



Winter 2019 Golden Visitor Survey Results – Final Report

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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. TG's 2019 marketing plan outlines a marketing research strategy that states, *We will implement seasonal visitor studies, research destination reputation and support stakeholder efforts on sector-specific research. Subject to funding, we will undertake a study on the economic impact of tourism, and specifically the impact of labour shortages.* This report summarizes results from the 2019 winter visitor research conducted to fulfill the above research strategy. Like 2017, a two-stage, multi-location, in-person, on-site survey with an online follow up survey was conducted. Also, in winter 2019, a second, incremental data collection methodology called the online pilot survey was implemented. Both data sources were combined and summarized here.

- Between January 31 and March 24, 2019 researchers conducted 878 full visitor intercept interviews. A total of 462 visitors agreed to participate in the follow-up questionnaire, of those, 168 visitors completed the online follow-up survey for a response rate of 37%.
- A total of 134 people started the online pilot survey, 42 were not in the population and 34 did not complete the survey which totals 58 completed online surveys.

Key Findings

- Most winter visitors were from Alberta (39%), BC (15%) and other provinces in Canada (18%). Compared to 2017, the proportion of visitors from Alberta was declined by 10 points (from 49% to 39%). As a result, the share of BC and American visitors increased (up 5 points and 6 points, respectively).
- On average, travel parties spent \$1,248 while in Golden which was down 19% from 2017 results. This is due to declines in average spending by BC,

Alberta and Americans visitors while there were increases in spending from other Canadian and overseas visitors. For all markets, the percentage of expenditures spent on paid accommodation grew by two points (34% - 2019, 32% - 2017) which was offset by declines in expenditures on outdoor recreation (15% - 2019, 19% - 2017).

- In terms of TG marketing objectives, there is evidence that there has been progress in increasing overnight visitor length of stay (3.5 nights - 2019, 3.2 nights - 2017). Although, there were declines in levels of new visitor awareness of Golden, visitors choosing Golden as a primary destination and there were more visitors that considered other destinations when planning their vacation. These results are due, in part to the decline in market share of Albertan visitors.
- With the rise of the sharing economy, the use of private home rental services (e.g. Airbnb, VRBO) continues to grow as an important accommodation booking source with 25% of responses compared to just 16% in winter 2017.
- Most visitors were in Golden for resort skiing or snowboarding (66%) followed by cross country (7%) and backcountry skiing (6%). In addition to Golden's variety of outdoor activities and proximity to nature, the friendly, hospitable people, and helpful front-line staff are top Golden winter visitation decision-making factors.
- Golden winter visitors rated their overall experience as good-excellent (91%) and the majority were very likely to return (88%).
 - Golden's Net Promoter Score (NPS) was 42.9.¹ Like 2017, a good skiing experience at KHMR, the great atmosphere in town and friendly people were important factors to achieving a good winter experience in Golden.

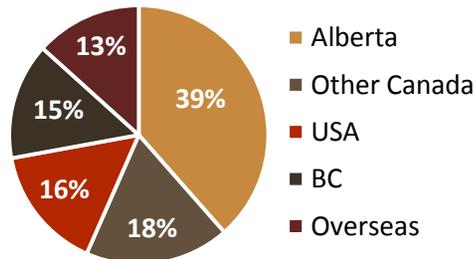
¹ The Net Promoter Score uses visitor's likelihood of recommending Golden as proxy measure of experience evaluation, see Section 2.2.1. for more information. Net Promoter, NPS and the NPS-

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.

GOLDEN - WINTER 2019 SUMMARY

Market Origin

Percentage of Visitors



Top Provinces (outside BC & AB)

1. Ontario 2. Quebec 3. Manitoba 4. Saskatchewan

Top 3 USA States

1. California
2. Colorado
3. Washington

Top Overseas Regions

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



\$1,248 on average, was spent in Golden by each visitor party

Visitors



64% male

35% female

3.5 people in each visitor party

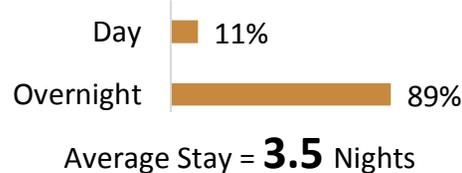
- 42% travelled with friends
- 40% travelled with spouse
- 9% travelled with children (< 16)

39% were between ages of 19-34

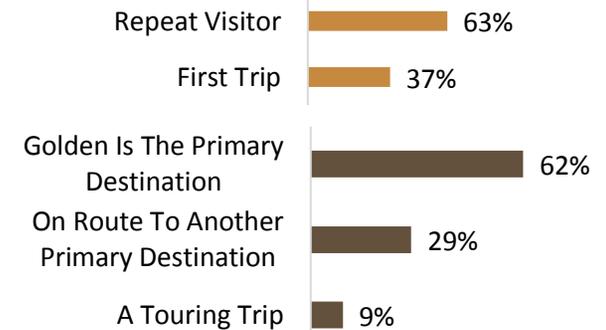
36% were between ages of 35-54

66% had HH income of \$100,000+

Golden Length of Stay



Type of Trip



61% Considered Other Winter Destinations Like: Revelstoke, Banff/Canmore and Panorama/Invermere/Radium.

Top 5 Places Visited in Golden

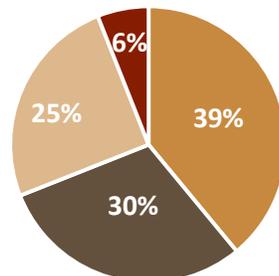
1. Pub/Bar
2. Gas Station **83%** visited
3. Grocery Store downtown
4. Kicking Horse Mountain Resort
5. Shopping for Gifts/Clothing

Accommodations

84% Stayed at Paid Roofed Accommodation

84% Pre-Booked Accommodation

- Accommodation Property
- Online Travel Agent
- Private Home Rental Service (e.g. Airbnb)
- Other



Top 5 Reasons for Visiting Golden

1. Resort Skiing/Snowboarding (66%)
2. X Country Skiing (7%)
3. Backcountry Skiing (6%)
4. Break from Driving/Convenient Place to Stop (3%)
5. Visiting Friends and Relatives (3%)

69% of first-time visitors were aware of Golden before visiting

Experience Evaluation

91% Rated Their Overall Golden Experience as Very Good/Excellent

Likelihood to Recommend: **57%**

Net Promoter Score (NPS): **42.3**

Likelihood of Return to Golden: **88%**

Winter Visitors	2019	2017	2019/2017 % Change	Directional Change
Primary Market				
BC	15%	10%	33%	↑
Alberta	39%	49%	-26%	↓
Other Canada	18%	18%	0%	≡
USA	16%	10%	38%	↑
Overseas	13%	13%	0%	≡
Gender				
Female	35%	39%	-11%	↓
Male	64%	61%	5%	↑
Length of Stay				
Day Visitors	11%	11%	0%	≡
Overnight Visitors	89%	89%	0%	≡
Average Nights in Golden	3.5	3.2	8%	↓
Aware of Golden Before First Visit¹	69%	79%	-14%	↓
Type of Trip				
Percent Choosing Golden as Primary Destination	62%	68%	-10%	↓
First Time Visitors	37%	43%	-16%	↓
Repeat Visitors	63%	57%	10%	↑
Considered Other Destinations	61%	44%	28%	↑
Visitor Party Expenditures While in Golden	\$1,248	\$1,481	-19%	↓
Accommodation				
Stayed at Paid Roofed Accommodation	84%	82%	2%	↑
Pre-Booked Accommodation	84%	93%	-11%	↓
Booked with Private Home Rental (e.g. Airbnb)	25%	16%	36%	↑
Experience Evaluation				
Overall Excellent/Very Good Experience Rating ²	91%	91%	0%	≡
High Likelihood of Return Trip to Golden ²	88%	87%	1%	↑
High Likelihood of Recommending Golden	57%	58%	-2%	↓
NPS	42.3	45.9	-5 pts	↓

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 2019, TG will continue to focus on three key strategic objectives:²

- 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 2019 TG marketing plan has a research strategy that states, *We will implement seasonal visitor studies, research destination reputation and support stakeholder efforts on sector-specific research. Subject to funding, we will undertake a study on the economic impact of tourism, and specifically the impact of labour shortages*. The research strategy goals are to summarize:

- Insight into visitor demographics, travel motivations and habits and the impact of DMO activity,
- Insight into destination reputation and specifically the impact of KH Canyon project, and
- Understanding the value of tourism and the impact of labour shortages.

To fulfill the research strategy goals, TG has conducted visitor surveys in 2013, 2014, 2015, 2016, 2017 and now in 2019. In fall 2015, Align Consulting Group was hired to reduce TG staff workloads and provide professional marketing research services throughout 2016, 2017 and 2019. 2019 marks the third year (after 2016 and 2017) when consistent visitor surveys have been implemented. Two visitor surveys are planned for 2019, one for the winter season (summarized in this report) and another for the peak summer season. For the most part, the 2019 research approach is aligned with 2016 and 2017. Also in winter 2019, a second, incremental data collection methodology called the online pilot survey was implemented. The purpose of the online pilot survey was two-fold; first to test new, potentially less expensive visitor survey methodology and second, to determine if a new methodology could increase the number of responses from visitors that stay overnight at cabin and lodge-based accommodations outside of Kicking Horse Mountain Resort (KHMR), the Golden Highway 1 strip and downtown Golden.

² Tourism Golden Marketing Plan 2019 FY.

2.0. METHODOLOGY

2.1. Data Collection

In 2019, two methods were implemented to collect information from Golden visitors.

Method 1 (On-Site and Online Follow Up Surveys) was like Golden winter visitor research conducted in 2017. It employed a two-stage, multi-location, in-person, on-site survey with an online follow up survey. Researchers employed by Tourism Golden worked for 39 days between January 31 and March 24, 2019. They approached visitors at KHMR, the Nordic Centre, Highway 1 hotels and downtown Golden. The on-site interview was 5-7 minutes long and finished with a request to participate in an additional online follow-up survey via email.

Method 2 (Online Pilot Survey) was new in 2019 and was initiated in mid-February and was extended to mid-April. Potential respondents were recruited at Golden businesses to complete an online survey on the Tourism Golden website. Information cards were distributed at 26 accommodation, activity, food and beverage and retail locations around Golden. Some businesses left the cards on display at their front desk/check out, while others were more active in distributing them directly to visitors or encouraging them to participate. Tourism Golden iPads were also left at several locations to encourage responses.

To encourage responses, both methods used a substantial incentive where fully completed responses entered a draw for a \$500 VISA gift card. The questionnaires were designed by Align Consulting Group and Tourism Golden. For the most part, the questions were the same between both data collection methods and were consistent with 2017 research.

2019 Golden Winter Visitor Methodology

Method 1

A. On-Site Visitor Survey (878 completed)

- In-person, on-site surveys
- At businesses in downtown Golden, Kicking Horse Mountain Resort (KHMR), the Nordic Centre near KHMR and Highway 1 hotels.
- Collected basic trip and traveller information.
- At conclusion of survey, recruited visitors to complete more detailed online follow up survey (via email).



B. Online Follow Up Survey (168 completed)

- Online survey sent via email collected in on-site visitor survey.
- More detailed trip characteristics, use of visitor information services and experience evaluation.
- Respondents names were entered into draw for a \$500 VISA gift card.

Method 2

Online Pilot Survey (58 completed surveys)

- Recruitment via information cards at 24 businesses around Golden.
- Recruitment occurred at various accommodation, activity, food and beverage and retail locations around Golden.
- Collected basic trip and traveller information and more detailed trip characteristics, use of visitor information services and experience evaluation.
- All questions aligned with method 1 and the 2017 winter visitor survey.
- Respondents names were entered into draw for a \$500 VISA gift card.

Although, because method 1 had two phases, it had a few more questions than method 2. See Appendix C for the full on-site and follow-up questionnaires and the online pilot survey questionnaire.

For method 1, a total of 2,079 people were approached to participate in the on-site survey. Of those, 1,584 people (76%) agreed to participate, 495 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. A total of 462 visitors agreed to complete the online, follow-up survey. Of the 462, 8 could not be delivered, equaling 454 people that received the follow-up email. Three email reminders were sent over several weeks to those people who had not started or completed the survey. A total of 164 visitors completed the follow up online survey for a response rate of 37%.³ By location, response to the follow-up survey was highest for visitors encountered at the Nordic Centre (49%), followed by KHMR (42%), downtown Golden (38%) the hotels on Highway 1 (32%) and KHMR (34%). By market, visitors from drive markets had higher response rates between 37% and 45% while there was fair response rate from other Canadians (31%) American (27%) and overseas (31%) visitors.

Method 2 (the online pilot survey) was initiated in mid-February and was extended mid-April. A total of 134 people started the online survey, 42 were not in the population and 34 did not complete the survey. This totals 58 completed online surveys. By location, 29% found out about the online survey at KHMR, followed by downtown Golden (28%), Highway 1 hotels (24%), the Frontcountry/Blaeberry Valley (14%) or the Nordic Centre (5%). Most respondents found out about the survey at an accommodation property (60%), followed by an activity location (23%) and a food and beverage business (16%).

Location	People Approached	Agree to Complete Survey	Number of (% of Total):				Response Rate
			Not in Population/Did Not Complete ¹	Completed On-Site Survey	Agree to Follow-Up	Completed Follow-Up	
KHMR	1,207 (58%)	907	300	489 (56%)	226	77 (46%)	34%
Nordic Centre	246 (12%)	228	114	81 (9%)	35	17 (10%)	49%
Highway 1 Corridor	227 (11%)	113	63	92 (10%)	51	17 (10%)	33%
Downtown Golden	399 (19%)	336	18	216 (25%)	150	57 (34%)	38%
Total Intercept and Follow Up	2,079	1,584	495	878	462	168	37%

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 374 people actually received the follow-up survey because 13 emails addresses bounced/were incorrect.

³ 37% (168/457) is considered a satisfactory response rate but has declined from 42% in 2017.

Online Pilot Survey	Number of:			
	People That Initiated Online Survey	Not in Population ¹	Did Not Complete (Attrition)	Completed Online Pilot
Online Pilot Survey	134	42	34	58

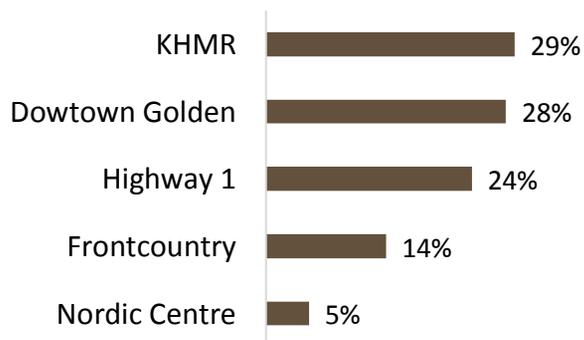
1. Not in population means the person approached was less than 19 years old, already surveyed, a local, property owner or seasonal visitor.

Market	Number of:				Online Surveys Completed
	Completed On-Site Survey (% of Total)	Agree to Follow-Up	Completed Follow-Up (% of Total)	Response Rate	
BC	127 (14%)	67	25 (15%)	37%	14 (18%)
Alberta	298 (34%)	173	77 (46%)	45%	13 (48%)
Other Canada	161 (18%)	74	23 (14%)	31%	12 (16%)
USA	157 (18%)	88	24 (14%)	27%	13 (17%)
Overseas	135 (15%)	60	19 (11%)	32%	1 (1%)
Total	878	462	168	37%	77¹

1. Only 58 fully completed the online survey, this means 13 people dropped out between the origin question and the final survey question.

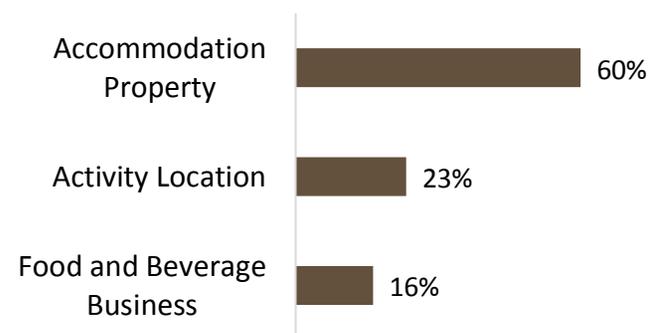
Location of Business That Respondent Found Out About Online Survey

Percent of Online Pilot Survey Respondents



Type of Business That Respondent Found Out About Online Survey

Percent of Online Pilot Survey Respondents



2.2. Data Analysis

Data from both methods were downloaded, merged together and coded,⁴ they were weighted or 'balanced' in five groups according to overnight accommodation capacity including KHMR, the Highway 1 corridor, downtown Golden and the Frontcountry/Blaeberry Valley or the Backcountry (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:

- Data from method 1 (on-site and online follow up survey) and online pilot survey results were combined and are summarized in the following pages. A report summarizing differences in responses by methodology is found under separate cover.
- 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 2017 results are made throughout the report. Please be aware that 2019 responses include the online pilot results.

In addition, data were summarized by:

1. Market - BC, Alberta, other Canadian provinces, the USA and Overseas. Only on-site survey responses are compared because follow-up data samples sizes are small for BC, the USA and Overseas (see Section 3.6).
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 3.7).

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) 2017/18 - 2019/20 corporate strategy⁵ is for British Columbia to become the most highly recommended destination in North America. The Net Promoter Score® (NPS®)⁶ 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 have collected 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). See Appendix B for NPS results from other organizations.

