Peak Season 2023 Golden Visitor Survey Results – Final Report

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TOURISM
Golden
GOLDEN RULES

//ALIGN
CONSULTING GROUP

EXECUTIVE SUMMARY

Tourism Golden (TG) has provided tourism marketing services to the town of Golden and Columbia Shuswap Regional District Area A (excluding Yoho National Park) since 2007. Partnering with Align Consulting for the research elements, TG undertook an on-going Visitor Study starting in May 2023. This report summarizes results from the Peak Summer (July and August) visitor surveys of 2023. This on-going approach has shifted to a complete online self-selection approach. In contrast, 2019 and 2017 were two-stage, multi-location, in-person, on-site survey with an online follow up survey approach. In addition, summer seasons were based on interviewing schedules in previous waves therefore comparisons are not direct and differences should be interpreted with caution.

Key Findings

- Alberta was the most common source market (34%) during the peak season which is consistent with 2019 results; however, BC (26% up from 14%) and Other Canada (24% up from 16%) increased notably while the USA and Overseas appears to be under-represented in 2023 (at 8% each down from 12% and 22%, respectively).
- The majority of peak season visitors were staying overnight. In fact, eight-in-ten (78%) visitors were staying overnight in Golden while only 22% were day trippers. The average overnight visitor length of stay 2.7 nights. The trip length is up from 2019 but relatively consistent with 2017 results.
- Golden was the primary destination of 36% of visitors (up from 31% in 2019) but the destination is also a draw for those on a touring vacation (38%).
- On average, visitors' travel party consists of 2.9 people. Three-in-ten parties (31%) are travelling with children under the age of 18.

- Awareness levels of first-time visitors skyrocketed to 65% from 40% in 2019 and 48% in 2017.
  - The use of private home rental services (e.g. Airbnb, VRBO) was an important accommodation booking source (17%) which is up from 12% in 2019 and 15% in 2017.
  - Most peak season visitors were in Golden for a family vacation (18%) , to take a break from driving (15%), and to visit the Golden Skybridge (11%). Convenient location to stop (76%), friendly people (75%), proximity to National/Provincial parks (74%), proximity to nature/wilderness (73%), good value for money (70%), and access to good variety of outdoor recreation activities (70%) are the main drivers of travellers decision to visit Golden.
- On average, spend has drastically increased over the past four years. In fact, travel parties spent $1,092 while in Golden in the peak season of 2023 which was up 80% over 2019 results ($606). This large increase is likely due to natural growth, rapid inflation, changes in tourism product offerings and methodology. Some of the change is likely due to the change in responding to this online versus an interviewer asking it.
- Golden summer visitors rated their overall experience as very good-excellent (93%) and the majority were very likely to return (81%). Both are consistent with 2019 results (93% and 83% respectively).
- Nearly nine-in-ten (88%) peak season visitors were satisfied with their trip in Golden. This was not previously collected therefore comparison will be made going forward.
- Golden's peak season visitors appear to consider sustainability when travelling and have a positive impression of the destination's sustainability efforts.

GOLDEN – PEAK SEASON 2023 SUMMARY

Market Origin

- Alberta — 34%
- Other Canada — 24%
- USA — 8%
- BC — 26%
- Overseas — 8%
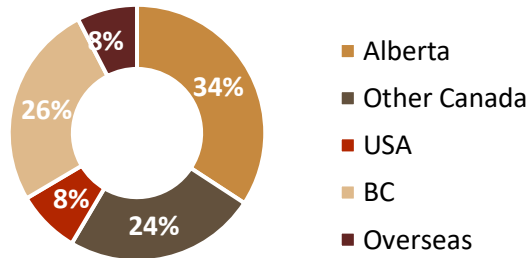
Top Provinces (outside BC & AB)
1. Ontario 2. Saskatchewan 3. Quebec 4. Manitoba

Top 3 USA States
1. California
2. Indiana
3. Washington/Montana

Top Overseas Regions
1. Europe – Germany
2. Australia

$1,092 = average visitor party expenditure in Golden

Length of Stay
- Day — 22%
- Overnight — 78%

Average Stay = **2.7** Nights

Visitors

53% female
45% male

2.9 people in each visitor party
2.4 adults
0.6 children (< 16)

36% were between ages of 19-34
40% were between ages of 35-54
36% had HH income of $100,000+

Top 5 Activities in Golden
(in addition to reasons for visiting – see below)
1. Hiking in Golden/KHMR area (36%)
2. Hiking at National Parks (27%)
3. Whitewater Rafting (14%)
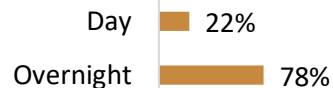4. Grizzly Bear at KHMR (14%)
5. Canoeing or Kayaking (13%)

Type of Trip

- First Time — 63%
- Repeat Visitor — 37%

- A touring trip — 38%
- Golden is the primary destination — 36%
- On route to another primary destination — 27%

71% Considered Other Summer Destinations Like: Banff, Revelstoke, Panorama/Invermere/Radium and other BC.

Top 5 Places Visited in Golden
1. Restaurant
2. Gas Station
3. Grocery Store
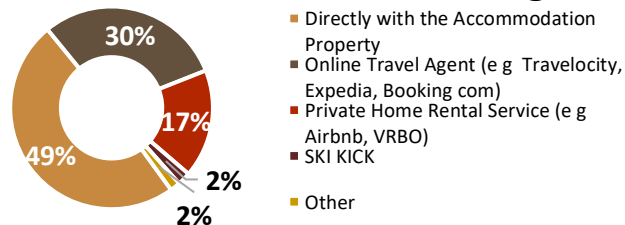4. Golden Skybridge
5. Gifts or Clothing Stores

Accommodations Booking

- Directly with the Accommodation Property — 49%
- Online Travel Agent (e g Travelocity, Expedia, Booking com) — 30%
- Private Home Rental Service (e g Airbnb, VRBO) — 17%
- SKI KICK — 2%
- Other — 2%

69% Stayed at Paid Roofed Accommodation
81% Pre-Booked Accommodation

Top 5 Reasons for Visiting Golden
1. Family Vacation (18%)
2. Break from Driving/Convenient Place to Stop (15%)
3. Golden Skybridge (11%)
4. General Relaxation (10%)
5. Hiking (8%)

65% of first-time visitors were aware of Golden before visiting

Experience Evaluation

90% Rated Their Overall Golden Experience as Very Good/Excellent

Satisfied with their trip in Golden: **88%**

Likelihood of Return to Golden: **81%**

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Peak Season Visitors	2023	2019	2017	2023/2019 % Change	Directional Change[3]
Primary Market					
BC	26%	14%	19%	+85%	⬆
Alberta	34%	36%	30%	+6%	⬆
Other Canada	24%	16%	15%	+50%	⬆
USA	8%	12%	12%	-33%	⬇
Overseas	8%	22%	24%	-64%	⬇
Gender					
Female	53%	60%	53%	-12%	⬇
Male	45%	40%	47%	+13%	⬆
Length of Stay					
Day Visitors	22%	16%	23%	+38%	⬆
Overnight Visitors	78%	84%	77%	-7%	⬇
Average Nights in Golden	2.7	2.5	2.8	+8%	⬆
Aware of Golden Before First Visit[1]	65%	40%	48%	+63%	⬆
Type of Trip					
Percent Choosing Golden as Primary Destination	36%	31%	27%	+16%	⬆
First Time Visitors	63%	54%	55%	+17%	⬆
Repeat Visitors	37%	46%	45%	-20%	⬇
Visitor Party Expenditures While in Golden	$1,092	$606	$596	+80%	⬆
Accommodation					
Stayed at Paid Roofed Accommodation	69%	72%	65%	-4%	═
Pre-Booked Accommodation	81%	82%	76%	-1%	═
Booked with Private Home Rental (e.g. Airbnb)	17%	12%	15%	+42%	⬆
Experience Evaluation					
Overall Excellent/Very Good Experience Rating[2]	90%	93%	87%	-3%	═
High Likelihood of Return Trip to Golden[2]	81%	83%	72%	-2%	═
Satisfied with Trip in Golden	88%	--	--	--	--
NPS[4]	--	51.3	31.8	--	--

1. Of First Time Visitors.
2. Top Box Responses.
3. Values within ±5% were marked as up or down directional change.
4. Tourism Golden now analyzes NPS for only those visitors where Golden is their primary destination. The same size is too low for Peak Season to report.

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Front Cover Photo Credit: Tourism Golden

1. INTRODUCTION

Tourism Golden (TG) has provided tourism marketing services to the town of Golden and Columbia Shuswap Regional District Area A (excluding Yoho National Park) since 2007. The not-for-profit organization's vision is to *inspire travellers who share our community's values to stay longer and experience Golden, creating deep connections and lasting memories.* TG's strives to *e*ffectively execute research-informed destination management strategies to realize this vision and will continue to focus on eight core objectives across four themes:[1]

Economic Contribution	• Increase overall value of the tourism economy • Increase average length of visitor stay at all times of year • Increase shoulder season occupancy levels and rate
Visitor Experience	• Connect more visitors to remarkable experiences via multiple channels • Educate visitors to experience a safe and responsible vacation
Stakeholder Experience	• Deliver enhanced stakeholder programs and support
Resident/Community Experience	• Increase resident understanding of the value of the local tourism industry and support for the tourism industry • Balance resident values with visitor demand and business needs

Visitor Intercept Surveys are identified as methods for measuring both objectives related to Visitor Experience. Given this, Tourism Golden identified the need to conduct a study in 2023. TG has previously conducted visitor surveys in 2013, 2014, 2015, 2016, 2017 and 2019. However, an on-going approach was determined to be the best approach this year. The new methodology is described in detail in the next section.

Align Consulting Group has been a research partner since 2015 and supported previous Visitor Studies. In 2023, Align worked with Tourism Golden to develop the revised approach, modify the surveys and implement the data collection.

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[1] Tourism Golden's 5-year Strategic Plan 2022 - 2027.

2. METHODOLOGY

2.1. Data Collection

Previous methods included on-site intercept surveying with online follow up surveys to those who agreed during the on-site intercept. In 2023, budget, desire to cover all seasons, resource availability and emerging visitor behaviour was considered and it was determined that an online in-destination (replacing the intercept previously used) survey would be conducted year-round with an online follow up survey to be sent to those who opted-in during the first survey.
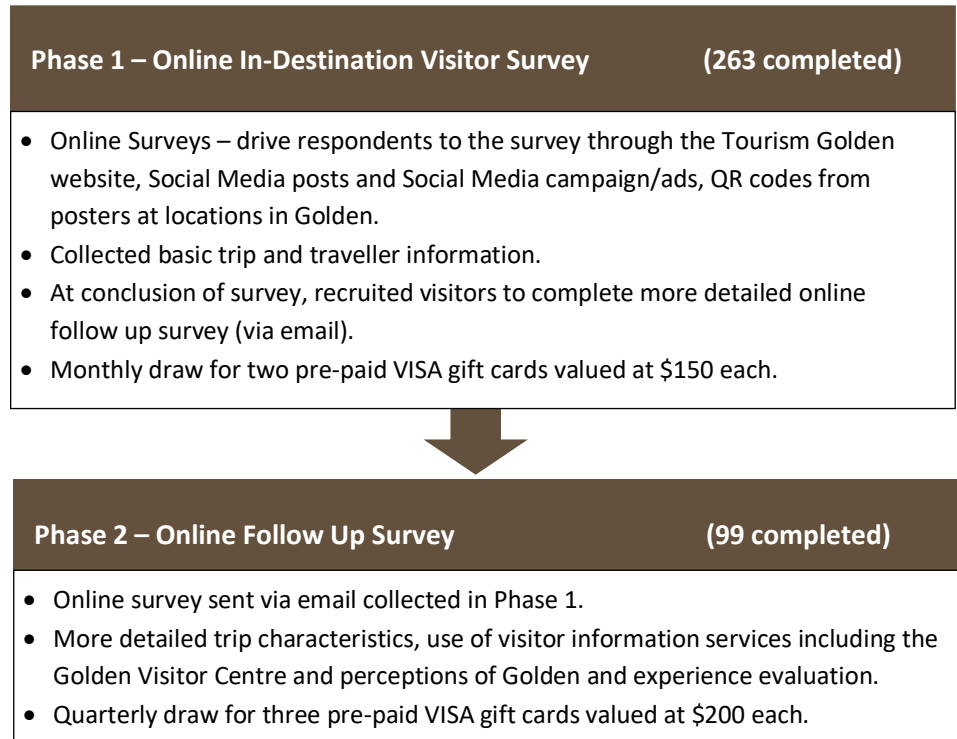
Phase 1 - Online In-Destination Survey was targeted electronically to those visitors who were in Golden at the time. The survey was primarily accessed through links in social media campaigns/ads and QR codes posted at select locations in Golden. The survey was approximately 5-10 minutes in length and collected core traveller information (market origin, travel party characteristics) and trip characteristics (length of stay, primary motivation to visit Golden, activities, high-level spend). In addition, respondents were asked to participate in Phase 2 by providing their email address.

Phase 2 - Online Follow Up Surveys collected more post-visit evaluations measuring visitor satisfaction and advocacy. In addition, more detailed spend information was collected. This survey also verified activity and attraction participation and asked about future visitation.

2023 Golden Summer Visitor Methodology

Phase 1 – Online In-Destination Visitor Survey	(263 completed)

- Online Surveys – drive respondents to the survey through the Tourism Golden website, Social Media posts and Social Media campaign/ads, QR codes from posters at locations in Golden.
- Collected basic trip and traveller information.
- At conclusion of survey, recruited visitors to complete more detailed online follow up survey (via email).
- Monthly draw for two pre-paid VISA gift cards valued at $150 each.

Phase 2 – Online Follow Up Survey	(99 completed)

- Online survey sent via email collected in Phase 1.
- More detailed trip characteristics, use of visitor information services including the Golden Visitor Centre and perceptions of Golden and experience evaluation.
- Quarterly draw for three pre-paid VISA gift cards valued at $200 each.

To encourage responses, substantial incentives were offered for both phases. Phase 1 has a monthly draw for one of two $150 pre-paid gift VISA gift cards while Phase 2 has a quarterly draw for one of three pre-paid gift VISA cards valued at $200 each.

The questionnaires were designed by Align Consulting Group and Tourism Golden. Although notable changes were made, many questions were consistent with previous Visitor Studies to allow for comparability. See Appendix C for the full Phase 1 and Phase 2 questionnaires.

A total of 396 people accessed the online in-destination survey during July and August of 2023. Of those, 44 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. In addition, 89 only partially completed the survey. Therefore, 263 visitors completed the Phase 1 survey. A total of 229 visitors agreed to complete the online, follow-up survey. Three email reminders were sent over several weeks to those people who had not started or completed the survey. A total of 99 visitors completed the follow up online survey for a response rate of 43%.[2]

	Number of (% of Total):					
	Accessed Survey	**Not in Population[1]/Did Not Complete**	**Completed In-Destination Survey**	**Agree to Follow-Up**	**Completed Follow-Up**	**Response Rate**
Peak Season	396	133	263	229	99	43%

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

[2] 43% is a is considered a great response rate and consistent with the 2019 Summer Survey which saw a 45% response rate.

2.2. Data Analysis

Given the approach to Phase 1, the decision was made to not apply any weight factors to the data. To account for differences in the response rates to Phase 2 by market origin, the follow up survey questions were weighted (or 'balanced') by the market distribution in Phase 1.

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

- Occasionally, top box analysis was used where the top two responses were summarized to understand meaningful differences between groups (e.g. visitors that responded with '4s' or '5s' on a 5-point satisfaction scale).
- Visitor expenditures were collected in both the on-site and follow-up surveys. Both surveys collected expenditures for each travel party (and not per visitor) but average party size was divided into total travel party expenditures to equal per person expenditures. Further, average length of stay in Golden was used to calculate expenditures on a per-person, per-day basis.
- To avoid the influence of outliers in expenditures, travel party and length of stay calculations, the top and bottom 2.5% of responses were trimmed.
- Open-ended (textual) responses were grouped into categories and summarized with percentages where sample size allowed.
- Sample size warnings were provided as footnotes when response categories had less than 30 responses.
- Comparisons to summer 2019 results are made throughout the report. Please be aware that 2019 responses include both a online visitor experience survey as well as intercept survey results therefore there is a methodology change.
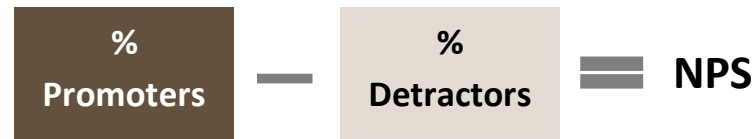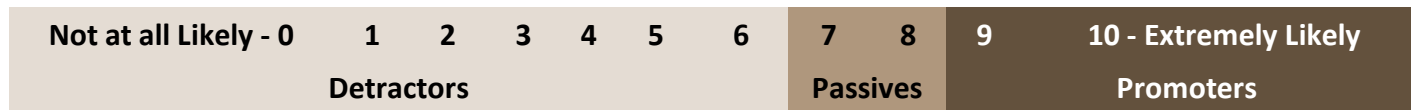- The subtitle on each graph indicates the relevant sample population.

