Summer 2019 Golden Visitor Survey Results – Final Report

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EXECUTIVE SUMMARY

Tourism Golden (TG) has provided tourism marketing services to the town of Golden and Kicking Horse Country since 2007. TG's 2019 marketing plan outlines a marketing research strategy that states, *We will implement seasonal visitor studies, research destination reputation and support stakeholder efforts on sector-specific research. Subject to funding, we will undertake a study on the economic impact of tourism, and specifically the impact of labour shortages.* This report summarizes results from the 2019 summer visitor research conducted to fulfill the above research strategy. Like 2017, a two-stage, multi-location, in-person, on-site survey with an online follow up survey was conducted. Also, in summer 2019, a second, incremental data collection methodology called the online visitor experience survey was implemented.

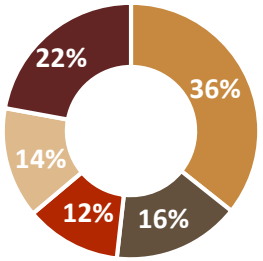
- Between July 11 and September 15, 2019 researchers conducted 544 full visitor intercept interviews. A total of 212 visitors agreed to participate in the follow-up questionnaire, of those, of 95 visitors completed the online follow-up survey for a response rate of 45%.
- A total of 147 people started the online visitor experience survey, 19 were not in the population and 46 did not complete the survey which totals 82 completed online surveys.

Key Findings

- In 2019, the percentage of Albertans (36%) increased from 2017 (30%) and returned to near 2016 levels (38%). As a result, compared to 2017, the percentage of visitors from BC (-26%) and overseas (-8%) was down while visitors from 'other Canada' increased (7%) while the visitor share from United States stayed the same.
- The percentage of overnight visitors was up (84%) in 2019 compared to 2017 (77%), although the average overnight visitor length of stay (2.5 nights) was down from 2017 (2.8 nights). The percentage of visitors choosing Golden as a primary destination grew (2017 – 31%, 2016 – 27%).
- Awareness levels of first-time visitors dipped from 48% in 2017 to 40% in 2019.
- On average, travel parties spent $606 while in Golden which was up 2% over 2017 results ($596).
- The use of private home rental services (e.g. Airbnb, VRBO) was an important accommodation booking source (12%) but declined slightly from 2017 (15%).
- Most summer visitors were in Golden for a family vacation, to take a break from driving, to visit National Parks, to mountain bike or for general relaxation. Golden's proximity to nature, National/Provincial parks and the great variety of outdoor recreation activities continue to be the main drivers of travellers decision to visit Golden. Although in 2019, for the first time, Golden's friendly, hospitable people topped the list of factors that were important in traveller's decision to visit Golden.
- About 15% of Golden visitor intercepted at locations other than the Golden Visitor Centre had stopped or intended to stop at the Golden Visitor Centre (GVC). The visitor information and services provided at the GVC provided positive economic benefits in 2019. In fact, just over $1.1 million was spent in Golden due to extension of current visitor trips.
- Golden summer visitors rated their overall experience as good-excellent (93%) and the majority were very likely to return (83%). Both were up substantially from 2017 (7% and 15% respectively).
- Golden's Net Promoter Score (NPS) was 51.3, up substantially from a NPS of 31.8 in 2017. The increase in NPS is due to an increase in the percentage of promoters (those likely to recommend Golden as vacation destination 2019 - 61%, 2017 – 49%). Clear skies and good weather conditions along with Golden's friendly locals and front-line staff were all important factors that drove growth of the NPS.

GOLDEN - SUMMER 2019 SUMMARY

Market Origin



- Alberta
- Other Canada
- USA
- BC
- Overseas

Top Provinces (outside BC & AB)

1. Ontario 2. Saskatchewan 3. Quebec 4. Manitoba

Top 3 USA States

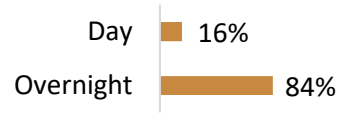
1. Washington
2. California
3. Minnesota

Top Overseas Regions

1. Europe – UK, Germany
2. Australia/New Zealand
3. Other Countries

$606 = average visitor party expenditure in Golden

Length of Stay



Average Stay = **2.5** Nights

Visitors

60% female

40% male

3.5 people in each visitor party

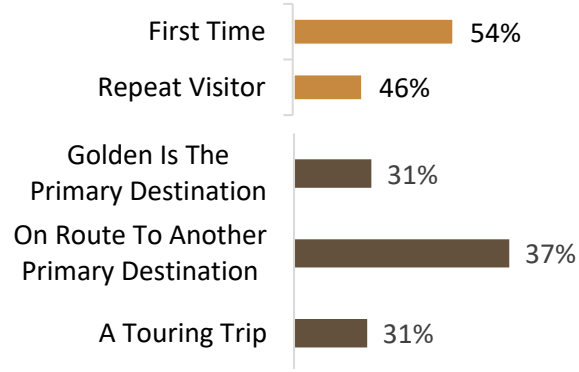
71% travelled with spouse
25% travelled with children (< 16)
15% travelled with friends

28% were between ages of 19-34

44% were between ages of 35-54

62% had HH income of $100,000+

Type of Trip



55% Considered Other Summer Destinations Like: Revelstoke, Panorama/Invermere/Radium, Field and Kelowna.

Top 5 Activities in Golden
(in addition to reasons for visiting – see below)

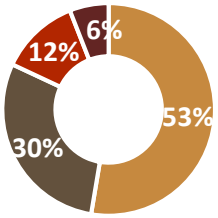
1. Hiking in Golden area (28%)
2. Hiking at National Parks (18%)
3. Grizzly Bear at KHMR (17%)
4. Mountain Biking (15%)
5. Whitewater Rafting (8%)

Top 5 Places Visited in Golden

1. Restaurant
2. Kicking Horse Mountain Resort
3. Gas Station
4. Grocery Store
5. Kicking Horse Pedestrian Bridge

82% visited downtown

Accommodations



- Accommodation Property
- Online Travel Agent
- Private Home Rental Service

72% Stayed at Paid Roofed Accommodation

82% Pre-Booked Accommodation

Top 5 Reasons for Visiting Golden

1. Family Vacation (22%)
2. Break from Driving/Convenient Place to Stop (21%)
3. Visiting National Parks (9%)
4. Mountain Biking - General (7%)
5. General Relaxation (6%)

40% of first-time visitors were aware of Golden before visiting

Experience Evaluation

93% Rated Their Overall Golden Experience as Very Good/Excellent

Likelihood to Recommend: **61%**

Net Promoter Score (NPS): **50.3**

Likelihood of Return to Golden: **84%**

Summer Visitors	2019	2017	2019/2017 % Change	Directional Change[3]
Primary Market				
BC	14%	19%	-26%	↓
Alberta	36%	30%	20%	↑
Other Canada	16%	15%	7%	↑
USA	12%	12%	0%	=
Overseas	22%	24%	-8%	↓
Gender				
Female	60%	53%	13%	↑
Male	40%	47%	-16%	↓
Length of Stay				
Day Visitors	16%	23%	-31%	↓
Overnight Visitors	84%	77%	9%	↑
Average Nights in Golden	2.5	2.8	-11%	↓
Aware of Golden Before First Visit[1]	40%	48%	-16%	↓
Type of Trip				
Percent Choosing Golden as Primary Destination	31%	27%	15%	↑
First Time Visitors	54%	55%	-1%	=
Repeat Visitors	46%	45%	2%	=
Visitor Party Expenditures While in Golden	$606	$596	2%	=
Accommodation				
Stayed at Paid Roofed Accommodation	72%	65%	11%	↑
Pre-Booked Accommodation	82%	76%	8%	↑
Booked with Private Home Rental (e.g. Airbnb)	12%	15%	-20%	↓
Experience Evaluation				
Overall Excellent/Very Good Experience Rating[2]	93%	87%	7%	↑
High Likelihood of Return Trip to Golden[2]	83%	72%	15%	↑
High Likelihood of Recommending Golden	61%	49%	24%	↑
NPS	51.3	31.8	+19.5 pts	↑

1.Of First Time Visitors.
2.Top Box Responses.
3.Values within ±5% were marked as up or down directional change.

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Front Cover Photo Credit: Tourism Golden

3.0. 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 explore and experience Golden.* To realize the vision, in 2019, TG will continue to focus on three key strategic objectives:[1]

- Establish perceptions of Golden consistent with our brand positioning,
- Increase target market awareness of Golden as a great destination to visit, and
- Increase nightly visits and length of stay.

The 2019 TG marketing plan has a research strategy that states, *We will implement seasonal visitor studies, research destination reputation and support stakeholder efforts on sector-specific research. Subject to funding, we will undertake a study on the economic impact of tourism, and specifically the impact of labour shortages.* The research strategy goals are to summarize:

- Insight into visitor demographics, travel motivations and habits and the impact of DMO activity,
- Insight into destination reputation and specifically the impact of KH Canyon project, and
- Understanding the value of tourism and the impact of labour shortages.

To fulfill the first research strategy goal, TG has conducted visitor surveys in 2013, 2014, 2015, 2016, 2017 and now in 2019. In fall 2015, Align Consulting Group was hired to reduce TG staff workloads and provide professional marketing research services throughout 2016, 2017 and 2019. 2019 marks the third year (after 2016 and 2017) when consistent visitor surveys have been implemented. Two visitor surveys were conducted in 2019, one for the winter season (summarized under separate cover) and this report for the peak summer season. For the most part, the 2019 research approach is aligned with 2016 and 2017. Although there were a few key differences:

1. A second, incremental data collection methodology called the online visitor experience survey was implemented. The purpose of the online visitor experience survey was two-fold; first to test a new, potentially less expensive visitor survey methodology and second, to determine if a new methodology could increase the number of responses from visitors that stay overnight at cabin and lodge-based accommodations outside of Kicking Horse Mountain Resort (KHMR), the Golden Highway 1 strip and downtown Golden.
2. In summer 2019, due to Golden's tourism labour market shortages, there were challenges in finding staff to conduct on-site interviews. This resulted in fewer completed on-site and follow-up surveys.

[1] Tourism Golden Marketing Plan 2019 FY.

2.0. METHODOLOGY

2.1. Data Collection

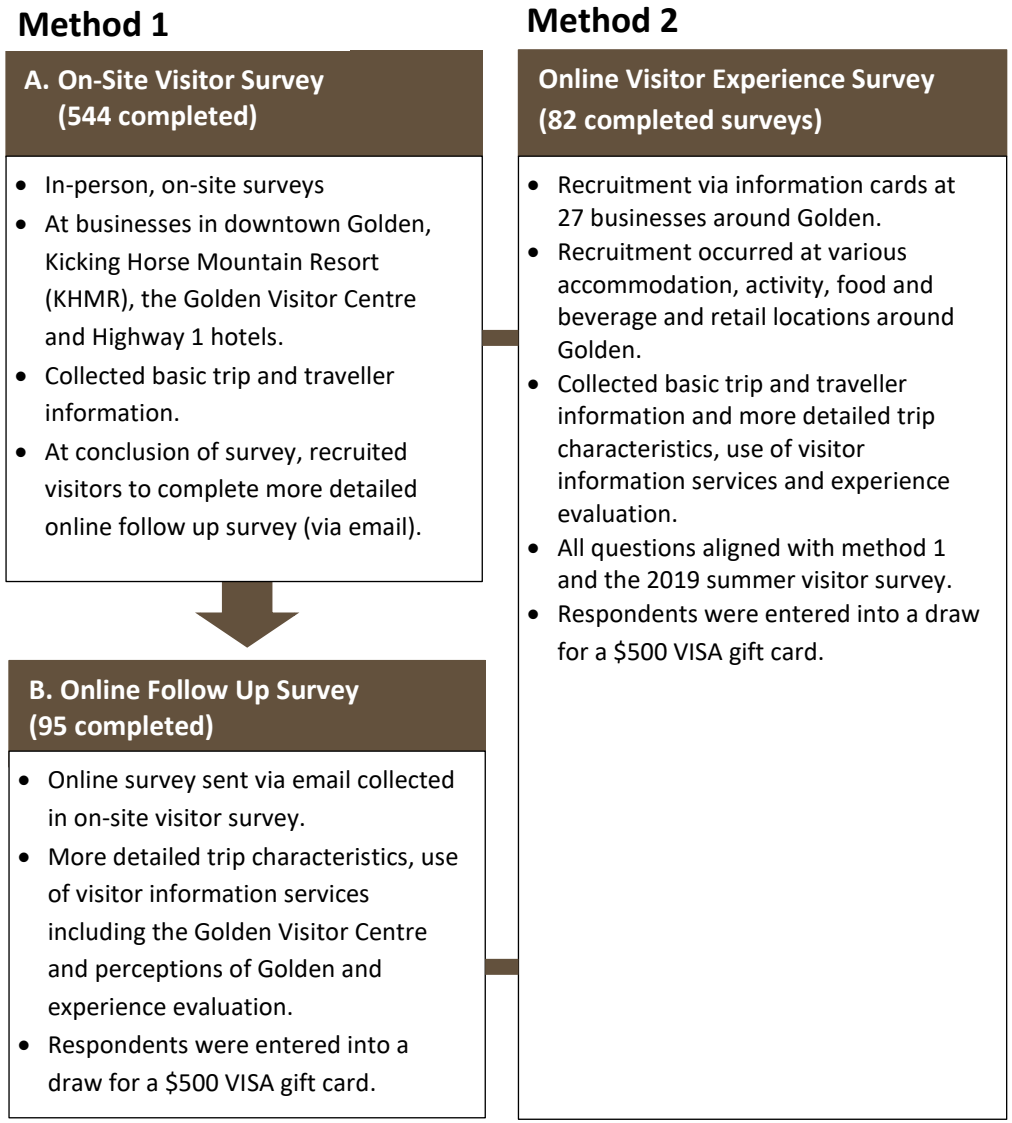
In 2019, in both winter and summer, two methods were implemented to collect information from Golden visitors.

Method 1 (On-Site and Online Follow Up Surveys) was like Golden summer visitor research conducted in 2017. It employed a two-stage, multi-location, in-person, on-site survey with an online follow up survey. Researchers employed by Tourism Golden worked for 51 days between July 11 and September 15, 2019. They approached visitors at KHMR, the Golden Visitor Centre, Highway 1 hotels and at various sites in downtown Golden. The on-site interview was 5-7 minutes long and finished with a request to participate in an additional online follow-up survey via email.

Method 2 (Online Visitor Experience Survey) was new in 2019 and was initiated in mid-July and was extended to the end of September. Potential respondents were recruited at Golden businesses to complete an online survey on the Tourism Golden website. Information cards were distributed at 27 accommodation, activity, food and beverage and retail locations around Golden. Some businesses left the cards on display at their front desk/check out, while others were more active in distributing them directly to visitors or encouraging them to participate.

To encourage responses, both methods used a substantial incentive where fully completed responses entered a draw for a $500 VISA gift card. The questionnaires were designed by Align Consulting Group and Tourism Golden. For the most part, the questions were the same between both data collection methods and were consistent with 2017 research. Although, because method 1 had two phases, it had several more

2019 Golden Summer Visitor Methodology



questions than method 2. See Appendix C for the full on-site and follow-up questionnaires and the online visitor experience survey questionnaire.

For method 1, a total of 1,033 people were approached to participate in the on-site survey. Of those, 738 people (71%) agreed to participate, 194 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. A total of 212 visitors agreed to complete the online, follow-up survey. Three email reminders were sent over several weeks to those people who had not started or completed the survey. A total of 95 visitors completed the follow up online survey for a response rate of 45%.[2] By location, responses to the follow-up survey was highest for visitors encountered in downtown Golden (52%) at the Highway 1 corridor (48%), at the Golden Visitor Centre (43%) and at KHMR (39%). By market, visitors from BC had the highest response rate (56%) followed by those from the United States (45%), overseas (45%) and those from other Canada (42%) and Alberta 41% (Alberta).

Method 2 (the online visitor experience survey) was initiated in mid-July and was extended late September. A total of 102 people started the online survey, 19 were not in the population and 1 person did not complete the survey. This totals 82 completed online surveys. By location, 26% found out about the online survey at KHMR and downtown Golden (26%), Highway 1 (11%), the Frontcountry/Blaeberry Valley (7%), the Golden Visitor Centre (7%) or other locations (13%). Most respondents found out about the survey at an accommodation property (41%), followed by a food and beverage business (28%) and an activity location (11%). There were no respondents from retail locations.

	Number of (% of Total):						
Location	**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	429 (42%)	324 (44%)	87 (45%)	237 (44%)	97 (46%)	38 (40%)	39%
Golden Visitor Centre	152 (15%)	82 (11%)	8 (4%)	74 (14%)	21 (10%)	9 (9%)	43%
Highway 1 Corridor	140 (14%)	75 (10%)	13 (7%)	62 (11%)	23 (11%)	11 (12%)	48%
Downtown Golden	312 (30%)	257 (35%)	86 (44%)	171 (31%)	71 (33%)	37 (39%)	52%
Total Intercept and Follow Up	**1,033**	**738**	**194**	**544**	**212**	**95**	**45%**

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

[2] 45% (95/212) is considered a great response rate and has increased from 37% in 2017 and 42% in 2016.

Online Visitor Experience Survey	Number of: People That Initiated Visitor Experience Survey	Not in Population[1]	Did Not Complete (Attrition)	Completed Online Visitor Experience Survey
Online Visitor Experience Survey	147	19	46	82

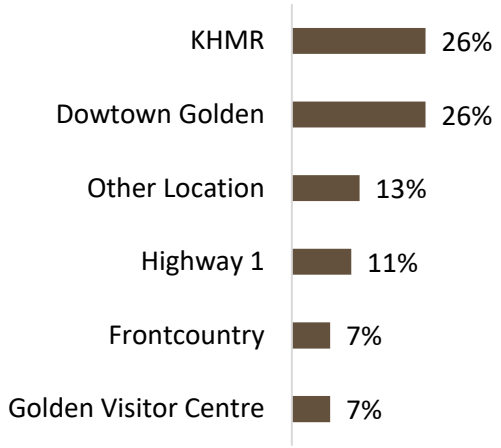
1. Not in population means the person approached was less than 19 years old, already surveyed, a local, property owner or seasonal visitor.

Market	Number of: Completed On-Site Survey (% of Total)	Agree to Follow-Up	Completed Follow-Up (% of Total)	Response Rate	Online Surveys Completed[1]
BC	73 (13%)	32	18 (19%)	56%	17 (21%)
Alberta	191 (35%)	80	33 (35%)	41%	29 (35%)
Other Canada	85 (16%)	38	16 (17%)	42%	17 (21%)
USA	82 (15%)	22	10 (11%)	45%	7 (9%)
Overseas	113 (21%)	40	18 (19%)	45%	12 (15%)
Total	**544**	**212**	**95**	**45%**	**82**

1. Only 82 fully completed the online survey, this means 13 people dropped out between the origin question and the final survey question.

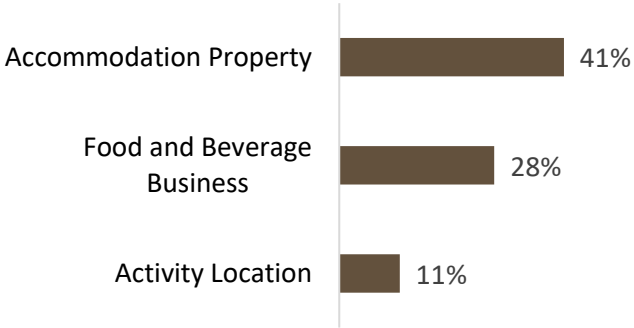
Location of Business That Respondent Found Out About Survey

Percent of Online Visitor Experience Survey Respondents



Type of Business That Respondent Found Out About Survey

Percent of Online Visitor Experience Survey Respondents



2.2. Data Analysis

Data from both methods were downloaded, merged together and coded,[3] they were weighted or 'balanced' in five groups according to overnight accommodation capacity including KHMR, the Highway 1 corridor, downtown Golden and the Frontcountry/Blaeberry Valley or the Backcountry (see Appendix A for weights).

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

- Data from method 1 (on-site and online follow up survey) and online visitor experience survey results were combined and are summarized in the following pages.
- Occasionally, top box analysis was used where the top two responses were summarized to understand meaningful differences between groups (e.g. visitors that responded with '4s' or '5s' on a 5-point satisfaction scale).
- Visitor expenditures were collected in both the on-site and follow-up surveys. Both surveys collected expenditures for each travel party (and not per visitor) but average party size was divided into total travel party expenditures to equal per person expenditures. Further, average length of stay in Golden was used to calculate expenditures on a per-person, per-day basis.
- To avoid the influence of outliers in expenditures, travel party and length of stay calculations, the top and bottom 2.5% of responses were trimmed.
- Open-ended (textual) responses were grouped into categories and summarized with percentages.
- Postal codes were collected for visitors from North America. City level geography was identified using geocoder.ca.
- Sample size warnings were provided as footnotes when response categories had less than 30 responses.
- Comparisons to summer 2017 results are made throughout the report. Please be aware that 2019 responses include the online visitor experience survey results.

In addition, data were summarized by:

1. Market - BC, Alberta, other Canadian provinces, the USA and Overseas. Only on-site survey responses are compared because follow-up data samples sizes are small for BC, the USA and Overseas (see Section 3.7).
2. NPS - Promoters and Passives/Detractors - Highlights of those Golden visitors that are advocates of Golden (promoters) and are highly likely to recommend Golden compared to those that are not likely to recommend Golden as a travel destination (see Section 3.8).

Differences were identified by statistical tests and/or pragmatic differences. Pragmatic differences were identified between analysis categories (e.g. promoters vs. passives/detractor visitors) when result differed by 10% or more.

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

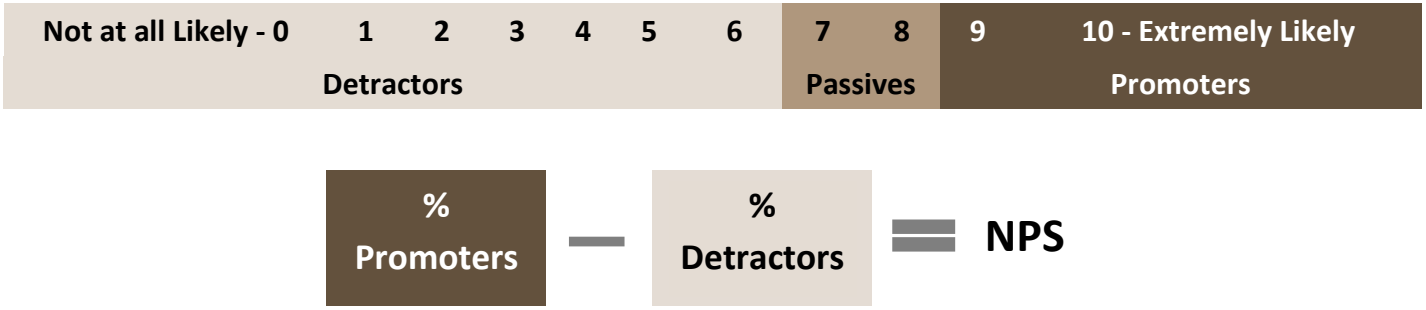
2.2.1. Net Promoter Score

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) 2017/18 - 2019/20 corporate strategy[4] is for British Columbia to become the most highly recommended destination in North America. The Net Promoter Score® (NPS®)[5] measures the intention to recommend a travel destination and is also an indicator of overall satisfaction with the travel experience. Starting in 2016, Golden visitor surveys have collected the NPS to monitor visitor experience satisfaction.

