



## RESEARCH, PLANNING & EVALUATION

# **GOLDEN MOUNTAIN BIKE VISITOR STUDY 2011 RESULTS**

March 2013

Research, Planning & Evaluation  
Tourism British Columbia  
Ministry of Jobs, Tourism and Skills Training  
3<sup>rd</sup> Floor-1803 Douglas St.  
Victoria, British Columbia V8W 9W5  
Web: <http://www.jtst.gov.bc.ca/research/>  
Email: [TourismResearch@gov.bc.ca](mailto:TourismResearch@gov.bc.ca)  
Phone: 250-387-1567

## Acknowledgements

The 2011 Golden Mountain Bike Visitor Study was a comprehensive survey of mountain bike travellers to Golden between July 1 and September 5, 2011.

The Golden Mountain Bike Visitor Study was a partnership between Tourism British Columbia (part of the Ministry of Jobs, Tourism and Skills Training), the Western Mountain Bike Tourism Association and Tourism Golden.

Partial funding for the data collection was provided by the Town of Golden Resort Municipality Fund.

Tourism British Columbia and partners would like to gratefully acknowledge the Recreation Sites and Trails Branch for providing trail counters, the Golden Cycling Club for the management of trail counters, and Kicking Horse Resort in Golden, which assisted the project by providing access for interviewers and providing administrative data. We would also like to thank all partners mentioned, as well as the Kicking Horse Country Chamber of Commerce, Derailed Sports and Summit Cycle, for their support and feedback.

## Executive Summary

The purpose of this study was to develop a profile of mountain bikers who visited Golden, in terms of traveller and trip characteristics.

Travellers were interviewed at trailheads while mountain biking on one of the four trail networks in Golden (Kicking Horse Mountain Resort, Moonraker at Cedar Lake, Mount 7 at Reflection Lake, and CBT Mainline Trail at Columbia Bridge). In addition, a few surveys were conducted at the Selkirk Top Rotary and the Town Campground. Interviewers collected information from travellers during their trip. A follow-up questionnaire collected information from travellers after their trip. The purpose of the follow-up questionnaire was to gather information about trip motivations, planning, experiences and activities, and to understand travellers' perceptions of the Golden area and British Columbia upon trip completion.

- Between July 1 and September 5, 2011, 740 people were approached at various mountain bike trails in Golden. Of those, 707 agreed to complete the interview. However, 115 of these individuals had previously completed the survey and were not invited to participate a second time. Among those intercepted, 185 were excluded as they were from the local area and had completed a shorter version of the survey, and four business travellers were also excluded, resulting in 403 useable non-resident surveys.
- Sixty-one percent of intercepted mountain bike travellers agreed to complete a follow-up survey (mailback or online) and 52% of these completed their survey by November 13, 2011, resulting in 128 useable surveys for analysis.
- Overall, almost one-fifth (19%) of Golden mountain bike travellers were from British Columbia, while three-quarters (75%) were from other parts of Canada (Table 4). The majority (91%) of Canadian mountain bike travellers from provinces other than British Columbia were from Alberta.
- United States (US) mountain bike travellers surveyed represented a fraction (3%) of mountain bike travellers to Golden.
- The remainder (4%) of the mountain bike travellers surveyed were from other countries, including the United Kingdom, Australia, Denmark and Germany.
- Nearly half (46%) of the mountain bike travellers who were interviewed for this study were between the ages of 25 and 34, followed by a quarter (26%) between the ages of the 35 to 44, and over a tenth (14%) who were under the age of 24.
- Mountain bike travellers were well educated, as about half had an undergraduate (40%) or a Masters/PhD degree (10%). Another fifth (22%) had completed a college or technical diploma.

- Respondents were asked about their annual household income. Approximately one in seven (15%) preferred not to share this information. Of those who responded, half (50%) had household incomes of at least \$100,000 annually, including a quarter (26%) with stated household incomes of over \$150,000.
- Almost two-fifths (39%) of respondents were members of a mountain biking or a trails society/club.
- The majority (96%) of travellers indicated that the primary purpose of their trip was leisure.
- Almost all (98%) mountain bike travellers used cars, trucks, or motorcycles as their primary mode of transportation.
- Over a third (36%) of overnight mountain bike travellers reported using a campground or RV park as their primary form of accommodation. Another fifth (22%) spent one or more nights in a hotel/motel, a sixth (16%) stayed at a resort and a tenth (10%) stayed with friends or relatives.
- Over a fifth (21%) of mountain bike travellers indicated they were touring with no specific destination. For most travellers with a primary destination, that destination was within British Columbia (77%) and for over two-thirds (71%), it was Golden.
- On average, travellers spent 7 days away from home, 6 days in British Columbia and 3 days in the Golden area.
- Among these mountain bike travellers, international travellers reported the longest trip duration, averaging 29 days away from home, followed by US travellers (17 days), travellers from other Canadian provinces (17 days), British Columbia (7 days) and Alberta (5 days). International travellers reported the longest trip duration in British Columbia (17 days), followed by US travellers (15 days), other Canadians (13 days), British Columbians (6 days) and Albertans (4 days). US mountain bike travellers spent the most time in Golden (8 days), followed by those from international locations (4 days), from other Canadian provinces (4 days), British Columbia (3 days) and Alberta (3 days).
- Over one-fifth (22%) of respondents were travelling with children. Travel party sizes for those travelling with children were substantially larger than for those without children (4.3 travellers per travel party with children vs. 2.6 travellers per travel party without children).
- Travellers were asked about their trip planning behaviour in the follow-up survey. Almost three-fifths (55%) of mountain bike travellers reported spending less than three weeks planning their trip, most commonly (28%) planning 1-6 days in advance of the trip.
- Almost three-fifths (55%) of the respondents indicated that, independent of cost or budget, their first consideration in trip planning was the notion of a mountain bike trip, followed at a later stage by a search for a suitable destination.

- Past experience (73%), advice from friends and relatives (40%), mountain biking related websites (33%), mountain bike related media (28%), other internet sites (20%) and the Tourism Golden website (18%) were the top information sources used by mountain bike travellers before their trip.
- The three information sources travellers used and found most useful before their trip were experience gleaned from previous visits to Golden (57%), advice from friends and relatives (37%) and mountain biking related websites (28%).
- Previous visits to Golden (43%), and advice from friends/relatives (26%) were the information sources used most often during the trip by these travellers. Also reported to be important, but less frequently used, were information sources such as visitor guides and brochures (22%), mountain biking related websites (15%) and visitor centres (10%).
- Travellers were asked about the leisure activities they participated in during the trip in addition to mountain biking. The top three activities mentioned were visiting a municipal, provincial or national park or natural area outside a park (37%), fine dining (31%) and hiking (28%).
- Respondents were also asked about the activities they participated in while in the Golden area (in addition to mountain biking). The most frequently selected activities for travellers included visiting a municipal, provincial or national park, or a natural area outside a park (29%), fine dining (27%), hiking (27%), attending or participating in a sporting event (other than golf) (27%) and shopping for local arts and crafts (19%).
- Over four-fifths (85%) of mountain bike travellers intended to ride their bikes for three or fewer days in the Golden area during the trip on which they were interviewed.
- On average, travellers spent an average of just over 5 hours a day on their mountain bikes (median = 5.5 hours) during the trip on which they were interviewed.
- Based on responses from the follow-up survey, the Kicking Horse Mountain Resort network was the most popular, as over four-fifths (82%) of respondents reported riding it during their visit. Over a third (35%) reported riding Mount 7, while a third (31%) rode the Moonraker Trail.
- Over four-fifths (81%) of mountain bikers were riding their own personal bikes at the time they were interviewed.
- Between July 1 and September 5, almost half (50%) of respondents visited Golden only once and all of them participated in mountain biking during this single visit. The others (51%) visited Golden on multiple occasions and, on average, biked during four repeat visits to Golden between July 1 and September 5.
- Over a fifth (21%) of mountain bike travellers reported that at least one member of their travel party would not be mountain biking on the trip.

- Similar to travel party size, the average rider party size also increased when children were present (3.2 riders per rider party with children vs. 2.7 riders per rider party without children).
- Six percent of all mountain bike traveller riding parties included at least one local resident.
- Travellers were asked about the importance of mountain biking in their decision to visit Golden. A majority (94%) of respondents stated that mountain biking was either a very important factor (19%, rating of 7-9 on a 10-point scale) or the single most important factor (75%, rating of 10 on a 10-point scale).
- When asked how they first learned about Golden as a place to mountain bike, over two-fifths (42%) of respondents credited their family and friends, almost a third (30%) learned about Golden's mountain biking offerings through the mountain bike community and a fifth (19%) cited personal experience.
- In order to identify areas where Golden is currently meeting and/or exceeding consumer expectations, mountain bike travellers were asked about their satisfaction and perceived importance for various factors, including mountain bike trails/riding aspects, community offerings and other aspects. On every aspect, Golden met travellers' expectations.
- When asked about the satisfaction (or dissatisfaction) with their mountain bike experience in Golden, almost all travellers indicated they were satisfied (72%, very satisfied; 20%, somewhat satisfied).
- Seven-eighths (87%) of mountain bike travellers indicated they were likely to return to the Golden area to mountain bike in the next 12 months (75% very likely to return and 12% somewhat likely to return).
- The vast majority (94%) of mountain bike travellers were very likely to recommend Golden as a place to mountain bike to their friends and family.
- New mountain biking related features and services respondents would like to see included longer/additional trails (24% of the total responses; 49% of the total respondents), additional services and amenities (15% of responses; 30% of respondents), better trail maintenance (8% of responses; 15% of respondents), bike park structures or practice areas (5% of responses; 11% of respondents), additional bike shops (5% of responses; 10% of respondents), bike related events (5% of responses; 10% of respondents), easier trails for less skilled riders (5% of responses; 10% of respondents), additional and/or better transportation options (5% of responses; 10% of respondents) and better signage (5% of responses; 10% of respondents).
- Over two-fifths (43%) of the travellers reported mountain biking at locations other than the one at which they were intercepted. The most frequently mentioned locations included Whistler, Canmore, Panorama, other trails in the study area, Fernie, Invermere, Revelstoke, Kamloops, Sun Peaks and Vernon.

- A variety of characteristics were identified as unique to Golden, including the quality/organization of the trails (32% of the total responses; 78% of the total respondents), diversity and type of trails available to mountain bikers (11% of responses; 26% of respondents), trail access (9% responses; 23% of respondents), quiet/uncrowded (8% of responses; 20% of respondents) and the KHMR/Mount 7 trails (7% of responses; 16% of respondents).
- Positive images or characteristics of Golden were: an abundance of things to do (12% of the total responses; 33% of the total respondents), its scenic beauty (11% of responses; 30% of respondents), uncrowded/relaxed atmosphere (9% of responses; 22% of respondents), trail quality (8% of responses; 20% of respondents), nature (8% of responses; 20% of respondents) and trail accessibility (7% of responses; 18% of respondents).
- Negative images or characteristics of Golden included: unappealing town appearance (13% of responses; 27% of respondents), limited amenities/food options (13% of responses; 26% of respondents), distance/accessibility (11% of responses; 22% of respondents), cost (10% of responses; 21% of respondents), limited operating hours/lack of night life (10% of responses; 21% of respondents) and trail quality/maintenance (9% of responses; 18% of respondents).
- Respondents were asked which mountain bike vacation destination inside British Columbia they would most likely consider for a future mountain bike vacation. Almost a quarter (24%) of respondents indicated that they would consider Whistler for a future mountain bike vacation. Another fifth (18%) mentioned Fernie and a sixth (14%) indicated they would consider visiting Golden/Kicking Horse on their next mountain bike vacation.
- Respondents were also asked which mountain bike vacation destination outside British Columbia they would most likely consider for a future mountain bike vacation. Moab, Utah (19%), Canmore, Alberta (18%) and elsewhere in Alberta (17%) were the destinations respondents were most likely to visit on their next mountain bike vacation outside British Columbia.
- Mountain bike travellers who considered a mountain bike vacation destination outside of British Columbia compared Golden with similar destinations outside of British Columbia (excluding Canmore, other destinations in Alberta and Moab) and felt that Golden had better performance in terms of overall trip cost (net difference of +28%), ease of getting to destination (net difference of +23%), difficulty of terrain/trails (net difference of +21%) and availability of other outdoor activities (net difference of +9%). Golden was not assessed as favourably with respect to the overall number of trails (net difference of -25%), weather (net difference of -23%), bike friendly amenities (net difference of -11%), reputation (net difference of -11%) and variety of terrain/trails (net difference of -7%).

- In a head-to-head comparison with Canmore, mountain bike travellers who considered a mountain bike vacation destination outside of British Columbia found Golden to be better in terms of the variety of terrain/trails (net difference of +40%), difficulty of terrain/trails (net difference of +40%), the overall number of trails (net difference of +40%), reputation (net difference of +30%) and weather (net difference of +15%). Golden was not assessed as favourably as Canmore with respect to ease of getting to destination (net difference of -70%), availability of other outdoor activities (net difference of -15%), bike friendly amenities (net difference of -15%) and overall trip cost (net difference of -10%).
- In a head-to-head comparison with other destinations in Alberta (excluding Canmore), mountain bike travellers who considered a mountain bike vacation destination outside of British Columbia found Golden to be better in terms of difficulty of terrain/trails (net difference of +58%), the overall number of trails (net difference of +53%), reputation (net difference of +47%), weather (net difference of +21%), the variety of terrain/trails (net difference of +16%), availability of other outdoor activities (net difference of +16%) and bike friendly amenities (net difference of +11%). Golden was not assessed as favourably as these other Alberta destinations (excluding Canmore) with respect to ease of getting to destination (net difference of -68%) and overall trip cost (net difference of -63%).
- In a head-to-head comparison with Moab, Utah, mountain bike travellers who considered a mountain bike vacation destination outside of British Columbia found Golden to be better in terms of overall cost of trip (net difference of +86%), ease of getting to destination (net difference of +86%) and availability of other outdoor activities (net difference of +14%). However, Golden was considered to underperform Moab with respect to reputation (net difference of -62%), bike friendly amenities (net difference of -38%), weather (net difference of -29%), variety of terrain and trails (net difference of -29%), number of trails (net difference of -29%) and difficulty of terrain/trails (net difference of -14%).
- Travellers were also asked about their satisfaction with their trip in British Columbia. The majority of travellers stated they were either very satisfied (75%) or somewhat satisfied (14%) with their trip.
- Nearly all mountain bike travellers who were asked about their likelihood of taking another trip in British Columbia in the next two years indicated that they were very likely (91%), likely (4%) or somewhat likely (4%) to do so.
- Of those who indicated they were likely to take another trip to British Columbia in the next two years, nearly all respondents also indicated they were likely to mountain bike while on another trip in British Columbia (91%, very likely; 7%, likely; 2%, somewhat likely).
- Of those who indicated that they were likely to mountain bike while on another trip to British Columbia in the next two years, all (100%) respondents indicated mountain biking would likely be their main motivation for their trip.
- Overall, mountain bike travellers reported an average spending of \$231.38 per party per day and \$87.19 per person per day during their trip.



- When asked about the type of mountain biking they normally participate in, almost seven-eighths (85%) of mountain bike travellers reported participating in downhill biking. Two-thirds (66%) participated in cross-country/all mountain type of mountain biking, a third (31%) participated in freeriding, while a smaller proportion participated in bike skills/dirt jumping (17%).
- The vast majority of travellers were experienced mountain bikers. A third (32%) were at the intermediate level and still learning, two-fifths (39%) were at the advanced level, and almost a quarter (23%) considered themselves to be expert bikers.
- Over four-fifths (84%) of mountain bike travellers reported taking at least one overnight trip for the purpose of mountain biking in the previous 12 months. On average, respondents had taken over 6 overnight mountain biking trips during this period.
- Travellers were asked about the number and types of bikes they currently owned. Over two-fifths (45%) owned 4 or more bikes, a fifth (21%) owned 3 bikes and a similar proportion (21%) owned 2 bikes. Over seven-eighths (88%) of mountain bike travellers owned full suspension mountain bikes. Next in popularity were hardtail mountain bikes (50%) and road bikes (32%).

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## Introduction

The Golden Mountain Bike Visitor Study was undertaken to collect detailed travel and motivation information in order to better understand the characteristics and economic impact of mountain bike travellers on the Golden area. This visitor study was a partnership project between Western Canada Mountain Bike Tourism Association (MBTA), Tourism British Columbia (part of the Ministry of Jobs, Tourism and Skills Training), and Tourism Golden. To explore the impact and benefit of mountain biking to the Golden area, this project was designed using *Guidelines: Survey Procedures for Tourism Economic Impact Assessments at Ungated or Open Access Events and Festivals*<sup>1</sup>, which was developed by a consortium of national, provincial and territorial organizations.<sup>2</sup>

The primary objectives of this study are:

1. To profile mountain bike travellers to Golden in terms of traveller and trip characteristics, in order to support market and product development;
2. To collect and provide visitor expenditure data to the MBTA for analysis of the economic value of mountain bike travellers to Golden.

Two reports were generated from this visitor study. This report outlines characteristics of mountain bike travellers who visited Golden in the summer of 2011. A second report, entitled *BC Input-Output Model Report: Mountain Biking in Rossland and Golden*, outlines and estimates mountain biking's economic contribution to the Golden area during the summer of 2011.

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<sup>1</sup> See Guidelines: Survey Procedures for Tourism Economic Impact Assessments of Gated, Permanent (Source: [http://www.jtst.gov.bc.ca/research/ResourcesForResearchers/pdfs/Ungated\\_or\\_Open\\_Access\\_Events\\_and\\_Festivals.pdf](http://www.jtst.gov.bc.ca/research/ResourcesForResearchers/pdfs/Ungated_or_Open_Access_Events_and_Festivals.pdf)).

<sup>2</sup> Sponsors of the original and/or subsequent Guideline projects: Alberta Tourism, Parks, Recreation and Culture; Canadian Tourism Commission; Federal-Provincial-Territorial Culture/Heritage and Tourism Initiative; Government of the Northwest Territories – Department of Resources, Wildlife, & Economic Development; Government of Yukon – Department of Tourism and Culture; Nova Scotia Department of Tourism, Culture and Heritage; Ontario Ministry of Tourism; Tourism British Columbia; Tourism Prince Edward Island.

## Methods

To achieve the study objectives, a two-stage survey design was used whereby mountain bike travellers were initially interviewed (intercept survey), and then asked to participate in a follow-up questionnaire that consisted of either an online survey or a paper mailback survey. The purpose of the follow-up questionnaire was to gather additional information about trip characteristics, planning, experiences and activities; to compare mid-trip and post-trip expenditure information; and to understand travellers' perceptions of the Golden area and British Columbia upon trip completion.

This report only outlines the results of the interviews as they pertained to the traveller and trip profiling objective. This report does not attempt to estimate the economic impact of mountain biking on the Golden area. Those results, under separate cover in the *BC Input-Output Model Report: Mountain Biking in Rossland and Golden* can be obtained from the Ministry of Jobs, Tourism and Skills Training website.

### Data Collection - Interview

Data collection for this study was conducted by a team of two interviewers between July 1 and September 5, 2011. The interviewers' schedule consisted of a systematic sample of four continuous days of interviewing followed by two days off (Appendix A). Each interview shift included multiple trail locations to ensure a representative sample was obtained, based on day (weekend versus week day), time (morning versus evening), and trail (a representative sampling of each trail).

Potential respondents were randomly selected and given a *Super, Natural British Columbia*® refrigerator magnet if they were willing to participate in an eight-minute face-to-face interview. Participants were then asked if they had previously completed a Tourism BC administered survey on their current trip. Those who had were eliminated from the interview in order to avoid the possibility of duplicate responses. Respondents were asked a series of additional screening questions. Interviews with business travellers ended after a few questions; interviews with residents ran a little longer before being concluded. Non-residents and non-business travellers completed the rest of the intercept survey. Interviewers recorded responses on handheld computers (Palm Pilots), using Technos Data Entryware software.

During the intercept interview (see questionnaires in Appendix B), questions were asked about:

- traveller demographics,
- primary trip purpose,
- primary destination,
- primary mode of transportation,
- trip duration,
- length of stay in the Golden area and in British Columbia,
- primary accommodation,
- daily expenditures,
- mountain biking experience in Golden,
- mountain biking preferences, and
- travel expenditures.

All eligible respondents were asked to participate in the follow-up questionnaire and an email or mailing address was collected from willing participants. The offer of a copy of *British Columbia Magazine* (sent only to those participating in the mailback survey) and the opportunity to win an Osprey Momentum 26 Commuter Backpack were used as incentives to boost participation rates in the follow-up questionnaire.

Between July 1 and September 5, 2011, 740 people were approached at trailheads at the four trail networks in Golden. Of the 707 who agreed to complete the interview, 115 had previously completed the survey and were not invited to participate a second time. Another 185 were from the local area, and were therefore excluded as they had completed a shorter version, while an additional 4 were excluded as they were travelling for business. The final result was 403 surveys from non-resident leisure travellers (Table 1).

Table 1. Travellers interviewed at mountain bike trailheads in Golden

	Travellers Approached	Agreed to Interview	Previous Survey Participant	Eligible Participants	From Local Area <sup>1</sup>	Useable Traveller Surveys <sup>2</sup>
Kicking Horse Mountain Resort (KHMR)	459	433	56	377	79	<b>298</b>
Cedar Lake at Moonraker	169	166	40	126	64	<b>62</b>
Mount 7 at Reflection Lake	88	86	15	71	30	<b>41</b>
CBT Mainline Trail at Columbia Bridge	22	20	4	16	11	<b>5</b>
Other <sup>3</sup>	2	2	0	2	1	<b>1</b>
<b>Grand Total</b>	<b>740</b>	<b>707</b>	<b>115</b>	<b>592</b>	<b>185</b>	<b>407</b>

1. The local area for those interviewed included communities between Donald to Parson and Field.
2. Includes a total of 4 business travellers who were eliminated from the survey after the first several questions of the interview.
3. The other locations include Selkirk Top Rotary and the Town Campground.

To support local initiatives, residents of the Golden area who were interviewed at the trails were asked to participate in a short intercept survey. This report focuses almost exclusively on travellers, who represent over two-thirds (69%) of mountain bikers interviewed during the study (Table 2).

Table 2. Mountain bikers interviewed at mountain bike trailheads in Golden

Survey Location	Travellers Interviewed		Residents Interviewed		All Mountain Bikers Interviewed	
	Number of Travellers Interviewed <sup>1</sup>	Percentage of Traveller Respondents	Number of Residents Interviewed <sup>2</sup>	Percentage of Resident Respondents	Percentage Traveller Respondents	Percentage Resident Respondents
KHMR	298	73.2%	79	42.7%	50.3%	13.3%
Moonraker at Cedar Lake	62	15.2%	64	34.6%	10.5%	10.8%
Mount 7 at Reflection Lake	41	10.1%	30	16.2%	6.9%	5.1%
CBT Mainline Trail at Columbia Bridge	5	1.2%	11	5.9%	0.8%	1.9%
Other <sup>3</sup>	1	0.2%	1	0.5%	0.2%	0.2%
<b>Grand Total</b>	<b>407</b>	<b>100%</b>	<b>185</b>	<b>100%</b>	<b>68.8%</b>	<b>31.3%</b>

1. Includes a total of 4 business travellers who were eliminated from the survey after the first several questions of the interview.

2. The local area for those interviewed included communities between Donald to Parson and Field.

3. The other locations include Selkirk Top Rotary and the Town Campground.

### Data Collection - Follow-up Survey

Qualified participants were asked if they were interested in a follow-up survey that could be completed by mail or online. Those wishing to participate via mail were sent the survey with a business reply envelope and a *British Columbia Magazine* in September 2011. This was followed by a second mailing consisting of a reminder postcard, and a third mailing comprising the questionnaire and a business reply envelope. Responses were accepted until December 1, 2011. Those wishing to participate online were sent an email invitation to participate in the survey on October 11, 2011, followed by four email reminders. The online survey closed on November 11, 2011.

The follow-up questionnaire collected a variety of information, including (Appendix B):

- trip duration,
- length of stay in British Columbia,
- length of stay in the Golden area,
- primary destination,
- trip activities,
- trip expenditures,
- trip planning,
- information sources used prior to and during trip,
- perception of Golden,
- time in Golden,
- satisfaction with trip to British Columbia,
- likelihood of returning to the Golden area and British Columbia,
- British Columbia as a mountain bike destination, and
- travel party demographics.

Sixty-one percent of intercept survey participants agreed to complete the follow-up survey. Over half (52%) completed it by November 13, 2011, resulting in 128 useable surveys for analysis (Table 3).

Table 3. Follow-up survey participation

Travellers Asked to Participate in Follow-up <sup>1,2</sup>	Agreed to Complete Follow-up <sup>2,3</sup>	No Response <sup>4</sup>	Useable Follow-up Surveys <sup>2,5</sup>
399	243 (60.9%)	116	128 (52.7%)

1. This does not include business travellers (n=4) or incomplete surveys (n=4).
2. 241 indicated a preference to receive the survey by email, compared to only 2 who wanted to receive the survey by regular mail.
3. Neither of the respondents who were sent a hard copy of the survey in the mail completed the survey.
4. All of the follow-up surveys came from respondents who were sent the survey by email.

Local residents were also asked to participate in a follow-up questionnaire to support community initiatives; results are not included in this report.

### Data Analysis

Descriptive statistics were used to analyze and summarize results in this report. 'Don't know/No response' answers have been excluded from the analyses for all questions. The intercept survey was shortened for residents and travellers who stated their primary purpose was for work or business activities. Due to a limited sample size (only 4 business travellers participated in the survey), business travellers' responses have been removed from the analysis. Due to the large number of responses from residents, their information has been presented in a separate section. Unless stated otherwise, the results presented in this report are based on responses received from non-residents.

In an effort to provide practical and actionable information to address stakeholders' operational or marketing needs, this report focuses on practical rather than statistically significant differences. The rationale behind this approach is that, under certain circumstances, differences that are very small (and therefore usually considered unimportant) can be found to be statistically significant. As such, this report typically only takes note of differences of  $\pm 10$  percentage points (ppts) or more. In the report's tables, differences that are 10 ppts higher or more are highlighted in blue, while differences that are 10 ppts lower or more are shown in red (Figure 1).

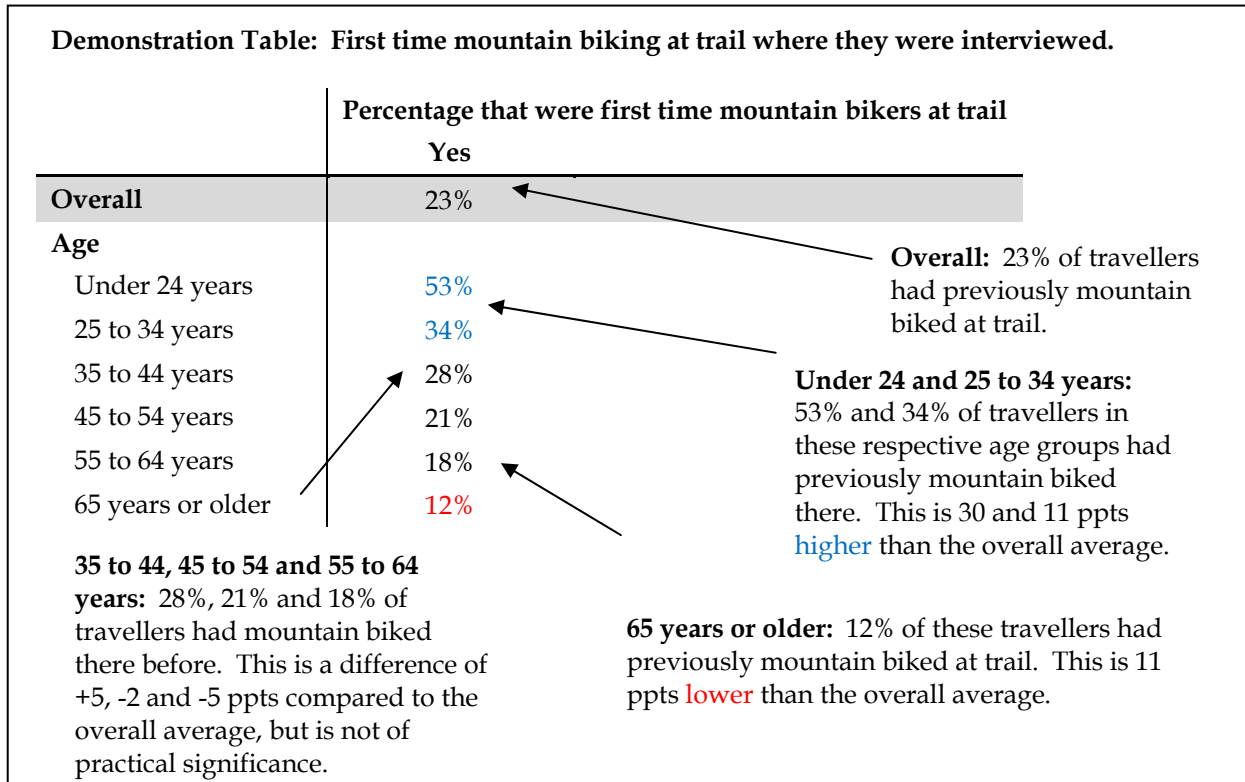


Figure 1. Interpreting the tables. Data is fictitious and for illustrative purposes only.

The study design produced two sets of data: one set from the intercept responses and the other from the follow-up questionnaires. The respondents and responses could vary between the intercept and follow-up questionnaires because travellers could drop out of the study by not agreeing to complete the follow-up questionnaire or by not completing the follow-up questionnaire despite having agreed to complete it (which could cause non-response bias). Both instances could cause follow-up questionnaire results to be unrepresentative of travellers interviewed. Similarly, responses to identical questions in the intercept and follow-up questionnaires could vary, due to real differences in traveller behaviour (for example, a traveller may have intended to ride the Moonraker trail when intercepted during the trip but reported not actually riding the Moonraker trail on the follow-up questionnaire that was completed after the trip).

Response biases were assessed to ensure validity of the final results by way of examining practical differences among the aforementioned data sets. Results of these assessments (Appendix C) and several other factors indicated that the intercept information is the best source of data when the same or similar questions were asked on both the intercept and follow-up questionnaires. Thus, follow-up questionnaire responses were used only when the question was not asked in the intercept and when sample sizes permitted. All results presented in the remainder of this report are from the intercept unless otherwise noted.



## Results

### Mountain Bike Traveller Demographics

Overall, almost one-fifth (19%) of Golden mountain bike travellers were from British Columbia and another three-quarters were from the rest of Canada (75%) (Table 4). The majority (91%) of Canadian mountain bike travellers from provinces other than British Columbia were from Alberta. The proportions of Canadians travelling from Saskatchewan, Ontario, Manitoba, Quebec and New Brunswick were much lower (Figure 2).

United States (US) mountain bike travellers represented 3% of all mountain bike travellers to Golden. Of US mountain bike travellers, almost a quarter were from each of Washington (23%), Colorado (23%) and Montana (23%). Mountain bike travellers from four additional states (Oregon, California, Massachusetts and Texas) (Figure 3) were also intercepted. The remaining mountain bike travellers (4%) were from other countries, including the United Kingdom (43%), Australia (14%), Denmark (14%) and Germany (14%). Due to the small sample size of US and international travellers, the information provided should be interpreted with caution (Figure 4).

The most frequently stated age range of these travellers was between 25 to 34 years old (46%), followed by 35 to 44 years old (26%) and under 24 years old (14%). Collectively, these three groups represent over 85% of all mountain bike travellers intercepted in Golden (Table 4).

Mountain bike travellers were well educated, as over half had an undergraduate (40%) or a Masters/PhD degree (10%). Another fifth (22%) had completed a college or technical diploma (Table 4). The follow-up survey included a question on annual household income. One-seventh (15%) of travellers preferred not to answer this question. Of those who responded, half (50%) had household incomes of at least \$100,000 annually, including a quarter (26%) with stated household incomes over \$150,000 (Table 4). Almost two-fifths (39%) of mountain bike travellers were members of a mountain biking or a trails society/club (Table 4).

Trail-specific profiles can be found in Appendix D.

Table 4. Demographics of travellers interviewed at Golden mountain bike trailheads

	Number of Travellers	Percentage of Travellers
<b>Origin</b>	n=400	
British Columbia	75	18.8%
Alberta	270	67.5%
Other Canada	28	7.0%
US	13	3.3%
Other International	14	3.5%
<b>Age</b>	n=391	
Under 24 Years	56	14.3%
25-34 Years	180	46.0%
35-44 Years	100	25.6%
45-54 Years	52	13.3%
55-64 Years	3	0.8%
65 Years or Older	0	0.0%
<b>Education</b>	n=391	
Less than High School	13	3.3%
High School	53	13.6%
Some Technical, College or University	40	10.2%
College or Technical Diploma	87	22.3%
University Degree	158	40.4%
Masters or a PhD Degree	40	10.2%
Other	0	0.0%
<b>Annual Household Income</b>	n=110	
<i>I prefer not to answer this question</i>	16	14.5%
Less than \$25,000	7	7.4%
\$25,000 to \$49,999	14	14.9%
\$50,000 to \$64,999	6	6.4%
\$65,000 to \$99,999	20	21.3%
\$100,000 to \$149,999	23	24.5%
\$150,000 or more	24	25.5%
<b>Mountain Biking or Trails Society / Club Member</b>	n=391	
Yes	154	39.4%
No	237	60.6%

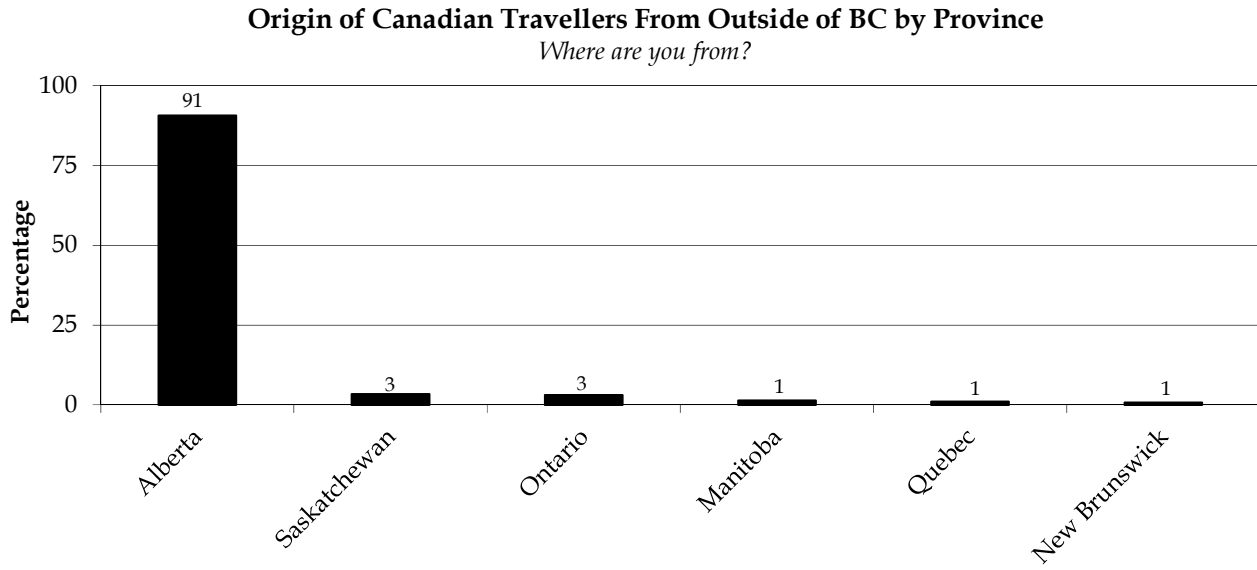


Figure 2. Mountain bike travellers from provinces outside of British Columbia at Golden mountain bike trails (n=298).

