



# Golden Visitor Centre (GVC) Incremental Economic Benefits in 2018

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# EXECUTIVE SUMMARY

Tourism Golden (TG) has provided tourism marketing services to the town of Golden and Kicking Horse Country since 2007. In 2016, Destination BC (DBC) announced a new corporate strategy in response to the trend identified in consumer research which indicated the demand for local, community-focused visitor information services. This provided TG with an opportunity to develop a visitor services program that is community-led, and industry driven. One component of the new program was the 2017 development, construction and opening of the Golden Visitor Centre (GVC) on Highway 1 in Golden.

2018 was the first full year of TG's new visitor service program which included peak season operation of the GVC between May and September. As part of its visitor services program, TG conducted research with GVC users to determine:

1. Visitor and trip characteristics of GVC visitors,
2. How Golden visitors use the GVC,
3. The quality of experience at that GVC, and
4. The incremental economic benefits of the GVC.

This study used similar methodology to an August 2017 pilot project. Please note this study focused on tourism benefits and did not examine GVC benefits for Golden locals.

## Visitor and Trip Characteristics

- GVC visitors were most likely to be from Alberta (32%), overseas (36%) or BC (13%), were middle-aged (34-54; 38%) or older (55+, 35%), were well educated (University undergraduate degree or higher, 63%) and had household incomes over \$100,000 (53%).
- GVC visitors were likely to be travelling with their spouse, on a touring trip (49%) or on a trip to another destination (46%), be in Golden for a day trip (62%) and were previously aware of Golden (70%) and had been to Golden before (59%).

## Overall Golden Trip Evaluation

- When evaluating trip components, GVC visitors gave highest top box scores<sup>1</sup> to recreation and adventure (96%), followed by signage (Trans-Canada Highway 1 – 88%, Local Directional Signage – 86%) followed by dining (82%) and accommodation (78%). Almost all (90%) of GVC visitors gave the overall Golden tourism experience a top box rating.

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<sup>1</sup> Top box ratings are the percentage of people that responded with a 4 or 5 on the 1 - poor and 5 – excellent scale.

- GVC visitors overall Net Promoter Score for Golden as a vacation destination was 20.2 which was a substantial increase over GVC visitor ratings in 2017.<sup>2</sup> Almost three-quarters (73%) of GVC were likely to return on an overnight trip.

### Visitor Information Services

- The top 5 reasons why visitors stopped at the GVC were: to obtain a map (40%), to take a break from driving (27%), washroom (27%), to obtain information about adventure recreation activities (21%) and to obtain attractions information (20%). While at the GVC, 67% of visitors used the washroom, 28% used the food and beverage kiosk, 20% used the picnic tables and 16% accessed WiFi (16%). Fewer used the dog run (5%), digital kiosk (3%), sani-pump out station (2%) and booking sales counter (2%).
- GVC visitors were most likely to obtain visitor information about attractions (38%), activities (36%), restaurants/dining (23%), events (20%), accommodations (13%), shopping (12%) and transportation (8%).
- About 62% of GVC visitors spoke with a Visitor Information Counsellor.
- Most GVC visitors found out about the visitor centre from its visible location (58%) or highway signage (18%), followed by Google (12%), directional signage (9%) or printed materials (8%).

### Service and Feature Evaluation

- Overall, visitors gave excellent evaluation ratings of GVC services and features. The top box<sup>3</sup> rating was 97% when visitors rated their overall experience at the GVC. When GVC services and feature components were evaluated, top box ratings were: friendliness and helpfulness of staff (99%), quality of facilities (98%), cleanliness of facilities (98%), quality of information provided (98%) the convenient location (98%) and pleasant atmosphere (95%).
- Almost all GVC visitors were able to obtain the visitor information they needed (98%) or access to WiFi (97%).
- The GVC Net Promoter Score is 53.3.<sup>4</sup>

### GVC Impact on Visitor Behaviour

- On their current trip, the GVC stimulated a portion of visitors to extend their stay and to learn about Golden visitor experiences.

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<sup>2</sup> 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.

<sup>3</sup> Top box ratings are the percentage of people that responded with a 4 or 5 on the 1 - poor and 5 – excellent scale.

<sup>4</sup> The Net Promoter Score uses visitor's likelihood of recommending the Golden Visitor Centre 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.

- Fourteen percent of GVC users replied they would spend extra time in the Golden area due to information they obtained at the GVC. Of those, 10% of all visitors stayed a few extra hours while the remaining 4% stayed an extra night in Golden.
- A quarter (26%) of the visitors replied they participated in new activities, went to new places or attended events in Golden because of information obtained at the GVC. Of those, 59% replied they spent extra money in Golden due to participation in new activities or going to new places or events.
- In addition to behaviour changes on current trips, more than half of visitors (57%) were likely to make another trip to Golden due to the information obtained at the GVC.
- Most visitors (78%) agreed that the GVC improved the overall quality of their experience in Golden. Quality of experience is extremely important because it leads to positive word of mouth (face-to-face and online) and a higher likelihood of a return trip.

### **Total GVC Volume and Spending**

- It was estimated that a total 12,405 visitor parties used the GVC. Most were day visitors (7,691) while fewer were overnight visitors (4,714). These visitors spent \$3.4 million dollars while in Golden. Most spending was by overnight visitors (83%) while the remaining 17% was spent by day visitors.

### **Incremental Economic Benefits**

- As a result of the GVC, it is estimated that visitors spent an incremental \$218,960 due to additional time spent in Golden, plus another \$212,415 was spent on participation in new activities or at new places or events that weren't previously planned. This equals a total of \$431,375 of incremental visitor spending during 2018 trips.<sup>5</sup>
- Another \$5,083,875 will be spent on future trips as a direct result of information obtained at the GVC.
- Altogether, the estimated total incremental economic benefits due to the GVC visitors in 2018 was \$5,515,251.

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<sup>5</sup> This spending is a direct result of the GVC and would not have occurred without the GVC. Although, it is included in the total spending estimate (\$3.4 million).

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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. In 2016, DBC announced a new corporate strategy in response to the trend identified in consumer research which indicated the demand for local, community-focused visitor information services. This provided TG with an opportunity to develop a visitor services program that is community-led, and industry driven. One component of the new program was the 2017 development, construction and opening of the Golden Visitor Centre (GVC) near Highway 1 in Golden. 2018 was the first full year of TG's new visitor service program which included peak season operation of the GVC between May and September. As part of its visitor services program, TG conducted research with GVC users to determine:

1. Visitor and trip characteristics of GVC visitors,
2. How Golden visitors use the GVC,
3. The quality of experience at that GVC, and
4. The incremental economic benefits of the GVC.

This study used similar methodology to an August 2017 pilot project.

## 2.0. METHODOLOGY

In 2018, a two-stage (on-site survey and online follow-up survey) survey design was used to collect information from GVC users. On-site survey researchers randomly approached GVC users after they used the GVC. The researchers collected data during peak times of use in June and September and for several hours each day on most days in July and August of 2018. The online follow-up survey was conducted in two stints, one for early season visitors (conducted in August) and a second for later summer/fall season visitors (in October). Appendix B details on -site and follow up questions.

At the GVC, a total of 1,419 people were approached and asked to participate in the on-site survey after using the GVC. Of those, 786 people (56%) agreed to participate in the on-site survey, 124 were screened out because they were locals, vacation home property owners, staying in Golden for longer than 30 days, under 19, had already completed the survey or did not continue with survey after the first question. This equaled 662 completed on-site visitor surveys. A total of 294 (44%) people agreed to complete the online, follow-up survey. Of those, 124 visitors completed the online survey for a

### Stage 1: On-Site Visitor Survey

- Screening questions
- Basic trip and visitor characteristics
- Use and evaluation of services of the GVC
- Basic demographics
- Phase 2 recruitment



### Stage 2: Online Follow Up

- More detailed trip characteristics
- Experience evaluation of time in Golden and at the GVC
- Impact of GVC on trip and future trip
- Detailed demographics

response rate of 41%. Throughout the report, a *FU* symbol denotes data obtained from the follow-up survey. While response rates to the follow-up of visitor intercepted at the GVC were good, some small sample sizes (<30) occurred during analysis. These are noted with a \* symbol, caution is warranted when interpreting results.

GVC 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 on both the on-site and follow-up surveys. The follow-up expenditure values were used here.
- Open-ended (textual) responses were grouped into categories and summarized with percentages.
- Postal codes were collected for visitors from North America. City level geography for BC and Alberta was identified using geocoder.ca.

These steps were used to estimate the incremental economic benefits of the GVC the summer of 2018:

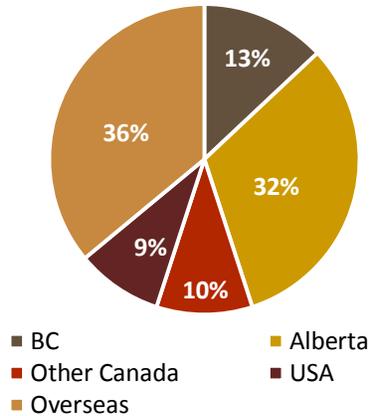
1. Estimated the total number of non-local visitor parties that used the GVC between May and September,
2. Used the responses from the follow-up survey data to estimate the total number of visitor parties that stayed extra time, participated in new events/places/activities and replied they were likely to return to Golden because of information they obtained at the GVC, and
3. Applied expenditure values to the above visitor party numbers to estimate incremental economic benefits due to the GVC.

A detailed summary of estimated economic benefit calculations is found in Appendix A.

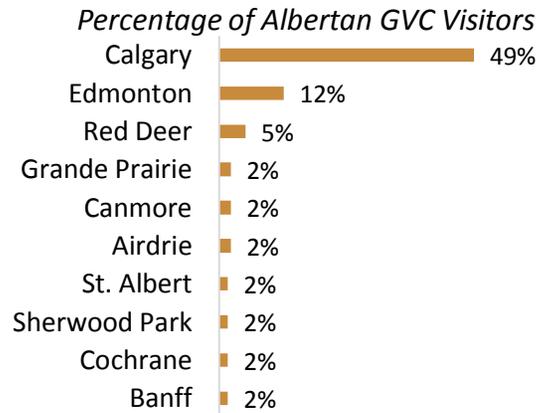
# 3.0. RESULTS

## 3.1. Visitor Characteristics

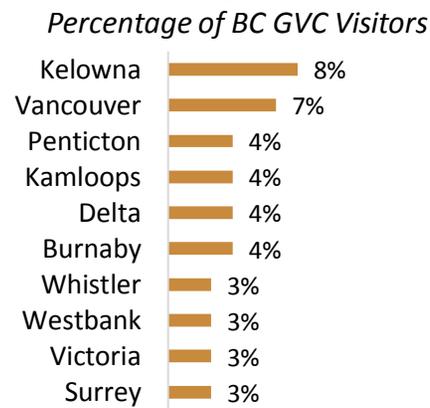
**Market Origin**  
Percentage of GVC Visitors



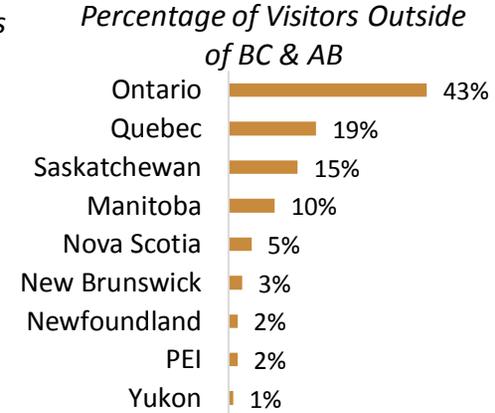
**Origin of Alberta Visitors (Top 10)**  
Percentage of Albertan GVC Visitors



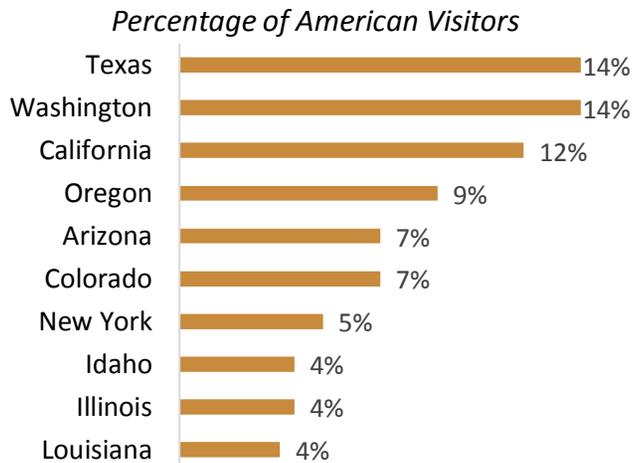
**Origin of BC Visitors (Top 10)**  
Percentage of BC GVC Visitors



