Golden Visitors

Summer 2016 Visitor Survey Results – FINAL Report

Submitted to:
Joanne Sweeting
Executive Director, Tourism Golden
Golden, BC
250-439-1111
manager@tourismgolden.com

Submitted by:
Krista Morten and Jaime Der
Align Consulting
Kamloops, BC
250-510-1490
Krista.Morten@alignresearch.ca

EXECUTIVE SUMMARY

Tourism Golden (TG) has provided tourism marketing services to the town of Golden and Kicking Horse Country since 2007. The not-for-profit organization's vision is, *To inspire target visitors to stay and explore Golden and Kicking Horse Country and to increase the economic impact of tourism in a manner that is admired by all in the Canadian tourism industry.* The 2015-2016 Tourism Golden marketing plan outlines the research strategy goals as:

1. Produce visitor data research reports for use by Tourism Golden and the Town of Golden,
2. Analysis of annual and seasonal data, and
3. Provide a capacity with which to evaluate the effectiveness and to demonstrate the success of marketing activity.

To fulfill the research strategy, to date, TG has conducted visitor surveys in 2013, 2014, 2015 and now 2016. In fall 2015, Align Consulting was hired to reduce TG staff workloads and provide professional marketing research services throughout 2016. Two visitor surveys were conducted in 2016, one for the winter season (available on the Tourism Golden website)[1] and another for the peak summer season (this report).

Between July 20 and August 28, 2016 researchers approached 3,695 people to participate in the survey. Of those, 2,375 people (64%) agreed to participate, 685 were screened out because they were locals, vacation home property owners, staying in Golden for longer than 30 days, under 19 or had already completed the survey. This left 1,690 completed surveys and of those, 907 agreed to participate in the follow-up online survey. A total of 425 visitors completed the online follow-up survey for a response rate of 47%.

Results

Visitor Characteristics

- In the summer of 2016, 69% of Golden visitors were from Canada, 38% from Alberta, 16% from BC and 15% from other provinces in Canada (other Canada). Visitors from overseas (OVS) accounted for 21% of visitors. Overall, 9% of visitors were from the United States.
- The majority of overseas visitors were from Europe (80%), followed by visitors from Australia/New Zealand (14%) and other international countries (7%). European visitors were from the United Kingdom (31%), Germany (20%), the Netherlands (14%), France (11%) and Switzerland (8%).
- Overall, 55% of on-site survey respondents were male, and 45% were female.
- A total of 26% of summer visitors were less than 34 years old, 22% were between 35 and 44 years old, 21% were between 45-54 years old. Almost a third of visitors were older than 55 years (31%).

[1] http://www.tourismgolden.com/sites/default/files/Golden%20Winter%202016%20FINAL%20Report%20Sept.%201.pdf

- Almost a third of summer visitors had a university undergraduate degree (31%) and another quarter (27%) had a post-graduate degree. Just over a quarter of visitors (27%) had annual household incomes of more than $150,000.

Trip Characteristics

- About half (48%) of summer visitors were repeat visitors while the remaining 52% were on their first trip to Golden. Of repeat visitors, under half (42%) had been to Golden in the summer, while 21% had visited in the winter. Fewer had been to Golden in the spring (13%) or the fall (10%).
  - First-time visitors were more likely to be from other Canada (17%), the USA (16%) and overseas (25%) than the repeat visitors (12%, 2% and 6%, respectively).
  - The top primary purpose for visiting Golden for both first-time and repeat visitors was taking a break from driving followed by family vacation. Repeat visitors were more likely to be in Golden for mountain biking than first-time visitors whereas first-time visitors were more likely to be in the Golden area to visit National Parks and participate in whitewater rafting.
  - Overnight first-time and repeat visitors stayed about the same length of time in Golden, (2.9 nights, 2.7 nights; respectively).
- The majority of Golden visitors were travelling for leisure (97%), while only 3% were business travellers. More than a quarter of visitors were in Golden to take a break from driving (28%) while about 17% were in Golden for family vacation. About a tenth of visitors were in Golden to sightsee/see nature/wildlife (9%), while 6% were in Golden to visit National Parks. About 5% were in Golden to mountain bike, white water raft (5%), for general relaxation (4%), visit friends and relatives (4%, VFR), attend or be in a wedding (3%), to hike (3%), or to attend the single track 6 mtn. bike race (2%)[2].
- The top 5 most popular places to visit in Golden were the restaurants (77%), followed by the gas station (66%), pubs/bars (55%), the Kicking Horse River Bridge (54%), and the grocery store (50%).
- Two-thirds (66%) of Golden visitors were away from home for at least 7 nights. Thirty-six percent were on trips that were longer than 14 nights. Fourteen percent of visitors were on getaway trips of 2-3 nights (7% - 2 nights, 7% - 3 nights). Thirty-one percent were away from home for one night. On average, visitors were away from home for 12.3 nights.
  - The majority of summer visitors stayed overnight in Golden (76%) while 24% were day visitors. As expected, the average length of stay in Golden was 2.8 nights and shorter than overall average trip length (12.3 nights). More than half of overnight visitors (61%) stayed 1 or 2 nights in Golden, while 16% stayed 3 nights.
  - Visitors spent, on average, 23% of their total trip time in Golden.
- On average, there were 3.2 people in travel parties that visited Golden in summer 2016. Almost all (97%) of Golden's summer visitors were travelling independently while 3% were travelling in a group. Visitors that were travelling in a group were part of a leisure tour group (78%), sports group (10%), or other group (12%).

[2] In total 7% of visitors were in Golden to mountain bike (general mountain biking – 5% plus attendance at the Single Track 6 race – 2%).

- Approximately 64% of Golden visitors were travelling with their spouse/partner, 26% with children under 16, 16% were travelling with friends, while 9% were travelling alone or with extended family (11%). About 9% of visitors were travelling with children older than 16, fewer were travelling with a parent (7%), sibling (3%), or colleague (1%).[3]
- More than half of overnight visitors stayed at paid roofed accommodation (61%), 22% camped, and 14% stayed at friends and family. The most popular type of paid, roofed accommodation was a hotel/motel (47%) followed by a cabin/chalet/lodge (26%), bed and breakfast (13%), and a vacation home rental (8%).
- Just over a quarter of visitors responded Golden was their primary destination (28%), 54% were on a touring trip and 18% were on route to another destination. The top 3 most popular other destinations were the Thompson/Okanagan (40%), Banff/Lake Louise/Canmore (10%) or the Lower Mainland/Vancouver (9%).
- On average, visitor parties spent $586 while in Golden. This equals $211 per visitor party, per day. Further, when divided by the number of people per visitor party, expenditures equaled approximately $70 per visitor, per day.
  - Golden visitors that stayed overnight at paid accommodation spent more on average ($830/travel party) than the average of all visitors $586/travel party).
  - Overall, Golden visitors spent 35% ($205/travel party) of travel party expenditures on paid accommodation. Not surprisingly, Golden visitors that stayed overnight at paid accommodation spent more on average, on accommodations - 53% ($440) than the average of all visitors ($205/travel party). Accommodation accounted for the largest visitor expenditure while in Golden (35%), followed by food and beverage (28%) and transportation (10%).
  - Visitors from the USA ($788), other Canada (outside BC and Alberta, $699), and overseas ($674) spent more on average than visitors from BC ($430) or Alberta ($514).

Awareness, Decision Making and Perceptions

- Of first time Golden visitors, just over half (54%) were aware of Golden before their visit. The remaining 46% responded they were not aware of Golden before planning their trip.
- When prompted about awareness sources, the most common response was 'I have always known about Golden' (50%). About a quarter of visitors responded they were aware of Golden through an internet search (14%), word of mouth (12%) while fewer learned about Golden because of highway signage (7%) or because their family used to live in Golden (6%).
- Half (50%) of Golden winter visitors considered other destinations while planning their trip. The top destinations considered were Revelstoke (35%), Banff/Canmore (34%), Jasper (14%) and Panorama/Invermere/Radium (12%).

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

- When deciding to visit Golden the top 5 most important factors were the community is close in proximity to nature and wilderness (69%), close in proximity to National Parks (63%), it is a good stop on route to another destination (61%), has access to a good variety of outdoor activities (61%) and has friendly, hospitable people (59%).

Trip Planning, Social Media Use, Accommodation Booking and Visitor Information Services

- Golden visitors were asked what kinds of information sources they used to plan their trip and when they used those resources (before or during-trip). Overall, more visitors used online sources of information than word-of-mouth, printed, or other sources of information. Online information sources and word of mouth from friends and family were used more frequently before trips while printed maps, the printed Golden Travel Planner, the Destination BC (DBC) Outdoor Adventure guide, DBC Vacation Planner, word-of mouth from Golden locals, or word of mouth from Golden businesses, GPS, the BCVC, the downtown Chamber of Commerce office were used more frequently during visits (rather than before).
- Search engines were the most popular online source of trip planning information. When asked what kinds of search terms were used, almost half (44%) used destination-related terms (e.g. Golden, BC), while 36% used activity-related terms (e.g. mountain biking in Golden) and 16% used terms related to services/wants/needs in Golden (e.g. coffee shop in Golden). Fewer (13%), used price-related terms (e.g. cheap hotels in Golden) and 9% used terms related to a specific brand (e.g. Holiday Inn).
- About two-thirds of Golden visitors (66%) regularly use social media or travel commentary sites.
  - Of those visitors, almost half use TripAdvisor (42%) or Facebook (40%) and about a quarter used YouTube (20%) or Google+ (22%).
  - About 47% of visitors that use social media or travel commentary sites posted a neutral or positive comment about their trip to Golden. Most posted after (74%) or during (63%) their trip to Golden and only a 5% posted before their trip to Golden[4]. A very small percent used the #GoldenBC or #GoldenRules hashtags.
- Almost all paid accommodation overnight visitors (88%) pre-booked their accommodations in Golden. Most booked directly with the accommodation property (63%) while 23% used an online travel agent and 8% used a private home rental service (55% - Airbnb, 33% - VRBO, 5% - Home Away, 7%- Owner Direct).
- While in Golden, visitors were most likely to research restaurants (52%), activities (47%), attractions (36%), accommodations (27%) and events (21%). Just over half of visitors stated that information obtained during their trip to Golden resulted in an increase in their likelihood of return (57%), improvement in the overall quality of their trip (55%), visiting places they had not anticipated (47%), participating in activities they hadn't anticipated (40%) and spending money they hadn't anticipated spending (33%). Only 14% stated the information they obtained resulted in them staying in Golden longer.
- While at a destination, summer visitors prefer receiving visitor information online via WiFi using their own device (74%), by talking to locals (61%), by obtaining printed materials at accommodations or other tourism businesses (61%), online, via cellular connection using own device (58%), by talking to people that work at local tourism businesses (57%), by visiting a local visitors centre (55%), by obtaining printed materials at a static (not

[4] Golden visitors could post comments or photos during multiple times so the sum totals more than 100%.

digital) kiosk (53%) and by talking to other visitors (45%). Fewer visitors preferred obtaining information from an in-vehicle cellular system (33%) or GPS systems (33%). Only 12% of visitors indicated they preferred to obtain visitor services information from an online digital kiosk.

- While in Golden, the vast majority of visitors were able to obtain all the visitor information they needed (98%) or access the Internet via a WiFi connection (89%).

Golden Visitor Experience Evaluation

- During the on-site interview, visitors were asked how their experience in Golden met their expectations. About a third of visitors (32%) replied that Golden exceeded their expectations while 66% replied that Golden met their expectations. Two percent replied that Golden fell short of their expectations.[5]
- On the follow-up questionnaire, visitors were asked to rate trip components and their overall experience on a 1 - poor to 5 – excellent scale. Top box[6] analysis indicated that 91% rated recreation and adventure opportunities as good (4) or excellent (5). Fewer gave top-box responses to accommodation (82%), signage on Trans-Canada Highway 1 (78%), dining (74%) and local directional signage (71%).
  - The vast majority (94%) replied their overall experience in Golden was good or excellent.
- Similarly, three-quarters of visitors (74%) replied they were extremely (5 on 5 point scale) or very likely (4 on 5 point scale) to visit Golden again. The remaining 25% responded they would not likely visit Golden again (1, 2 or 3 on 5 point scale).
  - A higher percentage of visitors that were likely to return were from Alberta (48%) compared to those that were not likely to return (36%). Also, a higher percentage of visitors that were likely to return were overnight visitors (82%) compared to those that were not likely to return (65%).
  - Visitors that were likely to return were more likely to participate in mountain biking compared to those that were not likely to return.
- On the follow-up questionnaire, visitors were asked to rate their likelihood of recommending Golden as a travel destination to their friends and/or family on a scale where 0 = not likely at all and 10 = extremely likely. Almost half of visitors (49%) indicated they were extremely likely (9 or 10, promoters) to recommend Golden to their friends, family members or colleagues. Another 38% responded they were likely (7 or 8, passives) to recommend Golden as a vacation destination. Only 14% percent were not likely to recommend Golden as a vacation destination (0 -6, detractors). The findings resulted in Golden winter visitor Net Promoter Score[7] of 35.0.
  - NPS was highest for visitors from other Canada (NPS = 53) followed by visitors from the US (NPS = 48), Alberta (NPS = 34), overseas (NPS = 27) and BC (NPS = 18).
  - Further analysis revealed that promoters were more likely to be on overnight trips when compared to other visitors (passives and detractors). Also, when on an overnight trip promoters stayed longer (3.4 nights) compared to other visitors (2.7 nights).

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[5] 7% of visitors were unsure if Golden met their expectations as they had just started their visit, these visitors were removed from this analysis.

[6] Top box analysis summarizes those visitors that rated each component as a 4 or 5 on the 1 = poor and 5 = excellent scale.

[7] Net Promoter, NPS and the NPS-related emoticons are registered service marks, and Net Promoter Score and Net Promoter System are service marks, of Bain & Company, Inc., Satmetrix Systems, Inc. and Fred Reichheld. NPS is recommend by Destination BC as a measure of traveler satisfaction with their visitor experience.

- A total of 42% of visitors recommended new products or services in Golden. The top 5 recommendations were more restaurants (24%), more shopping/services (17%), more attractions/activities (10%), more walking paths/trails (8%) and better signage (8).

Key Insights

In the summer of 2016, more than half (54%) of Golden visitors were from BC and Alberta. Golden's top geographic markets in the summer of 2016 were:

- Alberta (38%),
- BC (16%),
- Overseas (21%) – United Kingdom (5%), Germany (3%), Netherlands (2%) and Australia (2%),
- Other Canada (15%) – Ontario (7%), Saskatchewan (4%), Quebec (3%), Manitoba (2%), and
- United States (9%) – California (1%), Washington (1%), and Texas (< 1%).

This research also demonstrates a reduced market share of the Quebec visitors in summer (3%) compared to winter (6%).

The top 5 primary reasons for summer visitors to visit Golden were: to take a break from driving (28%), for family vacation (17%), to sightsee/view nature/view wildlife (9%), to visit National Parks (6%) and to mountain bike (5%). Golden summer visitors were most likely on a touring trip with no set destination, likely to be travelling with their spouse and other family members (including children <16) and were middle-aged or older. On average, summer visitor travel parties stayed for 2.8 nights and spent $586 in Golden. These characteristics vary significantly from winter visitors who were most likely to be have been visiting Golden as their primary destination and visited to participate in winter activities (primarily skiing/snowboarding at Kicking Horse Mountain Resort (KHMR)) while in Golden. Also, winter visitors were likely to stay longer in Golden, travel with their friends (instead of family), be younger and spend more money (on average) than summer visitors.

In summer, 76% of summer visitors stayed overnight in Golden and 24% were day visitors. Most overnight visitors stayed one or two nights (61%), while 31% stayed between 3 and 6 nights and 8% stayed longer than a week. This resulted in an average length of stay of 2.8 nights. There are continued opportunities to attract summer visitors to stay longer in Golden, which is supported by:

- More than half of visitors were on a touring trip (54%),
- The top primary reason for staying in Golden was to take a break from driving (28%), and
- 61% of summer visitors replied that Golden is a good stop on route to another destination.

Similar to winter, Golden's primary summer-season competition are local mountain towns including Revelstoke, Banff/Canmore, Jasper and Panorama/Invermere/Radium and Lake Louise. TG should continue to monitor marketing and other destination management activities of these destinations to keep and advance Golden's competitive position. Key factors important in summer visitor decisions to visit Golden are, the proximity to

nature and wilderness, the proximity to national and provincial parks, the good location on route to another destination, the access to a good variety of outdoor activities, and friendly and hospitable people.

With the rise of the sharing economy, the use of private home rental services (e.g. VRBO, Airbnb) is emerging as an important accommodation booking source (8%) but still falls well behind booking directly with accommodations (63%) and booking via an online travel agency (23%). These summer 2016 results were similar to winter 2016 results. TG should continue to monitor the use/importance of private home rental services in Golden.

Most visitors used online visitor information to plan their trip prior to arriving in Golden. While in Golden, visitors were more likely to use word-of-mouth visitor information (from both local businesses and locals) as well as printed materials like maps and the Golden Travel Planner. Visitors also used other sources of information like their vehicle's GPS, the BC Visitor Centre at Golden and the downtown Chamber of Commerce office while they were in Golden.

Almost all Golden summer visitors were able to obtain the visitor information they needed (98%). When asked about preferences about obtaining visitor services information while at a destination, visitors indicated they preferred to obtain it via their own mobile device, followed by word-of-mouth information from Golden locals by printed materials. These results are similar to winter visitor survey results and highlight the continued need to ensure:

- Visitors are able to access WiFi (most in Golden responded that they were able to do this),
- There is comprehensive online in-destination visitor information (as opposed to pre-trip planning) available to Golden visitors. This includes details about restaurants, activities, accommodations, attractions and events,
- Golden locals and tourism business employees continue to provide an exceptional level of customer services and provide a friendly, welcoming atmosphere, and
- Only a few visitors (12%) indicated that they preferred to obtain visitor information via a digital kiosk.

Growing customer service/experience expectations, changing tourism markets, and increasing worldwide competition have led to substantial shifts in the tourism marketplace which in turn, have heightened the importance of positive word-of-mouth recommendations. As such, the delivery of outstanding visitor experiences is critical to achieve higher revenues via increased spending, longer stays, repeat visits and visitors' positive word-of-mouth recommendations. In summer, a tenth of visitors became aware of Golden via a word-of-mouth recommendation and 38% of visitors responded that they received pre-trip planning information from friends and family and 31% of visitors posted a neutral or positive comment or photo about Golden on their social media or travel commentary review sites. Interestingly, word-of-mouth as information source was of even greater importance to winter visitors than summer visitors. This is most likely due to the fact that more winter visitors were visiting Golden as their primary destination and the importance of the ski/snowboard activities compared to summer visitors who were more likely to be travelling through Golden or visiting on a family vacation.

Satisfaction with the travel experience and the intention to recommend greatly increase the likelihood of a return visit to a destination. Overall, 94% of Golden summer visitors rated their overall experience as good-excellent (4 or 5 on 1-Poor to 5 = excellent scale) and the majority were very likely to return to Golden (74%). Almost half (49%) of Golden summer visitors were very/extremely likely to recommend (promoters) Golden to their friends and relatives, fewer were somewhat likely to recommend (38%; passives) and the remainder not likely to recommend Golden (14%; detractors). This resulted in a Net Promoter Score of 35.0.

Analysis of characteristics of those likely to recommend Golden (Promoters) revealed they were more likely to participate in more activities and stay longer in Golden and spend more money in Golden than those that were not likely to recommend Golden. Also, this research revealed that the proximity to nature, national parks and a variety of outdoor activities were especially important to a good visitor experience in Golden. Result indicated that visitors that were not likely to recommend Golden (Passives/Detractors) were more likely to be on a touring trip, be day visitors, state that Golden was expensive, state that there were limited services and experiences and respond that Golden was considered a stop over and not an actual destination. To raise positive word of mouth recommendations and therefore NPS, TG can work to attract visitors that seek Golden as a primary destination for outdoor activities like mountain biking, whitewater rafting and hiking. TG should continue to track NPS over time and continue to compare it to other tourism destinations.

When summer visitor survey findings were compared between 2016 and 2015, results revealed:

- In 2016 there was slight decrease in visitors from BC and Alberta (54% compared to 58%). This was offset by a 3% increase in visitors from overseas (2015 – 18%, 2016 – 21%). Also, in 2016, there was a higher proportion of visitors from Ontario and fewer visitors from Atlantic Canada when compared to 2012,
- On average, 2016 visitors were on longer trips (2016 – 12.3 nights, 2016 – 8.5 nights) and overnight visitors had slightly longer stays in Golden compared to 2015 (2016 – 2.8 nights, 2016 – 2.4 nights),
- In 2016, a higher proportion of visitors were travelling with their spouse compared to 2015 (2016 – 64%, 2015 – 40%),
- In 2016, a higher proportion of visitors stayed in a cabin or chalet (2016 – 26%, 2015 – 4%) and fewer stayed in a condo/self-catering hotel when compared to 2015 (2016 – 3%, 2015 – 15%),
- In 2016, average daily expenditures by travel parties in Golden were much higher (2016 - $211, 2015 - $142). This large increase is most likely due to differences in how average daily expenditures were calculated,
- In 2016, 54% of first time visitors were aware of Golden before their visit. This statistic was much lower than those in 2015 (73%), most likely because in 2015, the question was asked of all visitors (and not only first time visitors), and
- There was little difference between years for age, primary reason for visiting, independent vs group travel, if Golden met visitor expectations and likelihood of return.

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Front Cover Photo Credit: Tourism Golden

1.0. INTRODUCTION

Tourism Golden (TG) has provided tourism marketing services to the town of Golden and Kicking Horse Country since 2007. The not-for-profit organization's vision is, *To inspire target visitors to stay and explore Golden and Kicking Horse Country and to increase the economic impact of tourism in a manner that is admired by all in the Canadian tourism industry.*

To realize the vision, Tourism Golden has developed the following key marketing objectives:[8]

1. Establish perceptions of Golden consistent with our brand positioning,
2. Increase awareness of Golden as a great place to vacation,
3. Increase nightly visiting and length of stay,
4. Increase funding for the DMO and increase TG membership and revenue, and
5. Maintain TG's position as the lead organization for tourism in the area.

In addition, the research strategy states, *We will gather research data from TG stakeholders and visitors on visitor demographic, lifestyle, travel habits and perceptions of Golden. These will be used to identify and measure trends and motivations for future marketing planning and strategies, and will provide metrics against which the strategic objectives will be measured*. The 2015-2016 Tourism Golden marketing plan outlines the research strategy goals as:

1. Produce visitor data research reports for use by Tourism Golden and the Town of Golden,
2. Analysis of annual and seasonal data, and
3. Provide a capacity with which to evaluate the effectiveness and to demonstrate the success of marketing activity.

To fulfill the research strategy goal, to date, TG has conducted visitor surveys in 2013, 2014, 2015 and now 2016. In fall 2015, Align Consulting was hired to reduce TG staff workloads and provide professional marketing research services throughout 2016. Two visitor surveys were conducted in 2016, one for the winter season (available on the Tourism Golden website)[9] and another for the peak summer season (this report).

[8] Request for Proposal for Provision of Destination Tourism Market Research Services. June 2015. Tourism Golden.
[9] http://www.tourismgolden.com/sites/default/files/Golden%20Winter%202016%20FINAL%20Report%20Sept.%201.pdf

2.0. METHODOLOGY

2.1. Data Collection

A two-stage, multi-location survey design was used to collect information about Golden visitors. The first stage was an on-site interview and the second was on online follow-up survey. Questionnaires were jointly designed by Align Consulting and Tourism Golden. See Appendix B for full on-site and follow-up questionnaires.

TG employed three paid researchers to conduct on-site interviews in the summer of 2016. The researchers worked for 35 days between July 20 and August 28, 2016. They approached visitors at a variety of locations around Golden, including 4 hotels along Highway 1, downtown Golden, the BC Visitor Centre at Golden and at Kicking Horse Mountain Resort (KHMR). Researchers also attended key events that attract tourists including the weekly Farmers Market, the Summer Kicks evening concerts in Spirit Square and the Single Track 6 mountain bike race. The on-site interview was 5-7 minutes long and finished with the request to participate in an online follow-up survey.

A total of 3,695 people were approached to participate in the on-site survey. Of those, 2,375 people (64%) agreed to participate, 685 were not in the population or did not complete the on-site survey which equaled 1,690 completed surveys. A total of 907 visitors agreed to complete the online, follow-up survey. The follow-up survey was distributed via email within one week of completing the on-site interviews. A $200 VISA gift card was offered as an incentive to complete the follow-up survey. Of the 907, 64 could not be delivered, equaling 843 people that actually received the follow-up email. Three email reminders were sent over several weeks to those people who had not started or completed the survey. A total of 425 visitors completed the online survey for a response rate of 47%[10].

By location, response to the follow-up survey was highest for visitors encountered in downtown Golden (53%), followed by those encountered at accommodations near KHMR (46%). Visitors encountered at the BCVC (36%) had the lowest response rate to the follow-up questionnaire. By market, Canadian visitors from outside BC and Alberta had the highest response rate (50%) followed by a fairly even distribution of responses from other North American markets (46% - 48%). Overseas visitors had the lowest response rate (41%). Given the good overall response rate and good distribution by market, the follow-up survey responses were a good representation of the overall Golden visitor population. Please use caution when interpreting the follow up survey responses from American visitors as there were only 36 responses.

[10] 47% (425/907) is considered an excellent response rate and equals the response to the winter 2016 research.

Location	Number of:						
	People Approached	Agree to Complete Survey	Not in Population/Did Not Complete[1]	Completed On-Site Survey	Agree to Follow-Up	Completed Follow-Up	Response Rate
KHMR	1,398	901	277	624	359	164	46%
BCVC	406	246	13	233	115	41	36%
Highway 1 Corridor	602	284	48	236	117	52	44%
Downtown Golden	1,289	944	347	597	316	168	53%
Total	**3,695**	**2,375**	**685**	**1,690**	**907**	**425**	**47%**

1. Not in population means the person approached was less than 19 years old, already surveyed, a local, property owner or seasonal visitor.
2. Only 843 people actually received the follow-up survey because 64 emails addresses bounced/were incorrect.

Market	Number of:			
	Completed On-Site Survey[1]	Agree to Follow-Up	Completed Follow-Up	Response Rate
BC	272	137	63	46%
Alberta	656	394	191	48%
Other Canada	250	139	69	50%
USA	156	75	36	48%
Overseas	342	161	66	41%
Total	**1,676**	**906**	**425**	**47%**

1. 11 partial responses could not be categorized by market origin.
2. 1 visitor that agreed to the follow-up could not be categorized into a market origin category.

2.2. Data Analysis

Wherever possible, summer 2016 data analysis procedures were the same as winter 2016 procedures. Once visitor survey data were downloaded, checked and coded[11], they were weighted or 'balanced' in four groups according to overnight accommodation capacity including KHMR, the Highway 1 corridor, downtown Golden and the Frontcountry/Blaeberry Valley (see Appendix A for weights).

Golden visitors were described using simple frequencies and averages from the interview and follow-up survey data. Occasionally, top box analysis was used where the top two responses were summarized to understand meaningful differences between groups (e.g. visitors that responded with '4s' or '5s' on a 5-point satisfaction scale).

Visitor expenditures were collected in both the on-site and follow-up surveys. Both surveys collected expenditures for each travel party (and not per visitor) but average party size was divided into total travel party expenditures to equal per person expenditures. Further, average length of stay in Golden was used to calculate expenditures on a per-person, per-day basis.

To avoid the influence of outliers in expenditures, travel party size and length-of-stay calculations, the top and bottom 2.5% of responses were trimmed.

Open-ended (textual) responses were grouped into categories and summarized with percentages.

Postal codes were collected for visitors from North America. City level geography was identified using geocoder.ca.

In addition, data were summarized by:

1. Market - BC, Alberta, other Canadian provinces, the USA and overseas. Sample sizes are small for visitor summaries from the USA and overseas (see Section 3.7),
2. Promoters - Highlights of those Golden visitors that are advocates of Golden and are highly likely to recommend Golden at a travel destination to their friends and family (see Section 3.8), and
3. Season – Compared to winter 2016 research (see Section 3.9).

Differences were identified by statistical tests and/or pragmatic differences. Pragmatic differences were identified between analysis categories (e.g. BC and Alberta visitors) when result differed by 10% or more. Appendix C summarizes these results in tabular form.

[11] Coded means open-ended responses were categorized into meaningful groups.

2.2.1. Net Promoter Score

Growing customer service/experience expectations, changing tourism markets, and increasing worldwide competition have led to substantial shifts in the tourism marketplace over the past decade. The delivery of outstanding visitor experiences is critical to achieve higher revenues via increased spending, longer stays, repeat visits and visitors' positive word of mouth recommendations.

One goal of Destination British Columbia's (DBC) 2014 corporate strategy is for British Columbia to become the most highly recommended destination in North America. The Net Promoter Score® (NPS®)[12] measures the intention to recommend a travel destination and is also an indicator of overall satisfaction with the travel experience. Starting in 2016, Golden visitor surveys will collect the NPS to monitor visitor experience satisfaction.

NPS is measured by asking one question (likelihood of recommending Golden as a travel destination) on the follow-up questionnaire. The questions results are used to categorize visitors into one of three groups – promoters (very/extremely likely to recommend), passives (may or may not recommend) and detractors (not likely to recommend). Overall, the percent of detractors is subtracted from the percent of promoters to equal the NPS (see below).

