PM
42	I don't know how the funds are spent. Improved communication for non-resident stakeholders.	5/3/2024 9:17 PM

Q7 Taking everything into account, how satisfied are you with the overall performance of HICEEC?

Answered: 70 Skipped: 5



	VERY DISSATISFIED (1)	DISSATISFIED (2)	NEUTRAL (3)	SATISFIED (4)	VERY SATISFIED (5)	TOTAL	WEIGHTED AVERAGE
Overall performance of HICEEC	4.29% 3	7.14% 5	35.71% 25	37.14% 26	15.71% 11	70	3.53

BASIC STATISTICS

Minimum 1.00	Maximum 5.00	Median 4.00	Mean 3.53	Standard Deviation 0.98
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Q8 In question # 7, what could HICEEC do to improve your satisfaction?

Answered: 27 Skipped: 48

#	RESPONSES	DATE
1	Stop promoting tourism. It does not need to be promoted any longer. You've done your job. Recognize that you could be harming the community and the island environment if you continue to want tourism to grow.	5/20/2024 9:21 PM
2	Not to push tourism , plenty enough people come here already the pushing for more visitors has led to a change from word off mouth visitors to an different kind off visitors I do not think this change is necessary at all And has not benefited Hornby island as a whole Yes maybe more money comes I for some however over all Hornby is on apath off failure for the island as a whole	5/20/2024 7:03 AM
3	No,suggestions	5/17/2024 7:04 PM
4	Use their socail media accounts - there is a huge reach there even if local business posts, reels and stories were shared!	5/17/2024 9:39 AM
5	Promote cycling tourism and infra structure.	5/17/2024 7:22 AM
6	More public awareness	5/17/2024 6:22 AM
7	HICEEC seems to be an island organization. Meetings are in the afternoon, usually notice is late via email giving very little time for off island to attend. A virtual meeting should be set up to gather more opinions and interests.	5/15/2024 8:28 AM
8	N/A	5/14/2024 10:40 PM
9	Overall, my impression of HICEEC is that tourism dollars trump everything else. As a full-time resident with a small vacation rental I don't believe our voice is being represented, while blatant misuse of some vacation rentals is still being allowed.	5/14/2024 1:37 PM
10	We do not need more visitors. The island's carrying capacity in the summer is maxed out.	5/14/2024 12:53 PM
11	Please no more "Hawaii of the north' type of advertising. I don't feel that the organization is communicating Hornby's community based attractions, just wow party beaches.	5/14/2024 11:34 AM
12	I don't believe HICEEC should exist.	5/14/2024 10:44 AM
13	I'm very impressed with the Bus and the FAC. The visitors guide seems outdated and we would be better served by a QR code and posters in prominent locations. We know boxes of them get disposed at the Depot and it is wasteful. I'm not sure HICEEC should be the organization to build a tiny home community.	5/11/2024 11:07 AM
14	Work with our Tourism partners at Tourism Comox Valley. Despite being part of this region we are CONSISTENTLY left off all social media marketing, free guides, etc. Tax funded promotion for small businesses get lost in the crack between HICEEC and Tourism Comox Valley.	5/10/2024 9:45 AM
15	My concern is with the direction the MRDT funds are being used for specifically. I appreciate that the majority is for housing (which I agree with) it is the saving of the funds for a future potential project and those living on Hornby not seeing the direct benefit of the funds raised by the tourism industry. I also do not feel that we need to advertise anymore for people to come to hornby (increase visitors) I would like to see a more sustainable approach even though we are in the tourism industry.	5/9/2024 3:52 PM
16	Clearly outline HIEEC's Terms of Reference and send routine semi-annual reports of activities in addition to information giving as and when needed	5/9/2024 11:42 AM
17	See above	5/9/2024 8:09 AM
18	Have a better mandate, it operates in a bubble and many people don't agree with the decisions.	5/8/2024 8:22 PM
19	I think HICEEC should've recognized that short-term vacation rentals are a backbone of the	5/8/2024 7:41 PM

economy of our island and the people who do them work very hard. This is not a walk in the park and stop complaining because we've managed to do some type of a business that supports everybody else's business and still get no respect.

20	More communication with other organizations.	5/8/2024 11:01 AM
21	Don't know	5/6/2024 5:09 PM
22	see above	5/6/2024 1:55 PM
23	I acknowledge some of the work HICEEC has done but not its entire scope. Ensure everyone learns of your work.	5/5/2024 8:52 AM
24	Same as previous comment. Keep stakeholders aware of work being done by sending out email updates.	5/4/2024 10:08 PM
25	1) A third party is needed to evaluate the relationship between HICEEC's actual spending and what its CVRD approved budget claims funding will be spent on (its fiscal actuals and budget). One column can represent promises to the public in writing, and the other can represent delivery of funds: does the size of their actual spending align with their advertised priorities and the promises that authenticated approval of their funding? 2) HICEEC operates in a non-transparent manner with their local tax requisition, holds a small AGM with low turnout and no apparent approval of their budgeting, and has a highly consequential impact on the island's economy. Their renewed 5-year local tax funding agreement will cost Islanders over \$640K over the next 5 years, representing an increase of over 90% in 10 years, and Islanders are uninformed of this news and did not vote on or were consulted on this increase before it was approved by the CVRD. 3) The board and staff need a conflict of interest policy for decision making regarding spending their local tax requisition.	5/4/2024 3:21 PM
26	Keep the website updated, there is a lot of old information on the website currently	5/4/2024 10:48 AM
27	Improve communication for non-resident stakeholders/home owners.	5/3/2024 9:17 PM

Q9 In your opinion, what are the top 3 BARRIERS to growth of the tourism industry in Hornby Island?

Answered: 55 Skipped: 20

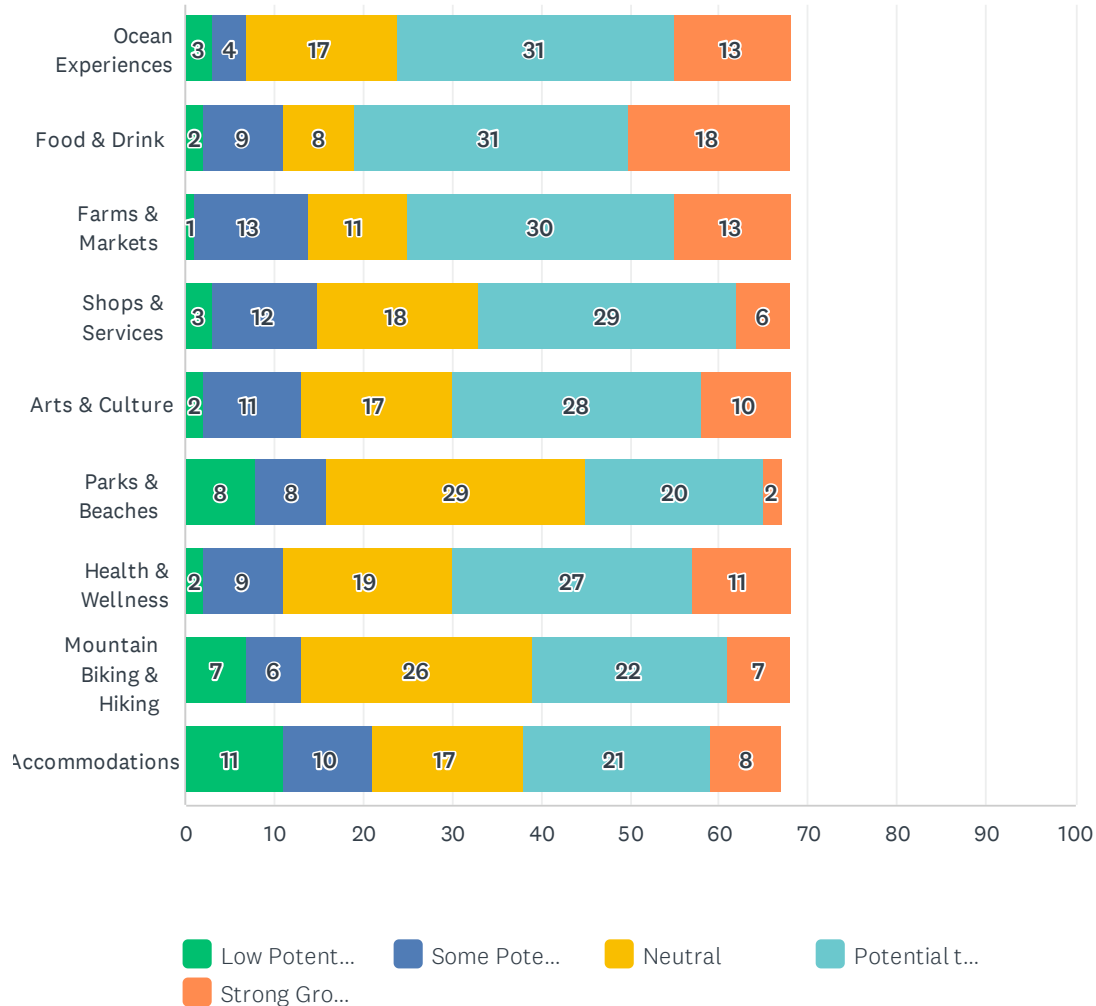
#	RESPONSES	DATE
1	In my opinion, the Island does not need more tourism. If it continues to grow, it will ruin our community as there will likely not be enough housing to accommodate year-round residents. The wild beauty and tranquility are slowly being eroded already. Some tourism is wonderful, but this island ecosystem and community is fragile and has reached it's limit.	5/20/2024 9:21 PM
2	By laws - land use, Trustees, militant residents	5/18/2024 1:43 PM
3	Left of centre individuals who see this as personal oasis and want to draw the bridge behind them	5/17/2024 7:04 PM
4	Uncertainty of the future of short term rentals.	5/17/2024 10:57 AM
5	No housing, underpaid staff to support the businesses, minimal desire from the locals to feel the need to grow tourism	5/17/2024 10:19 AM
6	Poor Ferry service; lack of tourist accommodation; lack of places to eat or take out	5/17/2024 9:51 AM
7	Islands trust! It is very scary to invest in hornby as a business and not know when they are going to change the goal post on tourism.	5/17/2024 9:39 AM
8	Bylaw restrictions for commercial development and STVRs Ferry service - delays, waits and costs	5/17/2024 8:08 AM
9	The fact if being an island creates a natural barrier to tourism. This is a good thing.	5/17/2024 7:22 AM
10	Nimbies. Water and septic. Restrictive zoning on agricultural land which is not profitable . Allow limited camping to help farm operations.	5/17/2024 6:22 AM
11	1. Too few businesses providing tourism-based employment and revenue. For example, a full service marina would likely be viable. 2. Same theme, restaurants. There are almost none. 3. In general a huge volume of money enters the Island and Tribune Bay every summer, and none of it stays.	5/16/2024 12:30 PM
12	Perception of very Poor ferry service, expensive accommodation costs, Lack of variety of food services Water capacity	5/15/2024 10:25 AM
13	Islands Trust Lack of Vision for Tourism development Vacation Rental restrictions for off season use.	5/15/2024 8:28 AM
14	Accommodation, water consumption and general infrastructure	5/15/2024 7:57 AM
15	Carrying capacity due to lack of infrastructure: water storage and septic.	5/15/2024 5:48 AM
16	Resistance from locals to embrace tourism, ferry cancellations/maintenance.	5/14/2024 10:40 PM
17	The few people who control hornby	5/14/2024 5:58 PM
18	Workforce Housing Ferries Staffing	5/14/2024 4:25 PM
19	• The fact that constant growth is unsustainable - Slow the folk down. • Losing touch with our environmental consciousness in favour of business dollars • People like me who don't want to see steady growth.	5/14/2024 1:37 PM
20	The tourism industry on Hornby is already very healthy. It does not need to grow. More growth will mean more overcrowding in the summer, reducing the very things that people come here for. There is lots of natural beauty here. We do not need to create tourist attractions.	5/14/2024 12:53 PM
21	The community doesn't not necessarily want growth	5/14/2024 12:28 PM