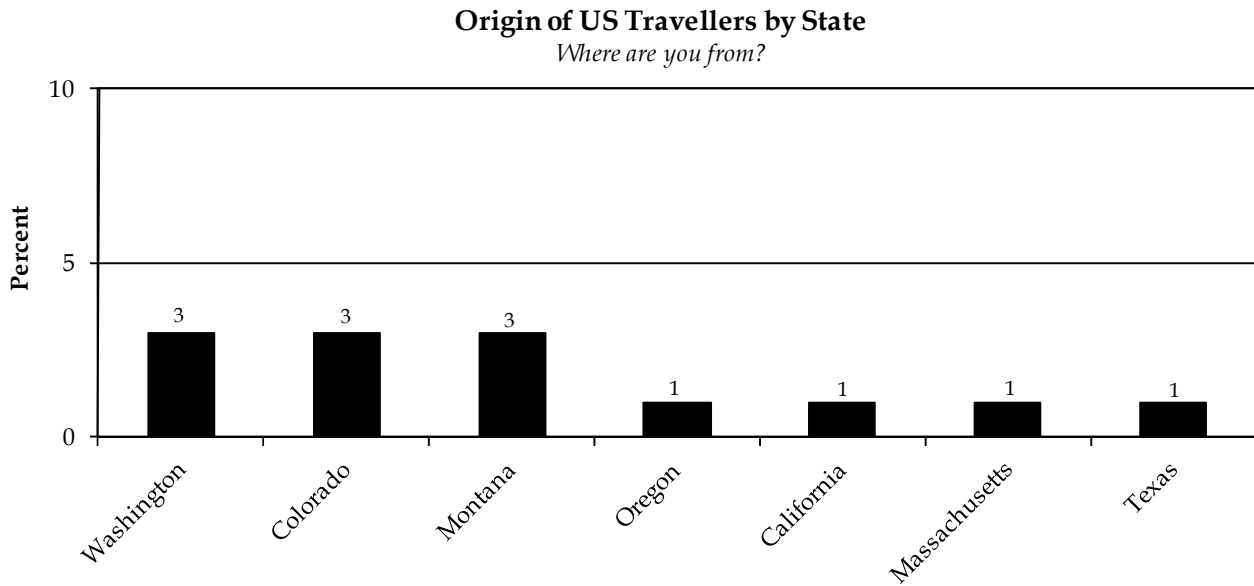


Figure 3. US mountain bike travellers by state at Golden mountain bike trails (n=13).

\* Data should be interpreted with caution, due to small sample sizes.

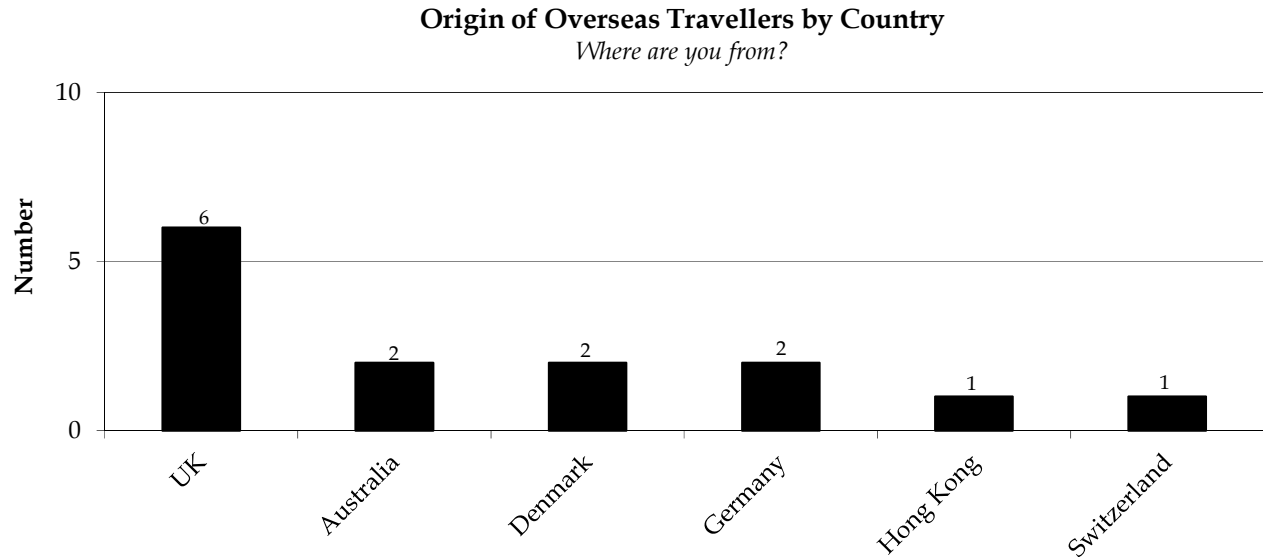


Figure 4. Mountain bike travellers from countries other than Canada and the US at Golden mountain bike trails (n=14).

\* Data should be interpreted with caution, due to small sample sizes.

### Trip Characteristics

The majority (96%) of respondents were travelling primarily for leisure, while the remainder were visiting friends and/or visiting for other purposes, such as a wedding (Table 5).

The vast majority (98%) of mountain bike travellers used cars, trucks, or motorcycles as their primary mode of transportation. Other reported modes of transportation included RVs and buses (Table 5).

Over a third (36%) of overnight mountain bike travellers reported using a campground or RV park for their primary accommodation while on their trip. Another fifth (22%) spent one or more nights in a hotel/motel, a sixth (16%) stayed at a resort and a tenth (10%) stayed with friends or relatives. Travellers also reported using second homes, bed and breakfasts, rental house/condos, hostels and a truck for accommodation (Table 5).

Primary trip purpose, mode of transportation and primary accommodation were further analyzed by respondent market origin to determine if there were any practical differences based on residency. The results show no practical differences between the respondents with respect to primary trip purpose. However, US/international visitors were less likely to use a car/truck/motorcycle (85%) as their primary mode of transportation than were those from British Columbia (97%) or the rest of Canada (99%) (Table 5). Travellers from the US (52%) were more likely to stay at a campground or RV park than British Columbian residents (37%) or those from the rest of Canada (34%) (Table 5).

Table 5. Primary trip purpose, mode of transportation and primary accommodations by residence

	Percentage of Travellers by Residence			
	BC	Other Canada	US and International	All Travellers
<b>Primary Trip Purpose</b>	<b>n=75</b>	<b>n=298</b>	<b>n=27</b>	<b>n=400</b>
Leisure	96.0%	95.3%	96.3%	95.5%
Visiting Friends & Family	4.0%	3.0%	0.0%	3.0%
Other <sup>1</sup>	0.0%	1.7%	3.7%	1.5%
<b>Mode of Transportation</b>	<b>n=75</b>	<b>n=298</b>	<b>n=27</b>	<b>n=400</b>
Car/Truck/Motorcycle	97.3%	98.7%	85.2%	97.5%
RV	2.7%	1.0%	11.1%	2.0%
Bus	0.0%	0.3%	3.7%	0.5%
<b>Primary Accommodations<sup>2</sup></b>	<b>n=62</b>	<b>n=251</b>	<b>n=27</b>	<b>n=340</b>
Hotel/Motel	22.6%	21.1%	22.2%	21.5%
Campground/RV	37.1%	34.3%	51.9%	36.2%
Friends or Relatives	12.9%	10.0%	3.7%	10.0%
B&B	3.2%	3.2%	3.7%	3.2%
Resort	14.5%	16.7%	7.4%	15.6%
Second Home	1.6%	10.0%	5.1%	8.2%
Rental House/Condo	8.1%	3.6%	0.0%	4.1%
Hostel	0.0%	0.8%	3.7%	0.9%
Other <sup>3</sup>	0.0%	0.4%	0.0%	0.3%

1. Other primary trip purposes include wedding (n=4), relocation (n=1) and business and leisure (n=1).

2. Daytrip travellers who were not using accommodation were excluded from the analysis (n=59).

3. Other accommodation responses include truck (n=1).

Almost four-fifths (77%) of mountain bike travellers intercepted on Golden bike trails reported a primary destination within British Columbia, over a fifth (21%) indicated they were touring with no specific destination, and the rest (3%) were on their way to destinations outside of British Columbia. Travellers with a primary destination were more likely to select Golden (71%), Invermere (1%), Revelstoke (1%), Kelowna (1%) and Silver Star (1%). There was limited mention of destinations from elsewhere in Canada (3%) and no mention of destinations in the US (Table 6).

Table 6. Primary destination of mountain bike travellers (i.e. place where they spend the most time)

	Percentage of Travellers (n=400)
<b>None, touring</b>	<b>20.5%</b>
<b>British Columbia</b>	<b>77.0%</b>
Golden	70.5%
Invermere	1.3%
Revelstoke	0.8%
Kelowna	0.8%
Silver Star	0.8%
Other British Columbia <sup>1</sup>	3.0%
<b>Other Canada<sup>2</sup></b>	<b>2.5%</b>

1. Other British Columbia includes Fairmont Hot Springs (n=1), Panorama (n=1), Penticton (n=1), Salmon Arm (n=1), Squamish (n=1), Summerland (n=1), Vancouver (n=1), Vernon (n=1), West/East Kootenays (n=1), West Coast (n=1), West Kootenay Tour Rossland/Nelson (n=1) and Whistler (n=1).
2. Other Canada includes Banff (n=5), Calgary (n=1), Canmore (1), High River (n=1), Stoney Plane (n=1) and Saskatoon (n=1).

On average, travellers reported spending 7 days away from home, 6 days in British Columbia and 3 days in the Golden area. Medians have also been reported because of the effect on the average of a few very long trips. The median number of days away from home was 4 days, with 4 days spent in British Columbia, and 3 days spent in the Golden area (Table 7).

Table 7. Trip duration

	Percentage of Travellers (n=400)
Average days in the Golden area <sup>1</sup>	3.20
<i>Median</i>	3.00
Average days in British Columbia	6.11
<i>Median</i>	4.00
Average days away from home	7.18
<i>Median</i>	4.00

1. Golden area includes the area from Donald to Parson and Field.

Among these mountain bike travellers, international travellers reported the longest trip duration, averaging 29 days away from home, followed by US travellers (17 days), those from other Canadian provinces (17 days), British Columbia (7 days) and Alberta (5 days). International travellers reported the longest trip duration in British Columbia (17 days), followed by US travellers (15 days), other Canadians (13 days), British Columbians (6 days) and Albertans (4 days). US bike travellers spent the most time in Golden (8 days), followed by those from international locations (4 days) and other Canadian provinces (4 days), British Columbia (3 days) and Alberta (3 days) (Figure 5).

**Average Days Spent Away from Home and in British Columbia by Travellers to Golden**

*How many days will you be away from home?  
How many days will be spent in British Columbia?  
How many of those days will be spent in the Golden Area?*

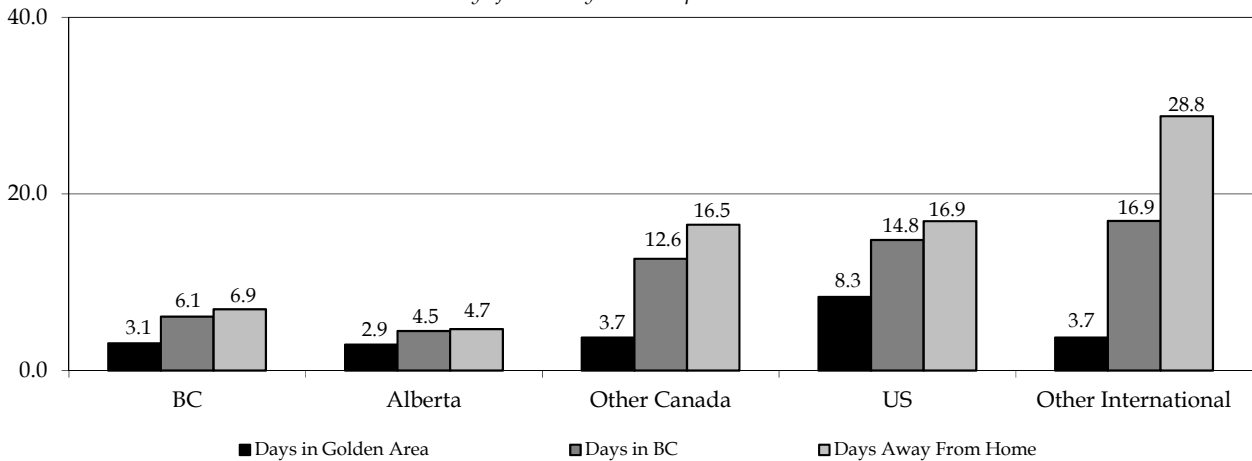


Figure 5. Average number of days spent away from home, in British Columbia and in the Golden area (n=400 'Away from home'; n=400 'Days in British Columbia'; n=393 'Golden area').  
\* Data for US and Other International should be interpreted with caution, due to small sample sizes.

The average travel party size was 2.9 people and over one-fifth (22%) of travel parties included children. There were noticeable differences in travel party size between those travelling with and without children. Travel party sizes for those travelling with children were substantially larger (4.3 travellers per travel party with children vs. 2.6 travellers per travel party without children) (Table 8).

Table 8. Travel party characteristics of tourists interviewed at Golden mountain bike trails

	Number of Travellers	Percentage of Travellers
<b>Party Size</b>		
Average Travel Party Size-Total	398	2.93
Average Travel Party Size-Parties without children	311	2.55
Average Travel Party Size-Parties with children	87	4.30
Proportion with children		21.9%

Mountain bike travellers who were spending time in the region (n=393) were asked about their primary leisure activity in the region. The vast majority (95%) of respondents indicated that mountain biking was their primary (most time spent) leisure activity while in the Golden area. Less frequently mentioned activities included hiking and rafting (Table 9).

Table 9. Primary (most time spent) leisure activity while in the Golden area

	Percentage of Travellers (n=393)
Mountain Biking	95.2%
Hiking	1.0%
Rafting	0.8%
Other <sup>1</sup>	3.1%

1. Other includes camping (n=1), everything (n=1), general activities (n=1), golf (n=1), kayaking (n=1), mountain leisure (n=1), parasailing (n=1), parks (n=1), recreation (n=1), various (n=1), walking (n=1) and wedding (n=1).

### Trip Planning

Travellers were asked about their trip planning behaviour in the follow-up survey. Almost three-fifths (55%) of mountain bike travellers reported spending less than three weeks planning their trip, most commonly planning 1-6 days in advance (28%). Far fewer planned their trip and departed on the same day (5%) (Table 10).

Table 10. Trip planning horizons

	Percentage of Travellers (n=120)
Day of Departure	5.0%
1-6 Days	28.3%
1-2 Weeks	21.7%
3-8 Weeks	23.3%
9-12 Weeks	5.8%
13 Weeks+	15.8%

Almost three-fifths (55%) of respondents indicated that, in planning their trip, their first consideration, independent of cost or budget considerations, was the notion of a mountain bike trip, followed at a later stage by a search for a suitable destination. Almost a third (31%) thought about the destination before the possibility of mountain biking there. Other considerations were cited by almost a tenth (10%) of all respondents in regard to planning their mountain biking trip (Table 11).



Table 11. Preliminary considerations (not including cost or budget) of trip planning

	Percentage of Respondents (n=121)
Started by considering a mountain bike trip and then started thinking about a destination	55.4%
Thought about the destination and then thought about mountain biking and other activities	30.6%
Considered something else first <sup>1</sup>	11.6%
Someone else planned the trip	1.7%
Looked for package deals without considering any destinations, activities, or travel experiences	0.8%

1. Other responses include: best place to ride (n=2), close friends (n=1), had a day pass (n=1), own property in Golden (n=4), preferred destination (n=2), mountain bike races (n=2), riding on non-race days (n=1) and slow pitch tournament (n=1).

Travellers were asked about the sources of information they used prior to their trip. The most frequent responses included: previous visits to Golden (73%), advice from friends and relatives (40%), mountain biking related websites (33%), mountain bike related media (28%), other internet sites (20%) and the Tourism Golden website (18%). Fewer travellers reported using the Mountain Biking British Columbia website, visitor guides and brochures, other local/regional tourism websites and travel commentary sites prior to their trip. The proportion of respondents who used travel guide books, the HelloBC website, other media coverage, visitor centres, TV/newspaper/magazine ads, GPS coordinate sites, travel agents/airlines/auto associations and the HelloBC telephone line before their trip was substantially lower, and travel/consumer shows and tour operators/tourism specific businesses were not used by any respondents (Figure 6).

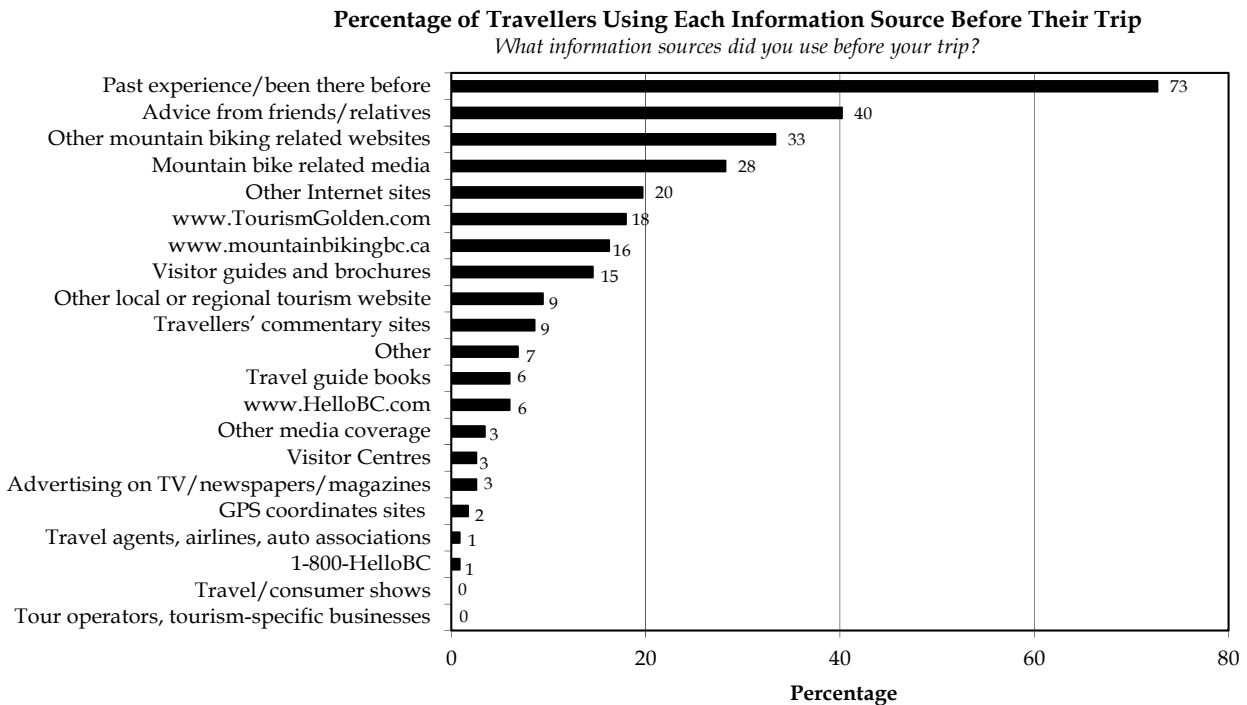


Figure 6. Percentage of travellers using each information source for trip planning. Multiple responses were permitted. Total percentage may not equal 100%. A total of 117 respondents provided answers to this question.

The three information sources travellers used and found most useful before their trip were: experience gleaned from previous visits to Golden (57%), advice from friends and relatives (37%) and mountain biking related websites (28%). Mountain biking related media, visitor guides and brochures, other internet sites and the Tourism Golden website comprised the bulk of the next group of useful information sources, which also included the Mountain Biking BC website and other local or regional tourism websites. A substantially lower proportion of respondents found travel guide books, visitor centres, other media coverage, TV/newspaper/magazine ads, traveller commentary sites, GPS coordinates sites or the HelloBC website to be useful. Travel/consumer shows, tour operators/tourism specific businesses, travel agents/airlines/auto associations and the HelloBC telephone line were not used by any respondents (Figure 7).

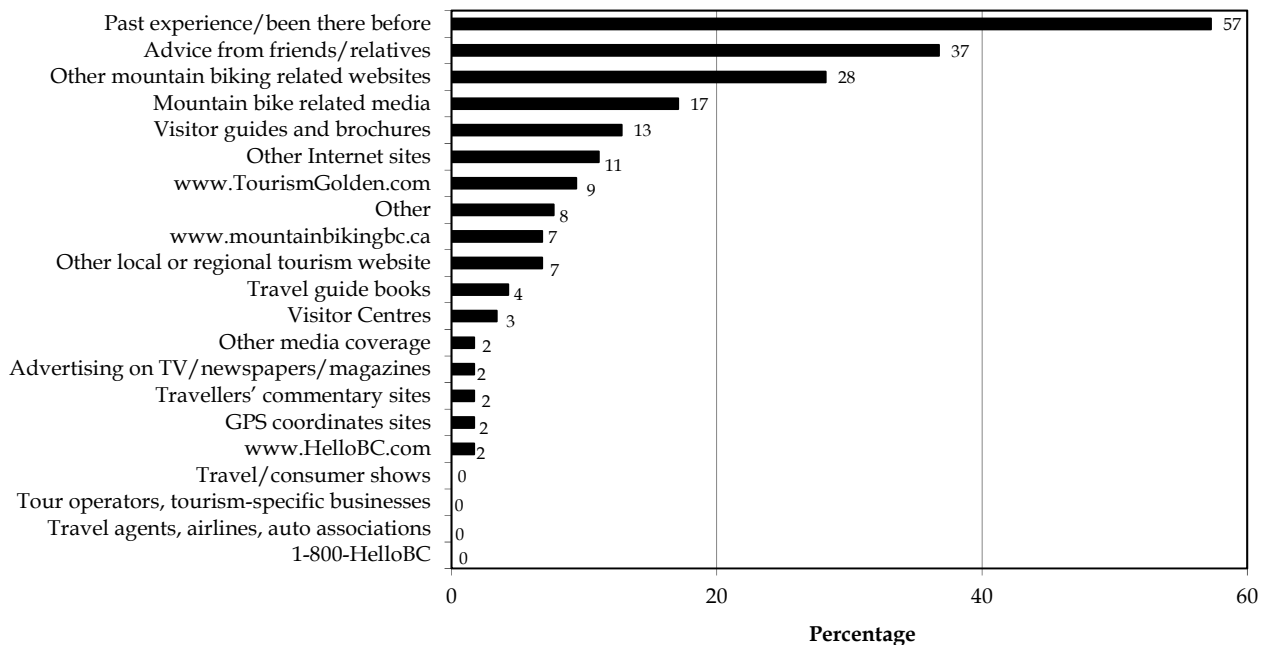
**Most Useful Sources of Information for Trip Planning***What are the three most useful information sources you used before your trip?*

Figure 7. Percentage of travellers reporting the information sources as most useful for trip planning. Multiple responses were permitted. Total percentage may exceed 100%. A total of 117 respondents provided answers to this question.

Travellers were also asked about information sources they used during their trip. Almost half (43%) of respondents reported drawing upon their past experiences from previous visits to Golden. Another quarter (26%) relied on advice from friends/relatives to guide them during their trip. Visitor guides and brochures (22%), mountain biking related websites (15%), visitor centres (10%), mountain bike related media (9%) and the Mountain Biking BC website (9%), were other sources of information reported by respondents. Little use was made of information available through the Tourism Golden website (6%), travel guide books (5%), other internet sites (5%), local/regional tourism website (4%), TV/newspaper/magazines ads (3%), traveller commentary sites (3%), tour operators/tourism specific businesses (3%), the HelloBC website (3%), GPS coordinates sites (2%) and other media coverage. Travel/consumer shows, travel agents/airlines/auto associations and the HelloBC telephone line were not sources of information used by mountain bikers during their trip (Figure 8).

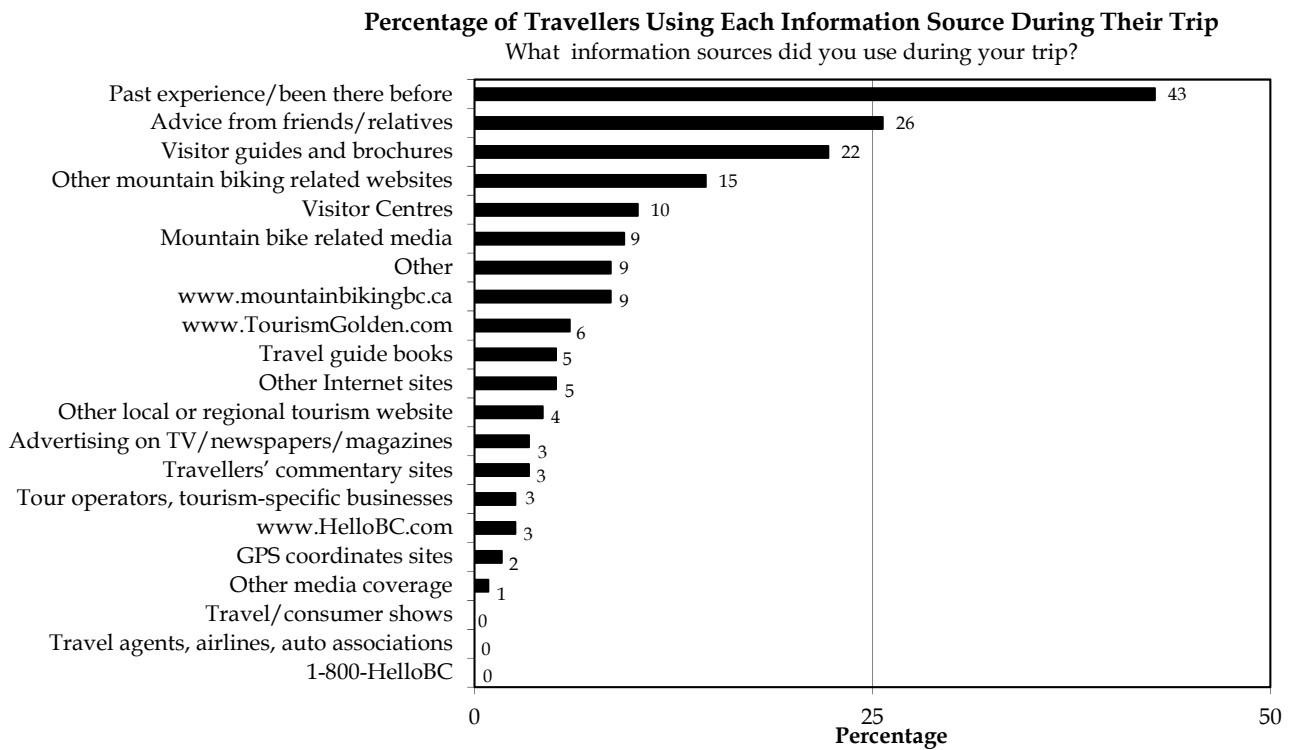


Figure 8. Percentage of travellers using each information source during their trip. Multiple responses were permitted. Total percentage may exceed 100%. A total of 117 respondents provided answers to this question.

### Traveller Activities

In the follow-up survey, travellers were asked about leisure activities other than mountain biking in which they had participated during their trip. Almost two-fifths (37%) of respondents reported visiting a municipal, provincial or national park, or a natural area outside a park. Participating in fine dining (31%) and hiking (28%) rounded out the top three activities (Table 12).

Similarly, travellers were asked about activities (other than mountain biking) that they had participated in during their time in the Golden area. The most frequently reported activities were visiting a municipal, provincial or national park, or a natural area outside a park (29%), participating in fine dining (27%), hiking (27%), attending or participating in a sporting event other than golf (27%) and shopping for local arts and crafts (19%) (Table 12).

Table 12. Participation in trip activities (excluding mountain biking)

Participation in Activity	Participated on Trip (n=125)	Participated in Golden Area on Trip (n=125)
Municipal, provincial or national park, or a natural area outside a park	36.8%	28.8%
Participating in fine dining	31.2%	27.2%
Hiking	28.0%	27.2%
Attending or participating in a sporting event (other than golf)	23.2%	27.2%
Shopping for local arts and crafts	21.6%	19.2%
Cycling (other than mountain biking)	13.6%	16.0%
Wildlife viewing	13.6%	14.4%
Farm/ranch, farmers' market, orchard or food processor	10.4%	6.4%
Attending a festival, fair, or exhibition	8.8%	5.6%
Art gallery or studio	8.0%	6.4%
White water rafting	4.8%	5.6%
Golfing or attending a golfing event	4.0%	4.8%
Canoeing	4.0%	2.4%
Fishing	4.0%	1.6%
Winery	4.0%	0.0%
Horseback riding	3.2%	2.4%
Rock climbing	3.2%	1.6%
Boating (other than kayaking/canoeing)	3.2%	0.8%
Kayaking	2.4%	0.8%
Family attraction (mini golf, zoo, etc.)	2.4%	1.6%
Spa	1.6%	0.8%
Paragliding	0.8%	1.6%
First Nations attraction or event	0.0%	0.0%
Whitewater kayaking	0.0%	0.0%
Jet boating	0.0%	0.0%
Other <sup>1,2</sup>	5.6%	6.4%

1. 'Other' activities participated in during trip included BC Mountain Parks (n=1), beach in Penticton (n=1), dirt biking (n=1), gas station (n=1), grizzly habitat (n=1), grocery store (n=1), Hot Spring (n=1), purchased fast food (n=1), the Riverhouse (n=1), wolf habitat (n=1) and yoga in Golden (n=1).
2. 'Other' activities participated in during trip in Golden included BC Mountain Parks (n=1), dirt biking (n=1), grizzly habitat (n=2), grocery store (n=2), hydro dam (n=1), ping pong (n=2), The Hippie Ranch (n=1) and yoga in Golden (n=1).

## Travel to Golden

Over four-fifths (85%) of mountain bike travellers intended to ride their bikes for three or fewer days in the Golden area during the trip in which they were interviewed. The remainder (15%) intended to bike for more than 3 days; the average for all respondents was close to 2½ days (Table 13). Based on information from the follow-up survey, a slightly higher proportion of travellers actually spent 4 or more days mountain biking in Golden (17% vs. 15%). This is reflected in the higher actual versus planned average (3.2 vs. 2.5 days) (Table 13).

Table 13. Planned average number of days versus actual average number of days travellers spent mountain biking in Golden

Days Mountain Biking in Golden Area	Percentage of Traveller's Planned Days (n=349)	Percentage of Traveller's Actual Days(n=116)
Less than one day	0.0%	0.9%
1 day	29.5%	31.9%
2 days	32.7%	26.7%
3 days	22.3%	23.3%
4 days	9.2%	5.2%
5 days	3.4%	4.3%
6-7 days	1.1%	2.6%
8 or more days	1.7%	5.2%
Average	<b>2.45</b>	<b>3.23</b>
Median	2.00	2.00

Travellers spent an average of just over 5 hours a day on their mountain bikes (median = 5.5 hours) during the trip on which they were interviewed. For the most part, these travellers were engaged in mountain biking activities. Almost three-quarters (73%) of respondents spent 4 or more hours mountain biking a day (Table 14).

Table 14. Daily hours spent mountain biking in Golden

Length of Time	Percentage of Travellers (n=397)
Less than hour	0.8%
1 hour to 1 hour 59 minutes	3.8%
2 hours to 2 hours 59 minutes	12.1%
3 hours to 3 hours 59 minutes	10.8%
4 hours to 4 hours 59 minutes	11.8%
5 hours to 5 hours 59 minutes	13.1%
6 hours to 6 hours 59 minutes	23.9%
7 hours or more	23.7%
Daily average hours spent mountain biking	5 hours 8 minutes
Median hours spent mountain biking	5.5 hours

Based on responses from the follow-up survey, the Kicking Horse Mountain Resort was most popular trail network, as over four-fifths (82%) of respondents reported riding it during their visit. Over a third (35%) reported riding Mount 7, where the 5-kilometre and 10-kilometre trails were most popular. Another third (31%) rode the Moonraker Trail where the Bear Claw, Cedar snag and North Star trails were ridden most often. Lower usage was reported for the CBT Mainline Trail (17%) (Table 15). Reasons for lower usage could include location, level of difficulty, accessibility, and/or availability (e.g. closed for maintenance).