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

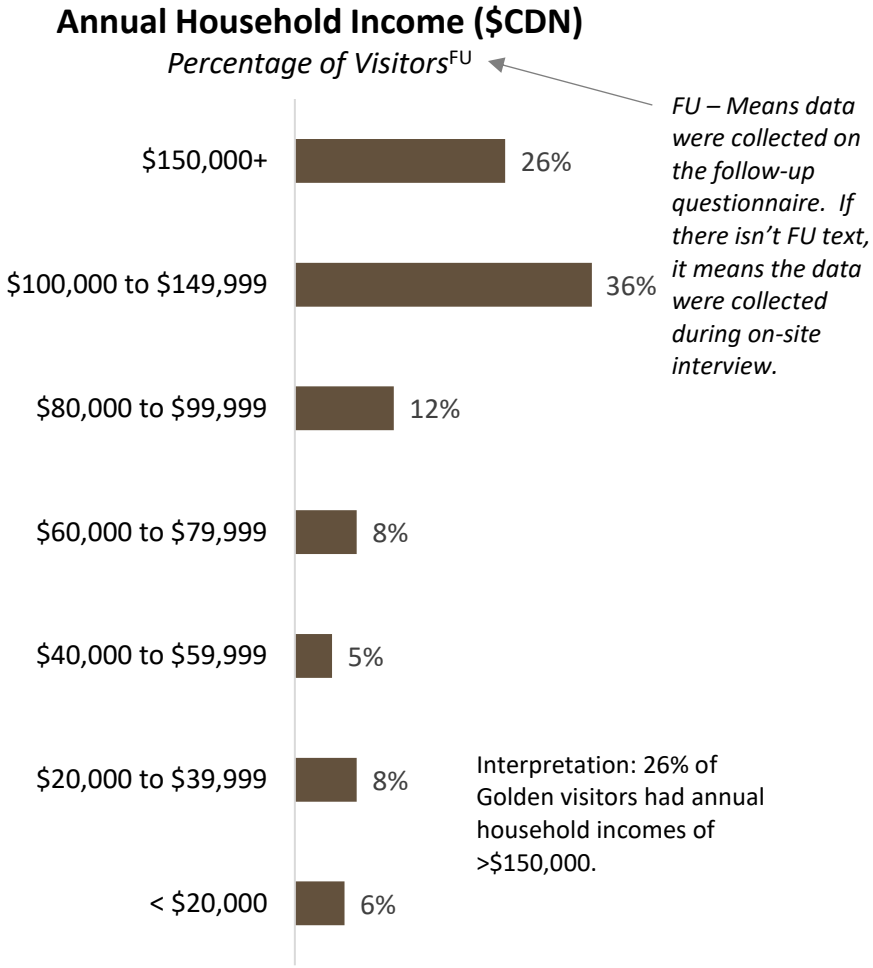
How likely are you to recommend Golden as a travel destination to a friend, family member or colleague?



[4] https://www.destinationbc.ca/content/uploads/2019/02/DBC-Corporate-Strategy-2017_editFeb212019.pdf

[5] 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.

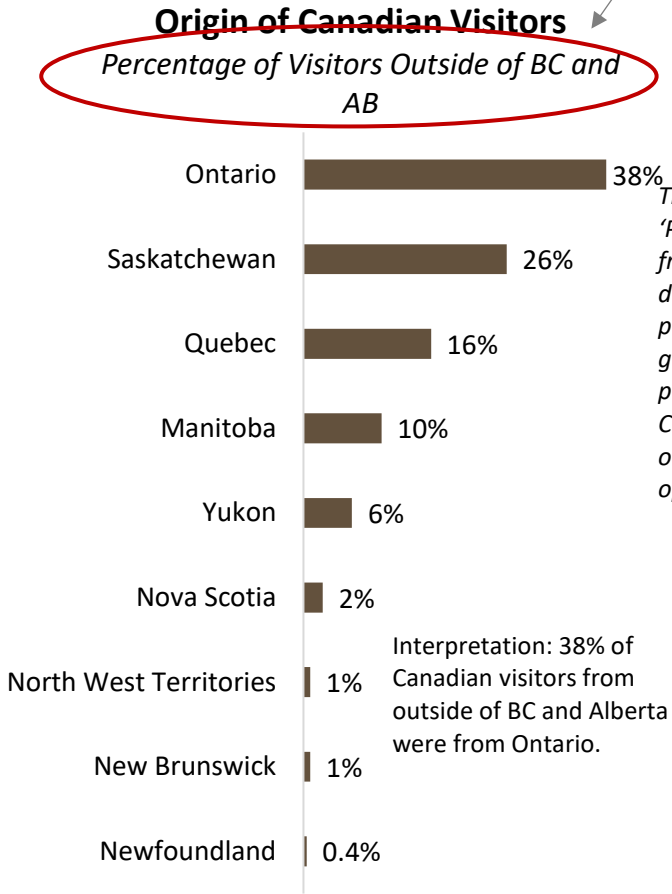
2.3. Tips for Reading Results



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: 26% of Golden visitors had annual household incomes of >$150,000.

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



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

Interpretation: 38% of Canadian visitors from outside of BC and Alberta were from Ontario.

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

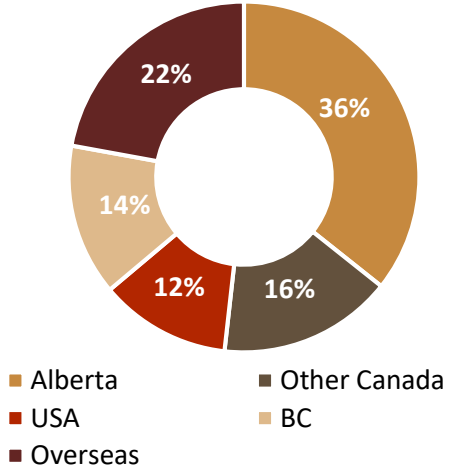
1. Other US States include, Virginia, Texas, New York, Wyoming, Minnesota, Connecticut, Ohio, Arizona, Maine, South Dakota, Michigan, Florida.

3.0. RESULTS

3.1. Visitor Characteristics

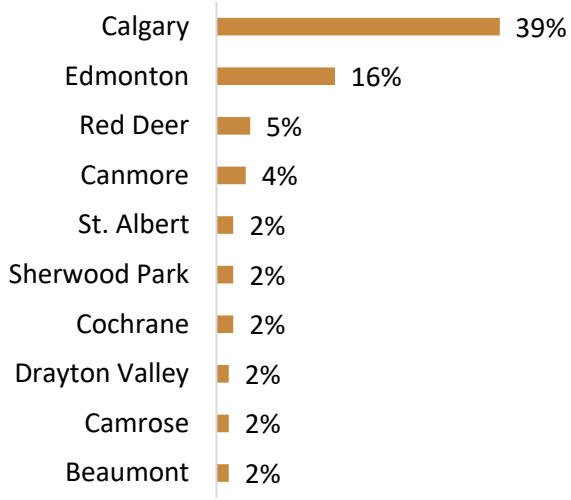
Market Origin

Percentage of Visitors



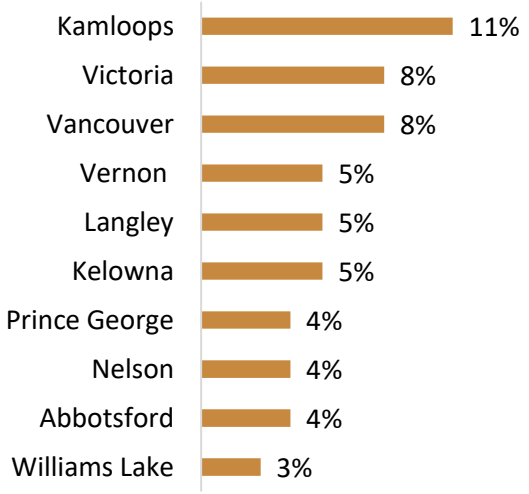
Origin of Visitors from Alberta (Top 10)

Percentage of Albertan Visitors



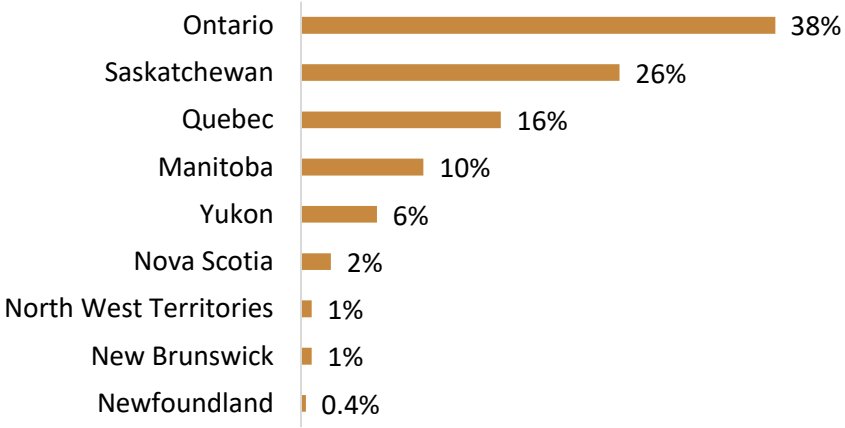
Origin of Visitors from BC (Top 10)

Percentage of British Columbian Visitors



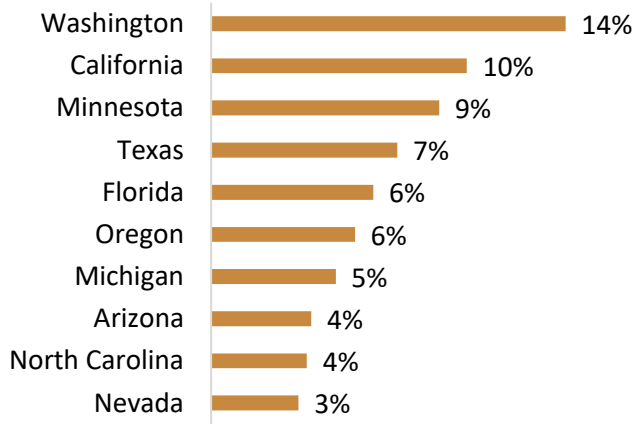
Origin of Canadian Visitors

Percentage of Visitors Outside of BC and AB



Origin of Visitors from USA (Top 10)[1]

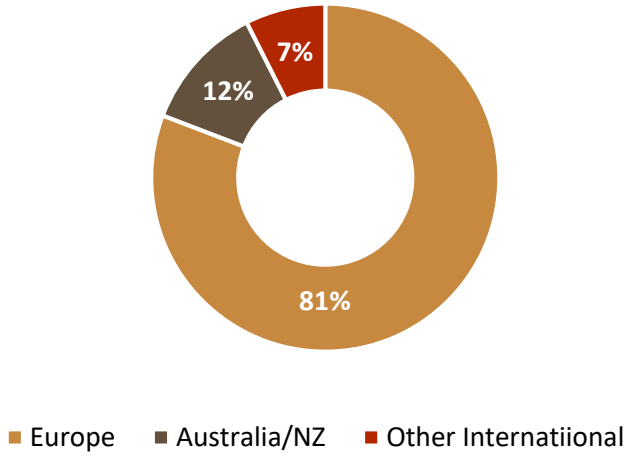
Percentage of American Visitors



1. Other US States include, Colorado, New York, Virginia, New Jersey, Illinois, Missouri, Ohio, Kansas, Indiana, Massachusetts, South Dakota, Louisiana, Pennsylvania, Idaho, Maine, Maryland, Wisconsin.

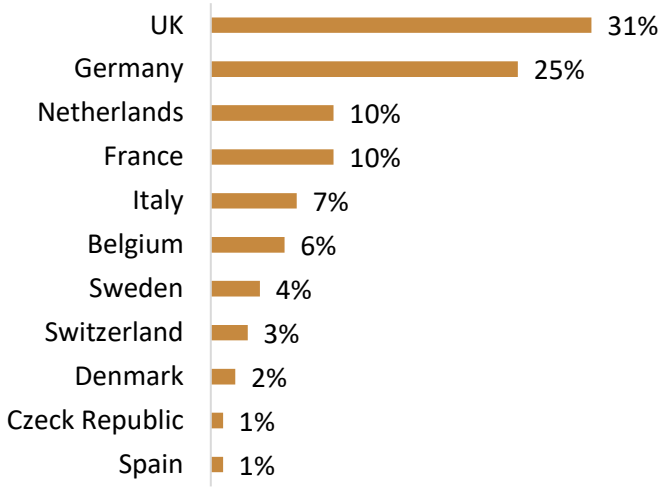
Origin of Overseas Visitors[1]

Percentage of Overseas Visitors



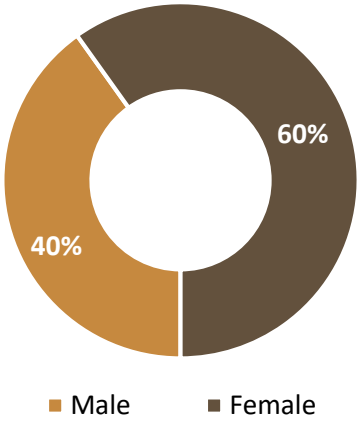
Origin of European Visitors

Percentage of European Visitors



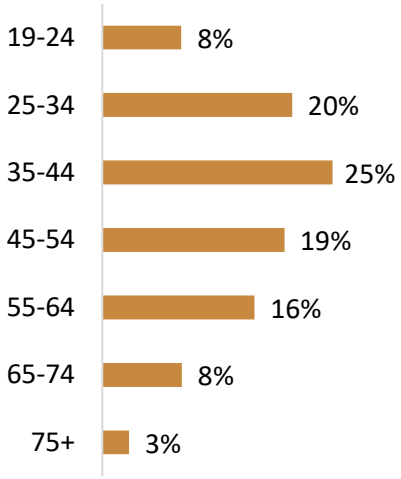
Gender[2]

Percentage of Visitors



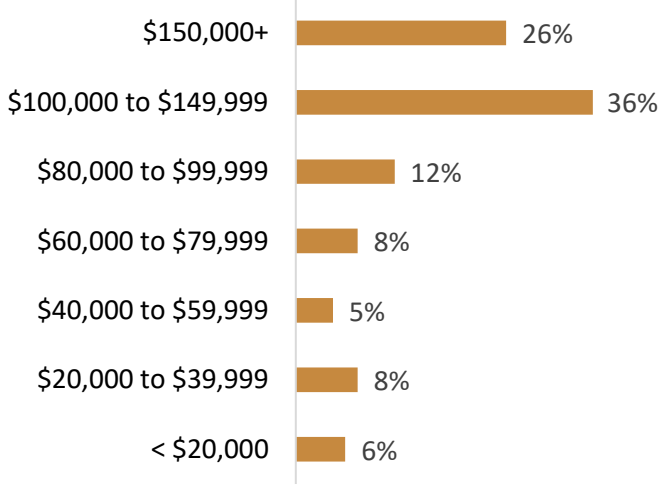
Age

Percentage of Visitors



Annual Household Income ($CDN)

Percentage of Visitors[FU]

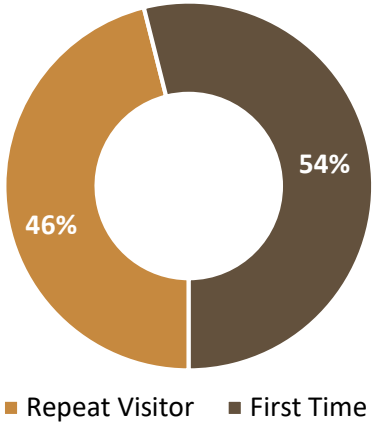


1. Other International countries include, Egypt, Israel, Malta, South Korea, Brazil, China.
2. Transgender = 0.2% and other = 0.1%

3.2. Trip Characteristics

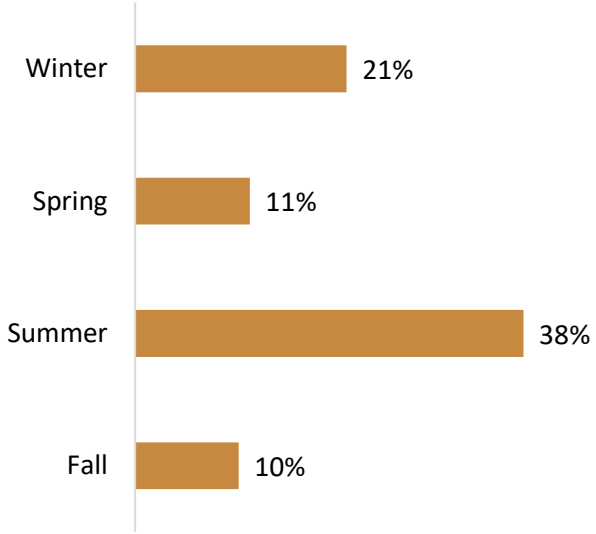
Been to Golden Before

Percentage of Visitors



Season of Past Visitation

Percentage of Golden Visitors



Average Number of Past Trips to Golden:

11.3

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

16%

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

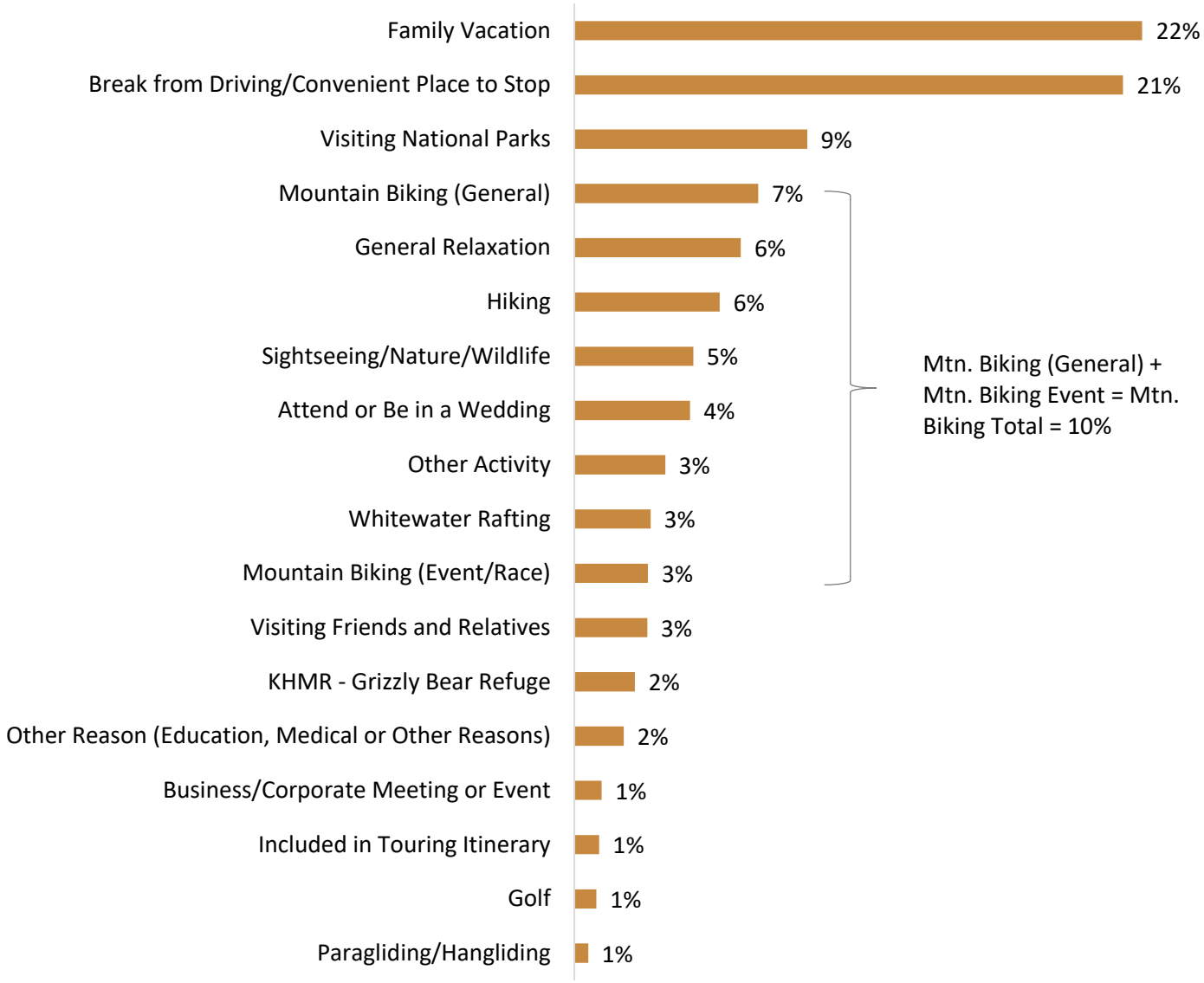
34%

	Been To Golden?[1]	
	Repeat Visitors	First-Time Visitors
Origin		
BC	21%	8%
AB	56%	18%
Other Canada	14%	18%
USA	2%	20%
Overseas	7%	35%
Primary Reason (Top 5)	1. Family Vacation (23%) 2. Break from Driving/ Convenient Place to Stop (17%) 3. Mtn. Biking (11%) 4. General Relaxation (6%) 5. Other Activity (6%)	1. Break from Driving/ Convenient Place to Stop (24%) 2. Family Vacation (21%) 3. Visiting National Parks (15%) 4. Sightseeing/Nature/Wildlife (7%) 5.General Relaxation (7%)
Length of Stay		
Day	20%	13%
Overnight	80%	87%
Average Nights	2.5	2.3

1. This table is read as origin, primary reason and length of stay of repeat or first-time visitors. For example, 21% of repeat visitors were from BC, whereas 8% of first-time visitors were from BC. 7% of repeat visitors were from overseas while 35% of first-time visitors were from overseas.