22	Limits on capacity (housing, tourist accommodations that are properly regulated, ecological stress to water, land, and sea) some of which cannot really be expanded responsibly. In spite of new great bus service, lack of options for car-less tourism. Inconsistent and over worked ferry service.	5/14/2024 11:34 AM
23	What seems like a complete disregard for aesthetics at 4 corners and COOP parking lot	5/14/2024 11:29 AM
24	Water shortage, appropriation of housing, redirecting resources from local infrastructure.	5/14/2024 10:44 AM
25	There is a group of People that live on Hornby Island that have too much influence on all the levels of government that push thier adgenda on others	5/14/2024 7:47 AM
26	-Lack of staff housing. -Finding workers for part time ppl renting their homes. -A bit of hostility towards part timers and tourists alike.	5/13/2024 1:12 PM
27	I am not convinced tourism needs further development on Hornby. That said, 3 barriers are complimentary services (i.e. restaurants), climate crisis, and staffing.	5/11/2024 11:07 AM
28	BC Ferries and over bureaucratized empowerment of ineffectual ISLANDS TRUST.	5/10/2024 5:30 PM
29	Negative perception of the value of tourism. Water issues. Ferry service. Restriction of STVRs.	5/10/2024 9:45 AM
30	Ferries and workers housing .	5/9/2024 7:09 PM
31	I do not feel that we need to grow the tourism industry during the summer. In the off season tourism is challenged by consistent ferry service, places for people to stay when they visit and amenities being open like restaurants etc.	5/9/2024 3:52 PM
32	Lack of affordable housing for workers & therefore the difficulty to find employees & ability to pay employees a living 'on Hornby' wage	5/9/2024 2:05 PM
33	I think that Hornby is a great and desirable tourist destination and we should make it work - encourage rentals and the tourist service industry.	5/9/2024 11:42 AM
34	The cost, lack of accommodation and ferry service.	5/9/2024 8:51 AM
35	Community member's who don't understand the importance of the industry, or who are in their later years and are inhibiting how Hornby will be years after they are gone Effective transportation Having draw's to the Island, event's, festivals etc.	5/9/2024 8:09 AM
36	Lack of ferry capacity. Anti tourism sentiment of locals. Businesses close in the off season.	5/8/2024 11:14 PM
37	islands trust limiting short term rentals lack of restaurants operating and entertainment available in the off season bc ferries	5/8/2024 11:03 PM
38	Transportation (ferries), water availability, disapproval by many residents, housing	5/8/2024 9:42 PM
39	Staffing Anti tourism groups Inflation/cost to keep going	5/8/2024 9:22 PM
40	I'm not interested in growth of the tourism industry on Hornby island. I don't think we need to advertise to get tourists there.	5/8/2024 8:44 PM
41	We don't need further marketing for Hornby. Any of the established businesses do their own work to get guests and don't rely on HICEEC to to do this for them. HICEEC spend lots of money for very little return, more of a make work project.	5/8/2024 8:22 PM
42	Not allowing short-term vacation rentals is going to ruin tourism On hornby. Not to say that we shouldn't be monitoring how they're put together there shouldn't be strict policies I agree with all that but telling us across the board no short term vacation rental you must be kidding	5/8/2024 7:41 PM
43	Cost of accommodation Challenges of getting on and off the island	5/8/2024 7:37 PM
44	Housing	5/8/2024 7:32 PM
45	Over saturation in the summer..too many visitors.. Need shoulder season so spreads out tourism. We probably don't need more growth..	5/8/2024 11:01 AM
46	Locals who don't like tourists Inadequate ferry service Local First Nations holding up pub development	5/6/2024 5:09 PM
47	water, traffic and accomodations	5/6/2024 1:55 PM

48	Lack of workers, mostly due lack of affordable housing and wages. Limited time visitors can enjoy Hornby (May through Sept) No where to stay for Thanksgiving for example.	5/5/2024 8:52 AM
49	1. Shortage of housing for temporary workers needed to support tourism. 2. Ferry waits/lineups	5/4/2024 10:08 PM
50	1) Failure to prevent overtourism, gentrification, and destruction of local culture and environment—Hornby losing all semblance of authenticity in the name of unplanned increased tourism. 2) Non-transparent, non-consultative, conflict-of-interest management of tourism-boosting spending. Power in the hands of too few people who do not have the trust of our community. 3) Producing a false sense of urgency to drive change fast and now, to "seize the day," when slow thoughtful and careful relationship building and planning will produce much better, realistic, and long-term solutions.	5/4/2024 3:21 PM
51	Transportation....great bus is there, needs to be year round for non profits and off season guests twinned with Denman bus and a secure Buckley Bay parking (forestry compound)? Equipment trailer from Buckley so people can bring things and encourage bike, bus and small vehicle camping and travel, discourage large motor home tourists. Water taxi scheduled is good! Price high but tourists won't mind but would be good to get used to it then have a 24 person boat to comox that would be affordable for residents(or to Deep Bay with Bus option)..	5/4/2024 11:34 AM
52	The negativity towards any form of progress directed at off islanders by a very small splinter group of naysayers. Coupled with the enablers of the "tail wags the dog" theory. It is poisonous to our communities health and welfare at the very least.	5/4/2024 11:14 AM
53	The Island Trust The Island Trust local representatives The Island Trust advisory committee	5/4/2024 10:48 AM
54	Again my impression is that the community does not want the tourism industry to grow. I rent my house from May to Sept, but I may stop renting it because it is very hard to find cleaners and trades. A high percentage of people on the island are retired... and young people who need and want to work don't come to the island, in part because there is nowhere affordable to live and in part because the island life is too remote and quiet for them.	5/3/2024 9:26 PM
55	Ferries; limitations to seasonal rentals;	5/3/2024 9:17 PM

Q10 How much potential to grow do you think each of the following tourism products and/or experiences have in Hornby Island?

Answered: 68 Skipped: 7



	LOW POTENTIAL TO GROW (1)	SOME POTENTIAL TO GROW (2)	NEUTRAL (3)	POTENTIAL TO GROW (4)	STRONG GROWTH POTENTIAL (5)	TOTAL
Ocean Experiences	4.41% 3	5.88% 4	25.00% 17	45.59% 31	19.12% 13	68
Food & Drink	2.94% 2	13.24% 9	11.76% 8	45.59% 31	26.47% 18	68
Farms & Markets	1.47% 1	19.12% 13	16.18% 11	44.12% 30	19.12% 13	68
Shops & Services	4.41% 3	17.65% 12	26.47% 18	42.65% 29	8.82% 6	68
Arts & Culture	2.94% 2	16.18% 11	25.00% 17	41.18% 28	14.71% 10	68
Parks & Beaches	11.94% 8	11.94% 8	43.28% 29	29.85% 20	2.99% 2	67
Health & Wellness	2.94% 2	13.24% 9	27.94% 19	39.71% 27	16.18% 11	68
Mountain Biking & Hiking	10.29% 7	8.82% 6	38.24% 26	32.35% 22	10.29% 7	68
Accommodations	16.42% 11	14.93% 10	25.37% 17	31.34% 21	11.94% 8	67

BASIC STATISTICS						
	MINIMUM	MAXIMUM	MEDIAN	MEAN	STANDARD DEVIATION	
Ocean Experiences	1.00	5.00	4.00	3.69	0.99	
Food & Drink	1.00	5.00	4.00	3.79	1.06	
Farms & Markets	1.00	5.00	4.00	3.60	1.05	
Shops & Services	1.00	5.00	4.00	3.34	1.01	
Arts & Culture	1.00	5.00	4.00	3.49	1.02	
Parks & Beaches	1.00	5.00	3.00	3.00	1.01	
Health & Wellness	1.00	5.00	4.00	3.53	1.01	
Mountain Biking & Hiking	1.00	5.00	3.00	3.24	1.09	
Accommodations	1.00	5.00	3.00	3.07	1.26	

Q11 Are there other (than those listed above) products and/or tourism experiences you think will have a strong potential to grown in Hornby Island? Please fill in your response.

Answered: 32 Skipped: 43

#	RESPONSES	DATE
1	Enough is enough. I don't think we need to grow any more.	5/20/2024 9:21 PM
2	Shucked hi dev still think that more growth is the answer Does nobody look around the world and pay attention what more growth does to community and people	5/20/2024 7:03 AM
3	None	5/17/2024 7:04 PM
4	Educational hub, conservation and eco-learning hub	5/17/2024 10:19 AM
5	I selected neutral and low potential above on the basis of my concerns about current issues of bylaw restrictions for STVR. In my opinion if there is a dramatic shift there I feel that the impact on all areas of tourism will be great and I'm concerned that our current level of tourism will suffer never mind any potential for growth. It will be interesting to see how this all plays out	5/17/2024 8:08 AM
6	Cycling, both on island travel and as a cycling destination. Tourist who arrive by bicycle are low impact.	5/17/2024 7:22 AM
7	Agri tourism	5/17/2024 6:22 AM
8	Marine services. Sports fishing.	5/16/2024 12:30 PM
9	Visitor information about environment and conservation. Describe and express knowledge about the environment they are in and the stresses humans can put on the environment and how to help offset.	5/15/2024 7:57 AM
10	None	5/14/2024 10:40 PM
11	Locally produced, organic and seasonal food.	5/14/2024 1:37 PM
12	As stated above, we do not need to grow any of those areas. They are already fine just as they are.	5/14/2024 12:53 PM
13	Eco tourism	5/14/2024 12:28 PM
14	Eco tourism	5/14/2024 11:34 AM
15	Cohesive and thoughtful building/design aiming for quaint and peaceful....ie....more like Baird and Co....less like Fish Shop/ COOP parking lot. Absolutely disrespectful to the natural beauty of this island	5/14/2024 11:29 AM
16	Tourism doesn't need to grow at all.	5/14/2024 10:44 AM
17	The Agritourism market as well and guided nature tours and inclusive experiences have a huge potential.	5/14/2024 7:47 AM
18	Spa services.	5/11/2024 11:07 AM
19	If current attitudes and enforced accommodation restrictions remain? Please justify - why the focus on marketing?????????!!!!????	5/10/2024 5:30 PM
20	Connection to indigenous history of the island and connection to local products (especially freshly harvested seafood).	5/10/2024 9:45 AM
21	This question is difficult to answer because every activity has potential to grow but it needs to be environmentally sustainable and supported by the community. Regarding the question below (no box to comment) I do not think that the primary mandate of the MRDT should be to market and promote Hornby Island to visitors. It could be a secondary mandate. I believe the majority	5/9/2024 3:52 PM

of funds (primary mandate now) is going to housing therefore can not answer this question (12) below.

22	All above depend upon affordable housing for workers	5/9/2024 2:05 PM
23	Better ferry service longer hours.	5/9/2024 8:51 AM
24	Food and wine fest, corporate retreat's	5/9/2024 8:09 AM
25	Edu-tourism	5/8/2024 11:14 PM
26	in off season adult ' lifelong learning courses ,music/ arts/ literary/ film festivals , focus on natural environment workshops	5/8/2024 11:03 PM
27	Without Tara coming to Hornby Island, there is no growth	5/8/2024 7:41 PM
28	No	5/6/2024 5:09 PM
29	Mountain biking is big generator of tourist traffic into Cumberland. I think Hornby can increase this activity. Other sports and leisure pursuits. What happened to be softball tournament?	5/6/2024 1:55 PM
30	Allow accommodation outside of May through September.	5/5/2024 8:52 AM
31	This question is missing the problem of "should." What kind of growth do people who live here all year long actually want to see vs. whatever "can" grow will do?	5/4/2024 3:21 PM
32	family adventure experiences need to be pushed	5/4/2024 11:34 AM

Q12 Under the MRDT program, the primary mandate of HICEEC is to market and promote Hornby Island to visitors. To do so, HICEEC considers a wide range of tactical marketing and promotional activities. In your opinion, in the future, how much of a priority should HICEE place on each of the following marketing activities?