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 strategy[3] is for British Columbia to become the most highly recommended destination in North America. The Net Promoter Score® (NPS®)[4] 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 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?

Not at all Likely - 0 1 2 3 4 5 6	7 8	9 10 - Extremely Likely
Detractors	Passives	Promoters

% Promoters − **% Detractors** = **NPS**

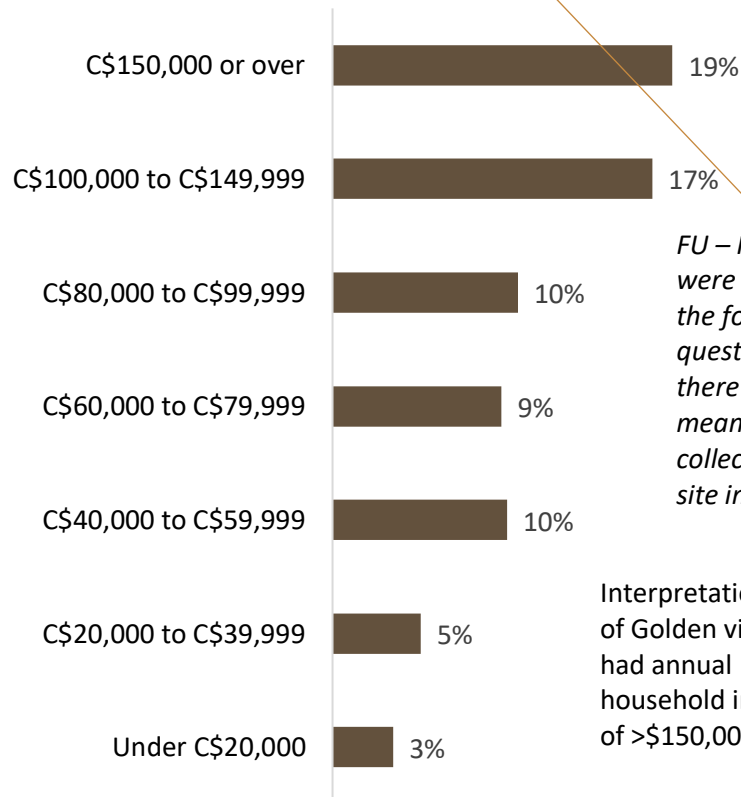[3] https://www.destinationbc.ca/content/uploads/2019/02/DBC-Corporate-Strategy-2017_editFeb212019.pdf
[4] Net Promoter, NPS and the NPS-related emoticons are registered service marks, and Net Promoter Score and Net Promoter System are service marks, of Bain & Company, Inc., Satmetrix Systems, Inc. and Fred Reichheld.

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2.3. Tips for Reading Results

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

Annual Household Income ($CDN)
Percentage of Visitors FU

| Income	%
C$150,000 or over	19%
C$100,000 to C$149,999	17%
C$80,000 to C$99,999	10%
C$60,000 to C$79,999	9%
C$40,000 to C$59,999	10%
C$20,000 to C$39,999	5%
Under C$20,000	3%

FU – Means data were collected on the follow-up questionnaire. If there isn't FU text, it means the data were collected during on-site interview.

Interpretation: 19% of Golden visitors had annual household incomes of >$150,000.

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

Province	%
Ontario	13%
Saskatchewan	4%
Quebec	3%
Manitoba	3%
Yukon	1%
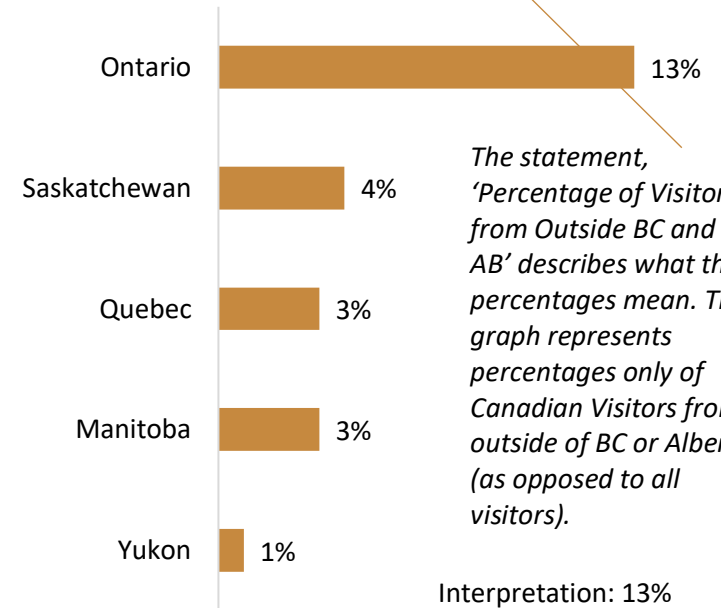
The statement, 'Percentage of Visitors from Outside BC and AB' describes what the percentages mean. This graph represents percentages only of Canadian Visitors from outside of BC or Alberta (as opposed to all visitors).
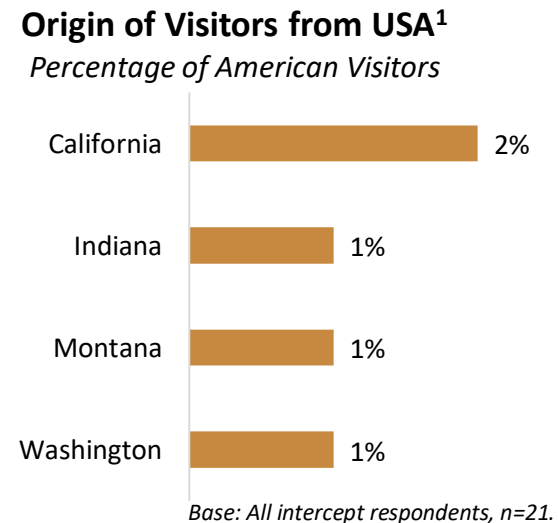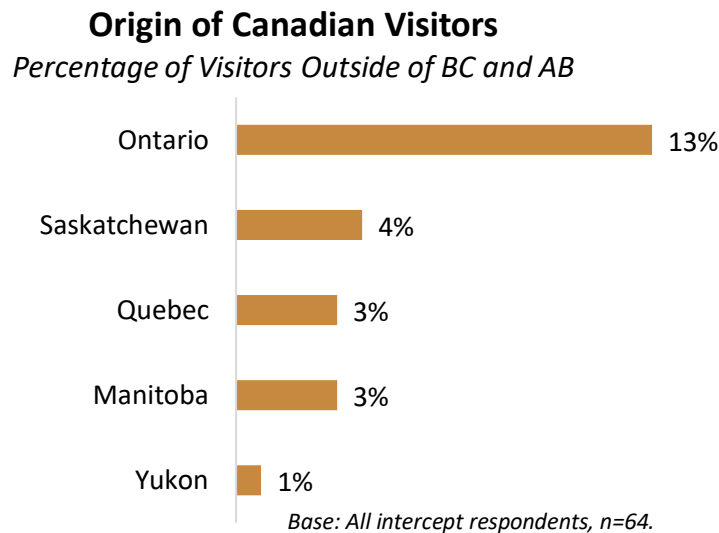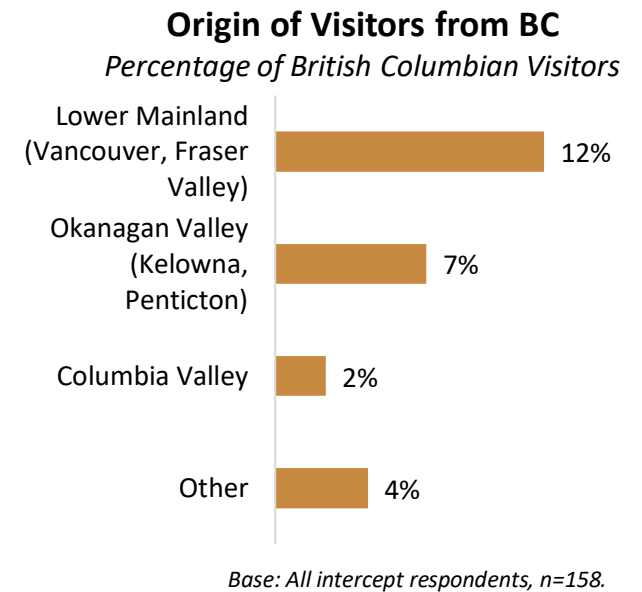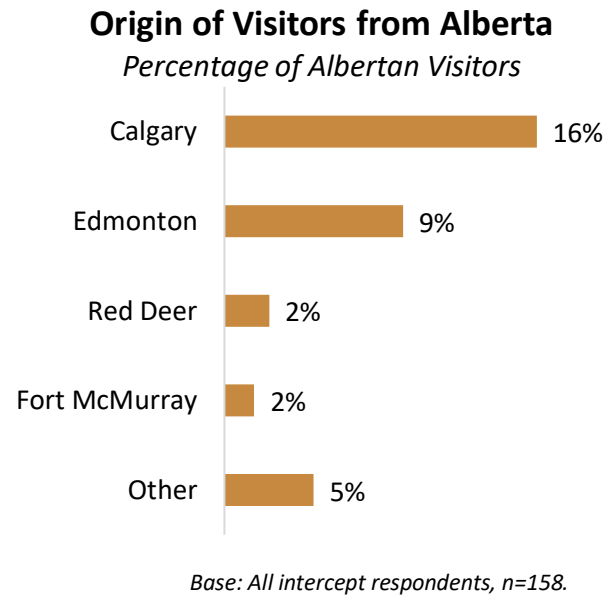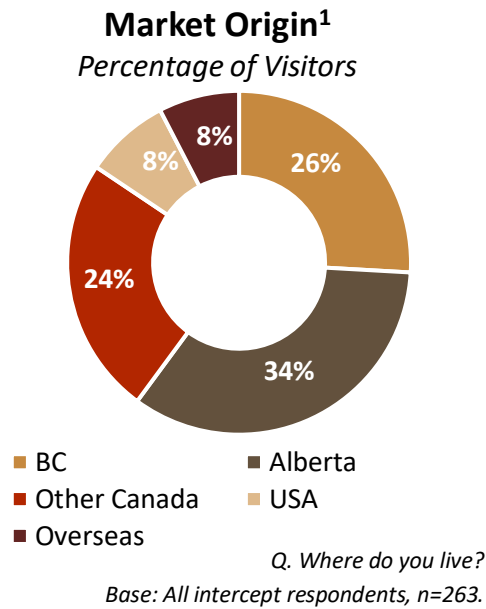
Interpretation: 13% of Canadian visitors from outside of BC and Alberta were from Ontario.

Footnotes about questions are noted here. Often they describe the 'other' categories, describe an analysis 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.
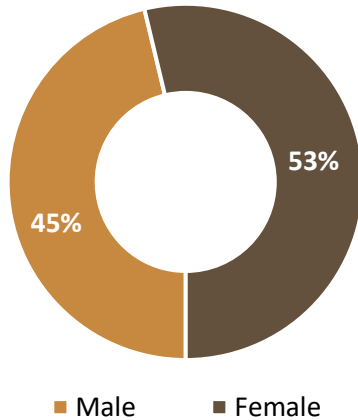
3. RESULTS

3.1. Visitor Characteristics

Market Origin[1]
Percentage of Visitors

- BC — 26%
- Alberta — 34%
- Other Canada — 24%
- USA — 8%
- Overseas — 8%

Q. Where do you live?
Base: All intercept respondents, n=263.

Origin of Visitors from Alberta
Percentage of Albertan Visitors

- Calgary — 16%
- Edmonton — 9%
- Red Deer — 2%
- Fort McMurray — 2%
- Other — 5%

Base: All intercept respondents, n=158.

Origin of Visitors from BC
Percentage of British Columbian Visitors

- Lower Mainland (Vancouver, Fraser Valley) — 12%
- Okanagan Valley (Kelowna, Penticton) — 7%
- Columbia Valley — 2%
- Other — 4%

Base: All intercept respondents, n=158.

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

- Ontario — 13%
- Saskatchewan — 4%
- Quebec — 3%
- Manitoba — 3%
- Yukon — 1%

Base: All intercept respondents, n=64.

Origin of Visitors from USA[1]
Percentage of American Visitors

- California — 2%
- Indiana — 1%
- Montana — 1%
- Washington — 1%

*Base: All intercept respondents, n=21.*

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1. Small sample sizes exist, please use caution when interpreting.
2. Overseas Visitors n=20. Germany 3%, Australia 2%, Other European Countries 2%. Very small sample sizes, interpret with caution.

Gender[1]
Percentage of Visitors

- 53% Female
- 45% Male
- Male
- Female

Age
Percentage of Visitors

Age Category	Percentage
19-24 Years	11%
25-34 Years	25%
35-44 Years	22%
45-54 Years	18%
55-64 Years	13%
65-74 Years	11%
75 +	0%

Annual Household Income ($CDN)
Percentage of Visitors[FU]

Income	Percentage
Under C$20,000	3%
C$20,000 to C$39,999	5%
C$40,000 to C$59,999	10%
C$60,000 to C$79,999	9%
C$80,000 to C$99,999	10%
C$100,000 to C$149,999	17%
C$150,000 or over	19%
Prefer Not to Answer	27%

Q. What gender do you identify as? / Q. In which of the following age categories are you?
Base: All intercept respondents, n=263.
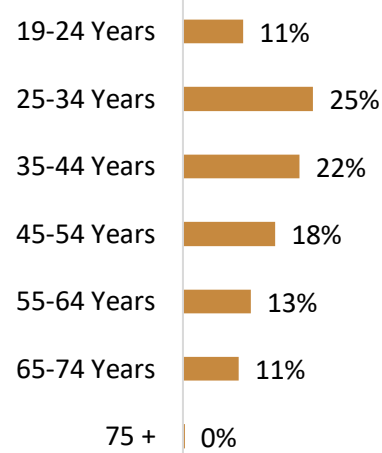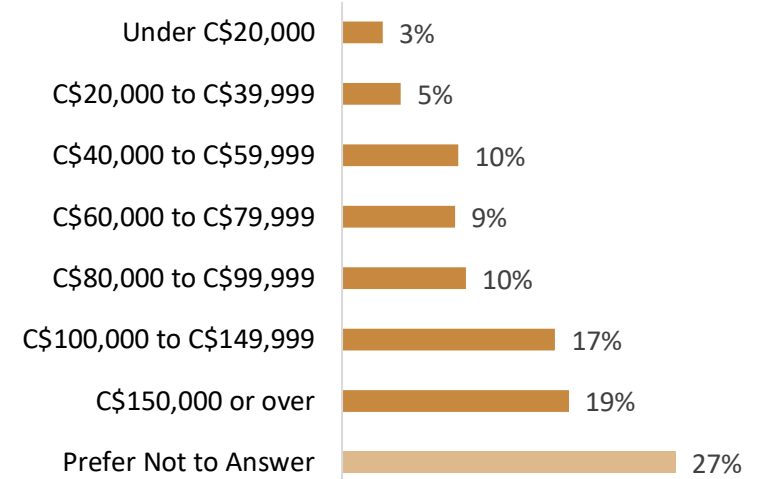
Q. Before taxes, what is your approximate annual household income in Canadian dollars?
Base: All visitors in the follow up sample, n=81.

Identify as a Person with Disabilities
Percentage of Visitors[FU]

- 3%
- 8%
- 10%
- 80%
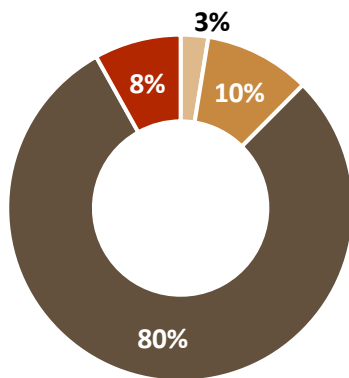
- Yes, visible disability
- Yes, non-visible disability
- No
- Prefer Not to Answer

Q. Do you, or anybody in your travel party while in Golden, identify as a person with a disability? Base: All visitors in the follow up sample, n=81.

