

**DEFINING AMENITY MIGRATION:
RESULTS FROM A SURVEY OF EXPERTS
(PARTICIPANTS IN THE UNDERSTANDING AND MANAGING
AMENITY-LED MIGRATION IN MOUNTAIN REGIONS CONFERENCE,
BANFF, ALBERTA, CANADA, 2008 MAY 15-19**

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Of roughly 85 conference participants, 30 completed the questionnaire for this survey by the time the conference commenced. Results from the survey are inserted in ***boldface*** following each question, except that responses to open-ended questions appear in appendices at the bottom of this summary.

QUESTIONNAIRE

(1) Later in this questionnaire, you will be asked to define amenity migration by selecting components from a “menu.” Here, please give what you believe to be a good one-sentence *definition of amenity migration* in your own words:

See Appendix A

Now please provide what you believe to be a good one-sentence definition of *amenity migrant* in your own words:

See Appendix B

(2) Different scholars have included different phenomena within the scope of the concept of amenity migration: in-migration of new permanent residents for amenity (non-economic) reasons, second home ownership, seasonal visitation of other sorts, tourism, and growth of census population resulting from some or all of the foregoing. In your own preferred definition of amenity migration, which of these phenomena are components of amenity migration (AM) and which (if any) are merely associated with it? Please indicate your agreement with an X or a tick:

	<u>Component of AM</u>	<u>Associated with AM but not a component of it</u>	<u>Response count</u>
<i>In-migration of new permanent residents</i>	89.7% (26)	10.3% (3)	29
<i>Influx of second home renters or owners</i>	82.8% (24)	17.2 (5)	29
<i>Influx of seasonal visitors of sorts other than renters or owners</i>	39.3% (11)	60.7% (17)	26
<i>Influx of transient tourists</i>	13.8% (4)	86.2% (25)	29
<i>Economic migration stimu- lated by amenity migrants</i>	43.3% (13)	56.7% (17)	30

(3) (In part, this question re-states the previous one; but it does differ even when it seems very similar.) In your opinion, which of the following categories of persons can properly be considered amenity **migrants**?

<i>Category of person</i>	<i><u>Amenity migrants</u></i>	<i><u>Not amenity migrants</u></i>	<i>Response count</i>
<i>Persons who migrate principally for amenity reasons rather than economic reasons</i>	100.0% (30)	0% (0)	30
<i>Persons who rent or buy a residential property in an amenity-rich place and stay in it from time to time as a second home</i>	86.7% (26)	13.3% (4)	30
<i>Persons who buy a residential property in an amenity-rich place and who do not live in it</i>	33.3% (10)	66.7% (20)	30
<i>Persons who stay in an amenity-rich place for a portion of the year, having bought a fraction of a residential property</i>	73.3% (22)	26.7% (8)	30
<i>Persons who visit a place for its amenities but don't necessarily ever return for that purpose</i>	3.4% (1)	96.6% (28)	29
<i>Persons who move to an amenity-rich place principally for a job or a business opportunity and only secondarily, if at all, to enjoy the amenities</i>	31.0% (9)	69.0% (20)	29

(4) From your perspective, or in the case of the particular community or communities with which you are professionally concerned, is amenity migration *overall* a good thing, a bad thing, or something so complex no simple judgement about it is possible?

	<i>Response percentage</i>	<i>Response count</i>
<i>A good thing</i>	20.0%	6
<i>A bad thing</i>	6.7%	2
<i>Too complex to judge</i>	73.3%	22

(5) From your perspective, or in the case of the particular community or communities with which you are professionally concerned, is it appropriate to distinguish between amenity migrants and “local” people on the grounds of desirability as citizens?

	<i>Response percentage</i>	<i>Response count</i>
<i>It is appropriate to distinguish between amenity migrants and “local” people as citizens</i>	36.7%	11
<i>It is not appropriate to distinguish between amenity migrants and “local” people as citizens</i>	63.3%	19

(6) In your opinion, should the particular community or communities with which you personally are professionally concerned encourage amenity migration (for example as a means of economic development or to sustain population), or should they discourage amenity migration (for instance because it would raise local real estate prices or because it would detract from local culture)?

<i>Should encourage</i>	17.2% (5)	<i>Why or why not?</i> ____	<i>See Appendix C*</i>
<i>Should discourage</i>	6.9% (2)	<i>Why or why not?</i> ____	“
<i>No simple answer</i>	75.9 (22)	<i>Why or why not?</i> ____	“

For reasons of length of qualitative responses to this question, Appendix C is not included here.

(7) Are you aware of one or more English synonyms for “amenity migration” or “amenity migrants”? If so, please list them here and explain the context in which they are used:

<u>Synonym</u>	<u>Context in which synonym is used</u>
#1	See Appendix D
#2	See Appendix D
#3	See Appendix D
#4	See Appendix D

(8) Are you aware of terms in other languages meaning the same thing as English “amenity migration”? If so, please list them here and name the language in which they are used:

<u>Equivalent term</u>	<u>Language</u>
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The only contribution was “There is a French term for it but I can’t remember what it is!”