Answered: 70 Skipped: 5



	NOT A PRIORITY (1)	LOW PRIORITY (2)	MEDIUM PRIORITY (3)	HIGH PRIORITY (4)	ESSENTIAL (5)	N/A OR DON'T KNOW	TOTAL	WEIGHTED AVERAGE
hornbyisland.com	8.70% 6	8.70% 6	24.64% 17	18.84% 13	36.23% 25	2.90% 2	69	3.67
Hornby Denman Visitor Guide	18.57% 13	7.14% 5	21.43% 15	28.57% 20	21.43% 15	2.86% 2	70	3.28
Landmark Maps, Comox Valley wide	17.91% 12	22.39% 15	31.34% 21	14.93% 10	0.00% 0	13.43% 9	67	2.50
Comox Valley Collective magazine advertising collaboration	17.65% 12	27.94% 19	33.82% 23	5.88% 4	0.00% 0	14.71% 10	68	2.33
Welcome Centre/Ambassadors at the Farmers' Market	13.24% 9	19.12% 13	42.65% 29	19.12% 13	1.47% 1	4.41% 3	68	2.75
Trip Planning & Experience Bundles	13.24% 9	20.59% 14	33.82% 23	14.71% 10	4.41% 3	13.24% 9	68	2.73
Responsible Tourism Guide	11.76% 8	7.35% 5	22.06% 15	27.94% 19	22.06% 15	8.82% 6	68	3.45
Shoulder Season Events & Festivals	8.96% 6	5.97% 4	20.90% 14	38.81% 26	17.91% 12	7.46% 5	67	3.55
Social Media - Instagram & Facebook	14.49% 10	10.14% 7	24.64% 17	17.39% 12	24.64% 17	8.70% 6	69	3.30

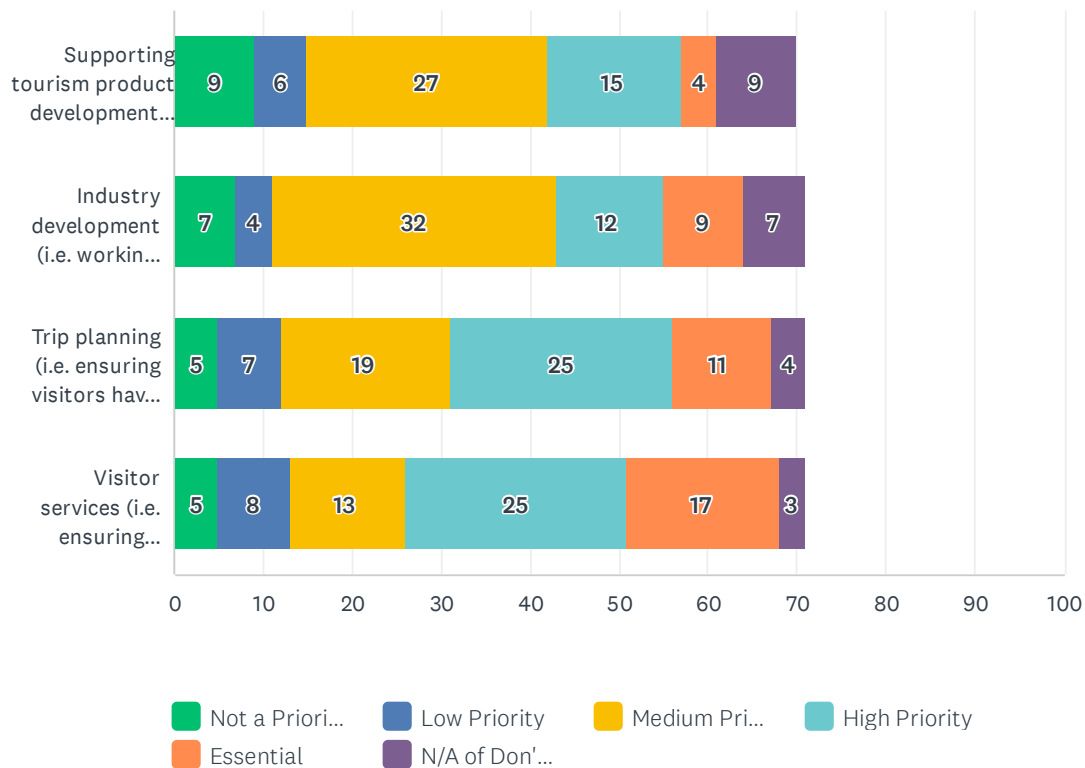
BASIC STATISTICS

	MINIMUM	MAXIMUM	MEDIAN	MEAN	STANDARD DEVIATION
hornbyisland.com	1.00	5.00	4.00	3.67	1.30
Hornby Denman Visitor Guide	1.00	5.00	4.00	3.28	1.39
Landmark Maps, Comox Valley wide	1.00	4.00	3.00	2.50	1.00
Comox Valley Collective magazine advertising collaboration	1.00	4.00	2.00	2.33	0.88
Welcome Centre/Ambassadors at the Farmers' Market	1.00	5.00	3.00	2.75	0.98
Trip Planning & Experience Bundles	1.00	5.00	3.00	2.73	1.07
Responsible Tourism Guide	1.00	5.00	4.00	3.45	1.29
Shoulder Season Events & Festivals	1.00	5.00	4.00	3.55	1.16
Social Media - Instagram & Facebook	1.00	5.00	3.00	3.30	1.39

Q13 Destination Marketing Organizations take on a wide range of activities outside of marketing and promotion to help grow tourism in communities.

As described earlier, this survey will be used to assist in Hornby Island Strategic Planning. In your opinion, how much of a priority should HICEEC place on each of the following program areas?

Answered: 71 Skipped: 4



	NOT A PRIORITY (1)	LOW PRIORITY (2)	MEDIUM PRIORITY (3)	HIGH PRIORITY (4)	ESSENTIAL (5)	N/A OF DON'T KNOW	TOTAL	WEIGHTED AVERAGE
Supporting tourism product development (i.e. providing research, tourism insights and/or by identifying opportunities?)	12.86% 9	8.57% 6	38.57% 27	21.43% 15	5.71% 4	12.86% 9	70	2.98
Industry development (i.e. working with industry to develop skills and capacity that ensure outstanding tourism experiences)	9.86% 7	5.63% 4	45.07% 32	16.90% 12	12.68% 9	9.86% 7	71	3.19
Trip planning (i.e. ensuring visitors have the information they need while planning their trip to Hornby island)	7.04% 5	9.86% 7	26.76% 19	35.21% 25	15.49% 11	5.63% 4	71	3.45
Visitor services (i.e. ensuring visitors have the information they need while on Hornby Island)	7.04% 5	11.27% 8	18.31% 13	35.21% 25	23.94% 17	4.23% 3	71	3.60

BASIC STATISTICS

	MINIMUM	MAXIMUM	MEDIAN	MEAN	STANDARD DEVIATION
Supporting tourism product development (i.e. providing research, tourism insights and/or by identifying opportunities?)	1.00	5.00	3.00	2.98	1.09
Industry development (i.e. working with industry to develop skills and capacity that ensure outstanding tourism experiences)	1.00	5.00	3.00	3.19	1.10
Trip planning (i.e. ensuring visitors have the information they need while planning their trip to Hornby island)	1.00	5.00	4.00	3.45	1.11
Visitor services (i.e. ensuring visitors have the information they need while on Hornby Island)	1.00	5.00	4.00	3.60	1.19

Q14 Do you have any comments about using MRDT revenues to support affordable housing? Please fill in your response.

Answered: 41 Skipped: 34

#	RESPONSES	DATE
1	Affordable housing is sorely needed. Service workers are increasingly coming from off-island so that it is very costly to hire them. The island's future is at stake if only the wealthy can afford to live here.	5/20/2024 9:21 PM
2	Housing on Hornby is a issue every one knows. The thought to create housing for people so we can sustain out incessant drive to more and more is not right to me . I think the motivation is wrong . To create housing so people can lead a wholesome life and contribute to the Overall wel being off Hornby island would be much better I think and more sustainable	5/20/2024 7:03 AM
3	Using a percentage yes, but I don't know where funds go at this time.	5/18/2024 1:43 PM
4	Not enough available to make any difference	5/17/2024 7:04 PM
5	Should be a major priority	5/17/2024 10:19 AM
6	No comment	5/17/2024 9:51 AM
7	I strongly support the development of affordable housing on Hornby and am pleased that there is now a MRDT	5/17/2024 8:53 AM
8	I would just like more specific current information about what the funds have or will be used for and if no it will be particularly useful should we experience a drop in tourism due to upcoming STVR bylaws	5/17/2024 8:08 AM
9	Absolutely support it	5/17/2024 6:22 AM
10	MRDT should not be used for housing - the funding is related to tourism activity. You either can afford to live on Hornby or you can't.	5/15/2024 8:28 AM
11	No	5/14/2024 10:40 PM
12	I believe that is a good idea.	5/14/2024 1:37 PM
13	I strongly believe that all of the MRDT \$ should be spent on affordable housing, we do not need more tourism. Using that money to offset the negative impacts of tourism would be the best use of it and that means affordable housing for year round workers and families.	5/14/2024 12:53 PM
14	Housing is a priority to me. Finding it difficult to get employees because of the lack of housing	5/14/2024 12:28 PM
15	Yes use revenues to support affordable housing. Visitors and residents and the island need all kinds of skilled people to work on island consistently	5/14/2024 11:34 AM
16	All of it should be used for affordable housing.	5/14/2024 10:44 AM
17	All the MDRT monies can not even support a mortgage on a 1.5 Million dollar build so the idea of building any housing should be just stopped. The only way to build affordable safe living spaces is to provide grants to residents that already employ workers to be able to use the MDRT money to build residences for thier workers. The idea of a trailer park adjacent to the Hornby Spark lands is a wonderful way to prevent a cell tower to be built, and yet have no real net positive impact on the amount of unhoused people on Hornby Island.	5/14/2024 7:47 AM
18	I think starting a whole new project from scratch is preemptive when there is an affordable housing project which could use the support. In my understanding the Tiny Home village will take years and the need for housing is much more immediate.	5/11/2024 11:07 AM
19	Resolve the restrictions and... THEN build it, they are already coming. Go Cortes - NO Islands Trust. Resolve BC Ferry ineffectual and wildly incompetent management of essential service. Collect community to engage and invest - together. With sage and hopeful / realistic and	5/10/2024 5:30 PM

achievable IMPROVEMENTS THAT DO NOT ONLY SERVE VISITORS BUT THOSE WHO RESIDE HERE AND SERVE OR PUT UP WITH THOSE WHO VISIT.

