

**Quesnel Secondary School  
Canadian Academy of  
Travel & Tourism**

**HERITAGE TOURISM CASE STUDY**

**Presented by  
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# Acknowledgments

**Al do Papone Case Study Project**

**Global Travel & Tourism Partnership**

**Canadian Academy of Travel & Tourism**

**Quesnel School District 28**

**BC Heritage**

**Panago**

# Canada



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↑  
Our  
National  
Flag

# British

# Columbia



Our Provincial Flag

# Cottonwood House Historic Site



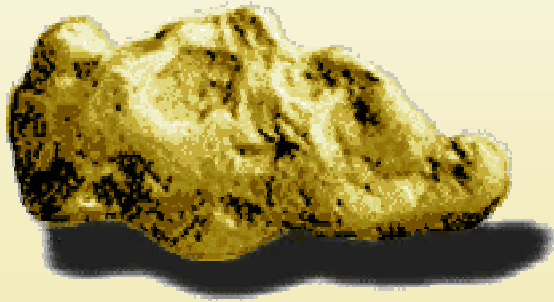
26 km from Quesnel on the Gold Rush Trail

# Introduction

- Alexander MacKenzie crossed North America in 1793
- He was lead by native guides on the "Grease Trail"
- Simon Fraser's Journey in 1808.



# Introduction



"Gold in the Cariboo"



