



TOURISM
GOLDEN

2013 VISITOR RESEARCH REPORT | RMI MONITORING SUCCESS



2013 Monitoring Success Project - Resort Municipality Initiative Golden

This document contains the data collected at key locations around Golden from community visitors to fulfil the Monitoring Success Project during 2013 and the research strategy of the Tourism Golden marketing plan for 2013 and 2014.

RMI Overview

The Monitoring Success Project is one of the Resort Municipal Initiatives for the 2012 to 2016 program. This project includes the annual physical collection of data from community visitors and ongoing monitoring that is pertinent to the goals of the Resort Development Strategy (RDS) and specific projects, in order to evaluate the levels of achievement of both Strategic and Tactical RDS and project goals on a yearly and overall RDS term basis.

The key objectives of the data collection is to ensure that we gather and produce comparable yearly reports to ensure that Tourism Golden is marketing and fulfilling its own mandates and fulfil the requirements of the Monitoring Success RMI project.

The key objectives and anticipated measurable outcomes of the RMI revenue-sharing program include increased tourism activity and revenues in resort communities and associated increases in private investment and in the municipal tax base. Other objectives and aspects of tourism growth, including social and environmental goals that are important to each community, usefully would be tracked over time to guide decision-making at all levels of government and to validate the rate and types of investments and economic development that is occurring over time.

Tourism Golden Research Strategy Overview

The 2013 – 2014 Marketing Plan includes a series of strategic marketing activities and programs to facilitate the achievement of the organizational goals determined in the 2011-2016 Strategic Business Plan.

The research strategy encompasses strategic goals to help Tourism Golden to fulfil the following marketing objectives:

- Increase awareness of Golden as a great place to vacation
- Establish perceptions of Golden consistent with our brand positioning
- Increase the number of overnight visitors
- Increase length of stay

The data collected and contained within this report fulfils the strategy goals of the Research Strategy by providing a library of data tracking visitor demographic, travel motivations, habits, perceptions and awareness on a monthly and annual basis. This library also includes key accommodator data including length of stay, average occupancy and origin markets.

The collected data will be used by Tourism Golden to provide customer insight and guide future marketing activity.

The 2013 data collection commenced 28th August 2013, this was the last weekend for whitewater rafting and summer public operations for Kicking Horse Mountain Resort, although weddings were hosted beyond this date at the resort.

The last date for the 2013 data collection was 22nd December 2013. Therefore, the data collected for 2013 only represents a small selection of the summer and winter periods.

Executive Summary

The following executive summary provides an overview of the data and results collected. It is recommended that the whole of the document is read to allow for a full insight into visitor demographics, reasons for visiting, length of stay, types of accommodation, daily spend, perceptions, expectations and other useful visitor data that has not been collected or analyzed previously.

Overall the survey was well received by the visitors. It has produced useful data that can be used by Tourism Golden and its stakeholders to better serve Golden and Kicking Horse Country visitors in the objective to attract more tourists from all over the world.

It is clear from the survey that visitors enjoy Golden and Kicking Horse Country with a vast majority returning and recommending as vacation destination.

Other key highlights from the survey are:

- The origin of visitors surveyed matches the geographical markets targeted by Tourism Golden
- Travel motivations may be highly influenced by location of survey and season and require additional comparative data
- 57% of visitors stayed 2 nights or more
- The average spend of visitors surveyed (excluding accommodation) was \$138 per party per day
- Positive contribution to other local businesses and economy
 - 82% visited a restaurant
 - 40% visited a pub
 - 37% shopped for gifts
 - 35% bought groceries and gas
- Awareness of Golden as a ski destination, stop on the highway and a beautiful, friendly town was high
- Perception of Golden as a just a highway stop was also high
- The majority of experiences with accommodation, dining, activities, local directional signage and highway signage and the vacation experience overall were rated above average to excellent

Main survey

The survey participation rate was excellent with an engagement rate of 81% and 75% fulfilling the survey qualifying questions.

From the survey results 52% of the visitors interviewed were male. This percentage gives a good selection of data for males and females. The majority of males were aged under 45 years (58%) whereas the majority of females were aged 45 years or over.

The residency of visitors clearly represents the target geographical locations identified by Tourism Golden with the regional Canadian markets consisting of Calgary, Edmonton and Saskatoon followed by the US states of Washington, California and Oregon. Texas is not identified as Tourism Golden target market but US visitors were strong from this state. This could be accounted to Texas being the second largest populated state and so these numbers could indicate a random visitation from this region.

The long haul and international visitors were all as per Tourism Golden's target markets; Ontario, United Kingdom, Germany, Netherlands, Sweden, Norway and Australia.

The majority of visitors were travelling with their spouse or partner; these accounted for 52% of the visitors.

Golden continues to attract new visitors which would indicate that it has a good reputation and is being successfully marketed by Tourism Golden, local businesses and community organisations to produce positive results.

Out of the repeat visitors, the majority have visited both summer and winter, indicating a strong opportunity for cross season marketing. Unsurprisingly, most international visitors were first time visitors.

One of the major challenges that Tourism Golden faces is to change the perception of Golden as a short stopover for either gas or a break before going en route to another destination. This challenge is highlighted by the fact that 23% of the visitors stated their primary reason for visiting Golden was due to the convenient location to stop en route to another destination.

The second largest primary reason for visiting Golden was to enjoy resort skiing at Kicking Horse Mountain Resort with 16%, followed by getting married or attending a wedding with 13%.

The primary reason for visiting attributed to a summer activity was low and this could be due to when the survey data collection commenced.

The majority of visitors stayed for 2 nights followed by one night stays. The one night and two night stays accounted for 51% of the visitors interviewed.

The number of day visitors was 19%. The total number of visitors staying for 2 nights or more was 30%.

One of the key objectives of Tourism Golden is to increase the number of nights stay and although there was a small percentage of more than 7 night stays the number of short term stays of three nights or less was 65% (excludes day visits). However, the longer stay visits could have been low as a result of the survey data collection occurring outside of key holiday periods.

The high number of short term stays could be accountable to the fact that majority of visitors interviewed were visiting Golden due to the convenient location to stop en route to another destination.

The most popular type of accommodation was a hotel or motel and these accounted for 54% of the visitors.

37% of visitors were staying on the Highway 1 corridor, of which 96% were staying in a hotel or motel.

30% of the visitors were staying at Kicking Horse Mountain Resort, 22% in downtown Golden, of which 46% were staying with friends or family and 30% at a campground. The remaining 11% were staying in the front country, of which 35% were also staying with friends or family.

83% of the visitors enjoyed our restaurants, followed by 40% visiting pubs and 37% shopping for gifts or clothing within Golden.

The top attraction was the Kicking Horse Pedestrian Bridge with 31% visiting this.

The activity participation numbers were lower than anticipated with hiking and hiking in Yoho/Glacier being with the most popular with 24% of the visitors participating. The next highest activity participation was skiing or snowboarding at Kicking Horse Mountain Resort with 10%.

The lower than expected activity participation numbers could be accounted to the survey data collection period and time of day that the data was collected.

81% of the visitors used a private vehicle to get to Golden. 82% of the visitors were residing in Canada and 89% of these were from Alberta, British Columbia or Saskatchewan, therefore unsurprising the majority of the visitors used a private vehicle as their mode of transport.

14% of the visitors used a rental vehicle to get to Golden, one person used the Greyhound bus and 4 arrived via a tour bus. This would indicate that the majority of long haul and international visitors rent a vehicle to get to Golden.

The survey highlighted that the majority of visitors know about Golden and Kicking Horse Country prior to visiting, this accounted for 86% of the visitors.

The majority of the US visitors did not know about Golden prior to visiting.

The key things known about Golden and Kicking Horse Country included Kicking Horse Mountain Resort and that it is a beautiful friendly town. Golden was known as a highway stop by a high proportion of the visitors. This could be accounted to that the majority of day and one night stays which amounted to 43% of the visitors were visiting due to the convenient location to stop en route – this was 50% for day visits and 52% for one night stays. The cumulative amount was 42%.

One of the goals of Tourism Golden is to change the perception of visitors that see Golden as a highway stop for gas to being a credible outdoor destination worthy of long term stays.

57% of the visitors stated that they have always known about Golden and 54% did not do any research on Golden prior to the visit, which is indicative of the number that have always known about Golden and so probably feel like they do not need to do any research.

36% of the visitors used online search engines to research Golden.

The visitors gave a positive response to how likely they would come back to Golden. With 93% of the visitors stating that they would be likely to come back to Golden and 55% of these stating that they would definitely return.

The number of visitors stating that they would recommend Golden was also a positive sign, with 95% stating that they would be likely to recommend Golden and 58% stating that they would definitely recommend Golden. 86% of the interviewed visitors stated that their visit met or exceeded expectations. Plus, 10% were not sure due to having just arrived in Golden.

Follow Up Survey

All visitors conducting the main survey were asked if they would like to participate in a follow up survey. 30% stated that they would like to, with 33% of these actually completing the follow up survey. This represents 10% of the main survey data.

72% of the visitors that participated in the follow up survey had 2 people in their group and 6% were travelling alone. The main survey showed that 52% were travelling with their spouse or partner and that 10% were on their own.

The majority of the visitors did not travel with children. The main survey indicates that 14% of the visitors were families travelling with children. The follow up survey indicates 12% of the visitor having only one group member aged 19 years or younger. This would indicate that the majority of the visitors carrying out the follow up survey were groups of adults.

50% of the visitors were returning visitors. This would explain why 57% of the visitors carrying out the main survey were already aware of Golden and 54% did not do any research on Golden prior to visiting. 31% chose Golden over other destinations due to it not being too far to travel.

One visitor did increase their stay in Golden and this is a positive sign.

Overall visitors had an excellent or good experience during their visit to Golden. None of the visitors stated that their overall visit was poor. 37% stated their visit was excellent, 53% stated it was good and 10% stated it was above average.

It was identified that all the positive perceptions of Golden prior to visiting stayed as positive after visiting and the two negative perceptions stated changed into positives following their visit.