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

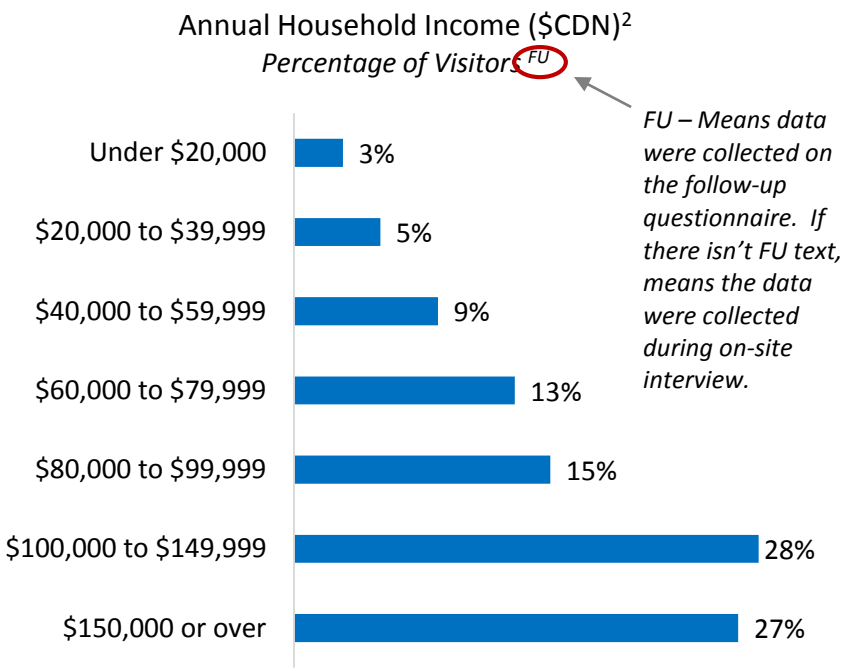
Not at all Likely - 0	1	2	3	4	5	6	7	8	9	10 - Extremely Likely
	Detractors						Passives		Promoters	

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

[12] Net Promoter, NPS and the NPS-related emoticons are registered service marks, and Net Promoter Score and Net Promoter System are service marks, of Bain & Company, Inc., Satmetrix Systems, Inc. and Fred Reichheld.

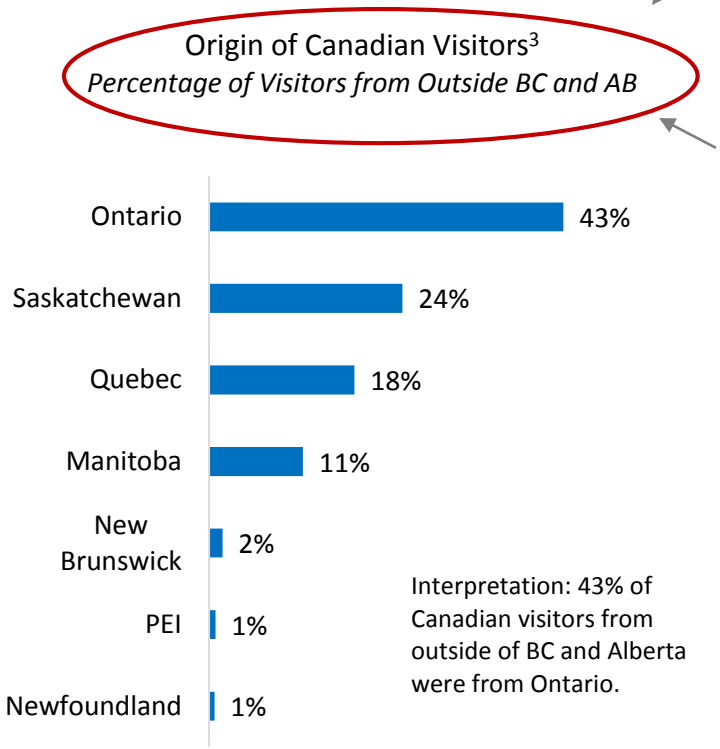
2.3. Tips for Reading Results

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



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

Interpretation: 27% of Golden visitors had annual household income of $150,000 or more.



The statement, 'Percentage of Visitors from Outside BC and AB' describes what the percentages mean. This graph represents percentages only of Canadian Visitors from outside of BC or Alberta (as opposed to all visitors).

Also, in this graph, there isn't a FU symbol, which means the data were collected during the on-site interview.

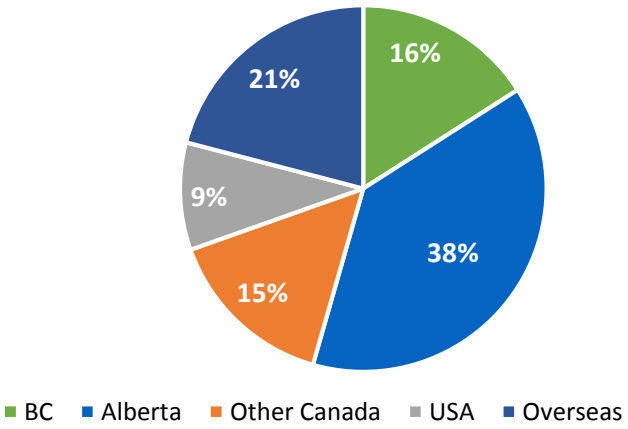
Interpretation: 43% of Canadian visitors from outside of BC and Alberta were from Ontario.

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

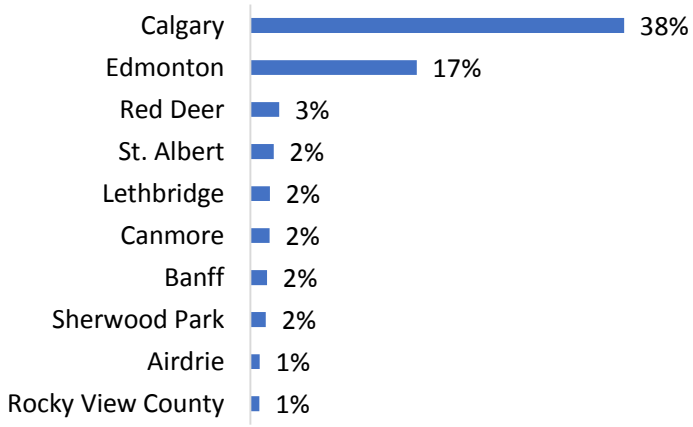
2. 139 people preferred not to answer or didn't know the answer to the question.
3. 1% of other Canadian visitors could not be assigned to a province

3.0. RESULTS

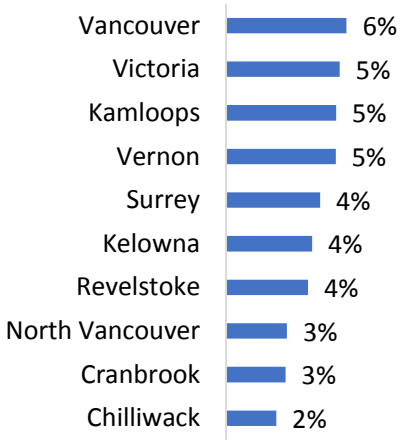
Market Origin
Percentage of Visitors



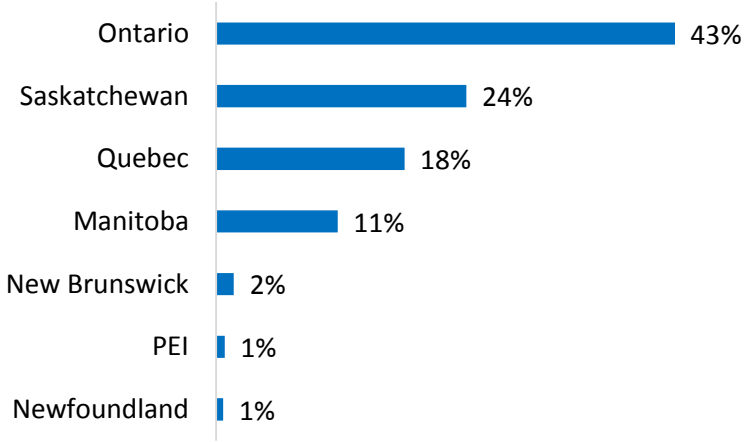
Origins of Visitors from Alberta (Top 10)[1]
Percentage of Albertan Visitors



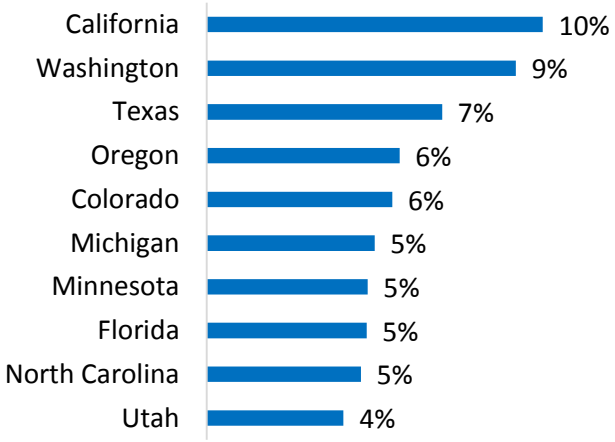
Origin of Visitors from BC (Top 10)[2]
Percentage of British Columbians



Origin of Canadian Visitors[3]
Percentage of Visitors from Outside BC and AB



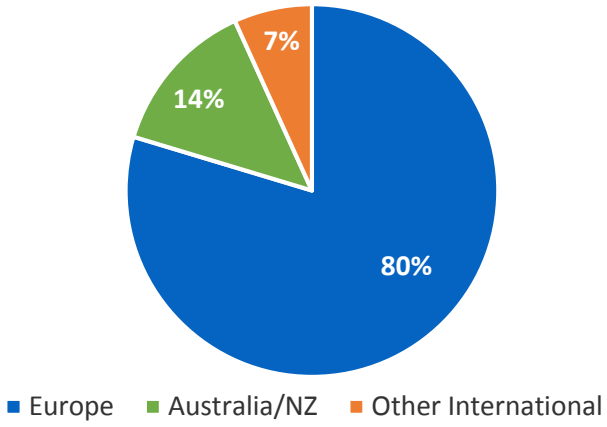
Origin of Visitors from USA (Top 10)[4]
Percentage of American



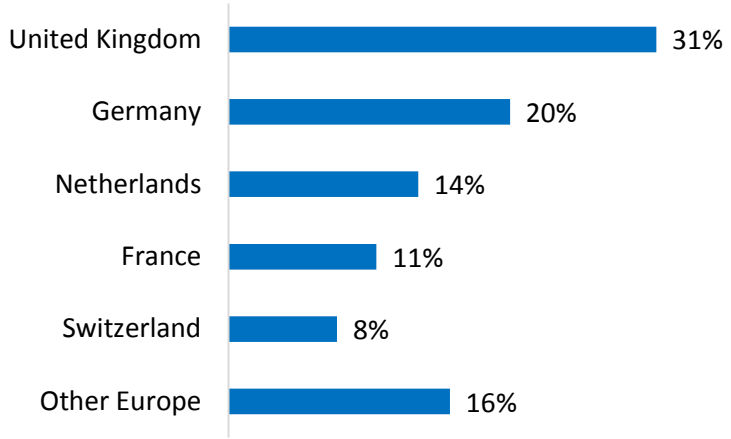
1. 4% of postal codes could not be assigned. Only the top 10 responses were shown so percentages do not sum to 100%.
2. 9% of postal codes could not be assigned. Only the top 10 responses were shown so percentages do not sum to 100%.
3. 1% of other Canadian visitors could not be assigned to a province. Only the top 10 responses were shown so percentages don't sum to 100%.
4. Other US states include, Montana (3%), Wisconsin (3%), Arizona (3%), Georgia (2%), Pennsylvania (2%), Iowa (2%), Idaho (2%), New York (2%), Tennessee (2%), Indiana (1%), South Dakota (1%), Connecticut (1%), Illinois (1%), Massachusetts (1%), New Hampshire (1%), New Jersey (1%), Ohio (1%), Virginia (1%),Washington DC (1%), New Mexico (1%), Kentucky (1%), Nebraska (1%), Vermont (1%), Alaska (1%), South Carolina (1%), Nevada (<1%), Wyoming (<1%), Maryland (<1%), Kansas (<1%), Arkansas (<1%).

3.1. Visitor Characteristics

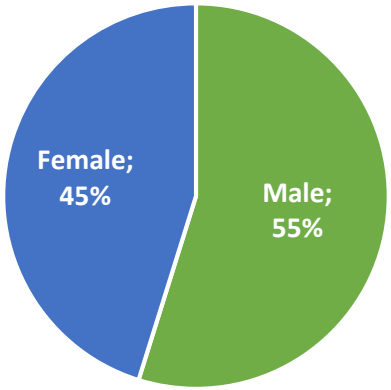
Origin of Overseas Visitors
Percentage of Overseas Visitors



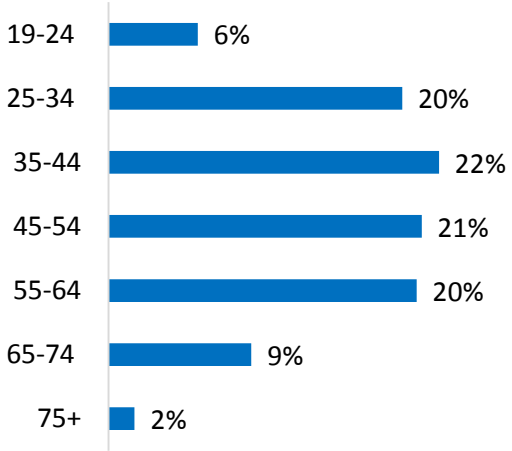
Origin of European Visitors[1]
Percentage of European Visitors



Gender
Percentage of Visitors

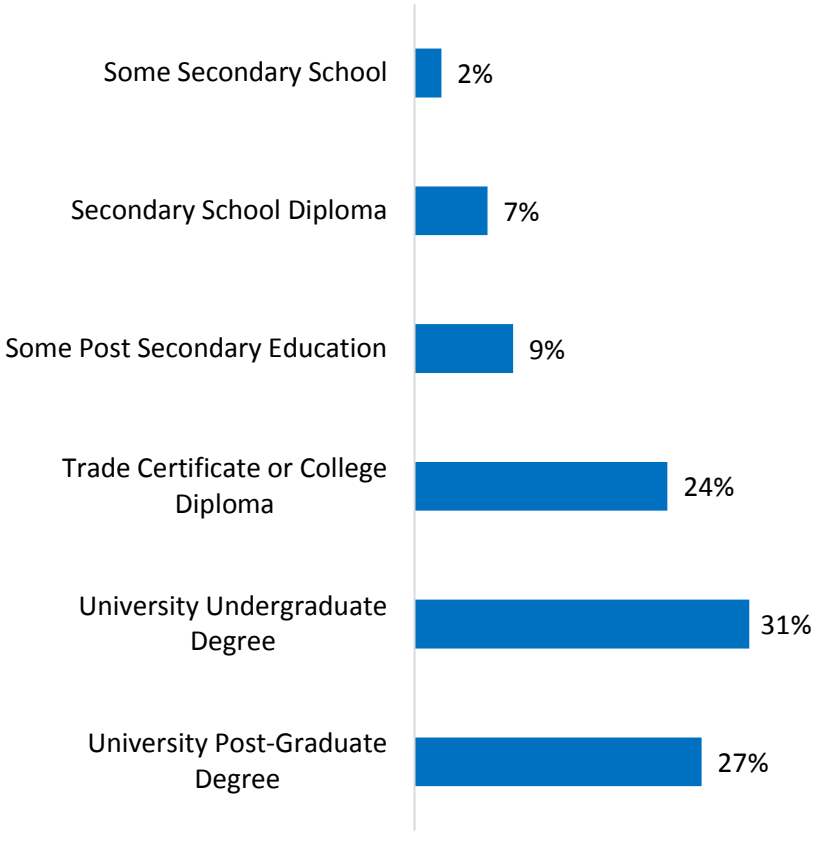


Age[2]
Percentage of Visitors

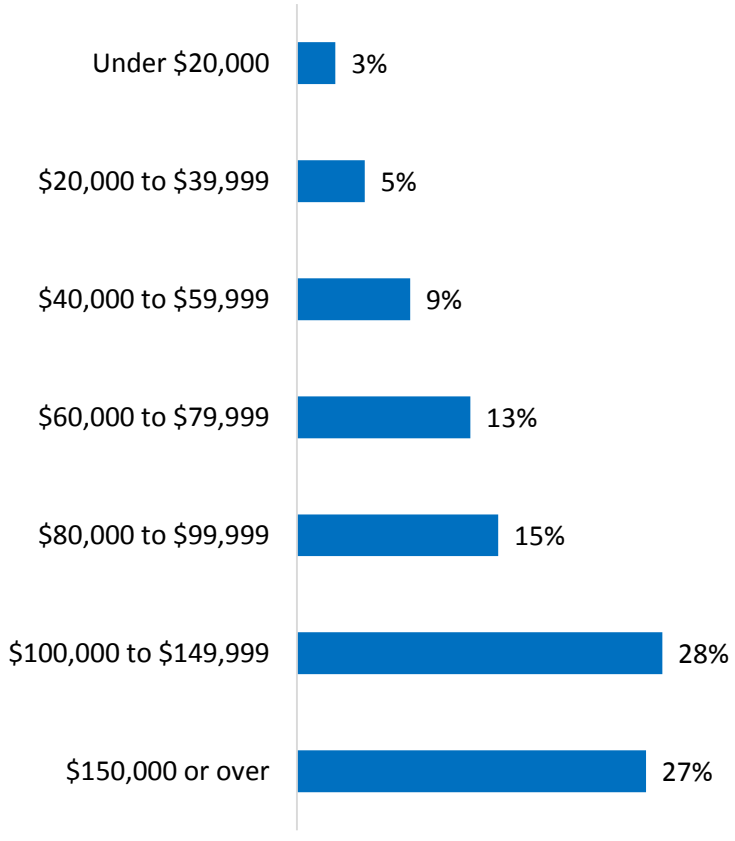


1. Other Europe includes, Sweden (2%), Denmark (2%), Belgium (2%), Ireland (1%), Holland (1%), Scotland (1%), Czech Republic (1%), Norway (1%), Poland (<1%), Ukraine (<1%), Russia (<1%), Italy (<1%), Austria (<1%), Finland (<1%)
2. The age of 68 visitors was unknown.

Level of Education[1]
Percentage of Visitors [FU]



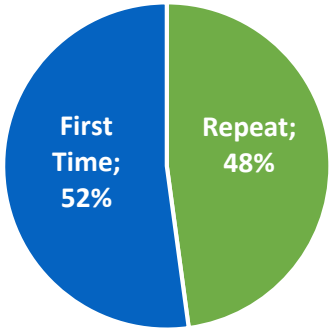
Annual Household Income ($CDN)[2]
Percentage of Visitors [FU]



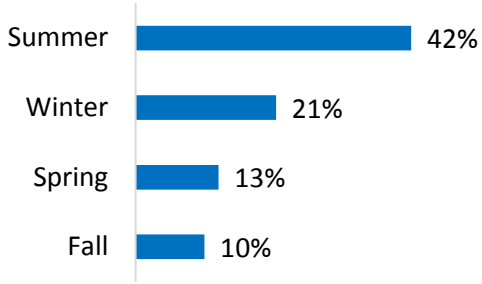
1. 69 people preferred not to answer or didn't answer the question.
2. 139 people preferred not to answer or didn't know or didn't answer the question.

3.2. Trip Characteristics

Been to Golden Before?[1]
Percentage of Visitors



Season of Past Visitation
Percentage of Past Visits



Average Number of Past Trips to Golden:

12.5 trips

Percent of visitors that have made 1 past trip to Golden:

12%

Percent of visitors that have made 10+ trips to Golden:

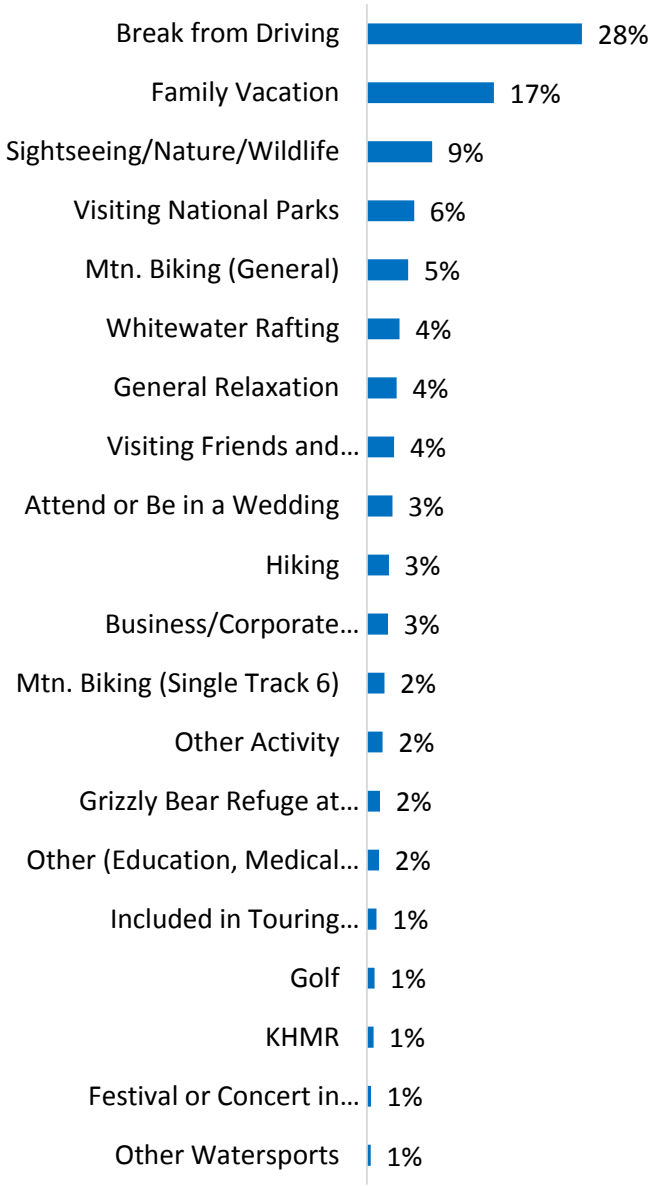
36%

	Been To Golden?[1]	
	Repeat Visitors	**First-Time Visitors**
Origin		
BC	22%	10%
AB	58%	21%
Other Canada	12%	17%
USA	2%	16%
Overseas	6%	35%
Primary Reason (Top 5)	1. Break from Driving (27%) 2. Family Vacation (19%) 3. Mtn. Biking (9%) 4. Sightseeing/Nature/Wildlife (6%) 5. Visiting Friends and Relatives (5%)	1. Break from Driving (30%) 2. Family Vacation (15%) 3. Sightseeing/Nature/Wildlife (11%) 4. Visiting National Parks (11%) 5. Whitewater Rafting (5%)
Length of Stay		
Day	26%	23%
Overnight	74%	77%
Average Nights	2.9	2.7

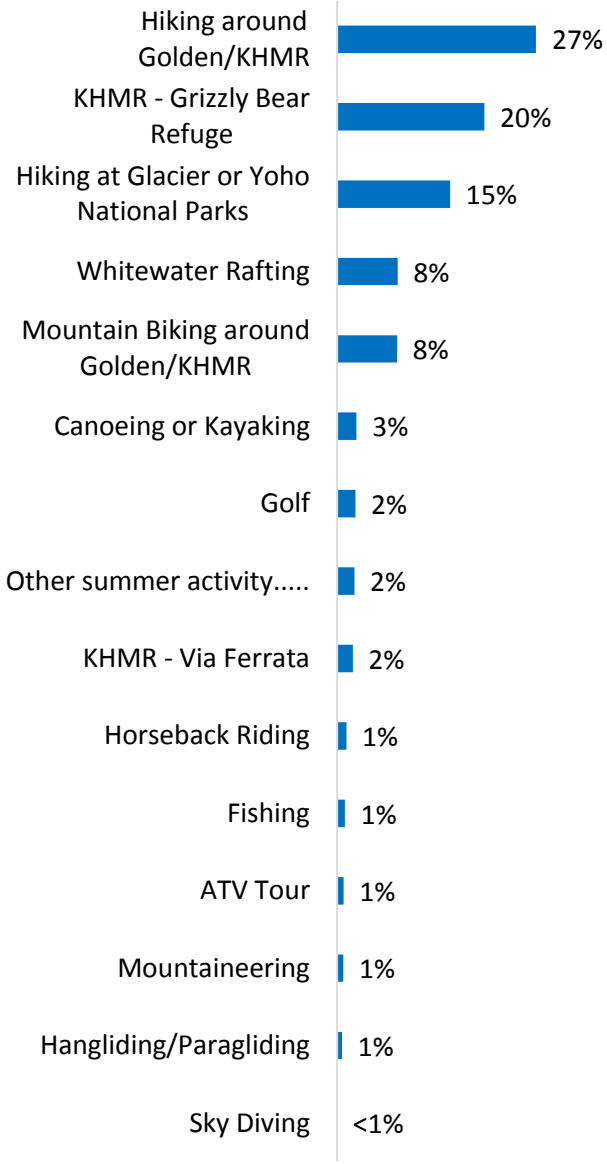
1. This table is read as origin, primary reason and length of stay as a percentage of repeat or first-time visitors. For example, 22% of repeat visitors were from BC, whereas 10% of first-time visitors were from BC. 6% of repeat visitors were from overseas while 35% of first-time visitors were from overseas.

1. Please note this questions was changed in the summer 2016, from *Have you been to Golden before*? to *Have you been to Golden on a past trip other than just stopping for a rest break (gas/food)? If yes, in what seasons?*

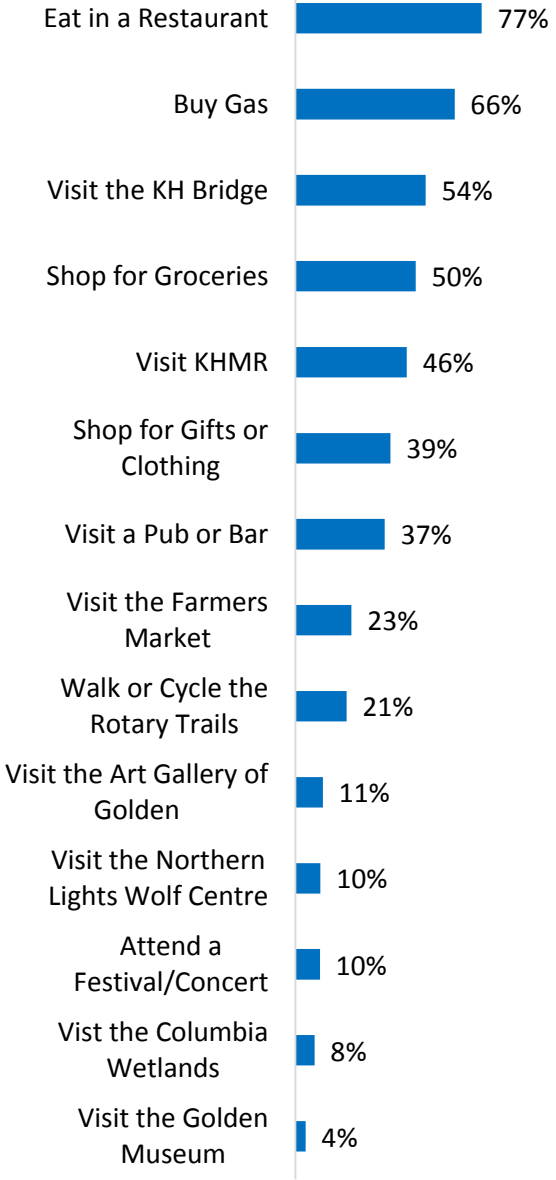
Primary Reason for Visit[1]
Percentage of Visitors



Additional Travel Party Activity Participation (Not Primary)[2]
Percentage of Visitors

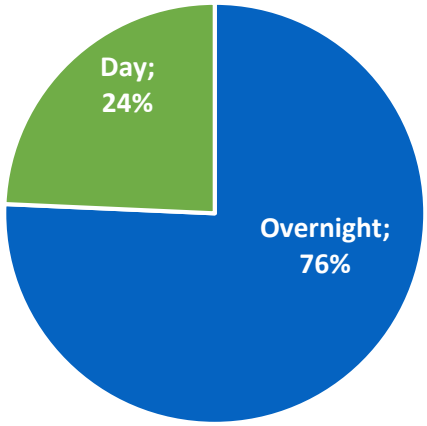


Golden Places Visited[2]
Percentage of Visitors

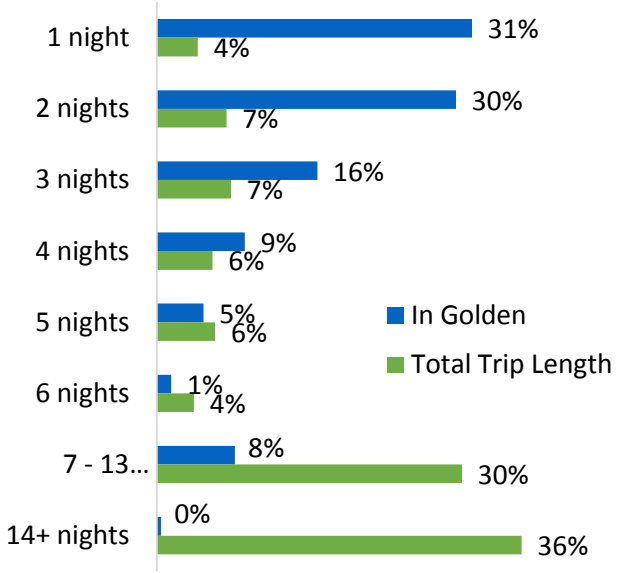


1. Other activity includes, seeing wolves (2), buffalo reserve (3), rock climbing (3) swimming/going to pool (4), wedding planning (3), star gazing (1), stand up paddle boarding (1), kayaking (1), sound festival (1), road biking (2), motorcycling (2), hot springs (2), boating/motor boating (2), Alpine Club (1), Looking for property (1), picnic/rest/relaxing/drinking wine (5), geocaching (1), play music (1), go to Cedar Lake/Enchanted Forest (2).
2. Visitors could respond with more than one response so the sum of percentages equals more than 100%.