New Westminster Docks

# Introduction



Billy Barker struck  
gold in 1862

The debut of Barkerville





# Cariboo

# Wagon

# Road



Red Line shows the Road

Cariboo Wagon Road 1862, 1863 and the Wagon Road 1864-1865

20 0 20 40 Miles

# History of Cottonwood House



**Cottonwood  
House on the  
Cariboo Wagon  
Road**

# The Boyd Family



John Boyd gained  
ownership  
in 1874

The Boyd  
family  
operations



# A Provincial Site



**Currently  
Operating as a  
Historic Site**

**Transitions**

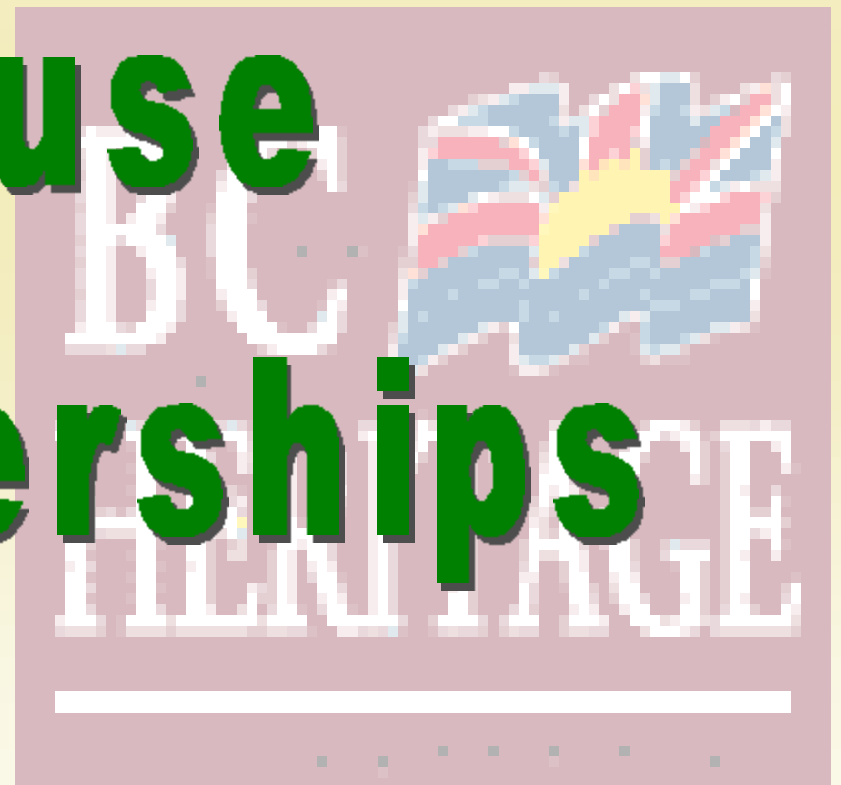




**Cottonwood**

**House**

**Partnerships**



# Cottonwood House

*How can we  
attract more visitors to  
the site & increase  
revenues ?*



# Quesnel & Area



# Quesnel Today

## Quesnel Economy

- Forest Industry  
& Agriculture



Logging Truck

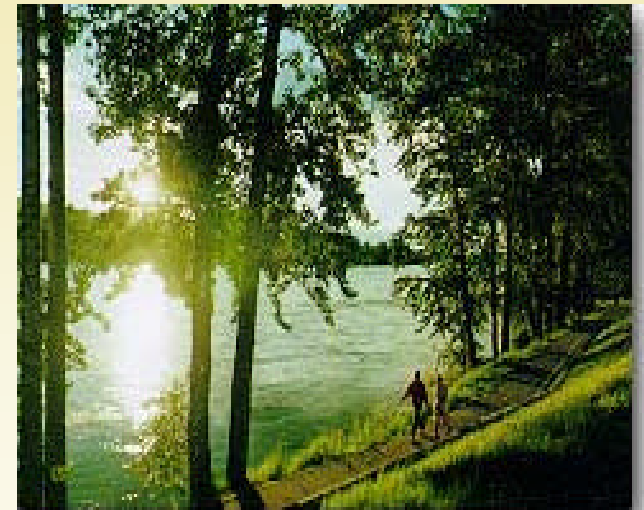
Quesnel - The Woodsmart City



# QUESNEL



Where the  
Fraser River and  
Quesnel River meet



Quesnel is noted for its beauty

# Clim ate

Quesnel has four distinct seasons;

