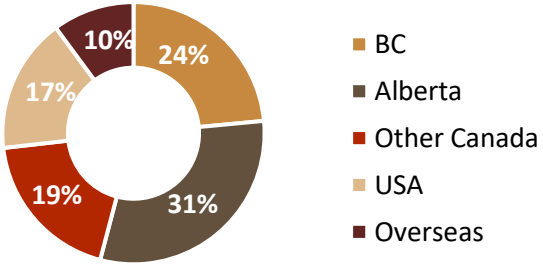
GOLDEN – WINTER SEASON 2023 SUMMARY

Market Origin



Top Provinces (outside BC & AB)

1. Ontario 2. Saskatchewan 3. Quebec

Top 3 USA States

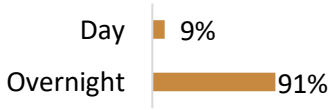
1. Washington
2. California
3. Colorado

Top Overseas Regions

1. Europe – United Kingdom
2. Australia
3. Europe – Germany

$1,561 = average visitor party expenditure in Golden

Length of Stay



Average Stay = **3.3** Nights

Visitors

56% female

44% male

2.9 people in each visitor party

2.5 adults

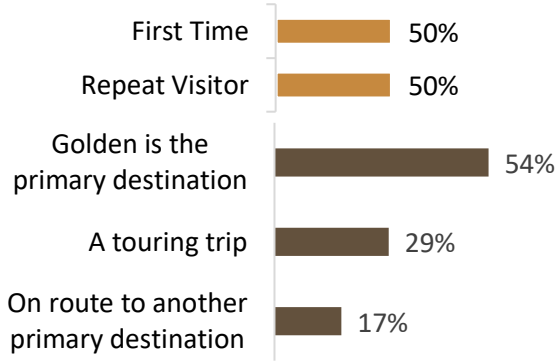
0.5 children (< 16)

32% were between ages of 19-34

43% were between ages of 35-54

63% had HH income of $100,000+

Type of Trip



59% Considered Other Winter Destinations Like: Banff, Revelstoke, Calgary and Kelowna.

Top 5 Activities in Golden

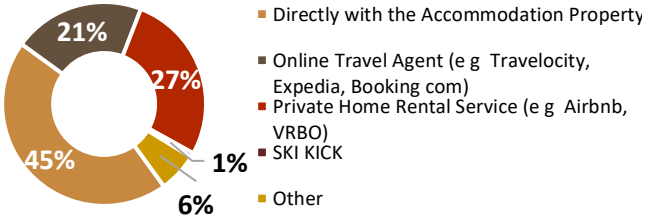
(in addition to reasons for visiting – see below)

1. Ski/snowboard at KHMR (32%)
2. X Country Skiing (11%)
3. Snowshoeing (11%)
4. Ice Skating (10%)
5. Ski touring/back country (10%)

Top 5 Places Visited in Golden

1. Restaurant
2. Gas Station
3. Grocery Store
4. Pub or Bar
5. Kicking Horse Mountain Resort

Accommodations Booking



83% Stayed at Paid Roofed Accommodation

84% Pre-Booked Accommodation

Top 5 Reasons for Visiting Golden

1. Family Vacation (22%)
2. Resort Skiing/Snowboarding at KHMR (18%)
3. Sightseeing/Nature/Wildlife (9%)
4. Backcountry Skiing/Touring (8%)
5. General Relaxation (8%)

55% of first-time visitors were aware of Golden before visiting

Experience Evaluation

92% Rated Their Overall Golden Experience as Very Good/Excellent

Satisfied with their trip in Golden: **91%**

Likelihood of Return to Golden: **82%**

Winter Visitors	2023	2019	2017	2023/2019 % Change	Directional Change[3]
Primary Market					
BC	24%	15%	10%	60%	↑
Alberta	31%	39%	49%	-21%	↓
Other Canada	19%	18%	18%	6%	↑
USA	17%	16%	10%	6%	↑
Overseas	10%	13%	13%	-23%	↓
Gender					
Female	56%	35%	39%	60%	↑
Male	44%	64%	61%	-31%	↓
Length of Stay					
Day Visitors	9%	11%	11%	-18%	↓
Overnight Visitors	91%	89%	89%	2%	=
Average Nights in Golden	3.3	3.5	3.2	-6%	↓
Aware of Golden Before First Visit[1]	55%	69%	79%	-20%	↓
Type of Trip					
Percent Choosing Golden as Primary Destination	54%	62%	68%	-13%	↓
First Time Visitors	50%	37%	43%	35%	↑
Repeat Visitors	50%	63%	57%	-21%	↓
Considered Other Destinations	59%	61%	44%	-3%	=
Visitor Party Expenditures While in Golden	$1,561	$1,248	$1,481	25%	↑
Accommodation					
Stayed at Paid Roofed Accommodation	83%	84%	82%	-1%	=
Pre-Booked Accommodation	84%	84%	93%	0%	=
Booked with Private Home Rental (e.g. Airbnb)	27%	25%	16%	8%	↑
Experience Evaluation					
Overall Excellent/Very Good Experience Rating[2]	92%	91%	91%	1%	↑
High Likelihood of Return Trip to Golden[2]	82%	88%	87%	-7%	↓
High Likelihood of Recommending Golden	57%	57%	58%	0%	=
Satisfied with Trip in Golden	91%	--	--	--	
NPS[4]	48.4 (39.3 all)	42.3	45.9	-3 pts[5]	↓

1. Of First Time Visitors.
2. Top Box Responses.
3. Values within ±5% were marked as no change.
4. Tourism Golden now analyzes NPS for only those visitors where Golden is their primary destination.
5. For consistency with previous years, the NPS change is compared to the NPS for all visitors not just those with Golden as their primary destination.