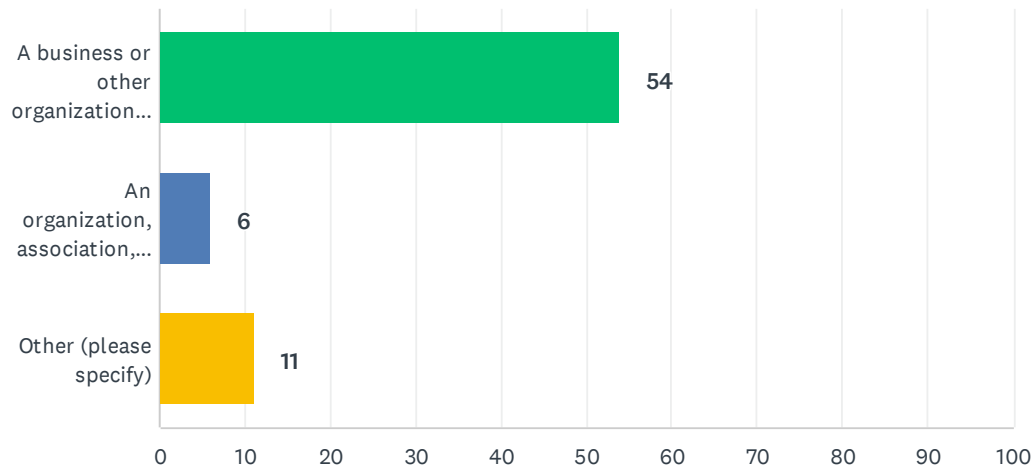
20	100% supportive of MRDT funds being managed responsibly to create affordable housing, with option for seasonal (1e summer students required for increased workforce). A definition of AFFORDABLE housing is essential. The general population of year round residents seems to think \$500-800/month is "affordable" yet mortgages are minimum of \$1600/month.	5/10/2024 9:45 AM
21	As much of the MRDT funds as possible should be directed to affordable housing. I do not agree with 100% of the MRDT funds that are collected for housing support being kept for future housing development. That does not show the community that the MRDT funds are being used to support them. If the board wants to collect the funds for a future development then it should be a percentage (say 50%) of what is collected and the rest should to go support annual programs and initiatives to increase housing on the island. Core program funding is very hard to get and is so needed.	5/9/2024 3:52 PM
22	This would be the most valuable place to put revenue into - workers affordable housing would lessen wages & encourage more workers this more business offering more experiences for tourists	5/9/2024 2:05 PM
23	Affordable housing is clearly much needed and I support all reasonable initiatives to promote it.	5/9/2024 11:42 AM
24	Crucial!	5/9/2024 9:31 AM
25	Housing is needed	5/9/2024 8:51 AM
26	I think the MRDT funds are best used elsewhere. Affordable housing for the public and workforce is important but should be through another group. Lobby's bylaws to allow additional housing on properties would be valuable.	5/9/2024 8:09 AM
27	The government has shifted their responsibility to this program.	5/8/2024 11:14 PM
28	affordable housing is important but a portion of MRDT should be used to promote off season / shoulder to extend the tourism season	5/8/2024 11:03 PM
29	If businesses needs to hire employees for summer months I feel they should provide accommodation for their own employees.	5/8/2024 8:44 PM
30	MRDT should not be used for affordable housing. Use the funds to mitigate the issues of over tourism.	5/8/2024 8:22 PM
31	Housing is not affordable anywhere, but if you want to syphon off MRT money for a housing project OK I agree with it	5/8/2024 7:41 PM
32	Essential!	5/8/2024 7:37 PM
33	I think funds should absolutely be used to help fund affordable housing	5/8/2024 7:36 PM
34	Yes..hopefully we can get something going sooner then Later..even if just trailers to start..with a contract with Trib Bay campground for spots near CO op.	5/8/2024 11:01 AM
35	Don't know	5/6/2024 5:09 PM
36	No, let the provincial government get more involved.	5/6/2024 1:55 PM
37	Do not support the collection of MRDT	5/5/2024 8:30 AM
38	This would be great, but this is not what we are hearing and seeing MRDT funds used for. What people are told is not what is happening. The branding of "workforce housing" is highly problematic for reasons already described. What about housing for people who can't work or don't any more? What about housing for poor people or people just starting out? That is the kind of housing people think MRDT funds will be used to help with. HICEEC has used non-transparent means to collect the idea that the public supports MRDT funds being used for affordable housing*, and then it adds the asterisk *we actually mean workforce housing. The community has been told MRDT funds will be used for affordable housing, and there is great support for that use because it is a genuine problem that all are on board for addressing. We want to become a community where the only people living here are people who have figured out how to buy million dollar fixer-upper homes. If it had been clearly advertised that HICEEC wants to use MRDT to subsidize summer housing for business owners' staff, that would elicit a neutral response at best from the general public. YES, Hornby wants affordable housing now.	5/4/2024 3:21 PM

NO, not everyone cares that business owners, many who are doing very well, can't afford to or don't want to pay wages that would allow their labour force to house themselves, or, simply do the work they don't want to do (turning over their bedsheets for guests, etc.). This matter has been conflated for the public in biased surveys so far that do not leave room for this subtlety or simply erase the subtlety. What level of profit allows a business to be eligible for subsidized housing for its summer staff? If MRDT funds are used to put in a "work camp," have the consequences and costs been fully considered of managing such a place?

39	complex question	5/4/2024 11:34 AM
40	Yes, MRDT revenues should be used to support affordable worker housing. They shouldn't be used for marketing.	5/3/2024 9:26 PM
41	Yes important.	5/3/2024 9:17 PM

Q15 How would you describe your business/organization?

Answered: 71 Skipped: 4



ANSWER CHOICES	RESPONSES	
A business or other organization that provides products or services directly to tourists (e.g. vacation rental, B n B, campground, glamping, resort, retail store, studio, restaurant, tour, tasting room, outdoor activities) (1)	76.06%	54
An organization, association, business or agency that supports tourism but does not provide services directly to tourists (Arts Council, HICEEC Board, community bus, etc.) (2)	8.45%	6
Other (please specify) (3)	15.49%	11
TOTAL		71

BASIC STATISTICS				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	3.00	1.00	1.39	0.74

#	OTHER (PLEASE SPECIFY)	DATE
1	I do not own a business. I am dissatisfied with this 'Stakeholder' survey as it seems to assume that I want tourism to grow so that my business can thrive. I have been part of the mountain biking organization and we don't need any more promotion from you. My husband thinks these words of mine are falling on deaf ears and that this survey is a waste of time. He also doesn't want you to continue promoting tourism on Hornby but he doesn't think there is any room on this survey for you to take into account this opinion.	5/20/2024 9:21 PM
2	15 minutes are up	5/20/2024 7:03 AM
3	provider of affordable housing	5/14/2024 12:53 PM
4	A family who hsa been summer residents for 40+ years and has rented short term (2 weeks per year) intermittently.	5/14/2024 11:34 AM
5	a studio that exists as a local cultural experience	5/14/2024 10:44 AM
6	Contributor to local economy by other services, waters and spending.	5/10/2024 5:30 PM
7	A business that supports other business & non-profits to get their information out to both residents & tourists	5/9/2024 2:05 PM

8	Not a business organization	5/8/2024 8:47 PM
9	Not a business	5/8/2024 7:37 PM
10	The Arts Council obviously provides many direct services and products to tourists through many of its programs and will through the Arts Centre, directly, on the books (charitable donations, studio tour delivery, festival tickets, performance tickets, exhibitions, films, sales of art work, summer camps, maps, etc: how is a public Arts Centre with open hours not a direct service to tourists and yet an individual studio is? Perhaps because services will often be free to the visitor).	5/4/2024 3:21 PM
11	Committee Member of Hornby Bus Group under the umbrella of HICEEC.	5/4/2024 11:14 AM

Q16 How many years has your organization/business been involved in the tourism industry on Hornby Island? Please complete the number of years.

Answered: 67 Skipped: 8

ANSWER CHOICES	RESPONSES
Number of years	86.57% 58
Don't know	2.99% 2
Not Applicable	10.45% 7

#	NUMBER OF YEARS	DATE
1	12 years	5/18/2024 1:43 PM
2	20	5/17/2024 7:04 PM
3	3	5/17/2024 10:57 AM
4	10	5/17/2024 9:51 AM
5	6	5/17/2024 9:39 AM
6	14	5/17/2024 8:53 AM
7	29	5/17/2024 8:08 AM
8	20&	5/17/2024 7:55 AM
9	44	5/17/2024 7:22 AM
10	2	5/17/2024 6:26 AM
11	4	5/17/2024 6:22 AM
12	8	5/16/2024 12:30 PM
13	3	5/15/2024 10:22 PM
14	15	5/15/2024 10:25 AM
15	10	5/15/2024 8:28 AM
16	A handful	5/15/2024 7:57 AM
17	7	5/15/2024 5:48 AM
18	20+	5/14/2024 10:40 PM
19	20	5/14/2024 5:58 PM
20	15	5/14/2024 4:25 PM
21	6	5/14/2024 1:37 PM
22	22	5/14/2024 12:28 PM
23	25	5/14/2024 11:45 AM
24	3	5/14/2024 11:29 AM
25	19	5/14/2024 10:44 AM
26	6	5/14/2024 7:47 AM
27	20	5/13/2024 6:50 PM

HORNBY ISLAND MRDT SPRING 2024 STAKEHOLDER SURVEY

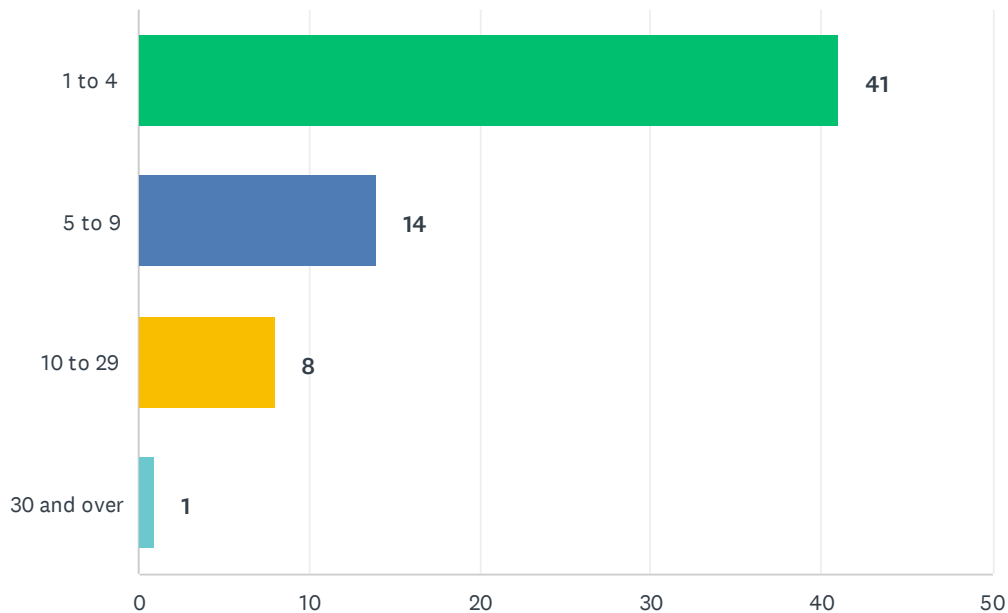
SurveyMonkey

28	4	5/13/2024 1:12 PM
29	7	5/11/2024 11:07 AM
30	50+	5/10/2024 5:30 PM
31	6	5/10/2024 9:45 AM
32	50	5/9/2024 7:09 PM
33	+30 years	5/9/2024 3:52 PM
34	10 & 6months under new mngmt	5/9/2024 2:05 PM
35	8	5/9/2024 9:31 AM
36	6	5/9/2024 8:09 AM
37	25	5/8/2024 11:14 PM
38	20	5/8/2024 9:42 PM
39	30 years	5/8/2024 8:47 PM
40	4	5/8/2024 8:44 PM
41	40	5/8/2024 8:22 PM
42	24	5/8/2024 7:41 PM
43	2	5/8/2024 7:36 PM
44	20	5/8/2024 7:32 PM
45	25 years	5/8/2024 11:01 AM
46	13	5/7/2024 8:24 AM
47	40	5/6/2024 5:09 PM
48	15	5/5/2024 4:35 PM
49	5	5/5/2024 8:52 AM
50	18	5/5/2024 8:30 AM
51	4	5/5/2024 2:11 AM
52	20+	5/4/2024 10:08 PM
53	25	5/4/2024 3:21 PM
54	35	5/4/2024 11:34 AM
55	several.	5/4/2024 11:14 AM
56	9	5/4/2024 10:48 AM
57	17	5/3/2024 9:26 PM
58	3	5/3/2024 9:17 PM
#	DON'T KNOW	DATE
1	x	5/9/2024 11:42 AM
2	X	5/9/2024 8:51 AM
#	NOT APPLICABLE	DATE
1	long time	5/17/2024 10:19 AM
2	not tourist related	5/14/2024 12:53 PM
3	N/A	5/14/2024 11:34 AM

4	x	5/14/2024 11:00 AM
5	o	5/8/2024 11:03 PM
6	N/A	5/8/2024 7:37 PM
7	18	5/6/2024 1:55 PM

Q17 How many employees does your organization/business employ during the peak season? Please include both full-time and part-time employees, and include the owner/operator. Select one response.