Table 15. Golden mountain bike trails rode during travellers trip

<b>Trails at each Trail Network</b>	
<b><u>Planned to Ride</u><sup>1</sup></b>	<b>Percentage of Travellers (n=396)</b>
Kicking Horse Mountain Resort	80.8%
CBT Mainline Trail	8.8%
Moonraker	23.5%
Mount 7	28.0%
<b><u>Actually Rode</u><sup>2</sup></b>	<b>Percentage of Travellers (n=117)</b>
Kicking Horse Mountain Resort	82.1%
CBT Mainline Trail	17.1%
Moonraker	30.8%
Bear Claw	19.7%
Cedar Snag	18.8%
North Star	18.8%
Moonraker	17.9%
Arrowhead	17.1%
Devil's Slide	13.7%
Cedar Camp	12.8%
Canyon Creek	12.0%
2%	8.5%
Klahowya	8.5%
Ptarmigan Trot	8.5%
Wapiti Ridge	6.0%
Kissime Lookout	4.3%
Windigo Creek	2.6%

Table 15. Golden mountain bike trails rode during travellers trip - Continued

<b>Trails at each Trail Network</b>	
<b>Actually Rode<sup>2</sup></b>	<b>Percentage of Travellers (n=117)</b>
Mount 7	35.0%
5 km	23.1%
10 km	17.9%
True Value	16.2%
Dead Dog	16.2%
Summit	14.5%
Erich's	10.3%
Skid Marks	10.3%
Moonshine	7.7%
6 km	7.7%
Bris	6.0%
8-12	4.3%
Jeep Road	2.6%
Kamikaze	1.7%
Rotary	1.7%
Woodlot Road	1.7%

1. Includes respondents who were intercepted at specified trailheads for each trail network and those who indicated they had or planned to ride such trail network.
2. Includes respondents who completed the follow-up questionnaire.

Over four-fifths (81%) of mountain bikers were riding their own personal bikes at the time they were interviewed. Respondents who were not using their own bike had either rented it (19%) or borrowed it from a friend or family member (Table 16).

Table 16. Type of mountain bike.

<b>Type of Bike</b>	<b>Percentage of Travellers (n=389)</b>
Personal Bike	81.0%
Rented Bike	18.8%
Borrowed Friend/Family's Bike	0.3%

Almost half (49%) of respondents visited Golden only once between July 1 and September 5, 2011 and participated in mountain biking during this single visit. The rest (51%) visited Golden on multiple occasions between July 1 and September 5, 2011. (Table 17).



Table 17. Number of visits to Golden between July 1 and September 5, 2011

Golden Visits	Percentage of Travellers (n=115)
1	48.7%
2	18.3%
3	7.8%
4	4.3%
5	7.0%
6	3.5%
7	0.9%
8	0.9%
10	4.3%
11	0.9%
12	1.7%
15	0.9%
20	0.9%
<i>Average</i>	<b>2.99</b>

British Columbia residents represented the highest proportion of repeat visitation to Golden between July 1 and September 5 (59%). In comparison to other origins, a smaller proportion of Alberta residents visited Golden more than once; however, of those who visited Golden more than once, Albertans did so most frequently (average of 3.39 visits) (Table 18).

Table 18. Number of visits to Golden between July 1 and September 5, 2011 by Residence

	All Travellers (n=115)	British Columbia (n=16)	Alberta (n=80)	Other (n=96)
1	68.8%	41.3%	68.8%	48.7%
2 or more	31.3%	58.8%	31.3%	51.3%
<i>Average</i>	<b>2.99</b>	<b>2.31</b>	<b>3.39</b>	<b>1.50</b>

Mountain bike travellers were also asked about their riding party size, as the possibility existed that travel party members may not all be mountain biking on the trip. This was found to be the case, as over a fifth (21%) of mountain bike travellers reported that at least one member of their travel party would not be mountain biking on the trip. The average rider party size was 2.8 individuals, compared to the average travel party size of 2.9 individuals reported earlier. Similarly to travel party size, the average rider party size increased when children were present (3.2 riders per rider party with children vs. 2.7 riders per rider party without children). Six percent of all mountain bike traveller riding parties had at least one local resident (Table 19).

Table 19. Average rider party size

	Number of Travellers	All Travellers
Average Travel Party Size (from Table 8)	398	2.93
Portion of travel parties without all travel party members participating in mountain biking <sup>1</sup>	72	20.9%
<b>Rider Party Size</b>	<b>Number</b>	<b>Average</b>
Average Rider Party Size-Total	397	2.80
<i>Median</i>		2.00
Average Party Size-Parties without children	325	2.72
<i>Median</i>		2.00
Average Party Size-Parties with children	72	3.18
<i>Median</i>		3.00
Proportion with children		18.1%
Proportion with local riders		6.2%

1. Based on 345 participants who responded to the question 'Is there anyone in your travel party that will NOT BE mountain biking on this trip?'

When asked about the importance of mountain biking in their decision to visit Golden, almost all (94%) of mountain bike travellers stated that mountain biking was either a very important factor (19%, rating of 7-9 on a 10-point scale) or the single most important factor (75%, rating of 10 on a 10-point scale). Travellers from Canada (77%, Canadian travellers; 48%, non-Canadian travellers), as well as travellers without children in the travel party (81% without children; 54% with children), were most likely to credit mountain biking as the single most important factor in their decision to visit the Golden area (Table 20).

Table 20. Importance of mountain biking in decision to visit Golden

	Percentage of Respondents				
	All Travellers (n=398)	Canada (n=371)	Outside Canada (n=27)	No Children in travel party (n=310)	Children in travel party (n=87)
0 - no influence at all	1.5%	0.8%	11.1%	1.3%	2.3%
1-3 - little importance	1.3%	0.8%	7.4%	0.3%	4.6%
4-6 - moderate importance	3.0%	3.2%	0.0%	1.6%	8.0%
7-9 - very important	19.1%	18.1%	33.3%	15.5%	31.0%
10 - single main reason	75.1%	77.1%	48.1%	81.3%	54.0%

Respondents to the follow-up survey were asked how they first learned about Golden as a place to mountain bike. Over two-fifths (42%) of respondents credited their family and friends, and almost a third (30%) acknowledged the role played by the mountain bike community through magazines, websites, videos, etc. Another fifth (19%) cited personal experience. Other introductory sources of information included social media, tourism guide, Tourism Golden and MTBA websites, highway signage and visitor centre (Table 21).

Table 21. How first learned about Golden as a place to mountain bike

Information Source	Percentage of Travellers (n=396)
From family/friends	41.9%
Mountain bike community (magazines, websites, videos etc.)	30.1%
Personal experience	18.9%
Social media	2.8%
Tourism guide	2.5%
Tourism Golden website	0.5%
MBTA website	0.5%
Highway signage	0.3%
Visitor centre	0.3%
Newspaper/magazine	0.0%
Golden race/other races	2.5%
Skiing	2.8%
Winter	1.8%
Bike shop	0.8%
Other <sup>1</sup>	2.8%

1. Other responses include: KHMR website (n=1), Kicking Horse (n=1), Lake Louise discount cards (n=1), Mount 7 (n=1), Panorama (n=1), personal tourism company (n=1), realtor (n=1), snowboarding (n=1), wedding package (n=1), Wilsons (n=1) and word of mouth (n=1).

In order to identify aspects of the Golden experience that needed improvement and the areas deemed to be of greatest importance to mountain bike travellers, respondents to the follow-up survey were asked to rank the importance of, and their satisfaction with, a variety of components of their experience in Golden, on a scale of 1 to 5 (with 1 being *Very Satisfied/Important* and 5 being *Very Dissatisfied/Not at all Important*). The components included aspects of mountain bike trails/riding (8 attributes), community offerings (7 attributes) and other aspects (10 attributes) when choosing Golden as a place to visit. Respondents who stated *Not applicable/Don't know* were removed from subsequent analysis.

The averages for each attribute within these aspects were computed and plotted on an importance-performance matrix (Figure 9). There are four quadrants in the chart. Attributes that are rated high on satisfaction but low in importance are plotted in Quadrant 1. Attributes that are rated high in importance and high in satisfaction are plotted in Quadrant 2. Attributes that are rated high in importance but low in satisfaction are plotted in Quadrant 3. Attributes rated low in importance and low in satisfaction are plotted in Quadrant 4. Quadrants 2 and 3 are of particular interest in this analysis, as they represent components of Golden that are of importance to the mountain bike travellers. Items in Quadrant 2 are of limited concern, as respondents report above-average levels of satisfaction. However, opportunities for improvement can be identified here and if information is collected periodically, benchmarks can be established and performance can be monitored over time.

Quadrant 3, on the other hand, is an area of considerable concern, as any item showing up here represents dissatisfaction on an attribute that is of above-average importance to respondents.

As shown in the overview, none of the attributes plot into Quadrant 3 (the High-Importance/Low-Satisfaction quadrant). In fact, the majority of the attributes are located in the High-Importance/High Satisfaction Quadrant, implying that, on average, the areas of importance are being adequately serviced. Importance-performance matrices for each of the components (mountain bike trails/riding aspects, community offerings and other aspects) have also been provided.

**Overview: Importance and Satisfaction with Golden as a Place to Visit  
"All Factors"**

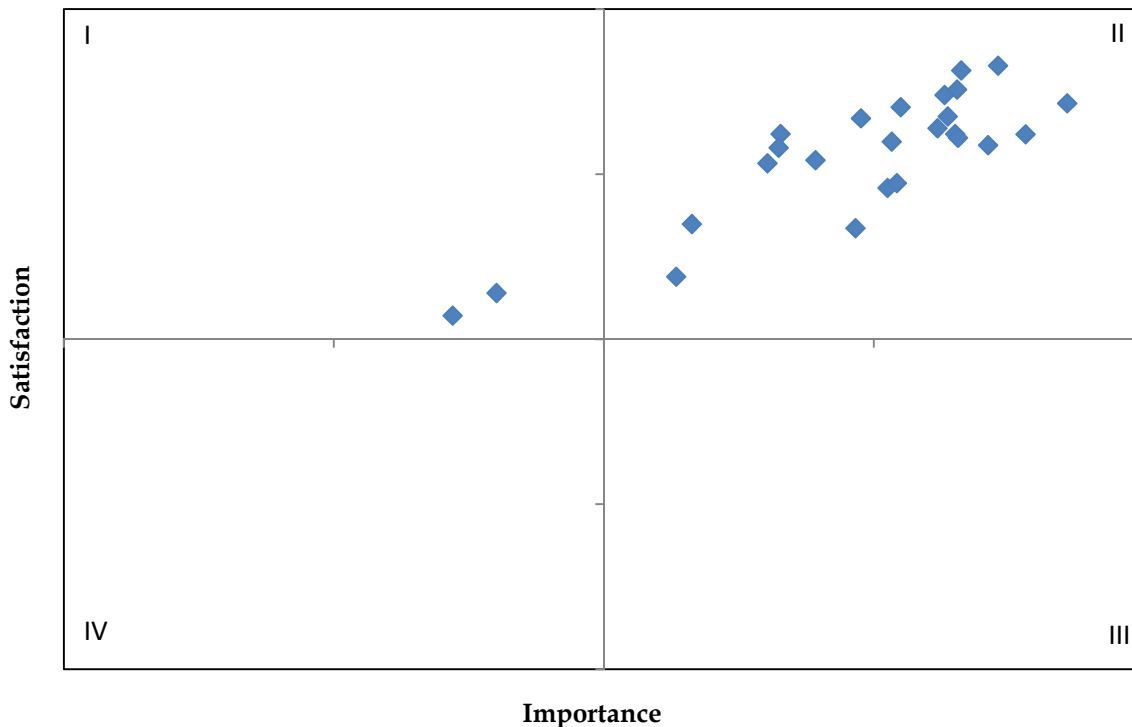


Figure 9. Importance and Satisfaction with Golden (All Aspects)

Note: Quadrant I (Low Importance/High Satisfaction/); Quadrant II (High Importance/High Satisfaction); Quadrant III (High Importance/Low Satisfaction); and Quadrant IV (Low Importance/Low Satisfaction).

With respect to *mountain bike trails/riding aspects*, highest importance was placed on variety of terrain/trails (mean = 4.72), trail conditions (mean = 4.56) and difficulty of terrain/trails (mean = 4.46). Highest satisfaction levels were recorded for difficulty of terrain/trails (mean = 4.66), skill challenge (4.63) and variety of terrain/trails (mean = 4.43). Fitness challenge (mean = 3.65) and trail maps (mean = 4.10) were factors/activities that were not considered as important to these travellers. (Figure 10).

**Importance and Satisfaction with Golden as a Place to Visit**  
**"Mountain Bike Trails/Riding Aspects"**

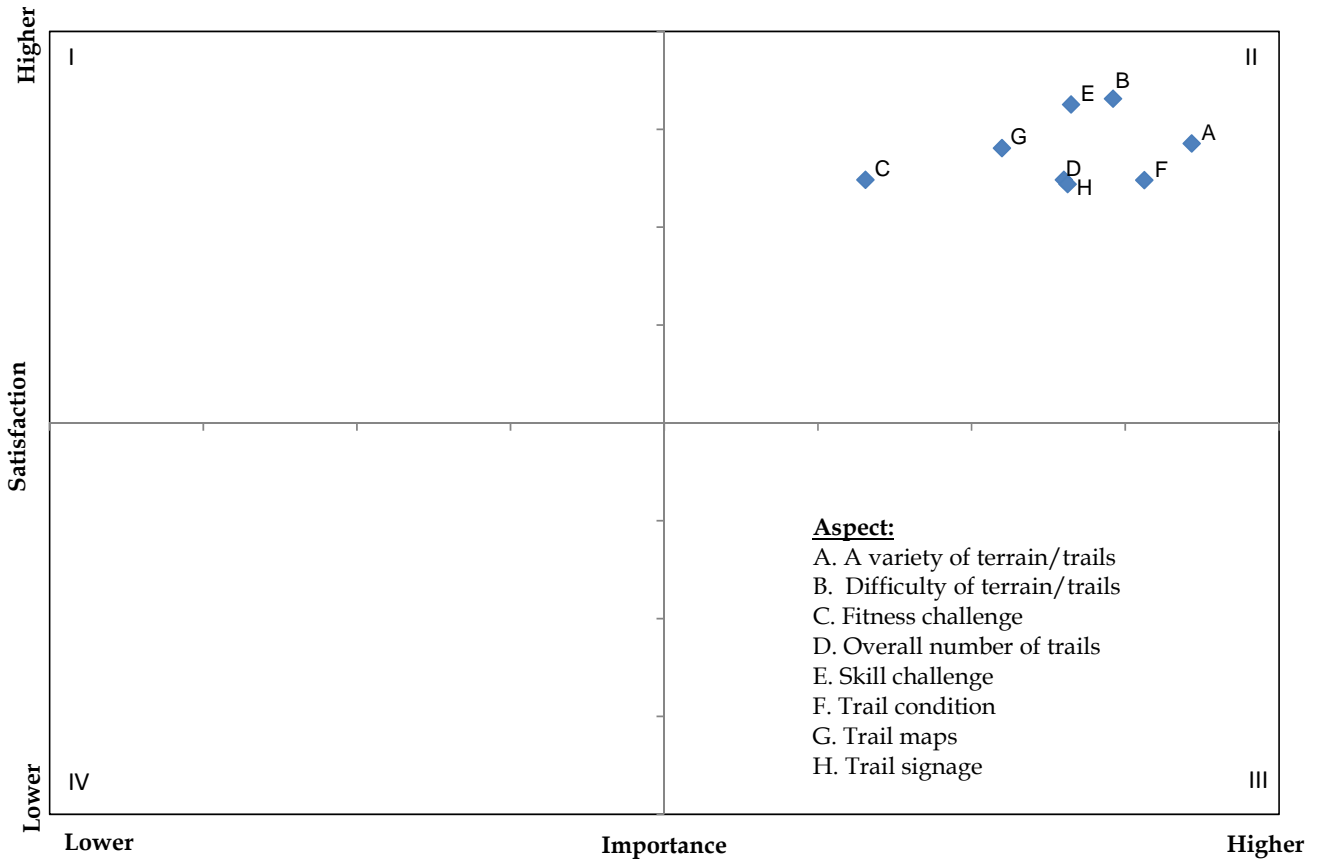


Figure 10. Importance and Satisfaction with Golden (Mountain Bike Trails/Riding Aspects)  
 Note: Quadrant I (Low Importance/High Satisfaction/); Quadrant II (High Importance/High Satisfaction);  
 Quadrant III (High Importance/Low Satisfaction); and Quadrant IV (Low Importance/Low Satisfaction).

With respect to *community offerings*, highest importance ratings were associated with bike friendly accommodation (mean = 4.05), bike amenities in town (mean = 3.93), reputation as a mountain biking destination (mean = 3.65) and availability of other outdoor activities (mean = 3.61). Highest satisfaction ratings were associated with reputation as a mountain biking destination (mean = 4.16), availability of other outdoor activities (mean = 4.06), bike friendly accommodation (mean = 3.92) and bike amenities in town (mean = 3.67). In this sense, the attributes that were most important were also amongst those with which respondents expressed greater satisfaction. There were a few factors that are considered less important, namely transportation services (mean = 2.44) and activities that appeal to children (mean = 2.60). Satisfaction levels with these attributes were all relatively high (Figure 11).

**Importance and Satisfaction with Golden as a Place to Visit  
"Community Offerings"**

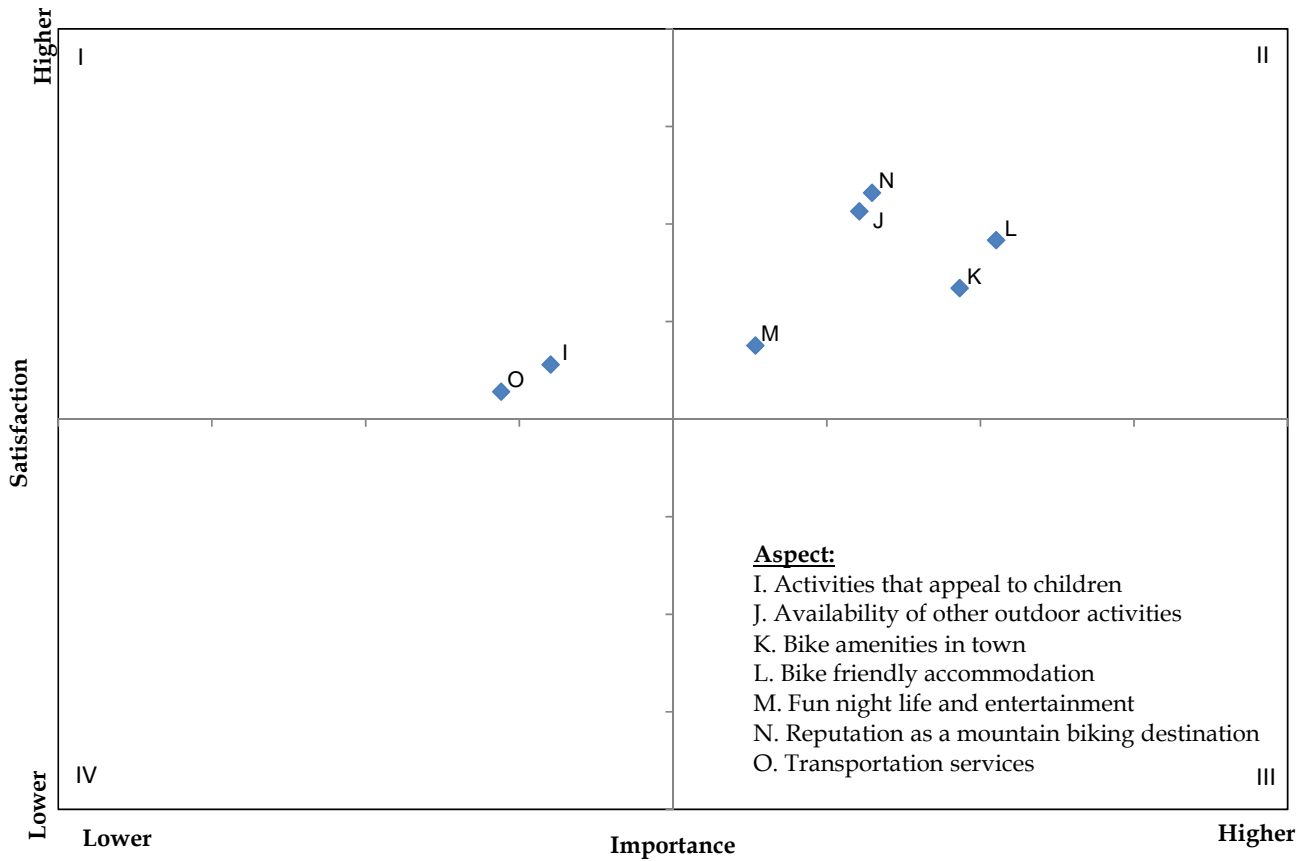


Figure 11. Importance and Satisfaction with Golden (Community Offerings)

Note: Quadrant I (Low Importance/High Satisfaction/); Quadrant II (High Importance/High Satisfaction); Quadrant III (High Importance/Low Satisfaction); and Quadrant IV (Low Importance/Low Satisfaction).

With respect to *other aspects*, high importance ratings were associated with overall value for price paid (mean = 4.42), views/scenery/nature (mean = 4.31), ease of getting to destination (mean = 4.27), ability to ride with friends and/or family (mean = 4.26) and weather (mean = 4.24). High satisfaction ratings were associated with views/scenery/nature (mean = 4.51), ability to ride with friends and/or family (mean = 4.48), ease of getting to destination (mean = 4.35), ability to connect with nature (mean = 4.34) and weather (mean = 4.28). The aspect overnight trips/touring options was notable in that it was rated relatively low on both importance (mean = 3.33) and satisfaction (mean = 3.70) (Figure 12).

**Importance and Satisfaction with Golden as a Place to Visit**  
*"Other Aspects"*

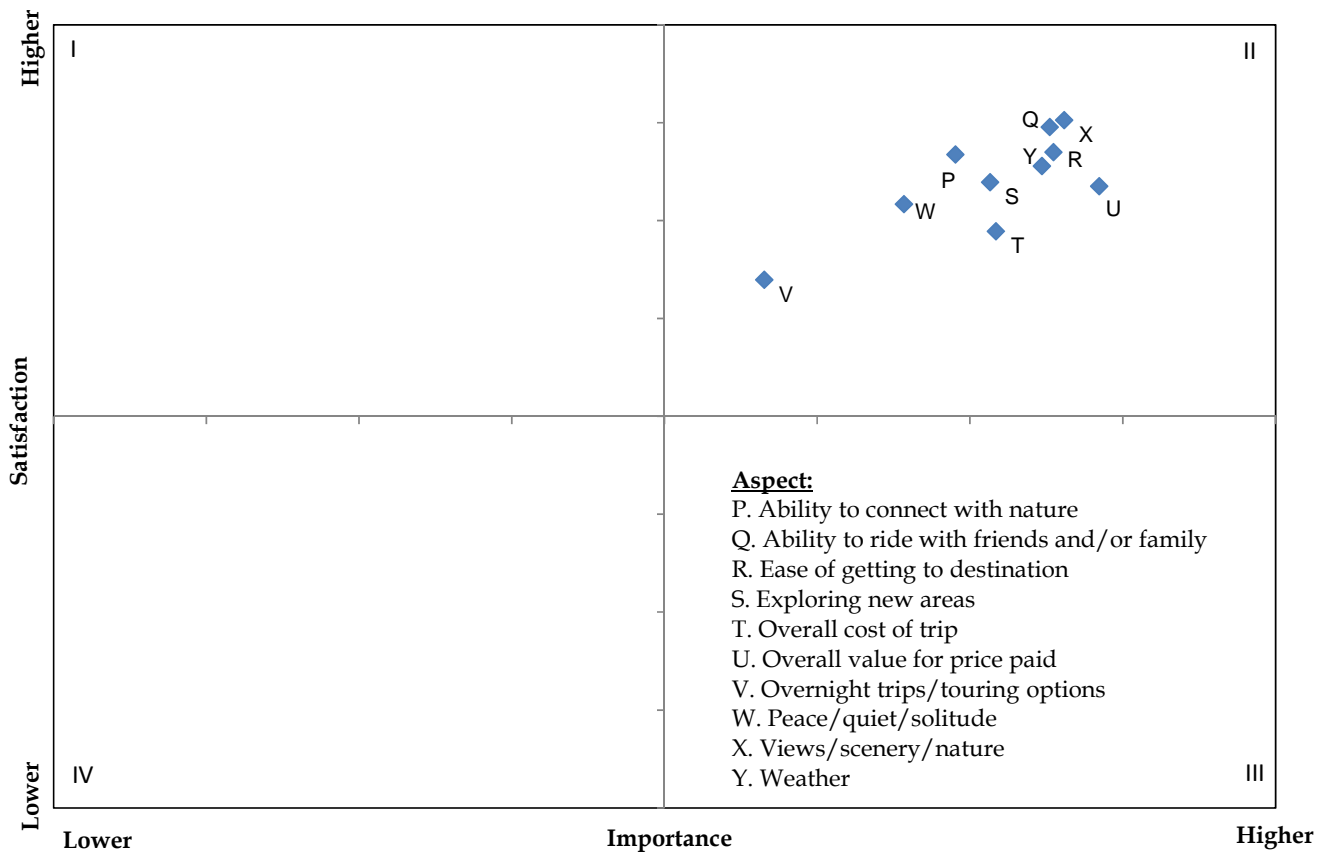


Figure 12. Importance and Satisfaction with Golden (Other Aspects)

Note: Quadrant I (Low Importance/High Satisfaction/); Quadrant II (High Importance/High Satisfaction); Quadrant III (High Importance/Low Satisfaction); and Quadrant IV (Low Importance/Low Satisfaction).

When asked about the satisfaction (or dissatisfaction) with their mountain bike experience in Golden in the follow-up survey, almost three-quarters (72%) of respondents indicated that they were very satisfied, while another fifth (20%) were somewhat satisfied (Figure 13).

When asked if mountain bike travellers were likely to return to Golden to mountain bike in the next 12 months, seven-eighths of mountain bike travellers indicated that they were very likely to return (75%) and somewhat likely to return (12%). Conversely, one-tenth (10%) of all travellers stated that they were somewhat not likely (4%) or not at all likely (6%) to return within the coming year (Figure 14).

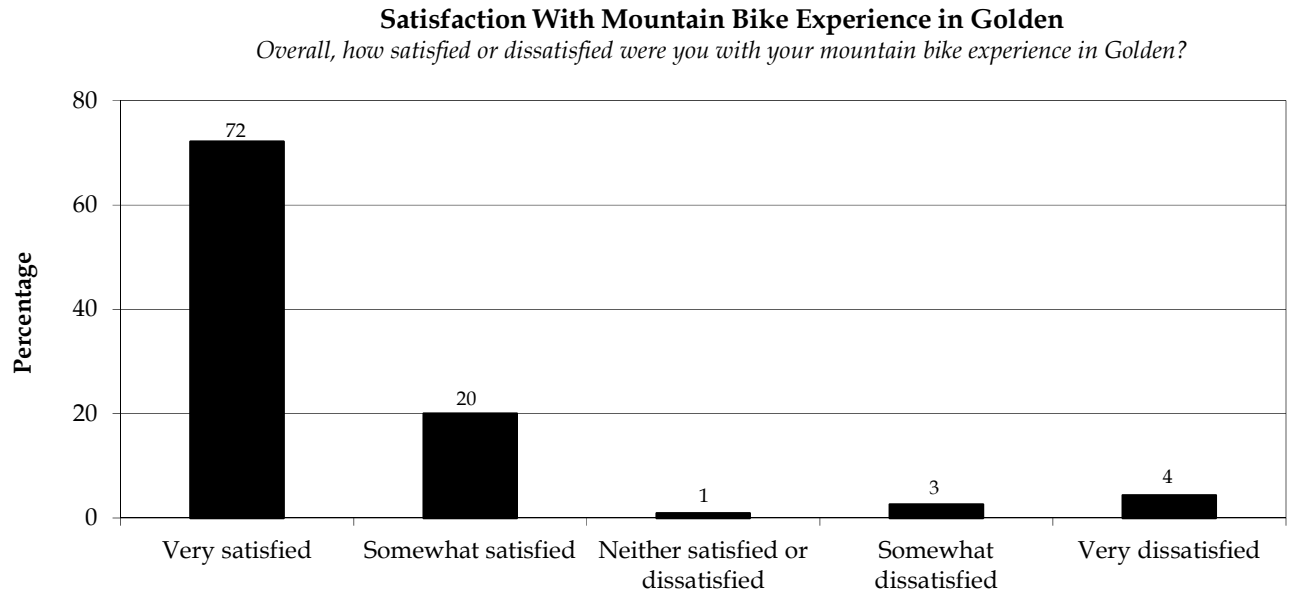


Figure 13. Satisfaction with mountain bike experience in Golden (n=115).

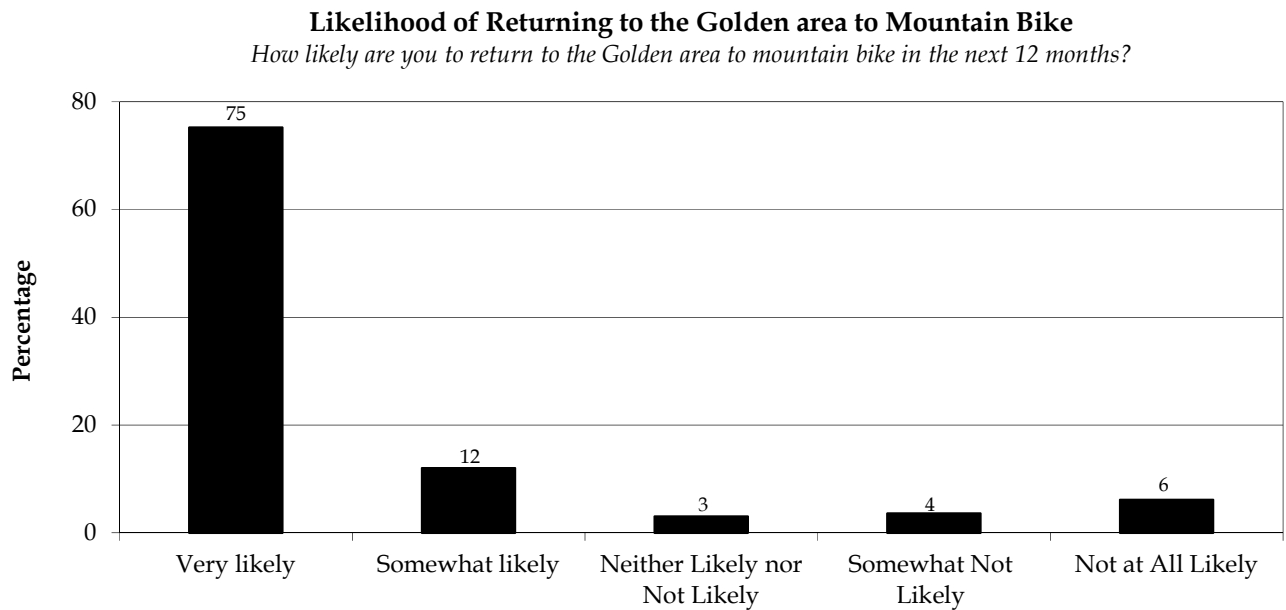


Figure 14. Likelihood of returning to the Golden area to mountain bike in the next 12 months (n=391).



When asked how likely they were to recommend Golden as a place to mountain bike to their friends and family, the vast majority (94%) of mountain bike travellers stated that they were very likely to do so. The remainder (6%) were favourably inclined and somewhat likely to do the same (Figure 15).

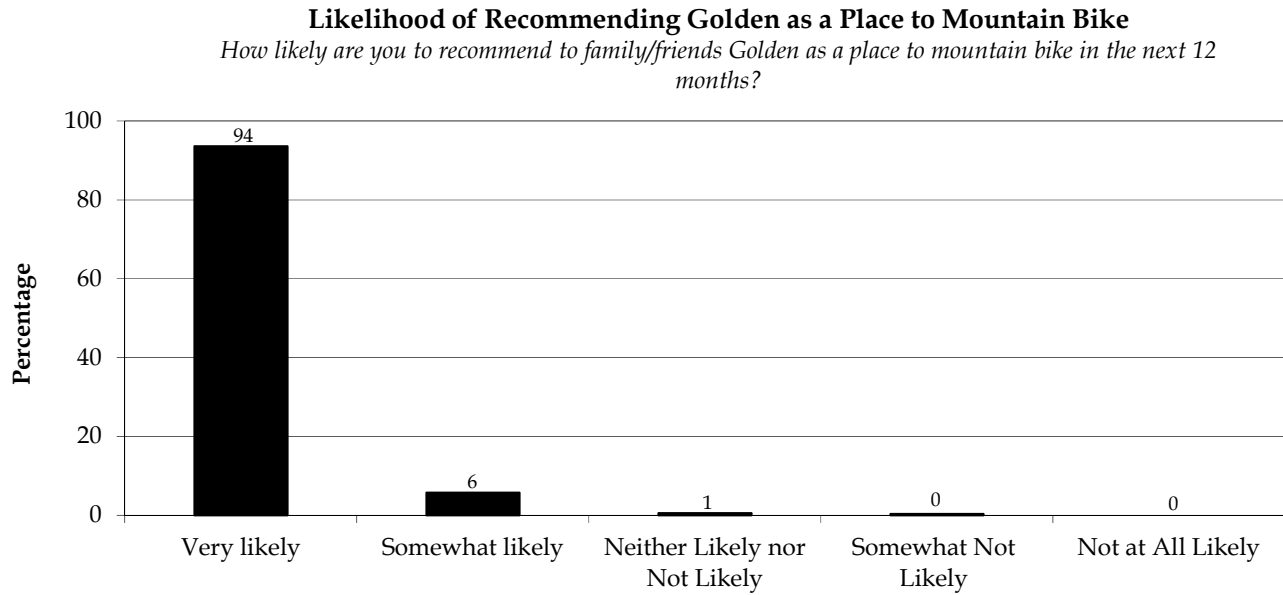


Figure 15. Likelihood of recommending Golden as a place to mountain bike in the next 12 months (n=388).