Length of Stay in Golden
Percentage of Visitors



Nights on Trip and in Golden
Percentage of Overnight Visitors



Average overnight trip length:

12.3 nights

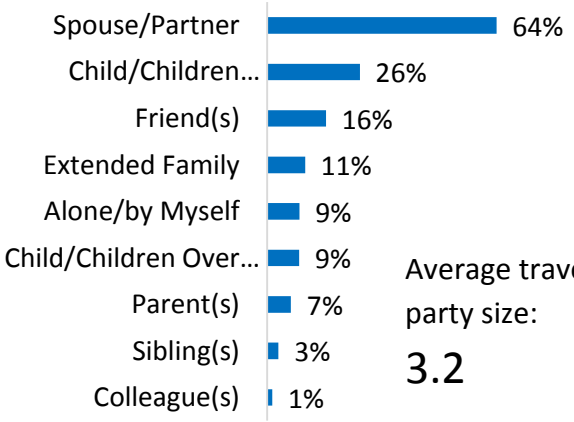
Average nights in Golden:

2.8 nights

Time in Golden/Total Trip Length:

23%

Travel Party Composition
Percentage of Visitors



Average travel party size:

3.2

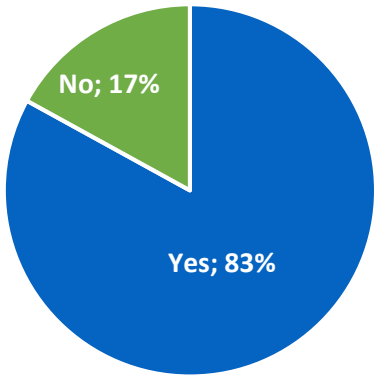
Percentage of Visitors Travelling in a Group:

3%

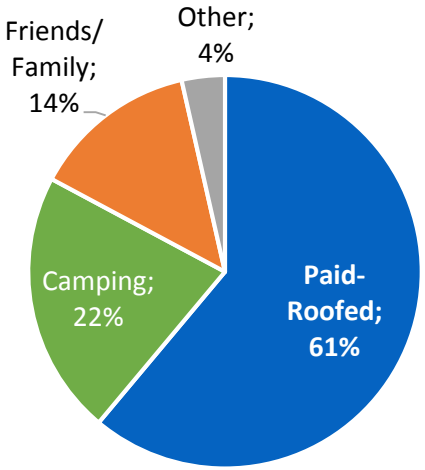
Type of Group:

- Leisure Tour Group (78%)
- Sports Group (10%)
- Other (12%)

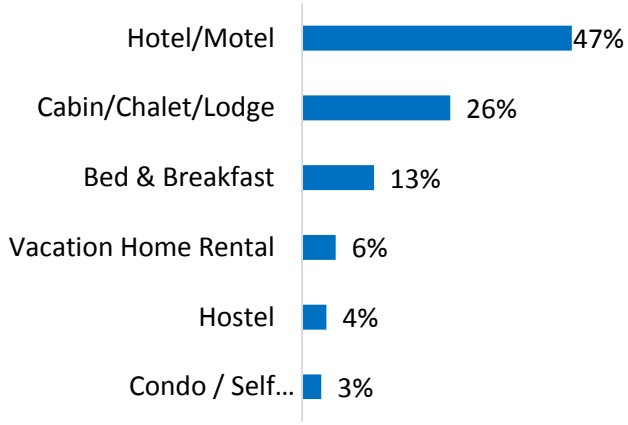
Visit Downtown Golden?
Percentage of Visitors [FU]



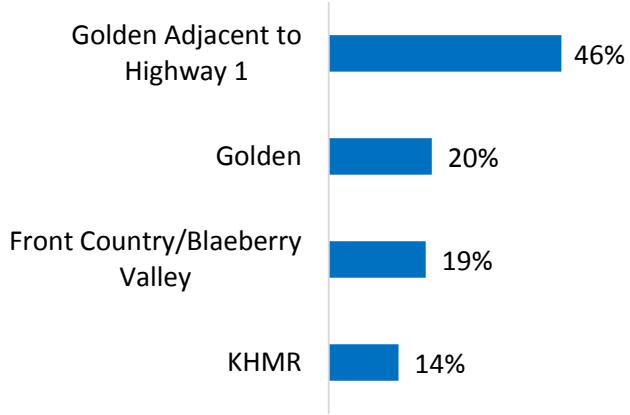
Overnight Accommodation
Percentage of Overnight Visitors



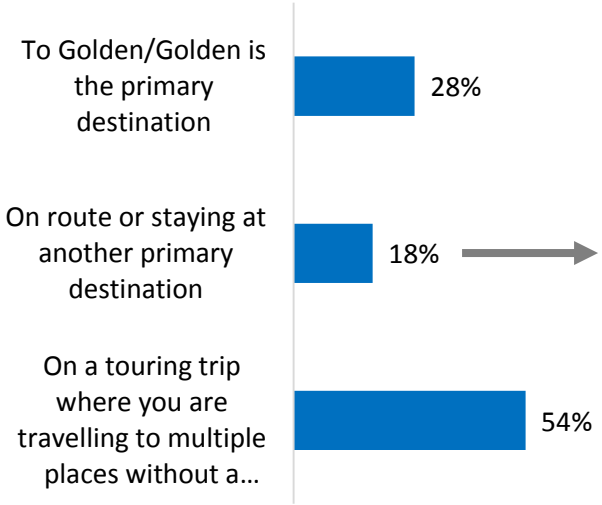
Roofed-Accommodation Type
Percentage of Paid, Roofed Overnight Visitors



Roofed Accommodation Location
Percentage of Paid, Roofed Overnight Visitors - Weighted



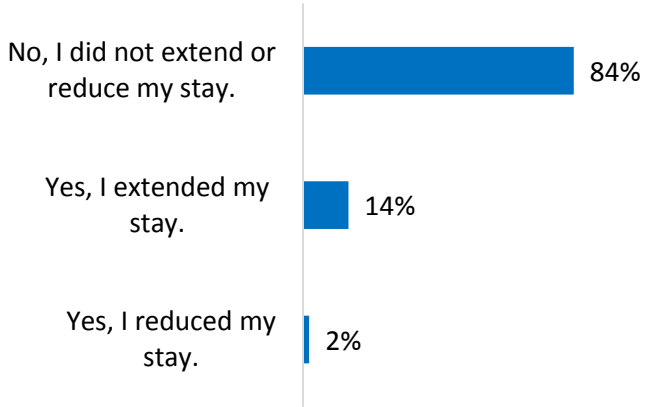
How Would You Describe Your Trip?
Percentage of Visitors



Other Primary Destinations (306 responses):

- Thompson Okanagan (40%)
- Banff/Lake Louise/Canmore (10%)
- Lower Mainland/Whistler (9%)
- Calgary (9%)
- Columbia Valley (8%)
- Vancouver Island (6%)
- Revelstoke (5%)
- Other BC (4%)
- Other AB (4%)
- Other Outside BC & AB (3%)

After Your Arrival In Golden Did You Reduce Or Extend Your Stay From What Your Originally Planned?
Percentage of Visitors [FU]



	Expenditures in Golden (Averages)[1]			
	Visitor Party		Per Person	
	Trip Expenditures	Daily Expenditure[2]	Trip Expenditures[3]	Daily Expenditure[4]
Day Visitors	$138	$138	$42	$43
Overnight - VFR	$467	$101	$174	$38
Overnight - Paid Roofed	$830	$318	$256	$98
Overnight - Camping	$540	$211	$166	$65
Overall	**$586**	**$211**	**$101**	**$70**

1. The expenditures presented were collected on the on-site interview.
2. Visitor Party Daily Expenditures = Visitor Party Trip Expenditures/Nights in Golden.
3. Per Person per Trip Expenditures = Visitor Party Trip Expenditures/ People in Travel Party.
4. Per Person Daily Expenditures = Per Person - Trip Expenditures/People in Travel Party.

	Expenditures in Golden – Averages In Each Category[1]							
Visitor Type	Paid Accomm.	Food and Beverage	Transportation	Shopping	Attractions	Outdoor Recreation	Other Entertainment	Other Expenditures
Day Visitors								
% spent on	*0%*	*39%*	*11%*	*13%*	*10%*	*10%*	*0%*	*8%*
$ spent on	$0	$54	$15	$18	$14	$14	$0	$11
Overnight - VFR								
% spent on	*6%*	*42%*	*15%*	*11%*	*8%*	*11%*	*0%*	*8%*
$ spent on	$28	$196	$70	$51	$37	$51	$0	$37
Overnight - Camping								
% spent on	*27%*	*25%*	*13%*	*8%*	*10%*	*10%*	*2%*	*5%*
$ spent on	$146	$135	$70	$43	$54	$54	$11	$27
Overnight - PAID								
% spent on	*53%*	*23%*	*8%*	*4%*	*5%*	*5%*	*0.0%*	*2%*
$ spent on	$440	$191	$66	$33	$41	$41	$0	$17
Overall								
% spent on	***35%***	***28%***	***10%***	***7%***	***7%***	***7%***	***1%***	***4%***
$ spent on	**$205**	**$166**	**$59**	**$42**	**$41**	**$42**	**$4**	**$25**

1. The percent of expenditures presented in each category are collected in the follow-up online survey. n = 425, A total of 43 people 'didn't know' and 35 preferred not to answer. Sample sizes were small for Overnight – VFR (31) visitors please use caution when interpreting. The average overall expenditures from the on-site interview were multiplied by the average percentage in each expenditures category to equal the average dollars spent for each category.

	Trip Characteristics by Market					
	BC	AB	Other Canada	USA	Overseas	TOTAL
Been to Golden?						
First Time	33%	29%	60%	90%	87%	52%
Repeat Visitor	67%	71%	40%	10%	13%	48%
Travel Party Size	3.1	3.4	3.1	3.0	3.1	3.2
Type of Trip						
Golden is Primary Dest.	38%	40%	24%	9%	9%	28%
Touring Trip	19%	27%	18%	11%	5%	18%
Other Primary Destination	43%	33%	58%	79%	85%	54%
Primary Reasons for Visiting (Top 5)	1. Break from Driving (31%) 2. Family Vacation (16%) 3. Business (9%) 4. Mtn. Biking (5%) 5. Mtn. Biking - Single Track 6 (5%)	1. Break from Driving (30%) 2. Family Vacation (18%) 3. Mtn. Biking (9%) 4. General Relaxation (6%) 5. Sightseeing/ Nature/Wildlife (6%)	1. Break from Driving (27%) 2. Family Vacation (19%) 3. Sightseeing/ Nature/Wildlife (13%) 5. Visiting National Parks (6%) 5. WW Rafting (5%)	1. Break from Driving (29%) 2. Visiting National Parks (19%) 3. Sightseeing/ Nature/Wildlife (15%) 4. Family Vacation (9%) 5. Hiking (5%)	1. Break from Driving (24%) 2. Family Vacation (17%) 3. Visiting National Parks (15%) 4. Sightseeing/ Nature/Wildlife (11%) 5. WW Rafting (4%)	1. Break from Driving (28%) 2. Family Vacation (17%) 3. Sightseeing/ Nature/Wildlife (9%) 4. Visiting National Parks (6%) 5. Mtn. Biking (5%)
Length of Stay						
Day	27%	29%	21%	17%	21%	24%
Overnight	73%	71%	79%	83%	79%	73%
Average Nights	2.7	2.4	3.2	2.9	3.1	2.8
Accommodation						
Paid Roofed	61%	66%	71%	83%	77%	70%
Camping	26%	24%	15%	13%	16%	20%
VFR	13%	10%	13%	4%	7%	10%
Average Expenditures (Per Trip/Per Party)	$430	$514	$699	$788	$674	$586

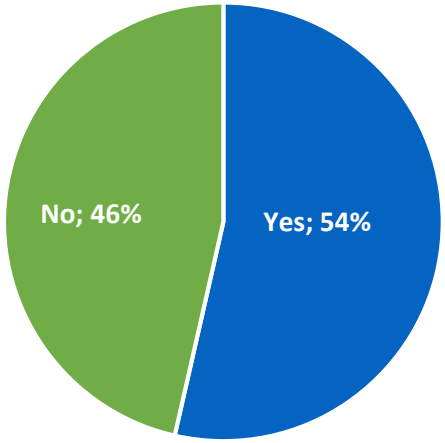
	Trip Characteristics by Market					
	BC	AB	Other Canada	USA	Overseas	TOTAL
Percentage Expenditures On (average percent, per trip/party):[1]						
Accommodation	*31%*	*32%*	*42%*	*37%*	*41%*	*35%*
Food and Beverage	*26%*	*28%*	*26%*	*29%*	*34%*	*28%*
Transportation	*13%*	*11%*	*7%*	*9%*	*8%*	*10%*
Shopping	*6%*	*8%*	*8%*	*4%*	*8%*	*7%*
Attractions	*6%*	*9%*	*4%*	*5%*	*6%*	*7%*
Outdoor Recreation	*8%*	*7%*	*5%*	*9%*	*7%*	*7%*
Other Entertainment	*1%*	*0%*	*0%*	*0%*	*2%*	*1%*
Other Expenditures	*6%*	*6%*	*1%*	*4%*	*1%*	*4%*
Estimated Expenditures On ($, per trip/party):[1]						
Accommodation	$134	$164	$292	$295	$277	$205
Food and Beverage	$111	$142	$182	$228	$232	$166
Transportation	$57	$56	$48	$74	$53	$59
Shopping	$26	$39	$55	$33	$54	$42
Attractions	$26	$44	$27	$40	$43	$41
Outdoor Recreation	$35	$37	$34	$71	$46	$42
Other Entertainment	$5	$1	$3	$1	$11	$4
Other Expenditures	$26	$30	$7	$30	$4	$25

1. Average travel party expenditures collected from the follow-up questionnaire, sample sizes are small for USA = 33, please use caution when interpreting these results.

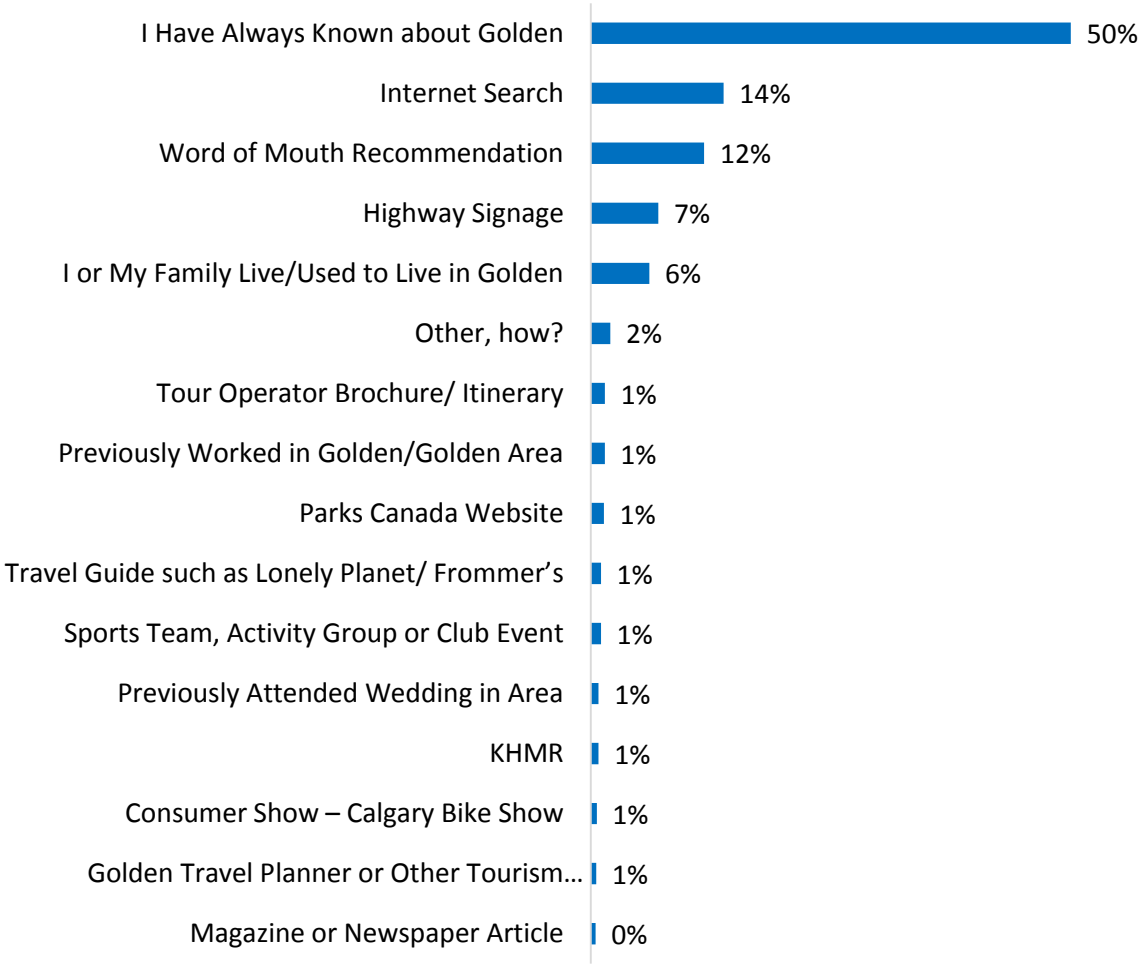
3.3. Awareness, Decision Making and Perceptions

3.3.1. Awareness

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



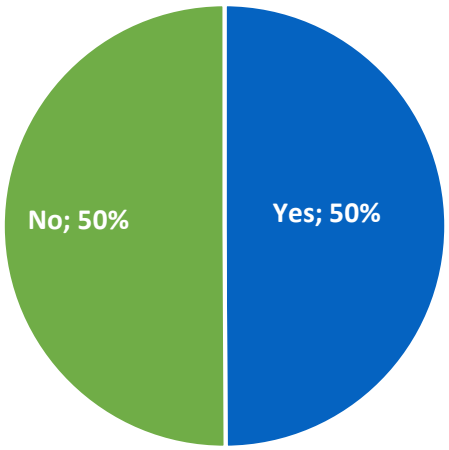
How Did You Originally Find Out About Golden?
Percentage of Visitors[FU]



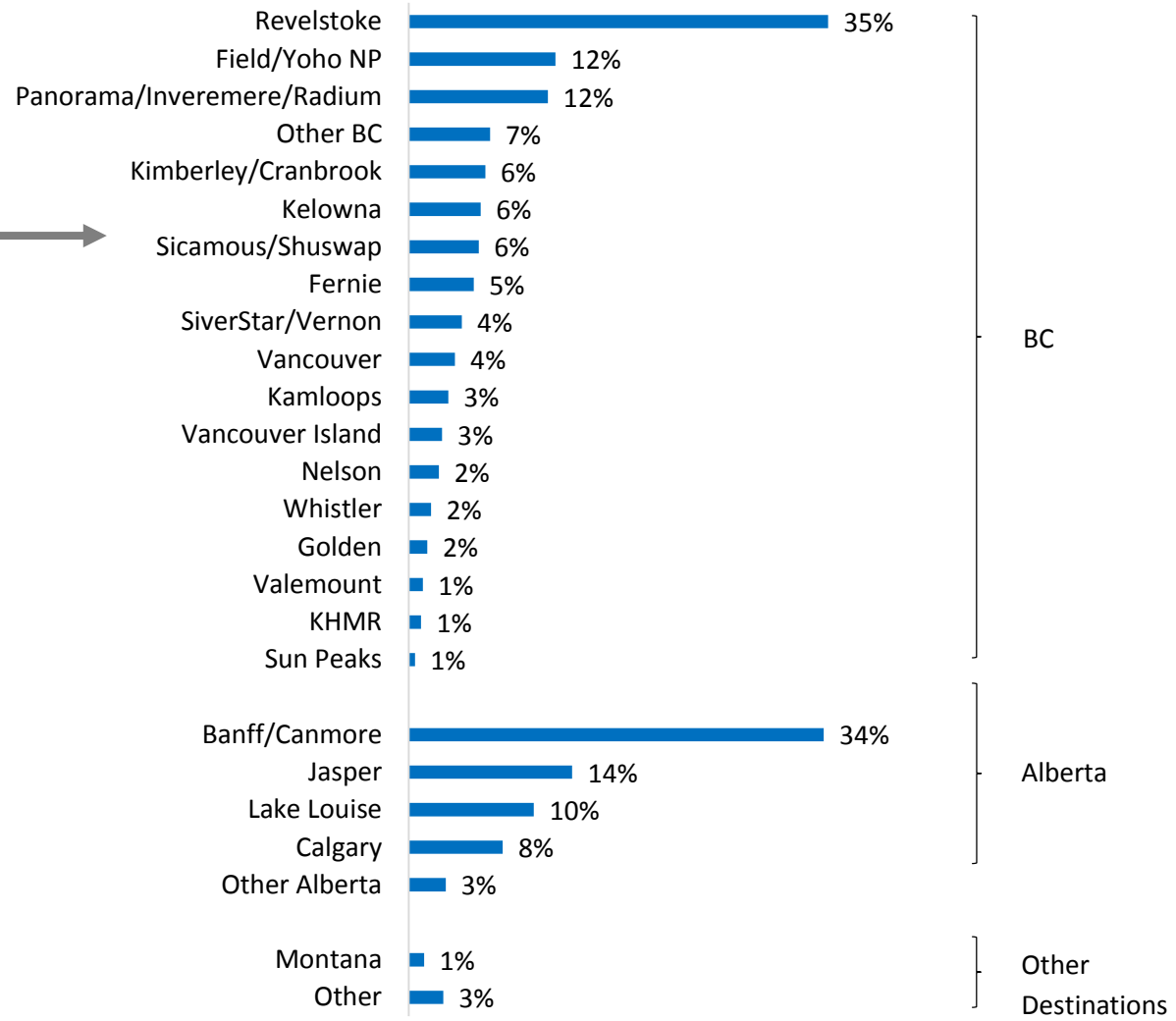
1. This question was only asked of people that had not been to Golden on a previous trip.

3.3.2. Decision Factors

Consider Other Destinations?
Percentage of Visitors [FU]



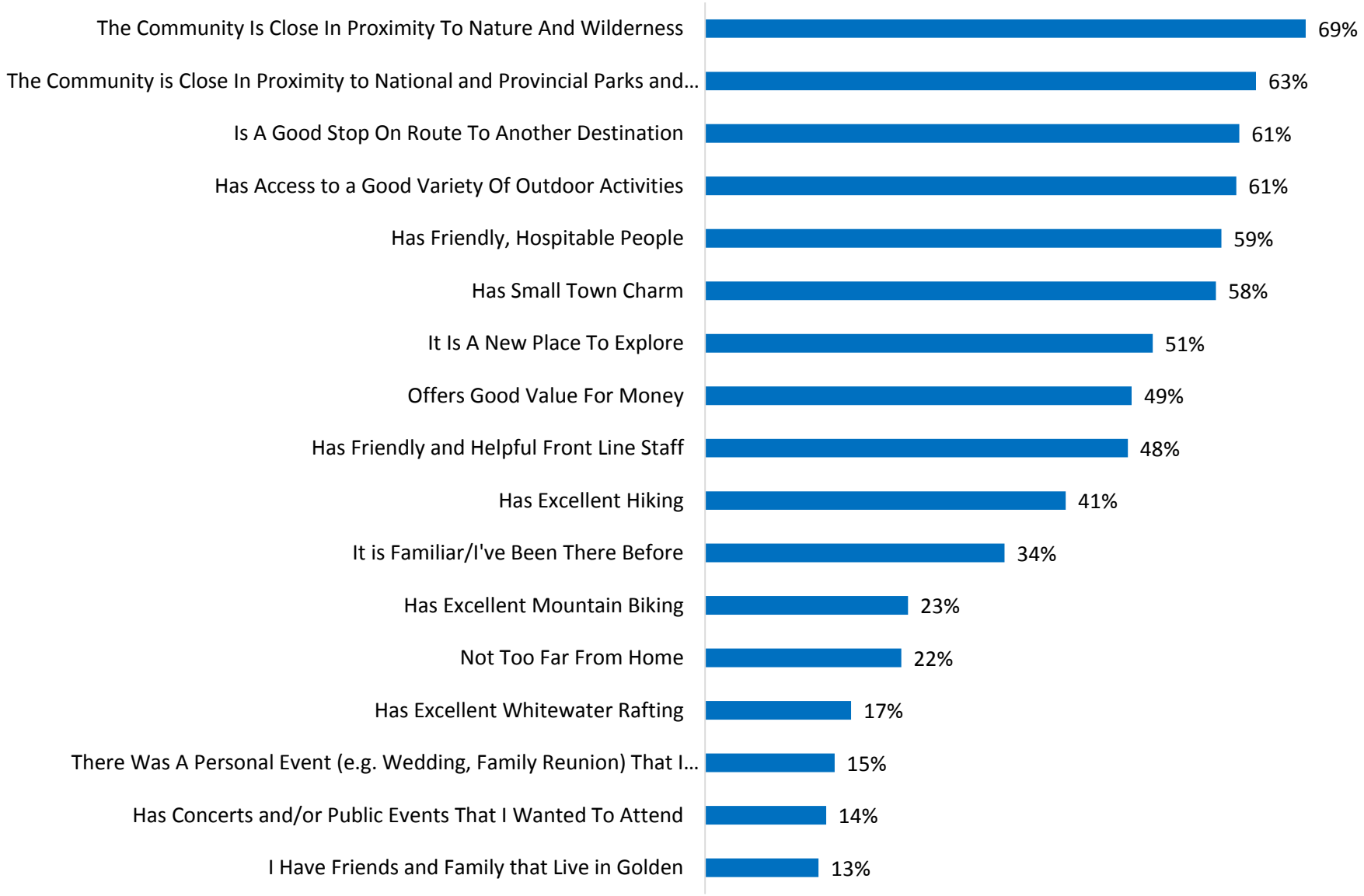
Other Destinations Considered[1]
Percentage of Visitors [FU]



1. Visitors could respond with more than one destination so percentages add to more than 100%.

Top Box Results - How Important Was Each Factor in Deciding to Visit Golden?

Percentage of Visitors That Responded 4 or 5 on a 1 - 5 Importance Scale [FU]



3.3.3. Perceptions

What Are Three Words You Would Use to Describe Golden?		
Groups of Topic Words	**Percentage of Responses**	**Topic Word Examples[1]**
Favorable		
Beautiful/Scenery/Landscape	65%	Breathtaking, Beautiful, Majestic, Mighty, Stunning
Small/Quite/Quaint/Relaxing/Community	48%	Small, Small Town, Quant, Quiet, Relaxing, Cozy
Friendly People	29%	Friendly, Hospitality,
Location/Access	21%	Accessible, Proximity, Convenient, Isolated
Outdoorsy/Adventure/Recreation	16%	Active, Adventure, Outdoorsy, Outdoor Culture, Burly
Awesome/Good/Fantastic	13%	Fun, Nice, Fabulous, Great
Family Friendly	6%	Clean, Family Friendly, Safe
Other	5%	Mosquitoes, Nondescript, Typical, Will Visit Next Time
Atmosphere	5%	Busy, Fresh, Great Atmosphere
Original/Authentic/Unique	4%	Authentic, Real, Unique, Original
Skiing/Snowboarding	4%	Ski Resort, Skiing, Snowboarding, Winter
Tourist Friendly	4%	Touristy, Tourist Destination, Visitor Information
Food/Good Restaurants/Entertainment	4%	Food, Good Restaurants, Good Burger
Services (other than Food)	3%	Bookstore, Shopping, Amenities
Many Activities/Amenities	3%	Great Variety of Activities, Variety, 4 Seasons
Good Value	3%	Affordable, Less Expensive the Banff, Reasonable
Mtn. Biking	2%	Mountain Biking, Great Mounting Biking
Whitewater Rafting	2%	Rafting, Whitewater Rafting, Awesome White Water
Kicking Horse	1%	Resort, KHMR
Good Weather	1%	Sunny, Hot, Good Weather

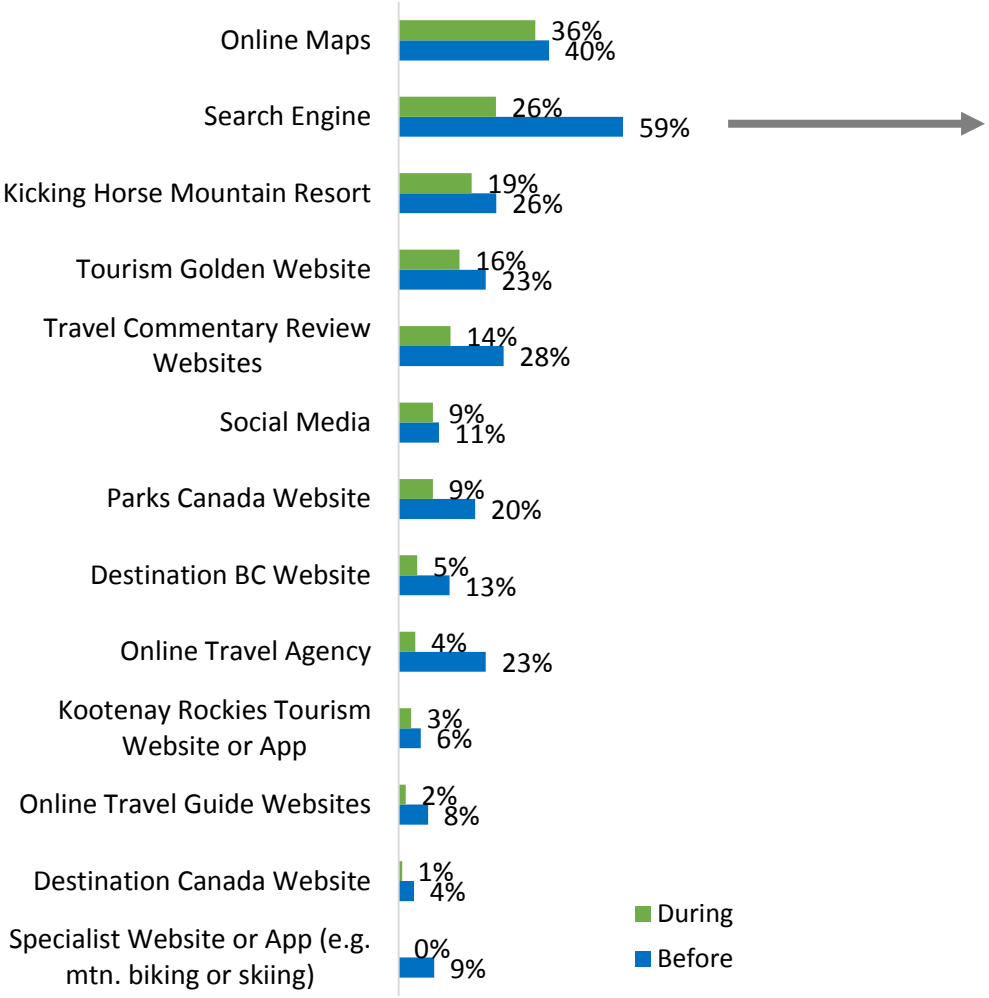
What Are Three Words You Would Use to Describe Golden?		
Groups of Topic Words	**Percentage of Responses**	**Topic Word Examples[1]**
Unfavorable		
Unappealing Town	3%	Rundown, Disrepair, Seedy, Scruffy
Expensive	2%	Expensive, Over Priced For Value
Industrial	1%	Industrial, Trains, Railway

1. 401 visitors suggested 1,005 words that describe Golden. Visitors could respond with more than one word so percentages add to more than 100%.

