

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



Transitions

**Currently
Operating as a
Historic Site**





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



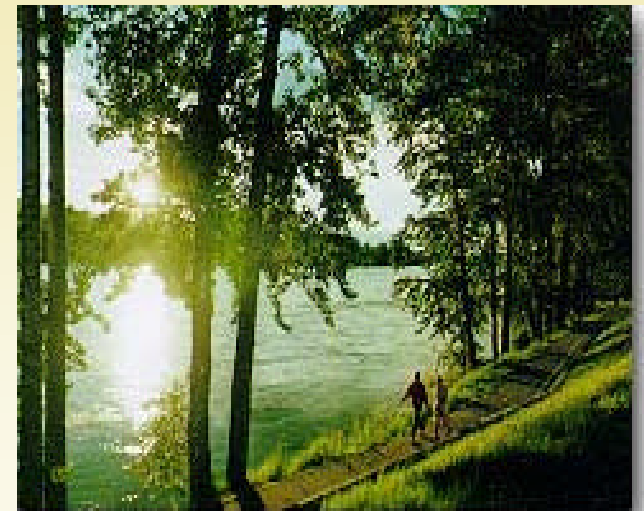
Logging Truck

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

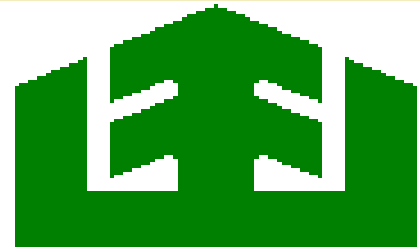


Economy

- Natural Resources
