Golden Visitors

Winter 2016 Visitor Survey Results – FINAL Report

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

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

TOURISM
Golden
GOLDEN RULES

///ALIGN
CONSULTING
RESEARCH•STRATEGY•EVALUATION

EXECUTIVE SUMMARY

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

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

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

Between February 4 and March 7, researchers approached 2,178 people to participate in the survey. Of those, 1,777 people (82%) agreed to participate, 729 were screened out because they were locals, vacation home property owners, staying in Golden for longer than 30 days, under 19 or had already completed the survey. This left 1,048 completed surveys and of those, 557 agreed to participate in the follow-up online survey. A total of 262 visitors completed the online survey for a response rate of 47%.

Results

Visitor Characteristics

- In the winter of 2016, 80% of Golden visitors were from Canada, 50% from Alberta, 10% from BC and 20% from other provinces in Canada (other Canada). Visitors from overseas (OVS) accounted for 11% of visitors. Overall, 9% of visitors were from the United States.
- The majority of overseas visitors were from Europe (75%), followed by visitors from Australia/New Zealand (21%) and other international countries (4%). European visitors were from Germany (29%), the United Kingdom (24%), the Netherlands (11%) and Switzerland (7%).
- Overall, 61% of on-site survey respondents were male, and 39% were female.
- A total of 42% of winter visitors were less than 34 years old, 20% were between 35 and 44 years old, 20% were between 45-54 years old. Fewer were older than 55 years (17%).
- Almost half of winter visitors had a university undergraduate degree (42%) and another quarter (24%) had a post-graduate degree. About a third of visitors (34%) had annual household incomes of more than $150,000.

Trip Characteristics

- Almost two-thirds (65%) of winter visitors were repeat visitors while the remaining 35% were on their first trip to Golden. Of repeat visitors, more than half (62%) had been to Golden in the winter, about half (52%) had visited in the summer. About a third had been to Golden in the spring (34%) or the fall (34%).
    - o First-time visitors were more likely to be from other Canada (30%), the USA (15%) and overseas (22%) the repeat visitors (14%, 6% and 5%, respectively).
    - o The top activity for both first-time and repeat visitors was resort skiing or snowboarding followed by snowmobiling. Repeat visitors were more likely to be taking a break from driving than first-time visitors whereas first-time visitors were more likely to be in the Golden area to cat or heli-ski.
    - o First-time visitors stayed longer (3.4 nights) compared to repeat visitors (2.8 nights).
- The majority of Golden visitors were travelling for leisure (98%), while only 2% were business travellers. More than two-thirds of visitors were in Golden to ski/snowboard at Kicking Horse Mountain Resort (KHMR; 69%) while about 8% were in Golden to snowmobile. Less than 5% were in Golden to visit friends and relatives (VFR), take a break from driving (4%), to cross country ski (3%) or backcountry ski (2%).
- The top 5 most popular places to visit in Golden were the restaurants (86%), followed by the gas station (61%), pubs/bars (55%), KHMR (45%) and the grocery store (45%).
- Just over a third (35%) of Golden visitors were away from home for at least 7 nights. Twelve percent were on trips that were longer than 14 nights. An additional one-third of visitors were on getaway trips of 2-3 nights (20% - 2 nights, 17% - 3 nights). Eleven percent were away from home for one night. On average, visitors were away from home for 5.5 nights.
    - o The majority of winter visitors stayed overnight in Golden (85%) while 15% were day visitors. As expected, the average length of stay in Golden was 3.0 nights and shorter than overall average trip length (5.5 nights). More than half of overnight visitors (55%) stayed 2 or 3 nights in Golden, while 18% stayed one night.
    - o Visitors spent, on average, 55% of their total trip time in Golden.
- On average, there were 3.8 people in travel parties that visited Golden in winter 2016. Almost all (93%) of Golden's winter visitors were travelling independently while 7% were travelling in a group. Visitors that were travelling in a group were part of a sports group (54%), leisure tour group (34%), business group (3%) or other group (4%).
- Approximately 44% of Golden visitors were travelling with their spouse/partner, 43% were travelling with friends, 13% with children under 16 while 10% were travelling alone or with extended family (8%). Less than 1% of visitors were travelling with children older than 16, a sibling, parent or colleague.[1]

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

- The majority of overnight visitors stayed at paid roofed accommodation (86%), while 12% stayed at friends and family, and 1% camped. The most popular type of paid, roofed accommodation was a hotel/motel (48%) followed by a cabin/chalet (16%) and a condo/self-catering hotel (14%). Eleven percent of visitors indicated they stayed in a vacation home rental.
- Almost two-thirds of visitors responded Golden was their primary destination (61%), 28% were on a touring trip and 11% were on route to another destination. The top 3 most popular other destinations were Banff/Lake Louise/Canmore (32%), Revelstoke (24%) or the Columbia Valley (14%).
- On average, visitor parties spent $1,216 while in Golden. This equals $519 per visitor per day and when divided by the number of people per visitor party, expenditures equaled approximately $135 per visitor, per day.
  - Golden visitors that stayed overnight at paid accommodation spent more on average ($1,539/travel party) than the average of all visitors $1,216/travel party).
  - Overall, Golden visitors spent 32% ($384/travel party) of travel party expenditures on paid accommodation. Not surprisingly, Golden visitors that stayed overnight at paid accommodation spent more on average, on accommodations - 38% ($587) than the average of all visitors ($384/travel party). Not surprisingly, accommodation accounted for the largest visitor expenditure while in Golden (32%), followed by food and beverage (26%) and outdoor recreation (19%).
  - Visitors from Canada (outside BC and Alberta, $1,622), the USA ($1,580) and overseas ($1,359) spent more on average than visitors from BC ($593) or Alberta ($1,104).

Awareness, Decision Making and Perceptions

- Of first time Golden visitors, almost three-quarters (72%) were aware of Golden before their visit. The remaining 28% responded they were not aware of Golden before planning their trip.
- When prompted about awareness sources, the most common response was 'I have always known about Golden' (51%). About a quarter of visitors responded they were aware of Golden through word of mouth (23%) while fewer learned about Golden through an internet search (5%), because their family used to live in Golden (5%) and 3% of visitors stated they were aware of Golden through KHMR.
- Almost half (47%) of Golden winter visitors considered other destinations while planning their trip. The top destinations that were considered were Revelstoke (55%), Fernie (27%), Banff/Canmore (27%) and Lake Louise (23%).
- When deciding to visit Golden the top 5 most important factors were excellent skiing/snowboarding (86%), access to outdoor activities (73%), proximity of community and wilderness (67%), friendly, hospitable people (64%) and offers good value for money (53%).

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

- Golden visitors were also asked what kinds of information sources they used to plan their trip and when they used (pre-trip or during-trip). Overall, more visitors used online sources of information than word-of-mouth, printed, or other sources of information. Online information sources and

word of mouth from friends and family were used more frequently before trips while printed maps, the printed Golden Travel Planner, word-of mouth from Golden locals, or word of mouth from Golden businesses were used more frequently during visits (rather than before).

- Use of a search engine was the most popular online source of trip planning information. When asked what kinds of search terms were used, almost half (42%) used terms that were activity related (e.g. mountain biking in Golden), while almost a third (27%) used a destination related term (e.g. Golden, BC) and 17% used a price-related terms (e.g. cheap hotels in Golden). Fewer used terms related to services/wants/needs in Golden (15%, e.g. coffee shop in Golden) while 11% used specific, branded website (e.g. Holiday Inn).

- About two-thirds of Golden visitors (65%) use social media or travel commentary sites.
  - o Of those visitors, almost half use Facebook (42%) or TripAdvisor (41%) and about a quarter use YouTube (26%) or Instagram (21%).
  - o About 58% of visitors that use social media or travel commentary sites posted a neutral or positive comment about their trip to Golden. Most posted after (50%) during (45%) their trip to Golden, only a 5% posted before their trip to Golden. A very small percent used the #GoldenBC (6%) or #GoldenRules hashtags.

- Almost all paid accommodation overnight visitors (93%) pre-booked their accommodations in Golden. Most booked directly with the accommodation property (58%) while 25% used an online travel agent and 8% used a private home rental service (67% - VRBO, 33% - Airbnb).

- While in Golden, visitor were most likely to research restaurants (53%), activities (34%), accommodations (21%) and attractions (17%). Just under half of visitors stated that information obtained during their trip to Golden resulted in an increase in their likelihood of return (45%), improvement in the overall quality of their trip (44%) and spending money they hadn't anticipated spending (38%). Only 7% stated the information they obtained resulted in them staying in Golden longer.

- While at a destination, winter visitors prefer receiving visitor information online via WiFi using their own device (83%), online via cellular connection using own device (68%), followed by word-of-mouth sources of information including talking to locals (66%), other visitors (48%) and people that work at local businesses (45%). Fewer visitors preferred obtaining information from printed materials, in-vehicle cellular (28%) or GPS systems (26%). Only 9% of visitors indicated they preferred to obtain visitor services information from an online digital kiosk (9%).

- While in Golden, the vast majority of visitors were able to obtain all the visitor information they needed (95%) or access the Internet via a WiFi connection (90%).

Golden Visitor Experience Evaluation

- During the on-site interview, visitors were asked how their experience in Golden met their expectations. More than a third of visitors (37%) replied that Golden exceeded their expectations while 61% replied that Golden met their expectations. Two percent replied that Golden did not meet their expectations.[2]

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[2] 13% of visitors were unsure if Golden met their expectations as they had just started their visit, these visitors were removed from this analysis.

- On the follow-up questionnaire, visitors were asked to rate trip components and their overall experience on a 1 - poor to 5 – excellent scale. Top box[3] analysis indicated that 96% rated recreation and adventure opportunities as good (4) or excellent (5). Fewer gave top-box responses to signage on Trans-Canada Highway 1 (82%), accommodation (76%), dining (70%) and local directional signage (67%).
  - The vast majority (92%) replied their overall experience in Golden was good or excellent.
- Similarly, almost all visitors (88%) replied they were extremely (5 on 5 point scale) or very likely (4 on 5 point scale) to visit Golden again. Only 5% responded they would not visit Golden again.
  - A higher percentage of visitors that were likely to return were from short-haul markets (BC – 12%, Alberta – 59%) compared to those that were not likely to return (BC – 4%, Alberta – 34%). Also, a higher percentage of visitors that were likely to return were overnight visitors (89%) compared to those that were not likely to return (73%).
- On the follow-up questionnaire, visitors were asked to rate their likelihood of recommending Golden to their friends and/or family on a scale where 0 = not likely at all and 10 = extremely likely. More than half of visitors (58%) indicated they were extremely likely (9 or 10, promoters) to recommend Golden to their friends, family members or colleagues. Another 34% responded they were likely (7 or 8, passives) to recommend Golden as a vacation destination. Only 8% percent were not likely to recommend Golden as a vacation destination (0 -6, detractors). The findings resulted in Golden winter visitor Net Promoter Score[4] of 49.9.
  - Further analysis revealed that promoters were more likely to be American visitors and be on overnight trips when compared to other visitors (passives and detractors).

Key Insights

In winter, Canadian visitors from outside of British Columbia were of primary importance to Golden (70%) which confirms the key markets outlined in Golden's 2014-15 marketing plan. More specifically, Golden's top geographic markets in the winter of 2016 were:

- Alberta (50%),
- Other Canada (20%) – Ontario (8%), Quebec (6%), Saskatchewan (4%),
- BC (10%),
- United States (9%) – California (1%), Washington (<1%), New York (<1%) and Montana (< 1%),
- United Kingdom (2%), and
- Germany (2%).

This research also demonstrates the heightened importance of the Ontario (8%) and Quebec (6%) markets in winter compared to the peak summer season (Ontario - 5%, Quebec - 2%).

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

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

Winter visitors were most likely to be have been visiting Golden as their primary destination and to participate in winter activities (primarily skiing/snowboarding at KHMR) while in Golden. This varies from summer visitors who were more likely to stopping in Golden as part of a touring trip or on their way to another destination Also, winter visitors are likely to stay longer in Golden, travel with their friends (instead of family) and spend more than summer visitors.

Golden's primary competition for winter visitors are local ski destinations including Revelstoke, Fernie, Banff/Canmore, and Panorama/Invermere/Radium and Silverstar/Vernon. TG should continue to monitor marketing and other destination management activities of these destinations to keep and advance Golden's competitive position. Key factors important in winter visitor decisions to visit Golden are, the quality of skiing/snowboarding, access to a good variety of outdoor activities, the proximity to nature and wilderness and friendly and hospitable people.

With the rise of the sharing economy, the use of private home rental services (e.g. VRBO, Airbnb) is emerging as an important accommodation booking source (8%) but still falls well behind booking directly with accommodations (58%) and booking via an online travel agency (25%). TG should continue to monitor the use/importance of private home rental services in Golden.

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

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

Growing customer service/experience expectations, changing tourism markets, and increasing worldwide competition have led to substantial shifts in the tourism marketplace 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. This is particularly evident in Golden where:

- Almost two-thirds of winter visitors are repeat visitors,
- The importance of word-of-mouth is obvious as a quarter of visitors became aware of Golden via a word-of-mouth recommendation and 47% of visitors responded that they received pre-trip planning information from friends and family and almost 40% of visitors posted a neutral or positive comment or photo about Golden on their social media or travel commentary review sites.

Satisfaction with the travel experience and the intention to recommend greatly increase the likelihood of a return visit to a destination. Overall, Golden winter visitors rated their overall experience as good-excellent and the majority were very likely to return. More than half of Golden winter visitors were very/extremely likely to recommend Golden to their friends and relatives. This resulted in a Net Promoter Score of 49.9.   This study indicated that a good skiing experience at KHMR was especially important to a good visitor experience in Golden.

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Front Cover Photo Credit: Tourism Golden

1.0. INTRODUCTION

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

To realize the vision, Tourism Golden has developed the following key marketing objectives:[5]
1. Establish perceptions of Golden consistent with our brand positioning,
2. Increase awareness of Golden as a great place to vacation,
3. Increase nightly visiting and length of stay,
4. Increase funding for the DMO and increase TG membership and revenue, and
5. Maintain TG's position as the lead organization for tourism in the area.

In addition, the research strategy states, *We will gather research data from TG stakeholders and visitors on visitor demographic, lifestyle, travel habits and perceptions of Golden. These will be used to identify and measure trends and motivations for future marketing planning and strategies, and will provide metrics against which the strategic objectives will be measured.* The 2015-2016 Tourism Golden marketing plan outlines the research strategy goals as:
1. Produce visitor data research reports for use by Tourism Golden and the Town of Golden,
2. Analysis of annual and seasonal data, and
3. Provide a capacity with which to evaluate the effectiveness and to demonstrate the success of marketing activity.

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

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[5] Request for Proposal for Provision of Destination Tourism Market Research Services. June 2015. Tourism Golden.

2.0. METHODOLOGY

2.1. Data Collection

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

TG employed three paid researchers to conduct on-site interviews in the winter of 2016. The researchers worked for 25 days between February 4 and March 7, 2016. They approached visitors at a variety of locations around Golden, including 4 hotels along Highway 1, downtown Golden, the Quartz Creek Snowmobile Trailhead, Kicking Horse Mountain Resort (KHMR) and the Nordic Centre near KHMR. The on-site interview was 5-7 minutes long and finished with the request to participate in an online follow-up survey.

A total of 2,178 people were approached to participate in the on-site survey. Of those, 1,777 people (82%) agreed to participate, 728 were not in the population or did not complete the on-site survey which equaled 1,049 completed surveys. A total of 557 visitors agreed to complete the online, follow-up survey. The follow-up survey was distributed via email within one week of completing the on-site interviews, also $200 VISA gift card was offered as an incentive to complete the follow-up survey. Of the 557, 42 could not be delivered, equaling 515 people that actually received the follow-up email. Two email reminders were sent over several weeks to those people who had not started or completed the survey. A total of 262 visitors completed the online survey for a response rate of 47%[6].

By location, response to the follow-up survey was highest for visitors encountered in downtown Golden (81%), followed by those encountered at accommodations near Highway 1 (52%). Visitors encountered at Quartz Creek (29%) had the lowest response rate to the follow-up questionnaire. By market, visitors from BC had the highest response rate followed by a fairly even distribution of responses from other markets (42% - 48%). Given the good overall response rate and good distribution by market, the follow-up survey responses were a good representation of the overall Golden visitor population.

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[6] 47% (262/557) is considered an excellent response rate.

Location	People Approached	Agree to Complete Survey	Number of: Not in Population/Did Not Complete[1]	Completed On-Site Survey	Agree to Follow-Up	Completed Follow-Up	Response Rate
KHMR	1,215	1,034	337	697	372	162	44%
Nordic Centre	197	192	119	73	48	22	46%
Highway 1 Corridor	396	224	62	162	75	39	52%
Quartz Creek	64	63	7	56	31	9	29%
Downtown Golden	306	264	204	60	31	25	81%
Total	**2,178**	**1,777**	**729**	**1,048**	**557[2]**	**262**	**47%**

1. Not in population means the person approached was less than 19 years old, already surveyed, a local, property owner or seasonal visitor.
2. Only 515 people actually received the follow-up survey because 42 emails addresses bounced/were incorrect.

Market	Number of: Completed On-Site Survey	Agree to Follow-Up	Completed Follow-Up	Response Rate
BC	108	57	30	53%
Alberta	519	294	142	48%
Other Canada	209	105	47	45%
USA	93	50	21	42%
Overseas	119	51	22	43%
Total	**1,048**	**557**	**262**	**47%**

2.2. Data Analysis

Once visitor survey data were downloaded, checked and coded[7], they were weighted or 'balanced' in four groups according to overnight accommodation capacity including KHMR, the Highway 1 corridor, downtown Golden and the Frontcountry/Blaeberry Valley (see Appendix A for weights).

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

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

To avoid the influence of outliers in expenditure, 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 than 30 responses.

In addition, data were summarized by:
1. Market - BC, Alberta, other Canadian provinces, the USA and overseas. Sample sizes are small for visitor summaries from the USA and overseas (see Section 3.7),
2. Accommodation location - Front Country/Blaeberry Valley, in Golden on Highway 1, downtown Golden and KHMR (see Section 3.8),
3. Promoters - Highlights of those Golden visitors that are advocates of Golden and are highly likely to recommend Golden at a travel destination to their friends and family (see Section 3.9), and
4. Season – Roughly compared to summer 2015 research (see Section 3.10).

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

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

2.2.1. Net Promoter Score

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

One goal of Destination British Columbia's (DBC) 2014 corporate strategy is for British Columbia to become the most highly recommended destination in North America. The Net Promoter Score® (NPS®)[8] measures the intention to recommend a travel destination and is also an indicator of overall satisfaction with the travel experience. Starting in 2016, Golden visitor surveys will collect the NPS to monitor visitor experience satisfaction.

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

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

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

% Promoters	−	% Detractors	=	NPS

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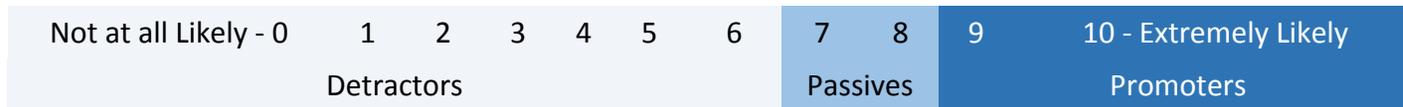
[8] Net Promoter, NPS and the NPS-related emoticons are registered service marks, and Net Promoter Score and Net Promoter System are service marks, of Bain & Company, Inc., Satmetrix Systems, Inc. and Fred Reichheld.

2.3. Tips for Reading Results

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

Annual Household Income ($CDN)
Percentage of Visitors (FU)

Income	%
$150,000+	34%
$100,000 to $149,999	25%
$80,000 to $99,999	13%
$60,000 to $79,999	17%
$40,000 to $59,999	4%
$20,000 to $39,999	4%
Under $20,000	2%

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: 34% of Golden winter visitors had annual household income of $150,000 or more.

Origin of Canadian Visitors
Percentage of Visitors from Outside BC and AB

Province	%
Ontario	41%
Quebec	29%
Saskatchewan	19%
Manitoba	6%
Nova Scotia	2%
New Brunswick	2%
Newfoundland	1%
PEI	1%

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

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

Interpretation: 41% of Canadian visitors from outside of BC and Alberta were from Ontario.

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

1. Other International includes: Mexico, Taiwan, Uganda, Brazil, Columbia and the Bahamas.
2. Other Europe includes Sweden, Italy, Norway, Denmark, France, the Czeck Republic, Cyprus, Scotland and Spain.