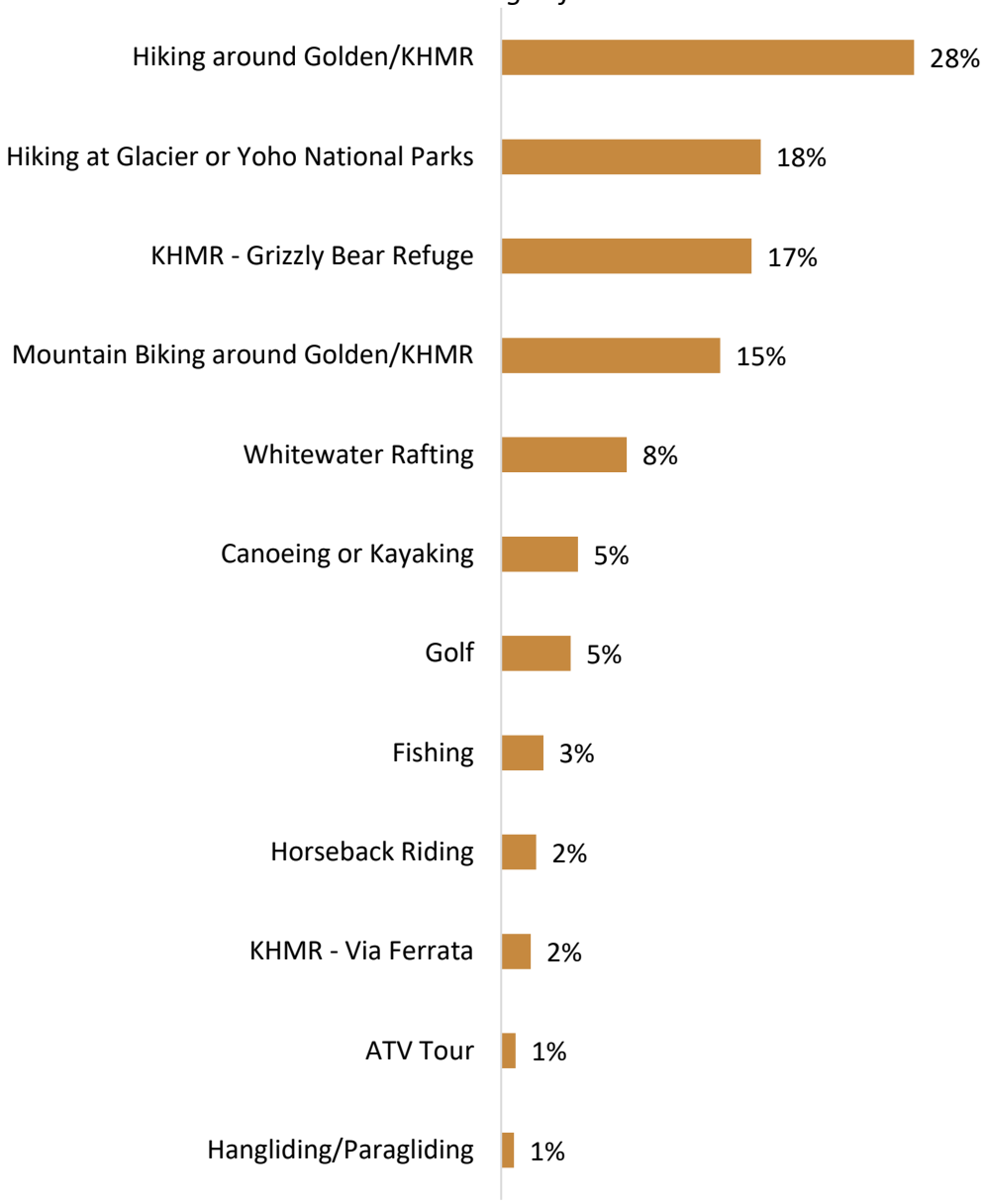
Primary Reason for Visit

Percentage of Visitors



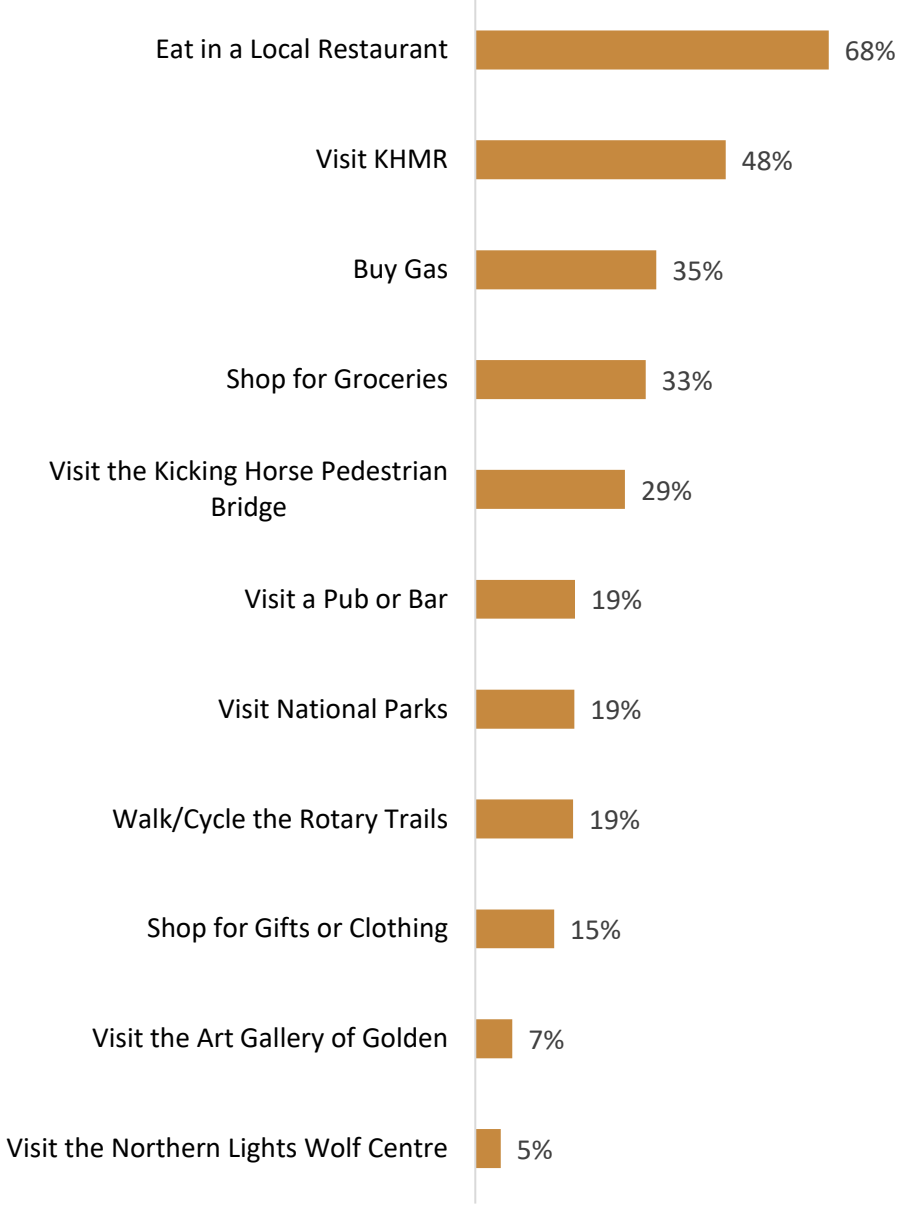
Additional Activity Participation (Not Primary)

Percentage of Visitors



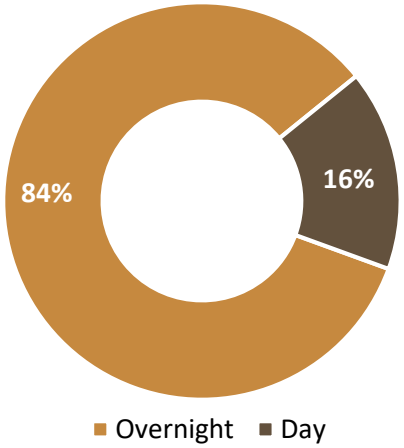
Golden Places Visited

Percentage of Visitors



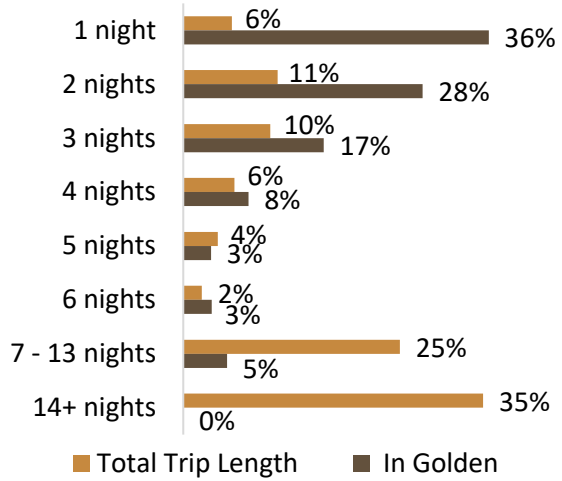
Length of Stay in Golden

Percentage of Visitors



Nights on Trip and in Golden

Percentage of Visitors



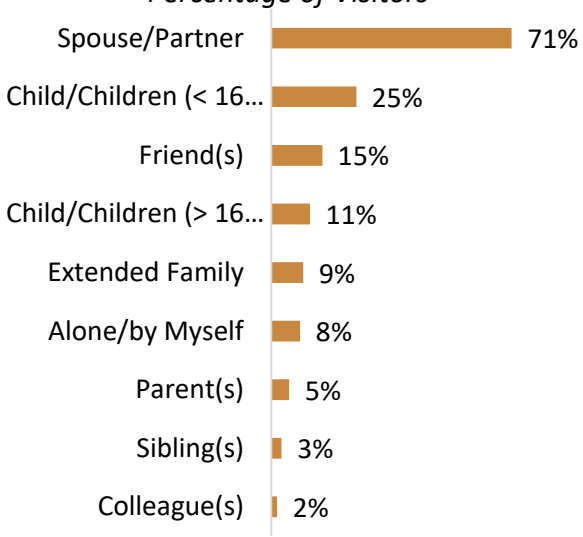
Average Overnight Trip Length:
6.9 nights

Average Nights in Golden:
2.5 nights

Time in Golden/Total Trip Length:
50%

Travel Party Composition

Percentage of Visitors



Average Travel Party Size:
3 people

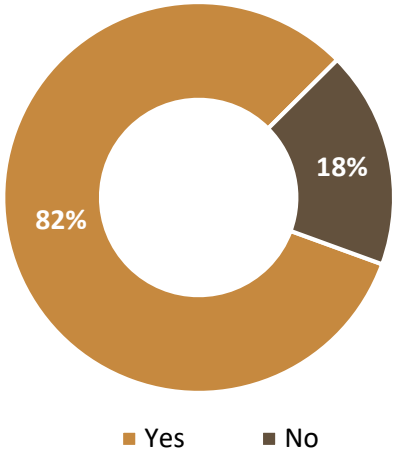
Percent of Visitors Travelling in a Group:
8%

Type of Group:

- Sports Group (2%)
- Business Group (2%)
- Leisure Tour Group (3%)
- Other (1%)

Visit Downtown Golden?

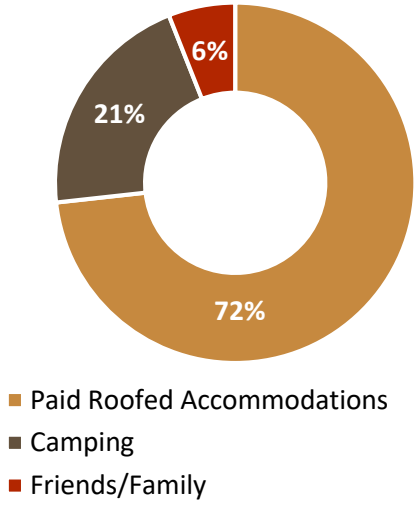
Percentage of Visitors[FU]



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

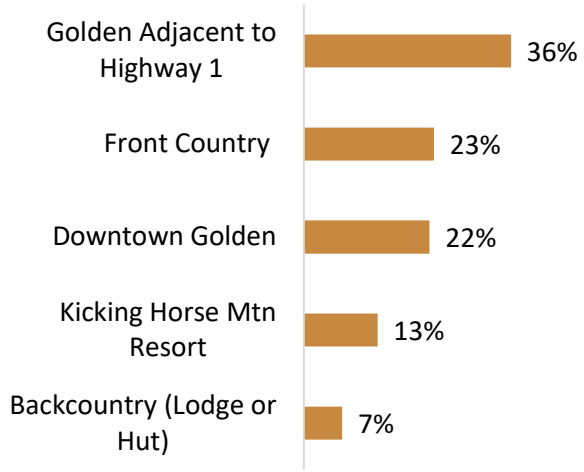
Golden Overnight Accommodation

Percentage of Visitors



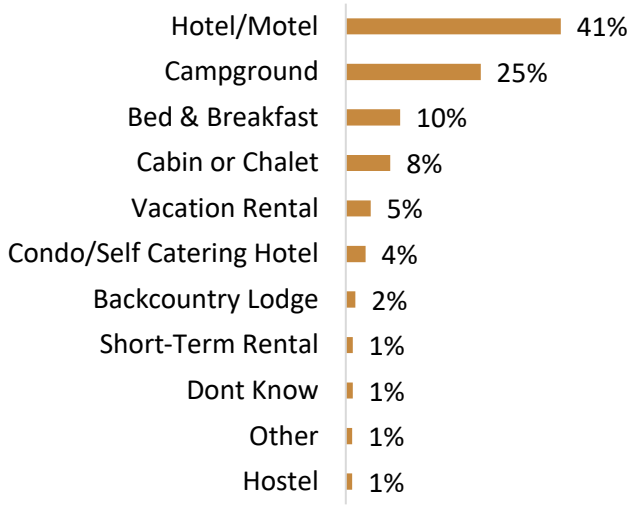
Paid Accommodation Location

Percentage of Visitors - Weighted



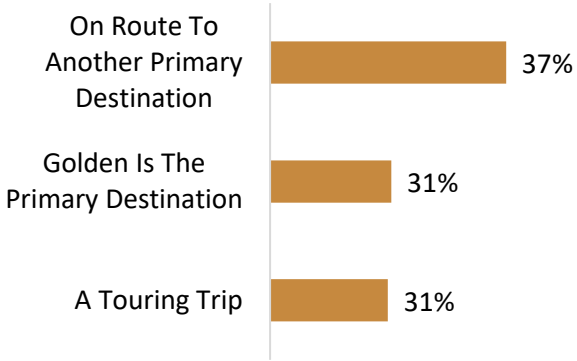
Accommodation Type[1]

Percentage of Visitors



How Would You Describe Your Trip?

Percentage of Visitors



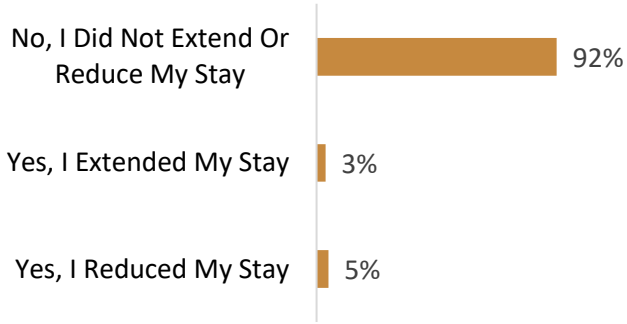
Other Primary Destinations

(271 responses)

- Thompson Okanagan (27%)
- Banff/Lake Louise/Canmore (18%)
- Lower Mainland/Whistler (17%)
- Other Outside BC & AB (6%)
- BC Rockies (outside Revelstoke and Columbia Valley) (6%)
- Vancouver Island (5%)
- Calgary (5%)
- Revelstoke (5%)
- Other AB (4%)
- Edmonton (3%)

After Your Arrival in Golden Did You Reduce or Extend your Stay from What You Originally Planned?

Percentage of Visitors[FU]

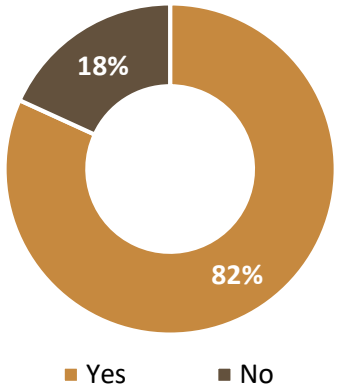


1. The survey question used the following terms. Vacation Rental (whole home/condo) Short-Term Rental (Room/Suite/Bed) in a private home.

3.2.1. Accommodation Booking

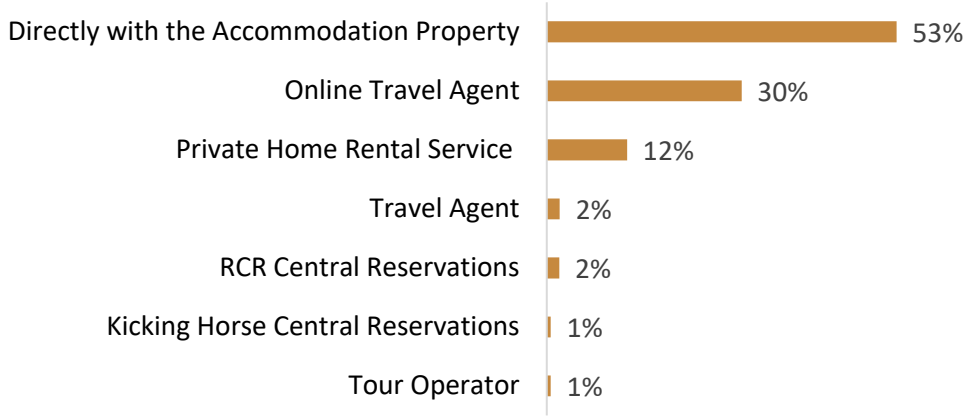
Did You Pre-Book/Reserve Paid Accommodations In Golden?

Percentage of Visitors[FU]



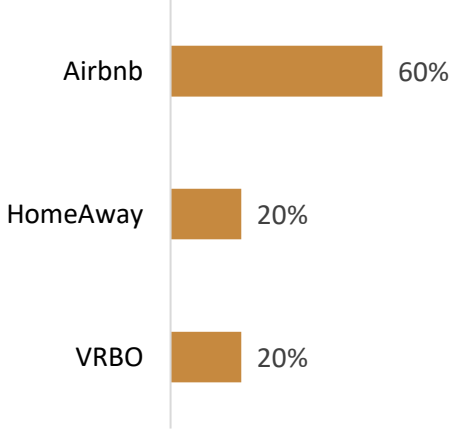
How Did You Pre-Book/Reserve Accommodation in Golden?

Percentage of Visitors That Pre-Booked/Reserved[FU]



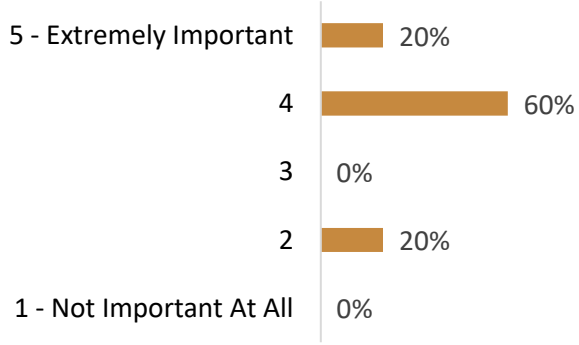
Which Private Home Rental Service Did You Use?[1]

Percentage of Visitors That Used A Private Home Rental[FU]



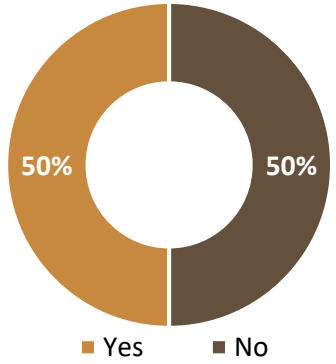
How Important Was The Ability To Book Your Accommodations THrough A Private Home Rental Service In Your Decision To Visit Golden?[1]

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?[1]

Percentage of Visitors That Used A Private Home Rental[FU]



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

	Trip Characteristics by Market					
	BC	**Alberta**	**Other Canada**	**USA**	**Overseas**	**TOTAL**
Been to Golden?						
First Time	31%	28%	61%	91%	85%	54%
Repeat Visitor	69%	72%	39%	9%	15%	46%
Travel Party Size (Average)	3.0	3.0	3.0	3.0	3.0	3.0
Type of Trip						
Golden is Primary Destination	40%	50%	29%	12%	8%	31%
Touring Trip	22%	10%	37%	34%	65%	31%
Other Primary Destination	38%	40%	34%	54%	27%	37%
Primary Reasons for Visiting (Top 5)[1]	1. Break from Driving/Convenient Place to Stop (22%) 2. Family Vacation (12%) 3. Mountain Biking - Event/Race (10%) 4. Mountain Biking - General (10%) 5. Hiking (8%)	1. Family Vacation (24%) 2. Break from Driving/Convenient Place to Stop (22%) 3. Mountain Biking - General (10%) 4. General Relaxation (7%) 5. Attend or Be in a Wedding (6%)	1. Break from Driving/Convenient Place to Stop (26%) 2. Family Vacation (22%) 3. Visiting National Parks (7%) 4. General Relaxation (6%) 5. Attend or Be in a Wedding (6%)	1. Break from Driving/Convenient Place to Stop (23%) 2. Visiting National Parks (22%) 3. Family Vacation (18%) 4. Hiking 92%) 5. Sightseeing/ Nature/Wildlife (8%)	1. Family Vacation (25%) 2. Visiting National Parks (20%) 3. Break from Driving/Convenient Place to Stop (14%) 4. Sightseeing/ Nature/Wildlife (12%) 5. General Relaxation (8%)	1. Family Vacation (22%) 2. Break from Driving/Convenient Place to Stop (21%) 3. Visiting National Parks (9%) 4. Mountain Biking - General (7%) 5. General Relaxation (6%)
Length of Stay						
Day	17%	20%	11%	22%	11%	16%
Overnight	83%	80%	89%	78%	89%	84%
Average Nights	2.6	2.1	2.8	2.3	2.7	2.5
Accommodation						
Paid Roofed Accommodation	50%	73%	71%	87%	79%	72%
Camping	35%	20%	20%	13%	17%	21%
VFR	11%	7%	7%	0%	4%	6%
Other	3%	1%	2%	0%	0%	1%
Average Expenditures (Per Trip/Per Party)	$415	$576	$647	$670	$720	$606

1. VFR = Visiting Friends and Relatives

3.3. Expenditures

	Expenditures in Golden (Averages)[1]			
	Visitor Party		Per Person	
	Trip Expenditures	Daily Expenditure[2]	Trip Expenditures[3]	Daily Expenditure[4]
Day Visitors	$210	$210	$74	$74
Overnight – VFR[5]	$570	$187	$211	$62
Overnight - Paid Roofed	$734	$304	$242	$126
Overnight - Camping	$456	$182	$146	$72
Overall	**$606**	**$246**	**$201**	**$100**

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.
5. VFR = Visiting (staying with) Friends and Family. Small sample sizes, n=10, use caution when interpreting.

	Expenditures in Golden – Averages in Each Category[1]							
	Paid Accomm.	Food and Beverage	Transportation	Shopping	Attractions	Outdoor Recreation	Other Entertainment	Other Expenditures
Overnight - PAID								
% spent on	55%	19%	10%	6%	3%	4%	1%	1%
$ spent on	$404	$141	$73	$35	$24	$33	$7	$8
Overall[2]								
% spent on	41%	23%	13%	8%	6%	5%	2%	2%
$ spent on	$246	$142	$77	$49	$37	$32	$14	$10

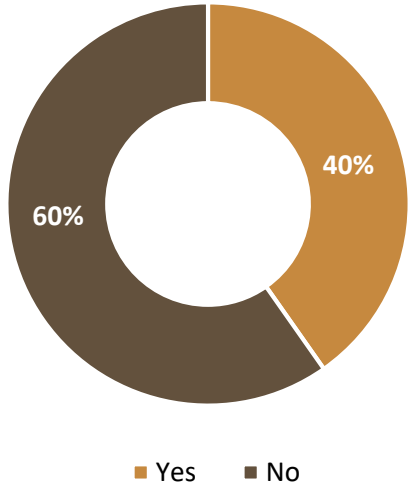
1. The percent of expenditures presented in each category are collected in the follow-up online survey. n = 95, Sample sizes were small for overnight-VFR (9), overnight-camping (19) and day (22) visitors, therefore data is not reported. The average overall expenditures from the on-site interview were multiplied by the average percentage in each expenditures category to equal the average dollars spent for each category
2. Includes overnight paid, overnight – VFR, overnight - camping and day visitors.

3.4. Awareness, Decision Making and Perceptions

3.4.1. Awareness

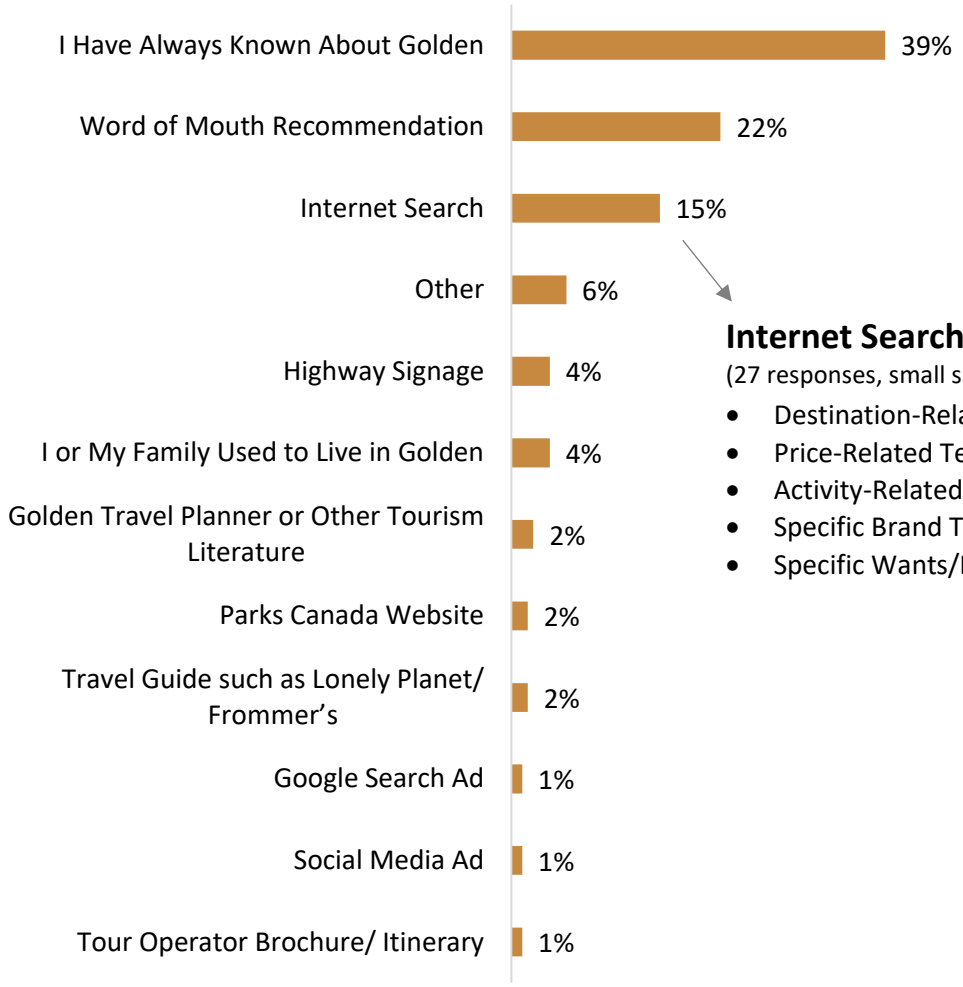
Aware of Golden Before Visit?[1]

Percentage of First Time Visitors



How Did You Originally Find Out About Golden?[2,3]

Percentage of Visitors[FU]



Internet Search Terms Used:

(27 responses, small sample sizes)

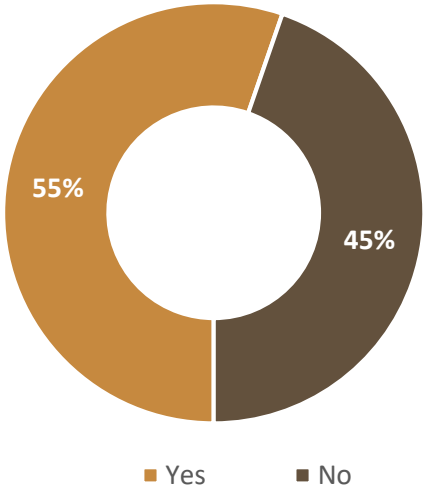
- Destination-Related Terms (41%)
- Price-Related Terms (41%)
- Activity-Related Terms (37%)
- Specific Brand Terms (11%)
- Specific Wants/Needs (4%)

1. This question was only asked of people that had not been to Golden on previous trips.
2. Other include, past visits, work, no sites in Glacier National Park so stayed in Golden, booking.com, HelloBC, Airbnb.