- The Forest Industry
- Local Mills



Weldwood



Secondary Economic Contributors

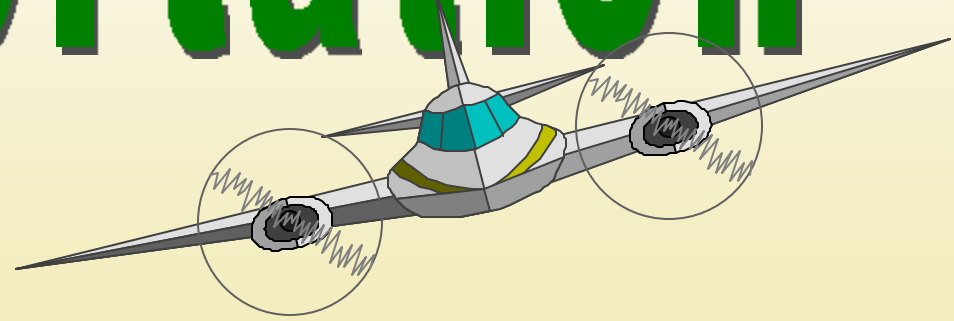


Tourism

&

Agriculture

Transportation



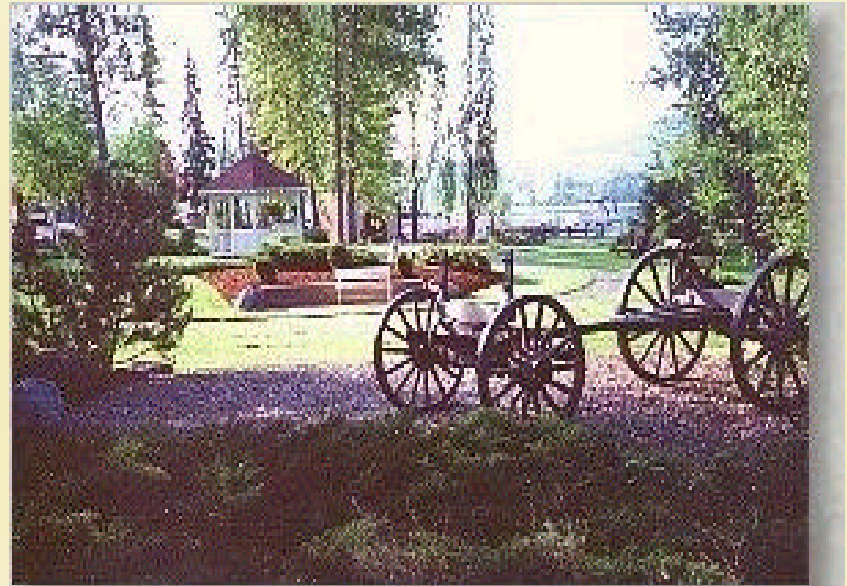
By Air



By Bus



Accommodation

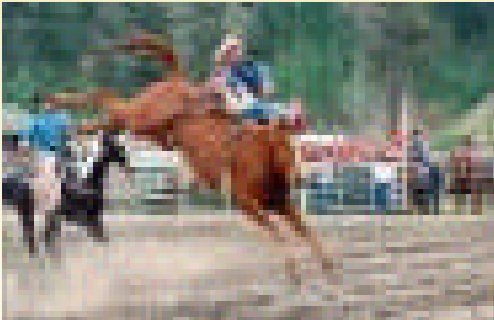




Events



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



