



Golden Visitors Summer 2017 Visitor Survey Results – Report

Submitted to:

Joanne Sweeting
Executive Director, Tourism Golden
Golden, BC
250-439-1111
manager@tourismgolden.com

Submitted by:

Krista Morten and Jaime Der
Align Consulting
Kamloops, BC
250-510-1490
Krista.Morten@alignresearch.ca



EXECUTIVE SUMMARY

Tourism Golden (TG) has provided tourism marketing services to the town of Golden and Kicking Horse Country since 2007. TG's 2017 marketing research strategy states, *We will gather research data from TG stakeholders and visitors on visitor demographic, lifestyle, travel habits and perceptions of Golden.* This report summarizes results from the 2017 summer visitor study conducted to fulfill the above research strategy. Similar to 2016, a two-stage (on-site interview combined with an online follow-up survey), multi-location survey design was used to collect information about summer visitors.

- The new Visitor Information and Services Hub (VISAH) was added to on-site site schedule. For the most part, the 2017 questionnaire matched the 2016 questionnaire, although for visitors intercepted at the VISAH, several questions were added to assess incremental economic benefits.
- Between July 12 and September 3, 2017 researchers conducted 1,089 full on-site interviews with visitors and 586 agreed to participate in the online follow-up survey. Of those, a total 240 visitors completed the online follow-up survey for a response rate of 43%.

Key Findings

- Most summer visitors were from Alberta, BC and other provinces in Canada. In 2017, the percentage of Albertans (30%) declined from 38% in 2016. As a result, the percentage of visitors from BC, US and Overseas was up.
- 2017 results revealed that overnight visitor length of stay (2.8 nights) matched 2016 results. The proportion of visitors choosing Golden as a primary destination also remained steady (2017 – 27%, 2016 – 28%). Awareness levels of first-time visitors dipped from 54% in 2016 to 48% in 2017.

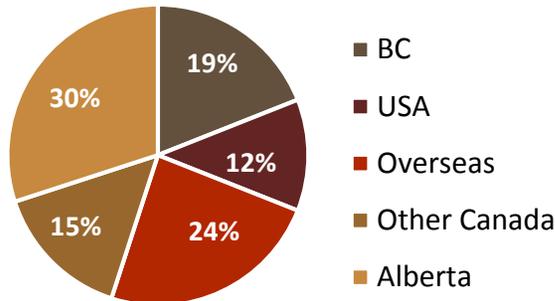
¹ The Net Promoter Score uses visitor's likelihood of recommending Golden as proxy measure of experience evaluation, see Section 2.2.1. for more information. Net Promoter, NPS and the NPS-related emoticons are registered service marks, and Net Promoter Score and Net Promoter System are service marks, of Bain & Company, Inc., Satmetrix Systems, Inc. and Fred Reichheld.

- On average, travel parties spent \$596 while in Golden which was up 2% over 2016 results.
- The use of private home rental services (e.g. Airbnb, VRBO) continues to grow as an important accommodation booking source with 15% of responses compared to 8% in summer 2016.
- Most summer visitors were in Golden to take a break from driving, for family vacation and to sightsee/see nature/wildlife.
- Golden summer visitors rated their overall experience as good-excellent (87%) and the majority were very likely to return (72%).
 - Golden's Net Promoter Score (NPS) was 31.8¹, down from NPS = 35.0 in 2016. Smoky summer weather conditions, significant increases in accommodation room rates, a slight shift in key markets² and tourism labour shortages impacting customer service are all possible factors that contributed to the decline in NPS.
 - The proportion of Golden promoters (49% - those likely to recommend Golden as vacation destination) matched 2016 results. Promoters were more likely than passives/detractors to list Golden as their primary trip destination, participate in more activities, go to more places, stay longer, spend more money and return on another trip than other visitors.
- Golden's proximity to nature, National/Provincial parks and the great variety of outdoor recreation activities are the main drivers of travellers decision to visit Golden. A warm welcome by Golden's residents, it's small town charm complimented by the friendly, hospitable people and helpful front-line staff also contribute to good visitor experiences in Golden.

² In 2016 and 2017, BC visitors had a lower NPS than all other markets. In 2017, there was an increase in the percentage of BC visitors from declines in Alberta visitors, this had an impact on the overall NPS.

GOLDEN - SUMMER 2017 SUMMARY

Market Origin



Top Provinces (outside BC & AB)

1. Ontario
2. Saskatchewan
3. Quebec

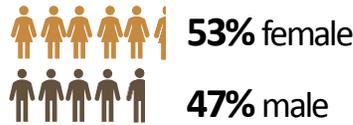
Top 3 USA States

1. California
2. Texas
3. Oregon

Top Overseas Regions

1. Europe – UK, Germany, Switzerland
2. Australia/New Zealand
3. Other Countries

Visitors

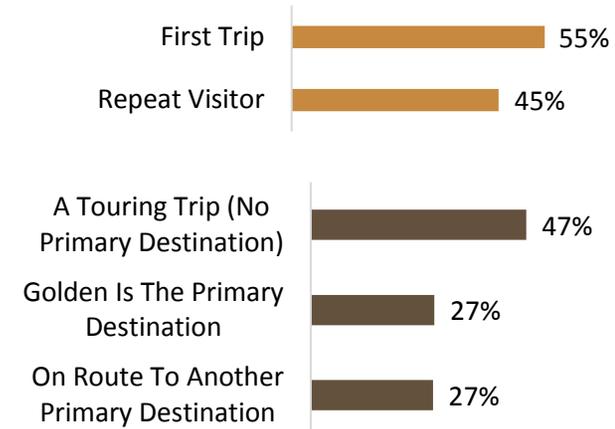


3.0 people in each visitor party

- 60% travelled with spouse
- 18% travelled with children (<16)
- 14% travelled with friends

60% had a university or post graduate degree 54% had HH income of \$100,000+

Type of Visitor



Top 5 Activities

(in addition to reasons for visiting – see below)

1. Hiking in Golden area (23%)
2. Grizzly Bear at KHMR (22%)
3. Hiking at National Parks (18%)
4. Mountain Biking (15%)
5. White Water Rafting (10%)

Top 5 Places Visited

1. Restaurant (74%)
 2. Gas Station (62%)
 3. Grocery Store (52%)
 4. Kicking Horse Bridge (51%)
 5. National Parks (48%)
- 83%** visited downtown

\$596 on

average, was spent in Golden by each visitor party

Length of Stay



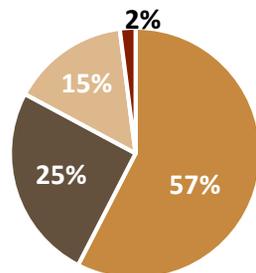
Avg. Overnight Stay = **2.8** nights

Accommodations

65% Stayed at Paid Roofed Accommodation

Booking Method

- Accommodation Property
- Online Travel Agent
- Private Home Rental Service
- Other



Top 5 Reasons for Visiting

1. Break from Driving/Convenient Place to Stop (23%)
2. Family Vacation (22%)
3. Mtn. Biking Events & General (12%)
4. Sightseeing/Nature/Wildlife (9%)
5. Visiting National Parks (8%)

48% of first time visitors were aware of Golden before visiting

Experience Evaluation

87% Rated Their Overall Golden Experience as Very Good/Excellent

Likelihood of Return: **72%**

Likelihood to Recommend: **49%**

Net Promoter Score (NPS): **31.8**

Summer Visitors	2017	2016	2017/2016 % Change	Directional Change
Primary Market				
BC	19%	16%	19%	↑
AB	30%	38%	-21%	↓
Other Canada	15%	15%	0%	▬
USA	12%	9%	33%	↑
Overseas	24%	21%	14%	↑
Gender				
Female	53%	45%	18%	↑
Male	47%	55%	-15%	↓
Length of Stay				
Day Visitors	23%	24%	-4%	↓
Overnight Visitors	77%	76%	1%	▬
Average Nights in Golden	2.8	2.8	0%	▬
Aware of Golden Before First Visit¹	48%	54%	-11%	↓
Type of Trip				
Percent Choosing Golden as Primary Destination	27%	28%	-4%	↓
First Time Visitors	55%	52%	6%	↑
Repeat Visitors	45%	48%	-6%	↓
Visitor Party Expenditures While in Golden	\$596	\$586	2%	↑
Accommodation				
Stayed at Paid Roofed Accommodation	65%	61%	7%	↑
Pre-Booked Accommodation	76%	88%	-14%	↓
Booked with Private Home Rental (e.g. Airbnb)	15%	8%	88%	↑
Experience Evaluation				
Overall Excellent/Very Good Experience Rating ²	87%	94%	-7%	↓
High Likelihood of Return Trip to Golden ²	72%	74%	-3%	↓
High Likelihood of Recommending Golden (Promoters)	49%	49%	0%	▬
NPS	31.8	35.0	-3.2 points	↓

1. Of First Time Visitors. 2. Top Box Responses.

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Front Cover Photo Credit: Tourism Golden

1.0. INTRODUCTION

Tourism Golden (TG) has provided tourism marketing services to the town of Golden and Kicking Horse Country since 2007. The not-for-profit organization's vision is, *To inspire target visitors to explore and experience Golden*. To realize the vision, in 2017, TG has continued to focus on three key strategic objectives:³

- Establish perceptions of Golden consistent with our brand positioning,
- Increase target market awareness of Golden as a great destination to visit, and
- Increase nightly visits and length of stay.

The 2017 TG marketing plan has a research strategy that states, *We will gather research data from TG stakeholders and visitors on visitor demographic, lifestyle, travel habits and perceptions of Golden. These will be used to identify and measure trends and motivations for future marketing planning and strategies, and will provide metrics against which the Strategic Objectives will be measured*. The research strategy goals are to:

- Produce visitor data research reports for use by Tourism Golden and community stakeholders,
- Provide analysis of annual and seasonal data,
- Provide a capacity with which to evaluate the effectiveness and to demonstrate the success of marketing activity,
- Identify and evaluate Net Promoter Score, and
- Measure the economic impact of tourism in Golden.

To fulfill the research strategy and goals, TG has conducted visitor surveys in 2013, 2014, 2015, 2016 and now 2017. In fall 2015, Align Consulting was hired to reduce TG staff workloads and provide professional marketing research services throughout 2016 and 2017. 2017 marks the second consecutive year with a similar visitor survey approach which allows for year-over-year comparisons. Two visitor surveys were conducted in 2017, one for the winter season (under separate cover) and another for the peak summer season (this report).

³ Tourism Golden Marketing Plan 2017 FY.

2.0. METHODOLOGY

2.1. Data Collection

Similar to 2016 research, a two-stage, multi-location survey design was used to collect information about Golden visitors. The first stage was an on-site interview, the second was an online follow-up survey. Questionnaires were jointly designed by Align Consulting and Tourism Golden and were for the most part, consistent with 2016 research. One variation was the addition of questions about the new Visitor Information and Services Hub (VISAH) which opened in early August 2017. See Appendix C for full on-site and follow-up questionnaires. A summary of the use and incremental economic benefits of the VISAH are summarized under separate cover.

TG employed four paid researchers to conduct on-site interviews in the summer of 2017. The researchers worked for 47 days between July 12 and September 3, 2017. They approached visitors at a variety of locations around Golden, including 3 hotels along Highway 1, downtown Golden, the VISAH and at Kicking Horse Mountain Resort (KHMR). Researchers also attended key events that attract tourists including the weekly Farmers Market and the Summer Kicks evening concerts in Spirit Square. The on-site interview was 5-7 minutes long and finished with the request to participate in an online follow-up survey.

A total of 2,692 people were approached to participate in the on-site survey. Of those, 1,669 people (62%) agreed to participate, 580 were screened out because they were locals, vacation home property owners, staying in Golden for longer than 30 days, under 19 or had already completed the survey, equaling 1,089 visitors that completed the on-site survey. A total of 586 visitors agreed to complete the online, follow-up survey. The follow-up survey was distributed via email within one week of completing the on-site interviews, also \$200 VISA gift card was offered as an incentive to complete the follow-up survey. Two email reminders were sent over several weeks to those people who had not started or completed the survey. A total of 240 visitors completed the online survey for a response rate of 43%.

By location, response to the follow-up survey was highest for visitors encountered at downtown Golden (48%), followed by the VISAH (44%), the hotels on Highway 1 (41%) and at KHMR (32%). By market, visitors from most markets had good response rates (39% - 46%). Visitors from other Canada (outside BC and Alberta) had a lower response rate (33%).

A combination of a reduction of budget allocated to researcher staffing combined with staffing challenges resulted in slightly fewer completed on-site and follow-up surveys compared to 2016 (2017 – 1,089 on-site surveys and 240 follow-up surveys; 2016 – 1,690 on-site surveys and 425 follow-up surveys). In summer 2017, on-site interviews were conducted at VISAH site (in August) instead of the closed BC Visitor Centre @ Golden (BCVC). In addition, in 2017, there were fewer follow-up survey responses from visitors interviewed at KHMR compared to 2016. This has resulted in a larger percentage of follow-up responses from visitors interviewed at the VISAH and in downtown Golden. By market, the on-site had a similar distribution of

survey responses in 2017 compared to 2016. There was a higher percentage of follow-up responses from BC residents in 2017 compared to 2016. See Appendix A for more details.

Location	Number Of:						
	People Approached	Agree to Complete Survey	Not in Population/Did Not Complete ¹	Completed On-Site Survey	Agree to Follow-Up	Completed Follow-Up	Response Rate
KHMR	882	606	225	381	206	66	32%
VISAH	343	212	37	175	105	46	44%
Highway 1 Corridor	495	137	29	108	41	17	41%
Downtown Golden	972	714	289	425	233	111	48%
Total	2,692	1,669	580	1,089	586²	240	43%

1. 'Not in population' means the person approached was less than 19 years old, already surveyed, a local, property owner or seasonal visitor.
2. Only 558 people actually received the follow-up survey because 28 email addresses bounced/were incorrect.

Market	Number of:			
	Completed On-Site Survey ¹	Agree to Follow-Up	Completed Follow-Up (% of Total)	Response Rate ²
BC	202	116	52 (22%)	46%
Alberta	343	206	89 (37%)	43%
Other Canada	169	94	31 (13%)	33%
USA	126	65	26 (11%)	40%
Overseas	248	105	41 (17%)	39%
Total	1,088	586	239¹ (100%)	41%

1. One completed on-site and follow-up survey did not have a market origin category.
2. 2016 response rates were: BC (46%), Alberta (48%), other Canada (50%), USA (48%), Overseas (41%) and Total (47%).

2.2. Data Analysis

Once the visitor survey data was downloaded, checked and coded⁴, they were weighted or 'balanced' in four groups according to overnight accommodation capacity including KHMR, the Highway 1 corridor, downtown Golden and the Frontcountry/Blaeberry Valley (see Appendix A for weights).

Golden visitors were described using simple frequencies and averages from the interview and follow-up survey data. Other data analysis details include:

- Occasionally, top box analysis was used where the top two responses were summarized to understand meaningful differences between groups (e.g. visitors that responded with '4s' or '5s' on a 5-point satisfaction scale).
- Visitor expenditures were collected in both the on-site and follow-up surveys. Both surveys collected expenditures for each travel party (and not per visitor) but average party size was divided into total travel party expenditures to equal per person expenditures. Further, average length of stay in Golden was used to calculate expenditures on a per-person, per-day basis.
- To avoid the influence of outliers in expenditures, travel party and length of stay calculations, the top and bottom 2.5% of responses were trimmed.
- Open-ended (textual) responses were grouped into categories and summarized with percentages.
- Postal codes were collected for visitors from North America. City level geography was identified using geocoder.ca.
- Sample size warnings were provided as footnotes when response categories had less than 30 responses.
- Comparisons to winter 2016 results are made throughout the report. Please be aware that fewer surveys were conducted in 2017 and no on-site interviews were not conducted at Quartz Creek snowmobile trailhead in 2017 (they were in 2016).

In addition, data was summarized by:

1. Market - BC, Alberta, other Canadian provinces, the USA and Overseas (see Section 3.7).
2. NPS - Promoters and Passives/Detractors (see section 2.2.1.) - Highlights of those Golden visitors that are advocates of Golden (promoters) and are highly likely to recommend Golden compared to those that are not likely to recommend Golden as a travel destination (see Section 3.8).

Differences were identified by statistical tests and/or pragmatic differences. Pragmatic differences were identified between analysis categories (e.g. promoters vs. passives/detractor visitors) when result differed by 10% or more.

⁴ Coded means open-ended responses were categorized into meaningful groups.

2.2.1. Net Promoter Score

Growing customer service/experience expectations, changing tourism markets, and increasing worldwide competition have led to substantial shifts in the tourism marketplace over the past decade. The delivery of outstanding visitor experiences is critical to achieve higher revenues via increased spending, longer stays, repeat visits and visitors’ positive word of mouth recommendations.

One goal of Destination British Columbia’s (DBC) 2014 corporate strategy is for British Columbia to become the most highly recommended destination in North America. The Net Promoter Score® (NPS®)⁵ measures the intention to recommend a travel destination and is also an indicator of overall satisfaction with the travel experience. Starting in 2016, Golden visitor surveys will collect the NPS to monitor visitor experience satisfaction.

NPS is measured by asking one question (likelihood of recommending Golden as a travel destination) on the follow-up questionnaire. The question’s results are used to categorize visitors into one of three groups – promoters (very/extremely likely to recommend), passives (may or may not recommend) and detractors (not likely to recommend). Overall, the percent of detractors is subtracted from the percent of promoters to equal the NPS (see below).

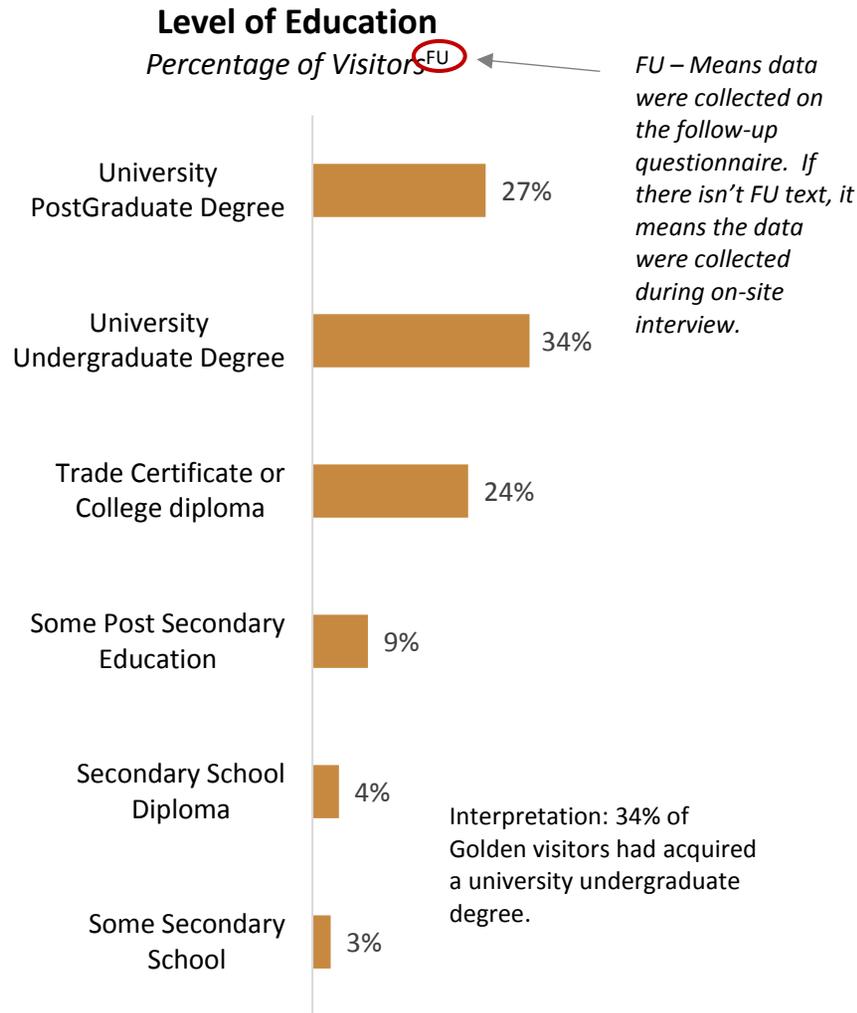
How likely are you to recommend Golden as a travel destination to a friend, family member or colleague?



$$\begin{array}{|c|} \hline \% \\ \hline \text{Promoters} \\ \hline \end{array} - \begin{array}{|c|} \hline \% \\ \hline \text{Detractors} \\ \hline \end{array} = \text{NPS}$$

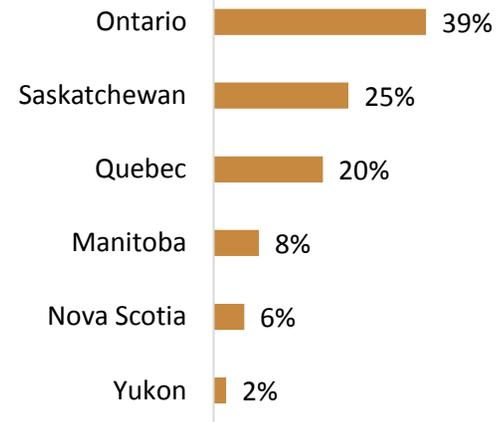
⁵ Net Promoter, NPS and the NPS-related emoticons are registered service marks, and Net Promoter Score and Net Promoter System are service marks, of Bain & Company, Inc., Satmetrix Systems, Inc. and Fred Reichheld.