3.4.2. Decision Factors

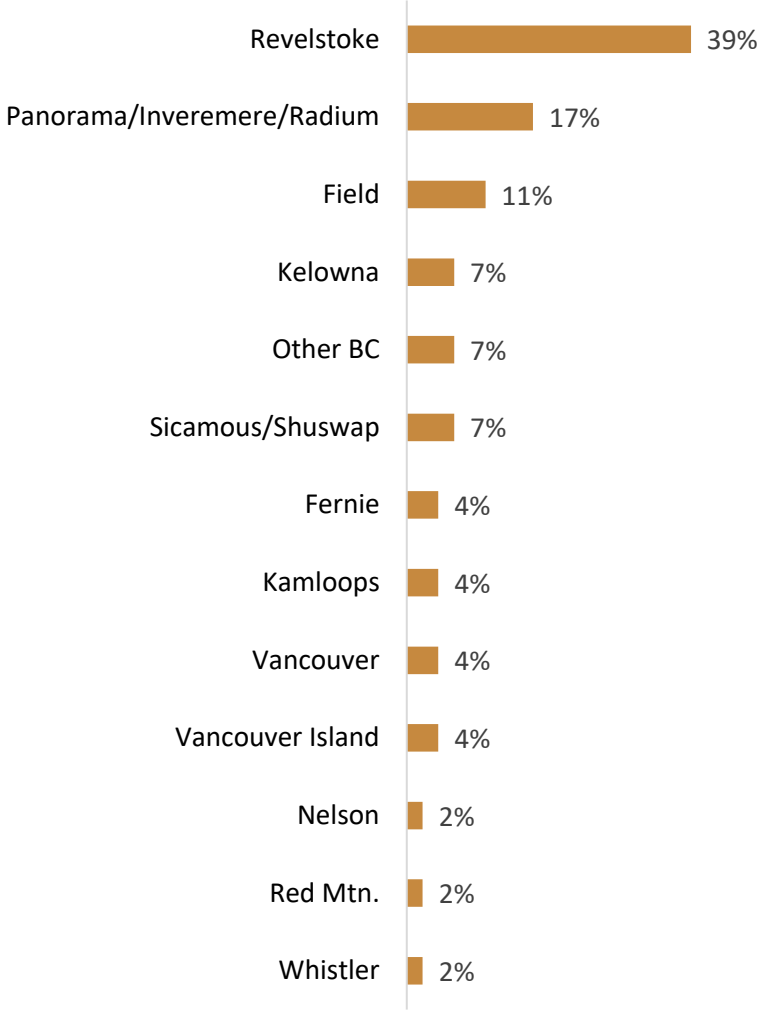
Consider Other Destinations?

Percentage of Visitors[FU]



Other Destinations Considered[1]

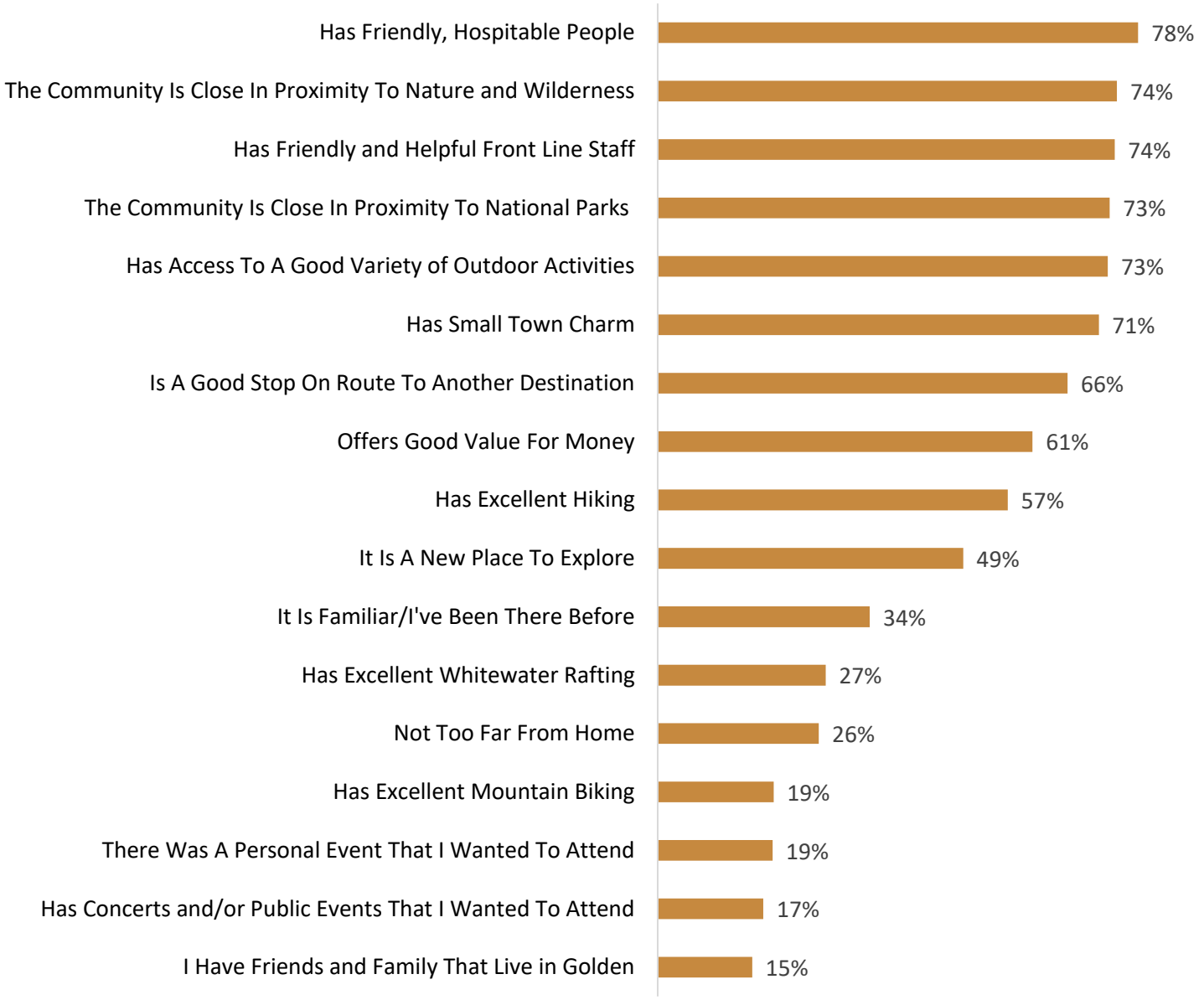
Percentage of Visitors[FU]



1. Visitors could respond with more than one response therefore the percentages add up to more than 100%. 46 visitors suggested 87 other destinations.

How Important Was Each Factor In Deciding To Visit Golden?

Percentage of Visitors[FU]



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

3.4.3. Perceptions

What Are Three Words You Would Use to Describe Golden?		
Groups of Topic Words	**Percentage of Responses[1]**	**Topic Word Examples**
Beautiful/Scenery/Landscape	69%	*Scenic, Mountains, Spectacular, Next to Nature*
Small/Quite/Quaint/Relaxing/Community	52%	*Small, Quiet, Quant, Peaceful*
Friendly People	35%	*Friendly, Friendly People*
Location/Access	21%	*Well Located, Accessible, Rest Stop, Convenient, Central*
Original/Authentic/Unique	12%	*Uncommercialized, Authentic, Rustic*
Awesome/Good/Fantastic	10%	*Very Nice, Good, Epic, Gnarly*
Outdoorsy/Adventure/Recreation	9%	*Outdoors, Outdoorsy, Active, Adventure*
Clean	8%	*Clean*
Mountain Biking	4%	*Bike, Mountain Biking*
Kicking Horse	3%	*Kicking Horse, River*
Atmosphere	3%	*Engaging, Fresh*
Good Value	3%	*Affordable, Reasonable Services*
Food/Good Restaurants/Entertainment	3%	*Amazing Food, Microbrewery*
Poor Weather	2%	*Grey, Hot*
Unappealing Town	2%	*Shabby, Grey*
Skiing/Snowboarding	1%	*Great Skiing*
Hiking	1%	*Hiking*
Other Activities	1%	*Camping*
Busy	1%	*Traffic*
Expensive	1%	*Expensive*
Snow	1%	*Good Snow*
Whitewater Rafting	1%	*Rafting*
Services (other than Food)	1%	*Gas*

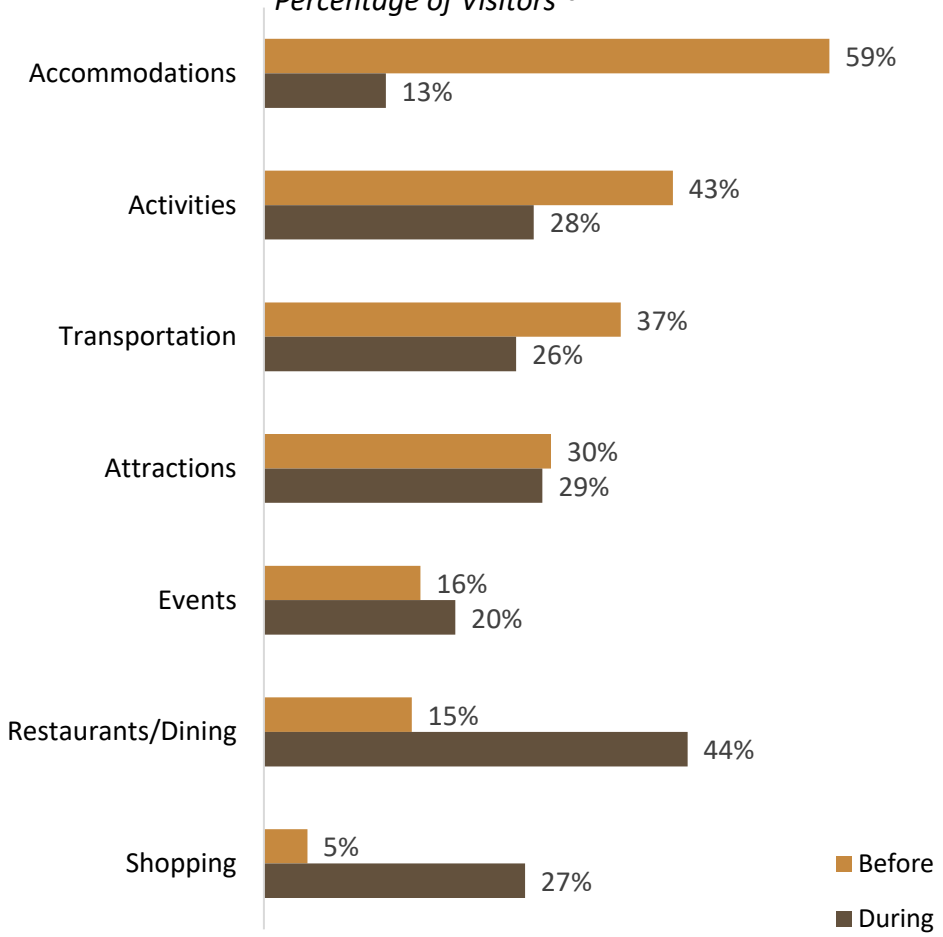
1. 82 visitors suggested 204 words. Totals do not add to 100% because one visitor suggested multiple words.

3.5. Visitor Information Services

3.5.1. Visitor Information

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

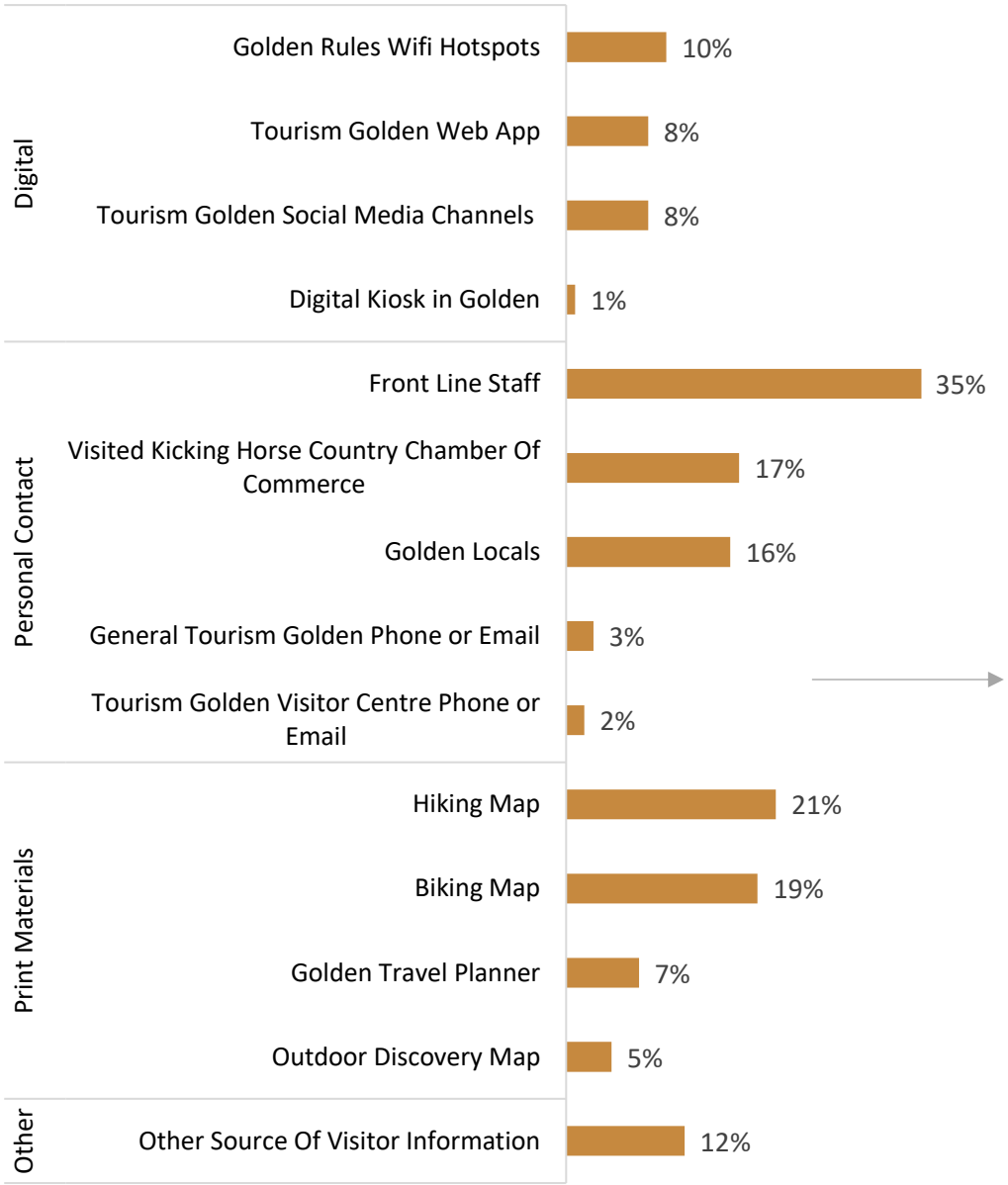
Percentage of Visitors[FU]



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

Services Used to Obtain Visitor Information[1]

Percentage of Visitors[FU]



Other Services/Sources Used to Obtain Visitor Information:

(16 responses)

- Google (25%)
- Friends/Family (19%)
- General Internet (19%)
- Trailforks (13%)
- CAA Travel Guide (6%)
- Kicking Horse Website (6%)
- Local posters (6%)
- Review Sites (6%)

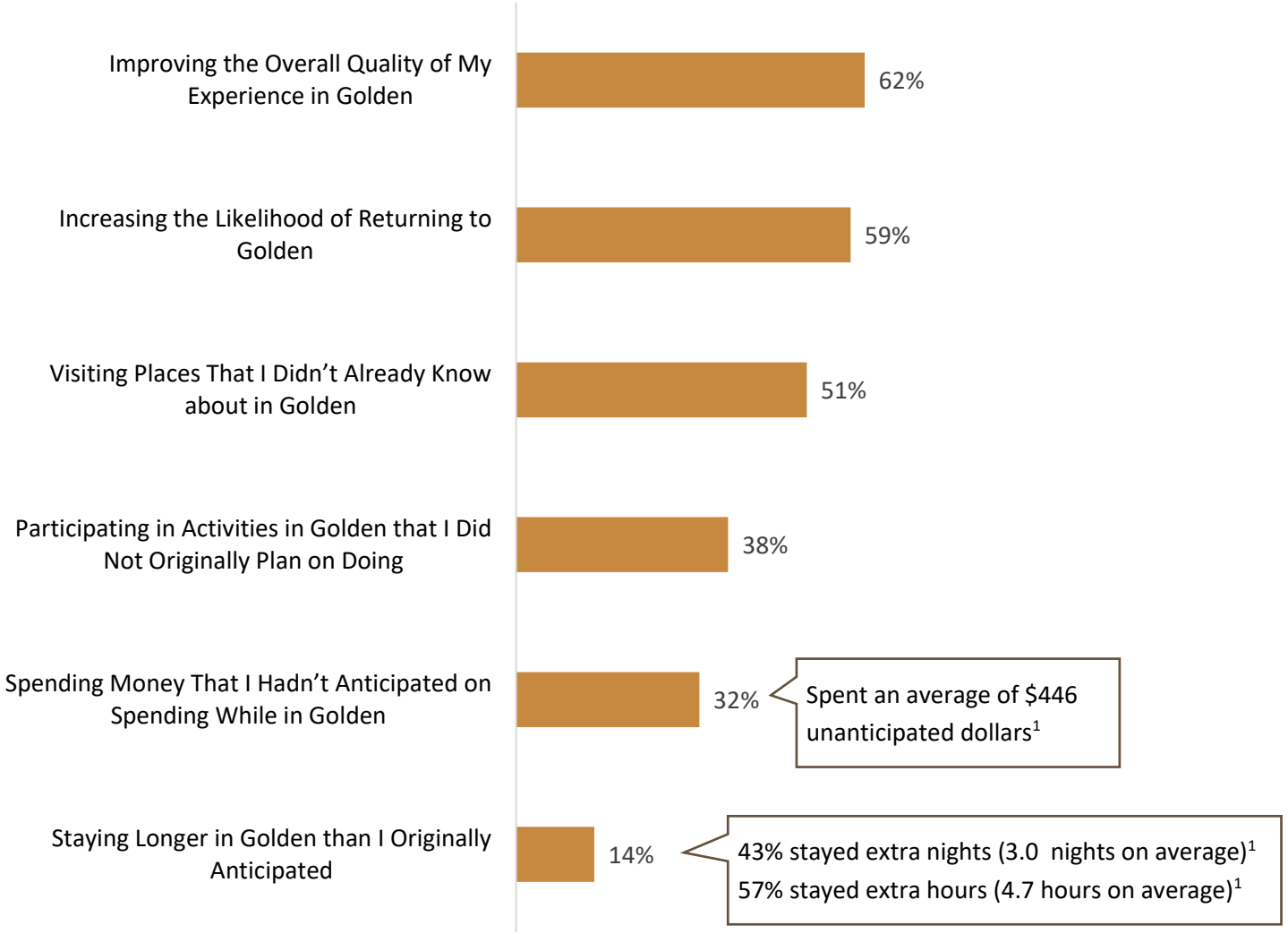
Please note:

Use of the Tourism Golden or Golden Visitor Centre phone or email are in addition to 15% of visitors who responded that they had stopped or planned to stop at the Golden Visitor Centre (encountered at places other than the Golden Visitor Centre, see page 31).

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

Top Box Results - The Visitor Information I Obtained In Golden Resulted Me Or My Travel Party...

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

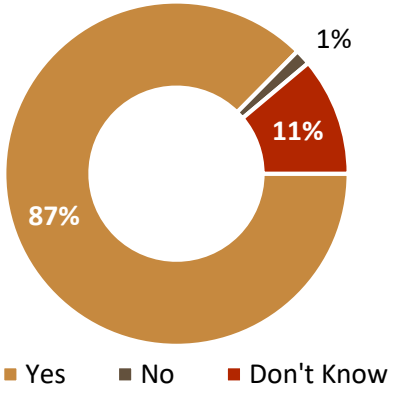


Scale: 1 = Do Not Agree at All to 5 = Strongly Agree

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

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

Percentage of Visitors[FU]



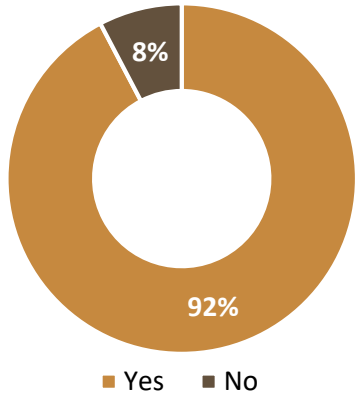
What Visitors Weren't Able to Find

(2 responses)

- We were only able to find limited information on local hiking trails - we know there are tons, but we didn't find a single map/source that clearly outlined them all.
- Info on local hiking

While In Golden, Were You Able To Access The Internet Via WiFi Connection When You Needed It?

Percentage of Visitors[FU]



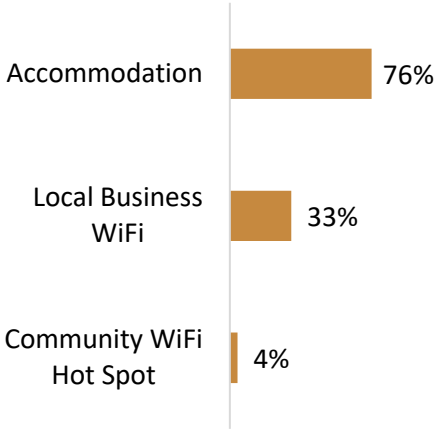
Where Visitors Weren't Able to Find WiFi

(4 responses)

- This answer is yes, but in the campground the signal needed to be stronger and faster
- On the hill
- Nicholson
- I had access to WiFi but it would randomly drop

WiFi Access Location

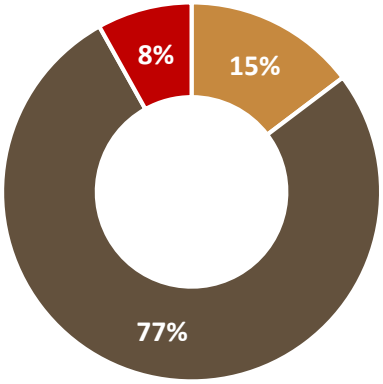
Percentage of Visitors[FU]



3.5.2. Golden Visitor Centre

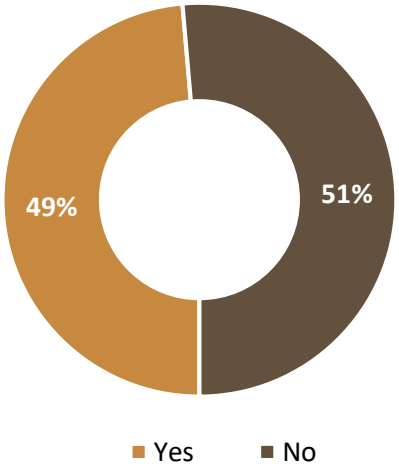
Stop or Intend to Stop at the Golden Visitor Centre?