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



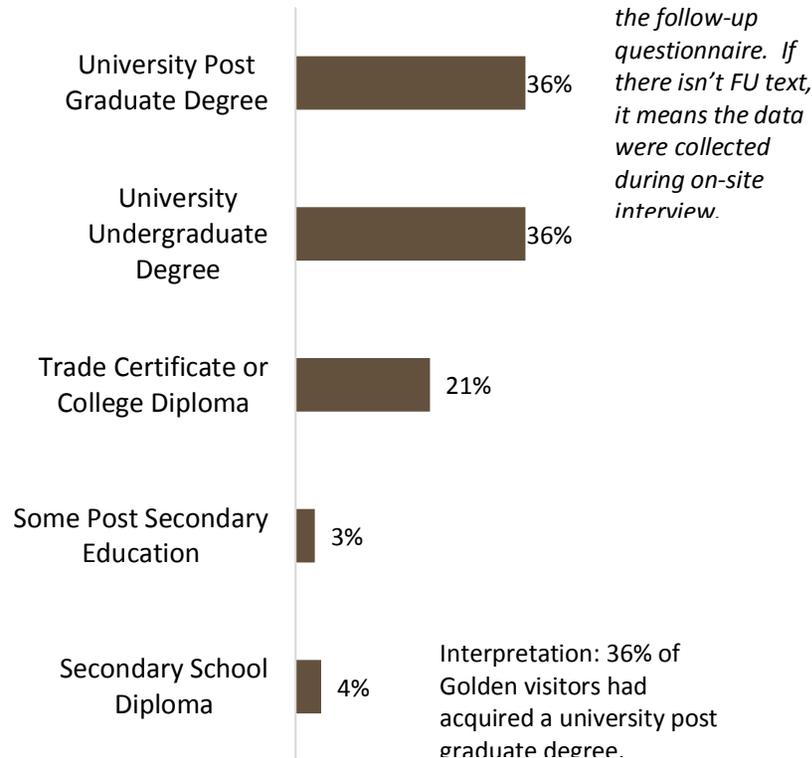
⁵ https://www.destinationbc.ca/content/uploads/2019/02/DBC-Corporate-Strategy-2017_editFeb212019.pdf

⁶ 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

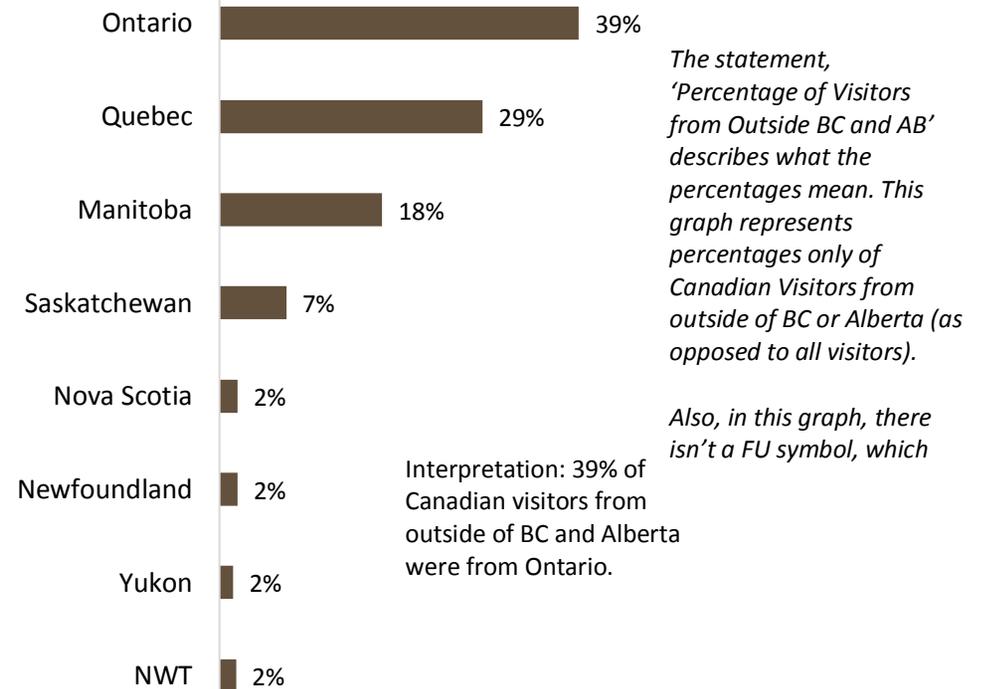
2017 Level of Education

Percentage of Visitors ^{FU}



2017 Origin of Canadian Visitors

Percentage of Visitors Outside of BC and AB

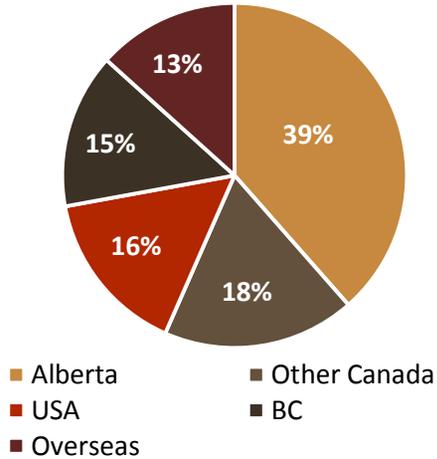


Footnotes about questions are noted here. Often they describe the 'other' categories, state the question, describe other note, or describe the number of responses (n).

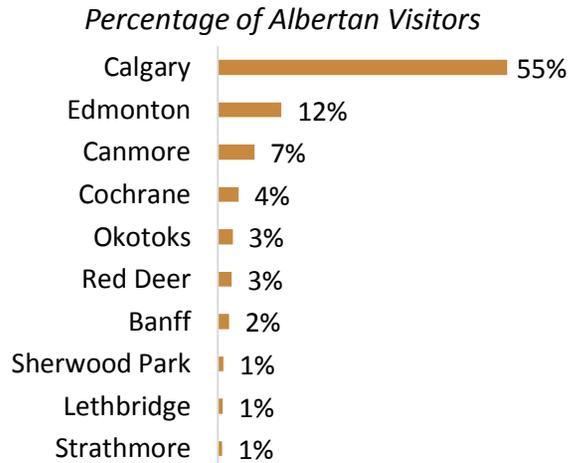
1. Other US States include: Virginia, Texas, New York, Wyoming, Minnesota, Connecticut, Ohio, Arizona, Maine, South Dakota, Michigan, Florida.

3.0. RESULTS

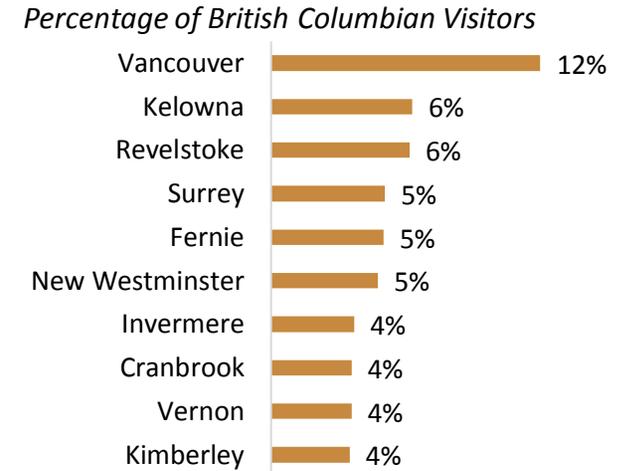
Market Origin
Percentage of Visitors



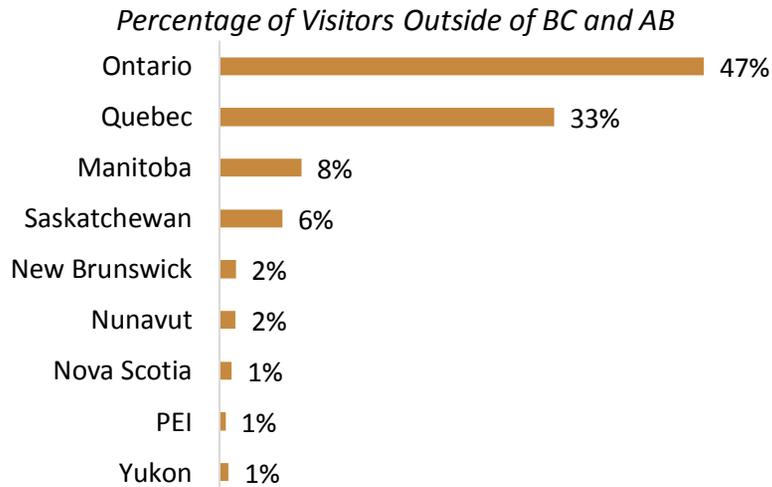
Origin of Visitors from Alberta (Top 10)
Percentage of Albertan Visitors



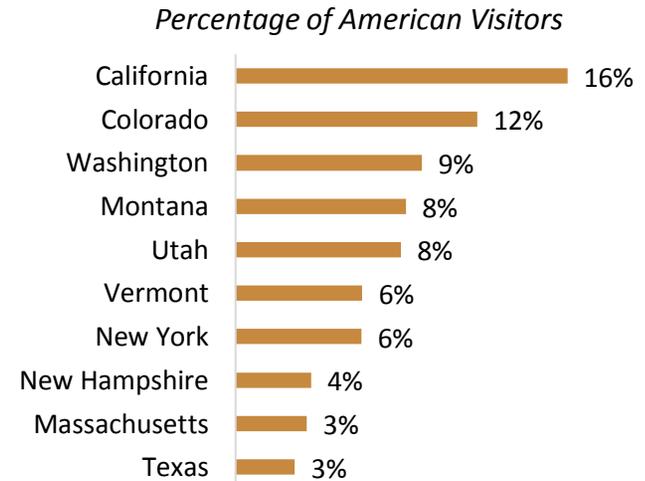
Origin of Visitors from BC (Top 10)
Percentage of British Columbian Visitors



Origin of Canadian Visitors
Percentage of Visitors Outside of BC and AB



Origin of Visitors from USA (Top 10)¹
Percentage of American Visitors

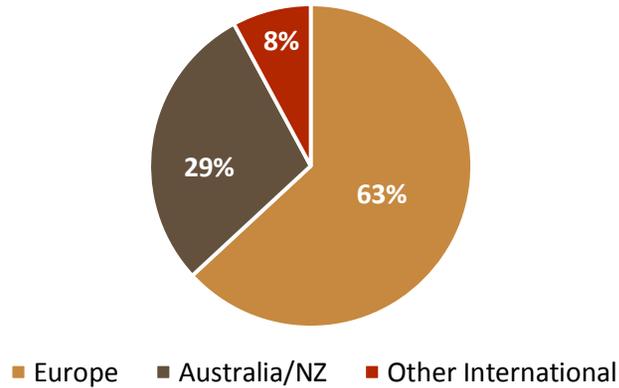


1. Other US States include: Minnesota, Maine, Pennsylvania, Oregon, Idaho, Alaska, Georgia, Florida, New Jersey, Wisconsin, Nevada

3.1. Visitor Characteristics

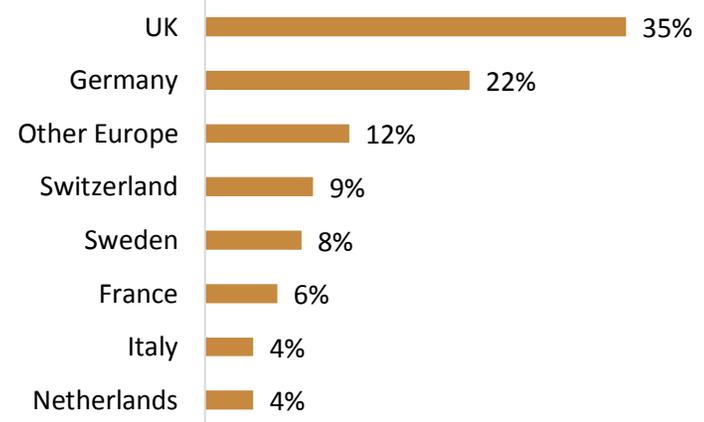
Origin of Overseas Visitors¹

Percentage of Overseas Visitors



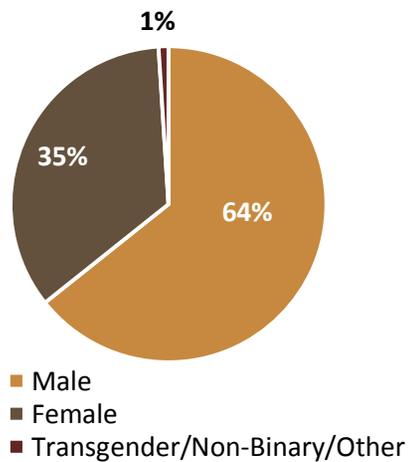
Origin of European Visitors²

Percentage of European Visitors



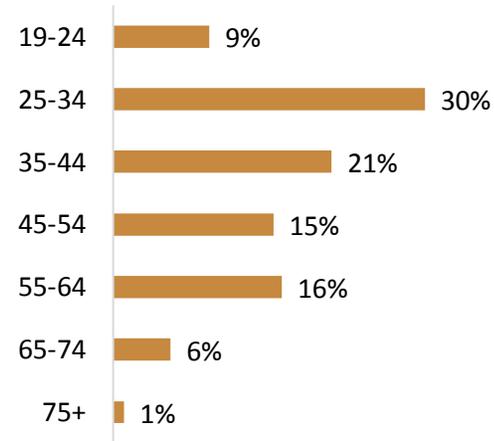
Gender

Percentage of Visitors



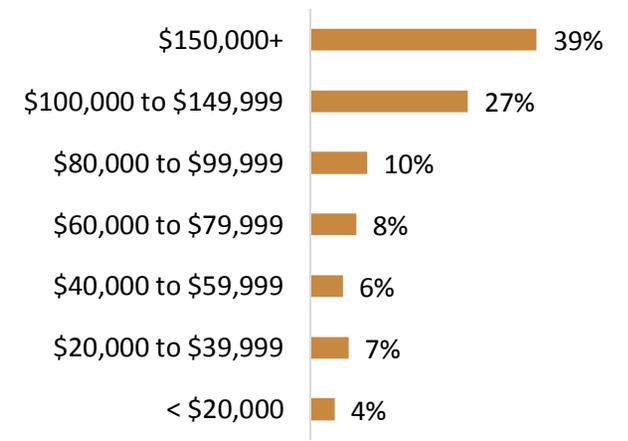
Age

Percentage of Visitors



Annual Household Income (\$CDN)

Percentage of Visitors^{FU}

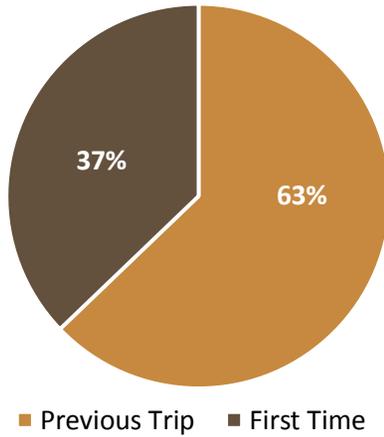


1. Other International countries include: China (42%), Japan (33%), South Africa (8%), Mexico (8%), Chile (8%).

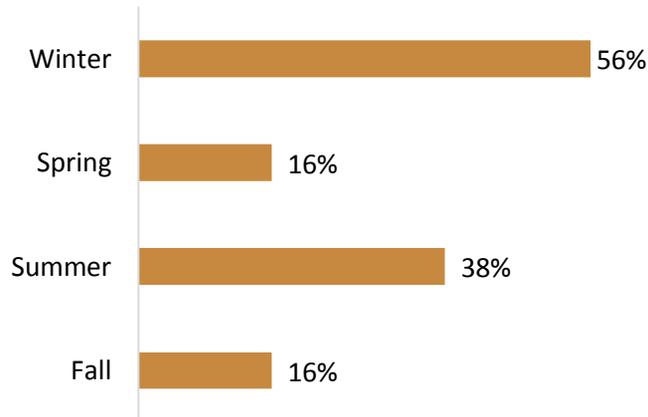
2. Other European countries include: Austria (22%), Norway (22%), Belgium (22%), Spain (11%), Russia (11%) and Czech Republic (11%).

3.2. Trip Characteristics

Been to Golden Before
Percentage of Visitors



Season of Past Visitation
Percentage of Past Visits



Average Number of Past Trips to Golden:

9.4

Percent of Visitors That Have Made 1 Past Trip to Golden:

22%

Percent of Visitors That Have Made 10+ Trips to Golden:

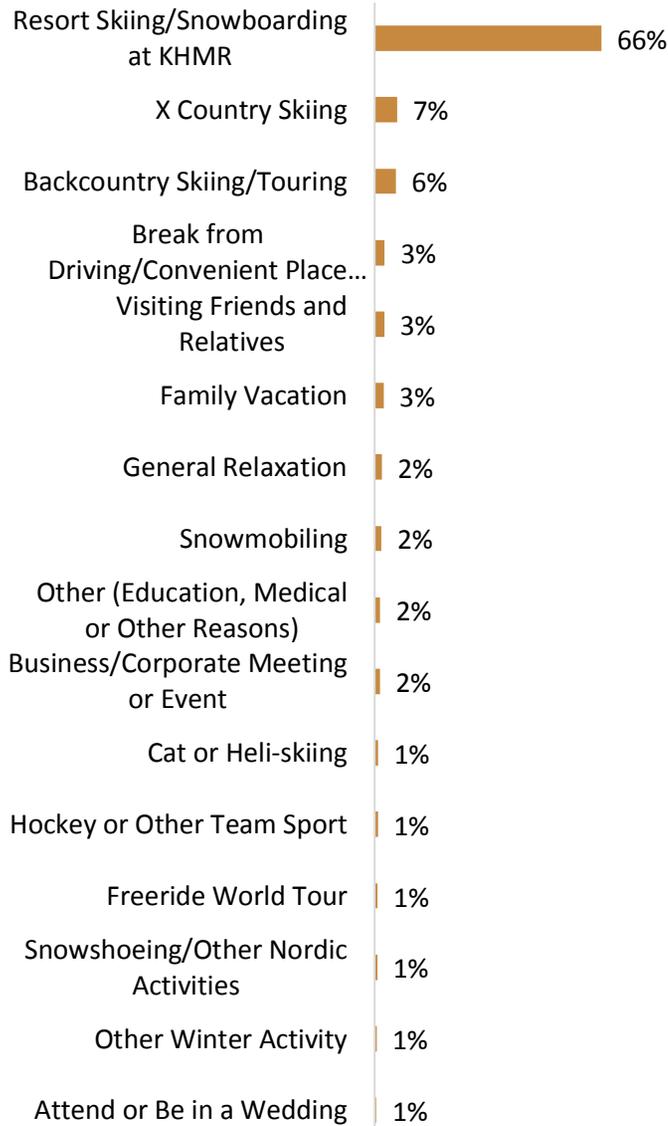
26%

Been To Golden? ¹		
	Repeat Visitors	First-Time Visitors
Origin		
BC	16%	12%
AB	55%	15%
Other Canada	16%	19%
USA	8%	28%
Overseas	5%	26%
Primary Reason (Top 5)	1. Resort Skiing /Snowboarding (61%) 2. X Country Skiing (9%) 3. Backcountry Skiing/Touring (7%) 4. Family Vacation (4%) 5. Visiting Friends and Relatives (4%)	1. Resort Skiing /Snowboarding (76%) 2. Backcountry Skiing/Touring (4%) 3. Other (Education, Medical or Other Reasons) (3%) 4. X Country Skiing (2%) 5. General Relaxation (2%)
Length of Stay		
Day	11%	13%
Overnight	89%	86%
Average Nights	3.3	3.8

1. This table is read as origin, primary reason and length of stay of repeat or first-time visitors. For example, 16% of repeat visitors were from BC, whereas 8% of first-time visitors were from BC. 5% of repeat visitors were from overseas while 26% of first-time visitors were from overseas.