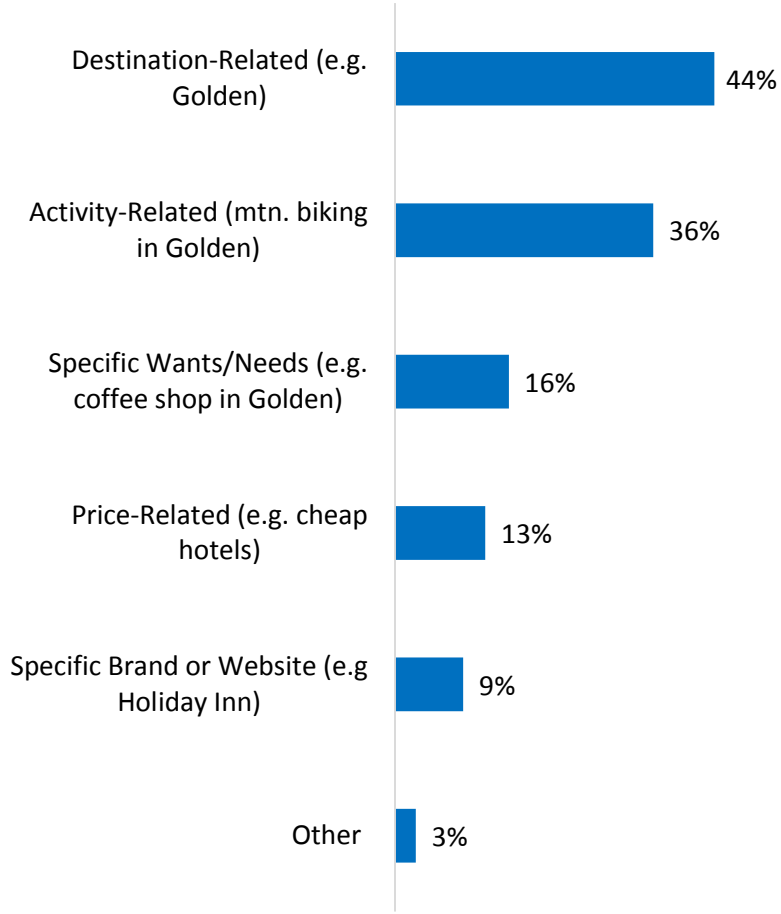
3.4. Trip Planning

3.4.1. Sources of Trip Planning Information

Online Sources of Visitor Information Used Before and During Trips to Golden *Percentage of Visitors*

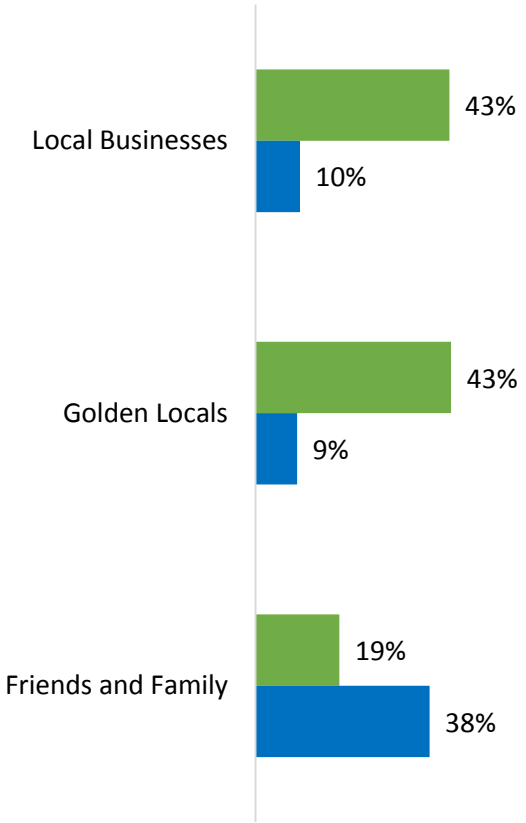


What Kinds of Search Terms Did You Use?
Percentage of Visitors

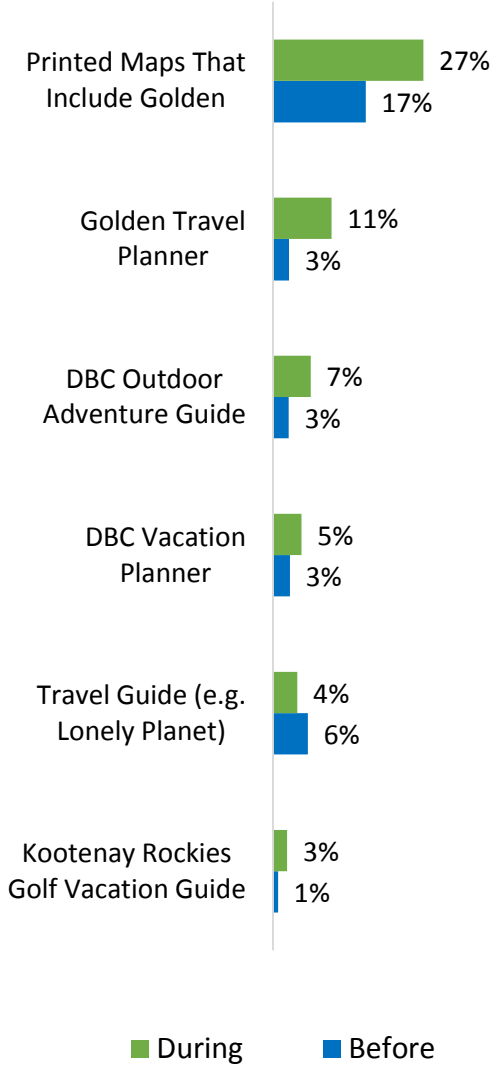


1. Which online sources of visitor information did you use to help plan your trip to Golden? Did you use the information before or during your trip? Visitors that responded 'none' were excluded from the above graphs. Visitors could respond with more than one online trip planning source so responses don't sum to 100%.
2. Other included 12 responses, all were related to camping in Golden. Visitors could respond with more than one search term so responses don't sum to 100%.

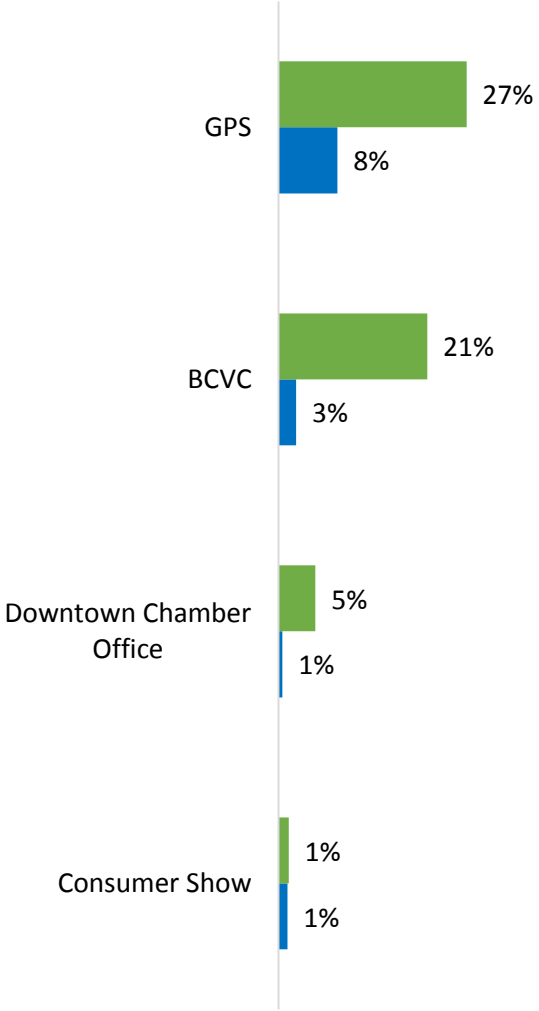
Word-of-Mouth Sources of Visitor Information Used Before and During Trips to Golden
Percentage of Visitors[1,FU]



Printed Sources of Visitor Information Used Before and During Trips to Golden *Percentage of Visitors[1,FU]*



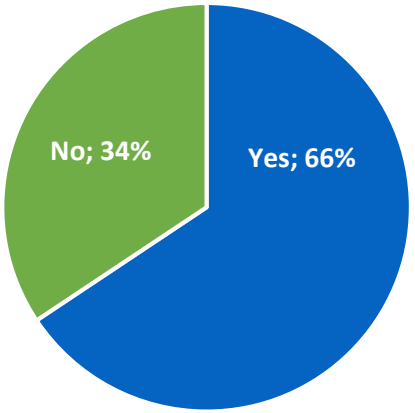
'Other' Sources of Visitor Information Used Before and During Trips to Golden
Percentage of Visitors[1,FU]



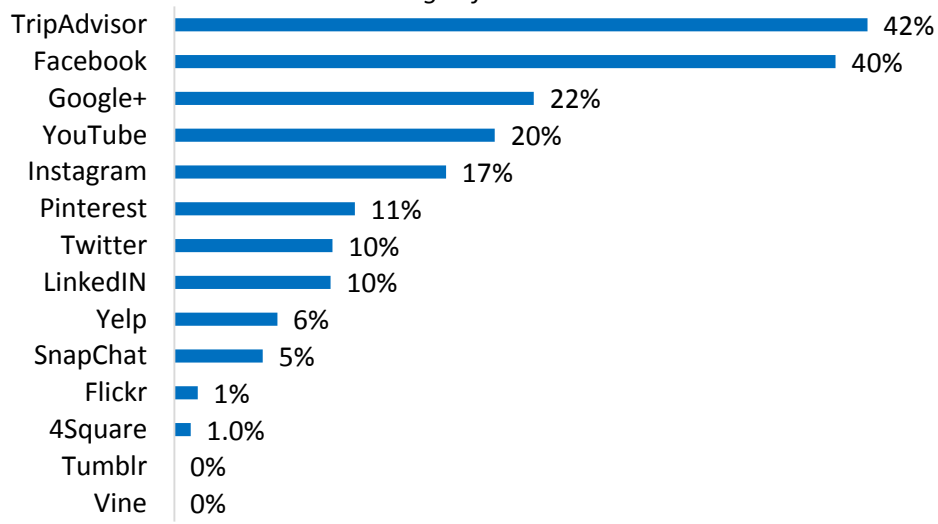
1. Which word of mouth, printed or other sources of visitor information did you use to help plan your trip to Golden? Did you use the information before or during your trip? Visitors that responded 'none' were excluded from the above graphs. Visitors could respond with more than one trip planning source so totals don't sum to 100%.

3.4.2. Social Media Use

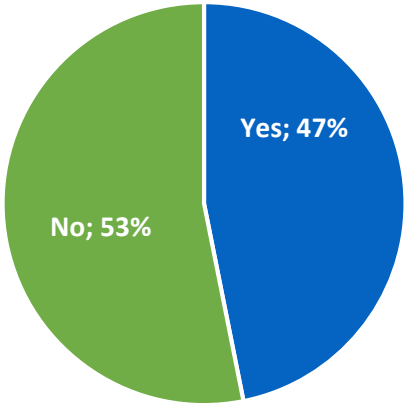
Over the Past Year, Have You Regularly Used Social Media or Travel Commentary Applications?
Percentage of Visitors [FU]



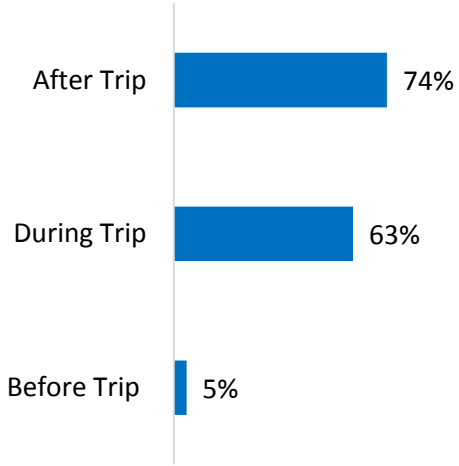
What Social Media or Travel Commentary/Review Applications Have Your Regularly Used Over the Past Year?
Percentage of Visitors[1,FU]



Did You Post Any Neutral Or Positive Comments Or Photos About Your Trip To Golden On Any Of These Social Media Or Travel Commentary/Review Applications? *Percentage of Visitors* [FU]



When Did You Post The Comment or Photo?
Percentage of Visitor[1,FU]



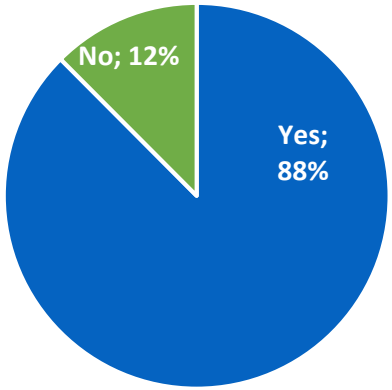
#GoldenBC hashtag use:
(118 responses)
5%

#GoldenRules hashtag use:
(118 responses)
0% (of those that posted comments)

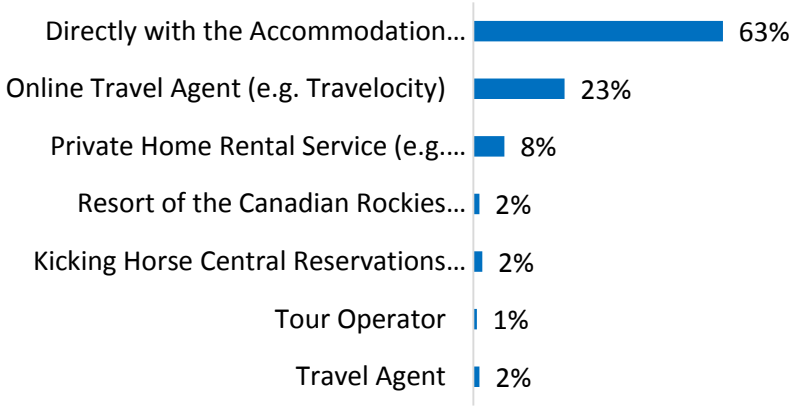
1. Visitors could respond with more than one response so totals don't sum to 100%.

3.4.3. Accommodation Booking

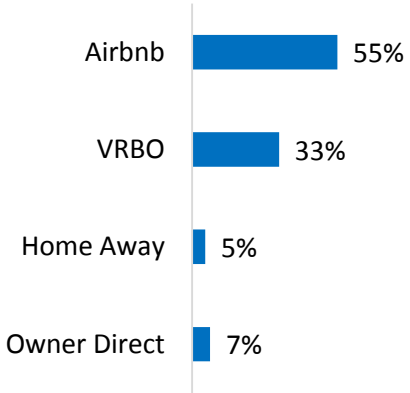
Did You Pre-Book/Reserve Paid Accommodation in Golden? *Percentage of Visitors* [FU]



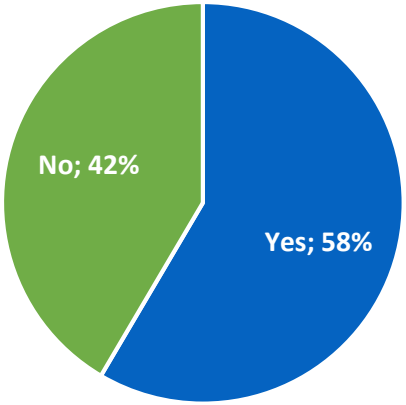
How Did You Pre-Book/Reserve Accomodation in Golden? *Percentage of Visitors That Pre-Booked/Reserve* [FU]



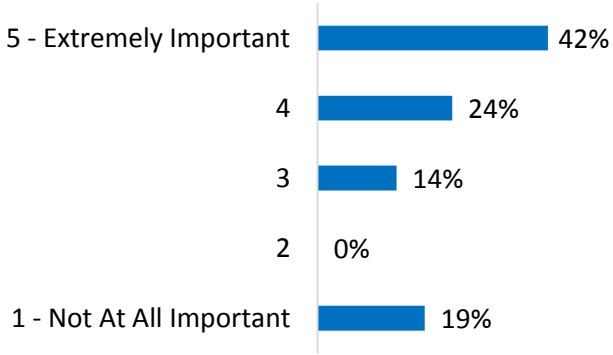
Which Private Home Rental Service Did you Use?[1] *Percentage of Visitors That Used A Private Home Rental* [FU]



If This Kind Of Accommodation Was Not Available In Golden, Would You Have Still Stayed Overnight In Golden?[3] *Percentage of Visitors That Used A Private Rental* [FU]



How Important Was The Ability To Book Your Accommodations Through A Private Home Rental Service In Your Decision To Visit Golden?[2] *Percentage of Visitors That Used A Private Home Rental* [FU]

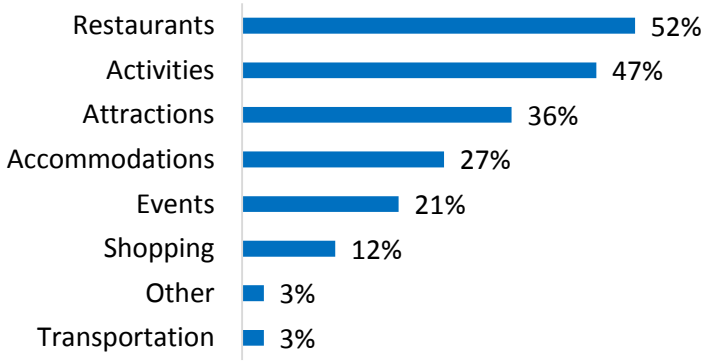


1. Sample sizes are small (n=19), please use caution when interpreting.
2. Sample sizes are small (n=19), please use caution when interpreting.
3. 6 visitor's replied they 'didn't know'. Sample sizes are small (n=13), please use caution when interpreting.

3.5. Visitor Information While in Golden

What Visitor Information Topics Did You Research and Obtain While You Were in Golden?

Percentage of Visitors



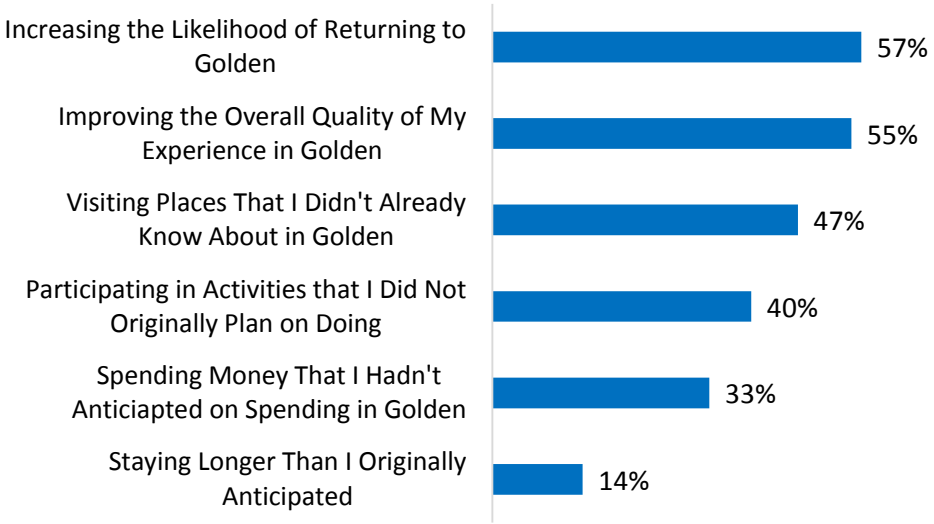
Other Information Researched/Obtained:

(13 responses)

- Gas stations (15%)
- Garage/repair (15%)
- Weather (8%)
- Travel Agent (8%)
- Restrooms (8%)
- Registry (8%)
- Red Tomato Pies (8%)
- Real Estate and Cabin Builders (8%)
- Music/Theatres/Plays (8%)
- History (8%)
- Day Use Areas for Picnic (8%)

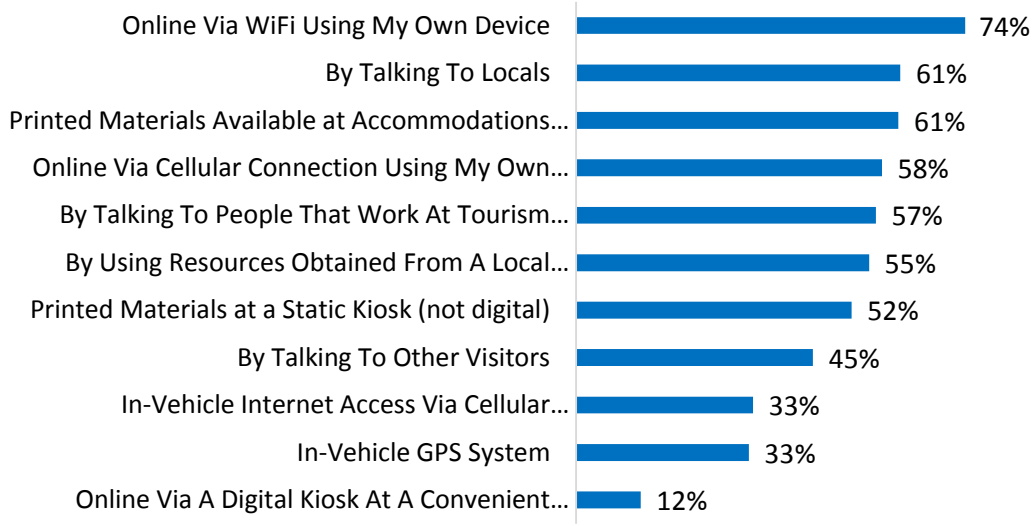
Top Box Results - The Visitor Information I Obtained in Golden Resulted in Me or My Travel Party…

Percentage of Visitors Responding 4 or 5 on Agreement Scale [1, FU]



Top Box Results - Preferences for Obtaining Visitor Information While Your Are in Destination

Percentage of Visitors Responding 4 or 5 on Agreement Scale[1,FU]

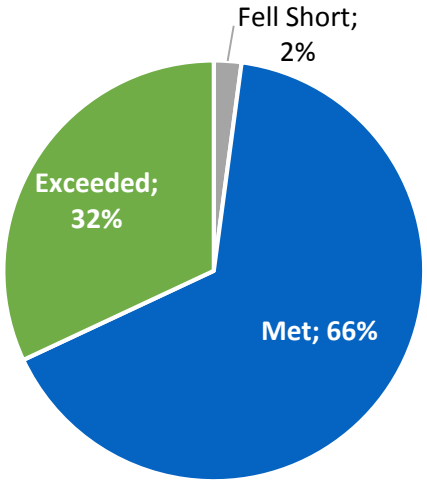


1. Scale 1 = Do Not Agree At Al to 5 = Strongly Agree.

3.6. Evaluation of Golden Tourism Experiences

3.6.1. Meeting Expectations

How Did Golden Meet Your Expectations?
Percentage of Visitors



Top 5 Reasons Golden Fell Short of Expectations:

(33 visitors had 40 reasons)

- Need More Facilities/Infrastructure/Services/Small Town (18%)
- Not Much Going On (15%)
- Beautiful/Scenery/Wildlife/Nature (9%)[1]
- Good Accommodations (9%)[1]
- Poor Accommodation/Food (9%)

Top 10 Reasons Golden Exceeded Expectations:

(473 visitors had 644 reasons)

- Beautiful/Scenery/Wildlife/Nature (31.3%)
- Fun/Good Visit/Nice/Like Area (20.3%)
- Good Variety of Activities (12.7%)
- Friendly/Nice People (10.6%)
- Nice Town/Second Home/Hidden Gem (8.0%)
- Quiet/Not Crowded (6.8%)
- Good Accommodations (5.7%)
- Good Food/Restaurant (5.3%)
- Great Mtn. Biking (4.7%)

Top 10 Reasons Golden Met Expectations:

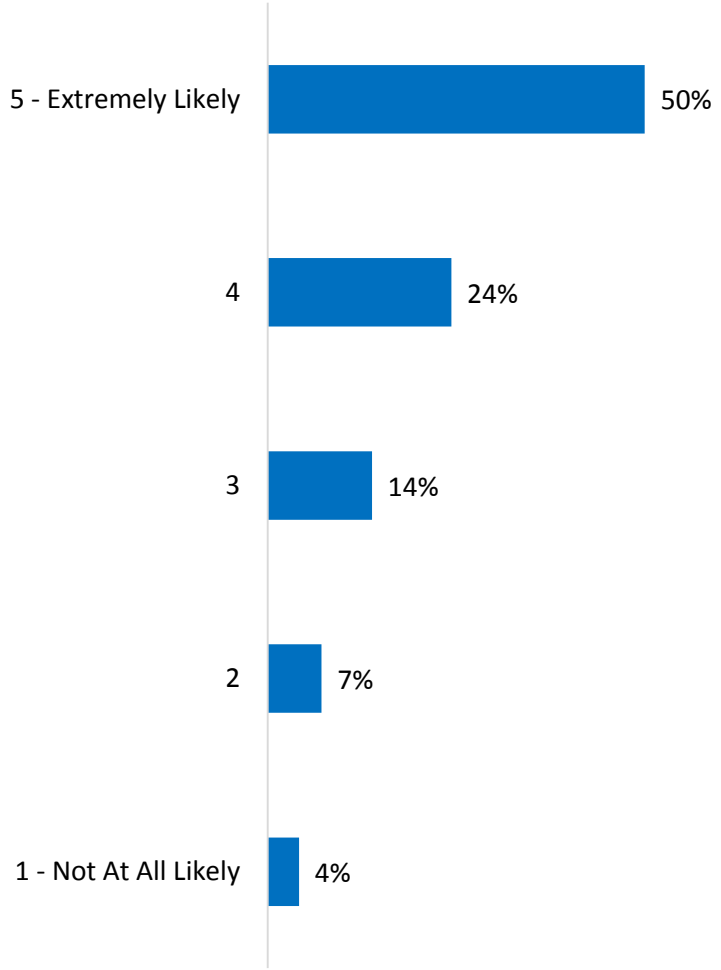
(755 visitors had 934 reasons)

- Beautiful/Scenery/Wildlife/Nature (17%)
- Fun/Good Visit/Nice/Like Area (21%)
- Consistently Good/Expect Good Experience (14%)
- Friendly/Nice People (6%)
- Nice Town/Second Home/Hidden Gem (7%)
- Good Accommodations (8%)
- Good Variety of Activities (3%)
- Quiet/Not Crowded (5%)
- Good Food/Restaurant (4%)
- Don't know yet/early/so far so good (6%)
- Good Experience at Specific Business/BCVC (4%)

1. Some visitors responded with positive comments even though Golden fell short of their expectations.

3.6.2. Likelihood of Return to Golden

Given Your Experience In Golden, On A Scale Of 1 To 5, How Likely Are You To Return On An Overnight Trip To Golden?
Percentage of Visitors [FU]



Average Likelihood of Return:

4.1

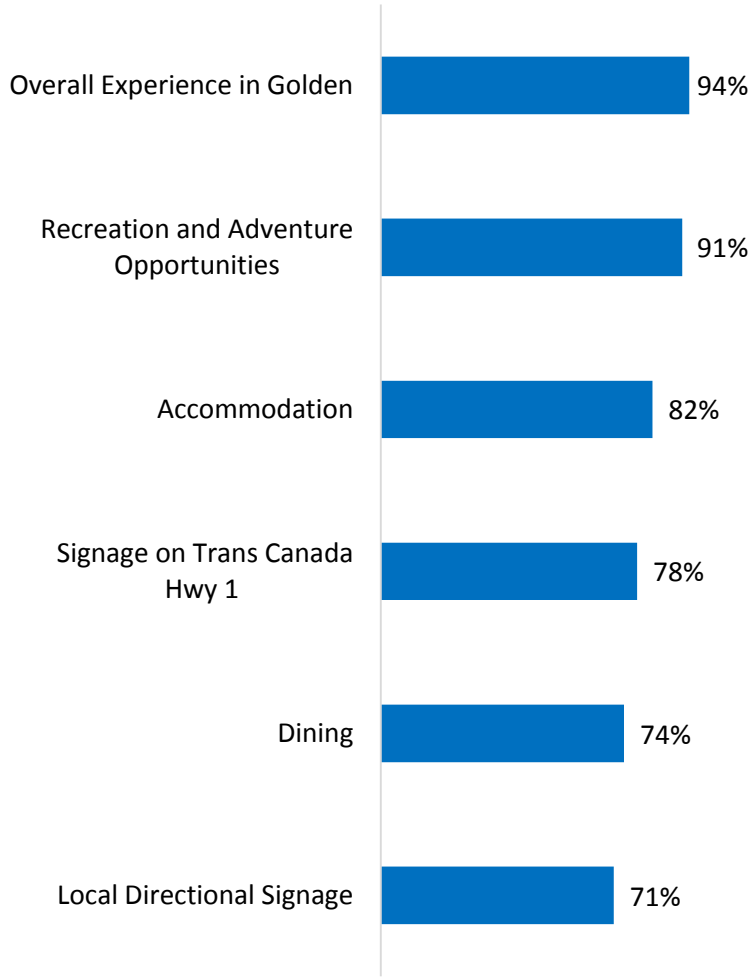
	Likelihood of Return Segement[1,2]	
	Likely	**Somewhat/Not Likely**
Origin		
BC	14%	17%
AB	48%	36%
Other Canada	16%	16%
USA	7%	12%
Overseas	15%	19%
Primary Reason (Top 5)	1. Break From Driving (24%) 2. Family Vacation (17%) 3. Sightseeing/Nature/ Wildlife (9%) 4. Mtn. Biking (7%) 5. Visiting National Parks (7%)	1. Break From Driving (39%) 2. Family Vacation (14%) 3. Visiting National Parks (9%) 4. Sightseeing/Nature/ Wildlife (9%) 5. Attend or Be In A Wedding (4%)
Length of Stay		
Day	18%	35%
Overnight	82%	65%
Average Nights	3.1	2.7

1. Likely are visitors that scored Golden as a '4' or '5' on the likelihood to return scale. Somewhat/Not Likely scored '1', '2' or '3' and had small sample sizes (n=29).
2. This table is read as origin, primary reason and length of stay as a percent of visitors that were likely or not-likely to return. For example, 14% of visitors likely to return were from BC, whereas 17% of visitors not likely to return were from BC.