(9) Please name (i) the country or countries in which amenity migration is a professional concern of yours; (ii) the region or regions in which amenity migration is a professional concern of yours; and (iii) the community or communities in which amenity migration is a professional concern of yours:

(i) Country or countries*

***Some informants offered more countries than one, so there is double-counting, treble-counting, and so on**

Canada	21/25
United States	4/25
Western North America	2/25
Philippines	2/25
Caribbean	2/25
Latin America	2/25
Belize, Peru, Mexico, Costa Rica,	8/25
France, Mediterranean countries,	
Thailand, Australia	

(ii) Region or regions*

***Some informants offered more regions than one, so there is double-counting, treble-counting, and so on**

All (2), French Alps (1), Rockies or Rocky Mountains (2), Western North America (1), Canada (1), Western Canada (1), BC or British Columbia (3), Western BC (1), Interior British Columbia (1), Monashees (1), East Kootenay (1), West Kootenays (1), Kootenays or BC Kootenay (4), Okanagan (1), West – Alberta (1), Alberta (1), Bow Valley (1), US (1), Western U.S. (1), Sierra Nevada of California/Nevada (1), Mountain parks (1), Western mountain region (1), All over CR (1)

(iii) Community or communities

No contributions

(10) Please indicate the capacity in which you make use of the concept of amenity migration, selecting more than one option if doing so is appropriate:

	Response percentage	Response count
(i) Elected official	13.3%	4
(ii) Administrator	16.7%	5
(iii) Planner for a senior government	6.7%	2
(iv) Planner for a local government	36.7%	11
(v) Citizen	43.3%	13
(vi) Other (<i>please name</i>)	46.7%	14

Other: Researcher (6 – includes double-counting); Academic (2); Academic researcher in planning; Researcher/educator/activist; Conservation and mountain recreation official; Consultant; Manager for a senior level of government; Student and tourism/Community consultant; Sustainable tourism consultant for impacted destinations for the UN and WWF; Federal government representative at a local level

APPENDIX A

(Qualitative responses to the first part of Question (1): “Later in this questionnaire, you will be asked to define amenity migration by selecting components from a “menu.” Here, please give what you believe to be a good one-sentence *definition of amenity migration* in your own words.”)*

*Verbatim except for correction of typos

1. People moving or vacationing in an area primarily for life style
2. AM refers to a movement of people seeking second “home” in a location such as seashores, ski hills, or mountains where they can enjoy their preferred activities
3. The movement of people based on the desirability and attributes of the destination
4. Moving to self selected areas that meet your life style wants
5. Movement of individuals or family units for lifestyle options not necessarily related to economics
6. Migration motivated by reasons of recreation and leisure lifestyle
7. Movement of people to communities that have desirable attributes
8. Moving to a place, or purchasing property there, to enjoy the recreational aspects
9. “Amenity migration” describes people attracted to communities for the built environment (the term reflects an inaccurate understanding of why people are flocking to mountain towns)
10. Movement of people to where the grass is greener, temperature/surroundings are more amenable to wishes and desires
11. The phenomenon of people moving to mountain areas permanently, seasonally, or sporadically to enjoy their perceived ‘higher quality of life’ amenities
12. Residential migration primarily driven by the natural amenities of place as opposed to employment and economic opportunity or other factors; may or may not result in permanent settlement

13. The phenomenon of people moving to places not specifically for work but because the lifestyle has drawn them
14. The residential relocation either as permanent or second-home residents to areas of high recreational/environmental/cultural amenity
15. The movement of people to regions rich in natural amenities
16. Amenity migration is the phenomenon of people moving from places with low concentrations of natural amenities and certain kinds of cultural amenities to rural places in which the concentrations of these amenities are high
17. The permanent or seasonal relocation of affluent individuals to scenic rural areas
18. The sociological phenomena of people moving to areas based on the specific attributes of the place
19. Movement of people to areas of perceived high natural and cultural amenity
20. Movement of people to regions they consider to have high amenity value
21. Relocation to enjoy amenities in a place for a while – indefinitely long or periodically
22. Relocation from a boring community to one perceived to offer a more stimulating environment, either cultural or natural
23. Seasonal or full time movement of urbanites to areas possessing beneficial physical attributes or lifestyles but with limited involvement with the existing community
24. The movement of people to amenity rich landscapes due to the pull of these attributes
25. Alteration of residence due to ability to relocate because of mobility or technology resulting in choice of location perceived to have superior lifestyle values
26. The movement of people to an area primarily for lifestyle reasons
27. The migration of people, usually from urban areas, to unique smaller communities that offer attractive living
28. Moving to an area based on lifestyle choice and attraction
29. ...is the in-migration of new residents not principally for economic reasons but because they are attracted by natural or cultural amenities

APPENDIX B

(Qualitative responses to the second part of Question (1): “Now please provide what you believe to be a good one-sentence definition of *amenity migrant* in your own words.”)*