2.3. Tips for Reading Results



Origin of Canadian Visitors

Percentage of Visitors Outside of BC and AB



'Origin of Canadian Visitors' describes what the content of the graph.

The statement, 'Percentage of Visitors from Outside BC and AB' describes what the percentages mean. This graph represents percentages only of Canadian Visitors from outside of BC or Alberta (as opposed to all visitors).

Also, in this graph, there isn't a FU symbol, which means the data were collected during the on-site interview.

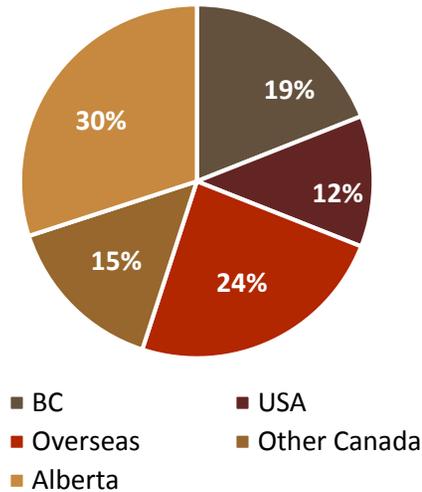
Interpretation: 39% of Canadian visitors from outside of BC and Alberta were from Ontario.

Footnotes about questions are noted here. Often they describe the 'other' categories, state the question, describe other note, or describe the number of responses (n).

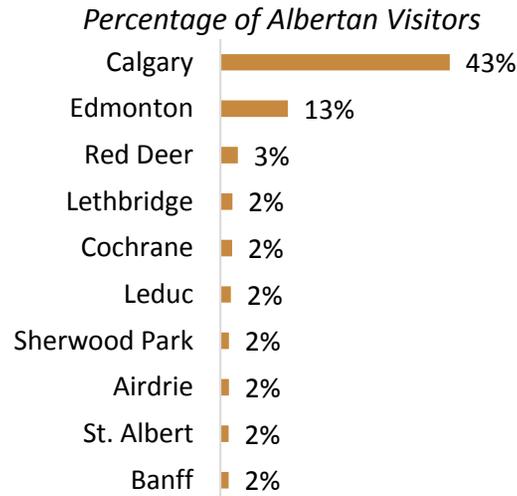
1. Other US States include: Ohio Wyoming, Utah, Michigan, Tennessee, Georgia, Montana, North Carolina, New Jersey, Virginia, Illinois, Kentucky, Pennsylvania, Wisconsin, Arkansas, Massachusetts, Nevada, Delaware, Mississippi, South Dakota, Louisiana, New Mexico, Indiana, Kentucky, Georgia, Nevada.

3.0. RESULTS

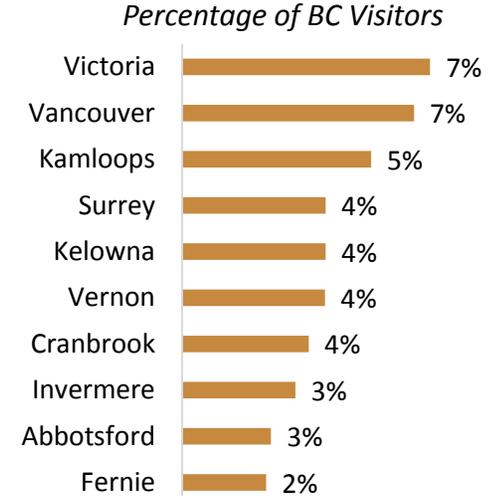
Market Origin
Percentage of Visitors



Origin of Visitors from Alberta (Top 10)
Percentage of Albertan Visitors

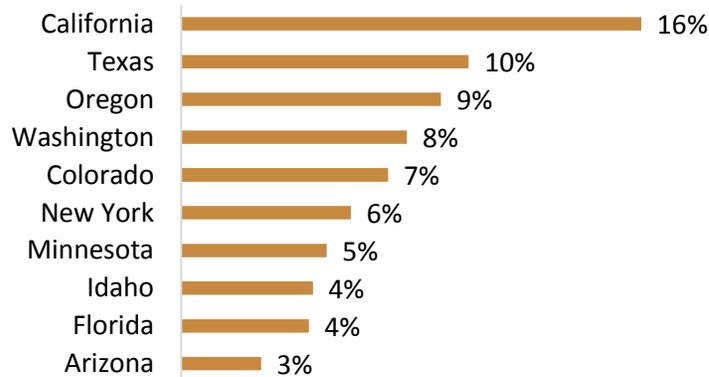


Origin of Visitors from BC (Top 10)
Percentage of BC Visitors



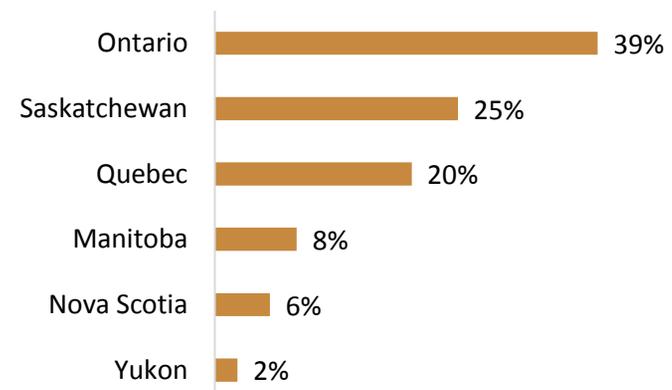
Origin of Visitors from USA (Top 10)¹

Percentage of American Visitors



Origin of Canadian Visitors

Percentage of Visitors Outside of BC and AB

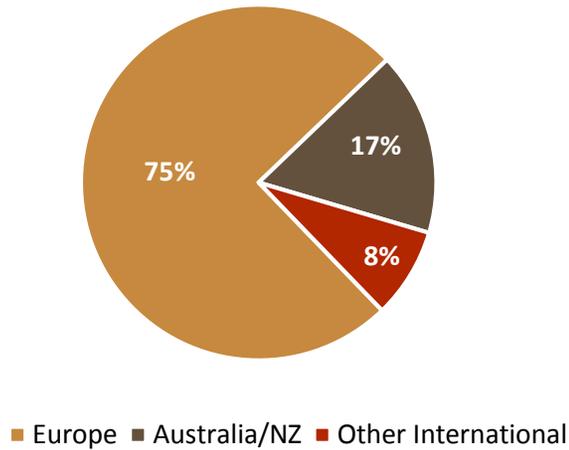


1. Other US States include: Ohio Wyoming, Utah, Michigan, Tennessee, Georgia, Montana, North Carolina, New Jersey, Virginia, Illinois, Kentucky, Pennsylvania, Wisconsin, Arkansas, Massachusetts, Nevada, Delaware, Mississippi, South Dakota, Louisiana, New Mexico, Indiana, Kentucky, Georgia, Nevada.

3.1. Visitor Characteristics

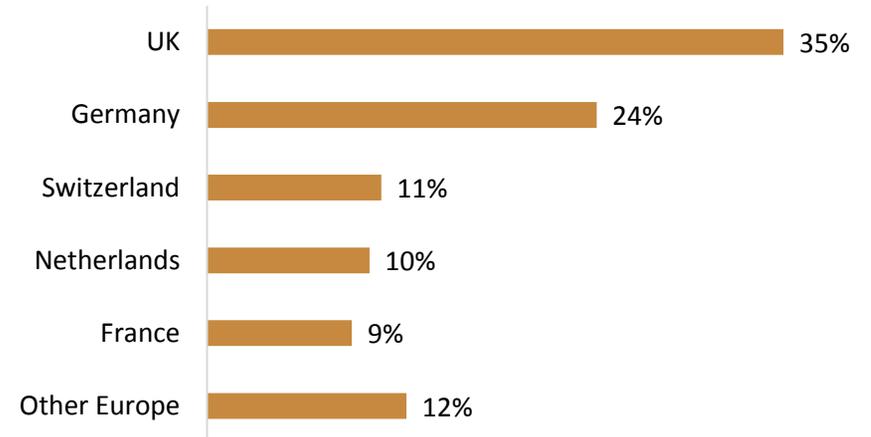
Origin of Overseas Visitors¹

Percentage of Overseas Visitors

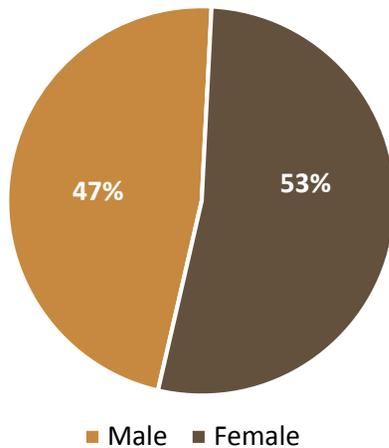


Origin of European Visitors²

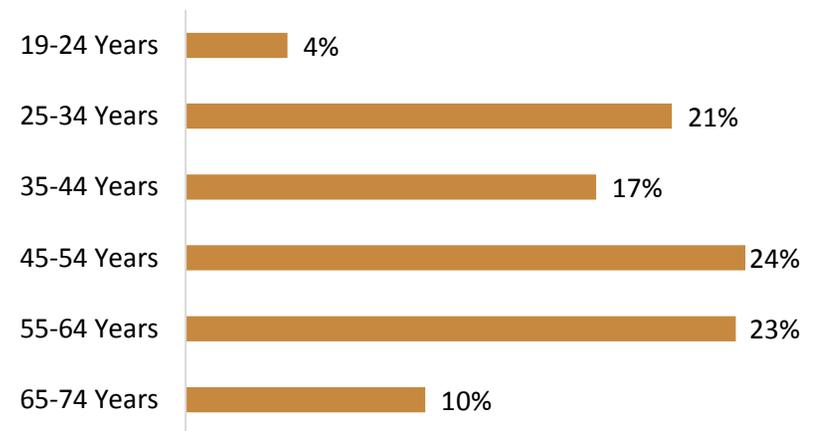
Percentage of European Visitors



Gender
Percentage of Visitors

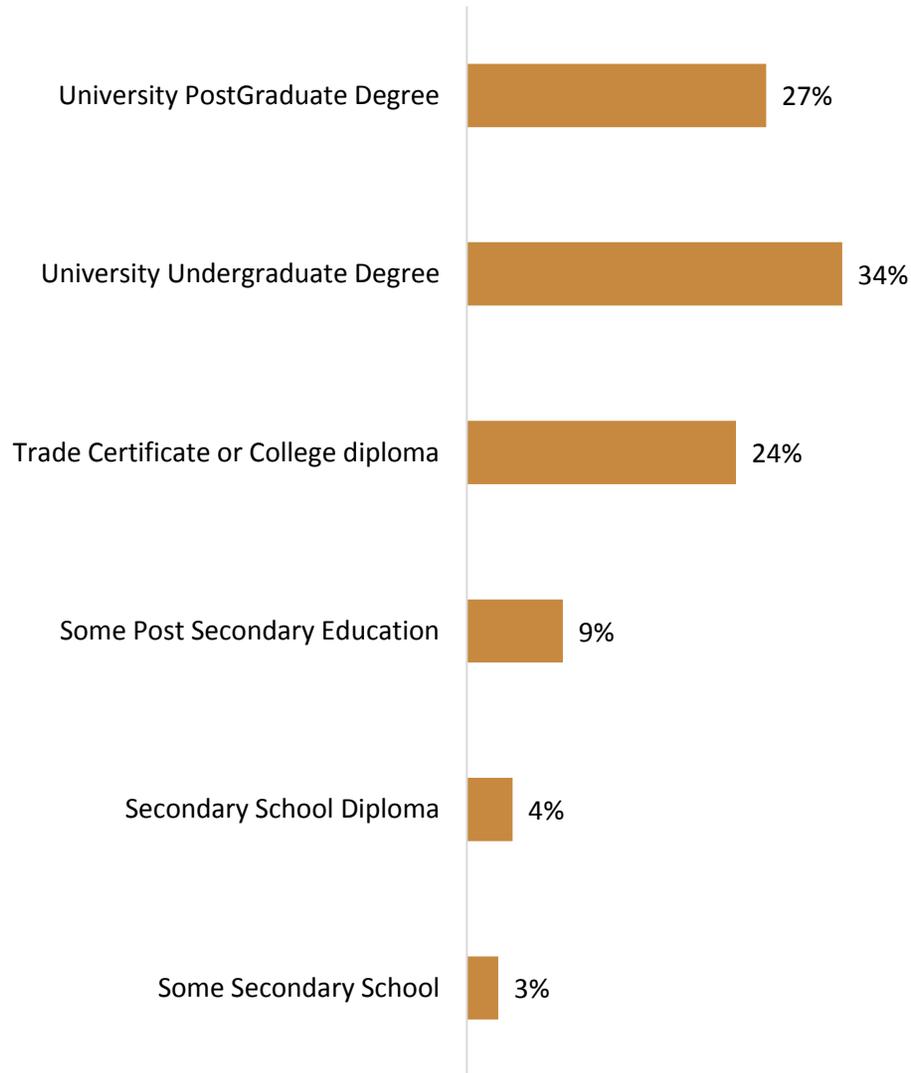


Age
Percentage of Visitors

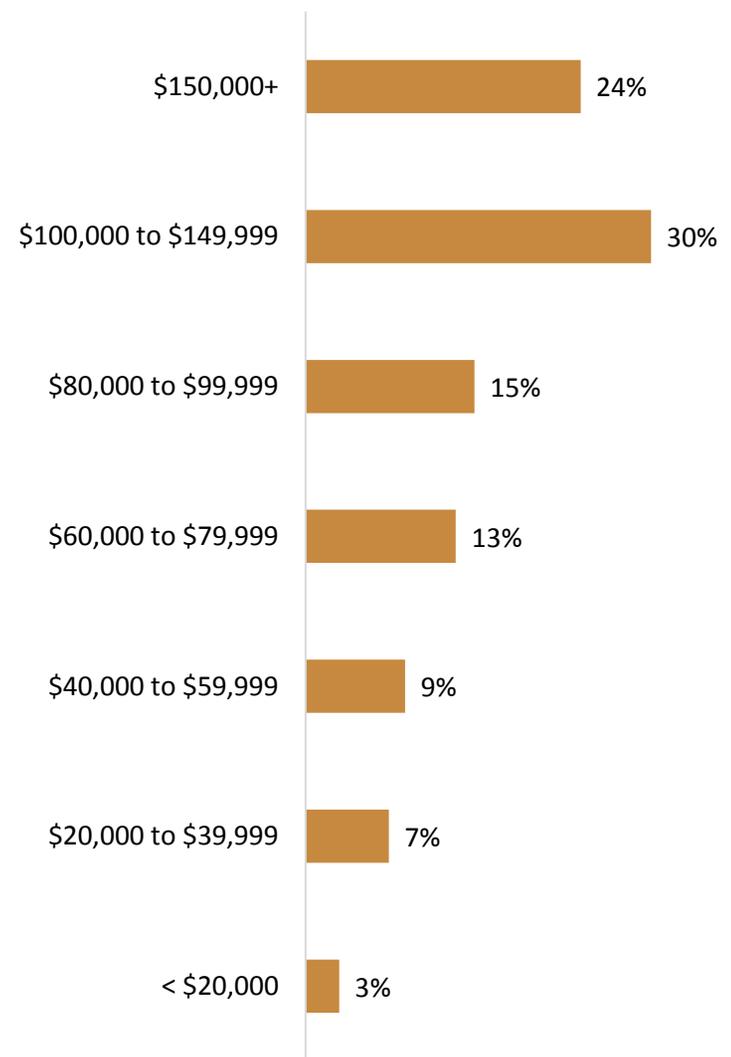


1. Other International includes: Chile, China, India, Japan, Mexico, Singapore, South Korea, United Arab Emirates, Qatar.
 2. Other Europe includes Spain, Czech Republic, Austria, Denmark, Sweden, Norway, Greece, Portugal, Poland and Belgium.

Level of Education
Percentage of Visitors^{FU}

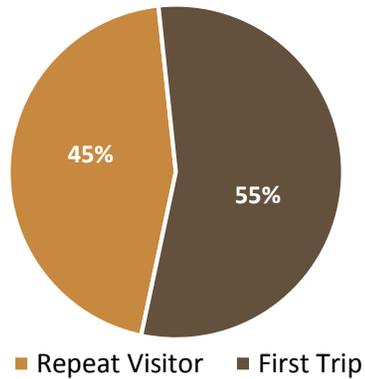


Annual Household Income (\$CDN)
Percentage of Visitors^{FU}

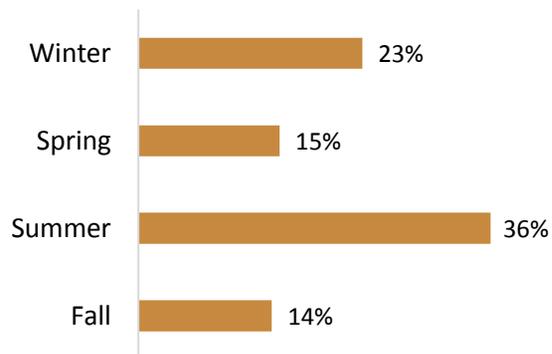


3.2. Trip Characteristics

Been to Golden Before?
Percentage of Visitors



Season of Past Visitation
Percentage of Past Visits

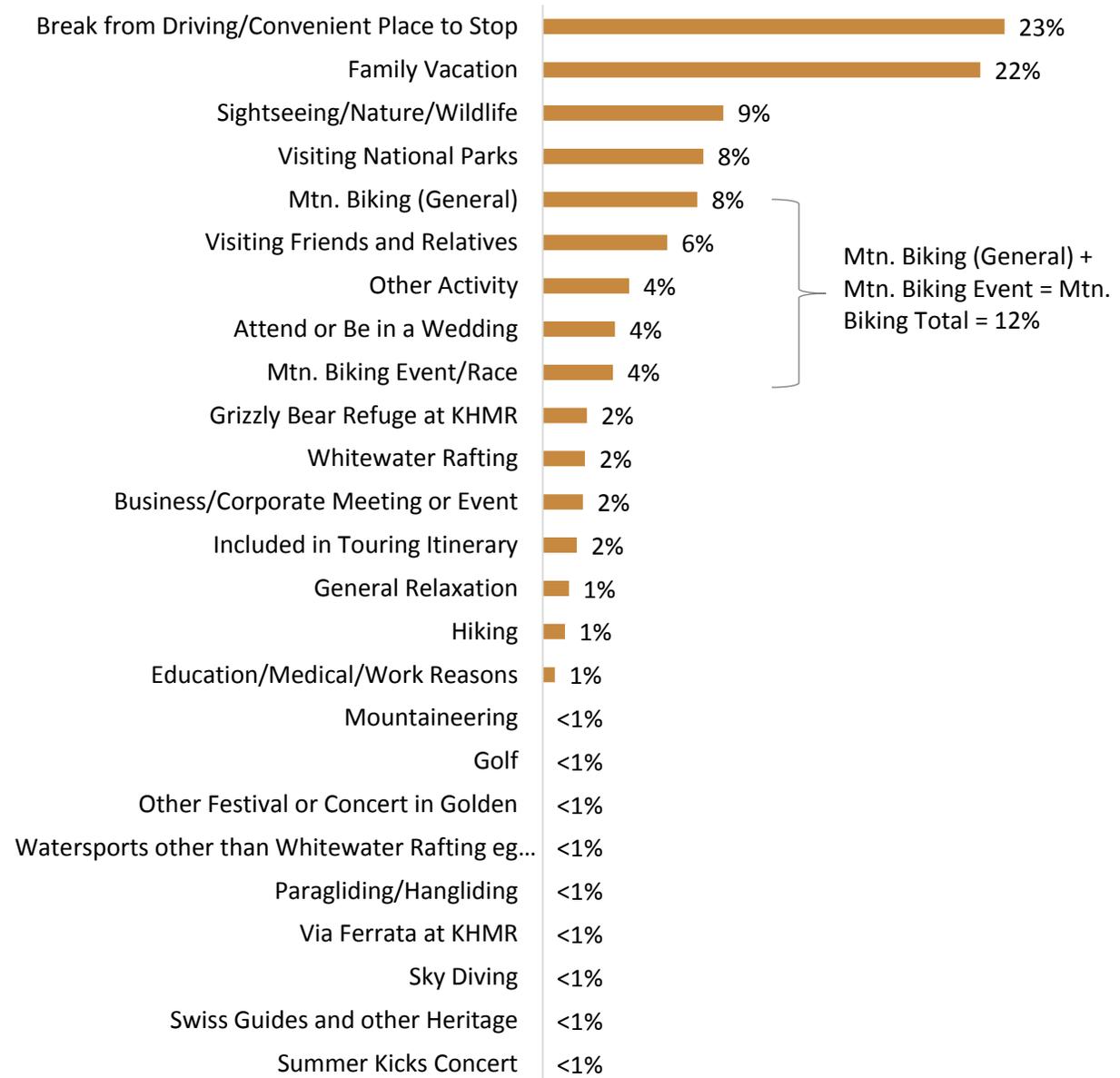


	Been To Golden? ¹	
	Repeat Visitors	First-Time Visitors
Origin		
BC	29%	11%
AB	47%	17%
Other Canada	14%	16%
USA	4%	18%
Overseas	7%	38%
Primary Reason (Top 5)	1. Family Vacation (21%) 2. Break from Driving/Convenient Place to Stop (19%) 3. Mtn. Biking - General (13%) 4. Visiting Friends and Relatives (10%) 5. Sightseeing/Nature/Wildlife (6%)	1. Break from Driving/Convenient Place to Stop (26%) 2. Family Vacation (22%) 3. Visiting National Parks (13%) 4. Sightseeing/Nature/Wildlife (4%) 5. Attend or Be in a Wedding (3%)
Length of Stay		
Day	22%	24%
Overnight	78%	76%
Average Nights	2.8	2.8

1. This table is read as origin, primary reason and length of stay of repeat or first-time visitors. For example, 29% of repeat visitors were from BC, whereas 11% of first-time visitors were from BC. 7% of repeat visitors were from overseas while 38% of first-time visitors were from overseas.

