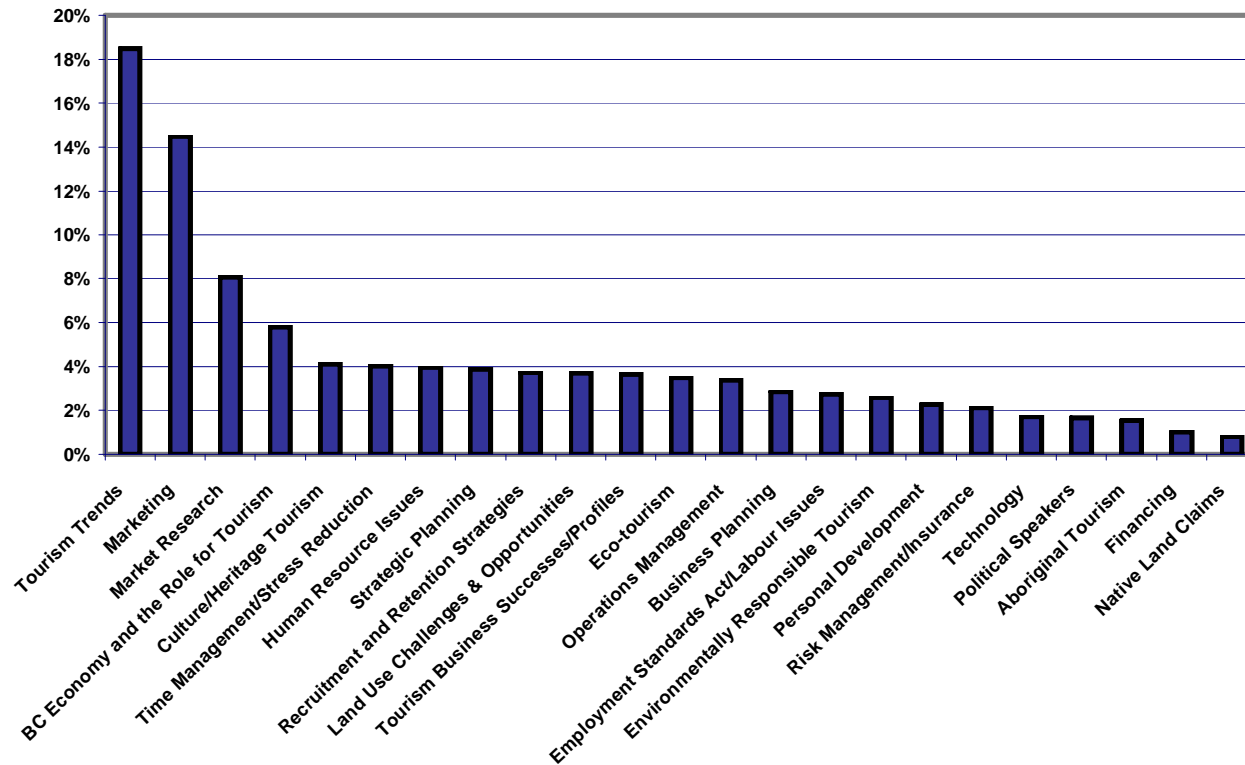