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4.0. RESULTS

3.1.Visitor Characteristics

Market Origin
Percentage of Visitors

- BC 10%
- Alberta 50%
- Other Canada 20%
- USA 9%
- Overseas 11%
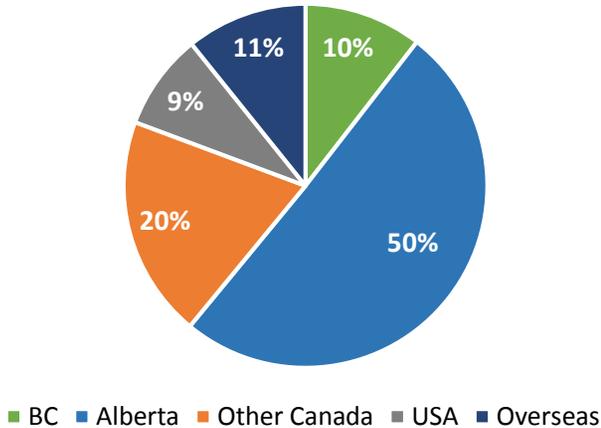
Origin of Visitors from Alberta (Top 10)
Percentage of Albertan Visitors

Calgary	52%
Edmonton	11%
Red Deer County	4%
Banff	4%
Rocky View County	4%
Canmore	4%
Cochrane	2%
Cypress County	1%
Strathcona County	1%
Lethbridge	1%
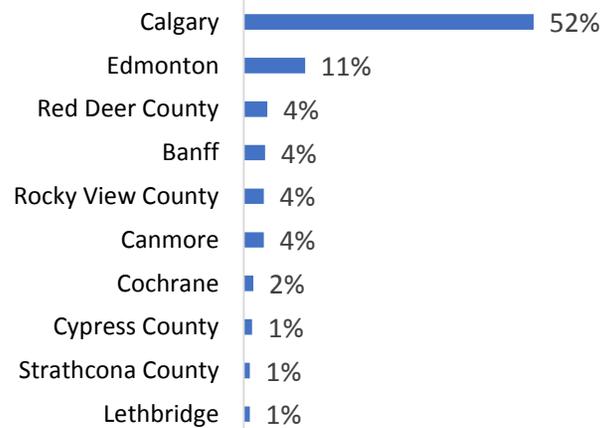
Origin of Visitors from BC (Top 10)
Percentage of British Columbians
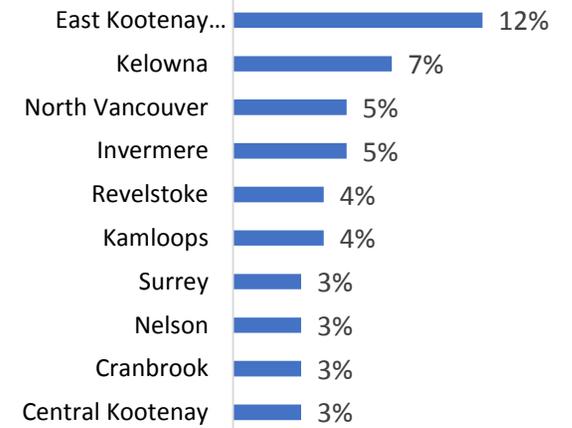
East Kootenay…	12%
Kelowna	7%
North Vancouver	5%
Invermere	5%
Revelstoke	4%
Kamloops	4%
Surrey	3%
Nelson	3%
Cranbrook	3%
Central Kootenay	3%

Origin of Canadian Visitors
Percentage of Visitors from Outside BC and AB

Ontario	41%
Quebec	29%
Saskatchewan	19%
Manitoba	6%
Nova Scotia	2%
New Brunswick	2%
Newfoundland	1%
PEI	1%
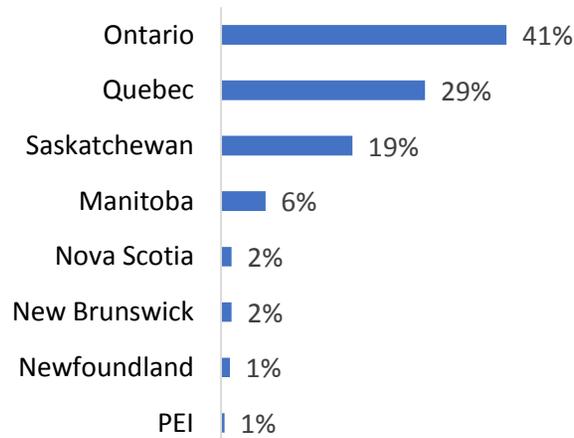
Origin of Visitors from USA (Top 10)[1]
Percentage of Americans

California	13%
Washington	13%
New York	8%
Montana	8%
Pennsylvania	6%
Colorado	5%
Vermont	4%
Massachussetes	4%
Michigan	3%
Alaska	3%
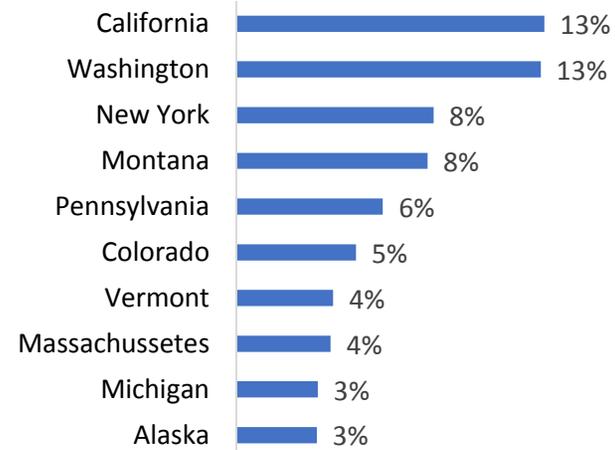
1. Other US states include: Texas (3%), Maine (3%), Wisconsin (3%), Florida (3%), Tennessee (2%), Utah (2%), Idaho (2%), Connecticut (2%), Illinois (1%), Ohio (1%) New Hampshire (1%), Wyoming (1%), Missouri (1%), Minnesota (1%), Nevada (<1%), Oregon (<1%), Virginia (<1%), Washington DC (<1%).

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Origin of Overseas Visitors[1]
Percentage of Overseas Visitors

- 4%
- 21%
- 75%

■ Australia/NZ ■ Europe ■ Other International
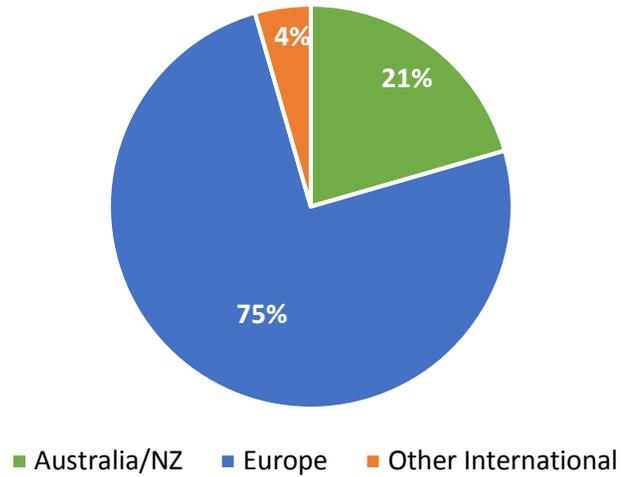
Origin of European Visitors[2]
Percentage of European Visitors

Germany	29%
Other Europe	29%
United Kingdom	24%
Netherlands	11%
Switzerland	7%
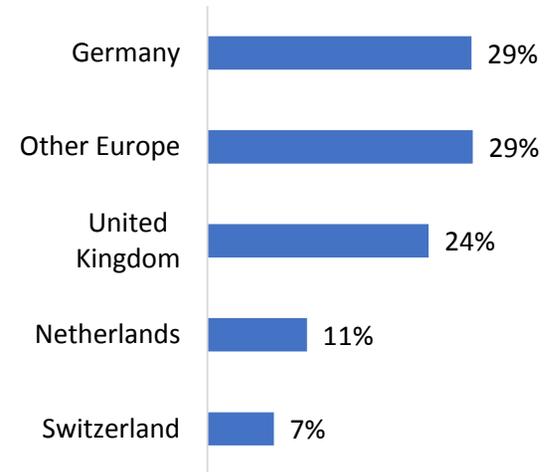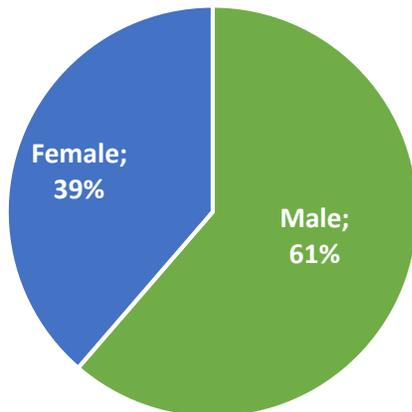
Gender
Percentage of Visitors

- Female; 39%
- Male; 61%

Age
Percentage of Visitors
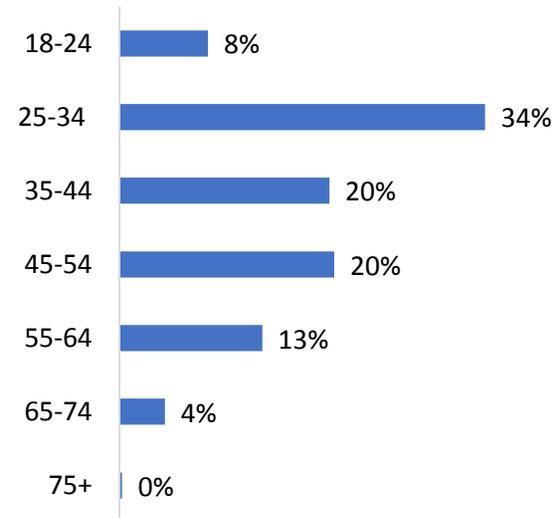
18-24	8%
25-34	34%
35-44	20%
45-54	20%
55-64	13%
65-74	4%
75+	0%

1. Other International includes: Mexico, Taiwan, Uganda, Brazil, Columbia and the Bahamas.
2. Other Europe includes Sweden, Italy, Norway, Denmark, France, the Czeck Republic, Cyprus, Scotland and Spain.

Level of Education
Percentage of Visitors [FU]

Category	%
University Post-Graduate Degree	24%
University Undergraduate Degree	42%
Trade Certificate or College Diploma	17%
Some Post Secondary Education	11%
Secondary School Diploma	5%
Some Secondary School	1%

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

Category	%
$150,000+	34%
$100,000 to $149,999	25%
$80,000 to $99,999	13%
$60,000 to $79,999	17%
$40,000 to $59,999	4%
$20,000 to $39,999	4%
Under $20,000	2%
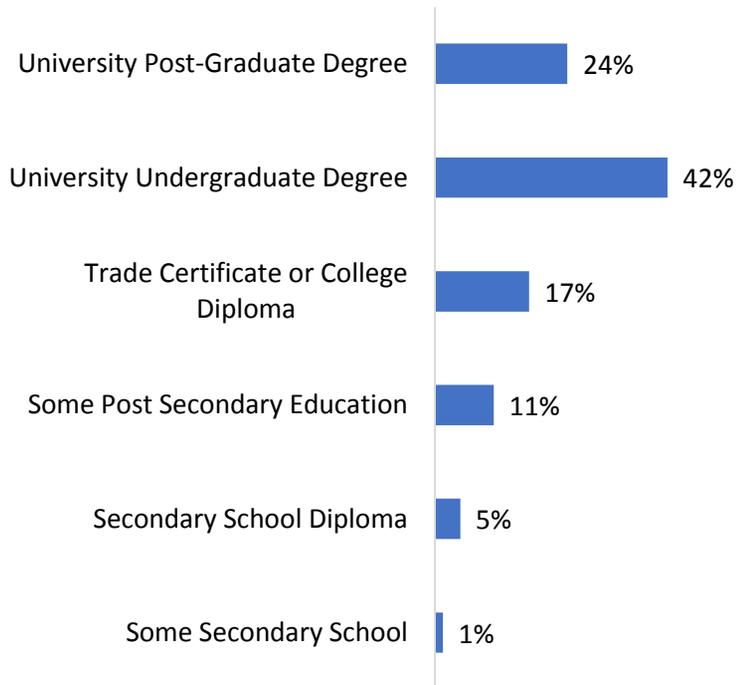
3.2. Trip Characteristics

Been to Golden Before?
Percentage of Visitors

First Time; 35%

Repeat; 65%
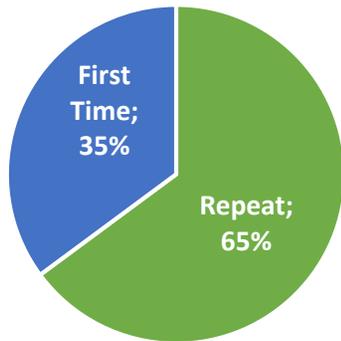
Season of Past Visitation
Percentage of Past Vists

Season	Percentage
Fall	34%
Summer	52%
Spring	34%
Winter	62%
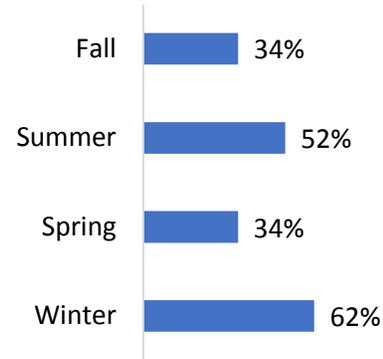
Average Number of Past Trips to Golden:

18.6 trips

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

19%

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

40%

	Been To Golden?[1]	
	Repeat Visitors	**First-Time Visitors**
Origin		
BC	12%	7%
AB	63%	27%
Other Canada	14%	30%
USA	6%	15%
Overseas	5%	22%
Primary Reason (Top 5)	1. Resort Skiing (63%)	1. Resort Skiing (77%)
	2. Snowmobiling (10%)	2. Snowmobiling (6%)
	3. VFR (6%)	3. Cross Country Skiing (3%)
	4. Break From Driving (5%)	4. VFR (2%)
	3. Cross Country Skiing (4%)	5. Cat/Heli Skiing (2%)
Length of Stay		
Day	16%	13%
Overnight	84%	87%
Average Nights	2.8	3.4

1. This table is read as origin, primary reason and length of stay of repeat or first-time visitors. For example, 12% of repeat visitors were from BC, whereas 7% of first-time visitors were from BC. 5% of repeat visitors were from overseas while 22% of first-time visitors were from overseas.

Primary Reason for Visit
Percentage of Visitors

Resort Skiing at KHMR	69%
Snowmobiling	8%
Visiting Friends and…	4%
Break from Driving	4%
Cross Country Skiing	3%
Business/Corporate…	2%
Backcountry Skiing/Touring	2%
Family Vacation	1%
Cat or Heli-skiing	1%
Other (Education, Medical…	1%
Hockey	1%
General Relaxation	1%
Attend or Be In a Wedding	1%
Other Winter Activity	1%
Sightseeing/Nature/Wildlife	<1%
Festival or Concert in…	<1%
Snowshoeing/Other…	<1%
Included in Touring Itinerary	<1%

Additional Travel Party Activity Participation (Not Primary)[1]
Percentage of Visitors

Cross Country Skiing	8%
Ski/Snowboard at KHMR	6%
Snowshoeing	4%
Backcountry Skiing	4%
Other	3%
Snowmobiling	2%
Heli/Cat Skiing	2%
Ice Skating	0%
Fishing	0%

Golden Places Visited
Percentage of Visitors

Eat in a Local Restaurant	86%
Buy Gas	61%
Vist a Pub or Bar	55%
Visit KHMR	45%
Shop for Groceries	45%
Shop for Gifts or Clothing	28%
Visit the KH Bridge	12%
Visit the Art Gallery of Golden	7%
Walk or Cycle the Rotary Trails	3%
Visit the Northern Lights Wolf Centre	3%

Length of Stay in Golden
Percentage of Visitors

- 15%; Day
- 85%; Overnight
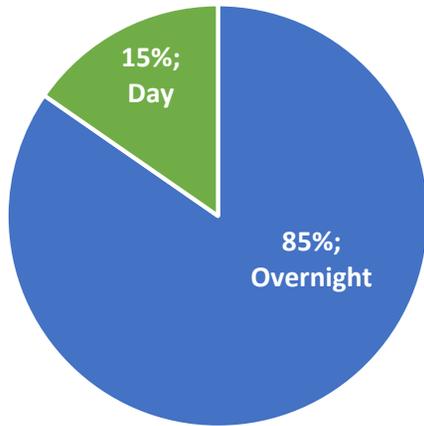
Nights on Trip and in Golden
Percentage of Overnight Visitors

Nights	in Golden	Total Trip Length
1 night	18%	11%
2 nights	29%	20%
3 nights	26%	17%
4 nights	10%	7%
5 nights	6%	7%
6 nights	2%	4%
7 - 13 nights	5%	23%
14+ nights	3%	12%

- in Golden
- Total Trip Length
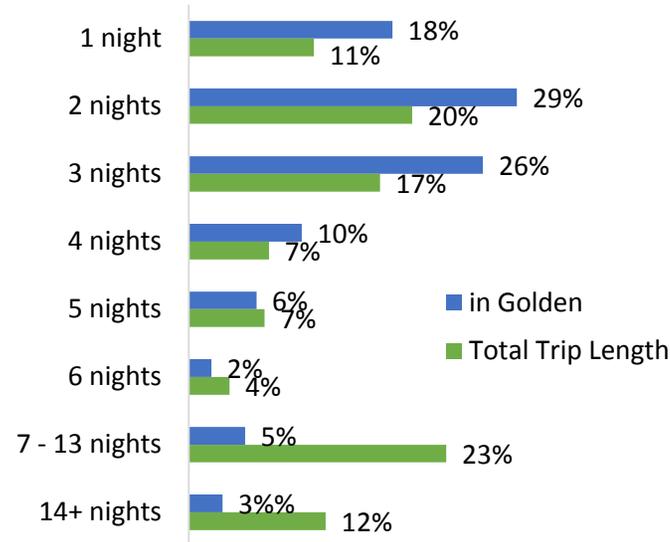
Average overnight trip length:

5.5 nights

Average nights in Golden:

3.0 nights

Time in Golden/Total Trip Length:

55%

Travel Party Composition[1]
Percentage of Visitors

Spouse	44%
Friends	43%
Children < 16	13%
Alone	10%
Extended Family	8%
Children > 16	<1%
Sibling	<1%
Parent	<1%
Colleagues	<1%
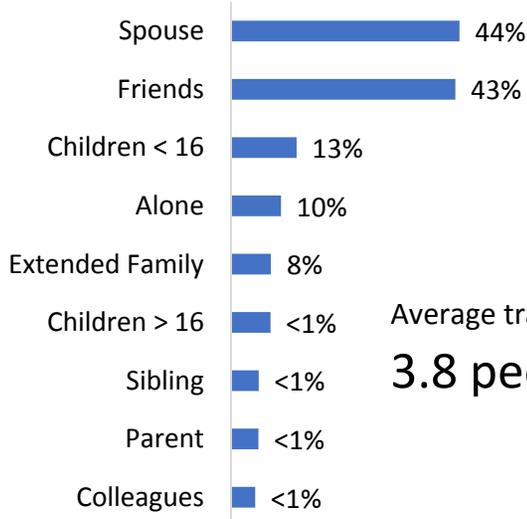
Average travel party size:

3.8 people

Percentage of Visitors Travelling in a Group:

7%

Type of Group:

- Sport group (54%)
- Leisure tour group (34%)
- Business group (3%)
- Other group (4%)

Visit Downtown Golden?
Percentage of Visitors[FU]
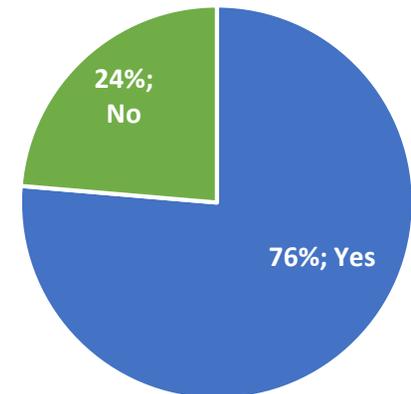
- 24%; No
- 76%; Yes

21

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

Golden Overnight Accommodation
Percentage of Visitors

- Friends/Family; 12%
- Other; 1%
- Camping; 1%
- Paid-Roofed; 86%
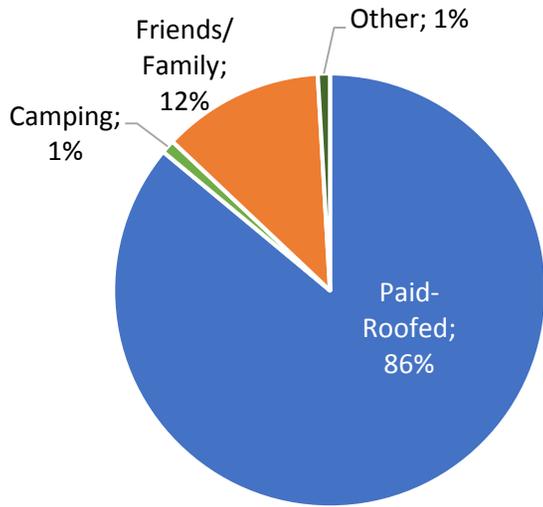
Accommodation Type
Percentage of Visitors

- Hotel/Motel — 48%
- Cabin or Chalet — 16%
- ndo / Self Catering Hotel — 14%
- Vacation Home – Rental — 11%
- Bed & Breakfast — 6%
- Hostel — 3%
- ackcountry Lodge — 1%
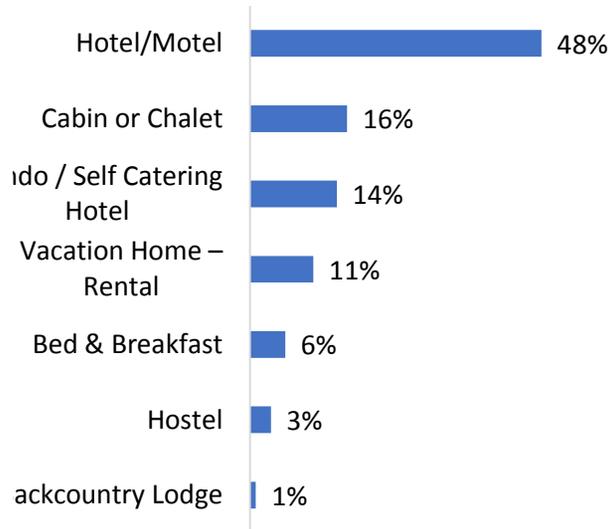
Paid Accommodation Location
Percentage of Visitors - Weighted

- Golden Adjacent to Highway 1 — 40%
- Golden — 19%
- Front Country (Blaeberry Valley/ Columbia Valley/… — 19%
- Kicking Horse Mountain Resort — 15%
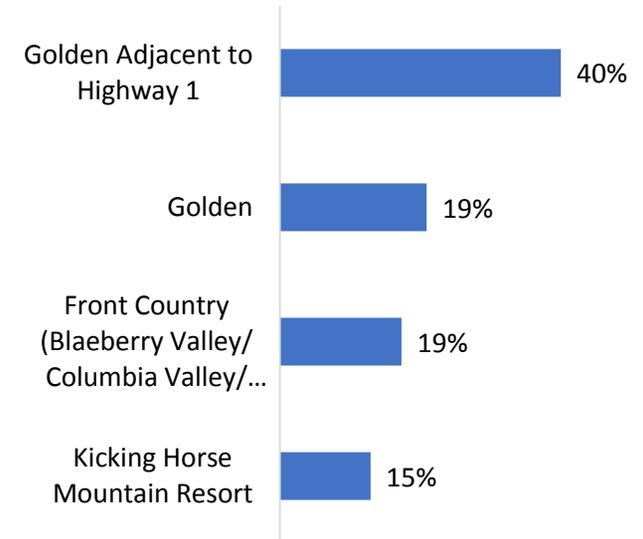
How Would You Describe Your Trip?
Percentage of Visitors