40% visitors booked direct with accommodators and activity operators. 30% stayed with family or friends. 6% booked their accommodation and activities together as a package.

The vast majority of the visitors planned their trip or vacation between 3 weeks to over 3 months. This accounted for 78% of the visitors with 28% taking 3 to 4 weeks. Only 6% planned in less than 6 days.

Golden fulfils the top factors that the visitors identified when choosing a vacation.

The Main Survey Data

Survey Data Collection Period

The 2013 data collection commenced on 28th August 2013 and ended 22nd December 2013. Visitors were approached randomly in person by a representative of Tourism Golden who conducted an electronic questionnaire using an iPad.

Refer to Appendix A for the Main Survey questionnaire.

During this period there were 3 Statutory Holidays:

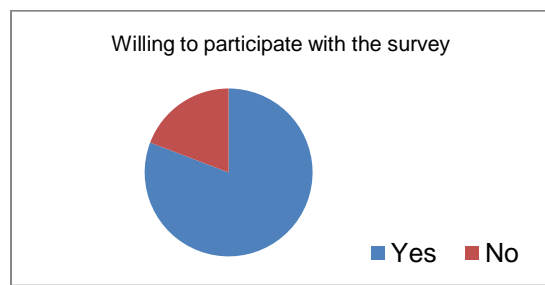
- Labour Day, Monday 2nd September
- Thanksgiving Day, Monday 14th October
- Remembrance Day, Monday 11th November

Data Collection Locations:

- The Golden Farmers Market
- Downtown Golden
 - The Golden Municipal Campground
 - Art Gallery of Golden
- Highway 1 corridor
 - Ramada (Hotel)
 - Prestige Inn (Hotel)
- Kicking Horse Mountain Resort

Total Number of individuals engaged during 2013

- Number of people engaged with: 536
- Number of people that agreed to participate: 433
- Participation percentage: 81%



Visitors were required to fulfil the following survey participation criteria:

- Be aged 19 years of age or over
- Be a visitor staying in Golden for less than 30 days

Out of the 433 participants 428 were over 19 years of age

Out of the 428 fulfilling the age requirement 107 could not continue with the survey as they were not a visitor staying in Golden for less than 30 days. These were made up of:

- 77 were residents of Golden
- 17 were a property owner in Golden or Kicking Horse, but not resident
- 13 were a seasonal visitor staying for 30 days or more

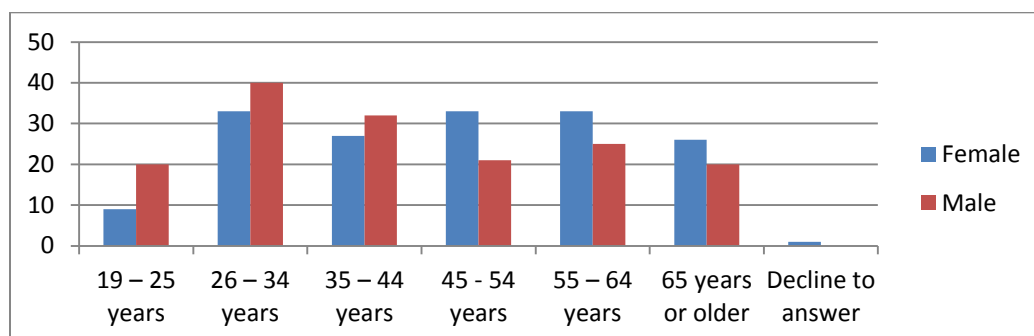
Total number to qualify for the survey: 321

Percentage of agreed participation who met the survey participation requirements was 75%

The following survey data was obtained from the 321 qualifying participants.

Age by gender

	Total		Female		Male	
	Count	Percentage	Count	Percentage	Count	Percentage
19 – 25 years	29	9%	9	6%	20	13%
26 – 34 years	73	22.7%	33	20%	40	25%
35 – 44 years	59	18.3%	27	17%	32	20%
45 - 54 years	55	17%	33	20%	21	13%
55 – 64 years	58	18%	33	20%	25	16%
65 years or older	46	14%	26	16%	20	13%
Decline to answer	1	1%	1	1%	0	0%



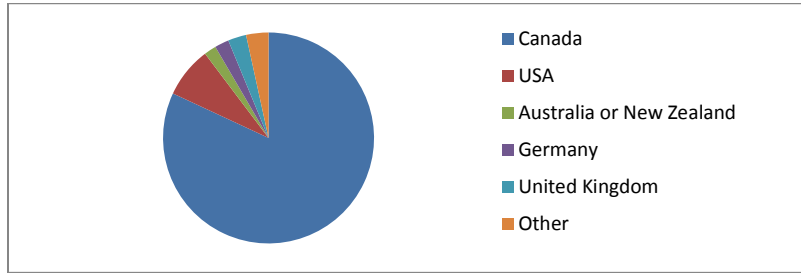
Observations

The survey data collected was fairly equal by gender with 48% of the visitors being female and 52% being male. The majority of males were younger than the females.

- 43% of the females were under 45 years of age and 6% were under 26 years of age.
- 58% of males were under 45 years of age and 13% were under 26 years of age.
- 25% of visitors were males aged 26 to 34 years, compared to 20% for females in the same age group.

Residency of the visitors

North America			Outside of North America		
	Count	Percentage		Count	Percentage
Canada	263	82%	Asia Pacific	2	
US	25	7.7%	Australia or New Zealand	6	
			Czech republic	1	
			Denmark	1	
			Germany	7	
			Israel	2	
			Japan	1	
			Netherlands/Holland	3	
			Switzerland	2	
			United Kingdom	9	
			Total	33	10.3%



Canada Residents by Province

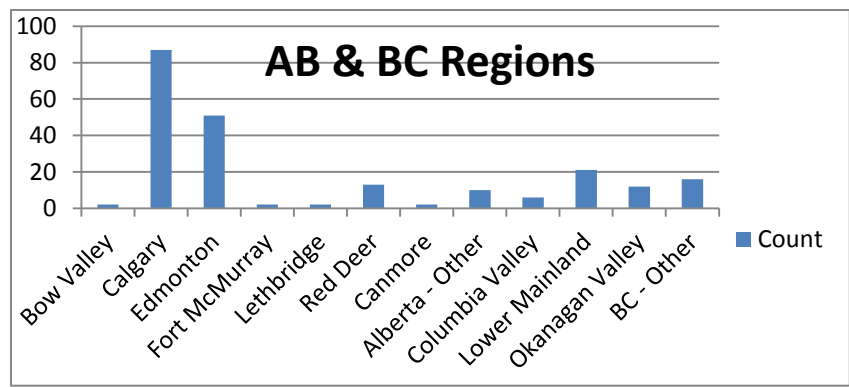
	Count	Percentage
Alberta	169	64.26%
British Columbia	55	20.91%
Ontario	20	7.60%
Saskatchewan	9	3.42%
New Brunswick	2	0.76%
Manitoba	2	0.76%
Nova scotia	2	0.76%
Quebec	1	0.38%
Newfoundland	1	0.38%
Unknown	2	0.76%

Alberta Residents by Region

	Count	Percentage
Bow Valley	2	1.18%
Calgary	87	51.48%
Edmonton	51	30.18%
Fort McMurray	2	1.18%
Lethbridge	2	1.18%
Red Deer	13	7.69%
Canmore	2	1.18%
Other	10	5.92%

British Columbia Residents by Region

	Count	Percentage
Columbia Valley	6	10.91%
Lower Mainland	21	38.18%
Okanagan Valley	12	21.82%
Other BC	16	29.09%



US Residents by Region

	Count	Percentage
Texas	3	12.50%
California	2	8.33%
Colorado	2	8.33%
Oregon	2	8.33%
Philadelphia	2	8.33%
Washington	2	8.33%
Virginia	2	8.33%
Florida, Kentucky, Boston, Michigan, Minnesota, North Carolina, Hawaii, Vermont (All one visit each)	9	37.50%

Observations

Golden attracts visitors from all over the world with 82% coming from Canada, of which 64% were from Alberta. The next largest Canadian market was British Columbia with 21% and then Ontario market with 8%. The majority of the Alberta visitors were from Calgary with 51%, followed by Edmonton with 30%.

The US visitors accounted for 8%. The majority of the US visitors were from Texas 12% and then California, Oregon, and Washington all with 8%.

The remaining visitors accounted for 10% and the majority of these came from the United Kingdom followed by Germany, Australasia and the Netherlands.

Tourism Golden actively targets the Canadian regional geographic markets of Calgary, Edmonton and Saskatoon. The survey results clearly identifies that visitors from these regions are visiting Golden.

However, the Saskatoon market was lower than expected and this could be due to the fact that Saskatchewan snowmobilers are targeted and at the time the survey was taken this was still early season for snowmobiling.

Washington, California and Oregon are all target market regions for Tourism Golden and the survey shows that these account for a large number of the US visitors. The survey did highlight a high number of visitors from Texas and this should be considered for future target markets.

Long haul and international travelers are targeted by Tourism Golden through various marketing means to increase awareness of Golden and Kicking Horse Country and to ultimately penetrate this market. The primary regions targeted are Ontario (8% of the Canadian visitors), United Kingdom, Germany, Netherlands, Sweden, Norway and Australia. These regions all made up the majority of long haul and international visitors.

Whom visitors were travelling with by the country they reside within

	With spouse or partner	With friends	With family members WITH children	On own	With family members NO children	With an organised leisure tour group	Business associates
Canada	129	44	39	29	16	5	1
US	17	5	1		1		
United Kingdom	7				1		
Australia or New Zealand	3		1	2			
Germany	5		1		1		
Other	6	4	2				1
Total Count	167	53	44	31	19	5	2

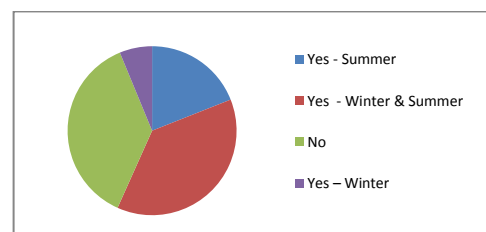
Observations

The majority of visitors were travelling with their spouse or partner accounting for 52%.