3.6.3. Components of Tourism Experience

Top Box Results - Please Rate Your Experience for Each Component of Your Visit to Golden

Percentage of Visitors Responding 4 or 5 [FU]

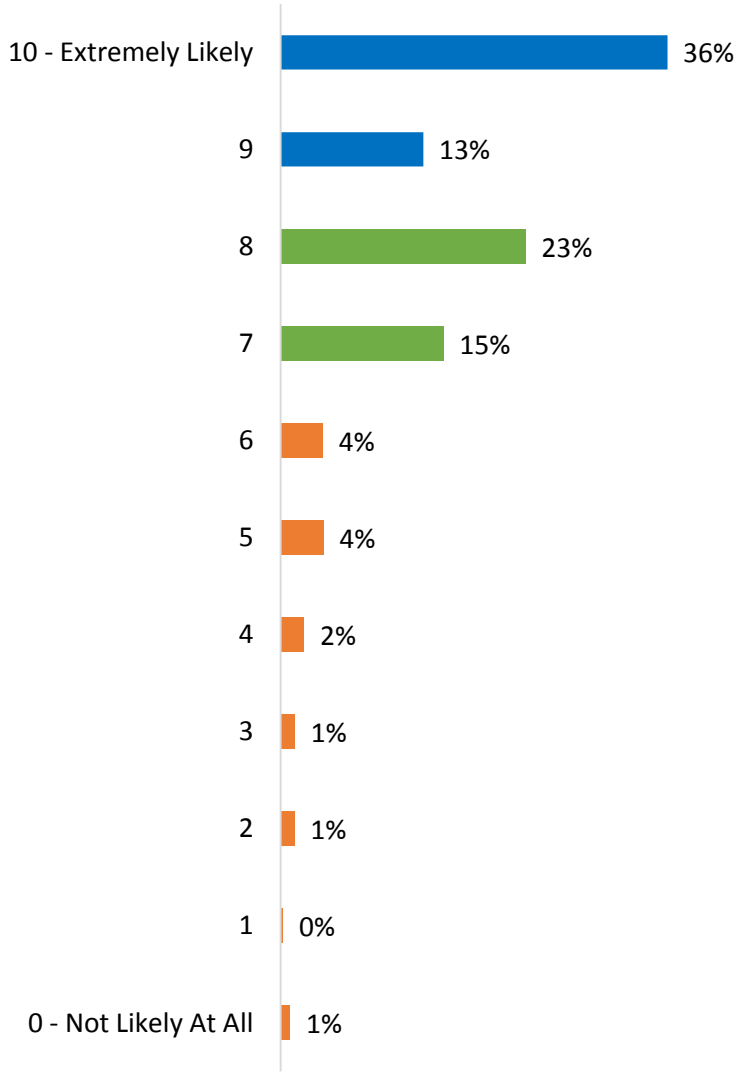


Component	Average Rating
Overall Experience	**4.5**
Recreation and Adventure Opportunities	4.5
Signage on Trans Canada Hwy 1	4.1
Accommodation	4.2
Dining	4.0
Local Directional Signage	3.9

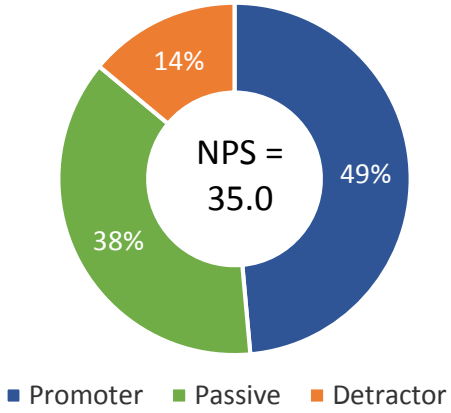
1. Scale: 1 = Very Poor and 5 = Excellent

3.6.4. Net Promoter Score

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



Golden's Overall Net Promoter Score
Percentage of Visitors FU

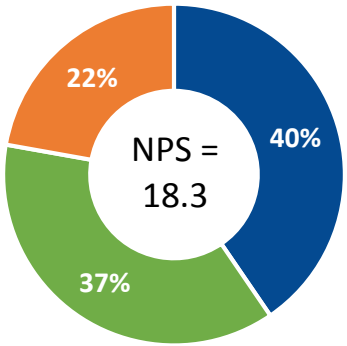


	NPS Segement[1]	
	Promoters	**Passive and Detractors**
Origin		
BC	12%	17%
AB	46%	45%
Other Canada	18%	12%
USA	9%	7%
Overseas	14%	19%
Primary Reason (Top 5)	1. Break from Driving (18%) 2. Family Vacation (18%) 3. Sightseeing/Nature/ Wildlife (9%) 4. Mtn. Biking (9%) 5. Visiting National Parks (8%)	1. Break from Driving (37%) 2. Family Vacation (15%) 3. Sightseeing/Nature/ Wildlife (8%) 4. Visiting National Parks (6%) 5. General Relaxation (5%)
Length of Stay		
Day	15%	28%
Overnight	85%	72%
Average Nights	3.4	2.7

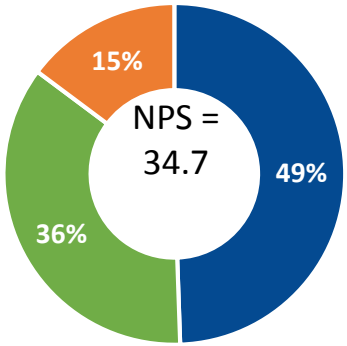
1. This table is read as origin, primary reason and length of stay as a percent of promoters or passives/detractors visitors. For example, 12% of promoters were from BC, whereas 17% of passives/detractors were from BC. Passive/detractors were combined due to low sample sizes.

Net Promoter Score (NPS) by Market

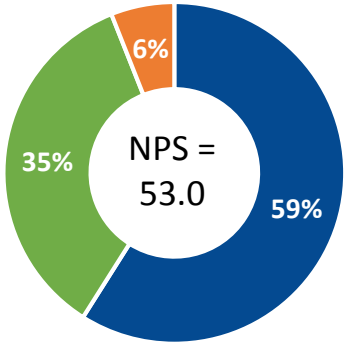
BC Visitor Net Promoter Score
Percentage of Visitors [FU]



Alberta Visitor Net Promoter Score
Percentage of Visitors [FU]

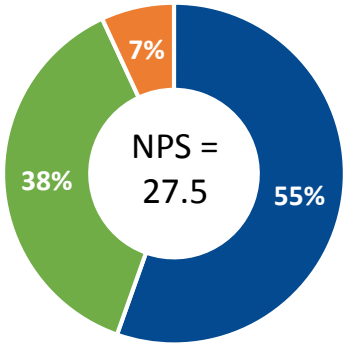


Other Canada Visitor Net Promoter Score
Percentage of Visitors [FU]

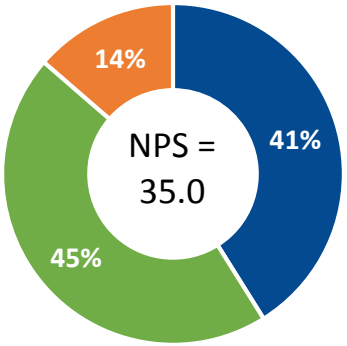


■ Promoter ■ Passive ■ Detractor

American Visitor Net Promoter Score
Percentage of Visitors [FU]



Overseas Visitor Net Promoter Score
Percentage of Visitors [FU]



	Reasons for NPS Rating – Percentage of Visitors (n = 351)[1]			
Comment	**Promoters**	**Passives**	**Detractors**	**Total**
Location/Proximity to Home	19%	36%	12%	24%
Good Variety of Outdoor Activities	26%	24%	14%	24%
Scenery/Landscape	27%	14%	15%	21%
Great Town/Atmosphere	19%	25%	7%	19%
Friendly People	22%	13%	6%	17%
Good Accommodation Facilities	22%	11%	0%	15%
Good Food/Restaurants	15%	6%	5%	11%
Overall Good Time	14%	9%	3%	11%
Good Services	7%	10%	2%	8%
Climbing/Hiking	5%	9%	0%	6%
Good Mtn. Biking	7%	5%	0%	5%
Good Whitewater Rafting	5%	2%	4%	4%
Good Value	4%	6%	0%	4%
Good Tourist Attractions	3%	4%	4%	4%
Friends/Family Live Here	4%	4%	0%	3%
Less Busy/Touristy	4%	2%	0%	3%
Good Skiing/Snowboarding/Mountain	4%	1%	2%	3%
Too Expensive	0%	1%	15%	2%
Limited Services/Experiences/Activities	0%	1%	14%	2%
Stop-Over Not a Destination	0%	0%	12%	2%
Rough/Unfriendly People	0%	0%	8%	1%
Poor Signage	1%	1%	3%	1%
Good Golf	1%	0%	2%	1%
Come Back To Do Other Summer Activities	1%	0%	2%	1%
Other	1%	0%	4%	1%
Kicking Horse	1%	1%	1%	1%
Quiet/Limited Entertainment	0%	1%	3%	1%
Work	0%	1%	2%	1%

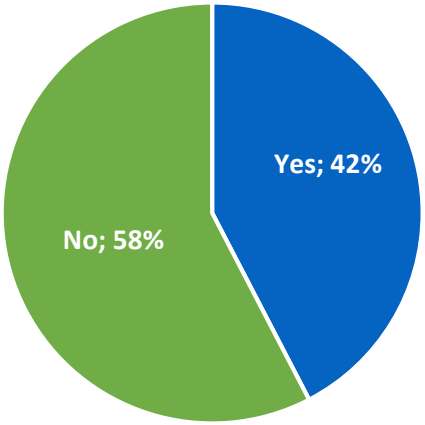
	Reasons for NPS Rating – Percentage of Visitors (n = 351)[1]			
Comment	**Promoters**	**Passives**	**Detractors**	**Total**
Already Recommended	1%	0%	0%	1%
Too Far From Home	1%	1%	0%	1%
Poor Service	0%	0%	3%	<1%
Explore Other Areas	0%	0%	3%	<1%
Backcountry Activities	0%	0%	0%	<1%
Too Industrial/Poor Aesthetics	0%	0%	1%	<1%

1. 351 visitors made 686 comments about their likelihood of recommending Golden to their family/friends/colleagues. Visitors made more than one comment so column percentages will sum to more than 100%.

3.6.5. New Products, Services and Experiences

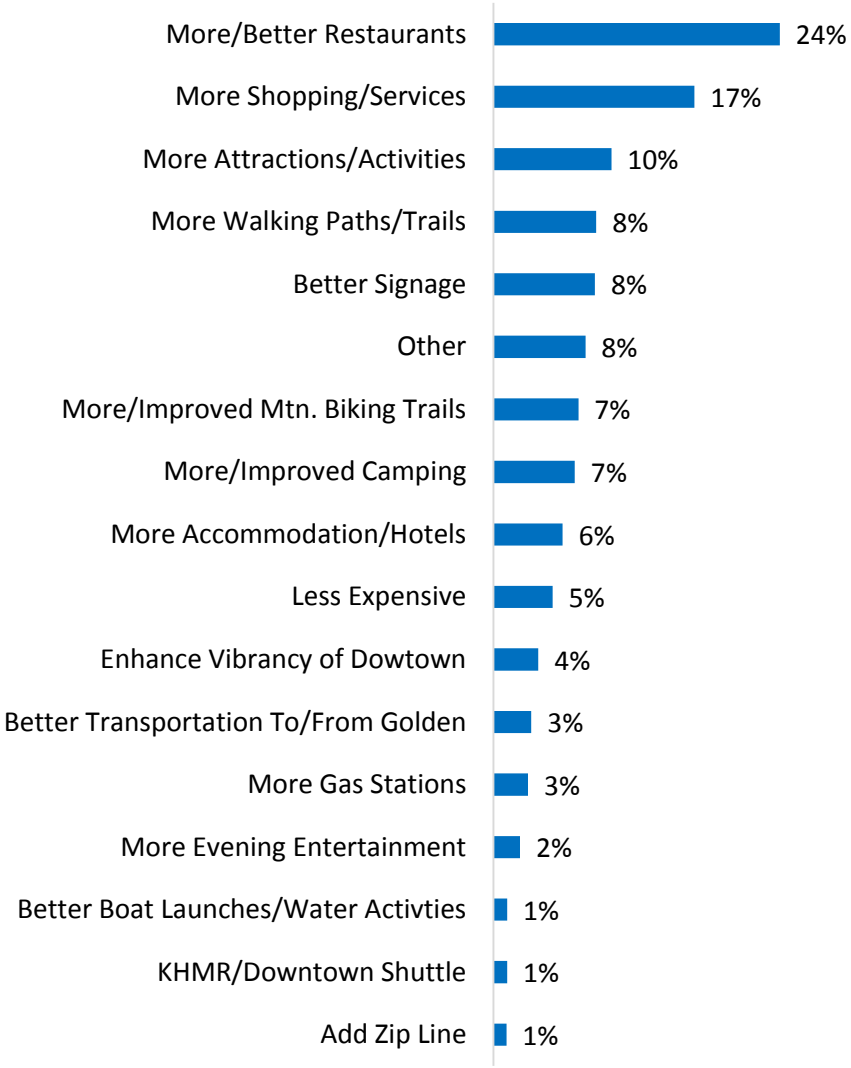
Are There Any New Or Expanded Products, Services Or Experiences That Would Enhance Your Visit To Golden?

Percentage of Visitors [FU]



Recommended New or Expanded Products, Services or Experiences

Percentage of Visitors That Recommended Expanded Services[1,FU]



1. 90 visitors made 102 suggestions for improved products/services. Since visitors could make more than one suggestion the totals sum to more than 100%. There were 7 other responses, they include Cheap, pay as you go, high speed internet in the Blaeberry. mountains, please get the canyon opened (CPR), a higher mosquito control effort, public washrooms, guide that explains what you can do in Golden, especially for families that have a day to spend there, and some places need to be more dog friendly.

3.7. Market Summary

Golden visitors were organized into groups based on their market origin including visitors from BC, Alberta, other Canada (from provinces outside BC and Alberta), the United States and overseas. Key differences[13] in by market are highlighted in the table below.

Measure	Market Origin - Summary of Key Differences
Age	• Visitors from BC were middle-aged, while Americans were older than other visitors. ○ A total of 53% British Columbians were between 25 and 44 years (middle-aged) old compared to visitors (<40%) from other markets. ○ American visitors were older (76% were more than 45 years old) than other visitors (<57% were more than 45 years old).
Education	• Americans and overseas visitors had more education (>73% had at least an undergraduate degree) compared to Canadian visitors (< 58% had at least an undergraduate degree).
Income	• Visitors from outside BC were more likely to have an annual household income of more than $100,000 (>50%) compared to BC residents (35%).
Previous Visitation	• Visitors from BC and Alberta (>70%) were more likely to have been to Golden on a previous visit than visitors from other provinces in Canada (40%), the US (10%) or overseas (13%).
Primary Reason	• Visitors from BC were more likely to be on a corporate or work trip (9%) compared to other visitors from outside of BC (<2%). • Albertans were more likely to be in Golden to mountain bike (9%) compared to those from other areas (<5%). Although BC residents were more likely be in Golden for the Single Track 6 mountain bike race (5%) than other visitors (<2%). • Visitors from outside of BC or Alberta (>11%) were more likely to be on a trip to sightsee for nature/wildlife compared to those from BC or Alberta (<6%). Similarly, more visitors from outside BC and Alberta were on a trip to visit National Parks (>6%) compared to those from BC or Alberta (<1%).
Length of Trip	• On average, visitors from overseas (23.0 nights away from home), the US (15.8 nights) and other Canada (14.7 nights) were on longer trips than those from BC (8.3 nights) or Alberta (6.7 nights).
Golden Length of Stay	• On average, overnight visitors from overseas (3.1 nights) and other Canada (3.2 nights) stayed in Golden longer than visitors from Alberta (2.4 nights). • BC (33%) and Alberta (36%) visitors spent a greater proportion of their whole trip in Golden compared to other visitors (<22%).

[13] Key differences were identified by statistical tests or those pragmatic differences of more than 10% between market origin groups.

Measure	Market Origin - Summary of Key Differences
Type Trip	• Visitors from Alberta (40%) and BC (38%) were much more likely to be on a trip where Golden was the destination compared to other visitors (<24%). Visitors from overseas (86%), the US (79%) and other Canada (58%) were more likely to be on touring trips than those from BC (43%) or Alberta (33%).
Awareness	• First-time visitors from Alberta (83%) and BC (75%) were much more likely to be aware of Golden before their trip compared to other visitors (<64%).
Accommodation	• Visitors from the US (81%) and overseas (75%) were more likely to stay in paid roofed accommodation compared to those from BC (61%) and Alberta (64%) who were more likely to stay with friends and family (BC – 13%, Alberta – 10%) or camp (BC – 25%, Alberta – 24%). • Visitors from BC and Alberta were less likely to stay in the Front Country/Blaeberry Valley (<14%) than overseas visitors (>35%). Further, BC and Alberta visitors were more likely to stay near Highway 1 (>51%) than visitors from other Canada (44%) or from overseas (26%).
Expenditures	• On average, BC and Albertan visitors spent less per travel party while in Golden (< $514) than all other visitors (> $675).
Decision Factors	• Visitors from BC (49%) were less likely to rate Golden as a good stopover to another destination compared to Alberta (63%) and overseas (78%) visitors. • Visitors from BC (22%) and Alberta (38%) were more likely to rate the proximity to home as important decision factor than visitors from other Canada (8%), the US (3%) or overseas (3%). • Visitors from BC (29%) were more likely to rate attending a personal event as important compared other visitors (<19%). • Visitors from other Canada (59%) and the US (69%) were more likely to rate exploring a new place as an important decision factor compared to visitors from BC (50%) and Alberta (45%). • Alberta visitors were more likely to rate the familiarity with Golden (50%) and mountain biking (30%) as important decision factors compared to other market origins (familiarity - <30%; mountain biking - <22%). • Visitors from the US (80%) and overseas (81%) were more likely to rate the proximity to nature and wilderness as important decision factors compared to visitors from BC (55%) or Alberta (65%). ○ Similarly, visitors from the US (73%) and overseas (81%) were more likely to rate the proximity to provincial and national parks as important decision factors compared to visitors from BC (51%) or Alberta (57%).
Trip Planning Sources	• Visitors form Alberta (33%) were more likely to use the KHMR website before their trip compared to other visitors (<23%). • Visitors from overseas (33%) were more likely to use the Parks Canada website before their trip compared to visitors from BC (10%), Alberta (18%) and other Canada (17%). • Visitors from the US (before - 24%, during – 44%) and overseas (before - 21%, during – 42%) were more likely to use printed maps before and during trips compared to visitors from Alberta (before - 16%, during- 19%).

Measure	Market Origin - Summary of Key Differences
	• Visitors from the US (before - 17%, during - 11%) and overseas (before - 25%, during -14%) were more likely to use travel guides (e.g. Lonely Planet) before and during their trips compared to visitors from other visitors (before - <4%, during - <3%).
Visitor Information Services	• Visitors from overseas (55%) were more likely to use visitor information about attractions than visitors from Alberta (42%). • Visitors from overseas (65%) and the US (70%) were more likely to use visitor information about restaurants than other visitors (<51%). • Overseas visitors (58%) were less likely to agree that visitor information improved their overall visit to Golden compared to visitors from Alberta (52%). • US visitors (61%) were more likely than Alberta visitors (<39%) to state that during trips, they preferred to obtain visitor servicing information from talking to other visitors. • Overseas visitors preferred to obtain visitor servicing information from visitor information centres (73%) and printed materials at tourism businesses (78%) compared to other visitors (<59%, <68%, respectively).
Golden Experience Evaluation	• Visitors from BC were less likely to give top-box ratings (4 or 5, on 1 – poor to 5 – excellent scale) to accommodation (64%), and their overall experience in Golden (84%) compared to other visitors (accommodation - >81%, overall > 95%). • NPS was highest for visitors from other Canada (NPS = 53) followed by visitors from the US (NPS = 48), Alberta (NPS = 34), overseas (NPS = 27) and BC (NPS = 18).

3.8. NPS – Promoter Characteristics

Visitors that were categorized as Golden *promoters* (9 or 10, on the 0-10 likelihood to recommend scale) were compared to those that were *passives* (7 - 8, on the 0-10 likelihood to recommend scale) and *detractors* (0 - 6, on the 0-10 likelihood to recommend scale). Passives and detractors were grouped to ensure sufficient sample sizes for analysis. Key differences[14] are highlighted in the table below.

Measure	Promoters and Passives/Detractors- Summary of Key Differences
Market Origin	• Promoters and passives/detractors had similar distribution of broad market origin categories (from BC, AB, Other Canada, the USA or Overseas). Interestingly, American promoters were more likely to be from California (promoters – 12%, passives/detractors – 0%). Conversely, passives/detractors were more likely to be from Washington (promoters – 0%, passives/detractors – 18%) or Florida (promoters – 3%, passives/detractors – 11%).
Travel Party Composition	• Promoters were less likely to be travelling with children under 16 years old (21%) than passives/detractors (30%).
Primary Reason	• Promoters were less likely to be in Golden for a break from driving/convenient place to stop (promoters – 18%, passives/detractors – 37%), but more likely to be primarily visiting Golden to visit friends and relatives (promoters – 7%, passives/detractors – 2%) or participate in mountain biking (promoters – 9%, passives/detractors – 2%) compared to visitors that were passives/detractors.
Other Activities	• Promoters were more likely to participate in hiking in the Golden/KHMR area (promoters –40%, passives/detractors – 20%), to have visited the Grizzly Bear refuge at KHMR (promoters – 28%, passives/detractors – 19%), and participate in mountain biking in the Golden/KHMR area (promoters – 13%, passives/detractors – 6%) than passives/detractors.
Places Visited	• Promoters were more likely to visit more places around Golden than passives/detractors. They included visiting the pub (promoters – 45%, passives/detractors – 34%), shopping for gifts (promoters – 52%, passives/detractors – 39%), shopping for groceries (promoters – 64%, passives/detractors – 43%), buying gas (promoters – 80%, passives/detractors – 62%), visiting the KH bridge (promoters – 70%, passives/detractors – 52%), visiting KHMR (promoters – 65%, passives/detractors – 40%), visiting the Golden museum (promoters – 9%, passives/detractors – 2%), walking on the rotary trails (promoters – 30%, passives/detractors – 19%) and visiting a festival event (promoters – 15%, passives/detractors – 9%).
Golden Length of Stay	• Promoters were more likely to be on an overnight trip to Golden than passives/detractors (promoters – 85%, passives/detractors – 72%). Also, promoters that stayed overnight in Golden, stayed longer on average than passives/detractors (promoters – 3.4 nights passives/detractors – 2.7 nights).

[14] Key differences were identified by statistical tests or those pragmatic differences of more than 10% between promoters and passives/detractors.

Measure	Promoters and Passives/Detractors- Summary of Key Differences
Trip Type	• Promoters were more likely to be on a trip where Golden was their primary destination compared passives/detractors (promoters – 37%, passives/detractors – 25%). Also, a greater proportion of passives/detractors were travelling through Golden to another primary destination compared to promoters (promoters – 14%, passives/detractors – 25%).
Visit Downtown	• Promoters were more likely to visit downtown Golden compared passives/detractors (promoters – 88%, passives/detractors – 80%).
Expenditures	• On average, travel parties that were promoters spent almost double in Golden than what passives/detractors spent (promoters – $824, passives/detractors – $481).
Awareness	• Of first time visitors to Golden, promoters were less likely to be aware of Golden than promoters/detractors (promoters – 56%, passives/detractors – 69%). • Promoters were less likely to originally hear about Golden via a highway signage than passives/detractors (promoters – 4%, passives/detractors – 10%).
Decision Factors	• Promoters were more likely to rate the following factors as important (4s or 5s on importance scale) compared to passives/detractors: close to home (promoters – 28%, passives/detractors – 17%), has a variety of outdoor activities (promoters – 75%, passives/detractors – 47%), excellent mtn. biking (promoters – 31%, passives/detractors – 17%), excellent hiking (promoters – 52%, passives/detractors – 31%), excellent whitewater rafting (promoters – 21%, passives/detractors – 12%), close to nature (promoters – 80%, passives/detractors – 55%), close to national and provincial parks (promoters – 70%, passives/detractors – 55%), hospitable people (promoters – 73%, passives/detractors – 46%), small town charm (promoters – 68%, passives/detractors – 49%), helpful/friendly front line staff (promoters – 59%, passives/detractors – 37%), and good value for money (promoters – 61%, passives/detractors – 37%). • Conversely, passives/detractors were more likely to give top box ratings to the convenient place to stop on the way to another destination factor than promoters (promoters – 66%, passives/detractors – 56%).
Trip Planning Sources	• Promoters were more likely than passives/detractors to use the following trip planning materials before their trip to Golden: search engines (promoters – 70%, passives/detractors – 54%), maps (promoters – 50%, passives/detractors – 33%), social media (promoters – 16%, passives/detractors – 6%), travel commentary websites (promoters – 36%, passives/detractors – 6%), Tourism Golden website (promoters – 31%, passives/detractors – 17%), and the KHMR website (promoters – 35%, passives/detractors – 19%). During their trip, promoters were more likely than passives/detractors to use search engines (promoters – 33%, passives/detractors – 21%), the Tourism Golden website (promoters – 21%, passives/detractors – 13%) and the KHMR website (promoters – 26%, passives/detractors – 14%) for trip planning information.

Measure	Promoters and Passives/Detractors- Summary of Key Differences
	• When using a search engine to find trip planning information, promoters were more likely to use destination-related terms (promoters – 57%, passives/detractors – 36%), activity-related terms (promoters – 46%, passives/detractors – 29%) and specific wants/needs (promoters – 20%, passives/detractors – 13%) than passives/detractors. • Promoters were more likely to use word-of-mouth trip planning information than passives/detractors. Specifically promoters were more likely to use information from friends and family before trips (promoters – 46%, passives/detractors – 35%), local businesses during trips (promoters – 53%, passives/detractors – 37%), Golden locals during trips (promoters – 22%, passives/detractors – 44%) than passives/detractors. • In terms of printed materials, promoters were more likely to use the Golden Travel Planner before trips (promoters – 5%, passives/detractors – 1%) and the Destination BC Outdoor and Adventure Guide before trips than passive/detractors (promoters – 5%, passives/detractors – 1%).
Social Media	• Promoters were more likely to post positive or neutral comments about their trip to Golden than passives/detractors (promoters – 56%, passives/detractors – 36%).
Visitor Information Services	• While in Golden, promoters were more likely to obtain visitor information about events (promoters – 28%, passives/detractors – 16%), activities (promoters – 56%, passives/detractors – 42%) and attractions (promoters – 45%, passives/detractors – 30%) than passives/detractors. • Promoters were more likely (than passives/detractors) to state that during trips, they preferred to obtain visitor servicing information from people that work at tourism businesses (promoters – 64%, passives/detractors – 50%), local visitor information centres (promoters – 62%, passives/detractors – 49%), static (not digital kiosks; promoters – 58%, passives/detractors – 46%), online via WiFi on own device (promoters – 79%, passives/detractors – 68%) and printed materials at tourism businesses (promoters – 68%, passives/detractors – 54%).
Golden Experience Evaluation	• Promoters were more likely to state their stay in Golden exceeded their expectations compared to passives/detractors (promoters – 47%, passives/detractors – 29%). • Promoters were more likely to give top-box ratings (4 or 5, on 1 – poor to 5 – excellent scale) for all trip components asked about, which included: accommodation (promoters – 93%, passives/detractors – 71%), dining (promoters – 83%, passives/detractors – 64%), recreation and adventure (promoters – 98%, passives/detractors – 83%), local directional signage (promoters – 84%, passives/detractors – 58%), signage on Highway 1 (promoters – 85%, passives/detractors – 71%) and the overall experience in Golden (promoters – 99%, passives/detractors – 88%). • Promoters were much more likely to state they were likely to return to Golden than passives/detractors (promoters – 90%, passives/detractors – 61%).