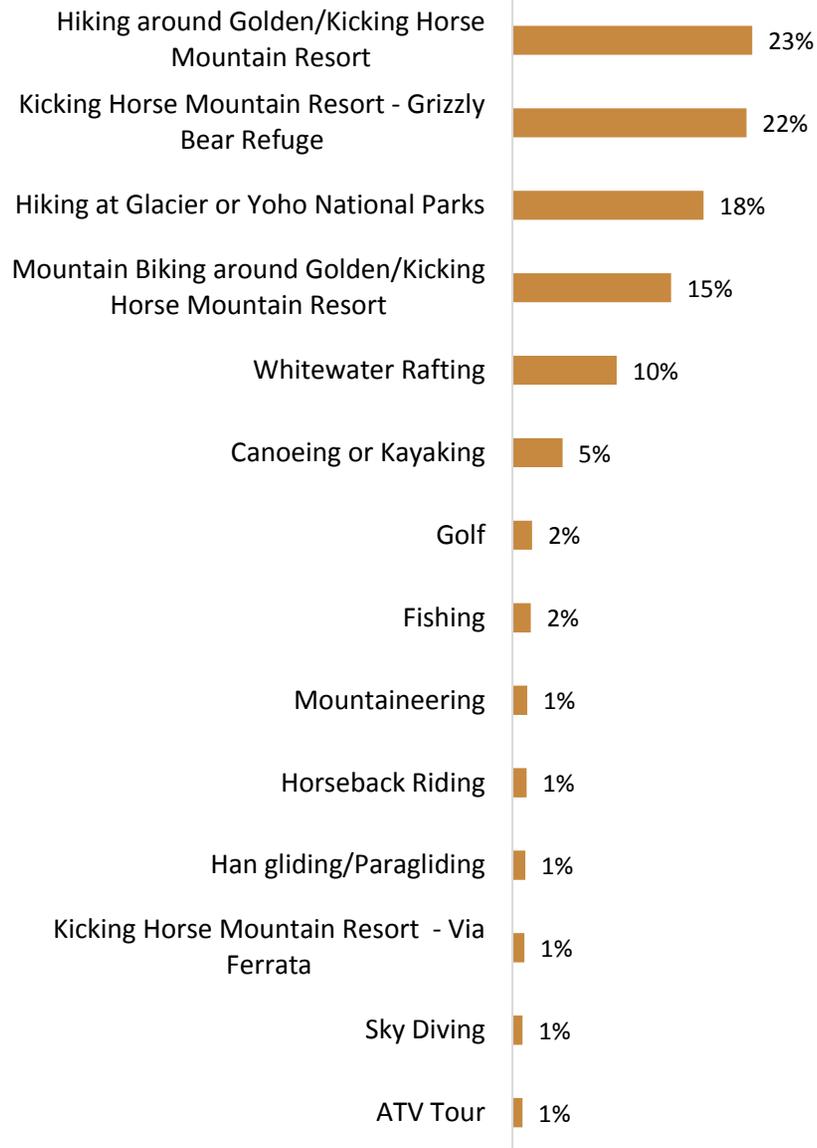
Primary Reason for Visit

Percentage of Visitors



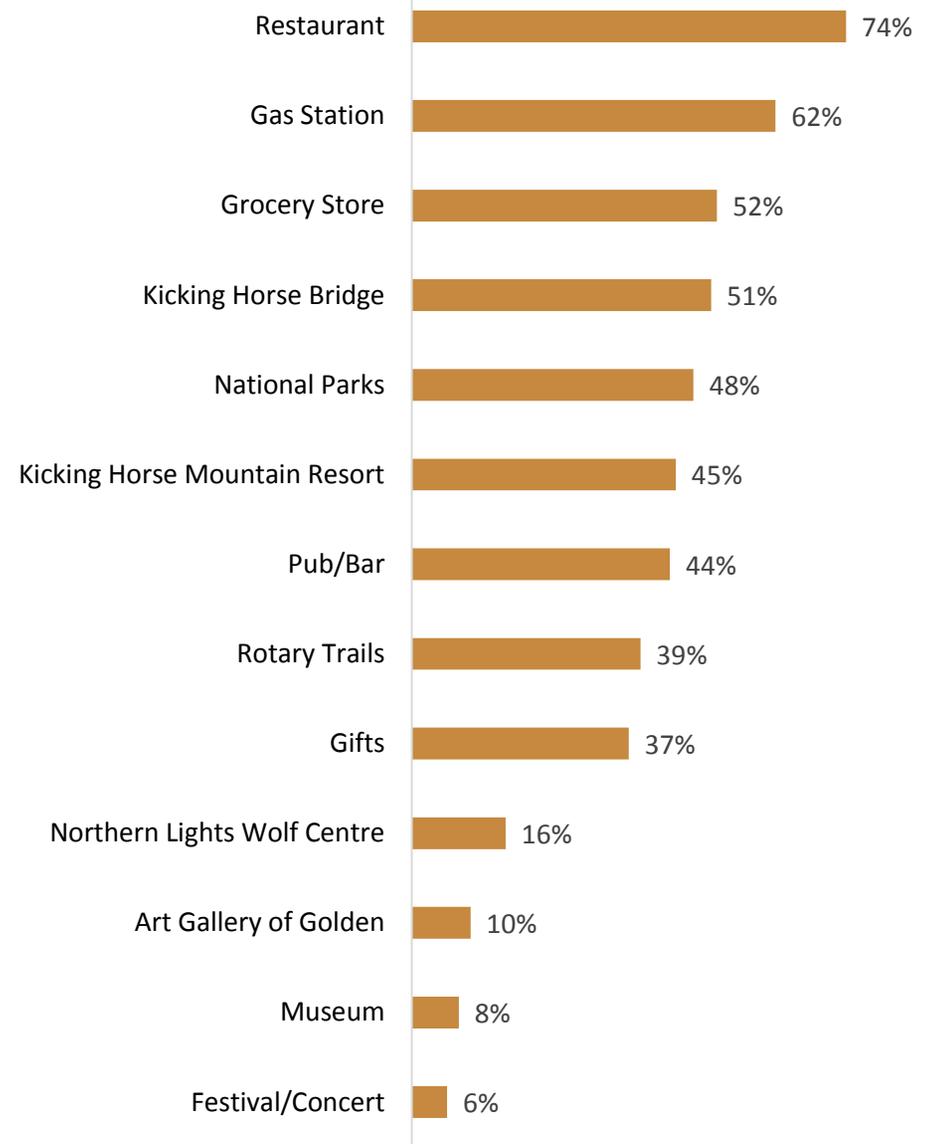
Additional Activity Participation (Not Primary)

Percentage of Visitors

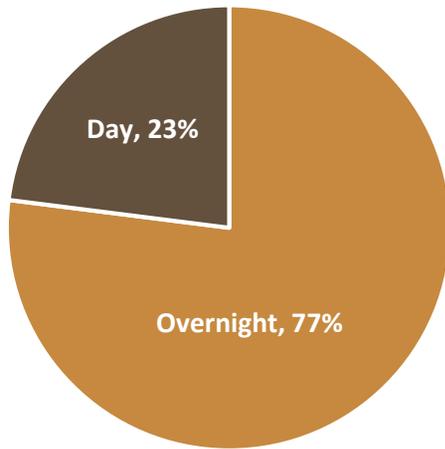


Golden Places Visited

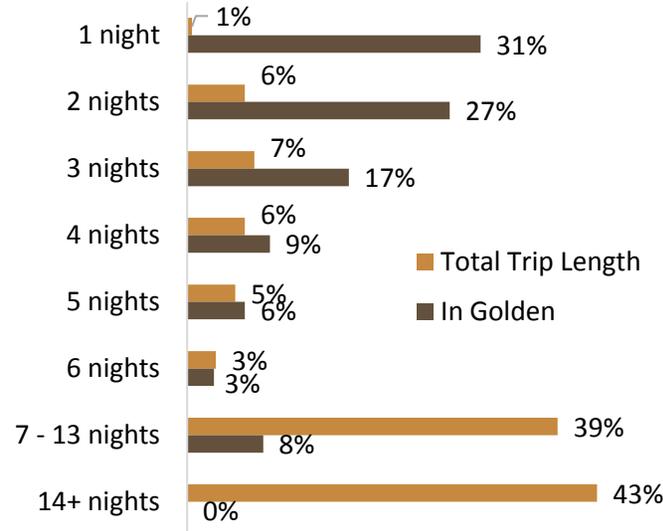
Percentage of Visitors



Length of Stay in Golden
Percentage of Visitors



Nights on Trip and in Golden
Percentage of Visitors

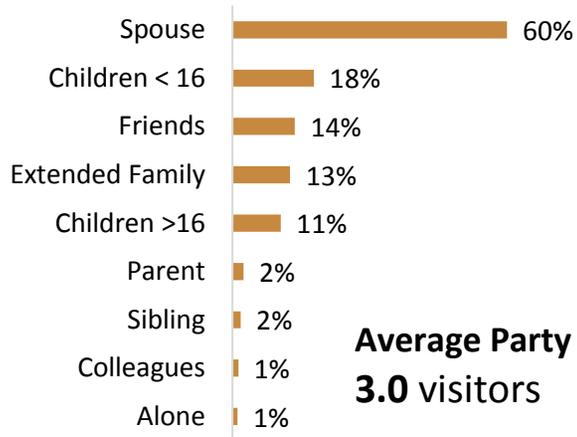


Average Overnight Trip Length:
14.2 nights

Average Nights in Golden:
2.8 nights

Time in Golden/Total Trip Length:
20%

Travel Party Composition¹
Percentage of Visitors



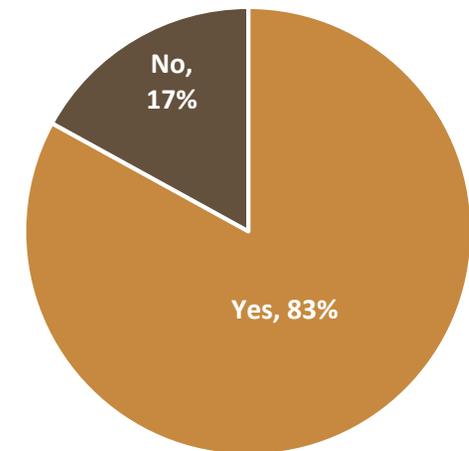
Average Party Size:
3.0 visitors

Percent of Visitors Travelling in a Group:
4%

Type of Group:

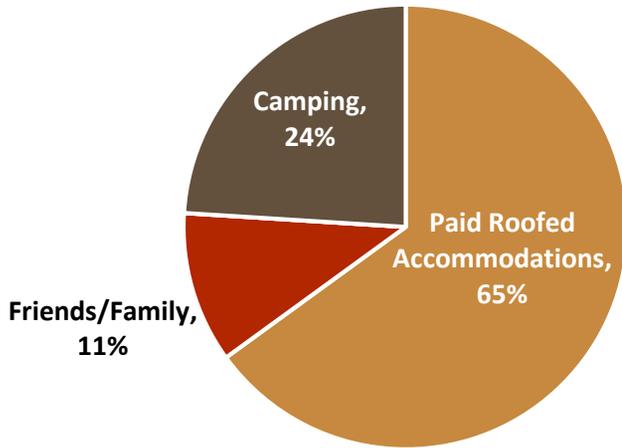
- Leisure Tour Group (73%)
- Sports Group (16%)
- Business Group (11%)

Visit Downtown Golden?
Percentage of Visitors^{FU}

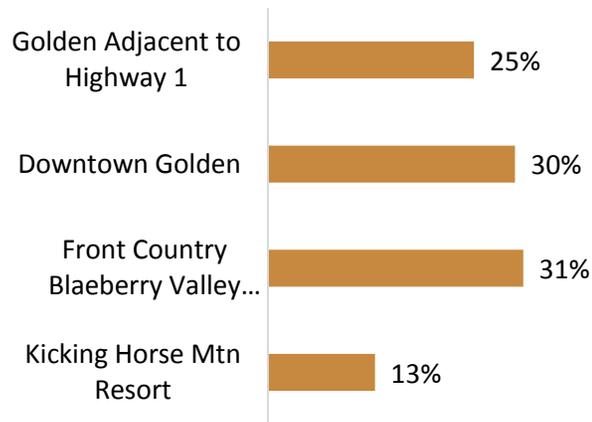


1. Golden visitors can be travelling with multiple travel party members so the sum totals more than 100%.

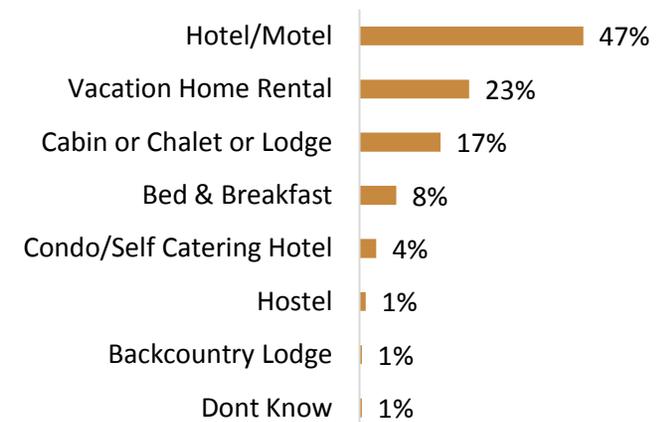
Golden Overnight Accommodation
Percentage of Visitors



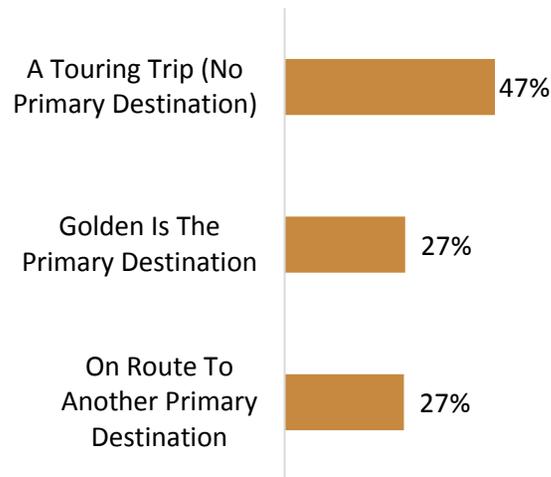
Paid Accommodation Location
Percentage of Visitors - Weighted



Accommodation Type
Percentage of Visitors



How Would You Describe Your Trip?
Percentage of Visitors



Other Primary Destinations
(276 responses)

- Thompson Okanagan (22%)
- Lower Mainland/Whistler (14%)
- Calgary (9%)
- Other Outside BC & AB (9%)
- BC Rockies (outside Revelstoke and Columbia Valley, 9%)
- Columbia Valley (8%)
- Vancouver Island (8%)
- Banff/Lake Louise/Canmore (8%)
- Revelstoke (5%)
- Other AB (5%)
- Edmonton (2%)
- Other BC (1%)

Expenditures in Golden (Averages) ¹				
	Visitor Party		Per Person	
	Trip Expenditures	Daily Expenditure ²	Trip Expenditures ³	Daily Expenditure ⁴
Day Visitors	\$111	\$111	\$38	\$38
Overnight – VFR ⁵	\$491	\$115	\$179	\$42
Overnight - Paid Roofed	\$845	\$322	\$268	\$102
Overnight - Camping	\$415	\$154	\$142	\$53
Overall	\$596	\$212	\$197	\$70

1. The expenditures presented were collected on the on-site interview.
2. Visitor Party Daily Expenditures = Visitor Party Trip Expenditures/Nights in Golden. Day Visitor expenditures / hours spent in Golden = \$57.42 average hourly expenditure.
3. Per Person Per Trip Expenditures = Visitor Party Trip Expenditures/People in Travel Party.
4. Per Person Daily Expenditures = Per Person - Trip Expenditures/People in Travel Party.
5. VFR = Visiting (staying with) Friends and Family

Visitor Party Expenditures in Golden – Averages in Each Category ¹								
	Paid	Food and	Transportation	Shopping	Attractions	Outdoor	Other	Other
	Accomm.	Beverage				Recreation	Entertainment	
Day Visitors								
<i>% spent on</i>	0%	47%	13%	15%	7%	7%	0%	11%
<i>\$ spent on</i>	\$0	\$52	\$15	\$16	\$8	\$7	\$0	\$12
Overnight - VFR								
<i>% spent on</i>	2%	37%	20%	13%	12%	11%	0%	6%
<i>\$ spent on</i>	\$8.34	\$182	\$98	\$63	\$56	\$55	\$0	\$28
Overnight - Camping								
<i>% spent on</i>	35%	29%	18%	4%	6%	6%	1%	3%
<i>\$ spent on</i>	\$144.41	\$118	\$73	\$18	\$24	\$23	\$2	\$11
Overnight - PAID								
<i>% spent on</i>	54%	21%	9%	4%	5%	5%	0%	2%
<i>\$ spent on</i>	\$452.71	\$174.83	\$78.55	\$30.41	\$43.92	\$41.39	\$0.84	\$20.27
Overall								
<i>% spent on</i>	33%	29%	13%	7%	7%	6%	1%	5%
<i>\$ spent on</i>	\$197	\$175	\$77	\$42	\$39	\$37	\$3	\$27

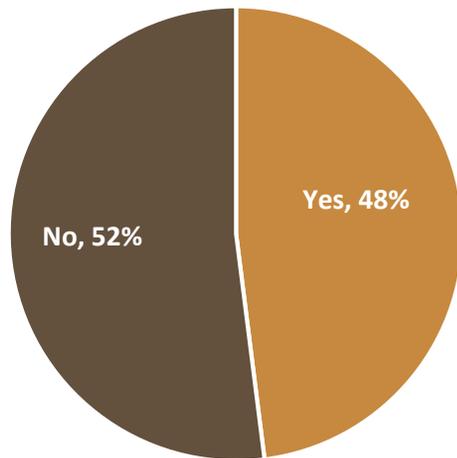
1. The percent of expenditures presented in each category are collected in the follow-up online survey. n = 239, A total of 43 people 'didn't know' and 35 preferred not to answer. Sample sizes were small for Overnight – VFR (29) visitors please use caution when interpreting. The average visitor party overall expenditures from the on-site interview were multiplied by the average percentage in each expenditures category to equal the average dollars spent for each category.