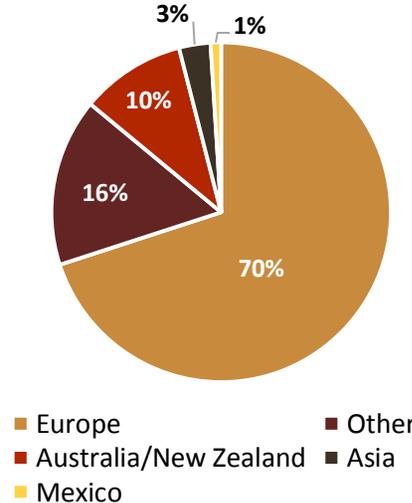
**Origin of Canadian Visitors**  
Percentage of Visitors Outside of BC & AB



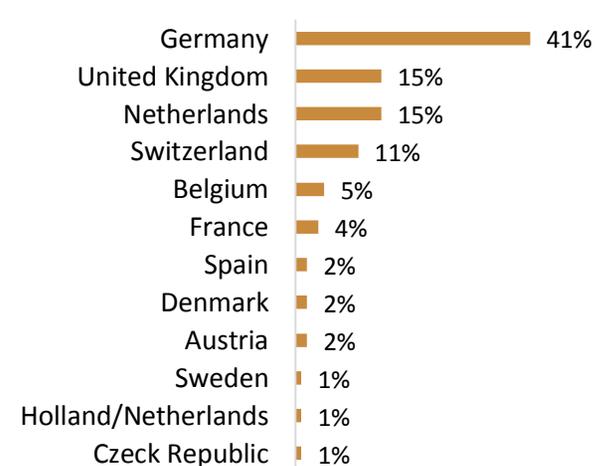
**Origin of Visitors from USA (Top 10)<sup>1</sup>**  
Percentage of American Visitors

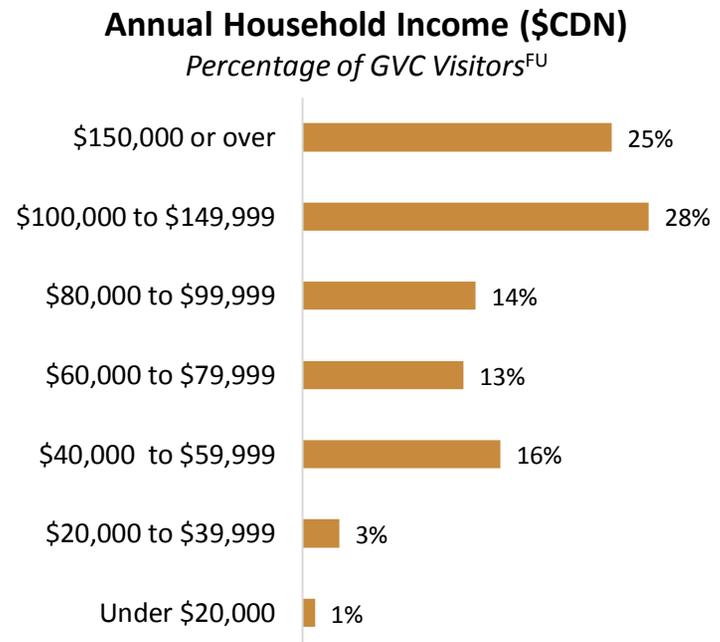
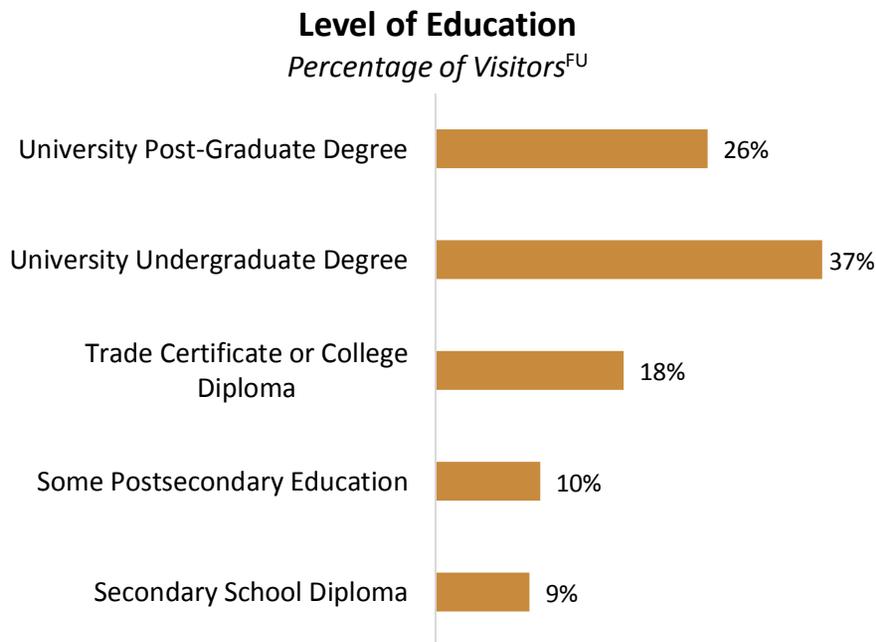
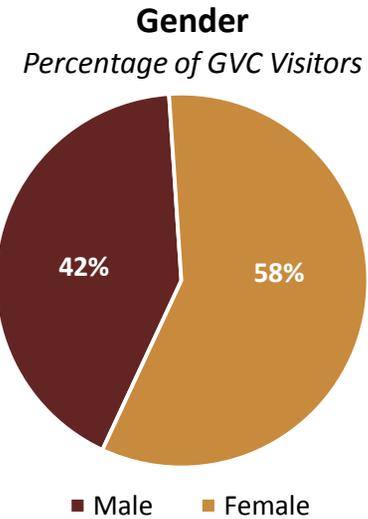
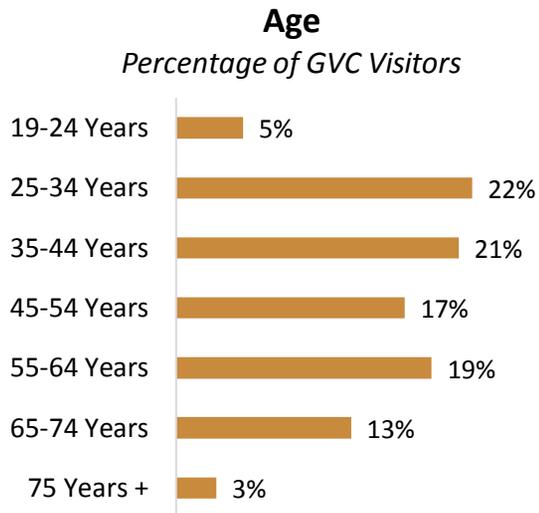


**Origin of Overseas Visitors**  
Percentage of Overseas GVC Visitors



**Origin of European Visitors**  
Percentage of European GVC Visitors

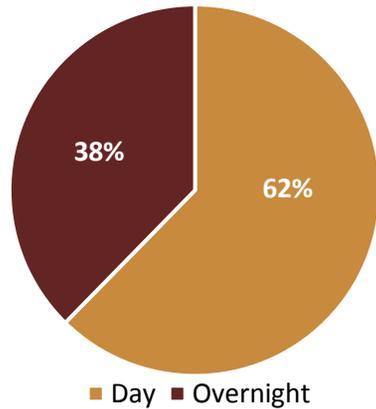




### 3.2. Trip Characteristics

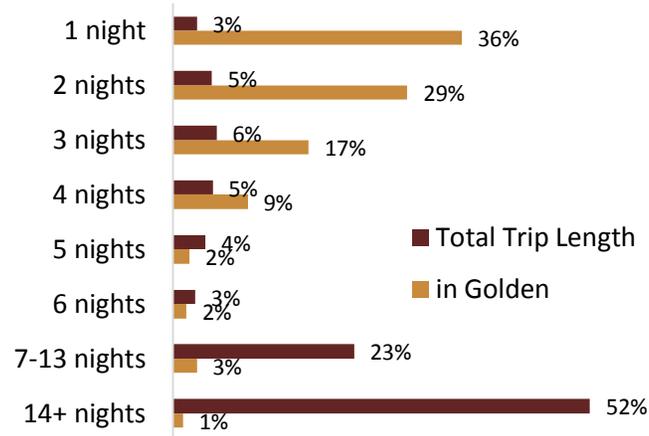
#### Length of Stay in Golden

Percentage of Visitors



#### Nights on Trip and in Golden

Percentage of GVC Visitors



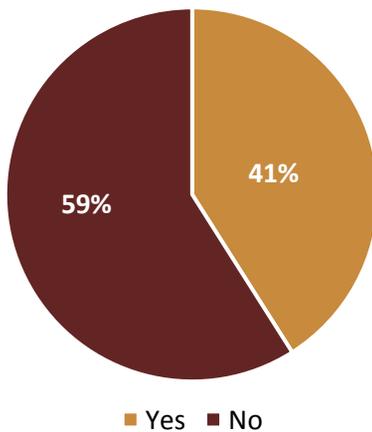
**Average Nights in Golden:**  
**2.6 nights**

**Average Hours in Golden:**  
**1.5 hours**

**Nights in Golden/Total Trip Length:**  
**12%**

#### First Trip to Golden?

Percentage of GVC Visitors<sup>FU</sup>



#### Average Number of Trips:

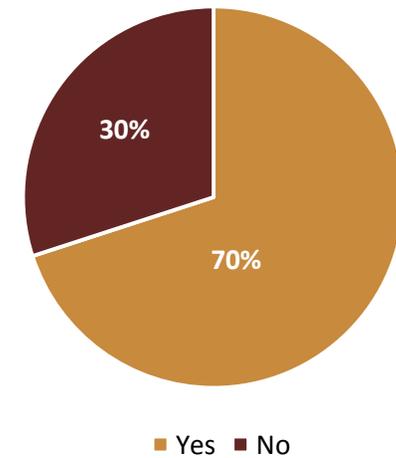
**15 trips**

#### Percent Past Number of Trips:

- 29% - 1- 2 trips
- 19% - 3 -5 trips
- 17% - 6 - 10 trips
- 36% - 11+ trips

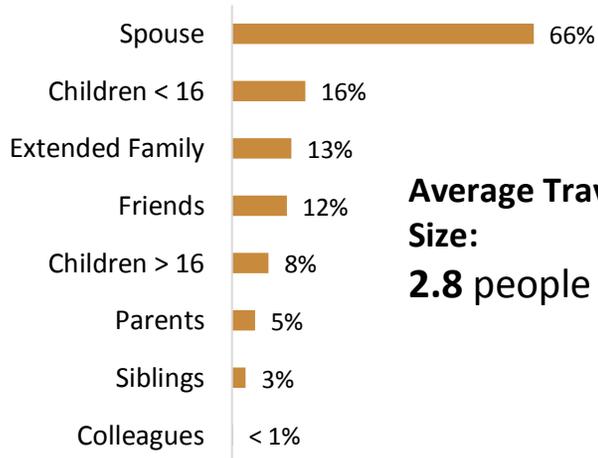
#### Aware of Golden Before Visit?

