



For Immediate Release  
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### **Circle Farm Tour Survey Results**

In the spring of 2008, the Regional Circle Farm Tour Group developed an on-line research survey, with the purpose of profiling Circle Farm tour participants and incorporating the results into the regional 2009 marketing plan. Specific objectives included:

- To understand Circle Farm Tour patterns, i.e.; how participants heard about CFT, and how they went about selecting the communities and individual farm product.
- To determine the characteristics of the visitor parties
- To determine the purchasing decisions, if any, of the participants
- To profile the CFT demographics (age, income, sex)
- To gain insight on visitor potential and opportunities for growth
- To understand visitor motivations and expectations

The survey was conducted during the 2008 visitor season, from April 2<sup>nd</sup> through to November 15, 2008. Over 2700 participants responded to the survey, however, it should be noted that the majority of questions answered were the result of their *most recent* CFT visit.

There was a diverse response to how people found out about Circle Farm Tours. The highest responses came from Circle Farm Tour rack brochures, word-of-mouth, other Circle Farm Tour operators, and internet/online. Community representation and promotion at the recent EAT! Fraser Valley tradeshow also enhanced awareness to CFT.

For Tourism Langley and our Langley CFT partners, the results are extremely beneficial and we will be considering the CFT visitor and potential visitor in our 2009/2010 marketing plan. Of particular interest for our communities;

5.2% of respondents incorporated an overnight stay in Langley. Overall, an overwhelming 92.3% of participants purchased goods – with the average expenditure per person estimated to be \$27.16 and 96.7% said they would recommend Circle Farm Tours to family and friends!

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