	Trip Characteristics by Market					
	BC	AB	Other Canada	USA	Overseas	TOTAL
Been to Golden?						
First Time	32%	31%	59%	84%	88%	55%
Repeat Visitor	68%	70%	41%	16%	12%	45%
Travel Party Size (Average)	3	3	3	3	3	3
Type of Trip						
Golden is Primary Destination	35%	40%	29%	19%	5%	27%
Touring Trip	30%	17%	50%	65%	87%	47%
Other Primary Destination	35%	43%	21%	16%	8%	27%
Primary Reasons for Visiting (Top 5)	1. Break from Driving, Convenient Place to Stop (29%) 2. Family Vacation (18%) 3. Mtn. Biking Event Race (10%) 4. VFRs (10%) 5. Other Activity (6%)	1. Break from Driving, Convenient Place to Stop (28%) 2. Family Vacation (21%) 3. Mtn. Biking General (13%) 4. Sightseeing Nature Wildlife (7%) 5. Attend or Be in a Wedding (6%)	1. Family Vacation (22%) 2. Break from Driving, Convenient Place to Stop (19%) 3. Sightseeing Nature Wildlife (10%) 4. VFR (9%) 5. Mtn. Biking General (5%)	1. Family Vacation (25%) 2. Visiting National Parks (19%) 3. Break from Driving, Convenient Place to Stop (16%) 4. Sightseeing Nature Wildlife (12%) 5. Other Activity (4%)	1. Family Vacation (24%) 2. Break from Driving, Convenient Place to Stop (19%) 3. Visiting National Parks (18%) 4. Sightseeing Nature Wildlife (12%) 5. Included in Touring Itinerary (6%)	1. Break from Driving, Convenient Place to Stop (23%) 2. Family Vacation (22%) 3. Sightseeing Nature Wildlife (9%) 4. Visiting National Parks (8%) 5. VFR (6%)
Length of Stay						
Day	31%	26%	17%	21%	20%	24%
Overnight	69%	74%	83%	79%	80%	77%
Average Nights	2.4	2.4	3.4	3.4	2.8	2.8
Accommodation						
Paid Roofed Accommodation	55%	62%	61%	77%	73%	65%
Camping	28%	27%	23%	18%	20%	24%
VFR	17%	11%	16%	5%	7%	11%
Average Expenditures (Per Trip/Per Party)	\$411	\$567	\$769	\$808	\$560	\$596

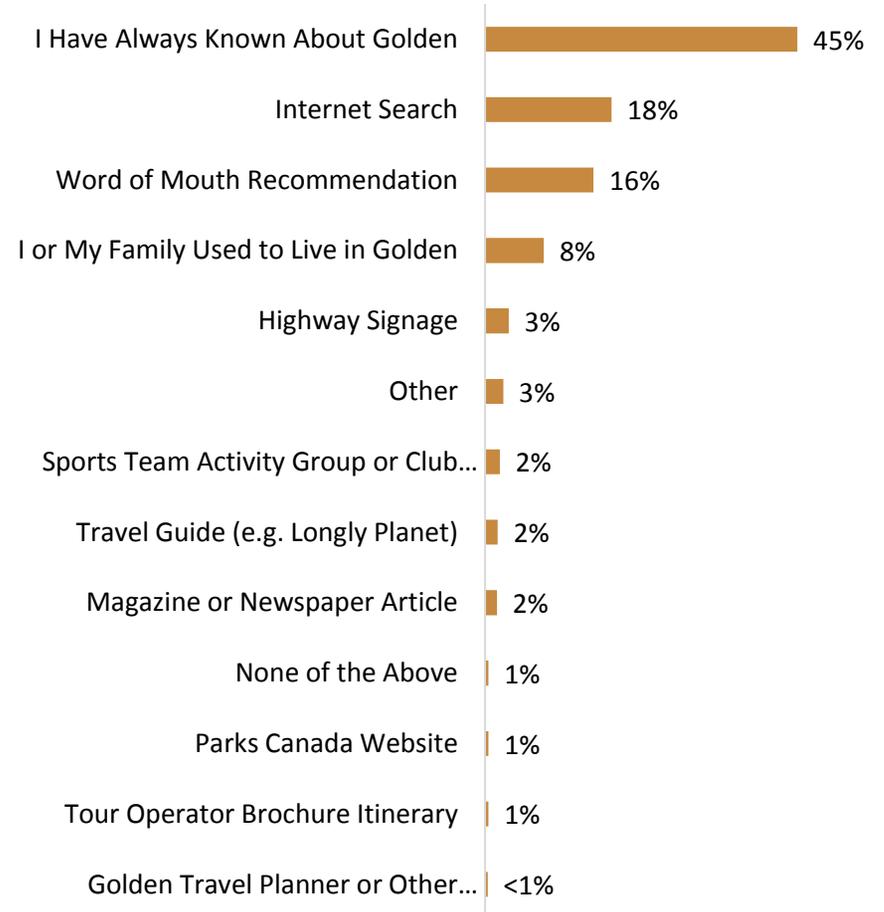
3.3. Awareness, Decision Making and Perceptions

3.3.1. Awareness

Aware of Golden Before Visit?¹
Percentage of First Time Visitors



How Did You Originally Find Out About Golden?²
Percentage of Visitors^{FU}



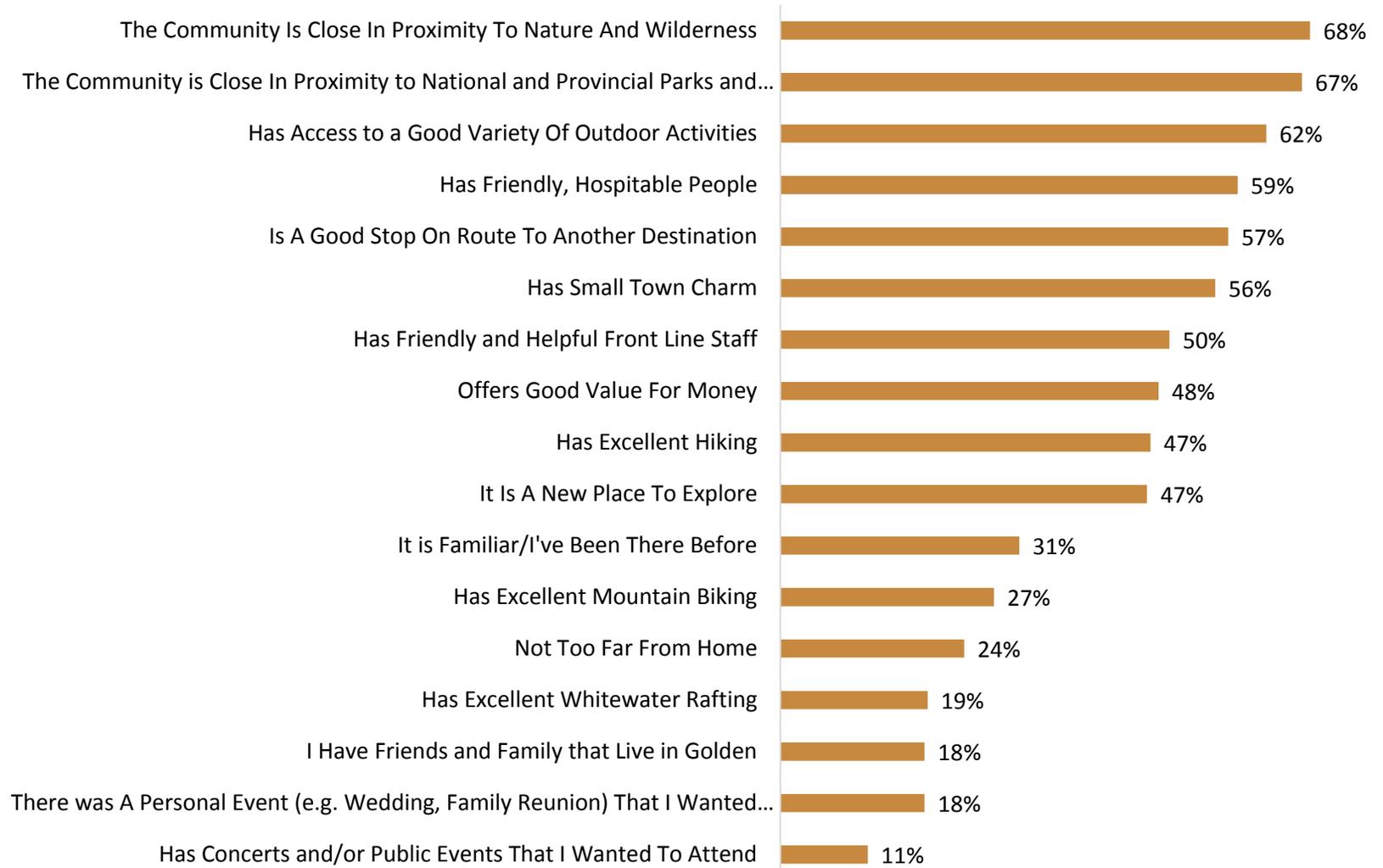
1. This was only asked of people that had not been to Golden on previous trips.

2. There were 161 responses to this question. Please note, consumer shows (Calgary Bike Show, Calgary Outdoor Wedding Show, Edmonton Bike Show, Edmonton Snowmobile and Power Sports Show, Saskatoon Snowmobile Show and the Vancouver Outdoor Show) were included in the question but there were no responses.

3.3.2. Decision Factors

Top Box Result - How Important Was Each Factor In Deciding To Visit Golden?

Percentage of Visitors^{FU}

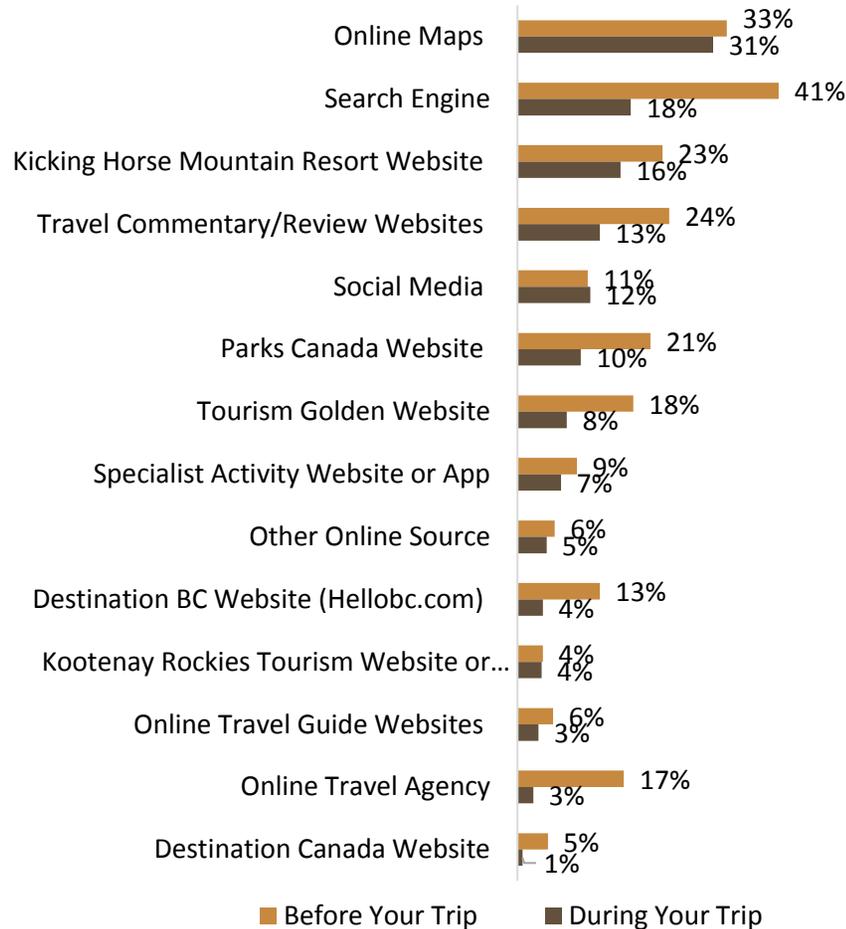


3.4. Trip Planning

3.4.1. Sources of Trip Planning Information

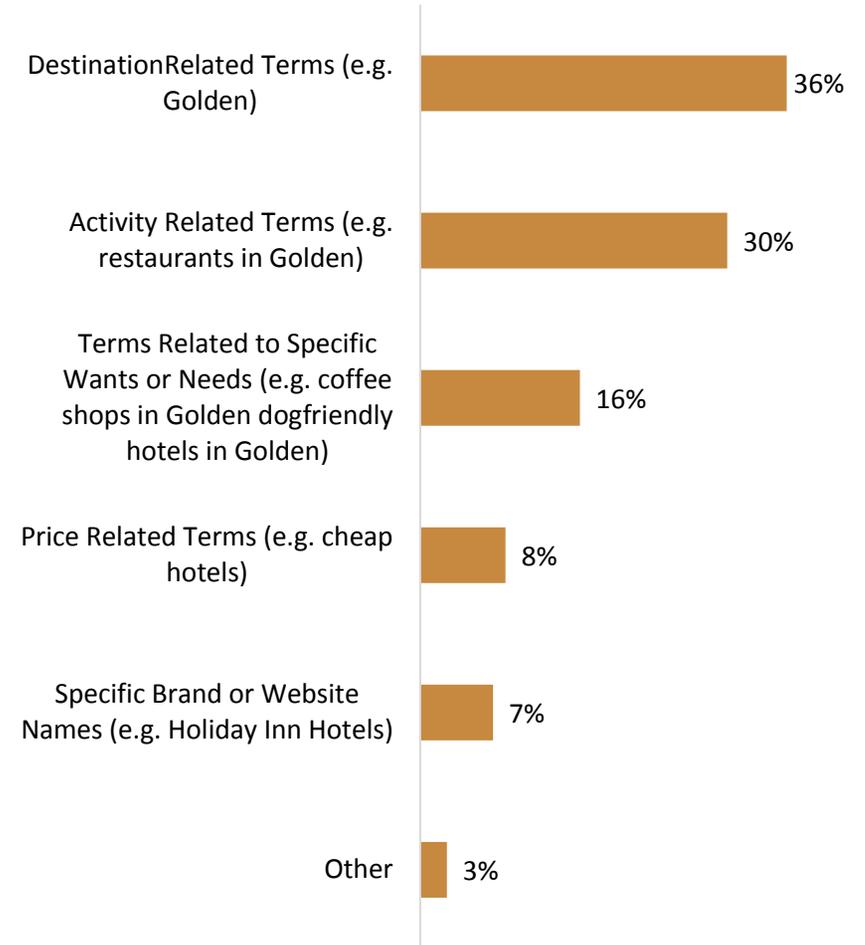
Online Sources of Visitor Information Used Before and During Trips to Golden¹

Percentage of Visitors^{FU}



What Kinds of Search Terms Did You Use?²

Percentage of Visitors That Used A Search Term^{FU}

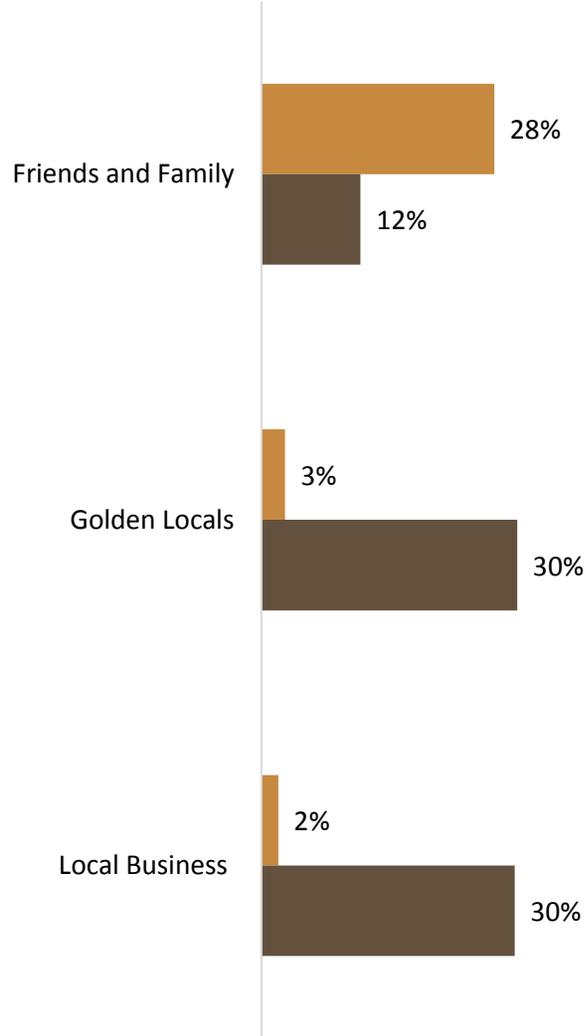


1. Which online sources of visitor information did you use to help plan your trip to Golden? Did you use the information before or during your trip? Visitors that responded 'none' were excluded in the above graphs.

2. Visitors could respond with more than one response so the percentages sum to more than 100%. Other included 7 responses, responses included; ski/avalanche conditions (5 responses), air miles (1), weather report (1).

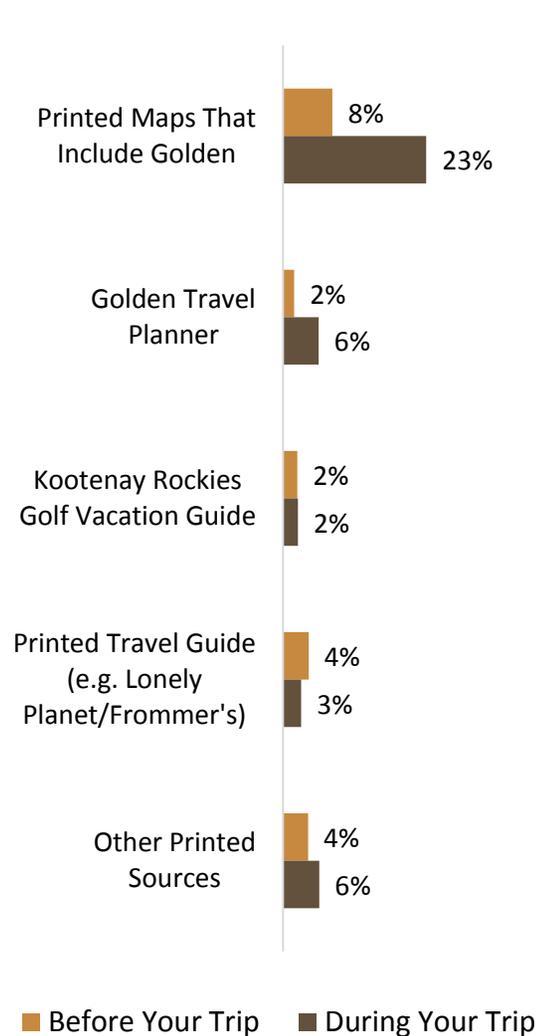
Word-of-Mouth Sources of Visitor Information Used Before and During Trips to Golden

Percentage of Visitors^{FU}



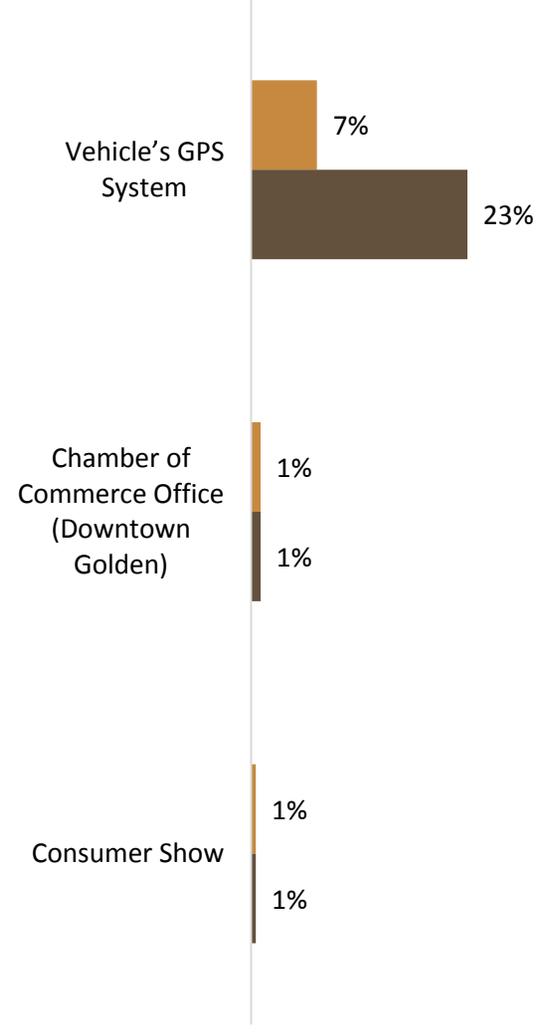
Printed Sources of Visitor Information Used Before and During Trips to Golden

Percentage of Visitors^{FU}



'Other' Sources of Visitor Information Used Before and During Trips to Golden

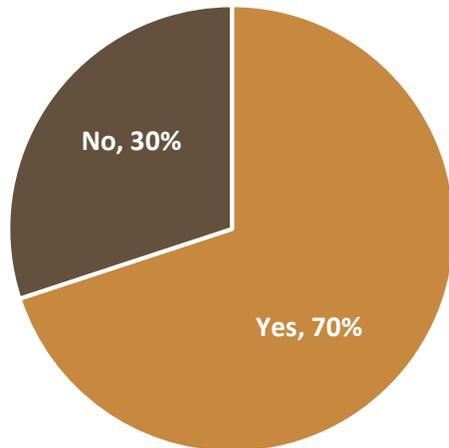
Percentage of Visitors^{FU}



3.4.2. Social Media Use

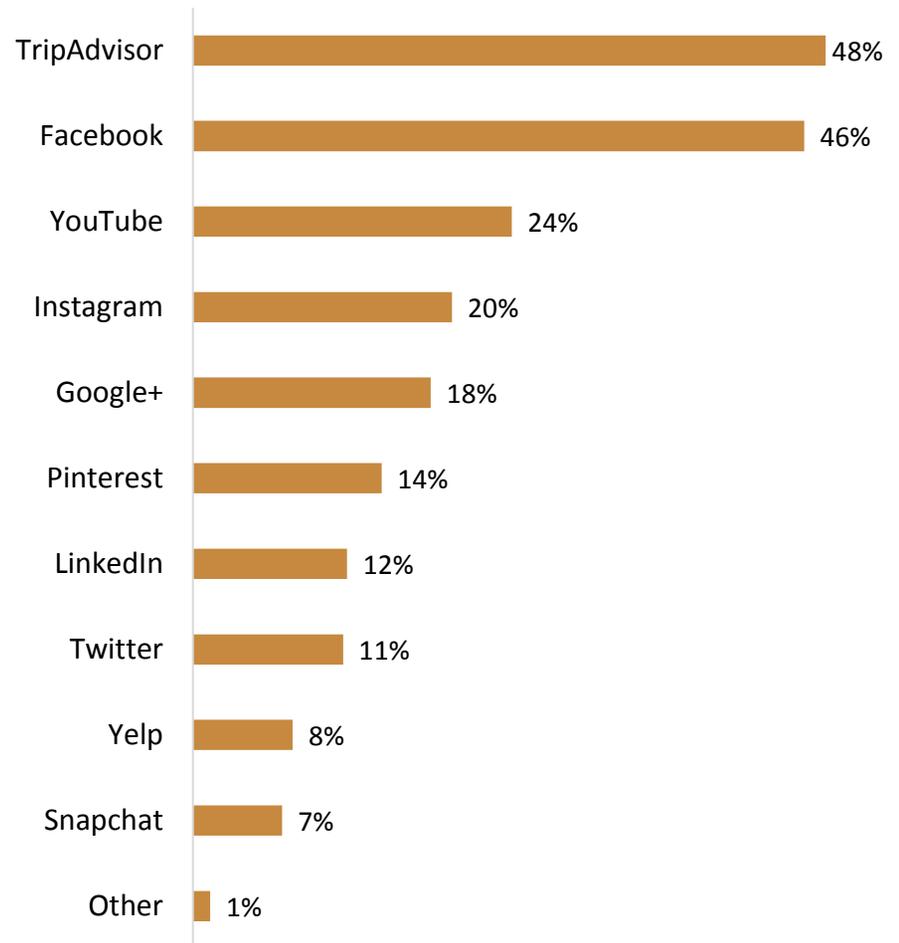
Over The Past Year, Have You Regularly Used Social Media Or Travel Commentary Applications?