13% were travelling with children. The summer holidays ended the weekend this survey started and so these figures may not be a true representation of a full year's data collection.

Visited Golden before by the country they reside within

	Yes - Summer	Yes - Winter & Summer	No	Yes - Winter
Canada	57	120	67	19
US			24	
United Kingdom	1	1	6	
Australia or New Zealand	2		3	1
Germany			7	
Other	1		12	
Total Count	61	121	119	20



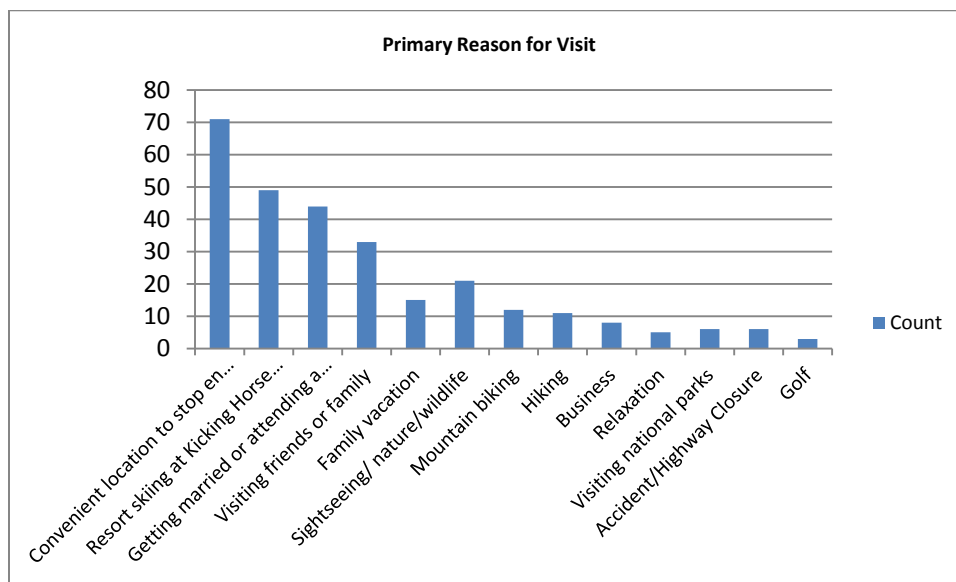
Observations

Golden continues to attract new visitors which would indicate that it has a good reputation and is being successfully marketed by Tourism Golden, local businesses and community organisations to produce positive results.

Out of the repeat visitors, the majority have visited both summer and winter, indicating a strong opportunity for cross season marketing. Unsurprisingly, most international visitors were first time visitors.

Primary reason for visiting by survey location and country they reside within

	Farmers Market			Downtown Golden			Highway 1 corridor			Kicking Horse Mountain Resort			Totals	%
	Canada	USA	Other	Canada	USA	Other	Canada	USA	Other	Canada	USA	Other		
Convenient location to stop en route to another destination	5		5	14	4	5	35	1	3	1			73	22.74%
Resort skiing at Kicking Horse Mountain Resort						1				47	1	2	51	15.89%
Getting married or attending a wedding	3			9		1	6			22	1		42	13.08%
Visiting friends or family	4			14		2	2			11			33	10.28%
Family vacation	2	2		5			2			16	1	1	29	9.03%
Sightseeing/ nature/wildlife		1	1	6	2	6	2	1	1	1		1	22	6.85%
Mountain biking				1						11			12	3.74%
Hiking		1		1	1					6	1	1	11	3.43%
Business							8						8	2.49%
Relaxation				3		1	1						5	1.56%
Visiting national parks					1		1	2	2				6	1.87%
Accident/Highway Closure				1			5						6	1.87%
Golf						1	1	1					3	0.93%
Relocation or business opportunities	1									1			2	0.62%
Other watersport (e.g. kayaking, canoeing, Stand Up Paddleboard)				1									1	0.31%
Snowmobiling										1			1	0.31%
Festival or concert			1										1	0.31%
Swiss Guides and other heritage										1			1	0.31%
Whitewater rafting					1								1	0.31%
Market	1												1	0.31%
Other				5			3			3		1	11	3.76%



Observations

The majority of visitors were visiting Golden due to its convenient location to stop en route to another destination. This accounted for 23% of the visitors and the majority of these giving this primary reason were interviewed on the Highway 1 corridor.

Where the primary reason for visiting was stated as resort skiing at Kicking Horse Mountain Resort, all interviews took place at Kicking Horse Mountain Resort apart from one. A visitor with a primary reason of skiing at Kicking Horse Mountain Resort is more likely to be attracted to accommodation at the resort to make the most of their time skiing.

Kicking Horse Mountain Resort also had a high number of people getting married or attending a wedding. With the increased awareness of Golden as a wedding destination, it is not surprising that the majority of visitors stated that their primary reason for visiting was to get married or attend a wedding where the data was collected at Kicking Horse Mountain Resort.

This report started 28th August and this was the last weekend for rafting and summer operations at Kicking Horse Mountain Resort. This could account for the low numbers of visitors participating in activities such as whitewater rafting and mountain biking.

The snowmobiling numbers were low. It is well known that this is a very popular activity that draws visitors to Golden and Kicking Horse Country. An explanation for the low numbers could be due to the time and location of the survey data collections. The majority of snowmobilers will be enjoying the activity at the time the data collectors were working. This could also be a factor with other day time activities.

Reason for visiting by number of nights in Golden and Total length of trip

Day visit

Note: If the user selected Day Visit then the total trip length was incorrectly bypassed. This should be corrected on future surveys.

Primary Reason	Count
Convenient location to stop en route to another destination	31
Resort skiing at Kicking Horse Mountain Resort	14
Getting married or attending a wedding	1
Visiting friends or family	1
Family vacation	1
Sightseeing/ nature/wildlife	5
Mountain biking	3
Hiking	1
Relaxation	2
Whitewater rafting	1
Market	1
Other	1
Total	62

One night

Primary Reason	Count	Total Trip Length (nights)				
		1	2	3 - 6	7 - 13	≥ 14
Convenient location to stop en route to another destination	39	2	1	12	16	8
Resort skiing at Kicking Horse Mountain Resort	5	4	1			
Getting married or attending a wedding	1					1
Visiting friends or family	4	3			1	
Family vacation	3	1	2			
Sightseeing/ nature/wildlife	5					5
Mountain biking	3	3				
Hiking	5			5		
Relaxation	1			1		
Visiting national parks	1			1		
Accident/Highway Closure	5	1		2	2	
Golf	1			1		
Other	2	1	1			
Total	75	15	5	22	19	14

Two nights

Primary Reason	Count	Total Trip Length (nights)			
		2	3 - 6	7 - 13	≥ 14
Convenient location to stop en route to another destination	3			1	2
Resort skiing at Kicking Horse Mountain Resort	18	15	2	1	
Getting married or attending a wedding	18	11	7		
Visiting friends or family	9	7			2
Family vacation	12	5	1	3	3
Sightseeing/ nature/wildlife	9	3	1	2	3
Mountain biking	2		1	1	
Hiking	3	2		1	
Relaxation	1				1
Visiting national parks	3			2	1
Business	1	1			
Golf	1		1		
Festival or concert	1				1
Swiss Guides and other heritage	1	1			
Other	6	3	2	1	
Total	88	48	15	12	13

Three nights

Primary Reason	Total Trip Length (nights)			
	Count	3 - 6	7 - 13	≥ 14
Resort skiing at Kicking Horse Mountain Resort	6	6		
Getting married or attending a wedding	15	13	1	1
Visiting friends or family	6	5	1	
Family vacation	8	6	2	
Sightseeing/ nature/wildlife	1	1		
Mountain biking	2	2		
Hiking	3	3		
Relaxation	1	1		
Visiting national parks	2			2
Accident/Highway Closure	1		1	
Other	2	2		
Total	47	39	5	3

Four nights

Primary Reason	Total Trip Length (nights)			
	Count	3 - 6	7 - 13	≥ 14
Resort skiing at Kicking Horse Mountain Resort	3	2		1
Getting married or attending a wedding	5	3	2	
Visiting friends or family	2	1	1	
Family vacation	2		1	1
Sightseeing/ nature/wildlife	1			1
Mountain biking	1	1		
Golf	1			1
Other	1			1
Total	16	7	4	5

Five nights

Primary Reason	Total Trip Length (nights)			
	Count	3 - 6	7 - 13	≥ 14
Resort skiing at Kicking Horse Mountain Resort	1		1	
Getting married or attending a wedding	1	1		
Visiting friends or family	2	1		1
Family vacation	1	1		
Sightseeing/ nature/wildlife	1			1
Hiking	2	2		
Business	2	2		
Other watersport (e.g. kayaking, canoeing, Stand Up Paddleboard)	1	1		
Snowmobiling	1	1		
Total	12	9	1	2

Six nights

Primary Reason	Total Trip Length (nights)			
	Count	3 - 6	7 - 13	≥ 14
Visiting friends or family	1	1		
Family vacation	1	1		
Total	2	2		