Identify as an LGBTQ+ Person
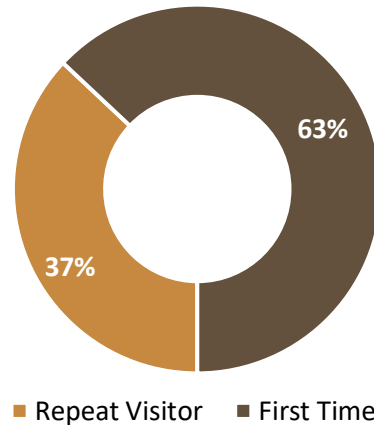*Percentage of Visitors[FU]*

- 13%
- 14%
- 74%
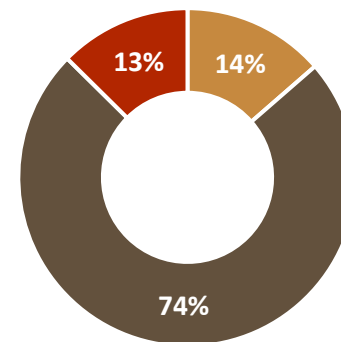
- Yes
- No
- Prefer Not to Answer

Q. Do you, or anybody in your travel party while in Golden, identify as an LGBTQ+ person? Base: All visitors in the follow up sample, n=81.
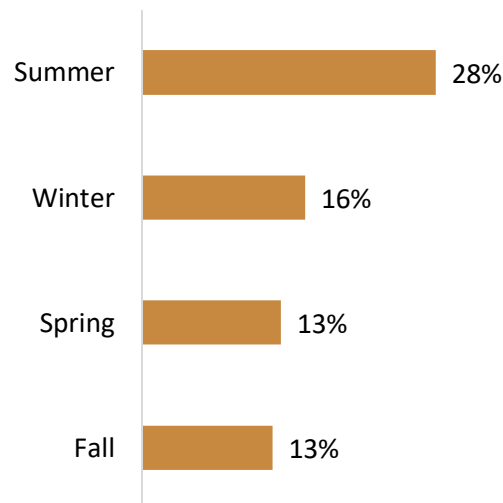
1. Non-Binary, Gender Fluid, and/or Two-Spirit = 1% and Prefer Not to Answer/Don't Know = 2%

3.2. Trip Characteristics

Been to Golden Before
Percentage of Visitors

- ■ Repeat Visitor ■ First Time

63%
37%

Season of Past Visitation[1]
Percentage of Golden Visitors

- Summer — 28%
- Winter — 16%
- Spring — 13%
- Fall — 13%

Average Number of Past Trips to Golden:
7.9

Percent of Visitors That Have Made 1 Past Trip to Golden:
22%

Percent of Visitors That Have Made 10+ Trips to Golden:
31%

	Been To Golden?[1]	
	Repeat Visitors	**First-Time Visitors**
Origin		
BC	31%	23%
AB	53%	23%
Other Canada	13%	31%
USA	0%	13%
Overseas	3%	10%
Primary Reason (Top 5)	1. Family Vacation (16%) 2. Break from Driving/Convenient Place to Stop (15%) 3. General Relaxation (13%) 4. Hiking (7%) 5. Golden Skybridge (7%)	1. Family Vacation (19%) 2. Break from Driving/ Convenient Place to Stop (15%) 3. Golden Skybridge (14%) 4. Hiking (9%) 5. General Relaxation (8%)
Length of Stay		
Day	17%	24%
Overnight	78%	72%
Average Nights	2.5	2.8

1. This table is read as origin, primary reason and length of stay of repeat or first-time visitors. For example, 31% of repeat visitors were from BC, whereas 23% of first-time visitors were from BC. 3% of repeat visitors were from overseas while 10% of first-time visitors were from overseas.

Q. Have you been to Golden on a past trip other than just stopping for a rest break (e g gas/food)?
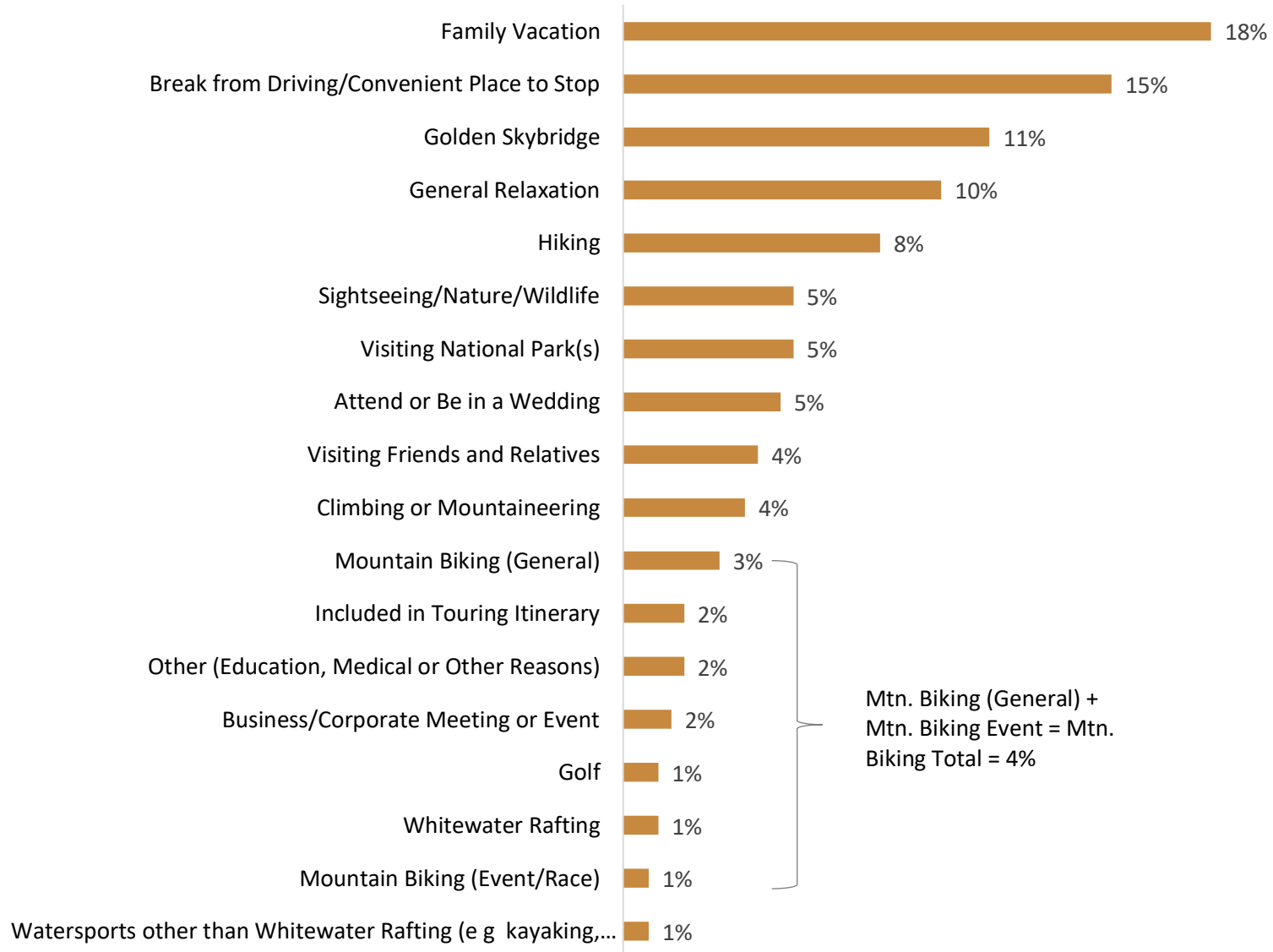
If yes, in what seasons? 14

Base: All intercept respondents, n=263.

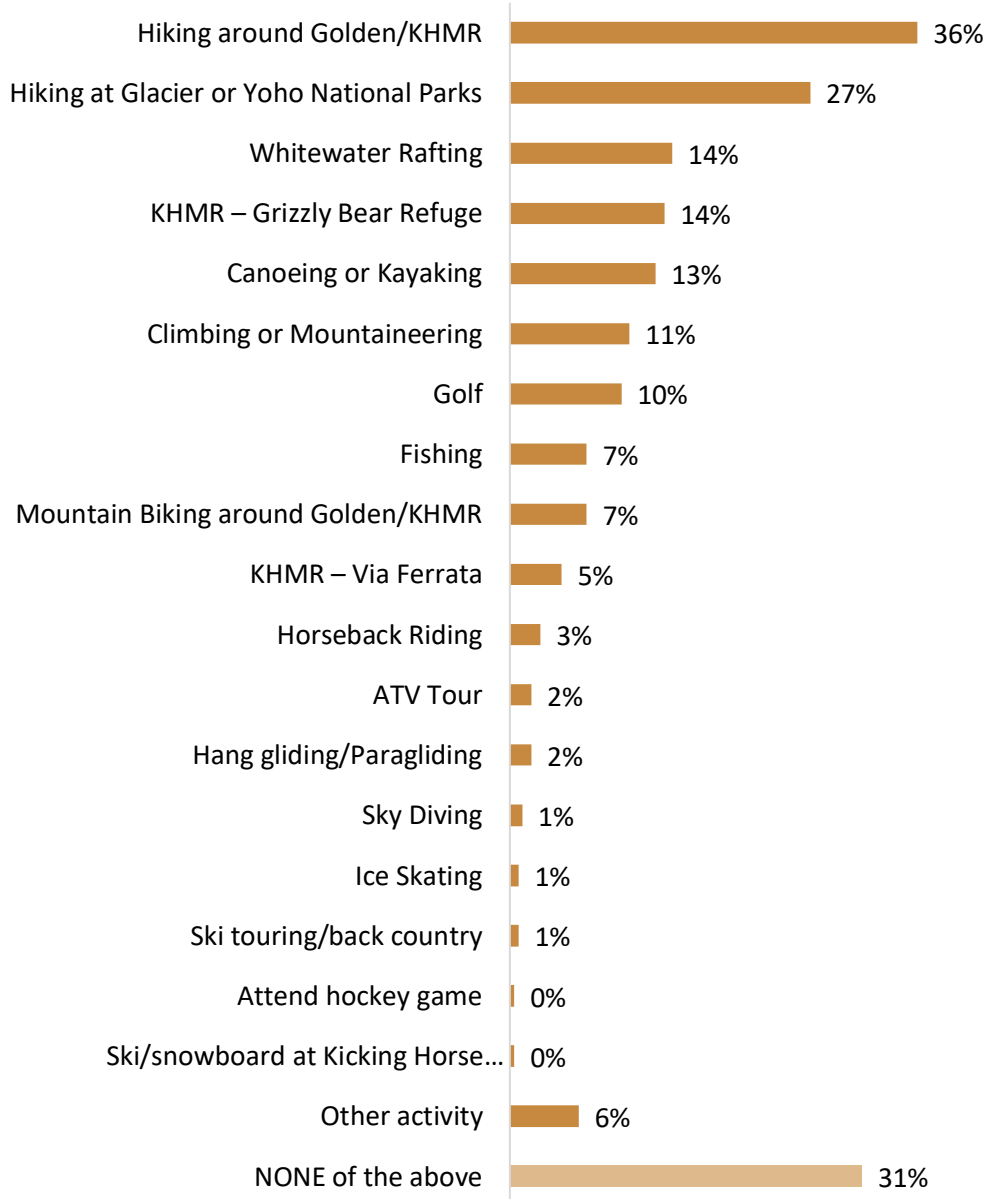1. Golden visitors could respond with more than one response, so the sum totals more than 100%.
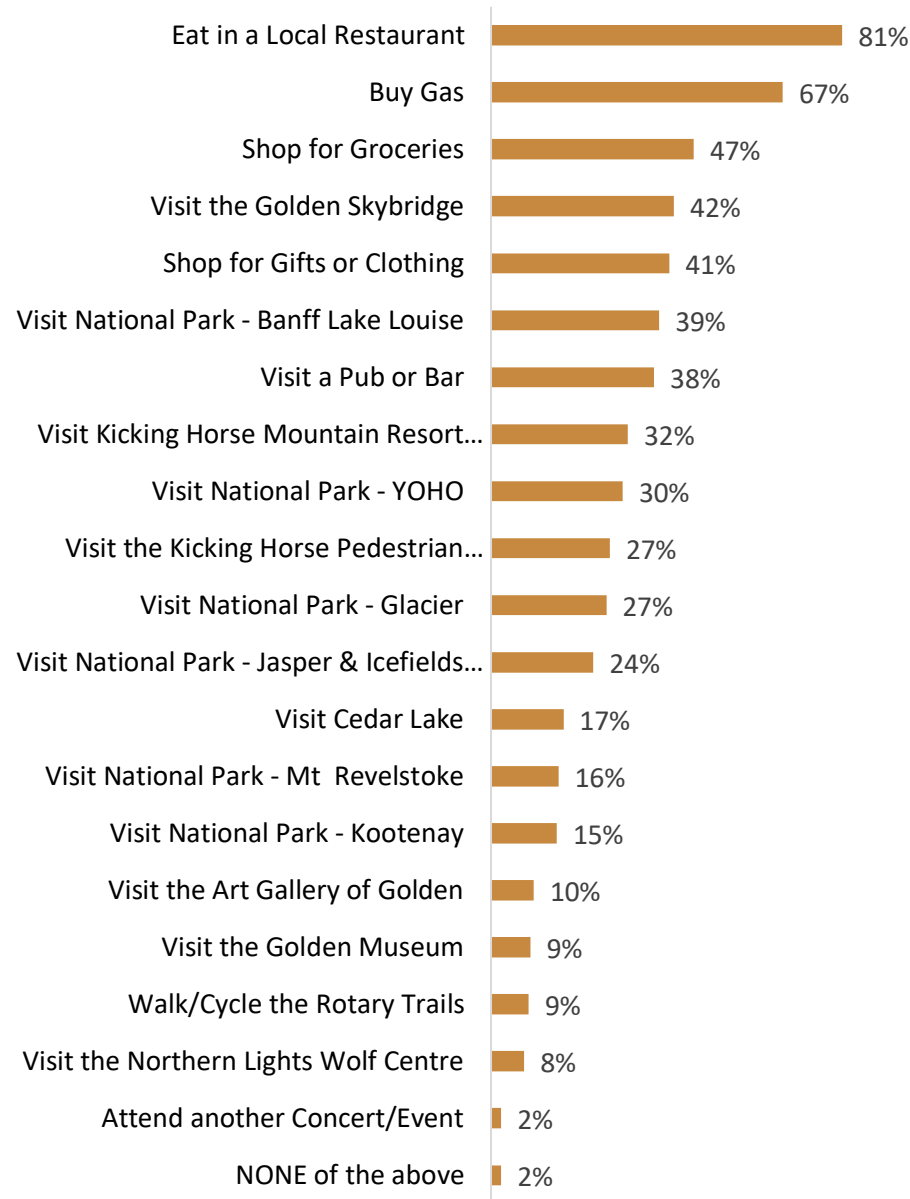
Primary Reason for Visit
Percentage of Visitors

Reason	Percentage
Family Vacation	18%
Break from Driving/Convenient Place to Stop	15%
Golden Skybridge	11%
General Relaxation	10%
Hiking	8%
Sightseeing/Nature/Wildlife	5%
Visiting National Park(s)	5%
Attend or Be in a Wedding	5%
Visiting Friends and Relatives	4%
Climbing or Mountaineering	4%
Mountain Biking (General)	3%
Included in Touring Itinerary	2%
Other (Education, Medical or Other Reasons)	2%
Business/Corporate Meeting or Event	2%
Golf	1%
Whitewater Rafting	1%
Mountain Biking (Event/Race)	1%
Watersports other than Whitewater Rafting (e g kayaking,…	1%

Mtn. Biking (General) + Mtn. Biking Event = Mtn. Biking Total = 4%

Q. What is the main reason for your trips/stop in Golden? Primary activity is what motivated your trip or what you will spend the most time doing while in Golden?

Base: All intercept respondents, n=263.