Percentage of Visitors^{FU}



What Social Media or Travel Commentary/Review Applications Have You Regularly Used Over Past Year?

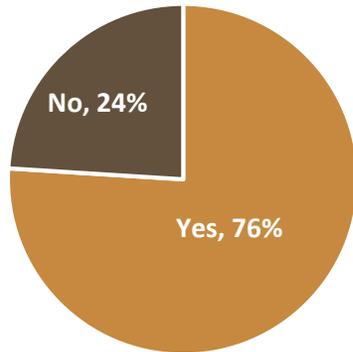
Percentage of Visitors Regularly Use Social Media^{FU}



3.4.3. Accommodation Booking

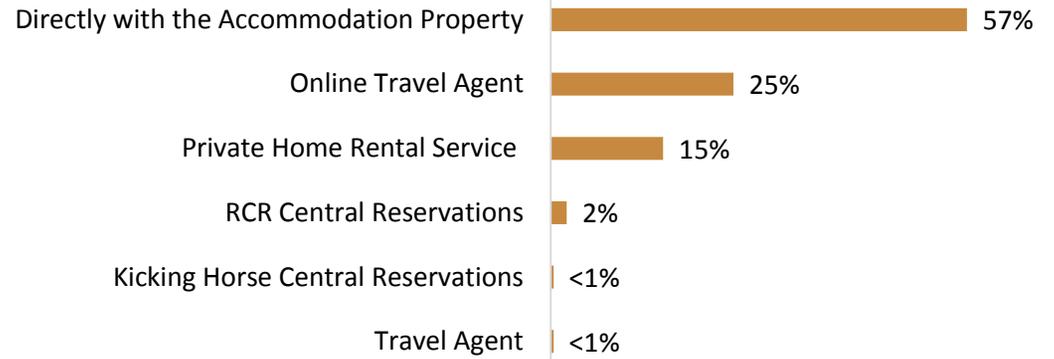
Did You Pre-Book/Reserve Paid Accommodations In Golden?

Percentage of Visitors^{FU}



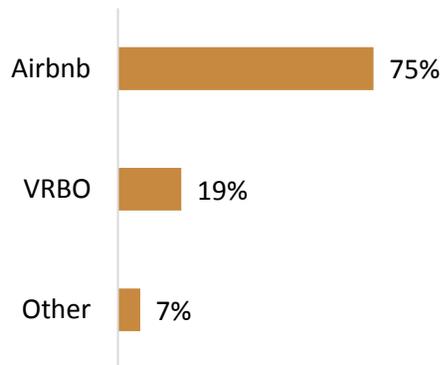
How Did You Pre-Book/Reserve Accommodation in Golden?

Percentage of Visitors That Pre-Booked/Reserved^{FU}



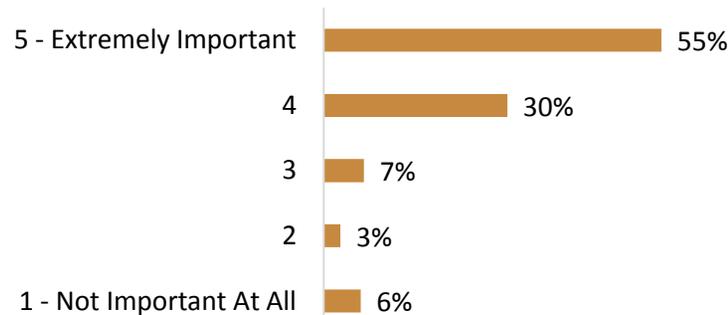
Which Private Home Rental Service Did You Use?¹

Percentage of Visitors That Used A Private Home Rental^{FU}



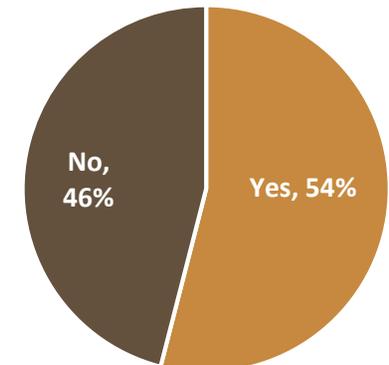
How Important Was The Ability To Book Your Accommodations Through A Private Home Rental Service In Your Decision To Visit Golden?¹

Percentage of Visitors That Used A Private Home Rental^{FU}



If This Kind Of Accommodation Was Not Available In Golden, Would You Have Still Stayed Overnight In Golden?³

Percentage of Visitors That Used A Private Home Rental^{FU}

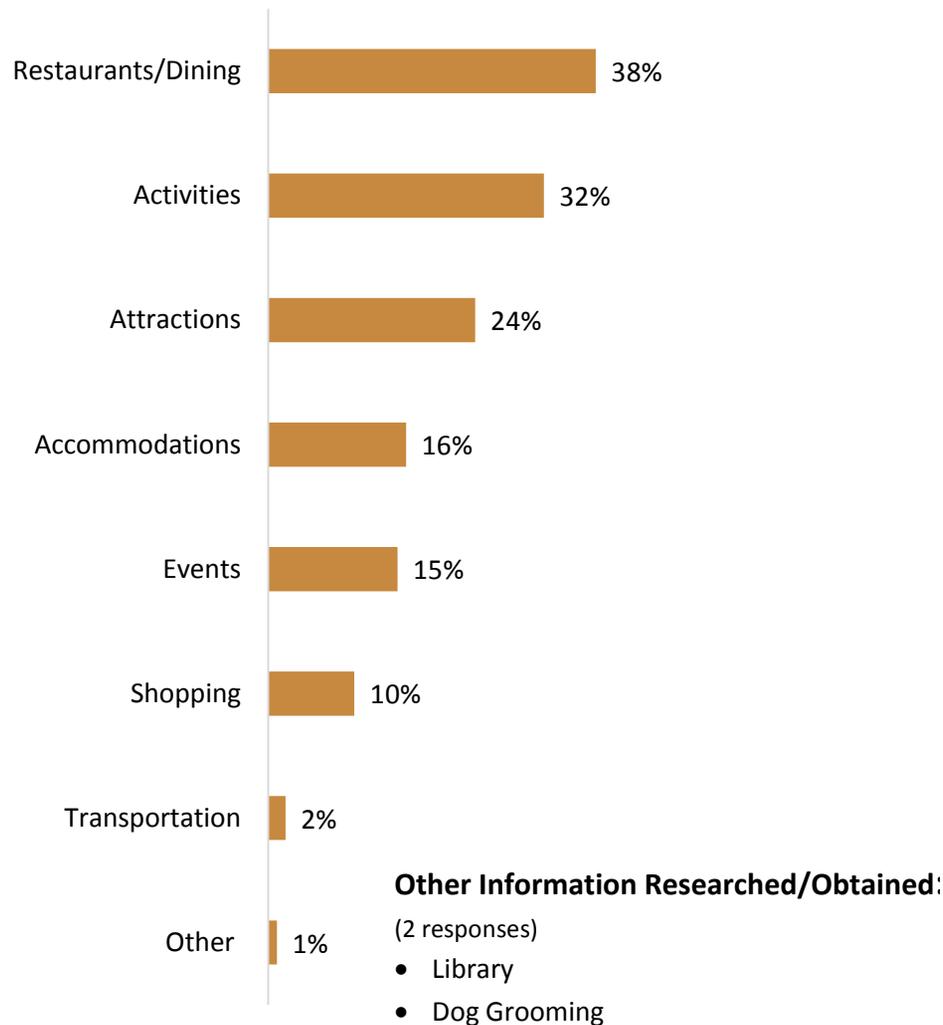


1. Sample sizes are small (n = 19), please use extreme caution when interpreting.

3.5. Visitor Information While in Golden

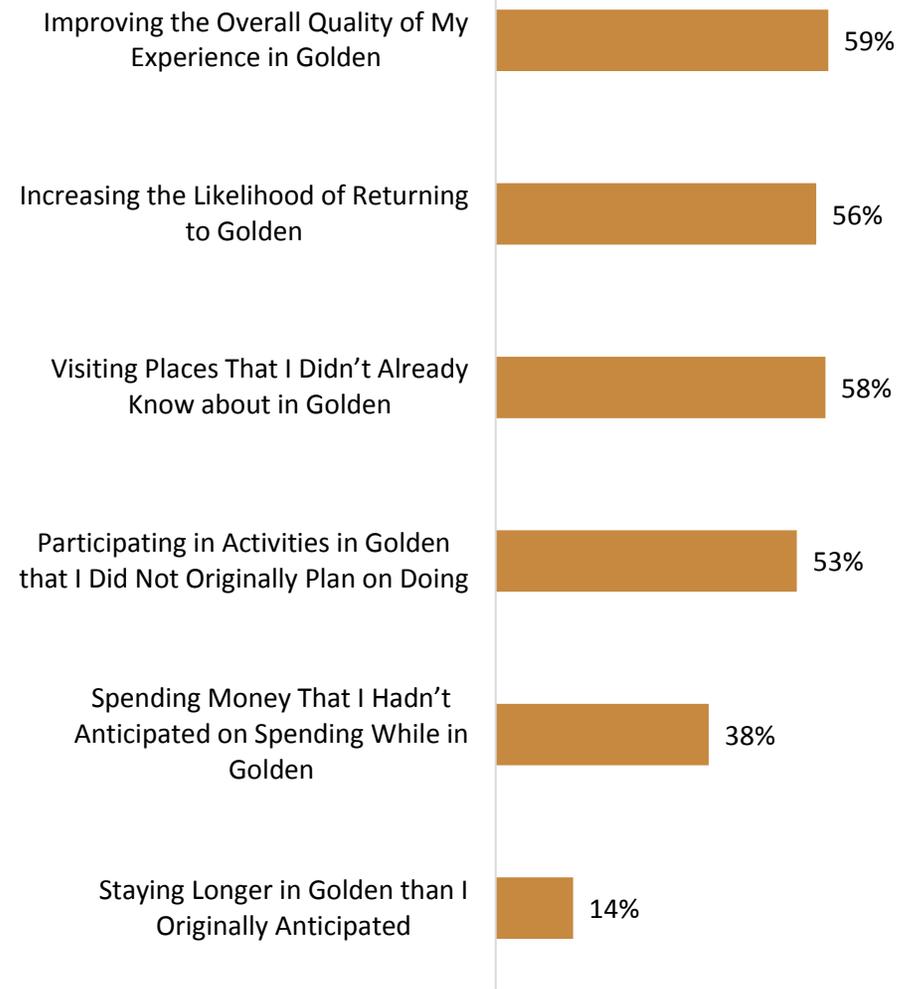
What Visitor Information Topics Did You Research And Obtain While You Were In Golden?

Percentage of Visitors^{FU}



Top Box Results - The Visitor Information I Obtained In Golden Resulted Me Or My Travel Party...

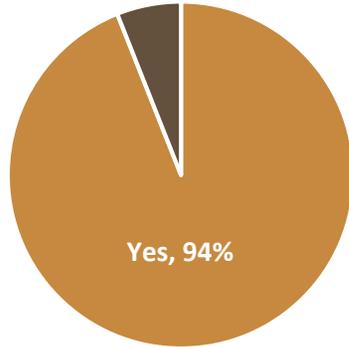
Percentage of Visitors Responding 4 or 5 on Agreement Scale^{FU}



Were You Able To Obtain All Of The Visitor Information About Golden That You Needed?

Percentage of Visitors^{FU}

No, 6%



Information Visitors Weren't Able to Find

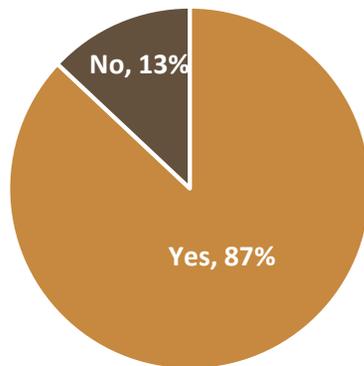
(4 responses)

- Wanted detailed maps of the whole Golden area
- Restaurants/shops/nightlife/events

While In Golden, Were You Able To Access The Internet via WiFi Connection When You Needed It??

Percentage of Visitors^{FU}

No, 13%



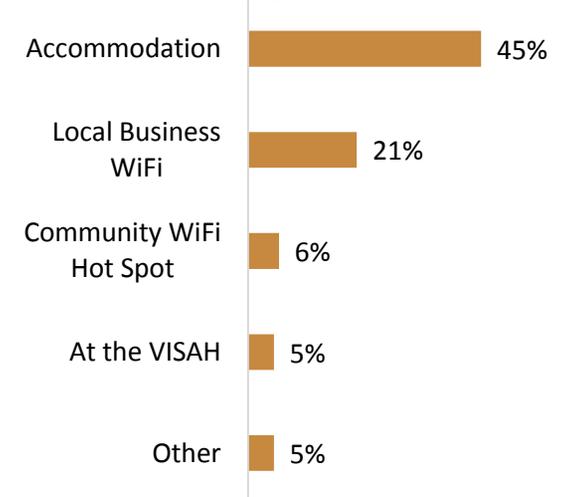
Where Visitors Couldn't Access WiFi

(20 responses)

- Campground (4)
- Many places (4)
- Didn't need it (4)
- Accommodation (3)
- Tourism booth/Visitor Centre (2)
- Kicking Horse Mountain Resort
- Art Gallery Store
- I didn't know it was available at the visitor center

WiFi Access Location

Percentage of Visitors^{FU}



3.6. Evaluation of Golden Tourism Experiences

3.6.1. Meeting Expectations

How Did Golden Meet Your Expectations?

Percentage of Visitors

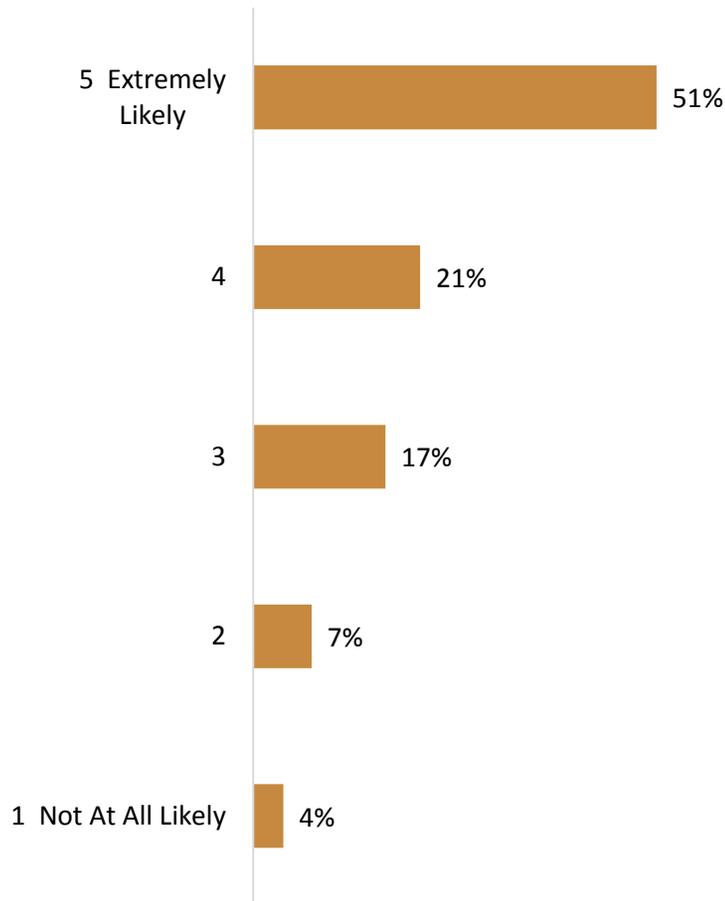
**Fell Short of Your Expectations,
3%**



3.6.2. Likelihood of Return to Golden

Given Your Experience In Golden, On A Scale of 1 To 5, How Likely Are You To Return On An Overnight Trip To Golden?

Percentage of Visitors^{FU}



Average Likelihood of Return: 4.1

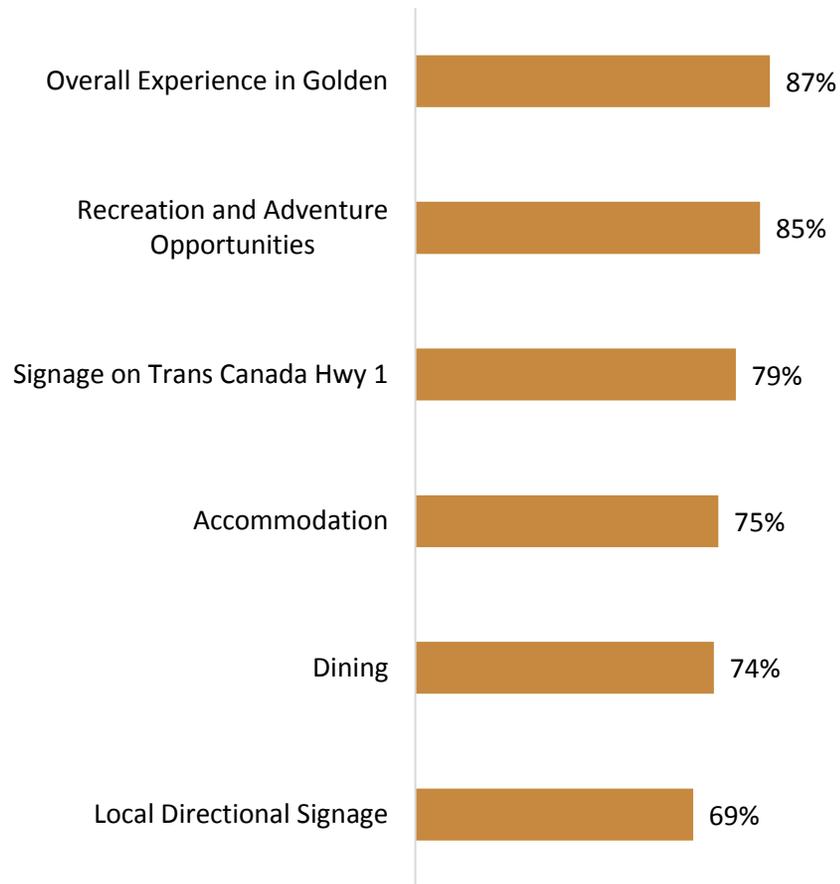
	Likelihood of Return Segement ^{1,2}	
	Likely	Somewhat/Not Likely
Origin		
BC	21%	20%
AB	40%	26%
Other Canada	17%	8%
USA	8%	19%
Overseas	14%	27%
Primary Reason (Top 5)	1. Family Vacation (27%) 2. Break from Driving/Convenient Place to Stop (15%) 3. Mtn. Biking General (11%) 4. Visiting Friends/Relatives (11%) 5. Visiting National Parks (8%)	1. Break from Driving/Convenient Place to Stop (34%) 2. Family Vacation (24%) 3. Attend or Be in a Wedding (12%) 4. Sightseeing/Nature/Wildlife (11%) 5. Visiting National Parks (9%)
Length of Stay		
Day	26%	16%
Overnight	74%	84%
Average	2.8	3.6
Nights		

1. Likely are visitors that scored Golden as a '4' or '5' on the likelihood to return scale.
2. This table is read as origin, primary reason and length of stay as a percent of visitors that were likely or not-likely to return. For example, 14% of visitors likely to return were from overseas, whereas 27% of visitors not likely to return were from overseas.