Percentage of First Time GVC Visitors<sup>FU</sup>



### Travel Party Composition

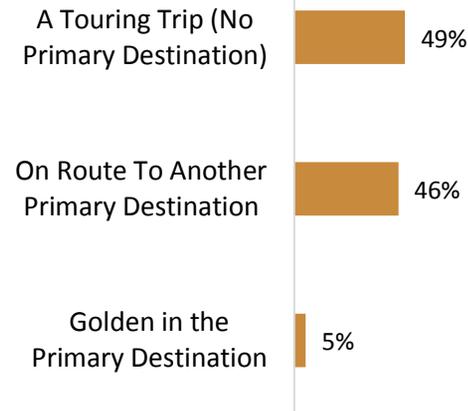
Percentage of GVC Visitors



**Average Travel Party Size: 2.8 people**

### How Would You Describe Your Trip?

Percentage of GVC Visitors



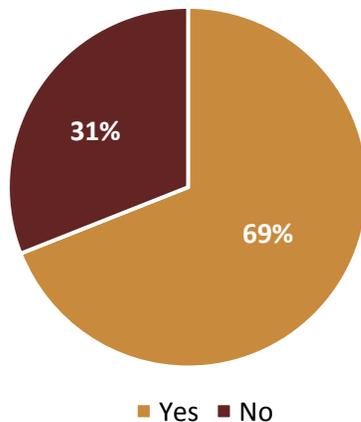
### Other Primary Destinations

(294 responses)

- Thompson Okanagan (33%)
- Lower Mainland/Whistler (15%)
- Other BC (9%)
- Vancouver Island (9%)
- Other Alberta (8%)
- Outside BC & AB (7%)
- Banff/Lake Louise/Canmore (6%)
- Calgary (4%)
- Revelstoke (4%)
- Columbia Valley (1%)
- Other BC Rockies (outside Revelstoke & Columbia Valley (1%)
- Edmonton (1%)
- Other/NA (2%)

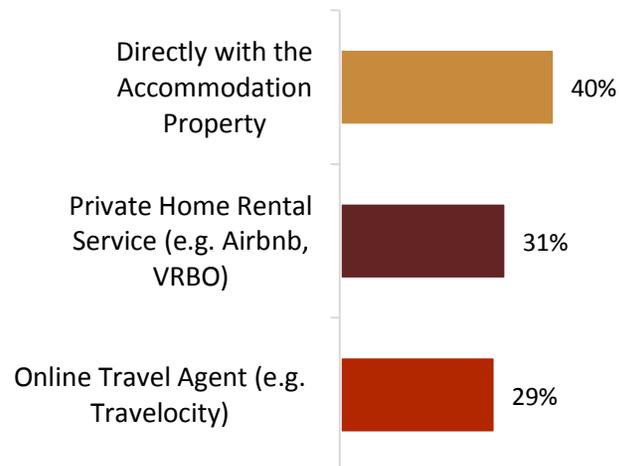
### Did You Pre-Book/Reserve Paid Accommodations In Golden?

Percentage of GVC Overnight Visitors<sup>FU</sup>



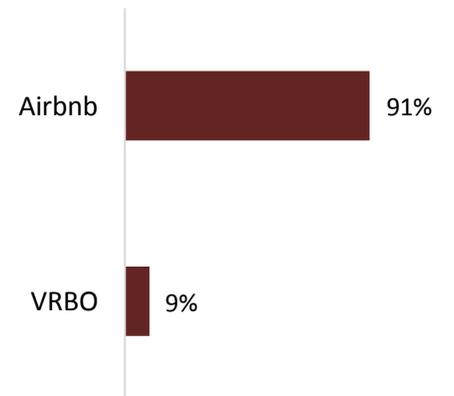
### Accommodation Booking Source

Percentage of GVC Overnight Visitors<sup>FU\*</sup>

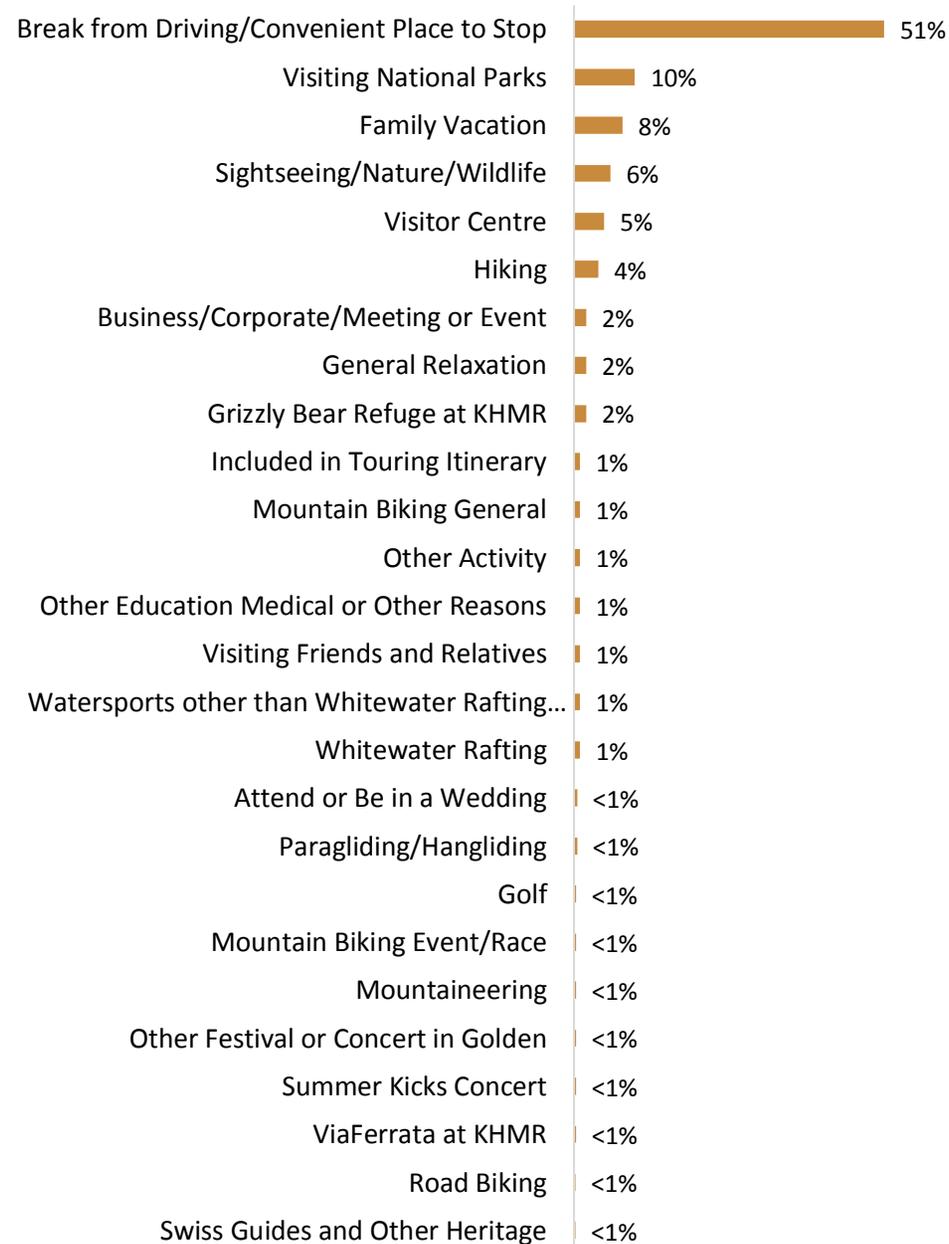


### Which Private Home Rental Service Did You Use?

Percentage of GVC Visitors That Used A Private Home Rental<sup>FU\*</sup>



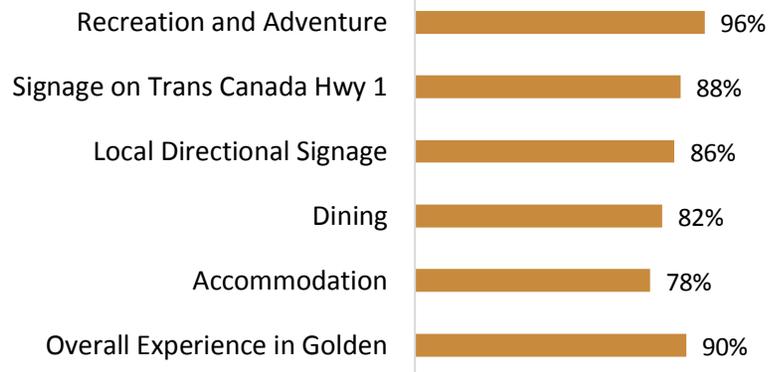
**Primary Reason for Visiting Golden**  
*Percentage of GVC Visitors*



### 3.3. Overall Golden Trip Evaluation

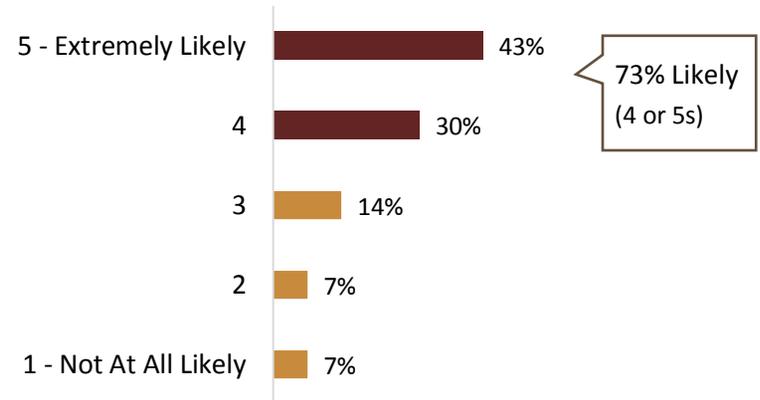
#### How Would You Rate Your Experience of Each Component of Your Visit to Golden?

Top Box Results - Percentage of GVC Visitors Responding 4 or 5<sup>FU</sup>



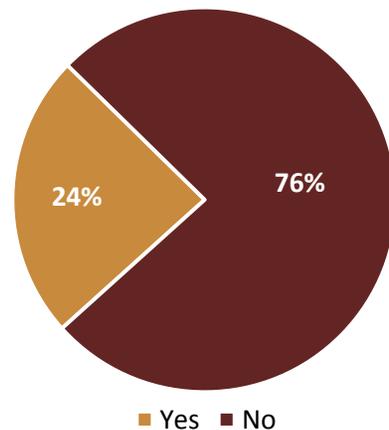
#### Given Your Experience In Golden, How Likely Are You To Return On An Overnight Trip To Golden?

Percentage of GVC Visitors<sup>FU</sup>



#### Are There Any New Or Expanded Products, Services Or Experiences That Would Enhance Your Visit to Golden?

Percentage of GVC Visitors<sup>FU</sup>



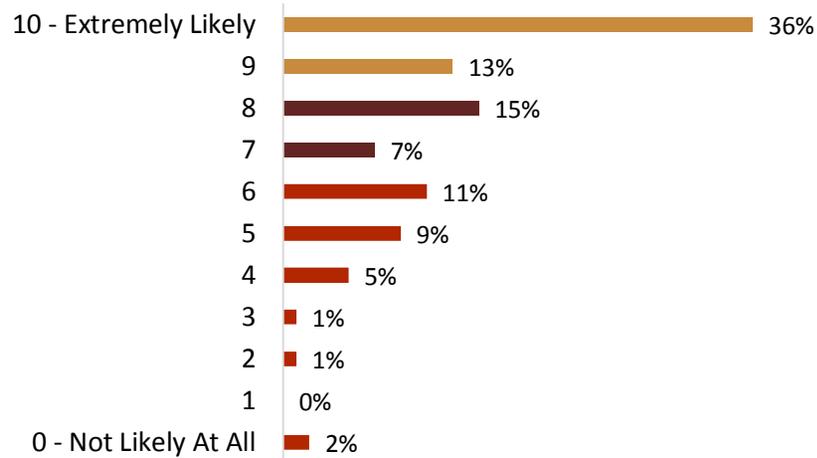
#### Recommendations for New Products/Services:

11 visitors made 14 recommendations (% of recommendations)

- More accommodation options/accommodations that are not over priced for what you get (29%)
- More restaurant options, more independent restaurants (less chains, 21%)
- A better visitor centre/make it easier to know what there is to do (14%)
- More available for purchase at kiosk (7%)
- Better signage (7%)
- A better spot for children to run off energy (7%)
- More interesting shops to look at (7%)
- Local art at the visitor centre (7%)

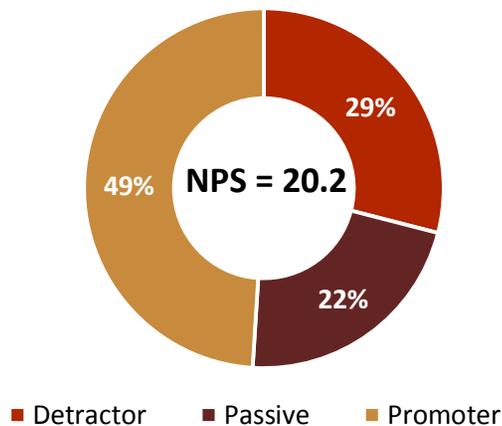
### How Would You Rate Your Likelihood To Recommend Golden As A Travel Destination To Friends/Family Or A Colleague?