Answered: 64 Skipped: 11

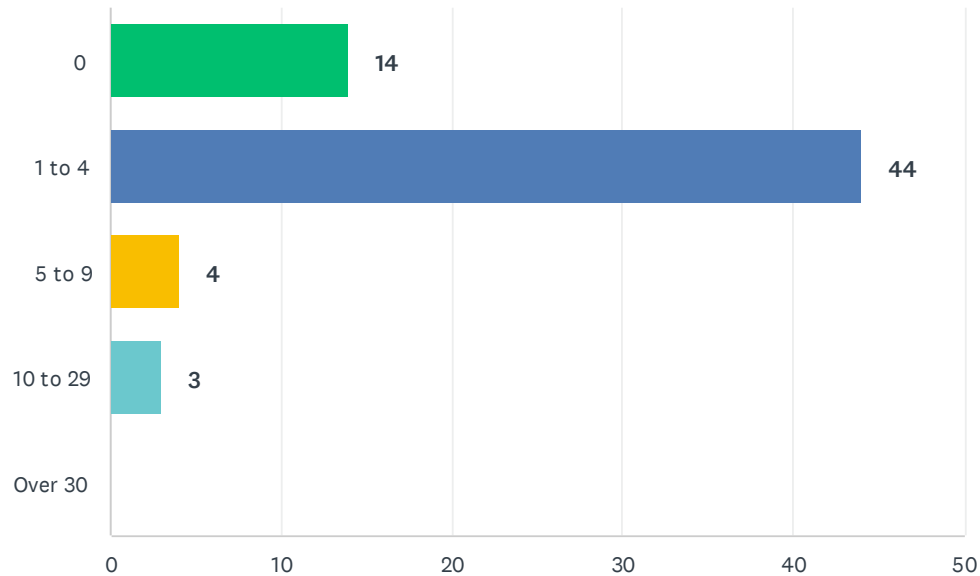


ANSWER CHOICES	RESPONSES	
1 to 4 (1)	64.06%	41
5 to 9 (2)	21.88%	14
10 to 29 (3)	12.50%	8
30 and over (4)	1.56%	1
TOTAL		64

BASIC STATISTICS				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	4.00	1.00	1.52	0.77

Q18 How many employees does your business/organization employ during the winter season? Please include both full-time and part-time employees, and include the owner/operator.

Answered: 65 Skipped: 10

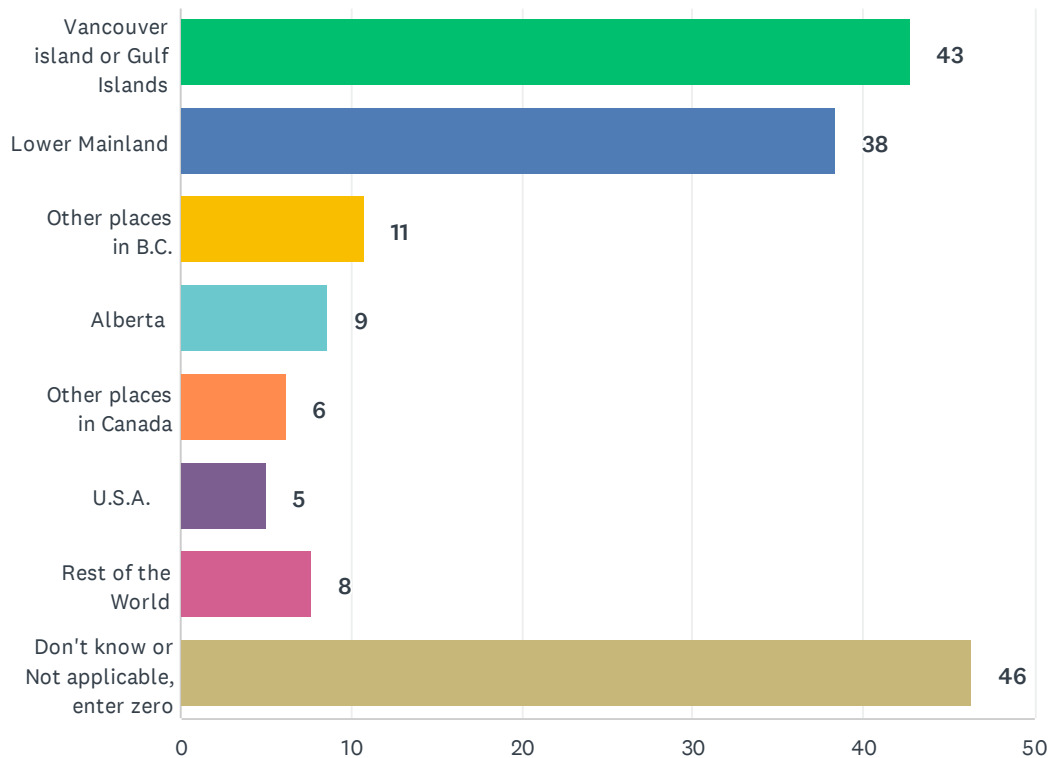


ANSWER CHOICES	RESPONSES	
0 (1)	21.54%	14
1 to 4 (2)	67.69%	44
5 to 9 (3)	6.15%	4
10 to 29 (4)	4.62%	3
Over 30 (5)	0.00%	0
TOTAL		65

BASIC STATISTICS				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	4.00	2.00	1.94	0.68

Q19 Thinking about tourist clients in 2023, about what percentage of tourists come from the following markets? Please fill in the percentage of all visitors (non year-round residents) that come from each market. An approximation is fine. The sum of all markets should equal 100%. Please type in 0 if you don't have clients from a particular market.

Answered: 60 Skipped: 15



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Vancouver island or Gulf Islands	43	2,182	51
Lower Mainland	38	1,995	52
Other places in B.C.	11	409	38
Alberta	9	301	35
Other places in Canada	6	212	34
U.S.A.	5	169	34
Rest of the World	8	222	29
Don't know or Not applicable, enter zero	46	510	11
Total Respondents: 60			

BASIC STATISTICS					
	MINIMUM	MAXIMUM	MEDIAN	MEAN	STANDARD DEVIATION
Vancouver island or Gulf Islands	10.00	100.00	40.00	42.78	21.00
Lower Mainland	5.00	100.00	40.00	38.37	19.01
Other places in B.C.	0.00	40.00	10.00	10.76	8.76
Alberta	0.00	30.00	10.00	8.60	6.65
Other places in Canada	0.00	40.00	5.00	6.24	7.36
U.S.A.	0.00	10.00	5.00	4.97	3.63
Rest of the World	0.00	100.00	5.00	7.66	17.83
Don't know or Not applicable, enter zero	0.00	100.00	10.00	46.36	49.04

#	VANCOUVER ISLAND OR GULF ISLANDS	DATE
1	50	5/17/2024 7:04 PM
2	15	5/17/2024 10:57 AM
3	30	5/17/2024 10:19 AM
4	50	5/17/2024 9:51 AM
5	40	5/17/2024 9:39 AM
6	50	5/17/2024 8:53 AM
7	45	5/17/2024 8:08 AM
8	100	5/17/2024 7:55 AM
9	50	5/17/2024 7:22 AM
10	25	5/17/2024 6:22 AM
11	10	5/16/2024 12:30 PM
12	50	5/15/2024 10:22 PM
13	30	5/15/2024 10:25 AM
14	40	5/15/2024 8:28 AM
15	30	5/15/2024 7:57 AM
16	40	5/15/2024 5:48 AM
17	50	5/14/2024 10:40 PM
18	60	5/14/2024 5:58 PM
19	50	5/14/2024 1:37 PM
20	35	5/14/2024 12:28 PM
21	70	5/14/2024 11:45 AM
22	10	5/14/2024 11:29 AM
23	50	5/14/2024 10:44 AM
24	60	5/14/2024 7:47 AM
25	30	5/13/2024 1:12 PM
26	45	5/11/2024 11:07 AM

27	10	5/10/2024 5:30 PM
28	20	5/10/2024 9:45 AM
29	50	5/9/2024 3:52 PM
30	20	5/9/2024 2:05 PM
31	30	5/9/2024 8:51 AM
32	50	5/9/2024 8:09 AM
33	25	5/8/2024 9:42 PM
34	40	5/8/2024 9:22 PM
35	25	5/8/2024 8:44 PM
36	35	5/8/2024 7:41 PM
37	85	5/8/2024 7:37 PM
38	50	5/8/2024 7:36 PM
39	30	5/8/2024 11:01 AM
40	75	5/7/2024 8:24 AM
41	77	5/6/2024 5:09 PM
42	95	5/6/2024 1:55 PM
43	60	5/5/2024 8:30 AM
44	10	5/5/2024 2:11 AM
45	20	5/4/2024 10:08 PM
46	30	5/4/2024 3:21 PM
47	65	5/4/2024 11:34 AM
48	20	5/4/2024 11:14 AM
49	60	5/4/2024 10:48 AM
50	35	5/3/2024 9:26 PM
51	50	5/3/2024 9:17 PM
#	LOWER MAINLAND	DATE
1	40	5/17/2024 7:04 PM
2	60	5/17/2024 10:57 AM
3	30	5/17/2024 10:19 AM
4	30	5/17/2024 9:51 AM
5	40	5/17/2024 9:39 AM
6	50	5/17/2024 8:53 AM
7	40	5/17/2024 8:08 AM
8	50	5/17/2024 7:22 AM
9	25	5/17/2024 6:22 AM
10	40	5/16/2024 12:30 PM
11	30	5/15/2024 10:22 PM
12	40	5/15/2024 10:25 AM

HORNBY ISLAND MRDT SPRING 2024 STAKEHOLDER SURVEY

SurveyMonkey

13	25	5/15/2024 8:28 AM
14	30	5/15/2024 7:57 AM
15	40	5/15/2024 5:48 AM
16	50	5/14/2024 10:40 PM
17	20	5/14/2024 5:58 PM
18	40	5/14/2024 1:37 PM
19	35	5/14/2024 12:28 PM
20	20	5/14/2024 11:45 AM
21	60	5/14/2024 11:29 AM
22	25	5/14/2024 10:44 AM
23	30	5/14/2024 7:47 AM
24	10	5/13/2024 1:12 PM
25	40	5/11/2024 11:07 AM
26	75	5/10/2024 5:30 PM
27	40	5/10/2024 9:45 AM
28	20	5/9/2024 3:52 PM
29	20	5/9/2024 2:05 PM
30	60	5/9/2024 11:42 AM
31	30	5/9/2024 8:51 AM
32	40	5/9/2024 8:09 AM
33	50	5/8/2024 9:42 PM
34	20	5/8/2024 9:22 PM
35	75	5/8/2024 8:44 PM
36	50	5/8/2024 8:22 PM
37	20	5/8/2024 7:41 PM
38	5	5/8/2024 7:37 PM
39	20	5/8/2024 7:36 PM
40	30	5/8/2024 11:01 AM
41	10	5/7/2024 8:24 AM
42	10	5/6/2024 5:09 PM
43	100	5/5/2024 8:52 AM
44	40	5/5/2024 8:30 AM
45	80	5/5/2024 2:11 AM
46	70	5/4/2024 10:08 PM
47	40	5/4/2024 3:21 PM
48	30	5/4/2024 11:34 AM
49	40	5/4/2024 11:14 AM
50	25	5/4/2024 10:48 AM