3.6.3. Components of Tourism Experience

Please Rate Your Experience of Each Component of Your Visit to Golden^{FU}

Top Box Responses - Percentage of Visitors Responding 4 or 5

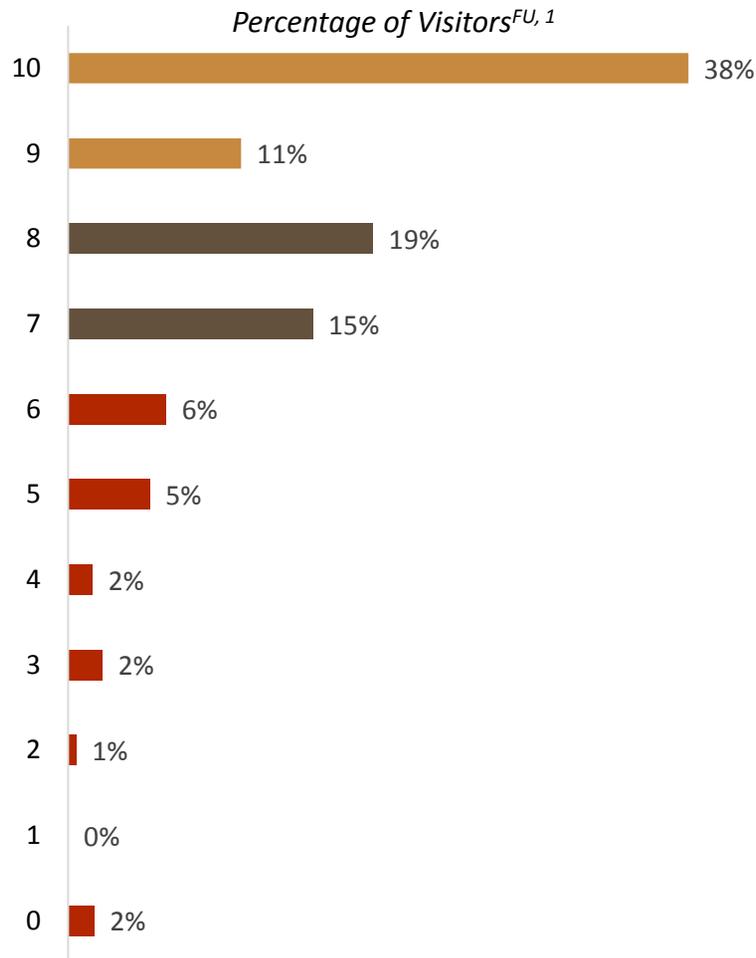


Scale: 1 = Very Poor and 5 = Excellent

Component	Average Rating
Overall Experience	4.3
Recreation and Adventure Opportunities	4.4
Signage on Trans Canada Hwy 1	4.1
Accommodation	4.0
Dining	4.0
Local Directional Signage	3.8

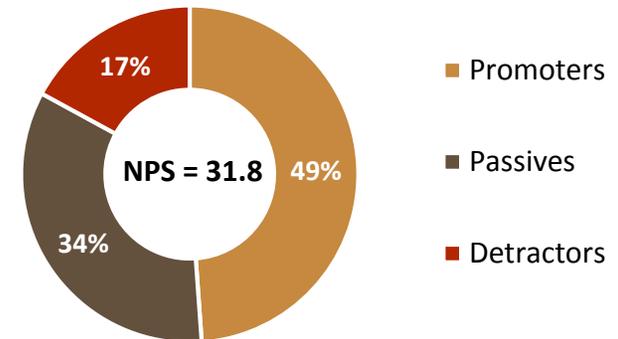
3.6.4. Net Promoter Score

How Would You Rate Your Likelihood To Recommend Golden As A Travel Destination To Friends/Family Or A Colleague?



Golden's Overall Net Promoter Score

Percentage of Visitors^{FU, 2}

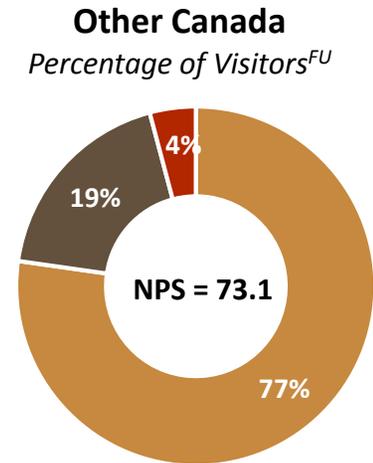
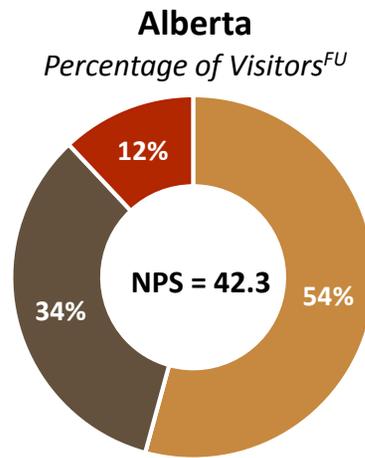
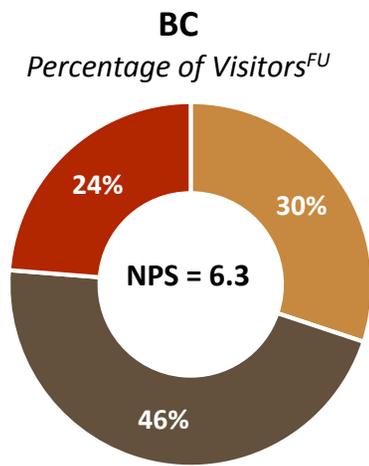


	NPS Segement ¹	
	Promoters	Passives and Detractors
Origin		
BC	13%	28%
AB	40%	32%
Other Canada	21%	6%
USA	10%	12%
Overseas	15%	21%
Primary Reason (Top 5)	1. Family Vacation 2. Mtn. Biking 3. Break from Driving/ Convenient Place to Stop 4. Sightseeing/ Nature/Wildlife 5. Visiting Friends and Relatives	1. Family Vacation 2. Break from Driving/ Convenient Place to Stop 3. Visiting Friends and Relatives 4. Visiting National Parks 5. Sightseeing/ Nature/Wildlife
Length of Stay		
Day	11%	27%
Overnight	89%	73%
Average Nights	3.9	2.6

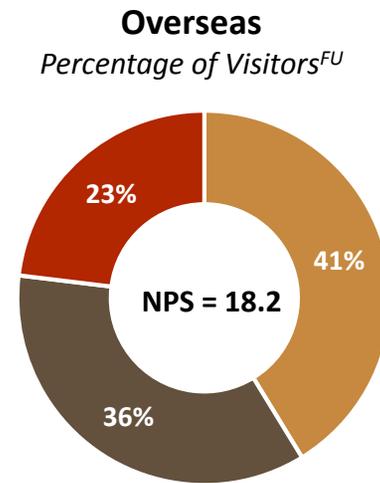
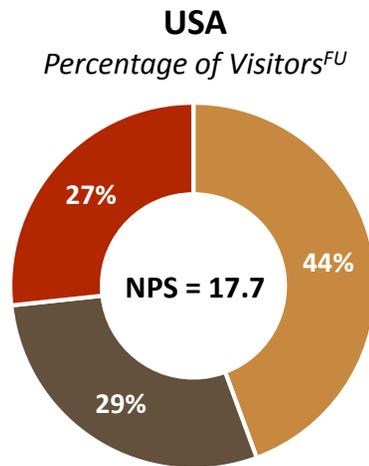
1. Visitors were classified as promoters ('9' or '10' on likelihood scale), passives ('7' or '8' on likelihood scale) or detractors ('0' to '6' on likelihood scale).
 2. There were very low sample sizes from other Canada (n= 29) and the USA (n = 25). Use extreme caution when interpreting.

1. This table is read as origin, primary reason and length of stay as a percent of promoters or passives/detractors visitors. For example, 13% of promoters were from BC, whereas 28% of passives/detractors were from BC.

Net Promoter Score by Market



■ Promoters ■ Passives ■ Detractors

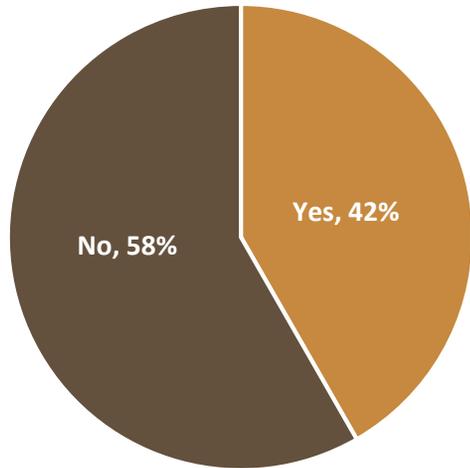


Comment	Reasons for NPS Rating – Percentage of Visitors			Total
	Promoters	Passives	Detractors	
Great Town/Atmosphere	27%	38%	6%	27%
Good Variety of Outdoor Activities	19%	32%	9%	22%
Scenery/Landscape	22%	19%	13%	19%
Location/Proximity to Home	16%	22%	9%	17%
Friendly People	22%	12%	6%	16%
Good Food/Restaurants	17%	5%	5%	11%
Good Services	10%	9%	9%	9%
Overall Good Time	14%	6%	4%	9%
Good Accommodation Facilities	11%	4%	0%	7%
Good Value	6%	1%	0%	3%
Friends/Family Live Here	4%	2%	0%	2%
Good Skiing/Snowboarding/Mountain	2%	1%	0%	2%
Less Busy/Touristy	1%	0%	0%	1%
Come Back to Do Other Summer Activities	0%	1%	0%	0%
Whitewater Rafting	4%	2%	10%	4%
Mtn. Biking	9%	7%	7%	8%
Good Tourist Attractions	0%	2%	0%	1%
Climbing/Hiking	3%	2%	10%	4%
Kicking Horse Mountain Resort	6%	5%	5%	6%
Golf	1%	0%	0%	0%
Limited Services/Experiences/Activities	1%	2%	25%	5%
Stop-Over Not a Destination	0%	1%	21%	4%
Too Industrial/Poor Aesthetics	0%	3%	3%	2%
Poor Signage	1%	1%	0%	1%
Poor Skiing/Mountain	2%	0%	0%	1%
Too Expensive	0%	0%	5%	1%
Too Far from Home	0%	0%	3%	1%
Quiet/Limited Entertainment	0%	0%	3%	1%
Rough/Unfriendly People	0%	2%	0%	1%

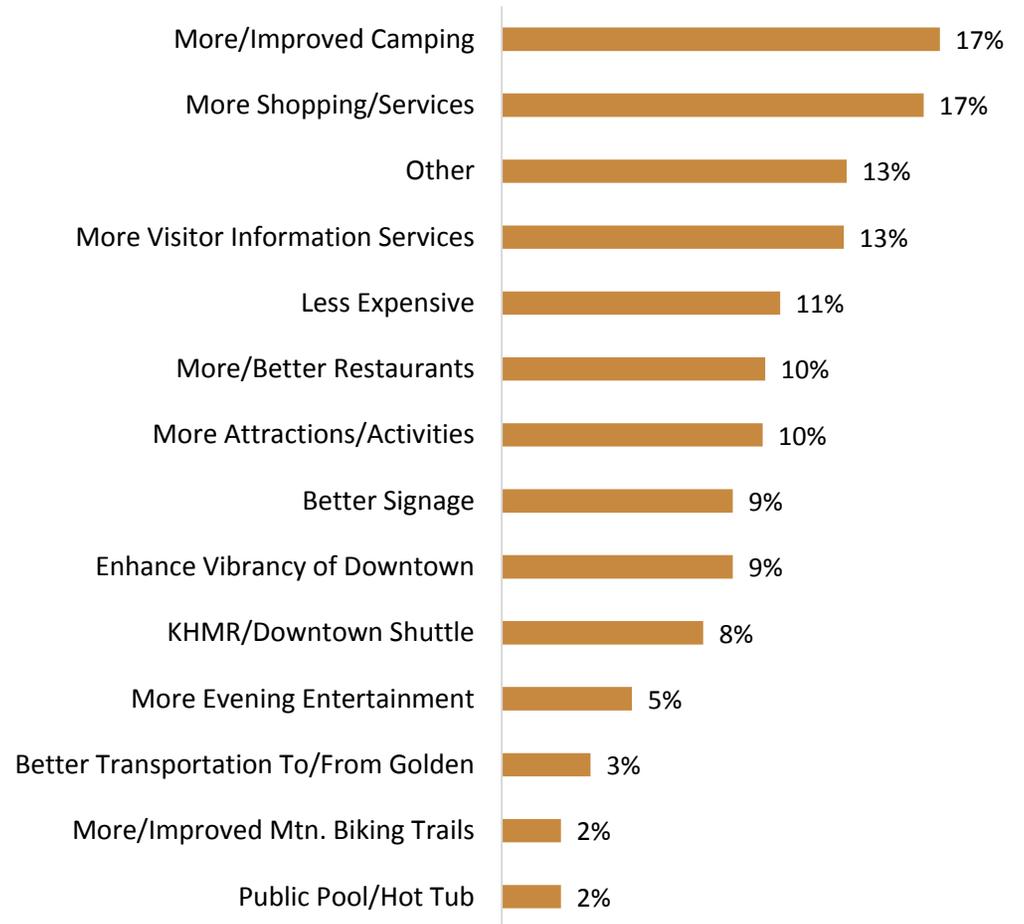
209 visitors had 386 comments about their likelihood or recommending Golden to the family/friends/colleagues. Visitors made more than one comment, so column percentage will sum to more than 100%. Promoters n = 104, Passives n = 70 and Detractors n = 35.

3.6.5. New Products, Services and Experiences

Are There Any New Or Expanded Products, Services Or Experiences That Would Enhance Your Visit to Golden?
Percentage of Visitors^{FU}



Recommended New/Expanded Products, Services or Experiences^{1,2,3,4}
Percentage of Visitors That Recommended Expanded Services^{FU}



1. 44 visitors made 56 recommendations. Since visitors could make more than one suggestion percentages sum to more than 100%.
2. Other category suggestions are (1 each): 1. More bike racks to lock bikes on downtown. 2. Reduce the noise of the trains. 3. Better service at one restaurant 4. More hiking information and 5. Better car rental.
3. More attractions/activities are (1 each): 1. More yoga please. 2. Tourist friendly & attractive: parks, quality/scenic campgrounds, information centers, historical sites, road bike paved trails, scenic waterways with walking/cycling paths, museums. 3. More stuff for my daughter and I do to - other than downhill biking. 4. More festivals.
4. All recommendations for more visitor information were made in July, prior to the VISAH opening.

3.7. Market Summary

Golden visitors were organized into groups based on their market origin including visitors from BC, Alberta, other Canada (from provinces outside BC and Alberta), the United States and overseas. Key differences⁶ in on-site interview results for each market (when compared to other markets) are highlighted in the table below. It was also noted if there was a similar result found in the summer 2016 or in winter 2017. Small sample sizes prevented comparisons for follow-up survey responses.

Measure	Market - Summary of Differences	Similar Result In:	
		Summer 2016	Winter 2017
Age	<ul style="list-style-type: none"> Visitors from Alberta were younger (29% were under 34 years old) than BC, other Canada and US visitors (<23% were under 34 years old). Visitors from the US were older (25% > 65+) than other visitors (< 11%). 	Yes	Yes
Previous Visitation	<ul style="list-style-type: none"> Visitors from BC and Alberta (>60%) were more likely to have been to Golden on a previous visit than visitors from other Canada (41%), the USA (16%) or overseas (12%). 	Yes	Yes
Primary Reason	<ul style="list-style-type: none"> Visitors from BC were more likely to be on a corporate or work trip (5%) compared to other visitors from outside of BC (<2%). Albertans were more likely to be in Golden to mountain bike (13%) compared to those from other areas (<8%). Although BC residents were more likely to be in Golden for mountain bike event/race (10%) than other visitors (<5%). Visitors from outside of Alberta or other Canada (>6%) were more likely to be on a trip to attend a wedding than other visitors (<2%). More visitors from outside of Canada were on a trip to visit National Parks (>17%) compared to those from Canada (<5%). 	Yes	No
Length of Trip	<ul style="list-style-type: none"> On average, visitors from overseas (24.6 nights away from home), the US (15.6 nights) and other Canada (15.4 nights) were on longer trips than those from BC (10.0 nights) or Alberta (7.3nights). 	Yes	Yes
Golden Length of Stay	<ul style="list-style-type: none"> On average, overnight visitors the USA (3.4 nights) and from other Canada (3.4 nights) stayed in Golden longer than those from overseas (2.8 nights), BC and Alberta (2.4 nights). 	Yes	Yes
Trip Type	<ul style="list-style-type: none"> Visitors from Alberta (40%) and BC (35%) were much more likely to be on a trip where Golden was the primary destination compared to other visitors (<29%). Visitors from overseas (87%) and the USA (65%) were more likely to be on touring trips. 	Yes	Yes

⁶ Key differences were identified by statistical tests or those with pragmatic differences of more than 10% difference between groups.

Measure	Market - Summary of Differences	Similar Result In:	
		Summer 2016	Winter 2017
Awareness	<ul style="list-style-type: none"> • Visitors from Alberta (94%) and BC (88%) were much more likely to be aware of Golden before their trip compared to overseas visitors (<51%). 	Yes	Yes
Accommodation	<ul style="list-style-type: none"> • Visitors from the US (61%) and overseas (58%) were more likely to stay in paid roofed accommodation compared to those from BC (37%) and Alberta (46%) who were more likely to stay with friends and family (BC – 31%, Alberta –26%). • Visitors from Alberta were more likely to stay at KHMR (21%) compared to those from other locations (<13%). 	No	No
Expenditures	<ul style="list-style-type: none"> • On average, BC and Albertan visitors spent less per travel party while in Golden (<\$411) than all other visitors (>\$560). 	Yes	No

3.8. NPS – Promoter Characteristics

Past research in Golden and other destinations has found that characteristics of Golden promoters differ from those that are not as likely to recommend Golden (passives/detractors). Visitors that were categorized as Golden *promoters* (9 or 10, on the 0-10 likelihood to recommend scale) were compared to those that were *passives* (7 - 8, on the 0-10 likelihood to recommend scale) and *detractors* (0 - 6, on the 0-10 likelihood to recommend scale). Passives and detractors were grouped to ensure sufficient sample sizes for analysis. Key differences⁷ are highlighted in the table below. It was also noted if there was a similar result found in the summer 2016 or in winter 2017. NPS research findings for other destinations are summarized in Appendix B.