Percentage of Visitors



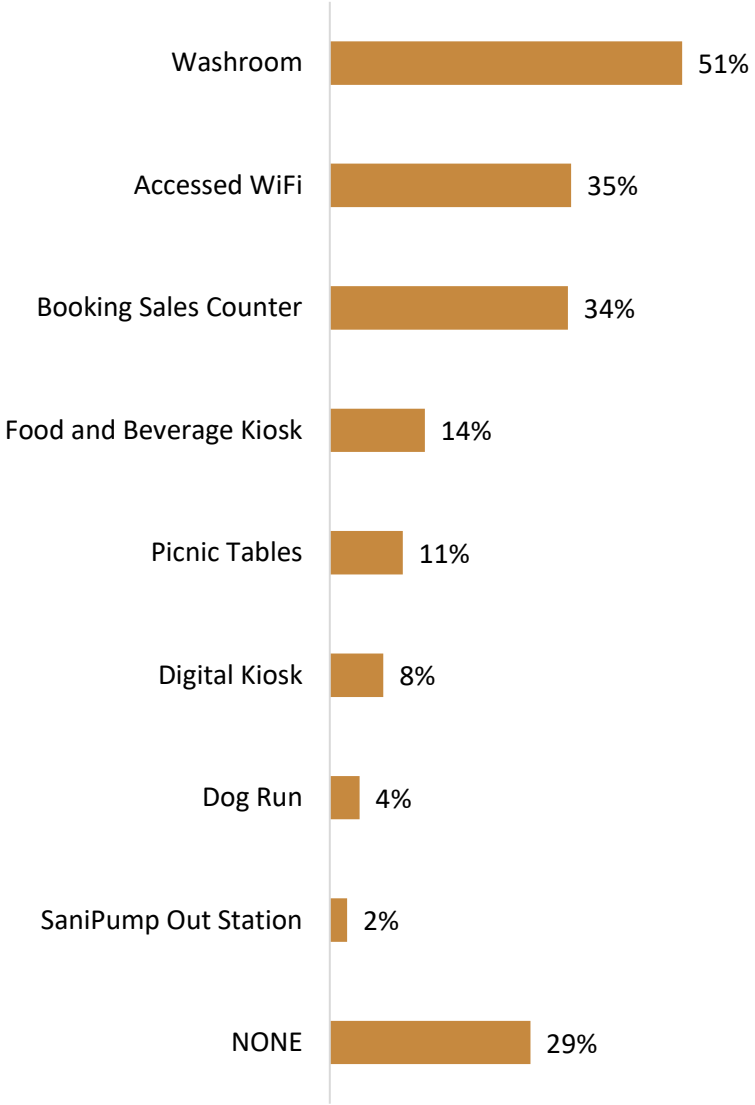
If at Golden Visitor Centre, speak with a Visitor Information Counsellor Today?

Percentage of Visitors



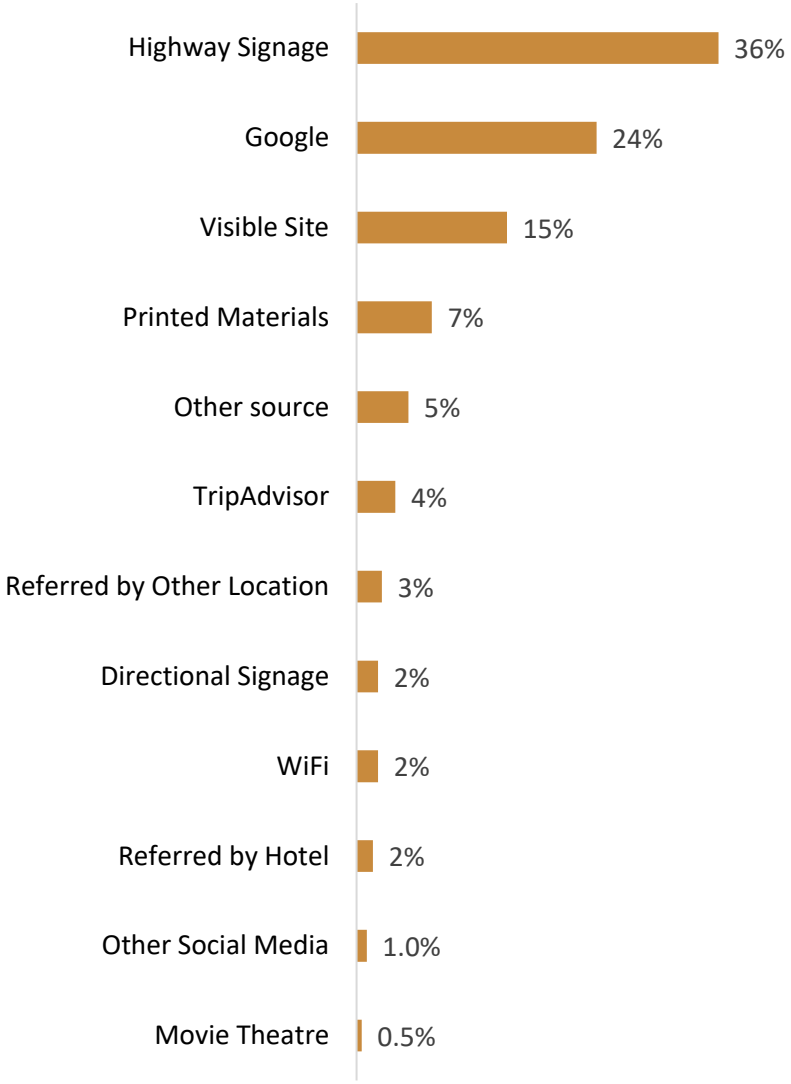
If at Golden Visitor Centre, Services Used

Percentage of Visitors



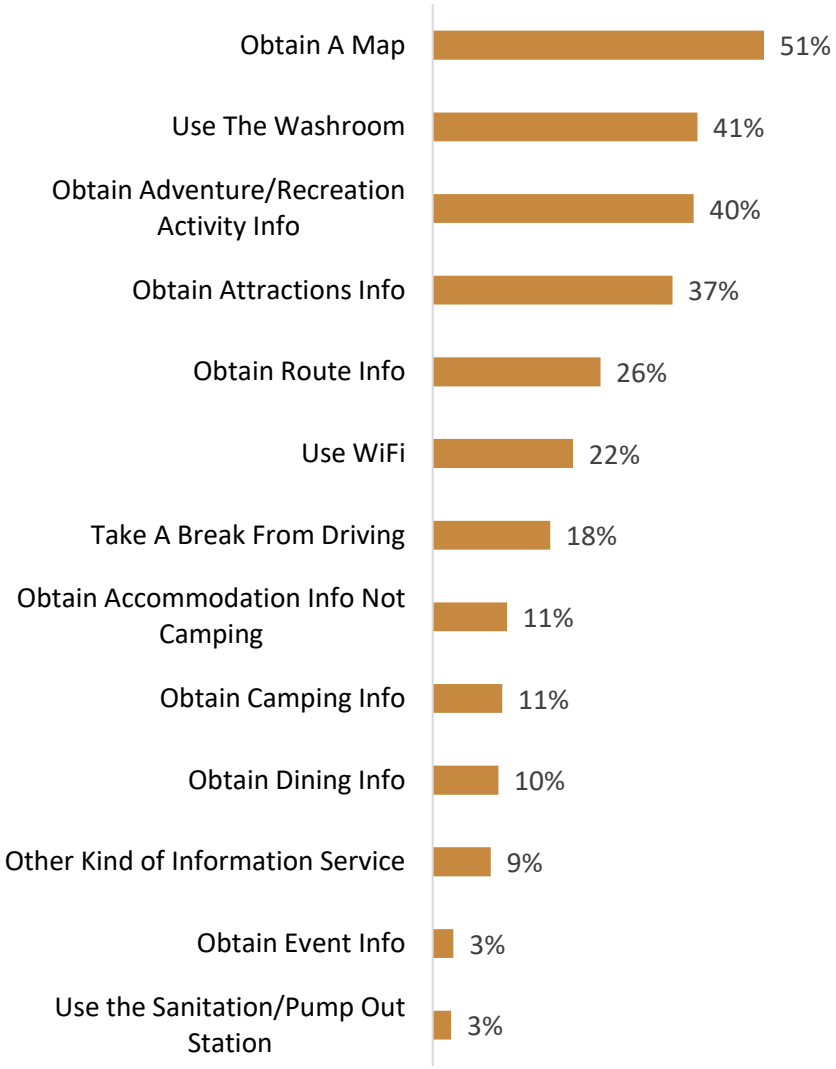
How Did You Originally Find Out About Golden Visitor Centre?

Percentage of Visitors



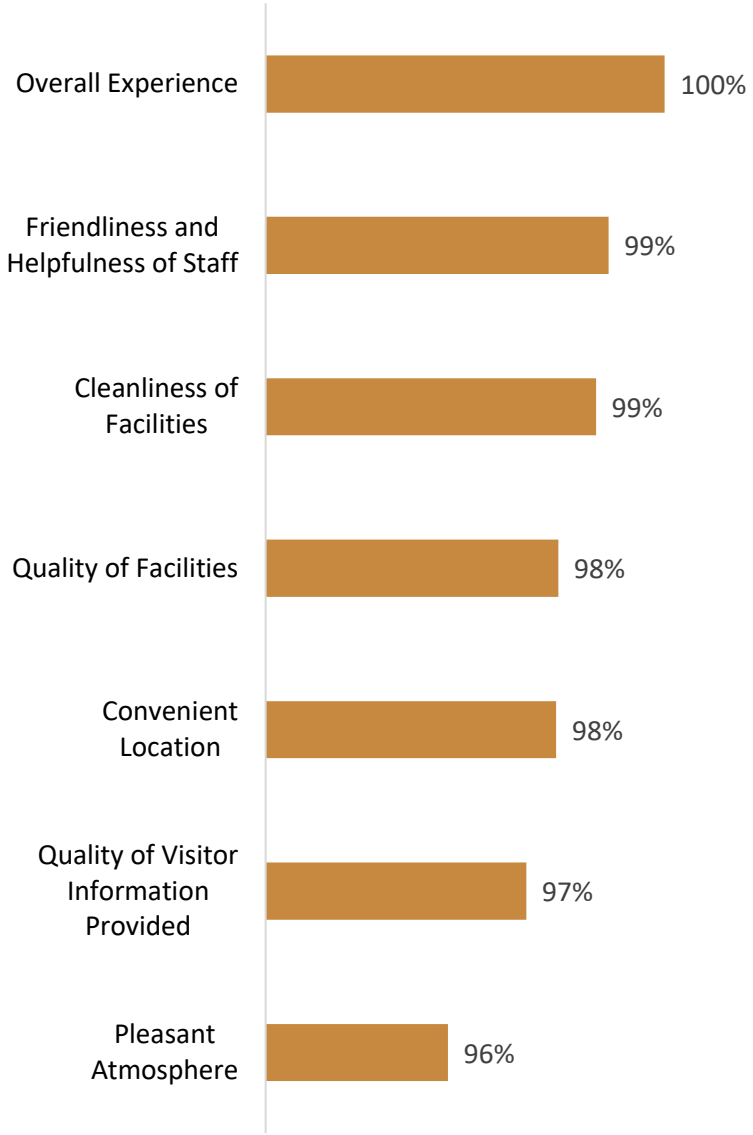
Reasons for Stopping at the Golden Visitor Centre

Percentage of Visitors



Golden Visitor Centre Quality Ratings

Top Box Results - Percentage of GVC Visitors Responding 4 or 5



Top 5 Recommendations to Improve the Services at the Golden Visitor Centre:

(143 visitors had 151 recommendations)

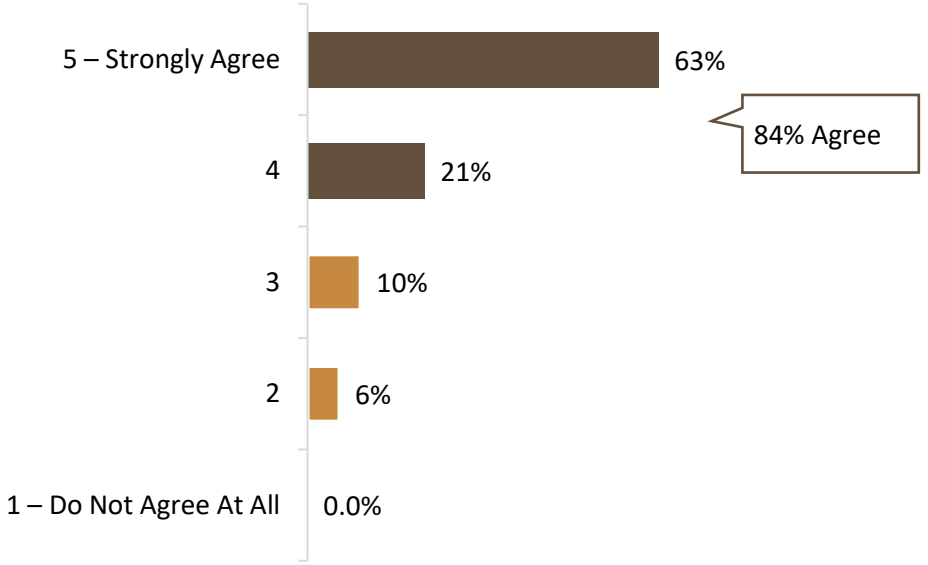
- Good Experience, Helpful (23%)
- More Washroom Stalls (3%)
- Improved Signage (3%)
- More Info On Attractions, National Parks, Pricing, Family Friendly Activities (3%)
- Update Address on Google (1%)

Note: 66% of comments were none.

Level of Agreement with Statement

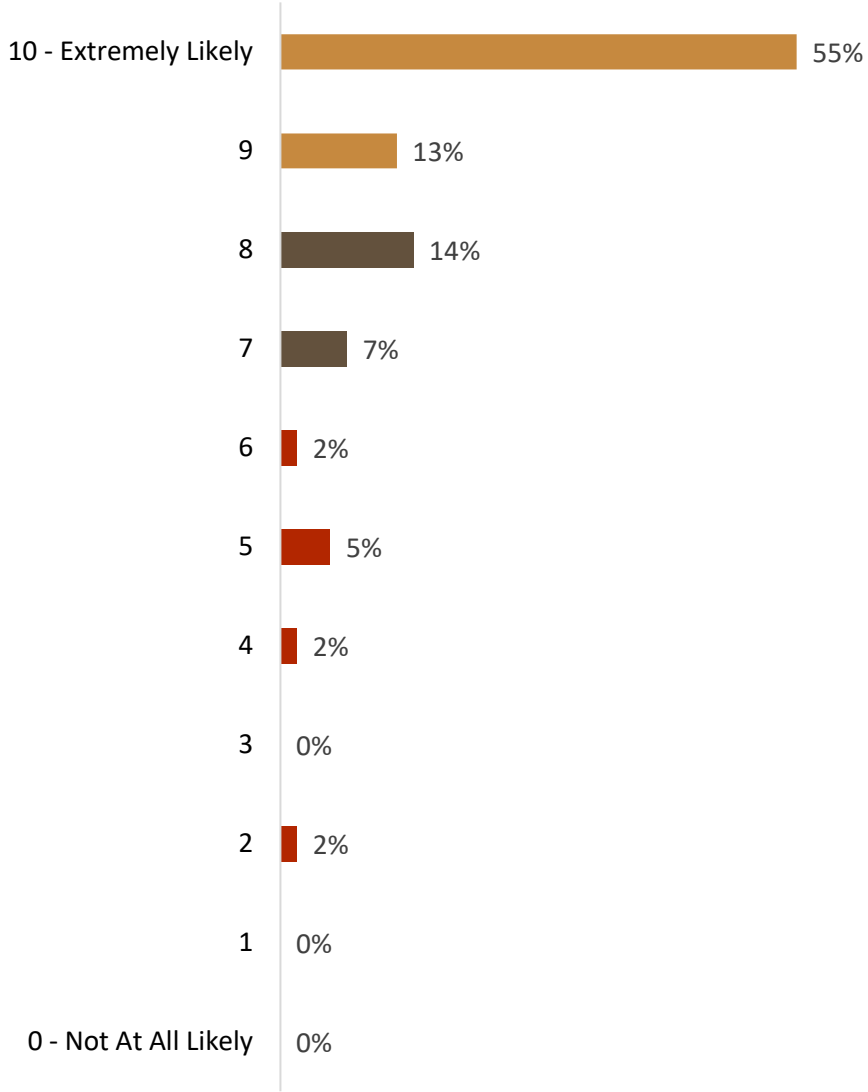
The GVC Improved the Overall Quality of Experience in Golden...

Percentage of GVC Visitors[FU]



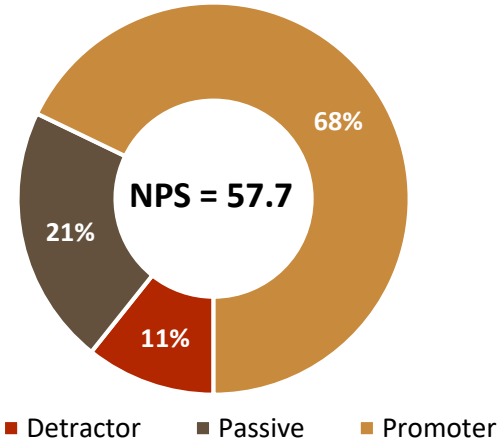
How Would You Rate Your Likelihood To Recommend Using the Services of the Golden Vistor Centre to Friends/Family Or A Colleague?

Percentage of GVC Visitors[FU]



Golden Visitor Centre Net Promoter Score

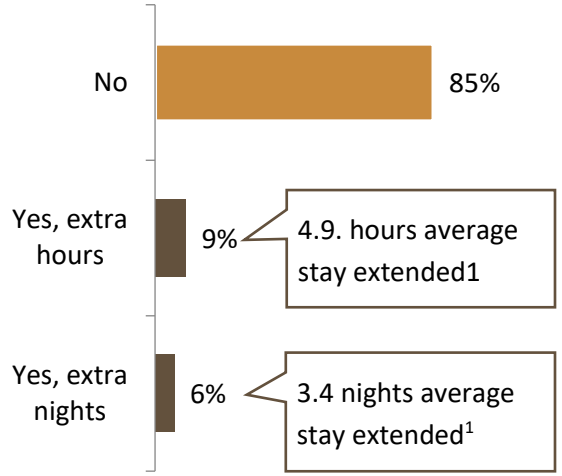
Percentage of GVC Visitors[FU]



3.5.3. Golden Visitor Centre Incremental Economic Benefits

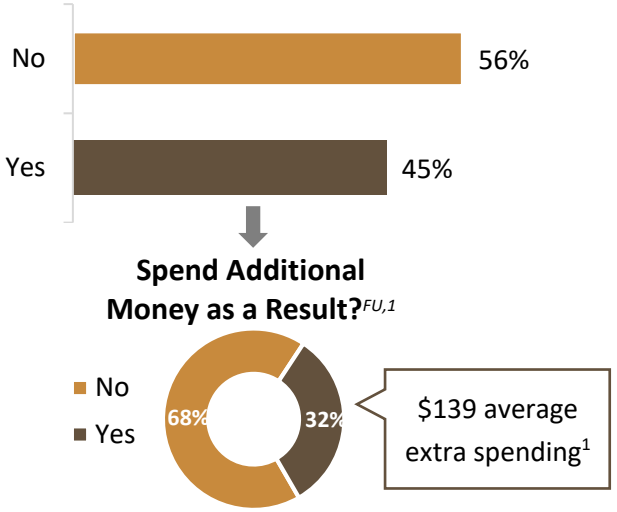
Extend Stay in Golden due to Information Collected at GVC?

Percentage of GVC Visitors[FU]



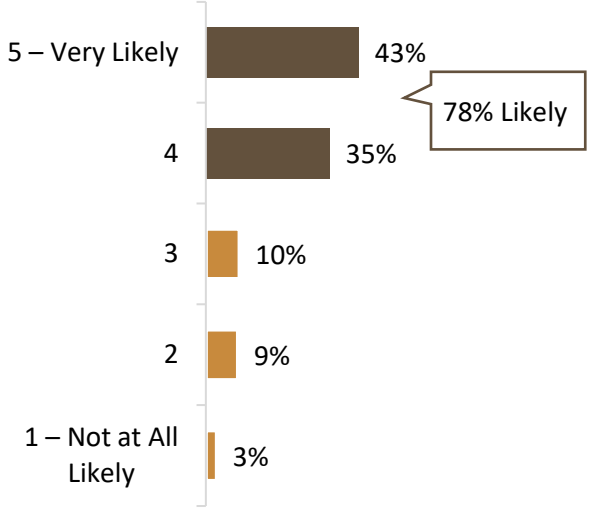
Participate in New Activities/Places/Events in Golden due to Information Collected at GVC?

Percentage of GVC Visitors[FU,1]



Likelihood of Future Overnight Trip Due to Information Obtained at GVC?

Percentage of GVC Visitors[FU]



Application of Data to June – September 2019 GVC Visitor Party Data Results In:[FU]

$1,111,284 spent in Golden due to visitor extension of their current trip.

$331,169 due to extra hours

$780,116 due to extra nights

$337,047 spent in Golden due to visitors participating in new activities or going to places/events they didn't previously know about.

$7,944,883 potential spend in Golden due to visitors returning on a future overnight trip.

$9,393,214

total estimated economic benefits due to GVC between June and September 2019.

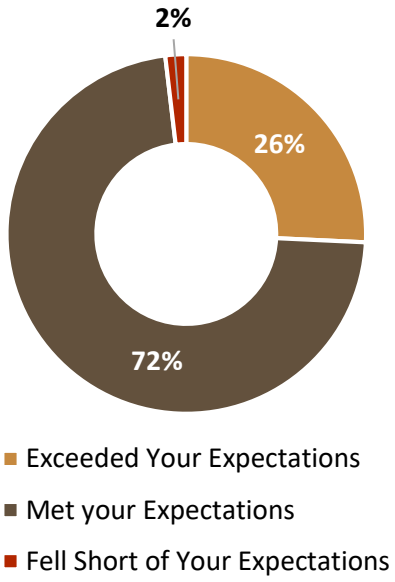
1. Small sample sizes exist, please use caution when interpreting.

3.6. Evaluation of Golden Tourism Experiences

3.6.1. Meeting Expectations

How Did Golden Meet Your Expectations?