Percentage of GVC Visitors<sup>FU</sup>



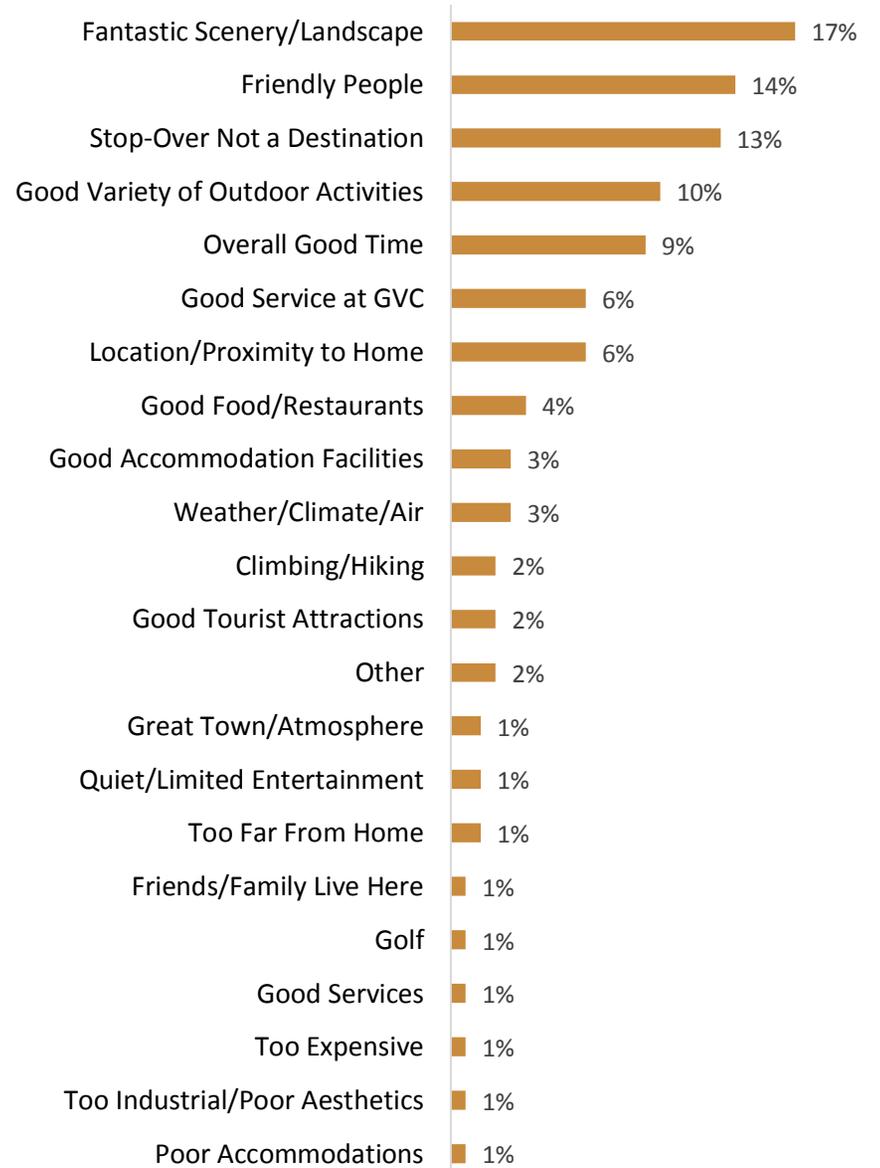
### Golden's Overall Net Promoter Score

Percentage of GVC Visitors<sup>FU</sup>



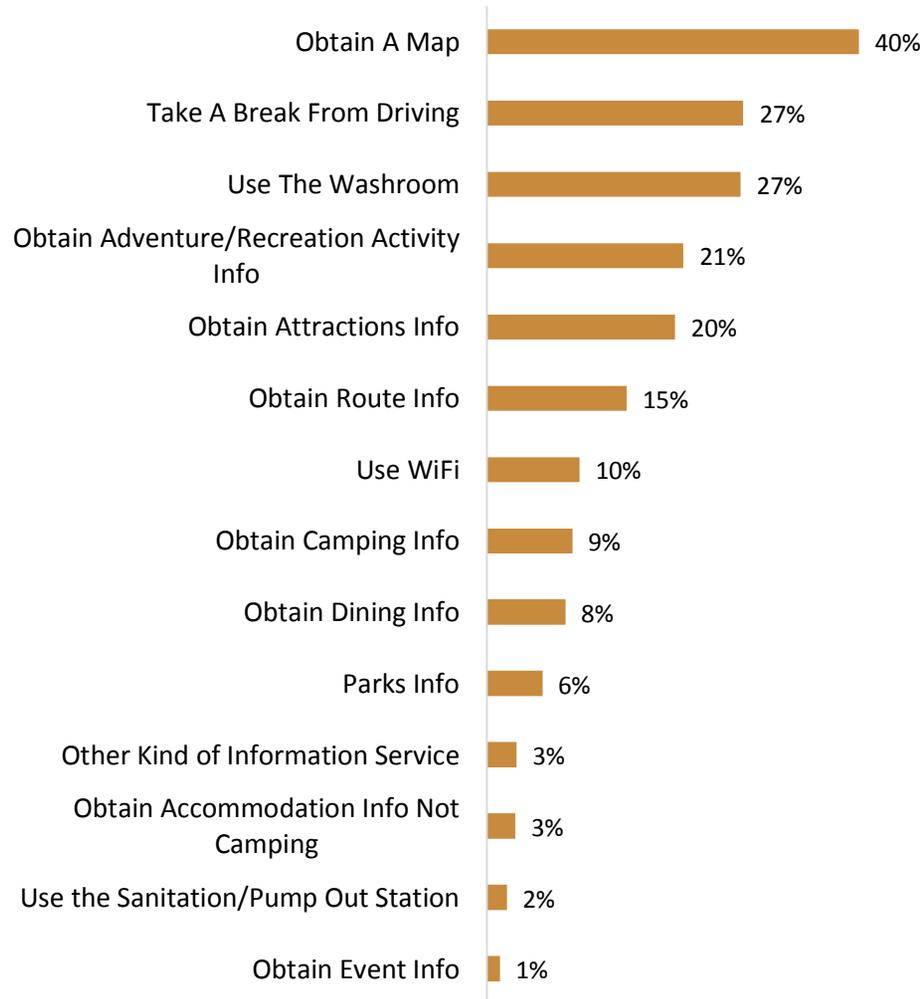
### Reason for NPS Rating

Percentage of GVC Visitors<sup>FU</sup>

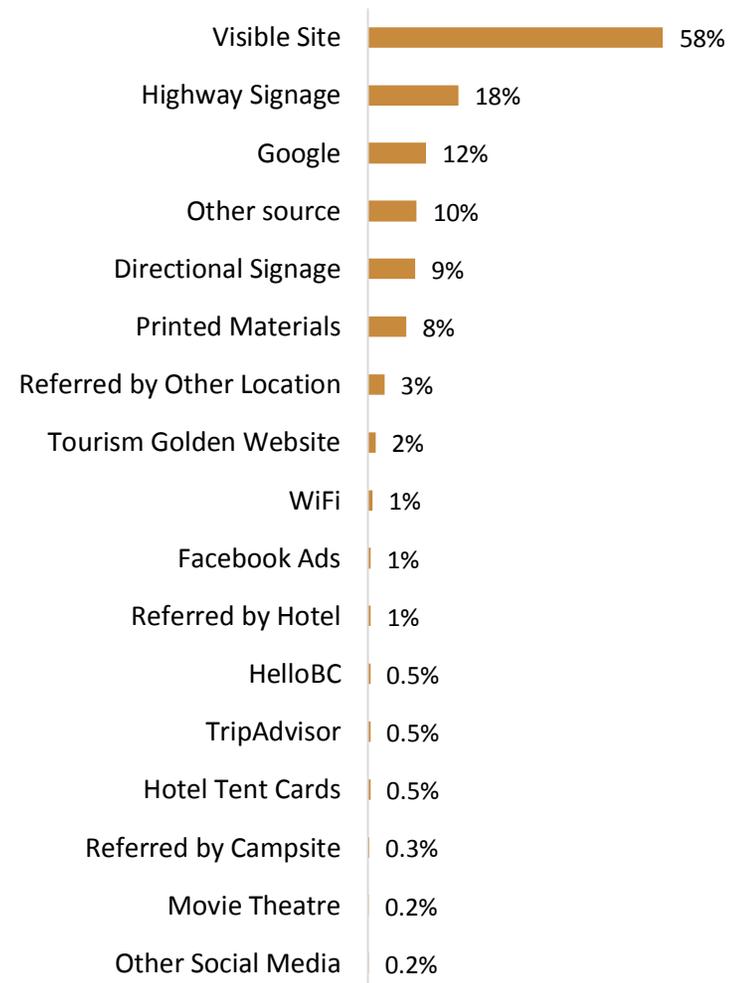


### 3.4. Golden Visitor Centre Awareness and Use

**Reasons for Stopping at the Golden Visitor Centre<sup>1</sup>**  
*Percentage of GVC Visitors*



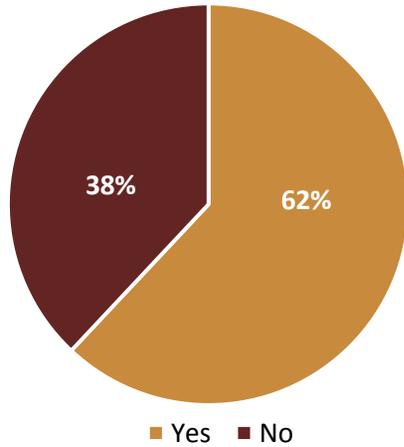
**How Did You Originally Find Out About Golden Visitor Centre?<sup>1,2</sup>**  
*Percentage of GVC Visitors*



1. Since visitors could have more than one reason for stopping and find out about the GVC percentages sum to more than 100%.
2. Other sources include (60 responses): word of mouth (23), been here before (18), by going to old British Columbia Visitor Centre site (3), every place has one (5), internet/online (4), tour group (2), backroads map book (1), GPS (2), Lonely planet website (1), where ride stopped (1), just knew (1).

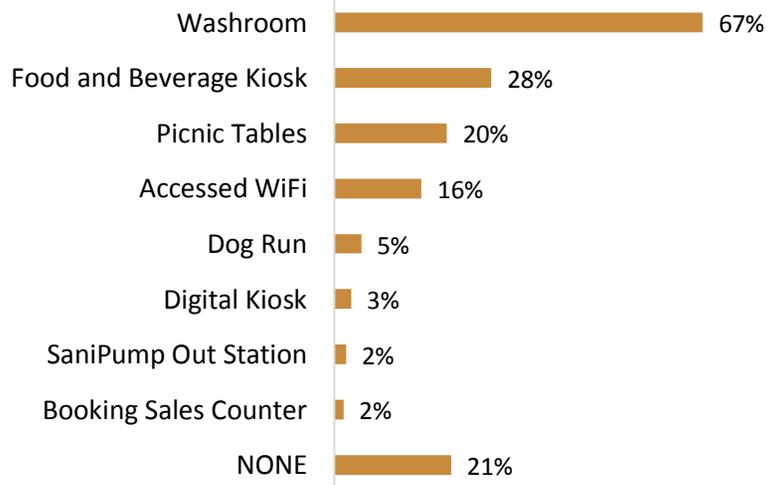
### Speak with a Visitor Information Counsellor Today?