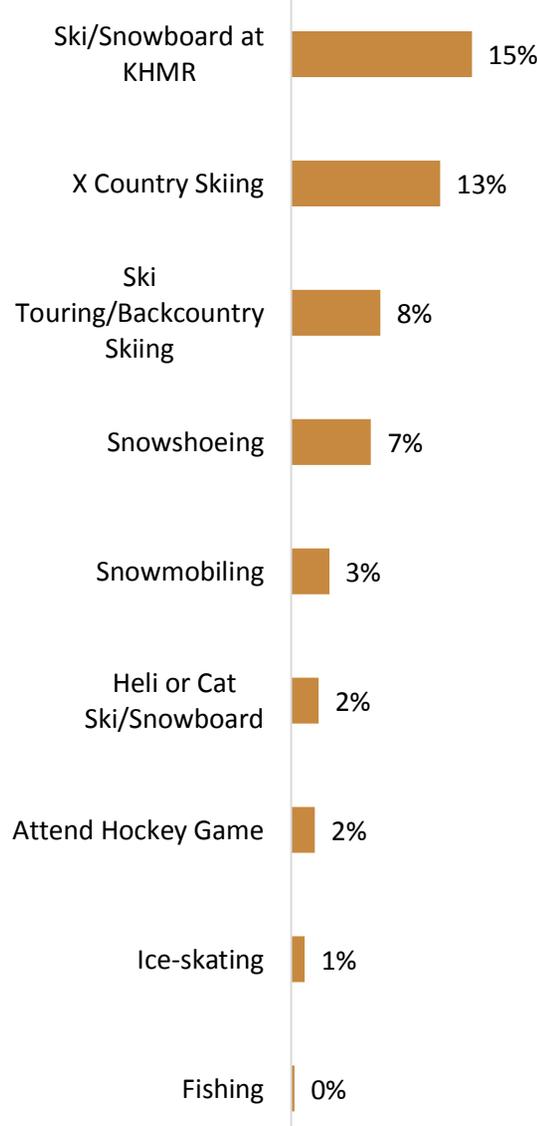
Primary Reason for Visit

Percentage of Visitors



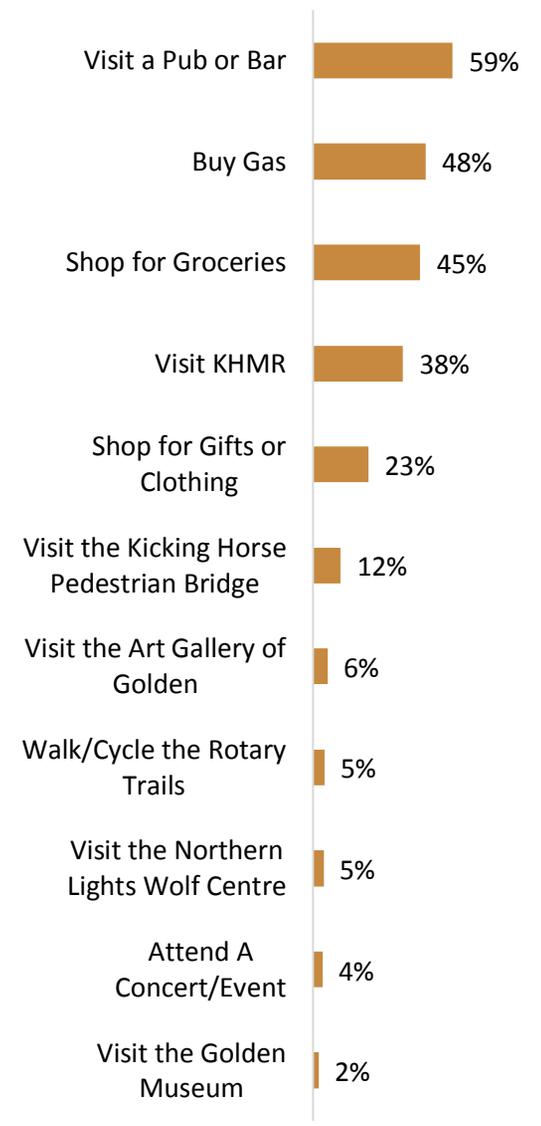
Additional Activity Participation (Not Primary)

Percentage of Visitors



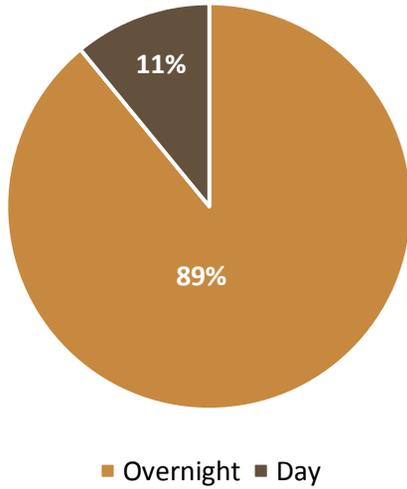
Golden Places Visited

Percentage of Visitors



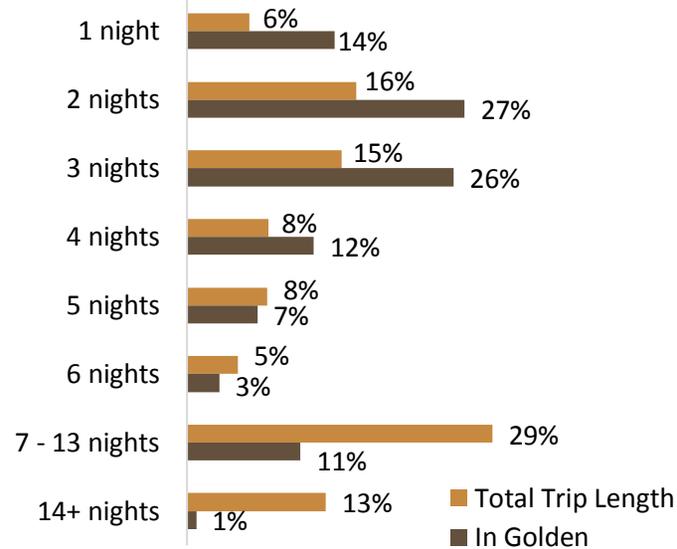
Length of Stay in Golden

Percentage of Visitors



Nights on Trip and in Golden

Percentage of Visitors



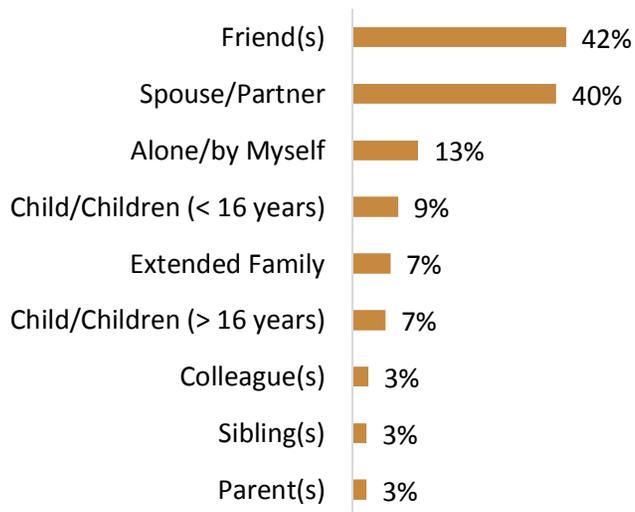
Average Overnight Trip Length:
6.9 nights

Average Nights in Golden:
3.5 nights

Time in Golden/Total Trip Length:
50%

Travel Party Composition¹

Percentage of Visitors



Average Travel Party Size:

3.5 people

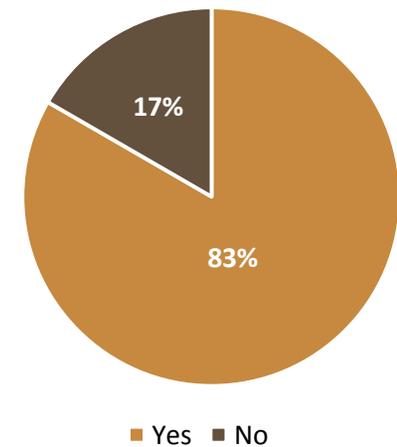
Percent of Visitors Travelling in a Group:
9%

Type of Group:

- Sports Group (4%)
- Business Group (3%)
- Leisure Tour Group (2%)
- Other (0%)

Visit Downtown Golden?

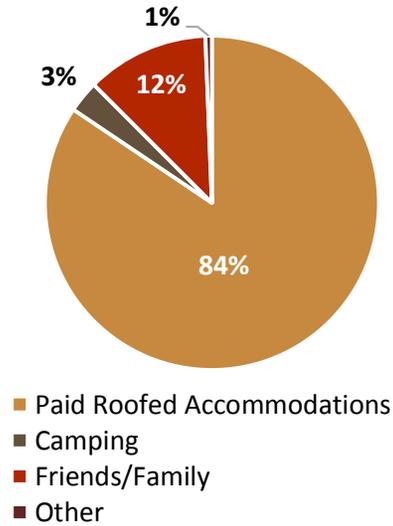
Percentage of Visitors^{FU}



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

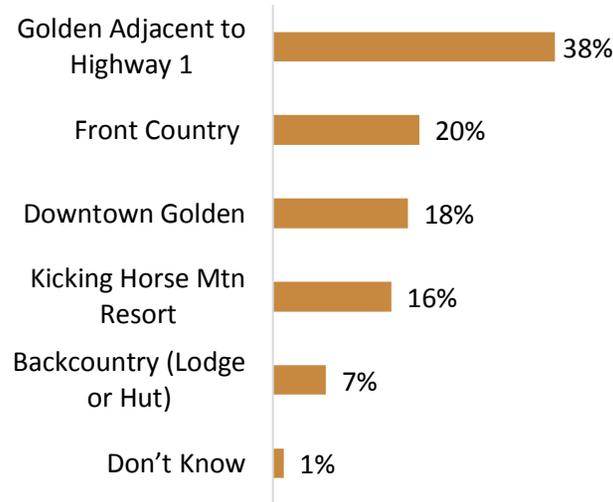
Golden Overnight Accommodation

Percentage of Visitors



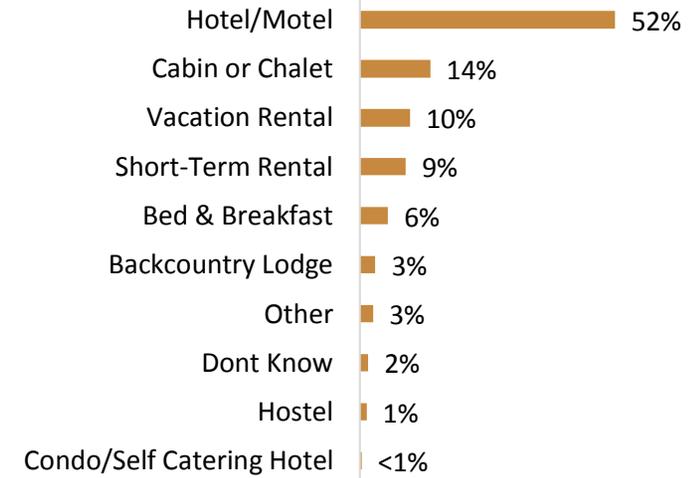
Paid Accommodation Location

Percentage of Visitors - Weighted



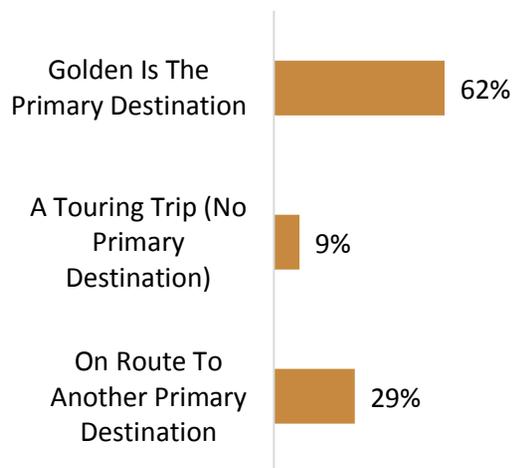
Accommodation Type¹

Percentage of Visitors



How Would You Describe Your Trip?

Percentage of Visitors



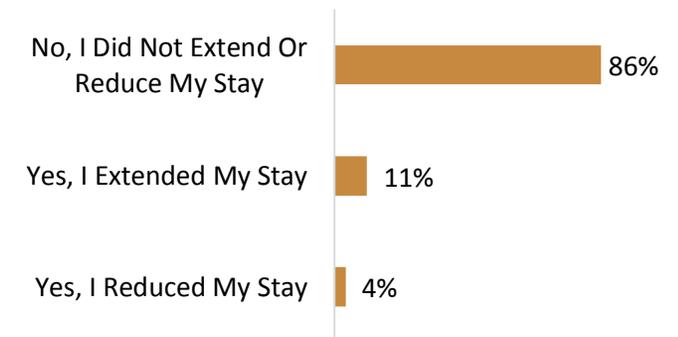
Other Primary Destinations

(70 responses)

- Revelstoke (29%)
- Banff/Lake Louise/Canmore (16%)
- Calgary (14%)
- Backcountry near Golden (13%)
- Columbia Valley (8%)
- Lower Mainland/Whistler (6%)
- Other BC (4%)
- Thompson Okanagan (4%)
- Other Outside BC & AB (3%)
- Other AB (2%)
- Vancouver Island (2%)

After Your Arrival in Golden Did You Reduce or Extend your Stay from What You Originally Planned?

Percentage of Visitors^{FU}

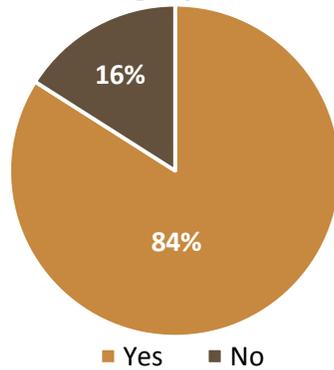


1. In the survey question used the following terms. Vacation Rental (whole home/condo) Short-Term Rental (Room/Suite/Bed) in a private home

3.4.3. Accommodation Booking

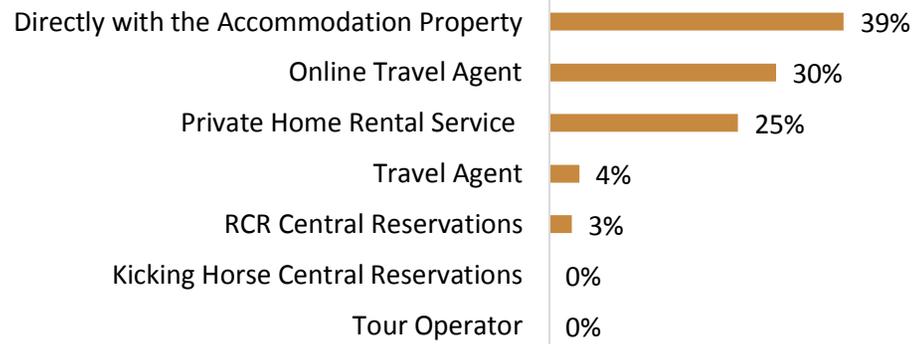
Did You Pre-Book/Reserve Paid Accommodations In Golden?

Percentage of Visitors^{FU}



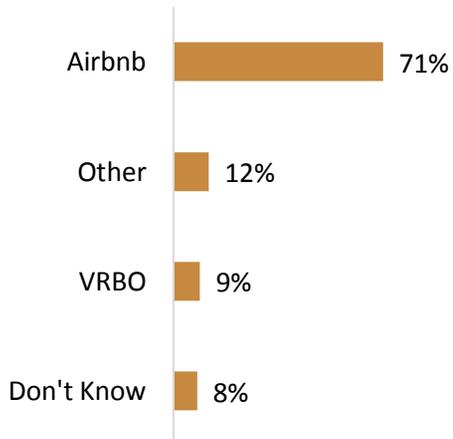
How Did You Pre-Book/Reserve Accommodation in Golden?

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



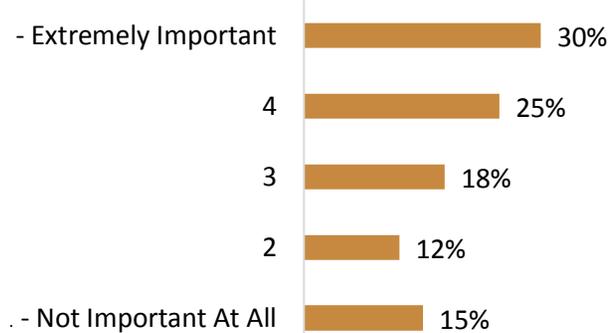
Which Private Home Rental Service Did You Use? ¹

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



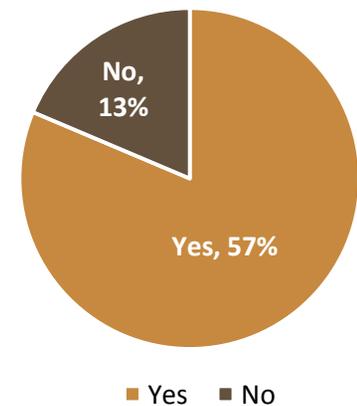
How Important Was The Ability To Book Your Accommodations Through A Private Home Rental Service In Your Decision To Visit Golden?²

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, 2}



Expenditures in Golden (Averages) ¹				
	Visitor Party		Per Person	
	Trip Expenditures	Daily Expenditure ²	Trip Expenditures ³	Daily Expenditure ⁴
Day Visitors	\$196	\$196	\$69	\$69
Overnight – VFR ⁵	\$558	\$142	\$225	\$57
Overnight - Paid Roofed	\$1,547	\$458	\$420	\$124
Overnight - Camping ⁶	\$438	\$146	\$146	\$49
Overall	\$1,248	\$364	\$364	\$106

1. The expenditures presented were collected on the on-site interview.
2. Visitor Party Daily Expenditures = Visitor Party Trip Expenditures/Nights in Golden.
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
6. Small sample sizes, n=8, use caution when interpreting.

Expenditures in Golden – Averages in Each Category ¹								
	Paid Accomm.	Food and Beverage	Transportation	Shopping	Attractions	Outdoor Recreation	Other Entertainment	Other Expenditures
Overnight - PAID								
% spent on	43%	21%	13%	4%	4%	11%	3%	1%
\$ spent on	\$665	\$325	\$201	\$35	\$62	\$170	\$46	\$15
Overall²								
% spent on	34%	21%	14%	6%	4%	15%	5%	1%
\$ spent on	\$424	\$262	\$175	\$75	\$50	\$187	\$62	\$12

1. The percent of expenditures presented in each category are collected in the follow-up online and the online pilot survey. n = 156. Sample sizes were small for overnight-VFR (16), overnight-camping (1) and day (18) visitors, therefore data is not reported. The average 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
2. Includes overnight paid, overnight – VFR, overnight - camping and day visitors.