Seven to thirteen nights

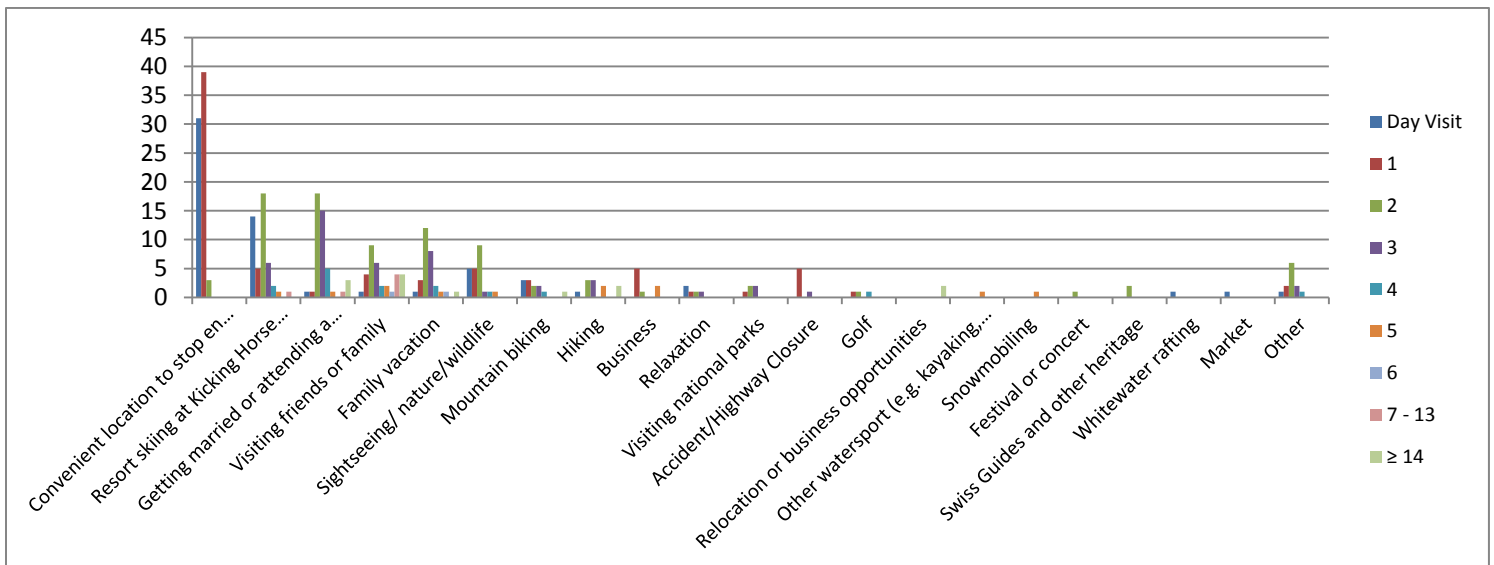
Primary Reason	Total Trip Length (nights)		
	Count	7 - 13	≥ 14
Resort skiing at Kicking Horse Mountain Resort	1	1	
Getting married or attending a wedding	1	1	
Visiting friends or family	4	3	1
Total	6	5	1

Fourteen nights or more

Primary Reason	Total Trip Length (nights)	
	Count	≥ 14
Resort skiing at Kicking Horse Mountain Resort	3	3
Visiting friends or family	4	4
Family vacation	1	1
Mountain biking	1	1
Hiking	2	2
Relocation or business opportunities	2	2
Total	13	13

Total number of nights in Golden by primary reason for visit

Primary Reason	Day Visit	1	2	3	4	5	6	7 -13	≥ 14
Convenient location to stop en route to another destination	31	39	3						
Resort skiing at Kicking Horse Mountain Resort	14	5	18	6	3	1		1	3
Getting married or attending a wedding	1	1	18	15	5	1		1	
Visiting friends or family	1	4	9	6	2	2	1	4	4
Family vacation	1	3	12	8	2	1	1		1
Sightseeing/ nature/wildlife	5	5	9	1	1	1			
Mountain biking	3	3	2	2	1				1
Hiking	1		3	3		2			2
Business		5	1			2			
Relaxation	2	1	1	1					
Visiting national parks		1	3	2					
Accident/Highway Closure		5		1					
Golf		1	1		1				
Relocation or business opportunities									2
Other watersport (e.g. kayaking, canoeing, Stand Up Paddleboard)						1			
Snowmobiling						1			
Festival or concert			1						
Swiss Guides and other heritage			1						
Whitewater rafting	1								
Market	1								
Other	1	2	6	2	1				



Observations

Where the primary reason for visiting Golden was convenient location to stop en route to another destination all the visitors were staying for two nights or less, this accounted for 22.74% of the total of visitors interviewed. Out of these 42.47% were day visitors which accounted for 9.66% of the total visitors interviewed.

Out of the 15.89% visitors whose primary reason for visiting was to enjoy resort skiing at Kicking Horse Mountain Resort, 72.55% were staying for 2 nights or less and 37.84% being day visits.

For those visitors getting married or attending a wedding the majority stayed for 2 or 3 nights. This accounted for 78.57% of the total length trip for this primary reason.

Total length of trip and number of nights spent in Golden

Count of Number of nights in Golden this visit	Total length of trip						Grand Total	%
	1 night	≥ 14 nights	2 nights	3 -6 nights	7 - 13 nights	(blank)		
Day Visit						62	62	19.31%
1 night	14	14	5	23	19		75	23.36%
2 nights		13	48	15	12		88	27.41%
3 nights		3		39	5		47	14.64%
4 nights		5		7	4		16	4.98%
5 nights		3		6	3		12	3.74%
6 nights				2			2	0.62%
7 - 13 nights		1			5		6	1.87%
14 nights or more		13					13	4.05%
Grand Total	14	52	53	92	48	62	321	

Observations

For the day and one night visits the majority were in Golden due to its convenient location to stop en route to another destination. The majority of one night visits had a total trip length of 3 nights or more with most being between 3 and 6 nights.

For the two night visits the majority were skiing at Kicking Horse Mountain Resort, getting married or attending a wedding. Out of these the majority had a total trip length of 2 nights. This indicates that these visitors came to Golden only for that reason and were not going to other destinations.

For the three night visits the vast majority were here to get married or attending a wedding. This clearly illustrates that Golden is popular as a wedding destination. Out of these three night stays 86% had a total trip length of 3 nights. This indicates that they were in Golden to be part of the wedding party and not just in Golden for the actual wedding day. Overall 83% of the three night stays in Golden had a total trip length of 3 – 6 days. This total trip length is inconclusive as to whether the visitors just stayed in Golden for 3 days or had further days elsewhere.

For four and five night stays there were no real trends except that out of the four night stays 31% were getting married or attending a wedding.

The number of visitors staying for six nights was very low, being just 0.62%. This is not a popular length of stay.

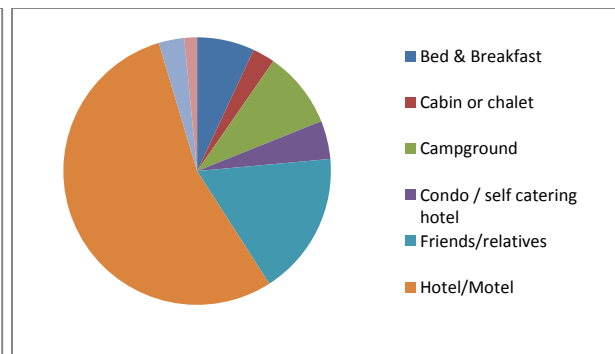
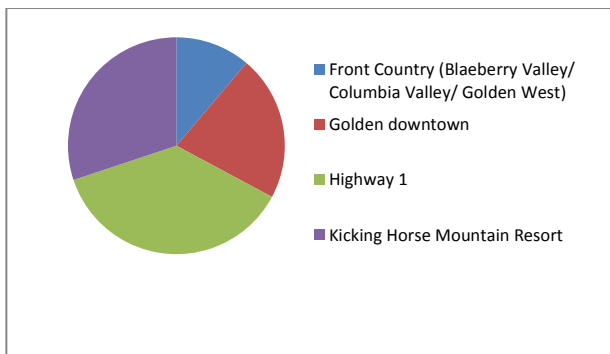
The number of visitors staying more than seven nights was low. With only 1.87% staying for seven to thirteen nights and 4.05% staying fourteen or more nights. This compares to 23.36% staying for 1 night.

It is recommended that the survey is amended so that the total length of stay matches the total number of nights in Golden.

Location of accommodation by type of accommodation

Note: Assumed that friends for location is Golden downtown

Location	Count	%
Front Country (Blaeberry Valley/ Columbia Valley/ Golden West)	29	11.20%
Bed & Breakfast	3	
Cabin or chalet	6	
Campground	6	
Friends/relatives	10	
Hotel/Motel	3	
Vacation Home – my own	1	
Golden downtown	56	21.62%
Bed & Breakfast	4	
Campground	17	
Condo / self-catering hotel	1	
Friends/relatives	26	
Hotel/Motel	8	
Highway 1	96	37.07%
Cabin or chalet	1	
Campground	1	
Friends/relatives	2	
Hotel/Motel	92	
Kicking Horse Mountain Resort	78	30.12%
Bed & Breakfast	11	
Condo / self-catering hotel	11	
Friends/relatives	7	
Hotel/Motel	38	
Vacation Home – rental	8	
Vacation Home – my own	3	
Grand Total	259	



Observations

In order to make a true observation of these results it should be noted that 41% of the survey results were collected at Kicking Horse Mountain Resort, 27% at downtown locations, 24% on the Highway 1 corridor and the remaining 8% at the Farmers Market.

- 37.07% of visitors were staying on the Highway 1 corridor, of which 96% were staying in a hotel or motel.
- 30.12% of visitors were staying at Kicking Horse Mountain Resort, of which 49% were staying in hotel or motel and 28% staying in condo or bed & breakfast accommodation.
- 62 of the visitors need not stay in any type of accommodation as they were day visitors.

The data collection locations would have had a direct effect on the accommodation location numbers collected and therefore the accommodation data results could be skewed by this. However, it is known that the majority of accommodation beds are within hotels/motels on Highway 1 and therefore even with only 24% of the data being collected at this location it was the highest accommodation location and type that the visitors stayed in.

The Kicking Horse Mountain Resort data could be high due to the fact that the majority of data was collected there.