51	55	5/3/2024 9:26 PM
52	40	5/3/2024 9:17 PM
#	OTHER PLACES IN B.C.	DATE
1	5	5/17/2024 7:04 PM
2	10	5/17/2024 10:57 AM
3	15	5/17/2024 10:19 AM
4	10	5/17/2024 9:51 AM
5	12	5/17/2024 9:39 AM
6	5	5/17/2024 8:08 AM
7	10	5/17/2024 6:22 AM
8	17	5/15/2024 10:22 PM
9	10	5/15/2024 10:25 AM
10	15	5/15/2024 8:28 AM
11	5	5/15/2024 7:57 AM
12	5	5/15/2024 5:48 AM
13	0	5/14/2024 10:40 PM
14	10	5/14/2024 5:58 PM
15	2	5/14/2024 1:37 PM
16	10	5/14/2024 12:28 PM
17	5	5/14/2024 10:44 AM
18	5	5/14/2024 7:47 AM
19	40	5/13/2024 1:12 PM
20	5	5/10/2024 5:30 PM
21	30	5/10/2024 9:45 AM
22	15	5/9/2024 3:52 PM
23	15	5/9/2024 2:05 PM
24	40	5/9/2024 11:42 AM
25	10	5/9/2024 8:51 AM
26	5	5/9/2024 8:09 AM
27	10	5/8/2024 9:22 PM
28	5	5/8/2024 7:41 PM
29	10	5/8/2024 7:36 PM
30	15	5/8/2024 11:01 AM
31	10	5/7/2024 8:24 AM
32	2	5/6/2024 5:09 PM
33	10	5/5/2024 2:11 AM
34	10	5/4/2024 10:08 PM
35	10	5/4/2024 3:21 PM

HORNBY ISLAND MRDT SPRING 2024 STAKEHOLDER SURVEY

SurveyMonkey

36	1	5/4/2024 11:34 AM
37	10	5/4/2024 11:14 AM
38	5	5/4/2024 10:48 AM
#	ALBERTA	DATE
1	5	5/17/2024 7:04 PM
2	10	5/17/2024 10:19 AM
3	3	5/17/2024 9:39 AM
4	5	5/17/2024 8:08 AM
5	10	5/16/2024 12:30 PM
6	2	5/15/2024 10:22 PM
7	10	5/15/2024 10:25 AM
8	15	5/15/2024 8:28 AM
9	10	5/15/2024 7:57 AM
10	0	5/14/2024 10:40 PM
11	10	5/14/2024 5:58 PM
12	7	5/14/2024 1:37 PM
13	10	5/14/2024 12:28 PM
14	30	5/14/2024 11:29 AM
15	10	5/14/2024 10:44 AM
16	2	5/14/2024 7:47 AM
17	10	5/13/2024 1:12 PM
18	10	5/11/2024 11:07 AM
19	0	5/10/2024 5:30 PM
20	5	5/10/2024 9:45 AM
21	5	5/9/2024 3:52 PM
22	15	5/9/2024 2:05 PM
23	20	5/9/2024 8:51 AM
24	10	5/8/2024 9:42 PM
25	10	5/8/2024 9:22 PM
26	15	5/8/2024 7:41 PM
27	10	5/8/2024 7:36 PM
28	5	5/8/2024 11:01 AM
29	2	5/6/2024 5:09 PM
30	0	5/4/2024 10:08 PM
31	10	5/4/2024 3:21 PM
32	1	5/4/2024 11:34 AM
33	25	5/4/2024 11:14 AM
34	4	5/4/2024 10:48 AM

35	5	5/3/2024 9:26 PM
#	OTHER PLACES IN CANADA	DATE
1	5	5/17/2024 10:57 AM
2	5	5/17/2024 10:19 AM
3	5	5/17/2024 9:51 AM
4	3	5/17/2024 9:39 AM
5	3	5/17/2024 8:08 AM
6	10	5/17/2024 6:22 AM
7	20	5/16/2024 12:30 PM
8	2	5/15/2024 8:28 AM
9	10	5/15/2024 7:57 AM
10	5	5/15/2024 5:48 AM
11	0	5/14/2024 10:40 PM
12	1	5/14/2024 1:37 PM
13	5	5/14/2024 12:28 PM
14	5	5/14/2024 10:44 AM
15	1	5/14/2024 7:47 AM
16	0	5/13/2024 1:12 PM
17	3	5/10/2024 5:30 PM
18	5	5/10/2024 9:45 AM
19	6	5/9/2024 3:52 PM
20	15	5/9/2024 2:05 PM
21	0	5/9/2024 8:51 AM
22	5	5/9/2024 8:09 AM
23	10	5/8/2024 9:22 PM
24	40	5/8/2024 8:22 PM
25	10	5/8/2024 7:37 PM
26	10	5/8/2024 11:01 AM
27	5	5/7/2024 8:24 AM
28	2	5/6/2024 5:09 PM
29	0	5/4/2024 10:08 PM
30	5	5/4/2024 3:21 PM
31	1	5/4/2024 11:34 AM
32	2	5/4/2024 11:14 AM
33	3	5/4/2024 10:48 AM
34	10	5/3/2024 9:17 PM
#	U.S.A.	DATE
1	10	5/17/2024 10:57 AM

HORNBY ISLAND MRDT SPRING 2024 STAKEHOLDER SURVEY

SurveyMonkey

2	5	5/17/2024 10:19 AM
3	1	5/17/2024 9:39 AM
4	1	5/17/2024 8:08 AM
5	10	5/17/2024 6:22 AM
6	10	5/16/2024 12:30 PM
7	1	5/15/2024 10:22 PM
8	5	5/15/2024 10:25 AM
9	3	5/15/2024 8:28 AM
10	10	5/15/2024 7:57 AM
11	5	5/15/2024 5:48 AM
12	0	5/14/2024 10:40 PM
13	10	5/14/2024 11:45 AM
14	3	5/14/2024 10:44 AM
15	1	5/14/2024 7:47 AM
16	0	5/13/2024 1:12 PM
17	5	5/11/2024 11:07 AM
18	5	5/10/2024 5:30 PM
19	2	5/9/2024 3:52 PM
20	10	5/9/2024 2:05 PM
21	10	5/9/2024 8:51 AM
22	5	5/8/2024 9:42 PM
23	5	5/8/2024 9:22 PM
24	10	5/8/2024 8:22 PM
25	10	5/8/2024 7:41 PM
26	10	5/8/2024 7:36 PM
27	5	5/8/2024 11:01 AM
28	2	5/6/2024 5:09 PM
29	5	5/6/2024 1:55 PM
30	0	5/4/2024 10:08 PM
31	1	5/4/2024 11:34 AM
32	2	5/4/2024 11:14 AM
33	2	5/4/2024 10:48 AM
34	5	5/3/2024 9:26 PM
#	REST OF THE WORLD	DATE
1	100	5/18/2024 1:43 PM
2	5	5/17/2024 10:19 AM
3	5	5/17/2024 9:51 AM
4	1	5/17/2024 9:39 AM

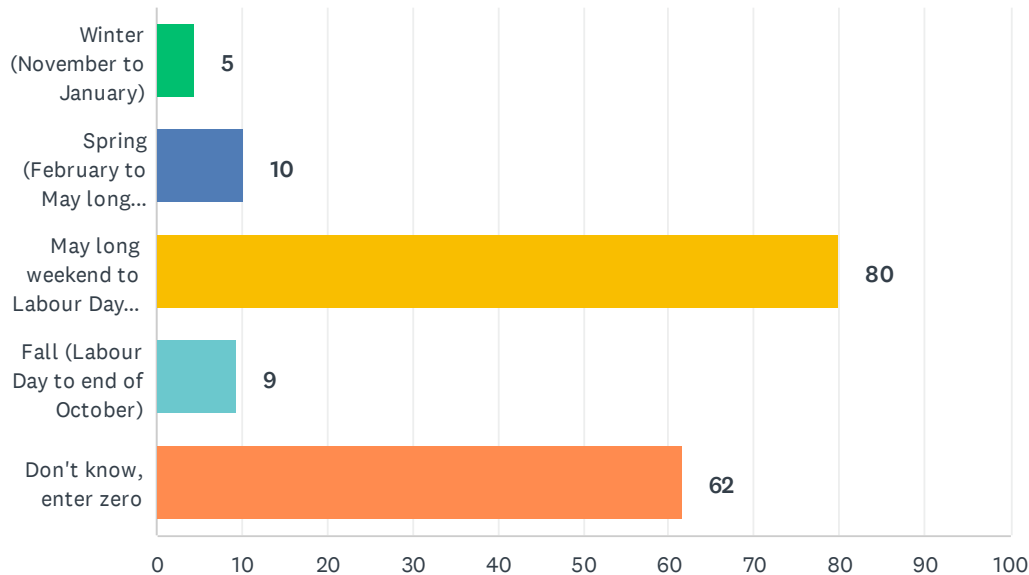
HORNBY ISLAND MRDT SPRING 2024 STAKEHOLDER SURVEY

SurveyMonkey

5	1	5/17/2024 8:08 AM
6	10	5/17/2024 6:22 AM
7	10	5/16/2024 12:30 PM
8	5	5/15/2024 10:25 AM
9	5	5/15/2024 7:57 AM
10	5	5/15/2024 5:48 AM
11	0	5/14/2024 10:40 PM
12	5	5/14/2024 12:28 PM
13	2	5/14/2024 10:44 AM
14	1	5/14/2024 7:47 AM
15	10	5/13/2024 1:12 PM
16	2	5/10/2024 5:30 PM
17	2	5/9/2024 3:52 PM
18	5	5/9/2024 2:05 PM
19	0	5/9/2024 8:51 AM
20	10	5/8/2024 9:42 PM
21	5	5/8/2024 9:22 PM
22	15	5/8/2024 7:41 PM
23	5	5/8/2024 11:01 AM
24	5	5/6/2024 5:09 PM
25	0	5/4/2024 10:08 PM
26	5	5/4/2024 3:21 PM
27	1	5/4/2024 11:34 AM
28	1	5/4/2024 11:14 AM
29	1	5/4/2024 10:48 AM
#	DON'T KNOW OR NOT APPLICABLE, ENTER ZERO	DATE
1	100	5/17/2024 6:26 AM
2	10	5/17/2024 6:22 AM
3	0	5/14/2024 10:40 PM
4	100	5/14/2024 4:25 PM
5	0	5/14/2024 12:28 PM
6	0	5/13/2024 1:12 PM
7	0	5/10/2024 5:30 PM
8	100	5/9/2024 9:31 AM
9	0	5/9/2024 8:51 AM
10	100	5/8/2024 11:14 PM
11	100	5/8/2024 11:03 PM

Q20 Thinking about Tourism revenue in 2023, about what percentage is generated in each season? Please fill in the percentage of all visitors that come from each season. An approximation is fine. The sum of all Seasons should equal 100%.