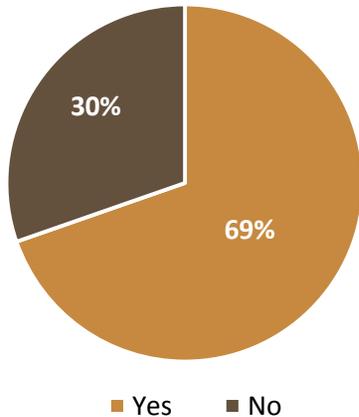
Trip Characteristics by Market						
	BC	AB	Other Canada	USA	Overseas	TOTAL
Been to Golden?						
First Time	30%	14%	42%	66%	77%	37%
Repeat Visitor	70%	86%	58%	34%	23%	63%
Travel Party Size (Average)	2.6	3.9	3.4	3.6	3.4	3.5
Type of Trip						
Golden is Primary Destination	54%	83%	58%	38%	35%	62%
Touring Trip	19%	5%	9%	11%	9%	9%
Other Primary Destination	27%	12%	33%	51%	56%	29%
Primary Reasons for Visiting (Top 5)¹	1. Resort Skiing/Snowboarding (47%) 2. Break from Driving/Convenient Place to Stop (9%) 3. X Country Skiing (8%) 4. VFR (6%) 5. Other (6%)	1. Resort Skiing/Snowboarding (63%) 2. X Country Skiing (13%) 3. Backcountry Skiing/Touring (6%) 4. General Relaxation (4%) 5. Snowmobiling (3%)	1. Resort Skiing/Snowboarding (76%) 2. Backcountry Skiing/Touring (6%) 3. VFR (4%) 4. Family Vacation (4%) 5. Family Vacation (3%)	1. Resort Skiing/Snowboarding (77%) 2. Backcountry Skiing/Touring (7%) 3. Cat or Heli Skiing (3%) 4. Family Vacation (2%) 5. X Country Skiing (2%)	1. Resort Skiing/Snowboarding (73%) 2. Backcountry Skiing/Touring (10%) 3. Family Vacation (4%) 4. Break/Convenient Place to Stop (4%) 5. VFR (4%)	1. Resort Skiing/Snowboarding (66%) 2. X Country Skiing (7%) 3. Backcountry Skiing/Touring (6%) 4. Break/Convenient Place to Stop (3%) 5. VFR (3%)
Length of Stay						
Day	13%	11%	7%	15%	9%	11%
Overnight	86%	88%	93%	83%	90%	89%
Average Nights	3.2	2.6	4.7	3.6	4.4	3.5
Accommodation						
Paid Roofed Accommodation	77%	85%	89%	85%	83%	84%
Camping	1%	4%	0%	7%	4%	3%
VFR	21%	11%	10%	7%	12%	12%
Average Expenditures (Per Trip/Per Party)	\$611	\$959	\$1,895	\$1,389	\$1,883	\$1,243

1. VFR = Visiting Friends and Relatives

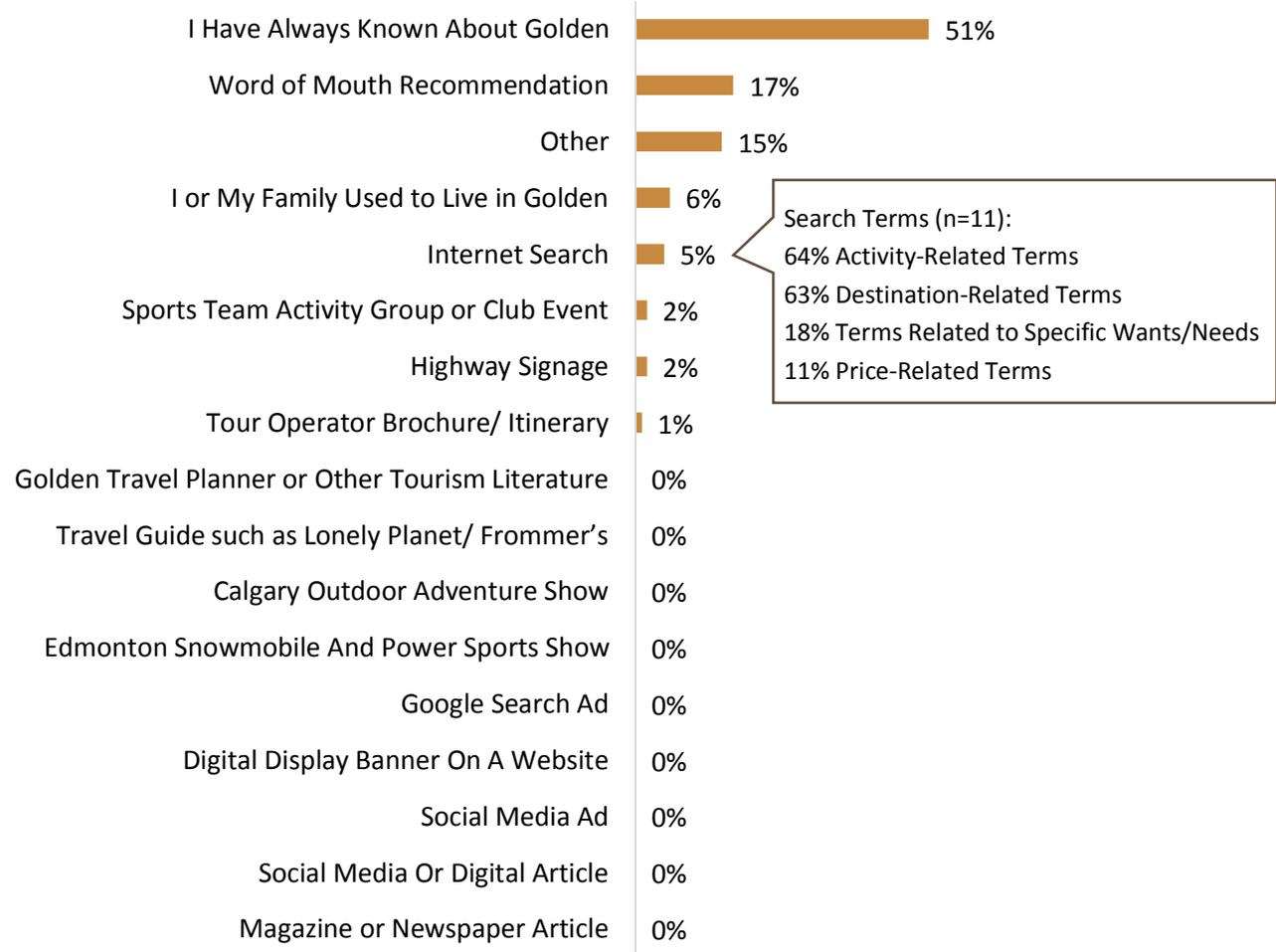
3.3. Awareness, Decision Making and Perceptions

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}



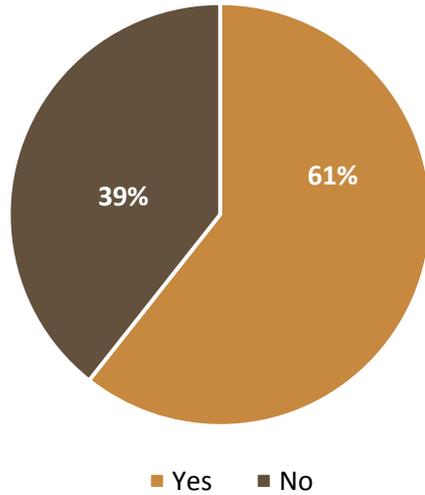
1. This question was only asked of people that had not been to Golden on previous trips.

2. Other includes responses about general ski literature, materials from KHMR, friends live there and past trip to Golden, Chatter Creek, Mistaya Lodge, Powder Highway Information, word of mouth from Golden locals.

3.3.2. Decision Factors

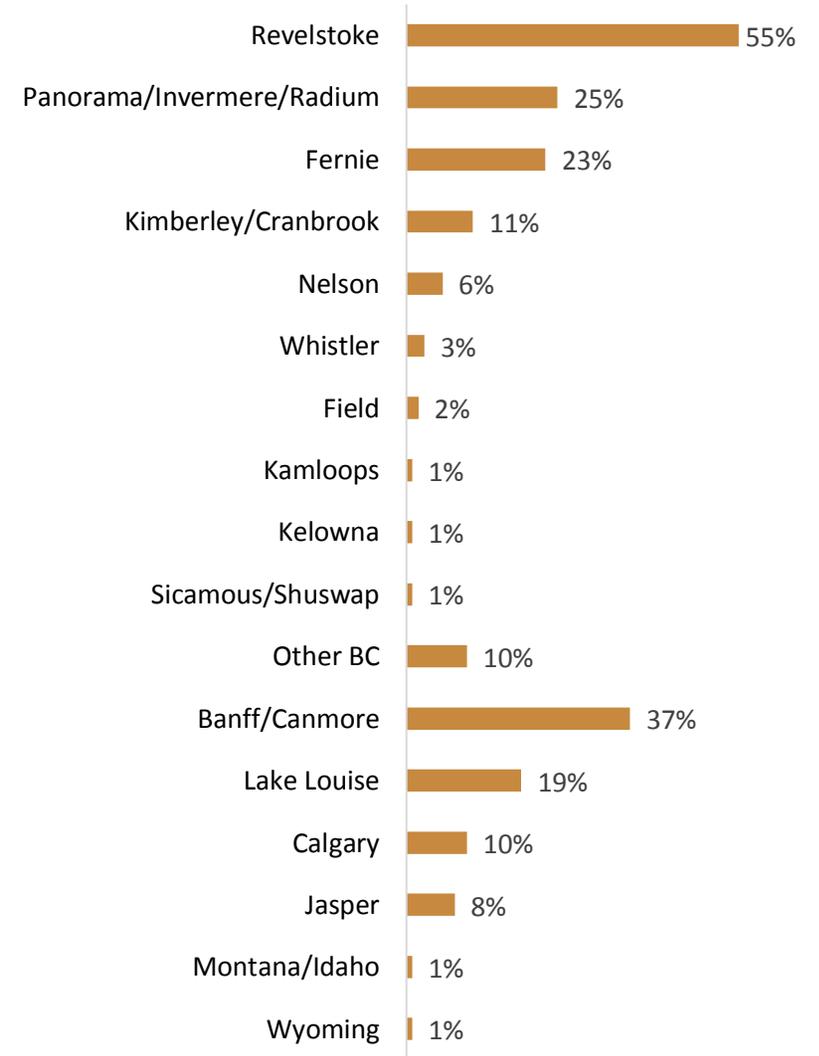
Consider Other Destinations?

Percentage of Visitors^{FU}



Other Destinations Considered¹

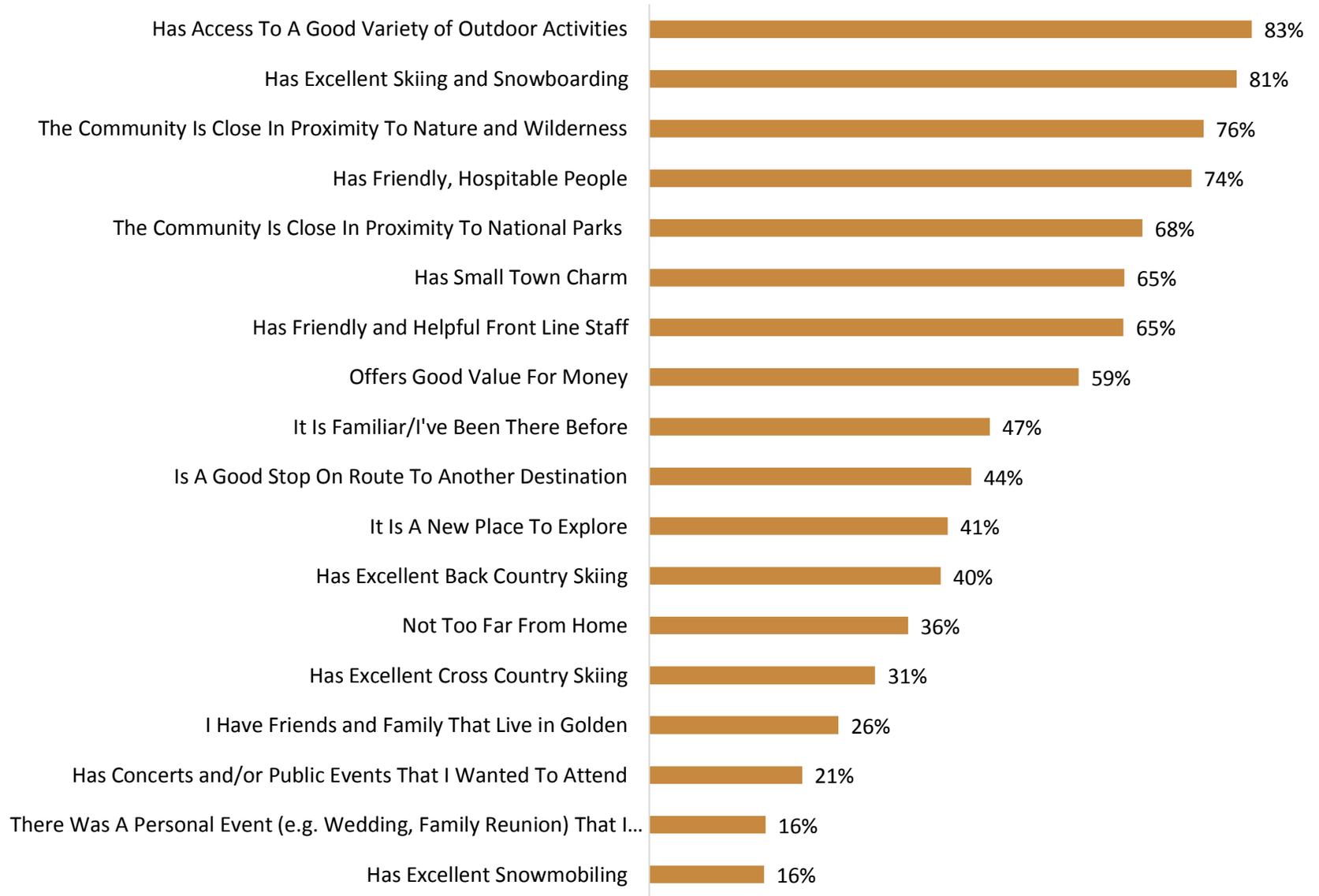
Percentage of Visitors^{FU}



1. Visitors could respond with more than one response therefore the percentages add up to more than 100%. 90 visitors suggested 199 other destinations.

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

Percentage of Visitors^{FU}



Scale: 1 = Not At All Important to 5 = Extremely Important

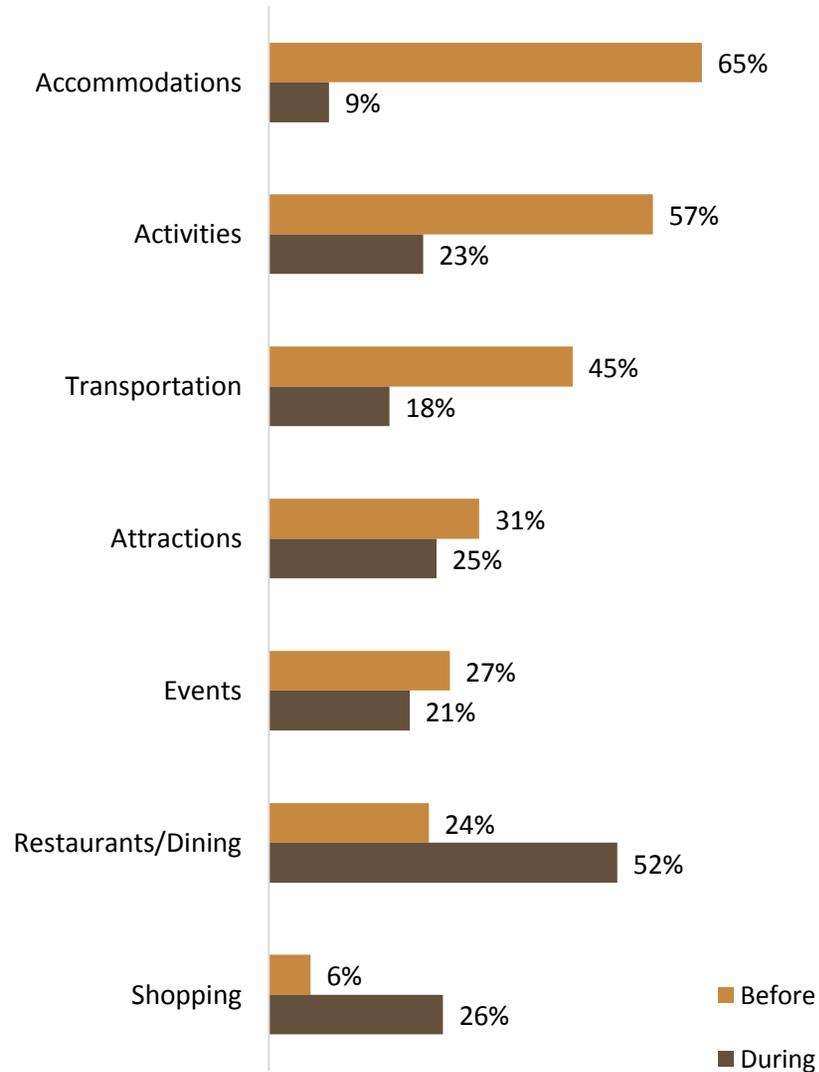
3.3.3. Perceptions

What Are Three Words You Would Use to Describe Golden?		
Groups of Topic Words	Percentage of Responses ¹	Topic Word Examples ¹
Favourable		
Beautiful/Scenery/Landscape	55%	<i>Mountains, Beautiful, Unspoiled, Scenic</i>
Small/Quite/Quaint/Relaxing/Community	45%	<i>Charming, Small, Quaint, Tranquil, Relaxing, Charmingly Low-Key</i>
Outdoorsy/Adventure/Recreation	30%	<i>Challenging Mountain, Outdoorsy, Adventure</i>
Friendly People	25%	<i>Friendly, Welcoming, Nice People</i>
Skiing/Snowboarding	17%	<i>Amazing Skiing, Freeride Boarding Paradise, The Greatest Ski Station in Canada!</i>
Awesome/Good/Fantastic	19%	<i>Great, Magical, Wonderful</i>
Other	13%	<i>North Facing, Canadian, Potential, Funny Name, Unknown</i>
Location/Access	13%	<i>Accessible, Walkable, Convenient Stop, Highway, Right Location</i>
Original/Authentic/Unique	6%	<i>Authentic, Natural</i>
Snow	7%	<i>Powderific, Snowy, Snow, Powder</i>
Food/Good Restaurants/Entertainment	3%	<i>Restaurants, Good Brewers, Good Beer, Tasty</i>
Good Value	3%	<i>Affordable</i>
Other Winter Activities	3%	<i>Nordic Skiing, Lovely Snow-Shoe Walks, Trails</i>
Kicking Horse	2%	<i>Kicking Horse</i>
Many Activities/Amenities	2%	<i>Choices, Good Facilities</i>
Tourist Friendly	2%	<i>Accommodating, Caters to Tourism</i>
Family Friendly	2%	<i>Family, Community And Family Oriented</i>
Mtn. Biking	2%	<i>Mountain Biking</i>
Unfavorable		
Poor Weather	3%	<i>Dusty, Grey, Cold</i>
Unappealing Town	2%	<i>Ugly, No Charm.</i>
Expensive	1%	<i>Expensive</i>