3.9. Seasonal Summary

In 2016, similar winter and summer sampling methods and questionnaire design enabled a thorough seasonal analysis of Golden visitors. Key seasonal differences[15] are highlighted in the table below.

Measure	Winter and Summer Visitors Summary of Key Differences
Market Origin	• The proportion of overseas visitors in summer (21%) was higher than in the winter (11%). Conversely, there was a higher percentage of visitors from Alberta in winter (50%) than summer (38%). • In summer, of Canadian visitors, there is a lower percentage of visitors from Quebec (18%) than in winter (29%) which was off-set by a slightly higher percentage of visitors from Saskatchewan (summer – 23%, winter – 19%) and Manitoba (summer – 11%, winter – 6%).
Gender and Age	• Summer visitors were more likely to be older than winter visitors. For example, there was a much higher percentage of visitors between 25-34 years old in winter (34%) than in summer (20%).
Education	• Summer visitors (31%) were less likely to have a university undergraduate degree than winter visitors (42%).
Travel Party Composition	• In summer, visitors were much more likely to be travelling with their spouse (64%) and children under 16 (26%) compared to winter visitors (spouse – 44%, children <16 – 13%). Conversely, winter visitors (43%) were much more likely to visit Golden with friends than summer visitors (16%)
Previous Visitation	• In summer (48%), there was a lower percentage of visitors that had previously been to Golden compared to winter visitors (65%). Also, summer visitors, on average (12.5 times) had been to Golden fewer times than winter visitors (18.6 times).
Primary Reason	• In summer, there was a higher percentage of visitors that came to Golden because it was a convenient place to stop (28%) or for family vacation (17%), compared to winter visitors (convenient – 4%, family vacation – 1%).
Type of Trip	• In summer, a much higher percentage of visitors were in Golden as part of touring trip (54%, where there was not specific destination) compared to winter visitors (28%). Conversely, more winter visitors (61%) came to Golden as their primary destination compared to summer visitors (28%). ○ Summer visitors that had another primary destination were more likely to be travelling to the Thompson Okanagan (40%) compared to winter visitors (5%).
Length of Trip	• In summer, visitors were away from home for more nights (12.3 nights) than winter visitors (5.5 nights).
Golden Length of Stay	• In summer, a lower proportion of visitors (76%) stayed overnight in Golden compared to winter visitors (85%). This is most likely due to the higher percentage of visitors on a touring trip and that were in Golden because it was a convenient

[15] Key differences were identified by pragmatic differences of more than 10% difference between winter and summer.

Measure	Winter and Summer Visitors Summary of Key Differences
	place to stop. This resulted in a lower percentage of their overall trip length being spent in Golden in the summer (24%) compared to winter (15%). It also resulted (in-part), in higher Golden visitor expenditures in winter compared to summer.
Accommodation	• Summer visitors were less likely to stay in paid, fixed-roofed accommodation (61%) compared to winter visitors (86%). This is expected because more visitors camped in the summer compared to winter visitors. • A higher percentage of summer visitors (26%) stayed in a cabin or chalet compared to winter visitors (16%). This was off-set by fewer visitors staying in a condo/self-catering hotel (3%) in summer compared to winter (14%). • Similar proportion of summer and winter visitors used a private home rental service to book their accommodation (8%). Although, more summer visitors indicated they used Airbnb (55%) than VRBO (33%) while more winter visitors used VRBO (67%) than Airbnb (33%). Please use extreme caution when interpreting because sample sizes were small.
Expenditures	• On a per travel party basis, while in Golden, summer visitors spent much less per travel party ($586) compared to winter visitors ($1,216). Winter visitors spent a higher proportioning of expenditures on outdoor recreation (i.e. skiing/snowboarding, 19%) than summer visitors (7%).
Awareness	• First time summer visitors were less likely to be aware of Golden (54%) before their visit than winter visitors (72%). Further, summer visitors were much less likely to have first heard about Golden via word-of-mouth (12%) compared to winter visitors (23%).
Decision Factors	• Similar proportions of summer and winter visitors considered other destinations when planning their trip that included Golden. Although, of destinations considered, fewer summer visitors considered Lake Louise (10%) and Revelstoke (35%) compared to winter visitors (Lake Louise – 23%, Revelstoke – 55%). • Summer visitors were more likely to rate Golden as a good stopover to another destination (61%) compared to winter visitors (26%). Conversely, winter visitors were more likely to rate factors like, not too far from home (32%) and there is a good variety of outdoor activities (73% compared to summer visitors (not too far from home – 22%, good variety of outdoor activities – 66%).
Trip Planning Sources	• Of online trip planning information sources, summer visitors were less likely to use the KHMR website before (26%) and during (19%) their trip than winter visitors (before – 56%, during – 31%). In contrast, summer visitors were more likely to use the Parks Canada website before (20%) their visit than winter visitors (10%). • When using search engines, summer visitors were more likely to use destination related terms (e.g. Golden, 44%) than winter visitors (27%). • Summer visitors were much more likely to stop at the BC Visitor Centre at Golden (21%) than winter visitors (5%).
Social Media	• In 2016, a similar proportion of summer and winter visitors regularly use social media. Although, summer visitors (47%) were less likely to post positive or neutral comments about their time in Golden compared to winter visitors (58%).

Measure	Winter and Summer Visitors Summary of Key Differences
Visitor Information Services	• Overall, during trips, summer visitors were more likely to research activity (47%) and attractions (38%) information than winter visitors (activity – 34%, attraction – 17%). Also, visitor information had a larger impact on summer visitors than winter visitors. A higher percentage of summer than winter visitors indicated that the visitor information influenced their time in Golden by increasing the number of activities they participated in (summer – 40%, winter – 18%), visiting more places (summer – 47%, winter – 24%), improving their experience (summer – 55%, winter – 44%), and increasing the likelihood of a return trip to Golden (summer – 57%, winter – 45%). • In terms of preference for visitor information channels, summer visitors were more likely to prefer printed materials at a static kiosk (summer – 52%, winter – 30%), information from a local visitor information centre (summer – 55%, winter – 32%), printed materials at accommodation properties or other tourism businesses (summer – 61%, winter – 41%), and talking to people at tourism businesses (summer – 57%, winter – 45%) compared to winter visitors. In contrast, winter visitors were more likely to respond they preferred obtaining information from cellular (summer – 58%, winter – 88%), and WiFi connection using their own device (summer – 74%, winter – 83%), compared to summer visitors. • The vast majority of summer and winter visitors were both able to access WiFi when they needed it. Although, the data suggests the summer visitors (52%) were less likely to access WiFi at their accommodation than winter visitors (64%). This result was off-set by more summer visitors accessing WiFi at community hot spots (8%) than winter visitors (3%).
Golden Experience Evaluation	• Summer visitors have a lower likelihood of returning to Golden (75%) than winter visitors (88%). • Summer visitors were also less likely to be categorized as Golden promoters (49%) compared to winter visitors (56%).

4.0. KEY INSIGHTS

In the summer of 2016, more than half (54%) of Golden visitors were from BC and Alberta. Golden's top geographic markets in the summer of 2016 were:

- Alberta (38%),
- BC (16%)
- Overseas (21%) – United Kingdom (5%), Germany (3%), Netherlands (2%) and Australia (2%),
- Other Canada (15%) – Ontario (7%), Saskatchewan (4%), Quebec (3%), Manitoba (2%), and
- United States (9%) – California (1%), Washington (1%), and Texas (< 1%).

This research also demonstrates a reduced share of the Quebec visitors in summer (3%) compared to winter (6%).

The top 5 primary reasons for summer visitors to visit Golden were: to take a break from driving (28%), for family vacation (17%), to sightsee/view nature/view wildlife (9%), to visit National Parks (6%) and to mountain bike (5%). Golden summer visitors were most likely on a touring trip with no set destination, likely to be travelling with their spouse and other family members (including children <16) and were middle-aged or older. On average, summer visitor travel parties stayed for 2.8 nights and spent $586 in Golden. These characteristics vary significantly from winter visitors who were most likely to be have been visiting Golden as their primary destination and visited to participate in winter activities (primarily skiing/snowboarding at KHMR) while in Golden. Also, winter visitors were more likely to stay longer in Golden, travel with their friends (instead of family), be younger and spend more money (on average) than summer visitors.

In summer, 76% of summer visitors stayed overnight in Golden and 24% were day visitors. Most overnight visitors stayed one or two nights (61%), while 31% stayed between 3 and 6 nights and 8% stayed longer than a week. This resulted in an average length of stay of 2.8 nights. There are continued opportunities to attract summer visitors to stay longer in Golden, which is supported by:

- More than half of visitors were on a touring trip (54%),
- The top primary reason for staying in Golden was to take a break from driving (28%), and
- 61% of summer visitors replied that Golden is a good stop on route to another destination.

Similar to winter, Golden's primary summer-season competition are local mountain towns including Revelstoke, Banff/Canmore, Jasper and Panorama/Invermere/Radium and Lake Louise. TG should continue to monitor marketing and other destination management activities of these destinations to keep and advance Golden's competitive position. Key factors important in summer visitor decisions to visit Golden are, the proximity to nature and wilderness, the proximity to national and provincial parks, the good location on route to another destination, the access to a good variety of outdoor activities, and friendly and hospitable people.

With the rise of the sharing economy, the use of private home rental services (e.g. VRBO, Airbnb) is emerging as an important accommodation booking source (8%) but still falls well behind booking directly with accommodations (63%) and booking via an online travel agency (23%). These summer 2016 results were similar to winter 2016 results. TG should continue to monitor the use/importance of private home rental services in Golden.

Most visitors used online visitor information to plan their trip prior to arriving in Golden. While in Golden, visitors were more likely to use word-of-mouth visitor information (from both local businesses and locals) as well as printed materials like maps and the Golden Travel Planner. Visitors also used other sources of information like their vehicle's GPS, the BC Visitor Centre at Golden and the downtown Chamber of Commerce office while they were in Golden.

Almost all Golden summer visitors were able to obtain the visitor information they needed (98%). When asked about preferences about obtaining visitor services information while at a destination, visitors indicated they preferred to obtain it via their own mobile device, followed by word-of-mouth information from Golden locals by printed materials. These results are similar to winter visitor survey results and highlight the continued need to ensure:

- Visitors are able to access WiFi (most in Golden responded that they were able to do this),
- There is comprehensive online in-destination visitor information (as opposed to pre-trip planning) available to Golden visitors. This includes details about restaurants, activities, accommodations, attractions and events.
- Golden locals and tourism business employees continue to provide an exceptional level of customer services and provide a friendly, welcoming atmosphere.
- Only a few visitors (9%) indicated that they preferred to obtain visitor information via a digital kiosk.

Growing customer service/experience expectations, changing tourism markets, and increasing worldwide competition have led to substantial shifts in the tourism marketplace which in turn, have heightened the importance of positive word-of-mouth recommendations. As such, the delivery of outstanding visitor experiences is critical to achieve higher revenues via increased spending, longer stays, repeat visits and visitors' positive word-of-mouth recommendations. In summer, a tenth of visitors became aware of Golden via a word-of-mouth recommendation and 38% of visitors responded that they received pre-trip planning information from friends and family and 31%[16] of visitors posted a neutral or positive comment or photo about Golden on their social media or travel commentary review sites. Interestingly, word-of-mouth as information source was of even greater importance to winter visitors than summer visitors. This is most likely due to the fact that more winter visitors were visiting Golden as their primary destination and the importance of the ski/snowboard activities compared to summer visitors who were more likely to be travelling through Golden or visiting on a family vacation.

[16] This is calculated by multiplying the incidence of social media use (66%) by those that posted a positive or neutral photo or comment about Golden (47%).

Satisfaction with the travel experience and the intention to recommend greatly increase the likelihood of a return visit to a destination. Overall, 94% of Golden summer visitors rated their overall experience as good-excellent (4 or 5 on 1-Poor to 5 = excellent scale) and the majority were very likely to return to Golden (74%). Almost half (49%) of Golden summer visitors were very/extremely likely to recommend (promoters) Golden to their friends and relatives, fewer were somewhat likely to recommend (38%; passives) and the remainder not likely to recommend Golden (14%; detractors). This resulted in a Net Promoter Score of 35.0.

Analysis of characteristics of those likely to recommend Golden (Promoters) revealed they were more likely to participate in more activities and stay longer in Golden and spend more money in Golden than those that were not likely to recommend Golden. Also, this research revealed that the proximity to nature, National Parks and a variety of outdoor activities were especially important to a good visitor experience in Golden. Result indicated that visitors that were not likely to recommend Golden (Passives/Detractors) were more likely to be on a touring trip, be day visitors, state that Golden was expensive, state that there were limited services and experiences in Golden, and respond that Golden was considered a stop over and not an actual destination. To raise positive word-of-mouth recommendations and therefore NPS, TG can work to attract visitors that seek Golden as a primary destination for outdoor activities like mountain biking, whitewater rafting and hiking. TG track should continue to NPS over time and continue to compare it to other tourism destinations.

When summer visitor survey findings were compared between 2016 and 2015, results revealed:

- In 2016 there was slight decrease in visitors from BC and Alberta (54% compared to 58%). This was offset by a 3% increase in visitors from overseas (2015 – 18%, 2016 – 21%). Also, in 2016, there was a higher proportion of visitors from Ontario and fewer visitors from Atlantic Canada when compared to 2012,
- On average, 2016 visitors were on longer trips (2016 – 12.3 nights, 2016 – 8.5 nights) and overnight visitors had slightly longer stays in Golden compared to 2015 (2016 – 2.8 nights, 2016 – 2.4 nights),
- In 2016, a higher proportion of visitors were travelling with their spouse compared to 2015 (2016 – 64%, 2015 – 40%),
- In 2016, a higher proportion of visitors stayed in a cabin or chalet (2016 – 26%, 2015 – 4%) and fewer stayed in a condo/self-catering hotel when compared to 2015 (2016 – 3%, 2015 – 15%),
- In 2016, average daily expenditures by travel parties in Golden were much higher (2016 - $211, 2015 - $142). This large increase is most likely due to differences in how average daily expenditures were calculated,
- In 2016, 54% of first time visitors were aware of Golden before their visit. This statistic was much lower than those in 2015 (73%), most likely because in 2015, the question was asked of all visitors (and not only first time visitors), and
- There was little difference between years for age, primary reason for visiting, independent vs group travel, if Golden met visitor expectations and likelihood of return.

Research Methodology

In 2016, TG substantially increased investment in marketing research and performance measurement. The increased investment has resulted in a more comprehensive visitor survey program that:

- Developed a better understanding of the difference between summer and winter visitors by using similar methodologies,
- Streamlined the on-site and follow-up questionnaires, with enhanced questions about social media use, visitor information services and experience evaluation,
- Aligned questions with provincial recommendations (e.g. NPS),
- Provided thorough on-site researcher training,
- Used a follow-up survey incentive and respondent reminders which encouraged a greater, representative response to the follow-up survey, and
- Allowed the on-site and follow-up survey data to be linked, enhancing depth of data analysis.

These initiatives ensured there was a substantial number of on-site surveys completed, a high percentage of visitors agreed to participate in the follow-up survey and a good follow-up survey response rate.

Moving forward, visitor survey research methodology recommendations include:

- Continue to use a similar research methodology to ensure easy and accurate comparisons between seasons and years,
- Continue to provide thorough researcher training, including key findings from this visitor survey,
- Continue to design a sampling plan (on-site researcher schedule) that allows researchers to approach as many visitors as possible. Also, continue to encourage good participation in the follow-up survey. A greater number of follow-up responses would allow for more complete analysis by market origin, and
- Continue to offer incentives for the follow-up survey.

APPENDICES

Appendix A. Data Weighting Tables

Appendix B. Questionnaires

Appendix A. Data Weights

Data weighting is used to ensure that survey responses are representative of the visitor population. In this case, responses of visitors that stayed overnight in paid overnight accommodation were adjusted (or weighted) to represent the accommodation capacity in four areas including, Kicking Horse Mountain Resort, downtown Golden, accommodations near Trans-Canada Highway 1 and the Front Country/Blaeberry Valley. There were two sets of weights – one for the on-site interview and another for the follow-up survey responses. Overall, the impact of data weighting was minimal given all weights were values of less than '3'.

	On-Site Interview	Follow-Up Survey
KHMR	0.489	0.474
Downtown Golden	1.005	1.090
Near Highway 1	1.173	1.267
Front Country/Blaeberry Valley	1.694	1.304

Appendix B. Questionnaires

T. Golden ON-SITE Visitor Survey

COMPLETED PRIOR TO INTERVIEW

Date

Month-Day - Check to ensure date is correct.

____/__/__ (YYYY/MM/DD)

Researcher

Choose One.

- ○ Suzanne
- ○ Leanna
- ○ Doris
- ○ Other, initials please.. _____

Location

Choose One.

- ○ BC Visitor Centre at Golden
- ○ KHMR - Guest Services
- ○ KHMR - Glacier Lodge
- ○ KHMR - Coffee Shops
- ○ KHMR - Other
- ○ Hotel - Ramada
- ○ Hotel - Holiday Inn
- ○ Hotel - Prestige
- ○ Municipal Campground
- ○ MoonRaker Trail Head
- ○ Cedar Lake Campground
- ○ DWTN - Spirit Square/KH Bridge
- ○ DWTN - Farmers Market
- ○ DWTN - Summer Kicks (Spirit Square/KH Bridge)

- ○ DWTN - Single Track 6 (Spirit Square/KH Bridge)
- ○ DWTN - Art Gallery
- ○ DWTN - Retail Store (e.g. Cafe)
- ○ DWTN - Street
- ○ DWTN - Other
- ○ Other Location (not KHMR) _____

Survey Start

Good Morning/Evening/Afternoon

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

- ○ Yes
- ○ No

Are you…..

- ○ A visitor staying in Golden for 0 to 29 days
- ○ A seasonal visitor staying for 30 days or more
- ○ A resident of Golden/Area A
- ○ A property owner in Golden or Kicking Horse, but not resident

Have you or anyone in your travel party already been approached to complete a survey by a Tourism Golden researcher on this trip?

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

- ○ Yes
- ○ No

Are you over 19 years of age?

- ○ Yes
- ○ No

First, we'd like to know where you live.

Where do you live?

Is defined as your usual place of residence....choose one.

- ○ BC
- ○ Alberta
- ○ Other Canada
- ○ USA
- ○ Overseas

Province

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

US State

Choose One.

- ○ Washington
- ○ California
- ○ Oregon
- ○ New York
- ○ Texas
- ○ Florida
- ○ Illinois
- ○ Colorado
- ○ Arizona
- ○ Michigan
- ○ Other, please specify... _____

What is your postal code?

US zip codes are 5 numeric digits. Eg. 598761. Canadian postal codes should be enter letter-number-letter-number-letter-number E.g. V2E 0A7. If entire Canadian postal code is not known, enter first 3 digits (that will tell us the community). If respondent does not want to share postal code leave blank and click next.

Complete this question if postal code not shared.

- ○ Does NOT Want to Share Postal Code
- ○ Doesn't Know Postal Code
- ○ Other problem _____

Where do you live in BC?

Select where a BC resident lives. If you don't know write in the community under other.

- ○ Columbia Valley
- ○ Okanagan Valley (Kelowna, Penticton)
- ○ Lower Mainland (Vancouver, Fraser Valley)
- ○ Other BC _____

Where do you live in Alberta?

Select where AB resident lives. If you don't know write in the community under other.

- ○ Calgary
- ○ Edmonton
- ○ Red Deer
- ○ Bow Valley
- ○ Fort McMurray
- ○ Lethbridge
- ○ Other AB _____

Overseas Country - What country do you live in?

Choose one of the following or fill in other for Europe, Asia or Other International.

- ○ NA - Mexico

- ○ Europe - United Kingdom
- ○ Europe - Germany
- ○ Europe - Netherlands
- ○ Europe -Switzerland
- ○ Europe - Other Country _____
- ○ Oceania - Australia
- ○ Oceania - New Zealand
- ○ Asia - China
- ○ Asia - Japan
- ○ Asia - S. Korea
- ○ Asia - Taiwan
- ○ Asia - Other Country _____
- ○ Other - Not Mexico, Europe or Asia _____

Now, I would like to ask you some questions about your entire vacation/trip.

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

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

[ ]

Who is in your travel party? Are you travelling with.....

Please select all that apply.

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

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

Group travellers are those that had their accommodation and/or activities booked for them by a third party (e.g. tour operator, travel agent). If it was a family member or friend that booked the accommodation or activity, the traveller is still considered to be independent.

- ○ Independent
- ○ Group

What kind of group is it? A....

- ○ Leisure Tour Group (e.g. bus tour)
- ○ Sports Group (e.g. hockey team)
- ○ Arts Group (e.g. travelling choir)
- ○ Business/Group of Colleagues
- ○ Other _____

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

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

[ ]

How would you describe the trip you are on today? Is it a trip that…

Where you will spend the most time. Select one. Primary destination is where the traveller will spend the most time.

- ○ Golden is the primary destination
- ○ You are on route or staying at another primary destination
- ○ You are on a touring trip where you are travelling to multiple places without a primary destination

Where is your primary destination?

The primary destination is where you will spend the most time.

[ ]

Now, I would like to ask you some questions about your time in Golden, on this trip.

Today, are you on an overnight or day trip to Golden?

Choose one.

- ○ Overnight

- ○ Day
- ○ DK/NR

How many nights will you spend in Golden?

Fill in the number of nights, trips should be less than a year long. The response must be numeric.

How many hours will you spend in Golden?

Fill in the number of hours the answer must be numeric.

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

Select all that seasons that apply.

- ☐ Yes - Winter
- ☐ Yes - Spring
- ☐ Yes - Summer
- ☐ Yes - Fall
- ☐ No

How many times have you been to Golden before?

Were you aware of Golden before planning this visit?

- ○ Yes
- ○ No

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

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

- ○ Attend or Be in a Wedding
- ○ Break from Driving/Convenient Place to Stop
- ○ Business/Corporate Meeting or Event
- ○ Family Vacation

- ○ Festival or Concert in Golden – Which one? _____
- ○ General Relaxation
- ○ Included in Touring Itinerary
- ○ Sightseeing/Nature/Wildlife
- ○ Swiss Guides and other Heritage
- ○ Visiting Friends and Relatives
- ○ Visiting National Parks
- ○ Summer – Golf
- ○ Summer – Hiking
- ○ Summer – Mtn. Biking (General)
- ○ Summer – Mtn. Biking (Single Track 6)
- ○ Summer – Mountaineering
- ○ Summer – Grizzly Bear Refuge at KHMR
- ○ Summer – Via Ferratta at KHMR
- ○ Summer – Paragliding/Hangliding
- ○ Summer - Sky Diving
- ○ Summer – Road Biking
- ○ Summer – Summer Kicks Concert
- ○ Summer – Whitewater Rafting
- ○ Summer – Watersports other than Whitewater Rafting (e.g. kayaking, canoeing, stand up paddleboard)
- ○ Summer - Other Activity _____
- ○ Winter – Backcountry Skiing/Touring
- ○ Winter – Cat or Heli-skiing
- ○ Winter – Resort Skiing at KHMR
- ○ Winter – Snowmobiling
- ○ Winter – Snowshoeing/Other Nordic Activities
- ○ Winter – XC skiing
- ○ Winter - Other Activity _____
- ○ Other (Education, Medical or Other Reasons) _____

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

Read the following places and select all that apply.

- ☐ Eat in a Local Restaurant
- ☐ Visit a Pub or Bar
- ☐ Shop for Gifts or Clothing
- ☐ Shop for Groceries
- ☐ Buy Gas
- ☐ Visit the Kicking Horse Pedestrian Bridge
- ☐ Visit the KHMR
- ☐ Visit the Columbia Wetlands
- ☐ Visit the Art Gallery of Golden
- ☐ Visit the Golden Museum
- ☐ Walk/Cycle the Rotary Trails
- ☐ Visit the Northern Lights Wolf Centre
- ☐ Visit the Farmers Market
- ☐ Attend a Festival or Concert (e.g. Summer Kicks)
- ☐ Other, please specify... _____
- ☐ NONE of the above

You mentioned your primary activity in Golden is {{ Q20 }}

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

Summer Activities...Do NOT read responses, select all that apply.

- ☐ ATV Tour
- ☐ Canoeing or Kayaking
- ☐ Fishing
- ☐ Golf
- ☐ Hangliding/Paragliding
- ☐ Hiking around Golden/KHMR
- ☐ Hiking at Glacier or Yoho National Parks
- ☐ Horseback Riding
- ☐ KHMR - Grizzly Bear Refuge
- ☐ KHMR - Via Ferrata
- ☐ Mountaineering
- ☐ Mountain Biking around Golden/KHMR

- ☐ Sky Diving
- ☐ Whitewater Rafting
- ☐ NONE of the above listed activities
- ☐ Other summer activity..... _____

Are there any other activities that you or your travel party has already or plans to participate in while in Golden?

Winter Activities...Do NOT read responses, select all that apply.

- ☐ X Country Skiing
- ☐ Snowmobiling
- ☐ Ski/snowboard at Kicking Horse Mountain Resort
- ☐ Ski touring/back country
- ☐ Heli or cat ski/snowboard
- ☐ Snowshoeing
- ☐ Fishing
- ☐ Attend hockey game
- ☐ Ice-skating
- ☐ Did not/will not do any of the listed activities
- ☐ Other winter activity..... _____

Are you staying in this hotel/campground?

- ○ Yes
- ○ No

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

Choose one response.

- ○ Paid Roofed Accommodations
- ○ Camping
- ○ Friends/Family
- ○ Other, please specify... _____

What is the location of your accommodation or campsite?

Choose one response, Buffalo Ranch and Golden Eco Adventure Ranch are camping. Golden Wood Lodge and Quantum Leaps are considered paid roofed accommodation.

- ○ KHMR
- ○ Dowtown Golden
- ○ Golden Adjacent to Highway 1
- ○ Front Country (Blaeberry Valley/ Columbia Valley/ Golden West)
- ○ Other _____
- ○ DK/NR

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

- ○ Hotel/Motel
- ○ Bed & Breakfast
- ○ Cabin/Chalet/Lodge
- ○ Condo / Self Catering Hotel
- ○ Hostel
- ○ Vacation Home Rental
- ○ Backcountry Lodge
- ○ Other _____
- ○ DK/NR

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

Fill in the dollar value of the whole travel party. Remember travel party refers to those people who are travelling together and sharing expenses. It must be a numerical response.

[ ]

FOR RESEARCHERS - Respond to expenditures?

- ○ Yes
- ○ No - Don't Know
- ○ No - Prefer Not To Answer
- ○ No - Other Reason

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

Fill in the dollar value of the whole travel party. Remember travel party refers to those people who are travelling together and sharing expenses. It must be a numerical response.

FOR RESEARCHERS - Respond to expenditures?

- ○ Yes
- ○ No - Don't Know
- ○ No - Prefer Not To Answer
- ○ No - Other Reason

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

Select one response.

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

Please tell us why your visit {{Q29}}.

If respondent doesn't answer type in NONE

Just a few more questions about yourself.

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

Choose one response.

- ○ 19-24 YEARS
- ○ 25-34 YEARS
- ○ 35-44 YEARS
- ○ 45-54 YEARS
- ○ 55-64 YEARS
- ○ 65-74 YEARS
- ○ 75 YEARS OR OLDER

- ○ DK/NR

Gender

Record don't ask.

- ○ Male
- ○ Female

Thank you for your time today – your cooperation and feedback is very much appreciated. As a follow-up to this interview, we would like to contact you when you get home to inquire about your trip. This would involve being contacted via email and completing a short online survey. All personal contact information will be kept confidential and only used for this study. By completing the online follow up questionnaire, you may be eligible for a draw to win a $200 (Canadian Dollars) pre-paid VISA card.

Are you willing to participate?

- ○ Yes
- ○ No

What email should we use to contact you?

[ ]

Would you like to receive a monthly e-newsletter from Tourism Golden with information about news and events in Golden? Your personal information is for use by Tourism Golden only and will not be shared with any other organizations. You are able to unsubscribe to the email e-newsletter at any point.

- ○ Yes
- ○ No

If YES, should we use the email already provided?

- ○ Yes
- ○ No

What email should we use?

[ ]

That concludes our interview. Thank you again for taking the time to speak with me today. Have a wonderful day and enjoy Golden.

FOR RESEARCHERS

Was this survey fully completed?

- ○ Yes
- ○ No

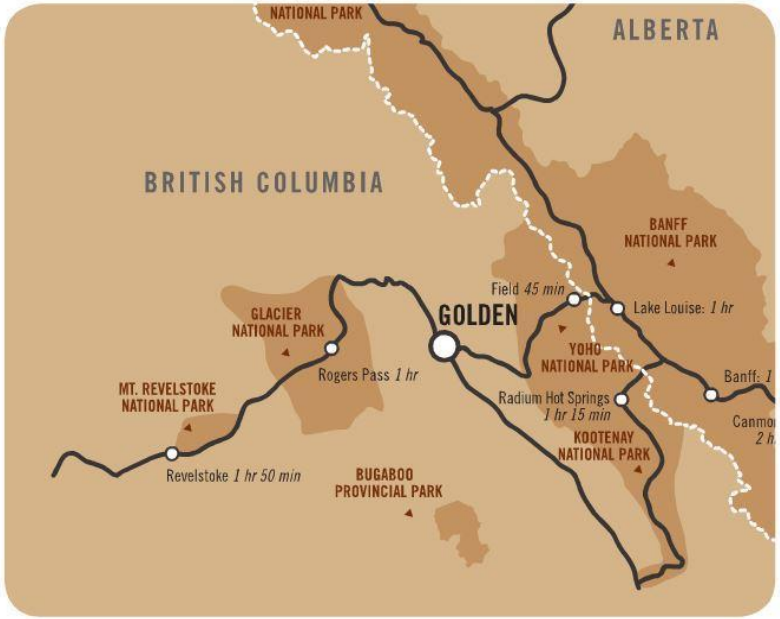
If NO, when/what question did it terminate? OR do you have any other comments about this respondent/the responses?