Percentage of Visitors



Top 10 Reasons Golden Fell Short/Met/Exceeded Expectations:

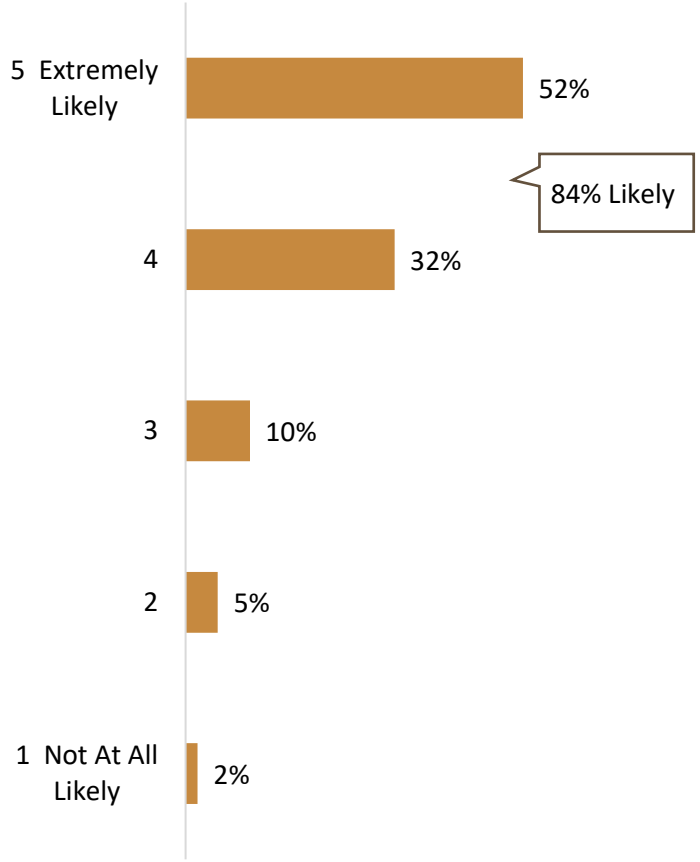
(438 visitors had 620 reasons)

- Beautiful, Scenery, Wildlife, Nature, Mountains (18%)
- Consistently Good, Expect Good Experience, Met Expectations (13%)
- Friendly, Nice People (10%)
- Quiet, Not Crowded, Relaxing (9%)
- Good Food, Restaurant, Pubs, Entertainment (8%)
- Fun, Good Visit, Nice, Like Area (8%)
- Nice Town, Community, Hidden Gem (8%)
- Good Variety Of Activities (7%)
- Kicking Horse Mountain Resort (5%)
- Just Passing Through, Good Stopover (5%)

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

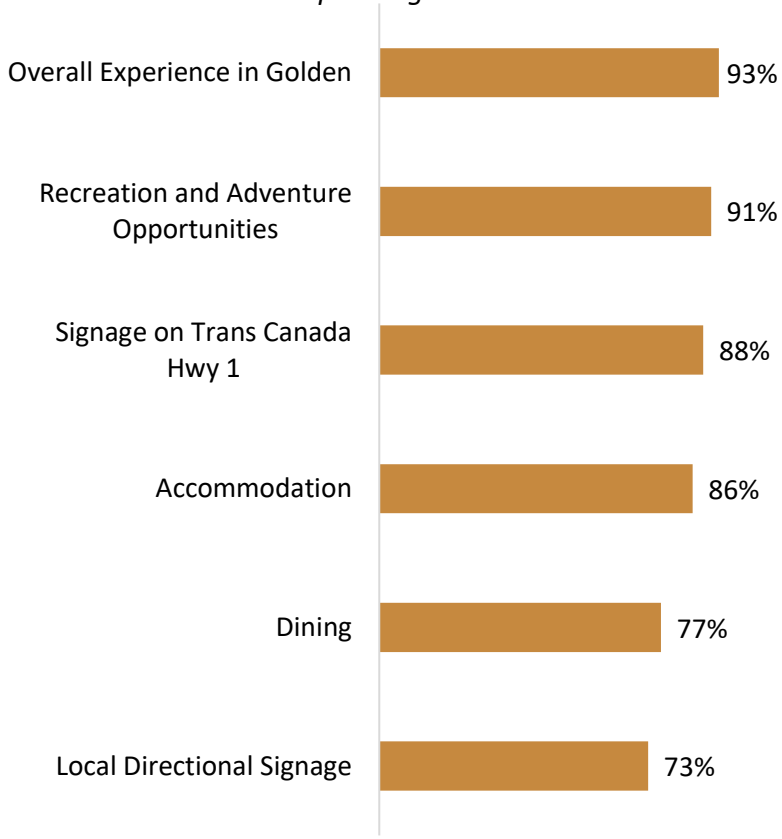
	Likelihood of Return Segement[1,2] Likely	Somewhat/Not Likely
Origin		
BC	21%	15%
AB	38%	30%
Other Canada	19%	15%
USA	9%	15%
Overseas	13%	26%
Primary Reason (Top 5)	1. Family Vacation (22%) 2. Visiting National Parks (19%) 3. General Relaxation (15%) 4. Break from Driving/Convenient Place to Stop (11%) 5. Attend or Be In A Wedding (7%)	1. Family Vacation (24%) 2. Break from Driving/Convenient Place to Stop (15%) 3. Hiking (11%) 4. Attend or Be in a Wedding (8%) 5. Mountain Biking - General (8%)
Length of Stay		
Day	13%	36%
Overnight	87%	64%
Average Nights	3.0	3.7

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=19).
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, 11% of visitors likely to return were from BC, whereas 22% of visitors not likely to return were from BC.

3.6.3. Tourism Experience Components

Please Rate Your Experience of Each Component of Your Visit to Golden[FU]

Top Box Responses - Percentage of Visitors Responding 4 or 5



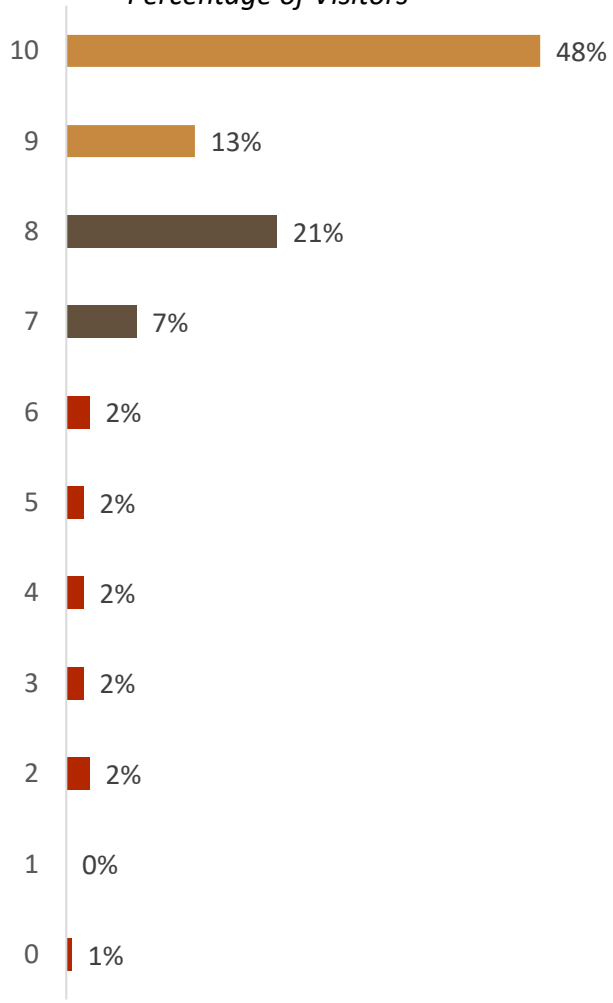
Scale: 1 = Very Poor and 5 = Excellent

Component	Average Rating
Overall Experience	**4.6**
Accommodation	4.4
Recreation and Adventure Opportunities	4.6
Signage on Trans Canada Hwy. 1	4.3
Dining	4.1
Local Directional Signage	4.0

3.6.4. Net Promoter Score (NPS)

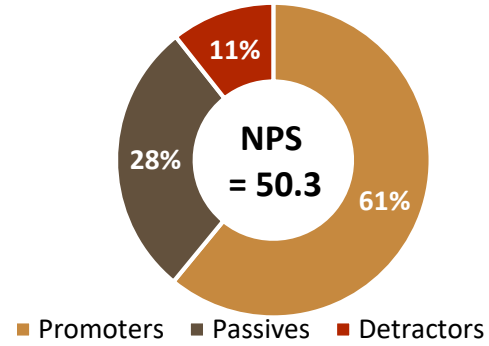
How Would You Rate Your Likelihood To Recommend Golden As A Travel Destination To Friends/Family Or A Colleague?

Percentage of Visitors[FU, 1]



Golden's Overall Net Promoter Score

Percentage of Visitors[FU, 1]



NPS By Market:

BC = -48.5
Alberta = 50.8
Other Canada = 54.8
USA = 43.8
Overseas = 50.0

	NPS Segement[1]	
	Promoters	Passives and Detractors
Origin		
BC	22%	17%
Alberta	34%	38%
Other Canada	19%	23%
USA	10%	4%
Overseas	15%	18%
Primary Reason (Top 5)	1. Family Vacation (22%) 2. Hiking (12%) 3. Break from Driving (11%) 4. Visit National Parks (8%) 5. Attend/Be in Wedding (8%)	1. Family Vacation (24%) 2. Break from Driving (24%) 3. General Relaxation (11%) 4. Visiting National Parks (6%) 5. Attend/Be in Wedding (5%)
Length of Stay		
Day	12%	20%
Overnight	88%	81%
Average Nights	3.0	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, 22% of promoters were from BC, whereas 17% of passives/detractors were from BC.

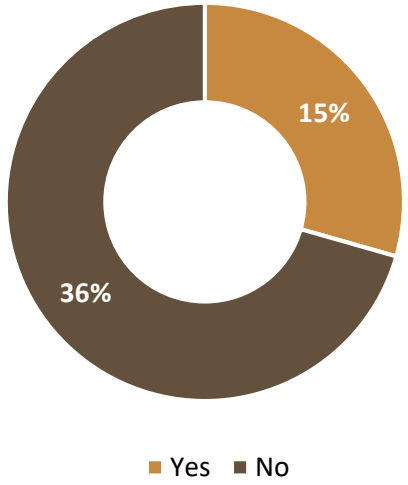
	Reasons for NPS Rating – Percentage of Visitors (n = 162)[1]			
Comment	**Promoters**	**Passives**	**Detractors[2]**	**Total**
Good Variety of Outdoor Activities	19%	35%	19%	24%
Scenery/Landscape	28%	23%	6%	24%
Overall Good Time	21%	17%	25%	20%
Location/Proximity to Home	18%	10%	19%	16%
Good Accommodation Facilities	15%	17%	0%	14%
Friendly People	14%	13%	6%	13%
Great Town/Atmosphere	10%	17%	6%	12%
Mountain Biking	10%	10%	0%	9%
Good Food/Restaurants	11%	4%	0%	8%
Good Services	9%	6%	0%	7%
Climbing/Hiking	7%	4%	0%	6%
Kicking Horse Mountain Resort	2%	10%	6%	5%
Less Busy/Touristy	4%	8%	0%	5%
Good Skiing/Snowboarding/Mountain	4%	6%	0%	4%
Too Expensive	1%	6%	13%	4%
Friends/Family Live Here	4%	0%	6%	3%
Whitewater Rafting	3%	2%	0%	2%
Good Value	2%	4%	0%	2%
Golf	3%	0%	0%	2%
Good Service at Golden Visitor Centre	2%	0%	0%	1%
Already Recommended	1%	2%	0%	1%
Poor Service	0%	0%	6%	1%
Too Industrial/Poor Aesthetics	0%	0%	6%	1%
Quiet/Limited Entertainment	0%	0%	6%	1%
Limited Services/Experiences/Activities	0%	2%	0%	1%
Too Far From Home	0%	2%	0%	1%

1. 162 visitors had 320 comments about their likelihood or recommending Golden to the family/friends/colleagues. Visitors made more than one comment so column percentage will sum to more than 100%.
2. Small sample sizes, use caution when interpreting.

3.6.5. New Products, Services and Experiences

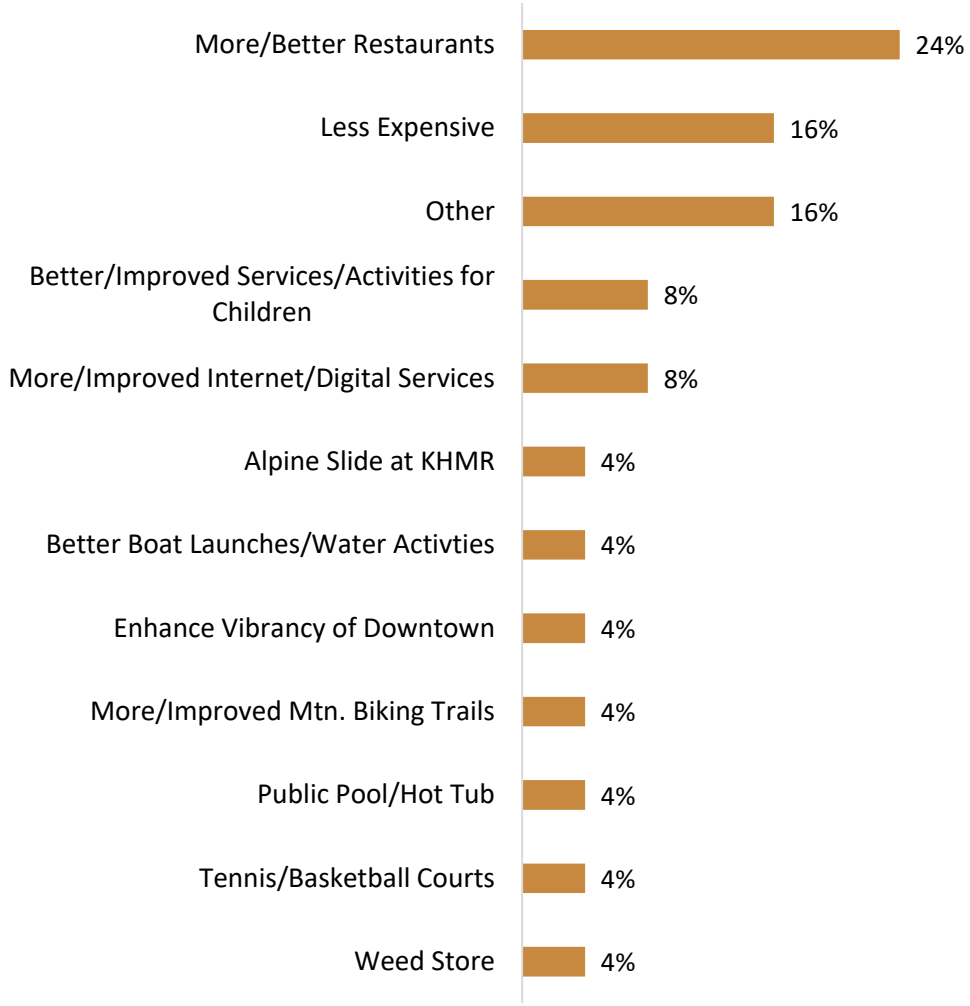
Are There Any New Or Expanded Products, Services Or Experiences That Would Enhance Your Visit to Golden?

Percentage of Visitors[FU]



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

Percentage of Visitors That Recommended Expanded Services[FU]



1. 25 visitors made 25 recommendations.
2. Suggestions in the other category are (1 each): Better public washrooms for people passing through, local theatre, re-open large visitor centre, the town just keeps growing positively.

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[6] in on-site interview results for each market (when compared to other markets) are highlighted in the table below. It was also noted if there was a similar result found in the summer 2017. Small sample sizes prevented comparisons for follow-up survey responses.

Measure	Market - Summary of Differences	Similar Result In Summer 2017?
Age	• Visitors from the US were older (35% were > 65+) than other visitors (< 16% were > 65+).	Yes
Gender	• About half of American visitors were female (52%) compared to more overseas visitors (70%).	No
Travel Party	• BC visitors were more likely to travel alone (15%) than Albertans, US and overseas visitors (<7%). While visitors from overseas (79%) were more likely to travel with a spouse than residents of BC or Alberta (<67%). American visitors (16%) were more likely to travel with children under 16 than overseas (9%) or BC visitors (4%). • There was no differences in party size between market origin groups.	No
Previous Visitation	• Visitors from BC and Alberta (>69%) were more likely to have been to Golden on a previous visit than visitors from other Canada (39%), the USA (9%) or overseas (14%).	Yes
Go to the Golden Visitor Centre?	• Overseas visitors (52%) were more likely to go to the GVC than visitors from Alberta (8%).	NA
Primary Reason	• Visitors from BC and Alberta were more likely to be in Golden to mountain bike (10%) compared to those from other areas (<6%). • Visitors from outside of Canada (>20%) were more likely to be on a trip to visit National Parks than Canadian visitors (<7%). • More visitors from outside of Canada were on a trip to sightsee (>8%) compared to those from Canada (<3%).	No
Other Activities (in addition to primary reason)	• Overseas visitors participated in more activities while in Golden than other visitors. This includes canoeing/kayaking (10%), hiking around Golden (40%), hiking in Glacier/Yoho National Parks (30%), horseback riding (8%), going to the grizzly bear refuge at KHMR (27%) and whitewater rafting (14%). • BC and Albertan visitors were more likely to participate in mountain biking than (>19%) compared to other visitors (<13%).	NA

[6] Key differences were identified by statistical tests or those with pragmatic differences of more than 10% difference between groups.

Measure	Market - Summary of Differences	Similar Result In Summer 2017?
Places Visited	• Similar to other activities, overseas visitors went to more places than other visitors. This includes shopping for clothing (23%), shopping for groceries (39%), visiting the Kicking Horse Pedestrian Bridge (39%), visiting the Kicking Horse Mountain resort (60%), visiting the Golden Art Gallery (13%), visiting National Parks (31%), walk/cycle the rotary trails (26%), vising the Northern Lights Wolf Centre (10%).	NA
Length of Trip	• On average, visitors from overseas (21 nights away from home), the US (14 nights) and other Canada (13 nights) were on longer trips than those from BC (8 nights) or Alberta (5 nights).	Yes
Golden Length of Stay	• On average, overnight visitors from other Canada (2.8 nights) and overseas (2.7 nights) stayed in Golden longer than those from Alberta (2.1 nights).	Yes
Trip Type	• Visitors from Alberta (39%) and BC (50%) were much more likely to be on a trip where Golden was the primary destination compared to other visitors (<34%). Visitors from overseas (65%) and the USA (34%) were more likely to be on touring trips.	Yes
Awareness	• Visitors from Alberta (84%) and BC (79%) were much more likely to be aware of Golden before their trip compared to overseas visitors (<40%).	Yes
Accommodation	• Visitors from outside BC (>71%) were more likely to stay in paid roofed accommodation compared to those from BC (50%). Visitors from BC were more likely to camp (35%) compared to other visitors (<20%). • Visitors from overseas were less likely to stay overnight on Highway 1 (23%) compared to those from other locations (>34%). Visitors from the US were less likely to stay downtown (7%) compared to other visitors (>18%). Visitors from other Canada (8%), BC (12%) and overseas (12%) were more likely to stay in the backcountry compared to other Albertans (3%) or Americans (0%).	No
Expenditures	• On average, BC and Albertan visitors spent less per travel party while in Golden (<$576) than all other visitors (>$660).	Yes
Expectations	• There were no differences in if expectations were met between markets.	No

3.8. NPS – Promoter Characteristics

Past research in Golden and other destinations has found that characteristics of Golden promoters differ from those that are not as likely to recommend Golden (passives/detractors). 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[7] are highlighted in the table below. It was also noted if there was a similar result found in summer 2017.

Measure	Promoters and Passives/Detractors - Summary of Key Differences	Similar Result In Summer 2017
Market Origin	• There were no differences in market origin.	No
Travel Party Composition	• There was no difference in travel party composition between promoters and passives/detractors.	Yes
Previous Visitation	• There was no difference in previous visitation between promoters and passives/detractors.	Yes
Primary Reason	• Promoters were less likely to be in Golden for a break from driving/convenient place to stop (promoters – 11%, passives/detractors – 24%). In contrast, promoters were more likely to participate in hiking (promoters – 12%, passives/detractors – 2%) and whitewater rafting (promoters – 8%, passives/detractors – <1%).	Yes
Other Activities (in addition to primary reason)	• Promoters were more likely to participate in hiking at Yoho or Glacier National Park than passives/detractors. (promoters –27%, passives/detractors – 7%)	Yes
Places Visited	• Promoters were more likely to shop for groceries (promoters –47%, passives/detractors – 28%), buy gas (promoters –53%, passives/detractors – 38%) and go to KHMR (promoters –48%, passives/detractors – 37%) than passives/detractors.	Yes
Accommodation	• There was no difference in accommodation type between promoters and passives/detractors.	No
Golden Length of Stay	• There was no difference in Golden length of stay between promoters and passives/detractors.	No
Trip Type	• There was no difference in trip type between promoters and passives/detractors.	No
Go to the Golden Visitor Centre?	• There was no difference in going to the Golden Visitor Centre between promoters and passives/detractors.	NA
Visit Downtown	• There was no difference in Golden downtown visitations between promoters and passives/detractors.	Yes
Expenditures	• There was no difference in expenditures between promoters and passives/detractors.	No

[7] 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	Similar Result In Summer 2017
Awareness	• There was no difference in awareness of first time visitors between promoters and passives/detractors.	Yes
Decision Factors	• Promoters were more likely to rate most factors (good stop, not too far from home, access to a variety of outdoor activities, excellent hiking, whitewater rafting, close to nature, close to National Parks, friendly and helpful front line staff, good value) as important compared to passives/detractors.	Yes
Golden Experience Evaluation	• Promoters were more likely to give top-box ratings (4 or 5, on 1 – poor to 5 – excellent scale) for evaluation of all trip components, which included: accommodation (promoters - 88%, passives/detractors - 74%), dining (promoters – 86%, passives/detractors - 72%), recreation and adventure (promoters - 93%, passives/detractors - 84%), local directional signage (promoters - 78%, passives/detractors - 66%), signage on Trans-Canada Highway 1 (promoters - 91%, passives/detractors - 80%), and the overall experience in Golden (promoters - 98%, passives/detractors - 86%). • Promoters were much more likely to state they were likely to return to Golden than passives/detractors (promoters - 95%, passives/detractors - 66%).	Yes

APPENDICES

Appendix A. Data Weight and Sample Distribution Tables

Appendix B. Other NPS Results

Appendix C. Questionnaires

Appendix A. Data Weight and Sample Distribution Tables

Weights

Data weighting is used to ensure that survey responses are representative of the visitor population. In this case, responses of visitors (from both method 1 and method 2) 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, the Front Country/Blaeberry Valley and new for 2019, Backcountry lodges. 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 most weights were values of less than '3'. The exception is for Backcountry users where larger weights were employed.

Data Weights	On-Site Interview	Follow-Up Survey
KHMR	0.461639	0.373094
Downtown Golden	1.681873	2.162300
Near Highway 1	1.509827	1.652008
Front Country/Blaeberry Valley	2.844306	2.051194
Backcountry	5.199368	1.706698

Sample Distribution

Location

In 2019, fewer intercept interviews and follow up surveys were completed at all location due to challenges in hiring researchers. This resulted in fewer intercept and follow up surveys completed in downtown Golden. Only 9% of follow up survey responses are from downtown compared to 46% in 2017.

Sample Distribution By Interview Location	Completed On-Site		Completed Follow-Up	
	2019	2017	2019	2017
KHMR	237 (44%)	381 (35%)	38 (40%)	66 (28%)
Golden Visitor Centre	74 (14%)	175 (16%)	11 (12%)	46 (19%)
Highway 1 Corridor	62 (11%)	108 (10%)	37 (39%)	17 (7%)
Downtown Golden	171 (31%)	425 (39%)	9 (9%)	111 (46%)
TOTAL	**544**	**1,089**	**95**	**240**

Market

Both the intercept and follow-up survey had slightly more Albertan survey responses in 2019 compared to 2017.