Additional Activity Participation (Not Primary)[1]
Percentage of Visitors

Activity	%
Hiking around Golden/KHMR	36%
Hiking at Glacier or Yoho National Parks	27%
Whitewater Rafting	14%
KHMR – Grizzly Bear Refuge	14%
Canoeing or Kayaking	13%
Climbing or Mountaineering	11%
Golf	10%
Fishing	7%
Mountain Biking around Golden/KHMR	7%
KHMR – Via Ferrata	5%
Horseback Riding	3%
ATV Tour	2%
Hang gliding/Paragliding	2%
Sky Diving	1%
Ice Skating	1%
Ski touring/back country	1%
Attend hockey game	0%
Ski/snowboard at Kicking Horse…	0%
Other activity	6%
NONE of the above	31%

Golden Places Visited[1]
Percentage of Visitors

Place	%
Eat in a Local Restaurant	81%
Buy Gas	67%
Shop for Groceries	47%
Visit the Golden Skybridge	42%
Shop for Gifts or Clothing	41%
Visit National Park - Banff Lake Louise	39%
Visit a Pub or Bar	38%
Visit Kicking Horse Mountain Resort…	32%
Visit National Park - YOHO	30%
Visit the Kicking Horse Pedestrian…	27%
Visit National Park - Glacier	27%
Visit National Park - Jasper & Icefields…	24%
Visit Cedar Lake	17%
Visit National Park - Mt Revelstoke	16%
Visit National Park - Kootenay	15%
Visit the Art Gallery of Golden	10%
Visit the Golden Museum	9%
Walk/Cycle the Rotary Trails	9%
Visit the Northern Lights Wolf Centre	8%
Attend another Concert/Event	2%
NONE of the above	2%

Q. What other activities, if any, are you or your travel party participating in while in Golden? / While in Golden, have you or do you plan to go to the following places?

Base: All intercept respondents, n=263.

1. Golden visitors could respond with more than one response, so the sum totals more than 100%.

Length of Stay in Golden
Percentage of Visitors

- 78% Overnight
- 22% Day
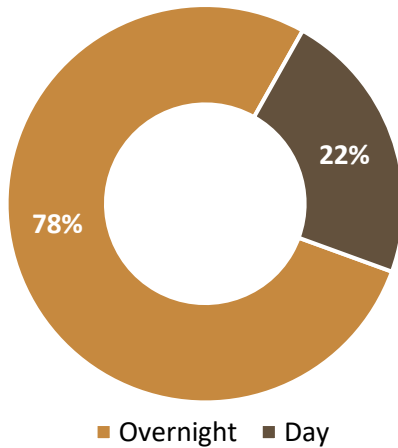
■ Overnight   ■ Day

Q. What is your total trip length?
Base: All intercept respondents, n=263.

Nights on Trip and in Golden
Percentage of Visitors

	Total Trip Length	In Golden
1 night	7%	31%
2 nights	15%	26%
3 nights	11%	17%
4 nights	8%	8%
5 nights	7%	8%
6 nights	7%	4%
7 - 13 nights	24%	6%
14+ nights	21%	1%

■ Total Trip Length   ■ In Golden
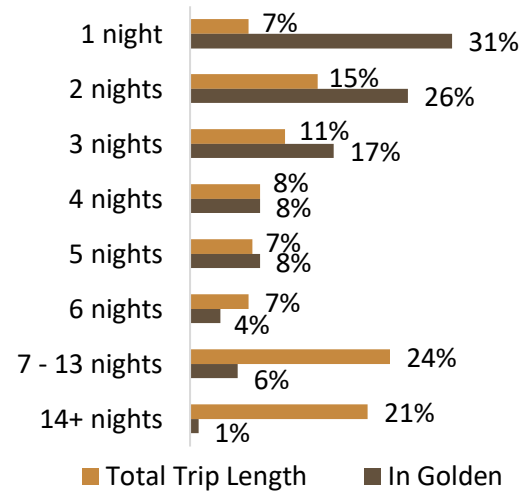
Q. [OVERNIGHT visitors] How many nights in Golden? / [DAY visitors] How many hours in Golden?
Base: Overnight Visitors, n=185 / Base: Day Visitors, n=52.

Average Overnight Trip Length:
7.9 nights

Average Nights in Golden:
2.7 nights

Time in Golden/Total Trip Length:
34%

Average Hours in Golden (Day Visitors):
7.0 hours

Average Travel Party Size:
2.9 people (2.4 adults, 0.6 children)

% with Children in Travel Party:
31%

Q. Including yourself, how many people were in your travel party on this trip? How many were children under 18 and how many were adults?
Base: All intercept respondents, n=263.

Percent of Visitors Travelling in a Group:
4%

Type of Group[1]:
- Leisure Tour Group (46%)
- Business Group/ Group of Colleagues (27%)
- Other (18%)

Q. Are you travelling as part of a group where your accommodations and activities were booked for you by a third party (e g tour operator, travel agent)?
Q. What kind of group is it?
Base: All intercept respondents, n=263.

17

1.   Small sample sizes exist, please use caution when interpreting.

Golden Overnight Accommodation
Percentage of Visitors

6%
24%
69%

- Paid Roofed Accommodations
- Camping
- Friends/Family
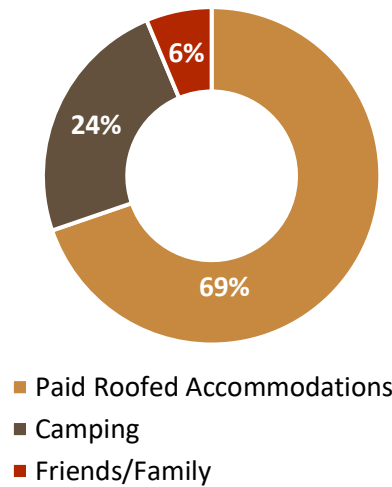
Q. In Golden, are you staying in paid roofed accommodations, camping or with friends and family?
Base: All overnight visitor intercept respondents, n=195.

Paid Accommodation Location
Percentage of Visitors

Location	
Kicking Horse Mtn Resort	32%
Golden Adjacent to Highway 1	21%
Downtown Golden	16%
Backcountry (Lodge or Hut)	4%
Front Country (Blaeberry Valley/…	3%
Other	17%
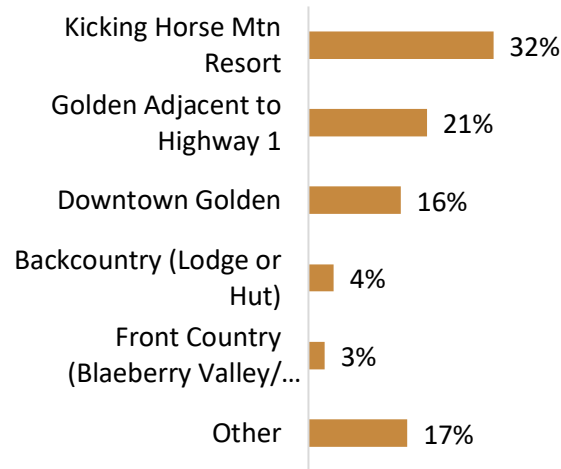
Q. What is the location of your accommodation or campsite?
Base: All overnight visitor intercept respondents staying in paid accommodations, n=180.

Accommodation Type[1]
Percentage of Visitors

Type	
Hotel/Motel	47%
Condo/Self Catering Hotel	8%
Cabin or Chalet	6%
Vacation Rental	4%
Backcountry Lodge	4%
Short-term rental	4%
Bed & Breakfast	2%
Dont Know/Not Sure	3%
Other	23%
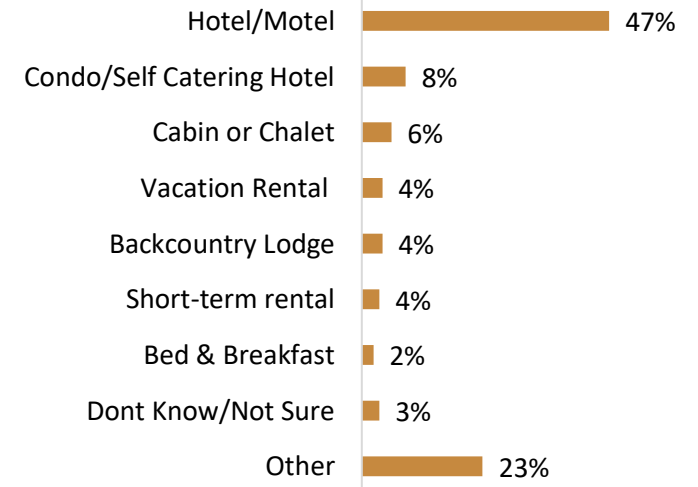
Q. What type of accommodation are you staying in?
Base: All overnight visitor intercept respondents staying in paid accommodations, n=180.

18

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

How Would You Describe Your Trip?
Percentage of Visitors

A touring trip	38%
Golden is the primary destination	36%
On route to another primary destination	27%
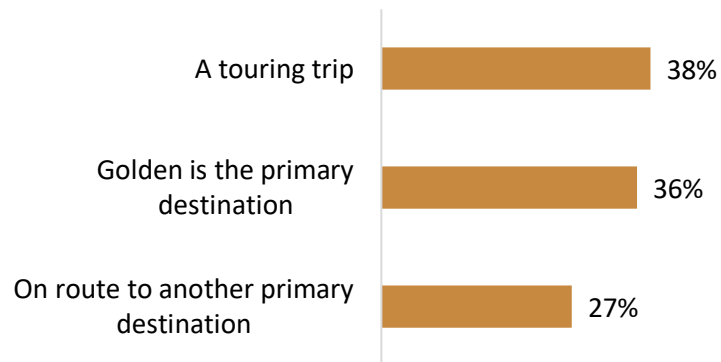
Q. How would you describe the trip that you are on?
Base: All intercept respondents, n=263.

Other Primary Destinations
(70 responses)

- Banff/ Lake Louise/Jasper/Yoho (20%)
- Other BC (17%)
- Penticton/Kelowna/ Okanagan (16%)
- Other AB (11%)
- Calgary (10%)
- Revelstoke (7%)
- Home (6%)
- Vancouver Island/Tofino (4%)
- Cranbrook (3%)
- Manitoba (1%)
- Rockies (general) (1%)
- Weyburn, Sask. (1%)
- Vancouver (1%)

After Your Arrival in Golden Did You Reduce or Extend your Stay from What You Originally Planned?
Percentage of Visitors[FU]

No, I did not extend or reduce my stay	80%
Yes, I extended my stay	14%
Yes, I reduced my stay	6%
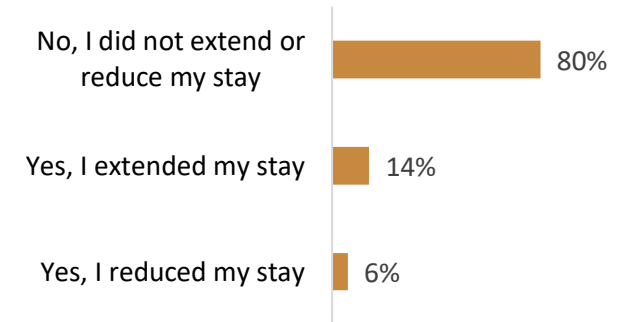
Q. After your arrival in Golden did you reduce or extend your stay from what you originally planned?
Base: All Visitor Follow Up respondents, n=263.

3.2.1. Accommodation Booking

Did You Pre-Book/Reserve Paid Accommodations In Golden?
Percentage of Visitors[FU]

- Yes — 81%
- No — 17%
- Did not stay at paid accommodation while in Golden — 3%
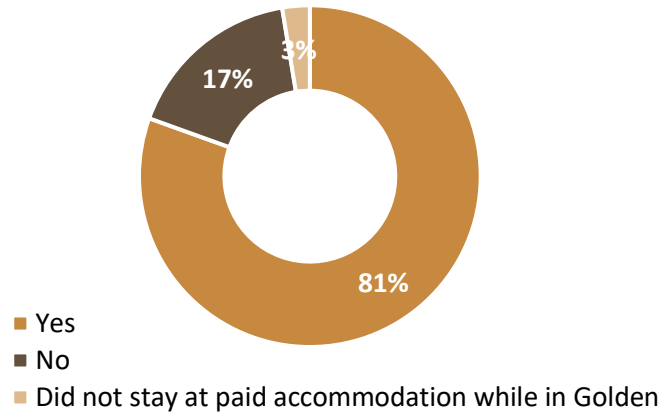
Base: All Visitor Follow Up respondents, n=72.

How Did You Pre-Book/Reserve Accommodation in Golden?
Percentage of Visitors That Pre-Booked/Reserved[FU]

Directly with the Accommodation Property	49%
Online Travel Agent (e g Travelocity, Expedia, Booking com)	30%
Private Home Rental Service (e g Airbnb, VRBO)	17%
Kicking Horse Central Reservations / SKI KICK	2%
Other	2%
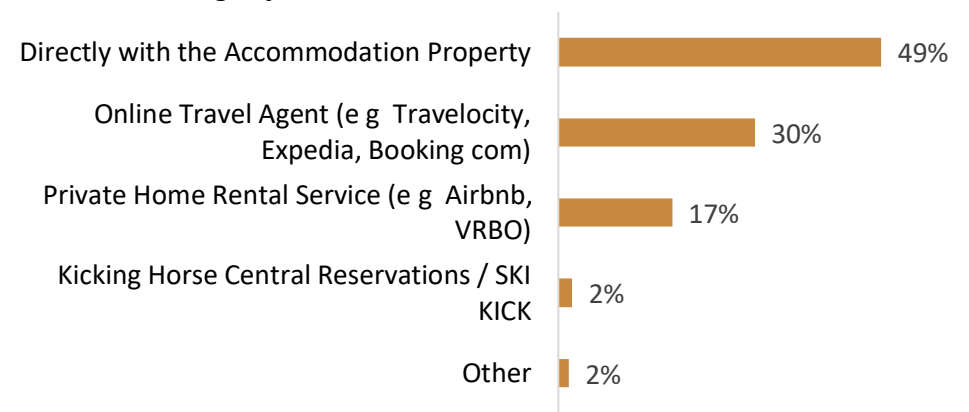
Base: All Visitor Follow Up respondents, n=58.

If This Kind Of Accommodation Was Not Available In Golden, Would You Have Still Stayed Overnight In Golden?[1]
Percentage of Visitors That Used A Private Home Rental[FU]

- Yes — 30%
- No — 9%
- Don't Know — 61%
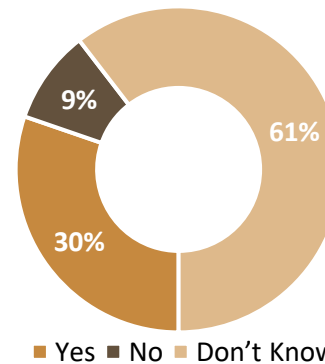
Base: All Visitor Follow Up respondents that used a private home rental, n=10.

20

1. Small sample sizes exist, please use caution when interpreting.

Trip Characteristics by Market[1]						
	BC	**Alberta**	**Other Canada**	**USA**	**Overseas**	**TOTAL**
Been to Golden?						
First Time	44%	58%	20%	0%	15%	63%
Repeat Visitor	56%	42%	80%	100%	85%	37%
Travel Party Size (Average)	2.6	3.2	2.9	3.1	2.9	2.9
Type of Trip						
Golden is Primary Destination	29%	52%	30%	14%	25%	36%
Touring Trip	31%	22%	52%	62%	60%	38%
Other Primary Destination	40%	26%	19%	24%	15%	27%
Primary Reasons for Visiting (Top 5)[1]	1. Break from Driving (24%) 2. Family Vacation (12%) 3. General Relaxation (10%) 4. Golden Skybridge (10%) 5. Business Meeting or Event/ Sightseeing/ Nature/Wildlife (6%)	1. Family Vacation (18%) 2. Golden Skybridge (18%) 3. Break from Driving/Convenient Place to Stop (14%) 4. General Relaxation (14%) 5. Attend or Be in a Wedding (8%)	1. Family Vacation (25%) 2. Break from Driving/Convenient Place to Stop (13%) 3. Golden Skybridge (11%) 4. Hiking (9%) 5. Visiting Friends and Relatives (9%)	1. Hiking (29%) 2. Visiting National Parks (19%) 3. Family Vacation (14%) 4. Climbing or Mountaineering (10%) 5. Sightseeing/ Nature/Wildlife (10%)	1. Family Vacation (25%) 2. Visiting National Parks (20%) 3. Break from Driving/Convenient Place to Stop (14%) 4. Sightseeing/ Nature/Wildlife (12%) 5. General Relaxation (8%)	1. Family Vacation (25%) 2. General Relaxation (15%) 3. Visiting National Parks (15%) 4. Break from Driving/Convenient Place to Stop (10%) 5. Hiking / Sightseeing/ Nature/Wildlife (10%)
Length of Stay						
Day (Hours)	24%	26%	14%	19%	20%	22%
Overnight	68%	70%	83%	81%	75%	78%
Average Nights	1.8	2.7	3.2	3.4	3.1	2.7
Accommodation						
Paid Roofed Accommodation	60%	72%	73%	59%	80%	69%
Camping	33%	20%	16%	35%	20%	24%
Friends/Family	4%	6%	10%	6%	0%	6%
Other	2%	2%	2%	0%	0%	2%
Average Expenditures (Per Trip/Per Party)	$663.62	$1,007.52	$1,497.5	$1,160.91	$1,486.36	$1,091.72

2. Small sample sizes exist, please use caution when interpreting.

3.3. Expenditures

	Expenditures in Golden (Averages)[1]			
	Visitor Party		Per Person	
	Trip Expenditures	Daily Expenditure[2]	Trip Expenditures[3]	Daily Expenditure[4]
Day Visitors	$360	$360	$121	$121
Overnight – VFR[5]	$1,283	$475	$450	$167
Overnight - Paid Roofed	$1,300	$504	$461	$179
Overnight - Camping	$918	$322	$311	$109
Overall	**$1,092**	**$477**	**$374**	**$163**

1. The expenditures presented were collected during online intercept/in-destination with follow up overwriting spend where available (i.e. if they completed the follow up and provided a trip spend, that was used but if not, the intercept spend was used).
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. Small sample sizes, n=25, use caution when interpreting.
6. Small sample sizes, n=29, 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 ROOFED (n=29)								
% spent on	52%	16%	15%	5%	5%	5%	0%	1%
$ spent on	$680	$206	$195	$63	$66	$67	$6	$17
Overall[2]								
% spent on	37%	21%	20%	6%	10%	4%	1%	1%
$ spent on	$408	$231	$216	$65	$112	$38	$8	$14

1. The percent of expenditures presented in each category are collected in the follow-up online survey. n = 50, Sample sizes were small for overnight-VFR (3), overnight-camping (10) and day (8) 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 all overnight and day visitors.