Winter



Spring



Summer



Fall



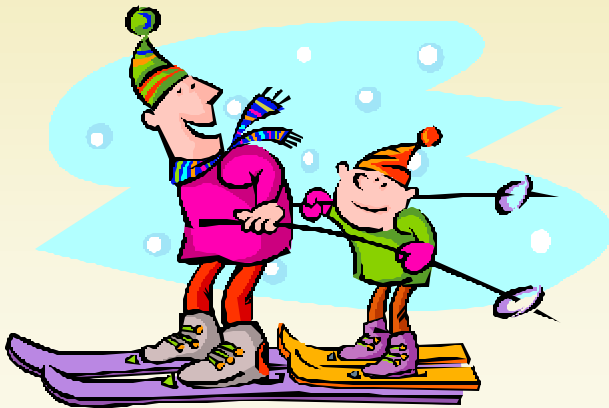
# Winter Recreation

Down Hill Skiing

Cross Country Skiing

Hockey/Skating

Ice Fishing



# Summer Recreation

## Riverfront Park and Trail



## Provincial Parks



## Golf Clubs

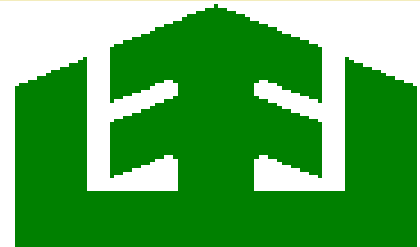


# Economy

- Natural Resources
- The Forest Industry
- Local Mills



**Weldwood**



# Secondary Economic Contributors

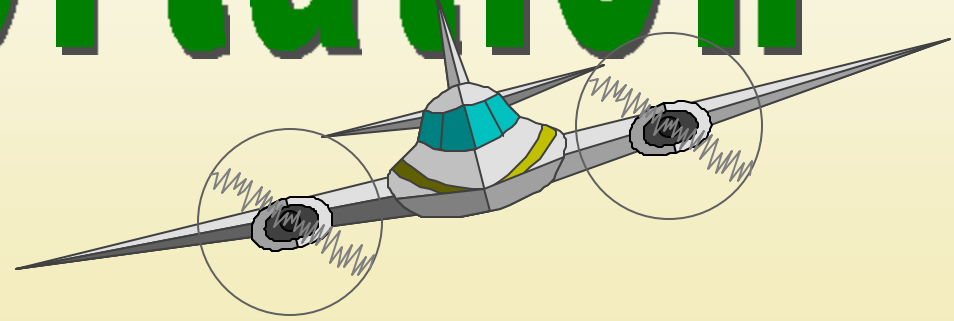


**Tourism**

**&**

**Agriculture**

# Transportation



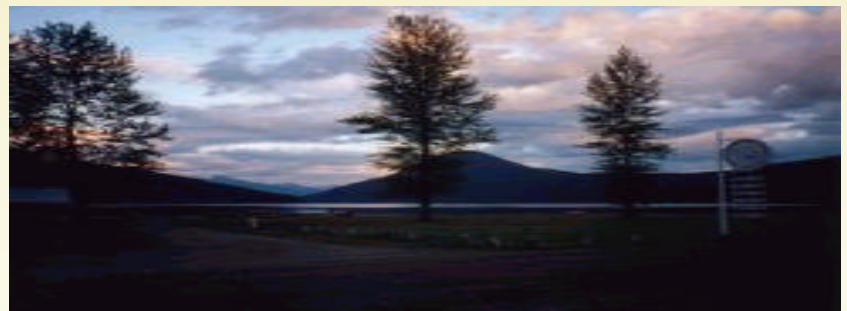
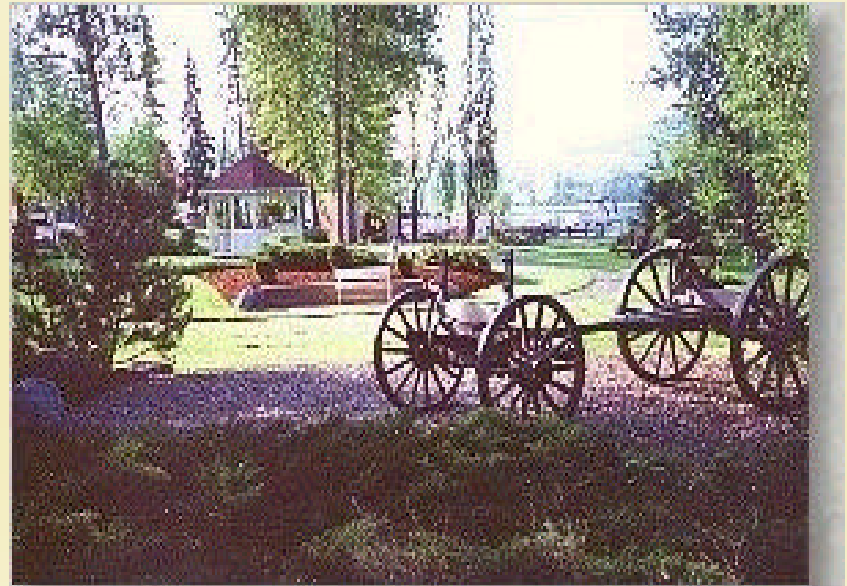
**By Air**