*Verbatim except for correction of typos

1. Web migrant
2. Someone who has the financial means to place life style above income
3. A person who buys a second home in an area apart from their work place. This home is usually associated with some recreation pursuit such as skiing, swimming, hiking, sledding, etc.
4. Individual seeking fulfillment of quality of life objectives in determining their place of living or recreation.
5. A person who moves to a place that they desire to live in
6. Individual or family unit that chooses a home based on lifestyle options as a priority over economics and employment
7. One who migrates for such reasons [See Appendix A, #7] either as a second home owner or as a permanent resident
8. Person who moves to a community because of the amenities it offers
9. Person who does the above
10. ‘Amenity migrant’ is one attracted to communities for the built environment (the term reflects an inaccurate understanding of why people are flocking to mountain towns)
11. A wanderer, frequently with money, without binding ties to current locale
12. People who move to mountain areas permanently, seasonally, or sporadically to enjoy their perceived ‘higher quality of life’ amenities
13. An individual who moves to a place because the lifestyle values are important or attractive to him/her
14. A person whose reason for moving residence is the attraction of the amenities in the destination

15. A person who chooses to move to an area because of the natural amenities that region possesses
16. An amenity migrant is a person who moves as a permanent resident to an amenity-rich place, especially a rural place, not for economic reasons but precisely because of the natural or cultural amenities (or both) of that place
17. Someone choosing to relocate to a scenic rural area whose income is independent of productivist activities
18. A person who moves to an area based on specific attributes of the place
19. Someone who migrates permanently or seasonally to an amenity rich area
20. A person whose decision to move to a new location [...] who has a significant component of the decision values related to amenity
21. A person that on a permanent basis or as recurring [...] takes up residence in a location to benefit from the amenities offered
22. A person(s) with the financial [...] or talent means to go to such a community
23. Individual who participates in the above activity
24. Person with mobility (due to nature of employment or lack of need for employment) who chooses to move because of lifestyle opportunities at the destination
25. A person who moves to an area for lifestyle reasons, or to accommodate others who have done so
26. Older, rich, Albertan
27. Person who chooses where they live based on the attractiveness of the community
28. ...Is a person who migrates to a place as a new permanent resident principally because he or she wants to live in the midst of certain natural or cultural amenities

APPENDIX C

For reasons of length, Appendix C is not included here.

APPENDIX D

Responses to Question (7), “Are you aware of one or more English synonyms for “amenity migration” or “amenity migrants”? If so, please list them here and explain the context in which they are used.”

Synonym #1

Context in which synonym is used

- | | |
|--------------------------------------|---|
| 1. Opportunist migration | |
| 2. ‘Albertan money’ | Workers from the oil patch buying up property |
| 3. Well to do | |
| 4. Weekenders | |
| 5. ‘Lifestyle migration’ ... | ...is a far better term, because ‘amenity’ focuses on ‘physical or material comfort;’ people move to mountain communities for spiritual and lifestyle reasons – comfort is way far down on the list |
| 6. Nomads | |
| 7. ‘Mountain newcomers’ or ‘newbies’ | Called that by long-term residents and even by the newcomers themselves |
| 8. ‘Ski bums’ | Sadly a synonym that describes a segment of society that has all but disappeared |
| 9. Lifestyle migrants | Synonymous |
| 10. Counterurbanization | Europeans speak of ‘counterurbanization’ |
| 11. Lifestyle | British |
| 12. Lifestyle migrants | |
| 13. Retirement migration | Many AM’s are retired and looking for seasonal homes |
| 14. Folks from ‘away’ | |
| 15. Migrants | Generic |
| 16. Snowbirds | ...who seek warmer places for part of the year |
| 17. Albertan | I am kidding but 60% of all new home buyers are in my town |
| 18. Non-resident owners | |
| 19. Counterurbanization | In Europe (referring to rural AM) |

Synonym #2

1. Albertan sledders
2. Ski bums
3. Shadow population
4. Ne'er do wells
5. 'Mid-timers'
6. 'Newcomers'
7. Sea change
8. Sea change
9. Amenity-led change
10. Blue-eyed sheikhs
11. Urban to rural migration
12. Quaternary sector
13. Tourists

Context in which synonym is used

...those who migrated far enough in the past to no longer be considered 'newcomers,' but not considered 'oldtimers'

Not a word used in a polite context

Australian term because most amenity migration was to the coast

Australia

From the community perspective, it's important to understand how the community is changing – the definition of who is/isn't an amenity migrant is not important

(Albertans)

General directional movement based on types of attributes

Footloose jobs (such as computer support) which can occur anywhere – therefore may lead to migration to favoured locations

Historically this is a person who travels for pleasure. They are just staying longer now.

Synonym #3

1. Oil patch workers
2. Hippies
3. Rootless
4. 'Quality of life' migrants
5. Gentrification
6. Red and whites
7. Rural to urban migration
8. Influx of non-residents and retirees

Context in which synonym is used

...including entire families

From geography literature – used to understand what generally occurs in a community that promotes amenity migration

Alberta [licence] plates

Basic directional movement based on types of attributes

Caribbean islands, Costa Rica

Synonym #4**Context in which synonym is used**

1. Yuppies
2. Transients
3. 'Back to nature' migrants
or 'corporate dropouts'
4. 'Big smoke' folks

...from Vancouver