

**Saltspring Island Visitor Survey**  
**SUMMARY**

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In November of 2004, a telephone survey was undertaken with residents of SaltSpring Island to measure opinions about tourism on the island.

The study revealed high support for tourism, with 83.4% of respondents indicating they were “somewhat” or “strongly” supportive. When asked to comment on the possible benefits of tourism, the benefits receiving highest support were as follows:

- Provides employment (93.9% agree)
- Provides recognition and marketing opportunities for local artists and craftspeople (91.2% agree)
- Results in more shops and restaurants on Saltspring (83.7% agree)
- Contributes directly and indirectly to the healthy economy of the community (83.2% agree)

As well as these benefits, a number of concerns of tourism were identified, as follows:

- Creates problems with car traffic (93.1% agree)
- Creates problems with crowding in town (75.2% agree)
- Contributes to environmental problems (74.1% agree)
- Results in more litter and garbage (61.2% agree)

Most people have noticed a growth in tourism in recent years, and would like to see some form of tourism management plan developed.

This study was prepared from telephone interviews conducted with a random sample of 363 residents of Saltspring Island. With a sample of this size, the results can be considered accurate to within 5.2% , 19 times out of 20.

The study was directed by Dr. Rick Rollins, a professor in the Department of Tourism and Recreation at Malaspina University College, through the Malaspina Tourism and Recreation Research Institute. This institute undertakes a tourism study of this kind every year, as a community service and to provide research training for students in Malaspina’s Tourism Management Degree.