Percentage of GVC Visitors



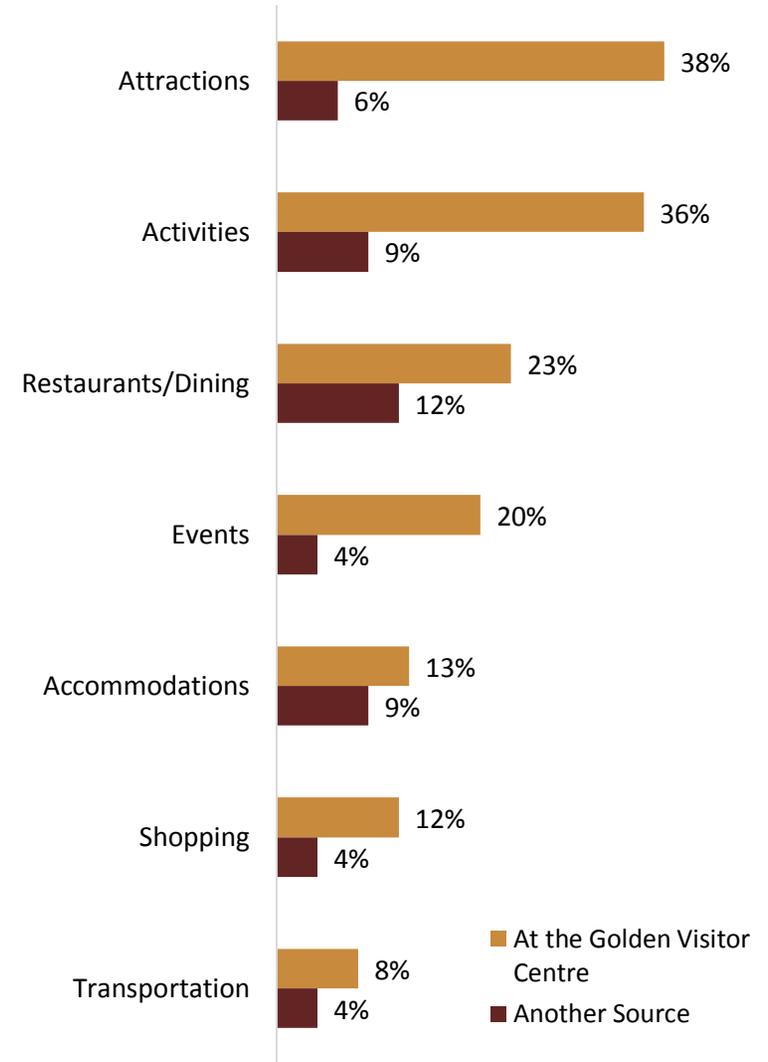
### Golden Visitor Centre Services Used Today

Percentage of GVC Visitors

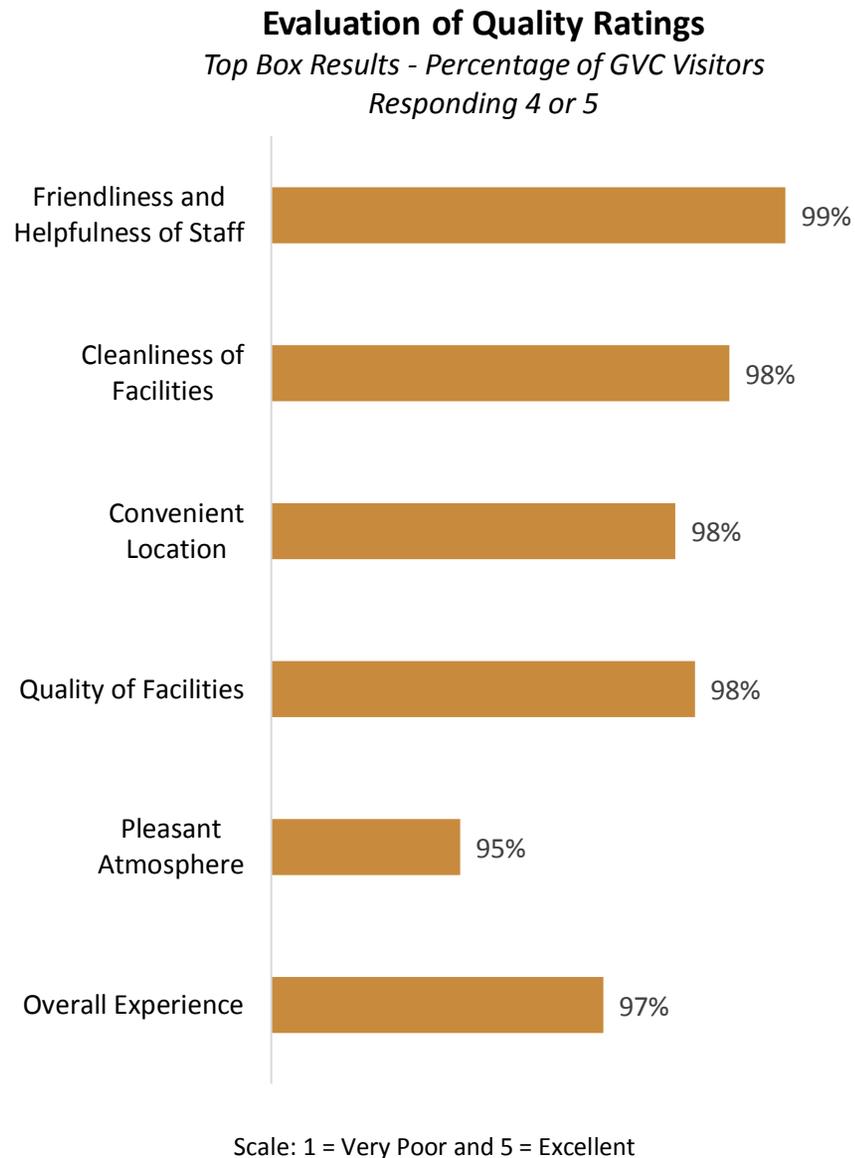


### Visitor Information Topics Researched and Obtained in Golden?

Percentage of GVC Visitors<sup>FU</sup>



### 3.5. Golden Visitor Centre Evaluation of Services



Component	Average Rating
<b>Overall Experience</b>	<b>4.9</b>
Friendliness and Helpfulness of Staff	4.9
Cleanliness	4.9
Pleasant Atmosphere	4.8
Quality of Visitor Information Provided	4.8
Convenient Location	4.8
Quality of Facilities	4.8

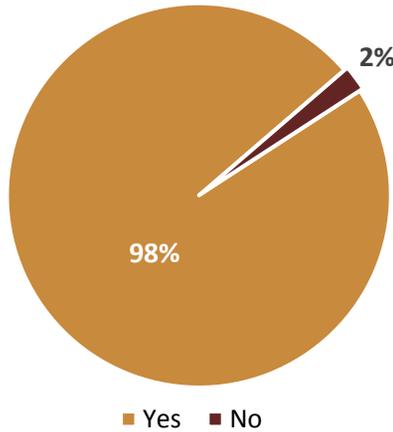
#### Recommendations to Improve Visitor Services:

43 visitors made 49 recommendations (% of recommendations)

- Improve signage (21%)
- Picnic tables, covered/shady eating areas, more seating (12%)
- More maps, parks and regional information (11%)
- Improve washrooms - clean, ventilation, signage, more stalls (9%)
- Build a children's play area (7%)
- More retail: snacks/food/coffee/tea/ice cream/gift shop (7%)
- Improved parking (more spots, larger spots for trucks and/or RV (5%)
- Reduce traffic, road noise, crowded Intersection (3%)
- Improve or additional WiFi/charging stations (3%)
- Everything was good (3%)
- More activities at the visitor centre (2%)
- More kiosks outside, after hours (2%)
- Online service listing/advertising (2%)
- Update address (backroads map book, google maps) (2%)
- Walking trail/green space (2%)
- Prefer other Visitor Centre (2%)
- Bigger dog run (1%)
- Point of Interest markers (1%)
- Other (7%)

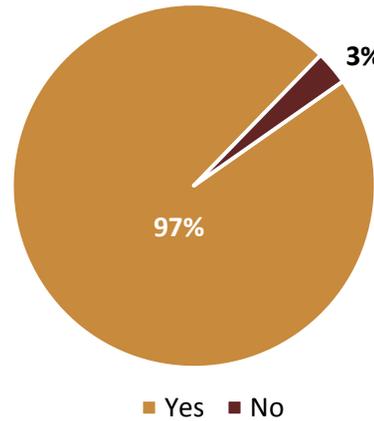
### Were You Able to Obtain All The Visitor Information About Golden You Needed?

Percentage of GVC Visitors<sup>FU</sup>



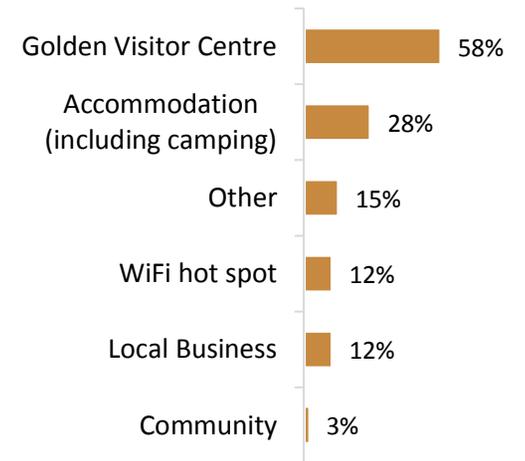
### While In Golden, Were You Able To Access The Internet Via WiFi Connection When You Needed It?

Percentage of GVC Visitors<sup>FU</sup>



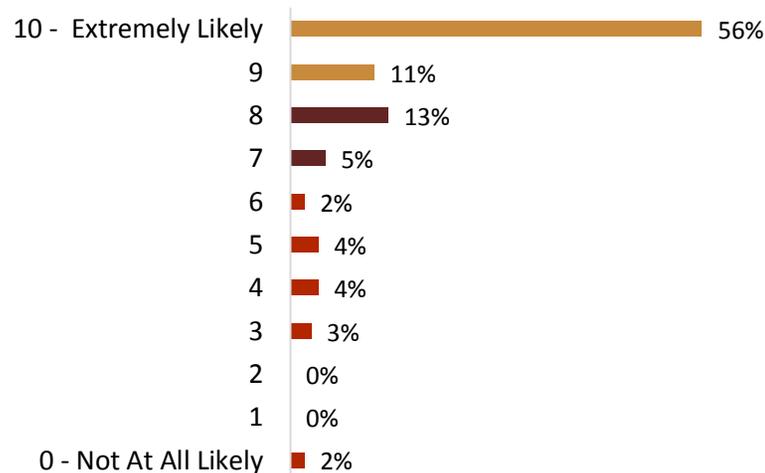
### Where Did You Gain Access to WiFi?

Percentage of GVC Visitors<sup>FU\*</sup>



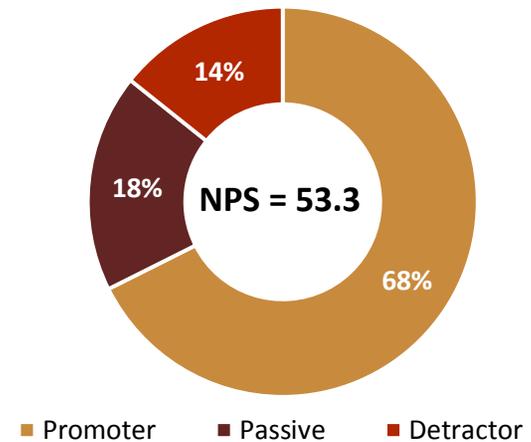
### How Would You Rate Your Likelihood To Recommend Using the Services of the Golden Visitor Centre to Friends/Family Or A Colleague?

Percentage of GVC Visitors<sup>FU</sup>



### Golden Visitor Centre Net Promoter Score

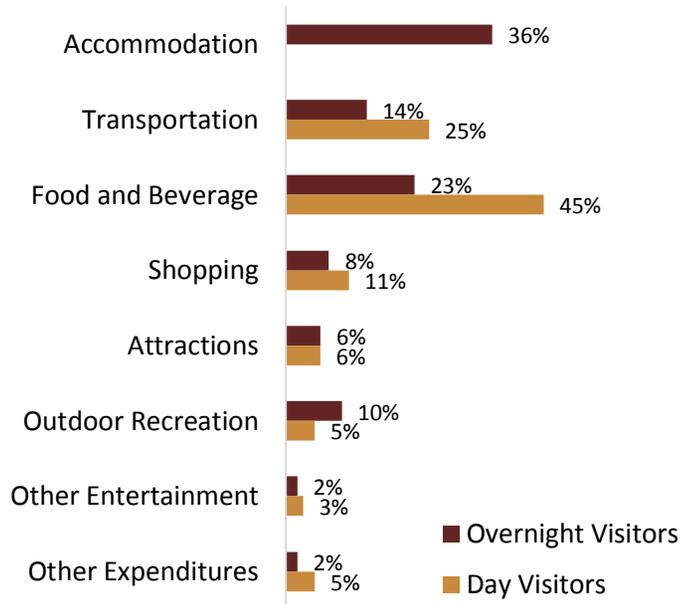
Percentage of GVC Visitors<sup>FU</sup>



### 3.6. Visitor Party and Expenditures Estimates of Golden Visitor Centre Visitors

#### Percentage of Expenditures

Average of GVC Visitor Expenditures<sup>FU</sup>



	Estimate of Visitor Parties <sup>1</sup>	Average Visitor Party Expenditures <sup>2</sup>	Total GVC Visitor Spending Estimates <sup>3</sup>
Overnight Visitors (38%)	4,714	\$609.90	<b>\$2,874,970</b>
Day Visitors (62%)	7,691	\$72.34	<b>\$556,367</b>
<b>TOTAL</b>	<b>12,405</b>	<b>\$305.30</b>	<b>\$3,431,337</b>

1. At the GVC, Tourism Golden Visitor Counsellors record the majority of visitor parties they speak with, although, not all visitor parties using the GVC spoke with a Visitor Counsellor. Therefore, it is necessary to estimate the total number of visitor parties using the GVC. To do this, the number of visitor parties (locals were removed) that spoke with a Visitor Counsellor is divided by the proportion of visitors that replied they spoke with a Visitor Counsellor in the onsite survey. The total number of visitor parties (12,405) is then multiplied by those that responded they were in Golden for a day (62%) or overnight (38%) trip.
2. Average expenditures from the follow up survey.
3. Visitor parties multiplied by average expenditures per party.