The follow-up survey asked mountain bike travellers to name mountain biking related features and services they would like to see if they were to revisit Golden. In total, 169 responses were received from 84 participants. The most frequent suggestions included: longer/additional trails (24% of the total responses; 49% of the total respondents), increased services and amenities (15% of responses; 30% of respondents), better trail maintenance (8% of responses; 15% of respondents), bike park structures or practice areas (5% of responses; 11% of respondents), additional bike shops (5% of responses; 10% of respondents), bike related events (5% of responses; 10% of respondents), easier trails for less skilled riders (5% of responses; 10% of respondents), additional and/or better transportation options (5% of responses; 10% of respondents) and better signage (5% of responses; 10% of respondents) (Figure 16; Figure 17). A more detailed listing of these activities, services and attractions is included in Appendix E.

**Mountain Biking Features/Services To See if Revisiting Golden - Percent of Responses**

*What additional mountain biking features and/or services would you like to see if you visited Golden again?*

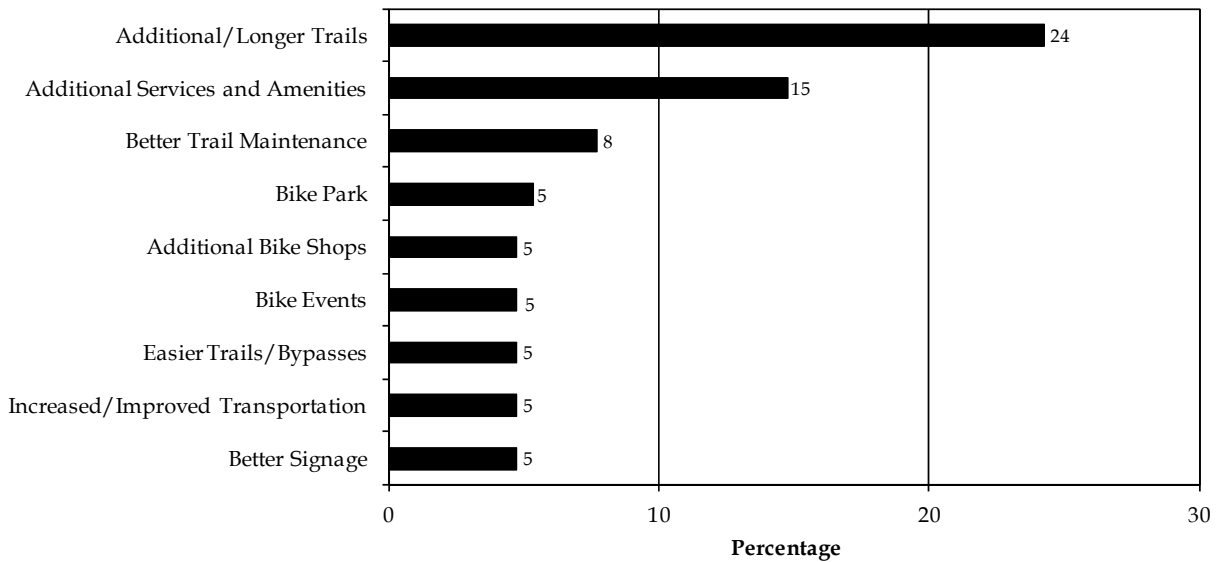


Figure 16. Coded responses to the open-ended question, “What additional mountain biking features and/or services would you like to see if you visited Golden again?” Multiple responses were permitted. Total percentage may not equal 100%. In total, 169 responses were received for this question.

**Mountain Biking Features/Services To See if Revisiting Golden - Percent of Respondents**

*What additional mountain biking features and/or services would you like to see if you visited Golden again?*

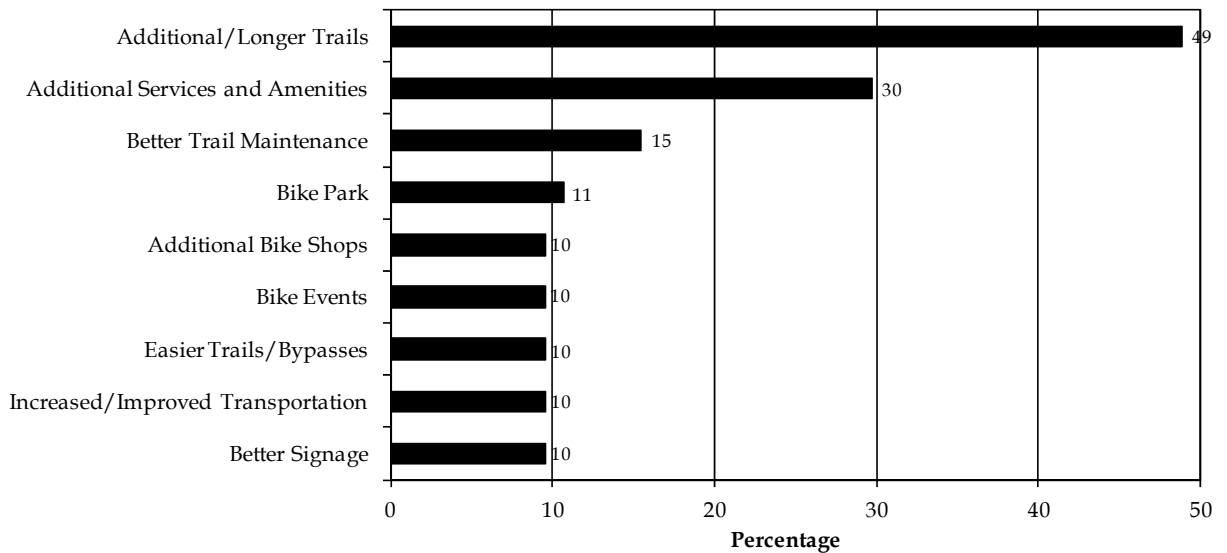


Figure 17. Coded responses to the open-ended question, “What additional mountain biking features and/or services would you like to see if you visited Golden again?” Multiple responses were permitted. Total percentage may not equal 100%. A total of 84 respondents provided answers to this question.

Follow-up survey respondents were asked if they had mountain biked elsewhere on their trip other than the trail at which they were intercepted. Over two-fifths (43%) reported mountain biking at locations other than the one where they completed the intercept survey (Table 22).

Respondents who reported mountain biking elsewhere were asked to specify all the locations they had visited for this purpose. In total, 112 responses were received from 54 survey participants. The most frequently mentioned locations included Whistler (n=9), Canmore (n=9), Panorama (n=9), Mount 7 (n=9), Kicking Horse Mountain Resort (n=7), Fernie (n=5), Invermere (n=5), Revelstoke (n=5), Kamloops (n=4), Sun Peaks (n=4), Moonraker (n=3) and Vernon (n=3) (Table 22).

Table 22. Other mountain bike locations mentioned on same trip

	Responses	Percentage of Responses	Percentage of Respondents <sup>1</sup>
<i>Mountain biked elsewhere on trip</i>	112	100.0%	43%
<b>Kootenay Rockies</b>	<b>53</b>	<b>47.3%</b>	<b>98.1%</b>
Panorama	9	8.0%	16.7%
Mount 7	9	8.0%	16.7%
Kicking Horse Mountain Resort	7	6.3%	13.0%
Fernie	5	4.5%	9.3%
Invermere	5	4.5%	9.3%
Revelstoke	5	4.5%	9.3%
Moonraker	3	2.7%	5.6%
Other Kootenay Rockies	10	8.9%	18.5%
<b>Vancouver, Coast and Mountains</b>	<b>16</b>	<b>14.3%</b>	<b>29.6%</b>
Whistler	12	10.7%	22.2%
Other Vancouver, Coast and Mountains	4	3.6%	7.4%
<b>Thompson Okanagan</b>	<b>21</b>	<b>18.8%</b>	<b>38.9%</b>
Silver Star	9	8.0%	16.7%
Kamloops	4	3.6%	7.4%
Sun Peaks	4	3.6%	7.4%
Vernon	3	2.7%	5.6%
Other Thompson Okanagan	1	0.9%	1.9%
<b>Cariboo Chilcotin Coast</b>	<b>0</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Northern British Columbia</b>	<b>0</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Vancouver Island</b>	<b>1</b>	<b>0.9%</b>	<b>1.9%</b>
<b>Other Canada</b>	<b>15</b>	<b>13.4%</b>	<b>27.8%</b>
Canmore	9	8.0%	16.7%
<b>US</b>	<b>4</b>	<b>3.6%</b>	<b>7.4%</b>
<b>International</b>	<b>0</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Other</b>	<b>2</b>	<b>1.8%</b>	<b>3.7%</b>

1. Multiple responses were permitted. Total percentage may not equal 100%. A total of 54 respondents provided answers to this question.

## Perceptions of Golden

Respondents to the follow-up survey were asked “What do you consider to be unique about Golden as a mountain bike vacation destination?”, “What positive images/characteristics come to mind when you think of Golden?” and “What negative images/characteristics come to mind when you think of Golden?” These image questions were asked in order to identify and quantify respondent perceptions about what Golden is doing right and what Golden may need to work on, in order to continue to attract travellers and extend the time spent by travellers in the region.

A total of 110 follow-up survey respondents included their comments on what they believed were unique aspects of Golden as a mountain bike vacation destination. Since individual participants often made multiple comments, this group provided a total of 265 responses. The most common response was related to the quality/organization of the trails (32% of the total responses; 78% of the total respondents), diversity and type of trails available to mountain bikers (11% of responses; 26% of respondents) and trail access (9% responses; 23% of respondents). Additional comments pertained to Golden being quiet/uncrowded (8% of responses; 20% of respondents), the KHMR/Mount 7 trails (7% of responses; 16% of respondents), trail maintenance (4% of responses; 10% of respondents), the mountain bike culture (4% of responses; 10% of respondents) and scenery (4% of responses; 9% of respondents) (Figure 18; Figure 19). A detailed listing of all comments is provided in Appendix F.

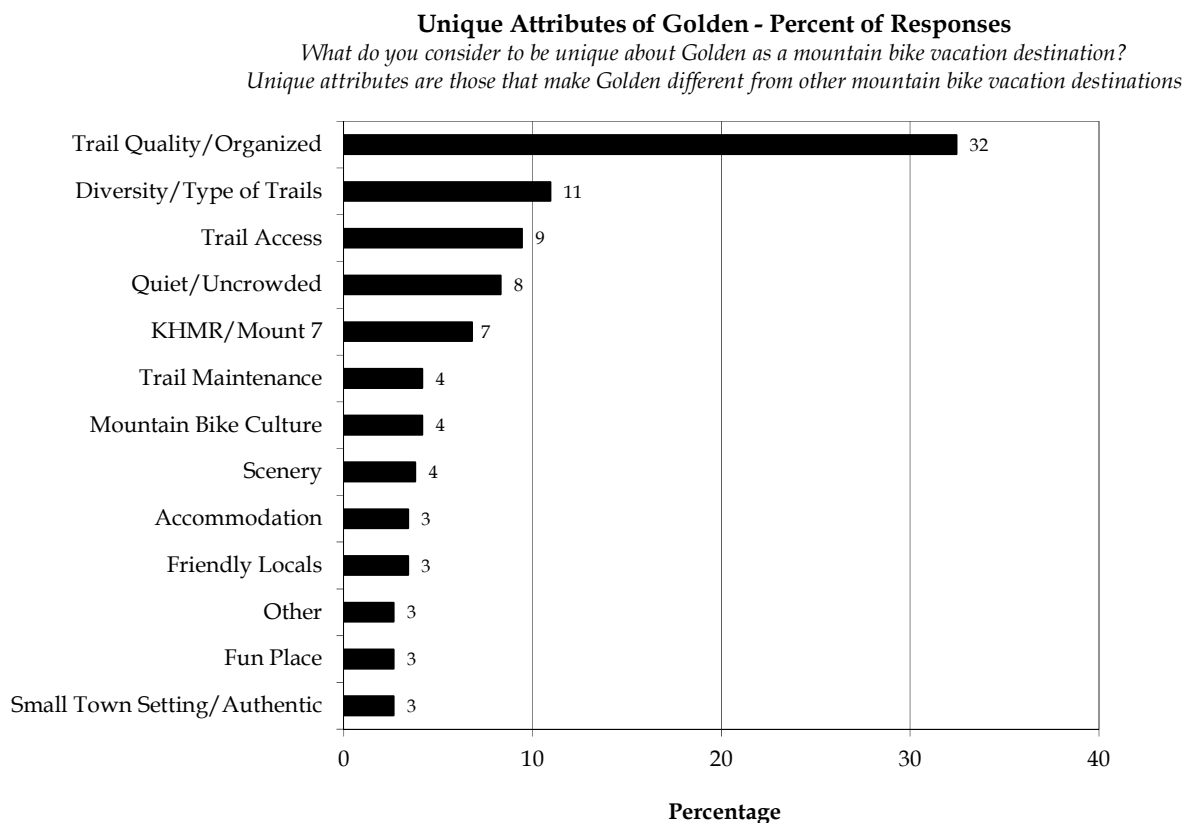


Figure 18. Coded responses to the open-ended question, “What do you consider to be unique about Golden as a mountain bike vacation destination?” Multiple responses were permitted. Total percentage may not equal 100%. In total, 265 responses were received for this question.

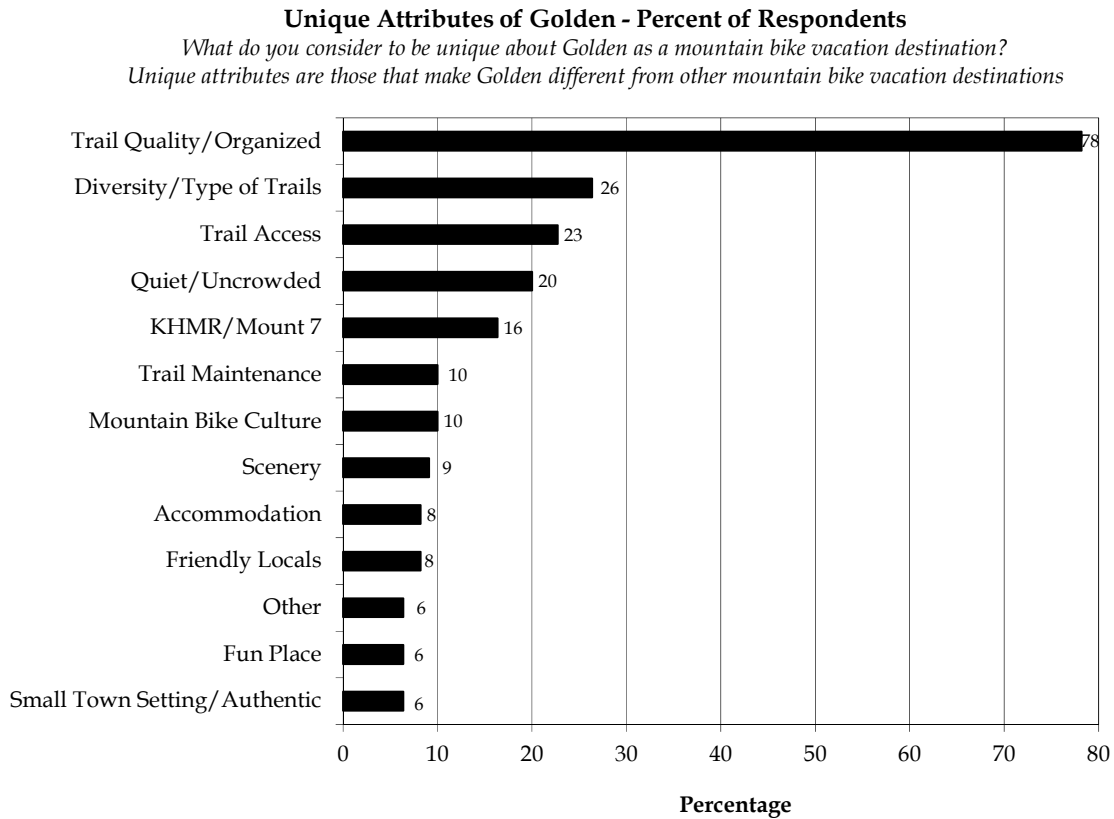


Figure 19. Coded responses to the open-ended question, “What do you consider to be unique about Golden as a mountain bike vacation destination?” Multiple responses were permitted. Total percentage may not equal 100%. A total of 110 respondents provided responses to this question.

A total of 98 follow-up survey respondents included their comments on perceived positive images or characteristics of Golden. This group provided a total of 258 responses to the question. An abundance of things to do (12% of the total responses; 33% of the total respondents) was the most frequently mentioned positive aspect of Golden, followed by its scenic beauty (11% of responses; 30% of respondents) and uncrowded/relaxed atmosphere (9% of responses; 22% of respondents). Other positive characteristics included the trail quality (8% of responses; 20% of respondents), nature (8% of responses; 20% of respondents) and trail accessibility (7% of responses; 18% of respondents) (Figure 20; Figure 21). A listing of positive images/characteristics is included in Appendix G.

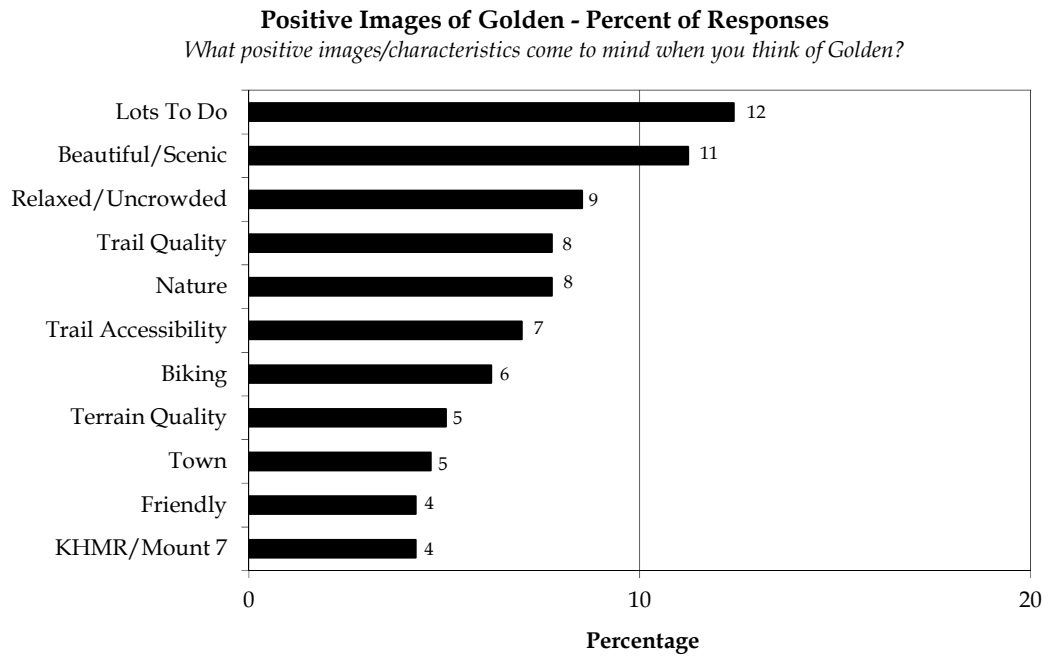


Figure 20. Coded responses to the open-ended question, “What positive images/characteristics come to mind when you think about Golden?” Multiple responses were permitted. Total percentage may not equal 100%. In total, 258 responses were received for this question.

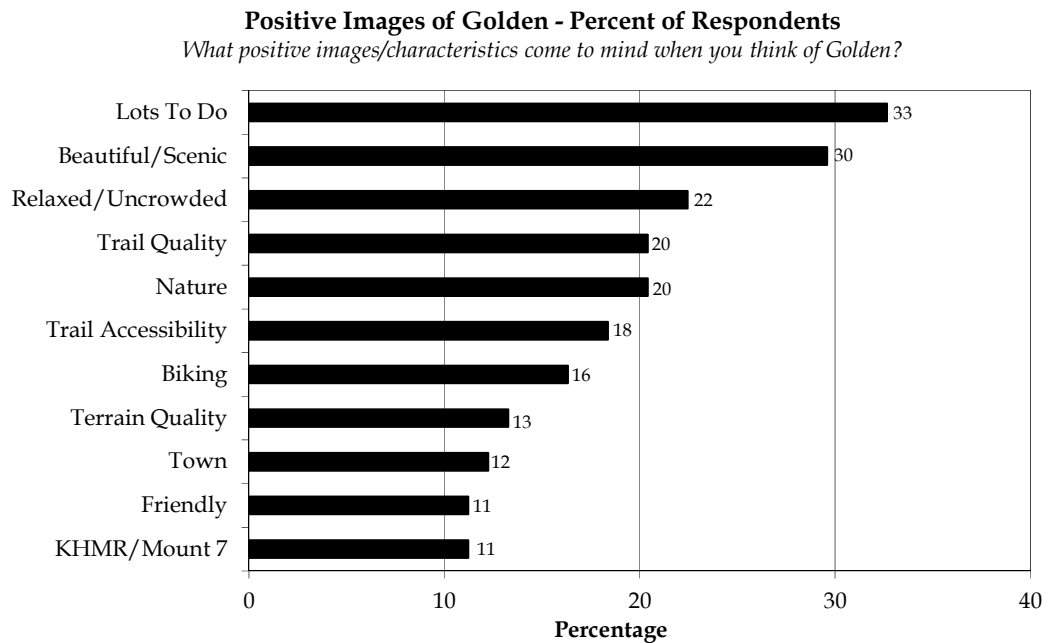


Figure 21. Coded responses to the open-ended question, “What positive images/characteristics come to mind when you think about Golden?” Multiple responses were permitted. Total percentages may not equal 100%. A total of 98 respondents provided responses to this question.

A total of 80 follow-up survey respondents included their comments on perceived negative images or characteristics of Golden, representing almost 63% of all follow-up participants. This group provided a total of 157 responses to the question. The top two responses were related to unappealing appearance of the town (13% of responses; 27% of respondents) and limited amenities/food options (13% of responses; 26% of respondents). Also mentioned frequently was distance and accessibility, a factor that is difficult to remediate (11% of responses; 22% of respondents). Other frequently mentioned factors included cost (10% of responses; 21% of respondents), limited operating hours/lack of night life (10% of responses; 21% of respondents) and trail quality/maintenance (9% of responses; 18% of respondents, Figure 22; Figure 23). A listing of negative images/characteristics is provided in Appendix H.

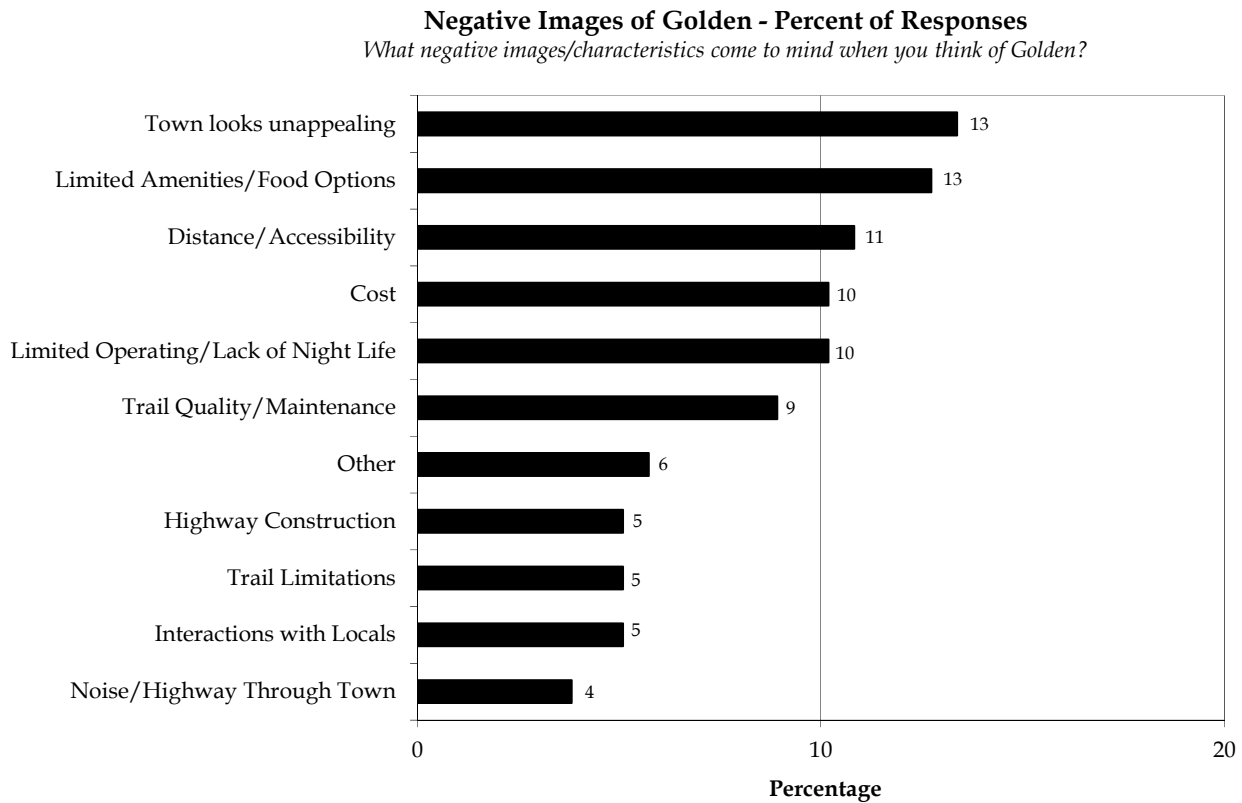


Figure 22. Coded responses to the open-ended question, “What negative images/ characteristics come to mind when you think of Golden?” Multiple responses were permitted. Total percentage may not equal 100%. In total, 157 responses were received for this question. Two percent of responses were attributed to no negative images coming to mind when respondents thought of Golden.

### Negative Images of Golden - Percent of Respondents

*What negative images/characteristics come to mind when you think of Golden?*

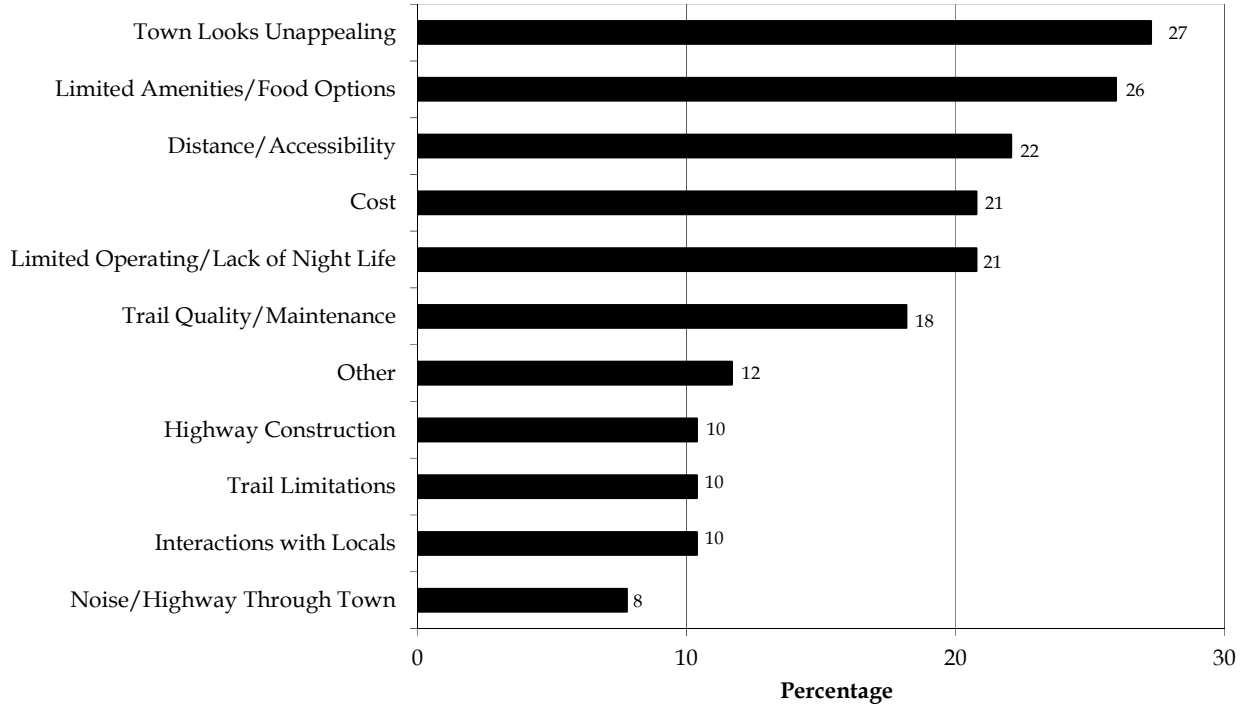


Figure 23. Coded responses to the open-ended question, “What negative images/characteristics come to mind when you think of Golden?” Multiple responses were permitted. Total percentage may not equal 100%. A total of 80 respondents provided responses to this question. For four percent of respondents, no negative images came to mind when thinking of Golden.

### Community Comparison

Follow-up survey respondents were asked which mountain bike vacation destination inside British Columbia they would most likely consider for a future mountain bike vacation. Almost a quarter (24%) of respondents indicated that they would consider Whistler for a future mountain bike vacation. Another fifth (18%) would consider visiting Fernie, while over a tenth (14%) indicated they would consider revisiting Golden/Kicking Horse on their next mountain bike vacation (Table 23).



Table 23. Future mountain bike destinations inside British Columbia

<b>Destination - Inside British Columbia</b>	<b>Percent of Travellers (n=114)</b>
Whistler	23.7%
Fernie	17.5%
Golden/Kicking Horse	14.0%
Somewhere else in British Columbia	14.0%
Kamloops/Sun Peaks	8.8%
Invermere/Panorama	8.8%
North Shore (North Vancouver)	5.3%
Nelson	3.5%
Williams Lake	2.6%
Squamish	0.9%
Cumberland/Comox/Mount Washington	0.9%
None of the above	0.0%

Follow-up survey respondents were also asked which mountain bike vacation destination outside British Columbia they would most likely consider for a future mountain bike vacation. Moab, Utah (19%), Canmore, Alberta (18%) and elsewhere in Alberta (17%) were the destinations respondents were most likely to visit on their next mountain bike vacation outside British Columbia (Table 24).

Table 24. Future mountain bike destinations outside British Columbia

<b>Destination - Outside British Columbia</b>	<b>Percent of Travellers (n=114)</b>
Moab, Utah, United States	19.3%
Canmore, Alberta, Canada	18.4%
Somewhere else in Alberta, Canada	16.7%
Somewhere else in the United States	7.9%
Fruita, Colorado, United States	6.1%
Switzerland	5.3%
Lake Tahoe/North Star, California, United States	4.4%
Somewhere else in Canada	3.5%
Quebec, Canada	2.6%
Downieville, California, United States	2.6%
France	2.6%
Somewhere else in Europe	1.8%
Ontario, Canada	0.9%
Scotland	0.9%
None of the above	7.0%

Mountain bike travellers who considered a mountain bike vacation destination outside of British Columbia were asked whether Golden had better, worse, equal, or similar performance on a series of nine different attributes (variety of terrain/trails, availability of other outdoor activities, bike friendly amenities, difficulty of terrain/trails, ease of getting to destination, overall cost of trip, overall number of trails, reputation as a mountain biking destination and weather). In this analysis, the net difference in the percentage of respondents describing Golden as better is used as an indicator to assess the overall performance of Golden in relation to similar destinations outside of British Columbia. Based on sample sizes associated with the responses, four charts were prepared comparing Canmore, other destinations in Alberta, Moab, and other destinations (excluding Canmore, other destinations in Alberta and Moab) with Golden on these attributes.

Mountain bike travellers felt that Golden had better performance in four out of nine attributes (44%) as compared with similar destinations outside of British Columbia (excluding Canmore, other destinations in Alberta and Moab). In general, Golden was thought to be better than these other destinations in terms of overall trip cost (net difference of +28%), ease of getting to destination (net difference of +23%), difficulty of terrain/trails (net difference of +21%) and availability of other outdoor activities (net difference of +9%). Golden was considered to underperform the other destinations with respect to the overall number of trails (net difference of -25%), weather (net difference of -23%), bike friendly amenities (net difference of -11%), reputation (net difference of -11%) and variety of terrain/trails (net difference of -7%) (Figure 24).

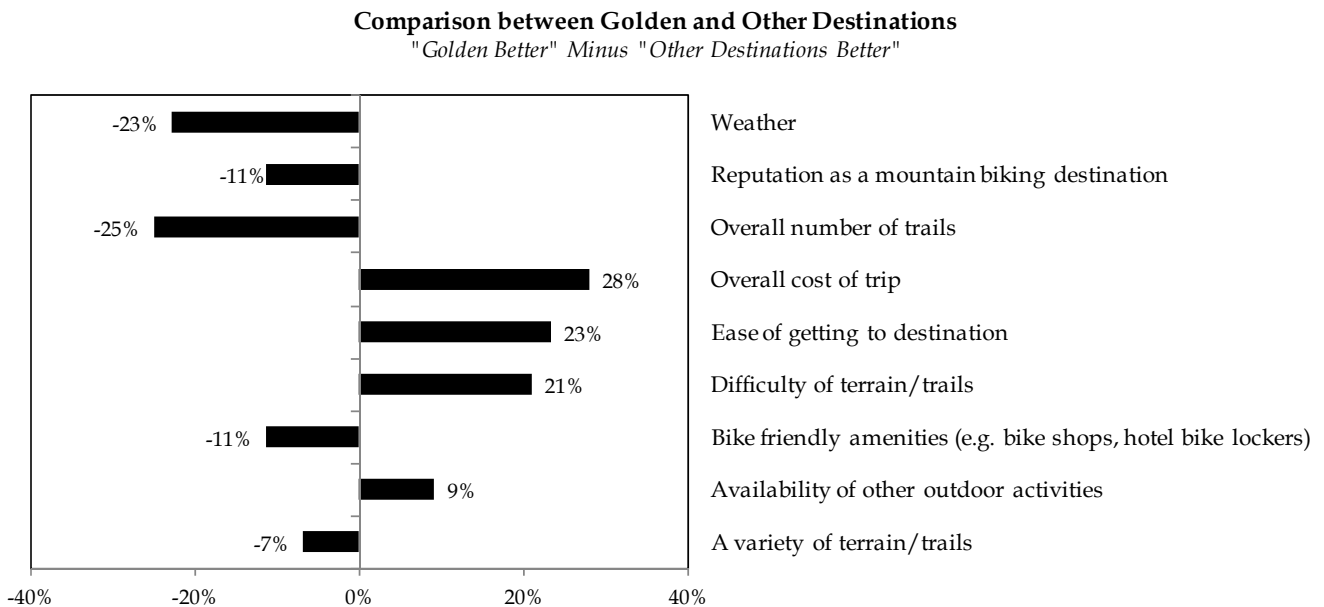


Figure 24. Destination comparison between Golden and other destinations outside of British Columbia in terms of destination competitiveness. Positive percentages show Golden rated better compared to comparison destination (n=44).