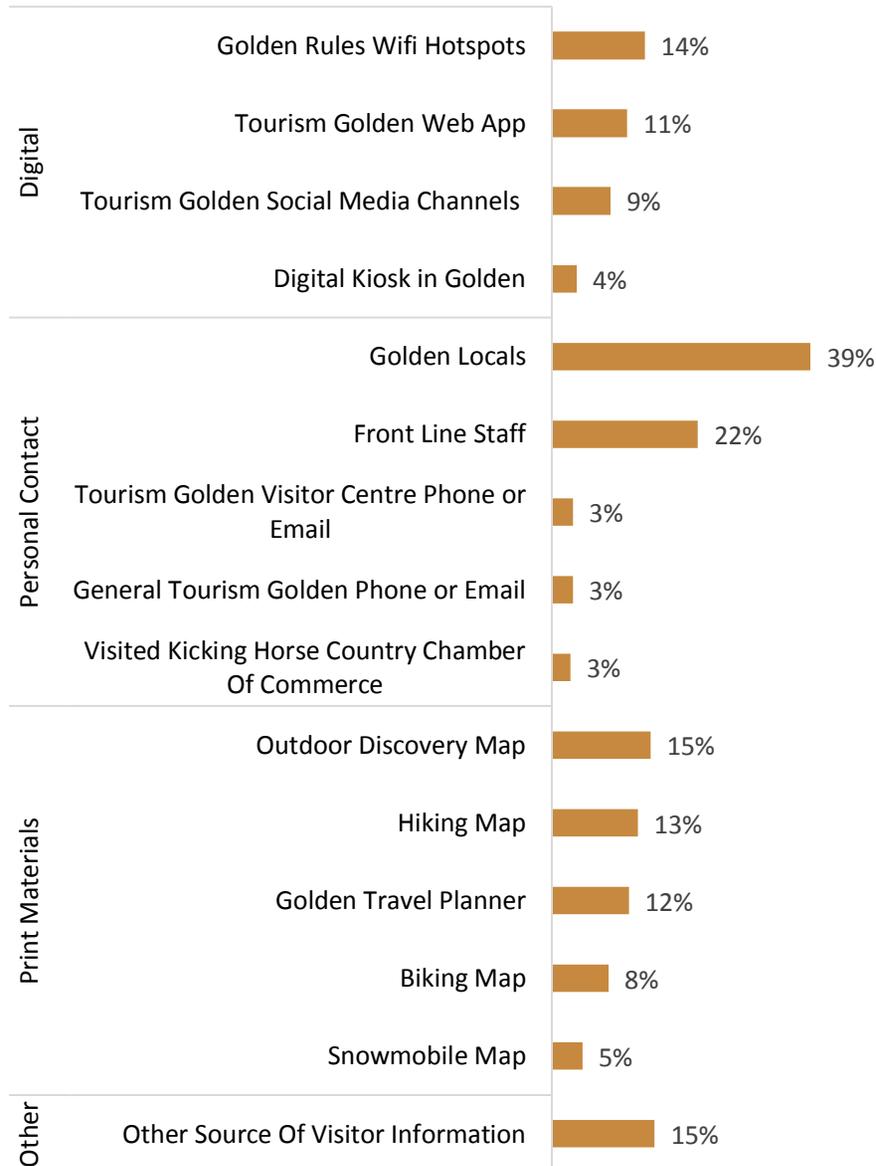
1. 155 visitors suggested 395 words. Totals do not add to 100% because one visitor suggested multiple words.

3.4. Visitor Information Services

**What Visitor Information Topics
Did You Research And Obtain
About Golden Before And During Your Trip?**
Percentage of Visitors^{FU}



Services Used to Obtain Visitor Information¹
Percentage of Visitors^{FU}

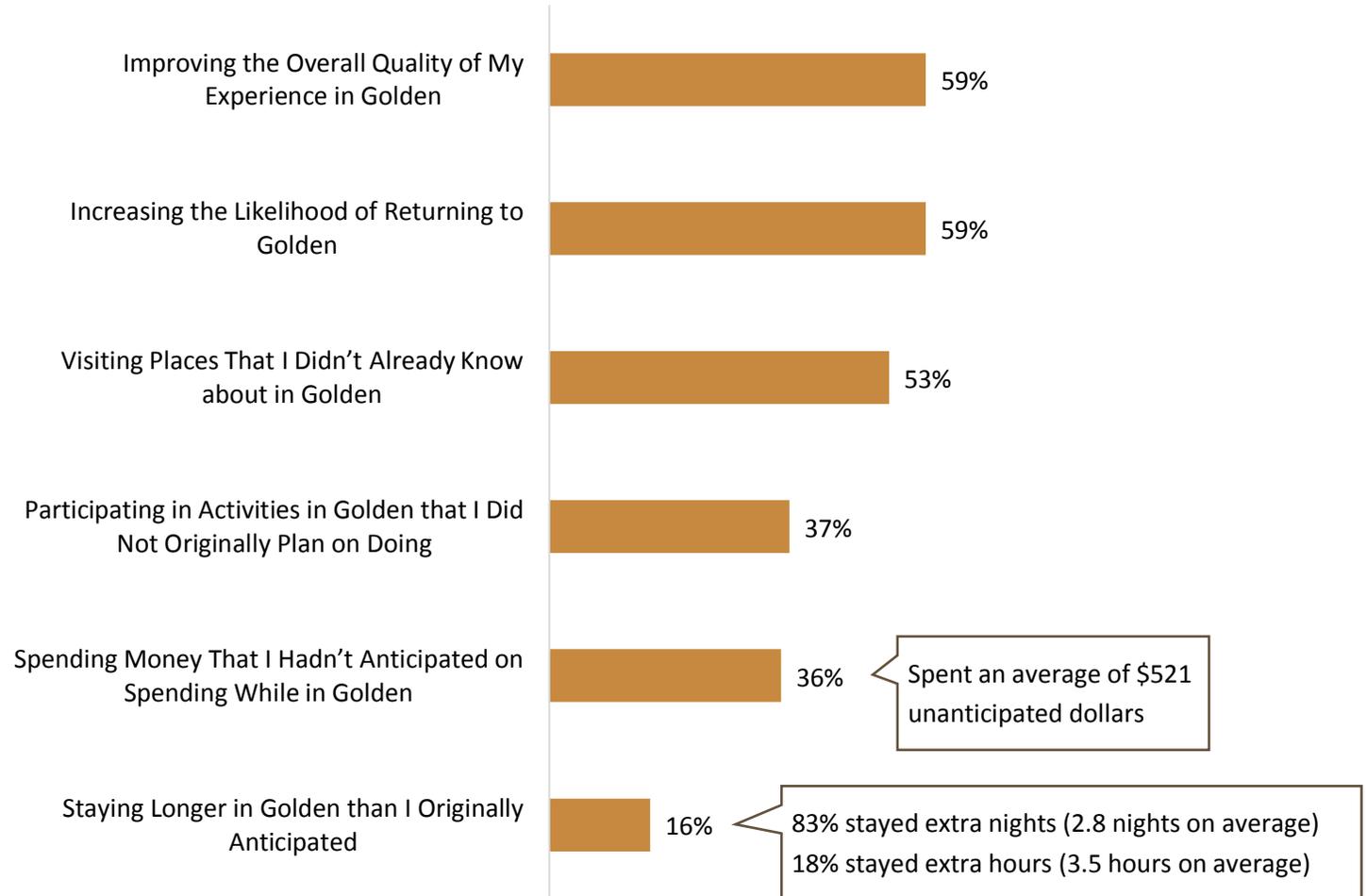


Other Services/Sources Used to Obtain Visitor Information:

(30 responses)

- KHMR Website/Ski Conditions (23%)
- Dawn Mtn/XC Ski Website/Ski Map (20%)
- Local Golden Businesses (13%)
- Google (10%)
- Friends/Family (10%)
- Trip Advisor (7%)
- Lonely Planet (3%)
- Kootenay Rockies Tourism (3%)
- Business outside of Golden (3%)
- Other Ski Website (3%)

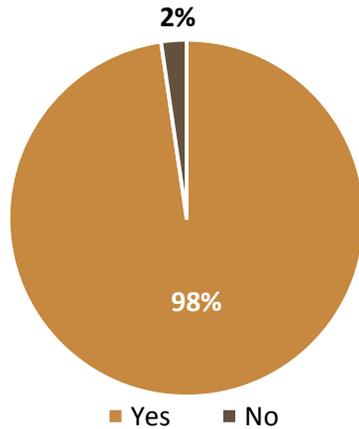
Top Box Results - The Visitor Information
I Obtained In Golden Resulted Me Or My Travel Party...
Percentage of Visitors Responding 4 or 5 on Agreement Scale^{FU}



Scale: 1 = Do Not Agree at All to 5 = Strongly Agree

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

Percentage of Visitors^{FU}



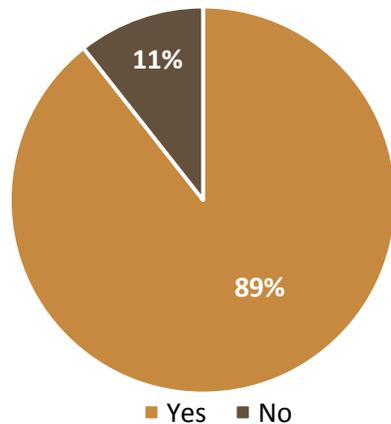
What Visitors Weren't Able to Find

(3 responses)

- Public transport
- Limited shopping & restaurants. On hill accommodations are too small
- Don't know where to find easy bike trail maps

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

Percentage of Visitors^{FU}



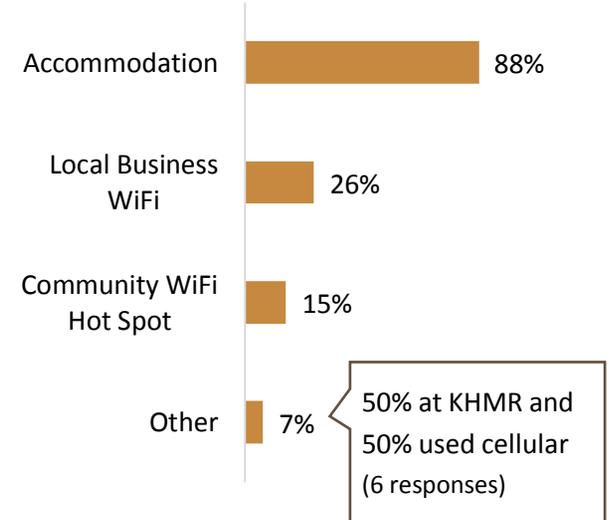
Where Visitors Weren't Able to Find WiFi

(11 responses)

- Did not realized there was local WiFi/never encountered local hotspot (4 responses)
- Accommodations (2 responses)
- Street/Downtown (2 responses)
- Kicking Horse Mountain Resort (2 responses)
- Couldn't connect (1 response)

WiFi Access Location

Percentage of Visitors^{FU}

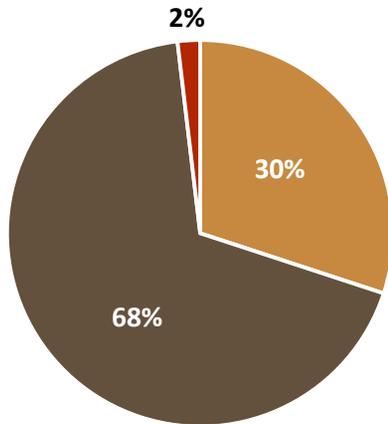


3.5. Evaluation of Golden Tourism Experiences

3.5.1. Meeting Expectations

How Did Golden Meet Your Expectations?

Percentage of Visitors



- Exceeded Your Expectations
- Met your Expectations
- Fell Short of Your Expectations

Top 10 Reasons Golden Met/Exceeded Expectations:

(623 visitors had 1,097 reasons)

- Fun/good visit/nice/like area (17%)
- Beautiful/scenery/wildlife/nature/mountains (11%)
- Good skiing/resort/conditions/snowmobiling (10%)
- Friendly/nice people (7%)
- Nice town/community/hidden gem (7%)
- Good weather (7%)
- Other/unrelated reason (6%)
- Consistently good/expect good experience/met expectations (5%)
- Good Food/Restaurant/Pubs/Entertainment (5%)
- Need more facilities/infrastructure/services/small town (3%)

Top 9 Reasons Golden Fell Short of Expectations:

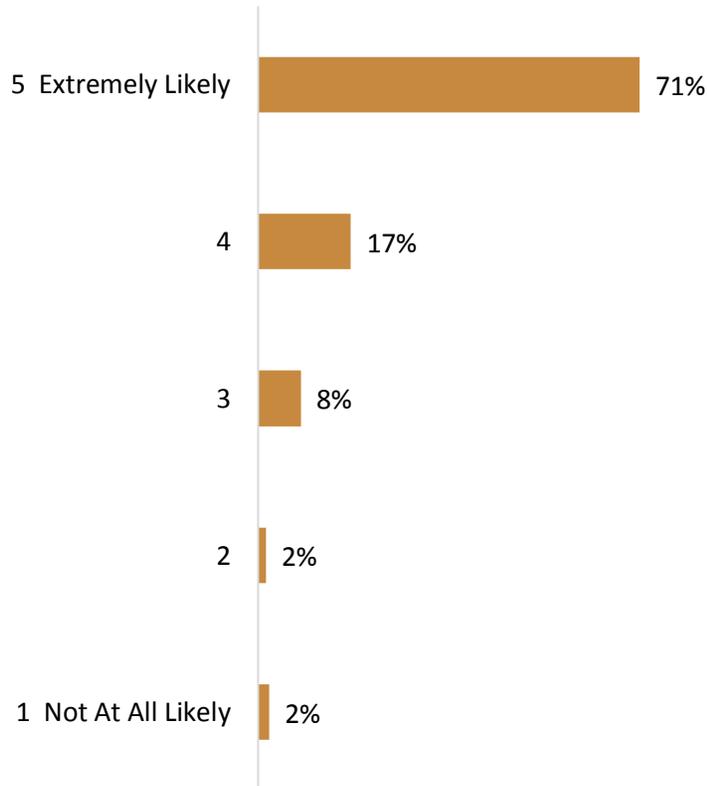
(14 visitors had 21 reasons)

- Poor customer Service/atmosphere/visitor services (29%)
- Not much going on (16%)
- Slow service/long lines/need more lifts (12%)
- Poor weather (10%)
- Other (8%)
- Need more facilities/infrastructure/services/small town (8%)
- Expensive (8%)
- Poor skiing/snow conditions/grooming (6%)
- Need more snowmobiling (4%)

3.5.2. 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:
4.5**

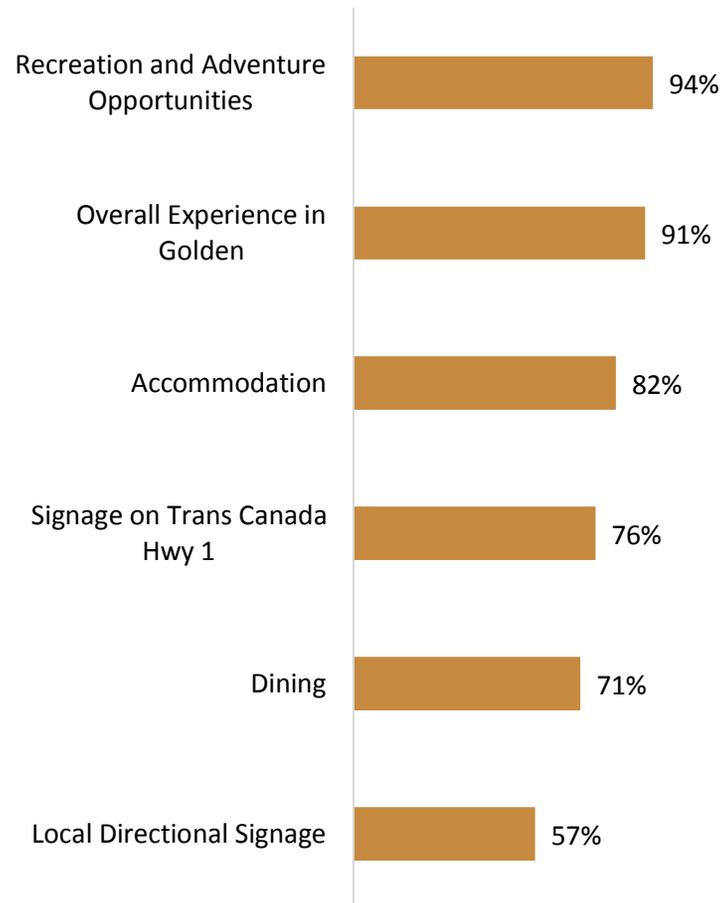
	Likelihood of Return Segement ^{1,2}	
	Likely	Somewhat/Not Likely
Origin		
BC	11%	22%
AB	54%	52%
Other Canada	21%	16%
USA	6%	0%
Overseas	9%	10%
Primary Reason (Top 5)	1. Resort Skiing/Snowboarding (70%) 2. X Country Skiing (6%) 3. Visiting Friends and Relatives (5%) 4. Family Vacation (5%) 5. Backcountry Skiing (5%)	1. Resort Skiing/Snowboarding (72%) 2. General Relaxation (10%) 3. Other Outdoor Activities (5%) 4. Other Reason (5%) 5. Attend or Be in a Wedding (3%)
Length of Stay		
Day	12%	11%
Overnight	88%	89%
Average Nights	3.5	3.5

1. Likely are visitors that scored Golden as a '4' or '5' on the likelihood to return scale. Somewhat/Not Likely scored '1', '2' or '3' and had small sample sizes (n=19).
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, 11% of visitors likely to return were from BC, whereas 22% of visitors not likely to return were from BC.