Sample Distribution By Market	Completed On-Site		Completed Follow-Up	
	2019	2017	2019	2017
BC	73 (13%)	202 (19%)	18 (19%)	52 (22%)
Alberta	191 (35%)	343 (32%)	33 (35%)	89 (37%)
Other Canada	85 (16%)	169 (16%)	16 (17%)	31 (13%)
USA	82 (15%)	126 (12%)	10 (11%)	26 (11%)
Overseas	113 (21%)	248 (23%)	18 (19%)	41 (17%)
Total	**544**	**1,089**	**95**	**239**

Appendix B. Other NPS Results

Other published NPSs for tourism destinations include:

- British Columbia's NPS was 59.5 in 2017.[8] Destination British Columbia tracks NPS annually and targets an improvement of 0.5 points per year and saw a slight increase from 2016 NPS = 58.3, but declined from 2015 NPS = 63.3 and 2014 NPS = 68 (2014). Destination British Columbia notes this may be due to a survey design effect.
- Destination Canada's Global Tourism Watch studies measures the NPS for Canada through surveys of long-haul travellers in key markets around the world. In 2017, Canada's NPS varies by market, including: Mexico (2017 NPS = 56), India (2017 NPS = 39), Germany (2017 NPS =22) China (2017 NPS = 16), the United Kingdom (2017 NPS = 17), Canada (domestic travellers, 2017 NPS = 35), Australia (2017 NPS = 22), France (2017 NPS = 26), the United States (2017 NPS = 23), South Korea (2017 NPS = 2) and Japan (2017 NPS = --16).[9]
- New Zealand's Visitor Experience Monitor tracks the NPS for international visitors. Overall New Zealand has an NPS of 86. In 2018, New Zealand's NPS by market were: Unites States (NPS = 86), the UK (NPS = 88), Australia (NPS – 80), Germany (NPS = 70), China (NPS = 69) and Japan (NPS = 60).[10]
- Tourism Kelowna measured Kelowna's NPS in 2018 and 2016. The total over three seasons was 2018 NPS = 65 and results varied by season (spring NPS = 78, summer NPS = 56 and fall NPS = 65). In 2016, the overall result was 2016 NPS = 65, results varied by season (spring NPS = 72, summer NPS = 53 and fall NPS = 67) [11]
- Tourism Nanaimo has measured Nanaimo's NPS in peak season of 2017, 2016 and 2015. 2017 NPS = 16, 2016 NPS = 30, 2016 NPS = 41.[12]
- Steamboat Springs, Colorado[13] has measured NPS since 2010 (2010 NPS = 75, 2014 NPS = 67).
- Bend, Oregon measured NPS over a five year period.[14] In winter 2016/17 Bend achieved a NPS = 78, while summer 2016 NPS = 82 and winter 2015/16 NPS = 80. These scores were higher than past summer visitor research (NPS 2013 = 79, NPS 2012 = 75, NPS 2009 = 65 and NPS 2008 = 58).
- NPS was measured for Australian destinations in 2006 with scores ranging from -55 (Adelaide) to 80 (Broome).[15]

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

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

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

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

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

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

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

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

Past research has shown that NPS in the tourism industry can vary by[16]:

- Market of origin (this could be a result of actual experience differences or interpretation of response scales),
- Repeat vs. first time visitors,
- Household composition (households with children, households without children, empty nesters),
- Community length of stay (day vs. overnight visitors),
- Primary trip purpose (business vs. leisure trips),
- Destination characteristics (factors) that drive destination selection, and
- Seasonal visits, probably related to primary trip activity (e.g. ski/winter vs. summer).

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

Appendix C. Questionnaires

Questionnaire Content in Method 1 and Method 2.

Method 1. On-Site Visitor Survey (544 completed)

Questionnaire Content

- Screening questions
- Market origin, visitor party composition and size
- Length of trip, length of stay in Golden
- Accommodation type and location
- Past Golden visitation
- Trip primary purpose and Golden activity participation and places visited
- Basic Experience Evaluation (expectations)
- Expenditures
- Basic demographics (age, gender)
- Phase 2 recruitment

Method 2. Online Follow Up (95 completed)

Questionnaire Content

- Golden awareness
- Decision to visit factors
- Trip planning topics
- Accommodation booking
- Use of visitor information services
- Words to describe Golden
- Detailed Experience Evaluation (trip component ratings, Net Promoter Score, likelihood to return, new products and services)
- Detailed expenditures
- Household income

Method 2. Online Visitor Experience Survey (82 completed surveys)

Questionnaire Content

- Screening questions
- Market origin, visitor party composition and size
- Length of trip, length of stay in Golden
- Accommodation type and location
- Past Golden visitation
- Trip primary purpose and Golden activity participation and places visited
- Basic Experience Evaluation (expectations)
- Expenditures
- Basic demographics (age, gender)
- Golden awareness
- Decision to visit factors
- Trip planning topics
- Use of visitor information services
- Words to describe Golden
- Detailed Experience Evaluation (trip component ratings, Net Promoter Score, likelihood to return, new products and services)
- Detailed expenditures
- Household income

C1. Onsite Survey

Pre Survey Questions

Date

*Enter date (calendar will come up)**

June 21, 2019

Location

*Choose one**

- ○ KHMR - Guest Services
- ○ KHMR - Plaza
- ○ KHMR - Glacier Lodge
- ○ KHMR - Coffee Shops
- ○ KHMR – Other: Write In _____*
- ○ Hotel - Ramada
- ○ Hotel - Holiday Inn
- ○ Hotel - Prestige
- ○ DWTN - Spirit Square/KH Bridge
- ○ DWTN - Art Gallery
- ○ DWTN - Retail Store (e.g. Café/Bookstore)
- ○ DWTN – Street
- ○ DWTN – Farmers Market
- ○ DWTN – Whitetooth Brewing Company
- ○ DWTN – Other: Write In _____*
- ○ Golden Municipal Campground
- ○ Golden Visitor Centre
- ○ Other location (not KHMR or DWTN): Write In _____*

Researcher?*

- ○ Researcher 1
- ○ Researcher 2
- ○ Researcher 3
- ○ Other, initials please: _____*

Agree to Participate

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

- ○ Yes
- ○ No - **THANK YOU and END**

Screening Questions

Are you...?*

- ○ A visitor staying in Golden for 0 to 29 days - **PROCEED**
- ○ A seasonal visitor staying for 30 days or more – **THANK YOU, RESEARCHER COMMENTS, END**
- ○ A resident of Golden/Area A - **THANK YOU, RESEARCHER COMMENTS, END**
- ○ A property owner in Golden or Kicking Horse, but not resident - **THANK YOU, RESEARCHER COMMENTS, END**

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 - **THANK YOU, RESEARCHER COMMENTS, END**
- ○ No - **PROCEED**

Are you over 19 years of age?*

- ○ Yes - **PROCEED**
- ○ No - **THANK YOU, RESEARCHER COMMENTS, END**

Market Origin

Where do you live?

*Defined as your usual place of residence....choose one**

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

Visitors from BC and Alberta

What community do you live in?

*Select one. If you don't know write in the community under other.**

- ○ BC - Columbia Valley
- ○ BC - Okanagan Valley (Kelowna, Penticton)
- ○ BC - Lower Mainland (Vancouver, Fraser Valley)
- ○ BC - Other: Write In _____*
- ○ AB - Calgary
- ○ AB - Edmonton
- ○ AB - Red Deer
- ○ AB - Bow Valley
- ○ AB - Fort McMurray
- ○ AB - Lethbridge
- ○ AB – Write In _____*

Canadian Visitors from Outside BC and Alberta

What province do you live in?

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

All Canadian Visitors

If CANADA, what is your postal code?

- ○ CANADA - Postal Code: _____*
- ○ CANADA - Does NOT Want to Share Postal Code
- ○ CANADA - Doesn't Know Postal Code

American Visitors

US State?

- ○ USA - Washington
- ○ USA - California
- ○ USA - Oregon
- ○ USA - New York
- ○ USA - Texas
- ○ USA - Florida
- ○ USA - Illinois
- ○ USA - Colorado
- ○ USA - Arizona
- ○ USA - Michigan
- ○ USA - Other: Write In:_____*

If USA, what is your zip code?

*US zip codes are 5 numeric digits. E.g. 59876.**

- ○ USA - Zip Code: _____*
- ○ USA - Does NOT Want to Share Zip Code
- ○ USA - Doesn't Know Zip Code

Overseas Visitors

What country are you from?

- ○ NA - Mexico
- ○ Europe - United Kingdom
- ○ Europe - Germany
- ○ Europe - Netherlands

- ○ Europe -Switzerland
- ○ Oceania - Australia
- ○ Oceania - New Zealand
- ○ Asia - China
- ○ Asia - Japan
- ○ Asia - S. Korea
- ○ Asia - Taiwan
- ○ Other Country: Write In _____*

Travel Party

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

*By travel party we mean the people who are sharing expenditures with on this trip.**

- ○ Number: _____*
- ○ Don't Know

Who is in your travel party? Who are you traveling 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

Traveller Type

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

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

- ○ Independent
- ○ Group - Leisure Tour Group
- ○ Group - Sports Group (e.g. mtn. biking group)
- ○ Group - Arts Group (e.g. travelling choir)
- ○ Group - Business/Group of Colleagues
- ○ Other Group: *Write In* _____*

Trip Length

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

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

- ○ Nights: _____*
- ○ Don't Know

How much time are you spending in the Golden area? Today, are you on a day trip or overnight trip to Golden?

*Choose one.**

- ○ Overnight, how many nights in Golden? *Write In* _____*
- ○ Day, how many hours in Golden? *Write In* _____*
- ○ Don't Know/No Response

Trip Type

How would you describe the trip that you are on? Is it a trip where...

*Where you will spend the most time. Select one.**

- ○ Golden/Golden is the primary destination
- ○ On route to another primary destination, what is your destination? _____*
- ○ On a touring trip where you are travelling to multiple places without a primary destination

Overnight Visitors

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

Choose one response.

*Buffalo Ranch is camping. Quantum Leaps is considered paid roofed accommodation.**

- ○ Paid Roofed Accommodations
- ○ Camping
- ○ Friends/Family
- ○ Other *Write In* _____*

Paid Accommodation/Camping

What is the location of your accommodation or campsite?

*If you are at a hotel then select the location (don't need to ask).**

- ○ Kicking Horse Mtn. Resort
- ○ Downtown Golden
- ○ Golden Adjacent to Highway 1
- ○ Front Country (Blaeberry Valley/ Columbia Valley/ Golden West)
- ○ Don’t Know
- ○ Other: *Write In* _____*

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

- ○ Hotel/Motel
- ○ Bed & Breakfast
- ○ Cabin or Chalet
- ○ Condo / Self Catering Hotel
- ○ Hostel
- ○ Vacation Home Rental (whole home)
- ○ Short-term rental room, suite or bed in a private home
- ○ Backcountry Lodge
- ○ Don't Know
- ○ Other: *Write In* _____*

Past Golden Visitation

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

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

Past Visitation

How many times have you been to Golden before this trip?*

- ○ Number of times: _____*
- ○ Don't Know

Awareness

Were you aware of Golden before planning this visit?*

- ○ Yes
- ○ No
- ○ Has Been Here Before

Main Reason

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

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

- ○ 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 (other than Summer Kicks)
- ○ Festival or Concert in Golden (Summer Kicks)
- ○ General Relaxation

- ○ Golf
- ○ Hiking
- ○ Included in Touring Itinerary
- ○ KHMR - Grizzly Bear Refuge
- ○ KHMR - Via Ferrata
- ○ Mountain Biking (Event/Race)
- ○ Mountain Biking (General)
- ○ Mountaineering
- ○ Paragliding/Hangliding
- ○ Road Biking
- ○ Sightseeing/Nature/Wildlife
- ○ Sky Diving
- ○ Swiss Guides and other Heritage
- ○ Visiting Friends and Relatives
- ○ Visiting National Parks
- ○ Watersports other than Whitewater Rafting (e.g. kayaking, canoeing, stand up paddleboard)
- ○ Whitewater Rafting
- ○ Other activity: Write In _____
- ○ Other (Education, Medical or Other Reasons): Write In _____

Golden Places

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 Kicking Horse Mountain Resort (KHMR)
- ☐ Visit the Art Gallery of Golden
- ☐ Visit the Golden Museum
- ☐ Visit National Parks
- ☐ Walk/Cycle the Rotary Trails

- ☐ Visit the Northern Lights Wolf Centre
- ☐ Attend another Concert/Event
- ☐ NONE of the above

Other Activities

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

*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 *Write In* _____*

On this trip, have you, or do you intend to stop at the Golden Visitor Centre on Highway 1?

1. Yes
2. No
3. Don't Know

Golden Visitor Centre

How did you find out about the Golden Visitor Centre?

Choose One.

- ○ Google
- ○ Hello BC
- ○ TripAdvisor
- ○ Tourism Golden Website
- ○ Facebook Ads
- ○ Other Social Media
- ○ Movie Theatre Advertisements
- ○ Printed Materials (Travel Planner, Maps And Other Guidebooks)
- ○ Hotel Tent Cards
- ○ Referred By Hotel
- ○ Referred By Campsite
- ○ Referred By Other Local Person and/or Local Business
- ○ Highway Signage
- ○ Directional Signage
- ○ Site Signage/Visible From Road
- ○ WiFi Hotspots
- ○ Other _____

Why did you stop here at the Golden Visitor Centre today?

Don't read responses, check all that apply.

- ☐ To Obtain A Map
- ☐ To Obtain Route Info
- ☐ To Obtain Accommodation Info (Not Camping)
- ☐ To Obtain Camping Info
- ☐ To Obtain Adventure / Recreation Activity Info
- ☐ To Obtain Attractions Info
- ☐ To Obtain Event Info
- ☐ To Obtain Dining Info
- ☐ To Take A Break From Driving
- ☐ To Use WiFi
- ☐ To Use The Washroom
- ☐ To Use the Sanitation/Pump Out Station

☐ Other Kind of Information/Service _____ will pop up if selected

Did you or anyone in your travel party speak with a Visitor Information Counsellor here today?

○ Yes
○ No
○ Don't Know

What other services have you used here today?

Read the list and check all that apply.

☐ Washrooms
☐ Accessed WiFi
☐ Digital Kiosk
☐ Sani Pump Out Station
☐ Food and Beverage Kiosk
☐ Picnic Tables
☐ Booking/Sales Counter
☐ Dog Run
☐ None

Overall, on a scale where 1 is 'very poor' and 5 is 'excellent' how would you rate the following features and services and your overall experience here at the Golden Visitor Centre?

How would your rate the…

	1 – Very Poor	**2**	**3**	**4**	**5 - Excellent**	**99 – Don't Know**
Friendliness and Helpfulness of Staff	○	○	○	○	○	○
Quality of Visitor Information Provided	○	○	○	○	○	○
Pleasant Atmosphere	○	○	○	○	○	○
Quality of Facilities	○	○	○	○	○	○
Cleanliness of Facilities	○	○	○	○	○	○
Convenient Location	○	○	○	○	○	○
Overall Experience	○	○	○	○	○	○

Do you have any recommendations to improve the visitor information, visitor services provided or overall experience offered here?

Type in 'None' if there aren't any.

Overnight Expenditures

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

*Fill in the dollar value for the whole travel party.**

- ○ Expenditures: _____*
- ○ Don't Know
- ○ Prefer Not To Answer

Day/VFR Expenditures

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

*Fill in the dollar value for the whole travel party.**

- ○ Expenditures: _____*
- ○ Don't Know
- ○ Prefer Not To Answer

Expectations

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

Met or Exceeded Expectations

Why has Golden met or exceeded your expectations?

*This response should match with what visitors said about their expectation. For example, if they said it met expectations; we want to know why it met expectations, not about beautiful scenery.**

Fell Short of Expectations

Why has Golden fallen short of your expectations?

This response should match with what visitors said about their expectation. For example, if they said it fell short; we want to know why it fell short, not about beautiful scenery.

Demographics

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
- ○ Prefer Not to Answer

Gender*

- ○ Male
- ○ Female
- ○ Don't Know/Other

Follow Up Survey

Thank you for your time today, your cooperation and feedback is very much appreciated. As a follow-up to this interview, we would like to contact you when you get home to inquire about your trip.

This would involve being contacted via email and completing a short online survey. All personal contact information will be kept confidential and only used for this study.

By completing the online follow up questionnaire, you may be eligible for a draw to win a $500 (Canadian Dollars) pre-paid VISA card.

Are you willing to participate?*

- ○ Yes - what email should we use for that purpose? Write In _____*
- ○ No

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 - what email should we use for that purpose? Write In _____*
- ○ Yes - same email as entered before
- ○ No

Thank you!
Thanks for your time today, that concludes our interview.

Researcher Comments

Researcher: Do you have any comments about this survey?

C2. Follow-Up Online Survey

Intro

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

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

By completing this survey before October 11, 2019, you will be entered into a draw to win a $500 pre-paid VISA card. The selected entrant will be notified in October 2019.

NOTE: Please be aware of the **Contest Rules and Regulations**

Please click 'NEXT' to start the survey.

Thank you!

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 in mind when answering the following survey questions.

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

Q1. First, how did you originally find out about Golden?*

- ○ I Have Always Known about Golden
- ○ Word of Mouth Recommendation
- ○ I or My Family Used to Live in Golden
- ○ Internet Search (Google, Yahoo, Safari etc.)
- ○ Google Search Ad
- ○ Digital Display Banner On A Website
- ○ Social Media Ad
- ○ Magazine or Newspaper Article
- ○ Social Media Or Digital Article
- ○ Golden Travel Planner or Other Tourism Literature
- ○ Tour Operator Brochure/ Itinerary
- ○ Travel Guide such as Lonely Planet/ Frommer's
- ○ Consumer Show - Calgary Outdoor Adventure Show
- ○ Sports Team, Activity Group or Club Event
- ○ Highway Signage
- ○ Highway Billboard Advertising
- ○ Parks Canada Website
- ○ Other, how?: _____ *
- ○ None of the Above

IF INTERNET SEARCH,

Q2. You responded you used a search engine to gather information about Golden. What kinds of search terms did you use? *Please select all that apply.**

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

Q3. On your trip to the Golden area, did you visit downtown Golden?*

- ○ Yes
- ○ No
- ○ Don't Know

Q4. How important were each of the following factors in deciding to visit Golden versus another location?
*Please select one response for every row.**

	1 - Not Important At All	2	3	4	5 - Extremely Important	99 Don't Know
Is A Good Stop On Route To Another Destination	○	○	○	○	○	○
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 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	○	○	○	○	○	○

Q5. When planning your trip, did you and/or your travel party consider staying in destinations other than Golden?*

- ○ Yes
- ○ No
- ○ Don't Know

IF Q5 = YES

Q6. What other destinations did you/your travel party consider? Please list up to three. If you don't know please type 'None'.*

1._____

2._____

3._____

Q7. Did you pre-book/reserve your paid accommodations in Golden?*

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

IF Q7 = YES if Q=7 is No, Don't Know or I did not stay at paid accommodation skip to Q9.

Q8. How did you pre-book/reserve your accommodation?*

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

Q8a. Which private home rental service did you use?* ***Go to Q8b.***

- ○ Airbnb
- ○ VRBO
- ○ HomeAway
- ○ Owner Direct
- ○ Other, which one? _____

- ○ Don't Know

Q8b. How important was the ability to book your accommodations through a private home rental service in your decision to visit Golden?* ***Go to Q8c.***

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

Q8c. If this kind of accommodation was not available in Golden, would you have still stayed overnight in Golden?*

- ○ Yes
- ○ No
- ○ Don't Know

Q9. What are three words you would use to describe Golden?*

Please type the first three words you can think of that describe Golden. If you don't know please type 'None'.

1._____

2._____

3._____

Q10. After your arrival in Golden did you reduce or extend your stay from what you originally planned?*

- ○ Yes, I extended my stay. ***Go to Q10a.***
- ○ Yes, I reduced my stay. ***Go to Q10b.***
- ○ No, I did not extend or reduce my stay. ***Go to Q11.***

Q10a. Why did you extend your stay?*

_____

Q10b. Why did you reduce your stay?*

_____

Q11. On a scale of 1 to 5, where 1 is 'very poor' and 5 is 'excellent', please rate your experience of each component of your visit to Golden.*

	1 – Very Poor	2	3	4	5 - Excellent	99 Don't know/Prefer not to answer
Accommodation	○	○	○	○	○	○
Dining	○	○	○	○	○	○
Recreation and Adventure Opportunities	○	○	○	○	○	○
Local Directional Signage	○	○	○	○	○	○
Signage on Trans Canada Hwy 1	○	○	○	○	○	○
Overall Experience in Golden	○	○	○	○	○	○

Q12. Given your experience in Golden, on a scale of 1 to 5, how likely are you to return on an overnight trip to Golden?*

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

Q13. On a scale of 0 to 10 where 0 is 'Not Likely at All' and 10 is 'Extremely Likely', how would you rate your likelihood to recommend Golden as a travel destination to friends/family or a colleague?*

- ○ 0 – Not At All Likely
- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5
- ○ 6
- ○ 7
- ○ 8
- ○ 9
- ○ 10 – Extremely Likely

- ○ Don't Know/Prefer not to answer

Q13a. What about your trip to Golden led to your {{ Q12 }} out of 10 (Extremely Likely) response?*

Q14. Are there any new or expanded products, services or experiences that would enhance your visit to Golden?*

- ○ Yes, what are they? _____
- ○ No
- ○ Don't Know

Section 2 - Visitor Information Services

We are interested in learning how you researched and planned your trip, both before leaving home and during your trip. 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.

Q15. Did you go to the Golden Visitor Centre?*

- ○ Yes
- ○ No

Q16. Why did you stop at the Golden Visitor Centre? *Please select all that apply.**

- ☐ To Obtain A Map
- ☐ To Obtain Route Info
- ☐ To Obtain Accommodation Info (Not Camping)
- ☐ To Obtain Camping Info
- ☐ To Obtain Adventure / Recreation Activity Info
- ☐ To Obtain Attractions Info
- ☐ To Obtain Event Info

- ☐ To Obtain Dining Info
- ☐ To Take A Break From Driving
- ☐ To Use WiFi
- ☐ To Use The Washroom
- ☐ To Use the Sanitation/Pump Out Station
- ☐ Other Kind of Information/Service: _____ *

Q17. Did you or anyone in your travel party speak with a Visitor Information Counsellor?*

- ○ Yes
- ○ No
- ○ Don't Know

Q18. What other services did you use at the Golden Visitor Centre? *Please select all that apply.**

- ☐ Washrooms
- ☐ Accessed WiFi
- ☐ Digital Kiosk
- ☐ Sani Pump Out Station
- ☐ Food and Beverage Kiosk
- ☐ Picnic Tables
- ☐ Dog Run
- ☐ None

Q19. Overall, on a scale where 1 is 'very poor' and 5 is 'excellent' how would you rate the following features and services and your overall experience at the Golden Visitor Centre? How would you rate the…*

	1 - Very Poor	2	3	4	5 – Excellent	Don't Know
Friendliness and Helpfulness of Staff	○	○	○	○	○	○
Quality of Visitor Information Provided	○	○	○	○	○	○
Pleasant Atmosphere	○	○	○	○	○	○
Quality of Facilities	○	○	○	○	○	○
Convenient Location	○	○	○	○	○	○
Overall Experience	○	○	○	○	○	○
Friendliness and Helpfulness of Staff	○	○	○	○	○	○

Q20. Do you have any recommendations to improve the visitor information services offered at the Golden Visitor Centre? *Type in 'None' if there aren't any.**

During your trip, our researchers spoke with you at the Golden Visitor Centre (pictured below). We now have a few questions about the how the Golden Visitor Centre impacted your trip.

Q21. Overall, what kinds of visitor information topics did you research and obtain at while in Golden? Did you obtain it at the Golden Visitor Centre or via another source (e.g. online or from someone or somewhere else in Golden)?*

	At the GOLDEN VISITOR CENTRE	Another Source in Golden	DID NOT Research
Accommodations	☐	☐	☐
Events	☐	☐	☐
Activities	☐	☐	☐
Attractions	☐	☐	☐
Restaurants/Dining	☐	☐	☐
Shopping	☐	☐	☐
Transportation	☐	☐	☐

Q22. Did you extend your stay in Golden due to the information you collected at the Golden Visitor Centre?*

- ○ Yes, I stayed a few extra hours (less than 1 night). How many extra hours? _____ *
- ○ Yes, I stayed for at least one extra night. How many extra nights? _____ *
- ○ No

Q23. Did you participate in any new activities, go to new places or attend events in Golden that you didn't previously know about?*

- ○ Yes, what were they? _____ *
- ○ No

Q24. Did this result in spending additional money that you hadn't anticipated?*

- ○ Yes, about how much additional money did you spend? _____ *
- ○ No

Q25. On a scale of 1 to 5, how likely are you to take a future overnight trip to Golden as a result of the information obtained at the Golden Visitor Centre?*

	1 – Not at All Likely	2	3	4	5 – Very Likely	Don't Know
Future Overnight Trip	○	○	○	○	○	○

Q26. Please state your level of agreement with this statement, The visitor information I obtained while I was at the Golden Visitor Centre resulted in...*

	1 – Do Not Agree At All	2	3	4	5 – Strongly Agree	Don't Know
An improvement in the overall quality of my experience in Golden	○	○	○	○	○	○

Q27. 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 using the services at the Golden Visitor Centre to friends/family or a colleague?*

- ○ 0 - Not At All Likely
- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5
- ○ 6
- ○ 7
- ○ 8

- ○ 9
- ○ 10 – Extremely Likely
- ○ Don't Know/Prefer Not to Answer

Q28. What visitor information topics did you research and obtain about Golden?