Adventure



White Water Rafting

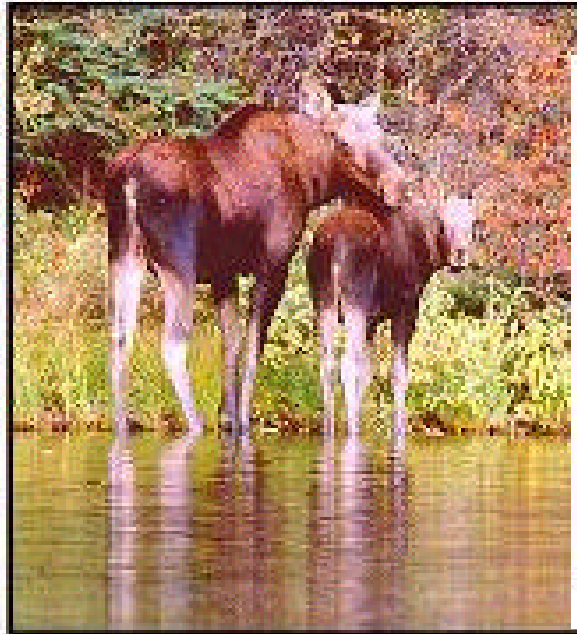


Bowron Lake

Wildlife

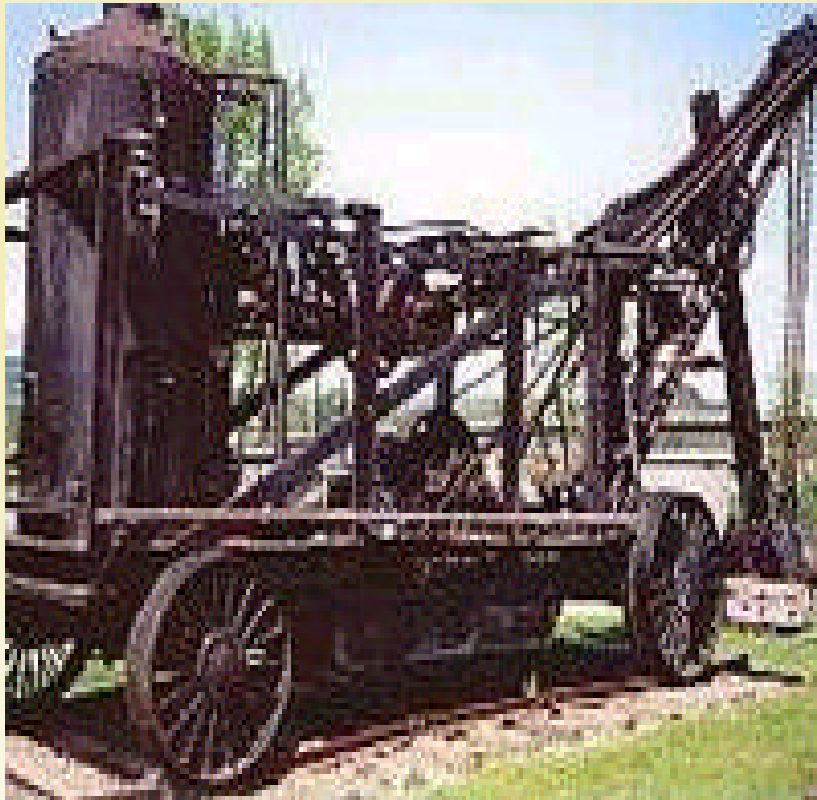


Recreation



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

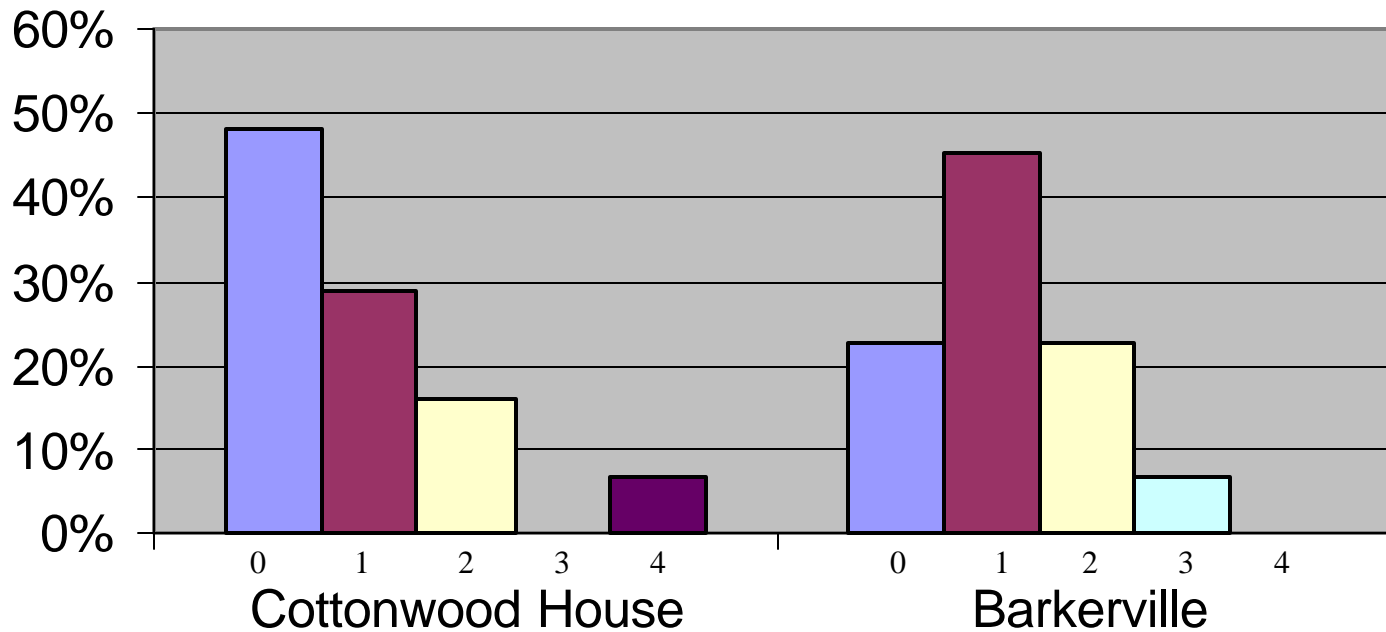
Our Investigation Revealed



- 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