- To Golden/Golden is the primary destination — 61%
- On a touring trip where you are travelling to multiple places without a primary destination — 28%
- On route or staying at another primary destination — 11%
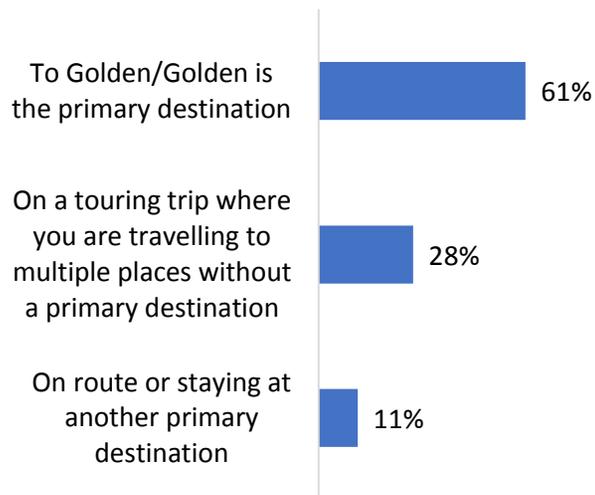
Other Primary Destinations (120 responses):

- Banff/Lake Louise/Canmore (32%)
- Revelstoke (24%)
- Columbia Valley (14%)
- Calgary (7%)
- Lower Mainland/Whistler (5%)
- Thompson Okanagan (5%)
- Other BC (4%)
- Other AB (4%)
- Vancouver Island (3%)
- Other Outside BC & AB (2%)
- Edmonton (<1%)

After your arrival in Golden did you reduce or extend your stay from what your originally planned?
Percentage of Visitors[FU]

- No, I did not extend or reduce my stay. — 90%
- Yes, I extended my stay. — 8%
- Yes, I reduced my stay. — 2%
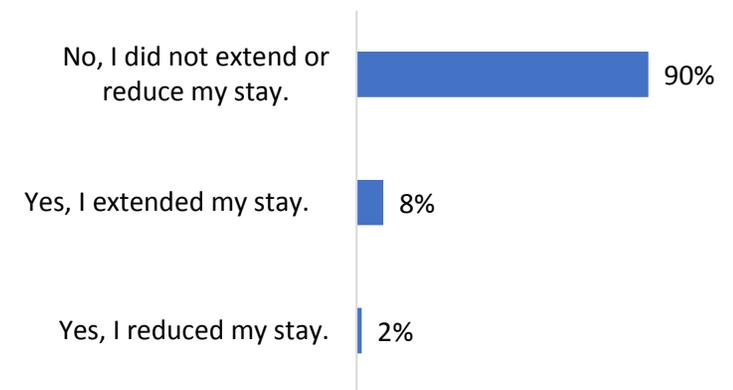
Expenditures in Golden (Averages)[1]				
	Visitor Party		Per Person	
	Trip Expenditures	Daily Expenditure[2]	Trip Expenditures[3]	Daily Expenditure[4]
Day Visitors	$260	$260	$82	$81
Overnight - VFR	$483	$146	$165	$49
Overnight - PAID	$1,539	$520	$378	$128
Overall	**$1,216**	**$519**	**$320**	**$135**

1. The expenditures presented were collected on the on-site interview. The average overall trip expenditure collected on the follow-up online survey were with 2% of the on-site interview responses.
2. Visitor Party Daily Expenditures = Visitor Party Trip Expenditures/Nights in Golden,
3. Per Person per Trip Expenditures = Visitor Party Trip Expenditures/ People in Travel Party.
4. Per Person Daily Expenditures = Per Person - Trip Expenditures/People in Travel Party.

Expenditures in Golden – Averages In Each Category[1]								
Visitor Type	Paid Accomm.	Food and Beverage	Transportation	Shopping	Attractions	Outdoor Recreation	Other Entertainment	Other Expenditures
Overnight - PAID								
% spent on	38%	24%	10%	3%	4%	17%	0.5%	3%
$ spent on	$587	$373	$161	$47	$55	$269	$7	$40
Overall[2]								
% spent on	32%	26%	11%	4%	5%	19%	1%	2%
$ spent on	$384	$316	$137	$47	$57	$237	$9	$30

1. The percent of expenditures presented in each category are collected in the follow-up online survey. n = 188, A total of 23 people 'didn't know' and 13 preferred not to answer. Sample sizes were too small to report for Day (n = 19) and Overnight – VFR (23) visitors. 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 on each category.
2. Includes overnight paid, overnight – VFR and Day visitors.

Trip Characteristics by Market						
	BC	**AB**	**Other Canada**	**USA**	**Overseas**	**TOTAL**
Been to Golden?						
First Time	23%	19%	53%	58%	72%	35%
Repeat Visitor	77%	81%	47%	42%	28%	65%
Travel Party Size (Average)	4.3	4.8	4.0	4.4	3.3	4.4
Type of Trip						
Golden is Primary Destination	60%	82%	44%	34%	13%	61%
Touring Trip	24%	9%	38%	56%	77%	28%
Other Primary Destination	17%	9%	18%	10%	10%	11%
Primary Reasons for Visiting (Top 5)	1. Resort Skiing at KHMR (39%) 2. Business (13%) 3. Break from Driving (12%) 4. VFR (10%) 5. Cross Country Skiing (8%)	1. Resort Skiing at KHMR (70%) 2. Snowmobiling (10%) 5. Cross Country Skiing (5%) 4. VFR (4%) 5. Break from Driving (4%)	1. Resort Skiing at KHMR (77%) 2. Snowmobiling (11%) 4. VFR (5%) 5. Break from Driving (2%) 5. Wedding (1%)	1. Resort Skiing at KHMR (67%) 2. Backcountry Skiing (12%) 3. Family Vacation (5%) 4. VFR (5%) 5. Snowmobiling (4%)	1. Resort Skiing at KHMR (78%) 2. Cat/Heli Skiing (7%) 3. VFR (3%) 4. Snowmobiling (2%) 5. General Relaxation (2%)	1. Resort Skiing at KHMR (69%) 2. Snowmobiling (8%) 3. VFR (4%) 4. Break from Driving (4%) 5. Cross Country Skiing (3%)
Length of Stay						
Day	17%	18%	12%	9%	13%	15%
Overnight	83%	82%	88%	91%	87%	85%
Average Nights	2.6	2.5	4.0	3.4	3.4	3.0
Accommodation						
Paid Roofed Accommodation	79%	84%	88%	94%	90%	86%
Camping	1%	1%	0%	2%	1%	1%
VFR	18%	14%	10%	2%	9%	12%
Other	1%	1%	2%	1%	0%	1%
Average Expenditures (Per Trip/Per Party)	$593	$1,104	$1,622	$1,580	$1,359	$1,216

Trip Characteristics by Market						
	BC	AB	Other Canada	USA	Overseas	TOTAL
Percentage Expenditures						
On (percent, per trip/party):[1]						
Accommodation	30%	30%	36%	33%	38%	32%
Food and Beverage	24%	29%	21%	20%	24%	26%
Transportation	14%	13%	9%	6%	6%	11%
Shopping	8%	3%	4%	5%	4%	4%
Attractions	4%	3%	6%	14%	4%	5%
Outdoor Recreation	17%	20%	23%	20%	12%	19%
Other Entertainment	1%	1%	1%	<1%	<1%	1%
Other Expenditures	2%	2%	1%	2%	11%	2%
Estimated Expenditures						
On ($, per trip/party):[1]						
Accommodation	$178	$327	$584	$528	$516	$384
Food and Beverage	$144	$319	$348	$314	$329	$316
Transportation	$83	$142	$145	$95	$82	$137
Shopping	$48	$30	$64	$83	$55	$47
Attractions	$22	$34	$90	$215	$51	$57
Outdoor Recreation	$101	$217	$370	$319	$169	$237
Other Entertainment	$5	$10	$9	$1	$3	$9
Other Expenditures	$12	$25	$13	$24	$153	$30

1. Average travel party expenditures collected from the follow-up questionnaire, sample sizes are small for all markets except for Alberta (BC = 29, AB = 178, Other Canada = 46, USA = 23 and Overseas = 19), please use caution when interpreting these results.

3.3. Awareness, Decision Making and Perceptions

3.3.1. Awareness

Aware of Golden Before Visit
Percentage of Visitors
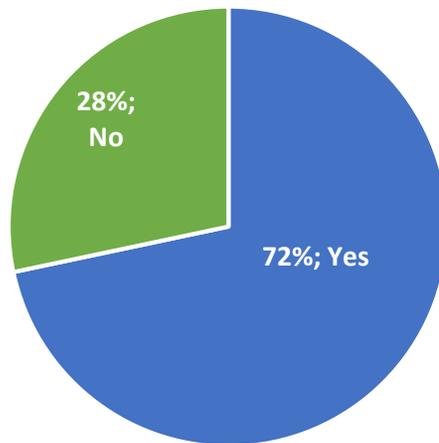
How Did Your Originally Find Out About Golden?[2]
Percentage of Visitors [FU]

28%; No	
72%; Yes	

|	
I Have Always Known About Golden	51%
Word of Mouth Recommendation	23%
Internet Search	5%
I or My Family Live/Used to Live in Golden	5%
KHMR	3%
Sports Team, Activity Group or Club Event	2%
Highway Signage	2%
Golden Travel Planner or Other Tourism…	2%
Previously Attended a Wedding in the Area	1%
Work/Worked in Golden or Area	1%
Tour Operator Brochure/ Itinerary	1%
Magazine or Newspaper Article	1%
None of the Above	1%
Highway Billboard Advertising	1%
Other, how?	< 1%
Parks Canada Website	< 1%

1. This was only asked of people that had not been to Golden on previous trips.
2. There were 261 responses to this question. Please note, consumer shows (Calgary Sow Show, Calgary Outdoor Adventure Show, and the Saskatoon Snow Show were included in the question but there were no responses.

3.3.2. Decision Factors

Consider Other Destinations?
Percentage of Visitors[FU]

- 47%; Yes
- 53%; No

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

BC
- Revelstoke — 55%
- Fernie — 27%
- Panorama/Inveremere/Radium — 19%
- Kimberley/Cranbrook — 7%
- SiverStar/Vernon — 5%
- Nelson — 5%
- Valemount — 5%
- McBride — 4%
- Whistler — 3%
- Field — 2%
- KHMR — 2%
- Sun Peaks — 2%
- Sicamous — 1%
- Red Mtn. — 1%
- Golden — 1%
- Kelowna — 1%

Alberta
- Banff/Canmore — 27%
- Lake Louise — 23%
- Other Alberta — 3%
- Jasper — 3%
- Calgary — 2%

Other Destinations
- Montana — 3%
- Other — 1%
- Colorado — 1%
- Wyoming — 1%

1. Visitors could respond with more than one response, therefore the percentages add up to more than 100%. 118 visitors suggested 238 other destinations.

Top Box Results - How Important Was Each Factor in Deciding to Visit Golden?
*Percentage of Visitors That Responded 4 or 5 on a 1 - 5 Importance Scale[FU]*

Factor	Percentage
Has Excellent Skiing And Snowboarding	86%
Has Access to a Good Variety Of Outdoor Activities	73%
The Community Is Close In Proximity To Nature And Wilderness	67%
Has Friendly, Hospitable People	64%
Offers Good Value For Money	53%
Has Small Town Charm	49%
Has Friendly and Helpful Front Line Staff	46%
Has Excellent Nordic Skiing and/or Back Country Skiing	44%
It Is A New Place To Explore	42%
It is Familiar/I've Been There Before	39%
Not Too Far From Home	32%
Is A Good Stop On Route To Another Destination	26%
Has Excellent Snowmobiling	16%
I Have Friends and Family that Live in Golden	15%
There Was A Personal Event (e.g. Wedding, Family Reunion) That I Wanted To Attend	10%
Has Concerts and/or Public Events That I Wanted To Attend	9%

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

3.3.3. Perceptions

Groups of Topic Words	Percentage of Responses	Topic Word Examples[1]
Favorable		
Beautiful/Scenery/Landscape	52%	*Natural, Scenic, Beautiful, Mountains, Stunning*
Atmosphere[1]	44%	*Busy, Party, Eclectic, Low-key, Familiar, Calm, Raw, Fun*
Skiing/Snowboarding	24%	*Good Skiing, Excellent Heli-Skiing, Awesome Skiing, Ski Town*
Good Location/Access	22%	*Rural, Proximity, Convenient, Good Location, Close*
Small Town/Quant/Quiet	21%	*Small, Small Town, Quant, Quiet*
Friendly People/Welcoming	20%	*Friendly, Welcoming, Unpretentious*
Outdoorsy/Adventure/Recreation	14%	*Outdoor Mecca, Outdoorsy, Adventure, Outdoor Culture*
Good Snow	14%	*Nice Powder, Snowy, Great Snow, Perfect Snow*
Other	7%	*Yellow, Gold, Black, Vacation, Potential, Work, Secret*
Food/Good Restaurants	6%	*Delicious, Awesome Food, Decent Restaurants, Coffee, Beer*
Kicking Horse	6%	*Kicking, Kicking Horse, Kicking Horse River*
Awesome/Good/Fantastic	5%	*Awesome, Amazing, Fresh, Fun*
Other Activities	4%	*Summer Ultra Run, Hiking, Love the Golf Course, Mtn. Biking*
Good Value	4%	*Cheap, Value, Inexpensive*
Original/Authentic/Rustic	3%	*Authentic, Original, Rustic*
Services (other than Food)	2%	*Decent Hotel Option, Good Supermarket - Overwaitea*
Other Winter Activities	2%	*Snowmobiling, Sledding, Awesome Cross Country Skiing*
Friends/Family	2%	*Good Friends, Family, Family Friendly*
Unfavorable		
Unappealing Town	7%	*Rundown, Broken Down, Uncoordinated, Sad*
Industrial	4%	*Industrial, Trains*

1. The question was, What are three words you would use to describe Golden? 246 visitors suggested 653 words.

3.4. Trip Planning

3.4.1. Sources of Trip Planning Information

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

Source	During	Before
Search Engine	26%	59%
Kicking Horse Mountain Resort	31%	56%
Online Maps	33%	39%
Online Travel Agency	3%	23%
Travel Commentary Review Websites	11%	21%
Tourism Golden Website	8%	18%
Social Media	11%	16%
Parks Canada Website	8%	10%
Specialist Website or App (e.g. mtn. biking or skiing)	0%	8%
Destination BC Website	2%	4%
Online Travel Guide Websites	2%	4%
Kootenay Rockies Tourism Website or App	2%	3%
Destination Canada Website	2%	0%

■ During ■ Before

What Kinds of Search Terms Did You Use?[2] *Percentage of Visitors That Used A Search Engine [FU]*

| Search Term	Percentage
Activity-Related (mtn. biking in Golden)	42%
Destination-Related (e.g. Golden)	27%
Price-Related (e.g. cheap hotels)	17%
Specific Wants/Needs (e.g. coffee shop in Golden)	15%
Specific Brand or Website (e.g Holiday Inn)	11%
Other	9%

1. Which online, sources of visitor information did you use to help plan your trip to Golden? Did you use the information before or during your trip? Visitors that responded 'none' were excluded in the above graphs.
2. Other included 22 responses, responses included; ski/avalanche conditions (45%), mountain statistics (18%), price-related (1%), snowmobiling conditions (1%), VRBO (<1%), medical doctor (<1%), campground (<1%), Golden jobs (<1%).

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

Friends and Family
- 23% (During)
- 47% (Before)

Golden Locals
- 35% (During)
- 12% (Before)

Local Businesses
- 35% (During)
- 9% (Before)
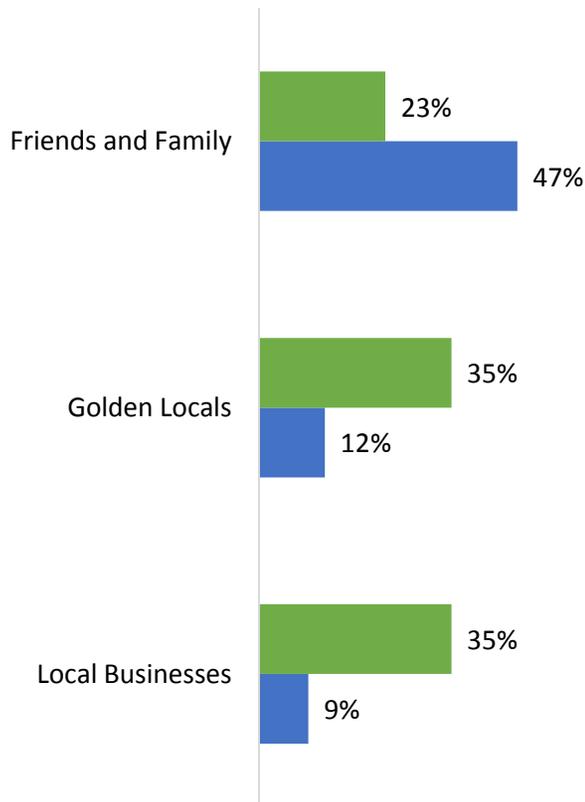
Printed Sources of Visitor Information Used Before and During Trips to Golden *Percentage of Visitors* [FU]

Printed Maps that Include Golden
- 21% (During)
- 11% (Before)

Golden Travel Planner
- 6% (During)
- 3% (Before)

Travel Guide (e.g. Lonely Planet)
- 0% (During)
- 1% (Before)

Kootenay Rockies Golf Vacation Guide
- 1% (During)
- 1% (Before)

DBC Outdoor Adventure Guide
- 2% (During)
- 1% (Before)

DBC Vacation Planner
- 0% (During)
- 1% (Before)

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

GPS
- 22% (During)
- 8% (Before)

Consumer Show
- 0% (During)
- 3% (Before)

Downtown Chamber Office
- 1% (During)
- 1% (Before)

BCVC
- 5% (During)
- 0% (Before)
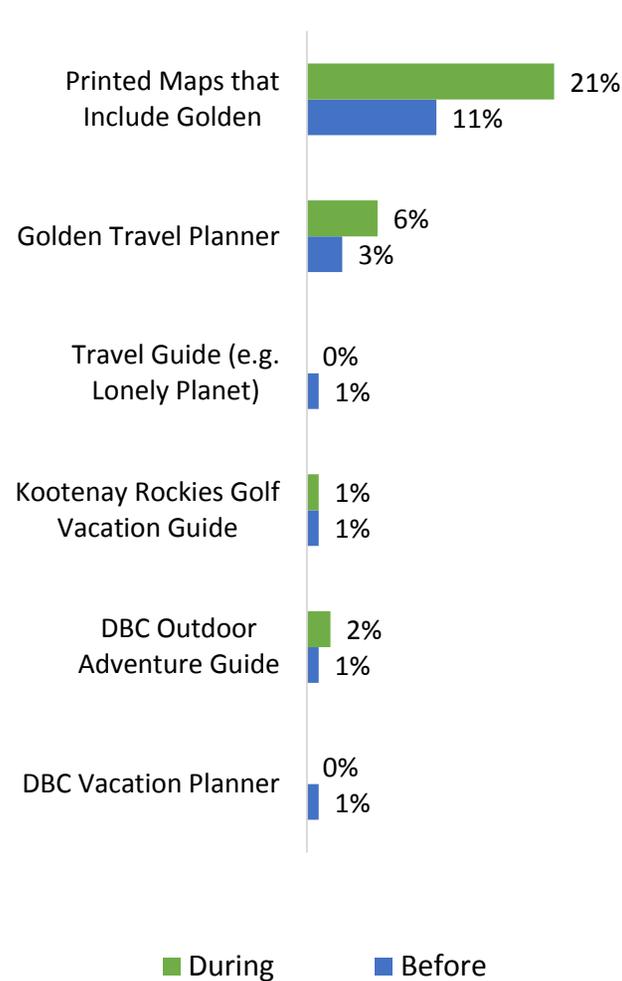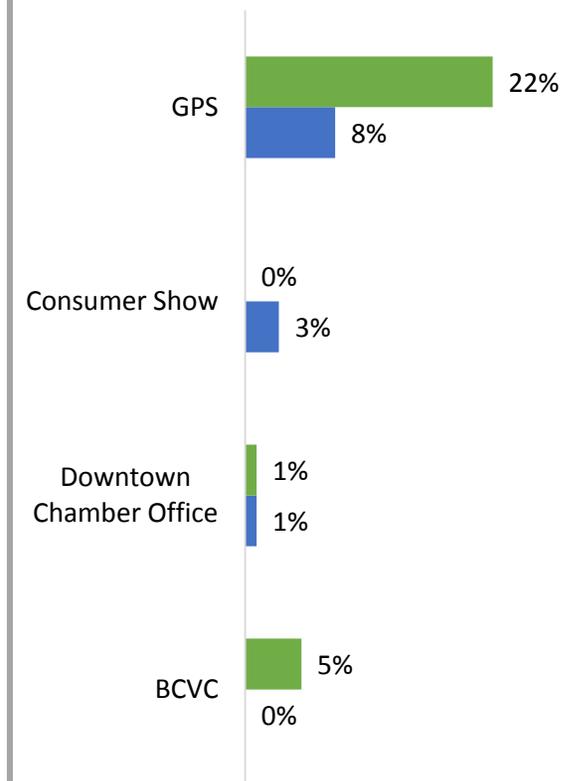
■ During ■ Before

Which word of mouth, printed and other sources of visitor information did you use to help plan your trip to Golden? Did you use the information before or during your trip? Visitors that responded 'none' were excluded from the above graphs.