Answered: 60 Skipped: 15



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Winter (November to January)	5	178	39
Spring (February to May long weekend)	10	440	43
May long weekend to Labour Day weekend	80	4,161	52
Fall (Labour Day to end of October)	9	421	45
Don't know, enter zero	62	800	13
Total Respondents: 60			

#	WINTER (NOVEMBER TO JANUARY)	DATE
1	5	5/18/2024 1:43 PM
2	0	5/17/2024 7:04 PM
3	0	5/17/2024 9:51 AM
4	0	5/17/2024 9:39 AM
5	10	5/17/2024 8:53 AM
6	1	5/17/2024 8:08 AM
7	0	5/17/2024 7:22 AM
8	0	5/17/2024 6:22 AM

HORNBY ISLAND MRDT SPRING 2024 STAKEHOLDER SURVEY

SurveyMonkey

9	0	5/16/2024 12:30 PM
10	5	5/15/2024 10:22 PM
11	10	5/15/2024 10:25 AM
12	5	5/15/2024 8:28 AM
13	20	5/15/2024 7:57 AM
14	5	5/15/2024 5:48 AM
15	0	5/14/2024 10:40 PM
16	10	5/14/2024 5:58 PM
17	5	5/14/2024 4:25 PM
18	5	5/14/2024 1:37 PM
19	10	5/14/2024 10:44 AM
20	10	5/14/2024 7:47 AM
21	0	5/13/2024 1:12 PM
22	0	5/11/2024 11:07 AM
23	0	5/10/2024 5:30 PM
24	5	5/10/2024 9:45 AM
25	0	5/9/2024 3:52 PM
26	0	5/9/2024 11:42 AM
27	10	5/9/2024 8:51 AM
28	5	5/8/2024 9:22 PM
29	25	5/8/2024 8:22 PM
30	0	5/8/2024 7:41 PM
31	10	5/8/2024 7:36 PM
32	0	5/8/2024 7:32 PM
33	0	5/8/2024 11:01 AM
34	5	5/7/2024 8:24 AM
35	7	5/6/2024 5:09 PM
36	5	5/4/2024 3:21 PM
37	2	5/4/2024 11:34 AM
38	3	5/4/2024 10:48 AM
39	0	5/3/2024 9:17 PM
#	SPRING (FEBRUARY TO MAY LONG WEEKEND)	DATE
1	10	5/18/2024 1:43 PM
2	0	5/17/2024 7:04 PM
3	5	5/17/2024 10:57 AM
4	0	5/17/2024 9:51 AM
5	0	5/17/2024 9:39 AM
6	10	5/17/2024 8:53 AM

HORNBY ISLAND MRDT SPRING 2024 STAKEHOLDER SURVEY

SurveyMonkey

7	9	5/17/2024 8:08 AM
8	0	5/17/2024 7:22 AM
9	5	5/17/2024 6:22 AM
10	10	5/16/2024 12:30 PM
11	20	5/15/2024 10:25 AM
12	20	5/15/2024 8:28 AM
13	30	5/15/2024 7:57 AM
14	12	5/15/2024 5:48 AM
15	0	5/14/2024 10:40 PM
16	10	5/14/2024 5:58 PM
17	20	5/14/2024 4:25 PM
18	25	5/14/2024 1:37 PM
19	10	5/14/2024 11:45 AM
20	10	5/14/2024 10:44 AM
21	10	5/14/2024 7:47 AM
22	5	5/13/2024 1:12 PM
23	5	5/11/2024 11:07 AM
24	2	5/10/2024 5:30 PM
25	5	5/10/2024 9:45 AM
26	5	5/9/2024 3:52 PM
27	0	5/9/2024 11:42 AM
28	20	5/9/2024 8:51 AM
29	5	5/8/2024 9:42 PM
30	10	5/8/2024 9:22 PM
31	25	5/8/2024 8:22 PM
32	10	5/8/2024 7:41 PM
33	10	5/8/2024 7:36 PM
34	20	5/8/2024 7:32 PM
35	10	5/8/2024 11:01 AM
36	5	5/7/2024 8:24 AM
37	7	5/6/2024 5:09 PM
38	10	5/5/2024 8:30 AM
39	30	5/4/2024 3:21 PM
40	14	5/4/2024 11:34 AM
41	21	5/4/2024 10:48 AM
42	5	5/3/2024 9:26 PM
43	0	5/3/2024 9:17 PM
#	MAY LONG WEEKEND TO LABOUR DAY WEEKEND	DATE

HORNBY ISLAND MRDT SPRING 2024 STAKEHOLDER SURVEY

SurveyMonkey

1	80	5/18/2024 1:43 PM
2	85	5/17/2024 7:04 PM
3	90	5/17/2024 10:57 AM
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30	80	5/9/2024 11:42 AM
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36	25	5/8/2024 8:22 PM
37	80	5/8/2024 7:41 PM
38	70	5/8/2024 7:36 PM

HORNBY ISLAND MRDT SPRING 2024 STAKEHOLDER SURVEY

SurveyMonkey

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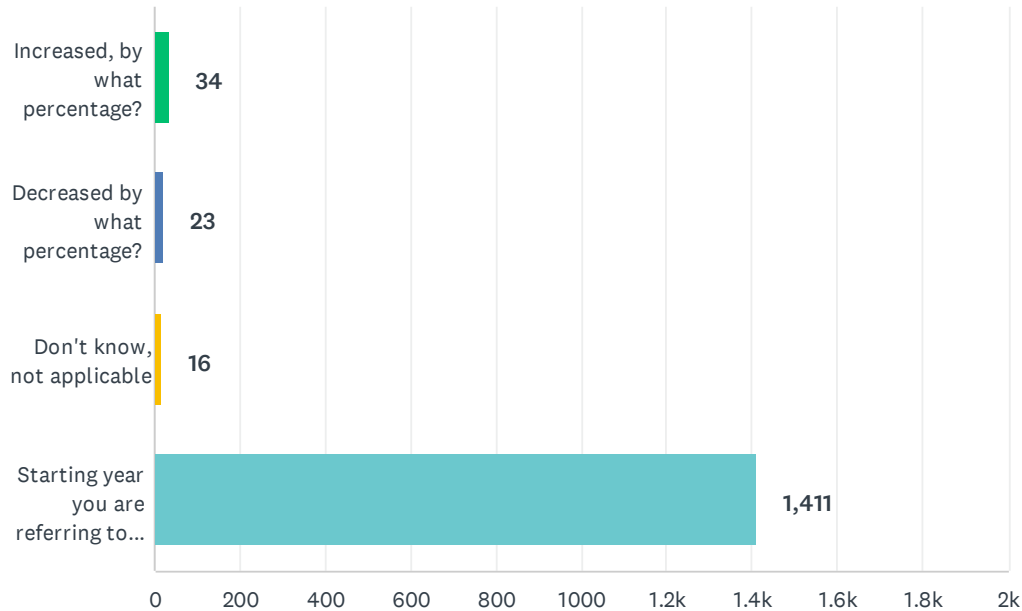
HORNBY ISLAND MRDT SPRING 2024 STAKEHOLDER SURVEY

SurveyMonkey

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41	15	5/4/2024 3:21 PM
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7	100	5/9/2024 2:05 PM
8	100	5/9/2024 9:31 AM
9	0	5/9/2024 8:51 AM
10	100	5/8/2024 11:14 PM
11	100	5/8/2024 11:03 PM
12	0	5/4/2024 11:34 AM
13	100	5/4/2024 11:14 AM

Q21 Over the past 5 years, how has the tourism revenue of your business changed? (base is 2019)

Answered: 54 Skipped: 21



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Increased, by what percentage?	34	1,025	30
Decreased by what percentage?	23	410	18
Don't know, not applicable	16	300	19
Starting year you are referring to (i.e. if you've only been in business for one year, the percentage will refer to changes 2022 to 2023, input 2022. Businesses that have been around 5 years, input 2019. New business please input 2023 as your starting year.	1,411	32,451	23
Total Respondents: 54			

BASIC STATISTICS					
	MINIMUM	MAXIMUM	MEDIAN	MEAN	STANDARD DEVIATION
Increased, by what percentage?	0.00	400.00	20.00	34.17	71.58
Decreased by what percentage?	0.00	100.00	10.00	22.78	29.45
Don't know, not applicable	0.00	100.00	0.00	15.79	36.46
Starting year you are referring to (i.e. if you've only been in business for one year, the percentage will refer to changes 2022 to 2023, input 2022. Businesses that have been around 5 years, input 2019. New business please input 2023 as your starting year.	0.00	2,023.00	2,017.00	1,410.91	914.24

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6	25	5/14/2024 5:58 PM

HORNBY ISLAND MRDT SPRING 2024 STAKEHOLDER SURVEY

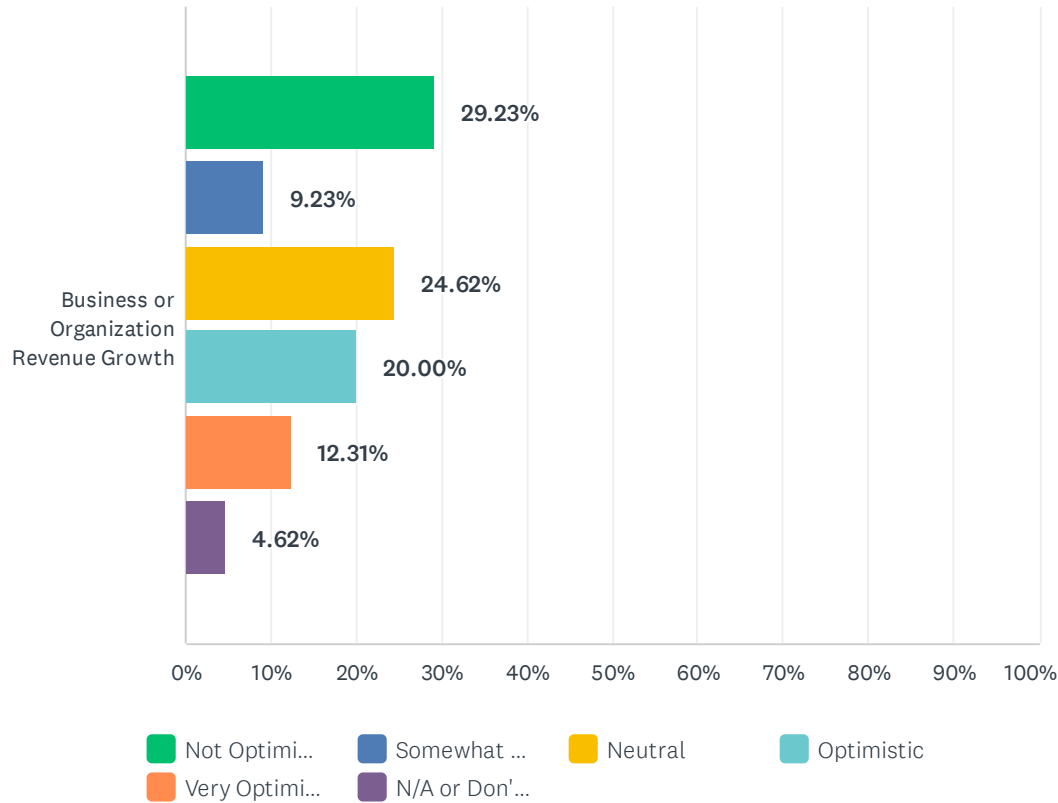
SurveyMonkey

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18	60	5/3/2024 9:26 PM
#	DON'T KNOW, NOT APPLICABLE	DATE
1	0	5/17/2024 10:19 AM
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17	0	5/8/2024 8:22 PM
18	0	5/6/2024 5:09 PM
19	0	5/4/2024 11:14 AM
#	STARTING YEAR YOU ARE REFERRING TO (I.E. IF YOU'VE ONLY BEEN IN BUSINESS FOR ONE YEAR, THE PERCENTAGE WILL REFER TO CHANGES 2022 TO 2023, INPUT 2022. BUSINESSES THAT HAVE BEEN AROUND 5 YEARS, INPUT 2019. NEW BUSINESS PLEASE INPUT 2023 AS YOUR STARTING YEAR.	DATE
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14	2023	5/8/2024 11:14 PM
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17	2019	5/8/2024 11:01 AM
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19	0	5/5/2024 2:11 AM
20	2019	5/4/2024 10:08 PM
21	2017	5/4/2024 3:21 PM
22	2019	5/3/2024 9:26 PM
23	2020	5/3/2024 9:17 PM

Q22 Looking ahead to the next five years, how optimistic are you that your business revenues will grow? (from current activities and any future plans)