3.4. Awareness, Decision Making and Perceptions

3.4.1. Awareness

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

35%

65%

■ Yes ■ No
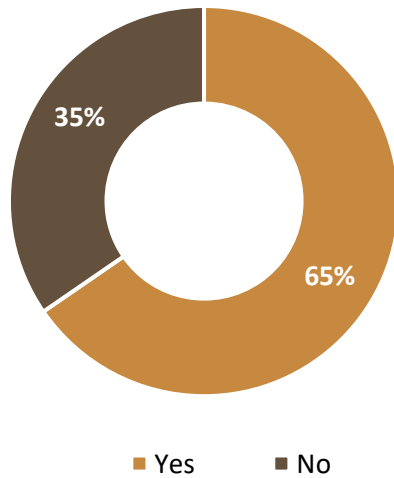
Q. Were you aware of Golden before planning this visit?
Base: All intercept respondents, n=159.

How Did You Originally Find Out About Golden?[2]
Percentage of Visitors[FU]

Internet Search (Google, Yahoo, Safari etc)	48%
I Have Always Known about Golden	39%
Word of Mouth Recommendation	27%
Because of attractions I heard about (i e ,…	17%
Social Media Or Digital Article	12%
Because of Kicking Horse Mountain Resort	10%
Golden Travel Planner or Other Tourism…	7%
Magazine or Newspaper Article	5%
Google Search Ad	4%
Social Media Ad	4%
Highway Signage	4%
Tour Operator Brochure/ Itinerary	2%
Travel Guide such as Lonely Planet/…	1%
Other	12%

Internet Search Terms Used:
(45 responses, small sample sizes)
- Destination-Related Terms (41%)
- Activity-Related Terms (41%)
- Price-Related Terms (29%)
- Specific Brand Terms (19%)
- Specific Wants/Needs (17%)

Q. Which of the following sources did you use to find out about Golden?
Base: All visitors in the follow up sample, n=45.

1. This question was only asked of people that had not been to Golden on previous trips.
2. Other include, visit family, past visits, attended a wedding, hiking from Mistaya Lodge, used Google Maps to chart out the road trip, rafting, info centre recommendation, through a car rally, Lake Louise vicinity, Burgess Shale.

3.4.2. Decision Factors

Consider Other Destinations?
Percentage of Visitors[FU]

71%
27%
2%

■ Yes ■ No ■ Don't Know
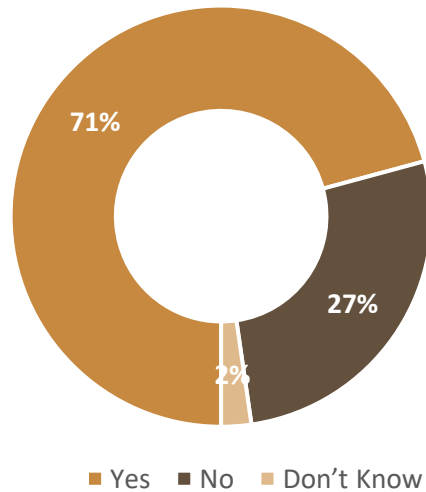
Q. When planning your trip, did you and/or your travel party consider staying in destinations other than Golden? Base: All visitors in the follow up sample All visitors in the follow up sample , n=93.

Other Destinations Considered[1]
Percentage of Visitors[FU]

Destination	%
Banff	15%
Revelstoke	12%
Panorama/Invermere/Radium	11%
Other BC	11%
Lake Louise	9%
Canmore	8%
Field	6%
Jasper	5%
Yoho	4%
Other AB	4%
Kelowna	3%
Metro Vancouver	3%
Calgary	2%
Kananaskis Park	2%
Vernon	2%
Windermere	2%
Other	2%
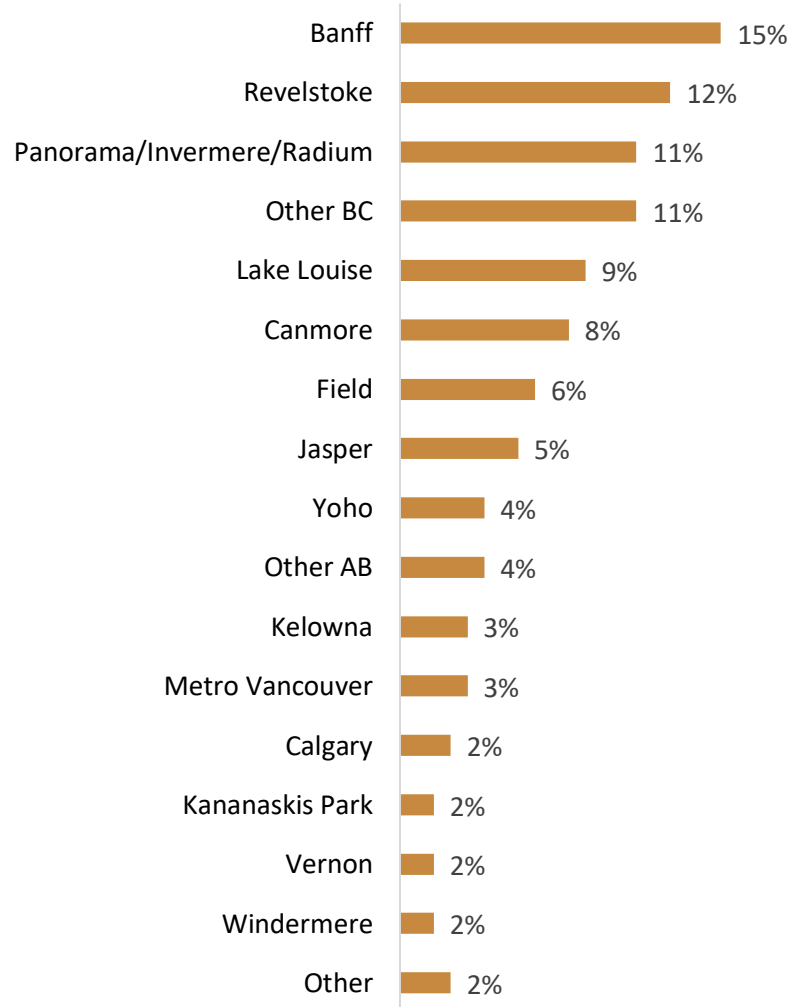
Q. What other destinations did you/your travel party consider? Base: All visitors in the follow up sample who considered other destinations. n=67.

24

1. Visitors could respond with more than one response therefore the percentages add up to more than 100%. 67 visitors suggested 129 other destinations.
2. Small sample sizes exist.

How Important Was Each Factor In Deciding To Visit Golden?

Percentage of Visitors[FU]

Factor	Percentage
Is A Good Stop On Route To Another Destination	76%
Has Friendly, Hospitable People	75%
The Community Is Close In Proximity To National Parks And Other…	74%
The Community Is Close In Proximity To Nature And Wilderness	73%
Offers Good Value For Money	70%
Has Access to a Good Variety Of Outdoor Activities	70%
Has Friendly and Helpful Front Line Staff	67%
It Is A New Place To Explore	64%
Has Small Town Charm	64%
Has Excellent Hiking	61%
Not Too Far From Home	34%
It is Familiar/I've Been There Before	29%
Has Excellent Whitewater Rafting	23%
Has Excellent Mountain Biking	18%
Has Concerts and/or Public Events That I Wanted To Attend	17%
I Have Friends and Family that Live in Golden	15%
There Was A Personal Event That I Wanted To Attend	9%

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

25

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

Base: All visitors in the follow up sample, n=83-93.

3.4.3. Perceptions

Groups of Topic Words	Percentage of Responses[1]	Topic Word Examples
Beautiful/Scenery/Landscape	69%	*Breathtaking, Scenic, Mountains, Spectacular*
Small/Quite/Quaint/Relaxing/Community/Comfortable	41%	*Small town, quiet, quaint, calm, Relaxing, Charming*
Location/Access	19%	*Convenient, Great for travel stop, well Located,*
Friendly People	18%	*Friendly, welcoming*
Awesome/Good/Fantastic	17%	*Lovely, enjoyful, fun, awesome, fantastic, wholesome*
Outdoorsy/Adventure/Recreation	16%	*Outdoorsy, outdoor lifestyle, active, adventure, explorative,*
Other	10%	*Growing, rugged, hardworking, historical*
Good Value/Affordable	5%	*Affordable*
Expensive	4%	*Expensive, pricy accommodation*
Bridge	4%	*Skybridge*
Other Activities	2%	*Camping, snowmobiles*
Hiking	2%	*Hiking, great hiking trails*
Clean	1%	*Clean*
Kicking Horse	1%	*Kicking Horse*
Atmosphere	1%	*Vibrant*
Food/Good Restaurants/Entertainment	1%	*Eating*
Unappealing Town	1%	*Boring*
Skiing/Snowboarding	1%	*Epic skiing*

The header spans: **What Are Three Words You Would Use to Describe Golden?** *FU*

1. All visitors in the follow up sample. 83 visitors suggested 186 words. Totals do not add to 100% because visitors could have suggested multiple words.

3.5. Visitor Information Services

3.5.1. Visitor Information

**What Visitor Information Topics
Did You Research And Obtain
About Golden Before And During Your Trip?[1]**

Percentage of Visitors[FU]
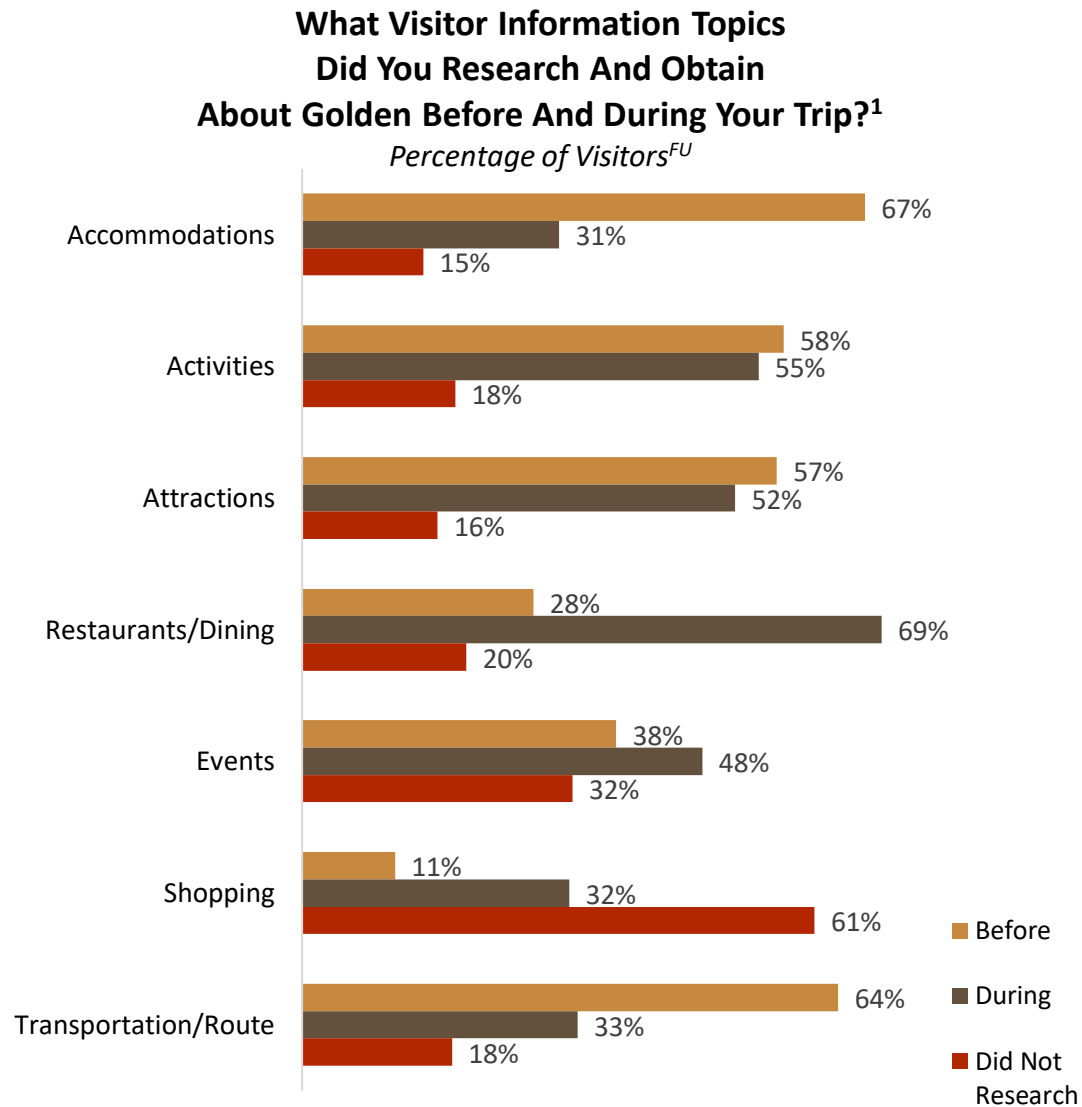
Base: All Visitor Follow Up respondents, n=87-88.

1. Visitors could respond with more than one response therefore the percentages add up to more than 100%.

Services Used to Obtain Visitor Information[1]

Percentage of Visitors[FU]

Digital
- Tourism Golden Website — 33%
- Golden Travel Planner — 22%
- Golden Rules Wifi Hotspots — 14%
- Golden BC App — 14%
- Tourism Golden Social Media Channels — 12%

Personal Contact
- Front Line Staff — 33%
- Golden Locals — 21%
- Tourism Golden Visitor Centre Phone or email — 7%
- General Tourism Golden Phone or Email — 5%
- Digital Kiosk — 2%

Print Materials
- Hiking Map — 30%
- Outdoor Discovery Map — 25%
- Biking Map — 9%
- Snowmobile Map — 1%

Other
- Other Source Of Visitor Information — 9%

Other Services/Sources Used to Obtain Visitor Information:

(8 responses)
- DriveBC
- Info from Brochures at Tourist Centres
- Kicking Horse Map
- Recommendation Book at AirBnB
- Social Media
- Golden City/Town Website
- The 'Golden Rules' magazine picked up at a restaurant was my primary guide.

While in Golden, did you use any of the following services to obtain visitor information? Base: All Visitor Follow Up respondents, n=86.

1. Visitors could respond with more than one response therefore the percentages add up to more than 100%.

The Visitor Information I Obtained In Golden Resulted in Me/My Travel Party...[1]

Percentage of Visitors[FU]

Visiting Places That I/We Didn't Already Know about in Golden — 59%

Improving the Overall Quality of My/Our Experience in Golden — 54%

Increasing the Likelihood of Returning to Golden — 52%

Participating in Activities in Golden that I/We Did Not Originally Plan on Doing — 36%

Spending Money That I/We Hadn't Anticipated on Spending While in Golden — 30%

> Spent an average of $441.67 unanticipated

Staying Longer in Golden that I/We Originally Anticipated — 11%

None of the Above — 5%

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

Q. How did that visitor information impact the rest of your time in Golden?
Base: All Visitor Follow Up respondents who used visitor services information, n=65.