3.4.2. Social Media Use

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

- 35%; No
- 65%; Yes
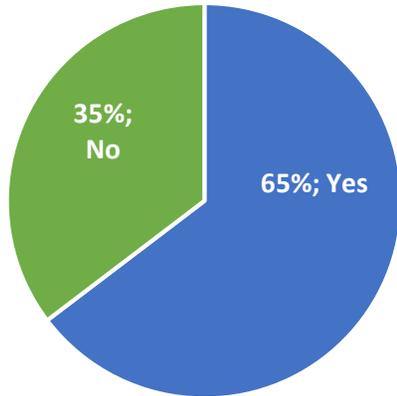
What Social Media or Travel Commentary/Review Applications Have You Regularly Used Over Past Year? *Percentage of Visitors That Regualry Use Social Media[FU]*
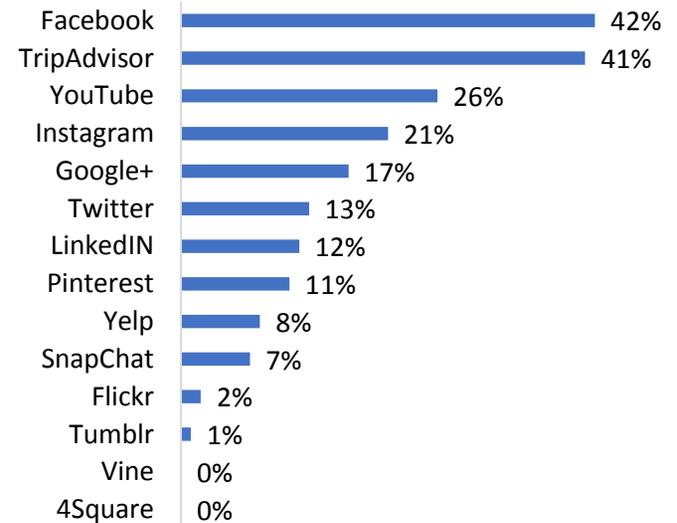
Application	%
Facebook	42%
TripAdvisor	41%
YouTube	26%
Instagram	21%
Google+	17%
Twitter	13%
LinkedIN	12%
Pinterest	11%
Yelp	8%
SnapChat	7%
Flickr	2%
Tumblr	1%
Vine	0%
4Square	0%

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

- 42% No
- 58%; Yes
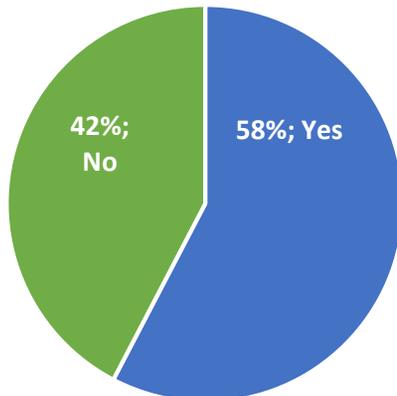
When Did You Post The Comment or Photo? *Percentage of Visitors That Posted a Neutral or Positive Comment [FU]*

- After Trip: 50%
- During Trip: 45%
- Before Trip: 5%
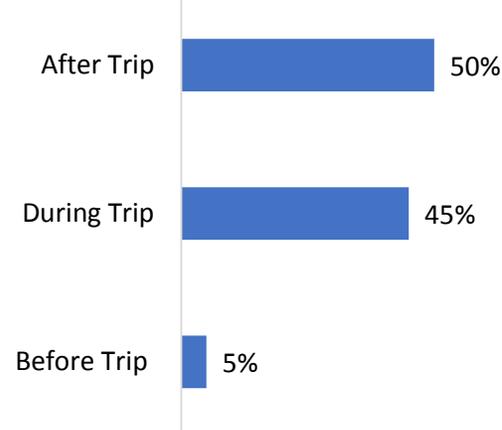
#GoldenBC hashtag use (119 responses):

6% (of those that posted comments)

#GoldenRules hashtag use:

2% (of those that posted comments)

3.4.3. Accommodation Booking

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

- 7%; No
- 93%; Yes
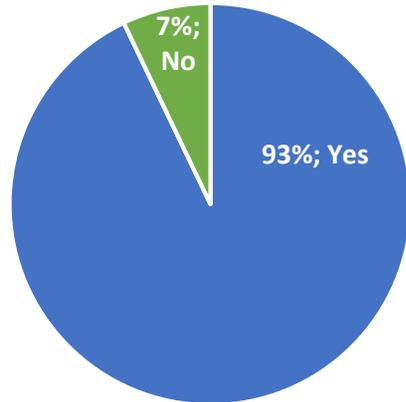
How Did You Pre-Book/Reserve Accommodation in Golden?
Percentage of Visitors That Pre-Booked/Reserved [FU]

Directly with the Accommodation…	58%
Online Travel Agent (e.g. Travelocity)	25%
Private Home Rental Service (e.g.…	8%
Resort of the Canadian Rockies (RCR)…	4%
Kicking Horse Central Reservations /…	2%
Tour Operator	2%
Travel Agent	1%
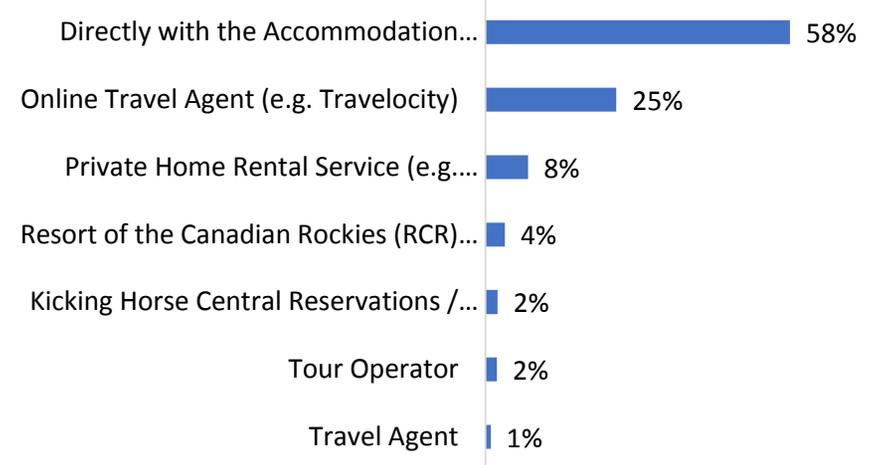
Which Private Home Rental Service Did You Use?[1] *Percentage of Visitors That Used a Private Home Rental [FU]*
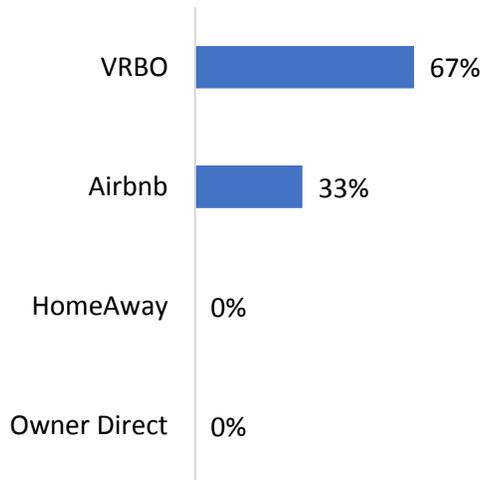
VRBO	67%
Airbnb	33%
HomeAway	0%
Owner Direct	0%

How Important Was The Ability To Book Your Accommodations Through A Private Home Rental Service In Your Decision To Visit Golden?[2]
Percentage of Visitors That Used a Private Home Rental [FU]
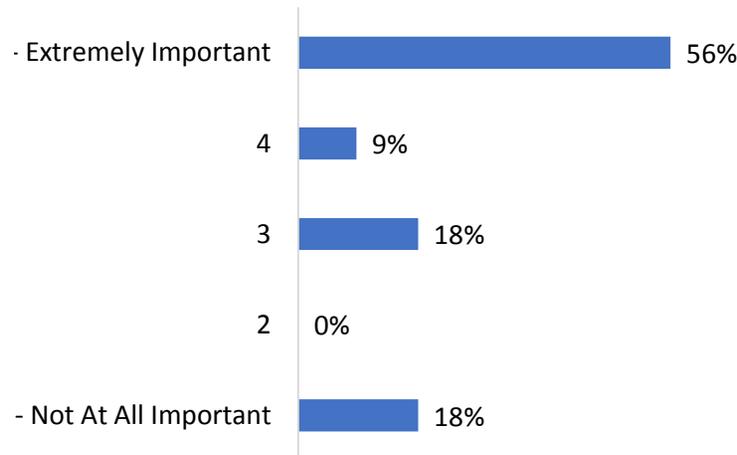
· Extremely Important	56%
4	9%
3	18%
2	0%
- Not At All Important	18%

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

- 40%; No
- 60%; Yes
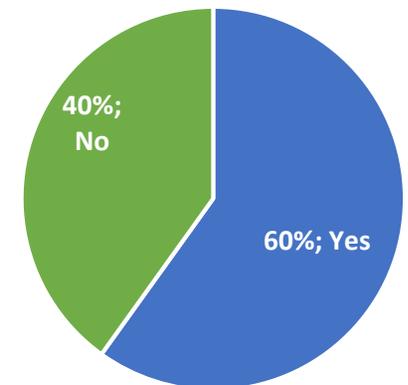
1. Sample sizes are small (n = 13), please use caution when interpreting.
2. Sample sizes are small (n =12), please use caution when interpreting.
3. Sample sizes are small (n =12), please use caution when interpreting.

3.5. Visitor Information While in Golden

What Visitor Information Topics Did You Research
and Obtain While You Where in Golden?
*Percentage of Visitors* [FU]

- Restaurants — 53%
- Activities — 34%
- Accommodations — 21%
- Attractions — 17%
- Events — 13%
- Shopping — 10%
- Other — 4%
- Transportation — 4%
- None — 20%
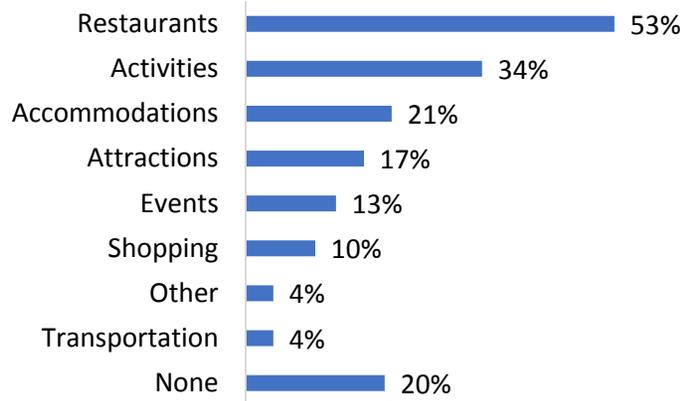
Other Information Researched/Obtained:

(14 responses)

- Weather/Snow Conditions (50%)
- Maps (7%)
- Golf (7%)
- Car Wash (7%)
- Current ice climbing guides and information (7%)
- Snowmobiling (7%)
- Skiing and Snowshoeing (7%)

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]

- Increasing the Likelihood of Returning to Golden — 45%
- Improving the Overall Quality of My Experience in Golden — 44%
- Spending Money That I Hadn't Anticiapted on Spending in Golden — 38%
- Visiting Places That I Didn't Already Know About in Golden — 24%
- Participating in Activities that I Did Not Originally Plan on Doing — 18%
- Staying Longer Than I Originally Anticipated — 7%
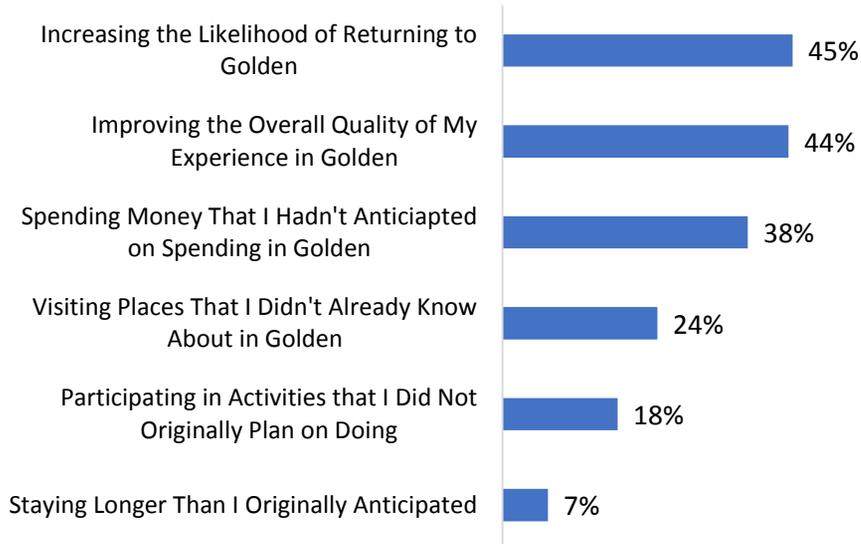
Scale: 1 = Do Not Agree At All to 5 = Strongly Agree

Top Box Results - Preferences for Obtaining Visitor Information
While You Are in a Destination
Percentage of Visitors Responding 4 or 5 on Preference Scale [FU]

- Online Via WiFi Using My Own Device — 83%
- Online Via Cellular Connection Using My Own Device… — 68%
- By Talking To Locals — 66%
- By Talking To Other Visitors — 48%
- By Talking To People That Work At Tourism Businesses — 45%
- Printed Materials (e.g. brochures, maps) available at… — 41%
- By Using Resources Obtained From A Local Visitor… — 32%
- Printed Materials (e.g. brochures, maps) at a Static… — 30%
- In-Vehicle Internet Access Via Cellular Connection — 28%
- In-Vehicle GPS System — 26%
- Online Via A Digital Kiosk At A Convenient Location — 9%

Scale: 1 = Do Not Prefer At All to 5 = Strongly Prefer

34

Were You Able to Obtain All of Visitor Information About Golden That You Needed? *Percentage of Visitors[FU]*

5%; No

95%; Yes
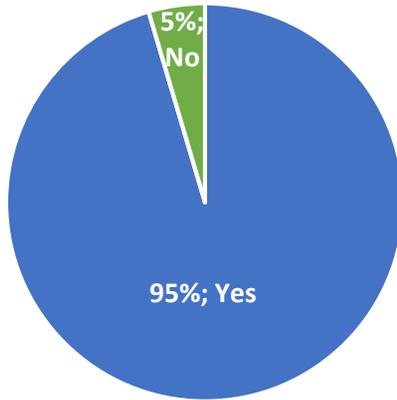
Information Not Found: (7 responses)

- Transportation to Calgary
- Restaurant Ratings
- Information about KHMR at Hotel
- Future Events
- Wolves
- Hiking/Trail Information
- Couldn't find what we needed but visitor centre staff tried very hard to help us.

While in Golden, Were You Able To Access the Internet vi a WiFi Connection When You Needed It? *Percentage of Visitors[FU]*

10%; No

90%; Yes
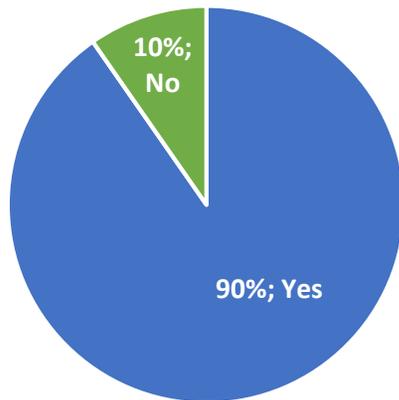
Where Weren't You Able to Find WiFi?

(11 responses)

- Where is WiFi available?
- The cabin we stayed at had minimal WiFi ☺
- Skiing on the mountain/Some local restaurants
- Restaurant at the top of KHMR
- Not available at the ski resort
- Not a requirement
- In Nicholson
- I only had WiFi at our hotel
- Didn't know there even was access to WiFi on the ski hill
- At my hotel
- At daughter's house

WiFi Access Location
Percentage of Visitors[FU]

Accommodation — 64%
Local Business — 21%
Other — 3%
Community — 3%
Don't Know — 2%
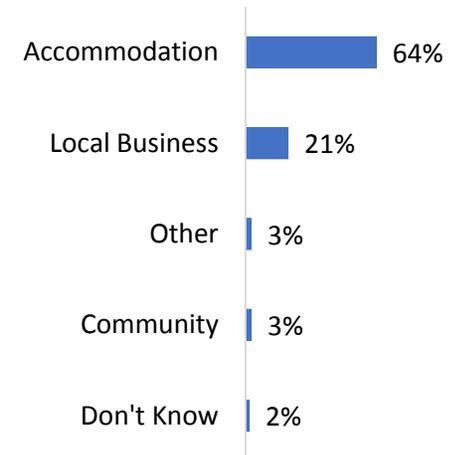
3.6. Evaluation of Golden Tourism Experiences

3.6.1. Meeting Expectations

How Did Golden Meet Your Expectations?
Percentage of Visitors

Fell Short;
2%

Exceeded;
37%

Met; 61%

Top 10 Reasons Golden Exceeded Expectations:

(454 visitors had 628 reasons)

- Good Skiing/Resort/Conditions (48%)
- Friendly/Nice People (12%)
- Slow Service/Long Lines/Need More Lifts (11%)
- Good Accommodations (10%)
- Good Food/Restaurant (10%)
- Beautiful/Scenery/Wildlife/Nature (8%)
- Good Weather (7%)
- Nice Town/Second Home/Hidden Gem (6%)
- Consistently Good/Expect Good Experience (6%)

Top 10 Reasons Golden Met Expectations:

(292 visitors had 478 reasons)

- Consistently Good/Expect Good Experience (23%)
- Good Skiing/Resort/Conditions (20%)
- Slow Service/Long Lines/Need More Lifts (14%)
- Need More Facilities/Infrastructure/Services/Small Town (8%)
- Poor Weather (8%)
- Nice Town/Second Home/Hidden Gem (6%)
- Other/Unrelated (6%)
- Good Accommodations (5%)
- Friendly/Nice People (4%)

Top 6 Reasons Golden Fell Short of Expectations:

(7 visitors had 12 reasons)

- Need More Facilities/Infrastructure/Services/Small Town (39%)
- Slow Service/Long Lines/Need More Lifts (29%)
- Poor Accommodation/Food (17%)
- Poor Customer Service/Atmosphere/Visitor Services (17%)
- Poor Weather (15%)

1.   13% of visitors indicated they had just arrived and didn't know if their expectations were met yet. These responses were omitted from this analysis.

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]

Scale	Percentage
5 - Extremely Likely	71%
4	17%
3	7%
2	4%
1 - Not At All Likely	1%

Average Likelihood of Return:
4.5
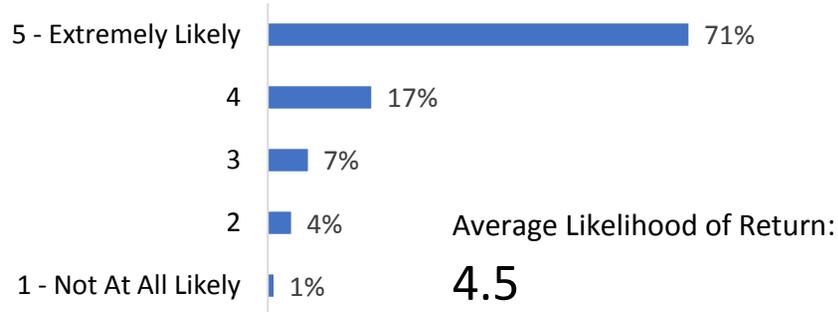
	Likelihood of Return Segement[1,2]	
	Likely	**Somewhat/Not Likely**
Origin		
BC	12%	4%
AB	59%	34%
Other Canada	14%	38%
USA	9%	6%
Overseas	6%	18%
Primary Reason (Top 5)	1. Resort Skiing (65%) 2. VFR (8%) 3. Snowmobiling (7%) 4. Cross Country Skiing (4%) 5. Family Vacation (3%)	1. Resort Skiing (76%) 2. General Relaxation (6%) 3. Business (4%) 4. VFR (4%) 5. Snowmobiling (4%)
Length of Stay		
Day	11%	27%
Overnight	89%	73%
Average Nights	3.0	3.4

1. Likely are visitors that scored Golden as a '4' or '5' on the likelihood to return scale. Somewhat/Not Likely scored '1', '2' or '3' and had small sample sizes (n=29).
2. This table is read as origin, primary reason and length of stay as a percent of visitors that were likely or not-likely to return. For example, 12% of visitors likely to return were from BC, whereas 4% of visitors not likely to return were from BC.

