

Assessing the Non-Market Value of the BC Wildlife Park

The BC Wildlife Park in Kamloops, British Columbia is a nonprofit organization and a member of Canada's Accredited Zoos and Aquariums (CAZA). Founded in 1965, the park has become a popular recreational attraction for both locals and tourists, and it also contains the only full-service wildlife rehabilitation centre in British Columbia's Southern Interior and a breeding program for endangered burrowing owls. The value of such a facility that provides outdoor recreation opportunities as well as wildlife conservation work should not be understood purely in terms of market value, but rather in terms of what services it provides for guests and the broader community. This research uses data collected from surveys issued to guests to assess the non-market recreation and conservation values of the BC Wildlife Park through economic valuation methods, namely the Travel Cost Method (TCM) and Contingent Valuation Method (CVM). The purpose of the study is to generate evidence of the overall non-market value of the park to assist this nonprofit organization in securing support and funding from external stakeholders.