**By Bus**



# Accommodation



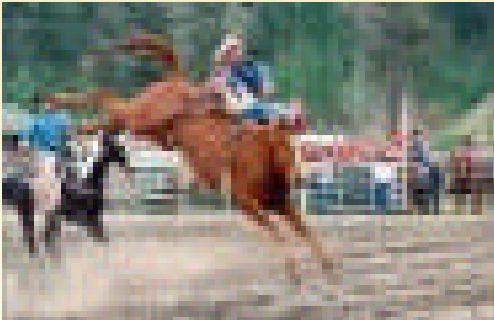




# Events



- **Billy Barker Days**
- **Quesnel Rodeo**
- **Quesnel Fall Fair**



# Adventure



**White Water Rafting**

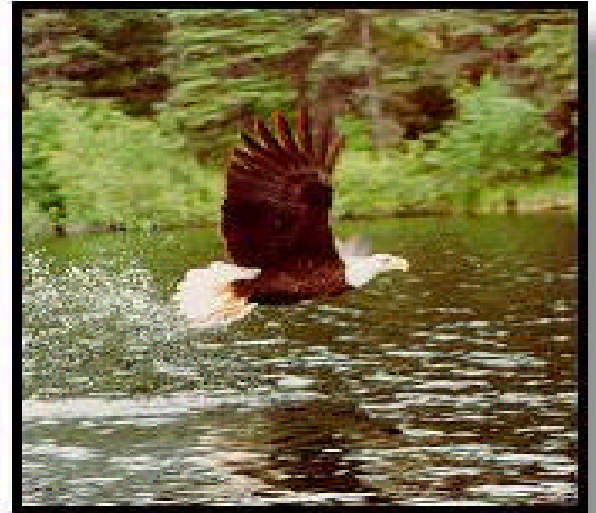


**Bowron Lake**

# Wildlife

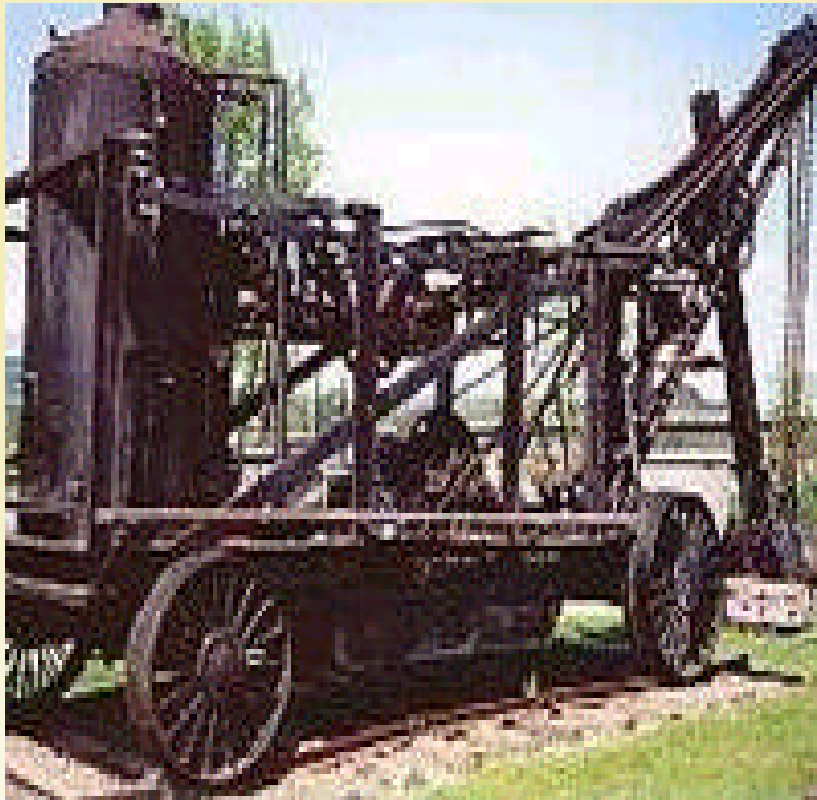


# Recreation



**Fishing Hunting and Camping**

# Attractions



# Barkerville Historic Town



*"Fun for the Whole Family"*

# Cottonwood House



*" Where Relaxation is the Law"*

# Cottonwood House

## Staff Training



### Our Training Includes:

- Tours & Research
- Food Preparation
- Animal & Garden Care
- Retail Sales
- Artifacts
- General Maintenance & House Keeping



# Cottonwood House

## **Case Study**

Part One:

***How can we attract  
more visitors to the  
site?***

# Survey



- Develop surveys for visitors of Cottonwood House and local residents

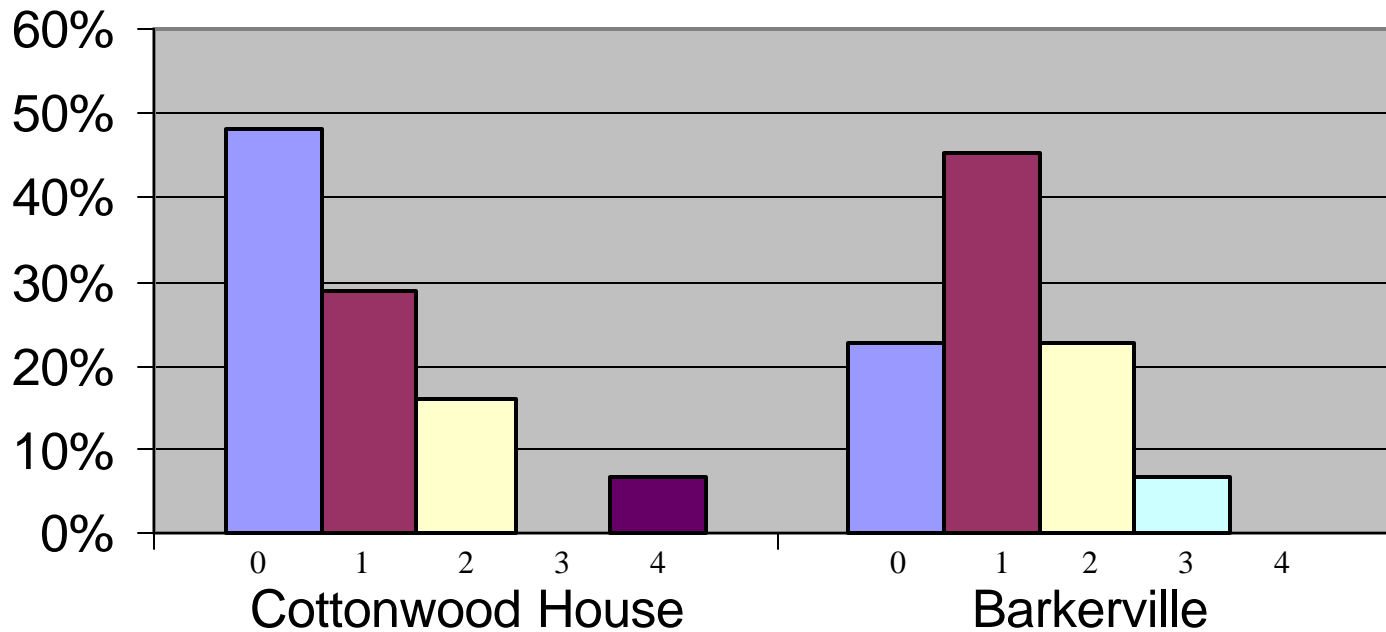
# Our Investigation Revealed



- Barkerville Historic Town receives over 100,000 visitors.
- Cottonwood House Historic Site receives approximately 8,000 to 12,000 visitors.

# Our Investigation Revealed

**How Many Times Residents of Quesnel & Area Visits Cottonwood House and Barkerville in a Year**



0 times 1 time 2 times 3 times 4 or more times

# Our Investigation Revealed



People came to visit Cottonwood House outside of operating hours.

**10:00AM to 5:00PM**

# Strategies

## Change...

*Hours of Operation*

9:00 AM to 6:30 PM



# Strategies

## Cross-promotion



Cottonwood  
House



Barkerville



Hat Creek  
Ranch

# Strategies



Put up a large sign on the highway leaving Barkerville



# Strategies



- Small rustic cabins
- Washrooms and showers
- Campsite
- Activity Building
- Public Kitchen



# Strategies

- Develop a camp program for local children
- Develop a variety of games and activities such as:

- **Disc Golf**
- **Horseshoes**
- **Dominoes**
- **Croquet**



# Cottonwood House

## **Case Study**

Part Two:

***How can we increase  
revenues?***

# Our Investigation Revealed



Increased  
Admission

# Strategies



# Strategies



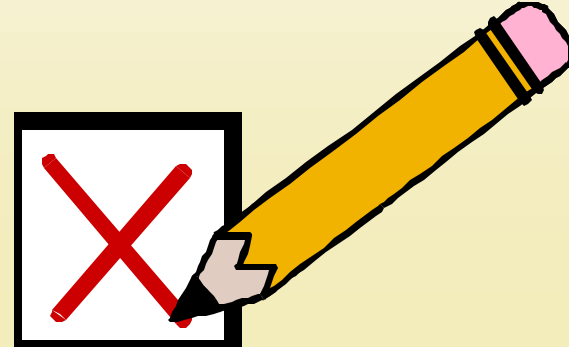
# Conclusion

- **Strategies Implemented**
- **Results of Season**
- **Current Activities**

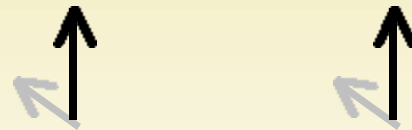
# Strategies Implemented



- Increased Admission
- Extended Hours & Menu
- Washrooms & Showers
- Cabins
- Activity Building
- Campsite
- Upper Floor Renovated
- Variety of Heritage Games and Activities