Top 10 Reasons Likely (4) + Extremely Likely (5) to Return:

(204 visitors had 333 reasons)

- Good Skiing/Snowboarding/Mountain (59%)
- Location/Proximity to Home (20%)
- Friends/Family Live Here (14%)
- Good Value (12%)
- Come Back To Do Other Summer Activities (9%)
- Good Accommodation Facilities (9%)
- Friendly/Welcoming People (9%)
- Good Food/Restaurants (9%)
- Scenery/Landscape (7%)
- Backcountry Activities (4%)

Top 10 Reasons Somewhat Likely (3) + Not Likely (2) and Not At All Likely (1) to Return:

(21 visitors had 29 reasons)

- Too Far From Home (24%)
- Good Skiing/Snowboarding/Mountain (20%)
- Explore Other Areas (14%)
- Come Back To Do Other Summer Activities (11%)
- Limited Services/Experiences (11%)
- Poor Skiing/Mountain (9%)
- Good Snowmobiling (5%)
- Good Services (5%)
- Work (5%)
- Quiet/Not A Lot of Activities (5%)

3.6.3. Components of Tourism Experience

Top Box Results - Please Rate Your Experience for
Each Component of Your Visit to Golden
*Percentage of Visitors Respondeing 4 or 5[FU]*

Overall Experience in Golden — 92%

Recreation and Adventure Opportunities — 96%

Signage on Trans Canada Hwy 1 — 82%

Accommodation — 76%

Dining — 70%

Local Directional Signage — 67%
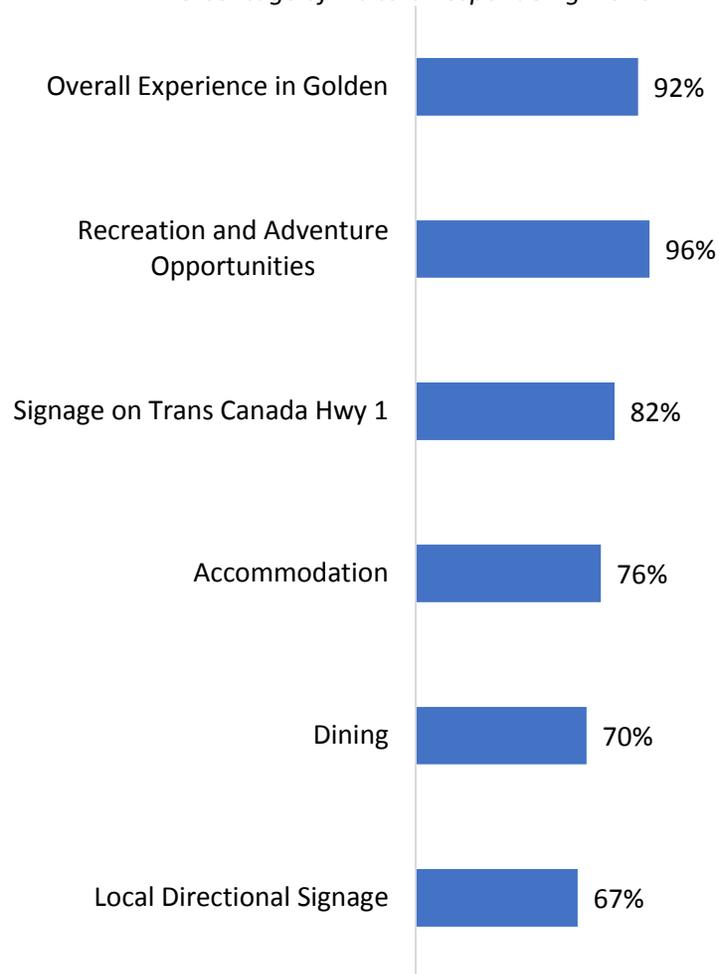
Scale: 1 = Very Poor and 5 = Excellent

Component	Average Rating
Overall Experience	**4.5**
Recreation and Adventure Opportunities	4.7
Signage on Trans Canada Hwy 1	4.2
Accommodation	4.2
Dining	4.0
Local Directional Signage	3.9

3.6.4. Net Promoter Score

How Would You Rate Your Likelihood To Recommend Golden As A Travel Destination To Friends/Family Or A Colleague? *Percentage of Visitors [FU, 1]*

Score	Percentage
10	46%
9	11%
8	21%
7	14%
6	3%
5	3%
4	<1%
3	1%
2	1%
1	0%
0	0%
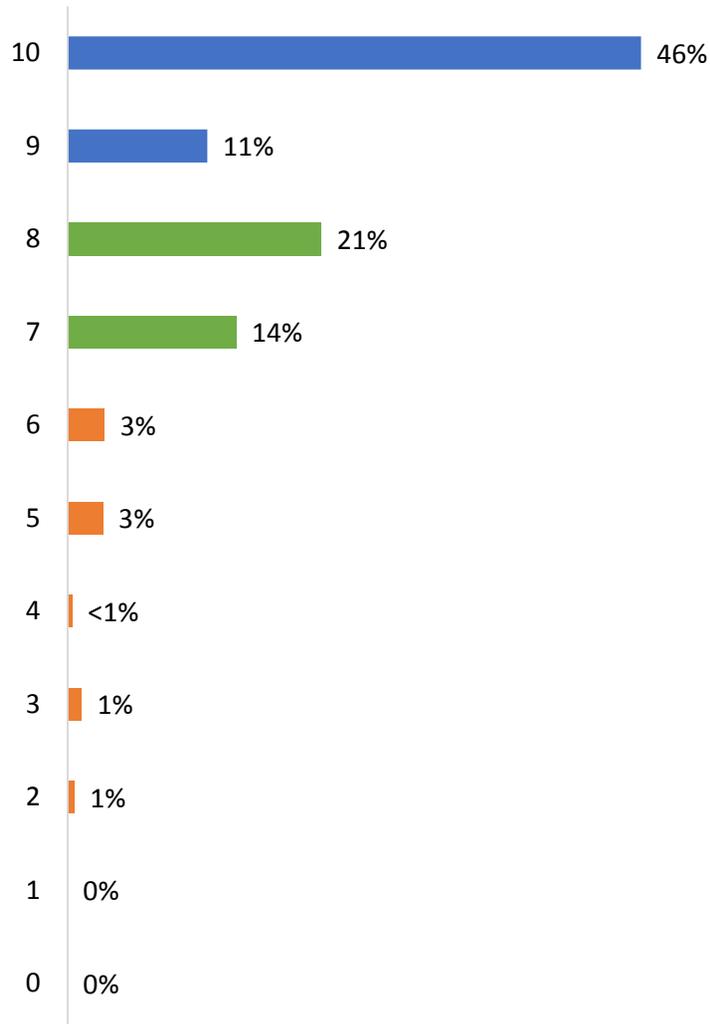
Scale: 0 = Not Likely At All and 10 = Extremely Likely

Golden's Overall Net Promoter Score
Percentage of Visitors [FU,1]

NPS = 49.9

- Detractor 8%
- Passive 34%
- Promoter 58%
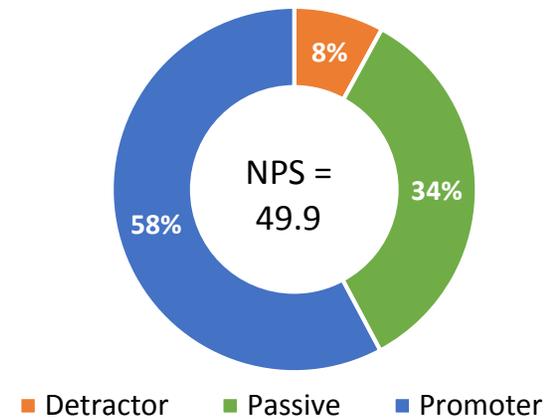
	NPS Segement[1]	
	Promoters	**Passive and Detractors**
Origin		
BC	10%	15%
AB	52%	57%
Other Canada	21%	14%
USA	12%	1%
Overseas	5%	14%
Primary Reason (Top 5)	1. Resort Skiing (77%)	1. Resort Skiing (57%)
	2. VFR (4%)	2. VFR (7%)
	3. Snowmobiling (4%)	3. Snowmobiling (7%)
	4. Cross Country Skiing (4%)	4. Other Reason (6%)
	5. Other Reason (4%)	5. Break From Driving (5%)
Length of Stay		
Day	9%	18%
Overnight	91%	82%
Average Nights	3.1	2.9

1. This table is read as origin, primary reason and length of stay as a percent of promoters or passives/detractors visitors. For example, 10% of promoters were from BC, whereas 15% of passives/detractors were from BC. Passive/detractors were combined due to low sample sizes.

1. Visitors were classified as promoters ('9' or '10' on likelihood scale), passives ('7' or '8' on likelihood scale) or detractors ('0' to '6' on likelihood scale).

Reasons for NPS Rating – Percentage of Visitors (n = 203)[1]				
Comment	Promoters	Passives	Detractors	Total
Good Skiing/Snowboarding/Mountain	61%	49%	52%	56%
Good Variety of Outdoor Activities	10%	16%	15%	12%
Location/Proximity to Home	11%	15%	0%	11%
Good Food/Restaurants	10%	9%	0%	9%
Friendly People	10%	8%	0%	8%
Scenery/Landscape	11%	3%	0%	8%
Great Town/Atmosphere	6%	9%	0%	7%
Come Back To Do Other Summer Activities	7%	5%	0%	6%
Good Accommodation Facilities	7%	6%	0%	6%
Good Value	10%	0%	0%	6%
Overall Good Time	6%	7%	0%	6%
Limited Services/Experiences/Activities	0%	14%	6%	5%
Less Busy/Touristy	4%	3%	0%	3%
Good Snowmobiling	3%	2%	0%	2%
Already Recommended	3%	2%	0%	2%
Poor Skiing/Mountain	0%	2%	22%	2%
Quiet/Limited Entertainment	0%	4%	6%	2%
Good Services	1%	3%	0%	2%
Too Far From Home	1%	4%	0%	2%
Too Industrial/Poor Aesthetics	0%	5%	0%	2%
Backcountry Activities	1%	2%	0%	1%
Explore Other Areas	0%	2%	8%	1%
Friends/Family Live Here	1%	2%	0%	1%
Too Expensive	0%	3%	0%	1%
Stop-Over Not a Destination	0%	0%	8%	1%
Rough/Unfriendly People	0%	1%	0%	< 1%
Poor Transportation to/from KHMR	0%	1%	0%	< 1%

1. 203 visitors had 324 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. There were only 15 detractors that made 17 comments, please use caution when interpreting results.

2016 Golden Winter Visitor Survey

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]*
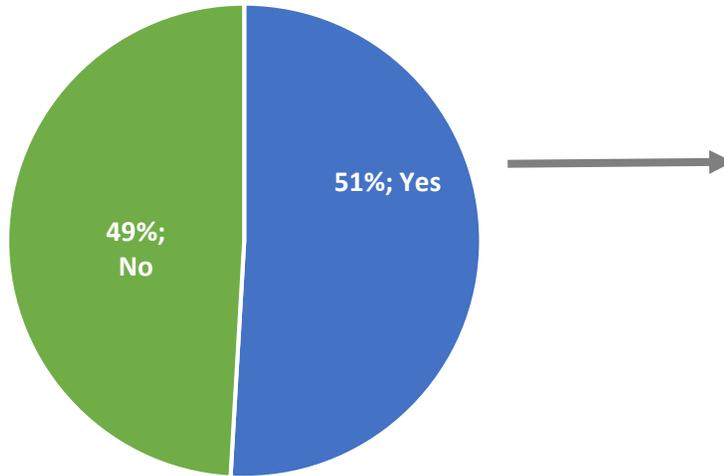
Recommended New/Expanded Products, Services or Experiences?[1] *Percentage of Visitors That Recommended Expanded Services [FU]*

51%; Yes

49%; No

Category	%
Restaurants/Food	20%
Ski Lifts	18%
Enhance Vibrancy of Dowtown	10%
Other	8%
Shopping/Services	8%
Public Pool/Hot Tub	5%
KHMR/Downtown Shuttle	5%
Grocery Stores	5%
Boat Launches/Water Activties	5%
Zip Line	4%
Accommodation/Hotels	3%
Evening Entertainment	3%
Snowmobiling Trails	3%
Signage	3%
Less Expensive	3%
Transportation To/From Golden	3%
Walking Paths/Trails	2%
Tennis Courts	2%
Attractions/Activities	1%
Ice Skating	1%

1. 85 visitors made 94 suggestions.

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[9] in on-site interview results for each market (when compared to other markets) are highlighted in the table below.

Measure	Market - Summary of Difference
Age	• Visitors from Alberta were younger than other visitors. A total of 49% were less than 34 years old, whereas only about a third of visitors (< 38%) from other locations were less than 34 years old.
Previous Visitation	• Visitors from BC and Alberta (>77%) were more likely to have been to Golden on a previous visit than visitors from the US (42%) or overseas (28%).
Primary Reason	• Visitors from BC were more likely to be passing through Golden/taking a break from driving (12%), be on a corporate or work trip (13%), be in Golden for hockey (5%) or a festival/concert (3%) compared to other visitors from outside of BC. • Visitors from outside of BC (>67%) were more likely to be on a trip to ski at KHMR than visitors from BC (39%). • Americans were more likely to be on a backcountry ski trip (12%) compared to visitors from other locations (<2%). • Overseas visitors were more likely to be on a heli/cat skiing trip (7%) compared to other visitors (<3%).
Length of Trip	• On average, visitors from the overseas (13.8 nights), US (8.9 nights) and other Canada (7.3 nights) were on longer trips than those from BC (4.8 nights) or Alberta (2.9 nights).
Golden Length of Stay	• On average, overnight visitors from overseas (3.4 nights), the US (3.4 nights) and other Canada (4.0 nights) stayed in Golden longer than visitors from BC (2.6 nights) and Alberta (2.5 nights).
Trip Type	• Visitors from Alberta (82%) and BC (60%) were much more likely to be on a trip where Golden was the destination compared to other visitors. Visitors from overseas and the US were more likely to be on touring trips.
Awareness	• Visitors from Alberta (93%) and BC (93%) were much more likely to be aware of Golden before their trip compared to other visitors (< 69%).
Accommodation	• Visitors from Alberta (14%) and BC (18%) were much more likely to stay overnight at friends and family in Golden compared to other visitors (< 9%). • Visitors from BC were less likely to stay in the Front Country/Blaeberry Valley (4%) than other visitors (>18%). Further, BC resident visitors were more likely to stay near Highway 1 (67%) than other visitors (<49%).
Expenditures	• On average, BC resident visitors spent less per travel party in Golden (< $593) than all other visitors (< $1,104).

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

3.8. Accommodation Location Summary

Golden visitors that stayed overnight were organized into four groups: Front Country/Blaeberry Valley, downtown Golden, Highway 1 in Golden and at KHMR. Key differences[10] for each accommodation location (when compared to other places) are highlighted in the table below.

Measure	Overnight Accommodation Location - Summary of Difference
Gender	• Highway 1 visitors were less likely to be female (32%) compared to KHMR visitors (48%)
Age	• Front Country/Blaeberry Valley visitors were younger than those staying in other locations. A total of 63% of visitors were less than 34 years old whereas only about a third (<38%) of visitors at other locations were less than 34 years old.
Origin	• Highway 1 visitors were more likely to be from BC (14%) compared to all other accommodation locations (<7%) • Front Country/Blaeberry Valley visitors were more likely to be from the other Canada (29%) compared to visitors that stayed downtown Golden (19%) or near Highway 1 (17%) • There were more overseas visitors that stayed at KHMR (18%) compared to near Highway 1 (8%).
Previous Visitation	• Visitors that stayed near Highway 1 were more likely to have been to Golden before (66%) compared to that stayed at KHMR (49%).
Primary Reason	• Visitors that stayed in Golden (83%) and KHMR (89%) were more likely to be in Golden to ski at KHMR than visitors that stayed near Highway 1 (59%) and the Front Country/Blaeberry Valley (67%). • Visitors that stayed overnight in Golden and the Front Country/Blaeberry Valley were more likely to participate in cross country skiing (5%) than other visitors (<1%). • Visitors that stayed near Highway 1 were more likely to be on a trip for a meeting/conference (5%) compared to other visitors (<1%). • Front Country/Blaeberry Valley visitors were more likely to be visiting to participate in backcountry skiing (5%) compared to other visitors (<1%).
Golden Length of Stay	• On average, visitors that stayed at KHMR (3.8 nights) and the Front Country/Blaeberry Valley (3.5 nights) stayed in Golden longer than visitors that stayed in downtown Golden (2.8 nights) and near Highway 1 (2.6 nights).
Expenditures	• On average, visitors that stayed overnight at KHMR ($2,068/visitor party) and Front Country/Blaeberry Valley ($2,097) spent more in Golden than those that stayed overnight in downtown ($988) or near Highway 1 ($1,118). • On average, visitors that stayed overnight near Highway 1 spent a larger percentage of their total expenditures on accommodation (40%) compared to Front Country/Blaeberry Valley visitors (25%).

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

Measure	Overnight Accommodation Location - Summary of Difference
Expectations	• Visitors that stayed at KHMR (45%) and downtown Golden (48%) were more likely to state that their visit exceeded their expectation compared to other visitors (< 29%).
Decision Factors	• Front Country/Blaeberry Valley visitors were more likely to state they came to Golden because of excellent snowmobiling than other visitors. • Visitors that stayed in downtown Golden were more likely to state they visited Golden to visit friends and family than other visitors.
Visitor Information Sources	• Front Country/Blaeberry Valley visitors (22%) were more likely to state they obtained information from Golden locals compared to other visitors (14%). • Front Country/Blaeberry Valley visitors were more likely to prefer (4 or 5 on preference scale) to obtain information from fellow visitors (44%) than all other visitors (< 27%, respectively). • Front Country/Blaeberry Valley visitors (43%) were less likely to access WiFi at their accommodation compared to other visitors (> 72%). • Front Country/Blaeberry Valley visitors were less likely to strongly agree that visitor information resulted in them visiting places they didn't already know about (16%), and that visitor information improved their overall quality of experience (8%) compared to other visitors (> 22%, <13%, respectively).
Experience Evaluation	• Visitors that stayed overnight near Highway 1 were less likely to rate their accommodations as excellent (29%) compared to visitors that stayed overnight at all other locations (>58%). • Visitors that stayed overnight in the Front Country/Blaeberry Valley were more likely to rate the recreation and adventure opportunities as excellent (92%) compared to visitors that stayed overnight near Highway 1 (>67%). • Visitors that stayed overnight in near Highway 1 were less likely to rate the signage on Trans-Canada Highway 1 as excellent (29%) compared to visitors that stayed overnight at all other locations (> 44%). • Visitors that stayed overnight near Highway 1 were more likely to rate their overall experience in Golden as a 4/5 (and less likely to rate it as a 5/5) compared to other visitors. • Visitors that stayed overnight near Highway 1 had a lower Net Promoter Score (NPS = 44) compared to all other visitors (KHMR NPS = 68, Downtown Golden NPS = 51, and Front Country/Blaeberry Valley visitors NPS = 61).

3.9. NPS – Promoter Characteristics

Visitors that were categorized as promoters on the 0-10 likelihood to recommend scale were:

- More likely to be from the United States and less likely to be from overseas,
- If from overseas, more likely to be from Australia, and less likely to be from Europe or other overseas countries,
- More likely to be overnight paid visitors than visitors that were in Golden for the day or to visit friends and family,
- More likely to be on trip where resort skiing at KHMR was the primary activity,
- More likely to be on a touring trip where multiple destinations were visited,
- More likely to state their travel party participated in ski/snowboarding and snowshoeing while in Golden,
- More likely to use a search engine and visit the KHMR resort to plan their trip,
- More likely to post positive/neutral comments via social media and use Facebook and Instagram,
- More likely to respond that Golden's familiarity, access to a good variety of activities, excellent skiing/snowboarding, proximity to nature, small town charm, friendly/helpful front line staff and good value for money were important factors when deciding to visit Golden,
- More likely to rate accommodations, dining, recreation and adventure opportunities, local directional signage, signage on the Trans-Canada Highway and their overall experience as excellent,
- More likely to state they were extremely likely to return to Golden,
- More likely to originally find out about Golden from word-of-mouth sources,
- More likely to strongly agree the visitor information resulted in their travel party, visiting places they previously didn't know about, improving the quality of experience in Golden and increasing the likelihood of return.

There were no differences in promoters and other visitors (passives or detractors) in: travel party composition, travel party type (group vs. independent), trip type (Golden is the destination, going to another destination, touring trip), overnight accommodation location, expenditures, previous Golden visitation, if they were aware of Golden before they visited, places visited in Golden, types of visitor information obtained, past seasonal visitation, consideration of other destinations, downtown Golden visitation, if they found all the visitor information they were looking for, age, gender, education and income.

3.10. Seasonal Summary

Golden visitor surveys have been conducted in the summer of 2015 and 2014. Although conducted with different questionnaires,[11] results indicated that directional differences between seasons were:

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[11] These are directional differences and were not statistically tested.

- The proportion of visitors from Alberta and from other Canada (outside of BC and Alberta) is higher in the winter months compared to the summer months. This is due to a lower percentage of visitors from BC and overseas because the percentage of American visitors is similar in summer and winter (~10%).

- In winter, of Canadian visitors, there is a slightly lower percentage of visitors from Ontario which was off-set by a much higher percentage of visitors from Quebec.

- Winter visitors were more likely to be male and younger than summer visitors.

- In winter, a much higher percentage of visitors came to Golden as a primary destination compared to summer visitors. In winter, the vast majority of visitors (> 80%) were in Golden to participate in winter activities (e.g. resort skiing at KHMR, snowmobiling backcountry skiing) compared with summer visitors where more visitors were passing through on route to another destination.

- In winter, there was a higher percentage of visitors that had previously been to Golden compared to summer visitors.

- In winter, visitors were away from home for fewer nights but stayed longer in Golden. This resulted in a higher percentage of their overall trip length being spent in Golden in the winter compared to summer. It also resulted (in-part) in higher Golden visitor expenditures in winter compared to summer.

- In winter, visitors were less likely to be travelling with kids and more likely to be travelling with friends than summer visitors.

- Winter visitors were more likely to indicate they would return to Golden and have had their expectations met compared to summer visitors.

The planned 2016 summer visitor survey will use a similar methodology and questionnaire enabling more thorough, quantitative seasonal analysis of visitor characteristics.

4. KEY INSIGHTS

In winter, Canadian visitors from outside of British Columbia were of primary importance to Golden (70%) which confirms the key markets outlined in Golden's 2014-15 marketing plan. More specifically, Golden's top geographic markets in the winter of 2016 were:

- Alberta (50%),
- Other Canada (20%) – Ontario (8%), Quebec (6%), Saskatchewan (4%),
- BC (10%),
- United States (9%) – California (1%), Washington (<1%), New York (<1%) and Montana (< 1%),
- United Kingdom (2%), and
- Germany (2%).

This research also demonstrates the heightened importance of the Ontario (8%) and Quebec (6%) markets in winter compared to the peak summer season (Ontario - 5%, Quebec - 2%).

Winter visitors were most likely to be have been visiting Golden as their primary destination and to participate in winter activities (primarily skiing/snowboarding at KHMR) while in Golden. This varies from summer visitors who were more likely to stop in Golden as part of a touring trip or on their way to another destination Also, winter visitors are likely to stay longer in Golden, travel with their friends (instead of family) and spend more than summer visitors.

Golden's primary competition for winter visitors are local ski destinations including Revelstoke, Fernie, Banff/Canmore, and Panorama/Invermere/Radium and Silverstar/Vernon. TG should continue to monitor marketing and other destination management activities of these destinations to keep and advance Golden's competitive position. Key factors important in winter visitor decisions to visit Golden are, the quality of skiing/snowboarding, access to a good variety of outdoor activities, the proximity to nature and wilderness and friendly and hospitable people.