B2. Tourism Golden Visitor Follow-Up Survey

Tourism Golden is working to better understand your experiences, activities and impressions while in Golden. We value your opinion and the information that you provide will be used to enhance visitors' experiences. Your responses and personal information will be kept confidential and used only for this project. Please complete this survey by September 25, 2016.

When you are ready to go to the next page, simply hit the NEXT button at the bottom of the page. If you wish to go back and change a response on a previous page, hit the BACK button. Please do not use the forward and back buttons in your browser (top of page).You may pause and return to the survey at a later time. Simply click SAVE AND CONTINUE LATER. Sign back into the survey using the link previously emailed; you will automatically be taken to the last page completed. Please click NEXT to start the survey. Thanks!

Before getting started, we wanted to remind you that Golden is part of Kicking Horse Country, in British Columbia. It is located between Glacier (to the west) and Yoho National Park (to the East), Kinbasket Lake to the north and the Columbia Valley wetlands to the south. The Golden area includes the Town of Golden, Kicking Horse Mountain Resort and the surrounding areas on Highway 1 and 95 (to the south). Please keep this mind when answering the following survey questions.



Section 1. This section is designed to better understand your tourism experiences in Golden.

How did you originally find out about Golden?

Please select one response.

- ○ I Have Always Known about Golden
- ○ 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
- ○ Tour Operator Brochure/ Itinerary
- ○ Travel Guide such as Lonely Planet/ Frommer's
- ○ Consumer Show - Calgary Wedding Show
- ○ Consumer Show – Calgary Bike Show
- ○ Consumer Show - Calgary Outdoor Adventure Show
- ○ Consumer Show - Edmonton Bike Show
- ○ Sports Team, Activity Group or Club Event
- ○ Highway Signage
- ○ Highway Billboard Advertising
- ○ Parks Canada Website
- ○ Other, how? _____
- ○ None of the Above

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

Please select one response.

- ○ Yes
- ○ No
- ○ Don't Know

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

Please rate on a 1 - 5 importance scale, where 1 = Not Important At All and 5 = Extremely Important.

	1 - Not Important At All	2	3	4	5 - Extremely Important
Is A Good Stop On Route To Another Destination	○	○	○	○	○
Not Too Far From Home	○	○	○	○	○
It is Familiar/I've Been There Before	○	○	○	○	○
Has Access to a Good Variety Of Outdoor Activities	○	○	○	○	○
Has Excellent Mountain Biking	○	○	○	○	○
Has Excellent Hiking	○	○	○	○	○
Has Excellent Whitewater Rafting	○	○	○	○	○
The Community Is Close In Proximity To Nature And Wilderness	○	○	○	○	○
The Community is Close In Proximity to National and Provincial Parks and Other Protected Areas	○	○	○	○	○
Has Friendly, Hospitable People	○	○	○	○	○
Has Small Town Charm	○	○	○	○	○
Has Friendly and Helpful Front Line Staff	○	○	○	○	○
Has Concerts and/or Public Events That I Wanted To Attend	○	○	○	○	○
There Was A Personal Event (e.g. Wedding, Family Reunion) That I Wanted To Attend	○	○	○	○	○
It Is A New Place To Explore	○	○	○	○	○
Offers Good Value For Money	○	○	○	○	○
I Have Friends and Family that Live in Golden	○	○	○	○	○

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

Please select one response.

- ○ Yes
- ○ No
- ○ Don't Know

What other destinations did you/your travel party consider?

Please list up to three.

Destination 1. [ ]

Destination 2. [ ]

Destination 3. [ ]

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

Please select one response.

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

How did you pre-book/reserve your accommodation?

Please select one response.

- ○ Directly with the Accommodation Property (online or by phone)
- ○ Online Travel Agent (e.g. Travelocity)
- ○ Kicking Horse Central Reservations / SKI KICK
- ○ Resort of the Canadian Rockies (RCR) Central Reservations
- ○ Private Home Rental Service (e.g. Airbnb, VRBO)
- ○ Travel Agent
- ○ Tour Operator , Which One? _____

Which private home rental service did you use?

Please select one response.

- ○ Airbnb
- ○ VRBO
- ○ HomeAway
- ○ Owner Direct

- ○ Other, which one? _____

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

Please select one response.

- ○ 1 - Not At All Important
- ○ 2
- ○ 3
- ○ 4
- ○ 5 - Extremely Important
- ○ Don't Know

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

Please select one response.

- ○ Yes
- ○ No
- ○ Don't Know

What are three words you would use to describe Golden?

Please type the first three words you can think of that describe Golden.

1. [ ]
2. [ ]
3. [ ]

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

Please select one response.

- ○ Yes, I extended my stay. Why? _____
- ○ Yes, I reduced my stay. Why? _____
- ○ No, I did not extend or reduce my stay.

On a scale of 1 to 5, please rate your experience of each component of your visit to Golden. Then, please rate your overall experience in Golden.

Please select one response per row, where 1 = Very Poor and 5 = Excellent.

	1 - Very Poor	2	3	4	5 - Excellent	Don't Know
Accommodation	○	○	○	○	○	○
Dining	○	○	○	○	○	○
Recreation and Adventure Opportunities	○	○	○	○	○	○
Local Directional Signage	○	○	○	○	○	○
Signage on Trans Canada Hwy 1	○	○	○	○	○	○
Overall Experience in Golden	○	○	○	○	○	○

Given your experience in Golden, on a scale of 1 to 5, how likely are you to return on an overnight trip to Golden?

1 is 'Not at all Likely' and 5 is 'Extremely Likely'. Please select one response.

- ○ 1 - Not At All Likely
- ○ 2
- ○ 3
- ○ 4
- ○ 5 - Extremely Likely

On a scale of 0 to 10 where 0 is 'Not Likely at All' and 10 is 'Extremely Likely', how would you rate your likelihood to recommend Golden as a travel destination to friends/family or a colleague?

Please select one response.

- ○ 10
- ○ 9
- ○ 8
- ○ 7
- ○ 6
- ○ 5
- ○ 4
- ○ 3
- ○ 2
- ○ 1

○ 0

What about your trip to Golden led to your {{ Q18 }} out of 10 (Extremely Likely) response?

Please type in your response.

[ ]

Are there any new or expanded products, services or experiences that would enhance your visit to Golden?

Please select one response.

○ Yes, what are they? _____

○ No

○ Don't Know

Section 2 - Trip Planning

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

Which of the following WORD of MOUTH sources of visitor information did you use to help plan your trip to Golden? Did you use each of the following information sources before your trip and/or during your trip?

Please select all information sources that apply before, during or both before and during your trip. If you did not use any online information sources, please select 'None of the Above".

	BEFORE your Trip	DURING your Trip
Word of mouth information from friends and family	☐	☐
Word of mouth information from local business (e.g. accommodation, gas station, grocery store)	☐	☐
Word of mouth information from Golden locals (not a business)	☐	☐
None of the Above	☐	☐

Which of the following ONLINE sources of visitor information did you use to help plan your trip to Golden? Did you use each of the following information sources before your trip and/or during your trip?

Please select all information sources that apply before, during or both before and during your trip. If you did not use any online information sources, please select 'None of the Above".

	BEFORE your Trip	DURING your Trip
Search Engine (Google, Bing, Yahoo etc.)	☐	☐
Online Travel Agency (e.g. Expedia, Booking.com etc.)	☐	☐
Online Maps (e.g. Google maps, Mapquest)	☐	☐
Social Media (e.g. Facebook, Twitter, Instagram)	☐	☐
Travel Commentary/Review Websites (e.g. TripAdvisor, Yelp, UrbanSpoon)	☐	☐
Online Travel Guide Websites (e.g. Lonely Planet/Frommer's)	☐	☐
Tourism Golden Website (tourismgolden.com)	☐	☐
Kicking Horse Mountain Resort Website (kickinghorseresort.com)	☐	☐
Kootenay Rockies Tourism Website or App (kootenayrockies.com)	☐	☐
Specialist Activity Website or App (e.g. mtn. biking/skiing)	☐	☐
Destination BC Website (Hellobc.com)	☐	☐
Destination Canada Website (keepexploring.com)	☐	☐
Parks Canada Website (pc.gc.ca)	☐	☐
None of the Above	☐	☐

Which of the following PRINTED/PAPER sources of visitor information did you use to help plan your trip to Golden? Did you use each of the following information sources before your trip and/or during your trip?

Please select all information sources that apply before, during or both before and during your trip. If you did not use any online information sources, please select 'None of the Above".

	BEFORE your Trip	DURING your Trip
Golden Travel Planner	☐	☐
Printed Maps that include Golden	☐	☐
Destination BC Vacation Planner	☐	☐
Destination BC Outdoor Adventure Guide	☐	☐
Kootenay Rockies Golf Vacation Guide	☐	☐
Printed Travel Guide such as Lonely Planet/Frommers	☐	☐
None of the Above	☐	☐

Which of the following OTHER sources of visitor information did you use to help plan your trip to Golden? Did you use each of the following information sources before your trip and/or during your trip?

Please select all information sources that apply before, during or both before and during your trip. If you did not use any online information sources, please select 'None of the Above".

	BEFORE your Trip	DURING your Trip
Consumer Show	☐	☐
BC Visitor Centre at Golden	☐	☐
Chamber of Commerce Office (downtown Golden)	☐	☐
Vehicle's GPS system	☐	☐
None of the Above	☐	☐

You responded you used a search engine to gather information about Golden. What kinds of search terms did you use?

Please select all that apply.

- ☐ Destination-Related Terms (e.g. Golden, Vancouver)
- ☐ Price-Related Terms (e.g. cheap hotels)
- ☐ Specific-Brand or Website Names (e.g. Holiday Inn hotels)
- ☐ Activity-Related Terms (e.g. restaurants in Golden)
- ☐ Terms Related to Specific Wants or Needs (e.g. coffee shops in Golden, dog-friendly hotels in Golden)
- ☐ None of the Above
- ☐ Other, please specify... _____
- ☐ Don't Know

Over the past year, have your regularly used social media (e.g. Facebook) or travel commentary/review (e.g. TripAdvisor) applications?

Please select one response.

- ○ Yes
- ○ No
- ○ Don't Know

Which social media or travel commentary/review applications have you used regularly over the past year?

Please select the applications that you have used.

	USE
Facebook	☐
Twitter	☐
Instagram	☐
YouTube	☐
TripAdvisor	☐
LinkedIN	☐
Yelp	☐
Pinterest	☐
Snapchat	☐
Google+	☐
Foursquare	☐
Tumblr	☐
Flickr	☐
Vine	☐

Are there any other social media or travel commentary/review applications that you regularly use?

- ○ Yes, which one(s)? _____
- ○ No

Did you post any neutral or positive comments or photos about your trip to Golden on any of these social media or travel commentary/review applications?

Please select one response.

- ○ Yes
- ○ No
- ○ Don't Know

When did you post the comments/photos?

Please select all that apply.

- ☐ Before my trip to Golden
- ☐ During my trip to Golden
- ☐ After my trip to Golden
- ☐ Don't Know

Did you include the #GoldenBC or #GoldenRules hashtag in your post about Golden?

Please select all that apply.

- ☐ Yes - #GoldenBC hashtag
- ☐ Yes - #GoldenRules hashtag
- ☐ No - I didn't use these hashtags
- ☐ Don't Know

What visitor information topics did you research and obtain while you were in Golden?

Please select all that apply. If you did not obtain visitor information while in Golden please select 'None of the Above'.

- ☐ Accommodations
- ☐ Events
- ☐ Activities
- ☐ Attractions
- ☐ Restaurants/Dining
- ☐ Shopping
- ☐ Transportation
- ☐ Other Topics, what other topics? _____
- ☐ None of the Above

How did the visitor information you obtained in Golden impact the rest of your time in Golden? Please rate your level of agreement (1 = Do Not Agree At All and 5 = Strongly Agree) with the following sentence and the statements below. The visitor information I obtained while I was in Golden resulted in me or my travel party.....

	1 - Do Not Agree At All	2	3	4	5 - Strongly Agree
Staying Longer in Golden that I Originally Anticipated	○	○	○	○	○
Participating in Activities in Golden that I Did Not Originally Plan on Doing	○	○	○	○	○
Visiting Places That I Didn't Already Know about in Golden	○	○	○	○	○
Spending Money That I Hadn't Anticipated on Spending While in Golden	○	○	○	○	○
Improving the Overall Quality of My Experience in Golden	○	○	○	○	○
Increasing the Likelihood of Returning to Golden	○	○	○	○	○

Were you able to obtain all of the visitor information about Golden that you needed?

Please select one response.

- ○ Yes
- ○ No, What weren't you able to find? _____
- ○ Don't Know

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

Please select one response.

- ○ Yes
- ○ No, Where weren't you able to find WiFi? _____
- ○ Don't Know

Where did you gain access to WiFi?

Please select all that apply.

- ☐ Accommodation
- ☐ Community WiFi hot spot,
- ☐ Local business WiFi
- ☐ Other, where? _____
- ☐ Don't Know

There are many ways of obtaining visitor information while on trips. How do you prefer to obtain information about a destination while you are at that destination?

Please rate your preference for obtaining visitor information while you are in a destination, using the scale 1 = Do Not Prefer At All and 5 = Strong Preference

	1 - Do Not Prefer At All	2	3	4	5 - Strong Preference	Don't Know
Online Via WiFi Using My Own Device (e.g. Mobile Phone/Tablet/Laptop)	○	○	○	○	○	○
Online Via Cellular Connection Using My Own Device (e.g. Mobile Phone/Tablet/Laptop)	○	○	○	○	○	○
By Talking To People That Work At Tourism Businesses	○	○	○	○	○	○
By Talking To Locals	○	○	○	○	○	○
By Talking To Other Visitors	○	○	○	○	○	○
By Using Resources Obtained From A Local Visitor Information Centre	○	○	○	○	○	○
Online Via A Digital Kiosk At A Convenient Location	○	○	○	○	○	○
Printed Materials (e.g. brochures, maps) at a Static (not digital) Kiosk At A Convenient Location	○	○	○	○	○	○
Printed Materials (e.g. brochures, maps) available at Accommodations or Other Tourism Businesses	○	○	○	○	○	○
In-Vehicle GPS System	○	○	○	○	○	○
In-Vehicle Internet Access Via Cellular Connection	○	○	○	○	○	○

Section 3. Expenditures. It is very important to understand the economic impact travellers have on their destination. This short section asks about your travel party's expenditures while in Golden.

In Canadian dollars, what were your travel party's total expenditures while in Golden?

Please include all purchases, taxes and tips except long-haul flights or car rentals outside of Golden. If you pre-paid any items prior to leaving on your trip (e.g. accommodation, tours, etc.), please include these in your estimate. An estimate is fine.

Canadian Dollars [ ]

Don't Know ○

Prefer Not to Answer ○

Approximately what percentage of your party's total expenditures while in Golden were attributed to the following categories?

Please fill in the appropriate proportions excluding long haul flights or out of town vehicle rentals. Please ensure your responses add up to 100% (see total below). Please include '0' if you did not spend anything on a particular item.

Accommodation (hotels, motels, lodge, camping/RV fees, etc.)	
Food and Beverage (including taxes and tips)	
Transportation (gas, taxi, bus etc.)	
Shopping (clothing, gifts, books, etc.)	
Attractions (admission, shows, tours, etc.)	
Outdoor Recreation (park pass, nature guide, etc.)	
Other Entertainment (casino, spa, etc.)	
Other Expenditures	

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

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

Please select one response.

- ○ Some Secondary School
- ○ Secondary School Diploma
- ○ Some Post-Secondary Education
- ○ Trade Certificate or College Diploma
- ○ University Undergraduate Degree
- ○ University Post-Graduate Degree
- ○ Prefer Not to Answer

What is your total annual household income, before tax (i.e. the combined income of all members of your household)?

Please select one response in Canadian Dollars.

- ○ Under $20,000
- ○ $20,000 to $39,999
- ○ $40,000 to $59,999
- ○ $60,000 to $79,999

- ○ $80,000 to $99,999
- ○ $100,000 to $149,999
- ○ $150,000 or over
- ○ Prefer Not to Answer
- ○ Don't Know
- ○ Other, please specify... _____

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

Please type in your response.

Thank you for your time today – your cooperation and feedback is very much appreciated. You are eligible to be entered into a draw for one $200 (Canadian Dollars) pre-paid VISA card. In order to enter you, we need your first name, telephone number and/or email address. This information will be kept confidential and used only to administer the draw. Click here for full contest Rules and Regulations.

Would you like to be entered into the draw to win?

- ○ Yes
- ○ No

Did you review the contest Rules and Regulations?

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

Please provide your first name.

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

- ○ The email address this survey was sent to.
- ○ A different email, type in your preferred email here _____
- ○ Telephone, my 10-digit, telephone number is _____

Appendix C. Data Tables

Data were summarized by key market, paid accommodation location and for NPS promoters vs. passive and detractors. Please use caution when interpreting the results as sample sizes were small for follow-up survey responses (especially visitors from Other Canada and the USA) where marked with a FU ([FU]).

Market Origin	Number of:			
	Completed On-Site Survey[1]	Agree to Follow-Up	Completed Follow-Up	Response Rate
BC	272	137	63	46%
Alberta	656	394	191	48%
Other Canada	250	139	69	50%
USA	156	75	36	48%
Overseas	342	161	66	41%
Total	**1,676**	**906**	**425**	**47%**

1. 11 partial responses could not be categorized by market origin.
2. 1 visitor that agreed to the follow-up could not be categorized into a market origin category.

There are 6 tables that correspond to sections of the report. They include:

Table A1. Visitor Characteristics

Table A2. Trip Characteristics

Table A3. Awareness, Decision Making and Perceptions

Table A4. Trip Planning

Table A5. Visitor Information

Table A6. Evaluation of Golden Experiences

Table A1. Visitor Characteristics		Market Origin					NPS		2016		2015
		BC	AB	Other Canada	USA	OVS	Promoters	Passives+ Detractors	Summer Total	Winter Total	Summer Total
Origin	BC	100%	0%	0%	0%	0%	12%	17%	16%	10%	20%
	AB	0%	100%	0%	0%	0%	46%	45%	**38%**	**50%**	38%
	Other Canada	0%	0%	100%	0%	0%	18%	12%	15%	20%	14%
	USA	0%	0%	0%	100%	0%	9%	7%	9%	9%	10%
	Overseas	0%	0%	0%	0%	100%	14%	19%	**21%**	**11%**	18%
Other Canada	Saskatchewan	0%	0%	23%	0%	0%	21%	21%	23%	19%	25%
	Manitoba	0%	0%	11%	0%	0%	15%	12%	11%	6%	10%
	Ontario	0%	0%	43%	0%	0%	42%	46%	43%	41%	36%
	Quebec	0%	0%	18%	0%	0%	14%	21%	**18%**	**29%**	16%
	Atlantic Canada	0%	0%	4%	0%	0%	7%	0%	4%	5%	12%
	Northern Canada	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
US State	California	0%	0%	0%	10%	0%	12%	0%	10%	13%	13%
	Washington	0%	0%	0%	9%	0%	0%	18%	9%	13%	8%
	Texas	0%	0%	0%	7%	0%	7%	8%	7%	3%	10%
	Oregon	0%	0%	0%	6%	0%	7%	3%	6%	5%	5%
	Colorado	0%	0%	0%	6%	0%	11%	7%	6%	6%	6%
	Michigan	0%	0%	0%	5%	0%	6%	0%	5%	3%	NA
	Minnesota	0%	0%	0%	5%	0%	3%	7%	5%	1%	NA
	Florida	0%	0%	0%	5%	0%	3%	11%	5%	3%	5%
	North Carolina	0%	0%	0%	5%	0%	6%	7%	5%	0%	NA
	Utah	0%	0%	0%	4%	0%	6%	8%	4%	2%	6%
Overseas	Europe	0%	0%	0%	80%	0%	75%	88%	80%	75%	74%
	Australia/NZ (Asia Pacific for summer 2015)	0%	0%	0%	14%	0%	17%	12%	14%	21%	19%
	Other Int.	0%	0%	0%	7%	0%	8%	0%	7%	4%	7%
Gender	Male	56%	56%	58%	53%	50%	51%	51%	55%	61%	49%
	Female	44%	44%	42%	47%	50%	49%	49%	45%	39%	51%
Age	19 -24	4%	5%	10%	3%	7%	2%	3%	6%	8%	6%
	25-34	14%	26%	15%	9%	19%	18%	17%	**20%**	**34%**	20%

Table A1. Visitor Characteristics		Market Origin					NPS		2016		2015
		BC	AB	Other Canada	USA	OVS	Promoters	Passives+ Detractors	Summer Total	Winter Total	Summer Total
	35 - 44	26%	27%	19%	13%	17%	19%	22%	22%	20%	20%
	45 - 54	20%	19%	21%	19%	26%	23%	21%	21%	20%	26%
	55 - 64	19%	16%	21%	34%	23%	26%	27%	20%	13%	19%
	65 – 74	15%	7%	10%	19%	6%	12%	11%	9%	4%	9%
	75+	2%	0%	3%	4%	2%	1%	0%	2%	0%	
Education *FU*	Some Secondary School	0%	2%	3%	0%	6%	3%	2%	2%	1%	NA
	Secondary School Diploma	12%	5%	11%	4%	4%	8%	6%	7%	5%	NA
	Some Post-Secondary Education	11%	11%	12%	2%	4%	8%	10%	9%	11%	NA
	Trade Certificate or College Diploma	19%	32%	21%	8%	13%	24%	23%	24%	17%	NA
	University Undergraduate Degree	34%	30%	25%	49%	29%	27%	36%	**31%**	**42%**	NA
	University Post-Graduate Degree	24%	19%	28%	37%	45%	30%	24%	27%	24%	NA
Household Income *FU*	Under $20,000	2%	3%	3%	0%	4%	2%	4%	3%	2%	NA
	$20,000 to $39,999	5%	3%	9%	6%	9%	6%	4%	5%	4%	NA
	$40,000 to $59,999	21%	5%	6%	0%	15%	9%	8%	9%	4%	NA
	$60,000 to $79,999	19%	11%	10%	16%	16%	14%	13%	13%	17%	NA
	$80,000 to $99,999	16%	20%	7%	17%	7%	15%	16%	15%	13%	NA
	$100,000 to $149,999	20%	26%	37%	26%	33%	27%	29%	28%	25%	NA
	$150,000+	17%	32%	28%	35%	17%	27%	26%	27%	34%	NA

Table A2. Trip Characteristics		Market Origin					NPS		2016		2015
		BC	AB	Other Canada	USA	OVS	Promoters	Passives+ Detractors	Summer Total	Winter Total	Summer Total
Been to Golden Before[1] *(In summer this question was more specific to spending time in Golden other than a break from driving)*	Yes	67%	71%	40%	10%	13%	61%	52%	**48%**	**65%**	52%
	Winter	33%	33%	13%	1%	5%	24%	18%	**21%**	**62%**	6%
	Spring	23%	18%	7%	1%	4%	12%	11%	**13%**	**34%**	NA
	Summer	60%	62%	35%	8%	10%	52%	46%	**42%**	**52%**	18%
	Fall	21%	14%	5%	1%	3%	10%	9%	**10%**	**34%**	NA
Times Been to Golden	Average #	14.9	13.7	5.6	7.1	8.1	13.4	12.8	12.5	18.6	NA
Primary Reason	Attend or Be in a Wedding	3%	5%	5%	0%	1%	3%	5%	3%	1%	8%
	Break from Driving/Convenient Place to Stop	31%	30%	27%	29%	24%	18%	37%	**28%**	**4%**	32%
	Business/Corporate Meeting or Event	9%	1%	2%	1%	2%	1%	2%	3%	2%	1%
	Family Vacation	16%	18%	19%	9%	17%	18%	15%	**17%**	**1%**	15%
	Festival or Concert in Golden	0%	0%	2%	0%	1%	1%	0%	1%	<1%	1%
	General Relaxation	4%	6%	4%	1%	2%	4%	5%	4%	1%	10%
	Included in Touring Itinerary	1%	0%	0%	2%	3%	1%	0%	1%	<1%	1%
	Sightseeing/Nature/Wildlife	3%	6%	13%	15%	11%	9%	8%	9%	<1%	1%
	Swiss Guides and other Heritage	0%	0%	0%	0%	0%	0%	0%	0%	0%	NA
	Visiting Friends and Relatives	4%	3%	4%	3%	4%	7%	2%	4%	4%	12%
	Visiting National Parks	1%	0%	6%	19%	15%	8%	6%	6%	NA	4%
	Golf	2%	1%	1%	0%	0%	1%	2%	1%	NA	1%
	Hiking	3%	2%	2%	5%	3%	4%	2%	3%	NA	2%
	Mtn. Biking (General)	5%	9%	2%	4%	2%	9%	3%	5%	NA	7%
	Mtn. Biking (Single Track 6)	5%	2%	1%	2%	2%	5%	2%	2%	NA	3%
	Mountaineering	2%	0%	0%	2%	0%	0%	0%	<1%	NA	NA
	Grizzly Bear Refuge at KHMR	1%	2%	1%	2%	3%	1%	1%	2%	NA	NA

Table A2. Trip Characteristics		Market Origin					NPS		2016		2015
		BC	AB	Other Canada	USA	OVS	Promoters	Passives+ Detractors	Summer Total	Winter Total	Summer Total
	Via Ferratta at KHMR	0%	1%	0%	0%	0%	0%	0%	<1%	NA	1%
	Paragliding/Hangliding	0%	0%	0%	1%	1%	1%	0%	<1%	NA	NA
	Sky Diving	0%	0%	0%	0%	0%	0%	0%	0%	NA	NA
	Road Biking	0%	0%	0%	0%	0%	0%	0%	0%	NA	NA
	Summer Kicks Concert	0%	0%	0%	0%	0%	0%	0%	0%	NA	NA
	Whitewater Rafting	2%	5%	5%	4%	4%	4%	2%	4%	NA	2%
	Watersports other than Whitewater Rafting (e.g. kayaking, canoeing, stand up paddleboard)	2%	0%	0%	0%	0%	1%	0%	1%	NA	NA
	Other Summer Activity	4%	2%	1%	2%	2%	2%	4%	2%	NA	NA
	Other Reason (education, medical etc.)	3%	1%	<1%	0%	3%	2%	2%	2%	1%	1%
Other Summer Activities	ATV Tour	1%	1%	2%	0%	0%	1%	0%	1%	NA	NA
	Canoeing or Kayaking	1%	2%	4%	2%	4%	3%	1%	3%	NA	NA
	Fishing	1%	1%	1%	2%	1%	1%	0%	1%	NA	NA
	Golf	3%	3%	2%	2%	1%	2%	3%	2%	NA	NA
	Hangliding/Paragliding	0%	1%	0%	2%	0%	1%	0%	1%	NA	NA
	Hiking around Golden/KHMR	22%	24%	33%	28%	33%	40%	20%	27%	NA	NA
	Hiking at Glacier or Yoho National Parks	7%	7%	21%	28%	28%	16%	13%	15%	NA	NA
	Horseback Riding	1%	0%	2%	1%	3%	3%	1%	1%	NA	NA
	KHMR - Grizzly Bear Refuge	9%	18%	25%	20%	29%	28%	19%	20%	NA	NA
	KHMR - Via Ferrata	1%	3%	1%	1%	3%	3%	3%	2%	NA	NA
	Mountaineering	2%	0%	0%	3%	0%	1%	0%	1%	NA	NA
	Mountain Biking around Golden/KHMR	7%	11%	7%	8%	5%	13%	6%	8%	NA	NA
	Sky Diving	0%	0%	0%	0%	0%	0%	0%	0%	NA	NA
	Whitewater Rafting	2%	9%	10%	7%	12%	10%	6%	8%	NA	NA

Table A2. Trip Characteristics		Market Origin					NPS		2016		2015
		BC	AB	Other Canada	USA	OVS	Promoters	Passives+ Detractors	Summer Total	Winter Total	Summer Total
	NONE of the above listed activities	27%	27%	20%	23%	18%	12%	29%	24%	NA	NA
	Other summer activity.....	2%	3%	1%	3%	1%	4%	1%	2%	NA	NA
Places in Golden	Restaurant	72%	76%	76%	90%	78%	85%	81%	77%	86%	80%
	Pub	35%	35%	40%	43%	38%	45%	34%	**37%**	**55%**	29%
	Gifts	36%	35%	41%	36%	50%	52%	39%	**39%**	**28%**	39%
	Groceries	49%	42%	54%	50%	61%	64%	43%	50%	45%	36%
	Gas	64%	67%	69%	73%	60%	80%	62%	66%	61%	38%
	KH Bridge	53%	47%	59%	58%	63%	70%	52%	**54%**	**12%**	34%
	KHMR	28%	48%	55%	36%	55%	65%	40%	46%	45%	NA
	Wetlands	8%	6%	8%	13%	9%	13%	8%	8%	0%	4%
	Art Gallery	10%	9%	11%	15%	14%	13%	10%	11%	7%	16%
	Museum	4%	4%	3%	7%	4%	9%	2%	4%	0%	4%
	Rotary Trails	25%	19%	23%	25%	19%	30%	19%	**21%**	**3%**	12%
	Northern Lights Wolf Centre	7%	10%	10%	12%	14%	13%	12%	10%	3%	6%
	Farmers Market	28%	19%	23%	24%	28%	23%	21%	**23%**	**0%**	30%
	Festival/Concert	12%	7%	11%	8%	14%	15%	9%	**10%**	**0%**	6%
	Other	1%	2%	1%	4%	1%	1%	1%	2%	2%	NA
Length of Stay in Golden	Overnight	73%	71%	79%	83%	79%	85%	72%	76%	85%	76%
	Average Nights	2.7	2.4	3.2	2.9	3.1	3.4	2.7	2.8	3.0	2.4
	Day	27%	29%	21%	17%	21%	15%	28%	24%	15%	24%
Total Trip Length *(Time Away from Home)*	Average Nights	8.3	6.7	14.7	15.8	23.0	11.6	11.2	12.3	5.5	8.5
Stay in Golden	Average Stay in Golden/Average Trip Length	33%	36%	22%	18%	13%	29%	24%	23%	55%	28%
Travel Party	Average Travel Party Size (#)	3.1	3.4	3.1	3.0	3.1	3.0	3.0	3.2	3.8	NA
	Alone	15%	8%	10%	2%	9%	8%	7%	9%	10%	9%
	Spouse	59%	66%	59%	74%	65%	68%	72%	**64%**	**44%**	40%
	Children <16	27%	31%	24%	15%	22%	21%	30%	**26%**	**13%**	27%