Answered: 65 Skipped: 10



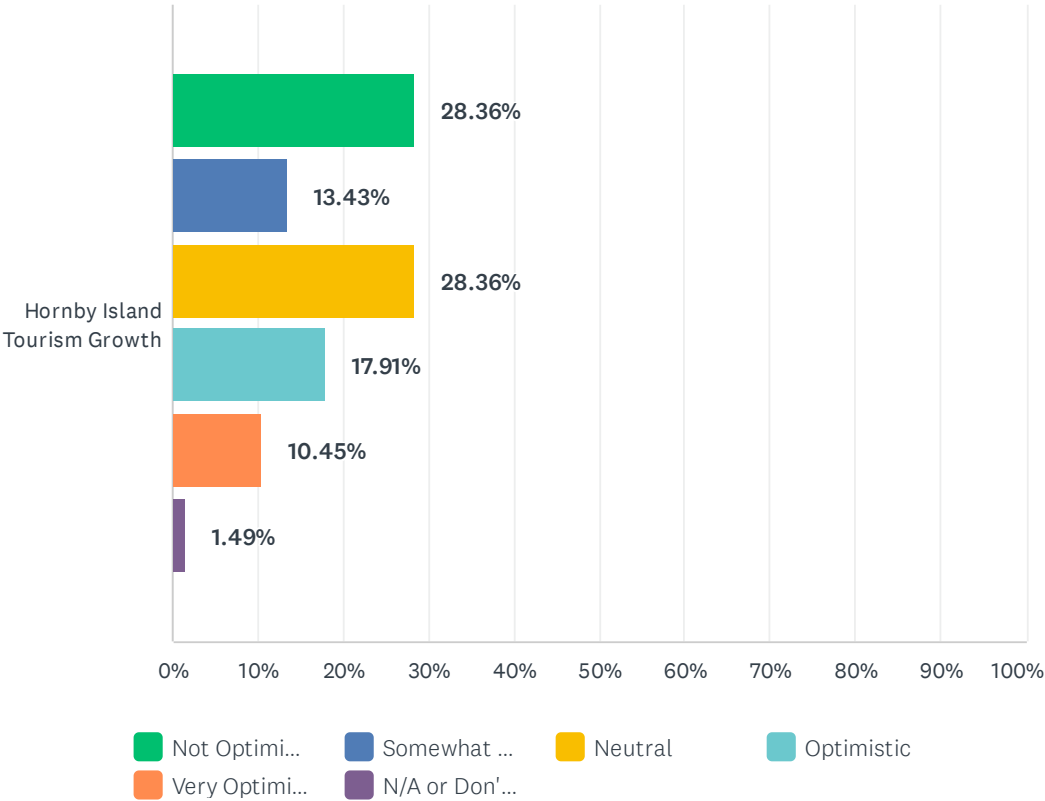
	NOT OPTIMISTIC (1)	SOMEWHAT OPTIMISTIC (2)	NEUTRAL (3)	OPTIMISTIC (4)	VERY OPTIMISTIC (5)	N/A OR DON'T KNOW	TOTAL	WEIGHTED AVERAGE
Business or Organization Revenue Growth	29.23% 19	9.23% 6	24.62% 16	20.00% 13	12.31% 8	4.62% 3	65	2.76

BASIC STATISTICS

Minimum 1.00	Maximum 5.00	Median 3.00	Mean 2.76	Standard Deviation 1.41
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Q23 Looking ahead 5 years, how optimistic are you that the tourism industry on Hornby Island will grow?

Answered: 67 Skipped: 8



	NOT OPTIMISTIC (1)	SOMEWHAT OPTIMISTIC (2)	NEUTRAL (3)	OPTIMISTIC (4)	VERY OPTIMISTIC (5)	N/A OR DON'T KNOW	TOTAL	WEIGHTED AVERAGE
Hornby Island Tourism Growth	28.36% 19	13.43% 9	28.36% 19	17.91% 12	10.45% 7	1.49% 1	67	2.68

BASIC STATISTICS				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	5.00	3.00	2.68	1.34

Q24 Are there any final comments you would like to share about HICEEC, the Island economy, or tourism on Hornby Island?

Answered: 41 Skipped: 34

#	RESPONSES	DATE
1	I've lived here for 42 years. The tourism industry has always been here and it's great. AND it does NOT need to keep increasing. Please consider that promoting tourism on an already extremely busy island is not actually benefitting the community. Bigger is not always better. Surely most people know by now that money and economics are not and should NOT be seen as the most important component of a thriving community.	5/20/2024 9:21 PM
2	I am not a fan of the MRD Tax. The cost of ferries, gas, provincial tax, gst and increased rental rates is enough of a burden to the general public.	5/18/2024 1:43 PM
3	Improve the ferries	5/17/2024 7:04 PM
4	Keep up the good work!	5/17/2024 9:51 AM
5	The negativity around STVR on Hornby Island over the last 5 years or so makes me think tourism is not actually wanted on the island. Owners who do STVR rentals are made to feel like money hungry individuals who exploit the resources of the island for personal gain. After 20 years of owning a home and spending wonderful summers on the island with my family, I am considering selling my property at an over inflated price and getting out.	5/17/2024 8:53 AM
6	It feels like a very challenging time and until we can know and adapt to potential impacts on STVR then it's very hard to know/predict the future growth of tourism on Hornby	5/17/2024 8:08 AM
7	Tourism is limited by ferry access. This a normal limitation of a small island. There is no need to increase vehicular tourism. Self propelled tourism would promote health, wellness, and lower environmental impact.	5/17/2024 7:22 AM
8	Thanks for your efforts. People who think Hornby is only for hornby islanders forget all the wonderful experiences that tourists have that change and better their livesm	5/17/2024 6:22 AM
9	HICEEC does a great job. Thank you!	5/16/2024 12:30 PM
10	Very delicate balance required for environmental reasons. Sustainable tourism imp.	5/15/2024 10:25 AM
11	Hopefully HICEEC will become a strong advocate for the tourism industry on Hornby. Vacation rentals are contributing and could do better if we had certainty around seasonal rentals (off season) and removed the Penalties for off season rentals. We can't advertise for risk of being fined - how does that grow the Tourism Industry?	5/15/2024 8:28 AM
12	Put forward and push to elect a pro- HICEEC trustee. Grant will not run again, and Alex will be elected again and is anti-tourism.	5/15/2024 5:48 AM
13	Let us try to find the happy medium between year-round tourist visits and not being overwhelmed in the summer.	5/14/2024 1:37 PM
14	This survey is really designed for tourist related businesses and is assuming that more growth is desired. I don't think that Hornby needs to be marketed any more. We are no longer an "undiscovered island". I really hope that the MRDT \$ is not used for further promotion of Hornby as a tourist destination. When there are several ferry waits in the summer to get on and off the island, there is no need to advertise for more people to come here.	5/14/2024 12:53 PM
15	Definitely need HICEEC to work on affordable work force housing	5/14/2024 12:28 PM
16	I am not a tourism organization but have watched tourism grow exponentially since first summer-long visits to Hornby. I am concerned about the stresses that the current level of tourism places on nature and services on the island, yet also know that tourism revenues are fundamental to the local economy. I truly feel that steering towards ecologically responsible and agritourism is the way to go.	5/14/2024 11:34 AM

17	Very much appreciate the time it must have taken to write this survey. I can't imagine how much work went into it. Thank you	5/14/2024 11:29 AM
18	Just Stop Promoting Tourism it is destroying everything about Hornby Island that is worthwhile. Just. Stop.	5/14/2024 11:00 AM
19	I do not want to see Hornby over-touristed like the rest of the world. Enough people come without advertising.	5/14/2024 10:44 AM
20	The Islands Trust APC and a small group of privileged people that do not have to work for an income to afford to live on Hornby Island are actively trying to stop any growth or even year over year levels of tourism. The island in the next 10-15 years will experience its largest shift in land ownership as people age in place or move off island.	5/14/2024 7:47 AM
21	I think diversification of our economy would be a good thing for Hornby.	5/11/2024 11:07 AM
22	I'm selling and sad to state this fact. I wish Hornby Island more than luck and far past more than it is or offers presently. A marketing survey, like this? Kind of falls deaf now. I'm not going to spend my time breaking down where guests and visitors and purveyors of my wares come from. It's missing the boat. Which? We all will continue to, seemingly.	5/10/2024 5:30 PM
23	Growth depends on STVR availability and workforce housing.	5/10/2024 9:45 AM
24	There is a great deal of uncertainty in the tourist accommodation sector. Hopefully in the next few years that will settled and everyone can move forward together.	5/9/2024 3:52 PM
25	Just that there is an incredible need for affordable year round housing	5/9/2024 2:05 PM
26	The demographic of HI is changing as is the infrastructure. We sorely need to replace or reopen The Thatch and the Bakery for pizza and music in the summer	5/9/2024 11:42 AM
27	If STVRs are reduced in number this can only impact tourism negatively	5/9/2024 9:31 AM
28	HICEEC should lobby for the completion of the 26 unit Beulah Creek Village housing program, GET STARTED.	5/8/2024 11:14 PM
29	promote targeted tourism for specific activities , festivals , educational activities in off season and shoulder season	5/8/2024 11:03 PM
30	I say I am very optimistic in question four because Wendy's continues to be advertised. It doesn't mean I'm happy about it. We rent our place out for just July and August simply to allow us to keep it in our family. We do not make any money on renting it, in fact we don't make enough to cover the costs.	5/8/2024 8:44 PM
31	No further advertising for more tourist, the Island is full. The business that operate have all the business that need. The idea that continued expansion is a good idea is false. Get better value out of the current visitors.	5/8/2024 8:22 PM
32	Please reconsider the stringent rules and regulations that you're putting on short term. Vacation rentals. There's a lot of fear around people that own short term vacation rentals as part of the revenue just support there being able to live on this island that has been taken away. Please remember, we employ people of the island for a high wage for 2 1/2 to 3 months a year. Please understand that many of us have invested a lot of time effort and money to arrive to be a beautiful clean rental for Guest to arrive to	5/8/2024 7:41 PM
33	I think we have limited resources and should find a way to watch that our growth seriously does not overreach our capability to keep Hornby a natural and not overcrowded island..plan very carefully.	5/8/2024 11:01 AM
34	I think the board works hard and does a good job overall. Karen and Jack especially	5/6/2024 5:09 PM
35	I think the bus is wonderful and we need to find a way for visitors to get here without a car/truck or trailer and be able to fully enjoy the island	5/6/2024 1:55 PM
36	I am concerned that tourism will end if short term rentals are stopped. I am concerned for some properties that may end up being sold and large new residences go up which changes the fabric of the island. Sea-doo's comes to mind. I believe in strong bylaws, rules and the MRDT and capping short term rentals if homes are being purchased purely for short term rentals. I think it would be good to allow for off season tourism which could help support the community. I believe in better wages for the service industry workers. Finally I think better	5/5/2024 8:52 AM

mental health support could be useful for service workers. It is difficult to not have regular work and housing.

37	The lack of any cash support for the Arts Council in the last two years from HICEEC given the Arts Council's outstanding achievements and the consequences this lack of local tax support will have for the operations and programming funding that the Arts Council leverages every year into the local economy from provincial and federal arts operations and programming funders is inexcusable and harmful in the year the Arts Council will open the Arts Centre. It's inexplicable, and there is a paper trail of promises unfulfilled. The problem is mathematical, not relational, should stand outside personalities, and HICEEC needs a professional education in what it means to have a functional year round public Arts Centre and Arts Council in British Columbia for Hornby Island's economy and the actual opportunity cost for the local economy if the potential is not realized and hamstrung because HICEEC maintains a "and now the arts have left the nest/not our problem/dragons' den/venture capitalist" attitude. Dedicated, reliable, annual tax dollars must be in place for the public arts funding system to work, or the whole leveraging potential crumbles, and professionals in the tourism industry know how public arts funding works: HICEEC doesn't have to take the Arts Council's word for it—consult experts in the field as the Arts Council does.	5/4/2024 3:21 PM
38	decrease vehicle reliance to cross the islands and fill the roads and ferries, limits on big units...safe collector parking in Comox Buckley and Deep Bay ...encourage subsidized 24 passenger water taxi (after this summer experiment. Year round bussing sharing the SD contract and with CVRD	5/4/2024 11:34 AM
39	We need to ensure that our Island Trust representatives going forward are in favour of Tourism and promote the fact to residents that business is essential to the well being and sustainability of life on Hornby island	5/4/2024 10:48 AM
40	Regarding question #21: My revenues have gone down because I have absorbed all the additional new taxes (PST and MRDT) and not increased my rental rates to cover them. However, I will be increasing my rental rates a small amount for 2025.	5/3/2024 9:26 PM
41	Communication of events to people off the Island is important, eg blues festival. We are not on Facebook and don't live on the Island so don't hear about events. Lots of opportunities for off season events but accommodation options are now limited.	5/3/2024 9:17 PM