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

Percentage of Visitors[FU]

■ Yes   ■ No   ■ Don't Know
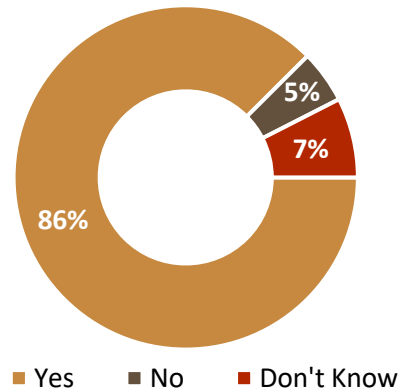
What Visitors Weren't Able to Find[1]

(4 responses)

- Access to natural swimming areas and beaches.
- Cool spots to visit up in the hills. Lakes and mount 7 info. I'd love to know about more scrambles in the area.
- No info on shopping to find souvenirs.
- Septic dump station.

Q. Were you able to obtain all of the visitor information about Golden that you needed?
Base: All Visitor Follow Up respondents who used visitor services information, n=86.

1. Small sample sizes exist, please use caution when interpreting.

3.6. Evaluation of Golden Tourism Experiences

3.6.1. Meeting Expectations

How Did Golden Meet Your Expectations?
Percentage of Visitors

6%
36%
58%
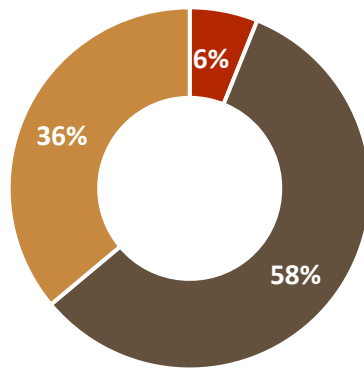
■ Fell Short of Your Expectations
■ Met your Expectations
■ Exceeded your Expectations

Reasons Golden Fell Short/Met/Exceeded Expectations:

(263 visitors had 201 reasons)

Exceeded

"A surprise gem in the mountains. Looks bland when driving through, but exploring shows what it truly contains."
"Beautiful pedestrian walk along the Kicking Horse River, good restaurants, all the stores you might need but close to so many outdoor activities."
"Been through golden several time have never taken time to visit made a point this time was amazed by all the adventures."

Met

"Activities were enjoyable, views were breathtaking"
"All of the activities we participated in were excellent. Staff at the Skybridge were friendly, professional, and enthusiastic. Our accommodations were exceptional. Dining in town was great."
"Nice downtown shopping/gift shops. Walkable to our stay. Nature right on our doorstep."

Felt Short

"Everything closes too early, especially for dinner and drinks."
"No food available at 9pm. All kitchens ran out of food except the pizza place."
"Not a lot to do unless you want to be outside, which we enjoy but would like more evening indoor activities after being outside all day. Escape room, arcade, casino, bingo hall."
"Thought there would be more shops and things to do in town."

Q. So far, how has Golden met your expectations as a travel destination?
Base: All intercept respondents, n=263. 31

3.6.2. Likelihood of Return to Golden

Likelihood To Return On An Overnight Trip To Golden
Percentage of Visitors[FU]

Scale	Percentage
5 – Extremely Likely	51%
4	29%
3	14%
2	3%
1 – Not At All Likely	3%

Top Box
81% Likely
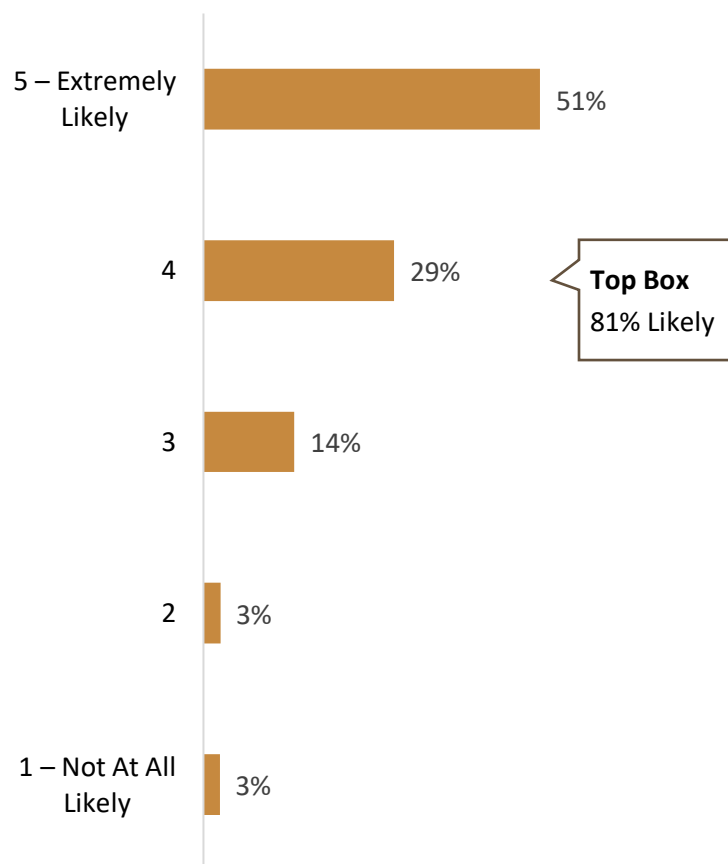
Average Likelihood of Return:

4.2

	Likelihood of Return Segment[1,2]	
	Likely	**Not Likely/Neutral**
Origin		
BC	29%	47%
AB	31%	33%
Other Canada	26%	7%
USA	8%	7%
Overseas	7%	7%
Primary Reason (Top 3)	1. Family Vacation (23%) 2. Break from Driving/Convenient Place to Stop (16%) 3. Golden Skybridge (13%)	1. Break from Driving/Convenient Place to Stop (33%) 2. Family Vacation (13%) 3. Visiting Friends and Relatives (13%)
Length of Stay		
Day (hours)	13%	33%
Overnight	87%	67%
Average Nights	2.6	1.6

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=15).
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, 29% of visitors likely to return were from BC, whereas 47% of visitors not likely to return were from BC.

Q. Given your experience in Golden, on a scale of 1 to 5, how likely are you to return on an overnight trip to Golden?
Base: All visitors in the follow up sample excluding DK/PNA, n=77.

3.6.3. Overall Satisfaction With Trip

Overall Satisfaction With Trip
While In Golden
Percentage of Visitors^{FU}

5 Very Satisfied	74%
	Top Box 88% Satisfied
4	15%
3	5%
2	5%
1 Very Dissatisfied	2%
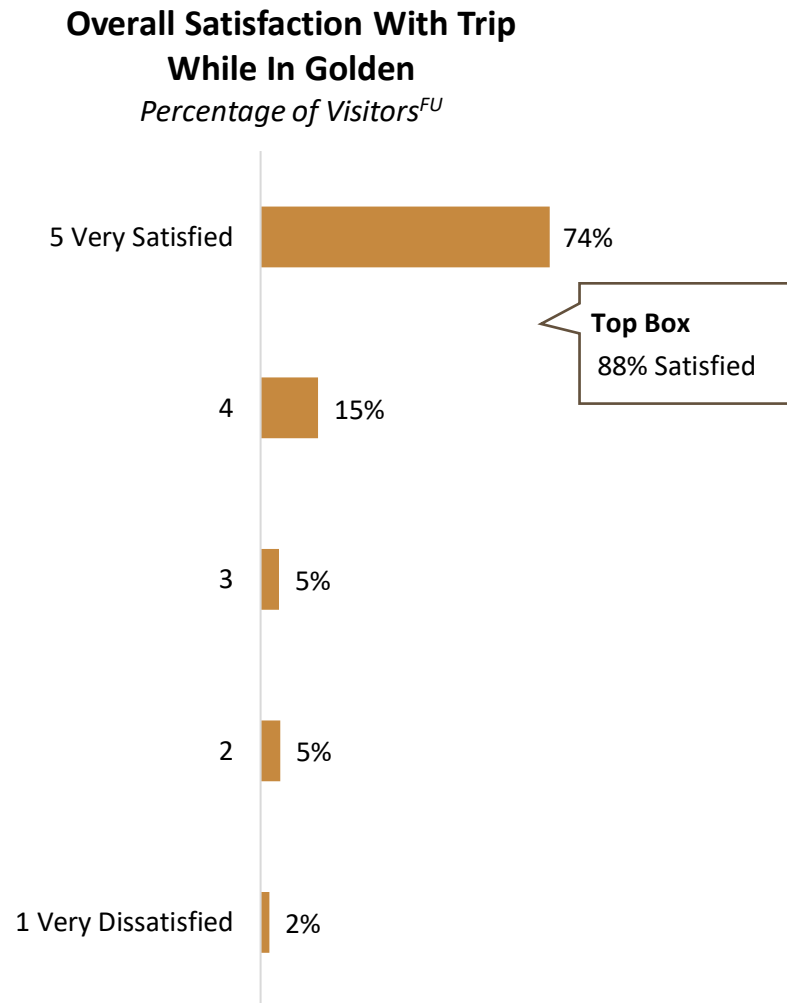
Q. Overall, how satisfied are you with your trip while in Golden?
Base: All visitors in the follow up sample excluding PNA, n=84.

3.6.4. 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

Component	Overall Experience in Golden	93%
Recreation and Adventure Opportunities		91%
Signage on Trans Canada Hwy 1		88%
Accommodation		86%
Dining		77%
Local Directional Signage		73%

Scale: 1 = Very Poor and 5 = Excellent
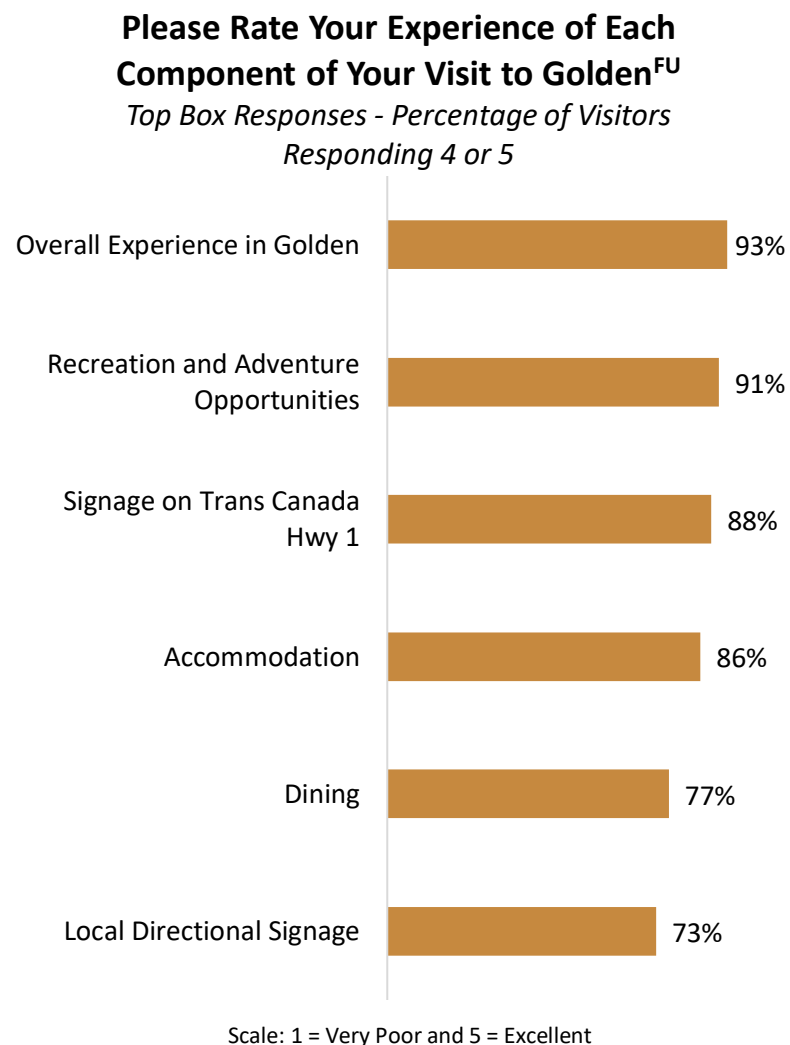
Component	Average Rating	
	2023	**2019**
Overall Experience in Golden	**4.4**	**4.6**
Recreation and Adventure Opportunities	4.6	4.6
Attractions (ie Kicking Horse Mountain Resort, Golden Skybridge)	4.4	N/A
Local Directional Signage	4.2	N/A
Accommodation	4.2	4.4
Dining	4.1	4.1
Attractiveness along Hwy 1 between east & west entrances to Golden	4.0	N/A

Q. 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.
Base: All visitors in the follow up sample excluding PNA/NA, n=63-84.   34

3.6.5. Net Promoter Score (NPS)

Tourism Golden has determined that measuring the NPS Score for their primary visitors is more meaningful therefore will be reporting on this visitor type going forward. However, the sample size for this group during the peak season was only 22 completes therefore results have been suppressed. Data will be available for the annual report.

3.6.6. New Products, Services and Experiences

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

Percentage of Visitors[FU]
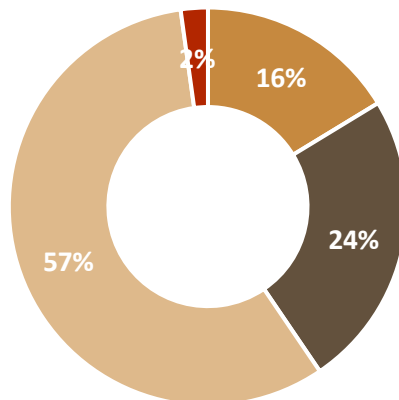
- Yes
- No
- Don't Know/Not Sure
- Prefer Not to Answer

Recommended New/Expanded Products, Services or Experiences[1,2]

(14 visitors made 14 suggestions)

- *"A cidery"*
- *"Unique and higher quality dining"*
- *"Dining and hiking"*
- *"World Class Nordic Spa, History - like the little houses on the "mountain from the first hikers, more stores and restaurants"*
- *"Yes.. create a gold mining town look like Barkerville or something like this with shops and new builds.. a quaint look brings in people"*
- *"A good place for souvenirs within the town"*
- *"At the visitor information, I would like to find a book or something that tells about the history of Golden"*
- *"More interesting downtown walking experiences"*
- *"A visit to Kicking Horse resort"*
- *"More campground spaces near the pool and skate park"*

Q. Are there any new or expanded products, services or experiences that would enhance your visit to Golden?
Base: All visitors in the follow up sample, n=83.

3.7. Sustainability in Tourism Experiences

3.7.1. Impact of Sustainability on Tourism Choices

Impact of Sustainability on Tourism Choices
Percentage of Visitors^{FU}

Statement	Disagree	Neutral	Agree
Consider the impact that I personally have on the destinations I visit	9%	17%	74%
Purposely avoid visiting destinations during peak times/seasons to avoid crowds	11%	16%	73%
Select travel destinations that have invested in socially responsible tourism practices	9%	23%	68%
Select travel destinations that have invested in reducing their environmental impact	13%	21%	67%
Consider the impact of my personal air travel on the environment	15%	30%	55%
Willing to pay a higher price for an environmentally-friendly travel option over one that is not	27%	20%	54%
Willing to pay a higher price for a socially responsible travel option over one that is not	25%	28%	46%

■ Disagre ■ Neutral ■ Agree

Q. Please indicate your level of agreement with each of the following statements …
Base: All visitors in the follow up sample excluding PNA, n=78-81.

3.7.2. Importance and Performance of Environmental Efforts on Sustainability

Importance and Performance on Sustainability
(% Top Box)
Percentage of Visitors[FU]

Category	Importance	Performance
Wildlife Conservation/Consideration	89%	89%
Responsible Outdoor Recreation	86%	90%
Waste Reduction	85%	82%
Energy Efficiency/Conservation	78%	79%
Water Conservation	77%	77%
Reduction in Green House Gas Emissions	72%	60%

Q. Please indicate your level of agreement with each of the following statements …
Base: All visitors in the follow up sample excluding DK/PNA, n=77-81.

Wildlife Conservation/Consideration

Responsible Outdoor Recreation

Waste Reduction

Water Conservation

Energy Efficiency/Conservation

Reduction in Green House Gas Emissions

Performance (average)

Importance (average)

Q. How important are each of the following environmental efforts to you when in a travel destination? /
Base: All visitors in the follow up sample excluding DK/PNA, n=77-81.
Q. Based on your experience while on your trip, how would you rate the performance of Golden on the following?
Base: All visitors in the follow up sample excluding DK/PNA, n=45-67.