- Develop a camp program
- Improve all Signage
- New Promotional Brochure

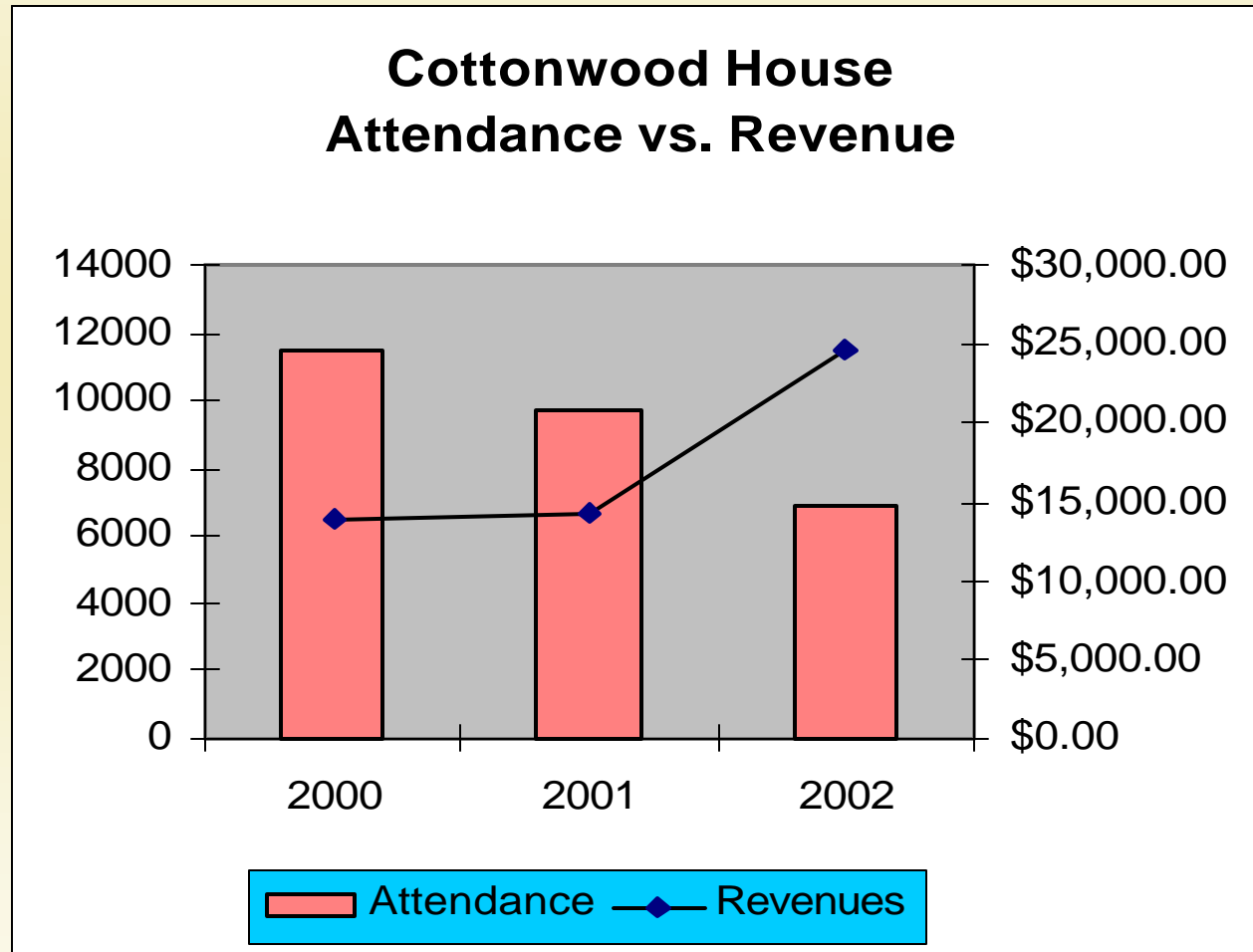


Not yet developed

**Goal : 2003**



# Results of Season

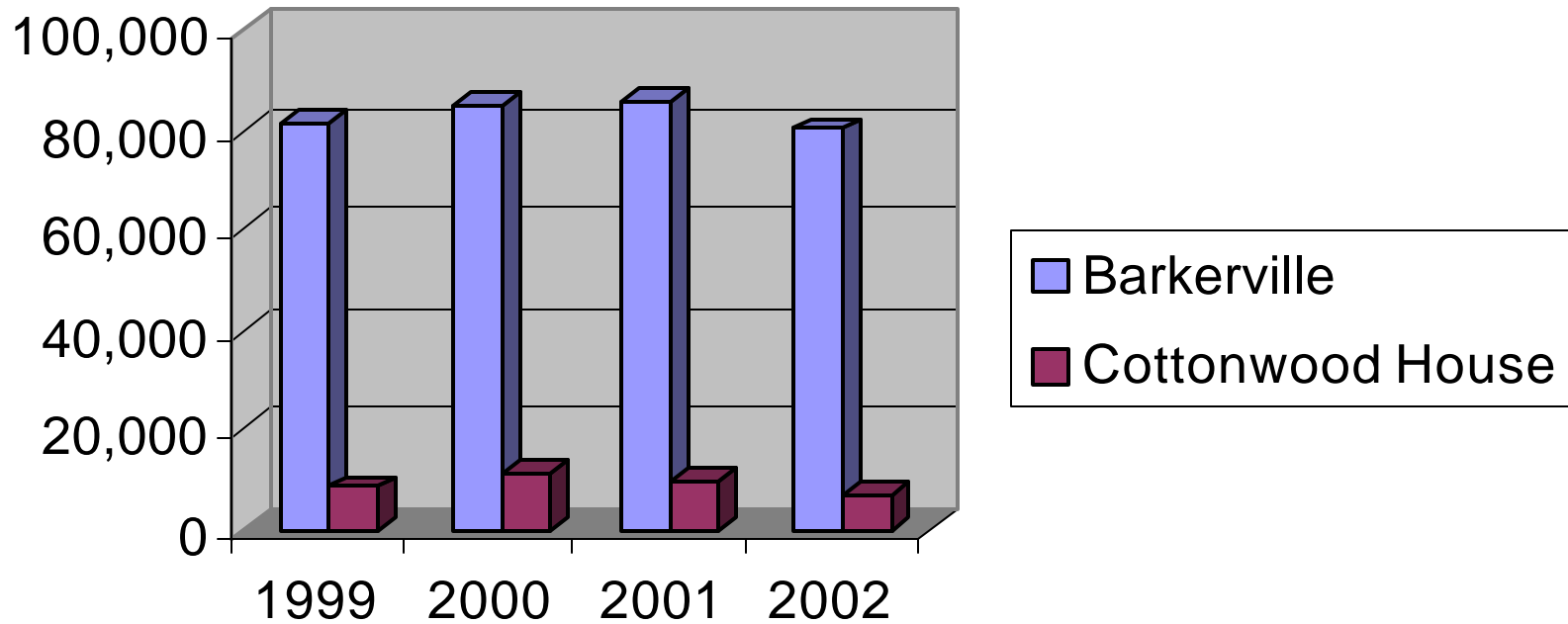


# Survey Results

99%

A large majority of visitors participating in the survey said they would return again, and were very pleased with their visit.

# Attendance Comparison



# Changes



## Changes to the Site:

- Extended Hours
- Washrooms & Showers
- Restaurant
- Cabins
- Activity Building
- Upper Floor of Cottonwood House

# Changes at Cottonwood House



- Current Activities

- Things to do at Cottonwood House

- Suggested Activities

# Work In Progress



- Advertise
- Bus tours
- Camp Program