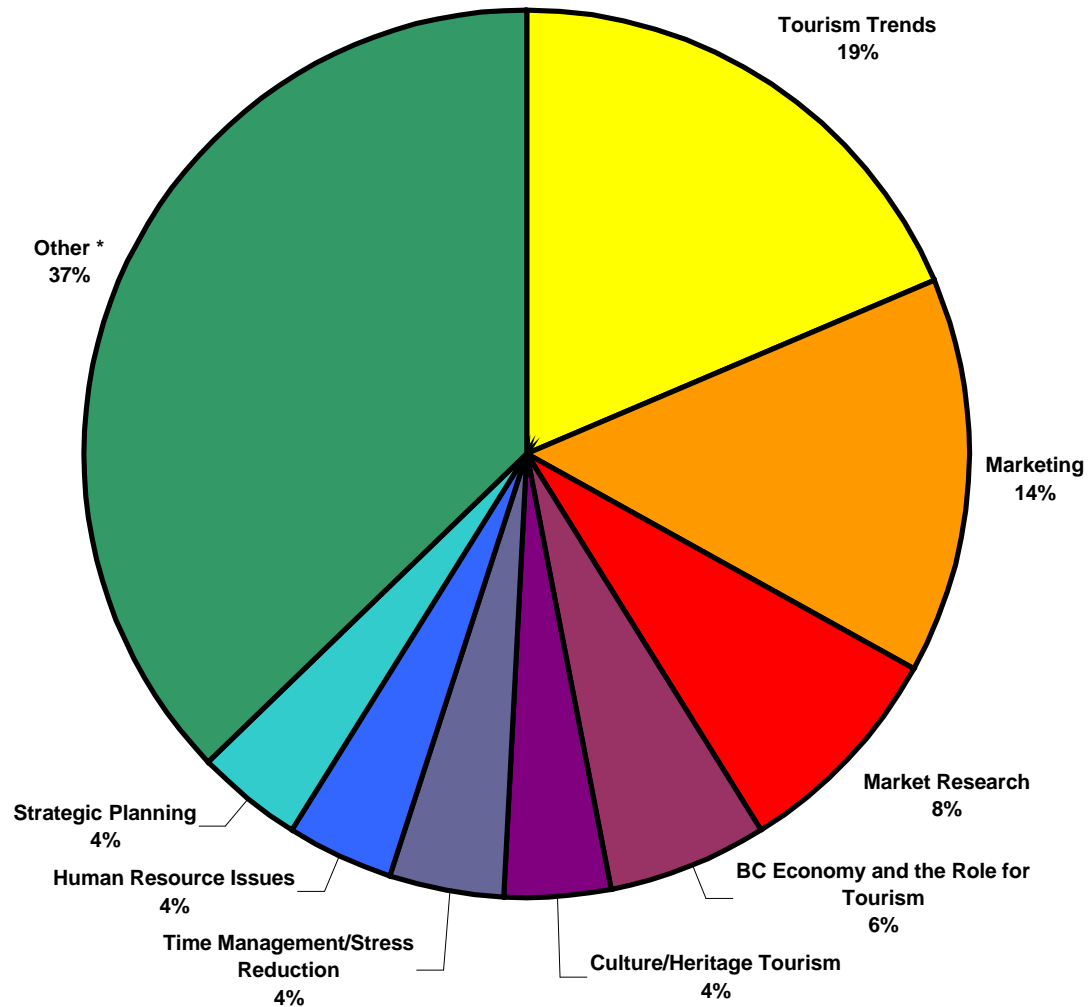