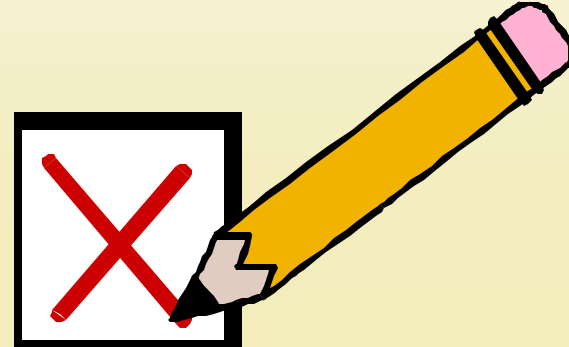
Conclusion

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

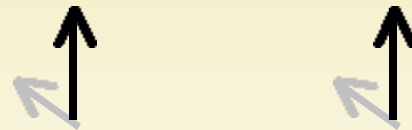
Strategies Implemented



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



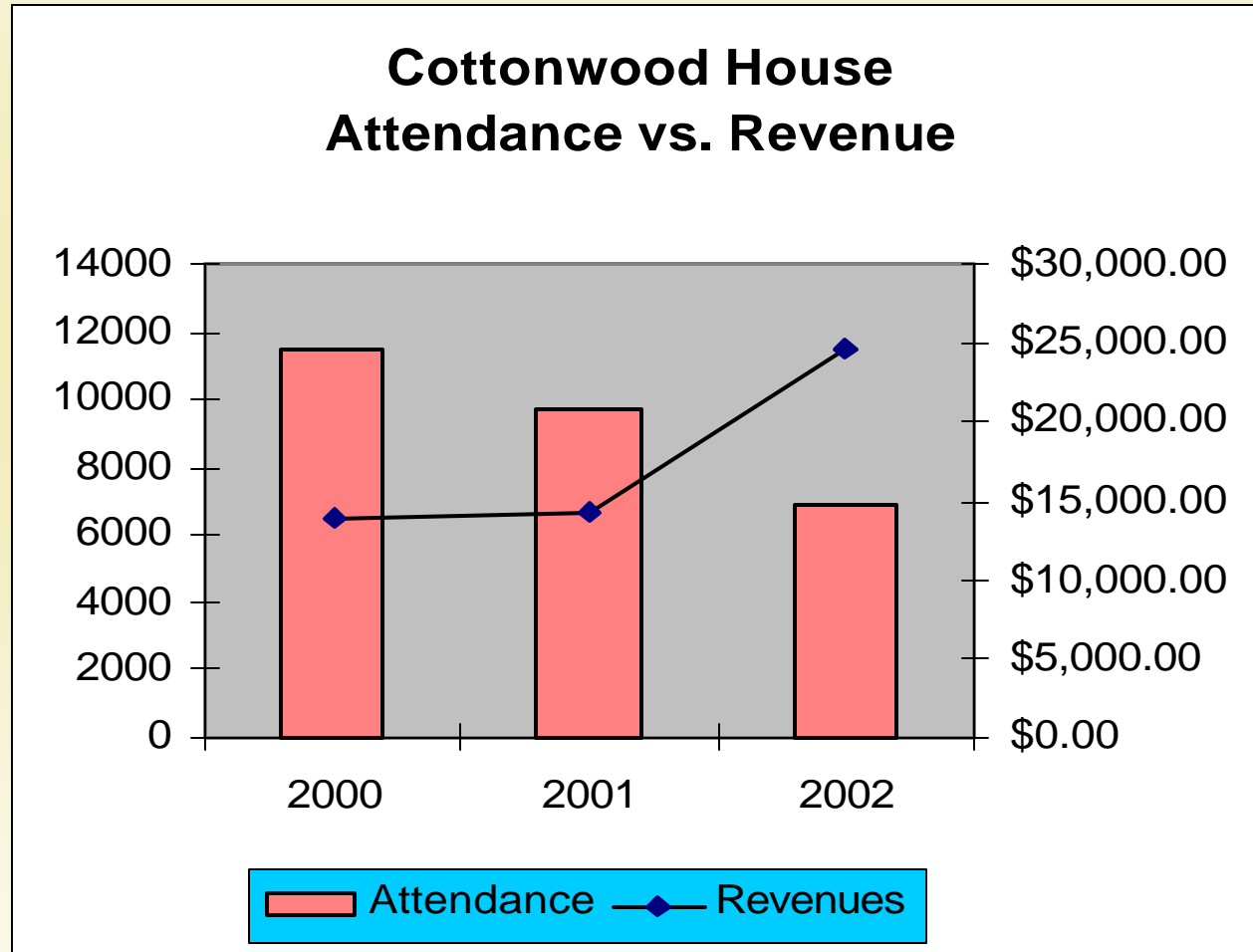
- Develop a camp program
- Improve all Signage
- New Promotional Brochure