Table A2. Trip Characteristics		Market Origin					NPS		2016		2015
		BC	AB	Other Canada	USA	OVS	Promoters	Passives+ Detractors	Summer Total	Winter Total	Summer Total
	Children >16	8%	8%	9%	9%	12%	9%	7%	9%	<1%	NA
	Parent	4%	8%	9%	2%	6%	5%	6%	7%	<1%	NA
	Sibling	3%	3%	3%	5%	3%	4%	2%	3%	<1%	NA
	Extended Family	8%	9%	14%	12%	12%	8%	12%	11%	8%	NA
	Friends	17%	17%	13%	19%	16%	15%	15%	**16%**	**43%**	14%
	Colleagues	4%	1%	1%	1%	1%	1%	2%	1%	<1%	1%
Independent or Group Traveller *(Different Question in 2015)*	Independent	97%	99%	100%	100%	93%	98%	98%	97%	93%	99%
	Group	3%	1%	0%	0%	7%	2%	2%	3%	7%	1%
Type of Group	Leisure Tour	76%	65%	0%	0%	90%	38%	54%	**78%**	**34%**	NA
	Sports	24%	24%	0%	0%	2%	47%	21%	**10%**	**54%**	NA
	Arts	0%	0%	0%	0%	0%	0%	0%	0%	0%	NA
	Business/ Group of Colleagues	0%	0%	0%	0%	0%	0%	0%	0%	3%	NA
	Other	0%	11%	100%	0%	8%	14%	25%	12%	4%	NA
Visit DWTN Golden *FU*	Yes	81%	78%	85%	95%	92%	88%	80%	83%	76%	NA
Accommodation *(approximate for 2015)*	Paid Roofed	48%	56%	64%	70%	70%	62%	60%	**69%**	**86%**	73%
	Camping	26%	26%	16%	19%	18%	22%	22%	**20%**	**1%**	14%
	Friends/Family	23%	14%	19%	6%	8%	14%	13%	10%	12%	13%
	Other	3%	4%	1%	5%	4%	2%	6%	2%	1%	NA
Paid Accommodation Type	Hotel/Motel	66%	63%	49%	39%	26%	51%	54%	47%	48%	40%
	Bed & Breakfast	6%	8%	14%	11%	21%	13%	8%	13%	6%	7%
	Cabin or Chalet	19%	19%	25%	35%	33%	25%	25%	**26%**	**16%**	4%
	Condo/ Self Catering Hotel	4%	5%	2%	1%	4%	3%	3%	**3%**	**14%**	15%
	Hostel	0%	2%	7%	4%	7%	2%	4%	4%	3%	2%
	Vacation Home Rental	5%	2%	3%	10%	10%	5%	6%	6%	11%	4%
	Backcountry Lodge	0%	1%	0%	0%	0%	0%	0%	0%	1%	<1%

Table A2. Trip Characteristics		Market Origin					NPS		2016		2015
		BC	AB	Other Canada	USA	OVS	Promoters	Passives+ Detractors	Summer Total	Winter Total	Summer Total
Type of Trip	Another Primary Destination	19%	27%	18%	11%	5%	14%	25%	18%	11%	NA
	Touring Trip	43%	33%	58%	79%	86%	49%	51%	**54%**	**28%**	NA
	Golden is Primary Destination	38%	40%	24%	9%	9%	37%	25%	**28%**	**61%**	NA
Primary Destination *(Of Those With Primary Destination Outside of Golden)*	Edmonton	9%	0%	3%	0%	5%	4%	0%	2%	<1%	NA
	Other Outside BC & AB	6%	0%	3%	8%	14%	8%	0%	3%	2%	NA
	Vancouver Island	0%	6%	6%	11%	14%	0%	8%	6%	3%	NA
	Other AB	18%	1%	0%	7%	0%	3%	2%	4%	4%	NA
	Other BC	2%	5%	5%	0%	0%	0%	0%	4%	4%	NA
	Thompson Okanagan	11%	53%	36%	19%	16%	48%	30%	**40%**	**5%**	NA
	Lower Mainland/ Whistler	0%	10%	12%	0%	24%	3%	16%	9%	5%	NA
	Calgary	30%	1%	11%	7%	14%	0%	9%	9%	7%	NA
	Columbia Valley	2%	12%	7%	0%	0%	10%	7%	8%	14%	NA
	Revelstoke	2%	8%	0%	6%	5%	7%	10%	**5%**	**24%**	NA
	Banff/Lake Louise/Canmore	19%	3%	19%	43%	5%	12%	9%	**10%**	**32%**	NA
Reduce or Extend Stay in Golden?[FU]	I reduced my stay.	19%	12%	21%	8%	13%	16%	13%	14%	2%	NA
	I extended my stay.	4%	1%	3%	4%	0%	1%	3%	2%	8%	NA
	No, I did not extend or reduce my stay.	78%	87%	76%	88%	87%	84%	84%	84%	90%	NA
Golden Expenditures *In 2015, average daily spend, in 2016, average trip spend.*	Average Travel Party Spend in Golden($)	$430	$514	$699	$788	$675	$824	$481	$586	$1,216	$142
Percentage of Expenditures Spent On[FU]	Accommodation	31%	32%	42%	37%	41%	36%	35%	35%	32%	NA
	Food and Beverage	26%	28%	26%	29%	34%	30%	28%	28%	26%	NA
	Transportation	13%	11%	7%	9%	8%	10%	10%	10%	11%	NA
	Shopping	6%	8%	8%	4%	8%	7%	7%	7%	4%	NA
	Attractions	6%	9%	4%	5%	6%	6%	7%	7%	5%	NA

Table A2. Trip Characteristics		Market Origin					NPS		2016		2015
		BC	AB	Other Canada	USA	OVS	Promoters	Passives+ Detractors	Summer Total	Winter Total	Summer Total
	Outdoor Recreation	8%	7%	5%	9%	7%	6%	7%	**7%**	**19%**	NA
	Other Entertainment	1%	0%	0%	0%	2%	1%	1%	1%	1%	NA
	Other	6%	6%	1%	4%	1%	5%	4%	4%	2%	NA

Table A3. Awareness, Decision Making and Perceptions		Market Origin					NPS		2016		2015
		BC	AB	Other Canada	USA	OVS	Promoters	Passives+ Detractors	Summer Total	Winter Total	Summer Total
Aware of Golden *(First Time Visitors Only)*	% Yes	85%	94%	55%	40%	43%	56%	69%	**54%**	**72%**	73%
How Did You Originally Find out About Golden?[FU]	Travel Guide	0%	1%	0%	7%	2%	1%	2%	1%	0%	NA
	Consumer Show - Calgary Wedding Show	0%	0%	0%	0%	0%	0%	0%	0%	NA	NA
	Consumer Show – Calgary Bike Show	0%	1%	0%	0%	0%	1%	0%	1%	NA	NA
	Consumer Show - Calgary Outdoor Adventure Show	0%	0%	0%	0%	0%	0%	0%	0%	NA	<1%
	Consumer Show - Edmonton Bike Show	0%	0%	0%	0%	0%	0%	0%	0%	NA	NA
	Parks Canada Website	2%	1%	0%	7%	2%	1%	1%	2%	0%	3%
	Highway Billboard Advertising	0%	0%	0%	0%	0%	0%	0%	0%	1%	5%
	Magazine or Newspaper Article	0%	0%	2%	0%	2%	1%	0%	0%	1%	4%
	Tour Operator Brochure/ Itinerary	4%	0%	2%	1%	3%	0%	2%	1%	1%	5%
	Work/ Worked in Golden or Area	3%	1%	3%	0%	0%	2%	1%	1%	1%	NA
	Previously Attended a Wedding in the Area	2%	1%	1%	0%	1%	1%	1%	1%	1%	NA
	Golden Travel Planner or Other Tourism Literature	0%	1%	0%	0%	2%	0%	1%	1%	2%	5%
	Highway Signage	5%	5%	8%	10%	12%	4%	10%	7%	2%	6%
	Sports Team, Activity Group or Club Event	2%	1%	0%	1%	3%	2%	0%	1%	2%	<1%
	KHMR	0%	2%	0%	0%	0%	1%	1%	1%	3%	NA
	Used to Live in Golden	2%	3%	15%	14%	5%	7%	4%	6%	5%	16%
	Internet Search	0%	2%	23%	29%	45%	16%	12%	14%	5%	16%
	Word of Mouth	7%	10%	16%	19%	15%	13%	11%	**12%**	**23%**	34%

Table A3. Awareness, Decision Making and Perceptions		Market Origin					NPS		2016		2015
		BC	AB	Other Canada	USA	OVS	Promoters	Passives+ Detractors	Summer Total	Winter Total	Summer Total
	Always Known About Golden	72%	73%	25%	4%	7%	48%	51%	50%	51%	46%
Other Destinations Considered?[FU]	Yes	32%	48%	55%	60%	64%	47%	52%	50%	47%	NA
Other Destinations Considered[FU] *(Top 5 - Summer)*	Banff/Canmore	31%	23%	37%	65%	46%	38%	30%	34%	27%	NA
	Jasper	5%	4%	12%	30%	35%	15%	11%	14%	3%	NA
	Lake Louise	0%	6%	14%	14%	22%	6%	14%	**10%**	**23%**	NA
	Panorama/Invermere/Radium	8%	16%	13%	10%	1%	16%	7%	12%	19%	NA
	Revelstoke	40%	45%	35%	8%	20%	30%	38%	**35%**	**55%**	NA
Factors in Deciding on Golden Vs Other Location[FU] *(Top Box - 4 & 5 on Importance Scale)*	Is A Good Stop On Route to Another Destination	49%	63%	53%	56%	78%	56%	66%	**61%**	**26%**	NA
	Not Too Far from Home	22%	38%	8%	3%	3%	28%	17%	**22%**	**32%**	NA
	It is Familiar/ I've Been There Before	30%	50%	28%	6%	15%	38%	30%	34%	39%	NA
	Has Access to a Good Variety of Outdoor Activities	48%	63%	57%	74%	64%	75%	47%	**61%**	**73%**	NA
	Has Excellent Hiking	42%	41%	34%	40%	49%	52%	31%	41%	NA	NA
	Has Excellent Mtn. Biking	22%	30%	16%	12%	18%	31%	17%	23%	NA	NA
	Has Excellent Whitewater Rafting	9%	21%	16%	6%	17%	21%	12%	17%	NA	NA
	The Community is Close in Proximity to National and Provincial Parks	51%	57%	68%	73%	81%	70%	55%	63%	NA	NA
	The Community Is Close In Proximity To Nature And Wilderness	55%	65%	74%	80%	81%	83%	55%	69%	67%	NA
	Has Friendly, Hospitable People	57%	63%	63%	42%	54%	73%	46%	59%	64%	NA
	Has Small Town Charm	51%	66%	57%	50%	51%	68%	49%	58%	49%	NA
	Has Friendly and Helpful Front Line Staff	49%	52%	46%	41%	43%	59%	37%	48%	46%	NA

Table A3. Awareness, Decision Making and Perceptions	Market Origin					NPS		2016		2015
	BC	AB	Other Canada	USA	OVS	Promoters	Passives+ Detractors	Summer Total	Winter Total	Summer Total
Has Concerts and/or Public Events That I Wanted To Attend	16%	15%	14%	10%	10%	18%	11%	14%	9%	NA
There Was A Personal Event	29%	14%	19%	4%	5%	14%	16%	15%	10%	NA
It Is A New Place To Explore	50%	45%	59%	69%	53%	56%	48%	51%	42%	NA
Offers Good Value For Money	43%	53%	44%	47%	49%	61%	37%	49%	53%	NA
I Have Friends and Family that Live in Golden	14%	11%	20%	17%	8%	16%	10%	13%	15%	NA

Table A4. Trip Planning		Origin					NPS		2016		2015
		BC	AB	Other Canada	USA	OVS	Promoters	Passives+ Detractors	Summer Total	Winter Total	Summer Total
Online Sources for Visitor Information Used[FU] *(Before and During)*	Search Engine – Before	47%	60%	64%	61%	62%	70%	54%	59%	59%	NA
	Search Engine – During	17%	26%	28%	33%	27%	33%	21%	26%	26%	NA
	OTA - Before	12%	26%	19%	18%	32%	25%	23%	23%	23%	NA
	OTA - During	8%	2%	1%	5%	10%	5%	4%	4%	3%	NA
	Maps - Before	34%	37%	46%	49%	41%	50%	33%	40%	39%	NA
	Maps - During	32%	39%	35%	31%	37%	40%	35%	36%	33%	NA
	Social Media – Before	12%	14%	4%	6%	8%	16%	6%	11%	16%	NA
	Social Media – During	11%	11%	6%	9%	6%	12%	7%	9%	11%	NA
	Travel Commentary - Before	17%	26%	31%	33%	38%	36%	23%	28%	21%	NA
	Travel Commentary - During	13%	14%	14%	13%	15%	17%	12%	14%	11%	NA
	Online Travel Guide - Before	4%	6%	10%	16%	9%	10%	6%	8%	4%	NA
	Online Travel Guide - During	4%	2%	1%	1%	0%	3%	1%	2%	2%	NA
	Tourism Golden Website - Before	23%	24%	24%	16%	21%	31%	17%	23%	18%	NA
	Tourism Golden Website - During	16%	16%	16%	9%	20%	21%	13%	16%	8%	NA
	KHMR Website – Before	23%	33%	23%	15%	15%	35%	19%	**26%**	**56%**	NA
	KHMR Website – During	9%	21%	19%	19%	24%	26%	14%	**19%**	**31%**	NA
	Kootenay Rockies Website - Before	2%	8%	3%	7%	7%	8%	5%	6%	3%	NA
	Kootenay Rockies Website - During	5%	3%	4%	0%	3%	4%	3%	3%	2%	NA
	Specialized Web/App - Before	7%	13%	5%	4%	10%	10%	9%	9%	8%	NA
	Specialized Web/App - During	0%	0%	0%	0%	0%	0%	0%	0%	0%	NA
	DBC Website – Before	8%	13%	10%	16%	22%	16%	13%	13%	4%	NA
	DBC Website – During	6%	6%	1%	4%	6%	5%	6%	5%	2%	NA

Table A4. Trip Planning		Origin					NPS		2016		2015
		BC	AB	Other Canada	USA	OVS	Promoters	Passives+ Detractors	Summer Total	Winter Total	Summer Total
	DC Website - Before	2%	4%	4%	0%	9%	3%	5%	4%	0%	NA
	DC Website - During	4%	0%	0%	0%	2%	1%	1%	1%	2%	NA
	Parks Canada – Before	10%	18%	17%	30%	33%	25%	18%	**20%**	**10%**	NA
	Parks Canada - During	8%	6%	9%	10%	17%	11%	8%	9%	8%	NA
Search Terms Used [FU] *% Yes*	Destination-Related	38%	41%	47%	51%	53%	57%	36%	**44%**	**27%**	NA
	Price-Related	10%	12%	15%	9%	17%	13%	13%	13%	17%	NA
	Specific Brand or Website Name	3%	12%	16%	4%	5%	11%	9%	9%	11%	NA
	Activity-Related	33%	39%	35%	37%	29%	46%	29%	36%	42%	NA
	Specific Wants/Needs	17%	17%	15%	20%	9%	20%	13%	16%	15%	NA
	Other	2%	2%	5%	7%	2%	3%	3%	3%	9%	NA
Word of Mouth Sources Used[FU] *(Before and During)*	FF – Before	30%	46%	33%	21%	39%	46%	35%	38%	47%	NA
	FF - During	27%	17%	24%	15%	12%	21%	18%	19%	23%	NA
	Golden Locals - Before	5%	11%	9%	11%	7%	13%	7%	9%	12%	NA
	Golden Locals – During	50%	45%	39%	28%	44%	55%	36%	43%	35%	NA
	Local Businesses – Before	5%	12%	9%	8%	11%	13%	7%	10%	9%	NA
	Local Businesses - During	51%	42%	47%	36%	36%	53%	37%	43%	35%	NA
Printed/ Paper Sources for Visitor Information Used [FU] *(Before and During)*	Golden Travel Planner - Before	5%	2%	4%	1%	2%	5%	1%	3%	3%	NA
	Golden Travel Planner - During	7%	9%	17%	9%	12%	13%	9%	11%	6%	NA
	Printed Maps that include Golden - Before	14%	16%	12%	24%	21%	21%	14%	17%	11%	NA
	Printed Maps that include Golden - During	30%	19%	23%	44%	42%	31%	25%	27%	21%	NA
	DBC Vacation Planner - Before	2%	5%	1%	1%	2%	4%	2%	3%	1%	NA
	DBC Vacation Planner - During	5%	5%	4%	3%	8%	6%	5%	5%	0%	NA
	DBC Outdoor Adventure Guide - Before	2%	4%	3%	1%	0%	5%	1%	3%	1%	NA

Table A4. Trip Planning		Origin					NPS		2016		2015
		BC	AB	Other Canada	USA	OVS	Promoters	Passives+ Detractors	Summer Total	Winter Total	Summer Total
	DBC Outdoor Adventure Guide - During	9%	5%	7%	3%	11%	7%	7%	7%	2%	NA
	KR Golf Vacation Guide - Before	0%	1%	1%	0%	0%	0%	2%	1%	1%	NA
	KR Golf Vacation Guide - During	3%	3%	0%	0%	3%	3%	3%	3%	1%	NA
	Travel Guide - Before	0%	1%	4%	17%	25%	6%	7%	6%	1%	NA
	Travel Guide - During	3%	1%	3%	11%	14%	4%	5%	4%	0%	NA
Other Visitor Information Sources Used[FU]	Consumer Show - Before	0%	3%	0%	0%	0%	2%	1%	1%	3%	NA
	Consumer Show - During	4%	0%	1%	0%	3%	1%	2%	1%	0%	NA
	Other - BCVC - Before	0%	4%	1%	0%	3%	2%	3%	3%	0%	NA
	Other - BCVC - During	26%	15%	20%	18%	38%	26%	19%	**21%**	**5%**	NA
	DWTN Chamber Office - Before	0%	1%	1%	0%	0%	1%	0%	1%	1%	NA
	DWTN Chamber Office - Before	3%	5%	2%	10%	9%	8%	3%	5%	1%	NA
	GPS - Before	15%	8%	8%	9%	3%	8%	9%	8%	8%	NA
	GPS - During	16%	26%	34%	27%	33%	32%	25%	27%	22%	NA
Regularly Use Social Media?[FU]	Yes	60%	65%	62%	66%	76%	70%	62%	66%	65%	NA
Social Media or Travel Commentary Used[FU] *% Yes*	Facebook	43%	43%	30%	41%	42%	46%	39%	40%	42%	NA
	Twitter	16%	9%	9%	4%	8%	9%	11%	10%	13%	NA
	Instagram	14%	17%	12%	26%	20%	19%	16%	17%	21%	NA
	YouTube	26%	20%	17%	13%	19%	20%	21%	20%	26%	NA
	TripAdvisor	41%	37%	41%	48%	56%	48%	41%	42%	41%	NA
	LinkedIN	6%	8%	6%	7%	20%	9%	11%	10%	12%	NA
	Yelp	5%	6%	6%	18%	3%	4%	9%	6%	8%	NA
	Pinterest	9%	13%	8%	11%	11%	13%	10%	11%	11%	NA
	Snapchat	3%	6%	6%	1%	7%	5%	6%	5%	7%	NA
	Google+	27%	24%	16%	13%	20%	25%	21%	22%	17%	NA

Table A4. Trip Planning		Origin					NPS		2016		2015
		BC	AB	Other Canada	USA	OVS	Promoters	Passives+ Detractors	Summer Total	Winter Total	Summer Total
	Foursquare	0%	1%	0%	0%	0%	1%	0%	0%	0%	NA
	Tumblr	0%	1%	0%	0%	0%	0%	0%	0%	1%	NA
	Flickr	3%	2%	1%	0%	0%	1%	2%	1%	2%	NA
	Vine	0%	0%	0%	0%	2%	0%	1%	0%	0%	NA
Post Comments on Social Media?[FU]	% Yes	42%	41%	62%	62%	45%	56%	36%	**47%**	**58%**	NA
Used Hashtags in Post?[FU]	#GoldenBC	7%	8%	4%	0%	0%	4%	6%	5%	3%	NA
	#GoldenRules	0%	0%	1%	0%	0%	0%	0%	0%	1%	NA
Pre-booked Accommodation?[FU]	% Yes	74%	91%	85%	91%	90%	90%	84%	88%	93%	NA
Method of Pre-booking Reserving[FU]	Travel Agent	0%	2%	0%	0%	3%	19%	27%	2%	1%	NA
	Tour Operator	0%	2%	0%	0%	1%	1%	1%	1%	2%	NA
	Kicking Horse Central Reservations / SKI KICK	2%	3%	2%	0%	2%	2%	2%	2%	2%	NA
	Resort of the Canadian Rockies (RCR) Central Reservations	0%	3%	2%	0%	0%	2%	0%	2%	4%	NA
	Private Home Rental Service (e.g. Airbnb, VRBO)	8%	6%	8%	6%	13%	10%	5%	8%	8%	NA
	Online Travel Agent (e.g. Travelocity)	19%	19%	27%	20%	33%	19%	27%	23%	25%	NA
	Directly with the Property (online or by phone)	72%	66%	60%	74%	48%	64%	63%	63%	58%	NA
Private Home Rental Used[FU]	Airbnb	46%	37%	100%	0%	69%	74%	24%	55%	33%	NA
	VRBO	54%	55%	0%	67%	8%	22%	67%	33%	67%	NA
	HomeAway	0%	7%	0%	33%	0%	4%	9%	5%	0%	NA
	Owner Direct	0%	0%	0%	0%	23%	0%	0%	7%	0%	NA
Importance Private Home Rental Service[FU]	Ranked as important or very important	0%	72%	85%	67%	77%	59%	76%	66%	64%	NA
If Private Home Rental Not Available[FU]	Will You Still Stay in Golden? % Yes	100%	53%	15%	0%	85%	65%	17%	58%	60%	NA

Table A5. Visitor Information		Origin					NPS		2016		2015
		BC	AB	Other Canada	USA	OVS	Promoters	Passives+ Detractors	Summer Total	Winter Total	Summer Total
Visitor Information Topics Researched While in Golden[FU]	Accommodation	32%	25%	34%	18%	25%	30%	26%	27%	21%	NA
	Events	17%	22%	27%	19%	18%	28%	16%	21%	13%	NA
	Activities	47%	42%	48%	59%	55%	56%	42%	**47%**	**34%**	NA
	Attractions	28%	30%	42%	36%	53%	45%	30%	**36%**	**17%**	NA
	Restaurants/ Dining	37%	51%	49%	70%	65%	59%	51%	52%	53%	NA
	Shopping	10%	10%	10%	13%	22%	17%	9%	12%	10%	NA
	Transportation	3%	3%	3%	1%	3%	4%	2%	3%	4%	NA
	Other Topics	7%	2%	4%	0%	2%	2%	4%	3%	4%	NA
	None	20%	15%	14%	14%	9%	12%	19%	15%	20%	NA
Visitor Information Impact[FU] – *(Top Box - 4 & 5 on Agreement Scale)*	Staying Longer	16%	13%	14%	13%	15%	19%	8%	14%	7%	NA
	More Activities	42%	34%	38%	51%	50%	49%	30%	**40%**	**18%**	NA
	Visiting New Places	46%	40%	56%	56%	55%	55%	38%	**47%**	**24%**	NA
	Spending More Money	30%	35%	32%	31%	35%	44%	22%	33%	38%	NA
	Improved Experience	52%	52%	62%	59%	58%	69%	40%	**55%**	**44%**	NA
	Increase Likelihood of Returning	54%	56%	65%	42%	63%	73%	39%	**57%**	**45%**	NA
Visitor Information Preferences[FU] *(Top Box - 4 & 5 on Agreement Scale)*	Online via a Digital Kiosk at a Convenient Location	10%	12%	17%	19%	8%	13%	12%	12%	9%	NA
	In-Vehicle GPS System	25%	37%	27%	39%	31%	34%	32%	33%	26%	NA
	In-Vehicle Internet Access via Cellular Connection	35%	38%	31%	42%	16%	36%	31%	33%	28%	NA
	Printed Materials at a Static Kiosk at a Convenient Location	49%	48%	57%	50%	63%	58%	46%	**52%**	**30%**	NA
	Local Visitor Information Centre	59%	46%	59%	58%	73%	62%	49%	**55%**	**32%**	NA
	Printed Materials Available at Accommodations or Other Tourism Businesses	53%	56%	68%	57%	78%	68%	54%	**61%**	**41%**	NA
	Talking to People That Work at Tourism Businesses	53%	52%	64%	57%	66%	64%	50%	**57%**	**45%**	NA
	Talking to Other Visitors	44%	39%	57%	61%	43%	48%	41%	45%	48%	NA
	Talking to Locals	54%	58%	63%	80%	67%	65%	57%	61%	66%	NA

Table A5. Visitor Information		Origin					NPS		2016		2015
		BC	AB	Other Canada	USA	OVS	Promoters	Passives+ Detractors	Summer Total	Winter Total	Summer Total
	Online via Cellular Connection Using My Own Device	61%	59%	66%	56%	44%	59%	57%	**58%**	**68%**	NA
	Online via WiFi Using My Own Device	69%	74%	68%	82%	79%	79%	68%	74%	83%	NA
Obtained Information Needed?*FU*	% Yes	100%	96%	100%	100%	98%	99%	97%	98%	95%	NA
Able to Access to WiFi?*FU*	% Yes	81%	89%	90%	100%	90%	90%	88%	89%	90%	NA
Where access WiFi? *FU*	Accommodation	45%	49%	51%	64%	61%	61%	47%	**52%**	**64%**	NA
	Community WiFi hotspot	13%	6%	6%	6%	12%	11%	5%	8%	3%	NA
	Local Business WiFi	20%	18%	18%	15%	28%	24%	17%	19%	21%	NA
	Other	0%	3%	1%	3%	3%	2%	3%	3%	3%	NA

Table A6. Evaluation of Golden Experiences		Origin					NPS		2016		2015
		BC	AB	Other Canada	USA	OVS	Promoters	Passives+ Detractors	Summer Total	Winter Total	Summer Total
Expectations Met? *Note: Scale was slightly different in 2015*	Fell Short	2%	2%	1%	1%	3%	1%	3%	2%	2%	<1%
	Met	68%	70%	63%	60%	62%	52%	68%	66%	61%	52%
	Exceeded	30%	28%	36%	39%	35%	47%	29%	32%	37%	39%
Experience Component of Visit[FU] *(Top Box - 4 & 5 on Agreement Scale)*	Accommodation	64%	85%	85%	81%	88%	93%	71%	82%	76%	NA
	Dining	64%	75%	73%	77%	78%	83%	64%	74%	70%	NA
	Recreation & Adventure Opportunities	84%	89%	93%	95%	100%	98%	83%	91%	96%	NA
	Local Directional Signage	60%	73%	78%	60%	71%	84%	58%	71%	67%	NA
	Signage on Trans Canada Hwy 1	66%	83%	82%	63%	75%	85%	71%	78%	82%	NA
	Overall	84%	95%	95%	96%	97%	99%	88%	94%	92%	NA
Recommend New Products/Services?[FU]	% Yes	46%	46%	35%	31%	42%	42%	43%	42%	51%	NA
New Products/Services Suggested[FU] *Top 5*	More/Better Restaurants	28%	20%	41%	0%	21%	22%	25%	24%	20%	NA
	More Shopping/Services	13%	22%	0%	10%	21%	18%	15%	17%	8%	NA
	More Attractions/Activities	14%	9%	10%	0%	9%	7%	12%	10%	1%	NA
	More Walking Paths/Trails	15%	7%	0%	0%	17%	6%	11%	8%	2%	NA
	Better Signage	7%	8%	10%	0%	13%	6%	11%	8%	3%	NA
Likelihood of Returning to Golden [FU]	Top Box (4 -5) on Likelihood Scale in 2016 Probably or Likely for Summer 2015	71%	80%	75%	62%	70%	90%	61%	**75%**	**88%**	76%
Likelihood of Recommend Golden [FU]	Promoter (9 & 10)	40%	49%	59%	55%	41%	100%	0%	**49%**	**56%**	NA
	Passive (7-8)	37%	36%	35%	38%	45%	0%	73%	38%	34%	NA
	Detractor (0-6)	22%	15%	6%	7%	14%	0%	27%	14%	8%	NA
	NPS	18.3	34.7	53.0	48.5	27.5	NA	NA	35.0	49.9	NA