Activity participation whilst in Golden this visit

Activity	Count	Percentage
Restaurant	265	82.55%
Pub/Bar	129	40.19%
Shopped locally for gifts or clothing	120	37.38%
Bought Gas	119	37.07%
Shopped for groceries	115	35.83%
Kicking Horse Pedestrian Bridge	99	30.84%
Farmers Market	72	22.43%
Visited AGOG	69	21.50%
Hiking Golden	46	14.33%
Festival or concert	37	11.53%
Ski/Board KHMR	32	9.97%
Hiking Yoho/Glacier	32	9.97%
Rotary Trails	29	9.03%
Grizzly Bear/KHMR	28	8.72%
Mountain Biking	26	8.10%
Golf	24	7.48%
Wolf Centre	10	3.12%
Rafting	9	2.80%
Museum	8	2.49%
Did not participate	7	2.18%
Canoe/Kayak	5	1.56%
Snowshoeing	4	1.25%
Snowmobiling	4	1.25%
Columbia Wetlands	4	1.25%
Hockey Game	3	0.93%
XC Ski	3	0.93%
Horse Riding	3	0.93%
Ice Skating	2	0.62%
Ski Tour/Backcountry	2	0.62%
Ski/Board other resorts	2	0.62%
Fishing	2	0.62%
ATV	2	0.62%
Heli or Cat Ski	1	0.31%
Paragliding	1	0.31%
Sky Diving	0	0%

Observations

The majority of the visitors enjoyed the restaurants, followed by the pubs and shops in Golden.

The top attraction was the Kicking Horse Pedestrian Bridge with 30.84% visiting this.

72 of the visitors visited the farmers market, of which 14 were at the farmers market as a data collection location. This clearly illustrates that although the farmers market was a data collection location the number of people visiting the market was not skewed by this.

The activity participation numbers were lower than anticipated for hiking, with hiking in Yoho/Glacier being with the most popular with 24%. This illustrates that hiking in Golden and Kicking Horse Country is popular and with the new Golden Hiking map this should increase.

The next highest activity participation was skiing or snowboarding at Kicking Horse Mountain Resort with 10%.

The lower than expected activity participation numbers could be accounted to the survey data collection period and the time of day that the data was collected. The survey commenced at the tail end of summer and ended shortly after the start of the winter season. No data was collected over the Christmas period. Data collectors were conducting interviews during the day and this is when the majority of people are taking part in an activity. However, the data collectors did interview a selection of visitors at hotel/motel check-out times.

Mode of transport to get to Golden

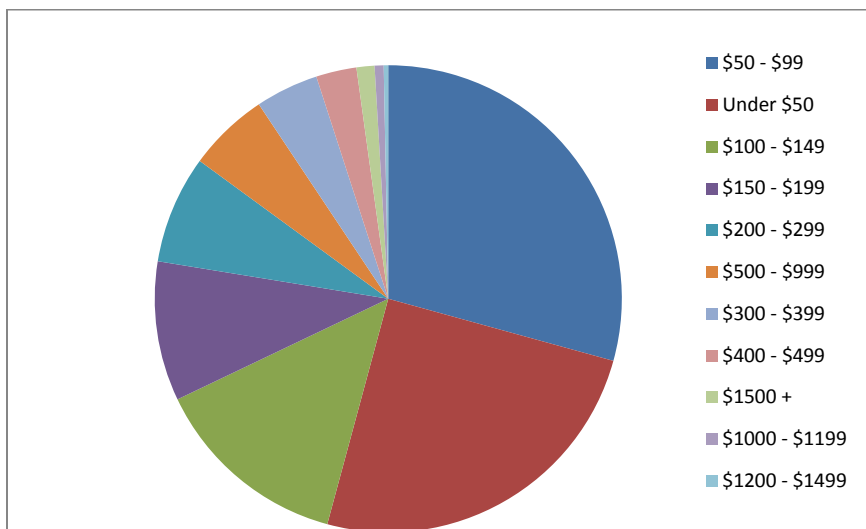
Type	Count	%
Private vehicle	260	81.00%
Rental vehicle	44	13.71%
Tour bus	4	1.25%
Greyhound bus	1	0.31%
Other * Note incorrect data entered – airline or plane entered	12	3.74%

Observation

- 81% of the visitors arrived using a private vehicle. This is not surprising when 82% of the visitors were residing in Canada and 89% of these were from Alberta, British Columbia or Saskatchewan.
- 13.71% of the visitors arrived using a rental vehicle, one person used the Greyhound bus and 4 arrived via a tour bus. This would indicate that the majority of long haul and international visitors rent a vehicle to get to Golden.

Approximate amounts spent in Golden each day by the visiting party (excludes accommodation)

Amount	B & B	Cabin or chalet	Campground	Condo / self-catering hotel	Friends/relatives	Hotel/Motel	Vacation Home – rental	Vacation Home – my own	No Answer	Total
Under \$50	1	1	7		15	34	1		21	80
\$50 - \$99	6	3	8	1	16	33	3		24	94
\$100 - \$149	3	1	4		4	24		1	7	44
\$150 - \$199	3	1	1	1	5	17			3	31
\$200 - \$299	1	1	1	2	2	10	1	2	4	24
\$300 - \$399	1		2	2		9				14
\$400 - \$499	1		1		1	4	1		1	9
\$500 - \$999	1			2	2	10	1		2	18
\$1000 - \$1199	1							1		2
\$1200 - \$1499				1						1
\$1500 +				3			1			4



Observations

54% of the visitors had a daily spend less than \$100 with the majority of these staying in hotels/motels. Visitors spending over \$1,000 a day were staying in Condos, self-catered or vacation home accommodation.

Did the visitor know about Golden before this visit by their country of residence?

No	Count	%	Yes	Count	%
Canada - Alberta	3	0.93%	Canada - Alberta	166	51.71%
Canada - British Columbia	5	1.56%	Canada - British Columbia	50	15.58%
Canada - Ontario	3	0.93%	Canada - Ontario	17	5.30%
Canada - Other (please state below)	1	0.31%	Canada - Other (please state below)	8	2.49%
Canada - Saskatchewan	1	0.31%	Canada - Quebec	1	0.31%
USA - California	2	0.62%	Canada - Saskatchewan	8	2.49%
USA - Oregon	1	0.31%	USA - Oregon	1	0.31%
USA - Other (please state below)	12	3.74%	USA - Other (please state below)	6	1.87%
USA - Washington	1	0.31%	USA - Washington	1	0.31%
Other	15	4.67%	Other	19	5.92%
Total	44	13.71%		277	86.29%

What did the visitor know about Golden before their visit?

Displayed the top results

	Count
Kicking Horse Mountain Resort	33
Highway Stop	24
Beautiful and Friendly town	23
Skiing or Snowboarding	20
Family or friends	14
Used to live here	10
Mountains	9
Golfing	6
Good location	6
Regular visitor	6
Skiing & biking	6
Not much	5
Scenic	5
Rafting	4
Restaurants	4
Everything	3
Hiking	3
Tourist friendly town	3
Worked in the area	3
Biking	2
Driven through	2
Good Hotels	2
Location	2
On the highway	2
Outdoor adventure	2
Pedestrian bridge	3
Saw it from the highway	2

Skiing	2
Skiing & rafting & biking	2
Skiing and Snowboarding	2
Small town	2
Wedding	2
Climbing	2
Others (1 of each) These include: Circular Route, Close to Glacier Nat. Park, Farmers Market, Hockey, beautiful river, Wolf centre, Very expensive gas, Wildlife and others	61

Observations

86% of the visitors knew about Golden prior to their visit.

Kicking Horse Mountain Resort was one of the key things that they knew about Golden and that it is a beautiful friendly town.

A high proportion of the visitors knew of Golden as a highway stop. This could be due the fact that the majority of the day and one night stays which amounted to 42.67% were visiting due to the convenient location to stop en route – this was 50% for day visits and 52% for one night stays. The cumulative amount was 42%.

Key activities visitors knew about included skiing, golfing, biking and rafting.

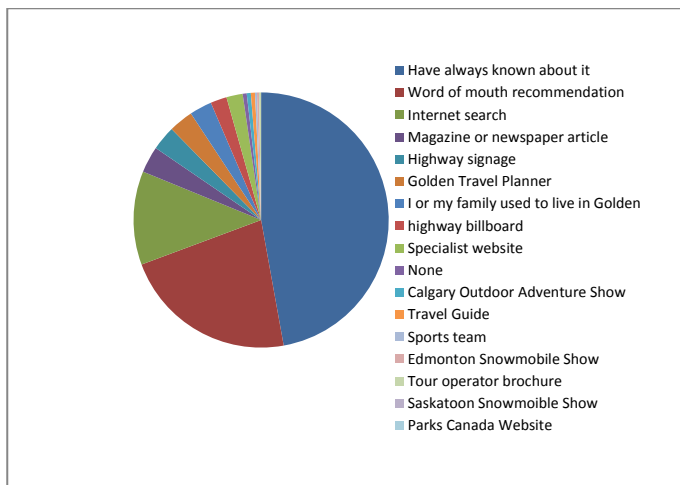
Surprisingly, weddings were low despite the high number of visitors that attended a wedding during the period.

It should be noted that this question is a free text field and so it would seem that most of the interviewed visitors only gave one item that they knew about.

It is recommended that this question is amended to remove the free text element.

What made the visitor aware of Golden?

	Count
Have always known about it	183
Word of mouth recommendation	86
Internet search	46
Magazine or newspaper article	13
Highway signage	12
Golden Travel Planner	12
I or my family used to live in Golden	11
highway billboard	8
Specialist website	8
None	2
Calgary Outdoor Adventure Show	2
Travel Guide	2
Sports team	1
Edmonton Snowmobile Show	1
Tour operator brochure	1
Saskatoon Snowmobile Show	
Parks Canada Website	



Observations

57% of visitors stated that they have always known about Golden and 27% stated that they were made aware by word of mouth.

The majority of the remaining 16% was made aware of Golden via internet searches.

Where and how did the visitor research Golden?