3.5.3. Tourism Experience Components

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

Top Box Responses - Percentage of Visitors Responding 4 or 5

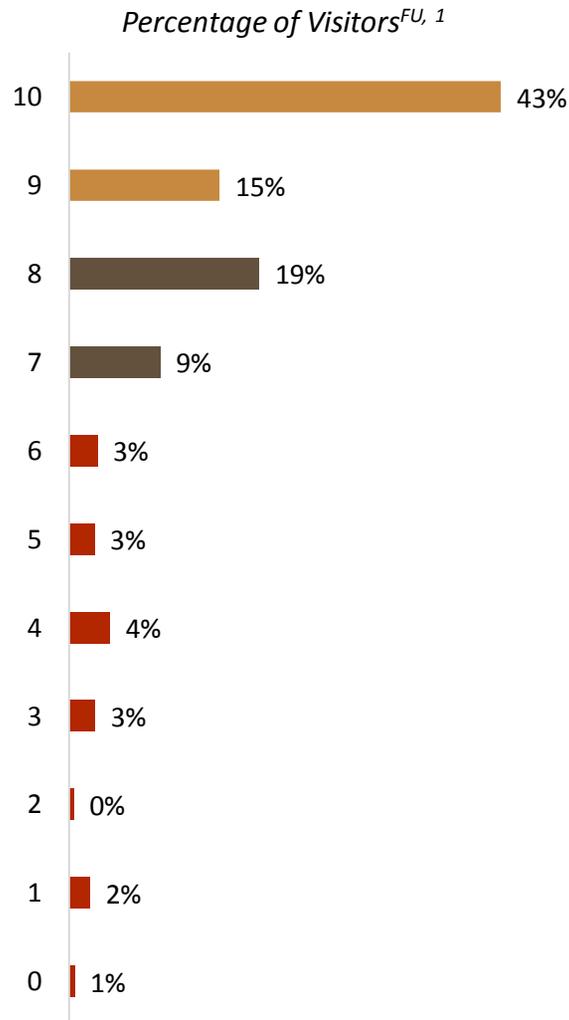


Scale: 1 = Very Poor and 5 = Excellent

Component	Average Rating
Overall Experience	4.4
Recreation and Adventure Opportunities	4.7
Accommodation	4.3
Signage on Trans Canada Hwy. 1	4.0
Dining	4.0
Local Directional Signage	3.6

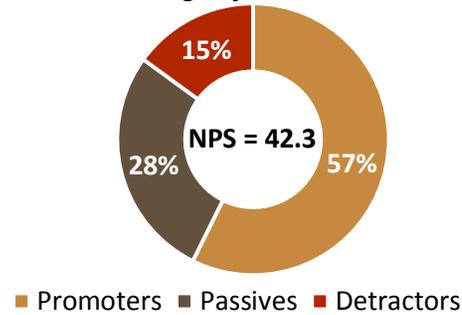
3.5.4. Net Promoter Score

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



Scale: 0 = Not Likely At All and 10 = Extremely Likely

Golden's Overall Net Promoter Score
Percentage of Visitors^{FU, 1}



NPS By Market:

- BC NPS² = -30.5
- Alberta NPS = 37.9
- Other Canada NPS = 66.3
- USA NPS = 57.4
- Overseas NPS = 23.1

	NPS Segement ¹	
	Promoters	Passives and Detractors
Origin		
BC	6%	22%
Alberta	55%	51%
Other Canada	21%	19%
USA	8%	2%
Overseas	11%	6%
Primary Reason (Top 5)	1. Resort Skiing/Snowboarding (70%) 2. Family Vacation (7%) 3. X Country Skiing (6%) 4. VFR (4%) 5. Backcountry Skiing (4%)	1. Resort Skiing/Snowboarding (67%) 2. VFR (7%) 3. Other Reason (7%) 4. X Country Skiing (7%) 5. Backcountry Skiing (3%)
Length of Stay		
Day	11%	14%
Overnight	89%	86%
Average Nights	3.4	3.7

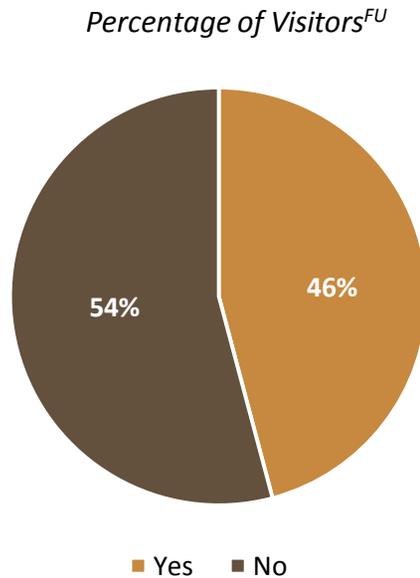
1. This table is read as origin, primary reason and length of stay as a percent of promoters or passives/detractors visitors. For example, 6% of promoters were from BC, whereas 22% of passives/detractors were from BC.

Reasons for NPS Rating – Percentage of Visitors (n = 191) ¹				
Comment	Promoters	Passives	Detractors	Total
Good Skiing/Snowboarding/Mountain	42%	31%	12%	35%
Great Town/Atmosphere	20%	18%	0%	17%
Friendly People	18%	9%	5%	14%
Good Variety of Outdoor Activities	17%	20%	13%	17%
Good Accommodation Facilities	14%	17%	0%	13%
Good Food/Restaurants	12%	10%	13%	12%
Overall Good Time	10%	13%	0%	9%
Location/Proximity to Home	7%	13%	14%	10%
Friends/Family Live Here	7%	2%	13%	6%
Scenery/Landscape	7%	3%	7%	6%
Good Services	7%	8%	5%	7%
Good Value	6%	10%	0%	6%
Good Cross-Country Skiing	5%	3%	0%	4%
Backcountry Activities	3%	0%	0%	2%
Less Busy/Touristy	2%	0%	4%	2%
Already Recommended	1%	0%	0%	1%
Good Snowmobiling	1%	2%	0%	1%
Come Back to Do Other Summer Activities	1%	2%	0%	1%
Work	0%	0%	4%	1%
Too Far from Home	0%	2%	5%	1%
Poor Skiing/Mountain	0%	2%	4%	1%
Explore Other Areas	0%	2%	0%	1%
Limited Services/Experiences/Activities	0%	4%	7%	2%
Too Expensive	0%	4%	5%	2%
Quiet/Limited Entertainment	1%	1%	4%	1%
Poor Signage	0%	0%	0%	0%
Rough/Unfriendly People	0%	2%	4%	1%
Poor Transportation to/from KHMR	0%	0%	0%	0%
Stop-Over Not a Destination	0%	2%	0%	1%
Too Industrial/Poor Aesthetics	0%	2%	0%	1%
Other	4%	4%	27%	7%

1. 191 visitors had 344 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%.

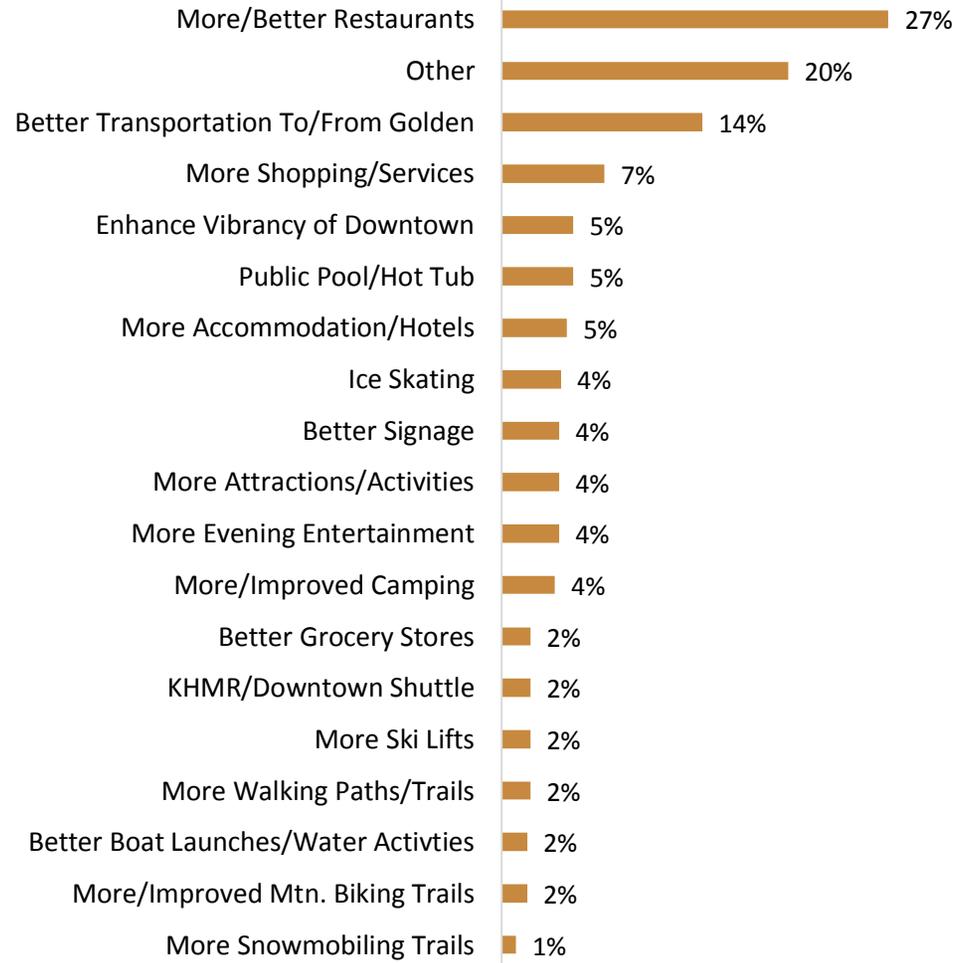
3.5.5. New Products, Services and Experiences

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



Recommended New/Expanded Products, Services or Experiences¹

Percentage of Visitors That Recommended Expanded Services^{FU}



- 56 visitors made 64 recommendations. Since visitors could make more than one suggestion percentages sum to more than 100%.
- Suggestions in the other category are (1 each): Riverfront development, less cops, more activities for seniors/folks with some physical challenges, cheap gas, better communications with KHMR, a town app would be great where it was easy to find local eat and drink places, locations, hours and menu options, wall climbing, open gym, bowling, swimming pool, I enjoy the new climbing crag: Mountain shadows and any new rock climbing routes in the area, true high speed internet in Golden which would improve the visitors experience as well as provide the infrastructure for entrepreneurs and artists to set up a business / lifestyle operating out of Golden, disc golf in town and more Pokémon stops, bus parking.

3.6. 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 differences⁷ 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 winter 2017. Small sample sizes prevented comparisons for follow-up survey responses.

Measure	Market - Summary of Differences	Similar Result in Winter 2017?
Age	<ul style="list-style-type: none"> Alberta visitors were younger than other BC, other Canada and American visitors. A total of 44% of Albertan visitors were under 34 years old compared to 37% of BC visitors, 34% of Other Canada and 30% of American visitors. Also, 17% of Albertans were 55+ years old compared to 27% from BC, 28% from other Canada, 29% from the USA and 24% from overseas. 	Yes
Gender	<ul style="list-style-type: none"> Only a quarter of American visitors were female compared to >30% from other markets. <ul style="list-style-type: none"> In 2017, more visitors from BC were female (52%) compared to those from Other Canada, the USA and overseas (<32%). 	No
Travel Party	<ul style="list-style-type: none"> BC visitors were more likely to travel alone (28%) than other visitors (<13%). While visitors from Alberta (48%) were more likely to travel with a spouse than BC (33%) and American (31%) visitors. American visitors (49%) were more likely to travel with friends than BC visitors (31%). Alberta (3.8 people) and overseas (3.6 people) visitors had larger travel party size than BC visitors (2.6 people). 	No
Previous Visitation	<ul style="list-style-type: none"> Visitors from BC and Alberta (>70%) were more likely to have been to Golden on a previous visit than visitors from other Canada (58%), the USA (34%) or overseas (23%). 	Yes
Primary Reason	<ul style="list-style-type: none"> Visitors from BC were more likely to be passing through Golden/taking a break from driving (9%) than visitors from Alberta or overseas (<3%). Visitors from outside of BC (>66%) were more likely to be on a trip to ski at KHMR than visitors from BC (47%). Americans were more likely to be on a backcountry ski trip (10%) compared to visitors from BC (2%). 	Yes
Other Activities (in addition to primary reason)	<ul style="list-style-type: none"> Overseas visitors were more likely to participate in snowmobiling as an other activity (11%) than BC (3%) or Albertan visitors. BC and overseas visitors were more likely to participate in backcountry skiing (11%, 15%) and attend a hockey game (6%, 3%) than other visitors (<7%, <1%, respectively). 	NA
Places Visited	<ul style="list-style-type: none"> Other Canadian (38%) and overseas visitors (70%) were more likely to visit a pub than other visitors (<64%). 	NA

⁷ 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 Winter 2017?
	<ul style="list-style-type: none"> Fewer visitors from Alberta (16%) shopped for gifts and clothing or shopped for groceries (34%) than other visitors (>23%, >44%, respectively). Overseas visitors were more likely to visit KHMR (55%) than visitors from BC (30%) or Alberta (31%). 	
Length of Trip	<ul style="list-style-type: none"> On average, visitors from the overseas (14.0 nights), the USA (8.8 nights) and other Canada (8.5 nights) were on longer trips than those from BC (5.7 nights) or Alberta (3.8 nights). 	Yes
Golden Length of Stay	<ul style="list-style-type: none"> On average, overnight visitors from overseas (4.4 nights), the USA (3.6 nights), other Canada (4.7 nights) and BC (3.2 nights) stayed in Golden longer than visitors and Alberta (2.6 nights). 	Yes
Trip Type	<ul style="list-style-type: none"> Visitors from Alberta (83%) were much more likely to be on a trip where Golden was the primary destination compared to other visitors (<58%). Visitors from overseas (56%) and the USA (51%) were more likely to be on touring trips. 	Yes
Awareness	<ul style="list-style-type: none"> Visitors from BC (94%), Alberta (82%) and other Canada (77%) were much more likely to be aware of Golden before their first trip compared to US (65%) and overseas (51%) visitors. 	Yes
Accommodation	<ul style="list-style-type: none"> BC visitors were more likely to stay overnight with friends and family (22%) compared to other visitors (<12%). <ul style="list-style-type: none"> In 2017, visitors from overseas (6%) and the USA (8%) were more likely to camp than those from other origins (<1%). This result is due to small sample sizes in visitors from the US and overseas. 	No
Expenditures	<ul style="list-style-type: none"> On average, per travel party, expenditures differed by market origin (BC - \$611, Alberta - \$959, Other Canada - \$1,895, USA - \$1,389 and overseas - \$1,833). <ul style="list-style-type: none"> In 2017, there were no differences in expenditures by market origin. 	No
Expectations	<ul style="list-style-type: none"> Overseas visitors were more likely to have their expectations exceeded (38%) than other Canadian visitors (20%). 	NA

3.7. 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 differences⁸ are highlighted in the table below. It was also noted if there was a similar result found in winter 2017.

Measure	Promoters and Passives/Detractors- Summary of Key Differences	Similar Results in Winter 2017?
Market Origin	<ul style="list-style-type: none"> • Promoters were less likely to be from Alberta (40%) than passives/detractors (53%). Conversely, promoters were more likely to be from other Canada (19%) compared to passives/detractors (7%). <ul style="list-style-type: none"> ○ In 2017, promoters were less likely to be from BC than passives/detractors. Conversely, promoters were more likely to be from the USA compared to passives/detractors. 	No
Travel Party Composition	<ul style="list-style-type: none"> • There was no difference in primary activities between promoters and passives/detractors. <ul style="list-style-type: none"> ○ In 2017, promoters were more likely to be travelling with their spouse (49%) than passives/detractors (34%). 	No
First Trip	<ul style="list-style-type: none"> • There was no difference in being on a first trip/repeat visitor between promoters and passives/detractors. <ul style="list-style-type: none"> ○ In 2017, promoters were more likely to be a repeat visitor (70%) than passives/detractors (60%). 	No
Primary Reason	<ul style="list-style-type: none"> • There was no difference in primary reason between promoters and passives/detractors. 	Yes
Other Activities	<ul style="list-style-type: none"> • There was no difference in participation in other activities between promoters and passives/detractors. <ul style="list-style-type: none"> ○ In 2017, promoters were more likely to cross-country ski (22%) than passives/detractors (9%). 	No
Places Visited	<ul style="list-style-type: none"> • There was no difference in places visited between promoters and passives/detractors. • In 2017, promoters were more likely to visit a Golden restaurant (81%) than passives/detractors (69%). 	No
Accommodation	<ul style="list-style-type: none"> • There was no difference in overnight accommodations stayed at between promoters and passives/detractors. <ul style="list-style-type: none"> ○ In 2017, promoters (71%) were less likely to stay in paid roofed accommodations than passives/detractors (63%). Promoters were also less likely to stay in a hotel/motel (46%) and 	No

⁸ 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 Results in Winter 2017?
	more likely to stay in a Bed & Breakfast (10%) compared to passives/detractors (58% and 0%, respectively).	
Golden Length of Stay	<ul style="list-style-type: none"> There was no difference in length of stay between promoters and passives/detractors. 	Yes
Trip Type	<ul style="list-style-type: none"> There was no difference in trip type between promoters and passives/detractors. 	No
Visit Downtown	<ul style="list-style-type: none"> There was no difference in Golden downtown visitations between promoters and passives/detractors. 	Yes
Expenditures	<ul style="list-style-type: none"> There was no difference in average expenditures between promoters and passives/detractors. <ul style="list-style-type: none"> In 2017, promoters spent more on average (\$1,420) than passives/detractors (\$867). 	No
Awareness	<ul style="list-style-type: none"> Promoters (83%) that were first time visitors were more likely to be aware of Golden before their visit than passives/detractors (70%). <ul style="list-style-type: none"> In 2017, there was no difference in awareness between promoters and passives/detractors. 	No
Decision Factors	<ul style="list-style-type: none"> Promoters were more likely to rate the following factors as important (4s or 5s on importance scale) compared to passives/detractors: it is familiar (promoters - 55%, passives/detractors - 35%), has friendly hospitable people (promoters - 80%, passives/detractors - 66%), has small town charm (promoters - 71%, passives/detractors - 55%), has friendly, hospitable front line staff (promoters - 69%, passives/detractors - 59%). Passives/detractors were more likely to rate the following factors as important compared to promoters: has excellent snowmobiling (passives/detractors – 55%, promoters – 21%), Golden is a new place to explore (passives/detractors – 48%, promoters - 36%). <ul style="list-style-type: none"> In 2017, promoters were more likely to rate the following factors as important compared to passives/detractors: has a variety of outdoor activities (promoters - 46%, passives/detractors - 36%), excellent skiing/snowboarding (promoters - 92%, passives/detractors - 82%), close to nature (promoters - 68%, passives/detractors - 63%), close to national and provincial parks (promoters - 64%, passives/detractors - 51%), hospitable people (promoters - 78%, passives/detractors - 59%), helpful/friendly front line staff (promoters - 64%, passives/detractors - 52%), and good value for money (promoters - 61%, passives/detractors - 37%). 	No
Visitor Information Services	<ul style="list-style-type: none"> Promoters were more likely to obtain visitor information services from Golden locals (promoters – 43%, passives/detractors – 33%). 	No

Measure	Promoters and Passives/Detractors- Summary of Key Differences	Similar Results in Winter 2017?
	<ul style="list-style-type: none"> • Passives/detractors were more likely to agree that visitor information services caused them to visit places that they didn't already know about (passives/detractors – 59%, promoters – 49%). <ul style="list-style-type: none"> ○ In 2017, promoters were more likely to agree (4s or 5s on agreement scale) that visitor information services caused them to: stay longer in Golden (promoters - 15%, passives/detractors - 7%), spend more money than anticipated in Golden (promoters - 27%, passives/detractors - 14%) and increase their likelihood of return (promoters - 52%, passives/detractors - 42%). 	
<p>Golden Experience Evaluation</p>	<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 all trip components asked about, which included: accommodation (promoters - 91%, passives/detractors - 71%), dining (promoters - 80%, passives/detractors - 58%), recreation and adventure (promoters - 97%, passives/detractors - 89%), local directional signage (promoters - 68%, passives/detractors - 42%), Signage on Tran- Canada Highway 1 (promoters - 84%, passives/detractors - 65%), and the overall experience in Golden (promoters - 91%, passives/detractors - 81%). • Promoters were much more likely to state they were likely to return to Golden than passives/detractors (promoters - 99%, passives/detractors - 74%). 	<p>Yes</p>

APPENDICES

Appendix A. Data Weight and Sample Distribution Tables

Appendix B. Other NPS Results

Appendix C. Questionnaires

Appendix D. Data Tables

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 (from both method 1 and method 2) 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, the Front Country/Blaeberry Valley and new for 2019, Backcountry lodges. 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 2019, more intercept interviews were conducted at the Nordic Centre and in downtown Golden, this resulted in a smaller proportion of intercept interview completed at KHMR compared to 2017. Similarly, in 2019, there were fewer follow up survey responses from visitors interviewed at KHMR and more from downtown Golden compared to 2017.