Compared with Canmore, Alberta, mountain bike travellers felt that Golden had better performance in five out of nine attributes (56%). In general, Golden was thought to be better than Canmore in terms of the variety of terrain/trails (net difference of +40%), difficulty of terrain/trails (net difference of +40%), the overall number of trails (net difference of +40%), reputation (net difference of +30%) and weather (net difference of +15%). Golden was considered to underperform Canmore with respect to ease of getting to destination (net difference of -70%), availability of other outdoor activities (net difference of -15%), bike friendly amenities (net difference of -15%) and overall trip cost (net difference of -10%) (Figure 25).

**Comparison between Golden & Canmore Alberta**  
 "Golden Better" Minus "Canmore Alberta Better"

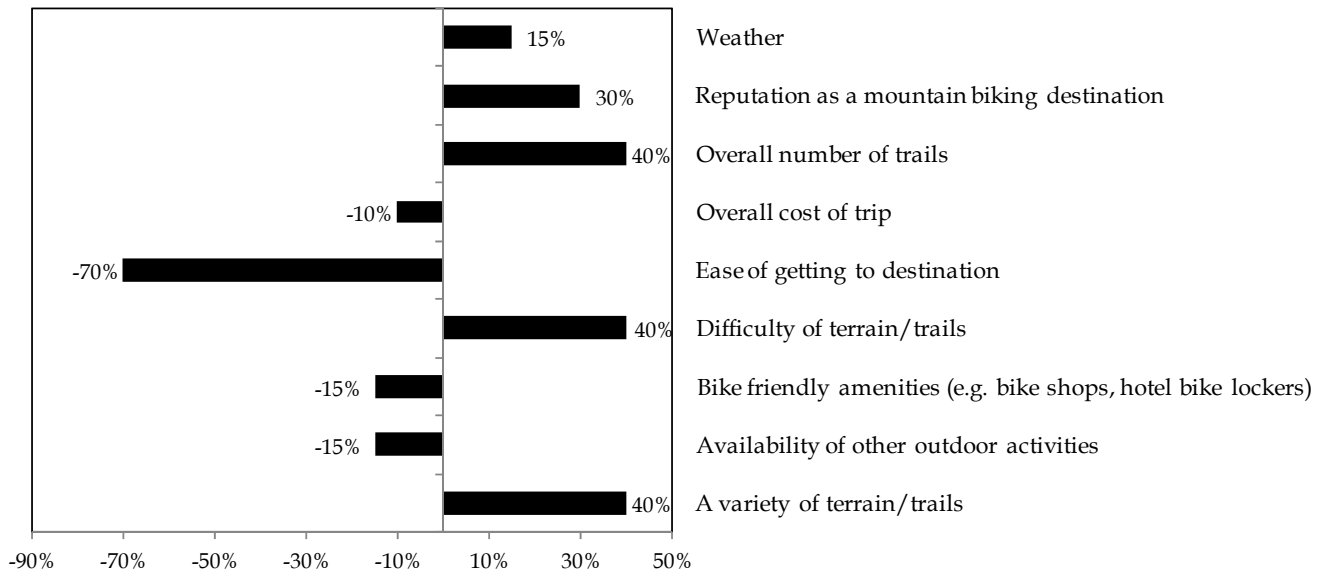


Figure 25. Destination comparison between Golden and Canmore, Alberta in terms of destination competitiveness. Positive percentages show Golden rated better compared to Canmore (n=20).

Compared with destinations in Alberta (excluding Canmore), mountain bike travellers felt that Golden had better performance in seven out of nine attributes (78%). In general, Golden was thought to be better than these Alberta destinations in terms of difficulty of terrain/trails (net difference of +58%), the overall number of trails (net difference of +53%), reputation (net difference of +47%), weather (net difference of +21%), the variety of terrain/trails (net difference of +16%), availability of other outdoor activities (net difference of +16%) and bike friendly amenities (net difference of +11%). Golden was considered to underperform these Alberta destinations (excluding Canmore) with respect to ease of getting to destination (net difference of -68%) and overall trip cost (net difference of -63%) (Figure 26).

**Comparison between Golden and Somewhere Else in Alberta**

"Golden Better" Minus "Somewhere else in Alberta Better"

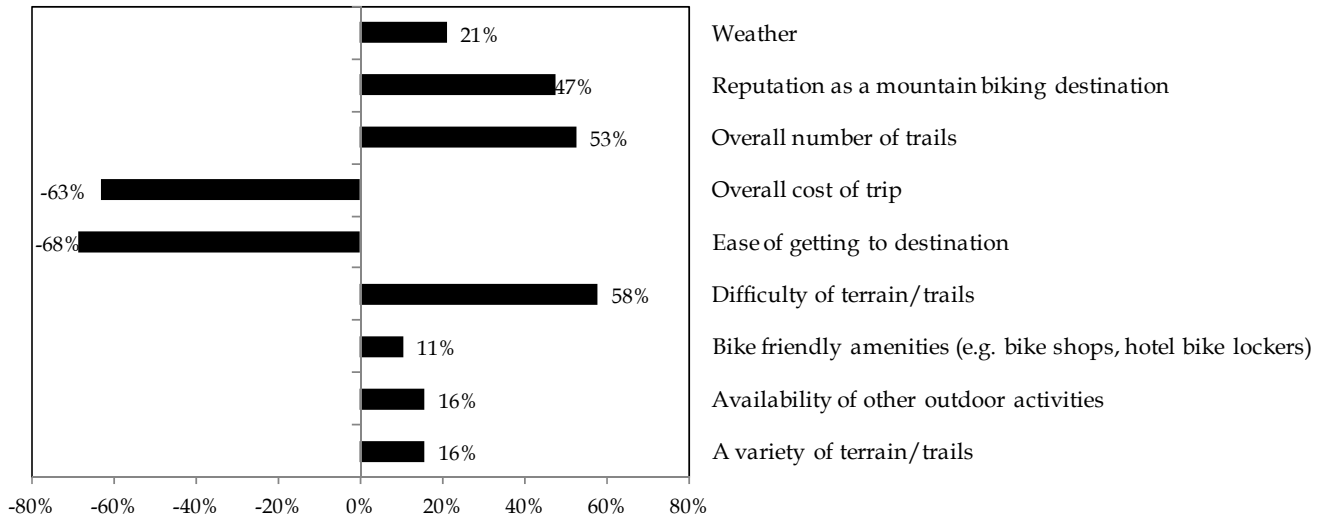


Figure 26. Destination comparison between Golden and Somewhere Else in Alberta (other than Canmore) in terms of destination competitiveness. Positive percentages show Golden rated better compared to destinations other than Canmore in Alberta (n=19).

When follow-up respondents were asked to compare Moab, Utah to Golden on the same attributes, Golden was found to be better in terms of overall cost of trip (net difference of +86%), ease of getting to destination (net difference of +86%) and availability of other outdoor activities (net difference of +14%). Golden was considered to underperform Moab with respect to reputation (net difference of -62%), bike friendly amenities (net difference of -38%), weather (net difference of -29%), variety of terrain and trails (net difference of -29%), number of trails (net difference of -29%) and difficulty of terrain/trails (net difference of -14%) (Figure 27).

**Comparison between Golden and Moab**  
 "Golden Better" Minus "Moab Better"

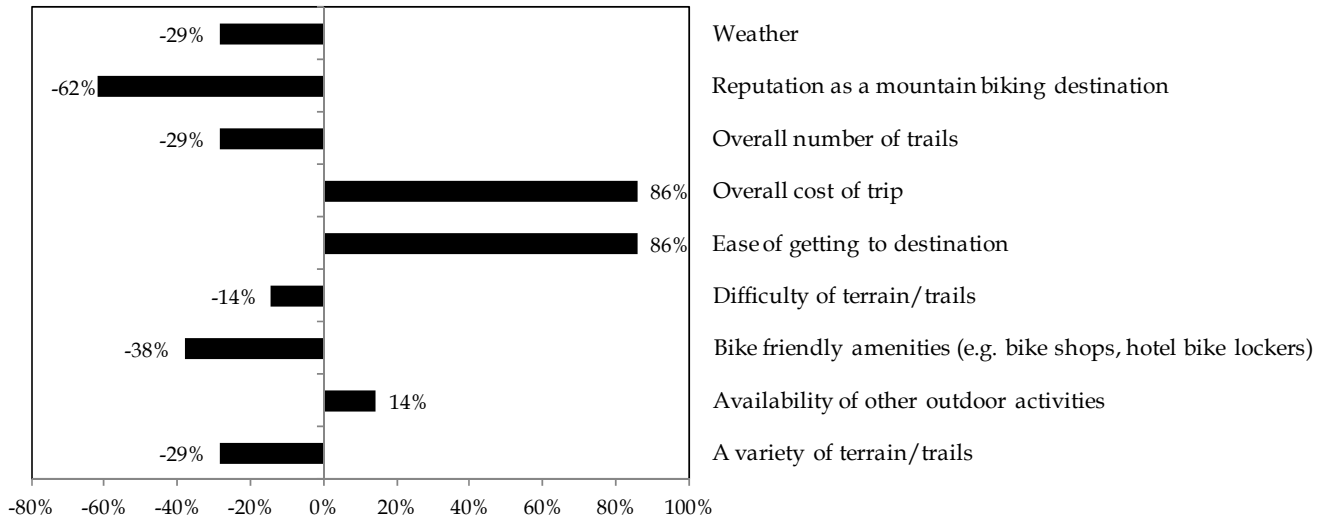


Figure 27. Destination comparison between Golden and Moab, Utah in terms of destination competitiveness. Positive percentages show Golden rated better compared to Moab (n=21).

**Travel Experience in British Columbia**

Respondents to the follow-up survey were asked about their satisfaction with their trip in British Columbia. The majority of mountain bike travellers stated they were either very satisfied (75%) or somewhat satisfied (14%) with their trip (Figure 28).

**Satisfaction With Total Trip in British Columbia**

*Overall, how satisfied or dissatisfied were you with your total trip in British Columbia?*

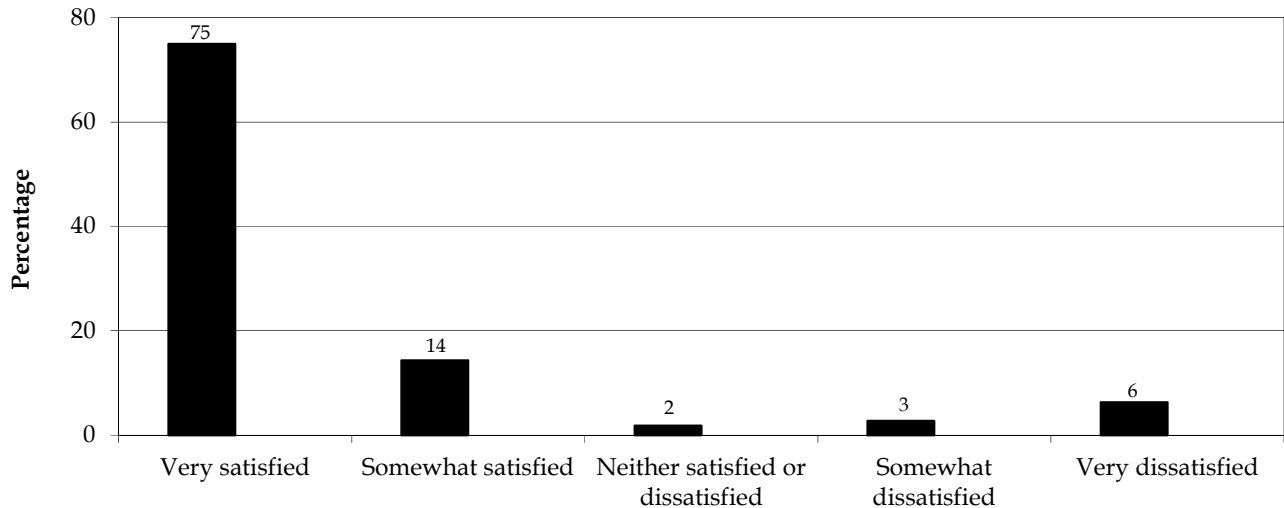


Figure 28. Satisfaction with total trip in British Columbia (n=112)

Respondents to the follow-up survey were also asked about their likelihood of taking another trip in British Columbia in the next two years. Nearly all mountain bike travellers indicated that they were very likely (91%), likely (4%) or somewhat likely (4%) to take another trip in British Columbia in the next two years (Figure 29).

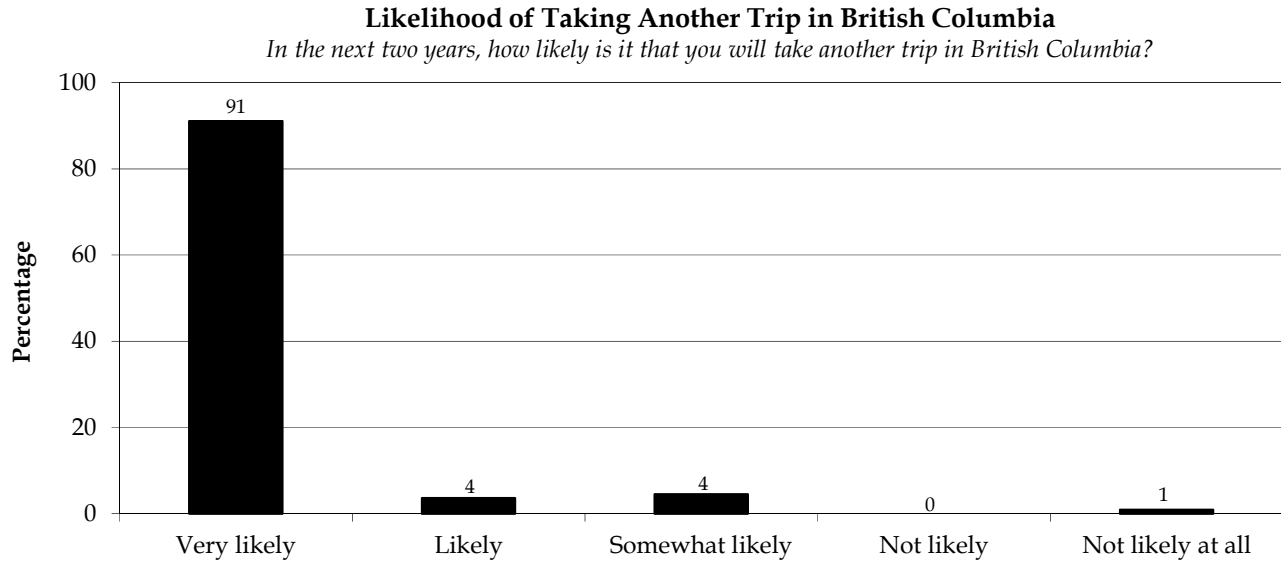


Figure 29. Likelihood of taking another trip in British Columbia in the next two years (n=112)

Those who indicated they were likely to take another trip to British Columbia in the next two years were asked about their likelihood of mountain biking while on another trip in British Columbia. All respondents indicated they were likely to mountain bike while on another trip in British Columbia (91%, very likely; 7%, likely; 2%, somewhat likely) (Figure 30).

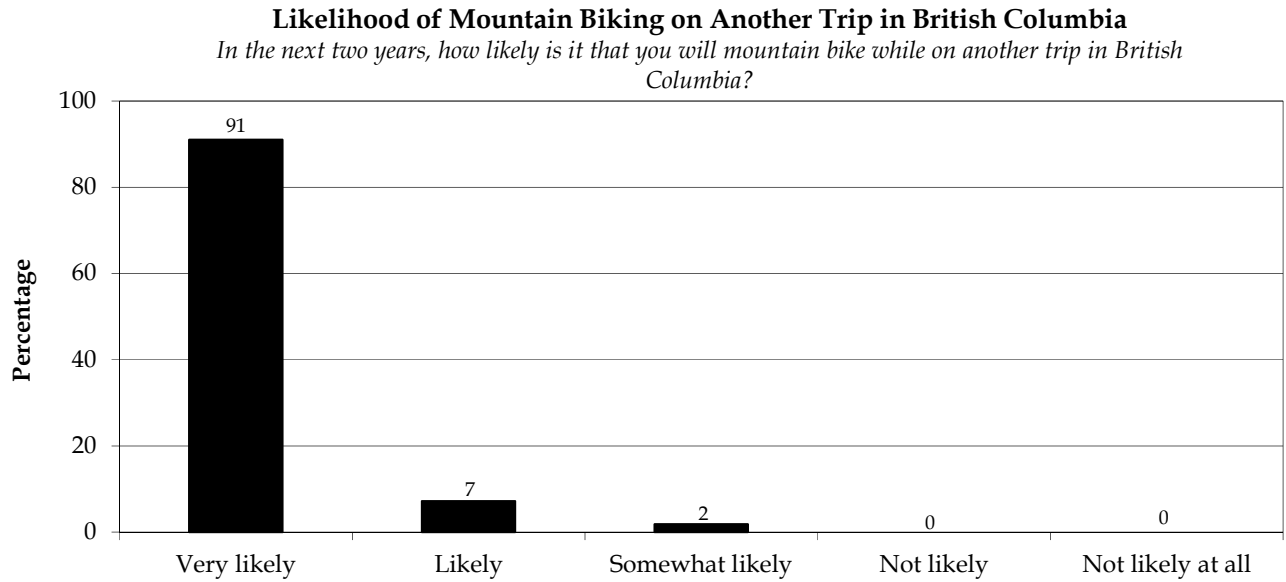


Figure 30. Likelihood of mountain biking while on another trip in British Columbia (n=111)

Those who indicated they were likely to mountain bike while on another trip in British Columbia were asked about the likelihood of the trip being driven by a motivation to mountain bike. Nearly all these respondents indicated that they were likely to take a trip motivated by mountain biking (90%, very likely; 5%, likely; 2%, somewhat likely). Only a handful indicated that mountain biking was not likely (2%) or not likely at all (1%) to be the motivating factor for their potential trip to British Columbia (Figure 31).

### Likelihood of Mountain Biking Being Main Motivation for Taking Another Trip in British Columbia

*In the next two years, how likely is it that you will take another trip in British Columbia with the main motivation of the trip being mountain biking?*

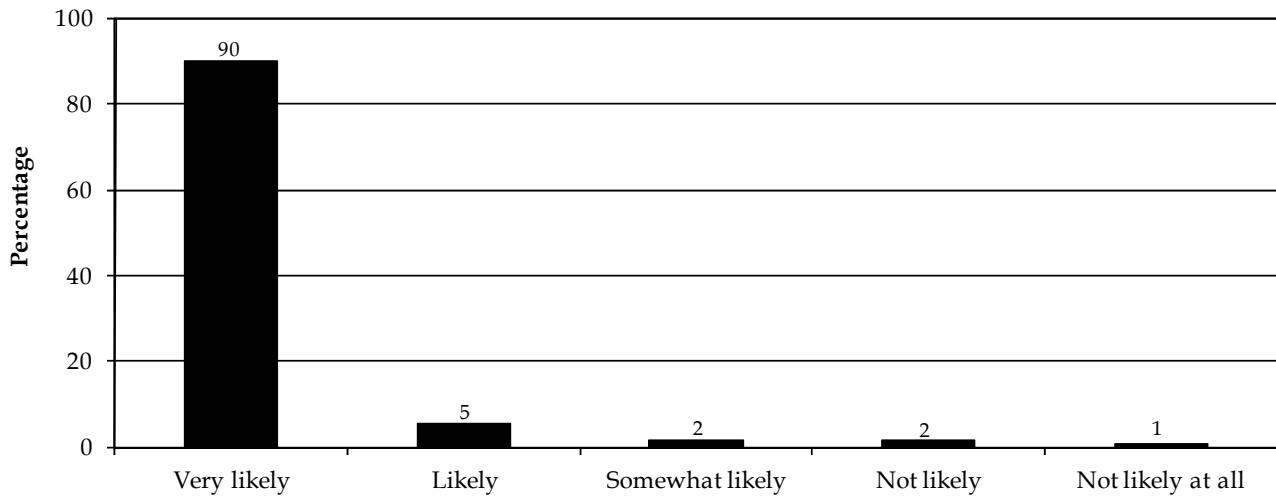


Figure 31. In the next two years, how likely is it that you will take another trip in British Columbia with the main motivation of the trip being mountain biking? (n=110)

### Expenditures

Travellers were asked to provide their best estimate for their travel party's total trip expenditures for the entire duration of their planned stay in British Columbia in a number of categories. These included all taxes and tips and travel packages they may have purchased. Consistent with earlier findings that most (98%) were using cars/trucks/motorcycles as their main mode of transportation, a majority of respondents (90%) reported expenditures on gasoline and repairs for vehicles, a minority (4%) rented their vehicles and fewer (3%) spent money on parking and local buses and taxis. Food and beverage purchases at restaurants/bars (83%) and at stores (79%) were also reported with high frequency. Accommodation related expenditures were reported by almost three-quarters (72%) of respondents. Over two-thirds (68%) bought bike lift tickets and over half (55%) spent money on mountain bike repairs, rentals and equipment. Almost a third (30%) participated in shopping for clothing and other items, and over a quarter (27%) spent money on recreation and entertainment (Table 25).



Table 25. Overview of total travel party expenditures for planned stay in British Columbia

	Number of Travellers	Percentage of Travellers
Transportation Operation - includes gasoline and repairs for vehicles	350	89.5%
Food and Beverage at restaurants/bars? (Including any food and beverages)	323	82.6%
Food and Beverage/Groceries at stores (Including any groceries/beverages)	308	78.6%
Paid Accommodation (Hotel, motels, vacation rentals, camping, etc).	247	71.8%
Bike Lift Tickets	261	67.8%
Mountain bike repairs, rentals, equipment or related expenditures	215	54.7%
Shopping (Including clothing and other shopping)	112	29.6%
Other Recreation/ Entertainment	103	26.9%
Transportation Rentals (Car/truck, insurance fees, etc)	14	3.6%
Local Transportation - includes local taxis, local buses, and parking	10	2.5%
Other	7	1.8%

Trip expenditures for each category were aggregated and divided by the total number of days that travellers reported spending away from home on their trip to produce an estimation of daily travel party expenditures. These expenditures were further divided by the total number of persons in the travel party to estimate average per person daily expenditures. Overall, mountain bike travellers reported an average of \$231.38 per day for their travel party (\$87.19 per person) during their trip (Table 26).

Parties from elsewhere in Canada (\$254.04) and Alberta (\$237.37) spent above average, while those from British Columbia spent slightly less than the average (\$224.58), and those from the US (\$177.05) and international visitors (\$143.11) spent considerably less than the average. These differences narrowed considerably when comparing expenditures at the per person level. Caution should be used when interpreting these results, due to small sample sizes (n = 26 for elsewhere in Canada, n=13 for the US and n=12 for international travellers) (Table 26).

The highest travel party expenditures were among those whose primary accommodation was at a rental house/condo (\$403.92 or \$90.58 per person per day). Not surprisingly, parties who indicated that their primary form of accommodation was with friends or relatives spent considerably less per day (\$158.62 or \$70.91 per person per day). Caution should be used when interpreting some of these results, due to small sample sizes; for example, n=13 for rental house/condo (Table 26).

It is not surprising that average per party daily expenditures increases with party size. Solo travellers spent an average of \$106.34, while those travelling in large travel parties of 7 or more persons spent an average of \$489.28 per day (Table 26). Small sample sizes among travel parties of 7 or more persons (n=12) mean that these results should be interpreted with caution.

Respondents between the ages of 25-34 (\$243.63 or \$94.18 per person per day) and 35-44 (\$244.29 or \$92.71 per person per day) reported the highest average travel party expenditures. The lowest travel party expenditures were reported among parties where the respondent was aged 55-64 (\$159.68 or

\$44.27 per person per day). Again, however, small sample sizes in some categories limit the ability to draw conclusions (Table 26).

Table 26. Average daily expenditures of travellers by origin, primary accommodation, travel party size and age

<b>\$ CDN Daily Expenditures*</b>	<b>Average Per Party Daily Expenditure (n=378)</b>	<b>Average Per Person Daily Expenditure (n=378)</b>
<b>Overall</b>	\$231.38	\$87.19
<b>Origin<sup>1</sup></b>		
British Columbia	\$224.58	\$85.70
Alberta	\$237.37	\$89.22
Other Canada	\$254.04	\$92.46
US**	\$177.05	\$69.76
Other International**	\$143.11	\$60.33
<b>Primary Accommodations<sup>2</sup></b>		
Hotel/Motel	\$263.62	\$109.01
Campground/RV	\$180.84	\$73.39
Friends or Relatives	\$158.62	\$70.91
B&B**	\$315.52	\$142.67
Resort	\$297.42	\$104.39
Second Home	\$198.41	\$48.73
Rental House/Condo**	\$403.92	\$90.58
Hostel**	\$103.33	\$103.33
Other**	\$80.00	\$46.67
<b>Travel Party Size<sup>3</sup></b>		
1 person	\$106.34	\$97.55
2 people	\$203.89	\$99.65
3-6 people	\$269.85	\$75.54
7 or more people**	\$489.28	\$60.72
<b>Age<sup>4</sup></b>		
Under 24 Years	\$167.30	\$61.72
25-34 Years	\$243.63	\$94.18
35-44 Years	\$244.29	\$92.71
45-54 Years	\$240.38	\$81.66
55-64 Years**	\$159.68	\$44.27

\* The top and bottom 2% of responses were trimmed to ensure an accurate mean daily per person expenditure.

\*\* Please use caution when interpreting these results, as the sample size is less than 20 for the categories indicated.

1. Overall sample sizes for origin: British Columbia n=72; Alberta n=255; Other Canada n=26; US n=13; Other International n=12.
2. Overall sample sizes for primary accommodations: Hotel/Motel n=69; Campground/RV park n=118; Friends or relatives n=34; B&B n=11; Resort n=50; Second home n=24; Rental house/condo n=13; Hostel n=2; Other n=2.
3. Overall sample sizes for travel party size: 1 person n=46; 2 people n=148; 3-6 people n=172; 7 or more people n=12.
4. Overall sample sizes for age: Under 24 years n=53; 25-34 years n=174; 35-44 years n=95; 45-54 years n=49; 55-64 years n=3; 65 years or older n=0.

## Mountain Biking Characteristics

When asked about the different types of mountain biking they normally participated in, almost seven-eighths (85%) of mountain bike travellers reported participating in downhill biking. Two-thirds (66%) participated in cross-country/all mountain type of mountain biking and another third (31%) participated in freeriding (31%). A smaller (17%) proportion participated in bike skills/dirt jumping (Table 27).

Table 27. Mountain biking normally participated in

Kind of Mountain Biking (multiple responses)	Percentage of Travellers (n=393) <sup>1</sup>
Downhill	85.0%
Cross Country/All Mountain	65.9%
Freeriding	31.0%
Bike Skills/Dirt Jumping	17.3%
Other <sup>2</sup>	4.8%

1. Multiple responses were permitted. Total percentage may not equal 100%.

2. Other includes road riding (n=14), family trails/trails (n=3), BMX (n=2), commuting (n=1), 4-cross (n=1), street (n=1) and cyclocross (n=1).

In terms of experience, the vast majority of mountain bike travellers to Golden were experienced mountain bikers. A third (32%) were at intermediate levels and still learning, two-fifths (39%) were at the advanced level, and almost a quarter (23%) were at the expert level (Table 28).

Table 28. Level of mountain bike experience

Experience Level	Percentage of Travellers (n=390)
Beginner – Just getting into mountain biking (Green)	6.4%
Intermediate – Been doing for a little while, still learning lots (Blue)	31.8%
Advanced – Been doing for quite a while (Black)	38.7%
Expert – Ride the most advanced trails (Double Black)	23.1%

Respondents intercepted at Cedar Lake had an above-average proportion of riders at the advanced experience level (55%) and a lower than average proportion of expert riders (9%). Respondents intercepted at Reflection Lake had a lower than average proportion of intermediate level riders (13%) and a greater than average share of expert riders (40%) (Table 29).

Table 29. Level of mountain bike experience by trail intercepted<sup>1</sup>

Experience Level	All Travellers (n=390)	Kicking Horse Mountain Resort (n=77)	Cedar Lake (n=26)	Reflection Lake (n=83)
Beginner	6.4%	6.3%	8.6%	2.5%
Intermediate	31.8%	35.7%	27.6%	12.5%
Advanced	38.7%	33.9%	55.2%	45.0%
Expert	23.1%	24.1%	8.6%	40.0%

1. For sample size reasons, excludes Columbia Bridge (n=5) and other (n=1).

From a geographic perspective, beginner level riders were more likely to be found among US travellers as well as among Canadians from provinces east of Alberta. British Columbia and Alberta travellers were more likely to be advanced/expert riders. International riders, riders from the US and from Canadian provinces other than British Columbia have the highest proportion of intermediate level riders (Figure 32). Due to the small sample size for US and Other International, information provided should be interpreted with caution.

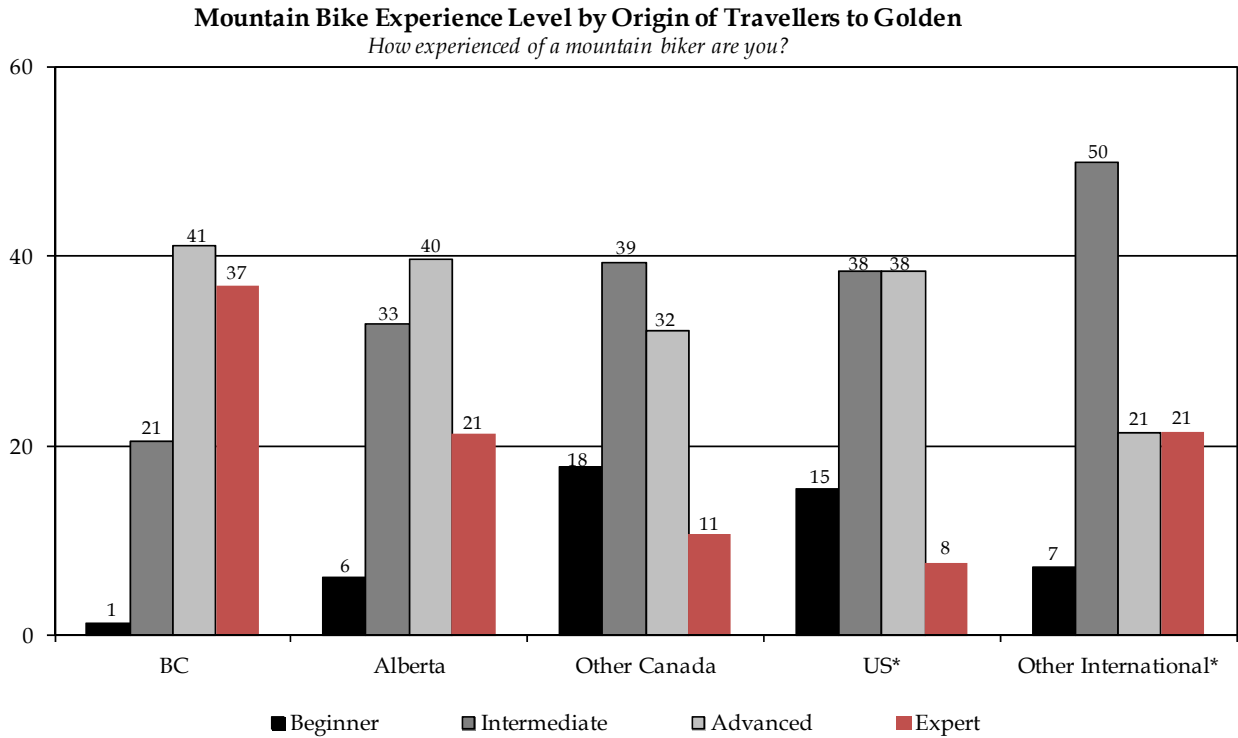


Figure 32. Average Mountain Bike Experience Level (n=73 'BC'; n=262 'Alberta'; n=28 'Other Canada'; n=13 'US'; n=14 'Other International').

\* Data for US and Other International should be interpreted with caution, due to small sample sizes.

Over four-fifths (84%) of mountain bike travellers reported taking at least one overnight trip for the purpose of mountain biking in the previous 12 months. On average, respondents had taken over 6 overnight mountain biking trips during this time period (Table 30).

Table 30. Overnight trips taken to purposely go mountain biking in the last 12 months, excluding this trip

Overnight Trips	Percentage of Travellers (n=391)
None	16.1%
1	7.9%
2	10.7%
3	11.3%
4 - 5	16.6%
6 - 10	21.5%
11 - 20	11.5%
21 or more	4.3%
<i>Average</i>	<b>6.28</b>
<i>Median</i>	<b>4.00</b>

Follow-up survey respondents were asked about the total number and types of bikes they currently owned. Over two-fifths (45%) of respondents owned 4 or more bikes, a fifth (21%) owned 3 bikes and a similar proportion (21%) owned 2 bikes (Table 31).