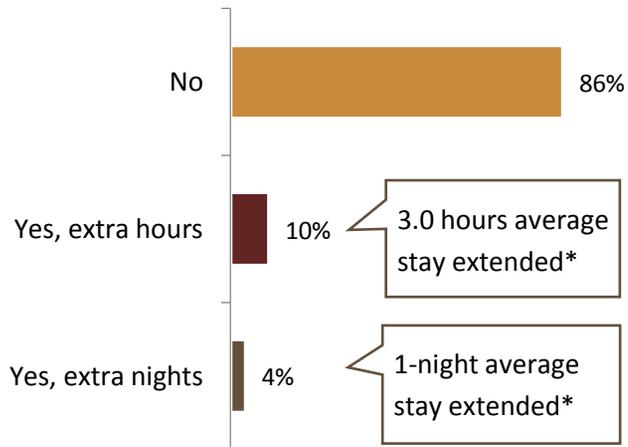
	Estimated Total Expenditures On: <sup>1</sup>								
	Accommodation	Transportation	Food and Beverage	Shopping	Attractions	Outdoor Recreation	Other Entertainment	Other Items	TOTAL
Overnight Visitors	\$1,036,283	\$405,658	\$646,868	\$215,910	\$173,792	\$281,460	\$57,499	\$57,499	<b>\$2,874,970</b>
Day Visitors		\$139,092	\$250,365	\$61,200	\$33,382	\$27,818	\$16,691	\$27,818	<b>\$556,367</b>
<b>TOTAL</b>	<b>\$1,036,283</b>	<b>\$544,750</b>	<b>\$897,233</b>	<b>\$277,111</b>	<b>\$207,174</b>	<b>\$309,278</b>	<b>\$74,190</b>	<b>\$85,318</b>	<b>\$3,431,337</b>

1. Total spending multiplied by the proportion spent on each expenditure type.

### 3.7. Golden Visitor Centre Incremental Economic Benefits

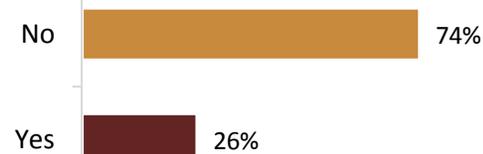
#### Extend Stay in Golden due to Information Collected at GVC?

Percentage of GVC Visitors<sup>FU</sup>

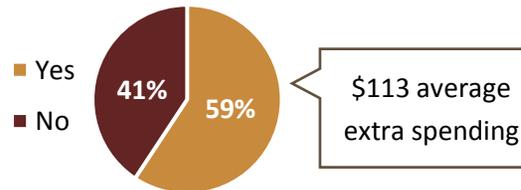


#### Participate in New Activities/Places/Events in Golden due to Information Collected at GVC?

Percentage of GVC Visitors<sup>FU</sup>

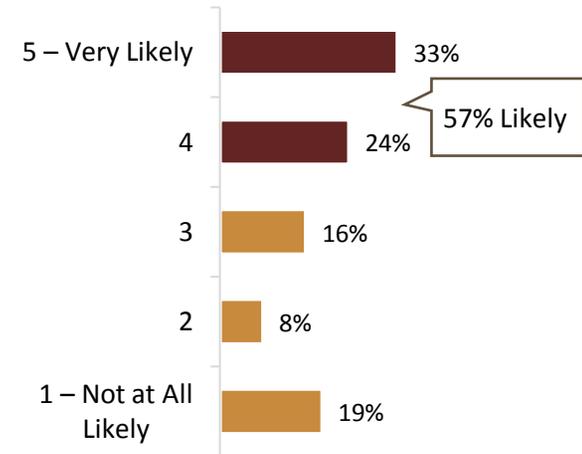


#### Spend Additional Money as a Result? <sup>FU</sup>\*



#### Likelihood of Future Overnight Trip Due to Information Obtained at GVC?

Percentage of GVC Visitors<sup>FU</sup>



#### Application of Data to June – September 2018 GVC Visitor Party Data Results In:<sup>FU</sup>

**\$218,960** spent in Golden due to visitor extension of their current trip.

**\$114,397** due to extra hours

**\$104,563** due to extra nights

**\$212,415** spent in Golden due to visitors participating in new activities or going to places/events they didn't previously know about.

**\$5,515,251**

total estimated economic benefits due to GVC between June and September 2018.

**\$5,083,875** potential spend in Golden due to visitors returning on a future overnight trip.

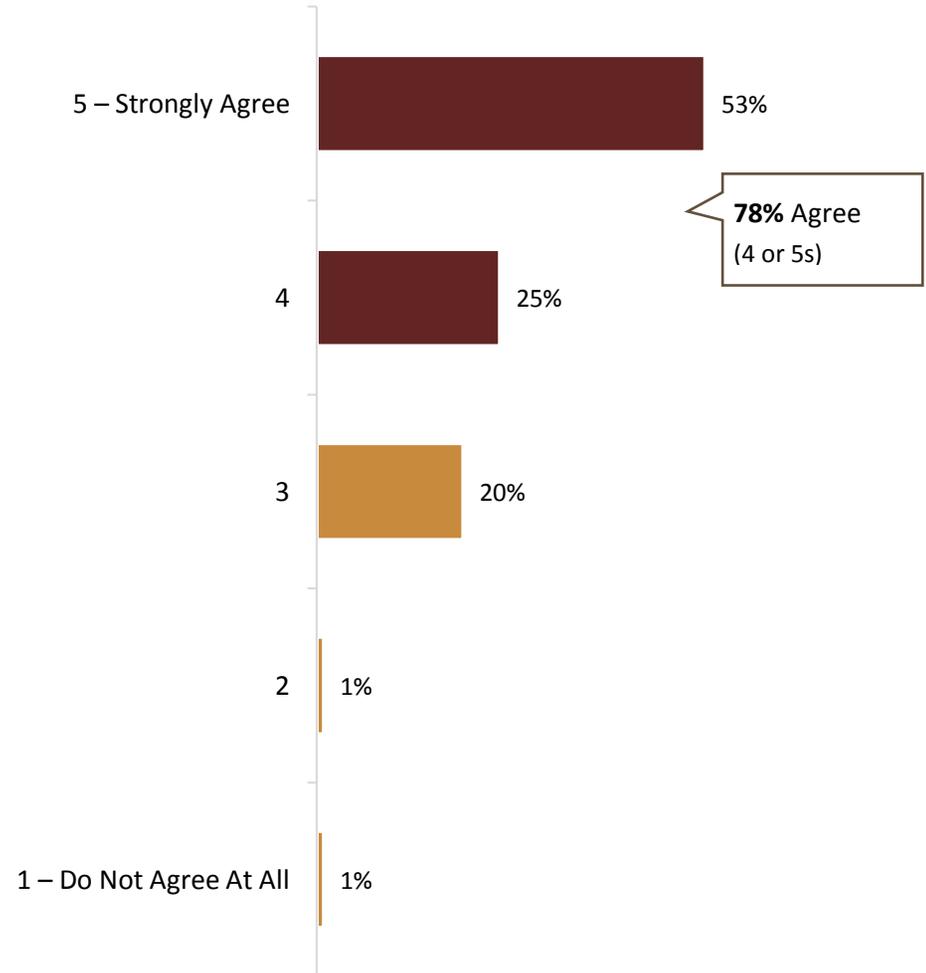
**New Activities/Places/Events Visitors Learned About at the GVC<sup>FU</sup>:**

27 visitors learned about 33 activities (% of activities)

- Dining Options (18%)
- Gondola/Kicking Horse Mountain Resort (18%)
- Grizzly Bear Refuge (15%)
- Mountain Biking (6%)
- Music/Outdoor Concert (6%)
- Golden Parks (6%)
- White Water Rafting (6%)
- Wolf Centre (6%)
- Hockey (3%)
- Horseback Riding (3%)
- Museum (3%)
- Picnic Areas (3%)
- Via Ferrata (3%)
- Other (3%)

**36% Kicking Horse Mtn. Resort**  
 (Gondola – 18%, Grizzly Bear Refuge - 15% and Via Ferrata –

**Level of Agreement with Statement  
 The GVC Improved the Overall Quality of  
 Experience in Golden...  
 Percentage of GVC Visitors<sup>FU</sup>**



### 3.8. Comparative Analysis

2018 GVC study survey results (May<sup>6</sup> – September) were compared to 2017 pilot study results (August only).<sup>7</sup> See Appendix B for more details.

The analysis revealed that compared to 2017, 2018 visitors were:

- Less likely to be from BC (2018 – 13%, 2017 – 20%) and more likely to be from overseas (2018 – 36%, 2017 – 27%),
- More likely to be on a route to another destination (2018 – 46%, 2017 – 38%) and less likely to be on a touring trip (2018 – 49%, 2017 – 54%),
- Younger, they were more likely to be between 35 and 44 (2018 – 21% and 2017 – 38%) and less likely to be between 45 and 64 (2018 – 36%, 2017 – 53%),
- Less likely to be on their first trip to Golden (2018 – 41%, 2017 – 65%) and more likely to be aware of Golden as a travel destination (2018 – 70%, 2017 – 54%),
- More likely to use the washrooms (2018 – 67%, 2017 – 33%), food and beverage kiosk (2018 – 28%, 2017 – 2%) and picnic tables (2018 – 20%, 2017 – 15%),
- Less likely to stay extra nights as a result of information obtained at the GVC (2018 – 4%, 2017 – 9%),
- More likely to say the reason for stopping was to take a break from driving (2018 – 27%, 2017 – 17%), obtain a map (2018 – 40%, 2017 – 20%), obtain attractions information (2018 – 20%, 2017 – 7%), obtain route/recreation information (2018 – 21%, 2017 – 8%), camping information (2018 – 9%, 2017 – 4%) and dining information (2018 – 8%, 2017 – 2%),
- Less likely to participate in new activities, places or events in Golden due to information collected at the GVC (2018 – 26%, 2017 – 46%),
- Much more likely to return on a future overnight trip to Golden due to information collected at the GVC (2018 – 57%, 2017 – 28%), and
- More likely to have an improved quality of experience in Golden due to the GVC (2018 – 78%, 2017 – 68%).

GVC visitor characteristics from the on-site survey were compared to statistics collected by Visitor Services Counsellors. Results revealed that on-site survey data:

- Had significantly more day visitors (62%) compared to counsellor statistics (43%). This is most likely due to the many visitors that made a quick stop at the GVC to use the washroom or purchase a snack from the food and beverage kiosk and were less likely to speak with a Counsellor.
- Had more BC (13%) and Albertan (32%) visitors compared to counsellor statistics (8%, 19%, respectively). This resulted in fewer overseas visitors (36%) compared to counsellor statistics (45%).

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<sup>6</sup> Visitors were intercepted between June and September, but economic benefits were extrapolated to between May and September.

<sup>7</sup> Please use caution when interpreting as 2017 sample sizes were small.

### 3.9. Sample of GVC Visitor Comments About Golden

Select responses to the final question, *Is there anything else you'd like to tell us about your time in Golden?* Appendix C has full list of responses.