Market

Both the intercept and follow-up survey had fewer Albertan more BC and American survey responses in 2019 compared to 2017.

Data Weights	On-Site Interview	Follow-Up Survey
KHMR	0.497432	0.57364
Downtown Golden	0.775246	0.89727
Near Highway 1	1.176724	1.13221
Front Country/Blaeberry Valley	1.535837	1.19844
Backcountry	5.725633	2.26627

Sample Distribution By Interview Location	Completed On-Site		Completed Follow-Up	
	2019 ¹	2017	2019	2017
KHMR	489 (56%)	484 (74%)	77 (45%)	119 (73%)
Nordic Centre	81 (9%)	38 (6%)	17 (10%)	19 (12%)
Highway 1 Corridor	92 (10%)	90 (14%)	17 (10%)	16 (10%)
Downtown Golden	216 (25%)	43 (7%)	57 (34%)	10 (6%)
TOTAL	878	655	168	164

1. This table does not include method 2, online pilot survey responses.

Sample Distribution By Market	Completed On-Site		Completed Follow-Up	
	2019 ¹	2017 ^{2,3}	2017	2017
BC	127 (14%)	58 (9%)	25 (15%)	19 (12%)
Alberta	298 (34%)	317 (48%)	77 (46%)	87 (52%)
Other Canada	161 (18%)	119 (18%)	23 (14%)	34 (21%)
USA	157 (18%)	71 (11%)	24 (14%)	10 (6%)
Overseas	135 (15%)	88 (13%)	19 (11%)	14 (9%)
Total	878	655¹	168	164

1. This table does not include results from method 2, online pilot survey responses.
2. Two completed surveys did not have a market origin category.
3. These percentages don't match market origin data in section 3.1 due to data weighting.

Appendix B. Other NPS Results

Other published NPSs for tourism destinations include:

- British Columbia's NPS was 59.5 in 2017.⁹ Destination British Columbia tracks NPS annually and targets an improvement of 0.5 points per year and saw a slight increase from 2016 NPS = 58.3, but declined from 2015 NPS = 63.3 and 2014 NPS = 68 (2014). Destination British Columbia notes this may be due to a survey design effect.
- 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 2017, Canada's NPS varies by market, including: Mexico (2017 NPS = 56), India (2017 NPS = 39), Germany (2017 NPS = 22) China (2017 NPS = 16), the United Kingdom (2017 NPS = 17), Canada (domestic travellers, 2017 NPS = 35), Australia (2017 NPS = 22), France (2017 NPS = 26), the United States (2017 NPS = 23), South Korea (2017 NPS = 2) and Japan (2017 NPS = -16).¹⁰
- New Zealand's Visitor Experience Monitor tracks the NPS for international visitors. Overall New Zealand has an NPS of 86. In 2018, New Zealand's NPS by market were: Unites States (NPS = 86), the UK (NPS = 88), Australia (NPS = 80), Germany (NPS = 70), China (NPS = 69) and Japan (NPS = 60).¹¹
- Tourism Kelowna measured Kelowna's NPS in 2018 and 2016. The total over three seasons was 2018 NPS = 65 and results varied by season (spring NPS = 78, summer NPS = 56 and fall NPS = 65). In 2016, the overall result was 2016 NPS = 65, results varied by season (spring NPS = 72, summer NPS = 53 and fall NPS = 67)¹²
- Tourism Nanaimo has measured Nanaimo's NPS in peak season of 2017, 2016 and 2015. 2017 NPS = 16, 2016 NPS = 30, 2016 NPS = 41.¹³
- Steamboat Springs, Colorado¹⁴ has measured NPS since 2010 (2010 NPS = 75, 2014 NPS = 67).
- Bend, Oregon measured NPS over a five year period.¹⁵ In winter 2016/17 Bend achieved a NPS = 78, while summer 2016 NPS = 82 and winter 2015/16 NPS = 80. These scores were 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).¹⁶

⁹ Measured short-haul markets only. https://www.destinationbc.ca/content/uploads/2018/11/2017-18-DBC-ASPR_FINAL.pdf

¹⁰ Destination Canada 2018. Global Tourism Watch Reports. <https://www.destinationcanada.com/en/global-tourism-watch>

¹¹ Tourism New Zealand Insight Team. 2018. Visitor Experience Monitor 2017 Infographic. <https://www.tourismnewzealand.com/media/3423/visitor-experience-infographic-april-2018.pdf>

¹² https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/kelowna/2018_Visitor_Intercept_Survey__39864534-92ba-4880-9de4-b8000a1476cf.pdf

¹³ The Sociable Scientists for Tourism Nanaimo. 2016. <https://www.tourismnanaimo.com/wp-content/uploads/2017/06/VES15-Nanaimo-Profile-FINAL-Nov22.pdf>

¹⁴ 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

¹⁵ RRC Associates Inc. 2016. Bend Area Winter Visitor Survey—Final Results 2016/17. Prepared for Visit Bend. <https://www.visitbend.com/wp-content/uploads/2018/03/Bend-Winter-16-17-Visitor-Survey-FINAL.pdf>

¹⁶ Ritson, Mark (2006). Net Promoter Scores Australia 2006. Melbourne Business School.

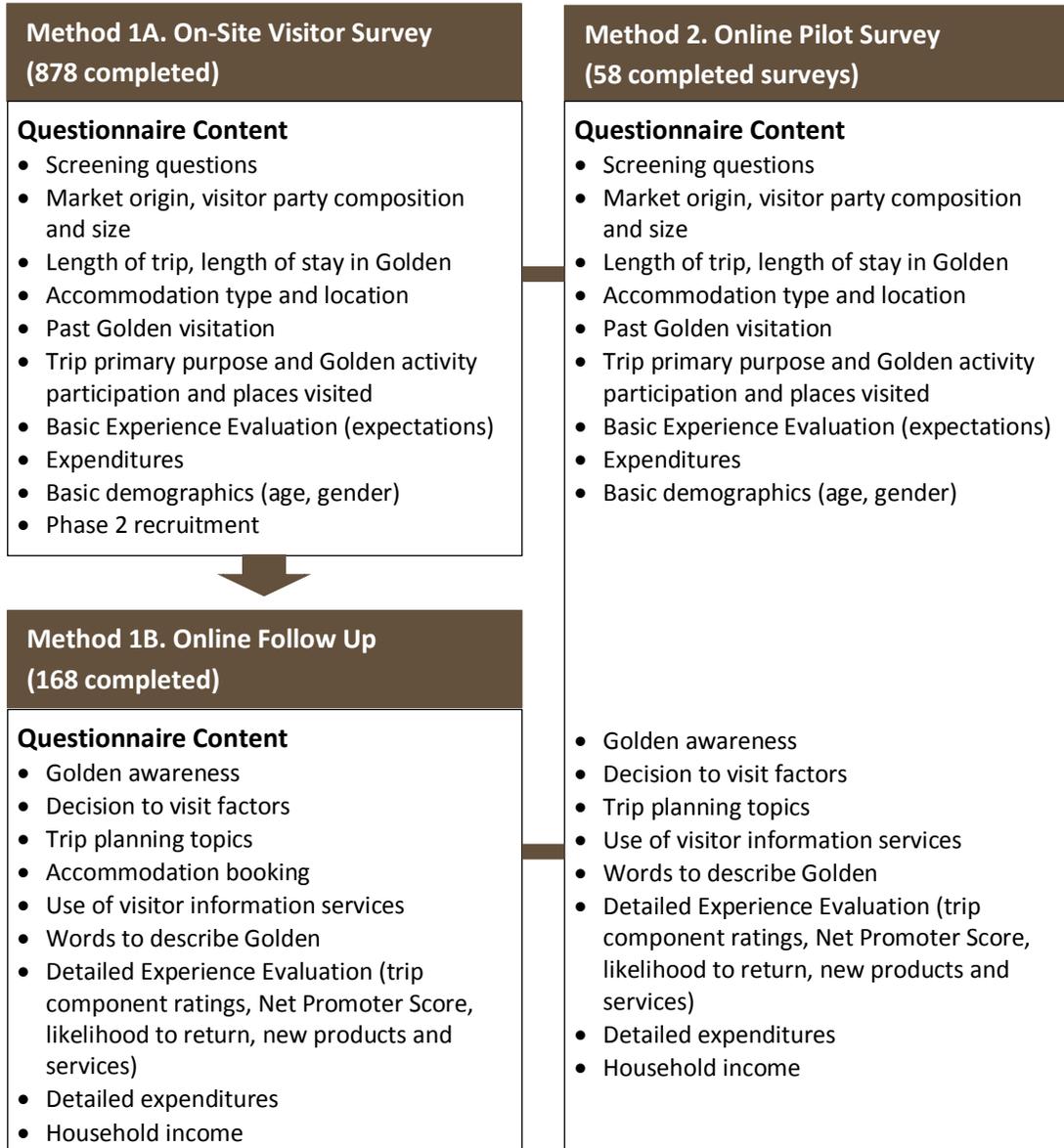
Past research has shown that NPS in the tourism industry can vary by¹⁷:

- 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),
- 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).

¹⁷ 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.

Appendix C. Questionnaires

Questionnaire Content in Method 1 and Method 2.



C1. Onsite Survey

Pre Survey Questions

Date

Enter date (calendar will come up)*

Location

Choose one*

- KHMR - Guest Services
- KHMR - Plaza
- KHMR - Glacier Lodge
- KHMR - Coffee Shops
- KHMR - Nordic
- KHMR – Other: Write In _____ *
- Hotel - Ramada
- Hotel - Holiday Inn
- Hotel - Prestige
- DWTN - Spirit Square/KH Bridge
- DWTN - Art Gallery
- DWTN - Retail Store (e.g. Café/Bookstore)
- DWTN - Street
- DWTN – Other: Write In _____ *
- Other location (not KHMR or DWTN): Write In _____ *

Researcher?*

- Researcher 1
- Researcher 2
- Researcher 3
- Other, initials please: _____ *

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

- Yes
- No - **THANK YOU and END**

Are you...?*

- A visitor staying in Golden for 0 to 29 days - PROCEED
- A seasonal visitor staying for 30 days or more – **THANK YOU and END**
- A resident of Golden/Area A - **THANK YOU and END**
- A property owner in Golden or Kicking Horse, but not resident - **THANK YOU and END**

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.**

- Yes - **THANK YOU and END**
- No - PROCEED

Are you over 19 years of age?*

- Yes - PROCEED
- No - **THANK YOU and END**

Where do you live?

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

- BC
- Alberta
- Other Canada
- USA
- Overseas

What community do you live in?

*Select one. If you don't know write in the community under other.**

- BC - Columbia Valley
- BC - Okanagan Valley (Kelowna, Penticton)
- BC - Lower Mainland (Vancouver, Fraser Valley)
- BC - Other: Write In _____*

- AB - Calgary
- AB - Edmonton
- AB - Red Deer
- AB - Bow Valley
- AB - Fort McMurray
- AB - Lethbridge
- AB – Write In _____*

Canadian Visitors from Outside BC and Alberta

What province do you live in?

- Ontario
- Quebec
- Manitoba
- Saskatchewan
- Nova Scotia
- New Brunswick
- Newfoundland
- PEI
- Yukon
- NWT
- Nunavut

If CANADA, what is your postal code?

- CANADA - Postal Code: _____*
- CANADA - Does NOT Want to Share Postal Code
- CANADA - Doesn't Know Postal Code

US State?

- USA - Washington
- USA - California
- USA - Oregon
- USA - New York
- USA - Texas
- USA - Florida

- USA - Illinois
- USA - Colorado
- USA - Arizona
- USA - Michigan
- USA - Other: Write In: _____ *

If USA, what is your zip code?

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

- USA - Zip Code: _____ *
- USA - Does NOT Want to Share Zip Code
- USA - Doesn't Know Zip Code

What country are you from?

- NA - Mexico
- Europe - United Kingdom
- Europe - Germany
- Europe - Netherlands
- Europe -Switzerland
- Oceania - Australia
- Oceania - New Zealand
- Asia - China
- Asia - Japan
- Asia - S. Korea
- Asia - Taiwan
- Other Country: Write In _____ *

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.*

- Number: _____ *
- Don't Know

Who is in your travel party? Who are you traveling with...

Please select all that apply.*

- Alone/by Myself

- Spouse/Partner
- Child/Children Under the Age of 16
- Child/Children Over 16
- Parent(s)
- Sibling(s)
- Extended Family
- Friend(s)
- Colleague(s)
- Prefer Not to Answer

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

What kind of group is it?

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.*

- Independent
- Group - Leisure Tour Group
- Group - Sports Group (e.g. mtn. biking group)
- Group - Arts Group (e.g. travelling choir)
- Group - Business/Group of Colleagues
- Other Group: Write In _____*

What is your total trip length? How many nights away you away from home on this trip?

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

- Nights: _____*
- Don't Know

How much time are you spending in the Golden area? Today, are you on a day trip or overnight trip to Golden?

Choose one.*

- Overnight, how many nights in Golden? Write In _____*
- Day, how many hours in Golden? Write In _____*
- Don't Know/No Response

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

Where you will spend the most time. Select one.*

- Golden/Golden is the primary destination
- On route to another primary destination, what is your destination? _____*
- On a touring trip where you are travelling to multiple places without a primary destination

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

Choose one response. Buffalo Ranch is camping. Quantum Leaps is considered paid roofed accommodation.*

- Paid Roofed Accommodations
- Camping
- Friends/Family
- Other Write In _____*

What is the location of your accommodation or campsite?

If you are at a hotel then select the location (don't need to ask).*

- Kicking Horse Mtn. Resort
- Downtown Golden
- Golden Adjacent to Highway 1
- Front Country (Blaeberry Valley/ Columbia Valley/ Golden West)
- Don't Know
- Other: Write In _____*

What type of accommodation are you staying in? Would you describe it as a...*

- Hotel/Motel
- Bed & Breakfast
- Cabin or Chalet
- Condo / Self Catering Hotel
- Hostel
- Vacation Home Rental (whole home)
- Short-term rental room, suite or bed in a private home
- Backcountry Lodge
- Don't Know
- Other: Write In _____*

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.*

- Yes – Winter
- Yes – Spring
- Yes – Summer
- Yes – Fall
- No

How many times have you been to Golden before this trip?*

- Number of times: _____*
- Don't Know

Were you aware of Golden before planning this visit?*

- Yes
- No
- Has Been Here Before

What is the main reason for your trips/stop in Golden?

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

- Winter – Resort Skiing/Snowboarding at KHMR
- Winter – Backcountry Skiing/Touring
- Winter – Cat or Heli-skiing
- Winter – Snowmobiling
- Winter – Snowshoeing/Other Nordic Activities
- Winter – XC skiing
- Winter - Other Activity: *Write In* _____
- Winter Event – Hockey or Other Team Sport
- Winter Event – Freeride World Tour
- Winter Festival – Snow King Masque Parade
- Attend or Be in a Wedding
- Break from Driving/Convenient Place to Stop
- Business/Corporate Meeting or Event
- Concert

- Family Vacation
- General Relaxation
- Included in Touring Itinerary
- Sightseeing/Nature/Wildlife
- Swiss Guides and other Heritage
- Visiting Friends and Relatives
- Visiting National Parks
- Other (Education, Medical or Other Reasons): *Write In* _____

While in Golden, have you or do you plan to go to the following places?

Read the following places and select all that apply.*

- Eat in a Local Restaurant
- Visit a Pub or Bar
- Shop for Gifts or Clothing
- Shop for Groceries
- Buy Gas
- Visit the Kicking Horse Pedestrian Bridge
- Visit Kicking Horse Mountain Resort (KHMR)
- Visit the Art Gallery of Golden
- Visit the Golden Museum
- Walk/Cycle the Rotary Trails
- Visit the Northern Lights Wolf Centre
- Attend another Concert/Event
- NONE of the above

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.*

- X Country Skiing
- Snowmobiling
- Ski/snowboard at Kicking Horse Mountain Resort
- Ski touring/back country
- Heli or cat ski/snowboard
- Snowshoeing

- Fishing
- Attend hockey game
- Ice-skating
- NONE of the above
- Other winter activity *Write In* _____*

Thinking about accommodation, food, activities, shopping and transportation, approximately how much will your travel party spend on this trip, in Golden?

Fill in the dollar value for the whole travel party.*

- Expenditures: _____*
- Don't Know
- Prefer Not To Answer

Thinking about food, activities, shopping and transportation, approximately how much will your travel party spend on this trip, in Golden?

Fill in the dollar value for the whole travel party.*

- Expenditures: _____*
- Don't Know
- Prefer Not To Answer

So far, how has Golden met your expectations as a travel destination? Has it...

Select one response.*

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

Why has Golden met or exceeded your expectations?

This response should match with what visitors said about their expectation. For example, if they said it fell short; we want to know why it fell short, not about beautiful scenery.*

Why has Golden fallen short of your expectations?

This response should match with what visitors said about their expectation. For example, if they said it fell short; we want to know why it fell short, not about beautiful scenery.

In which of the following age categories are you? Are you...

Choose one response.*

- 19-24 Years
- 25-34 Years
- 35-44 Years
- 45-54 Years
- 55-64 Years
- 65-74 Years
- 75 Years or Older
- Prefer Not to Answer

Gender*

- Male
- Female
- Don't Know/Other

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 \$500 (Canadian Dollars) pre-paid VISA card.

Are you willing to participate?*

- Yes - what email should we use for that purpose? Write In _____*
- No

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.*

- Yes - what email should we use for that purpose? Write In _____*
- Yes - same email as entered before
- No

Thanks for your time today, that concludes our interview.

Researcher: Do you have any comments about this survey?

C3. 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 (Google, Yahoo, Safari etc.)
- Google Search Ad
- Digital Display Banner On A Website
- Social Media Ad
- Magazine Or Newspaper Article
- Social Media Or Digital Article
- Golden Travel Planner Or Other Tourism Literature
- Tour Operator Brochure/ Itinerary
- Travel Guide Such As Lonely Planet/ Frommer's
- Consumer Show - Calgary Outdoor Adventure Show
- Consumer Show - Edmonton Snowmobile And Power Sports Show
- Sports Team, Activity Group Or Club Event
- Highway Signage
- Other, how? _____
- None of the Above

IF INTERNET SEARCH,

Q2. You responded you used a search engine to gather information about Golden. What kinds of search terms did you use? *Please select all that apply.*

- Destination-Related Terms (e.g. Golden)
- Price-Related Terms (e.g. inexpensive hotels)
- Specific-Brand or Website Names (e.g. Holiday Inn Hotels)
- Activity-Related Terms (e.g. restaurants in Golden)
- Terms Related to Specific Wants or Needs (e.g. coffee shops in Golden, dog-friendly hotels in Golden)
- None of the Above
- Other, please specify: _____

Don't Know

Q3. On your trip to the Golden area, did you visit downtown Golden?