	Count
I didn't do any research	175
Online search engine (Google, Bing, Yahoo etc.)	117
Tourism Golden website	23
Kicking Horse Mountain Resort Website	23
Tripadvisor	19
Word of mouth referrals	16
Travel Guide such as Lonely Planet/ Frommers	10
Hellobc website	7
Golden Travel Planner	4
Specialist activity website or print publication	3
None of the above	2
DBC Vacation Planner	2
BC Visitor Centre	2
Parks Canada website	1
Kootenay Rockies Golf Vacation Guide	1
Online booking agent (e.g. Expedia, Booking.com etc.)	1
Kootenay Rockies Tourism website or app	1
DBC Approved Accommodation Guide	0
DBC Outdoor Adventure Guide	0
Consumer show	0

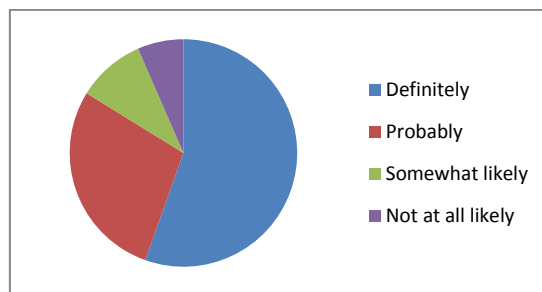


Observations

With 57% of visitors already knowing about Golden it was no surprise that 54% did not do any research on Golden prior to visiting. 36% used online search engines. It should be noted that through these search engines visitors would access the Tourism Golden website. These are clearly identified within our website analytics. 7% accessed the Tourism Golden website directly. 6% used TripAdvisor to research Golden.

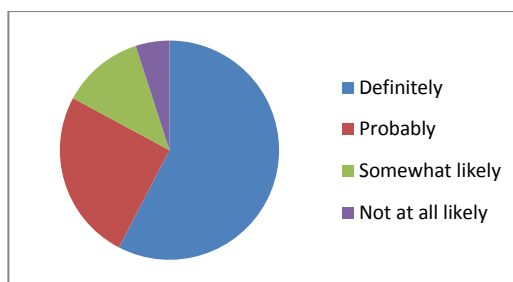
How likely are they to visit Golden again?

	Count	%
Definitely	178	55.45%
Probably	91	28.35%
Somewhat likely	31	9.66%
Not at all likely	21	6.54%



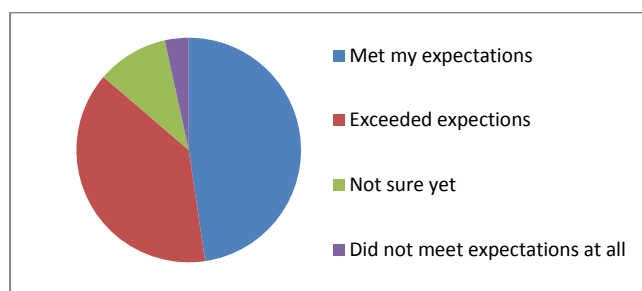
How likely are they to recommend Golden as a vacation destination?

	Count	%
Definitely	185	57.63%
Probably	81	25.23%
Somewhat likely	39	12.15%
Not at all likely	16	4.98%



Did the visit meet their expectations?

	Count	%
Met my expectations	153	47.66%
Exceeded expectations	124	38.63%
Not sure yet	33	10.28%
Did not meet expectations at all	11	3.43%



Observations

93.46% of the visitors stated that they would be likely to come back to Golden with 55.45% stating that they would definitely return. The number of visitors stating that they would recommend Golden was high, with 95.02% stating that they would be somewhat likely and 57.63% stating that they would definitely recommend Golden. 86.29% of the visitors stated that they the visit met or exceeded their expectations. 10.25% were not sure due to having just arrived in Golden.

The following are some of the comments received from the visitors that would not visit Golden again and these should be addressed.

Comment	Location
Hotel too expensive and no food at night for kids	Kicking Horse Mountain Resort
Hotel short staffed, ATM machines broken all over resort, ice machines as well, gondola not open on Monday of long weekend!!!! Resort should take better care of its guests.	Kicking Horse Mountain Resort
I am so pissed off that I will go to revel stoke for my stopover. This is the second times have been shut out of eating even lunch at the top of the mountain! They don't post or even tell you when you have paid to get on the gondola that the restaurant won't serve anyone after 2 pm or even open for lunch at all if there is an earlier wedding!!!	Kicking Horse Mountain Resort
Too far (5 comments)	Day Visit
Because we couldn't go up the gondola to the restaurant	Highway 1

It seems that these comments were from visitors who had a bad experience at Kicking Horse Mountain Resort.

The following are some of the comments received from the visitors that would not recommend Golden as a vacation destination.

Comment	Location
Not very happening	Day Visit
Not much to do apart from active sports	
Friends have different interests, would recommend to really outdoorsy people	Kicking Horse Mountain Resort

The following are some of the comments received from the visitors where Golden did not meet their expectations.

Comment	Location
No Lunch	Front Country
Disappointed that the resort was closed	Kicking Horse Mountain Resort
The noises and yelling on the pedestrian bridge and trails after the bars close at 2am are horrible!	Golden downtown

Agreed to Follow up Survey

	Count	%
No	225	70.09%
Yes	96	29.91%

Follow Up Survey

Visitors that agreed to carry out the follow up survey were sent an email with a link to the survey.

Refer to Appendix B for the follow up Survey questionnaire.

96 visitors agreed to participate in the follow up survey of which 32 actually completed the survey.

A success rate of: 33%

This is 10% of the overall visitors interviewed.

It should therefore be noted that the following data may not give concise results reflective of the main survey data collected.

Number people they travelled with during their visit to Golden

Number in Group	Count	%
2	23	72%
5 - 10	4	13%
Travelled Alone	2	6%
4	2	6%
11 – 19	1	3%

Observation

The follow up survey shows that 72% of the visitors had 2 people in their group and 6% were travelling alone. The main survey showed that 52% were travelling with their spouse or partner and that 10% were on their own. It is therefore assumed that these figures are a good reflection of the main survey.

Number in group aged 19 years or under

	Under 12 years	13 - 19 years
None	29	31
1	3	1

Observation

The majority of the visitors did not travel with children. The main survey indicates that 14% of the visitors were families travelling with children. The follow up survey indicates 12% of the visitors having only one group member aged 19 years or younger. This would indicate that the majority of the visitors carrying out the follow up survey were groups of adults and is not a true representation of a cross section of the visitors participating in the main survey.

Why did they choose Golden over other destinations?

Multiple answers

	Count
Been to Golden before and love it	16
Not too far to travel	10
Great place to relax	8
Recommended by a friend or relative who visited Golden	7
It offers the best for my favourite sport / activity	5
History	4
Great community and people	4
Concert or event	3
Great for family vacations	2
Easy to find information and plan / book a trip	2
Tripadvisor or another review site	1
Special deal or package	1
Part of an organised tour	1
I have a season pass for Kicking Horse Mountain Resort	0
Not answered	3

Observations

50% of the visitors were returning visitors as they liked Golden. This would explain why 57% of the visitors carrying out the full survey were already aware of Golden and 54% did not do any research on Golden prior to their visit. 31% chose Golden over other destinations due to it not being too far to travel.

After their arrival in Golden was the length of stay reduced or extended

	Count
No I did not change	31
Yes I increased my stay	1
Yes I reduced by stay	0

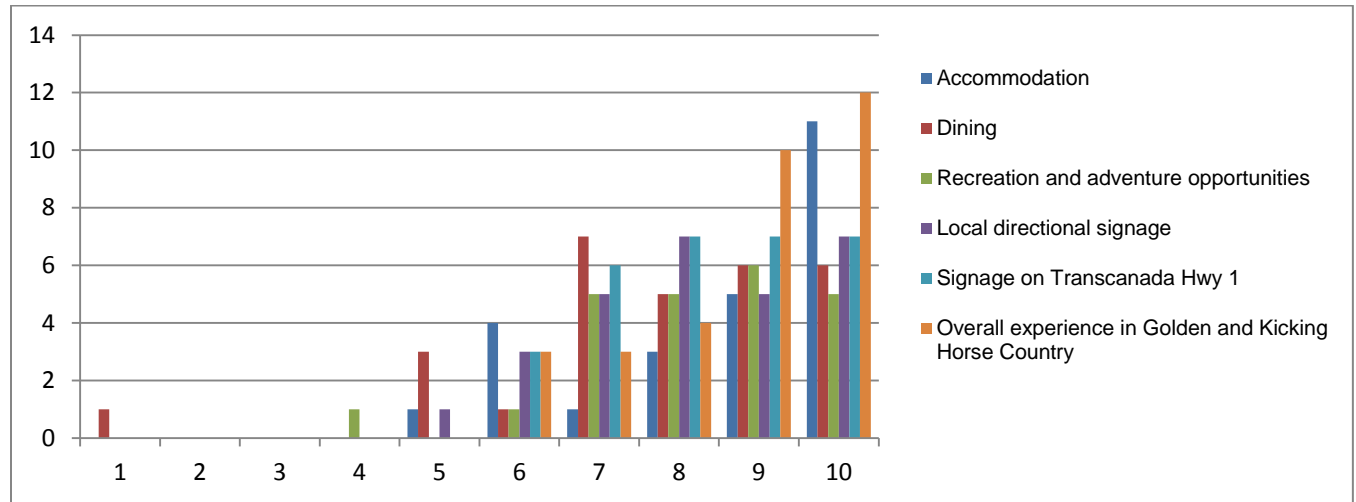


Observation

It was a positive sign that out of the 32 visitors one increased their stay in Golden.

On a scale of 1 to 10 (1 being very poor and 10 being excellent) rate your experience of each component of your visit, and your visit overall

	1	2	3	4	5	6	7	8	9	10
	Poor		Below Average		Average	Above Average	Good			Excellent
Accommodation					1	4	1	3	5	11
Dining	1				3	1	7	5	6	6
Recreation and adventure opportunities				1			5	5	6	5
Local directional signage					1	3	5	7	5	7
Signage on Trans-Canada Hwy 1						3	6	7	7	7
Overall experience in Golden and Kicking Horse Country						3	3	4	10	12



Observation

The majority of the visitors stated that they their accommodation was good to excellent at a rate of 76%, with 46% of these rating it as excellent.

Dining had mixed ratings and this could be due to the diverse dining options. 21% stated they had an excellent dining experience and 62% stated that it was good. 10% stated their dining experience was average.