With the rise of the sharing economy, the use of private home rental services (e.g. VRBO, Airbnb) is emerging as an important accommodation booking source (8%) but still falls well behind booking directly with accommodations (58%) and booking via an online travel agency (25%). TG should continue to monitor the use/importance of private home rental services in Golden.

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

- Visitors are able to access WiFi (most in Golden responded that they were able to do this),

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

Growing customer service/experience expectations, changing tourism markets, and increasing worldwide competition have led to substantial shifts in the tourism marketplace 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. This is particularly evident in Golden where:

- Almost two-thirds of winter visitors are repeat visitors,
- The importance of word-of-mouth is obvious as a quarter of visitors became aware of Golden via a word-of-mouth recommendation and 47% of visitors responded that they received pre-trip planning information from friends and family and almost 40% of visitors posted a neutral or positive comment or photo about Golden on their social media or travel commentary review sites.

Satisfaction with the travel experience and the intention to recommend greatly increase the likelihood of a return visit to a destination. Overall, Golden winter visitors rated their overall experience as good-excellent and the majority were very likely to return. More than half of Golden winter visitors were very/extremely likely to recommend Golden to their friends and relatives. This resulted in a Net Promoter Score of 49.9.   This study indicated that a good skiing experience at KHMR was especially important to a good visitor experience in Golden. Directional evidence indicated that overseas visitors would like to see better/a greater variety of restaurants and food, more lift capacity and enhance vibrancy of downtown Golden. Other published NPSs for tourism destinations include:

- British Columbia's NPS was 68.3 in 2014.[12] Destination British Columbia tracks NPS annually and targets an improvement of 0.5 points per year.
- 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 2014, Canada's NPS varies by market, including: South Korea (NPS = 11), the United States (NPS = 27), Australia (NPS = 37), the United Kingdome (NPS = 41), Canada (domestic travellers, NPS = 45), China (NPS = 47) and Germany (NPS = 51) [13]
- New Zealand's Visitor Experience Monitor tracks the NPS for international visitors. Overall New Zealand has a NPS of 76. In 2015, New Zealand's best promoters were the Unites States (NPS = 87) and Germany (NPS = 82).[14]

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[12] Measured short-haul markets only.

[13] Destination Canada (2012/13). Global Tourism Watch Reports. http://en-corporate.canada.travel/research/market-knowledge

[14] Tourism New Zealand Insight Team (2015). Visitor Experience Monitor 2015 Infographic. http://www.tourismnewzealand.com/markets-stats/research/infographics/visitor-experience/

- Steamboat Springs, Colorado[15] has measured NPS since 2010 (2010 NPS = 75, 2014 NPS = 67).
- Bend, Oregon measured NPS over a five year period.[16] In Winter 2015/16 Bend achieved a NPS = 80. This was 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).[17]

Past research has shown that NPS in the tourism industry can vary by[18]:

- 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).

This variability makes it extremely important to ensure that TG track the NPS over time and not only compare it to other tourism destinations.

Research Methodology

In 2015/16, TG substantially increased investment in marketing research and performance measurement. The increased investment has resulted in a more comprehensive visitor survey program that:

- Streamlined the on-site and follow-up questionnaires, with enhanced questions about social media use, visitor information services and experience evaluation,
- Alignment of questions with provincial recommendations (e.g. NPS),
- Provided thorough on-site researcher training,
- Used of a follow-up survey incentive and respondent reminders which encouraged a greater, representative response to the follow-up survey, and

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[15] 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
[16] RRC Associates Inc. (2016). Bend Area Winter Visitor Survey—Final Results 2015/16. Prepared for Visit Bend. http://www.visitbend.com/2015-16-Bend-Oregon-Winter-Survey-Report.pdf
[17] Ritson, Mark (2006). Net Promoter Scores Australia 2006. Melbourne Business School.
[18] 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.

- Allowed the on-site and follow-up survey data to be linked, enhancing depth of data analysis.

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

Moving forward, visitor survey research methodology recommendations include:

- Continue to provide thorough researcher training, including key learnings from this visitor survey,
- Continue to design a sampling plan (on-site researcher schedule) that allows researchers to approach as many visitors as possible. Also, continue to encourage good participation in the follow-up survey. A greater number of follow-up responses would allow for more complete analysis by market origin,
- Continue to offer incentives for the follow-up survey, and
- Continue to track quality of experience using the likelihood to return and likelihood to recommend questions. Although, it is recommended that TG eliminate the follow-up question about the reason for a visitor's likelihood of return as the responses were very similar to the follow-up question about the likelihood to recommend.

APPENDICES

Appendix A. Data Weighting Tables

Appendix B. Questionnaires

Appendix A. Data Weights

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

	On-Site Interview	Follow-Up Survey
KHMR	0.515	0.562
Downtown Golden	0.807	0.712
Near Highway 1	1.148	1.198
Front Country/Blaeberry Valley.	2.585	2.316

Appendix B. Questionnaires

B1. On-Site Interview

COMPLETED PRIOR TO INTERVIEW

Date

Month-Day - Check to ensure date is correct.

_____/__/__ (YYYY/MM/DD)

Researcher

Choose One.

- ○ R1
- ○ R2
- ○ R3
- ○ Other, initials please.. _____

Location

Choose One.

- ○ KHMR - Gondola
- ○ KHMR - Guest Services
- ○ KHMR - Glacier Lodge
- ○ KHMR - Coffee Shops
- ○ Hotel - Ramada
- ○ Hotel - Ponderosa
- ○ Hotel - Holiday Inn
- ○ Hotel - Prestige
- ○ SNOWMO - Gorman Lake
- ○ SNOWMO - Quartz Creek
- ○ SNOWMO - Other _____
- ○ NORDIC Centre
- ○ DWTN - Art Gallery
- ○ DWTN - Cafe
- ○ Other, please specify... _____

Survey Start

Good Morning/Evening/Afternoon

My name is {{ Researcher }} and I'm conducting a survey on behalf of Tourism Golden. Would you have approximately 5-8 minutes to answer some questions? If you participate, you are eligible to be entered into a draw for a $200 pre-paid VISA card.

○ Yes
○ No

Are you sure? You will be entered into the draw for completing the interview? Thank you.

○ Yes, I am sure. I will NOT complete the survey.
○ No, I have changed my mind. I WILL complete the survey.

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

○ Yes
○ No

Are you over 19 years of age?

○ Yes
○ No

Are you.....

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

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

Usual place of residence....choose one.

○ BC
○ Alberta
○ Other Canada
○ USA
○ Overseas

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

US State

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

What is your postal code?

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

Complete this question if postal code not shared.

○ Does NOT Want to Share Postal Code

○ Doesn't Know Postal Code

○ Other problem _____

Where do you live in BC?

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

○ Columbia Valley

○ Okanagan Valley (Kelowna, Penticton)

○ Lower Mainland (Vancouver, Fraser Valley)

○ Other BC _____

Where do you live in Alberta?

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

○ Calgary

○ Edmonton

○ Red Deer

○ Bow Valley

○ Fort McMurray

○ Lethbridge

○ Other _____

Overseas Country

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

○ NA - Mexico

○ Europe - United Kingdom

○ Europe - Germany

○ Europe - Netherlands

○ Europe -Switzerland

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

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

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

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

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

Please select all that apply.

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

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

○ Independent

○ Group

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

○ Leisure Tour Group

○ Sports Group

○ Arts Group

○ Business/Group of Colleagues

○ Other _____

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

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

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

Where you will spend the most time. Select one.

○ To Golden/Golden is the primary destination

○ On route to another primary destination

○ On a touring trip where you are travelling to multiple places without a primary destination

Where is your primary destination?

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

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

Choose one.

○ Overnight

○ Day

○ DK/NR

How many nights will you spend in Golden?

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

```
┌──────────────────┐
│                  │
└──────────────────┘
```

How many hours will you spend in Golden?

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

```
┌──────────────────┐
│                  │
└──────────────────┘
```

Have you been to Golden before this trip?

Select one response.

☐ Yes - Winter

☐ Yes - Spring

☐ Yes - Summer

☐ Yes - Fall

☐ No

How many times have you been to Golden before?

```
┌──────────────────┐
│                  │
└──────────────────┘
```

Were you aware of Golden before planning this visit?

○ Yes

○ No

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

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

- ○ Attend or be in a Wedding
- ○ Break from Driving/Convenient Place to Stop
- ○ Business/Corporate Meeting or Event
- ○ Family Vacation
- ○ Festival or Concert in Golden – Where? _____
- ○ General Relaxation
- ○ Included in touring itinerary
- ○ Sightseeing/Nature/Wildlife
- ○ Swiss Guides and other Heritage
- ○ Visiting Friends and Relatives
- ○ Visiting National Parks
- ○ Winter – Backcountry Skiing/Touring
- ○ Winter – Cat or Heli-skiing
- ○ Winter – Resort Skiing at KHMR
- ○ Winter – Snowmobiling
- ○ Winter – Snowshoeing/Other Nordic Activities
- ○ Winter – XC skiing
- ○ Winter - Other Activity _____
- ○ Other (Education, Medical or Other Reasons) _____

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

Read the following places and select all that apply.

- ☐ Eat in a Local Restaurant
- ☐ Visit a Pub or Bar
- ☐ Shop for Gifts or Clothing
- ☐ Shop for Groceries
- ☐ Buy Gas
- ☐ Visit the Kicking Horse Pedestrian Bridge
- ☐ Visit the Kicking Horse Mountain Resort

☐ Visit the Columbia Wetlands

☐ Visit the Art Gallery of Golden

☐ Visit the Golden Museum

☐ Walk/Cycle the Rotary trails

☐ Visit the Northern Lights Wolf Centre

☐ Summer only - Visit the Farmers Market

☐ Summer only - Attend a Festival or Concert

☐ Other, please specify... _____

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

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

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

☐ X Country Skiing

☐ Snowmobiling

☐ Ski/snowboard at Kicking Horse Mountain Resort

☐ Ski touring/back country

☐ Heli or cat ski/snowboard

☐ Snowshoeing

☐ Fishing

☐ Attend hockey game

☐ Ice-skating

☐ Did not/will not do any of the listed activities

☐ Other winter activity....... _____

Are you staying in this hotel?

○ Yes

○ No

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

Choose one response.

○ Paid Roofed Accommodations

○ Camping
○ Friends/Family
○ Other, please specify... _____

What is the location of your accommodation or campsite?
○ Kicking Horse Mountain Resort
○ Golden Downtown
○ Golden Adjacent to Highway 1
○ Front Country (Blaeberry Valley/ Columbia Valley/ Golden West)
○ Other _____
○ Don't Know

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
○ Vacation Home – My Own
○ Backcountry Lodge
○ Other _____
○ Don't Know

Thinking about accommodations, food, activities, shopping and transportation, approximately how much will your travel party spend on this trip, in Golden?
Fill in the dollar value of the whole travel party. It must be a numerical response.

[   ]

Thinking about food, activities, shopping and transportation, approximately how much will your travel party spend on this trip, in Golden?
Fill in the dollar value of the whole travel party. It must be a numerical response.

> [   ]

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

Please tell us why your visit {{Q29}}
If respondent doesn't answer type in NONE

> [   ]

Just a few more questions and now just one about you.

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

- ○ 18-24 YEARS
- ○ 25-34 YEARS
- ○ 35-44 YEARS
- ○ 45-54 YEARS
- ○ 55-64 YEARS
- ○ 65-74 YEARS
- ○ 75 YEARS OR OLDER
- ○ DK/NR

Gender
Record don't ask.

- ○ Male
- ○ Female

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, you would be eligible for an additional draw to win a $200 pre-paid VISA card.

Would you be willing to participate?

○ Yes

○ No

If YES, should we use the email already provided?

○ Yes

○ No

What email address should we use?

Would you like to receive an 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 organization.

○ Yes

○ No

If YES, should we use the email already provided?

○ Yes

○ No

What email should we use?

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

B2. Follow-Up Online Survey

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

How did you originally find out about Golden?

Please select one response.

- ○ I Have Always Known about Golden
- ○ Word of Mouth Recommendation
- ○ I or My Family Used to Live in Golden
- ○ Internet Search
- ○ Magazine or Newspaper Article
- ○ Golden Travel Planner or Other Tourism Literature
- ○ Tour Operator Brochure/ Itinerary
- ○ Travel Guide such as Lonely Planet/ Frommer's
- ○ Consumer Show - Edmonton Snowmobile and Power Sports Show
- ○ Consumer Show – Calgary Snow Show
- ○ Consumer Show - Calgary Outdoor Adventure Show
- ○ Consumer Show - Saskatoon Snowmobile Show
- ○ Sports Team, Activity Group or Club Event
- ○ Highway Signage
- ○ Highway Billboard Advertising
- ○ Parks Canada Website
- ○ Other, how? _____
- ○ None of the Above

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

Please select one response.

- ○ Yes
- ○ No
- ○ Don't Know

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

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

	1 - Not Important At All	2	3	4	5 - Extremely Important
Is A Good Stop On Route To Another Destination	○	○	○	○	○
Not Too Far From Home	○	○	○	○	○
It is Familiar/I've Been There Before	○	○	○	○	○
Has A Good Variety Of Outdoor Activities	○	○	○	○	○
Has Excellent Skiing And Snowboarding	○	○	○	○	○
Has Excellent Snowmobiling	○	○	○	○	○
Has Excellent Nordic Skiing and/or Back Country Skiing	○	○	○	○	○
The Community Is Close In Proximity To Nature And Wilderness	○	○	○	○	○
There Are Resort Experiences In Natural Settings	○	○	○	○	○
Has Easily Accessible Nature And Wilderness Activities	○	○	○	○	○
Is Close In Proximity To National Parks And Other Protected Areas	○	○	○	○	○
Has Friendly, Hospitable People	○	○	○	○	○
Has Small Town Charm	○	○	○	○	○
Has Interesting Local Culture	○	○	○	○	○
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	○	○	○	○	○
It Is Different From My Home	○	○	○	○	○
Offers Good Value For Money	○	○	○	○	○
Has Many Quality Accommodation Options	○	○	○	○	○
I Have Friends and Family that Live in Golden	○	○	○	○	○

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

Please select one response.

○ Yes

○ No

○ Don't Know

What other destinations did you/your travel party consider?

Please list up to three.

Destination 1. [   ]

Destination 2. [   ]

Destination 3. [   ]

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

Please select one response.

○ Yes

○ No

○ Don't Know

○ I did not stay at paid accommodation while in Golden

How did you pre-book/reserve your accommodation?

Please select one response.

○ Directly with the Accommodation Property (online or by phone)

○ Online Travel Agent (e.g. Travelocity)

○ Kicking Horse Central Reservations / SKI KICK

○ Resort of the Canadian Rockies (RCR) Central Reservations

○ Private Home Rental Service (e.g. Airbnb, VRBO)

○ Travel Agent

○ Tour Operator   ,   Which One? _____

Which private home rental service did you use?

Please select one response.

○ Airbnb

○ VRBO

○ HomeAway

○ Owner Direct

○ Other, which one? _____

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

Please select one response.

○ 1 - Not At All Important

○ 2

○ 3

○ 4

○ 5 - Extremely Important

○ Don't Know

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

Please select one response.

○ Yes

○ No

○ Don't Know

What are three words you would use to describe Golden?

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

1. [   ]

2. [   ]

3. [   ]

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

Please select one response.

○ Yes, I extended my stay.   Why? _____

○ Yes, I reduced my stay.   Why? _____

○ No, I did not extend or reduce my stay.

On a scale of 1 to 5, please rate your experience of each component of your visit to Golden. Then, please rate your overall experience in Golden.
Please select one response per row, where 1 = Very Poor and 5 = Excellent.

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

Given your experience in Golden, on a scale of 1 to 5, how likely are you to return on an overnight trip to Golden?
1 is 'Not at all Likely' and 5 is 'Extremely Likely'. Please select one response.

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

What about your trip to Golden led to your {{ Q16 }} out of 5 (Extremely Likely) response?
Please type in your response.

[   ]

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

Please select one response.

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

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

Please type in your response.

[   ]

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

Please select one response.

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

Section 2 - Trip Planning

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

Which of the following WORD of MOUTH sources of visitor information did you use to help plan your trip to Golden? Did you use each of the following information sources before your trip, during your trip, both before and during your trip or not at all?

Please select one response per row.

	BEFORE your Trip	DURING your Trip	BOTH BEFORE and DURING Trip	DID NOT USE
Word of mouth information from friends and family	○	○	○	○
Word of mouth information from local business (e.g. accommodation, gas station, grocery store)	○	○	○	○
Word of mouth information from Golden locals (not a business)	○	○	○	○

Which of the following ONLINE sources of visitor information did you use to help plan your trip to Golden? Did you use each of the following information sources before your trip, during your trip, both before and during your trip or not at all?

Please select one response per row.

	BEFORE your Trip	DURING your Trip	BOTH BEFORE and DURING Trip	DID NOT USE
Search Engine (Google, Bing, Yahoo etc.)	○	○	○	○
Online Travel Agency (e.g. Expedia, Booking.com etc.)	○	○	○	○
Online Maps (e.g. Google maps, Mapquest)	○	○	○	○
Social Media (e.g. Facebook, Twitter, Instagram)	○	○	○	○
Travel Commentary/Review Websites (e.g. TripAdvisor, Yelp, UrbanSpoon)	○	○	○	○
Online Travel Guide Websites (e.g. Lonely Planet/Frommer's)	○	○	○	○
Tourism Golden Website (tourismgolden.com)	○	○	○	○
Kicking Horse Mountain Resort Website (kickinghorseresort.com)	○	○	○	○
Kootenay Rockies Tourism Website or App (kootenayrockies.com)	○	○	○	○

	BEFORE your Trip	DURING your Trip	BOTH BEFORE and DURING Trip	DID NOT USE
Specialist Activity Website or App (e.g. mtn. biking/skiing)	○	○	○	○
Destination BC Website (Hellobc.com)	○	○	○	○
Destination Canada Website (keepexploring.com)	○	○	○	○
Parks Canada Website (pc.gc.ca)	○	○	○	○
Other Online Source	○	○	○	○

Which of the following PRINTED/PAPER sources of visitor information did you use to help plan your trip to Golden? Did you use each of the following information sources before your trip, during your trip, both before and during your trip or not at all?

Please select one response per row.

	BEFORE your Trip	DURING your Trip	BOTH BEFORE and DURING Trip	DID NOT USE
Golden Travel Planner	○	○	○	○
Printed Maps that include Golden	○	○	○	○
Destination BC Vacation Planner	○	○	○	○
Destination BC Outdoor Adventure Guide	○	○	○	○
Kootenay Rockies Golf Vacation Guide	○	○	○	○
Printed Travel Guide such as Lonely Planet/Frommers	○	○	○	○
Other Printed Source	○	○	○	○

Which of the following OTHER sources of visitor information did you use to help plan your trip to Golden? Did you use each of the following information sources before your trip, during your trip, both before and during your trip or not at all?

Please select one response per row.

	BEFORE your Trip	DURING your Trip	BOTH BEFORE and DURING Trip	DID NOT USE
Consumer Show	○	○	○	○
BC Visitor Centre at Golden	○	○	○	○
Chamber of Commerce Office (downtown Golden)	○	○	○	○
Vehicle's GPS system	○	○	○	○

You responded you used a search engine to gather information about Golden. What kinds of search terms did you use? This is only asked if they selected search engines on the previous question.

Please select all that apply.

☐ Destination-Related Terms (e.g. Richmond, Vancouver)

☐ Price-Related Terms (e.g. cheap hotels)

☐ Specific-Brand or Website Names (e.g. Holiday Inn hotels)

☐ Activity-Related Terms (e.g. restaurants in Golden)

☐ Terms Related to Specific Wants or Needs (e.g. coffee shops in Golden, dog-friendly hotels in Golden)

☐ None of the Above

☐ Other, please specify... _____

☐ Don't Know

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

Please select one response.

○ Yes

○ No

○ Don't Know

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

Please select if you use or do not use each social media application.

	USE	Do NOT Use
Facebook	○	○
Twitter	○	○
Instagram	○	○
YouTube	○	○
TripAdvisor	○	○
LinkedIN	○	○
Yelp	○	○
Pinterest	○	○
Snapchat	○	○

	USE	Do NOT Use
Google+	○	○
Foursquare	○	○
Tumblr	○	○
Flickr	○	○
Vine	○	○

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

○ Yes, which one(s)? _____

○ No

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

Please select one response.

○ Yes

○ No

○ Don't Know

When did you post the comments/photos?

Please select all that apply.

☐ Before my trip to Golden

☐ During my trip to Golden

☐ After my trip to Golden

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

Please select all that apply.

☐ Yes - #GoldenBC hashtag

☐ Yes - #Goldenrules hashtag

☐ No - I didn't use these hashtags

☐ Don't Know

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

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

☐ Accommodations

☐ Events

☐ Activities

☐ Attractions

☐ Restaurants/Dining

☐ Shopping

☐ Transportation

☐ Other Topics, what other topics? _____

☐ None of the Above

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

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

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

Please select one response.

○ Yes

○ No, What weren't you able to find? _____

○ Don't Know

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

Please select one response.

○ Yes

○ No, Where weren't you able to find WiFi? _____

○ Don't Know

Where did you gain access to WiFi?

Please select all that apply.

☐ Accommodation

☐ Community WiFi hot spot,

☐ Local business WiFi

☐ Other, where? _____

☐ Don't Know

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

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

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

In-Vehicle GPS System	○	○	○	○	○	○
In-Vehicle Internet Access Via Cellular Connection	○	○	○	○	○	○

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

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

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

Canadian Dollars

Don't Know ○
Prefer Not to Answer ○

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

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

Accommodation (hotels, motels, lodge, camping/RV fees, etc.)

Food and Beverage (including taxes and tips)

Transportation (gas, taxi, bus etc.)

Shopping (clothing, gifts, books, etc.)

Attractions (admission, shows, tours, etc.)