Please select if you researched and obtained items before or during your trip, or not you did not research.

	BEFORE your Trip	DURING your Trip	DID NOT RESEARCH
Accommodations	☐	☐	☐
Events	☐	☐	☐
Activities	☐	☐	☐
Attractions	☐	☐	☐
Restaurants/Dining	☐	☐	☐
Shopping	☐	☐	☐
Transportation/Route	☐	☐	☐

Q29. While in Golden, did you use any of the following services to obtain visitor information**?** *Please select all that apply.*

Digital

- ☐ Golden Rules WiFi Hotspots
- ☐ Tourism Golden Web App
- ☐ Digital Kiosk at the Glacier Mountaineer Lodge, Ramada, Best Western or the Golden Chamber
- ☐ Tourism Golden Social Media Channels (Facebook, Twitter or Instagram)

Personal Contact

- ☐ General Tourism Golden Phone or Email
- ☐ Tourism Golden Visitor Centre Phone or Email
- ☐ Visited Kicking Horse Country Chamber Of Commerce
- ☐ Front Line Staff (Front Desk, Servers, Cashiers Etc.)
- ☐ Golden Locals

Print Materials

- ☐ Golden Travel Planner
- ☐ Snowmobile Map
- ☐ Outdoor Discovery Map
- ☐ Hiking Map
- ☐ Biking Map

☐ Other Source Of Visitor Information. What was it? Write In: _____

☐ None of the Above

IF ANY SEVICES ARE CLICKED THEN THIS QUESTION IS ASKED

Q30. How did that visitor information impact the rest of your time in Golden? The visitor information I obtained while I was in Golden resulted in me or my travel party...

	1 – Do Not Agree At All	2	3	4	5 – Strongly Agree	Don't know
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	○	○	○	○	○	○

IF STAYING LONGER= 4 or 5,

Q31. How much extra time did you spend in Golden?

- ○ _____ nights
- ○ _____ hours
- ○ Don't Know

IF SPENDING MONEY = 4 or 5,

Q32. About how much extra money did you spend?

- ○ $ _____
- ○ Don't Know

Q33. Were you able to obtain all of the visitor information about Golden that you needed?

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

Q34. While in Golden, were you able to access the Internet via a WiFi connection when you needed it?

- ○ Yes ***Go to Q35.***
- ○ No, Where weren't you able to find WiFi? _____ ***Go to Q36.***
- ○ Don't Know ***Go to Q35.***

Q35. 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

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.

Q36. 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: $_____ ***Go to Q37.***
- ○ Don't Know ***Go to Q38.***
- ○ Prefer Not to Answer ***Go to Q38.***

Q37. Approximately what percentage of your party's total expenditures while in Golden were attributed to the following categories?*

Please enter the appropriate proportions below, excluding long-haul flights. Please insert '0' for those categories you did not spend any money in. The sum of your answers should equal 100%.

___ % on Accommodation (hotels, motels, lodge, camping/RV fees, etc.) IF DAY VISITOR ENTER '0'
___ % on Transportation (short-haul flights within British Columbia, vehicle rental, gas, repairs, ferry, taxi, bus, etc.)
___ % on Food and Beverage (including taxes and tips)
___ % on Shopping (clothing, gifts, books, etc.)
___ % on Attractions (admission, shows, tours, etc.)
___ % on Outdoor Recreation (park pass, guiding service etc.)
___ % on Other Entertainment (casino, spa, etc.)
___ % on Other Expenditures

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

Q38. What is your total annual household income, before tax (i.e. the combined income of all members of your household)?*

- ○ Under C$20,000
- ○ C$20,000 to C$39,999
- ○ C$40,000 to C$59,999
- ○ C$60,000 to C$79,999
- ○ C$80,000 to C$99,999
- ○ C$100,000 to C$149,999
- ○ C$150,000 or over
- ○ Prefer Not to Answer
- ○ Don't Know

Q39. Is there anything else you would like to tell us about your experience in Golden?*

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

Q40. You may be eligible for a draw to win a $500 (Canadian Dollars) pre-paid VISA card. In order to enter you, we will need your name and email address. This information will be kept confidential and used only to administer the draw. Would you like to be entered into the draw to win?*

Click here for full contest rules and regulations

- ○ Yes
- ○ No ***Go to Conclusion.***

Q41. Did you read the contest rules and regulations?

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

Q42. Please provide your first name

_____

Q43. If you win how would you like us to contact you?

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

That completes the survey. Thank you for your time!

C3. Online Visitor Experience Survey

Welcome to the Golden visitor study, we appreciate your time to share details about your trip to Golden. Tourism Golden is working to better understand characteristics of Golden visitors, your expenditures in Golden, your experiences in Golden, including the activities you participated in and your overall satisfaction with your trip.

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

We anticipate the survey will take you about 10 minutes to complete.

By completing this survey, you will be entered into a draw to win a $500 CDN pre-paid VISA card. Please note you are only eligible to enter the contest once.

Please click 'NEXT' to start the survey.

Thank you very much for your valuable input**!**

Note: Please be aware of the Contest Rules and Regulations

Align Consulting Group has been commissioned by Tourism Golden to administer this survey. If you are experiencing problems with the survey program, please contact Align Consulting at tourismgolden@alignconsultinggroup.ca.

Where did you find out about this survey?
Select one.

Accommodation

- ○ Auberge Kicking Horse
- ○ Best Western
- ○ Cedar House Chalets
- ○ Copper Horse Lodge
- ○ Days Inn
- ○ Eh Canadian Lodge

- ○ Golden Acres Mountain Lodge
- ○ Kicking Horse Hostel
- ○ Lush Mountain Accommodations
- ○ Moberly Lodge
- ○ Mount 7 Lodges
- ○ Mountain View Cabins
- ○ Prestige Inn
- ○ Ramada
- ○ Travelodge
- ○ Winston Lodge

Activity

- ○ Alpine Rafting
- ○ Glacier Raft Company
- ○ Wet N' Wild Rafting Adventures
- ○ Quartz Creek Snowmobile Area
- ○ Xplore Golden Tours

Food and Beverage

- ○ Bacchus Books Café
- ○ Bluebird Café
- ○ Purcell Café

Retail

- ○ Art Gallery of Golden
- ○ Higher Ground
- ○ Mountain Motorsports

Are you...?*

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

During summer 2019, did you participate in an on-site visitor study conducted by Tourism Golden?

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

- ○ Yes - THANK YOU and END

- ○ No - PROCEED

Are you over 19 years of age?*

- ○ Yes - PROCEED
- ○ No - THANK YOU and END

SECTION 1: The first group of questions are about you and details about how you spent your time in Golden.

Where do you live?

*Defined as your usual place of residence ...choose one**

- ○ BC
- ○ Alberta
- ○ Other Canada
- ○ USA
- ○ Other International

IF BC, What community do you live in?

*Select one community. If the community is not listed, write it under other for the appropriate province.**

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

IFALBERTA, What community do you live in?

*Select one community. If the community is not listed, write it under other for the appropriate province.**

- ○ AB - Calgary
- ○ AB - Edmonton
- ○ AB - Red Deer
- ○ AB - Bow Valley
- ○ AB - Fort McMurray
- ○ AB - Lethbridge
- ○ AB – Write In _____*

If CANADA NOT BC OR ALBERTA, What province do you live in?

Select one province.

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

If CANADA, What is your postal code?

- ○ CANADA - Postal Code: _____*
- ○ CANADA - Doesn't Know Postal Code

IF USA, What state are you from?* DROP DOWN.

- ○ Alaska
- ○ Arizona
- ○ Arkansas
- ○ California
- ○ Colorado
- ○ Connecticut
- ○ Delaware
- ○ Florida
- ○ Georgia
- ○ Hawaii
- ○ Idaho
- ○ Illinois
- ○ Indiana
- ○ Iowa
- ○ Kansas
- ○ Kentucky
- ○ Louisiana
- ○ Maine
- ○ Maryland
- ○ Massachusetts
- ○ Michigan
- ○ Minnesota
- ○ Mississippi
- ○ Missouri
- ○ Montana
- ○ Nebraska
- ○ Nevada
- ○ New Hampshire
- ○ New Jersey
- ○ New Mexico
- ○ New York
- ○ North Carolina
- ○ North Dakota
- ○ Ohio
- ○ Oklahoma
- ○ Oregon
- ○ Pennsylvania
- ○ Rhode Island
- ○ South Carolina
- ○ South Dakota
- ○ Tennessee
- ○ Texas
- ○ Utah
- ○ Vermont
- ○ Virginia
- ○ Washington
- ○ West Virginia
- ○ Wisconsin
- ○ Wyoming
- ○ Other USA Territory

IF USA, What is your zip code?

*US zip codes are 5 numeric digits. E.g. 59876.**

- ○ USA - Zip Code: _____*
- ○ Don't Know

IF OTHER INTERNATIONAL, What country are you from?

North America

- ○ Mexico

Europe

- ○ Belgium
- ○ Denmark
- ○ Finland
- ○ France
- ○ Germany

- ○ Greenland
- ○ Netherlands
- ○ Norway
- ○ Spain
- ○ Sweden
- ○ Switzerland
- ○ United Kingdom

Oceania

- ○ Australia
- ○ New Zealand

Asia

- ○ China
- ○ Japan
- ○ S. Korea
- ○ Taiwan
- ○ Other Country: Write In _____*

What day did you arrive in Golden?

[ ]

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

*By travel party we mean the people who are sharing expenditures with on this trip.**

- ○ Number: _____*
- ○ Don't Know

Who is in your travel party? Who were you traveling 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 activities were booked for you? If a group traveller, what kind of group was it?

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

- ○ Independent
- ○ Group - Leisure Tour Group
- ○ Group - Sports Group (e.g. mtn. biking group)
- ○ Group - Arts Group (e.g. travelling choir)
- ○ Group - Business/Group of Colleagues
- ○ Other Group: Write In _____*

How many nights in total are you away from home on this trip?

The nights should be numeric in value, be less than 365, and include nights in other destinations.

- ○ Nights: _____*
- ○ Don't Know

How would you describe the trip that you are on? Is it a trip where...

*Where you will spend the most time. Select one.**

- ○ Golden/Golden was the primary destination
- ○ You were on route to another primary destination, what is your destination? Write In _____*
- ○ You were on a touring trip where you are travelling to multiple places without a primary destination

How much time are you spending in the Golden area? Were you on a day trip or overnight trip to Golden?

*Choose one.**

- ○ Overnight, how many nights in Golden? Write In _____*

- ○ Day, how many hours in Golden? Write In _____*
- ○ Don't Know

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

Choose one response.

- ○ Paid Roofed Accommodations
- ○ Camping
- ○ Friends/Family
- ○ Other Kind of Accommodations Write In _____*
- ○ Don't Know

IF OVERNIGHT, What is the location of your accommodation or campsite?

*If you are at a hotel then select the location (don't need to ask).**

- ○ Kicking Horse Mtn. Resort
- ○ Downtown Golden
- ○ Golden Adjacent to Highway 1
- ○ Front Country (Blaeberry Valley/ Columbia Valley/ Golden West)
- ○ Backcountry (Backcountry Lodge or Hut)
- ○ Don't Know
- ○ Other: Write In _____*

IF OVERNIGHT, What type of accommodation is it? Would you describe it as a...*

- ○ Hotel/Motel
- ○ Bed & Breakfast
- ○ Cabin or Chalet
- ○ Condo / Self Catering Hotel
- ○ Hostel
- ○ Vacation Home Rental (whole home)
- ○ Short-term rental room, suite or bed in a private home
- ○ Backcountry Lodge
- ○ Don't Know
- ○ Other: Write In _____*

IF VACATION HOME RENTAL OR SHORT TERM RENTAL ROOM. Which private home rental service is it?

- ○ Airbnb
- ○ VRBO
- ○ HomeAway
- ○ Owner Direct
- ○ Other, which one? _____
- ○ Don't Know

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 did you visit?

Select all responses that apply.*

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

IF BEEN TO GOLDEN, How many times have you been to Golden before this trip?*

- ○ Number of times: _____*
- ○ Don't Know

IF NOT BEEN TO GOLDEN, Were you aware of Golden before planning this visit?*

- ○ Yes
- ○ No
- ○ Has Been Here Before

What is the main reason for your trip/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 (other than Summer Kicks)
- ○ Festival or Concert in Golden (Summer Kicks)
- ○ General Relaxation

- ○ Golf
- ○ Hiking
- ○ Included in Touring Itinerary
- ○ KHMR - Grizzly Bear Refuge
- ○ KHMR - Via Ferrata
- ○ Mountain Biking (Event/Race)
- ○ Mountain Biking (General)
- ○ Mountaineering
- ○ Paragliding/Hangliding
- ○ Road Biking
- ○ Sightseeing/Nature/Wildlife
- ○ Sky Diving
- ○ Swiss Guides and other Heritage
- ○ Visiting Friends and Relatives
- ○ Visiting National Parks
- ○ Watersports other than Whitewater Rafting (e.g. kayaking, canoeing, stand up paddleboard)
- ○ Whitewater Rafting
- ○ Other activity: Write In _____
- ○ Other (Education, Medical or Other Reasons): Write In _____

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

*Select all that apply.**

- ☐ Eat in a Local Restaurant
- ☐ Visit a Pub or Bar
- ☐ Shop for Gifts or Clothing
- ☐ Shop for Groceries
- ☐ Buy Gas
- ☐ Visit the Kicking Horse Pedestrian Bridge
- ☐ Visit Kicking Horse Mountain Resort (KHMR)
- ☐ Visit the Art Gallery of Golden
- ☐ Visit the Golden Museum
- ☐ Visit National Parks
- ☐ Walk/Cycle the Rotary Trails

- ☐ Visit the Northern Lights Wolf Centre
- ☐ Attend another Concert/Event
- ☐ None of the above

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

*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 *Write In* _____*

On your trip to the Golden area, have you or do you plan to visit downtown Golden?

Select one.

- ○ Yes
- ○ No
- ○ Don't Know

SECTION 2. This group of questions explores how you decided to visit Golden and the kinds of information you used to plan your trip.

How did you originally find out about Golden?

Select one.

- ○ I Have Always Known about Golden
- ○ Word of Mouth Recommendation
- ○ I or My Family Used to Live in Golden
- ○ Internet Search (e.g. Google, Yahoo, Safari)
- ○ Google Search Ad
- ○ Digital Display Banner or Website
- ○ Social Media Ad
- ○ 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 Outdoor Adventure Show
- ○ Sports Team, Activity Group or Club Event
- ○ Highway Signage
- ○ Highway Billboard Advertising
- ○ Parks Canada Website
- ○ Other, how? _____
- ○ None of the above

IF INTERNET SEARCH

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

Please select all that apply.

- ☐ Destination-Related Terms (e.g. Golden)
- ☐ Price-Related Terms (e.g. inexpensive hotels)
- ☐ Specific-Brand Terms (e.g. Holiday Inn Hotels)
- ☐ Activity-Related Terms (e.g. restaurants in Golden)
- ☐ Terms Related to Specific Wants or Needs (e.g. coffee
- ☐ None of the above
- ☐ Other, please specify _____
- ☐ Don't Know

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

Select one response for every row.

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

We are interested in the visitor information you obtained and how it impacted your trip and possibly future trips to Golden.

While in Golden, have you been to the Golden Visitor Centre?

- ○ Yes **IF 'YES' GO TO VISITING GOLDEN VISITOR CENTRE**
- ○ No **IF 'NO' GO TO OVERALL VISITOR SERVICES SECTION**

VISITING GOLDEN VISITOR CENTRE

Why did you stop at the Golden Visitor Centre? *Please select all that apply.*

- ☐ To Obtain A Map
- ☐ To Obtain Route Info
- ☐ To Obtain Accommodation Info (Not Camping)
- ☐ To Obtain Camping Info
- ☐ To Obtain Adventure / Recreation Activity Info
- ☐ To Obtain Attractions Info
- ☐ To Obtain Event Info
- ☐ To Obtain Dining Info

- ☐ To Take A Break From Driving
- ☐ To Use WiFi
- ☐ To Use The Washroom
- ☐ To Use the Sanitation/Pump Out Station
- ☐ Other Kind of Information/Service _____

Did you or anyone in your travel party speak with a Visitor Information Counsellor?

- ○ Yes
- ○ No
- ○ Don't Know

What other services did you use at the Golden Visitor Centre? *Please select all that apply.*

- ☐ Washrooms
- ☐ Accessed WiFi
- ☐ Digital Kiosk
- ☐ Sani Pump Out Station
- ☐ Food and Beverage Kiosk
- ☐ Picnic Tables
- ☐ Dog Run
- ☐ None

Overall, on a scale where 1 is 'very poor' and 5 is 'excellent' how would you rate the following features and services and your overall experience at the Golden Visitor Centre? How would you rate the…

		1 – Not at All Likely	2	3	4	5 – Very Likely	99 - Don't Know
1	Friendliness and Helpfulness of Staff	○	○	○	○	○	○
2	Quality of Visitor Information Provided	○	○	○	○	○	○
3	Pleasant Atmosphere	○	○	○	○	○	○
4	Quality of Facilities	○	○	○	○	○	○
5	Convenient Location	○	○	○	○	○	○
6	Overall Experience	○	○	○	○	○	○

Do you have any recommendations to improve the visitor information services offered at the Golden Visitor Centre?

Type in 'None' if there aren't any.

Overall, what kinds of visitor information topics did you research and obtain at while in Golden? Did you obtain it at the Golden Visitor Centre or via another source (e.g. online or from someone or somewhere else in Golden)?

Please select the kinds of information you obtained at the Golden Visitor Centre, through another source or if you did not research that topic. It's okay to select both the Golden Visitor Centre and another source of information for one topic.

		At the GOLDEN VISITOR CENTRE	Another Source in Golden	DIDN'T Research
1	Accommodations	☐	☐	☐
2	Events	☐	☐	☐
3	Activities	☐	☐	☐
4	Attractions	☐	☐	☐
5	Restaurants/Dining	☐	☐	☐
6	Shopping	☐	☐	☐
7	Transportation	☐	☐	☐

Did you extend your stay in Golden due to the information you collected at the Golden Visitor Centre?

- ○ Yes, I stayed a few extra hours (less than 1 night). How many extra hours? _____
- ○ Yes, I stayed for at least one extra night. How many extra nights? _____
- ○ No

Did you participate in any new activities, go to new places or attend events in Golden that you didn't previously know about?

- ○ Yes, what were they? _____
- ○ No

Did this result in spending additional money that you hadn't anticipated?

- ○ Yes, about how much additional money did you spend? _____
- ○ No

On a scale of 1 to 5, how likely are you to take a future overnight trip to Golden as a result of the information obtained at the Golden Visitor Centre?

		1 – Not at All Likely	2	3	4	5 – Very Likely	Don't Know
1	Future Overnight Trip	○	○	○	○	○	○

Please state your level of agreement with this statement, The visitor information I obtained **while I was at the Golden Visitor Centre** resulted in...

		1 – Do Not Agree At All	2	3	4	5 – Strongly Agree	Don't Know
1	An improvement in the overall quality of my experience in Golden	○	○	○	○	○	○

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 using the services at the Golden Visitor Centre to friends/family or a colleague?

- ○ 0 – Not At All Likely
- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5
- ○ 6
- ○ 7
- ○ 8
- ○ 9
- ○ 10 – Extremely Likely
- ○ Don't Know/Prefer not to answer

GO TO SECTION 3 (EXPENDITURES)

OVERALL VISITOR SERVICES

What visitor information topics did you research and/or obtain before arriving in or while you are in Golden?

Please select all that apply.

	BEFORE your Trip	DURING your Trip	DID NOT RESEARCH

Accommodations	☐	☐	☐
Events	☐	☐	☐
Activities	☐	☐	☐
Attractions	☐	☐	☐
Restaurants/Dining	☐	☐	☐
Shopping	☐	☐	☐
Transportation/Route	☐	☐	☐
Accommodations	☐	☐	☐

While in Golden, did you use any of the following services to obtain visitor information?

Please select all that apply.

Digital Services

- ☐ Golden Rules WiFi Hotspots
- ☐ Tourism Golden Web App
- ☐ Digital Kiosk at the Glacier Mountaineer Lodge, Ramada, Best Western or Golden Chamber
- ☐ Tourism Golden Social Media Channels (FB, Twitter or Instagram)

Personal Contact

- ☐ General Tourism Golden Phone or Email
- ☐ Tourism Golden Visitor Centre Phone or Email
- ☐ Visited Kicking Horse Country Chamber Of Commerce
- ☐ Front Line Staff (Front Desk, Servers, Cashiers Etc.)
- ☐ Golden Locals

Print Materials

- ☐ Golden Travel Planner
- ☐ Outdoor Discovery Map
- ☐ Hiking Map
- ☐ Biking Map

☐ Other Source Of Visitor Information. What was it? Write In: _____

☐ None of the above

IF BEFORE OR DURING TRIP IS SELECTED ON ANY OF ABOVE

How did that visitor information impact the rest of your time in Golden? The visitor information I obtained while I was in Golden resulted in me or my travel party...

	1 – Do Not Agree At All	**2**	**3**	**4**	**5 – Strongly Agree**	**Don't Know**
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	○	○	○	○	○	○

How much extra time did you spend in Golden?

Write in extra number of nights or hours.

- ○ Number of Nights: _____
- ○ Number of Hours: _____
- ○ Don't Know

About how much extra money did you spend?

- ○ Extra Money Spent: $ _____
- ○ Don't Know

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

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

SECTION 3. 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 do you anticipate your travel party's total expenditures will be 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 are attributed to the following categories?

Please enter the appropriate proportions below, excluding long-haul flights. Please insert '0' for those categories you did not spend any money in. The sum of your answers should equal 100%.

Accommodation (hotels, motels, lodge, camping/RV fees, etc.) *IF DAY VISITOR ENTER '0'*	%
Transportation (short-haul flights within British Columbia, vehicle rental, gas, repairs, ferry, taxi, bus, etc.)	**%**
Food and Beverage (including taxes and tips)	**%**
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. This group of questions helps us understand what you think about your Golden experience.

On a scale of 1 to 5, where 1 is 'very poor' and 5 is 'excellent', please rate your experience of each component of your visit to Golden.

1 – Very Poor 2 3 4 5 - Excellent 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 – Not At All Likely
- ○ 2
- ○ 3
- ○ 4
- ○ 5 – Extremely Likely
- ○ Don't Know

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

- ○ 0 – Not At All Likely
- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5
- ○ 6
- ○ 7
- ○ 8
- ○ 9
- ○ 10 – Extremely Likely
- ○ Don't Know

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

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

- ○ Yes, what are they? _____
- ○ No
- ○ Don't Know

SECTION 5. Finally, we just have a few questions about you so we can better understand visitors to Golden.

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

- ○ Under C$20,000
- ○ C$20,000 to C$39,999
- ○ C$40,000 to C$59,999
- ○ C$60,000 to C$79,999
- ○ C$80,000 to C$99,999
- ○ C$100,000 to C$149,999
- ○ C$150,000 or over
- ○ Prefer Not to Answer
- ○ Don't Know

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

- ○ 19-24 Years
- ○ 25-34 Years
- ○ 35-44 Years
- ○ 45-54 Years
- ○ 55-64 Years
- ○ 65-74 Years
- ○ 75 Years or Older
- ○ Prefer Not to Answer

What is your gender

- ○ Male
- ○ Female

- ○ Transgender
- ○ Non-Binary
- ○ Other
- ○ Prefer Not to Answer

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

Thank you for your time, you are eligible for a draw to win a $500 (Canadian Dollars) pre-paid VISA card. In order to enter you, we will need your name and email address. This information will be kept confidential and used only to administer the draw. Would you like to be entered into the draw to win? *Click here for full contest rules and regulations*

- ○ Yes
- ○ No

Did you read 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?

- ○ Email: _____
- ○ Telephone, my 10-digit telephone number is: _____