Following the data collected during the main survey it was noted that the activity participation numbers were lower than expected. However, 23 out of the 32 visitors need rate their recreation and adventure experience, of which 91% rated this has good or excellent.

61% of the visitors thought the local directional signage was good and 25% of these thought it was excellent. The remaining 14% thought the signage was average or above average.

When it came to signage on the Trans-Canada Highway 1, 67% thought it was good, 23% rated it as excellent and 10% as above average. No negative ratings were given for signage locally or on the Trans-Canada Highway 1.

Overall visitors had an excellent or good experience during their visit to Golden with 37% stating it was excellent and 53% stating it was good and only 10% stating it was above average. None of the visitors stating that there overall visit was average to poor.

Choose three words that you would have used to describe Golden before and after your visit?

Before Visit			After Visit		
	Negative	Positive		Negative	Positive
Old small dirty	1		Quaint clean pleasant		1
mountains lunch nice		1			
Scenic, friendly , cozy		1			
Beautiful Rocky Mountains		1	scenic small limited		1
beautiful scenery, friendly		1	Scenic, friendly, cozy		1
Mountains, skiing, cold		1	Beautiful Rocky Mountains		1
didn't know anything			same		
small mountain town		1	Mountains, lovely town, great people		1
underdeveloped, hippy, quaint		1			
nice		1	neat little town		1
nice little town		1	great, awesome, relaxing		1
interesting great special		1	quiet, quaint, organic		1
Unknown small quiet		1	all round great place		1
family lives there		1	small farmers market		1
quiet		1	interesting great special		1
slow, older,		1	Splendid friendly scenery		1
Activities, scenery		1	same		1
Would drive on	1		improved		1
nice place		1	tourism and youth oriented		
Been there before		1	Good outdoor activity, excellent dining, not much nightlife		1
history, Hwy 1,		1	Authentic Friendly & Boo		1
place to stop		1			
East, Pretty, Wilderness		1	nice place		1
Outdoors, Mountains, Chilled		1	Nice visit		1
Snow, Snowboarding, Mountain		1			
Best powder ever		1	Bridge, bookshop, B&B		1
small, quaint, awesome		1	more neat stuff		1

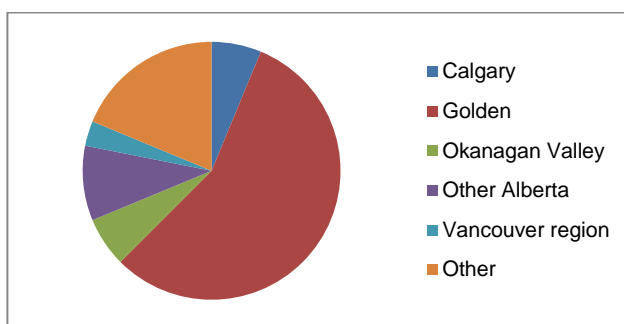
Top words used: mountains, scenic, small, friendly, beautiful, quaint, nice, snow

Observations

The negative views of Golden, in which there were only two changed into positives after their visit.

Final destination of Trip

	Count
Golden	18
Other Alberta	3
Okanagan Valley	2
Calgary	2
Vancouver region	1
Other	6



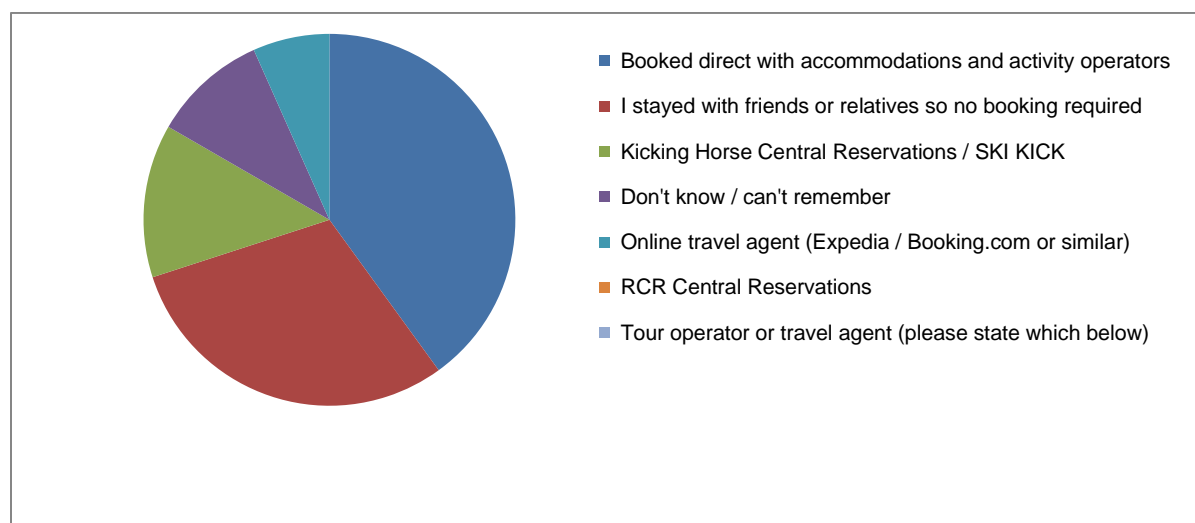
Observations

56% of the visitors stated that Golden was their final destination. It was identified in the main survey that 23% of the visitors were visiting Golden due to its convenient location to stop en route to another destination and so the results in the follow up survey would have been expected to be comparable figures. This data is inconclusive as it is not known why Golden was not their final destination.

It is recommended that the primary reason for visit is repeated in the follow up survey.

How did you book your vacation?

	Count	%
Booked direct with accommodations and activity operators	12	40%
I stayed with friends or relatives so no booking required	9	30%
Kicking Horse Central Reservations / SKI KICK	4	13.33%
Don't know / can't remember	3	10%
Online travel agent (Expedia / Booking.com or similar)	2	6.67%
RCR Central Reservations	0	0%
Tour operator or travel agent (please state which below)	0	0



Observations

40% visitors booked direct with accommodators and activity operators. 30% stayed with family or friends.

Did you book a package of accommodation and activities together?

	Count	%
No	30	94%
Yes	2	6%

Observations

6% booked their accommodation and activities together. This could be low due to the fact that 30% stayed with friends or family.

How far in advance do you usually plan a trip or vacation?

Length of time	Count	%
3 - 4 weeks	9	28%
2 - 3 months	8	25%
3+ months	8	25%
1 - 2 weeks	5	16%
1 - 6 days	2	6%
Day of departure	0	0%

Observations:

The vast majority of the visitors planned their trip or vacation between 3 weeks to over 3 months. This accounted for 78% of the visitors with 28% taking 3 to 4 weeks.

The Tourism Golden new trip planning tool will help change potential visitors into visitors and with the continued marketing of the destination this will help achieve this.

What are the top factors when choosing your vacations?

Multiple selections

Reason	Count	%
Beautiful scenery	28	87.50%
Value for money	25	78.13%
A great place to relax and unwind	19	59.38%
Word of mouth recommendations	17	53.13%
Opportunities to visit national parks and natural attractions	17	53.13%
Easy to find information and plan/book a trip	17	53.13%
Wide range of outdoor activities	15	46.88%
Heritage and historical sites	14	43.75%
Accessible (easy to get to)	13	40.63%
Warm and sunny weather	12	37.50%
Offers a specific activity (ski, snowmobiling, hiking, fishing biking etc.)	11	34.38%
Positive reviews on websites	9	28.13%
Ability to book a package with accommodation and activities	7	21.88%
Pet friendly	5	15.63%
It's close to where I live	3	9.38%
Festivals and concerts	3	9.38%
Saw it on TV or read a great article/ blog	2	6.25%
Lots of family activities and attractions for kids	2	6.25%

Observations

Golden as a vacation destination fulfills the top factors visitors stated when choosing a vacation destination.

Family activities were low but this could be due to the fact that 88% of the visitors in the follow up survey were not travelling with children.

Appendix A

The main survey questionnaire.

Question	Options
Location survey was taken	<ul style="list-style-type: none"> • Highway 1 corridor • Downtown Golden • Kicking Horse Mountain Resort • Live Kicks event at Civic Centre • Summer Kicks event at Spirit Square • Farmers Market • Other:
Hello, my name is ____ and I am conducting a survey on behalf of Tourism Golden to help better serve visitors to Golden and the surrounding area. Have you got 8 minutes or less to answer some questions? <i>Validation: If answer is "No" then survey will end.</i>	<ul style="list-style-type: none"> • Yes • No
In order to determine if you are a visitor please select one of the following: <i>Validation: If answer is not "A visitor staying in Golden for 0 to 29 days" then survey will end</i>	<ul style="list-style-type: none"> • A visitor staying in Golden for 0 to 29 days • A seasonal visitor staying for 30 days or more • A resident of Golden • A property owner in Golden or Kicking Horse, but not resident
Which of the following age categories applies to you	<ul style="list-style-type: none"> • 19 -25 • 26-34 • 35 - 44 • 45 - 54 • 55 - 64 • 65 or older • Decline to answer
What is your gender?	<ul style="list-style-type: none"> • Female • Male • Other:
Do you live in North America (Canada or USA)?	<ul style="list-style-type: none"> • Yes • No
Which Province/State are you from? <i>Validation: This question is only asked if "Do you live in North America" is Yes.</i>	List
In which city or region are you resident in Alberta? <i>Validation: This question is only asked if Province is Alberta.</i>	<ul style="list-style-type: none"> • Calgary • Edmonton • Red Deer • Bow Valley • Fort McMurray • Lethbridge • Other:
Where are you resident in B.C.? <i>Validation: This question is only asked if Province is British Columbia.</i>	<ul style="list-style-type: none"> • Columbia Valley • Okanagan Valley • Lower Mainland • Other BC
You are not from N. America so where in the world do you live? <i>Validation: This question is only asked if "Do you live in North America" is No.</i>	<ul style="list-style-type: none"> • United Kingdom • Germany • Europe - Other • Australia or New Zealand • Asia Pacific • Middle East • Netherlands • Switzerland • Other:
Who are you travelling with?	<ul style="list-style-type: none"> • On my own • With spouse or partner • With family members INCLUDING children • With family members NOT including children • With friends • With an organised leisure tour group • Part of an organised business conference or event • Business associates • Other:
Have you visited Golden before?	<ul style="list-style-type: none"> • Yes in the winter • Yes in the summer • Yes both winter and summer • No
What is the primary reason for your visit to Golden? Select only one main reason.	<ul style="list-style-type: none"> • Convenient location to stop en route to another destination • Corporate meeting or event • Getting married or attending a wedding • Visiting friends or family • Visiting national parks • Festival or concert • Golf • Relaxation • Swiss Guides and other heritage • Hiking • Mountain biking • Whitewater rafting • Other watersport (e.g. kayaking, canoeing, Stand Up Paddleboard)