- Yes
- No
- Don't Know

Q4. 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
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"/>
Not Too Far From Home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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"/>
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"/>
Has Excellent Skiing And Snowboarding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has Excellent Snowmobiling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has Excellent Cross Country Skiing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has Excellent Back Country Skiing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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"/>
The Community Is Close In Proximity To National Parks And Other Protected Areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has Friendly, Hospitable People	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has Small Town Charm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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"/>
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"/>
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"/>
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"/>
Offers Good Value For Money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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"/>

Q5. When planning your trip, did you and/or your travel party consider staying in destinations other than Golden?

- Yes
- No
- Don't Know

IF Q5 = YES

Q6. What other destinations did you/your travel party consider? *Please list up to three. If you don't know please type 'None'.*

1. _____
2. _____
3. _____

Q7. Did you pre-book/reserve your paid accommodations in Golden?

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

IF Q7 = YES if Q=7 is No, Don't Know or I did not stay at paid accommodation skip to Q9.

Q8. How did you pre-book/reserve your accommodation?

- Directly with the Accommodation Property (online or by phone)
- Online Travel Agent (e.g. Travelocity, Expedia, Booking.com)
- Kicking Horse Central Reservations / SKI KICK
- Resort of the Canadian Rockies (RCR) Central Reservations
- Private Home Rental Service (e.g. Airbnb, VRBO) **Go to Q7a.**
- Travel Agent
- Tour Operator, which one? _____

Q8a. Which private home rental service did you use? **Go to Q8b.**

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

- Don't Know

Q8b. How important was the ability to book your accommodations through a private home rental service in your decision to visit Golden? **Go to Q8c.**

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

Q8c. If this kind of accommodation was not available in Golden, would you have still stayed overnight in Golden?

- Yes
- No
- Don't Know

Q9. What are three words you would use to describe Golden?

Please type the first three words you can think of that describe Golden. If you don't know please type 'None'.

1. _____
2. _____
3. _____

Q10. After your arrival in Golden did you reduce or extend your stay from what you originally planned?

- Yes, I extended my stay. **Go to Q10a.**
- Yes, I reduced my stay. **Go to Q10b.**
- No, I did not extend or reduce my stay. **Go to Q11.**

Q10a. Why did you extend your stay?

Q10b. Why did you reduce your stay?

Q11. 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
Accommodation	<input type="radio"/>					
Dining	<input type="radio"/>					
Recreation and Adventure Opportunities	<input type="radio"/>					
Local Directional Signage	<input type="radio"/>					
Signage on Trans Canada Hwy 1	<input type="radio"/>					
Overall Experience in Golden	<input type="radio"/>					

Q12. 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

Q13. 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

Q13a. What about your trip to Golden led to your {{ Q12 }} out of 10 (Extremely Likely) response?

Q14. 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 2 - Trip Planning

This section explores how visitors research and plan their trip, both before leaving home and during trips. Information from this series of questions will help Tourism Golden better understand how they can provide visitors with the information they need, when they need it.

Q15. What visitor information topics did you research and obtain about Golden?

Please select if you researched and obtained items before or during your trip, or not you did not research.

	BEFORE your Trip	DURING your Trip	DID NOT RESEARCH
Accommodations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants/Dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transportation/Route	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q16. While in Golden, did you use any of the following services to obtain visitor information? *Please select all that apply.*

Digital

- Golden Rules Wifi Hotspots
- Tourism Golden Web App
- Digital Kiosk at the Glacier Mountaineer Lodge, Ramada, Best Western or Golden Chamber
- Tourism Golden Social Media Channels (FB, Twitter or Instagram)

Personal Contact

- General Tourism Golden Phone or Email

- Tourism Golden Visitor Centre Phone or Email
- Visited Kicking Horse Country Chamber Of Commerce
- Front Line Staff (Front Desk, Servers, Cashiers Etc.)
- Golden Locals

Print Materials

- Golden Travel Planner
- Snowmobile Map
- Outdoor Discovery Map
- Hiking Map
- Biking Map

- Other Source Of Visitor Information. What was it? Write In: _____

- None of the Above

IF ANY SERVICES ARE CLICKED THEN THIS QUESTION IS ASKED

Q17. How did that visitor information impact the rest of your time in Golden? The visitor information I obtained while I was in Golden resulted in me or my travel party... **Go to Q19b.**

	1 – Do Not Agree At All	2	3	4	5 – Strongly Agree	Don't know
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>

IF STAYING LONGER= 4 or 5,

Q17B. How much extra time did you spend in Golden?

- _____ nights
- _____ hours
- Don't Know

IF SPENDING MONEY = 4 or 5,

Q17C. About how much extra money did you spend?

- \$ _____
- Don't Know

Q18. 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

Q19. While in Golden, were you able to access the Internet via a WiFi connection when you needed it?

- Yes **Go to Q20a.**
- No, Where weren't you able to find WiFi? _____ **Go to Q21.**
- Don't Know **Go to Q20a.**

Q19a. Where did you gain access to WiFi? *Please select all that apply.*

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

Section 3. 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.

Q20. 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: \$ _____ **Go to Q21.**
- Don't Know **Go to Q22.**
- Prefer Not to Answer **Go to Q22.**

Q21. 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%.

- ___ % on Accommodation (hotels, motels, lodge, camping/RV fees, etc.) *IF DAY VISITOR ENTER '0'*
- ___ % on Transportation (vehicle rental, gas, repairs, ferry, taxi, bus, chartered transfer, helicopter etc.)
- ___ % on Food and Beverage (including taxes and tips)
- ___ % on Shopping (clothing, gifts, books, etc.)
- ___ % on Attractions (admission, shows, tours, etc.)
- ___ % on Outdoor Recreation (park or ski lift pass, guiding services, etc.)
- ___ % on Other Entertainment (spa, etc.)
- ___ % on Other Expenditures

Section 4. Finally, we just have a few questions about you so we can better understand visitors to Golden.

Q22. What is your total annual household income, 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

Q23. 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.

Q24. You may be eligible for a draw to win a \$500 (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 **Go to Q24a.**
2. No **Conclusion.**

Q24a. Did you read the contest rules and regulations?

Yes, I certify that I have read the contest [rules and regulations](#) **Go to Q24b.**

Q24b. Please provide your first name **Go to Q27c.**

Q24c. If you win how would you like us to contact you?

- The email address this survey was sent to
- A different email, type here **q27d.** _____
- Telephone, my 10-digit telephone number is **Q24e.** _____

C3. Online Pilot Survey

Are you...?*

- A visitor staying in Golden for 0 to 29 days - PROCEED
- A seasonal visitor staying for 30 days or more – **THANK YOU and END**
- A resident of Golden/Area A - **THANK YOU and END**
- A property owner in Golden or Kicking Horse, but not resident - **THANK YOU and END**

During winter 2019, did you participate in an on-site visitor study conducted by Tourism Golden?

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

- Yes - **THANK YOU and END**
- No - PROCEED

Are you over 19 years of age?*

- Yes - PROCEED
- No - **THANK YOU and END**

SECTION 1: The first group of questions are about you and details about how you spent your time in Golden.

Where do you live?

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

- BC
- Alberta
- Other Canada
- USA
- Other International

IF BC, What community do you live in?

*Select one community. If the community is not listed, write it under other for the appropriate province.**

- Columbia Valley
- Okanagan Valley (Kelowna, Penticton)
- Lower Mainland (Vancouver, Fraser Valley)
- Other: Write In _____*

IF ALBERTA, What community do you live in?

Select one community. If the community is not listed, write it under other for the appropriate province.*

- Calgary
- Edmonton
- Red Deer
- Bow Valley
- Fort McMurray
- Lethbridge
- Write In _____*

If CANADA NOT BC OR ALBERTA, What province do you live in?

Select one province.

- Ontario
- Quebec
- Manitoba
- Saskatchewan
- Nova Scotia
- New Brunswick
- Newfoundland
- PEI
- Yukon
- NWT
- Nunavut

If CANADA, What is your postal code?

- CANADA - Postal Code: _____*
- CANADA - Doesn't Know Postal Code

IF USA, What state are you from?* **DROP DOWN**

- | | | |
|----------------------------------|-----------------------------------|--------------------------------|
| <input type="radio"/> Alaska | <input type="radio"/> Colorado | <input type="radio"/> Georgia |
| <input type="radio"/> Arizona | <input type="radio"/> Connecticut | <input type="radio"/> Hawaii |
| <input type="radio"/> Arkansas | <input type="radio"/> Delaware | <input type="radio"/> Idaho |
| <input type="radio"/> California | <input type="radio"/> Florida | <input type="radio"/> Illinois |

- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- Wyoming
- Other USA Territory

IF USA, What is your zip code?

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

- USA - Zip Code: _____*
- Don't Know

IF OTHER INTERNATIONAL, What country are you from?

- Mexico

Europe

- United Kingdom
- Germany
- Netherlands
- Switzerland
- Other Europe: **Write In** _____

Oceania

- Australia
- New Zealand

Asia

- China
- Japan
- S. Korea

- Taiwan
- Other Asia: Write In _____ *
- Other Country: Write In _____ *

What day did you arrive in Golden?

How many people are in your travel party during this trip to Golden?

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

- Number: _____ *
- Don't Know

Who is in your travel party? Who were you traveling with?

Please select all that apply.*

- Alone/by Myself
- Spouse/Partner
- Child/Children Under the Age of 16
- Child/Children Over 16
- Parent(s)
- Sibling(s)
- Extended Family
- Friend(s)
- Colleague(s)
- Prefer Not to Answer

Are you an independent traveller or are you travelling as part of a group where your accommodations and activities were booked for you? If a group traveller, what kind of group was it?

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.*

- Independent
- Group - Leisure Tour Group
- Group - Sports Group (e.g. mtn. biking group)
- Group - Arts Group (e.g. travelling choir)

- Group - Business/Group of Colleagues
- Other Group: Write In _____*

How many nights, in total are you away from home on this trip?

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

- Nights: _____*
- Don't Know

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

Where you will spend the most time. Select one.*

- Golden/Golden was the primary destination
- You were on route to another primary destination, what is your destination? Write In _____*
- You were on a touring trip where you are travelling to multiple places without a primary destination

How much time are you spending in the Golden area? Were you on a day trip or overnight trip to Golden?

Choose one.*

- Overnight trip, how many nights in Golden? Write In _____*
- Day trip, how many hours in Golden? Write In _____*
- Don't Know

IF OVERNIGHT, In Golden, are you stay in paid roofed accommodations, camping or with friends and family?

Choose one response.

- Paid Roofed Accommodations
- Camping
- Friends/Family
- Other Kind of Accommodations Write In _____*
- Don't Know

IF OVERNIGHT, What is the location of your accommodation or campsite?

If you are at a hotel then select the location (don't need to ask).*

- Kicking Horse Mtn. Resort
- Downtown Golden
- Golden Adjacent to Highway 1

- Front Country (Blaeberry Valley/ Columbia Valley/ Golden West)
- Don't Know
- Other: Write In _____ *

IF OVERNIGHT, What type of accommodation is it? Would you describe it as a...*

- Hotel/Motel
- Bed & Breakfast
- Cabin or Chalet
- Condo / Self Catering Hotel
- Hostel
- Vacation Home Rental (whole home)
- Short-term rental room, suite or bed in a private home
- Backcountry Lodge
- Don't Know
- Other: Write In _____ *

IF VACATION HOME RENTAL OR SHORT TERM RENTAL ROOM. Which private home rental service is it?

- Airbnb
- VRBO
- HomeAway
- Owner Direct
- Other, which one? _____
- Don't Know

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 did you visit?

Select all responses that apply.*

- Yes – Winter
- Yes – Spring
- Yes – Summer
- Yes – Fall
- No

IF BEEN TO GOLDEN, How many times have you been to Golden before this trip?*

- Number of times: _____ *

- Don't Know

IF NOT BEEN TO GOLDEN, Were you aware of Golden before planning this visit?*

- Yes
- No
- Has Been Here Before

What is the main reason for your trip/stop in Golden?

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

- Resort Skiing/Snowboarding at Kicking Horse Mountain Resort
- Backcountry Skiing/Touring
- Cat or Heli-skiing
- Snowmobiling
- Snowshoeing/Other Nordic Activities
- Cross Country Skiing
- Other Winter Activity. Write In: _____ *
- Freeride World Tour
- Hockey or Other Team Sport
- Snow King Masque Parade
- Attend or Be in a Wedding
- Break from Driving/Convenient Place to Stop
- Business/Corporate Meeting or Event
- Concert
- Family Vacation
- General Relaxation
- Included in Touring Itinerary
- Sightseeing/Nature/Wildlife
- Swiss Guides and other Heritage
- Visiting Friends and Relatives
- Visiting National Parks

- Other Reason (Education, Medical or Other Reasons). Write In: _____ *

While in Golden, did you or do you plan to go to the following places?

Read the following places and select all that apply.*

- Eat in a Local Restaurant
- Visit a Pub or Bar
- Shop for Gifts or Clothing
- Shop for Groceries
- Buy Gas
- Visit the Kicking Horse Pedestrian Bridge
- Visit Kicking Horse Mountain Resort (KHMR)
- Visit the Art Gallery of Golden
- Visit the Golden Museum
- Walk/Cycle the Rotary Trails
- Visit the Northern Lights Wolf Centre
- Attend another Concert/Event
- NONE of the above

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

Select all that apply.*

- X Country Skiing
- Snowmobiling
- Ski/snowboard at Kicking Horse Mountain Resort
- Ski touring/back country
- Heli or cat ski/snowboard
- Snowshoeing
- Fishing
- Attend hockey game
- Ice-skating
- NONE of the above
- Other winter activity *Write In* _____ *

On your trip to the Golden area, have you or do you plan to visit downtown Golden?

Select one.

- Yes
- No
- Don't Know

SECTION 2. This group of questions explores how you decided to visit Golden and the kinds of information you used to plan your trip.

How did you originally find out about Golden?

Select one.

- I Have Always Known About Golden
- Word of Mouth Recommendation
- I or My Family Used to Live in Golden
- Internet Search (e.g. Google, Yahoo, Safari)
- Google Search Ad
- Digital Display Banner on a Website
- Social Media Ad
- Magazine or Newspaper Article
- Social Media or Digital Article
- Golden Travel Planner or Other Tourism Literature
- Tour Operator Brochure/ Itinerary
- Travel Guide such as Lonely Planet/ Frommer's
- Consumer Show - Calgary Outdoor Adventure Show
- Consumer Show - Edmonton Snowmobile and Power Sports Show
- Sports Team, Activity Group or Club Event
- Highway Signage
- Other, how? Write In:: _____*
- None of the Above

How important are each of the following factors in deciding to visit Golden versus another location?

Select one response for every row.

	1 - Not Important At All	2	3	4	5 - Extremely Important	Don't Know
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"/>

Not Too Far From Home	<input type="radio"/>					
It is Familiar/I've Been There Before	<input type="radio"/>					
Has Access to a Good Variety of Outdoor Activities	<input type="radio"/>					
Has Excellent Skiing and Snowboarding	<input type="radio"/>					
Has Excellent Snowmobiling	<input type="radio"/>					
Has Excellent Nordic Skiing and/or Back Country Skiing	<input type="radio"/>					
The Community Is Close In Proximity To Nature And Wilderness	<input type="radio"/>					
The Community Is Close In Proximity To National Parks And Other Protected Areas	<input type="radio"/>					
Has Friendly, Hospitable People	<input type="radio"/>					
Has Small Town Charm	<input type="radio"/>					
Has Friendly and Helpful Front Line Staff	<input type="radio"/>					
Has Concerts and/or Public Events That I Wanted To Attend	<input type="radio"/>					
There Was A Personal Event (e.g. Wedding, Family Reunion) That I Wanted To Attend	<input type="radio"/>					
It Is A New Place To Explore	<input type="radio"/>					
Offers Good Value For Money	<input type="radio"/>					
I Have Friends and Family that Live in Golden	<input type="radio"/>					

What visitor information topics did you research and/or obtain before arriving in or while you are in Golden?

Please select all that apply.

	BEFORE your Trip	DURING your Trip	DID NOT RESEARCH
Accommodations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants/Dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transportation/Route	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accommodations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

While in Golden, what kinds of visitor information services did you use?

*Please select all that apply.**

- Golden Rules WiFi Hotspot
- Tourism Golden Web App
- Digital Kiosk at the Glacier Mountaineer Lodge, Ramada, Best Western or Golden Chamber
- Tourism Golden Social Media Channels (FB, Twitter or Instagram)
- Tourism Golden phone or email
- Tourism Golden Visitor Centre phone or email
- Visited Kicking Horse Country Chamber of Commerce
- Local Resident (any locals around Golden)
- Front Line Staff (front desk, servers, cashiers)
- Golden Travel Planner
- Snowmobile Map
- Outdoor Discovery Map
- Hiking Map
- Biking Map
- Other Source of Visitor Information. What was it? *Write In::* _____ *
- None of the Above

How did that visitor information impact the rest of your time in Golden? The visitor information I obtained while I was in Golden resulted in me or my travel party...

	1 – Do Not Agree At All	2	3	4	5 – Strongly Agree	Don't Know
Staying Longer in Golden that I Originally Anticipated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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"/>
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"/>
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"/>
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"/>
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"/>

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

SECTION 3. 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.

In Canadian dollars, what do you anticipate your travel party's total expenditures will be 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

Approximately what percentage of your party's total expenditures are 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%.

Accommodation (hotels, motels, lodge, camping/RV fees, etc.) <i>IF DAY VISITOR ENTER '0'</i>	%
Transportation (short-haul flights within British Columbia, vehicle rental, gas, repairs, ferry, taxi, bus, etc.)	%
Food and Beverage (including taxes and tips)	%
Shopping (clothing, gifts, books, etc.)	%
Attractions (admission, shows, tours, etc.)	%
Outdoor Recreation (park pass, nature guide, etc.)	%
Other Entertainment (casino, spa, etc.)	%
Other Expenditures	%

SECTION 4. This group of questions helps us understand what you think about your Golden experience.

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	Don't Know
Accommodation	<input type="radio"/>					
Dining	<input type="radio"/>					

Recreation and Adventure Opportunities	<input type="radio"/>					
Local Directional Signage	<input type="radio"/>					
Signage on Trans Canada Hwy 1	<input type="radio"/>					
Overall Experience in Golden	<input type="radio"/>					

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

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

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

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

What is your total annual household income, 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

In which of the following age categories are you? Are you...

- 19-24 Years
- 25-34 Years
- 35-44 Years
- 45-54 Years
- 55-64 Years
- 65-74 Years
- 75 Years or Older
- Prefer Not to Answer

What is your gender?

- Male
- Female
- Transgender
- Non-Binary

- Other
- Prefer Not To Answer

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

Thank you for your time, you are eligible for a draw to win a \$500 (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

- 3. Yes
- 4. No

Did you read the contest rules and regulations?

- Yes, I certify that I have read the contest rules and regulations

Please provide your first name _____

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

- Email: _____
- Telephone, my 10-digit telephone number is: _____