Table 31. Number of bikes owned

Number of Bikes	Percentage of Travellers (n=112)
1	13.4%
2	21.4%
3	20.5%
4	17.0%
5	11.6%
6	6.3%
7 or more	9.8%
<i>Average</i>	<b>3.70</b>
<i>Median</i>	<b>3.00</b>

The most popular type of bike was the full suspension mountain bike, owned by over seven-eighths (88%) of mountain bike travellers. Next in popularity were hardtail mountain bikes (50%) and road bikes (32%). Less popular types of bikes were single speed (15%), rigid mountain (13%), BMX (13%), cross (10%), downhill (8%), commuter/town or commuter/city bikes (7%) and hybrid bikes (6%) (Table 32).

Table 32. Type(s) of bike(s) currently owned by mountain bike travellers

Type of Bike	Percentage of Travellers (n=112) <sup>1</sup>
Full suspension mountain	88.4%
Hardtail mountain	50.0%
Road	32.1%
Single speed	15.2%
Rigid mountain	13.4%
BMX	12.5%
Cross	9.8%
Hybrid	6.3%
Other	22.3%
Downhill	8.0%
Commuter/town commuter/city bike	7.1%
Cross country	2.7%
Unicycle	2.7%
Dirt jump	2.7%
Touring	2.7%
Cruiser	1.8%
All mountain	1.8%
Tandem	0.9%
Other <sup>2</sup>	2.7%

1. Multiple responses were permitted. Total percentage may not equal 100%.

2. Other includes cargo (n=1), foldable (n=1) and trials (n=1).

General comments provided by mountain bike travellers in the intercept survey are included in Appendix I and to the follow-up survey in Appendix J.

## Conclusions

### 1. Mountain bike travellers who were interviewed at Golden:

- Were likely to be from Alberta (68%),
- Were likely to be between the ages of 25-34 (46%) or 35-44 (26%),
- Were likely to have attained a university degree (50%) or a college diploma (22%),
- Were not likely to be members of a mountain biking or a trails society/club (61%),
- Were most likely to be travelling without children (78%),
- Were experienced mountain bikers (94% were at an intermediate or higher level),
- Were most likely to be riding their own personal bikes (81%),
- Had experience with mountain biking vacations (84% had taking at least one overnight trip for the purpose of mountain biking in the previous 12 months),
- Were most likely to rate themselves as either very satisfied (72%) or somewhat satisfied (20%) with their mountain bike experience in Golden, and
- Were most likely to rate themselves as either very satisfied (75%) or somewhat satisfied (14%) with their overall trip to British Columbia.

### 2. Trip characteristics of mountain bike travellers interviewed at Golden:

- The primary trip purpose was leisure (96%),
- Cars/trucks/motorcycles were the primary modes of transportation for most travellers (98%),
- Campground/RV park was the primary accommodation type (36%), followed by hotel/motel (22%),
- The three most frequent non-mountain biking activities were visiting a municipal, provincial or national park, or a natural area outside a park (37%), fine dining (31%) and hiking (28%),
- Nearly three-fifths (55%) of travellers started planning their trip no more than 2 weeks prior to departure,
- When starting to plan their trip, almost three-fifths (55%) of all travellers considered a mountain bike trip first and then chose their destination,
- Past experience (73%), advice from family and friends (40%) and mountain biking related websites (33%) were among the top information sources used before travel,
- Past experience (43%), advice from family and friends (26%) and visitor guides and brochures (22%) were the top three information sources used by mountain bike travellers during their travel,
- The Golden area was the primary destination of almost three-quarters (71%) of travelers, who were spending, on average, 3 days in the region.
- The average time away from home on the trip was 7 days and travellers intended to spend 6 of those days in British Columbia.

3. This profile of mountain bike travellers can be applied:
  - To serve as a resource of relevant market intelligence as it relates to Golden and area mountain bike products.
  - To ensure that information provided on mountain bike trails reflects the needs of mountain bike travellers.
  - To better understand the characteristics of those travelling to and within the Golden area for the primary purpose of mountain biking.
  - To assist in business planning and management of new and existing tourism businesses in the Golden area and Kootenay Rockies region.
  - To inform the design of a marketing plan to attract more mountain bike travellers to Golden.
  - Overnight leisure travellers indicated that they were likely to consider visiting the Golden area again for a future vacation. It is useful to understand the appeal of mountain biking and the area in general, in order to continue to differentiate Golden and enhance its attractiveness as a tourism destination.
  
4. The vast majority (92%) of mountain bike travellers to Golden reported satisfaction with their mountain bike experience, seven-eighths (87%) were likely to return to Golden to mountain bike in the next 12 months, and the overwhelming majority (99%) would recommend Golden as a place to mountain bike to friends and family.
  
5. When asked about their satisfaction and perceived importance of mountain bike trails/riding aspects, community offerings and other aspects, travellers felt Golden met their expectations. However, if they were to revisit Golden, respondents suggested improvements in mountain biking related features and services including: longer/additional trails, additional services and amenities, better trail maintenance, bike parks, additional bike shops, more biking events, easier trails/bypasses, increased/improved transportation and better signage.
  
6. Mountain bike travellers reported using mountain biking related websites, Tourism Golden's website, Mountain Biking BC's website, other local regional tourism websites and other internet sites in planning for their trip. As the internet solidifies its position as an integral and increasingly relied-upon source of information for travellers, it presents opportunities and challenges for those tasked with marketing and information content delivery.



## Limitations

1. These results are representative of mountain bike travellers intercepted between July 1 and September 5, 2011. The results presented here will differ from other travellers and from travellers visiting at different times of the year. Additionally, as the study period represents the peak tourism period, applying these findings to extrapolate to the remaining months in the year could result in significant discrepancies compared to overall annual patterns.
2. Some of the statistics contained within this report were produced with small sample sizes; consequently, some of the results should be treated with caution. This has been noted in the report where applicable.
3. Results presented here do not represent the full range of analysis that can be completed with the data collected. For example, a profile of travellers from Alberta could be developed. Please contact Nancy Radman, Research, Planning and Evaluation, Ministry of Jobs, Tourism, and Skills Training (Nancy.Radman@gov.bc.ca) for more information on obtaining custom reports using this data.

## Appendices

Appendix A - Interview Schedule and Interviews Completed

Appendix B - Questionnaires

Appendix C - Response Bias Testing

Appendix D - Trail-Specific Traveller Profile

Appendix E - Additional Mountain Biking Features/Services to See if Revisiting (Open-Ended)

Appendix F - Uniqueness of Golden as a Mountain Bike Vacation Destination (Open-Ended)

Appendix G - Positive Images/Characteristics of Golden (Open-Ended)

Appendix H - Negative Images/Characteristics of Golden (Open-Ended)

Appendix I - General Comments from Intercept Survey Participants

Appendix J - General Comments from Follow-Up Survey Participants

## **Appendix A - Interview Schedule and Interviews Completed**

Table A1. The day and number of travellers approached, the number who agreed to the interview, the number who participated previously, the number of residents, the number of refusals and the number of independent tourists interviewed at Golden during the study period.

	Golden (July 1 to September 5, 2011)						
	Number of People Approached	Refused	Agreed to Participate	Previous Participation	Residents	Non-Residents	Useable Tourist Surveys
July 1	26	1	25	0	5	20	20
July 2	16	1	15	1	7	7	7
July 3	35	1	34	1	16	17	17
July 4	9	1	8	1	4	3	3
July 7	19	0	19	1	7	11	11
July 8	6	1	5	1	1	3	3
July 9	10	0	10	0	7	3	3
July 10	17	1	16	0	11	5	5
July 11	9	1	8	0	1	7	7
July 13	4	2	2	0	1	1	1
July 14	11	0	11	1	3	7	7
July 15	9	0	9	2	5	2	2
July 16	50	1	49	2	14	33	33
July 19	8	0	8	0	5	3	3
July 20	25	1	24	5	6	13	13
July 21	12	2	10	3	2	5	5
July 22	1	0	1	0	0	1	1
July 25	24	3	21	0	7	14	14
July 26	5	0	5	1	1	3	3
July 27	17	0	17	3	8	6	6
July 28	21	0	21	4	5	12	12
July 31	25	0	25	1	6	18	18

Table A1 continued.

	Golden (July 1 -September 5 2011)						
	Number of People Approached	Refused	Agreed to Participate	Previous Participation	Residents	Non- Residents	Useable Tourist Surveys
August 1	14	1	13	4	4	5	5
August 2	23	1	22	4	6	12	12
August 3	24	1	23	2	2	19	19
August 6	13	0	13	4	2	7	7
August 7	36	1	35	4	4	27	27
August 8	20	1	19	4	2	13	13
August 9	4	0	4	1	0	3	3
August 12	18	1	17	10	2	5	5
August 13	37	1	36	7	7	22	22
August 14	13	0	13	6	4	3	3
August 15	5	1	4	3	0	1	1
August 18	12	1	11	3	1	7	7
August 19	4	0	4	1	1	2	2
August 20	18	0	18	2	3	13	13
August 21	16	2	14	4	3	7	7
August 24	5	0	5	2	2	1	1
August 25	12	0	12	2	4	6	6
August 26	20	0	20	5	4	11	11
August 27	21	2	19	4	4	11	11
August 30	9	1	8	3	1	4	4
August 31	5	0	5	0	0	5	5
September 2	4	1	3	2	1	0	0
September 3	26	1	25	8	2	15	15
September 4	11	1	10	3	2	5	5
September 5	11	0	11	0	2	9	9
<b>Total</b>	<b>740</b>	<b>33</b>	<b>707</b>	<b>115</b>	<b>185</b>	<b>407</b>	<b>407</b>

## Appendix B - Questionnaires

## **Appendix B - Golden Trails Intercept**

Mountain Bike: \_\_\_\_\_ Interviewer \_\_\_\_\_ Date \_\_\_\_\_  
 GOLDEN

- CEDAR LAKE       COLUMBIA BRIDGE       KICKING HORSE       REFLECTION LAKE

Good morning / afternoon / evening. My name is \_\_\_\_\_ and I'm conducting a survey on behalf of Tourism Golden, Tourism British Columbia, and the Mountain Bike Tourism Association. In order for us to learn more about your experience at Golden, can I please speak with someone in your travel party who is knowledgeable about your trip planning and expenditures?

1. Would you have approximately 8 minutes to answer some questions? If you participate, we would like to offer you a token of our appreciation for your time.  
 YES       NO      Are you sure? You will receive a complimentary gift for completing the interview? Thank you.

2. Are you a resident of the Golden area? (Area includes Donald to Parson and Field) (Consult map)  
 YES -       NO

3. Have you or anyone in your travelling (household) party previously participated in this survey either today or on a previous day you came to Golden during this trip?  
 YES      You need only to complete one questionnaire for all your visits to Golden on this trip. Thank you for your cooperation and have a safe trip.  
 NO      **IF RESIDENT** → GO TO BOX 1.      **IF NON-RESIDENT** → GO TO Q4

4. Where do you live (usual place of residence)?  
 Province \_\_\_\_\_ OR State \_\_\_\_\_ OR Country (other international) \_\_\_\_\_

To start, we have a few questions about your current trip.

5. What is the primary purpose of your trip? Is it for:  
 LEISURE      Go to Q6  
 VISITING FRIENDS & FAMILY      Go to Q6  
 WORK/BUSINESS ACTIVITY      Go to Box2  
 OTHER (SPECIFY \_\_\_\_\_)      Go to Q6  
 DK/NR      Go to Q6

**BOX 1: Residents**

Including yourself, how many people are in your riding party today? How many are children under 18 and how many are adults? (Riding party is defined as the # of people you planned on riding with before you started your ride today)

\_\_\_\_\_ Adult(s)      +      \_\_\_\_\_ Child(ren) (under 18)      =      \_\_\_\_\_ Total

• **ASK IF RIDING PARTY > 1** How many members of your riding party are from the Golden area?

\_\_\_\_\_ Adult(s)      +      \_\_\_\_\_ Child(ren) (under 18)      =      \_\_\_\_\_ Total

What time today will you/did you?

START MOUNTAIN BIKING? \_\_\_\_:\_\_\_\_      FINISH MOUNTAIN BIKING? \_\_\_\_:\_\_\_\_

• **IF CEDAR LAKE/COLUMBIA BRIDGE** Which trail have you or do you plan to start this ride from today? (Consult Moonraker/CBT map)

- CBT MAINLINE       2% (1)       ARROWHEAD (15)  
 CEDAR CAMP (4)       CANYON CREEK (13)       OTHER \_\_\_\_\_

• **IF CEDAR LAKE/COLUMBIA BRIDGE** Which trail have you or do you plan to end this ride on today? (Consult Moonraker/CBT map)

- CBT MAINLINE       2% (1)       ARROWHEAD (15)       CEDAR CAMP (4)       CANYON CREEK (13)  
 CANYON CREEK ROAD (END OF 13)       SANDER LAKE CAMPGROUND       OTHER 1 \_\_\_\_\_       OTHER 2 \_\_\_\_\_



## BOX 1: Residents (con't)

• In addition to this trail, what other trails have you or do you plan to ride TODAY?  
(Consult trail map and read appropriate categories)

CBT MAINLINE       MOONRAKER       KICKING HORSE       MOUNT 7

MOUNT SHADOWS       ROTARY TRAILS       NONE OF THE ABOVE

• Are there any trails you have or plan to ride more than once TODAY?  
 YES       NO       DK/NR

• **IF YES** How many times have you or do you plan to ride... (Enter in number of times under trails)

CBT MAINLINE	_____	TOTAL # TIMES	<input type="checkbox"/> DK/NR
MOONRAKER	_____	TOTAL # TIMES	<input type="checkbox"/> DK/NR
KICKING HORSE	_____	TOTAL # TIMES	<input type="checkbox"/> DK/NR
MOUNT 7	_____	TOTAL # TIMES	<input type="checkbox"/> DK/NR

• On average, how many days a month do you go mountain biking in Golden during July & August?  
\_\_\_\_\_ TOTAL # OF DAYS/MONTH       DK/NR

• Are you a member of the Golden Cycling Club?  
 YES       NO       NOT AWARE OF CLUB

• In which of the following age categories are you?

<input type="checkbox"/> A. UNDER 24 YEARS	<input type="checkbox"/> E. 55-64 YEARS
<input type="checkbox"/> B. 25-34 YEARS	<input type="checkbox"/> F. 65 YEARS OR OLDER
<input type="checkbox"/> C. 35-44 YEARS	<input type="checkbox"/> G. DK/NR
<input type="checkbox"/> D. 45-54 YEARS	

• Gender of respondent (Don't ask, record)  
 MALE       FEMALE

## GO TO RECRUIT (EMAIL ONLY)

## BOX 2: Business Travellers

• Including yourself, how many people are in your travel party on this trip? How many are children under 18 and how many are adults? (*Travel party includes individuals who have the same itinerary and/or the same expenditures and may be different than those that are in your riding party*)

\_\_\_\_\_ Adult(s)      +      \_\_\_\_\_ Child(ren) (under 18)      = \_\_\_\_\_ Total

• **IF TRAVEL PARTY > 1** Are any members of your travel party only travelling for leisure purposes?  
 YES       NO

• Including the day you left your residence and the day you will return, how many days will you be away from your residence for this trip? \_\_\_\_\_ days (*Consult calendar; including day left and day returning*)

**ASK IF OVERNIGHT TRAVELLERS**

• How much time will be spent in the Golden area? (*Consult regional map*)

\_\_\_\_\_ HOURS      OR      \_\_\_\_\_ DAYS       DK/NR

• How many days do you plan on mountain biking while in the Golden area? \_\_\_\_\_ DAYS

• Including yourself, how many people are in your riding party today? How many are children under 18 and how many are adults? (*Riding party is defined as the number of people you planned on riding with before you started your ride today*)

\_\_\_\_\_ Adult(s)      +      \_\_\_\_\_ Child(ren) (under 18)      = \_\_\_\_\_ Total

## BOX 2: Business Travellers (con't)

▪ **ASK IF RIDING PARTY > 1** How many members of your riding party are from the Golden area?  
 \_\_\_\_\_  NONE  DK/NR

▪ What time today will you/did you?  
 START MOUNTAIN BIKING? \_\_\_\_:\_\_\_\_ FINISH MOUNTAIN BIKING? \_\_\_\_:\_\_\_\_

▪ **IF CEDAR LAKE/COLUMBIA BRIDGE** Which trail have you or do you plan to **start** this ride from today?  
 (Consult Moonraker/CBT map)  
 CBT MAINLINE  2% (1)  ARROWHEAD (15)  CEDAR CAMP (4)  CANYON CREEK (13)  OTHER\_\_\_\_\_

▪ **IF CEDAR LAKE/COLUMBIA BRIDGE** Which trail have you or do you plan to **end** this ride on today?  
 (Consult Moonraker/CBT map)  
 CBT MAINLINE  2% (1)  ARROWHEAD (15)  CEDAR CAMP (4)  CANYON CREEK (13)  
 CANYON CREEK ROAD (END OF 13)  SANDER LAKE CAMPGROUND  OTHER 1\_\_\_\_\_  OTHER 2\_\_\_\_\_

▪ In addition to this trail, what other trails have you or do you plan to ride TODAY?  
 (Consult trail map and read appropriate categories)  
 CBT MAINLINE  MOONRAKER  KICKING HORSE  MOUNT 7  
 MOUNT SHADOWS  ROTARY TRAILS  NONE OF THE ABOVE

▪ Are there any trails you have or plan to ride more than once TODAY?  
 YES  NO  DK/NR

▪ **IF YES** How many times have you or do you plan to ride... (Enter in number of times under trails)  
 CBT MAINLINE \_\_\_\_\_ TOTAL # TIMES  DK/NR  
 MOONRAKER \_\_\_\_\_ TOTAL # TIMES  DK/NR  
 KICKING HORSE \_\_\_\_\_ TOTAL # TIMES  DK/NR  
 MOUNT 7 \_\_\_\_\_ TOTAL # TIMES  DK/NR

▪ In addition to this trail, what other trails have you or do you plan to ride on this TRIP?  
 (Consult trail map and read appropriate categories)  
 CBT MAINLINE  MOONRAKER  KICKING HORSE  MOUNT 7  
 MOUNT SHADOWS  ROTARY TRAILS  NONE OF THE ABOVE

**That concludes our interview. Thank you for participating!**

6. What is your primary destination (place that you will spend the most time)? Do not prompt, record responses.

- |  |   |                                      |
|--|---|--------------------------------------|
| <input type="checkbox"/> NONE, TOURING         | <input type="checkbox"/> BANFF                | <input type="checkbox"/> REVELSTOKE  |
| <input type="checkbox"/> GOLDEN                | <input type="checkbox"/> INVERMERE            | <input type="checkbox"/> CALGARY     |
| <input type="checkbox"/> YOHO NATIONAL PARK    | <input type="checkbox"/> RADIUM HOT SPRINGS   | <input type="checkbox"/> LAKE LOUISE |
| <input type="checkbox"/> GLACIER NATIONAL PARK | <input type="checkbox"/> FAIRMONT HOT SPRINGS | <input type="checkbox"/> OTHER_____  |

7. Including the day you left your residence and the day you will return, how many days will you be away from your home on this entire trip? \_\_\_\_\_ DAYS (Consult calendar; including day left and day returning)

8. How many of those days will be spent travelling in British Columbia? \_\_\_\_\_ DAYS

9. How much time will be spent in the Golden area? (Consult regional map)

NONE - JUST PASSING THROUGH \_\_\_\_\_ HOURS OR \_\_\_\_\_ DAYS  DK/NR

10. What is your primary (most time spent) leisure activity while in the Golden area?

\_\_\_\_\_  MTN BIKING  NONE  DK/NR

11. What is your primary (most often used) mode of transportation on this trip?

CAR/TRUCK/MC  RV  BUS  BICYCLE  OTHER \_\_\_\_\_  DK/NR

**IF OVERNIGHT TRAVELLERS** 12. On this trip, which of the following best describes your primary (most often used) type of accommodation?

HOTEL/MOTEL  RESORT  BED & BREAKFAST  
 TIME SHARE  CAMPGROUND/RV PARK  HOSTEL  
 SECOND HOME  RENTED CONDO/HOUSE  FRIENDS OR RELATIVES  
 OTHER \_\_\_\_\_

I would now like to ask you some questions about your time and your mountain biking experience in Golden.

13. Including yourself, how many people are in your travel party on this trip? How many are children under 18 and how many are adults? (Travel party includes individuals who have the same itinerary and/or the same expenditures and may be different than those that are in your riding party)

\_\_\_\_\_ Adult(s) + \_\_\_\_\_ Child(ren) (under 18) = \_\_\_\_\_ Total

14. Including yourself, how many people are in your riding party on this trip? How many are children under 18 and how many are adults? (Riding party is defined as the number of people you planned on riding with before you started your ride today)

\_\_\_\_\_ Adult(s) + \_\_\_\_\_ Child(ren) (under 18) = \_\_\_\_\_ Total

**ASK IF RIDING PARTY > 1** 15. How many members of your riding party are from the Golden area?

\_\_\_\_\_  NONE  DK/NR

16. Is there anyone in your travel party that will NOT BE going mountain biking on this trip?

NO  YES - HOW MANY \_\_\_\_\_  DK/NR

17. Including today, how many days will you spend mountain biking in Golden on this trip?

\_\_\_\_\_ DAYS  DK/NR

**IF AT KICKING HORSE**

• Are you a season pass holder?  
 YES  NO

• How many days is your riding party mountain biking at KHMR on this trip? \_\_\_\_\_ DAYS

18. What time today will you/did you?

START MOUNTAIN BIKING? \_\_\_\_\_ FINISH MOUNTAIN BIKING? \_\_\_\_\_

19. **IF CEDAR LAKE/COLUMBIA BRIDGE** Which trail have you or do you plan to start this ride from today? (Consult Moonraker/CBT map)

CBT MAINLINE  2% (1)  ARROWHEAD (15)  CEDAR CAMP (4)  CANYON CREEK (13)  OTHER \_\_\_\_\_

20. **IF CEDAR LAKE/COLUMBIA BRIDGE** Which trail have you or do you plan to **end** this ride on today? (Consult Moonraker/CBT map)

- CBT MAINLINE       2% (1)       ARROWHEAD (15)       CEDAR CAMP (4)       CANYON CREEK (13)  
 CANYON CREEK ROAD (END OF 13)       SANDER LAKE CAMPGROUND       OTHER 1 \_\_\_\_\_       OTHER 2 \_\_\_\_\_

21. In addition to this trail, what other trails have you or do you plan to ride TODAY? (Consult trail map and read appropriate categories)

- CBT MAINLINE       MOONRAKER       KICKING HORSE       MOUNT 7  
 MOUNT SHADOWS       ROTARY TRAILS       NONE OF THE ABOVE

22. Are there any trails you have or plan to ride more than once TODAY?

- YES       NO       DK/NR

23. **IF Q22 YES** How many times have you or do you plan to ride... (Enter in number of times under trails)

- |               |                     |                                |
|---------------|---------------------|--------------------------------|
| CBT MAINLINE  | _____ TOTAL # TIMES | <input type="checkbox"/> DK/NR |
| MOONRAKER     | _____ TOTAL # TIMES | <input type="checkbox"/> DK/NR |
| KICKING HORSE | _____ TOTAL # TIMES | <input type="checkbox"/> DK/NR |
| MOUNT 7       | _____ TOTAL # TIMES | <input type="checkbox"/> DK/NR |

**IF OVERNIGHT TRAVELLERS** 24. In addition to this trail, what other trails have you or do you plan to ride during your trip? (Consult trail map and read appropriate categories)

- CBT MAINLINE       MOONRAKER       KICKING HORSE       MOUNT 7  
 MOUNT SHADOWS       ROTARY TRAILS       NONE OF THE ABOVE

25. On a scale of 0 to 10, how important was mountain biking in your decision to visit Golden?

*0 indicates no influence at all and 10 indicates that mountain biking was the single main reason for visiting this region.* \_\_\_\_\_

26. How did you first learn about Golden as a place to mountain bike? Do not prompt, record responses.

Select all that apply

- |   |   |
|---|---|
| <input type="checkbox"/> HIGHWAY SIGNAGE        | <input type="checkbox"/> PERSONAL EXPERIENCE                                    |
| <input type="checkbox"/> VISITOR CENTRE         | <input type="checkbox"/> MBTA WEBSITE   |
| <input type="checkbox"/> SOCIAL MEDIA           | <input type="checkbox"/> MTN BIKE COMMUNITY (magazines, websites, videos, etc.) |
| <input type="checkbox"/> FROM FAMILY/FRIENDS    | <input type="checkbox"/> OTHER _____  |
| <input type="checkbox"/> TOURISM GUIDE          | <input type="checkbox"/> OTHER _____  |
| <input type="checkbox"/> NEWSPAPER/MAGAZINE     | <input type="checkbox"/> OTHER _____  |
| <input type="checkbox"/> TOURISM GOLDEN WEBSITE | <input type="checkbox"/> DK/NR  |

27. How likely are you to return to Golden to mountain bike in the next 12 months?

- VERY LIKELY TO RETURN  
 SOMEWHAT LIKELY TO RETURN  
 NEITHER LIKELY NOR NOT LIKELY  
 SOMEWHAT NOT LIKELY  
 NOT AT ALL LIKELY TO RETURN  
 DON'T KNOW/ NO RESPONSE



26. How likely are you to recommend to family/friends Golden as a place to mountain bike in the next 12 months?

- VERY LIKELY TO RECOMMEND  
 SOMEWHAT LIKELY TO RECOMMEND  
 NEITHER LIKELY NOR NOT LIKELY  
 SOMEWHAT NOT LIKELY  
 NOT AT ALL LIKELY TO RECOMMEND  
 DON'T KNOW/ NO RESPONSE

I would now like to ask you about your travel party's total trip expenditures for the entire duration of your planned stay in BC. This information is very important in order to determine mountain bike's economic contribution to the province. Just a reminder, *travel party includes individuals who have the same itinerary and/or same expenditure*. The information you provide will be confidential and only used for this study.

29. Please provide your **BEST ESTIMATE** for you and all other members of your travel party's total trip expenditures for the entire duration of your planned stay in British Columbia in the following categories. Please include all taxes and tips; travel packages you might have purchased.

**SPENDING IN British Columbia**

	Spent Any?	Amount in BC \$ CDN
<b>TRANSPORTATION</b>		
Transportation Operation - Including gasoline and repairs for vehicle	Y N	\$ _____ or DK
Transportation Rentals (car/truck, insurance etc)	Y N	\$ _____ or DK
Local Transportation - This includes local taxis, buses, subways, and parking	Y N	\$ _____ or DK
<b>ACCOMMODATION</b>		
Paid accommodation/lodging (hotel, motel, hostel, B&B, campgrounds etc)	Y N	\$ _____ or DK
<b>FOOD &amp; BEVERAGE</b>		
Groceries/beverages (at grocery/liquor stores)	Y N	\$ _____ or DK
Food & beverages at restaurants, lounges, bars, clubs	Y N	\$ _____ or DK
<b>SHOPPING</b>		
Mountain bike repairs, rentals, equipment/related expenditures	Y N	\$ _____ or DK
Other shopping - including clothing	Y N	\$ _____ or DK
<b>RECREATION</b>		
Mountain bike lift ticket	Y N	\$ _____ or DK
Other recreation/ entertainment	Y N	\$ _____ or DK
<b>OTHER</b>		
All other spending	Y N	\$ _____ or DK

30. Did you purchase any plane, train, inter-city (ex. Greyhound, Charter Buses etc), ferry tickets for this trip (exclude any long-haul flights)?

- NO       YES       DK/NR

**IF Q30 YES** 31. What is the total CDN dollars spent on these types of transportation tickets for travel in British Columbia for all household members? \_\_\_\_\_

Now, I'd like to ask a few more questions about your mountain biking preferences and about you.

32. What kind of mountain biking do you normally participate in? (Select all that apply)

- A. CROSS COUNTRY/ALL MOUNTAIN       D. BIKE SKILLS PARKS/ DIRT JUMPING  
 B. DOWNHILL       E. OTHER \_\_\_\_\_  
 C. FREERIDING       F. DK/NR

33. How experienced of a mountain biker are you? Are you a...

- BEGINNER - Just getting into mountain biking (Green)  
 INTERMEDIATE - Been doing for a little while, still learning lots (Blue)  
 ADVANCED - been doing for quite a while (Black)  
 EXPERT - Ride the most advanced trails (Double Black)  
 DK/NR

34. The mountain bike you are riding today is a...

- A. RENTAL BIKE  C. BORROWED FRIEND/FAMILY BIKE  
 B. PERSONAL BIKE  D. OTHER \_\_\_\_\_

35. How many overnight trips did you take to purposefully go mountain biking in the past 12 months?  
 \_\_\_\_\_  DK/NR

36. Are you a member of a mountain biking or trail society club?

- YES  NO

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

- A. UNDER 24 YEARS  E. 55-64 YEARS  
 B. 25-34 YEARS  F. 65 YEARS OR OLDER  
 C. 35-44 YEARS  G. DK/NR  
 D. 45-54 YEARS

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

- A. LESS THAN HIGH SCHOOL  E. UNIVERSITY DEGREE  
 B. HIGH SCHOOL  F. MASTERS/PHD DEGREE  
 C. SOME TECHNICAL COLLEGE OR UNIVERSITY  G. OTHER \_\_\_\_\_  
 D. COLLEGE OR TECHNICAL DIPLOMA  H. DK/NR

39. Gender of respondent (Don't ask, record)

- MALE  FEMALE

40. Do you have any other comments about Golden that you would like to share with us?  
 \_\_\_\_\_

41. As a follow-up to this interview, we would like to contact you after your trip to inquire about the rest of your trip in British Columbia. Participation would involve completing a questionnaire that will be either emailed or mailed to you.

In exchange, we are pleased to offer you a chance to win an Osprey bike backpack (values at \$150) (see flyer). All contact information will be kept confidential and only used for this study. Would you be willing to participate?

- NO  YES

**IF Q41 YES** 41. Which method would you prefer to receive the questionnaire?

- MAIL  EMAIL

**IF MAIL** Can I get your name and mailing address?

Name:
Mailing Address:
City:
Province/State:
Country:
Postal/Zip Code:

**IF EMAIL** Can I get your email address?

\_\_\_\_\_ @ \_\_\_\_\_

Thank you for participating!

## **Appendix B - Follow-up Survey (Online)**

## ***Mountain biking in Golden***

### ***What was your experience?***

**Your opinions are important...**

*Thank you for participating in this survey.*

Tourism British Columbia part of the Ministry of Jobs, Tourism and Innovation, Western Mountain Bike Tourism Association, and Tourism Golden are working together to better understand your mountain bike experiences in *Golden* as well as your activities and impressions of your trip to British Columbia. This survey will take approximately **10-15 minutes** of your time.

We value your opinion and the information that you provide will be used to enhance visitors' experiences in *Golden* and in the province.

If you have travelled within British Columbia more than once this year, **please tell us about the trip during which you were asked to participate in this survey.**



Your responses and personal information will be kept confidential and used only for the purposes of this study.

By completing and submitting this survey, you will be entered in a draw to win a **\$150 Osprey Momentum 26 Commuter backpack**. The draw will be held in December 2011.

If you need to exit the survey and complete it at another time, **you may close your browser** and access the survey again through the link provided in the invitation email. Please note that all responses will be saved instantly so you will be able to continue from where you have left off when you return.

Please use the **Next** and **Previous** buttons at the **bottom of your screen** to navigate back and forth.

If you have any questions, or experience difficulty completing this survey, please contact Nancy Radman, Research Analyst at the Ministry of Jobs, Tourism and Innovation by email [Nancy.radman@gov.bc.ca](mailto:Nancy.radman@gov.bc.ca) or call (604) 775-0931.



### About your entire trip...

You agreed to participate in this research study while **mountain biking in Golden** this summer. Your visit to Golden may have been a part of a larger trip within British Columbia or just a day trip from your home. This section asks questions about characteristics of all of your time away from home.

1. Including the day you left your residence and the day you returned, how many DAYS did you spend away from your residence on this trip?