*Nicest visitor center employees we met on our entire trip!*

*We enjoyed our walk all along the river beginning at the bridge in town. We never did find the WiFi area that was supposed to be somewhere in the centre of town ... and staff at stores did not know anything about it either. We are seniors, your town is small and we felt two days was sufficient to see the shops and do a little walking. Everyone was friendly.*

*It was a great experience, we will be returning.*

*Washroom line up insane when your bus came in. Males in female's washroom*

*It's a beautiful visitor info site. The staff were friendly and were interested in discussing the maps and hikes available. Took time to answer any/all of our inquiries. Great experience*

*More parking at popular places, Tim Hortons, McDonald's*

*We drive through Golden on our way to visit my family in Kelowna and usually stop in Golden to stretch our legs and use the washroom. This facility was new compared to our last road trip and we were impressed with how handy and clean the washrooms were. It was very easy to access from the highway and the coffee shop was a nice touch. The service was excellent and I had one of the best soy chai lattes ever. We will definitely stop there again on our next trip through.*

*It was great, the smoke was a shame, I'd probably avoid August in future, but overall, I could have stayed a lot longer had a great time!*

## **APPENDICES**

Appendix A. Detailed Economic Benefit Calculations

Appendix B. Summary of 2018 and 2017 Measures

Appendix C. Full List of GVC Visitor Final Comments about Golden

Appendix D. On-Site and Follow Up Survey Questions

## Appendix A. Detailed Economic Benefit Calculations

May – September, 2018 <sup>8</sup> Measure	Estimate	Source/Notes
Visitor Parties That Spoke with a Counsellor	7,691	GVC Visitor Party Counts (7,856 - 165 local resident parties)
% of Visitors Interviewed that Spoke with a Counsellor	62%	GVC On-Site Survey Question
<b>Visitor Party Estimates</b>		
Estimated Total Number of Visitor Parties That Stopped at GVC	12,405	(Visitor Parties That Spoke with a Counsellor)/(% That Said They Spoke with a Counsellor)
<b>Economic Benefits from Staying Extra Hours</b>		
Percent of Parties that Stayed Extra Hours	10%	GVC Follow Up Survey Question. Sample Size = 106
Visitor Party Estimate that Stayed Extra Hours	1,240	(Estimated Total Number of Visitor Parties That Stopped at GVC)*(% of Parties that Stayed Extra Hours)
Average Extra Hours Stayed	3.0	GVC Follow Up Survey Question. Small Sample Size. (n = 11). 2017 was 2.9 hours, 2018 was 3.0 hours.
Average Spending per Hour	\$30.74	GVC Follow Up Survey Questions (average daily expenditure/average hours in Golden). 2017 value was \$57.42.
Estimated Spending due to Extra Hours	\$114,397	(Hourly Expenditures)*(Average Extra Hours Spent)
<b>Economic Benefits from Staying Extra Nights</b>		
Percent of Parties that Stayed Extra Nights	4%	GVC Follow Up Survey Question. Sample Size = 106
Visitor Party Estimate that Stayed Extra Nights	496	(Estimated Total Number of Visitor Parties That Stopped at GVC)*(% of Parties that Stayed Extra Nights)
Average Extra Nights Stayed	1	GVC Follow Up Survey Question. Small sample size, n = 4. The is the same value as 2017.
Estimated Visitor Party Nights Stayed	496	(Visitor Party Estimate that Stayed Extra Nights)*(Average Extra Nights Stayed)
Average Spending per Night	\$210.73	(GVC Follow Up Question. Average Expenditure of Overnight Visitors)/(Average Nights in Golden). 2017 value was \$252.
Estimated Spending due to Extra Nights	\$104,563	(Estimated Visitor Party Nights Stayed)*(Average Spending per Night)
<b>Economic Benefits from Learning About New Activities, Places or Events</b>		

<sup>8</sup> Visitors were intercepted between June and September, but economic benefits were extrapolated to between May and September.

2018 Incremental Economic Benefits of the Golden Visitor Centre

May – September, 2018 <sup>8</sup>		
Measure	Estimate	Source/Notes
Percent of Parties that Learned About New Activities, Places or Events	26%	GVC Follow Up Survey Question. Sample Size = 106
Visitor Party Estimate that Learned About New Activities, Places or Events	3,163	(Estimated Total Number of Visitor Parties That Stopped at GVC)*(% of Parties that Learned About New Activities, Places or Events)
Percent of Parties that Spent Extra Money on New Activities, Events or Places	59%	GVC Follow Up Survey Question. Sample Size = 27. This value is very close to 2017 value (56%).
Visitor Party Estimate that Spent Extra Money on New Activities, Places or Events	1,876	(Visitor Party Estimate that Learned About New Activities, Places or Events)*(% of Parties that Spent Extra Money on New Activities, Events or Places)
Average Expenditure on New Activities, Places or Events	\$113.24	GVC Follow Up Survey Question. Sample Size = 17. This value is very close to 2017 value (\$114).
Estimated Spending due to New Activities, Places or Events	\$212,415	(Visitor Party Estimate that Spent Extra Money on New Activities, Places or Events)*(Average Expenditure on New Activities, Places or Events)
<b>Economic Benefits from Future Overnight Trips</b>		
Percent of Visitor Parties that are Likely (4, 5) to Take a Future Overnight Trip	57%	GVC Follow-Up Survey Question. Sample Size = 88. The value is substantially more than 2017 (28%).
Visitor Party Estimate that are Likely to Take a Future Overnight Trip	7,071	Estimated Total Number of Visitor Parties That Stopped at GVC*Percent of Visitor Parties that are Likely (4,5) to Take a Future Overnight Trip
Average Spending Per Overnight Trip	\$719	Comprehensive visitor research in 2017 demonstrated that overnight visitor spending in Golden was \$704/visitor party (weighted by volume at accommodation locations with 1,089 completed surveys). Average consumer price index data indicates 2.2% was applied to this value to equal \$719. $\$704 + 2.2\% (\$15) = \$719$ .
Estimated Spending due to Future Overnight Trips	\$5,083,875	(Visitor Party Estimate that are Likely to Take a Future Overnight Trip)*(Average Spending Per Overnight Trip)
<b>Estimated Incremental Economic Benefits</b>		
Estimated Spending due to Extra Hours	\$114,397	2% of total benefits
Estimated Spending due to Extra Nights	\$104,563	2% of total benefits
Estimated Spending due to New Activities, Places or Events	\$212,415	4% of total benefits
Estimated Spending due to Future Overnight Trips	\$5,083,875	92% of total benefits
<b>Total Estimated Benefits</b>	<b>\$5,515,251</b>	

## Appendix B. Summary of 2018 and 2017 GVC Visitor Survey Responses

Note: For 2018 values, a ‘\*’ marks where difference of greater than 5% exist compared to 2017 values. Sample sizes were small for 2017 so caution is warranted when interpreting results.

Measure	2018	2017	Measure	2018	2017
<b>Primary Market</b>			<b>First Visit to Golden</b>		
BC	13%*	20%	Yes	41%*	65%
Alberta	32%	32%	<b>Aware of Golden Before Visit?</b>		
Other Canada	10%	11%	Yes	70%*	54%
USA	9%	11%	<b>Speak with a Counsellor</b>		
Overseas	36%*	27%	Yes	62%	60%
<b>Travel Party</b>			<b>Services Used at GVC</b>		
Average Size	2.8	3.4	Washrooms	67%*	33%
<b>Nights on Trip</b>			WiFi	16%	11%
Average	21.1	15.8	Digital Kiosk	3%	1%
<b>Golden Length of Stay</b>			Sani Pump Out Station	2%	1%
Day	62%	59%	Food and Beverage Kiosk	28%*	2%
Overnight	38%	41%	Picnic Tables	20%*	15%
<b>Length of Stay</b>			Dog Run	5%	3%
Average hours (day)	1.5	1.9	<b>Info Topics Researched Golden at GVC</b>		
Average nights (overnight)	2.6	2.7	Attractions	38%	43%
<b>Type of Trip</b>			Activities	36%*	50%
Golden is the primary destination	5%	9%	Restaurants/Dining	23%*	33%
You are on route to another primary destination	46%*	38%	Events	20%	22%
You are on a touring trip	49%	54%	Accommodations	13%	14%
<b>Gender</b>			Shopping	12%	13%
Male	42%	44%	Transportation	8%	12%
Female	58%	56%	<b>Extend Stay</b>		
<b>Age</b>			No	86%	81%
19-24	5%	2%	Yes - Nights	4%*	9%
25-34	22%	18%	Extra Nights	1.00	1.00
35-44	21%*	15%	Yes - Days	10%	9%
45-54	17%*	26%	Extra Hours	3.00	2.90
55-64	19%*	27%			
65-74	13%	10%			
75+	3%	1%			

Measure	2018	2017
<b>Reasons for Stopping at GVC</b>		
To Use the Washroom	27%	26%
To Take A Break from Driving	27%*	17%
To Obtain A Map	40%*	20%
To Obtain Attractions Info	20%*	7%
To Obtain Route Info	15%	11%
To Obtain Adventure / Recreation Info	21%*	8%
To Use WiFi	10%	8%
To Obtain Camping Info	9%*	4%
To Obtain Dining Info	8%*	2%
To Obtain Event Info	1%	1%
To Use the Sanitation/Pump Out Station	2%	0%
To Obtain Accommodation Info	3%	1%
<b>Participate in New Activities</b>		
Yes	26%*	46%
Spend More Money?	59%	56%
Extra \$\$ (average)	\$113	\$114
<b>Likelihood of Future Overnight Trip</b>		
Top Box - 4 & 5s	57%*	28%
<b>Improved Quality of Experience</b>		
Top Box - 4 & 5s	78%*	68%
<b>Evaluation of Features and Services</b>		
Overall Experience	97%	96%
Pleasant Atmosphere	95%	95%
Friendliness and Helpfulness of Staff	99%	100%
Quality of Facilities	98%	94%
Quality of Visitor Information Provided	98%	96%
Convenient Location	98%	97%

## Appendix C. Full List of GVC Visitor Final Comments about Golden

### Comments

- When we arrived it was very smokey so the first day we were in Golden we did things that didn't need a view: visit the wolves, and Golden town centre. Then it rained and the views next day were just unbelievable! We had the most amazing day up kicking horse mountain, meeting boo and taking in the views! It really was a special day.
- Well be back to ski! And maybe to river raft.
- We were served many times in French, which was something we really enjoyed.
- We were extremely disappointed with the dirty state that we found at The XXXX Campground. WE spoke with people at the Tourist Info place and they were most interested in our comments and following through with looking into the problem at the campground. We knew the campground was old, and that was acceptable, but having filthy bathrooms was not acceptable. In all fairness, the second day we stayed there, the bathrooms had been cleaned, so it was much better. Maybe our speaking about it at the tourist centre did have an immediate impact which we appreciated. We understood that this particular campground is trying to improve. Cleanliness should always be first .. then paint and rebuild slowly.
- We enjoyed our walk all along the river beginning at the bridge in town. We never did find the wifi area that was supposed to be somewhere in the centre of town ... and staff at stores did not know anything about it either. We are seniors, your town is small and we felt two days was sufficient to see the shops and do a little walking. Everyone was friendly.
- We primarily pass through on way towards the interior or the coast. As kids get older we will be visiting for camping, biking, skiing, etc. The services along the trans Canada are good in that they offer most of what people need when traveling. It's always nice to have a facility to stop, have a break, stretch legs, let kids play around, get a coffee/snack, get some local intel and hit the road again in a timely manner without the commitment of going to a restaurant. (this is more feedback about the info centre)
- We only passed through Golden for a few hours as part of our two weeks camping (tenting) trip at the Canadian Rockies.
- We love your welcome to golden signs! Very nicely done and impressive entrance to Golden
- We enjoyed our time in Golden.
- We always make this one of our stops on the way to or from the Mil's place in Sicamous
- Washroom line up insane when your bus came in. Males in females washroom
- Very good
- Very friendly young lady looked after us at the centre;
- The people at the Information Center were very friendly and helpful/ We asked about other rest stops along the way and the staff was very knowledgeable.
- Sorry we are late on the survey- were travelling without internet access. We don't stay in Golden as travelling between homes in Calgary and Revy BC- but it seems lovely!
- So much to see, so many things to do! We intend to return one day.
- See previous responses. We are very familiar with Golden... but on the particular occasion relevant to this survey we stopped only briefly.
- No. All very good and positive.