Not yet developed

Goal : 2003

Results of Season

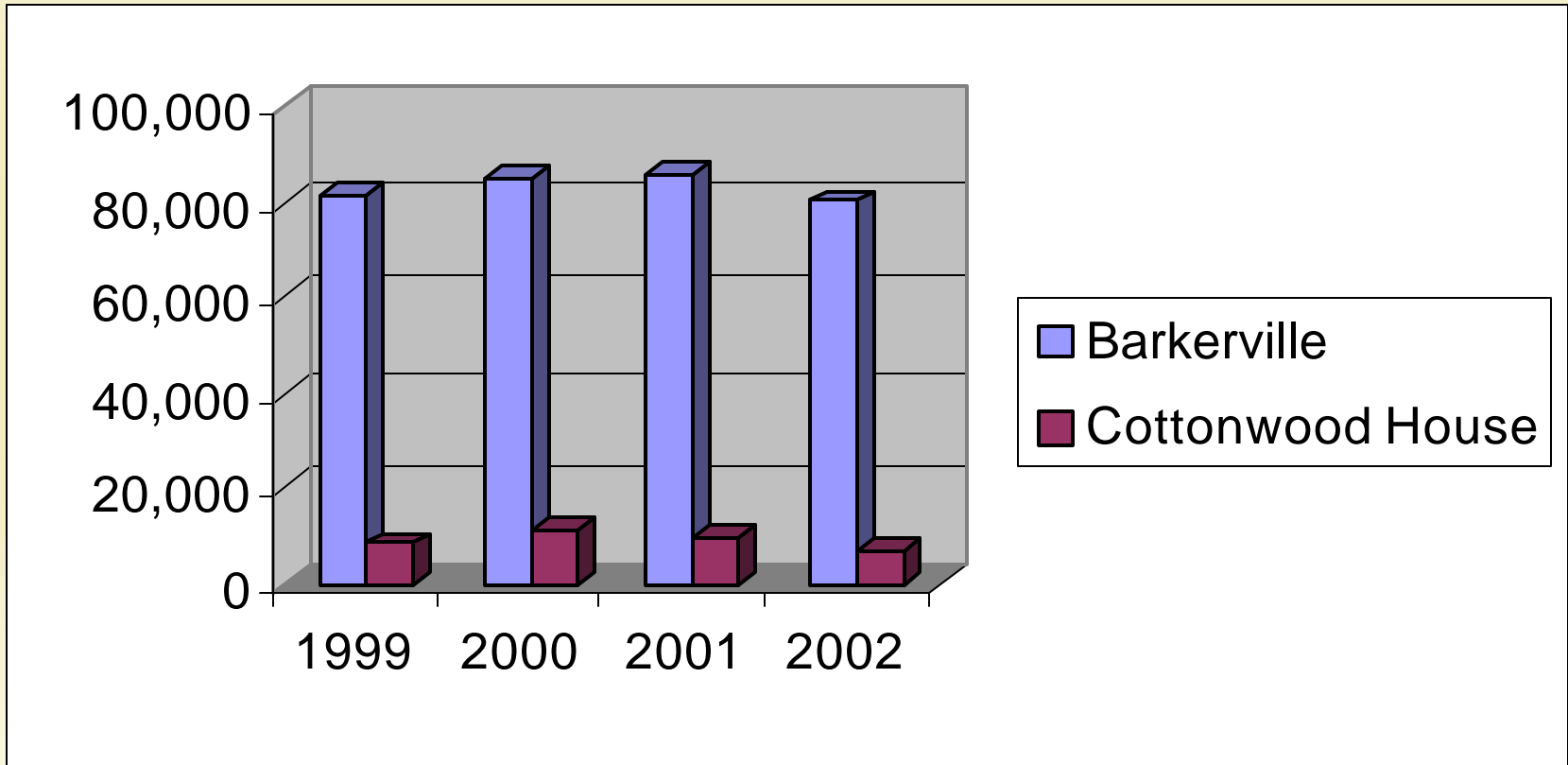


Survey Results

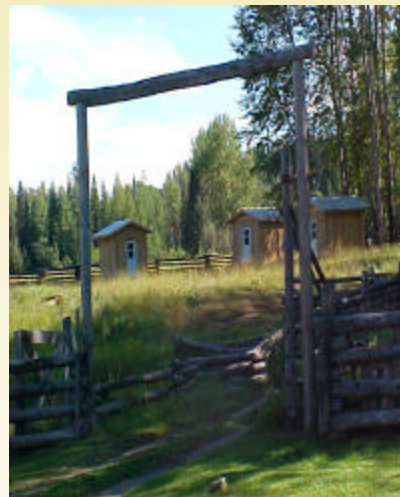
99%

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