APPENDICES

Appendix A. Questionnaires
Appendix B. Other NPS Results

Appendix A. Questionnaires

A1. Phase 1 - Online 'Intercept'

Date
IP Address
Time to Complete

Landing Page

Welcome to Golden's Visitor Survey!

Thank you for participating in this survey. Tourism Golden wants to better understand the experience of **visitors** while in destination which will help us improve.

This survey may take approximately 3-5 minutes to complete depending on your answers. If you need to exit the survey and complete it at another time, please use the 'save & continue later' button on the upper right of your screen.

By completing this short survey, you may be eligible to opt-in to a draw to win one (1) of two (2) monthly prizes of pre-paid gift VISA cards valued at $150 each (Canadian dollars and accepted worldwide). The draw will be held within the first two weeks of the following month. In addition, you can opt to complete a second survey once you have returned home. By completing the follow up questionnaire, you will be eligible for a draw to win a quarterly prize of one (1) of three (3) pre-paid gift VISA cards valued at $200 each (Canadian dollars and accepted worldwide). Please note, entry for both draws is limited to **visitors** (local residents are excluded) with one entry per travel party per month (first survey) or per quarter (second survey). As such, please have only one member of your travel party complete the survey.

How to navigate? Please use the PREVIOUS and NEXT buttons at the bottom of your screen to navigate through the survey. Do not use your web browser's navigation buttons located at the top of your screen as they may cause connection errors.

Questions? If you have any questions, or experience any technical difficulties while completing this survey, please contact Align Consulting by email at surveys@alignconsultinggroup.ca.

Please click 'next' to start the survey.

Q1. Are you...?
o   A day visitor to Golden (not staying a night in Golden)
o   An overnight visitor staying in Golden for 1 to 29 nights
o   A seasonal visitor staying for 30 nights or more **– THANK YOU and TERMINATE**
o   A resident of Golden/Area A **- THANK YOU and END [**
o   A property owner in Golden or Kicking Horse, but not resident **- THANK YOU and TERMINATE**

THANK YOU MESSAGE - ['Thank you for your time; however, we are looking to speak with tourists staying under a month. Have a great day.']

Q2. Have you or anyone in your travel party already completed a survey by Tourism Golden in the past month?
By travel party, we mean the people who are sharing expenses during the trip.
o   Yes **- THANK YOU and TERMINATE ['Thank you for your time; however, we are seeking feedback from each travel party only once per month.']**
o   No - PROCEED

Q3. Are you 19 years of age or older?
o   Yes - PROCEED
o   No **- THANK YOU and TERMINATE [Thank you for your time; however, we are only targeting visitors 19 years and older.]**

Q4. What is the primary purpose of this trip to Golden? Is it for… [READ]
a.   Leisure (i.e. Vacation)
b.   Visiting friends and family
c.   Sport Event (hockey tournament)
d.   Cultural Event (concert)
e.   Business travel or attending a conference
f.   Other (education, medical or other reasons)

Q5. ASK IF NOT LEISURE OR VFR**, Did you spend any leisure time during this trip to Golden for [INSERT Q4 ANSWER] purposes?**
a.   Yes
b.   No **| RECORD GENDER, THANK & TERMINATE.**
c.   Don't Know/Refused **| RECORD** GENDER, THANK **& TERMINATE.**

THANK YOU MESSAGE [Thank you for your time; however, we are looking to only speak with visitors who spent leisure time in Golden.]

Market Origin

Q6. Where do you live?
Defined as your usual place of residence....choose one
- o   BC
- o   Alberta
- o   Other Canada
- o   USA
- o   Overseas

Question logic: This question will show when: Question "Where do you live?
Defined as your usual place of residence....choose one
"is one of the following answers ("BC", "Alberta")

Visitors from BC and Alberta

Q7. What community do you live in?
Select one. If you don't know write in the community under other.
- o   BC - Columbia Valley
- o   BC - Okanagan Valley (Kelowna, Penticton)
- o   BC - Lower Mainland (Vancouver, Fraser Valley)
- o   BC - Other: *Write In* _____
- o   AB - Calgary
- o   AB - Edmonton
- o   AB - Red Deer
- o   AB - Bow Valley
- o   AB - Fort McMurray
- o   AB - Lethbridge
- o   AB – *Write In* _____
- o   PREFER NOT TO ANSWER

Question logic: This question will show when: Question "Where do you live?
Defined as your usual place of residence....choose one
"is one of the following answers ("Other Canada")

Canadian Visitors from Outside BC and Alberta
Q8. What province do you live in?
- o Ontario
- o Quebec
- o Manitoba
- o Saskatchewan
- o Nova Scotia
- o New Brunswick
- o Newfoundland
- o PEI
- o Yukon
- o NWT
- o Nunavut
- o PREFER NOT TO ANSWER

Question logic: This question will show when: Question "Where do you live?
Defined as your usual place of residence....choose one
"is one of the following answers ("BC", "Alberta" "Other Canada")

All Canadian Visitors

Q9. If CANADA, what is your postal code?
- o CANADA - Postal Code: _____
- o PREFER NOT TO ANSWER

Question logic: This Question will show when: Question "Where do you live?
Defined as your usual place of residence....choose one
"is one of the following answers ("USA")

American Visitors

Q10. What US State are you from?
- o USA STATE- DROP DOWN

Q11. If USA, what is your zip code?
US zip codes are 5 numeric digits. E.g. 59876.
- o USA - Zip Code: _____
- o PREFER NOT TO ANSWER

Question logic: This question will show when: Question "Where do you live?
Defined as your usual place of residence....choose one
"is one of the following answers ("Overseas")

Overseas Visitors

Q12. What country are you from?
- o DROP DOWN

Travel Party

Q13. Including yourself, how many people were in your travel party on this trip? How many were children under 18 and how many were adults? *(Travel party includes individuals who have the same itinerary and/or shared expenses.)* Please enter the number in each category. If none, please enter '0'.
- a. _____ Adult(s)   +   _____ Child(ren) (under 18)   =   _____ Total [AUTOSUM]

Traveller Type

Q14. Are you travelling as part of a group where your accommodations and activities were booked for you by a third party (e.g. tour operator, travel agent)? *Please note that if a family member or friend that booked the accommodation or activity, this is NOT considered group travel.*
- o   Yes – Part of a Group
- o   No
- o   PREFER NOT TO ANSWER

Q15. ASK IF Q14=YES, 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, this is NOT considered group travel.
- o   Group - Leisure Tour Group
- o   Group - Sports Group (e.g. mountain biking group)
- o   Group - Arts Group (e.g. travelling choir)
- o   Group - Business/Group of Colleagues
- o   Other Group: ,*Please specify* _____

Trip Length

Q16. 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.
- o   Nights: _____
- o   Don't Know/Not Sure

Q17. How much time are you spending in the Golden area? Today, are you on a day trip or overnight trip to Golden?
Please select most appropriate response.
- o   Overnight, how many nights in Golden? *Please specify* _____
- o   Day, how many hours in Golden? *Please specify* _____
- o   Don't Know/ Not Sure

Trip Type

Q18. How would you describe the trip that you are on? Is it a trip where...
Where you will spend the most time. Please select one.
- o   Golden/Golden is the primary destination
- o   On route to another primary destination, what is your destination? *Please specify* _____
- o   On a touring trip where you are travelling to multiple places without a primary destination

---

Overnight Visitors

[ASK IF Q18= Overnight, how many nights in Golden]
Q19. In Golden, are you staying in paid roofed accommodations, camping or with friends and family?
Choose one response.

- o   Paid Roofed Accommodations
- o   Camping
- o   Friends/Family
- o   Other, *please specify* _____

Paid Accommodation/Camping

[ASK IF Q19 = "Paid Roofed Accommodations" OR "Camping"]

Q20. What is the location of your accommodation or campsite?
- o   Kicking Horse Mtn. Resort
- o   Downtown Golden
- o   Golden Adjacent to Highway 1
- o   Front Country (Blaeberry Valley/ Columbia Valley/ Golden West)
- o   Backcountry (Lodge or Hut)
- o   Don't Know/Not Sure
- o   Other, *please specify:* _____

Q21. What type of accommodation are you staying in? Would you describe it as a...
- o   Hotel/Motel
- o   Bed & Breakfast
- o   Cabin or Chalet
- o   Condo / Self Catering Hotel
- o   Hostel
- o   Vacation Rental (whole home)
- o   Short-term rental room, suite or bed in a private home
- o   Backcountry Lodge
- o   Don't Know/Not Sure
- o   Other: *Write In* _____

Past Golden Visitation

Q22. 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

Past Visitation
[ASK IF (Q22= "Yes – Winter", "Yes – Spring", "Yes – Summer", "Yes – Fall")]

Q23. How many times have you been to Golden before this trip (other than just stopping for a rest break)?
- o   Number of times: _____
- o   Don't Know/Not Sure

Awareness

[ASK IF Q22 =NO]

Q24. Were you aware of Golden before planning this visit?

o   Yes
o   No
o   Have Been Here Before

Main Reason

Q25. 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
- Festival or Concert in Golden (Summer Kicks)
- Festival or Concert in Golden (other than Summer Kicks)
- Golf
- Golden Skybridge
- Hiking
- KHMR - Grizzly Bear Refuge
- KHMR - Via Ferrata
- Mountain Biking (Event/Race)
- Mountain Biking (General)
- Climbing or Mountaineering

- Paragliding/Hang-gliding
- Road Biking
- Sky Diving
- Watersports other than Whitewater Rafting (e.g. kayaking, canoeing, stand up paddleboard)
- Whitewater Rafting
- 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
- Indigenous Culture
- Other (Education, Medical or Other Reasons): Please specify:_____

Golden Places

Q26. While in Golden, have you or do you plan to go to the following places?

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
- ☐ Visit the Golden Skybridge
- ☐ Visit Cedar Lake

- ☐ Visit National Park - Banff Lake Louise
- ☐ Visit National Park - Glacier
- ☐ Visit National Park - Jasper & Icefields Parkway
- ☐ Visit National Park - Kootenay
- ☐ Visit National Park - Mt. Revelstoke
- ☐ Visit National Park - YOHO
- ☐ Walk/Cycle the Rotary Trails
- ☐ Visit the Northern Lights Wolf Centre
- ☐ Attend another Concert/Event
- ☐ NONE of the above

Other Activities

Q27. What other activities, if any, are you or your travel party participating in while in Golden?

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
- ☐ ATV Tour
- ☐ Canoeing or Kayaking
- ☐ Golf

- ☐ Hang gliding/Paragliding
- ☐ Hiking around Golden/KHMR
- ☐ Hiking at Glacier or Yoho National Parks
- ☐ Horseback Riding
- ☐ KHMR – Grizzly Bear Refuge
- ☐ KHMR – Via Ferrata
- ☐ Climbing or Mountaineering
- ☐ Mountain Biking around Golden/KHMR
- ☐ Sky Diving
- ☐ Whitewater Rafting
- ☐ Other activity, *Please specify* _____
- ☐ NONE of the above

Overnight Expenditures

Q28. [ASK IF Q17=OVERNIGHT AND Q19 =PAID ACCOMMODATON OR CAMPING]
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.
   o   Expenditures: _____
   o   Don't Know
   o   Prefer Not To Answer

Day/VFR Expenditures

Q29. [ASK IF Q17=DAY OR Q19 =FRIENDS/FAMILY OR OTHER]
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.
   o   Expenditures: _____
   o   Don't Know
   o   Prefer Not To Answer

Expectations

Q30. So far, how has Golden met your expectations as a travel destination? Has it...
Select most appropriate response.
   o   Fell Short of Your Expectations
   o   Met your Expectations
   o   Exceeded your Expectations
   o   Don't Know Yet/Just Got Here
   o   Prefer Not To Answer

Expectations follow up

Q31. Why has Golden [INSERT ANSWER FROM Q32 "fallen short of", "met" or "exceeded" - based on previous response] your expectations?

Demographics

Q32. In which of the following age categories are you? Are you...
Please select *one response.*
- o   19-24 Years
- o   25-34 Years
- o   35-44 Years
- o   45-54 Years
- o   55-64 Years
- o   65-74 Years
- o   75 Years or Older
- o   Prefer Not to Answer

Q33. What gender do you identify as? Please select *one response.*
- a.   Female/Woman/Feminine
- b.   Male/Man/Masculine
- c.   Non-Binary, Gender Fluid, and/or Two-Spirit
- d.   My gender identity is not listed, please specify _____
- e.   Prefer not to answer / Don't Know

Follow Up Survey

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 one (1) or three (3) pre-paid VISA card each valued at $250 (Canadian Dollars). There is a draw every three months.

Are you willing to participate?
- o   Yes - what email should we use for that purpose _____
- o   No

Thank you!

Thanks for your time today, that concludes our question.

You are eligible to be entered into the monthly draw for one (1) of two (2) gift card valued at $150 (CDN) each. We will need your first name, telephone number and/or email address. This information will be kept confidential and used only to administer the draw. Would you like to be entered into the draw?
1. Yes
2. No

IF YES, Please provide the following:

Name: _____
Telephone: _____
Email: _____@_____. _____

That completes the survey. Thank you for your valuable feedback!

A2. Phase 2 - Follow-Up Online Survey

Tourism Golden Follow-Up Visitor Survey - 2023/24

Intro

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

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

By completing this survey before [DATE – ROLLING 2 WEEKS FROM INVITE], you are eligible to be entered into a draw for one (1) of three (3) pre-paid VISA cards each valued at $200 (Canadian). The selected entrant will be notified in early [MONTH AFTER THE CURRENT QUARTER].

Please click 'NEXT' to start the survey.

Thank you!

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

Please keep this in mind when answering the following survey questions.
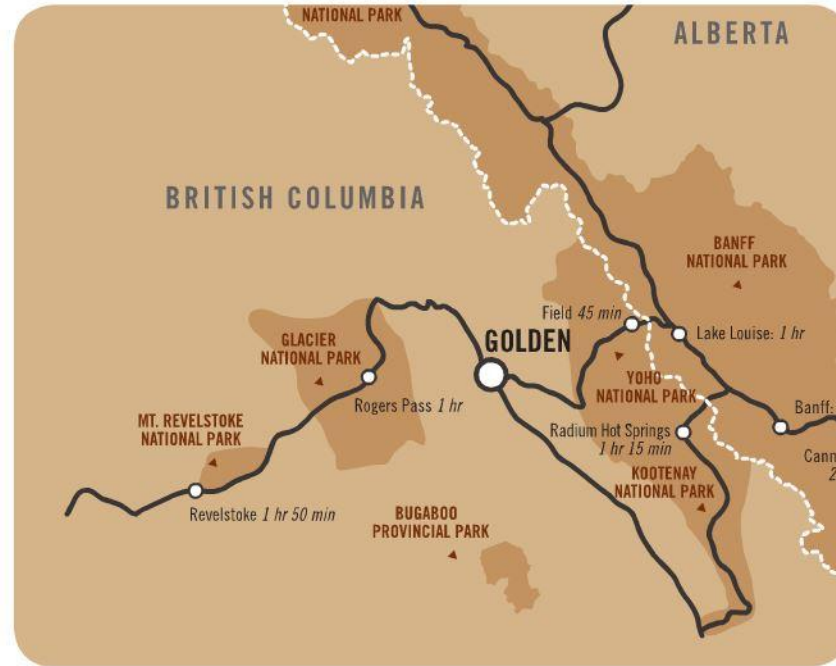
Section 1 – About Your Trip: If you have travelled Golden more than once this year, **please think about the trip during which you obtained the QR code and completed the first survey.**

Q1. **On that trip, you anticipated staying in Golden for [insert # of nights or 'for the day' from INTERCEPT]. Is that how long you stayed in Golden?**
    1.   Yes
    2.   No
    3.   Don't know/don't recall
    4.   Prefer not to answer

Q2. IF Q1=NO, How many nights did you stay in Golden?
    1.   None - Day Visit Only
    2.   Nights:_____ [NUMERIC, VALID = 1-100]
    3.   Don't know/don't recall
    4.   Prefer not to answer

Q3. Which of the following sources did you use to find out about Golden? *Please select all that apply.*
- ☐ 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
- ☐ Because of Kicking Horse Mountain Resort
- ☐ Because of attractions I heard about (i.e., Golden Skybridge)
- ☐ Other (please specify:_____)
- ☐ None of the Above

IF INTERNET SEARCH,

Q4. **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

Q5. 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	O	O	O	O	O	O
Not Too Far from Home	O	O	O	O	O	O
It is Familiar/I've Been There Before	O	O	O	O	O	O
Has Access to a Good Variety of Outdoor Activities	O	O	O	O	O	O
WINTER: Has Excellent Skiing And Snowboarding	O	O	O	O	O	O
WINTER: Has Excellent Snowmobiling	O	O	O	O	O	O
WINTER: Has Excellent Cross Country Skiing	O	O	O	O	O	O
WINTER: Has Excellent Back Country Skiing	O	O	O	O	O	O
SUMMER: Has Excellent Mountain Biking	O	O	O	O	O	O
SUMMER: Has Excellent Hiking	O	O	O	O	O	O
SUMMER: Has Excellent Whitewater Rafting	O	O	O	O	O	O
The Community Is Close in Proximity To Nature And Wilderness	O	O	O	O	O	O
The Community Is Close in Proximity to National Parks And Other Protected Areas	O	O	O	O	O	O
Has Friendly, Hospitable People	O	O	O	O	O	O
Has Small Town Charm	O	O	O	O	O	O
Has Friendly and Helpful Front Line Staff	O	O	O	O	O	O
Has Concerts and/or Public Events That I Wanted To Attend	O	O	O	O	O	O
There Was a Personal Event (e.g. Wedding, Family Reunion) That I Wanted To Attend	O	O	O	O	O	O
It Is a New Place To Explore	O	O	O	O	O	O
Offers Good Value for Money	O	O	O	O	O	O
I Have Friends and Family that Live in Golden	O	O	O	O	O	O

Q6. When planning your trip, did you and/or your travel party consider staying in destinations other than Golden?
- O   Yes
- O   No
- O   Don't Know

Q7. **IF Q6 = YES, 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._____

Q8. ASK IF 'CAMPED' or 'PAID ROOF' ACCOM SELECTED IN INTERCEPT, **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 Q8 = No OR Don't Know OR I did not stay at paid accommodation skip to Q10.

