

# ***NRES / CSAM RESEARCH COLLOQUIUM SERIES***

***FRIDAY***

***SEPT. 16, 2005***

***3:30 - 4:30 pm***

**LECTURE  
THEATRE  
9-200  
(Medical Building)**

**LIGHT  
REFRESHMENTS  
SERVED AT 3:15 PM**

***\*\*\*NOTE\*\*\*  
NO FOOD  
OR DRINK  
ALLOWED  
IN LECTURE THEATRE***

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**UNBC**

**Assistant Professor  
Resource Recreation &  
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## **Touring, Touring Routes and Tourism: An Exploration of the Significance of the Self Drive Tourism Market in British Columbia**

In the year 2000 in British Columbia (BC) alone, more than one million non residents took a holiday in their car or a hired car (Statistics Canada, 2001). Currently, Canada has a higher level of RV ownership than the USA, with 13% of the population owning an RV, compared to 10% in the USA (Go RVing, 2004). These figures suggest that the self drive tourism market (also known as rubber tire traffic) represents a major market sector within tourism. A summer influx of RV and car travelers in regional and remote areas can have dramatic social, economic and environmental impacts.

To date, little research has been conducted on the self drive tourism market, yet tourism agencies and communities throughout British Columbia have invested large amounts of money and time into the development of touring routes in order to attract "rubber tire traffic." Until now, this market has largely regarded as a homogeneous market sector, but recent research has suggested that self drive travelers (using cars and RVs) may be segmented into groups according to their motivation for travel, behaviour, types of vehicle and accommodation.

This paper will focus on research that has been conducted in Australia and British Columbia on the self drive tourism market. In doing so, it will assess implications for further research and the future development of self drive tourism in British Columbia.