The Council of Tourism Associations (COTA) of BC would like to thank all those that took part in our Tourism Industry Conference Survey. We had a great response rate with more than 500 people identifying what topic areas they would most like to see at the next Tourism Industry Conference, slated to be held February 23-26, 2004. The survey indicated that people were interested in Tourism Trends, Marketing and Market Research and BC Economy and the Role of Tourism. As such, the Tourism Industry Conference committee is working hard to ensure that a focus of next years' conference will address these identified interests.

### TIC Survey - Overall Interest

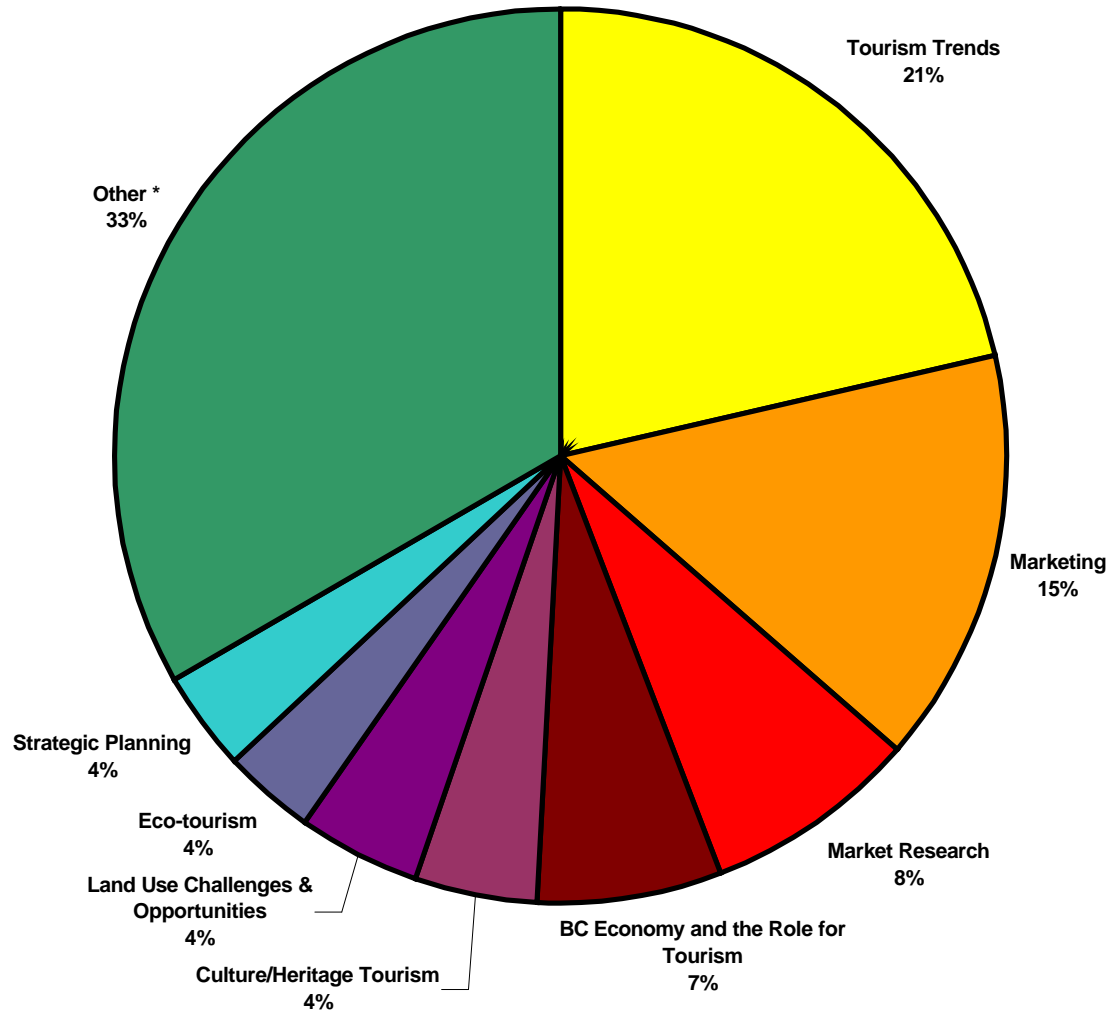


## TIC Survey - Overall Interest



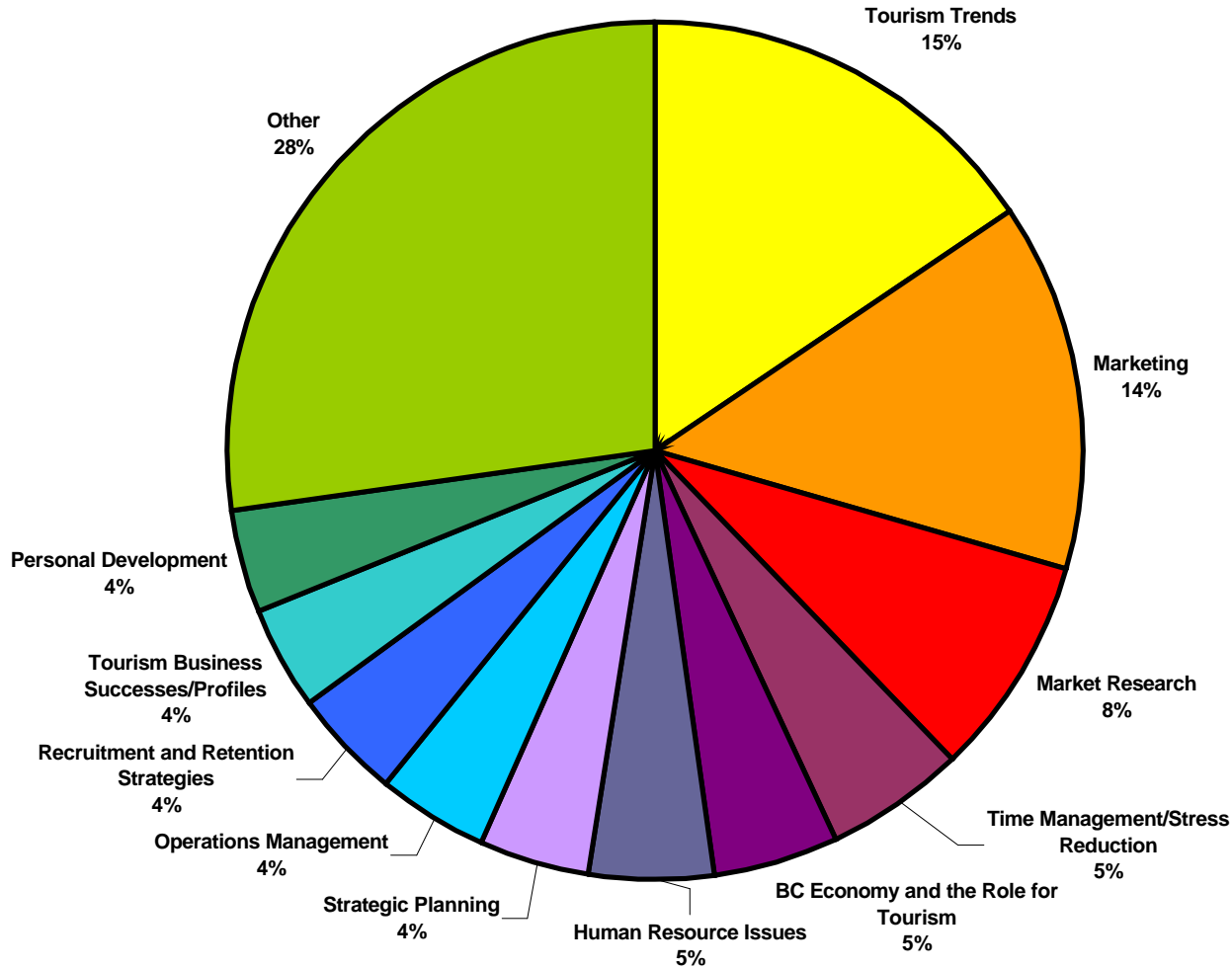
\* Other includes:  
Recruitment and Retention Strategies; Land Use Challenges & Opportunities; Tourism Business Successes/Profile; Eco-tourism; Operations Management; Business Planning; Employment Standards Act/Labour Issues; Environmentally Responsible Tourism; Personal Development; Risk Management/Insurance; Technology; Political Speakers; Aboriginal Tourism; Financing and; Native Land Claims. Each Topic area represents less than 4 percent of total interest and appears in the above list in descending order of importance.

## TIC Survey - Industry Operator Interests



\* Other includes: Tourism Business Successes/Profile; Recruitment and Retention Strategies; Human Resource Issues; Environmentally Responsible Tourism; Time Management/Stress Reduction; Business Planning; Operations Management; Employment Standards Act/Labour Issues; Risk Management/Insurance; Aboriginal Tourism; Political Speakers; Technology; Financing; Native Land Claims and; Personal Development . Each Topic area represents less than 3.5 percent of total interest and appears in the above list in descending order of importance.

## TIC Survey- Industry Employee Interests



\* Other includes:  
 Culture/Heritage Tourism;  
 Eco-tourism; Business  
 Planning; Land Use  
 Challenges &  
 Opportunities;  
 Employment Standards  
 Act/Labour Issues;  
 Technology;  
 Environmentally; Political  
 Speakers; Risk  
 Management/Insurance;  
 Aboriginal Tourism;  
 Financing and; Native  
 Land Claims. Each Topic  
 area represents less than  
 3.75 percent of total  
 interest and appears in  
 the above list in  
 descending order of  
 importance.