Outdoor Recreation (park pass, nature guide, etc.)

Other Entertainment (casino, spa, etc.)

Other Expenditures

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

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

Please select one response.

○ Some Secondary School

○ Secondary School Diploma

○ Some Postsecondary Education

○ Trade Certificate or College diploma

○ University Undergraduate Degree

○ University Post-Graduate Degree

○ Prefer Not to Answer

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

Please select one response in Canadian Dollars.

○ Under $20,000

○ $20,000 to $39,999

○ $40,000 to $59,999

○ $60,000 to $79,999

○ $80,000 to $99,999

○ $100,000 to $149,999

○ $150,000 or over

○ Prefer Not to Answer

○ Don't Know

○ Other, please specify... _____

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

☐

Appendix C. Data Tables

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

Market	Number of:			
	Completed On-Site Survey	Agree to Follow-Up	Completed Follow-Up	Response Rate
BC	108	57	30	53%
Alberta	519	294	142	48%
Other Canada	209	105	47	45%
USA	93	50	21	42%
Overseas	119	51	22	43%
Total	**1,048**	**557**	**262**	**47%**

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

Table A1. Visitor Characteristics

Table A2. Trip Characteristics

Table A3. Awareness, Decision Making and Perceptions

Table A4. Trip Planning

Table A5. Visitor Information

Table A6. Evaluation of Golden Experiences

| Table A1. Visitor Characteristics | | Origin | | | | | Accommodation Location | | | | NPS | | 2016 |
		BC	AB	Other Canada	USA	OVS	KHMR	DWTN	HW 1	FC/BBV	Promoters	Passives+ Detractors	Winter Total
Origin	BC	100%	0%	0%	0%	0%	5%	7%	14%	3%	10%	15%	10%
	AB	0%	100%	0%	0%	0%	38%	54%	49%	47%	52%	57%	50%
	Other Canada	0%	0%	100%	0%	0%	27%	19%	17%	29%	21%	14%	20%
	USA	0%	0%	0%	100%	0%	12%	6%	12%	9%	12%	1%	9%
	OVS	0%	0%	0%	0%	100%	18%	14%	8%	12%	5%	14%	11%
Other Canada	Saskatchewan	0%	0%	19%	0%	0%	4%	3%	4%	7%	17%	31%	19%
	Manitoba	0%	0%	6%	1%	0%	1%	1%	2%	0%	14%	8%	6%
	Ontario	0%	0%	42%	0%	0%	16%	6%	7%	14%	51%	43%	41%
	Quebec	0%	0%	29%	0%	0%	4%	10%	4%	7%	15%	14%	29%
	Atlantic Canada	0%	0%	5%	0%	0%	2%	0%	0%	2%	4%	4%	5%
	Northern Canada	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
US State (Top 10)	California	0%	0%	0%	13%	0%	14%	7%	6%	33%	0%	0%	13%
	Washington	0%	0%	0%	13%	0%	3%	31%	17%	0%	15%	100%	13%
	New York	0%	0%	0%	8%	0%	17%	7%	8%	0%	4%	0%	8%
	Montana	0%	0%	0%	8%	0%	3%	7%	3%	33%	11%	0%	8%
	Pennsylvania	0%	0%	0%	6%	0%	3%	7%	8%	0%	4%	0%	6%
	Colorado	0%	0%	0%	5%	0%	10%	9%	6%	0%	0%	0%	5%
	Vermont	0%	0%	0%	4%	0%	3%	0%	8%	0%	6%	0%	4%
	Massachusetts	0%	0%	0%	4%	0%	10%	0%	6%	0%	6%	0%	4%
	Michigan	0%	0%	0%	4%	0%	0%	0%	6%	0%	0%	0%	3%
	Alaska	0%	0%	0%	3%	0%	0%	7%	6%	0%	6%	0%	3%
Overseas	Europe	0%	0%	0%	0%	75%	59%	72%	81%	100%	28%	46%	75%
	Australia/NZ	0%	0%	0%	0%	21%	32%	28%	8%	0%	52%	25%	21%
	Other Int.	0%	0%	0%	0%	4%	10%	0%	12%	0%	19%	29%	4%
Gender	Male	61%	59%	67%	65%	59%	52%	65%	68%	59%	58%	48%	61%
	Female	39%	41%	33%	35%	41%	48%	35%	32%	41%	42%	52%	39%
Age	18 -24	4%	11%	8%	1%	6%	3%	9%	8%	5%	6%	10%	8%

Table A1. Visitor Characteristics		Origin					Accommodation Location				NPS		2016
		BC	AB	Other Canada	USA	OVS	KHMR	DWTN	HW 1	FC/BBV	Promoters	Passives+ Detractors	Winter Total
	25-34	30%	38%	29%	28%	30%	27%	30%	29%	56%	29%	28%	34%
	35 - 44	19%	21%	18%	16%	20%	26%	22%	16%	19%	17%	16%	20%
	45 - 54	18%	17%	23%	18%	29%	26%	22%	24%	12%	22%	20%	20%
	55 - 64	19%	9%	16%	28%	9%	15%	13%	16%	5%	17%	21%	13%
	65 – 74	9%	3%	5%	9%	3%	3%	5%	5%	2%	8%	4%	4%
	75+	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	DK/NR	0%	1%	0%	0%	2%	0%	0%	1%	0%	0%	1%	1%
Education [FU]	Some Secondary School	0%	2%	3%	0%	0%	0%	2%	3%	0%	1%	2%	1%
	Secondary School Diploma	4%	7%	3%	0%	0%	2%	4%	6%	7%	3%	6%	5%
	Some Post-Secondary Education	22%	9%	14%	6%	0%	5%	11%	9%	23%	9%	9%	11%
	Trade Certificate or College Diploma	24%	15%	21%	5%	26%	13%	24%	14%	10%	17%	19%	17%
	University Undergraduate Degree	25%	50%	28%	49%	38%	49%	33%	52%	29%	44%	40%	42%
	University Post-Graduate Degree	25%	17%	32%	39%	37%	31%	27%	16%	32%	26%	24%	24%
Household Income [FU]	Under $20,000	5%	3%	2%	0%	0%	2%	5%	0%	0%	1%	6%	2%
	$20,000 to $39,999	11%	5%	0%	0%	9%	6%	2%	4%	6%	4%	3%	4%
	$40,000 to $59,999	0%	1%	12%	0%	22%	2%	5%	8%	0%	5%	3%	4%
	$60,000 to $79,999	33%	14%	31%	0%	0%	13%	22%	10%	31%	15%	16%	17%
	$80,000 to $99,999	5%	14%	7%	29%	12%	8%	12%	14%	22%	12%	12%	13%
	$100,000 to $149,999	23%	22%	22%	52%	28%	29%	22%	31%	16%	26%	27%	25%
	$150,000+	23%	41%	26%	20%	30%	40%	33%	33%	25%	37%	33%	34%

2016 Golden Winter Visitor Survey

Table A2. Trip Characteristics		Origin					Accommodation Location				NPS		2016
		BC	AB	Other Canada	USA	OVS	KHMR	DWTN	HW 1	FC/BBV	Promoters	Passives+ Detractors	Winter Total
Been to Golden Before	Yes	77%	81%	47%	42%	28%	49%	60%	66%	60%	76%	72%	65%
	Winter	76%	79%	43%	39%	26%	47%	58%	64%	56%	75%	70%	62%
	Spring	65%	57%	9%	6%	4%	16%	25%	36%	26%	52%	44%	34%
	Summer	73%	74%	19%	21%	5%	31%	42%	54%	41%	65%	62%	52%
	Fall	65%	57%	7%	10%	3%	15%	25%	37%	26%	54%	45%	34%
Times Been to Golden	Average #	28.9	21.4	6.6	8.1	2.8	16.5	15.9	18.9	20.7	23.1	16.6	18.6
Primary Reason	Included in Touring Itinerary	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	<1%
	Snowshoeing/ Other Nordic Activities	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	<1%
	Festival or Concert in Golden	3%	0%	0%	0%	0%	0%	1%	1%	0%	1%	1%	<1%
	Sightseeing/Nature/Wildlife	0%	0%	0%	1%	2%	0%	2%	0%	0%	1%	0%	<1%
	Other Winter Activity	0%	1%	0%	0%	0%	0%	1%	0%	2%	1%	4%	1%
	Attend or Be In a Wedding	0%	1%	1%	0%	0%	2%	1%	0%	2%	1%	2%	1%
	General Relaxation	1%	1%	0%	0%	2%	2%	0%	1%	2%	0%	3%	1%
	Hockey	5%	1%	0%	0%	0%	0%	1%	2%	0%	0%	2%	1%
	Other (Education, Medical or Other Reasons)	4%	1%	0%	1%	0%	0%	0%	1%	2%	3%	1%	1%
	Cat or Heli-skiing	1%	0%	1%	3%	7%	2%	1%	1%	3%	1%	0%	1%
	Family Vacation	0%	2%	0%	5%	1%	1%	1%	0%	5%	1%	1%	1%
	Backcountry Skiing/ Touring	1%	1%	0%	12%	2%	0%	2%	3%	0%	1%	2%	2%

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Table A2. Trip Characteristics		Origin					Accommodation Location				NPS		2016
		BC	AB	Other Canada	USA	OVS	KHMR	DWTN	HW 1	FC/BBV	Promoters	Passives+ Detractors	Winter Total
	Business/Corporate Meeting	13%	1%	1%	2%	0%	0%	1%	5%	0%	1%	3%	2%
	Cross Country Skiing	8%	5%	1%	0%	0%	1%	5%	1%	5%	4%	3%	3%
	Break from Driving	12%	4%	2%	0%	2%	0%	0%	9%	0%	0%	5%	4%
	Visiting Friends and Relatives	11%	4%	5%	4%	3%	1%	1%	3%	2%	4%	7%	4%
	Snowmobiling	3%	10%	11%	4%	2%	1%	3%	12%	10%	4%	7%	8%
	Resort Skiing at KHMR	39%	70%	77%	67%	78%	89%	83%	59%	67%	77%	57%	69%
	Swiss Guides and other Heritage	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Visiting National Parks	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other Winter Activities	Cross Country Skiing	3%	10%	10%	9%	3%	9%	12%	3%	23%	6%	12%	8%
	Snowmobiling	0%	2%	3%	3%	6%	4%	2%	3%	3%	4%	1%	2%
	Ski/ Snow	5%	5%	7%	11%	6%	6%	5%	6%	13%	3%	8%	6%
	Backcountry Ski	2%	3%	5%	5%	7%	4%	4%	4%	5%	6%	2%	4%
	Heli/Cat Ski	0%	1%	1%	7%	8%	4%	1%	3%	3%	0%	0%	2%
	Snowshoe	2%	5%	5%	5%	4%	7%	3%	1%	15%	8%	1%	4%
	Fishing	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%
	Hockey	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Ice skating	0%	1%	1%	0%	1%	1%	1%	0%	0%	1%	0%	0%
	None	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%
	Other Activity	2%	3%	2%	9%	3%	5%	5%	1%	6%	5%	2%	3%
Places in Golden	Restaurant	86%	83%	88%	98%	90%	89%	92%	93%	73%	82%	89%	86%
	Pub	42%	51%	62%	66%	69%	72%	66%	57%	56%	55%	61%	55%
	Gifts	23%	20%	35%	48%	43%	43%	32%	25%	36%	30%	30%	28%
	Groceries	38%	38%	60%	54%	46%	62%	44%	37%	75%	53%	46%	45%

Table A2. Trip Characteristics		Origin					Accommodation Location				NPS		2016
		BC	AB	Other Canada	USA	OVS	KHMR	DWTN	HW 1	FC/BBV	Promoters	Passives+ Detractors	Winter Total
	Gas	62%	59%	69%	71%	44%	55%	62%	67%	69%	60%	64%	61%
	KH Bridge	14%	9%	17%	13%	10%	7%	19%	12%	9%	16%	16%	12%
	KHMR	38%	41%	49%	51%	63%	50%	31%	49%	51%	48%	48%	45%
	Wetlands	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Art Gallery	7%	7%	5%	11%	9%	7%	5%	6%	11%	9%	9%	7%
	Museum	1%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%
	Rotary Trails	5%	2%	2%	3%	5%	1%	3%	4%	2%	5%	4%	3%
	Northern Lights Wolf Centre	0%	1%	4%	6%	6%	1%	4%	3%	4%	5%	4%	3%
	Farmers Market	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Festival/Concert	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%
	Other	3%	1%	3%	1%	2%	0%	3%	2%	2%	1%	1%	2%
	None	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Length of Stay in Golden	Overnight	83%	82%	88%	91%	87%	100%	100%	100%	100%	91%	82%	85%
	Average Nights	2.6	2.5	4.0	3.4	3.4	3.8	2.8	2.6	3.5	3.2	2.9	3.0
	Day	17%	18%	12%	9%	13%	0%	0%	0%	0%	9%	18%	15%
	Average Hours	6.1	7.4	7.8	7.0	7.5	NA	NA	NA	NA	8.3	7.1	7.3
Total Trip Length	1 night	20%	17%	3%	0%	1%	1%	10%	10%	2%	6%	13%	11%
	2 nights	16%	34%	4%	2%	2%	9%	23%	22%	21%	20%	16%	20%
	3 nights	14%	27%	6%	7%	0%	20%	15%	19%	19%	20%	24%	17%
	4 nights	8%	7%	9%	5%	2%	10%	6%	6%	12%	12%	8%	7%
	5 nights	5%	5%	16%	9%	0%	8%	6%	7%	9%	7%	8%	7%
	6 nights	6%	2%	7%	7%	0%	7%	2%	2%	5%	2%	1%	4%
	7 – 13 nights	22%	7%	42%	54%	34%	30%	20%	24%	21%	23%	17%	23%
	14+ nights	9%	1%	13%	16%	61%	14%	18%	10%	11%	10%	13%	12%
Travel Party	Average Travel Party Size (#)	4.3	4.8	4.0	4.4	3.3	5.6	3.8	3.8	5.6	3.8	3.4	3.8
	Alone	25%	5%	9%	14%	11%	5%	8%	10%	2%	11%	14%	10%
	Spouse	42%	47%	44%	38%	36%	50%	47%	42%	52%	50%	54%	44%

Table A2. Trip Characteristics		Origin					Accommodation Location				NPS		2016
		BC	AB	Other Canada	USA	OVS	KHMR	DWTN	HW 1	FC/BBV	Promoters	Passives+ Detractors	Winter Total
	Children <16	17%	17%	7%	7%	1%	20%	9%	16%	7%	17%	12%	13%
	Children >16	2%	8%	9%	8%	6%	10%	7%	8%	10%	10%	12%	<1%
	Parent	4%	6%	6%	9%	2%	4%	4%	5%	10%	4%	4%	<1%
	Sibling	1%	6%	6%	4%	4%	4%	3%	5%	10%	6%	2%	<1%
	Extended Family	4%	7%	13%	9%	2%	11%	5%	6%	10%	9%	10%	8%
	Friends	26%	43%	48%	43%	52%	51%	46%	39%	50%	42%	30%	43%
	Colleagues	7%	6%	1%	3%	3%	7%	3%	4%	3%	3%	2%	<1%
Independent or Group Traveller	Independent	93%	95%	97%	95%	74%	88%	94%	93%	97%	95%	94%	93%
	Group	7%	5%	3%	5%	26%	12%	6%	7%	3%	5%	4%	7%
Type of Group	Leisure Tour	15%	27%	64%	50%	36%	30%	9%	14%	100%	72%	29%	34%
	Sports	78%	57%	36%	50%	64%	56%	91%	73%	0%	28%	55%	54%
	Arts	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Business/ Group of Colleagues	7%	5%	0%	0%	0%	15%	0%	0%	0%	0%	16%	3%
	Other	0%	11%	0%	0%	0%	0%	0%	14%	0%	0%	0%	4%
Visit DWTN Golden [FU]	Yes	78%	72%	81%	84%	83%	74%	99%	84%	71%	79%	74%	76%
Accommodation	Paid Roofed	79%	84%	89%	94%	90%	80%	78%	100%	83%	87%	85%	86%
	Camping	1%	1%	0%	2%	1%	2%	2%	0%	1%	0%	2%	1%
	Friends/Family	18%	14%	10%	2%	9%	19%	20%	0%	16%	13%	13%	12%
	Other	1%	1%	2%	1%	0%	0%	0%	0%	0%	0%	0%	1%
Paid Accommodation Type	Hotel/Motel	57%	52%	35%	48%	51%	10%	63%	97%	5%	42%	50%	48%
	Bed & Breakfast	12%	5%	3%	8%	10%	0%	13%	1%	8%	7%	11%	6%
	Cabin or Chalet	6%	17%	23%	10%	12%	4%	4%	1%	58%	11%	15%	16%
	Condo/ Self Catering Hotel	13%	12%	18%	16%	17%	71%	1%	0%	2%	17%	13%	14%
	Hostel	5%	3%	3%	3%	5%	0%	12%	0%	0%	7%	1%	3%
	Vacation Home – Rental	6%	10%	16%	11%	5%	13%	7%	1%	25%	14%	10%	11%
	Backcountry Lodge	2%	0%	1%	4%	1%	1%	0%	0%	3%	0%	0%	1%

Table A2. Trip Characteristics		Origin					Accommodation Location				NPS		2016
		BC	AB	Other Canada	USA	OVS	KHMR	DWTN	HW 1	FC/BBV	Promoters	Passives+ Detractors	Winter Total
	Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Don't Know	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Type of Trip	Another Primary Destination	17%	9%	18%	10%	10%	4%	10%	12%	5%	10%	13%	11%
	Touring Trip	24%	9%	38%	56%	77%	32%	31%	32%	22%	27%	19%	28%
	Golden is Primary Destination	60%	82%	44%	34%	13%	64%	60%	55%	72%	62%	68%	61%
Primary Destination (Of Those With Primary Destination Outside of Golden)	Edmonton	0%	0%	1%	0%	0%	11%	0%	0%	0%	3%	0%	<1%
	Other Outside BC & AB	6%	0%	0%	10%	0%	0%	0%	3%	0%	0%	0%	2%
	Vancouver Island	7%	2%	3%	0%	0%	0%	0%	5%	0%	0%	0%	3%
	Other AB	13%	2%	3%	0%	0%	0%	5%	8%	0%	0%	10%	4%
	Other BC	0%	7%	0%	0%	13%	11%	5%	8%	0%	7%	0%	4%
	Thompson Okanagan	7%	7%	3%	0%	5%	11%	0%	14%	0%	7%	0%	5%
	Lower Mainland/ Whistler	0%	11%	3%	0%	0%	0%	5%	8%	0%	0%	0%	5%
	Calgary	19%	5%	5%	0%	9%	0%	10%	11%	0%	13%	0%	7%
	Columbia Valley	7%	26%	11%	0%	0%	0%	5%	3%	0%	17%	25%	14%
	Revelstoke	6%	28%	18%	62%	19%	67%	40%	24%	67%	41%	21%	24%
	Banff/Lake Louise/Canmore	37%	11%	52%	27%	54%	0%	30%	16%	33%	12%	44%	32%
Reduce or Extend Stay in Golden? FU	I reduced my stay.	0%	2%	2%	0%	0%	0%	3%	3%	0%	2%	1%	2%
	I extended my stay.	7%	5%	12%	15%	17%	5%	12%	6%	11%	10%	6%	8%
	No, I did not extend or reduce my stay.	93%	93%	86%	85%	83%	95%	85%	92%	89%	88%	94%	90%
Golden Expenditures	Total Travel Party Spend ($)	$593	$1,104	$1,622	$1,580	$1,359	$2,068	$988	$1,118	$2,097	$1,294	$1,100	$1,216
	Accommodation	30%	29%	36%	33%	35%	39%	31%	40%	25%	10%	7%	32%

Table A2. Trip Characteristics		Origin					Accommodation Location				NPS		2016
		BC	AB	Other Canada	USA	OVS	KHMR	DWTN	HW 1	FC/BBV	Promoters	Passives+ Detractors	Winter Total
Percentage of Expenditures Spent On [FU]	Food and Beverage	24%	29%	22%	20%	23%	26%	28%	22%	28%	30%	21%	26%
	Transportation	14%	13%	9%	6%	6%	9%	10%	10%	16%	32%	24%	11%
	Shopping	8%	3%	4%	5%	4%	5%	4%	3%	3%	34%	25%	4%
	Attractions	4%	3%	6%	14%	4%	6%	8%	2%	2%	39%	21%	5%
	Outdoor Recreation	17%	19%	23%	20%	11%	14%	14%	18%	25%	43%	39%	19%
	Other Entertainment	1%	1%	1%	0%	0%	1%	1%	1%	1%	47%	41%	1%
	Other	2%	2%	1%	2%	10%	2%	2%	4%	0%	51%	43%	2%

Table A3. Awareness, Decision Making and Perceptions		Origin					Accommodation Location				NPS		2016
		BC	AB	Other Canada	USA	OVS	KHMR	DWTN	HW 1	FC/BBV	Promoters	Passives + Detractors	Winter
Aware of Golden Before Visit?	Yes (First Time Visitors Only)	93%	93%	69%	55%	50%	70%	68%	79%	61%	83%	77%	72%
Originally Find out About Golden *FU*	Travel Guide	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Consumer Show - Edmonton Snowmobile and Power Sports Show	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Consumer Show – Calgary Snow Show	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Consumer Show - Calgary Outdoor Adventure Show	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Consumer Show - Saskatoon Snowmobile Show	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Parks Canada Website	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
	Other, how?	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%
	Highway Billboard Advertising	0%	0%	0%	0%	5%	2%	0%	0%	0%	0%	2%	1%
	None of the Above	0%	1%	0%	0%	0%	0%	3%	0%	0%	1%	1%	1%
	Magazine or Newspaper Article	0%	1%	2%	0%	6%	0%	3%	1%	0%	2%	0%	1%
	Tour Operator Brochure/ Itinerary	4%	1%	0%	0%	4%	0%	2%	1%	0%	1%	2%	1%
	Work/ Worked in Golden or Area	7%	1%	0%	0%	0%	0%	2%	3%	0%	1%	1%	1%
	Previously Attended a Wedding in the Area	0%	1%	6%	0%	0%	5%	0%	0%	5%	1%	2%	1%