Measure	Promoters and Passives/Detractors - Summary of Key Differences	Similar Result In:	
		Summer 2016	Winter 2017
Market Origin	<ul style="list-style-type: none"> Promoters were less likely to be from BC (13%) than passives/detractors (28%). Conversely, promoters were more likely to be from other Canada (21%) compared to passives/detractors (6%). 	Yes	Yes
Travel Party Composition	<ul style="list-style-type: none"> There was no difference in travel party composition between promoters and passives/detractors. 	No	No
Previous Visitation	<ul style="list-style-type: none"> There was no difference in travel previous visitation between promoters and passives/detractors. 	Yes	No
Primary Reason	<ul style="list-style-type: none"> Promoters were less likely to be in Golden for a break from driving/convenient place to stop (promoters – 11%, passives/detractors – 28%). 	Yes	No
Other Activities	<ul style="list-style-type: none"> Promoters were more likely to participate in hiking in the Golden/KHMR area (promoters – 36%, passives/detractors – 21%), to have visited the Grizzly Bear refuge at KHMR (promoters – 34%, passives/detractors – 20%), and participate in mountain biking in the Golden/KHMR area (promoters – 26%, passives/detractors – 14%) than passives/detractors. 	Yes	No
Places Visited	<ul style="list-style-type: none"> Promoters were more likely to visit a Golden pub, gift shop, grocery store, gas station, the Kicking Horse Bridge, Kicking Horse Mountain Resort, Rotary Trails, than passives/detractors. 	No	No
Accommodation	<ul style="list-style-type: none"> Promoters (30%) were more likely to be camping than passives/detractors (16%). Promoters were also less likely to stay in a hotel/motel (23%) than passives/detractors (65%). Promoters were more likely to stay in other kinds of 	No	Yes

⁷ Key differences were identified by statistical tests or those pragmatic differences of more than 10% between promoters and passives/detractors.

Measure	Promoters and Passives/Detractors - Summary of Key Differences	Similar Result In:	
		Summer 2016	Winter 2017
	fixed-roof accommodation, including vacation home rentals (38%) compared to passives/detractors (16%).		
Golden Length of Stay	<ul style="list-style-type: none"> Promoters were more likely to be on an overnight trip to Golden than passives/detractors (promoters – 90%, passives/detractors – 73%). Also, promoters that stayed overnight in Golden, stayed longer on average than passives/detractors (promoters – 3.9 nights passives/detractors – 2.6 nights). 	Yes	No
Trip Type	<ul style="list-style-type: none"> Promoters were more likely to be on a trip where Golden was their primary destination compared to passives/detractors (promoters – 44%, passives/detractors – 22%). Also, a greater proportion of passives/detractors were travelling through Golden to another primary destination compared to promoters (promoters – 19%, passives/detractors – 33%). 	Yes	No
Visit Downtown	<ul style="list-style-type: none"> There was no difference in Golden downtown visitations between promoters and passives/detractors. 	No	Yes
Expenditures	<ul style="list-style-type: none"> Promoters spent more on average (\$748) than passives/detractors (\$574). 	Yes	No
Awareness	<ul style="list-style-type: none"> There was no difference in awareness of first time visitors between promoters and passives/detractors. 	No	Yes
Decision Factors	<ul style="list-style-type: none"> Promoters were more likely to rate most factors as important (4s or 5s on importance scale) compared to passives/detractors. 	Yes	Yes
Trip Planning Sources	<ul style="list-style-type: none"> There was no difference in trip planning resources used between promoters and passives/detractors. 	No	Yes
Visitor Information Services	<ul style="list-style-type: none"> There was no difference in visitor information obtained between promoters and passives/detractors. Promoters were more likely to agree (4s or 5s on agreement scale) that visitor information services caused them to: participate in more activities they hadn't planned on (promoters - 67%, passives/detractors - 39%), visiting more places they hadn't planned on (promoters – 70%, passives/detractors – 47%) spend more money than anticipated in Golden (promoters - 46%, passives/detractors - 30%), improving the overall experience in Golden (promoters – 71%, passives/detractors – 45%) and increase their likelihood of return (promoters - 51%, passives/detractors - 13%). 	No	Yes

Measure	Promoters and Passives/Detractors - Summary of Key Differences	Similar Result In:	
		Summer 2016	Winter 2017
Golden Experience Evaluation	<ul style="list-style-type: none"> • Promoters were more likely to give top-box ratings (4 or 5, on 1 – poor to 5 – excellent scale) for evaluation of trip components, which included: accommodation (promoters - 89%, passives/detractors - 59%), dining (promoters – 86%, passives/detractors - 61%), recreation and adventure (promoters - 98%, passives/detractors - 71%), local directional signage (promoters - 81%, passives/detractors - 57%), signage on Trans-Canada Highway 1 (promoters - 89%, passives/detractors - 70%), and the overall experience in Golden (promoters - 100%, passives/detractors - 76%). • Detractors were more likely to respond that there were products or services that would enhance their visit (promoters - 35%, passives/detractors - 48%). • Promoters were much more likely to state they were likely to return to Golden than passives/detractors (promoters - 100%, passives/detractors - 70%). 	Yes	Yes

APPENDICES

Appendix A. Data Weight and Sample Distribution Tables

Appendix B. Other NPS Results

Appendix C. Questionnaires

Note: Data tables are available for review under separate cover.

Appendix A. Data Weight and Sample Distribution Tables

Weights

Data weighting is used to ensure that survey responses are representative of the visitor population. In this case, responses of visitors that stayed overnight in paid overnight accommodation were adjusted (or weighted) to represent the accommodation capacity in four areas including, Kicking Horse Mountain Resort, downtown Golden, accommodations near Trans-Canada Highway 1 and the Front Country/Blaeberry Valley. There were two sets of weights – one for the on-site interview and another for the follow-up survey responses. Overall, the impact of data weighting was minimal given all weights were values of less than ‘3’.

Sample Distribution

Location

In summer 2017, on-site interviews were conducted at VISAH site (in August) instead of the closed BCVC. In addition, in 2017, there were fewer follow-up survey responses from visitors interviewed at KHMR compared to 2016. This has resulted in a larger percentage of follow-up responses from visitors interviewed at the VISAH and in downtown Golden.

Market

The on-site had a similar distribution of survey responses in 2017 compared to 2016. There was a higher percentage of follow-up responses from BC residents in 2017 compared to 2016.

Data Weights	On-Site Interview	Follow-Up Survey
KHMR	0.4104	0.5019
Downtown Golden	1.3816	1.1752
Near Highway 1	1.2040	1.2027
Front Country/Blaeberry Valley	1.6219	1.2263

Sample Distribution By Interview Location	Completed On-Site		Completed Follow-Up	
	2017	2016	2017	2016
KHMR	381 (35%)	624 (37%)	66 (28%)	164 (39%)
VISAH (2017)/BCVC (2016)	175 (16%)	233 (14%)	46 (19%)	41 (10%)
Highway 1 Corridor	108 (10%)	236 (14%)	17 (7%)	52 (12%)
Downtown Golden	425 (39%)	597 (35%)	111 (46%)	168 (40%)
TOTAL	1,089	1,690	240	425

Sample Distribution By Market	Completed On-Site		Completed Follow-Up	
	2017	2016	2017	2016
BC	202 (19%)	272 (16%)	52 (22%)	63 (15%)
Alberta	343 (32%)	656 (39%)	89 (37%)	191 (45%)
Other Canada	169 (16%)	250 (15%)	31 (13%)	69 (16%)
USA	126 (12%)	156 (9%)	26 (11%)	36 (8%)
Overseas	248 (23%)	342 (20%)	41 (17%)	66 (16%)
Total	1,089¹	1,676¹	239¹	425

1. 1 follow-up response did not have a market origin category.

Appendix B. Other NPS Results

Other published NPSs for tourism destinations include:

- British Columbia's NPS was 58.3 in 2016.⁸ Destination British Columbia tracks NPS annually and targets an improvement of 0.5 points per year and saw slight declines from NPS = 62 (2015). DBC notes this may be due increasing room rates and rainy weather.
- Destination Canada's Global Tourism Watch studies measures the NPS for Canada through surveys of long-haul travellers in key markets around the world. In 2014/15, Canada's NPS varies by market, including: Mexico (2015 NPS = 68), India (2015 NPS = 61), Brazil (2015 NPS = 53), Germany (2014 NPS = 51) China (2014 NPS = 47), the United Kingdom (2014 NPS = 41), Canada (domestic travellers, 2015 NPS = 40), Australia (2014 NPS = 37), France (2015 NPS = 36), the United States (2015 NPS = 28), South Korea (2014 NPS = 11) and Japan (2015 NPS = --7).⁹
- New Zealand's Visitor Experience Monitor tracks the NPS for international visitors. Overall New Zealand has a NPS of 76. In 2015, New Zealand's best promoters were the United States (NPS = 87), the UK (NPS = 82), Australia (NPS = 82) and Germany (NPS = 82).¹⁰
- Kelowna measured NPS in 2016 the total over three seasons was NPS = 65.¹¹ Results varied by season (Spring NPS = 72, Summer NPS = 53 and Fall NPS = 67).
- Steamboat Springs, Colorado¹² has measured NPS since 2010 (2010 NPS = 75, 2014 NPS = 67).
- Bend, Oregon measured NPS over a five-year period.¹³ In winter 2016/17 NPS = 78, down from summer 2016 Bend NPS = 82, while winter 2015/16 NPS = 80. This was higher than past summer visitor research (NPS 2013 = 79, NPS 2012 = 75, NPS 2009 = 65 and NPS 2008 = 58).
- NPS was measured for Australian destinations in 2006 with scores ranging from -55 (Adelaide) to 80 (Broome).¹⁴

Past research has shown that NPS in the tourism industry can vary by¹⁵:

- Market of origin (this could be a result of actual experience differences or interpretation of response scales),
- Repeat vs. first time visitors,
- Household composition (households with children, households without children, empty nesters),
- Community length of stay (day vs. overnight visitors),

⁸ Measured short-haul markets only. <https://www.destinationbc.ca/getattachment/About-Us/Corporate-Documents/DBC-2016-17-Annual-Service-Plan-Report-FINAL.pdf.aspx>

⁹ Destination Canada (2014/15). Global Tourism Watch Reports. <https://www.destinationcanada.com/en/intelligence?market=7#tourismincanada>

¹⁰ Tourism New Zealand Insight Team (2015). Visitor Experience Monitor 2015 Infographic. <http://www.tourismnewzealand.com/markets-stats/research/infographics/visitor-experience/>

¹¹ <https://www.tourismkelowna.com/about-us/tourism-research/>

¹² Mount, I. (2014). A Whole Town in Colorado Pushes to Improve its Customer Service. New York Times. http://www.nytimes.com/2014/10/16/business/smallbusiness/a-whole-town-tries-to-improve-its-customer-service-how-could-we-be-a-70.html?_r=0

¹³ RRC Associates Inc. (2016). Bend Area Winter Visitor Survey—Final Results 2016/17. Prepared for <https://www.visitbend.com/Bend-Winter-16-17-Visitor-Survey-FINAL.pdf>

¹⁴ Ritson, Mark (2006). Net Promoter Scores Australia 2006. Melbourne Business School.

¹⁵ This list has been compiled from a variety of sources including results from the Bend, Oregon study, the CTC's Global Tourism Watch studies, New Zealand's Visitor Experience Monitor, Destination BC and other confidential sources.

- Primary trip purpose (business vs. leisure trips),
- Destination characteristics (factors) that drive destination selection, and
- Seasonal visits, probably related to primary trip activity (e.g. ski/winter vs. summer).

Appendix C. Questionnaires

C1. On-Site Interview

S1. Date

S2. Location

Choose one

1. KHMR - Plaza
2. KHMR - Glacier Lodge
3. KHMR - Other
4. Hotel - Ramada
5. Hotel - Holiday Inn
6. Hotel - Prestige
7. Municipal Campground
8. VISAH
9. DWTN - Spirit Square/KH Bridge
10. DWTN – Farmers Market
11. DWTN - Art Gallery
12. DWTN – Retail Store (e.g. Café/Bookstore)
13. DWTN - Street
14. DWTN - Other
15. Other location (not KHMR or DWTN) _____

S3. Researcher?

1. Researcher 1
2. Researcher 2
3. Researcher 3
4. Other, initials please _____

Q1. My name is **#{S3}** and I'm conducting a survey on behalf of Tourism Golden. Would you have approximately 5-8 minutes to answer some questions?

1. Yes **go to q2.**
2. No **TERMINATE.**

Q2. Are you...?

1. A visitor staying in Golden for 0 to 29 days - **go to q3.**
2. A seasonal visitor staying for 30 days or more - **thank you and TERMINATE.**
3. A resident of Golden/Area A -**thank you and TERMINATE.**
4. A property owner in Golden or Kicking Horse, but not resident -**thank you and TERMINATE.**

Q2a. Have you or anyone in your travel party already been approached to complete a survey by a Tourism Golden researcher on this trip?

By travel party, we mean the people who are sharing expenses during the trip.

1. Yes -**thank you and TERMINATE.**
2. No - **go to q2b**

Q2b. Are you over 19 years of age?

1. Yes - **go to q3**
2. No - **thank you and TERMINATE.**

Q3. Where do you live?

Defined as your usual place of residence....choose one

1. BC - **go to q6a**
2. Alberta - **go to q6c**
3. Other Canada - **go to q4**
4. USA - **go to q5**
5. Overseas - **go to q7**

Q4. Province? - **go to q4a**

1. Ontario
2. Quebec
3. Manitoba
4. Saskatchewan
5. Nova Scotia
6. New Brunswick
7. Newfoundland
8. PEI
9. Yukon
10. NWT
11. Nunavut

Q4a. What is your postal code? - **go to q8**

1. Does NOT Want to Share Postal Code
2. Doesn't Know Postal Code
3. Postal Code _____

Q5. US State? - **go to q5a**

1. Washington
2. California
3. Oregon
4. New York
5. Texas
6. Florida
7. Illinois
8. Colorado
9. Arizona
10. Michigan
11. Other, please specify _____

Q5a. What is your zip code? - **go to q8**

US zip codes are 5 numeric digits. E.g. 59876.

1. Does NOT Want to Share Zip Code
2. Doesn't Know Zip Code
3. Zip Code _____

Q6a-BC. What is your postal code? -

1. Does NOT Want to Share Postal Code - **go to q6b**
2. Doesn't Know Postal Code - **go to q6b**
3. Postal Code _____ - **go to q8**

Q6b. Where do you live in BC? - **go to q8**

Select where a BC resident lives. If you don't know write in the community under other.

1. Columbia Valley
2. Okanagan Valley (Kelowna, Penticton)
3. Lower Mainland (Vancouver, Fraser Valley)
4. Other BC _____

Q6c-AB. What is your postal code?

1. Does NOT Want to Share Postal Code - **go to q6d**
2. Doesn't Know Postal Code - **go to q6d**
3. Postal Code _____ - **go to q8**

Q6d. Where do you live in Alberta? - **go to q8**

Select where AB resident lives. If you don't know write in the community under other.

1. Calgary
2. Edmonton
3. Red Deer
4. Bow Valley
5. Fort McMurray
6. Lethbridge
7. Other AB _____

Q7. Overseas Country - What country do you live in? - **go to q8**

Choose one of the following or fill in other for Europe, Asia or Other International.

1. NA - Mexico
2. Europe - United Kingdom
3. Europe - Germany
4. Europe - Netherlands
5. Europe -Switzerland
6. Oceania - Australia
7. Oceania - New Zealand
8. Asia - China
9. Asia - Japan
10. Asia - S. Korea
11. Asia - Taiwan
12. Other Country (type in name) _____

Q8. How many people are in your travel party during this trip?

By travel party we mean the people who are sharing expenditures with on this trip.

1. Don't Know- **go to q9**
2. Alone - **go to q10**
3. Number _____ - **go to q9**

Q9. Who is in your travel party? Who are you traveling with... - **go to q10**

Please select all that apply.

1. Alone/by Myself
2. Spouse/Partner
3. Child/Children Under the Age of 16
4. Child/Children Over 16
5. Parent(s)
6. Sibling(s)
7. Extended Family
8. Friend(s)
9. Colleague(s)
10. Prefer Not to Answer

Q10. Are you an independent traveller or are you travelling as part of a group where your accommodations and activities were booked for you?

Group travellers are those that had their accommodation and/or activities booked for them by a third party (e.g. tour operator, travel agent). If it was a family member or friend that booked the accommodation or activity, the traveller is still considered to be independent.

1. Independent - **go to q11**
2. Group - **go to q10a**

Q10a. What kind of group is it? A... - **go to q11**

1. Leisure Tour Group (e.g. bus tour)
2. Sports Group (e.g. mtn. biking group)
3. Arts Group (e.g. travelling choir)
4. Business/Group of Colleagues
5. Other type of group, please specify _____

Q11. What is your total trip length? How many nights away you away from home on this trip? - **go to q12**

Fill in the number of nights, the answer should be a numeric value. The value should be less than 365.

1. Don't Know
2. Nights _____

Q12. How would you describe the trip that you are on? Is it a trip where...

Where you will spend the most time. Select one.

1. Golden/Golden is the primary destination - **go to q14**
2. You are on route to another primary destination - **go to q13**
3. You are on a touring trip where you are travelling to multiple places without a primary destination - **go to q13**

Q13. Where is your primary destination? - **go to q14**

The primary destination is where you will spend the most time

1. Don't Know
2. Primary Destination _____

Q14. Today, are you on a day trip or overnight trip to Golden? -

Choose one.

1. Overnight - **go to q15**
2. Day - **go to q20**
3. Don't Know/No Response - **go to q20**

Q15. How many nights will you spend in Golden? -

Fill in in the number of nights, the response should be numeric and less than 30.

go to q16 (if at accommodation property and staying overnight)

go to q17 (if at non-accommodation site and staying overnight)

1. Don't Know
2. Nights _____

Q16. Are you staying in this hotel?

1. Yes - **go to q21**
2. No - **go to q17**

Q17. In Golden, are you staying in paid roofed accommodations, camping or with friends and family?

Choose one response.

Golden Eco Adventure Ranch is camping. Buffalo Ranch and Quantum Leaps are considered paid roofed accommodation.

1. Paid Roofed Accommodations - **go to q18**
2. Camping- **go to q18**
3. Friends/Family- **go to q21**
4. Other, please specify _____ - **go to q21**

Q18. What is the location of your accommodation or campsite? – **if camping go to q21 otherwise go to q19**

1. Kicking Horse Mtn. Resort
2. Downtown Golden
3. Golden Adjacent to Highway 1
4. Front Country (Blaeberry Valley/ Columbia Valley/ Golden West)
5. Don't Know
6. Other _____

Q19. What type of accommodation are you staying in? Would you describe it as a... - **go to q21**

1. Hotel/Motel - **go to q21**
2. Bed & Breakfast - **go to q21**
3. Cabin or Chalet - **go to q21**
4. Condo / Self Catering Hotel - **go to q21**
5. Hostel - **go to q21**
6. Private Home Rental (e.g. Airbnb, VRBO) - **go to q19b**
7. Backcountry Lodge - **go to q21**
8. Don't Know - **go to q21**
9. Other _____ - **go to q21**

Q19b. How would you describe your Private Home Rental? Is it a....

1. An entire home/lodge/cabin
2. An entire condo/apartment
3. A private room or rooms in a home/lodge/cabin
4. A private room or rooms in a condo/apartment
5. Other

Q20. How many hours will you spend in Golden? Fill in the number of hours the answer must be numeric and less than 24 hours. - **go to q21**

1. Don't Know
2. Hours _____

Q21. Have you been to Golden on a past trip other than just stopping for a rest break (e.g. gas/food)? If yes, in what seasons?

Select all responses that apply.

1. Yes – Winter - **go to q23**
2. Yes – Spring - **go to q23**
3. Yes – Summer - **go to q23**
4. Yes – Fall - **go to q23**
5. No - **go to q22**

Q22. Were you aware of Golden before planning this visit? - **go to q23**

1. Yes
2. No

Q23. What is the main reason for your trips/stop in Golden? - **go to q24**

Choose one. Primary activity is what motivated your trip or what you will spend the most time doing while in Golden.

1. Attend or Be in a Wedding
2. Break from Driving/Convenient Place to Stop
3. Business/Corporate Meeting or Event
4. Family Vacation
5. Summer Kicks Concert
6. Other Festival or Concert in Golden
7. General Relaxation
8. Included in Touring Itinerary
9. Sightseeing/Nature/Wildlife
10. Swiss Guides and other Heritage
11. Visiting Friends and Relatives
12. Visiting National Parks
13. Golf
14. Hiking
15. Mtn. Biking (General)
16. Mtn. Biking (Event/Race)
17. Mountaineering
18. Grizzly Bear Refuge at KHMR
19. Via Ferrata at KHMR
20. Paragliding/Hangliding
21. Sky Diving
22. Road Biking
23. Summer Kicks Concert
24. Whitewater Rafting
25. Watersports other than Whitewater Rafting (e.g. kayaking, canoeing, stand up paddleboard)
26. Other Activity _____ **will pop up if selected**
27. Other Education, Medical or Other Reasons _____ **will pop up if selected**

Q24. While in Golden, have you or do you plan to go to the following places? - **go to q25**

Read the following places and select all that apply.

1. Eat in a Local Restaurant
2. Visit a Pub or Bar
3. Shop for Gifts or Clothing
4. Shop for Groceries
5. Buy Gas
6. Visit the Kicking Horse Pedestrian Bridge
7. Visit Kicking Horse Mountain Resort (KHMR)
8. Visit the Art Gallery of Golden
9. Visit the Golden Museum
10. Visit National Parks
11. Walk/Cycle the Rotary Trails
12. Visit the Northern Lights Wolf Centre
13. Attend a Concert/Event
14. NONE of the above

Q25. Are there any other activities that you or your travel party have or plan to participate in?