- No every thing was great
- Nicest visitor center employees we met on our entire trip!
- Nice visit the bisons and the wolve centre
- Mu experience in Golden is limited because we were travelling through with out trailer and were not intending to stop during this trip. The worsening weather had a little to do with this decision.
- More parking at popular places, Tim Hortons, McDonald's
- Love the town!
- Life is beautiful ! Thanks to Golden !
- It's a beautiful visitor info site. The staff were friendly and were interested in discussing the maps and hikes available. Took time to answer any/all of our inquiries. Great experience
- it was short we were just passing through. I used to live there when I was young even found our old house, so haven't stayed overnight there.
- It was great, the smoke was a shame , Id probably avoid August in future, but overall I could of stayed a lot longer had a great time
- It was awesome! Enjoyed myself very much.
- It was a great experience, we will be returning.
- I would time my visit for an event in or near Golden
- I wish we had more time to see the newer parts of Golden We saw only the bear sanctuary and the old part of the town. {The book store, bakery, etc.} We did not like the old part of Golden.
- I don't think so
- Golden is an incredible place full of lots of friendly people and amazing ice cream! I can't wait to go back! :D
- Golden has always been a great stop for fuel, picnic, or a meal. When heading to Vancouver from Alberta it is just too soon to consider a night stop.
- centrally located to a lot of beautiful scenic attractions in BC
- As previously mentioned we had already planned our overall trip and hadn't planned to stay overnight in Golden on this trip. Perhaps we will on our next trip to ensure that we experience more of what Golden has to offer. We did enjoy on the previous trip a stay in a B&B and had dinner at a local restaurant.
- As I mentioned earlier, we drive through Golden on our way to visit my family in Kelowna and usually stop in Golden to stretch our legs and use the washroom. This facility was new compared to our last road trip and we were impressed with how handy and clean the washrooms were. It was very easy to access from the highway and the coffee shop was a nice touch. The service was excellent and I had one of the best soy chai lattes ever. We will definitely stop there again on our next trip through.
- Access to information centre going east bound is the best especially if the centre is busy.

## Appendix D. On-Site and Follow Up Visitor Survey

### B1. On-Site Survey

B2.. Date \_\_\_\_\_

S2. Name? \_\_\_\_\_

Q1. My name is  $\${S2}$  and I'm conducting a survey on behalf of Tourism Golden. Do you have approximately 5-8 minutes to answer some questions?

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

Q2a. 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.**

Q2b. 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 q2c**

Q2c. 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 q4a**
4. USA - **go to q5a**
5. Overseas - **go to q7**

Q4a. Province? - **go to q4b**

1. Ontario
2. Quebec

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

Q4b. What is your postal code? - **go to q8**

1. Postal Code \_\_\_\_\_ **will pop up if selected**
2. Does NOT Want to Share Zip Code
3. Doesn't Know Zip Code

Q5a. US State? - **go to q5b**

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 \_\_\_\_\_

Q5b. What is your zip code? - **go to q8**

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

1. Zip Code \_\_\_\_\_ **will pop up if selected**
2. Does NOT Want to Share Zip Code
3. Doesn't Know Zip Code

Q6a-BC. What is your postal code? - **go to q8**

1. Postal Code \_\_\_\_\_ **will pop up if selected**
2. Does NOT Want to Share Postal Code - **go to q6b**

3. Doesn't Know Postal Code - **go to q6b**

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

Q10. What is your total trip length? How many nights away you away from home on this trip? - **go to q11**

*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 \_\_\_\_\_

Q11. 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 q13**
2. You are on route to another primary destination - **go to q12**
3. You are on a touring trip where you are travelling to multiple places without a primary destination - **go to q13**

Q12. Where is your primary destination? - **go to q13**

*The primary destination is where you will spend the most time.*

1. Don't Know
2. Primary Destination \_\_\_\_\_

Q13. Today, are you on a day trip or overnight trip to Golden?

*Choose one.*

1. Overnight - **go to q14**
2. Day - **go to q15**
3. Don't Know/No Response - **go to q16**

Q14. How many nights will you spend in Golden? - **go to q16**

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

1. Don't Know
2. Nights \_\_\_\_\_

Q15. 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 q16**

1. Don't Know
2. Hours \_\_\_\_\_

Q16. Were you aware of Golden before planning this visit? - **go to q17**

1. Yes
2. No

Q17. What is the main reason for your trips/stop in Golden? - **go to q18**

*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**

**Now just a few questions about the Golden Visitor Centre.**

Q18. How did you find out about the Golden Visitor Centre? - **go to q19**

1. Google
2. Hello BC
3. TripAdvisor
4. Tourism Golden website
5. Facebook Adds
6. Other social media
7. Movie Theatre Advertisements
8. Printed Materials (Travel Planner, Maps and other Guide books)
9. Hotel tent cards
10. Referred by hotel
11. Referred by campsite
12. Referred by other local person and/or local business
13. Highway signage
14. Directional signage
15. Site signage/visible from road
16. WiFi Hotspots
17. Other \_\_\_\_\_ **will pop up if selected**

Q19. Why did you stop here at the Golden Visitor Centre today? - **go to q20**

*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 \_\_\_\_\_ **will pop up if selected**

Q20. Did you or anyone in your travel party speak with a Visitor Information Counsellor here today? - **go to q21**

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

Q21. What other services have you used here today? - **go to q22**

*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. Booking/Sales Counter
8. Dog Run
9. None

Q22. 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 Golden Visitor Centre? How would your rate the... - **go to q23**

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

Q23. Do you have any recommendations to improve the visitor information, visitor services provided or overall experience offered here?

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

- go to q24 (if overnight)

- go to q25 (day or unknown length of stay)

Q24. Thinking about accommodation, food, activities, shopping and transportation, approximately how much will your travel party spend on this trip, in Golden? - go to q26

For overnight visitors.

Fill in the dollar value for the whole travel party.

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

Q25. Thinking about food, activities, shopping and transportation, approximately how much will your travel party spend on this trip, in Golden? - go to q26

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 \_\_\_\_\_

Q26. In which of the following age categories are you? Are you... - go to q27

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

Q27. Gender? -Record, don't ask. go to q28a

1. Male
2. Female

Q28a. 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 q28b**
2. No - **go to q29a**

Q28b. What email should we use for that purpose? - **go to q29a**

1. Don't Know
2. This email: \_\_\_\_\_

Q29a. 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 q29b**
2. No -- **conclusion**

Q29b. 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.**

Q30. Researcher Comments/Suggestions:

## B1. Follow Up Survey

### Intro

Tourism Golden is working to better understand your experiences in Golden, including the activities you participated in, how you found information in Golden and your overall satisfaction with your trip.

Your responses and personal information will be kept confidential and used only for this survey.

By completing this survey before September 29, you will be entered into a draw to win a \$250 pre-paid VISA card. The selected entrant will be notified in early October 2017.

Please click 'NEXT' to start the survey.

Thank you!

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Before getting started, we wanted to remind you that Golden is part of Kicking Horse Country, in British Columbia. It is located between Glacier (to the west) and Yoho National Park (to the east), Kinbasket Lake to the north and the Columbia Valley wetlands to the south. The Golden area includes the Town of Golden, Kicking Horse Mountain Resort and the surrounding areas on Highway 1 and 95 (to the south).

Please keep this in mind when answering the following survey questions.

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

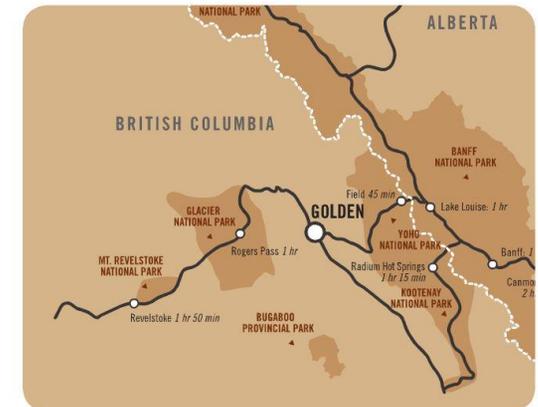
Q1. Was this your first trip to Golden?

- Yes
- No, how many past trips to Golden? \_\_\_\_

Q2. Were you on a day trip or overnight trip to Golden?

Choose one.

1. Overnight - **go to q3**
2. Day - **go to q4**
3. Don't Know/No Response - **go to q10**



Q3. How many nights did you spend in Golden? - **go to q5**

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

1. Don't Know
2. Nights \_\_\_\_\_

Q4. How many hours did you spend in Golden? **go to q8**

*Fill in in the number of hours, the response should be numeric and less than 24.*

1. Don't Know
2. Hours \_\_\_\_\_

Q5. Did you pre-book/reserve your paid accommodations in Golden?

- Yes
- No **go to q8**
- Don't Know **go to q8**
- I did not stay at paid accommodation while in Golden **go to q8**

Q6. How did you pre-book/reserve your accommodation?

- Directly with the Accommodation Property (online or by phone) **go to q8**
- Online Travel Agent (e.g. Travelocity) **go to q8**
- Kicking Horse Central Reservations **go to q8**
- Resort of the Canadian Rockies (RCR) Central Reservations **go to q8**
- Private Home Rental Service (e.g. Airbnb, VRBO) **go to q7**
- Tour Operator, Which One? \_\_\_\_\_ **go to q8**

Q7. Which private home rental service did you use?

- Airbnb
- VRBO
- HomeAway
- Owner Direct
- Other, which one? \_\_\_\_\_

Q8. In Canadian dollars, what were your travel party's total expenditures while in Golden? By travel party, we mean the people who are sharing expenses during the trip.

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

Q9. 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, whitewater rafting, ATV tours, sky diving/paragliding, gondola ride, etc.)	_____ %
7	Other Entertainment (casino, spa, etc.)	_____ %
8	Other Expenditures	_____ %

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

While you were in Golden, we spoke with you at the Golden Visitor Centre. We are interested in how the visitor information you obtained and how it impacted your trip and possibly future trips to Golden.



Q10. Why did you stop at the Golden Visitor Centre?

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 \_\_\_\_\_

Q11. Did you or anyone in your travel party speak with a Visitor Information Counsellor?

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

Q12. What other services did you use at the Golden Visitor Centre?

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

Q13. 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** at the Golden Visitor Centre? How would you rate the...

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

Q14. Do you have any recommendations to improve the visitor information services offered at the GOLDEN VISITOR CENTRE?  
 Type in 'None' if there aren't any.

Q15. What kinds of visitor information topics did you research and obtain at while in Golden? Did you obtain it at the Golden Visitor Centre 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 Golden Visitor Centre, through another source or if you did not research that topic. It's okay to select both the Golden Visitor Centre and another source of information for one topic.

		At the GOLDEN VISITOR CENTRE	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"/>

Q16. Did you extend your stay in Golden due to the information you collected at the Golden Visitor Centre?  
 ○ 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

Q17. 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? \_\_\_\_\_  
 ○ NO **go to 19**

Q18. Did this result in spending additional money that you hadn't anticipated?  
 ○ YES, About how much additional money did you spend? \_\_\_\_\_  
 ○ NO

Q19. 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 Golden Visitor Centre?

		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"/>

Q20. Please state your level of agreement with this statement, The visitor information I obtained while I was at the Golden Visitor Centre resulted in...

		1 – Do Not Agree At All	2	3	4	5 – Strongly Agree	99 Don't know/Prefer not to answer
1	An improvement in 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"/>

Q21. 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 using the services at the Golden Visitor Centre 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

Q22. 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

Q23. 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

Q24. Where did you gain access to WiFi? Please select all that apply.

1. Accommodation
2. Community WiFi hot spot
3. GOLDEN VISITOR CENTRE
4. Local Business WiFi
5. Other, where? \_\_\_\_\_
6. Don't Know

**Section C. Trip Evaluation**

Q25. 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 (including camping)	<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"/>					

Q26. 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

Q27. 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 q29

Q28. What about your trip to Golden led to your {{ Q29}} out of 10 (Extremely Likely) response?

Q29. 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

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

Q30. 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

Q31. 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

Q32. Is there anything else you would like to tell us about your experience in Golden?

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

Q33. 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

Q34. Did you read the contest rules and regulations?

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

Q35. Please provide your first name

\_\_\_\_\_

Q36. If you win how would you like us to contact you?

- The email address this survey was sent to
- A different email, type here **q37**. \_\_\_\_\_
- Telephone, my 10-digit telephone number is **q38**. \_\_\_\_\_

Q37. My preferred email address is: \_\_\_\_\_

Q38. My 10-digit telephone number is: \_\_\_\_\_

**That completes the survey. Thank you for your time!**