Table A3. Awareness, Decision Making and Perceptions		Origin					Accommodation Location				NPS		2016
		BC	AB	Other Canada	USA	OVS	KHMR	DWTN	HW 1	FC/BBV	Promoters	Passives + Detractors	Winter
	Golden Travel Planner or Other Tourism Literature	3%	0%	2%	10%	0%	0%	2%	0%	5%	1%	2%	2%
	Highway Signage	11%	1%	0%	0%	0%	0%	3%	3%	0%	0%	4%	2%
	Sports Team, Activity Group or Club Event	4%	2%	0%	0%	6%	0%	2%	5%	0%	1%	3%	2%
	KHMR	0%	1%	6%	9%	14%	5%	5%	5%	0%	3%	5%	3%
	Used to Live in Golden	7%	4%	11%	0%	0%	5%	5%	5%	7%	5%	3%	5%
	Internet Search	3%	1%	10%	15%	18%	9%	6%	8%	0%	5%	6%	5%
	Word of Mouth	7%	16%	37%	43%	39%	38%	22%	15%	30%	29%	17%	23%
	Always Known About Golden	54%	68%	26%	23%	7%	37%	47%	53%	53%	48%	53%	51%
Other Destinations Considered? *FU*	Yes	31%	38%	58%	72%	82%	46%	40%	49%	49%	49%	46%	47%
Other Destinations Considered (Top 5) *FU*	Kimberley/ Cranbrook	0%	8%	8%	6%	7%	13%	12%	8%	0%	7%	7%	7%
	Panorama/ Inveremere/ Radium	14%	28%	21%	0%	11%	10%	11%	17%	22%	16%	25%	19%
	Lake Louise	0%	29%	16%	24%	25%	21%	31%	14%	33%	20%	27%	23%
	Fernie	14%	40%	27%	5%	13%	35%	15%	39%	22%	26%	29%	27%
	Revelstoke	62%	49%	47%	64%	73%	45%	42%	72%	67%	54%	58%	55%
Factors in Deciding on Golden Vs Other Location (Top Box - 4 & 5 on	Is A Good Stop On Route to Another Destination	40%	26%	18%	33%	22%	11%	41%	19%	27%	24%	30%	26%
	Not Too Far from Home	29%	48%	5%	5%	6%	29%	30%	33%	31%	33%	29%	32%
	It is Familiar/ I've Been There Before	41%	49%	11%	42%	18%	35%	42%	28%	52%	49%	26%	39%

Table A3. Awareness, Decision Making and Perceptions		Origin					Accommodation Location				NPS		2016
		BC	AB	Other Canada	USA	OVS	KHMR	DWTN	HW 1	FC/BBV	Promoters	Passives + Detractors	Winter
Importance Scale) *FU*	Has Access to a Good Variety of Outdoor Activities	70%	78%	71%	73%	44%	71%	74%	65%	92%	79%	64%	73%
	Has Excellent Skiing And Snowboarding	71%	84%	92%	100%	87%	98%	83%	83%	79%	93%	77%	86%
	Has Excellent Snowmobiling	11%	20%	17%	3%	10%	6%	9%	19%	40%	16%	18%	16%
	Has Excellent Nordic Skiing and/or Back Country Skiing	35%	45%	43%	57%	42%	40%	47%	37%	42%	47%	40%	44%
	The Community Is Close In Proximity To Nature And Wilderness	68%	70%	78%	56%	32%	67%	78%	60%	74%	78%	52%	67%
	Has Friendly, Hospitable People	69%	65%	57%	91%	38%	62%	72%	60%	68%	73%	52%	64%
	Has Small Town Charm	63%	54%	42%	36%	23%	45%	60%	44%	47%	59%	34%	49%
	Has Friendly and Helpful Front Line Staff	43%	49%	42%	53%	31%	61%	46%	41%	42%	52%	37%	46%
	Has Concerts and/or Public Events That I Wanted To Attend	23%	10%	3%	5%	0%	5%	16%	8%	10%	8%	11%	9%
	There Was A Personal Event	22%	12%	6%	0%	0%	17%	14%	4%	13%	9%	10%	10%
	It Is A New Place To Explore	38%	39%	59%	45%	31%	41%	44%	40%	42%	42%	43%	42%
	Offers Good Value For Money	37%	57%	52%	64%	36%	57%	59%	47%	60%	60%	41%	53%
	I Have Friends and Family that Live in Golden	22%	13%	22%	11%	5%	18%	23%	8%	20%	15%	14%	15%

Table A4. Trip Planning		Origin					Accommodation Location				NPS		2016
		BC	AB	Other Canada	USA	OVS	KHMR	DWTN	HW 1	FC/BBV	Promoters	Passive + Detractors	Winter Total
Online Sources for Visitor Information Used (Before and During) *FU*	Search Engine - Before	33%	59%	70%	61%	72%	68%	59%	65%	55%	67%	56%	59%
	Search Engine - During	14%	23%	40%	13%	48%	32%	25%	29%	23%	29%	24%	26%
	OTA - Before	9%	24%	29%	10%	34%	16%	30%	35%	5%	24%	23%	23%
	OTA - During	7%	1%	4%	5%	6%	3%	2%	5%	0%	4%	1%	3%
	Maps - Before	37%	34%	53%	46%	41%	45%	39%	43%	33%	44%	38%	39%
	Maps - During	22%	32%	46%	22%	38%	36%	30%	34%	36%	37%	31%	33%
	Social Media - Before	18%	18%	11%	14%	17%	18%	14%	18%	23%	19%	16%	16%
	Social Media - During	14%	13%	11%	0%	10%	19%	12%	13%	0%	10%	13%	11%
	Travel Commentary - Before	13%	17%	37%	27%	20%	23%	25%	20%	18%	29%	13%	21%
	Travel Commentary - During	4%	10%	21%	4%	17%	11%	12%	13%	10%	11%	13%	11%
	Online Travel Guide - Before	2%	5%	4%	4%	6%	5%	7%	3%	5%	4%	5%	4%
	Online Travel Guide - During	3%	1%	4%	0%	0%	3%	3%	1%	0%	3%	1%	2%
	Tourism Golden Website - Before	9%	17%	23%	25%	22%	19%	15%	20%	23%	21%	16%	18%
	Tourism Golden Website - During	3%	10%	10%	0%	6%	12%	6%	9%	5%	10%	6%	8%
	KHMR Website - Before	26%	56%	67%	70%	60%	83%	55%	51%	48%	64%	50%	56%
	KHMR Website - During	12%	28%	37%	47%	52%	46%	27%	29%	43%	37%	29%	31%
	Kootenay Rockies Website - Before	6%	1%	6%	0%	3%	3%	4%	3%	0%	4%	1%	3%
	Kootenay Rockies Website - During	3%	1%	6%	0%	3%	6%	3%	1%	0%	3%	0%	2%
	Specialized Web/App - Before	7%	7%	12%	4%	15%	8%	8%	10%	5%	11%	5%	8%

Table A4. Trip Planning		Origin					Accommodation Location				NPS		2016
		BC	AB	Other Canada	USA	OVS	KHMR	DWTN	HW 1	FC/BBV	Promoters	Passive + Detractors	Winter Total
	Specialized Web/App - During	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	DBC Website - Before	6%	2%	11%	0%	7%	8%	4%	5%	0%	6%	2%	4%
	DBC Website - During	3%	1%	4%	0%	3%	6%	2%	3%	0%	3%	0%	2%
	DC Website - Before	0%	0%	0%	0%	3%	2%	0%	0%	0%	0%	0%	0%
	DC Website - During	3%	1%	3%	0%	6%	3%	2%	4%	0%	4%	0%	2%
	Parks Canada - Before	6%	7%	15%	9%	20%	9%	15%	9%	7%	11%	9%	10%
	Parks Canada - During	3%	8%	8%	9%	10%	8%	8%	7%	15%	8%	9%	8%
Search Terms Used *FU* % Yes	Destination-Related	22%	26%	30%	26%	35%	33%	24%	38%	20%	29%	27%	27%
	Price-Related	0%	17%	23%	15%	24%	9%	19%	21%	15%	19%	15%	17%
	Specific Brand or Website Name	10%	12%	9%	4%	13%	5%	10%	21%	0%	12%	9%	11%
	Activity-Related	24%	44%	51%	32%	44%	51%	37%	46%	43%	49%	38%	42%
	Specific Wants/Needs	10%	14%	9%	32%	31%	18%	18%	20%	10%	17%	14%	15%
	Other	2%	8%	10%	18%	8%	17%	6%	4%	15%	4%	7%	9%
Word of Mouth Sources Used (Before and During) *FU*	FF – Before	39%	49%	56%	42%	29%	57%	41%	43%	55%	51%	48%	47%
	FF - During	25%	19%	33%	29%	26%	23%	19%	22%	35%	28%	22%	23%
	Golden Locals - Before	25%	19%	33%	29%	26%	11%	4%	14%	23%	14%	11%	12%
	Golden Locals – During	36%	30%	41%	44%	45%	34%	48%	35%	18%	41%	31%	35%
	Local Businesses – Before	16%	8%	12%	4%	8%	15%	8%	4%	10%	9%	11%	9%
	Local Businesses - During	43%	29%	45%	43%	36%	36%	45%	36%	35%	41%	31%	35%
Printed/ Paper	Golden Travel Planner - Before	0%	5%	0%	0%	6%	0%	2%	5%	7%	5%	1%	3%

Table A4. Trip Planning		Origin					Accommodation Location				NPS		2016
		BC	AB	Other Canada	USA	OVS	KHMR	DWTN	HW 1	FC/BBV	Promoters	Passive + Detractors	Winter Total
Sources for Visitor Information Used (Before and During) *FU*	Golden Travel Planner - During	4%	6%	10%	4%	9%	8%	3%	7%	15%	6%	9%	6%
	Printed Maps that include Golden - Before	3%	12%	11%	14%	18%	2%	12%	12%	18%	15%	8%	11%
	Printed Maps that include Golden - During	14%	15%	37%	32%	18%	12%	17%	26%	30%	25%	18%	21%
	DBC Vacation Planner - Before	0%	1%	3%	0%	0%	0%	2%	3%	0%	2%	0%	1%
	DBC Vacation Planner - During	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	DBC Outdoor Adventure Guide - Before	0%	2%	0%	0%	0%	0%	0%	1%	2%	1%	0%	1%
	DBC Outdoor Adventure Guide - During	0%	2%	6%	4%	0%	3%	7%	1%	0%	3%	2%	2%
	KR Golf Vacation Guide - Before	7%	1%	0%	0%	0%	0%	0%	1%	2%	1%	1%	1%
	KR Golf Vacation Guide - During	4%	1%	0%	0%	0%	0%	0%	3%	0%	2%	0%	1%
	Travel Guide - Before	0%	1%	2%	0%	0%	0%	3%	1%	0%	1%	1%	1%
	Travel Guide - During	0%	0%	2%	0%	0%	0%	2%	0%	0%	1%	0%	0%
Other Visitor Information Sources Used *FU*	Consumer Show - Before	3%	2%	7%	0%	0%	3%	4%	3%	0%	4%	1%	3%
	Consumer Show - During	0%	0%	3%	0%	0%	0%	0%	1%	0%	1%	0%	0%
	Other - BCVC - Before	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Other - BCVC - During	0%	5%	3%	13%	8%	5%	6%	3%	10%	7%	3%	5%

Table A4. Trip Planning		Origin					Accommodation Location				NPS		2016
		BC	AB	Other Canada	USA	OVS	KHMR	DWTN	HW 1	FC/BBV	Promoters	Passive + Detractors	Winter Total
	DWTN Chamber Office - Before	0%	2%	0%	0%	0%	0%	0%	0%	5%	2%	0%	1%
	DWTN Chamber Office - Before	0%	1%	4%	0%	0%	2%	2%	3%	0%	2%	1%	1%
	GPS - Before	3%	10%	9%	9%	0%	9%	11%	8%	0%	9%	7%	8%
	GPS - During	15%	20%	34%	19%	21%	15%	12%	31%	20%	23%	23%	22%
Regularly Use Social Media? [FU]	Yes	58%	66%	64%	66%	63%	77%	62%	59%	67%	68%	60%	65%
Social Media or Travel Commentary Used [FU] % Yes	Facebook	40%	43%	37%	53%	37%	58%	35%	36%	55%	52%	35%	42%
	Twitter	3%	16%	14%	9%	3%	8%	6%	12%	20%	15%	11%	13%
	Instagram	30%	21%	17%	18%	17%	26%	12%	21%	25%	26%	16%	21%
	YouTube	20%	28%	22%	26%	30%	28%	20%	23%	40%	29%	27%	26%
	TripAdvisor	25%	42%	39%	47%	48%	50%	36%	36%	50%	45%	40%	41%
	LinkedIN	8%	12%	14%	9%	6%	14%	7%	17%	7%	14%	9%	12%
	Yelp	11%	8%	4%	18%	0%	3%	4%	16%	0%	11%	5%	8%
	Pinterest	7%	10%	12%	10%	14%	11%	8%	9%	15%	12%	10%	11%
	Snapchat	4%	7%	9%	0%	17%	9%	2%	3%	25%	8%	8%	7%
	Google+	16%	18%	16%	13%	18%	25%	15%	18%	12%	19%	16%	17%
	Foursquare	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Tumblr	4%	0%	0%	4%	0%	0%	2%	1%	0%	1%	1%	1%
	Flickr	5%	0%	3%	0%	4%	3%	2%	1%	0%	1%	2%	2%
	Vine	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Post Comments on Social Media? [FU]	Yes	50%	54%	74%	53%	63%	76%	43%	58%	62%	65%	46%	58%
Used Hashtags in Post? [FU]	#GoldenBC	0%	2%	7%	0%	5%	8%	0%	1%	5%	4%	1%	3%
	#Goldenrules	0%	0%	2%	0%	0%	2%	2%	0%	0%	1%	0%	1%

Table A4. Trip Planning		Origin					Accommodation Location				NPS		2016
		BC	AB	Other Canada	USA	OVS	KHMR	DWTN	HW 1	FC/BBV	Promoters	Passive + Detractors	Winter Total
Pre-booked Accommo-dation[FU]	Yes	84%	95%	96%	89%	91%	96%	85%	95%	100%	96%	89%	93%
Method of Pre-booking Reserving [FU]	Travel Agent	0%	0%	0%	0%	12%	2%	0%	1%	0%	55%	61%	1%
	Tour Operator	7%	2%	3%	0%	0%	7%	2%	1%	0%	23%	27%	2%
	Kicking Horse Central Reservations / SKI KICK	0%	1%	9%	0%	0%	11%	0%	1%	0%	4%	0%	2%
	Resort of the Canadian Rockies (RCR) Central Reservations	7%	4%	5%	0%	0%	11%	0%	4%	0%	4%	4%	4%
	Private Home Rental Service (e.g. Airbnb, VRBO)	0%	9%	17%	0%	0%	16%	2%	0%	36%	11%	5%	8%
	Online Travel Agent (e.g. Travelocity)	3%	26%	20%	29%	49%	11%	26%	33%	9%	0%	3%	25%
	Directly with the Property (online or by phone)	83%	58%	46%	71%	39%	42%	70%	58%	55%	2%	2%	58%
Private Home Rental Used [FU]	Airbnb	0%	0%	84%	0%	0%	0%	0%	0%	50%	42%	0%	33%
	VRBO	0%	100%	16%	0%	0%	100%	100%	0%	50%	58%	100%	67%
Importance Private Home Rental Service [FU]	Ranked as important or very important	0%	38%	100%	0%	0%	100%	100%	0%	50%	77%	20%	64%
If Private Home Rental Not Available [FU]	Still Stay in Golden? % Yes	0%	92%	16%	0%	0%	80%	100%	0%	50%	53%	80%	60%

Table A5. Visitor Information		Origin					Accommodation Location				NPS		2016
		BC	AB	Other Canada	USA	OVS	KHMR	DWTN	HW 1	FC/BBV	Promoters	Passives + Detractors	Winter
Visitor Information Topics Researched While in Golden *FU*	Accommodation	18%	23%	26%	4%	21%	25%	29%	23%	10%	26%	18%	21%
	Events	17%	11%	17%	13%	16%	17%	11%	17%	13%	15%	14%	13%
	Activities	36%	32%	41%	23%	39%	37%	34%	26%	50%	39%	32%	34%
	Attractions	14%	14%	31%	13%	10%	15%	20%	16%	28%	17%	18%	17%
	Restaurants/ Dining	64%	49%	50%	58%	64%	64%	49%	50%	58%	56%	54%	53%
	Shopping	18%	5%	18%	5%	28%	19%	10%	9%	10%	10%	12%	10%
	Transportation	7%	2%	8%	5%	11%	8%	1%	8%	0%	6%	3%	4%
	Other Topics	2%	3%	6%	0%	7%	5%	6%	1%	0%	5%	2%	4%
	None	19%	21%	10%	34%	22%	20%	18%	18%	20%	21%	21%	20%
Visitor Information Impact – (Top Box - 4 & 5 on Agreement Scale) *FU*	Staying Longer	9%	8%	6%	0%	4%	6%	11%	7%	0%	7%	7%	7%
	More Activities	30%	11%	19%	38%	23%	28%	29%	13%	8%	20%	13%	18%
	Visiting New Places	33%	35%	49%	46%	27%	40%	37%	31%	57%	43%	31%	24%
	Spending More Money	38%	21%	20%	24%	38%	42%	19%	24%	16%	29%	17%	38%
	Improved Experience	34%	42%	61%	46%	31%	52%	42%	37%	73%	50%	36%	44%
	Increase Likelihood of Returning	48%	47%	48%	38%	23%	44%	50%	44%	56%	52%	34%	45%
Visitor Information Preferences (Top Box - 4 & 5 on Agreement Scale) *FU*	Online via a Digital Kiosk at a Convenient Location	5%	12%	8%	0%	4%	12%	7%	14%	6%	10%	7%	9%
	In-Vehicle GPS System	35%	25%	41%	5%	12%	27%	26%	27%	25%	30%	21%	26%
	In-Vehicle Internet Access via Cellular Connection	18%	32%	34%	12%	18%	33%	17%	26%	30%	32%	24%	28%
	Printed Materials at a Static Kiosk at a Convenient Location	29%	27%	29%	44%	37%	27%	28%	31%	41%	34%	25%	30%
	Local Visitor Information Centre	31%	27%	28%	62%	45%	24%	32%	31%	38%	39%	21%	32%

Table A5. Visitor Information		Origin					Accommodation Location				NPS		2016
		BC	AB	Other Canada	USA	OVS	KHMR	DWTN	HW 1	FC/BBV	Promoters	Passives + Detractors	Winter
	Printed Materials available at Accommodations or Other Tourism Businesses	36%	39%	43%	42%	57%	38%	31%	50%	51%	43%	39%	41%
	Talking to People That Work at Tourism Businesses	41%	43%	46%	52%	50%	45%	44%	39%	56%	47%	41%	45%
	Talking to Other Visitors	44%	46%	48%	71%	44%	45%	52%	43%	50%	51%	43%	48%
	Talking to Locals	63%	61%	80%	79%	68%	70%	73%	62%	60%	70%	60%	66%
	Online via Cellular Connection Using My Own Device	63%	74%	66%	52%	54%	71%	60%	63%	72%	72%	63%	68%
	Online via WiFi Using My Own Device	75%	83%	86%	79%	90%	81%	82%	81%	85%	82%	83%	83%
Obtained Information Needed? [FU]	Yes	91%	96%	95%	100%	96%	93%	96%	92%	100%	96%	94%	95%
Able to Access to WiFi? [FU]	Yes	91%	90%	88%	89%	97%	98%	92%	94%	77%	94%	84%	90%
Where access WiFi? [FU]	Accommodation	71%	59%	65%	71%	78%	86%	72%	78%	43%	75%	55%	64%
	Community WiFi hotspot	3%	4%	2%	0%	6%	5%	3%	3%	5%	3%	4%	3%
	Local Business WiFi	23%	19%	20%	25%	33%	14%	21%	17%	28%	25%	19%	21%
	Other	0%	4%	0%	0%	0%	0%	0%	4%	5%	2%	3%	3%

Table A6. Evaluation of Golden Experiences		Origin					Accommodation Location				NPS		2016
		BC	AB	Other Canada	USA	OVS	KHMR	DWTN	HW 1	FC/BBV	Promoters	Passives + Detractors	Winter
Expectations Met?	Fell Short	2%	0%	1%	5%	6%	2%	2%	1%	3%	2%	1%	2%
	Met	55%	64%	58%	54%	62%	54%	50%	71%	68%	53%	60%	61%
	Exceeded	43%	36%	41%	41%	31%	45%	48%	29%	29%	45%	39%	37%
Experience Component of Visit FU	Accommodation	70%	75%	81%	90%	73%	92%	85%	67%	87%	86%	64%	76%
	Dining	59%	77%	68%	90%	25%	79%	75%	61%	79%	81%	58%	70%
	Recreation & Adventure Opportunities	92%	97%	96%	100%	92%	97%	94%	96%	98%	99%	91%	96%
	Local Directional Signage	62%	69%	70%	69%	48%	69%	73%	65%	65%	72%	60%	67%
	Signage on Trans Canada Hwy 1	75%	84%	91%	75%	64%	68%	80%	88%	78%	84%	78%	82%
	Overall	92%	93%	86%	100%	86%	95%	94%	87%	89%	99%	82%	92%
Likelihood of Returning to Golden FU	Top Box (4 -5) on Likelihood Scale	96%	93%	74%	92%	73%	91%	93%	86%	95%	94%	81%	88%
Likelihood of Recommend Golden FU	Detractor (0-6)	19%	7%	9%	0%	7%	3%	8%	13%	0%	100%	0%	8%
	Passive (7-8)	37%	37%	26%	5%	59%	26%	34%	31%	38%	0%	81%	34%
	Promoter (9 & 10)	44%	56%	65%	95%	34%	71%	58%	57%	62%	0%	19%	58%