Do NOT read responses, select all that apply.

- **go to q26 (if not at VISAH)**

- **go to q27 (if at VISAH)**

1. ATV Tour
2. Canoeing or Kayaking
3. Fishing
4. Golf
5. Hangliding/Paragliding
6. Hiking around Golden/KHMR
7. Hiking at Glacier or Yoho National Parks
8. Horseback Riding
9. KHMR - Grizzly Bear Refuge
10. KHMR - Via Ferrata
11. Mountaineering
12. Mountain Biking around Golden/KHMR
13. Sky Diving
14. Whitewater Rafting
15. NONE of the above listed activities
16. Other, summer activity _____

Q26. On this trip, have you, or do you intend to stop at the Golden Visitor Information and Services Hub (VISAH) on Highway 1?

- go to q32 (if overnight and staying at paid accommodation)

- go to q33 (if overnight and staying at VFR or day or unknown length of stay)

1. Yes
2. No
3. Don't Know
4. VISAH not open yet

Now just a few questions about this visitor services and amenities hub location.

Q27. Why did you stop here (at the VISAH) today? - go to q28

Don't read responses, check all that apply

1. To Obtain A Map
2. To Obtain Route Info
3. To Obtain Accommodation Info (Not Camping)
4. To Obtain Camping Info
5. To Obtain Adventure / Recreation Activity Info
6. To Obtain Attractions Info
7. To Obtain Event Info
8. To Obtain Dining Info
9. To Take A Break From Driving
10. To Use WiFi
11. To Use The Washroom
12. To Use the Sanitation/Pump Out Station
13. Other Kind of Information/Service _____

Q28. Did you or anyone in your travel party speak with a Visitor Information Counsellor here today? - go to q29

1. Yes
2. No
3. Don't Know

Q29. What other services have you used here today? - **go to q30**

Read the list and check all that apply.

1. Washrooms
2. Accessed WiFi
3. Digital Kiosk
4. Sani Pump Out Station
5. Food and Beverage Kiosk
6. Picnic Tables
7. Dog Run
8. None

Q30. Overall, on a scale where 1 is 'very poor' and 5 is 'excellent' how would you rate the following features and services and your **overall experience** here at the VISAH? How would you rate the..... - **go to q31**

1. Friendliness and Helpfulness of Staff
2. Quality of Visitor Information Provided
3. Pleasant Atmosphere
4. Quality of Facilities
5. Convenient Location
6. Overall Experience

Q31. Do you have any recommendations to improve the visitor information services offered here?

Type in 'None' if there aren't any.

- **go to q32 (if overnight and staying at paid accommodation)**

- **go to q33 (if overnight and staying at VFR or day or unknown length of stay)**

Q32. Thinking about accommodation, food, activities, shopping and transportation, approximately how much will your travel party spend on this trip, in Golden? - **go to q33**

For overnight visitors.

Fill in the dollar value for the whole travel party.

1. Don't Know
2. Prefer Not to Answer
3. Expenditures _____

Q33. Thinking about food, activities, shopping and transportation, approximately how much will your travel party spend on this trip, in Golden? - **go to q34**

For day/VFR accommodation visitors.

Fill in the dollar value for the whole travel party.

1. Don't Know
2. Prefer Not to Answer
3. Expenditures _____

Q34. So far, how has Golden met your expectations as a travel destination? Has it... - **go to q35**

Select one response.

1. Fell Short of Your Expectations
2. Met your Expectations-
3. Exceeded your Expectations
4. DON'T READ - Don't Know Yet/Just Got Here
5. DON'T READ - Prefer Not To Answer

Q35. In which of the following age categories are you? Are you... - **go to q36**

Choose one response.

1. 19-24 YEARS
2. 25-34 YEARS
3. 35-44 YEARS
4. 45-54 YEARS
5. 55-64 YEARS
6. 65-74 YEARS
7. 75 YEARS OR OLDER
8. PREFER NOT TO ANSWER

Q36. Gender? - **go to q37**

1. Male
2. Female

Q37. Thank you for your time today your cooperation and feedback is very much appreciated. As a follow-up to this interview, we would like to contact you when you get home to inquire about your trip. This would involve being contacted via email and completing a short online survey. All personal contact information will be kept confidential and only used for this study. By completing the online follow-up questionnaire, you may be eligible for a draw to win a \$200 (Canadian Dollars) pre-paid VISA card. **Are you willing to participate?**

1. Yes - **go to q37b**
2. No - **go to q38**

Q37b. What email should we use for that purpose? - **go to q39**

1. Don't Know
2. This email: _____

Q38. Would you like to receive a monthly e-newsletter from Tourism Golden with information about news and events in Golden? Your personal information is for use by Tourism Golden only and will not be shared with any other organizations. You are able to unsubscribe to the email e-newsletter at any point.

1. Yes - **go to q38b**
2. No -- **conclusion**

Q38b. What email should we use for that purpose?

1. The email already provided
2. This email: _____

That concludes our interview. Thank you again for taking the time to speak with me today. Have a wonderful day and enjoy Golden.

Q39. Researcher Comments/Suggestions:

C2. Follow-Up Online Survey

Section 1. This section is designed to better understand your tourism experiences in Golden.

Q1. How did you originally find out about Golden?

- I Have Always Known about Golden
- Word of Mouth Recommendation
- I or My Family Used to Live in Golden
- Internet Search
- Magazine or Newspaper Article
- Golden Travel Planner or Other Tourism Literature
- Tour Operator Brochure/ Itinerary
- Travel Guide such as Lonely Planet/ Frommer's
- Consumer Show - Calgary Bike Show
- Consumer Show - Calgary Outdoor Adventure Show
- Consumer Show - Vancouver Outdoor Adventure Show
- Sports Team, Activity Group or Club Event
- Highway Signage
- Highway Billboard Advertising
- Parks Canada Website
- Other, how? _____
- None of the Above

Q2. On your trip to the Golden area, did you visit downtown Golden?

- Yes
- No
- Don't Know

Q3. How important were each of the following factors in deciding to visit Golden versus another location?
 Please select one response for every row.

		1 - Not Important At All	2	3	4	5 - Extremely Important	99 Don't know/Prefer not to answer
1	Is A Good Stop On Route To Another Destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Not Too Far From Home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	It is Familiar/I've Been There Before	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	Has Access to a Good Variety Of Outdoor Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	Has Excellent Mountain Biking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	Has Excellent Hiking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	Has Excellent Whitewater Rafting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8	The Community Is Close In Proximity To Nature And Wilderness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	The Community is Close In Proximity to National and Provincial Parks and Other Protected Areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	Has Friendly, Hospitable People	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11	Has Small Town Charm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12	Has Friendly and Helpful Front Line Staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13	Has Concerts and/or Public Events That I Wanted To Attend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14	There Was A Personal Event (e.g. Wedding, Family Reunion) That I Wanted To Attend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15	It Is A New Place To Explore	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16	Offers Good Value For Money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17	I Have Friends and Family that Live in Golden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4. Did you pre-book/reserve your paid accommodations in Golden?

- Yes
- No **go to q9**
- Don't Know **go to q9**
- I did not stay at paid accommodation while in Golden **go to q9**

Q5. How did you pre-book/reserve your accommodation? **go to q9**

- Directly with the Accommodation Property (online or by phone) **go to q9**

- Online Travel Agent (e.g. Travelocity) **go to q9**
- Kicking Horse Central Reservations / SKI KICK **go to q9**
- Resort of the Canadian Rockies (RCR) Central Reservations **go to q9**
- Private Home Rental Service (e.g. Airbnb, VRBO) **go to Q6**
- Tour Operator, Which One? _____ **go to q9**

Q6. Which private home rental service did you use?

- Airbnb
- VRBO
- HomeAway
- Owner Direct
- Other, which one? _____

Q7. How important was the ability to book your accommodations through a private home rental service in your decision to visit Golden?

- 1 – Not At All Important
- 2
- 3
- 4
- 5 – Extremely Important
- Don't Know

Q8. If this kind of accommodation was not available in Golden, would you have still stayed overnight in Golden?

- Yes
- No
- Don't Know

Section 2. Trip Evaluation

Q9. On a scale of 1 to 5, where 1 is 'very poor' and 5 is 'excellent', please rate your experience of each component of your visit to Golden.

		1 – Very Poor	2	3	4	5 - Excellent	99 Don't know/Prefer not to answer
1	Accommodation	<input type="radio"/>					
2	Dining	<input type="radio"/>					
3	Recreation and Adventure Opportunities	<input type="radio"/>					
4	Local Directional Signage	<input type="radio"/>					
5	Signage on Trans Canada Hwy 1	<input type="radio"/>					
6	Overall Experience in Golden	<input type="radio"/>					

Q10. Given your experience in Golden, on a scale of 1 to 5, how likely are you to return on an overnight trip to Golden?

- 1 – Not At All Likely
- 2
- 3
- 4
- 5 – Extremely Likely
- Don't Know/Prefer not to answer

Q11. On a scale of 0 to 10 where 0 is 'Not Likely at All' and 10 is 'Extremely Likely', how would you rate your likelihood to recommend Golden as a travel destination to friends/family or a colleague?

- 0 – Not At All Likely
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 – Extremely Likely
- Don't Know/Prefer not to answer - **go to q13**

Q12. What about your trip to Golden led to your {{ Q13 }} out of 10 (Extremely Likely) response?

Q13. Are there any new or expanded products, services or experiences that would enhance your visit to Golden?

- Yes, what are they? _____
- No
- Don't Know

Q14. Over the past year, have you regularly used social media (e.g. Facebook, Twitter, Instagram) or travel commentary/review (e.g. TripAdvisor) applications?

- Yes
- No
- Don't Know

Q15. Which social media or travel commentary/review applications have you used in the past year?

- Facebook
- Twitter
- Instagram
- YouTube
- TripAdvisor
- LinkedIn
- Yelp
- Pinterest
- Snapchat
- Google+
- Foursquare
- Tumblr
- Flickr
- Vine
- NONE

Section 3. Next, we are interested in learning about the visitor information services that you used while in Golden.

FOR visitors that we spoke with at NON-VISAH sites.

In 2017, Tourism Golden invested in a Visitor Information Services and Amenities Hub (VISAH) which is a visitor information centre on the Trans Canada Highway.



Q16. Did you go to the VISAH?

- YES **go to Q17**
- NO **go to Q23**

FOR visitors that we spoke at the VISAH.

While you were in Golden, we spoke with you at the Visitor Information Services and Amenities Hub (VISAH). We are interested in how the visitor information you obtained and how it impacted your trip and possibly future trips to Golden.



Q17. First, what kinds of visitor information topics did you research and obtain at while in Golden? Did you obtain it at the VISAH or via another source (e.g. online or from someone or somewhere else in Golden)?

Please select the kinds of information you obtained at the VISAH, through another source or if you did not research that topic. It's okay to select both the VISAH and another source of information for one topic.

	At the VISAH	Another Source in Golden	Did Not Research This Topic
1 Accommodations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 Restaurants/Dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 Transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q18. Did you extend your stay in Golden due to the information you collected at the VISAH?

- YES, I stayed a few extra hours (less than 1 night). How many extra hours? _____
- YES, I stayed for at least one extra night. How many extra nights? _____
- NO

Q19. Did you participate in any new activities, go to new places or attend events in Golden that you didn't previously know about?

- YES, What were they? _____ **go to 20**
- NO **go to 21**

Q20. Did this result in spending additional money that you hadn't anticipated?

- YES, About how much additional money did you spend? _____
- NO

Q21. On a scale of 1 to 5, how likely are you to take a future **overnight** trip to Golden as a result of the information obtained at the VISAH?

	1 – Not at All Likely	2	3	4	5 – Very Likely	99 Don't know/Prefer not to answer
1 Future Overnight Trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q22. Please state your level of agreement with this statement, The visitor information I obtained **while I was at the VISAH** in Golden resulted in me or my travel party... **go to 30**

	1 – Do Not Agree At All	2	3	4	5 – Strongly Agree	99 Don't know/Prefer not to answer
1 Improving the Overall Quality of My Experience in Golden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

For visitors that did not go to the VISAH

Q23. What kinds of visitor information topics did you research and obtain while you were in Golden?
Please select all that apply.

1. Accommodations
2. Events
3. Activities
4. Attractions
5. Restaurants/Dining
6. Shopping
7. Transportation
8. Other Topics, what other topics? _____
9. None of the Above

Q24. Which of the following WORD of MOUTH sources of visitor information did you use to help plan your trip to Golden? Please click if you used the following information sources before your trip or during your trip? If you didn't use any sources before or during your trip please click NONE. Select all that apply in each column.

	BEFORE your Trip	DURING your Trip
1 Word of mouth information from friends and family	<input type="checkbox"/>	<input type="checkbox"/>
2 Word of mouth information from local business (e.g. accommodation, gas station, grocery store)	<input type="checkbox"/>	<input type="checkbox"/>
3 Word of mouth information from Golden locals (not a business)	<input type="checkbox"/>	<input type="checkbox"/>

Q25. Which of the following ONLINE sources of visitor information did you use to help plan your trip to Golden before or during your trip?

	BEFORE your Trip	DURING your Trip
1 Search Engine (Google, Bing, Yahoo etc.)	<input type="checkbox"/>	<input type="checkbox"/>
2 Online Travel Agency (e.g. Expedia, Booking.com, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
3 Online Maps (e.g. Google Maps, MapQuest)	<input type="checkbox"/>	<input type="checkbox"/>
4 Social Media (e.g. Facebook, Twitter, Instagram)	<input type="checkbox"/>	<input type="checkbox"/>
5 Travel Commentary/Review Websites (e.g. TripAdvisor, Yelp, Zomato)	<input type="checkbox"/>	<input type="checkbox"/>
6 Online Travel Guide Websites (e.g. Lonely Planet/Frommer's)	<input type="checkbox"/>	<input type="checkbox"/>
7 Tourism Golden Website (tourismgolden.com)	<input type="checkbox"/>	<input type="checkbox"/>
8 Kicking Horse Mountain Resort Website (kickinghorseresort.com)	<input type="checkbox"/>	<input type="checkbox"/>
9 Kootenay Rockies Tourism Website or App (kootenayrockies.com)	<input type="checkbox"/>	<input type="checkbox"/>
10 Specialist Activity Website or App (e.g. mountain biking/skiing)	<input type="checkbox"/>	<input type="checkbox"/>
11 Destination BC Website (Hellobc.com)	<input type="checkbox"/>	<input type="checkbox"/>
12 Destination Canada Website (keepexploring.com)	<input type="checkbox"/>	<input type="checkbox"/>
13 Parks Canada Website (pc.gc.ca)	<input type="checkbox"/>	<input type="checkbox"/>
14 Other Online Source	<input type="checkbox"/>	<input type="checkbox"/>

Q26. You responded you used a search engine to gather information about Golden. What kinds of search terms did you use? This is only asked if they selected search engines on the previous question. *Please select all that apply.*

1. Destination-Related Terms (e.g. Golden)
2. Price-Related Terms (e.g. cheap hotels)
3. Specific-Brand or Website Names (e.g. Holiday Inn Hotels)
4. Activity-Related Terms (e.g. restaurants in Golden)
5. Terms Related to Specific Wants or Needs (e.g. coffee shops in Golden, dog-friendly hotels in Golden)
6. None of the Above
7. Other, please specify: _____
8. Don't Know

Q27. Which of the following PRINTED/PAPER sources of visitor information did you use to help plan your trip to Golden before or during your trip?

		BEFORE your Trip	DURING your Trip
1	Golden Travel Planner	<input type="checkbox"/>	<input type="checkbox"/>
2	Printed Maps that include Golden	<input type="checkbox"/>	<input type="checkbox"/>
3	Kootenay Rockies Golf Vacation Guide	<input type="checkbox"/>	<input type="checkbox"/>
4	Printed Travel Guide such as Lonely Planet/ Frommer's	<input type="checkbox"/>	<input type="checkbox"/>
5	Other Printed Source	<input type="checkbox"/>	<input type="checkbox"/>

Q28. Which of the following OTHER sources of visitor information did you use to help plan your trip to Golden before or during your trip?

		BEFORE your Trip	DURING your Trip
1	Consumer Show	<input type="checkbox"/>	<input type="checkbox"/>
2	Chamber of Commerce Office (Downtown Golden)	<input type="checkbox"/>	<input type="checkbox"/>
3	Vehicle's GPS system	<input type="checkbox"/>	<input type="checkbox"/>

Q29. How did that visitor information impact the rest of your time in Golden? Please rate your level of agreement with the following statements.

The visitor information I obtained while I was in Golden resulted in me or my travel party... **go to 30**

		1 – Do Not Agree At All	2	3	4	5 – Strongly Agree	99 Don't know/Prefer not to answer
1	Staying Longer in Golden than I Originally Anticipated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Participating in Activities in Golden that I Did Not Originally Plan on Doing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Visiting Places That I Didn't Already Know about in Golden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	Spending Money That I Hadn't Anticipated on Spending While in Golden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	Improving the Overall Quality of My Experience in Golden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	Increasing the Likelihood of Returning to Golden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

FOR VISAH and NON-VISAH Visitors

Q30. Were you able to obtain all of the visitor information about Golden that you needed?

- Yes
- No What weren't you able to find? _____
- Don't Know

Q31. While in Golden, were you able to access the Internet via a WiFi connection when you needed it?

- Yes
- No, Where weren't you able to find WiFi? _____
- Don't Know

Q32. Where did you gain access to WiFi? Please select all that apply.

1. Accommodation
2. Community WiFi hot spot
3. VISAH
4. Local Business WiFi
5. Other, where? _____
6. Don't Know

FOR VISAH and NON-VISAH Visitors

Section 4. Expenditures: It is very important to understand the economic impact travellers have on their destination. This short section asks about your travel party's expenditures while in Golden.

Q33. In Canadian dollars, what were your travel party's total expenditures while in Golden?

Please include all purchases, taxes and tips except long-haul flights or car rentals outside of Golden. If you pre-paid any items prior to leaving on your trip (e.g. accommodation, tours, etc.), please include these in your estimate. An estimate is fine.

- Canadian Dollars: \$ _____
- Don't Know
- Prefer Not to Answer

Q34. Approximately what percentage of your party's total expenditures while in Golden were attributed to the following categories?
Please enter the appropriate proportions below, excluding long-haul flights. Please insert '0' for those categories you did not spend any money in.
The sum of your answers should equal 100%.

1	Accommodation (hotels, motels, lodge, camping/RV fees, etc.)	_____ %
2	Transportation (short-haul flights within British Columbia, vehicle rental, gas, repairs, ferry, taxi, bus, etc.)	_____ %
3	Food and Beverage (including taxes and tips)	_____ %
4	Shopping (clothing, gifts, books, etc.)	_____ %
5	Attractions (admission, shows, tours, etc.)	_____ %
6	Outdoor Recreation (park pass, nature guide, etc.)	_____ %
7	Other Entertainment (casino, spa, etc.)	_____ %
8	Other Expenditures	_____ %

FOR VISAH and NON-VISAH Visitors

Section 5. Finally, we just have a few questions about you so we can better understand visitors to Golden.

Q35. What is the highest level of education that you have completed?

- Some Secondary School
- Secondary School Diploma
- Some Postsecondary Education
- Trade Certificate or College diploma
- University Undergraduate Degree
- University Post-Graduate Degree
- Prefer Not to Answer

Q36. What is your total annual household income (in Canadian dollars), before tax (i.e. the combined income of all members of your household)?

- Under C\$20,000
- C\$20,000 to C\$39,999
- C\$40,000 to C\$59,999
- C\$60,000 to C\$79,999
- C\$80,000 to C\$99,999
- C\$100,000 to C\$149,999
- C\$150,000 or over
- Prefer Not to Answer
- Don't Know

Q37. Is there anything else you would like to tell us about your experience in Golden?

FOR VISAH and NON-VISAH Visitors

Conclusion: Thank you for your time today – your cooperation and feedback is very much appreciated.

FOR ELIGIBLE VISITORS

Q38. You may be eligible for a draw to win a \$200 (Canadian Dollars) pre-paid VISA card. In order to enter you, we will need your name and email address. This information will be kept confidential and used only to administer the draw. Would you like to be entered into the draw to win?

Click here for full contest [rules and regulations](#)

1. Yes
2. No

Q39. Did you read the contest rules and regulations?

Yes, I certify that I have read the contest [rules and regulations](#)

Q40. Please provide your first name

Q41. If you win how would you like us to contact you?

- The email address this survey was sent to
- A different email, type here q42. _____
- Telephone, my 10-digit telephone number is q 43. _____

Q42. My preferred email address is: _____

Q43. My 10-digit telephone number is: _____