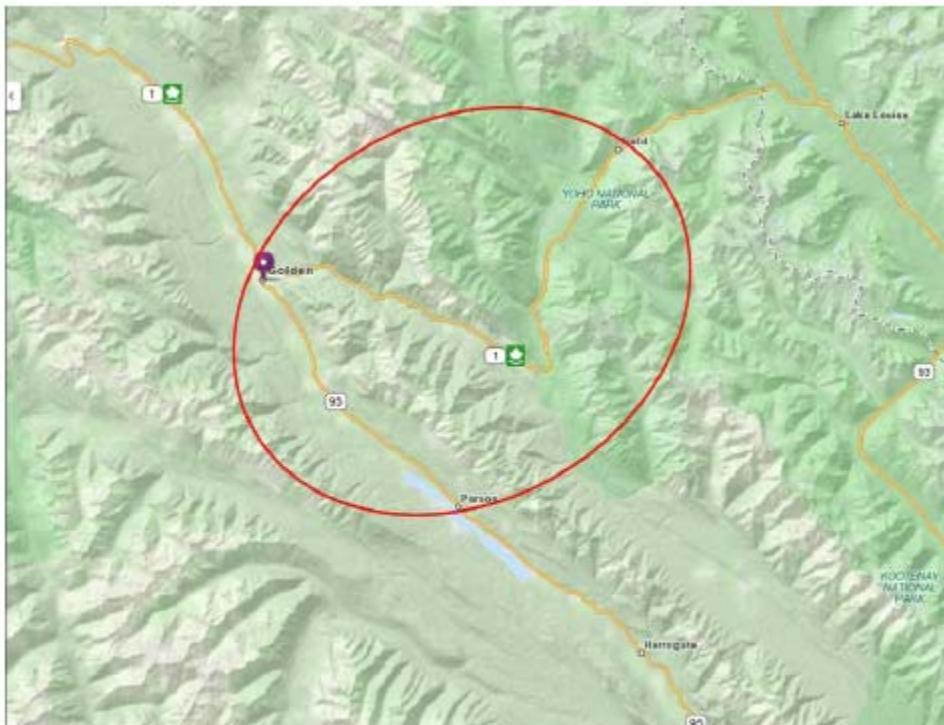
day(s) away from residence

2. How many of those DAYS were spent in British Columbia? If you are from British Columbia and you spent your whole vacation within the province, this should be the same as your reply to Question 1.

day(s) in British Columbia

3. How many of those DAYS were spent in the **Golden area**? (Please see map below, the area falling within the circle indicates the Golden area).

day(s) in Golden area



4. What was your **primary destination** on this trip? Your **primary destination** is the place you stayed the longest or the place that immediately comes to mind as your destination when describing your trip. *Select one answer only; if you had more than one destination, please select touring.*

- Our primary destination was
- We had no specific destination – we were touring around

5. Using the table below:

A. What activities did you and/or your travel party participate in while on this trip? Travel party includes individuals who have the same itinerary and/or same expenditures. *Select all that apply.*

B. What activities did you and/or your travel party participate in while in the **Golden area**? *Select all that apply.*

Your activities	A Participated in during this trip <i>Select all that apply</i>	B Participated in Golden area during this trip <i>Select all that apply</i>
Shopping for local arts and crafts	<input type="radio"/>	<input type="radio"/>
Participating in fine dining	<input type="radio"/>	<input type="radio"/>
Attending a festival, fair or exhibition	<input type="radio"/>	<input type="radio"/>
Golfing or attending a golfing event	<input type="radio"/>	<input type="radio"/>
Attending or participating in a sporting event (other than golf)	<input type="radio"/>	<input type="radio"/>
Participating in:		
Cycling (other than mountain biking)	<input type="radio"/>	<input type="radio"/>
Horseback riding	<input type="radio"/>	<input type="radio"/>
Wildlife viewing	<input type="radio"/>	<input type="radio"/>
Hiking	<input type="radio"/>	<input type="radio"/>
Rock climbing	<input type="radio"/>	<input type="radio"/>
White water rafting	<input type="radio"/>	<input type="radio"/>
White water kayaking	<input type="radio"/>	<input type="radio"/>
Kayaking	<input type="radio"/>	<input type="radio"/>
Canoeing	<input type="radio"/>	<input type="radio"/>
Jet boating	<input type="radio"/>	<input type="radio"/>
Boating (other than kayaking/canoeing)	<input type="radio"/>	<input type="radio"/>
Fishing	<input type="radio"/>	<input type="radio"/>
Paragliding	<input type="radio"/>	<input type="radio"/>

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Visiting a:		
Municipal, provincial or national park, or natural area outside a park	<input type="radio"/>	<input type="radio"/>
First Nations attraction or event	<input type="radio"/>	<input type="radio"/>
Art gallery or studio	<input type="radio"/>	<input type="radio"/>
Farm/Ranch, farmers' market, orchard or food processor	<input type="radio"/>	<input type="radio"/>
Family attraction (mini golf, zoo, etc.)	<input type="radio"/>	<input type="radio"/>
Casino	<input type="radio"/>	<input type="radio"/>
Spa	<input type="radio"/>	<input type="radio"/>
Winery	<input type="radio"/>	<input type="radio"/>
Other (specify) _____	<input type="radio"/>	<input type="radio"/>
Other (specify) _____	<input type="radio"/>	<input type="radio"/>

6. Did you mountain bike anywhere else on your trip? *Please specify all locations.*

Yes, please specify all locations

No

7. What were your travel party's **total expenditures** during the trip? Travel party includes individuals who have the same itinerary and/or same expenditures.

*Please include all purchases, taxes, and tips **except long-haul flights**. If you pre-paid any items prior to leaving on your trip (e.g. accommodation, tours, etc.), please include these in your estimate.*

Total Canadian dollars \$

### ***How did you plan your trip?***

*This section asks some questions about how you planned your trip.*

8. How far in advance did you start planning for this trip? *Select one response only.*

Day of departure

9-12 weeks

1-6 days

13 weeks+

1-2 weeks

Don't know

3-8 weeks

9. Apart from any cost or budgetary considerations, what did you consider first when planning your trip? Please select the most appropriate response.

- Thought about the destination and then thought about mountain biking and other activities
- Started by considering a mountain bike trip and then started thinking about a destination
- Looked for package deals without considering any destinations, activities or travel experiences
- Someone else planned the trip
- Considered something else first (please specify)
- Don't know/not sure

10. We would like to know the information sources you used to plan your trip before and during your trip. This includes information about where to stay, what route to take, where to eat and/or what to see and do.

- A. What information sources did you use **before** your trip? *Select all that apply.*
- B. What are the **three most useful** information sources you used **before** your trip? *Select the top three only.*
- C. What information sources did you use **during** your trip? *Select all that apply.*

Information sources	Before trip		During trip
	A Used before trip <i>Select all that apply</i>	B Most useful information <i>Select top three</i>	C Used during trip <i>Select all that apply</i>
Past experience/ been there before	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advice from friends/relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1-800-HelloBC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet Sites:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
www.HelloBC.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
www.TourismGolden.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other local or regional tourism website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
www.mountainbikingbc.ca/	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other mountain biking related websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GPS coordinates sites (e.g. www.everytrail.com)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travellers' commentary sites (e.g. Trip Advisor, Blogs, YouTube, videos, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Internet sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel agents, airlines, auto associations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tour operators, tourism-specific businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor guides and brochures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Travel guide books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising on TV / newspapers / magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mountain bike related media (e.g. articles in Bike Magazine, paid videos)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other media coverage (e.g. travel articles in newspapers, programs on TV)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor Centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel / consumer shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (specify) <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

### ***About your time in Golden...***

*This section asks some questions about your trip and your mountain biking experience in Golden.*

11. How many days did your travel party spend mountain biking in Golden?

Day(s) mountain biking in Golden

---



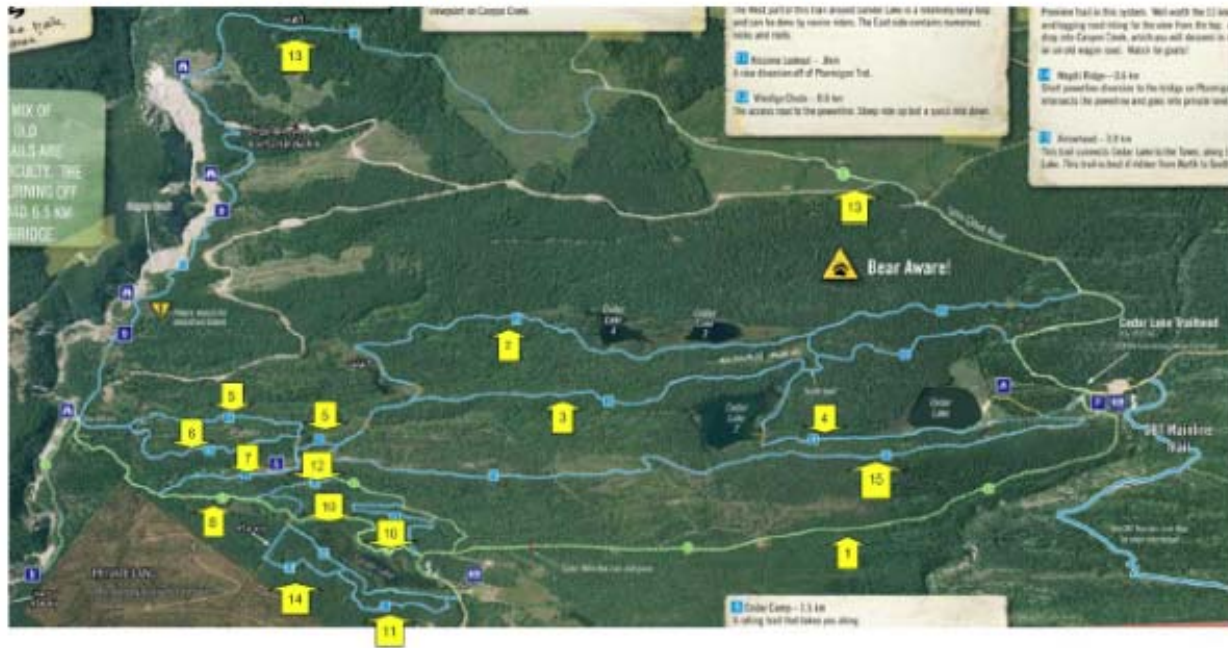
12. Which of the following trail networks did you ride on your trip in Golden?



- 1. Kicking Horse Mountain Resort
- 2. CBT Mainline Trail
- 3. Moonraker
- 4. Mount 7

**IF MOONRAKER SELECTED**

13. Which of the following Moonraker Canyon Creek trails did you ride on your trip in Golden?



- |                                     |   |   |
|-------------------------------------|---|---|
| <input type="radio"/> 1. 2%         | <input type="radio"/> 6. Moonraker        | <input type="radio"/> 12. Windigo Creek |
| <input type="radio"/> 2. Cedar Snag | <input type="radio"/> 7. Devil's Slide    | <input type="radio"/> 13. Canyon Creek  |
| <input type="radio"/> 3. North Star | <input type="radio"/> 8. Klahowya         | <input type="radio"/> 14. Wapiti Ridge  |
| <input type="radio"/> 4. Cedar Camp | <input type="radio"/> 10. Ptarmigan Trot  | <input type="radio"/> 15. Arrowhead     |
| <input type="radio"/> 5. Bear Claw  | <input type="radio"/> 11. Kissime Lookout |   |



IF MOUNT 7 SELECTED

14. Which of the following Mount 7 trails did you ride on your trip in Golden?



- |                                     |                                     |  |
|-------------------------------------|-------------------------------------|--|
| <input type="radio"/> 1. Summit     | <input type="radio"/> 6. Bris       | <input type="radio"/> 11. Dead Dog     |
| <input type="radio"/> 2. True Value | <input type="radio"/> 7. Moonshine  | <input type="radio"/> 12. Jeep Road    |
| <input type="radio"/> 3. 5 km       | <input type="radio"/> 8. Skid Marks | <input type="radio"/> 13. Rotary       |
| <input type="radio"/> 4. 10 km      | <input type="radio"/> 9. 8-12       | <input type="radio"/> 14. 6 km         |
| <input type="radio"/> 5. Erich's    | <input type="radio"/> 10. Kamikaze  | <input type="radio"/> 15. Woodlot Road |



15. We would like to know how you think *Golden* is different from other mountain biking destinations. What do you consider to be unique about *Golden* as a mountain bike vacation destination? Please list up to three unique characteristics.

1.

2.

3.

16. From the table below, please consider:

**A.** How **important** were each of the following aspects to you when choosing Golden as a place to visit?

**B.** How **satisfied** were you with each of these aspects in Golden?

	A. Importance to me:						B. My satisfaction with:					
	Very important	Somewhat important	Neither	Somewhat not important	Not at all important	Not applicable/ Don't know	Very satisfied	Somewhat satisfied	Neither	Somewhat dissatisfied	Very dissatisfied	Not applicable/ Don't know
<b>Mountain bike trails/riding aspects:</b>												
A variety of terrain/trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Difficulty of terrain/trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitness challenge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall number of trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skill challenge (i.e. technical riding)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trail condition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trail maps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trail signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Community Offerings:</b>												
Activities that appeal to children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of other outdoor activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike amenities in town (i.e. bike shops)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike friendly accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fun night life and entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reputation as a mountain biking destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Other:</b>												
Ability to connect with nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ability to ride with friends and/or family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of getting to destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exploring new areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall cost of trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall value for price paid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overnight trips/touring options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peace/quiet/solitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Views/scenery/nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weather	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify): <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. What additional mountain biking features and/or services would you like to see if you visited Golden again? Please list up to three.

1.
2.
3.

18. a) Between July 1 – September 5, 2011 how many times did you visit Golden? Please include both day and overnight trips. If you only visited Golden once, please type '1'.

Visit(s) to Golden between July 1 - September 5

18. b) Of those <VISITS Q15 RESPONSE> visits between July 1- September 5 to Golden, how many visits did you go mountain biking? If you went mountain biking on each visit please type in the same number of visits.

Mountain bike visit(s)

19. What positive and/or negative images/characteristics come to mind when you think of Golden?

- |                         |                         |
|-------------------------|-------------------------|
| <b>Positive</b>         | <b>Negative</b>         |
| 1. <input type="text"/> | 1. <input type="text"/> |
| 2. <input type="text"/> | 2. <input type="text"/> |
| 3. <input type="text"/> | 3. <input type="text"/> |

---

20. Overall, how satisfied or dissatisfied were you with your mountain bike experience in **Golden**?  
*Select one response only.*

- Very dissatisfied
  - Somewhat dissatisfied
  - Neither satisfied or dissatisfied
  - Somewhat satisfied
  - Very satisfied
  - Don't know
- 

**IF Q20 = VERY DISSATISFIED OR SOMEWHAT DISSATISFIED** 21. You have indicated that you were dissatisfied with your mountain bike experience in Golden, please tell us why.

---

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

---

### **British Columbia as a mountain bike destination...**

*This section asks some questions about other mountain bike vacation destinations and your overall trip to British Columbia.*

23. a) Thinking about future mountain bike destinations, which of the following destinations **inside British Columbia** would you most likely consider for a future mountain bike vacation? *Please select the most likely location.*

- Nelson
- Whistler
- Squamish
- North Shore (North Vancouver)
- Cumberland/Comox/Mount Washington
- Kamloops/Sun Peaks
- Williams Lake
- Golden/Kicking Horse
- Fernie
- Invermere/Panorama
- Somewhere else in British Columbia
- None of the above

b) Which of the following destinations **outside of British Columbia** would you most likely consider for a future mountain bike vacation? *Please select the most likely location or select none of the above.*

- Canmore, Alberta, Canada
- Somewhere else in Alberta, Canada
- Ontario, Canada
- Quebec, Canada
- Somewhere else in Canada
- Moab, Utah, United States
- Fruita, Colorado, United States
- Downieville, California, United States
- Lake Tahoe/North Star, California, United States
- Somewhere else in the United States
- Scotland
- France
- Switzerland
- Somewhere else in Europe
- None of the above

---

IF Q23 = <DESTINATION OUTSIDE BC = RESPONSE>

24. Comparing <destination outside BC > to Golden, please indicate if you feel <destination outside BC> would be **better** or if Golden would be **better**, or if they would be **equal**, or if **neither would be better** for each of the following aspects:

	Golden better	<Destination outside BC> better	Both equal	Neither better
A variety of terrain/trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of other outdoor activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike friendly amenities (i.e. bike shops, bike lockers in hotels)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Difficulty of terrain/trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of getting to destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall cost of trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall number of trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reputation as a mountain biking destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weather	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

25. Overall, how satisfied or dissatisfied were you with your total trip in British Columbia? *Select one response only.*

- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied or dissatisfied
- Somewhat satisfied
- Very satisfied

26. In the next two years, how likely is it that you will take another trip in British Columbia? *Select one response only.*

- Not likely at all
  - Not likely
  - Somewhat likely
  - Likely
  - Very likely
-

**IF Q26= SOMEWHAT LIKELY, LIKELY, VERY LIKELY**

27. In the next two years, how likely is that you will mountain bike while on another trip in British Columbia? *Select one response only.*

- Not likely at all
  - Not likely
  - Somewhat likely
  - Likely
  - Very likely
- 

**IF Q28= SOMEWHAT LIKELY, LIKELY, VERY LIKELY**

28. In the next two years, how likely is that you will take another trip in British Columbia with the **main motivation of the trip being mountain biking**? *Select one response only.*

- Not likely at all
  - Not likely
  - Somewhat likely
  - Likely
  - Very likely
- 

***And finally a little about you...***

29. How many bikes do you own?

Total number of bikes owned

30. What type(s) of bikes do you currently own? *Please select all that apply.*

- Rigid Mountain
  - Hardtail Mountain
  - Full suspension mountain
  - Road
  - BMX
  - Cross
  - Hybrid
  - Single speed
  - Other (specify):
-



31. Which of the following categories best describes the total amount of income (before taxes and Canadian dollars) received by all the members of your household? *Please select one response only.*

- Less than \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$64,999
- \$65,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more
- I prefer not to answer this question
- Don't know

---

**SKIP IF TOTAL TRAVEL PARTY = 1**

32. When we had encountered you in Golden, you had indicated that, including yourself there was <total number in travel party> in your travel party. What was the relationship of your travel party members to you? *Please select all appropriate relationships of the members of your travel party.*

- Wife
  - Husband
  - Partner
  - Son(s)
  - Daughter (s)
  - Parent
  - Friend(s)
  - Coworker
  - Other (please specify):
  - Other (please specify):
-

33. Are you willing to participate in future research about your travel patterns and preferences in British Columbia? Participation may involve answering web-based surveys questionnaires similar to this one or paper-based. Your address information will be kept completely confidential and used only for research purposes.

Yes

No

Complete mailing address:

**Thank you for participating!**

**Good luck winning the**

**Osprey Memento 26 Commuter backpack!**



## **Appendix C - Response Bias Testing**

## Response Bias Testing

### Methods

The study design produced two sets of data that are available for analysis: the interview response and the follow-up questionnaire. The respondents and the responses could vary between the interview and follow-up questionnaire. The respondents could differ because travellers could drop out of the study by not agreeing to complete the follow-up questionnaire or by not completing the follow-up questionnaire if they had agreed to complete it. Both instances could cause the follow-up questionnaire results to be unrepresentative of travellers interviewed (non-response bias).

A series of tests were conducted to assess the follow-up questionnaire's representativeness or, in other words, if the follow-up questionnaire results portray the actual population of travellers interviewed.

Representativeness was assessed by:

1. Comparing demographics, trip and traveller characteristics between those who agreed and did not agree to complete the follow-up questionnaire (Table A3).
2. Comparing demographics, trip and traveller characteristics between those who responded and those who did not respond to the follow-up questionnaire (Table A3).

This analysis included only those respondents who were included among the potential pool of follow-up questionnaire participants. Residents of the Golden area and business travellers who did not stay at least one night away from home on their trips (day trippers) have been excluded from the comparison.

Responses to similar questions in the interview and follow-up questionnaires could vary, due to real differences in traveller behaviour. For example, a traveller may have anticipated a trip of a specific duration when interviewed but, if the length of the trip differed, this will be reflected in the responses on the follow-up questionnaire. Therefore, a series of questions was asked in the same way on both the intercept and follow-up questionnaire. Differences between responses to the two questionnaires were assessed by comparing responses to key questions that were asked in both the interview and on the follow-up questionnaire (Tables A3, A4).

### Results

#### **Differences in Respondents who Agreed or Did Not Agree to Follow-up**

- There were not many practical differences between respondents who agreed to participate in the follow-up questionnaire with those who did not agree to participate.
- Respondents who agreed to participate in the follow-up questionnaire were more likely to be male.
- Although not significantly different, these potential follow-up respondents were also more likely to be under 35 years of age, university educated, travelled in smaller parties, spent fewer days away from home, in British Columbia, in Golden and mountain biking, on average, than did those who did not agree to participate in the follow-up questionnaire.

### **Differences in Respondents that Returned or Did Not Return the Follow-up Questionnaire**

- There were no practical differences between respondents who completed the follow-up questionnaire and those who did not.
- On average, respondents who completed the follow-up questionnaire travelled in smaller parties, spent fewer days away from home, but spent more time in Golden than did those who completed the initial interview only.
- Respondents who completed the follow-up questionnaire were more likely to be from Alberta, less likely to be from British Columbia, more likely to be female, more likely to be university educated and between 35-54 years of age and less likely to be travelling with children than were those who completed the initial interview only.

### **Differences in Interview/Follow-up Responses**

- Overall, responses to the follow-up questionnaire were relatively consistent with those given during the interview.

### **Conclusions**

- Most of the variables tested did not indicate practical difference between the follow-up questionnaire and interview results.
- Follow-up responses are generally representative of the population that was interviewed.

Table A3. A summary of the comparisons between those who agreed to the follow-up questionnaire and those who did not, those who did and did not respond to the follow-up questionnaire, and between the interview and follow-up responses

Concept/Questions	✓ Indicates a Practical Difference N Indicates no Practical Difference		
	Agreed to Follow-up	Follow-up Responses (Non-Response Bias)	Interview/Follow-up Responses
Origin	N	N	n/a
Gender	✓	N	n/a
Age	N	N	n/a
Party Size	N	N	n/a
Parties With Children	N	N	n/a
Education	N	N	n/a
Days Away from Home	N	N	N
Days in British Columbia	N	N	✓
Days in Region	N	N	✓
Days Mountain Biking	N	N	N

Table A4. A summary of differences in data between the interview and follow-up questionnaire

Concept/Questions	Trip Characteristics Results		Practical Difference?
	Interview	Follow-up	
Mean Days Away From Home	7.18	7.97	N
Mean Days In British Columbia	6.11	7.26	✓
Mean Days In Region	3.20	4.32	✓
Days Mountain Biking	2.45	3.23	N
Primary Destination – Not Touring	79.5%	88.2%	N

## **Appendix D – Trail-Specific Traveller Profiles**

### Traveller Demographics by Trail

Mountain bike travellers were asked if they had or planned to ride other trails in addition to the trail on which they were intercepted. The majority of travellers (81%) were either intercepted on or indicated that they had or planned to ride Kicking Horse Mountain Resort. Over two-fifth (43%) of travellers were either intercepted on or planned to ride any of the local trails (includes Mount 7, CBT Mainline Trail, and Moonraker), with over a quarter (28%) intercepted at or indicated they planned to ride Mount 7, and just under a quarter (23%) intercepted at or indicated they planned to ride Moonraker. The following section summarizes the unique characteristics of those travellers that either biked at Kicking Horse Mountain Resort, any of the local trails, Mount 7, or Moonraker.

There were no practical differences observed when comparing all mountain bike travellers to Kicking Horse Mountain Resort riders, local trails riders, or Mount 7 riders in terms of origin, age, or education. Moonraker riders were slightly less likely to be between the ages of 25-34 years old and more likely to be between the ages of 35-44 years. Moonraker riders were also more likely to have a university degree.

Table A5. Demographics of travellers interviewed at Golden by Trails Ridden

	All Travellers	Kicking Horse Mountain Resort	Local Trails	Mount 7	Moonraker
<b>Origin</b>	<b>n=400</b>	<b>n=324</b>	<b>n=175</b>	<b>n=113</b>	<b>n=93</b>
BC	18.8%	17.6%	23.4%	28.3%	17.2%
Alberta	67.5%	68.8%	63.4%	58.4%	67.7%
Other Canada	7.0%	7.7%	5.1%	6.2%	2.2%
US	3.3%	2.2%	5.1%	3.5%	8.6%
Other International	3.5%	3.7%	2.9%	3.5%	4.3%
<b>Age</b>	<b>n=391</b>	<b>n=316</b>	<b>n=170</b>	<b>n=111</b>	<b>n=92</b>
Under 24 Years	14.3%	16.1%	9.4%	13.5%	5.4%
25-34 Years	46.0%	48.7%	42.4%	47.7%	34.8%
35-44 Years	25.6%	24.4%	30.0%	27.9%	35.9%
45-54 Years	13.3%	10.4%	16.5%	9.9%	21.7%
55-64 Years	0.8%	0.3%	1.8%	0.9%	2.2%
65 Years or Older	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Education</b>	<b>n=391</b>	<b>n=316</b>	<b>n=170</b>	<b>n=111</b>	<b>n=92</b>
Less than High School	3.3%	3.8%	2.4%	2.7%	3.3%
High School	13.6%	15.2%	9.4%	11.7%	2.2%
Some Technical, College or University	10.2%	10.1%	11.8%	15.3%	6.5%
College or Technical Diploma	22.3%	24.1%	22.9%	27.9%	18.5%
University Degree	40.4%	39.2%	39.4%	32.4%	51.1%
Masters or a PhD Degree	10.2%	7.6%	14.1%	9.9%	18.5%
Other	0.0%	0.0%	0.0%	0.0%	0.0%

Local trail riders and Mount 7 riders were more likely to be members of a mountain biking or trails society when compared to all travellers.

Table A6. Mountain biking or trails society members of travellers by Trails Ridden

Mountain Biking or Trails Society / Club Member	All Travellers (n=391)	Kicking Horse Mountain Resort (n=316)	Local Trails (n=170)	Mount 7 (n=111)	Moonraker (n=92)
Yes	39.4%	38.3%	50.0%	54.1%	48.9%
No	60.6%	61.7%	50.0%	45.9%	51.1%

### Trip Characteristics by Trail

There were no observed practical differences between all travellers, Kicking Horse Mountain Resort riders, travellers on local trails, including those that planned to ride Mount 7 and Moonraker, in terms of primary trip purpose and mode of transportation. Moonraker riders were slightly more likely to have a second home as their primary accommodation, in comparison to other travellers.

Table A7. Primary trip purpose, mode of transportation and primary accommodations of all travellers, riders of Kicking Horse Mountain Resort, riders of local trails, Mount 7 and Moonraker

	All Travellers	Kicking Horse Mountain Resort	Local Trails	Mount 7	Moonraker
<b>Primary Trip Purpose</b>	<b>n=400</b>	<b>n=324</b>	<b>n=175</b>	<b>n=113</b>	<b>n=93</b>
Leisure	95.5%	94.8%	94.3%	94.7%	94.6%
Visiting Friends & Family	3.0%	2.5%	3.4%	3.5%	3.2%
Other	1.5%	2.8%	2.3%	1.8%	2.2%
<b>Mode of Transportation</b>	<b>n=400</b>	<b>n=320</b>	<b>n=173</b>	<b>n=111</b>	<b>n=93</b>
Car/Truck/Motorcycle	97.5%	97.5%	98.8%	99.1%	98.9%
RV	2.0%	1.9%	1.2%	0.9%	1.1%
Bus	0.5%	0.6%	0.0%	0.0%	0.0%
<b>Primary Accommodations</b>	<b>n=340</b>	<b>n=268</b>	<b>n=164</b>	<b>n=108</b>	<b>n=88</b>
Hotel/Motel	21.5%	23.9%	19.5%	24.1%	15.9%
Campground/RV	36.2%	35.1%	36.0%	37.0%	28.4%
Friends or Relatives	10.0%	8.6%	11.0%	11.1%	18.2%
B&B	3.2%	2.6%	4.3%	2.8%	4.5%
Resort	15.6%	16.8%	12.2%	10.2%	12.5%
Second Home	8.2%	7.5%	12.2%	9.3%	18.2%
Rental House/Condo	4.1%	4.9%	4.3%	4.6%	2.3%
Hostel	0.9%	0.7%	0.0%	0.0%	0.0%
Other	0.3%	0.0%	0.6%	0.9%	0.0%

On average, travellers reported spending 7 days away from home, 6 days in British Columbia and 3 days in the Golden area. Medians have also been reported because of the effect on the average of a few very long trips. Travellers who rode any of the local trails spent, on average, 8 days away from home, 8 days in British Columbia and 4 days in the Golden area, which was longer than all travellers and travellers who rode at Kicking Horse Mountain Resort; however, there was no practical difference when comparing medians. Riders who had/planned to ride Mount 7 and Moonraker also reported longer stays away from home, in British Columbia and in the Golden area (Mount 7 riders: 9 days away from home, 8 days in British Columbia, and 4 days in the Golden area; Moonraker riders: 9 days away from home, 8 days in British Columbia, and 5 days in the Golden area).

Table A8. Trip duration of all travellers by Trails Ridden

	All Travellers (n=400)	Kicking Horse Mountain Resort (n=324)	Local Trails (n=176)	Mount 7 (n=113)	Moonraker (n=93)
Average days in the Golden area	3.20	3.13	4.11	4.24	4.79
<i>Median</i>	3.00	3.00	3.00	3.00	3.00
Average days in British Columbia	6.11	6.18	7.20	8.14	8.19
<i>Median</i>	4.00	4.00	4.00	5.00	5.00
Average days away from home	7.18	7.37	8.25	9.46	9.30
<i>Median</i>	4.00	4.00	4.00	5.00	5.00

Travellers who had or planned to ride Moonraker were less likely (54%) to indicate that mountain biking was the single main reason to visit Golden, but were more likely to indicate it was very important (37%). No other practical differences were observed in the importance of mountain biking between all travellers and riders of Kicking Horse Mountain Resort, riders of any local trail, or Mount 7 riders.

Table A9. Importance of mountain biking when deciding to visit Golden of all travellers by Trails Ridden

	Percentage of Respondents				
	All Travellers (n=398)	Kicking Horse Mountain Resort (n=320)	Local Trails (n=173)	Mount 7 (n=111)	Moonraker (n=93)
0 - no influence at all	1.5%	1.6%	1.2%	0.0%	2.2%
1-3 - little importance	1.3%	0.6%	1.7%	0.0%	1.1%
4-6 - moderate importance	3.0%	1.9%	4.6%	2.7%	6.5%
7-9 - very important	19.1%	16.3%	26.6%	22.5%	36.6%
10 - single main reason	75.1%	79.7%	65.9%	74.8%	53.8%



**Appendix E - Additional Mountain Biking Features/Services to See if Revisiting (Open-Ended)**

*What additional mountain biking features and/or services would you like to see if you visited Golden again?*

- ...as I was there with a beginner, and it was all very challenging for him.
- 30 foot table tops to practice long distance jumping.
- 4x track.
- A community bike shop with tools so that I could work on my bike.
- A fast trail with jumps and stuff (like a-line I'm sure you get that a lot, 'its 8 hrs west go there').
- A general store at Kicking Horse resort.
- A good dirt jump trail at the ski hill.
- A mountain bike festival with guided rides.
- A pub that stays open and serves food and beverages.
- A pump track.
- A regular (weekly) DH race series.
- A store on the hill.
- Accurate weather information.
- Add trail crew staff to fix the old downhill biking trails, all summer long.
- Additional trails on Kicking Horse. We knew what was planned for this year that they were unable to complete due to budgetary constraints and are excited for the time they can get a new trail completed.
- 'All Mountain' trails into the alpine with long descents.
- Another rental shop for mountain bikes besides the one at the resort.
- Babysitting services maybe.
- Better bike shops for repairs at Kicking Horse.
- Better burm maintenance.
- Better buses up from Golden.
- Better campgrounds.
- Better customer service (drinking water near the gondola).
- Better jump lines.
- Better jumps - tracks like superberm would be much better with big, safe jumps like dirt merchant in Whistler for example.
- Better on-hill atmosphere.
- Better package rates for Kicking Horse.
- Better signage.
- Better signage/info on trails and at resort.
- Better trail maintenance. (n=4)
- Better trail maintenance on Kicking Horse.
- Better trail signage.
- Better upkeep and maintenance on the groomed trails at Kicking Horse Mountain Resort.
- Better/easily available maps of trails.
- Better/More on hill food options.
- Big mountain alpine all mountain trails.
- Bridge.
- Burms need to be built up more/difficult to maintain speed through corners!
- Cheaper beer.
- Classic epic ride.
- Clearer trail signs.

- Compensation if resort closed due to weather, at least partial refund. Better for word of mouth advertizing.
- Connecting Trail from Kicking Horse to the Moonraker trails.
- Cooperative peace between wood-lot operators and bikers.
- Cross country bike trail development at KHR.
- Day long trails that are easy to moderate difficulty.
- Derailed.
- Dirt jump park. (n=2)
- Dirt jumps.
- Downhill mountain bike rentals in town.
- Eagle Eye/Golden Taps.
- Even more signage.
- Extended hours at Kicking Horse.
- Farmers market , competition , and friendly lifty.
- Fewer mosquitoes.
- Free beer.
- Friendly service.
- Golden area could be a world destination biking mecca - needs master plan and solid funding.
- Haven't thought about yet.
- I'm not sure what could be done to improve experiences.
- Improved shuttle access to Mount 7.
- Instructors available for private lessons and as a guide, for kids, adults.
- It was sad to lose access to the road and parking area at Sanders Lake Campground.
- It would be nice to have more trail options off the top of the gondola at Kicking Horse. Have to ride the gravel road a long way.
- It's all there.
- Jumping trails.
- Keep it real, natural + technical.
- Keep trail crew that takes care of new feather, on downhill biking trails, they were great.
- Keep up the fantastic efforts in making Golden the best interior biking destination.
- Keep up the trail signs on Mount Seven.
- Kicking Horse.
- Kicking Horse bike park hat.
- Kicking Horse bike park riding shirts/jersey.
- Kicking horse trail bumper sticker - I rode kranky pants.
- Kids camps.
- Kids run off the short lift for absolute beginners.
- Later shopping hrs at bike shops in the evenings.
- Less rain.
- Link between Moonraker and KHR.
- Live Web Cams showing current weather all the time.
- Local bike video presentations! :)
- Longer 'epic' xc rides (e.g. longer than 30kms).
- Maps for Mount 7.

- Moonraker's map and signage is terrible...we would be signs of names that were not on the map. At one point we weren't sure what way we were heading.
- More activities for children.
- More advice on beginner/intermediate trails.
- More and long jump runs at Kicking Horse.
- More Australians working!
- More beginner downhill trails.
- More bike shop services.
- More bike shops. (n=2)
- More bikes.
- More black/double black tracks.
- More camping areas.
- More camping sites at Cedar Lake.
- More child care options.
- More cross country trails. (n=2)
- More DH specific trails.
- More dirt berm trails with some flow.
- More dirt trails.
- More free or cheap camping near the bike parks.
- More groomed trails.
- More grooming done on existing trails.
- More jump runs.
- More Kicking Horse Bike Park souvenirs.
- More lift access.
- More maintenance on Mount 7, what happened to the Golden Cycling Club involvement on this mountain? I personally removed, with my own chainsaw most of the deadfall and blown down trees that were hazard on the trail this year and I don't even live there!
- More moderate trails for those still learning.
- More openly pushed as a MTB resort - came unprepared because I didn't know!!!
- More organized front desk employees (sic).
- More selection of food/drink at the resort. There's not much to do after the park closes.
- More signage.
- More skills camps for adults.
- More spots to wash the bikes.
- More stores on mountain.
- More things to do at the mountain base (everything was closed most of the time).
- More trails. (n=2)
- More trails at Kicking Horse resort. (n=2)
- More trails of all difficulty.
- More trails or features at the top of the mountain resort.
- More up to date trail map.
- More x country trails.
- Mount 7.
- Mtn biking links to Banff.
- New runs.