Q9. 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 Q9a.*
- Travel Agent
- Tour Operator, which one? _____

Q9c. ASK IF Q9=PRIVATE HOME RENTAL SERVICE, **If this kind of accommodation was not available in Golden, would you have still stayed overnight in Golden?**
- Yes
- No
- Don't Know

Section 2 - Trip Planning and Information
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.

Q10.   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	☐	☐	☐
Events	☐	☐	☐
Activities	☐	☐	☐
Attractions	☐	☐	☐
Restaurants/Dining	☐	☐	☐
Shopping	☐	☐	☐
Transportation/Route	☐	☐	☐

Q11.   While in Golden, did you use any of the following services to obtain visitor information? *Please select all that apply.*

Digital
- ☐ Golden BC App
- ☐ Tourism Golden Social Media Channels (FB, Twitter or Instagram)
- ☐ Tourism Golden Website (tourismgolden.com)
- ☐ Digital Kiosk at the Glacier Mountaineer Lodge, Ramada or Best Western
- ☐ Golden Rules Wifi Hotspots

Personal Contact
- ☐ Called or Emailed Tourism Golden (General)
- ☐ Called or Emailed Tourism Golden Visitor Centre Visited Golden Visitor Centre in-person
- ☐ Spoke with Front Line Staff (Front Desk, Servers, Cashiers Etc.) to obtain visitor information
- ☐ Spoke with Golden Locals to obtain visitor information

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

Q12.   Were you able to obtain all the visitor information about Golden that you needed?
- ○   Yes
- ○   No, what weren't you able to find? _____
- ○   Don't Know

IF ANY SEVICES ARE CLICKED THEN THIS QUESTION IS ASKED

Q13.   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... Please select all that apply.

- ☐   Staying Longer in Golden that I/We Originally Anticipated
- ☐   Participating in Activities in Golden that I/We Did Not Originally Plan on Doing
- ☐   Visiting Places That I/We Didn't Already Know about in Golden
- ☐   Spending Money That I/We Hadn't Anticipated on Spending While in Golden
- ☐   Improving the Overall Quality of My/Our Experience in Golden
- ☐   Increasing the Likelihood of Returning to Golden
- ☐   None of the Above

IF STAYING LONGER selected in Q13,
Q13B. How much extra time did you spend in Golden?
- ○   _____ nights
- ○   _____ hours
- ○   Don't Know

IF SPENDING MONEY selected in Q13,
Q13C. About how much extra money did you spend?
- ○ $_____
- ○   Don't Know

Section 3. Experience and Perceptions of Golden: We would like to better understand your overall experience in Golden and how we may improve.

SHUTTLE1. ASK IN WINTER ONLY **When booking your trip, which of the following transportation services were you aware of? Please check all that apply.**

1. Golden-Kicking Horse Connector Shuttle (operates from December through March between various locations in Golden and base of Kicking Horse Mountain Resort)
2. Champagne Power Shuttle (operates daily from December through March between Calgary Airport and accommodations in Golden and Kicking Horse Mountain Resort)
3. NONE OF THE ABOVE

SHUTTLE2. ASK IN WINTER ONLY **Which of the following shuttle services did you use on this visit?**

1. Golden-Kicking Horse Connector Shuttle (operates from December through March between various locations in Golden and base of Kicking Horse Mountain Resort)
2. Champagne Power Shuttle (operates daily from December through March between Calgary Airport and accommodations in Golden and Kicking Horse Mountain Resort)
3. NONE OF THE ABOVE

SHUTTLE3. ASK IF SHUTTLE 2=1, **What impact, if any, did the shuttle services between Kicking Horse Mountain Resort and Golden on your overall experience in Golden?**

1. Greatly Improved my Overall Experience in Golden
2. Somewhat Improved my Overall experience in Golden
3. Did Not Improve Nor Diminish my experience in Golden
4. Somewhat Diminished my Overall Experience
5. Greatly Diminished my Overall Experience in Golden
6. PREFER NOT TO ANSWER

SHUTTLE4. ASK IF SHUTTLE 2=2, **What impact, if any, did the Champagne Powder Shuttle (services between Calgary Airport and accommodations in Golden and Kicking Horse Mountain Resort) have on your overall trip to/from Golden?** Select all that apply.

☐ Made it more economical to travel to/from Golden
☐ Made it more convenient to travel to/from Golden
☐ I would not have been able to visit Golden if the Champagne Powder Shuttle didn't exist
☐ Ensured more people could join our travel party to Golden
☐ Greatly Diminished my Overall Experience in Golden

☐ PREFER NOT TO ANSWER

SHUTTLE5. <mark>ASK IN WINTER ONLY</mark> **Assuming you were to come back when the Golden-Kicking Horse Shuttle service is active, how likely are you to use this shuttle service between Golden and Kicking Horse Mountain Resort?**

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

SHUTTLE6. <mark>ASK IN WINTER ONLY</mark> **Assuming you were to come back when the Calgary Airport (YYC) to Golden/Kicking Horse Shuttle service is active, how likely are you to use this shuttle service between YYC and accommodations in Golden and Kicking Horse Mountain Resort?**

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

Q14. **After your arrival in Golden did you reduce or extend your stay from what you originally planned?**
- ○ Yes, I extended my stay. ***Go to Q14a.***
- ○ Yes, I reduced my stay. ***Go to Q14b.***
- ○ No, I did not extend or reduce my stay. ***Go to Q15.***

Q14a. **Why did you extend your stay?**
_____

Q14b. **Why did you reduce your stay?**
_____

Q15. Overall, how satisfied are you with your trip while in Golden?

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither satisfied nor dissatisfied
4. Somewhat satisfied
5. Very satisfied
6. Prefer not to answer

Q16. **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	O	O	O	O	O	O
Dining	O	O	O	O	O	O
Recreation and Adventure Opportunities	O	O	O	O	O	O
Attractions (i.e. Kicking Horse Mountain Resort, Golden Skybridge)	O	O	O	O	O	O
IF SHUTTLE2.=1, Shuttle service between Golden and Kicking Horse Mountain Resort	O	O	O	O	O	O
IF SHUTTLE2.=2, Champagne Powder Shuttle service between the Calgary Airport and accommodations in Golden/Kicking Horse Mountain Resort	O	O	O	O	O	O
Local Directional Signage	O	O	O	O	O	O

Attractiveness along Hwy 1 between east & west entrances to Golden	○	○	○	○	○	○
Overall Experience in Golden	○	○	○	○	○	○

Q17. **What highlights, if any, did Golden have as a travel destination?**

Please list up to three highlights.

1._____

2._____

3._____

98. No highlights

99. Prefer not to answer

Q18. **What shortcomings, if any, did Golden have as a travel destination?**

Please list up to three shortcomings.

1._____

2._____

3._____

98. No shortcomings

99. Prefer not to answer

Q19. **Are there other any new or expanded products, services or experiences that would have enhanced your visit to Golden?** *Please select one response.*

o   Yes, What are they? _____
o   No
o   Don't Know

Q20. **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

Q21. **On a scale of 0 to 10 where 0 is 'Not Likely at All' and 10 is 'Extremely Likely', how would you rate your likelihood to recommend 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

Q21a. **What about your trip to Golden led to your {{ Q21 }} out of 10 (Extremely Likely) response?**

Q22. **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._____

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

Q23. **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.
   o   Canadian Dollars: $_____ *Go to Q24.*
   o   Don't Know *Go to Q25.*
   o   Prefer Not to Answer *Go to Q25.*

Q24. **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. The environment and sustainability in Golden.

Q25. Sustainable travel refers to "travel that minimizes any negative impacts on the destination's environment, economy and society, while making positive contributions to the local people and conserving the destination's natural and cultural heritage". Please indicate your level of agreement with each of the following statements …
   a.   Purposely avoid visiting destinations during peak times/seasons to avoid crowds
   b.   Consider the impact that I personally have on the destinations I visit
   c.   Select travel destinations that have invested in socially responsible tourism practices
   d.   Consider the impact of my personal air travel on the environment
   e.   Willing to pay a higher price for a socially responsible travel option over one that is not
   f.   Willing to pay a higher price for an environmentally-friendly travel option over one that is not

g. Select travel destinations that have invested in reducing their environmental impact

Scale:

a. Strongly Disagree
b. Somewhat Disagree
c. Neither Agree Nor Disagree
d. Somewhat Agree
e. Strongly Agree
f. Don't Know/Not Sure

Q26. How important are each of the following environmental efforts to you when in a travel destination?

	1 – Not Important at All	2	3	4	5 – Very Important	98. Don't Know	99. Prefer not to answer
a. **Waste Reduction** (i.e. limited single-use products, more sustainable single-use options, recycling, composting)	○	○	○	○	○	○	○
b. **Water Conservation** (i.e. limited housekeeping at hotels, drought-resistant landscaping, low flow fixtures or aerators, low flow appliances, low flow irrigation)	○	○	○	○	○	○	○
c. **Energy Efficiency/Conservation** (i.e. LED lighting, use of renewable energy sources)	○	○	○	○	○	○	○
d. **Reduction in Green House Gas Emissions** (i.e. purchasing verified carbon credits or renewable energy credits, electric vehicle charging stations, bicycle rentals/use, group shuttles or ride share programs, public transportation, other active transport methods, producing renewable energy/fuel on-site)	○	○	○	○	○	○	○

e.	Responsible Outdoor Recreation (i.e. availability of local knowledge/information, access to planning tips, reminders of appropriate equipment, defined trail use and etiquette reminders)	○	○	○	○	○	○	○
f.	Wildlife Conservation/Consideration (i.e. limiting access to sensitive areas, public education and signage to reduce interactions with wildlife)	○	○	○	○	○	○	○

Q27.   **Based on your experience while on your trip, how would you rate the performance of Golden on the following?**

		1 – Very Poor	2 - Poor	3 - Fair	4 - Good	5 – Very Good	98. Don't Know	99. Prefer not to answer
a.	Waste Reduction (i.e. limited single-use products, more sustainable single-use options, recycling, composting)	○	○	○	○	○	○	○
b.	Water Conservation (i.e. limited housekeeping at hotels, drought-resistant landscaping, low flow fixtures or aerators, low flow appliances, low flow irrigation)	○	○	○	○	○	○	○
c.	Energy Efficiency/Conservation (i.e. LED lighting, use of renewable energy sources)	○	○	○	○	○	○	○
d.	Reduction in Green House Gas Emissions (i.e. purchasing verified carbon credits or renewable energy credits, electric vehicle charging stations, bicycle rentals/use, group shuttles or ride share programs, public transportation, other active transport	○	○	○	○	○	○	○

	methods, producing renewable energy/fuel on-site)							
e.	Responsible Outdoor Recreation (i.e. availability of local knowledge/information, access to planning tips, reminders of appropriate equipment, defined trail use and etiquette reminders)	○	○	○	○	○	○	○
f.	Wildlife Conservation/Consideration (i.e. limiting access to sensitive areas, public education and signage to reduce interactions with wildlife)	○	○	○	○	○	○	○

Q28. **Overall, how would you rate Golden as a sustainable destination?**
1 – Very Poor
2 – Poor
3 – Fair
4 – Good
5 – Very Good
9 – Don't Know/Not Sure

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

Q29. **Do you, or anybody in your travel party while in Golden, identify as a person with a disability?** *Please select all that apply.*
a. Yes, visible disability
b. Yes, non-visible disability
c. No **[EXCLUSIVE]**
d. Prefer not to answer **[EXCLUSIVE]**

IF 29=a OR b ASK 30

Q30.   **Thinking about your trip to Golden, how could it have been more accessible / inclusive for people with disabilities?** *Please be as specific as possible*.

_____-

Q31.   **Do you, or anybody in your travel party while in Golden, identify as an LGBTQ+ person?** *Please select all that apply.*
   a.   Yes
   b.   No **[EXCLUSIVE]**
   c.   Prefer not to answer **[EXCLUSIVE]**

IF 31=a ASK 32

Q32.   **Thinking about your trip to Golden, how could it have been more accessible / inclusive for LGBTQ+ people?** *Please be as specific as possible*.
_____-

Q33.   **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

Q34. **Is there anything else you would like to tell us about your experience in Golden?**

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

You are eligible for a draw to win a one (1) or three (3) $200 (Canadian Dollars) pre-paid VISA card. In order to enter you, we will need your name and email address. This information will be kept confidential and used only to administer the draw. This information will be kept confidential and used only to administer the draw. Would you like to be entered into the draw?

   Click here for full contest rules and regulations
        ○   Yes, I certify that I have read the contest rules and regulations

o   No

IF YES, Please provide the following:

Name: _____

Telephone: _____

Email: _____@_____. _____

That completes the survey. Thank you for your time!

Appendix B. Other NPS Results

Other published NPSs for tourism destinations include:

- British Columbia's NPS was 59.5 in 2017.[5] 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. Since 2017, NPS score reporting is based on relative scores in specified markets therefore actual score is not detailed in annual service plans. It should be noted that post-pandemic, benchmarks are being re-established as well.

- Destination Canada's Global Tourism Watch studies measures the NPS for Canada through surveys of long-haul travellers in key markets around the world. Since the Pandemic, all NPS data is normalized and presented only as relative graphs therefore individual scores are not published. The most recent scores reported is 2018. In 2018, Canada's NPS varies by market, including: Mexico (2018 NPS = 61), India (2018 NPS = 39), Germany (2018 NPS =22), China (2018 NPS = 20), the United Kingdom (2018 NPS = 20), Australia (2018 NPS = 23), France (2018 NPS = 28), the United States (2018 NPS = 17), South Korea (2018 NPS = -3) and Japan (2018 NPS = -20). The latest domestic NPS for Canadian residents was in 2017 which had a score of 35. [6]

- New Zealand's Visitor Experience Monitor tracked the NPS for international visitors in 2018. 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).[7]

- Tourism Golden conducted a Visitor Study in the summer of 2019 as part of an ongoing annual project. Their NPS measured 51.3 which was up from 31.8 in 2017.[8]

- Destination Greater Victoria conducted a year-round Visitor Study in 2018/19 which measured the annual NPS as 78 while the summer NPS was 74.[9]

- 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) [10]

- Tourism Nanaimo has measured Nanaimo's NPS in peak season of 2017, 2016 and 2015. 2017 NPS = 16, 2016 NPS = 30, 2016 NPS = 41.[11]

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

[6] Destination Canada 2018. Global Tourism Watch Reports. https://www.destinationcanada.com/en/global-tourism-watch

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

[8] Tourism Golden, retrieved from: https://www.tourismgolden.com/sites/default/files/2019-Golden%20Summer%20Visitors%202019%20FINAL.pdf

[9] Destination Greater Victoria, retrieved from: https://www.tourismvictoria.com/sites/default/files/dgv_2019_visitor_survey_report_final.pdf

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

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

- Steamboat Springs, Colorado[12] has measured NPS since 2010 (2010 NPS = 75, 2014 NPS = 67).

- Bend, Oregon measured NPS over a five year period.[13] In winter 2016/17 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).[14]

Past research has shown that NPS in the tourism industry can vary by[15]:

- 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).

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

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

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

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