	<ul style="list-style-type: none"> • Sightseeing/ nature/wildlife • Included in touring itinerary • Resort skiing at Kicking Horse Mountain Resort • Cross Country ski • Snowmobiling • Backcountryskiing / touring • Cat or heli-skiing • Family vacation • Other
During this visit, how many nights are you staying in Golden?	<ul style="list-style-type: none"> • Day Visit • 1 night • 2 nights • 3 nights • 4 nights • 5 nights • 6 nights • 7 - 13 nights • 14 nights or more
What is your total trip length, i.e. nights away from home	<ul style="list-style-type: none"> • 1 night • 2 nights • 3 nights • 4 nights • 5 nights • 6 nights • 7 - 13 nights • 14 or more nights
<p>What is the location of your accommodation or camping?</p> <p><i>Validation: This question is only asked if "how many nights are you staying in Golden" is not Day Visit.</i></p>	<ul style="list-style-type: none"> • Kicking Horse Mountain Resort • Golden downtown • Golden adjacent to Highway 1 • Front Country (Blaeberry Valley/ Columbia Valley/ Golden West) • Other:
<p>What type of accommodation are you staying in?</p> <p><i>Validation: This question is only asked if "how many nights are you staying in Golden" is not Day Visit</i></p>	<ul style="list-style-type: none"> • Friends/relatives • Hotel/Motel • Bed & Breakfast • Cabin or chalet • Condo / self catering hotel • Campground • Hostel • Vacation Home – rental • Vacation Home – my own • Backcountry lodge
<p>What have you or members of your group done, or are planning to do during your stay in Golden. Select as many as apply.</p>	<ul style="list-style-type: none"> • Ate in a local restaurant • Visited a pub or bar • Shopped locally for gifts or clothing • Shopped for groceries • Visited Farmers Market • Bought gas • Attended a festival or concert • Visited Kicking Horse Pedestrian Timberframe Bridge • Visited the Art Gallery of Golden • Visited the Golden Museum • Hiking around Golden / KHMR • Hiking at Glacier or Yoho national parks • Walked or cycled the Rotary trails • Visited Northern Lights Wolf Centre • Visited Grizzly Bear Refuge/ KHMR • Mountain biking • Golf • Whitewater rafting • Canoeing or Kayaking • Visited Columbia Wetlands • Paragliding • Sky diving • Horse riding • ATV tour • Fishing • Cross Country Ski • Snowmobiling • Ski/snowboard at Kicking Horse Mountain Resort • Ski/Snowboard - other resorts • Ski touring/back country • Heli or cat ski • Snowshoeing • Did not/will not do any of the listed activities • Attended hockey game • Ice-skating

Approximately how much did your party spend PER DAY in Golden (excluding accommodation)	<ul style="list-style-type: none"> • Under \$50 • \$50 - \$99 • \$100 - \$149 • \$150 - \$199 • \$200 - \$299 • \$300 - \$399 • \$400 - \$499 • \$500 - \$999 • \$1000 - \$1199 • \$1200 - \$1499 • \$1500 +
What was your mode of transport to Golden?	<ul style="list-style-type: none"> • Private vehicle • Rental vehicle • Greyhound bus • Tour bus • Shuttle bus • Private plane / helicopter • Other:
Did you know about Golden before planning this visit?	<ul style="list-style-type: none"> • Yes • No
What did you know about Golden before this visit? <i>Validation: This question is only asked if "Did you know about Golden before planning this visit" is Yes.</i>	<ul style="list-style-type: none"> • Free Text
What made you aware of Golden? Select as many from the list as apply.	<ul style="list-style-type: none"> • Have always known about it • Word of mouth recommendation • I or my family used to live in Golden • Internet search • Magazine or newspaper article • Golden Travel Planner or other tourism literature • Specialist activity website or print publication • Tour operator brochure/ itinerary • Travel Guide such as Lonely Planet/ Frommers • Consumer show -Edmonton Snowmobile and Power Sports Show • Consumer Show - Calgary Outdoor Adventure Show • Consumer show - Saskatoon Snowmobile Show • Sports team, activity group or club event • Highway signage • Highway billboard advertising • None of the above • Parks Canada website
Where and how did you research Golden and plan your trip? Select all that apply.	<ul style="list-style-type: none"> • I didn't do any research • Word of mouth referrals • Online search engine (Google, Bing, Yahoo etc.) • Tourism Golden website • Tripadvisor • Kicking Horse Mountain Resort Website • Travel Guide such as Lonely Planet/ Frommers • Kootenay Rockies Tourism website or app • Golden Travel Planner • Consumer show • BC Visitor Centre • Specialist activity website or print publication • Hellobc website • Destination BC Vacation Planner • Destination BC Outdoor Adventure Guide • Destination BC Approved Accommodation Guide • Kootenay Rockies Golf Vacation Guide • Online booking agent (e.g. Expedia, Booking.com etc.) • None of the above • Parks Canada website
How likely are you to visit Golden again?	<ul style="list-style-type: none"> • Not at all likely • Somewhat likely • Probably • Definitely • Please help us understand why you selected this answer (Free Text)
How likely are you to recommend Golden as a vacation destination?	<ul style="list-style-type: none"> • Not at all likely • Somewhat likely • Probably • Definitely • Please help us understand why you selected this answer
How did your visit to Golden meet your expectations?	<ul style="list-style-type: none"> • Did not meet expectations at all • Met my expectations • Exceeded expectations • Not sure yet • Please help us understand why you selected this answer
Are you willing to participate in a follow up survey?	<ul style="list-style-type: none"> • Yes • No • Email Address
Thank you for your time. Would you like to receive an e-newsletter from Tourism Golden with information about news and events in Golden? <small>Your personal information is for use by Tourism Golden only and will not be shared with any other organization.</small>	<ul style="list-style-type: none"> • Yes • No • Email Address

Appendix B

The follow up survey questionnaire.

Question	Options
During your recent visit to Golden BC, how many people did you travel with?	<ul style="list-style-type: none"> • I travelled alone • 2 • 3 • 4 • 5 – 10 • 11 - 19 • 20 - 40 • 40 +
How many of your group were under 19 years or 12 years of age?	<ul style="list-style-type: none"> • Under 12 years • 13 - 19 years <p>Options for each age category: 1, 2, 3, 4+, None</p>
Why did you choose Golden over other destinations? Choose all that apply	<ul style="list-style-type: none"> • Been to Golden before and love it • Recommended by a friend or relative who visited Golden • Tripadvisor or another review site • Not too far to travel • Special deal or package • Part of an organized tour • It offers the best for my favourite sport / activity • I have a season pass for Kicking Horse Mountain Resort • History • Concert or event • Great community and people • Great for family vacations • Easy to find information and plan / book a trip • Great place to relax
After your arrival in Golden did you reduce or extend your stay?	<ul style="list-style-type: none"> • Yes I increased my stay • Yes I reduced by stay • No I did not change • What was the reason you changed your plans?
On a scale of 1 to 10 (1 being very poor and 10 being excellent) please rate your experience of each component of your visit, and your visit overall	<ul style="list-style-type: none"> • Accommodation • Dining • Recreation and adventure opportunities • Local directional signage • Signage on Transcanada Hwy 1 • Overall experience in Golden and Kicking Horse Country
Choose three words that you would have used to describe Golden before your visit	Free text
Choose three words that you would use to describe Golden AFTER your visit	Free text
Was Golden your final and only destination in your last trip?	<ul style="list-style-type: none"> • Yes • No
If Golden was not your final destination please indicate where you were travelling to?	<ul style="list-style-type: none"> • Calgary • Other Alberta • Shuswap • Okanagan Valley • Vancouver region • Other:
How did you book your vacation?	<ul style="list-style-type: none"> • Don't know / can't remember • Booked direct with accommodations and activity operators • Online travel agent (Expedia / Booking.com or similar) • Kicking Horse Central Reservations / SKI KICK • RCR Central Reservations • Tour operator or travel agent (please state which below) • I stayed with friends or relatives so no booking required • Which tour operator or travel agent did you book with?
Did you book a package of accommodation and activities together?	<ul style="list-style-type: none"> • Yes • No • Don't know / can't remember
How far in advance do you usually plan a trip or vacation	<ul style="list-style-type: none"> • Day of departure • 1 - 6 days • 1 - 2 weeks • 3 - 4 weeks • 2 - 3 months • 3+ months
What are the top factors when choosing your vacations? Please select as many as apply	<ul style="list-style-type: none"> • Value for money • Ability to book a package with accommodation and activities • Easy to find information and plan/book a trip • Accessible (easy to get to) • It's close to where I live • Warm and sunny weather • Lots of family activities and attractions for kids • Wide range of outdoor activities • Heritage and historical sites • Festivals and concerts • A great place to relax and unwind • Opportunities to visit national parks and natural attractions • Beautiful scenery • Offers a specific activity (ski, snowmobiling, hiking, fishing, biking)

	etc.) <ul style="list-style-type: none"> • Pet friendly • Word of mouth recommendations • Positive reviews on websites • Saw it on TV or read a great article/ blog
Your comments and opinions are very valuable to us. Please add them here.	Free text

END OF REPORT