- New trails.
- New trails on Mount Seven with modern trail building techniques including machine built trails similar to the resort trails.
- Night life.
- None.
- None - it's as developed as need be for me.
- Not much else really. Its an amazing place to ride as it is!
- Nothing it's a great town.
- Repair shop halfway down Kicking Horse mountain.
- Secure mountain bike storage is a must for all that bring \$\$\$\$ bikes. Very disappointed that the resort does not have proper storage for bikes.
- Shuttle service for hire for Mount 7.
- Shuttle service up Mount Seven. (n=2)
- Shuttles on Mount 7.
- Single track trails with no technical skills required.
- Skills park and dirt jumps.
- Skills park with variety of jumps to learn on.
- Skills parks - perhaps we missed them (but dirt jumps and skills areas would be great if located close to town.
- Smooth road to access Mount 7 trails.
- Some easier Jumping trails at Kick Horse.
- Some events like races or festivals into September.
- Some medium skilled trails.
- Special effects.
- Support for volunteer trail builders.
- Sushi.
- Technical cross country for developing riders.
- Trail from KHMR to Moonraker.
- Trail guides for Moonraker.
- Trail maintenance.
- Trail maps posted at all trail junctions.
- Transport option for Mount 7.
- Trials park.
- Week long mountain bike camps for kids and adults at KHR or other.
- Weekly deals on bike rental.
- Women's bike weekend/courses :)
- XC trail funding & expansion everywhere - especially epic full day trails on bench-lands, ridgelines.

## **Appendix F - Uniqueness of Golden as a Mountain Bike Vacation Destination (Open-Ended)**

*We would like to know how you think Golden is different from other mountain biking destinations. What do you consider to be unique about Golden as a mountain bike vacation destination?*

- 3 hours from Calgary to beautiful, scenic BC. Laid back environment.
- A great variety of trails.
- A lot of options in difficulty of trails.
- A sense of realistic, down to earth folks with a 'can-do' attitude.
- Ability to ask why their different.
- Access to both downhill and cross country riding in close proximity.
- Access to other activities outside of mountain biking (paragliding, rafting, etc.).
- All riding and camping near or in the town, close to dining, shops, etc.
- All the serious bikers!
- All the trails are different.
- Alpine Terrain. (n=2)
- Awesome downhill biking mountain.
- Backcountry camping and its proximity to NTL Parks.
- Beautiful.
- Beautiful cabins and places to stay.
- Beautiful camping available across.
- Beautiful Scenery.
- Beautiful scenery and weather.
- Bigger mountain than Collingwood (blue mountain).
- Bike park and mount 7.
- Bike trail length.
- Both cross country and downhill trails.
- Both downhill and x-country mountain biking.
- Caliber of fellow bike riding participants.
- Camping at Eco Ranch, and on hill accommodations.
- Camping is abundant.
- Can ride excellent cross-country and downhill all in the same day.
- Challenging. (n=2)
- Cheap on hill accommodation at kicking horse.
- Choice of Lift Access or Shuttle for DH mountain biking.
- Close proximity to Calgary.
- Close to Calgary. (n=3)
- Close to Edmonton. (n=2)
- Close to home.
- Close to home (Calgary).
- Closed loops (no highway or road riding required).
- Closeness to Canmore.
- Commitment to Mountain Bike scene.
- Consistency of quality.
- Crazy riding.
- Different levels of riding.
- Different terrain at Kicking Horse.
- Difficult terrain.
- Diversity.
- Downhill at Kicking Horse is steeper than most.

- Downhill mountain biking resort with lifts.
- Dry.
- Eagle Eye.
- Easily Shuttled Down Hill Mountain Bike hill (Mount 7).
- Easy access.
- Easy access from town.
- Easy access to all trail heads/resort.
- Easy access to very well maintained trails. The mount 7 seven network boasts some of my favourite riding.
- Elevation.
- Epic Scenery.
- Especially nice scenery.
- Everything is right there or close by.
- Excellent camping opportunities.
- Excellent Cross country trails, easy to access and lots of variety.
- Excellent maintenance of trails.
- Excellent mix of \*both\* cross-country and downhill trails.
- Excellent view and friendly town.
- Exceptional scenery.
- Expanding cross-country singletrack trail system.
- Expansion of trail system.
- Familiar as it's one of our favourite winter destinations.
- Fantastic advanced mountain biking close to Calgary.
- Fast.
- Free wash station for bikes. Not sure if this unique.
- Friendly.
- Friendly atmosphere. (n=2)
- Friendly locals.
- Friendly/helpful staff.
- Fun and unique trails.
- GNARLY. (n=2)
- Golden isn't swarming with tourists like Banff...I didn't feel like I went from one busy city to another.
- Gondola. (n=3)
- Good rental equipment.
- Good riding.
- Good shuttle road. (n=2)
- Good value compared to mountains in Alberta.
- Good value for rental condo at resort. Hot tub, deck, lots of room for family with baby.
- Good variety.
- Good variety of trails, terrain.
- Good vibe in town.
- Good weather.
- Great (and free) trail map.
- Great challenging biking terrain.



- Great cross country trails for all ability levels.
- Great Park, not busy, most vertical fastest on Gondola.
- Great resort.
- Great small town feel.
- Great variety of different rides for different capabilities.
- Has a lot of ladder features.
- Has both resort and shuttle options.
- Has downhill, cross-country and road riding all there.
- Huge trail system.
- Huge vertical on the ski hill.
- I have friends that live in Golden.
- I have only ever ridden Golden.
- I love mountain biking in Golden!
- I love small mountain towns. Golden makes me want to move there.
- In town camping.
- It has lift access.
- It is close to Alberta.
- It's close to where I live.
- It's rocky as all hell.
- KHMR.
- Kicking Horse - great trails/all level of riders.
- Kicking Horse - the Eagle Nest/great food/great view...a must.
- Kicking Horse - the Gondola.
- Kicking Horse and Mt 7 are some of the longest mountain bike downhill runs you can get.
- Kicking Horse is NOT for beginners.
- Kicking Horse is pretty unique in itself.
- Kicking Horse is quite difficult.
- Kicking Horse is really steep.
- Kicking Horse is very challenging/well maintained.
- Kicking Horse Resort.
- Kicking Horse resort for mtn biking.
- Known trails.
- Lack of other people.
- Laid back - no big crowds - wild but mellow.
- Lazy Staff (e.g. they closed early even though rain stopped).
- Length of descent - longer than other eastern BC resorts.
- Lift accessed trails (at kicking horse).
- Long runs. (n=2)
- Long runs + steep.
- Long season.
- Long shuttle runs on Mount 7 are one of a kind.
- Longer season.
- Longer trails.
- Lots to ride.
- Love the small town feel with big city bike park.

- Loved the trails, rough and aggressive.
- Magnificent view.
- Many cross-country trails.
- Many other activities.
- Many trail choices.
- More down to earth people.
- More technical trails.
- More technical, less groomed runs.
- More trail/feature building at Kicking Horse than at other places like Fernie.
- More trails of different varieties.
- More vertical.
- More vertical (both on Kicking Horse and Mount 7).
- More vertical than most.
- Mount 7 - no where I have been in BC has such good DH outside of the park
- Mount 7. (n=2)
- Mount 7 is free.
- Mount 7 is unparalleled as far as fast DH course.
- Mount 7 is very challenging course.
- Mountains everywhere!
- Never very busy.
- Nice mix of trails, cross-country terrain.
- Nice on hill accommodations.
- Nice slow pace.
- Nice small town not busy.
- Nice smooth flowy trails.
- No crowds.
- No line ups.
- Not a touristy town.
- Not as commercialized or touristy as other resorts. It's more wild and authentic.
- Not too busy.
- Not too crowded.
- Not touristy.
- Offers extreme terrain that is easily accessible and easy to find your way through.
- Only one over been too.
- Professional assort.
- Proper big boy tracks and features to ride.
- Proximity to home (Calgary).
- Quality of the trails.
- Quality of trails - Moonraker system very good.
- Quiet. (n=2)
- Quiet, small town, off the beaten track.
- Quiet/not as many people.
- Really high mountain.
- Remote and uncrowded.
- Restaurant quality.

- Rippers! Seeing people on the streets with bikes and smiles.
- Road access.
- Rocky. (n=3)
- Rugged.
- Seclusion of destination.
- Sentimental - spend a lot of time there in the winter.
- Small town feel.
- Small, friendly.
- Starting to have more cross-country choices.
- Steep. (n=4)
- Steep terrain. (n=3)
- Steep terrain at Kicking Horse Resort and Mount 7.
- Steep, fast runs at Kicking Horse.
- Steeper.
- Steeper, rockier.
- Technical.
- Technical downhill trails.
- Terrain.
- The entire area is very pro-mountain biking.
- The gnarliest most challenging trail I have ridden in my life - Dead Dog in the wet! I'm still talking about it to my friends!!
- The Gondola is easy to get on and off of, the lift prices are reasonable.
- The infra-structures.
- The landscape.
- The locals ride their bikes through town, rather than drive.
- The people we meet were all very friendly.
- The price is fair at kicking horse.
- The Riverhouse bar at the river.
- The Riverhouse Bar makes the best nachos and plays the best music!
- The terrain - rockier.
- The terrain ie rock slab and long technical downhill.
- The trails.
- The trails are amazing, the valley is stunning.
- The trails are challenging.
- The trails are nicely developed and lots of fun.
- The trails are very rugged and challenging.
- There's good shuttle riding and lift access all in the same town.
- There's no 'village' at the resort.
- Trails are rocky, steep, loose, difficult and fast.
- Trails are well kept.
- Trails for all abilities.
- Trails very well marked.
- Trails well-maintained.
- Unable to assess.
- Under the radar.

- Unique terrain. (n=2)
- Unique trails.
- Unlimited 'outdoorsy' stuff to do! Walk, run, ski, bike, people watch...all year round!
- Varied biking terrain.
- Variety.
- Variety from cross country to all mountain to downhill.
- Variety of locations.
- Variety of riding.
- Variety of terrain. (n=2)
- Variety of trails.
- Vertical drop of hill.
- Very relaxed atmosphere with a country feel.
- Very rugged.
- Way of getting up mountain.
- Well developed mountain biking trails.
- Well done trail.
- Well maintained. (n=2)
- Well maintained trails. (n=2)

## **Appendix G - Positive Images/Characteristics of Golden (Open-Ended)**

*What positive images/characteristics come to mind when you think of Golden?*

- A bear :o.
- Access.
- Accommodations.
- Affordable.
- All season, rapid access to great terrain & multi-sport activities.
- Alpine/big mountain terrain.
- Amazing scenery.
- Amazing terrain.
- Amount of terrain.
- Attractive town.
- Awesome bike park.
- Awesome trails.
- Backcountry skiing.
- Beautiful. (n=2)
- Beautiful area.
- Beautiful mountains. (n=2)
- Beautiful place.
- Beautiful scenery.
- Beautiful scenery. (n=7)
- Beauty.
- Best riding ever in my life.
- Best views.
- Big descents.
- Big mountains. (n=3)
- Big mountains, huge amount of vertical.
- Bike friendly.
- Biking everywhere.
- Boo the bear/wildlife.
- Challenge.
- Challenging.
- Challenging trails.
- Clean.
- Climbing.
- Close.
- Close to nature.
- Closer to home than other bike parks.
- Cold Beer.
- Convenient.
- Cool locals.
- Cool mountain, with technical and steep terrain.
- Cool used sporting goods shop.
- Crazy blue water.
- Downhill biking is awesome and nice view.
- Downtown walking area.
- Ease of getting to Golden/trails.

- Easy access from Alberta.
- Easy access from Canmore.
- Easy to get to Golden from Calgary, easy parking at the trails.
- Epic trail system.
- Everything close by.
- Excellent cross-country riding.
- Excitement.
- Fantastic hostel (Dreamcatcher).
- Friendly. (n=3)
- Friendly locals. (n=2)
- Friendly people. (n=3)
- Friendly people in the town.
- Fun. (n=2)
- Fun People.
- Gnarly/technical/varied.
- Gondola access.
- Good biking.
- Good community.
- Good eateries.
- Good hippy coffee shop.
- Good mountain bike trails.
- Good mountain biking club.
- Good people. (n=2)
- Good shopping.
- Good snow.
- Good trail maintenance for what they have to work with.
- Good value.
- Good weather.
- Good weather, excellent scenery.
- Great accommodations.
- Great activities.
- Great biking. (n=3)
- Great bookstore downtown.
- Great food.
- Great hikes.
- Great mountain biking.
- Great night life.
- Great People. (n=3)
- Great potential.
- Great restaurants.
- Great riding. (n=2)
- Great terrain.
- Great town to hang out in.
- Great trails. (n=2)
- Great weather.

- Hard core outdoor enthusiasts.
- Historic downtown.
- I love the wooden pedestrian bridge.
- I'm familiar with it.
- Inviting.
- It's close to where I live.
- Kick ass trails.
- Kicking Horse - bike shop - very helpful.
- Kicking Horse - food (Eagle Nest).
- Kicking Horse - view.
- Kicking Horse. (n=2)
- Kicking Horse Resort.
- Lack of people on hill.
- Ladder filled trails.
- Laid back.
- Lift access and long trails.
- Location. (n=2)
- Long runs.
- Lots of 'extreme' sports options.
- Lots of outdoor activities.
- Lots of snow.
- Lots of things to do.
- Lots to do.
- LOVE the single track paths!!
- Maps of all trails.
- Mount 7. (n=3)
- Mount 7 Trails.
- Mountain bike park.
- Mountain biking. (n=4)
- Mountain town atmosphere.
- Mountains.
- Must be great skiing there!
- Nature. (n=4)
- Nature/scenery.
- Nice biking and fishing.
- Nice campground.
- Nice cross country bike trails.
- Nice river and a great bridge to walk on!
- Nice scenery. (n=2)
- Nice small town.
- Nice terrain.
- Nice town.
- No clear cuts.
- No crowds at KHMR.
- No line-ups.



- Not busy.
- Not crowded.
- Not in a national park.
- Not many tourists.
- Not touristy.
- Off the beaten path a little.
- One day drive from our home.
- One of the closest lifts to Calgary.
- Open space.
- Open view.
- Our friends live there!
- Outdoor activities.
- Outdoor adventure. (n=2)
- Outdoor fun/great biking.
- People. (n=2)
- Place to camp really nice.

## **Appendix H – Negative Images/Characteristics of Golden (Open-Ended)**

*What negative images/characteristics come to mind when you think of Golden?*

- 6000 miles from my house!
- Bad drive from Calgary.
- Bad roads (HWY 1 canyon).
- Better flowyer jump line, like Silverstar, Whistler.
- Bike Park closed too early.
- Bike Park open too late.
- Blue collar town.
- Can ride most trails in one day (e.g. Moonraker).
- Chatterry trail at Kicking Horse.
- Closed features.
- Closing Mount 7 for logging.
- Construction.
- Construction on highway 1. (n=2)
- Cost of living is going up in the resort town.
- Cost of staying there.
- Cost to ride.
- Could be more lift access.
- Could be more trails on mountain.
- Derelict run-down properties in town - getting better though.
- Didn't realize I was there the last day Kicking Horse was open, good thing I didn't wait another day.
- Difficult to find sport shops.
- Difficulty repairing bikes on the hill.
- Disrespect for natural environment & tree buffers.
- Distance.
- Distance from Calgary.
- Don't know much about Golden.
- Downhill biking pass is getting expensive.
- Downtown uninteresting.
- Dry trails.
- Dusty when it's dry.
- Everything closes too early.
- Expensive. (n=2)
- Expensive fuel.
- Far.
- Far from Calgary.
- Feels kind of run down as a community.
- Frequent highway closures in winter.
- Further than Banff.
- Gas is more expensive.
- Gas prices.
- Getting through the pass in the winter.
- Gondola is a bit of a pain for bikes.
- Hard to find stores in town.
- High cost of gas.

- High prices.
- Higher taxes.
- Highway construction. (n=2)
- Hippies.
- I wish I lived closer.
- If you guys could get your trail looking like Silver Star I am sure you would have more bikers coming.
- Indifferent food.
- Industrial.
- Industrial city.
- Industrial park looks run down.
- Industrial railroad areas mixed into the rest of town.
- Industrial town.
- Info/signage hard to find.
- Isolated from services when staying at the resort.
- It has a highway in the guts of it!
- It's too far from Australia!
- Kicking horse canyon section of Hwy 1.
- Kicking Horse Trails - very poor condition.
- Kinda pricey for a lift ticket.
- Lack of machine build trails.
- Lack of swimming options.
- Lack of tent camping and camping services at Kicking Horse.
- Less strippers.
- Lifts need to be open earlier than 10:30am.
- Logging near town - wood-lot operator destroying trails.
- Look of town.
- Loose dirt.
- Loud trains at night.
- Macho/bro mountain biking culture.
- Many stores close early.
- McDonalds.
- Moonraker's map & signage along the trails...a lot of trails we not on the map...leaving us wondering if we were headed in the right direction to make it out.
- More DH trails.
- More people need to ride.
- Mosquitoes. (n=3)
- Mosquitoes were terrible on the trails.
- Naked, with few trees.
- Navigating the traffic on the strip along Highway 1.
- Need a better Hostel.
- Need a new fast, buff, bermed trail.. similar to A-line.. with room to boost.
- Need more camping (don't like the 2 campgrounds in town, like Cedar Lake but it is a bit small).
- Night life.

- Nightlife options.
- No bear!
- No decent bike shops.
- No hiking from KHR base.
- No indoor swimming pool.
- No shuttle service for Mount 7.
- Noisy due to trains.
- None.
- None, we love Golden!
- Not a lot of selection for take out.
- Not enough camping sites near Kicking Horse.
- Not enough trails.
- Not much to do in town at night (lots of stuff closed very early).
- Nothing.
- Nothing to do at the base of the mountain.
- Nowhere to eat dinner at the mountain (had to go to town, restaurant at the mountain closed in the afternoon).
- Old trails were not getting take care of during season and its gets rough for my bike and I still like riding the old trails even though you had new feathers.
- One random redneck encounter.
- Poor food services/choices at KHMR.
- Prefer not to comment. I may change my opinion at a later date.
- Price of gas.
- PST made buying stuff in BC expensive.
- Quiet nightlife, especially if staying in on-hill accommodations.
- Rail yard.
- Rain.
- Rental shop was all rented out so had to share a bike with friends.
- Revelstoke has better architecture :)
- Rough trails.
- Run down neighborhood near the Northern Lights.
- Short loops that have to be combined to get a long ride in.
- Short mountain biking season.
- Should put some effort into landscaping etc in town-boulevards. Revelstoke is beautiful.
- Shunting trains!
- Slow lift lines at Kicking Horse.
- Small town.
- So far from Calgary.
- Some poor local attitudes towards tourism.
- Some scary highway sections between Field and Golden.
- Some unfriendly mountain bikers encountered with a bizarre small town attitude! (but perhaps it comes with the territory of riding bikes!).
- Sometimes poor weather.
- The drive from Calgary.
- The drive home, back to the City for work.

- The hill is too hard on bikes.
- The wood mill.
- Tim Hortons.
- Tim Hortons is too busy.
- Town has a run-down look.
- Town itself pretty lame.
- Town looks aesthetically unpleasing.
- Town should use the river more-storefronts should be on the river.
- Town Site could have better amenities.
- Town site could use a face lift.
- Trail maintenance. (n=2)
- Trail maintenance needs improvement - too many brake/bomb holes never filled.
- Trails closed at Kicking Horse for maintenance.
- Trans-Canada through town.
- Travel time to other BC Bike Parks.
- Unfriendly/rude staff.
- Very difficult.
- Very high price of gas compared to other towns, e.g. 10 cents/litre higher than Revelstoke?
- We had stuff stolen from our campground.
- Weather dependent - nothing to do if it rains.
- Wet day.
- Wet slick roots.
- Work construction on the road.

## **Appendix I - General Comments from Intercept Survey Participants**

*Do you have any other comments about Golden that you would like to share with us?*

- Amazing. (n=4)
- Amazing mosquito control would make it even better though.
- Amazing scary.
- Amazing trail systems.
- Awesome mountain biking BC needs a worlds cup.
- Awesome. (n=13)
- Awesome come lots.
- Awesome good fun.
- Awesome love Moonraker.
- Awesome proper jump lines needed.
- Beautiful. (n=6)
- Beautiful BC has the best biking.
- Best. (n=2)
- Best anywhere.
- Best biking anywhere.
- Best in BC.
- Best in world!
- Best I've seen.
- Best trail system that gets better every year.
- Better than Ontario.
- Bring psychosis back. Golden needs an update.
- Can you buy club memb online?
- Did expect summer activity.
- Disappointed KHMR closed today.
- Excellent.
- Exited.
- Fantastic. (n=2)
- Friendly people.
- Fun. (n=2)
- Fun more trail maintenance bring back Pyscosis.
- Gas expensive liquor store has excellent selection.
- Give golden money to improve and maintain trails.
- Golden is great.
- Good.
- Good rutty.
- Good signage and maps.
- Good time(s). (n=3)
- Good trails.
- Great. (n=11)
- Great biking poor resort mgmt.
- Great keeps us coming back.
- Great trails, trails on map could be better.
- Hot and sweet.
- It's awesome one of the best places.
- It's the best at Moonraker.



- KHMR fantastic-need more summer activities.
- KHMR more fun than Panorama.
- KHMR rules compares to Whistler.
- KHMR trail quality worse than last year.
- Lacking nightlife, need more bike shops.
- Looks good. (n=2)
- Lots of fun it's an addiction.
- Love it. (n=4)
- Loves Canyon Creek, add mileage to trail maps.
- Maps not up to date.
- More single track beginner trails.
- More trails love it.
- Mount 7 awesome.
- Need 4-cross races.
- Need more.
- Needs more signage on trails.
- Nice. (n=2)
- Nice trails little buggy.
- Nice, kids like it!
- No 29 tubes.
- Panorama more catered to kids.
- Part of reason we have home here.
- Pretty.
- Race track beats us up.
- Rad. (n=3)
- Really good.
- Second favorite.
- Service is everything - have had good and bad. Keep up the BC bike parks.
- Sick. (n=2)
- Spectacular.
- Steep.
- Sweet. (n=5)
- Taxes & gas prices to high buy all gas and groceries in Alberta for trip.
- Too many bugs.
- Too expensive.
- Too many bugs nice trail system though.
- Track narly.
- Trail crue constantly.
- Trails at KH could use more maintenance.
- Unbelievable!
- Uphill access & dogs allowed @ KHMR.
- Uphill riding at KHMR necessary.
- Very nice.
- We love it. (n=2)
- We love it easy access from Calgary.

- We love it except mosquitos.
- Whats with mosquitos this year?
- Wish you still had Phycosis race.
- Wooooo!
- Wow I cant believe more people aren't here.
- Yah.

## **Appendix J - General Comments from Follow-Up Survey Participants**

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

Comments are grouped into the general categories of 'suggestions/need for improvement', 'not enough or poor services', 'enjoyed activities and services' and 'other'.

### **Suggestions/Need for Improvement**

- Although we didn't rent the bikes, the bike rentals by the pedestrian bridge is a very cool idea!
- Andy Bostock needs to do more skills camps for adults and youth. The KHMR bike park season pass is a great deal!!! The Western Open race at KHMR is a fantastic event that I will continue to support.
- Continue to support mountain biking. Thank you!
- Could use another swimming pool.
- Golden has excellent potential but the town needs to make the bricked downtown core larger , to utilize the river side of the main street and to add more dirt runs on the ski hill.
- Golden is an amazing destination for mountain biking. This is the first year I biked there and I plan on going back next year as often as I can. Only wish that Kicking Horse was open for longer!
- Golden is lovely. We love staying on the hill at Kicking Horse in the summer. Beautiful, serene, not too crowded or overly developed. It would be nice if they would allow hiking on the mountain from the bottom at Kicking Horse. They could designate a few foot trails for hiking from the bottom. Other mountains allow hiking on the same hill as the mountain biking (Fernie, Silver Star, Whistler, Panorama) by designating some trails as hiking only. I don't like having to drive somewhere just to be able to hike. The hiking at the top of the gondola is ok, but most of it is too steep for casual hiking and there is limited easy hiking up there. Other than that it is great. We like how the town is not very far from the ski hill, easy for getting groceries or going in for dinner. I found the x-country trails marked much better this year, which was greatly appreciated.
- Golden is my "go to" mountain bike park. Trails are great, especially after the upper trails open up later in the season and I don't have to ride the fire road down too far. One thing Kicking Horse lacks is an ambiance at the resort itself, that is, there's not much choice for food and drink there, and it's dead after the park closes. I do like that KH is never busy, which really is a mixed blessing. I don't have to wait in line to go up the hill, but it also means that they aren't getting their name out there. A park this good should be busier (while hopefully maintaining the same level of service) so that they can invest more in the park/resort. Overall, Golden is a great place to visit. Friendly people, great weather, beautiful views.
- Good job! We always get our butts kicked riding BC. We are more cross country than extreme downhill, so we'd love to see more intermediate riding.
- I love Golden. The ongoing maintenance of local trails needs to be supported and the epic link from Canyon Creek to Gorman is the seal on the deal. KHMR continues to improve and I'm impressed by the hill's support of keeping the vibe alive. Bring back the Psychosis, or maybe something a little more challenging...)
- I think the mountain biking has huge potential and would like to see lots of trail development on both sides of the valley. The 3 main areas are so close together I really believe it could be like a small Whistler. I love that I am able to ride with my wife who is new to mtn biking and would love to see more development of the moonraker and mtn shadows trails to give more variety of terrain and challenges. More technical cross country trails would help people develop riding skills.

### **Suggestions/Need for Improvement (continued)**

- I would go back anytime, but the cost of a mountain biking day with all the rental is pretty expensive.
- I'm pleased to see to see Tourism BC studying Golden mtn-biking. Golden is a biking diamond-in-the-rough. Golden could become a 'go-to' mountain biking destination but only with much higher external funding and planning because to date the trail construction has been sporadic mostly contingent upon unpredictable (CB?) grants and volunteer work. The local bike community is comprised of hard-working volunteers and enthusiastic. They are very supportive of new initiatives. Whistler's extensive trail system is a model example of how an incredible system of trails can be integrated into a community to boost the local economy, and to cultivate "bike mecca" status. Build up the trail system and bikers from all over the world will come to visit. This town needs all the help it can get when the ski hill shuts for the winter. Expanded biking during the summer would fill the void. Notably, the BC government needs to get a handle on forestry activities situated close to communities such as Golden. Some of the local wood-lot operators have tolerated locals building trails for some time, but lately there were escalating confrontations between one wood-lot owner and mtn-bikers. Tough to say who is to blame - all parties are complicit. Recent end result: unbelievably harsh logging near town over existing (un-authorized) trail systems that were growing in stature among out-of-towners bikers as a place to bike. So now the wood-lot operator has a few dollars in its pocket and some tax dollars were generated for BC but the clear-cutting has destroyed vistas and existing trail systems that should have been recognized by government and promoted as a biking destination. Big loss for the local community and mtn-biking. We need more cooperation between business, government and community. Otherwise, it is counter-productive to tourism. Nobody wants to visit a town to mtn-bike in a clear-cut.
- It is my favourite bike park! - I love the runs, I stick to the greens and some blue runs. My Boys love the black runs. We always have lunch at the Eagles Nest...good food and what a view! I was very disappointed the season started late and, it always ends to early....It would be nice to ride into Oct.
- It seems like Golden is an up and coming Alberta (Calgary) tourism destination, with plenty of new recreation properties being built. Problem is there is not the accompanying townsites with amenities to go along with the outdoor adventure, take Fernie as an example for what Golden could be....
- It was a great experience overall, I just wish that the ski hill would take advantage of all the tourists coming to Banff that want to go there but can't get to Golden.
- Keep investing in the biking infrastructure.
- Keep on making improvements to the area. More trails and better facilities will attract riders and families to the area.
- KHR has an opportunity to extend its mountain bike appeal with more tourist friendly riding using the cross country trails at the resort and linking to Moonraker trail system. This may improve summer and shoulder season rentals for the resort. My experience is that riders spend a day at the resort and move on, not usually staying at the mountain.

### **Suggestions/Need for Improvement (continued)**

- Kicking horse is full of potential but would need to step up trail maintenance (more people, machinery, "magic earth"...). Let go of Boo bear, as it is not a zoo and neither a refuge and put the money on the trail system. Those guys make it a painful experience for the customers to give them money; unorganized/lost employees (or guys working with crappy protocol?). No fun activities; matching single bikers on orientation tours, friendly competitions or games. Expensive yet not very competent dh trainers. How about volunteer ambassador who would show off the mountain (plenty of knowledgeable locals)? Better end of the season deals at the pro-shops/restaurants. Free drinking water at the base, near the gondola. Better bike rack, do you know the cost of forks? No transportation from town to resort. I have taken a camp last summer communication with employees was crap, staff forgot a free lunch.... P.S. Trail maintenance should not be put on the workers shoulder as they are doing an amazing job with what they have.
- More trails are needed for a better experience. It would be great to have trails that ride up to the alpine.
- Please pump money into maintaining Mount 7's trails. If possible maybe a shuttle service up there?!
- The addition of a nice single track for beginners would be a huge bonus. Fire roads get really boring to ride down, and the person I brought was a beginner, and the intermediate trails were too tough for him. I loved the mountain myself, but a nice mellow run, in between challenging technical runs would round out Kicking Horse greatly.
- The hill and available accommodation were excellent for mountain biking. It would be nice to see multiple lifts to upper mountain for skiing.
- The town could be made much more charming, without a lot of money. And the town in squandering the beautiful river that runs through it.
- You need to bring more people into the sport!

### **Not Enough or Poor Services**

- I found the price of food and beverage a little pricy. The lift ticket price was quite reasonable for the product.
- I have to stress that the map/signage system is awful! Being first time riders on Moonraker, we were very dependent on the map and signs to keep us on track. Neither the map nor the signs helped us at all. We were lucky to come across people who knew the terrain to help us along the way. It would be a huge help if all the signs were numbered...as the map is. It seemed like every fork in the road had a different name...leaving us scratching our heads wondering if we are headed in the direction we wanted to go. Other than that...we ADORE Golden!

### Not Enough or Poor Services (continued)

- Kicking Horse was wonderful downhill mtn biking and the place we stayed at the base of the ski lift was amazing. However, eating dinner at night required driving all the way down to town because the places at the mountain all closed early in the afternoon well before the dinner hour if you rode all day. When you did drive to town it was difficult to find a place to eat that was open past 7 or 8 (we ate at the same bar/restaurant every night because there was nothing else open). It was nice in the fact that it was quiet and we felt like we had the place to ourselves but it would have been nice to have some amenities closer to the mountain. Next time we will probably just bring groceries instead of eating out because of this experience.
- The town doesn't really lend itself to nature viewing or relaxation due to the noise from the trainyards.
- We were very dissatisfied paying extra for the extended play ticket. The cost for the extra time was too much.

### Enjoyed Activities and Services

- Always a good time, will be back for sure.
- Always love visiting, would live there if work permitted.
- Amazing, well-maintained trails. The volunteers should be tremendously commended!!!!!!!
- Awesome especially the Grizzly Bear experience.
- Beautiful place, reasonably priced.
- Can't wait for next summer! Oh and I'll be there this winter too :) La Nina round 2.
- Couldn't have been better. Decided to come last minute and was very impressed with the scene, town, local people, and the savage tracks to ride. Really liked the fact it was quiet and a bit off the radar for most people.
- Golden is great! I would definitely love to live there one day. The new highway is safer and kicking horses ski hill is getting better and better summers and winters. The weather is usually pretty good. The people that lives there are also pretty nice. 2 grocery stores that's also pretty good for a mountain town. I think Golden is the place to be.
- I want to come back for snowboarding.
- It was great.
- Kicking Horse is a great resort for biking.
- Loved it - wouldn't mind living there!
- Loved it. Will definitely be back (from the UK!!).
- Nope. We love coming here. I come with my crew to ride, I also bring my family to camp....it's our favorite summer destination (just came back from Camping with my son last weekend, actually).
- Overall it worked out to be the one of the most enjoyable vacations we have had in several years. The combination of good food, good service, friendly people, good accommodations, and outdoor activities was great.
- Stayed with friends so the cost was low. Really liked the new CVT trail (or whatever it is called).

### Enjoyed Activities and Services (continued)

- The campground in town is very nice.
- We had a great time and may add this to our summer tour again next year.
- We love going to Golden to ride. My four sons and I love riding together, it's the highlight of our summer. I used to bring a group of kids to Golden each summer when I was working as a camp director. I think that Kick Horse is on the right track, but their trail crew could use some help. They need more man power and equipment.
- We love what the town has to offer for all seasons. We would like to retire there one day.
- We loved it and will be back for sure.
- Wonderful trail development in the past year - Great work! Lots of Mosquitoes! Great camping options.

### Other

- Haven't been to Golden before until last summer but that was just to bike at Kicking Horse.
- I think as a small town it can be difficult to compete with places like Whistler for tourism (especially international tourism) whereby most folks will probably land in Vancouver, drive to Whistler and spend their holidays there. We had a friend in Golden which made the experience great as we able to stay for free and we had a person to drive the car for shuttles! Golden definitely has its own 'thing' going on and it was refreshing to visit. It feels quite raw and big and ominous to a guy from a town where the biggest mountain in quick riding distance is a hill at 700m and the trails there aren't legal. So finding a town whereby the mtb tourism is encouraged is quite progressive in my mind. Canada is extremely blessed with great hills and terrain for this kind of sport. Golden overall is a standout for me because of the Mt Seven trail network which was just mind blowing. I would like to congratulate the individuals and organisations for being so proactive and forward thinking with the provision of trail network maps and sanctioning legal trails for everyday folks to come and ride. Years ahead of my town!! Thanks.
- We saw an older gentleman clip a jersey barrier when pulling out of 7-11. He must have been too embarrassed because he did not stop, and it was fairly busy.